

I N S I D E:

THE MEGA-REPS:
BEGINNING A NEW SERIES

The consolidation of the rep industry has had an impact on radio, advertisers, and (obviously) independent rep firms. **Gall Mitchell** launches a series on the new "mega-reps" by interviewing the father of the conglomeration trend, **McGavren Guild** and **Interrep's Ralph Guild**.

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REPORTS FROM THE
NEW MUSIC SEMINAR

The New Music Seminar is increasingly becoming the convention where the "outsiders" and the "insiders" meet. Reports and reactions to the panels and the atmosphere from **Ken Barnes**, **Joel Denver**, and **Walt Love**.

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PEOPLE IN THE NEWS
THIS WEEK

- **Luis Nogales** Exec. VP/GM at UPI
- **Jim Brown** WLUM's PD
- **John Haggard** Sr. VP at WQQK & WVOL
- **Michael Konecko** PD for WYDD
- **Michael St. John** WKXX PD
- **Tom Zutaut**, **Howard Thompson** VPs at EIA
- **Larry Franklin** Exec. VP/COO for Harte-Hanks
- **Rick McGee** PD at KITY
- **Pete Jones** VP at RCA
- **Bob McDougall** WTRY's PD
- **Jeff Peck** GSM at KHJ
- **Paul Anovick** GSM at WYAY
- **Bill Clair** WLYK GSM

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ARBITRON/ADVISORY
COUNCIL ENCOUNTERS

Jhan Hiber gets the latest lowdown on the meetings between Arbitron and the Arbitron Radio Advisory Council from ARAC Chairman **Ed Giller**.

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BIRCH RATINGS RESULTS

Washington: WKYS, WHUR Pace Market Seattle: CHRs KUBE, KNBQ, KPLZ Rise
Cleveland: WMMs Down As WGCL Narrows Gap

Denver: KPKE Vaults Two, Opens Lead
Phoenix: Good AOR Book As KDKB, KUPD Climb

Cincinnati: WKRC, WRRM, WLW Hot A/C's

Portland: KMJK Gains Three For 12 Share

New Orleans: WEZB Nears 18 With Big Jump

Plus results from **Buffalo**, **Charleston**, **Louisville**, and **Providence**.

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ANALYZING THE RATINGS

Steve Feinstein presents the semiannual R&R AOR Arbitron Scoreboard, with the ups and downs of the nation's AORs (and consultants) catalogued for easy reference. Also, **Ron Rodrigues** charts A/C progress in the traditionally hostile South, and **Lon Helton** salutes some AM Country winners.

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Newsstand Price \$3.50



R&R
RADIO & RECORDS

Bongarten Becomes New NBC Radio President

WNBC/New York VP/GM **Randy Bongarten** has been named President of NBC Radio, replacing **Michael Eskridge**, who transferred to parent company RCA earlier this month. No replacement for Bongarten has been named yet and, with the still-vacant PD position, there are now two management openings at WNBC.

In making the announcement, NBC Group Exec. VP **Robert Walsh** said, "Randy's reputa-



Randy Bongarten

OZIEMBLEWSKI NEW CFO

Chairs Elevated To Outlet VP/Radio

Outlet Communications VP/Business Affairs **Joseph Chairs** has been promoted to VP/Radio Station Group. Chairs, who will supervise Outlet's five stations, replaces former Sr. VP/Radio **Dick Rakovan**, who exited after five years with the company. At

the same time, VP/Controller **Felix Oziembowski** was advanced to VP/Chief Financial Officer.

Commenting on Chairs's appointment, Outlet President/COO **David Henderson** told R&R, "Joe's been with us ten years, and has been in his most recent position since 1976. I've known Joe for over 20 years, having worked with him at Westinghouse's WJZ-TV/Baltimore in the '60s. I have every confidence in his ability to do

CHAIRS/See Page 22

MEYERS GM, JONES JOINS

WMC Sets New AM/FM Structure

In management changes at WMC-AM & FM/Memphis, six-year WMC-FM General Manager **Don Meyers** has assumed the GM duties for both stations. The AM was previously managed by **Dean Osmundson**, who retired four weeks ago after over 26 years with the station.

Meyers, who prior to WMC-FM spent a combined 11 years in two stints managing WAKY/Louisville, told R&R, "It's more fulfilling to have both stations to administer. It's like having your second child - a lot of fun and there's a lot more to do. You become smarter having two to take care of."



Gary Price

Twenty-year broadcaster and 11-year market programmer **Gary Price** has been selected as the new PD for Infinity's Oldies-formatted **WJMK/Chicago** (formerly **WJEZ**). The appointment reunites Price with **WJJD** & **WJMK** VP/GM **Harvey Pearlman**; the two worked together at neighbor **WDHF** (now **WMET**). Former **WJEZ** PD **John Charleston** will retain his evening airshift.

"Gary is the singularly most PRICE/See Page 22

RCA Ups Mascolo To VP/Contemporary Promotion

RCA has promoted National Promotion Director **Ed Mascolo** to Division VP/Contemporary Promotion. Mascolo, who lives in Nashville, will relocate to New York on a fulltime basis to handle his new duties, which encompass the supervision of national singles and album promotion efforts and the company's regional promotion staff.

Division VP/USA & Canada **John Ford** commented to R&R, "I'm very pleased that **Eddie** has accepted this position. This



Ed Mascolo

is the first appointment I'm making in my new capacity, and with **Eddie's** tremendous track record and respect in the industry I'm convinced this is the right decision to make."

An RCA staffer for almost ten years, Mascolo told R&R, "Naturally I'm excited and really looking forward to working with **John**. We've got a lot of great acts on the RCA roster

MASCOLO/See Page 28

Rich Back At B100

In a surprising move, veteran broadcaster **Bobby Rich** has returned to **KFMB-FM (B100)**/San Diego as Program Manager. Rich, who first programmed the station as a CHR outlet between 1975-1978, takes over from the departing **Glen McCartney**.



Bobby Rich

KFMB-AM & FM VP/GM **Paul Palmer** explained, "This was probably the most difficult decision I've made in the last several years. **Glen** has been here for nine years, including four as Program Manager, and the station has been successful during that time. It's very difficult to make a programming change when things are going well, but we're in one of the more competitive A/C races here with six stations doing the same format. I felt **Bobby** was the one guy in the country that could take what we have and move us to a new level. We plan to keep the station A/C, and we'll be announcing some programming changes in the coming weeks."

McCartney, who once served as an air personality under **Rich**, said, "My association at **B100** has been a productive and positive one. During my tenure, the station has accomplished exactly what has been asked of us. **B100** appeals to adults on a consistent basis for the first time in its history, and is either

RICH/See Page 28

WMC/See Page 28

RESEARCH THAT WORKS.

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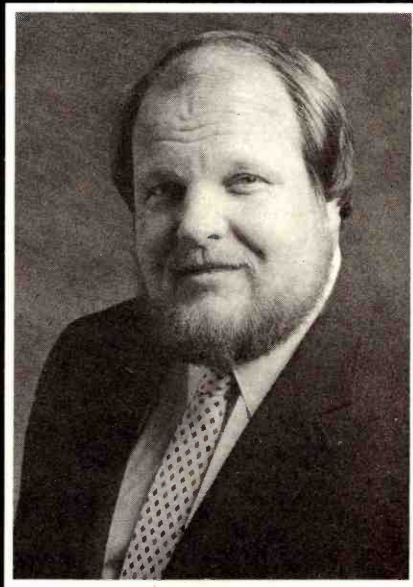
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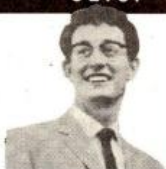
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DATEBOOK: DAY-TO-DAY DATA

R&R's Datebook column is a daily fund of biographical and incidental information on artists, events, and the vast panorama of musical history. Written and researched by resident expert Sean Ross, the resource of Datebook appears every week in R&R.



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Country: Lon Helton	40		

STAFF, WAGES CUT

Nogales New UPI Exec. VP/GM

Luis Nogales has been appointed Exec. VP/GM of United Press International, moving up from his position of Exec. VP and Chairman/Executive Committee.

In announcing the appointment UPI principal Douglas Ruhe said, "We are very pleased to name Luis Nogales as General Manager. He is an extremely bright and capable manager who brings to the job strong qualities as an administrator and a planner."

Nogales joined UPI in 1983, coming from public relations firm Fleishman-Hillard, where he served as VP. Prior to that was with Golden West, where he served in several different capacities, becoming Executive VP in 1978.

In a separate move, UPI has announced a "three-year editorial development plan" which is designed to streamline operations and allow the wire service to become profitable by the end of 1984. This plan ostensibly calls for more concentration on news

production and editing, as well as an expansion of several departments.

Key elements of the plan call for the "short-term reduction of the permanent editorial workforce" by about 40 employees, while an additional 60 temporary and probationary staffers will also

UPI/See Page 22

Konecko Upped To WYDD PD

Michael (McQueen) Konecko has been promoted from Assistant PD to Program Director at WYDD/Pittsburgh. A nine-year broadcaster, Konecko succeeds Dan Kelly, who exited three weeks ago.

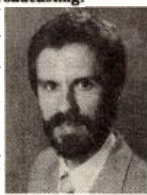
Before joining WYDD in 1981, Konecko worked as an air personality at WSEA/Georgetown, DE; WESA/Charleston, PA; and WLSW/Cornellville, PA. He told R&R, "I've learned a lot from my experience as Assistant PD, and will use that knowledge to turn this station around. Inside the next few months, I plan to make the sound of WYDD the most professional in the Pittsburgh market."

CONSULTS SUNGROUP

St. John Becomes PD At WKXX

After six years at WKXX (KKX104)/Nashville, veteran programmer Michael St. John has been named PD at SunGroup's WKXX (KXX106)/Birmingham. In addition, St. John will serve as a programming consultant for the SunGroup properties, including WERC/Birmingham; WMYU(U102)/Knoxville; WSEV/Sevierville, TN; and WYHY (Y107)/Nashville. SunGroup sold its stations recently to Sillerman-Morrow Broadcasting.

WERC & WKXX Exec. VP/GM John Bomer commented, "We are very pleased to have a proven, talented programmer like Mike St. John, and we look forward to having his expertise at all our properties. There might be some adjustments at some of the stations, but I doubt



Michael St. John
ST. JOHN/See Page 22

Brown Returns To Radio As New WLUM PD

Former WOKY/Milwaukee programmer Jim Brown has been named Program Director at All-Pro Broadcasting's WLUM/Milwaukee. He replaces Mark Driscoll, who left some months ago to program WZPL/Indianapolis.

WLUM & WAWA VP/GM Richard McLatosh told R&R, "We're very excited about acquiring Jim, who's got a lot of knowledge and radio experience. With his help

Haggard Sr. VP/WVOL & WQQK

After 14 months as VP/GM at Mid America Media's WMRZ & KRVR/Davenport (Quad Cities), VP/GM John Haggard Jr. has been named Sr. VP for Black-formatted WVOL & WQQK/Nashville, beginning September 1. Haggard will concentrate his duties in the areas of acquisitions and sales development for parent company Phoenix Communications Group. Clarence Kilcrease remains as VP/GM for both facilities.

Phoenix President Sam Howard commented, "We are excited to bring in a man whose proven talents will be quite valuable toward my desire of purchasing additional properties."

Prior to WMRZ & KRVR, Haggard managed WGNs/Murfreesboro (Nashville), and suburban Philadelphia outlet WQIQ/Chester, PA. He has also worked four years in sales at WKDA & WKDF/Nashville. Haggard told R&R, "I'm terrifically excited. The Nashville market has become very competitive, and I see great opportunities for us. I can hardly wait."

Haggard's position will not be filled at the Quad Cities stations. Instead, VP/Radio Division Jim Meltzer will serve as interim GM at WMRZ until the station's proposed sale to Scanlon Broadcasting is finalized. KRVR will continue to be directly supervised by Station Manager Henry Balfanz.

Franklin New Harte-Hanks COO

Larry Franklin is set to become Exec. VP/Chief Operating Officer of Harte-Hanks Communications. The promotion is slated for formal election at the company's September 5 board meeting. Franklin, a 13-year Harte-Hanks veteran, had been Exec. VP since 1980, overseeing newspaper and cable operations as well as the corporate finance, tax, and legal departments. He will add responsibilities for direct marketing, broadcasting & entertainment, and corporate departments that formerly reported to President/CEO Bob Marbut.

In making the announcement, Marbut, who continues in his present position, stated, "It is appropriate at this time in the company's growth and development to pull all of the operating responsibilities under

FRANKLIN/See Page 22

McGee Set As KITY's PD

Rick McGee, PD at KAAY/Little Rock for the past year, has been named PD at KITY/San Antonio. He replaces Kid Curry, who announced his resignation several weeks ago.

KITY GM Charlie Slavik commented to R&R, "Kid's resignation came as surprise several weeks ago. I only wish him the best of luck with his future. However, I'm very pleased and excited to have a program director of Rick's caliber and background taking charge of KITY. He's smart, well-

McGEE/See Page 22

we're going to make a good radio station great. Suzy Austin has been acting PD for a long while and has done a real good job, but we decided we need a bit more experience. Jim fits the qualifications we needed. Suzy will remain and be a very important part of the radio station."

Brown, who has pursued interests outside of radio for the last few years, reflected on his return: "I'm really looking forward to this challenge. Radio has changed in some ways, but the basics are the same. WLUM is a great radio station which has excellent ratings with its Urban format, so there is no reason to change its direction. With Suzy's help as my MD/Assistant PD, I feel very strong about WLUM."

He observed, "Ironically enough, I'm competing with four PDs who at one time worked for me: Dallas Cole at WKTI, Andy Bloom at WQFM, Beth Fast at WMYX, and Steve Stevens over at WOKY."

ZUTAUT UPPED, THOMPSON JOINS

E/A Names Two A&R VPs

Tom Zautaut and Howard Thompson have been named VP/A&R at Elektra/Asylum. Zautaut, who had been Director/A&R at the West Coast, will continue in that location. Thompson will be his East Coast counterpart, joining the label from Columbia, where he was Director/Talent Acquisition, East Coast.

E/A Chairman Bob Krasnow commented, "Elektra is moving into an expansion mode. We've been concentrating on positioning the label for the future; this is just



Tom Zautaut Howard Thompson
the beginning. First we had to put the company on a firm financial footing... Now I'm focusing on enhancing our A&R position.

"Zautaut has earned his promotion. He's served in the WEA group for seven years and proved himself in every area of endeavor. As for Thompson, his track record speaks for itself. I feel he has a brilliant future in this business and I want to be part of his growth."

Zautaut worked within the WEA distribution organization until joining E/A in March

E/A/See Page 22

TRANSACTIONS

Jefferson Pilot Buys KSON-AM & FM

Jefferson-Pilot Broadcasting has bought KSON-AM & FM/San Diego from Broadmor Broadcasting for \$7.7 million, pending FCC approval.

Both stations broadcast Country formats. The AM operates on 1240 kHz with 1 kw days and 250 watts nights. The FM has 50 kw of power on 97.3 mhz and antenna height of 465 feet above average terrain.

Wallace Jorgenson is President of Charlotte-based Jefferson-Pilot, whose other radio properties are KMIN & KYGO/Denver, WGBS & WLYF/Miami, WQXI-AM & FM/Atlanta, WBT & WBCY/Charlotte, and WBIG/Greensboro, NC.

Broadmor is owned by Dan McKinnon, appointed by President Reagan in 1981 as Chairman of the Civil Aeronautics Board.

TRANSACTIONS/See Page 22

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Washington Report

Shot At San Diego FM Draws 40-50 Applications

FCC officials say that between 40 and 50 parties have filed applications for permanent authority to replace KIFM/San Diego, which has lost its license. The exact count will be known when the applications are put on a cutoff list setting a deadline for minor amendments and to petitions to deny the applications.

Meanwhile, the Commission this week released a list of nine parties jockeying for the right to be interim operator of KIFM between the time West Coast Media turns in the license and a permanent licensee is chosen.

Candidates for interim authority are San Diego State University Foundation, Ronald Kent Galon, Pan-American Broadcasting, Rosalee Sell and Mary F. Sorrentino, San Diego Symphony Association, Kenneth Cowan, Reginald Fessenden Education Fund, Jubilee Public Broadcasting, and Ethel M. Mike. The FCC will accept petitions to deny any of these applications through September 18.

Docket 80-90 Comment Deadline Extended To August 31

An extra week has been granted for broadcasters and applicants to file reply comments in Docket 80-90 (now known officially at the FCC as Docket 84-231). The previous August 22 deadline has been stretched through August 31 to allow an opportunity to comment on the hundreds of FM drop-in sites proposed by the FCC, plus counterproposals suggested by others.

The nine-day extension was granted at the request of the law firm Pierson, Ball & Dowd, which asked for a month, and Cherokee Broadcasting, which wanted a two-week reprieve. The Commission said it's allowing extra filing time because it "is aware of the difficulty that parties are experiencing in searching this voluminous record for comments pertaining to selected areas of interest."

Larry King Show Wins Equal Time Exemption

Just in time for this week's live broadcast from the Republican National Convention, Mutual's overnight "Larry King Show" has been declared a bona fide news interview show, making it exempt from the equal time rule.

King Show producer Tammy Haddad said the ruling "gives us the freedom to make the correct programming decisions rather than waiting for a legal opinion. We now have the opportunity to respond immediately to all news events, which is what Talk Radio does best. We can be immediate."

Larry King added, "The decision gives us the editorial freedom to ask candidates the questions the public is seeking, without triggering equal time for rambling political speeches by all opposing candidates."

NAB Names Committee Chairmen

NAB Chairman Eddie Fritts and Joint Board Chairman Gert Schmidt have named chairmen for 24 association committees and task forces. Radio selections include the naming of Radio Board Vice Chairman Ed Giller, WFGB/Altoona, PA President/GM, to co-chair the Convention Committee.

Also heading up committees are: Group

W Radio President Dick Harris, Metro Market Radio; McDonald Broadcasting Chairman/CEO Kenneth McDonald, Medium Market Radio; KFJW & KBBC/Lake Havasu City, AZ President Lee Shoblom, Small Market Radio; WRQX/Washington (Q-107) VP/GM Ernie Fears, Radio Allocations; and WMAL/Washington Executive VP Andy Ockershausen, Alcohol and Drug Abuse Task Force.

Reagan Aid Sought To Combat Alcohol Ads

A Berkeley, CA-based group calling itself Stop Radio/TV Alcohol Pusher Ads is trying to enlist the aid of First Lady Nancy Reagan in a campaign against over-the-air advertising of alcoholic beverages.

In a Washington Post advertisement headlined "Send This To Nancy Reagan," the group this week called on the First Lady to join its efforts to show that her antidrug activities are more than "don't-offend-anyone-busywork."

The committee attacked what it called "cleverly-crafted TV/radio ads beamed to hook young kids into a life of alcohol consumption." It added, "The airwaves are saturated with these powerful pusher-ads appealing to young people through attractive role model celebrities and bright, catchy music telling them that alcohol will bring out their best and enrich their lives."

Other Key Developments:

- ICBC Corp. this week won FCC permission to build a new AM station in Miami on 670 kHz with power of 2.5 kw.

- An incorrect telephone number was listed here last week for those wishing to be a part of K-RADIO, the FM stereo ministration at the Radio Convention & Programming Conference. Thom O'Hair's correct number is (415) 775-4643.

- The FCC has warned broadcasters against removing filters from their AM stereo exciters in such a way as to cause excessive sideband signals in adjacent channels.

- License renewal for Kaye-Smith's KISW/Seattle has once again been upheld by the FCC Review Board against challenges from competing applicant Vincent Hoffart.

- A \$250,000 cap on compensation for the cost of offsetting illegal Cuban interference has been removed by the FCC. It has also decided to allow reimbursement for new equipment purchases (less depreciation taken for income tax purposes) needed to overcome stray Cuban signals.

- The Committee To Save WEAM has asked the U.S. Court of Appeals to overturn the sale of WEAM/Washington to Viacom, which has changed the call letters to WMZQ-AM and switched the format from Big Band to Country.

- Classical-formatted KFAC/Los Angeles has a license renewal fight on its hands. Essence Associates has filed a competing application to build a new station on KFAC's frequency (92.3 mHz) in Los Angeles.

- NRBA has organized a new Radio Professional Society. Open to all radio professionals, including PDs and announcers, the group's services will include job referral and a monthly newsletter.

- For the record - A recent Washington Report item (7-27) on FM applications noted that some stations must have antenna height and power to yield a 1 mV/m contour at between 53 and 72 km. This rule applies to Class C1 stations.

SLAMS INDUSTRY APATHY

McKinney Message To Broadcasters: "Stand Up And Be Counted"

The failure of broadcasters to wage their own fight for First Amendment freedoms came under fire from FCC Mass Media Bureau Chief Jim McKinney last week (8-17) in a speech to the West Virginia Association of Broadcasters.

"You have to worry about FCC action in your decisions as to content of your programming, and yet you seem unwilling to stand up and be counted when we ask for examples of the chilling effect our remaining programming policies have on your journalistic freedoms," McKinney lamented.

"Don't remain silent at this time," he urged. "First Amendment protection of your journalistic freedoms for the benefit of your listening and viewing public is too important. You have a choice of continuing to try to walk the tightrope of a fair broadcasting system or you can opt for one which is free. By choosing the latter you will encourage all points of view on all topics to be heard."

The Commission currently has a Notice of Inquiry (NOI) pending to explore its own authority to alter the Fairness Doctrine, and to gather examples of the policy backfiring by discouraging, rather than promoting, coverage of controversial issues. McKinney cited three recent ex-



Jim McKinney

amples of the doctrine's chilling effect when broadcasters refused to air:

- Pro-nuclear disarmament spots produced by the Catholic Church, featuring the Pope.
- A "Phil Donahue" show interview with then-presidential candidate Jesse Jackson.
- American Association of Retired Persons (AARP) spots on medical care for the elderly.

Industry's, Not FCC's Race

"I would challenge you today to consider why it is that the Commission is leading the local broadcasters on this issue," said McKinney, picking up a theme often sounded by FCC Chairman Mark Fowler.

He added, "I don't like being the arbiter of your programming. I don't enjoy peering over the shoulders of your newsmen and judging whether you have struck precisely my idea of a correct balance of viewpoints. The FCC has no business in your newsrooms."

Speculating that broadcasters may want to "relax a bit" after other recent deregulation victories, McKinney advised, "Well, this is not the time to take it easy. The Commission has fired the starting gun but the industry must run the race. We cannot not it for you."

APPEALS PLANNED

Minority Ownership Tips Balance In Choice Of WLIR Operator

Citing the group's 75% black ownership, the FCC Review Board last week selected Long Island Radio Communications over two competitors to become interim operator of AOR "New Music" station WLIR/Long Island (Garden City). The losers, Nassau Broadcasting and WLIR GM Elton Spitzer's Phoenix Media, said they're almost certain to appeal the ruling to the full FCC.

Long Island Radio attorney Frederick Cooke said his clients will keep WLIR's present format but "do it better." Principals in the group are New York marketing consultant Fred Greenspan, who will be GM; attorney and parttime WLIR/New York personality Jeffrey Barnes, slated to become Program/News Director; Floyd Webb, who will be Chief Engineer; and Keith Lockhart, WLIR's proposed Advertising, Promotion & Community Affairs Director.

In 1981 the Commission denied WLIR's license renewal after finding that then-owner John Rieger engaged in an unauthorized transfer of control and a coverup of technical violations in the 1970s. Early in 1983 Rieger dropped his court appeal of the denial and gave up WLIR's license. To assure continuity of service the FCC immediately granted special temporary operating authority to Spitzer, Rieger's minority partner and GM, who wasn't involved in the wrongdoing.

Despite his bid to continue as interim operator until the FCC chooses a permanent licensee for WLIR, Spitzer came in a distant third in the Review Board's deliberations because he and his partners own other radio stations in New York state. That earned them a major demerit in the key category of ownership diversity.

Nassau Broadcasting came out ahead in

the areas of local residence, broadcast experience, and auxiliary power, but that wasn't enough to overcome the preference granted to Long Island because three of its four principals are black.

No Drug Glorification

The Review Board decided against penalizing Nassau for a 1976 remark by partner Robert Botone to students, while he was employed at WLIR, that "we often get high right in front of the microphone." The board found no evidence that Botone promoted or glorified the use of drugs on the air.

Whichever group ultimately becomes interim operator of WLIR will have to turn most profits over to charity every three months. The winner will operate the station only until the Commission picks a permanent licensee from a pool of 12 applications designated for hearing in April. Groups were allowed to apply for either permanent or temporary authority, but not both.

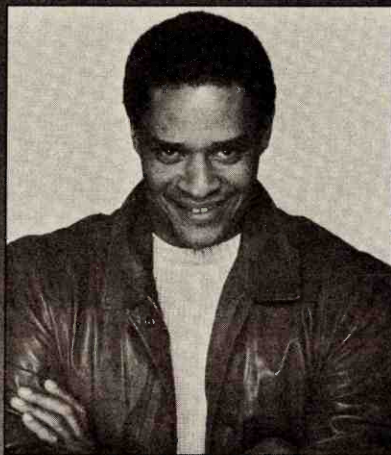
Explaining the grounds for an appeal by his client, runner-up Nassau Broadcasting, attorney Jeffrey Southmayd said, "We won in all categories except, frankly, race." An appeal to the FCC would test "whether minority enhancements shall outweigh all other criteria," he added. Southmayd contends precedent gives greater weight to broadcast experience in choosing interim operators.

WESTWOOD ONE PRESENTS

LIVE AT THE NAB/NRBA

RADIO CONVENTION AND PROGRAMMING CONFERENCE

**AL
JARREAU**



BILTMORE BOWL
Monday, Sept. 17th
7:00 p.m.

**MELISSA
MANCHESTER**



BILTMORE BOWL
Tuesday, Sept. 18th
8:30 p.m.



Once again, Westwood One has been chosen to produce and present the major entertainment events for the 1984 NAB/NRBA Radio Convention and Programming Conference. Throughout the year, Westwood One delivers the biggest events on radio to listeners across the country, and we're proud to present special performances by superstar artists Al Jarreau and Melissa Manchester live for the industry's own convention. Our Concertmaster I mobile studio will record every note of both performances and will be open throughout the convention so you can see the state-of-the-art in live recording. We look forward to participating in the Network Radio Panel and visiting with everyone in the Westwood One hospitality suite, Room 9300 at the Biltmore Hotel. For the biggest events on and for radio, it's Westwood One...and only!



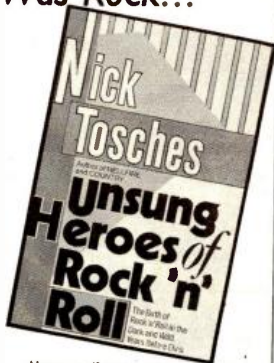
Before There Was Rock...

It's often thought that rock 'n' roll sprang full-blown from Elvis Presley's ducktail, like Minerva from the brow of Jove (to borrow a little classical mythology). Nothing could be further from the truth. The term "rock" as an all-purpose dance/sex metaphor has been around almost as long as phonograph records, and the music itself can be found on a surprising number of flipped discs that date back to the 1940s.

The artists were both white and black. Some of them were huge stars, most weren't. Some of them blossomed in the halcyon daze when rock first started to roll, but most didn't. Among these semi-legendary names were **Louis Jordan, Louis Prima, Wanda Jackson, Amos Milburn, the Treniers, the Clovers, the Dominoes, the Midnighters, Merrill Moore, Skeets McDonald, Jimmy Logsdon, Ella Mae Morse**, and the appropriately-christened **Hardrock Gunter**.

What all these visionaries have in common — besides their good taste — is their inclusion in "Unsung Heroes Of Rock 'N' Roll," a 246-page paperback currently available from Scribner's. Written by **Nick Tosches**, author of a **Jerry Lee Lewis** biography ("Hellfire") and a revisionist history of country music ("Country"), the book profiles 25 of rock's original movers and shakers in a style that's wild and humorous, anecdotal and informative. Some great stories here.

Along with the usual classic photos, Tosches provides an interesting historical reference chart, contrasting then-current events with the music that reflected them, and a solid discography.



However, if you want to purchase any of these wacked-out tracks, you'll probably have to buy 'em on reissue LPs, as most of the tunes cited here are long out of print and frequently only available as 78s.

In short, a first-rate reference book, priced at \$8.95.

Hot Wheels



In every sense of the word, the hottest cars on the street are most likely to be foreign luxury vehicles or sports models. According to statistics gathered by the **Insurance Institute for Highway Safety**, if you owned one of the following "hot five," your chances of having your car stolen were at least four times greater than the average for all 1983 models.

The "BMW 320i" is the undisputed favorite among car thieves, who rip 'em off at a rate of more than 7.8 times the average. But those who own one of Sweden's contributions to the imported car market have real "Saab" stories. Saab's "900" four-door and two-door models are auto rustlers' second and third-favorite targets at 7.4 and 6.6 times the average theft rate, respectively.

Own an Audi 5000? Better make sure it's still there. These babies placed fourth at 5.7 times the average theft rate. Although neither a luxury nor a sports model, the VW Rabbit two-door was the fifth most likely to be swiped, reported missing 4.4 times more often than the average car. Evidently, car thieves have their practical moments, too.

URBAN EXODUS:

The Trend That Came And Went?

During the 1970s, the number of people living in small towns and rural areas increased faster than the population of the central cities and their suburbs — a historic reversal of a long-term trend. However, according to U.S. Census Bureau statistics for July 1, 1982, metropolitan areas have recently grown slightly faster than the so-called "cow counties."

Between 1980 and 1982, the cities and suburbs gained four million people, or 1% per year, about the same as their growth rate in the '70s. At the same time, growth in non-metropolitan areas slowed to 0.8% per year, about three-fifths the annual rate of the previous decade. Some experts claim this reversal of a reversal is not so surprising, considering that the then-current recessionary business climate hit small towns and rural areas hardest at that time.

However, as reported in **American Demographics**, the U.S. Department of Agriculture's Economic Development Division conducted its own survey on population growth, tallying the results of county estimates tabulated by 20 state agencies and the District of Columbia.

Interestingly, the Division concluded that nonmetropolitan growth continued to surpass that of urban areas between 1980-82. The data prepared by the states showed metro areas growing at 2.75% and nonmetros up 3.18%. The Census Bureau figures for these same states were 3.05% for metros and 2.9% for non-metros.

So who's right? Hard to say. The Census Bureau's estimates are national statistics, while the Department of Agriculture's do not include such populous states as Texas, Illinois, Pennsylvania, and New York, which may have tipped the balance. Nevertheless, anyone predicting a "back-to-the-cities" trend will have to wait until the data for the 1982-83 economic recovery period come in. Until then, the numbers are simply too close to call.

RTNDA Adds Regional Meets

The **Radio-Television News Directors Association (RTNDA)** recently announced the following additions to its schedule of 1984 regional conferences:

- Sept. 14-15: Region 8, Ohio U., Athens, OH
- Sept. 15: Region 2, Westin Bonaventure, Los Angeles, CA
- Sept. 15: Region 5, Eau Claire, WI (with the **Northwest News Broadcasters Association**)
- Sept. 15: Region 9, Royal Sonesta, New Orleans (with the **Associated Press**)
- Sept. 21: Region 13, Washington, DC (with the **Society of Professional Journalists**)
- Oct. 13: Region 10, Memphis State University, Memphis, TN
- Oct. 19: Region 12, Sheraton Centre, New York, NY

Soundcraftsmen Intros 1110-Watt Amplifier



With 555 watts per channel, the Santa Ana, CA-based **Soundcraftsmen** firm describes its "PCR800II" as the "ultimate stereo amplifier." The unit uses two independent power supplies, dual power transformers, two-speed cooling fans, dual AC power switches, and incorporates the company's patented "Phase-Control-Regulation" technology.

Basically, the PCR800II consists of two Soundcraftsmen PCR800's and a "PC-X2" front panel which, when used with any one of the firm's "DX Series" pre-amps, converts the combination into a single stereo amplifier. Each channel operates in a bridged mono mode, producing 555 watts at 8 ohms with no more than .05% distortion from 20Hz to 20kHz.

For further information, contact Soundcraftsmen at (714) 556-6191.

STREET LEGAL — The National Association of Broadcasters (NAB) recently celebrated the publication of its revised and updated "Legal Guide To FCC Broadcast Regulations." Written in clear, layman's language, the 500-page volume not only summarizes broadcast law and FCC regulations, but also clarifies hundreds of rules, agency reports, and court decisions.



Pictured at the publication party are (l-r): NAB's Rose Perez, FCC Mass Media Bureau Chief James McKinney, former NAB Sr. VP/General Counsel Erwin Krasnow, FCC Commissioner Mimi Wayforth Dawson, and NAB President Eddie Fritts. Perez and Krasnow co-edited the book, which is available from NAB Services at \$95 to members, \$200 to non-members. For more information, call (800) 368-5684.

WANTED!

RADIO BLOOPERS

Television has been having all the fun for too long. Now it's radio's turn to turn on the lafs!

Disc-jockeys . . . Newscasters . . . Sportscasters . . . Talk show hosts . . . Public affairs hosts . . . Taped shows or air-checks . . . we want them all. And we'll pay talent fees for them.

So join in the fun . . . be part of our exclusive, RADIO'S CENSORED BLOOPERS ALBUM.

Call us collect . . . (818) 841-3003. Ask for Jeff Ames or Frank Furino

click clark **cl** productions

JOHN CAFFERTY

and THE BEAVER BROWN BAND



“On
The
Dark
Side”

115/65 47%



One Of The
MOST ADDED

CHR NEW & ACTIVE

WHTT add
WXKS-FM on
WNYS deb 37
WPHD 9-5
WBLI add
WCAU-FM on

B94 add 15
PRO-FM on
94Q deb 30
Z93 deb 34
93FM add 28
I95 add

Y100 add
B97 add
WGCL on
WHYT deb 35
KDWB-FM add
KOPA add

XTRA add
KITS add
WVSR 37-19
Z106 39-32
WBBQ 25-12
WZPL deb 22
WPFM 30-22

ALBUMS: **35**

TRACKS: **38**

**#1 MOST ADDED
ALBUMS
& TRACKS!**

LEW GARRETT/Camelot Records:

“Week of August 13, ‘Eddie & The Cruisers’ is the #1 breaking LP and flying out of the stores.”

CURT McKEAN/Records & Tapes:

“Has been Top 10 sales for the last 2 weeks. #2 selling LP and cassette last week.”

JOHN GRANDONI/Cavages:

“My #3 record this week. When the movie was in the theaters I sold 60 pieces. After it hit HBO we went through more than 3,000 units.”

STEVE LERNER/Record World—TSS

“ ‘Eddie & The Cruisers’ is the comeback LP of the year. It has quickly moved up to the Top 10 position.”

Album Sales Over 425,000 Units and Only HOURS from GOLD!

From the Original Soundtrack Album
“EDDIE & THE CRUISERS”



Scotti Brothers

Distributed by CBS RECORDS

Who Licenses More of the Music Played on Radio & TV?

ASCAP, OF COURSE

IN FACT, ASCAP MUSIC AVERAGED 71.3% OF THE TOP POP CHARTS FOR 1983.

CASHBOX
THE INDUSTRY'S NEWSPAPER

R&R
RADIO & RECORDS

Billboard
FOR WEEK ENDING NOVEMBER 12, 1983

HOT 100

71.3%

TITLE—Artist	WEEKS ON CHART	PEAK POSITION	ASCAP %
1 ISLANDS IN THE STREAM—Benny Rogers and Michael Daulton	34	35	9
2 UPTOWN GIRL—Gladys Knight and the Pips	30	41	5
3 SAY SAY SAY—Paul McCartney and Michael Jackson	37	39	10
4 TOTAL ECLIPSE OF THE HEART—Anita Baker	38	49	2
5 ONE THING LEADS TO ANOTHER—The Fixx	39	42	7
6 CUM ON FEEL THE POWER—The Jacksons	40	40	10
7 DELIRIOUS—Prince	51	54	2
8 MAKING LOVE OUT OF NOTHING—John Stamos	52	59	2
9 SUDDENLY LAST SUMMER—The Waitresses	53	59	2
10 TELEPHONE—Dionne Warwick	54	54	2
11 TUE—Suzanne Vega	55	62	2
12 HE IS A BATTLEFIELD—Pat Benatar	56	53	3
13 ERN LOVE—David Byrne	57	48	9
14 AND SOUL—Billy Lewis and Fine	58	48	9
15 IT I CELEBRATE MY LOVE—The Waitresses	59	48	9
16 NT SO—David Hux and John Oates	60	28	11
17 TTY YOUNG THING—Michael Jackson	61	52	6
18 DOWN—John Cougar Mellencamp	62	55	5
19 L.S.—Steve Nicks	63	52	12
20 POISON MIND—Culture Club	64	61	4
21 I NEED YOU—Pointer Sisters	65	56	6
22 I WON'T STAND IN YOUR WAY—Stray Cats	66	60	3
23 ONLY YOU—Gladys Knight and the Pips	67	57	9
24 QUEEN OF THE BROKEN HEARTS—Lover	68	76	3
25 THE SMILE HAS LEFT YOUR EYES—Mick Jagger	69	58	9
26 SOULS—Mick Jagger	70	51	18
27 JUST GOT LUCKY—Johnnie Walker	71	38	15
28 TWIST OF FATE—The Waitresses	72	80	3
29 MY TOWN—Michael Stanley Band	73	75	6
30 SPICE OF LIFE—Manhattan Transfer	74	79	4
31 NIGHT II—The Police	75	90	2
32 THE SNAKE—Duran Duran	76	90	2
33 HANDS—Kim Carnes	77	86	7
34 MAN—Michael Sembello	78	85	3
35 A LONELY HEART—Freddy Fender	79	85	3
36 IT'S WHY THEY CALL IT TROPIC—The Waitresses	80	85	3
37 PRIDE—Matthew Wilder	81	12	12
38 TIME WILL REVEAL—DeBarge	82	12	12
39 CAN'T SHAKE LOOSE—Allyson Fields	83	82	7
40 THE WAY HE MAKES ME FEEL—Barbra Streisand	84	82	7
41 I NEED YOU—Pointer Sisters	85	87	6
42 I WON'T STAND IN YOUR WAY—Stray Cats	86	87	6
43 ONLY YOU—Gladys Knight and the Pips	87	87	6
44 BLUE WORLD—Moody Blues	88	93	2
45 STREET OF DREAMS—Barbara	89	93	2

Enough Said

Pro:Motions

Gustafson Segues To WHO GSM Post

WHO/Des Moines, a division of **Palmer Communications, Inc.**, has selected **James Gustafson** as General Sales Manager for the station. Gustafson was most recently Manager/Sales & Affiliate Relations for **Network Indiana** in Indianapolis. Prior to that, he worked as an AE for neighbor **WIRE/Indianapolis**. *James Gustafson*



Four Earn VP Stripes At Taft

The **Taft Broadcasting Company** has named four VPs to various divisions within the firm: **Polk Laffoon**, former Director/Investor Relations, has been promoted to VP/Investor Relations; **Ronald Mazuk**, previously Director/Federal & International Taxes, is now VP/Taxes; **William E. Kelley**, formerly Director of Information Services, becomes VP/Information Services; and **Patrick H. Driscoll** steps up from Director/State & Local Taxes to VP/State & Local Taxes.

PolyGram Ups Bleiweiss, Feldman

Creating two new positions, **PolyGram** has appointed **Rick Bleiweiss** to VP/Merchandising and **Barry Feldman** to Product Manager/Pop Catalogue. Bleiweiss was previously VP/Pop Marketing for the firm, while Feldman most recently worked as PG's Manager/Catalogue Exploitation.



Rick Bleiweiss

Bellwether Label Bows

Bellwether Records has just been formed by **Jim Newstrom** and **Don Fisher**. The new label plans to release a comedy album shortly. The address for Bellwether is P.O. Box 22409, Minneapolis, MN 55433; (612) 537-9025.

RCA Names Miller Product Manager

Randy Miller has been named Manager/Product Management for **RCA Records**. He is a veteran in ad agency and account management, and has spent the last three years as GM/West Coast Operations for ad agency **Bernard Schank & Associates**.



Randy Miller

Selcom Elevates Gooch, Donahue



Andrea Gooch



Scott Donahue

Selcom Radio has advanced **Andrea Gooch** and **Scott Donahue** to Regional Sales Managers for their respective Western and Mid-Western divisions. Gooch joined Selcom in 1980 as an AE and has been a VP of the radio rep firm since 1982. Donahue also entered as an AE in 1980, and has served as VP/Manager of the Chicago office for the past year.

Eastman Opens New Houston Office

Eastman Radio, Inc. has opened an office in Houston. The address is: 1800 West Loop South, Suite 1360, Houston, TX 77027; (713) 960-1252.

Dunlap Joins Katz As PR Manager

Former **Broadcast Week** Business Editor **William Dunlap** has accepted the newly-created position of Manager/Public Relations for **Katz Communications**. Dunlap brings to Katz an extensive background in both the advertising and radio industries.

Murphy Picked To Manage Harris PR

James Murphy has joined the **Harris Corporation** as Manager/Public Relations. He comes to the firm from New York City, where he was Director/Public Relations for **RCA Records**.

NCI Promotes Rist

Nationwide Communications, Inc. has promoted **Philip Rist** to Corporate Financial Manager. Rist has been with NCI since 1978, most recently working as Special Projects Manager.

CBS Welcomes Almroth

CBS Records has appointed **William Almroth** to the new post of VP/Manufacturing U.S. for the CBS/Records Group. Almroth comes to CBS after 27 years with **Westinghouse Electric Corp.**, where he was most recently GM/Lamp Operations Division.



William Almroth

Alvarez Joins Front Line

Front Line Management has appointed **Rebecca Alvarez** co-manager for **Stevie Nicks**. Alvarez was previously an administrative assistant for Ms. Nicks, and before that worked in a similar capacity at **Warner Brothers Records**.

RCA Taps Sosa

Manuel Sosa has been promoted to Division VP/Latin America & Spain, for **RCA Records**. Sosa has been with RCA since February, working as Division VP/Operations, Latin America & Spain. He was previously employed by **R.J. Reynolds Tobacco International**, where he was Regional VP/Latin America.



Manuel Sosa

New Appointments At JCI

Jetto Concepts, Inc., a newly-formed video & music production/marketing/distribution company, has named three people to executive posts: **Jerry Lanz** is National Sales Manager/Christian Music and Video Division; **Bear Rebeck** is Regional Sales Manager; and **Debra Young Carbone** has been appointed Manager/Publishing & Contract Division. JCI's new headquarters are located at 5308 Derry Ave., Agoura Hills, CA; (818) 889-9022.

Cechilo Named CBS Finance Director

Richard Cechilo has been named Director/Finance & Operations, Special Projects, for **CBS Records**. Cechilo has been with CBS since 1977, most recently working as Associate Director, Administration for the **Epic/Por-trait/CBS Associated Labels**.



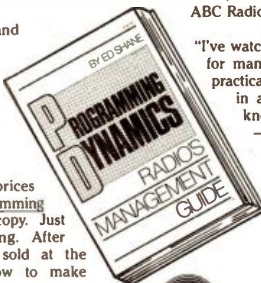
Richard Cechilo

IN SEARCH OF PROGRAMMING EXCELLENCE....

A commonsense approach to the strategies that help radio stations win. A book for the radio manager in search of excellence. The central theme: If you know your audience, you know your business.

Ed Shane is a broadcast management and programming consultant whose credits include successful stations with Contemporary Hits, Album Rock, Oldies and News-Talk formats. He draws on over 20 years of major market experience to outline strategies to help you beat the competition.

Take advantage of pre-publication prices through September 30, 1984. Order **Programming Dynamics** now and save \$3.00 per copy. Just \$15.95 plus \$2.50 shipping & handling. After September 30, single copies will be sold at the publisher's price of \$18.95. Order now to make your radio station a winner!



"Ed Shane is one of the more perceptive and observant chroniclers of the media of our time. What he writes deserves your careful attention."

— Rick Sklar, Vice President, ABC Radio, and Author, "Rocking America"

"I've watched Ed Shane's developing career in radio for many years. His ideas are both creative and practical, and his track record speaks for his success in applying them. Some things you need to know about radio are in this book. Read it!"

— Bill Gavin, Publisher Emeritus
The Gavin Report

From **Programming Dynamics**:

- A 60-step programming checklist
- The Core Audience principle
- Programming for Profit
- A primer on media advertising



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Please send me ___ copy (ies) at \$15.95 plus \$2.50 each for shipping and handling.

Check enclosed for \$_____. Make check payable to SHANE MEDIA SERVICES (Outside the U.S.A., please add \$5.00 check charge)

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JHAN HIBÉR

The Advisory Council: Latest Perspectives

What's this — a friendly meeting between the Arbitron Radio Advisory Council and Arbitron's executives? To hear Ed Giller (President of Gilcom Broadcasting and Chairman of ARAC) tell it, that was the case recently when the two bodies got together in Colorado. It's all well and good that the two sides are communicating at a decibel level lower than that of a jet takeoff, but what issues were on the agenda — and what happened to those matters? The following points were made by Giller in a recent conversation.

Call Letters Chaos

R&R: Ed, one of the topics you thought would be a hot one at the ARAC/Arbitron meeting was the issue of how to deal with call letter confusion as a result of FCC deregulation. What direction did this discussion take at your meeting?

EG: I'd characterize the discussions as very cautious, due to everyone's concerns about possible antitrust implications. For example, no one in our field or at Arbitron wants to be in the position of restricting a station's business and whether or not it can pick up similar or abandoned call letters in a market.

R&R: Did anything definitive come out of the meetings then as far as giving guidance to Arbitron on how to handle the confusion and profusion of call letter hassles?

EG: Given that our goal is to correctly credit entries and help the reliability of the ratings, we're really not sure where to go on this one — and Arbitron isn't sure either. Our annual questionnaire will be sent soon to stations everywhere and there we'll be asking for industry input. Hopefully we'll get some empirical data that can then be turned over to the Electronic Media Rating Council (EMRC) so they can make a recommendation to ratings services on how to handle this thorny problem. One thing we all agreed on — we don't want the government to come in, we want self-regulation.

R&R: What kind of penalty might be used to police a policy that discouraged stations from confusing listeners and advertisers by playing games with call letter copying or acquisition?

EG: It might be possible to delist such stations or not give them credit for entries to their new calls for three months.

"The data seemed to show that measuring a station's come over four weeks rather than one boosted the size of the station's audience by 60% in some dayparts."

but at this time we have no direction on whether such penalties make sense. We await industry feedback through the annual questionnaire.

Cume Clout

R&R: Apparently the idea of some sort of display for four-week cume estimates hasn't gone away. What happened on this topic at your meetings?

EG: Arbitron unveiled some study results that seemed to hold good news for our industry. The data seemed to show that measuring a station's come over four weeks rather than one boosted the size of the station's audience by 60% in some dayparts. 50% gains in other dayparts were possible.

R&R: That seems like quite a hefty advance, loaded with sales potential.

EG: I think it's one hell of a story for our industry. The Council endorsed Arbitron releasing this study data in every possible way — perhaps through AID, a slide rule, etc. As you might imagine, anything that encourages advertisers to use radio for longer than just one-week flights is very exciting news, and I'm tickled about it.

Arbitrends: Status Quo

R&R: Arbitrends has been on-line for a few months now. What was the tone of the discussions you had on this rolling monthly product now that broadcasters and agencies have had some time to get acquainted with it?

EG: The Council reaffirmed our unanimous opposition to any sort of monthly ratings offering from Arbitron, and I think our position has had some impact. According to Arbitron only 46 stations in 23 markets have signed up so far, not up significantly from the 30 they had signed in March. This is hardly overwhelming support.

R&R: What about the controversy regarding the demos offered in these rolling monthly reports?

EG: It seems as though Arbitron will stick by their commitment not to change the demos for the first year the product is in the marketplace. At the current time it's their position that the

Week In Review

Arbitron Reissues Wilmington Book

Arbitron has just reissued the spring Local Market Report for Wilmington, NC. According to Radio Product Manager Claire Kummer, the reissue was caused by "credit inadvertently given to station WXQR that should instead have gone to a newly-signed-on noncommercial station in the area, WHQR. We weren't notified by the FCC of WHQR's sign-on until July, so every time an entry to that station came up our flip procedures credited it to WXQR." With the deletion of the undeserved listening to WXQR, there are minor share changes in the Wilmington report.

Market-Buy-Market Relocates

Gil Bond's Market-Buy-Market ratings analysis and processing firm has relocated and has a new telephone number. The firm's larger offices are now located at 5775 East Los Angeles Avenue, Simi Valley, CA 93063-5213. The new phone number is (805) 584-2211.

18+ number is often a good predictor of what the more narrow target demographics will be when the full quarterly is received. Since there are still a lot of stations that don't want a full book every month, I'm not sure where this demo issue is going to go, but we may find out a year and a day after the introduction of Arbitrends.

RMAs: Thumbs Down

R&R: Lately some major agencies have been talking up the concept of Regional Marketing Areas as new, more concise ways to define metros. These trading areas would be smaller in many cases than current metros and might hurt radio's cost efficiency as a result. What's the latest on the RMA topic?

EG: We made a very strong point to Arbitron that we don't want any changes in the geographical definitions. Just because the RMA is a planning tool for a few agencies is not a good reason for changing.

R&R: Has there been any communication between the Council and the key agencies involved with this thinking about RMAs?

EG: There was going to be a meeting between Arbitron, the agencies, and members of the Council. However, this meeting has not come off yet. At our session with Arbitron, however, we made it clear we don't want to see them move on this until there has been much further research and study into this concept.

Reliability, Other Issues

R&R: What other key items were discussed at your recent meetings?

EG: One interesting topic was the reliability of the reports. It was our thinking that since Arbitron now prints its in-tab goals in the front of the books (on page three), and stations can now compare the usable total with what was desired, could there be a formula that would trigger nonissuance of the book if the usable sample was too small?

R&R: What was Arbitron's initial feeling about that concept?

EG: They weren't at all enthusiastic about the idea but said they would investigate and report back to us.

R&R: What else?

EG: The topic of one-book-per-year markets came up. It seems there is a demand for more sweeps in some of these

metros but they can't sustain the cost of two regular surveys. Arbitron will investigate the possibility of producing a report somewhere in between the regular market report and the Condensed Market Reports and will report to us in December on the feasibility of such an animal.

R&R: Any other worthwhile items that came up?

EG: Two more. First, it seems some truly suburban stations have been requesting to be listed as metro stations in the relevant market reports, then using that status to inflate their value in the station trading marketplace. Arbitron is going to investigate a way to set up criteria that might keep truly suburban stations in the proper perspective in the market report listings.

Finally, advances that weren't really advances came up. It seems that in many cases stations were getting their calls with "advances" numbers just one day before the relevant books mailed. Now, Arbitron's callers will advise the station as to the mailing date of the book so the GM can decide if he/she wants the "advances" and if the lead time will truly be worthwhile. This will keep the stations from being hustled.

So there you have it, sports fans, the latest from the contest between Arbitron and its Advisory Council of your fellow broadcasters. Some we won, some we lost, and others still await a verdict. At any rate, thanks to Ed Giller for this update.

And a reminder — keep an eye out for the ARAC questionnaire which should land on the GM's desk very shortly. Fill it in and return, especially noting the section regarding what to do with the call letter crediting issue. Your input counts!

"The Council reaffirmed our unanimous opposition to any sort of monthly ratings offering from Arbitron, and I think our position has had some impact. According to Arbitron only 46 stations in 23 markets have signed up so far, not up significantly from the 30 they had signed in March."

Strategic Radio Research welcomes Doubleday

Strategic Radio Research welcomes Doubleday Broadcasting to its growing list of music research clients

Strategic Radio Research is proud to be working for America's fastest-growing radio group, generating audience research on a weekly basis for all six Doubleday markets via WATS lines from our Chicago phone center.

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A LOOK BEHIND THE SCENES

A Producer's Forum

The Producer. It has a certain ring to it, one that conjures up a variety of entertainment industry images. There's the egotistical leisure-suited Hollywood mogul taking meetings all over town, or the achievement-oriented young genius ordering a king-sized couch for his secluded office. And who can forget the zany Mel Brooks comedy that blessed the world with such classic melodies as "Springtime For Hitler In Germany."

But in contrast to the popular Lotusland legends, the scenario is quite different in radio. Network producers are the diligent, creative individuals behind the scenes, those who rarely have time to hide behind color-coordinated aviator sunglasses. Because of the nature of network affiliate relations, most stations never deal with these talented people who create, develop, manage, oversee, and complete the programs that are regularly sent "down the wire" for broadcast. Therefore, this week's column takes a broad look at three "unsung" pro-

duction wizards: United Stations Production Director Lori Pinkerton, Westwood One Producer Lynsey Guerrero, and IS INC. Technical Producer Ron Hummel.

The role of producer or production director differs from station to station, and the same is true with most network/syndicators. Responsibilities and techniques vary from one company or individual to another, generally revolving around complete development and supervision of one or more programs. This "Producers' Roundtable" explores a few of the production and technical events that occur during the day in the life of a network producer.

The Lineup

Lori Pinkerton describes her role at United Stations as one of technical supervision: "We have a general, overall vision of what we want our shows to accomplish, and it is my responsibility to translate that into reality." She works with the writers and announcers, sets production budgets, oversees all operations that involve program production, and sets overall production policy to which all programs adhere.

During his five-year Westwood One tenure, Lynsey Guerrero has been involved as a producer with most of the programs the company has developed. He currently

produces several of the network's regular features, as well as its many concert-oriented programs. "It's all a game of inches," he jokes. "A winner never quits and a quitter never wins. Success comes only before work in the dictionary, where you find it between sympathy and shit. Seriously, though, it is a game of inches, half-inches, and quarter-inches — little pieces of tape you splice out to make it tighter and sound better."

Ron Hummel, President of Ron Hummel Productions, is Technical Producer for all the shows produced by IS INC. for the RKO

Radio Networks. "I have my own company," he explains, "and they subcontract with me to do the technical production on their shows." As part of this work Hummel is involved with the overall production of a four-hour countdown show, a one-hour weekly program, and several short-form features.

roduces a record, introduces an interview, then comes back out of it — all pretty much live. There are a lot of advantages to this method, one of them being that it's easier for the announcer when he's reading over or around the music, or leading up to a post. Also, there is less work involved. With voice-tracking, after you finish with the talent, all the tracks still have to be edited. If you go live, when you're finished you're basically done." Hummel: "I have never been able to see the point of doing live production. Everybody works however is best for them, but what we do is record the voice track in advance. We do this because producing a countdown show takes about ten or twelve hours, and to keep the talent in the studio for that long would be inefficient and taxing. When we record the voice track ahead of time, we can experiment with the things that involve intricate timing. The most important consideration, aside from the quality, is the actual production process, and that does take a lot of experimentation. To have the talent hanging around the studio just wouldn't work out too well."

Let The Creative Juices Flow?

There is no limit to creativity, right? Maybe not, but creativity alone doesn't necessarily lead to excellence. While being creative and productive are keys to ultimate success, diligence, knowledge of the audience, and a good sense of judgment are integral to producing quality product.

Pinkerton: "It is very important to find good creative people, but when I'm looking for technical help I also look for people who are meticulous. There are a lot of people who are not meticulous, and it is very difficult to find a combination of the two. I look for people who are creative and know the production aspects of the job. They also have to take responsibility and be organized."

Guerrero: "A person in this type of job has to fulfill a few requirements. You have to have good ears and know what sounds good. You need good instincts to know what elements are going to work together, and you also need plain good sense. You have to think of the job first, and you can't keep saying to yourself, 'Hey, I'm a producer — I know everything.' You have to understand the audience and the program, week after week. You can't take either for granted."

Hummel: "I think it is really tempting for any technical producer to get carried away with trying to show off his tricks. There is definitely a time and place for tricks, but if the trick doesn't enhance what is going on in the show it sounds very out of place to do a trick. Technical tricks, whether flanging or phasing, should be used few and far between. During the production process an extreme amount of care has to be taken to ensure quality and perfection, and you can't get too carried away with tricks or creativity."

Audio Processing

The editing process that follows initial program production requires that considerable attention be paid to audio quality. One ongoing debate focuses on the degree, if any, to which program material should be compressed or processed for future broadcast. Most producers incorporate a slight amount of compression in their shows, but generally feel compression is something best left to the discretion of the individual stations.

Pinkerton: "We don't heavily compress our shows. This is something I feel very strongly against, but I know a lot of syndicators use a lot of compression. The reason I don't do it is because there's always going to be a certain amount of compression when a program is changed over to disc. Also, most radio stations are going to have high compression ratios just to get their jocks to sound really loud on the air. If our product has already been compressed here and at the pressing plant, it's going to be really flat."

Guerrero: "We try to give a station as close to what we can get from the stage, so we try

not to muck it up. If we're doing a concert that is mixed down from a 24-track, we'll put a ceiling on it that will catch a +4 or a +5 peak. This is because most radio stations have a good compression system going over the air, and we don't want to compress our shows just so they'll be compressed again — and pounded down flat. If a station wants to do that we'll leave it up to them."

Hummel: "The only processing that we use between the discs to the master tape is an impulse noise reduction system, which assures us that any microscopic clicks or pops are filtered out. As for compression, none is done at all. It is important that the radio station take care of that end itself. Some stations are puritans about quality, so compression should really be left up to them. When they play a network program, it is important that the sound quality be as close to what they would normally program themselves. We will use a little bit of compression on the announcer, because any voice recording does require a bit of compression to take care of acoustical deficiencies that might be in the studio, and also to strengthen the voice track."

Is It Live, Or Is It Memorex?

The normal routine for most producers consists of supervising the production of regular and special programs. They tend to approach their work with differing techniques and philosophies that work equally well; one of the more interesting differences lies in the basic "construction" of weekly music programs:

Pinkerton: "We rarely do anything live from start to finish. After our initial research and scripts are complete, we record the voice track. Once this is done, we add the records and the interview tracks. Then we do a mix-down and add the spots and jingles. What we end up with is a master tape, which can then be sent out for pressing. When we build a program this way, it is much more technically-controllable. We can double-check our work along the way and because we're working on only one element, we can get just what we want. It saves time because we can work until we get exactly the kind of read we want from the announcer; the right approach because we're doing one thing at a time. It's like Kentucky Fried Chicken — if you do one thing, you want to do it well."

Guerrero: "We basically roll all our host-oriented shows live because you can get a better feel for it. We still have the luxury of being able to stop if we make a mistake or if something doesn't sound complete. This way the host comes in, he reads the script, in-

Network Spots

NBC's the Source is presenting "Shades Of Pink: The Legend Of Pink Floyd," a four-hour Labor Day special featuring exclusive interviews with band members Nick Mason, Rick Wright, Roger Waters, and David Gilmour. Program highlights also include discussions about Pink Floyd's spectacular stage shows, as well as revelations about the recent movie and album "The Wall" . . . For the second straight year the Mutual Radio Network will present a stereo simulcast of the Country Music Association annual awards ceremony on October 8. The CBS Television Network will televise the event from the Grand Ole Opry in Nashville . . . Speaking of the CMA awards show, the United Stations and Foldais are co-sponsoring a national contest on the network's "Weekly Country Music Countdown" program, in which the grand prize winner and a guest will receive a trip to Nashville to see the CMA program. The prize package includes tickets to the show, roundtrip airfare, and hotel accommodations . . . "The 20th Anniversary Beatles Radio Special," a six-hour music special being broadcast over the Labor Day weekend by CBS RadioRadio, will feature a total of 60 individual Beatles selections in honor of the Fab Four's first American tour . . . DIR Broadcasting is debuting a new monthly live radio concert series, "The Grizzly Growl," a 90-minute series of live concerts distributed via satellite. The program, appropriately enough, is sponsored by Grizzly Beer, a new Canadian import . . . On August 29 the ABC Radio Networks will be featuring the Thompson Twins live from the Allentown Fair Grounds in Allentown, PA on "Super-groups," produced by DIR Broadcasting.

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R&R MUSIC CALENDAR

NEWS & INFORMATION FEATURES

AUGUST 27-31

The Weekend	
SEPTEMBER 1-2	
American Christian Countdown (SP)	Andrus, Blackwood, & Co.
American Gospel Rock Countdown (SP)	Paul Smith & the Imperials
British Invasion (NSBA)	A Retrospective: 1964-1970
Captured Live (RKO)	Yes Pt. 1
The Countdown (WO)	Carol Lynne Townes/Run D.M.C.
Countdown America w/ John Leader (RKO)	Chicago
Dick Clark's Rock, Roll, & Remember (US)	Boyz n the City
Don & Deanna On Blecker Street (CB)	Beetles in America
Dr. Demento (WO)	Labor Day
Gary Owens' Supertracks (CRN)	Mamas & Papas/Byrds
The Great Sounds (US)	Billy May
Lee Arnold On A Country Road (MBS)	Teddy Gentry/Donna Fargo/Crystal Gayle/Marie Haggard/Wilde Nelson
Metatshop (MJI)	Krofula
Music & Memories (SBS)	O'Jays/Alan Young
Rare & Scratchy Rock & Roll (PIA)	Deve Clark 5
Rick Dees' Weekly Top 40 (US)	John Waite
Rock Chronicles (WO)	Rock & Roll Stories
Rock Quiz Weekend Special (MJI)	Labor Day Weekend Celebration
Silver Eagle (ABCE)	Johnny Paycheck/Alabama/Hank Williams, Jr./Sylvia/Marie Haggard/Anne Murray
Solid Gold Country (US)	Kendals
Source Special (SOU)	Pat Flynd
Supergroups (ABC)	Night Ranger/Tony Carey
Superstars Rock Concert (WO)	Journey
Top 30 USA (CBSR)	Eddie Rabbitt
20th Anniversary Beatles Special (CBSR)	Beetles Retrospective
Weekly Country Music Countdown (US)	John Denver

The Week Of	
SEPTEMBER 3-7	
BBC Rock Hour (LW)	Nick Lowe
Country Closeup (NP)	Tammy Wynette (9/3-7)
Earth News (WO)	British Invasion 20th Anniversary: Beatles/Animals/Rolling Stones/Kinks (9/3-7)
Guest DJ (PFM)	Kevin DuBrow (9/3-7)
Live From Gilley's (WO)	Bobby Bare (9/3-7)
Music Makers (NP)	Key Star (9/3-7)
Off The Record (WO)	Lindsay Buckingham/Flock Of Seagulls (9/3-7)
Off The Record Specials (WO)	Lindsay Buckingham
Special Edition (WO)	Teddy Pendergrass Pt. II (9/3-9)
Saturday	
SEPTEMBER 1	
Country Calendar (CW)	Conway Twitty
Saturday Super Gold (TRAN)	End-Of-Summer Beach Party
Sunday	
SEPTEMBER 2	
Country Calendar (CW)	Anne Murray
Music Of The City (SI)	Whatever Became Of...
Radioscope (LBP)	Brothers Johnson/Cherelle/Joyce Kennedy
Rolling Stones' Continuous History Of Rock And Roll (ABCR)	School Days
Monday	
SEPTEMBER 3	
Country Calendar (CW)	Chuck Geler
Rare Trax (CW)	Missing Persons
Retro Rock (CW)	David Bowie
Rockline (GSN)	Scandal
Rock Over London (RI)	British Invasion: Rupert Hine
Sound Check (RKO)	Rick Springfield

Tuesday	
SEPTEMBER 4	
Country Calendar (CW)	Hank Williams, Jr.
Rare Trax (CW)	Missing Persons
Sound Check (RKO)	Naked Eyes
Wednesday	
SEPTEMBER 5	
Country Calendar (CW)	Ficky Skaggs
Rare Trax (CW)	U2
Sound Check (RKO)	Rod Stewart
Thursday	
SEPTEMBER 6	
Country Calendar (CW)	Mel McDaniel
Rare Trax (CW)	Tak Talk
Sound Check (RKO)	Elvis Costello
Friday	
SEPTEMBER 7	
Country Calendar (CW)	June Carter Cash
Rare Trax (CW)	Pretenders
Sound Check (RKO)	Steve Wonder

General Information	
Brad Messer's Daybook (WO)	Tarzan/Marhead Gene (8/27)
	British Slaves/Chicago Police Riots (8/28)
	1st Indian Reservation/Chop Suey (8/29)
	Bull Run/Grand Canyon (8/30)
	1st Pro Football/Cheese Champ Fischer (8/31)
Computer Program (PRN)	Plug-in-line printers/volts & jolts/ computer magazines (8/27-31)
Larry King Show (MBS)	Jeffrey Archer (8/27)
	Rachel McLaughlin (8/28)
	Edward O. Fitts (8/29)
	Donald Devine (8/30)
	Joseph DiGenova (8/31)
Minding Your Business (NP)	Shipping Association/SBA Hiring Study (8/27)
	Electronic Signatures/Benefits By The Book (8/28)
	Retirees Incentives/Computers & Payroll Deduction (8/29)
	Unemployed Entrepreneurs/Pressure Point Marketing (8/30)
	Cellular Telephones/Getting Past The Secretary (8/31)
Newsmark (CBS)	Hurricanes: The Most Deadly Storm (8/27-31)
Smart Money (RKO1)	Tax Returns & Divorce (8/27)
	Investing In Real Estate (8/28)
	Universal Life Insurance (8/31)
Sound Advice (PRN)	Beyond the speckrock vs. classical/obsolescence/record changers/professional equipment (8/27-31)
Waldenbooks Report (WO)	Dr. Peter Martin/"Quantum Fitness" by Dardik & Wesley/"Winning At Trivial Pursuit" by Jeff Rovin (8/27-31)
Lifestyle	
Beat The System (RKO1)	Supermarket Strategy (8/28)
	Investment Tip-Otto (8/30)
Lifelines w/ Bill Fantini (ABCR)	Food columnist Bert Greene (8/27-29)
Mind Games (RKO1)	Baby Chausuists (8/27)
	Friendly Shampoo (8/28)
	Interiority (8/29)
	Right Brain Thinking (8/30)
	Loaning Things (8/31)
Playboy Advisor (WO)	She likes bi or gay men/virgins had painful first time/textured condoms/exercise vitamins too much running/strong sex drive at 31/can't forget ex/size of parents vs. baby/eating waffle/tips on VCRs (8/27-31)
Spaces & Places (WO)	The New American Step-Family (8/27-31)

Comedy	
Daily Feed (DCA)	Resagan/Acceptance Speech/Bush Acceptance Speech/More Taxes/Deficits (8/27-31)
Jack Carney's Comedy Show (CW)	School Days (8/27-31)
Laugh Machine (PRN)	George Carlin/Jerry Clower/Steve Martin/Bill Cosby/Woody Allen (8/27-31)
Radio Hotline (ASR)	Comedy Dog/Okay, You Win/The World Is Coming To An End/Where The Heck Am I/Apartments (8/27-31)
Stevens' & Grdnic's Comedy Drop-In (ASR)	Respectful Hot-Line/So You Want To Be A Rock Star/Obscene Hot-Line/My Doctor's Doctor/Stupid Cuts Hot-Line (8/27-31)
News/Talk/Sports	
News Blimp (PRN)	Centerfold modeling/ice cream cones/crisis reduction center/sexist sex therapy/gifs for people (8/27-31)
Newsline Extra (NBC)	Year Of The Ocean (8/27-31)
Sporting News Report (CW)	Dallas Green/Bo Schembecker (8/27)
Entertainment	
Assignment Hollywood (MBS)	Mark Harmon (8/27)
	Mary Frann (8/28)
	Scott Baio (8/29)
	Morgan Fairchild (8/30)
	Buddy Ebsen (8/31)
Entertainment Update (CBS)	Ryan O'Neal/Chevy Chase/Billy Squier/Mama's Boys/Lindsay Buckingham (8/27-31)
Rock Notes w/ Pat St. John (ABCR)	Deay's Midnight Runners (8/27)
	New records by Triumph/Ado Nova/Animas (8/28)
	Diford & Tibbrook (8/29-31)
Rock Report (SOU)	Stephen Stills/John Waite (8/27-31)
Screen Scenes (SOU)	Dreamscape (8/27)
	Cloak & Dagger (8/28)
	Shoena (8/29)
	Red Dawn (8/30)
	Weekend Hits & Misses (8/31)

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- ABCY = ABC Youth Net
- AMS = American Media Services
- AP = Associated Press
- ASR = All Star Radio
- CB = Continuum Broadcasting
- CBS = CBS Radio
- CBSR = CBS RadioRadio
- CRN = Creative Radio Net
- CW = Cayton Webster
- DCA = DC Audio
- DIR = DIR Broadcasting
- GSN = Global Satellite Net
- IN = Innerview
- LBP = Lee Bailey Prod.
- LW = London Wavelength
- MBS = Mutual Broadcasting
- MJI = MJI Broadcasting
- NBC = NBC Radio
- NP = Narwood Productions
- NSBA = NSBA Productions
- PFM = PFM Inc.
- PIA = Public Interest Aff.
- RI = Radio International
- RKO = RKO Radio Net
- RKO1 = RKO One
- RKO2 = RKO Two
- SBS = Strand Broadcast
- SI = Syndicate It
- SOU = NBC The Source
- SP = "The Spart" Productions
- US = The United Stations
- WO = Westwood One

MASONRY UNION — The Interview Factory's Howard Benjamin recently interviewed recording artist Dave Mason for a segment on "The British Invasion," produced by National Syndication Broadcast Alliance. The program is scheduled to air during the upcoming Labor Day weekend.

ELASTICIZED — Two members of the Spinners demonstrated a few of their patterned dance steps during a recent interview for United Stations' "Dick Clark's Rock, Roll & Remember." Spinners John Edwards and Henry Fambrough recounted some of their greatest hits, including "Rubberband Man" and "I'll Be Around." Pictured (l-r) are WCBS-FM New York's Joe McCoy, Edwards, United Stations' David Landau, Fambrough, and United Stations' Ed Salamon.

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DIALOGUE WITH RALPH GUILD

Mega-Reps: Challenging A Changing Industry

Radio is a business. And like other businesses, it must be prepared to meet challenges presented by a changing economy, scouting new opportunities for future growth. These growing pains spurred a rep conglomerate trend. Firms either merged with or purchased industry counterparts, resulting in two or more companies coexisting under one umbrella.

Why did this happen? How does it help the ad agencies? Does it mean lower rates for radio stations? Does it signal an end to independent rep companies? Four "mega-reps" answer these and other questions in a special R&R sales series, which kicks off with McGavren Guild Radio and Interep President Ralph Guild. During the next three weeks, Katz Radio President Ken Swetz, Selcom/Torbet President Lou Faust, and Blair Radio President/CEO John Boden will also share their viewpoints. Subsequent columns will address the mega-rep issue from independent rep, agency, and station perspectives.



McGAVREN GUILD RADIO

R&R: What triggered this rep company merging trend?

RG: This seems to be the trend for business in general. As the basic industry matures, the rapid growth that companies experienced in the early stages just isn't there. Companies have to find ways of building market share within the industry or go outside; you don't have any choice if you want to continue to grow. We saw national spot radio mature for the second time, if you consider that one period was back in the '40s and '50s and the second time was in the '70s. It wasn't growing much faster than the rate of inflation. The top two or three companies were making some money, but none was successful enough that it could afford to support any kind of sales development work.

We wanted to grow in areas related to the business that we know best, so our participation would make a difference, actually make an important contribution — not just a financial investment. The most logical thing was to develop competing rep companies. We started negotiating with different rep owners to see if we could purchase their firms or merge with them. Although it was different in radio representation, we weren't doing anything that was so brilliant or unique.

“
We wanted to grow in areas related to the business that we know best.
”

interrep

R&R: The general attitude used to be "a rep should rep one station." Was extensive reeducation necessary?

RG: A little bit, but that had been overcome. Both Blair and Katz had broken the ice in the early '70s. They both experienced dual representations, two separately-owned radio stations under a single rep company. It was considered unorthodox at the time. But after the initial shock everybody said it seems to be working, so let's not make a big deal about it. As a matter of fact, it seemed to make it easier for the station to do a good job for both clients rather than just one. We thought we could get clients to accept having two separately-managed companies in separate locations, particularly if the companies are separately managed, autonomous in virtually all respects.

R&R: Speaking of autonomy, explain the chain of command structure.

RG: Each company has its own president, each president has his own executive committee, and each company is organized and structured the way that executive committee wants it to be. They develop business plans, set their own goals, and periodically report to me about performance against business plan. As long as they're consistent with the financial requirements for the investment we have in them, they're free to do what they want. There's also separate personnel in terms of hiring and firing.

“
While there may be fewer rep companies, there are more options.
”

One thing that is centralized is billing and collections. Other central services are the nonwired network, which we call Internet, and the marketing/sales development, run by Erica Farber. That department is the only one in the radio business devoted solely to going out and selling radio advertising on behalf of represented clients — trying to get people to start using radio. RAB does it as an industry function. But we do it both for the industry and our own clients. We presently have six fulltime people who just do that.



Ralph Guild
President
McGavren Guild Radio
The Interep Companies

Interep is a holding company for McGavren Guild Radio, Hillier, Newmark, Wechsler & Howard, Major Market Radio, and Weiss & Powell. There are 45 offices in 14 major cities, including New York, Boston, Chicago, Atlanta, Houston, Los Angeles, and Portland. All told, the Interep Companies represent close to 1000 stations. Guild stated his claim in the rep business 28 years ago.

Advertising Concerns

R&R: What reasons do potential advertisers give for not considering radio?

RG: It's because no one has been in there talking to them about it. It's just that simple. People have been in there from print, TV, but not radio. When you go in, talk about it, and give them ideas, they get excited. By the end of the year, I hope to have eight people going out and marketing radio. But eight people against the world is still a pretty small army. If each of the three large companies had eight, you're now talking about 24 people out there. Then you can start making some sort of an impact.

R&R: How do rep conglomerates help ad agencies buy radio and, more importantly, how does it help the radio stations?

RG: Those two things go hand-in-hand. Through radio station grouping and nonwired networking, there are fewer people with whom media buyers have to deal. Instead of 14, they can now deal with three or four. The cost of handling paperwork (processing contracts, post-analysis) is growing at a faster pace than the agencies' income, so the agencies are constantly under a profit squeeze. Our nonwired network basically does the drudgery part of the media department's backroom work, thereby freeing up those people to do more creative things and make a greater contribution to their agency's profitability. I think that's why agencies are spending more money on nonwired networks. And again there's the marketing/sales development arm, whose job is to work directly with the advertisers and develop campaigns. We can attribute a lot of new business that's come in just as a result of our being able to provide those services.

R&R: Which is good for the radio industry all the way around?

RG: I believe it is. If each rep company's revenues were growing as rapidly as Interep's, the radio business wouldn't be in trouble. It would be healthy and growing. While there may be fewer rep companies, the fact is there are more options today than there were five years ago... personnel to create new alternatives and options for broadcasters. I don't think too many people have looked at it that way.

R&R: Will this increased sales development put radio billing on par with TV?

RG: It doesn't have to be. If you look back, radio's share of total advertising revenues hasn't changed much since the '40s — it's been fluctuating between 6% and 7% since WWII. If we could get that up to even 9%, it would be almost more revenue than most radio stations could absorb. A 2% increase in radio's market share would mean roughly \$200-250 million.

R&R: Does this rep company consolidation movement have a depressing effect on rates?

RG: That doesn't have to be, though people do question that. We get a monthly average rate per spot analysis and, in our case, the rates on Interep stations have been going up consistently over the last three to four years. I don't know where that concern came from. People have a wonderful way of worrying about things that are never problems.

Spot: The Future

R&R: What does the future hold for national spot?

RG: I want to make this clear: What we're doing is a response to changes in the industry. It's not what Interep has done to change the industry. The sensible thing is for the three large rep firms to start thinking constructively about stabilizing the industry and developing new business for radio. If we're all smart enough to do that, then the national segment of radio advertising will start to grow again. This isn't the rough and tumble business it was in 1975, even 1980. This is a whole new ballgame; it takes a new kind of mentality and management to think about growth opportunities. If the traditional scuffling-in-the-street fighting mentality is allowed to stay in control, then it could be very bad for the industry.

“
If the traditional scuffling-in-the-street fighting mentality is allowed to stay in control, it could be very bad for the industry.
”

R&R: It's said that what goes around comes around. Will this merging trend reverse?

RG: The trend is really over. I don't think you're going to see small independent rep companies again in the foreseeable future. They can't generate the necessary new business because they can't afford the staff and new business development department. They wouldn't be part of a nonwired or rep network, and those two things combined can represent maybe 20% of a station's potential revenue. I don't think too many radio stations are going to be willing to sign on with a rep company when they know their maximum potential is 80% instead of 100%.

R&R: Would you start a rep company today?

RG: I might start another under one of the existing large companies. But I wouldn't start an independent rep company. Nor if I was a group owner would I try to start my own national sales division. It would be deadly, an enormous financial drain. The represented stations would have an absolute disaster on their hands.

R&R: Will existing independent companies and station groups with their own national sales teams be forced to merge?

RG: I once heard someone say any company that's privately-owned will eventually fail or be sold. So I think it's inevitable. You can be sure that with the life cycle being what it is, they're not going to be around forever.



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Office Manager
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"CARIBBEAN QUEEN
(NO MORE LOVE ON THE RUN)"

THIS WEEK'S MAJOR ADDS AND ACTION
 107/41

WHTT add 40 WBCY add
 WBLI add WQUE-FM add
 Z100 add CKGM 28-18
 94Q add 31 B94 30-25
 KAFM add Z93 deb 30
 93FM add I95 deb 26
 Q105 add Y100 deb 29
 WGCL add WHYT 28-20
 KPLUS add KIIS-FM 29-24
 KUBE add FM102 deb 28
 WTIC-FM add 30 XTRA deb 30

BLACK/URBAN CHART ③ - ②

QUITE SIMPLY A SMASH



RATINGS REPORT

Spring '84 Birch Advances

Birch Radio Washington, DC

WKYS Keeps Rolling Along; WHUR, WGAY-FM Strengthen Positions; WRQX, WAVA Gain In Close CHR Contest

	Winter '84	Spring '84
WKYS (Urbn)	8.9	9.0
WHUR (Blk)	6.9	7.9
WGAY-FM (BM)	6.4	7.5
WWDC-FM (AOR)	7.7	7.4
WRQX (CHR)	6.1	6.7
WAVA (CHR)	5.7	6.6
WMAL (AC)	8.9	6.1
WWRC (Talk)	4.5	4.6
WLTT (AC)	4.6	4.3
WASH (CHR)	2.5	4.2
WPGC-AM & FM (AC)	3.3	4.1
WPKX-FM (Ctry)	4.3	4.0
WTOP (News)	3.0	3.5
WMZQ (Ctry)	4.8	3.3
WDJY (Urbn)	3.1	2.8
WGMS-AM & FM (Clas)	3.5	1.9
WXTR-FM (Gold)	2.0	1.6
WYCB (Rel)	2.7	1.0

Birch Radio

Denver-Boulder

KPKE Just Shy Of Double Digits; KOSI Moves Up To Second; AOR Race Tightens As KBCO Ties KBPI, KAZY Gains; KIMN Climbs

	Winter '84	Spring '84
KPKE (CHR)	7.9	9.9
KOSI (BM)	7.4	7.8
KIMN (CHR)	4.9	6.3
KOAQ (CHR)	7.6	6.2
KBCO (AOR)	5.3	6.0
KBPI (AOR)	7.2	6.0
KAZY (AOR)	3.6	5.8
KOA (Talk)	6.9	4.5
KLZ (Ctry)	4.6	4.4
KMJI (AC)	2.2	4.3
KYGO (Ctry)	4.2	4.0
KVOD (Clas)	4.3	3.8
KPPL (AC)	3.3	3.5
KHOW (AC)	4.4	3.4
KDKO (Urbn)	2.2	2.6
KNUS (N/T)	2.7	2.4
KBRQ-FM (Ctry)	1.9	2.3
KEZW (BBnd)	4.1	2.1
KTCL (AOR)	2.0	1.7
KDEN (News)	1.4	1.4
KRZN (Gold)	2.7	1.2

Birch Radio

Seattle-Everett-Tacoma

KIRO Slips, Holds Onto First; Strong CHR Book As KUBE, KNBQ, KPLZ Rise; KZOK Ties KISW For AOR Title

	Winter '84	Spring '84
KIRO (News)	9.3	8.1
KUBE (CHR)	6.0	7.6
KNBQ (CHR)	5.7	6.3
KPLZ (CHR)	4.7	6.2
KISW (AOR)	6.5	5.4
KZOK (AOR)	4.8	5.4
KSEA (BM)	3.7	5.3
KOMO (AC)	6.5	5.2
KIXI (BBnd)	3.9	4.0
KLXY (AC)	6.0	4.0
KING-FM (Clas)	3.2	3.7
KKFX (Urbn)	1.8	3.7
KBRD (BM)	3.2	3.5
KVI (AC)	2.8	3.0
KCMS (Rel)	3.9	2.3
KJR (AC)	3.1	2.3
KMPS-FM (Ctry)	3.8	2.2
KIXI-FM (AC)	1.9	2.0
KRPM (Ctry)	2.1	1.9
KEZX (AC)	3.0	1.8
KMPS (Ctry)	1.6	1.5
KING (News)	1.7	1.2
KWYZ (Ctry)	.9	1.1

Birch Radio

Buffalo

WJYE, WBEN Drop From Double Digits, Stay 1-2; WBUF, WGRQ Tie For Third; WPHD, WYRK Softer; WECK Hits Up Note

	Winter '84	Spring '84
WJYE (BM)	11.6	9.9
WBEN (AC)	12.1	9.0
WBUF (AC)	6.3	8.2
WGRQ (AOR)	5.5	8.2
WNYS (CHR)	5.4	8.0
WECK (BBnd)	4.5	6.1
WPHD (CHR)	8.2	6.1
WYRK (Ctry)	7.1	6.1
WKBW (AC)	5.4	4.7
WBLK (Blk)	4.4	4.4
WBEN-FM (CHR)	6.1	4.2
WYSL (CHR)	2.7	4.0
WGR (AC)	6.6	3.9
WRXT (AOR)	3.0	2.6
WUWU (AOR)	1.0	1.5
WDCX (Rel)	2.2	1.4
WUFO (Blk)	.6	1.0

Birch Radio

Cleveland

WMMS Down Three, Still Dominant; WGCL Holds Second, Approaches Double Digits; WLTF Snatches A/C Title

	Winter '84	Spring '84
WMMS (AOR)	14.4	11.6
WGCL (CHR)	8.9	9.7
WLTF (AC)	5.5	7.0
WQAL (BM)	7.3	6.9
WZAK (Urbn)	7.7	6.7
WMJI (AC)	7.2	5.7
WDMT (Urbn)	4.2	5.5
WBBG (BBnd)	6.4	5.0
WDOK (BM)	6.1	4.7
WABQ (Rel)	1.7	3.6
WKSU (Ctry)	2.7	3.6
WWVE (AC)	1.2	3.5
WCLV (Clas)	2.9	3.4
WERE (N/T)	4.5	3.3
WRQC (CHR)	2.7	3.3
WGAR (AC)	3.8	2.2
WJMO (Blk)	1.7	1.9
WJW (N/T)	2.5	1.9
WHK (Gold)	3.5	1.7

Birch Radio

Phoenix

KNIX-FM Down Two, Still In First; AORs KDKB, KUPD Improve, Now 2-3; KLZI Debuts Solidly, Hurts KKLZ

	Winter '84	Spring '84
KNIX-FM (Ctry)	11.5	9.3
KDKB (AOR)	8.3	9.1
KUPD (AOR)	6.2	7.9
KTAR (News)	7.3	7.2
KKLT (AC)	9.5	6.8
KQYT (Easy)	7.0	6.8
KZZP-FM (CHR)	10.7	6.7
KOPA-FM (CHR)	4.7	5.3
KMEO-FM (Easy)	7.4	5.0
KOOL-FM (AC)	3.2	5.0
KOY (AC)	3.6	4.7
KLZI (AC)	-	3.7
KEZC (Ctry)	3.0	3.0
KLFF (BBnd)	1.4	2.3
KSTM (AOR)	2.5	2.3
KJJI (Ctry)	1.0	1.9
KUKQ (Urbn)	2.4	1.9
KHEP (Clas)	1.2	1.4
KNIX (Ctry)	1.2	1.4
KRDS (Rel)	.5	1.1

ADD THE UNAVOIDABLE

CHR:

WXKS-FM
WNYS
WPHD
WCAU-FM
793
93FM
KIIS-FM

WVSR
 98PX
 WRCK
 WBBQ
 WNOK-FM
 WZLD
 WJXQ
 WRON
 WHOT-FM
 KQXR

KKFM
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 KQMQ
 KSKD
 KDON-FM
 WIGY
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AOR HOT TRACKS

BREAKERS.

AOR Tracks: **23**

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"A Girl In Trouble
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RATINGS REPORT

Spring '84 Birch Advances

Birch Radio		Birch Radio		Birch Radio		Birch Radio		Birch Radio	
Cincinnati		Louisville		New Orleans		Providence-Warwick-Pawtucket		Portland	
<p>WKRQ, WRKC In Virtual Tie; WRRM Widens FM A/C Margin; WLW Helped By Reds; WKXF Takes Country Crown</p>		<p>WHAS, WQMF, WAMZ Hold 1-2-3 With Double Digits; WLRS Adds Three With CHR Format, Achieves 10.5; WLOU Hits Double Digits; WJYL Healthier</p>		<p>WEZB Flip-Flops Into First, WYLD-FM Now Second; WRNO Level In Third; WQUE Jumps Two, Grabs Fourth</p>		<p>WHJY Stable, Widens Winning Margin; WPRO-FM Softens, Still In Double Digits; WLKW-FM Keeps Third, WPRO Steady</p>		<p>KMJK Pulls A 12 Out Of Hat; KGW Adds Two, Climbs To Second; KINK Leads Tight AOR Race; KKCW, KUPL-FM Make Notable Debuts</p>	
<p>Winter '84 Spring '84</p>		<p>Winter '84 Spring '84</p>		<p>Winter '84 Spring '84</p>		<p>Winter '84 Spring '84</p>		<p>Winter '84 Spring '84</p>	
WKRQ (CHR)	11.5 9.7	WHAS (AC)	16.8 14.3	WEZB (CHR)	15.2 17.6	WHJY (AOR)	13.7 13.6	KMJK (CHR)	8.9 12.0
WKRC (AC)	6.3 9.6	WQMF (AOR)	12.0 11.1	WYLD-FM (Blk)	17.0 15.4	WPRO-FM (CHR)	13.1 11.3	KGW (AC)	6.6 8.5
WEBN (AOR)	8.2 8.5	WAMZ (Ctry)	11.3 10.9	WRNO (CHR)	8.0 8.3	WLKW-FM (BM)	11.1 10.9	KINK (AOR)	6.7 7.2
WRRM (AC)	6.9 8.2	WLRS (CHR)	7.6 10.5	WQUE-FM (AC)	5.2 7.1	WPRO (AC)	6.0 6.0	KRCK (AOR)	7.0 7.1
WLW (AC)	5.3 7.9	WLOU (Blk)	7.0 10.3	WBWU (BM)	5.6 6.7	WHJY (AOR)	5.9 4.9	KGON (AOR)	7.1 6.8
WWEZ (BM)	9.2 6.6	WJYL (CHR)	6.0 8.6	WNOE-FM (Ctry)	7.1 5.9	WBRU (AOR)	3.7 4.2	KEX (AC)	5.3 4.6
WLLT (AC)	6.7 6.5	WAVG (AC)	7.5 5.4	WAJY (AC)	4.6 5.4	WHJJ (AC)	5.9 4.9	KWJJ (Ctry)	5.8 4.6
WSKS (AOR)	5.5 6.5	WVEZ (BM)	5.7 4.8	WBOK (Rel)	5.0 4.7	WWSB (AC)	6.1 3.8	KKRZ (CHR)	4.7 4.3
WBLX (Urbn)	7.4 6.2	WCII (Ctry)	4.8 4.7	WLTS (Urbn)	4.5 4.7	WTTX (AC)	1.5 2.9	KJIB (Ctry)	3.4 4.2
WKXF (Ctry)	3.2 4.5	WRKA (AC)	5.4 4.7	WSMB (AC)	6.1 3.8	WNOE (Ctry)	2.4 2.0	KXL-FM (BM)	4.8 4.2
WCKY (N/T)	6.5 4.3	WKJJ (AC)	5.7 3.5	WTIX (AC)	1.5 2.9	WSNE (AC)	2.9 3.8	KCNR-FM (AC)	6.9 4.1
WUBE (Ctry)	6.1 3.8	WAKY (Gold)	3.5 -3.2	WWSB (AC)	6.1 3.8	WMYS (AC)	3.0 3.4	KKCW (AC)	- 4.1
WMLX (BBnd)	4.7 3.3	WXVW (Easy)	1.8 1.9	WWSB (AC)	6.1 3.8	WLKW (BBnd)	3.7 3.1	KYTE (BBnd)	1.7 4.1
WCIN (Blk)	1.7 2.1	WXLN (Rel)	.6 1.5	WWSB (AC)	6.1 3.8	WGNG (Ctry)	1.3 2.8	KXL (News)	4.4 3.4
WNOP (Jazz)	.3 1.1			WWSB (AC)	6.1 3.8	WXKS-FM (CHR)	4.6 2.7	KYXI (News)	4.0 3.2
WSAI (Ctry)	.9 1.0			WYAT (Gold)	2.6 1.2	WERI (CHR)	2.6 2.6	KUPL-FM (Ctry)	- 3.0
				WYLD (Blk)	1.4 1.0	WEAN (News)	3.5 2.5	KKSN (AC)	2.1 2.3
						WPJB (AC)	3.0 2.0	KKEY (Talk)	2.1 1.7
						WBZ (AC)	2.0 2.0	KPDQ-FM (Rel)	1.5 1.1
						WHIM (Ctry)	.7 1.8		
						WBSM (Talk)	3.3 1.6		
						WHTT (CHR)	2.9 1.6		
						WALE (AC)	1.3 1.2		
						WROR (AC)	1.2 1.1		

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PROGRAM:

Saturday, September 15, 1984

Morning REGISTRATION

9 - 9:15

Welcome/Case Study Introduction

9:15 - 10:15

Keynote Address

Dwight Case, Publisher R&R

10:15 - 11:00

Managing For Retention And Growth

Gary Kaplan, Managing VP/Partner
Korn/Ferry International

11:00 - Noon

When You're #4, You Have To Try Really Hard

Kevin Sweeney, President
The Kevin Sweeney Companies

Noon - 2:00

Complimentary Buffet Luncheon

2:00 - 3:30

Putting The Power Of The Computer In Your Hands.

Dr. Lawrence Magid,
Know How Computer Learning Centers

3:30-5:00

Everything You Always Wanted To Know About Buying A Radio Station But Were Afraid To Ask Part 2

Evening 5:30 - 7:30

R&R Editors and Staff Cocktail Party

Case Study Team Meeting and Solution Planning.

Sunday, September 16, 1984

Morning

9:00 - 11:00

Case Study Solution

Dwight Case, Publisher R&R

11:00 - Noon

How Do I Get There From Here?

- A New Personal Career Strategy For Broadcasters

Dr. Adele Scheele, Career Strategist

Noon - 1:00

Power Programming For The Eighties

- Carving A Place For Your Station In The New Radio Environment

John Parikh, Chief Executive Officer,
Joint Communications

1:00

Wrap-Up; Direction '85 Announcement

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Transactions

Continued from Page 3

Sconnix Pays \$6.8 Million For WBS

Sconnix Group Broadcasting has purchased WBS/Boston (Brookline) from Champion Broadcasting System for a reported price of \$6.8 million, subject to FCC approval.

The Class B FM station broadcasts a Country format on 92.9 mHz with power of 50 kw and antenna height of 868 feet above average terrain.

Scott McQueen is President of Sconnix, which also owns WLLR/East Moline, IL; KFKF-AM & FM/Kansas City; WKZU & WLNH/Laconia, NH; and WTMA & WSSX/Charleston, SC.

President of Champion Systems is Herbert S. Hoffman. The company owns WUNR/Boston (Brookline) and WBTF/Attica, NY.

Blackburn & Co. brokered.

Capitol Sells Two To Capitol

In a transaction between two unrelated broadcast group owners, Capitol Broadcasting Co. of Raleigh has agreed to sell WDRV/Statesville, NC and WLWV/Statesville-Charlotte to Capitol Broadcasting Corp. of Mobile for an undisclosed price, pending FCC approval.

WDRV is a clear-channel daytimer with 500 watts at 550 kHz; WLWV operates with 100 kw on 96.9 mHz at 1250 feet.

Capitol Broadcasting Corp. already owns WCAW & WVAF/Charleston, WV; WRKA/Louisville; WMJJ/Birmingham; and WLLF & WKSJ/Mobile. Capitol Broadcasting Co. retains WRAL/Raleigh; WKEE-AM & FM/Huntington, WV; KISS/San Antonio; WRNL & WRXL/Richmond, VA; KBEQ/Kansas City; and several other media companies.

Takeover is expected in October.

St. John

Continued from Page 3

if there will be any wholesale changes. While we are being sold, we have to move ahead, and I think our new owners can appreciate that fact. Michael's got one of the best reputations in the industry."

St. John, who begins his new duties September 4, told R&R, "I'm going back to a radio station and chain I started with. John Bomer and the people at KXX106 have done a magnificent job of dominating the Birmingham market, and I hope to continue the tradition. I've spent six fantastic years with (WWKX owner) Ron Bledsoe and all my co-workers at KX104. I feel as if I'm cutting off my left arm, since I started the station's format. However, I think the opportunity to become involved with one of the most exciting radio companies in the Southeast is too good to pass up." No replacement was named for St. John, but MD Bobby Cook will serve as acting PD.

McGee

Continued from Page 3

organized, and very capable of leading our staff to an even better book this fall."

McGee told R&R, "There are only minor adjustments and fine-tuning to be done, as there is really nothing wrong. We've got all the tools we need: a great staff and signal. Coming in at this time is fortunate for me, as I feel we're well on our way." He added that Rick Upton will continue handling music duties.

McGee's prior experience includes programming KARM/Little Rock and mornings at WRKA/Louisville.

UPI

Continued from Page 3

be laid off. Also, in order to ensure the company's profitability by the end of the year, UPI and representatives of the Wire Services Guild have been discussing an agreement which would temporarily reduce the wages of all employees for up to 13 months. Under the agreement, those affected by the wage reductions would then become involved in ownership participation in the company. Final terms of this organization strategy are still being worked out.

A UPI spokesman told R&R, "The plan is to organize the company more logically and reflect the new information technologies that are available. These moves will free up the staff to be able to concentrate in newsgathering and production, and while there will be fluctuations up and down, by the end of the three-year period there will be a net increase in the number of people involved in writing the news."

Franklin

Continued from Page 3

one person, and Larry is eminently qualified for this, having shared operating responsibilities with me for more than six years. This will make it possible for me to spend more time focusing on the company's future direction."

E/A

Continued from Page 3

1983. Thompson held A&R positions at Island, Bronze, and CBS-UK before moving to Columbia in 1982. Both new VPs will report directly to Krasnow.

Clair New WLYK GSM

After a ten-year hiatus from radio, Bill Clair has returned to broadcasting as General Sales Manager at WLYK/Cincinnati. Clair, who replaces former Sales Manager James Nunn, spent the last decade as an executive in the outdoor advertising industry.

"Bill Clair has the background and experience we have been seeking," said WLYK VP/GM Bob DeLuca. "I'm looking forward to working with Bill. He has had an outstanding career in the advertising business, and I'm delighted to be able to bring him back to radio."

Prior to his involvement in outdoor advertising, which included a stint with Foster & Kleiser, Clair worked in radio sales in Columbus at WCOL and WRFD. He told R&R, "Bob DeLuca was the main thrust of my getting back to radio. I've always had a deep fondness for radio, and when Bob outlined his plans for his station, it was all too enticing; I just felt I had to be a part of it."

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Peck Returns To KHJ As GSM

Jeff Peck, GM at KNAC/Long Beach for the past six months, has been named to the newly-created position of GSM at RKO's KHJ/Los Angeles. Peck's move marks the establishment of separate sales staffs for KHJ and sister station KRTH.

VP/GM Ron Thompson told R&R, "I'm delighted that Jeff is returning to KHJ. With his previous management experience, I can't imagine anyone who is better suited for the job at hand. Jeff is extremely knowledgeable and has a great feel for the Los Angeles market."

"It feels great to be back," said Peck, who previously worked at KHJ for almost ten years as Local and National Sales Manager before joining KOGO & KPRI/San Diego as GM. "Ron Thompson is a great guy to work with. I was actually pretty happy at KNAC, but Ron persuaded me to make this move the more he and I talked."

"The concept we have for 'Car Radio 93' is probably the best I've seen. For AM to specialize in traffic reports in this market is a great positioning tool, since this is the traffic capital of the world. We're in the process of completing the staff, with about three or four more positions to fill."

GSM Nicki Randolph has been named interim GM at KNAC.



Jeff Peck

Chairs

Continued from Page 1

for our stations what we've outlined as necessary. Joe has the skills we need at this point."

Regarding Oziemblewski, Henderson added, "Felix is a Phi Beta Kappa and a CPA, with outstanding dexterity in numbers and tax law. He's involved in the process of acquisitions and disposals, and there is very little of a financial nature that'd come to his attention which he could not handle well. We're all happy about him."

Both Chairs and Oziemblewski were unavailable for comment at presstime.

Price

Continued from Page 1

qualified guy in Chicago to handle this format," said Pearlman. "He knows the music, and is the most reliable human being that God has ever stuck on earth. Gary's bright, smart, and honest."

Assistant PD/MD at cross-town A/C WCLR during the last five years, Price began his career as an air personality at KWBG/Boone, IA, progressing to programming posts at WDUZ/Green Bay, WOKY/Milwaukee, and Chicago outlets WDAI (now WLS-FM), WCFL, and WDFH. He told R&R, "I feel my time away from programming gives me more empathy with the staff. What we're doing is already working. I feel the station is off to a terrific start, and getting incredible, unsolicited response. There are some rough edges and things that need to be nailed down, but nothing major."



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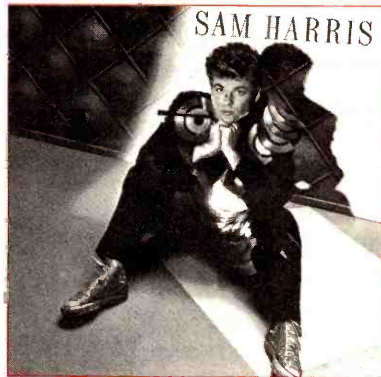
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AOR TRACK 11



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Street Talk



Look for **POLYGRAM** to name former **RCA** VP **JOHN BETANCOURT** to head its promotion department in the wake of former Sr. VP **BOB EDSON's** resignation (**R&R** 8-3). The PolyGram field staff was primed and ready for the announcement during last Friday's (8-17) conference call, but the announcement was not made. By the way, PolyGram is categorically denying that **BILL CATALDO** plans to leave the company when Betancourt comes on board.

DAN O'TOOLE is the name we've heard mentioned most often as the new PD for **WKQX (Q101)/CHICAGO**. Further, look for current Q101 GSM **MIKE DONOVAN** to take the GM's post when **JIM SMITH** exits. Our Chicago ear also picked up that **MURPHY IN THE MORNING** inked a three-year agreement with Q101 for a reported total value larger than \$1,000,000!



Reen Nalli

REEN NALLI, VP of **ATCO RECORDS & Custom Labels**, will begin a three-year "sabbatical" from the company in order to study law at the University of Michigan. The company will continue to operate as a separate entity from **ATLANTIC** in her absence, and plans have already been made for her to return to Atco's helm once she earns her law degree. In making the announcement, Atlantic President **DOUG MORRIS** commented, "We are pleased to grant Reen's longstanding wish to pursue her higher education. She is one of the finest people in the music industry today, and has made immeasurable contributions to the growth and development of our Atco & Custom Label Division over the past six years."

Remember in last week's Street Talk we told you about **WZKS/NASHVILLE** morning team **JIM ZIPPO & DEBBIE SUMMERS** leaving for an undisclosed major market morning show? Well, it turns out Jim & Debbie were leaving for two major market morning shows, but have since reneged on both stations! **KMEL/SAN FRANCISCO** PD **NICK BAZOO** thought he had hired the pair, but was informed four days before their scheduled arrival that they'd changed their minds. In Boston, **WHTT** PD **RICK PETERS** was even less fortunate; he only had four hours' notice that his newly-hired morning show wouldn't be showing up. We won't say who, but an insider at one of the stiffed stations remarked, "I hope (those two) have a longterm contract wherever

they land next, because this maneuver has cut their future prospects drastically."

DAVID LOYD has been named PD at **WPLO/ATLANTA**. Loyd, who has been with "PLO intermittently since 1971, has also worked in programming and operations at **WTMA/Charleston, SC**; **WFOM/Marietta**; and **WGST/Atlanta**. He'll continue to do morning news on **WPLO & WVEE**. Meanwhile, three-year **WPLO** midday air talent **JERRY WALLACE** has been promoted to MD.



The newest Peachtree City powerhouse, **WFOX**, is preparing to announce its new format soon. However, you'll be hard-pressed to label it if you're listening to the 48 hours prior to actual kickoff. For two days before the new format is unveiled, **WFOX** will air nonstop environmental sounds. Is that anything like an all-**CRICKETS** weekend?

Poison-tongued **GARY D. (GILBERT)** will return to the airwaves of Cleveland in a month or so at **News/Talk WERE**, where he worked from 1972 to 1975. Gary's time slot — either, middays or evenings — and other details will be announced at a press conference Sunday (8-26). Most recently, Gary so riled up the nation's capital that he wasn't asked back at **KIX-106** when he took leave for heart surgery.



Howard Rosen

West Coast Street Talk says former **MOTOWN** and **WB** promo executive **HOWARD ROSEN** will join a new label out this way in a new and unique capacity in the very near future.

TOM EVANS has left the PD post at **KATT/OKLAHOMA CITY** after two months. Look for Tom to return to the South for a programming gig (he came to the **KATT** from **WQDR/Raleigh**.) MD **PAT WELSH** gets the nod as **KATT's** fourth PD since December.

KSET-FM/EL PASO PD **CAT SIMON** has exited, but a new PD was named almost immediately. Former **KRGV/McALLEN-BROWNSVILLE** MD **SCOTT TAYLOR** has joined the outlet as PD, under the consultancy of **LEE RANDALL**.

WAYLON RICHARDS is the new PD at **KHF/AUSTIN**. The former **WQSR/BALTIMORE** PD, who most recently was on the air at **B104/BALTIMORE**, takes the much-sought-after slot vacated when **ROGER W. GARRETT** returned to **KRBE/HOUSTON**.

Continued on Page 26

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Street Talk

Continued from Page 24

WAEV/SAVANNAH PD J.D. NORTH has resigned to become Operations Manager at **WYD/RALEIGH**.

Other changes in Raleigh include **WBAG/BURLINGTON** moving its studio, relocating its tower, and changing calls to **WZZU(94Z)**. The station will launch a new CHR format on Labor Day weekend. **PETER DELLORO**, **RICH McTIGHE**, and **JO LEIGH FERRIS** from **WQDR**, along with **NOLA ROPER** from **KGB/SAN DIEGO**, have joined **PD GARY DICKSON** and **MD PAUL FRANKLIN** to kick off the format.

JEFF KELLY has resigned as PD of **WDMT/CLEVELAND** to join the airstaff of A/C-formatted **WLTF** in town. No immediate replacement for Jeff at **WDMT**.

SCOTT MARCUS has been promoted from PD to Operations Manager at **KFMI & KATA/EUREKA, CA**, with **CARLOS CASEREZ** upped to GSM and **MARK-JEFFREY ROSEN** newly named as MD.

Beginning the week of September 7 the syndicated TV show "Solid Gold" will have a new host. Replacing **MARILYN MCCOO** will be none other than **KIIS/LOS ANGELES** morning man **RICK DEES**. Rick will be joined by a series of female cohosts, folks like **IRENE CARA**, **GLADYS KNIGHT**, and **LATOYA JACKSON**.



Michael Jackson Michael's star was placed on Vine Street near Sunset Blvd.

Another well-known L.A. radio personality made news this week when **KABC's MICHAEL JACKSON** was honored with a star on the Hollywood Walk of Fame. In the Wednesday (8-22) ceremony, **KABC** listeners joined several local government officials as

KMEL/SAN FRANCISCO has set its CHR lineup for an August 25 debut. Morning drive will be handled by **MARK McKAY**; afternoons will feature **HOWARD HOFFMAN**. The rest of the staff is composed of veteran Bay Area personalities: **JOHN McCRAY** and **GREG ROBERTS** from **KITS**, **ALICIA TORRES** from **KLX**, **MARK TODD** of **KWSS**, and former **KFRC** jock **SUE HALL**.

KEVIN FENNESSY has joined **WKFM/SYRACUSE** as PD from his on-air slot at **98PX/ROCHESTER**. Fennessy, who was formerly PD at **WHAM/Rochester** and **FM97(WFFM)/Pittsburgh**, replaces **WAYNE SUMMERS**, who remains with **WKFM** as MD.



Charley Lake

The one-year-old **AOR** has switched to a mix of **AOR, CHR**, and **Urban** music selected by **Diaz** and his family. Reportedly, 13 **XHZ** staffers have been let go, and **SDR** has filed an \$11 million breach of contract lawsuit against **Diaz**.



Happy anniversary to **WOOD/GRAND RAPIDS**, which celebrates its 60th birthday this week. **WOOD** originally broadcast with just 20 watts (5 kw now), and was the market's only station until 1940.

Here's a hot one: **MARK SEBASTIAN** from **Q102/CINCINNATI** is heading to **Z100/NEW YORK** for middays.

New **B100/SAN DIEGO** PD **BOBBY RICH** has rehired original **B100** staffer **GARY KELLEY** for afternoons. Gary, who left **B100** in 1978 to join **KPRI** (staying through its recent transition to **KLZZ**), replaces **DANNY WILDE**, who's exiting **B100** to attend medical school.

TRACEY BALBIRER, KSHE/ST. LOUIS Director Of Marketing, and **STUART LAYNE**, Director Of National Sales for **EMMIS Broadcasting (KSHE owners)**, are getting married in September.

Former **ELEKTRA/ASYLUM** National AOR Director **ROBYN KRAVITZ** is ready to get back into action. Her phone number is (212) 691-9688.

In response to the **R&R** Reward ad that ran in the August 17 edition, **JEFF TOBIN** of **WYFM/YOUNGSTOWN** and **STEVE WARREN** of the **PROGRAMMING CO-OP** in Racine combined to find the three back issues of **R&R** missing from our master file. Thanks, guys; each of you will receive a 12-month free subscription for your kind efforts.



And last, but certainly not least, congratulations to **JOEL & KATHY DENVER** on the joyous occasion of their wedding this weekend (8-25) in Sausalito, California. The **R&R** CHR Editor and his bride are honeymooning in Hawaii.

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Rich

Continued from Page 1

a clear-cut winner or right at the top in every one of its specified targets. I'll miss some of the people associated with it.

"I'm checking into a couple of things now that look promising, but for all intents and purposes, I am a free agent at the moment. I'll announce plans as soon as I am able to be more specific."

Following B100, Rich became PD at WXLO (now WRKS)/New York. From there, he

worked in programming positions at KHTZ/Los Angeles, Drake-Chenault, KFI/Los Angeles, and WWSH/Philadelphia. "It's bittersweet in that it's at the expense of Glen," Rich acknowledged. "But I'm literally on top of the world. I'm a great believer in the 'You can go back to the place, but not to the time' philosophy. Times have changed, and so has programming . . . and so have I."

Rich continued, "B100 and I have always been a winning team. Even though I've been away for six years, I feel I've kept a hand in the station, as

I've consulted for and with Paul on every major change they've made. Several things B100 is doing now are direct results of my recommendations over the years; I feel I'm just retaking the active PD role. The timing, situation, and chemistry are all right on. As a close friend said to me recently, this job is 'like going to a rack and picking off a custom-made gig.' I'm not taking on a challenge so I can win and go somewhere else. This is it for me."

Rich added that some personnel changes can be expected within the next few weeks.

Jones Promoted To VP/Sales At RCA



Pete Jones

Pete Jones has been elevated to Division VP/Sales for RCA, moving up from the Director/Branch Marketing & National Accounts position.

RCA Exec. VP/Operations Jose Menendez commented, "Pete has demonstrated a keen understanding of the U.S. marketplace throughout his career. He has an intuitive understanding of regional sales patterns which permits him to maximize sales in a constantly changing environment."

Jones, who reports to Menendez, started at RCA in 1969 as an NBC business affairs staffer. He joined RCA Records in 1971, becoming Detroit Branch Manager in 1975. Moving to PolyGram Distribution in 1977, he became VP/Marketing for Casablanca in 1979 and then spent two years in a similar capacity with Alfa Records. He rejoined RCA in July 1983.

WMC

Continued from Page 1

would be Ron. With his management background, our relationship couldn't be better."

It was also announced that WMC-FM Local Sales Manager Dennis DeMichele is now GSM for both stations. Meyers added, "Dennis worked with me at WAKY. His background in radio, TV, and newspaper qualifies him to do an excellent job in just about any medium. He's a good friend as well as a strong GSM."

DeMichele said, "We're thankful for a fine book, and we've got good, talented people here. It's going to be a fun job. I like the competition, and we'll have a hell of a time here."

Rounding out the appointments, WMC-FM Assistant Local Sales Manager Sidney Mendelson has become LSM for WMC, while WMC-FM Account Executive Diane Kruthaupt was boosted to LSM.

Bongarten

Continued from Page 1

Bongarten became VP/GM at WNBC in July 1983, moving to NBC from his position as Vice President/Radio for GE Broadcasting. Prior to that he was Station Manager of WGY & WGFN/Schenectady, and before that was Business Manager at WJIB/Boston, a station which has since been purchased by NBC.

McDougall Upped To WTRY PD

WTRY/Schenectady Assistant PD/afternoon personality Bob McDougall has been promoted to Program Director. He succeeds Bill Cahill, who left to become PD at KJ103/Oklahoma City.

In making the announcement, VP/GM John Kelly commented, "Bob received a well-deserved promotion; he's just the person we need. WTRY used to be one of the old, dominant AM CHRs. We haven't done quite as well as an A/C, but we've seen an encouraging turnaround spurred by Bill Cahill. I'm sure Bob will speed that turnaround."

Prior to joining WTRY, McDougall was PD at WDOS & WSRK/Oneonta, NY and WCFR/Springfield, VT. He said, "This is a station with a tremendous heritage. Bill left me with a good staff and the support of my GM. I anticipate an exciting future for WTRY."

WYAY Names Anovick GSM

WFTQ/Worcester General Sales Manager Paul Anovick has transferred to Katz Broadcasting's newly-acquired sister station WYAY (Y106)/Gainesville-Atlanta as GSM.

Katz Group VP and Y106 GM Bob Backman told R&R, "Paul did a tremendous job at WFTQ, setting new sales records and developing some outstanding salespeople. We talked with people from all over the country, looking for a special individual. Luckily, we found Paul within our own company — something I feel really good about. He's great."

Anovick spent just 11 months at WFTQ, having previously worked as an Account Executive for Katz Radio in New York. His background also includes radio sales experience in Philadelphia for the Christal rep firm and neighboring WWSH.

No replacement was named at WFTQ.

Mascolo

Continued from Page 1

which I want to develop even further. This will be a big position to fill coming in behind (former VP/Promotion & Marketing) John Betancourt, but I think the knowledge I gained while working with him will serve me well in my new position. With the great promotion, sales, and marketing staff at RCA, I believe we can keep RCA at the forefront in both the US and Canada."

Mascolo became National Promotion Director at RCA six months ago after holding regional promotion positions in the Southeast and Southwest. Earlier he was Southeast Regional Promotion Manager for Polydor for four years.

To All The Boys . . .



Willie Nelson was greeted by Columbia executives after the opening night of his six-concert series at Radio City Music Hall. Pictured from left are: CBS/Nashville Sr. VP/GM Rick Blackburn, Nelson, Columbia Sr. VP/GM Al Teller, and CBS/Nashville VPs Roy Wunsch and Joe Casey.

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On The Records



KEN BARNES

New Music Seminar: Bridging A Gap



I'm declaring a one-week moratorium on esoteric record material, trivial pursuits, and the usual concerns of this column to provide a personalized overview of the New Music Seminar held recently in New York. Over the past five years, the Seminar has become the central gathering place for independent labels, the dance music industry, modern music moguls, "alternative" radio, the video biz, and a substantial number of foreign record executives. Last year and especially this year, it's made a significant effort to draw representatives from mainstream radio and major labels. All in all, the Seminar has become one of the industry's largest and most ambitious broad-spectrum conventions.

So it's worth looking at in the pages of R&R. I won't say much about the radio/record panels assembled and moderated by Joel Denver, Steve Feinstein, and Walt Love, except that the lineups were truly stellar and the moderation was immoderately excellent. I was on a panel too, and you can read about that in the upper right corner.



HORN BLAST — Keynote Trevor Horn of ZTT Records makes a strong point to open the Seminar festivities.

My first impression of the Seminar was its sheer size — 3500 or more, with heavy congestion in the exhibitors' hall and the hotel lobby and bar. The NMS has grown immensely in five years, with congratulations due the organizers, Rockpool Promotions' Mark Josephson, Tommy Boy Records chief Tom Silverman, and Uproar Records' Joel Webber. With that size and the increasing participation of mainstream industry types comes some degree of confusion over definitions.



PRESIDENTIAL PANEL — Pictured speaking during the President's Panel are (l-r) Gelfen's Ed Rosenblatt, WB's Lenny Waronker, and IRS's Jay Boberg.

What Is New Music Anyway?

When the NMS started, it was a small gathering of outsiders: musicians, small label execs, college radio programmers, and club jocks who represented an alternative to the mainstream industry structure. Now, with the musical trends of the last few years — CHR and video outlets receptive to more modern music, etc. — the "new music" is the mainstream, likely as not, whether it's synth-pop; Hi-NRG disco; cowpunk; rap, hip-hop, electro, and other black/Urban developments; or any of the other categories in which we love to bag our music. Obviously, not all new music is embraced by mainstream radio or video channels, but much of what's successful today came out of the new music camp.

So you get a division. Some of the NMS people want to tear down the established music biz structure, and others want to build an alternative system that will allow them to operate profitably without using the mainstream. But another big chunk are chiefly concerned with how to break into the mainstream, now that so many others have done it. And among those who have brought new music into the established structure, some are trying to go for more, while others attempt to change the system from within.

Within that last group would be producer Trevor Horn, who in his keynote address lambasted the industry's conventional traits, declaring, "Eccentricity and flair should be encouraged as much as conformity is now." In introductory remarks, organizer Silverman celebrated new music's success, defining it as music with "potential to reach the world mainstream." His counterpart Josephson called for "breaking down the frequently racist distinctions that have characterized the American music business," pointing out that with the sales records set by successful crossover acts, any racist barriers were simply "bad for business."

What Was Accomplished

Those sentiments are quite admirable and in line with the Seminar's stated goal: to help bring about change in the music industry. The logical question is, "How well did it succeed?"

As far as content went, the NMS did itself proud. Over 30 panels were offered, and

while "Nightclubbing Around The World" or "World Publishing & Sub-Publishing" may not have appealed to the average radio programmer or promotion rep, the AOR, CHR, Black/Urban, New Music Radio, and promotion panels certainly did. There was also the chance to hear label presidents, A&R execs, and even artists in meaningful discussions. In addition, there were plenty of panels on video, the glamorous center of attention (perhaps disproportionately so).

The opportunities to learn and exchange information from a variety of perspectives (a range probably unmatched by any other industry meeting) were ample. But I'm not sure if as much was accomplished as might have been hoped. Possibly there was too much to take in. All those panels were com-

REPORT FROM A PANEL

Charting The Hits At The NMS

Elsewhere in this issue or next, you'll see reports from Walt, Joel, and Steve on their New Music Seminar panels, so I thought I'd review the one I was on. It was titled "Charting The Hits," and unlike most of the Seminar panels, which often had a dozen or more panelists, had just two people in the hot seat: Marty Feely, Associate Publisher/Director Of Research and chief chart architect for **Billboard**, and myself. The moderator was Rodney Burbeck, Editor of the UK's reigning trade publication, **Music Week**.

You know, these convention panels aren't always as easy as they look. A good radio background really helps. As I was floundering through an overly general and badly-organized introductory address, I was wishing I had more on-mike experience than three live high school football play-by-play broadcasts on a suburban San Gabriel Valley (L.A.) station at age 16. It was not an auspicious beginning. People were casting their eyes about looking for exit locations, and the ushers were getting the lifeboats ready. But luckily, I recovered and we were able to conduct a useful discussion.

The panel concentrated on chart methodology. Naturally, since R&R displays detailed chart information (New & Active, Parallels, Adds & Hots, etc.), most of the questions were aimed at the more mysterious **Billboard** charts. Mr. Feely did an admirable job of explaining the details, and in-



THE CHART PANEL — *Billboard's* Marty Feely, *Music Week's* Rodney Burbeck, and R&R's Ken Barnes, looking badly in need of a glass of water after putting the chart before the hoarse.

formed the audience that in Black/Urban, Country and CHR (or Hot 100, as they call it), the presently combined airplay/sales charts will soon be augmented by separate sales and airplay listings. Well, the more, the merrier.

A question was raised about CHR stations backing off on a record after it has a bad week in New & Active or Significant Action. (For example, a record that starts off 27/27, moves up to 44/17 59/15, but then has a shaky week — say, 63/4 — and is regarded as dead prematurely, even if it is doing well where played.) That gave me a chance to explain that R&R provides a dual quantitative (New & Active, Significant Action)/qualitative (Parallels) information service, and that alert programmers use both data to make decisions.

There was a bit of controversy when a questioner mentioned that **Billboard** incorporates a few highly-rated Urban/Contemporary stations into its Hot 100 airplay data along with CHR outlets, and wondered why R&R didn't do the same. I explained that the CHR National Airplay/40 is exactly that, and does not pretend to be an all-encompassing "national chart" or anything but a measure of CHR airplay. I also wondered if **Billboard** adds in a few Urbans, why doesn't it include top-rated AORs, A/C's, and Country stations as well?

All in all, it was perhaps a less explosive panel than I expected, but it was interesting to see **Billboard** moving in our direction with charts, and I was most impressed by how well-informed the questioners were about both R&R and **Billboard**. After the panel, I picked up some good suggestions to improve our chart information, and would, as would all our editors, be happy to hear further ideas.



NEW MUSIC WEEK — New York declared the week of the New Music Seminar "New Music Week." Herb Rickman (second from left), Special Asst. to Mayor Koch, presented the proclamation to Seminar organizers (l-r) Tom Silverman, Mark Josephson, and Joel Webber.

pressed into three days, and with four events always running against each other, absorbing 25% of what was going on was the best you could do. Some panels suffered from blandness, as is inevitable at any gathering; most were refreshingly frank.

Yet as frank and informative as most of the panels were; the efforts to generate new ideas and bridge gaps between different areas of the business, were hampered because most of the people who might have stood to benefit from a creative dialogue with the panelists didn't show up.

For years, I've heard people bitch about radio — how it's impossible to "beat the system," how programmers won't play new acts, how conservative and stodgy and behind the times radio stations are. With the glittering array of programmers showcased on NMS's radio panels, you'd think it would be the perfect chance for the disaffected "outsider" types — artists, alternative radio people, independent label folks — to air their grievances and stimulate a healthy exchange of views. It would be both a golden opportunity for them and provide valuable input for the radio people as well.

But such interaction just wasn't happening at all. The AOR and CHR sessions, for



LUCKY STARS — Two of the performers on a stellar Artists' Panel, Madonna and James Brown.

instance, could just as easily been heard at a Bobby Poe convention. That is to say, they were candid, revealing, amusing, and informative, but they were basically the same topics, questions, and audiences you'd encounter at any conventional convention. Because the "new music contingent" wasn't there, the element of *difference*, the dialogue between the sometimes-naive creative element and the sometimes-myopic professional crowd didn't come about, and that's a shame.

The 1984 New Music Seminar has to be considered a success for its attendance, content and flow, and for putting a wide variety of key people in the same place. But to truly become a "catalyst for positive change in the world of music and the music business," as its organizers intend, it needs to find a better way of getting everybody together to talk.

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MONDAY, AUGUST 27

Acoustic To Electric Dreams

Little more than a month after being booted offstage by stunned purists at the Newport Folk Festival, **Bob Dylan** made his second appearance as an electric rocker at Forest Hills on this day in 1966. This time, Dylan was backed by **Robbie Robertson** and **Levon Helm** before they'd jelled into the **Band**. Although the reaction to BD's new sound was still mixed, this time Dylan made it through his concert. The controversy over Dylan's new marriage to amps pretty much died out in following months. The album that far outlived it, "Highway 61 Revisited," was also released on the same day. Although it was Dylan's second LP, its single, "Like A Rolling Stone," not only provided his first big hit, it was also credited with breaking the 3:00 barrier on hit singles.

Birthdays: **Alex Lifeson (Rush)** 1943, **Daryl Dragon** 1942, **Simon Kirke (Bad Co.)** 1949, **Glen Matlock (Sex Pistols)** 1956.

TUESDAY, AUGUST 28

Seraphine Fire

Drummer **Danny Seraphine**, who celebrates his 36th birthday today, has been with **Chicago** for a decade and a half. In a rock band beset by tragedy and multiple personnel changes, that would be unusual, but most of the shuffling took place in trying to find a replacement for **Terry Kath**, so that six of the eight members from the **Chicago Transit Authority** days are still there. Although originally heralded as one of the first practitioners of "jazz rock" (a term that means something completely different now), in recent years the group has become known for its ballads, which comprise all of their five biggest hits and two number ones. Four years ago, a Seraphine-produced group, **Dakota**, had a #1 hit in Louisville with "If It Takes All Night," but failed to chart anywhere else. Now the group has a new album with **MCA** and Seraphine has produced them again.

Other birthday: **Hugh Cornwell (Stranglers)** 1949.

WEDNESDAY, AUGUST 29

Michael Jackson's Birthday

After months of speculation and controversy over newsstand prices, the long-awaited **Jacksons** victory tour finally makes it into "Datebook" in celebration of **Michael Jackson's** 26th birthday. If the new schedule holds, Michael's birthday will hit right after the group has wrapped their dates in Detroit and headed to the L.A. Forum. Recent months have seen **Motown** score one of the few semi-successful reissues by a former artist (outside the Country chart) with "Farewell My Summer Love," as well as new product from all three recording Jackson sisters. Latest report from the front: Michael has recently become a fan of **Mahalia Jackson** and has started doing the sort of R&B/gospel belting heretofore unheard of in his music.

Birthdays: **Dinah Washington** would have been 60 today.



THURSDAY, AUGUST 30

Cher Rocks Out

Much of the constant publicity surrounding **Cher's** private life has died out now that she's not recording. In the five years following the breakup of **Sonny & Cher**, she married one musician, dated two others, and was musically involved with all three. In 1977, after her marriage to **Greg Allman** was already history, the two released their "Allman & Woman - Two The Hard Way" LP. She never recorded with **Gene Simmons**, but he was pretty obviously the link between **Cher** and **Casablanca**, where she had a comeback hit in 1979 with the discoid "Take Me Home." And on this day in 1980, **Cher** made an "unannounced" appearance in Central Park as the lead vocalist in **Black Rose**, the hard rock band fronted by then-beau **Les Dudek**. The Rose only managed to release one gerferally unnoticed LP on **Casablanca** before splitting up. **Cher's** last LP before becoming a fulltime actress was the slightly less tough "I Paralyze" in 1982.

Birthdays: **John Phillips** 1935.

FRIDAY, AUGUST 31

Van Morrison's Preview

A tribute to **Van Morrison's** general classiness among pop stars was paid recently by L.A. **Herald-Examiner** critic **Mikal Gilmore**, who wrote that **Frank Sinatra** should cover pop songs like "Moondance" instead of the works of **Alan & Marilyn Bergman**. Even when the Morrison-fronted **Them** hit in America with its repertoire of garage-band pounders/standards-to-be, its leader felt that their image was too tough. The albums many hardcore Morrison fans like most ("St. Dominic's Preview," "Veedon Fleece," etc.) come from the soul/jazz/folk/psychademic period of Morrison's career, after "Domino" and "Wild Night" and before the singer's semi-commercial comeback in 1978 with "Wavelength." The last four Morrison LPs have thrown those same fans, for the most part, with allusions to born-again Christianity and Scientology. A new LP is due out this fall on **PolyGram** with Morrison fans watching again for a possible change of direction. Morrison turns 39 today.

Birthdays: **Jerry Allison (Crickets)** 1939, **Gina Schock (Go-Go's)** 1957.

SATURDAY, SEPTEMBER 1

Twitty City

When country music took **Conway Twitty** in, it also adapted "It's Only Make Believe," his biggest hit as a teen rock idol. Twitty, born **Harold Jenkins** on this day in 1933, added R&B and rockability to his original band, the **Phillips County Ramblers**, which then changed its name to the **Rockhousers**. Twitty's pop star years were 1957 to 1960. It took him until 1964 to organize a country band; it was 1966 when he signed with **Decca** and began cranking out country hits. Although Twitty quickly became imaged as a hardcore country artist, there remained signs of a closet R&B fetish (i.e., his cover, with **Loretta Lynn**, of "Soul Shake"). What had been restricted to album cuts and B-sides became evident last year when Twitty released covers of "The Rose," "Slow Hand," and "Heartache Tonight!" in close succession. Shortly thereafter, Twitty swung back again with "Somebody's Needin' Someone" and **Harlan Howard's** "I Don't Know A Thing About Love."

Birthdays: **Roy Head** 1941, **Lily Tomlin** 1936, **Archie Bell** 1944, **Barry Gibb** 1946.

SUNDAY, SEPTEMBER 2

Playing To An Exclusive Audience

There's an old but easily updatable joke that **Teddy Pendergrass's** girlfriend couldn't be very bright. After all, it took her a year to get from "Close The Door" (in 1978) to "Turn Off The Lights." Now we find that it took another five years for "Hold Me" to come into the relationship. In 1978, right around the time that Teddy began barking those erotic commands, he managed to attract a lot of publicity as a sex symbol. He was nicknamed "Teddy Bear" and posed with **Alice Roosevelt Longworth**, whose father had been that toy's original model. And on this day in 1978, he brought his now famous "for women only" concert to **Avery Fisher Hall** in New York. Women who attended were given teddy bears to play with and white chocolate lollipops shaped like teddy bears. Several years later, the **Police** would adopt this gimmick for their "Blondes Only" concerts... although it was a lot easier for those who'd usually be ineligible to adapt for those shows.

Birthdays: **Jimmy Clanton** 1940, **Joe Simon** 1943.

— Sean Ross

GET "SWEEP AWAY" WITH RCA

DIANA ROSS "Swept Away"

FROM THE FORTHCOMING
ALBUM "SWEEP AWAY"

Produced By Daryl Hall and Arthur Baker

87 STATIONS OUT OF THE BOX
#2 MOST ADDED

CHR NEW & ACTIVE

WCAU-FM	Y100	KMJK	WMAR	WKDD
94Q	B97	FM102	WBEN-FM	KMGK
Z93	WHYT	KPLUS	WBBQ	KQXR
I95	KPKE	Q100	WQID	KYNO-FM



POINTER SISTERS "I'm So Excited"

Produced By Richard Perry



From the now-certified
platinum album "BREAK OUT"

114/20 47%

CHR NEW & ACTIVE

B94 deb 29	Y100 16-12	KPKE 16-14
Q107 add	B97 deb 30	Q103 add
94Q 28-24	Q102 add 35	FM 102 29-24
Z93 23-19	WHYT deb 24	KITS add
93FM add	KWK deb 23	KNBQ 33-29
B104 deb 29	KIMN add	KRGV 14-11
Z100 add		



JEFFERSON STARSHIP "Layin' It On The Line"

CHR SIGNIFICANT ACTION

Sneak preview video
now on MTV

WPHD	WRCK	WJXQ	WOMP-FM	WIXV
B96	KWIC	KKFM	WSQV	WHSL
KPLUS	WZYP	WQCM	WJAD	WCIL-FM
K104	WRNO	OK100	WYKS	WDBR
Q92	92X	95XIL	KNOE-FM	



190/38 78%

RICK SPRINGFIELD "Bop 'Til You Drop"



ADDED THIS WEEK:

KAFM	Q103	KUBE	G100	KIHK	KBOS	Y94
Y100	KMJK	WFLY	WZKS	KZIO	KO93	KKXL-FM
KPKE	KWOD	Z106	WRNO	WKDQ	KRQ	KKRC
	KS103	WFMF	Y106	WVIC	WOMP-FM	KTRS
		KXX106	WAHC	KQKQ	KWES	KKAZ
		WJZR	92X	K107	KQCR	KDVV

EURYTHMICS "Right By Your Side"

CHR CHART: 28

WXKS-FM 23-20	WNVZ 39-34
WNYS 23-19	Q105 deb-29
WPHD 24-19	KHTR deb-28
WBLI 37-33	KZZP 32-28
CKGM 33-28	FM102 19-15
WHTX 26-22	KWSS 29-25
PRO-FM 27-23	KPLUS 22-16
WASH 17-15	KNBQ 22-18

AOR ALBUMS: 30

AOR TRACKS: 27

NOW CROSSING TO CHR!

LOU REED
"I Love You Suzanne"



Contemporary Hit Radio



JOEL DENVER

New Music Seminar Fifth Is Smashing Success

Despite the fact that New York City is unbearably hot and humid in the middle of August (8/6-8, to be exact), the fifth annual New Music Seminar made the trip back East well worth it.

Organized by Mark Josephson, Tom Silverman, and Joel Webber, the New Music Seminar began five years ago as a conclave for the exchange of ideas between small independent labels, artists dabbling in experimental music, and others involved in promoting new music forms, such as record and video producers, club jocks, and college radio staff members.

While the original premise of the New Music Seminar, to promote the growth of new music, is still in the forefront for those organizing and attending, this year a dramatic step was made toward including the more established ends of the music business in this process.

For the first time since the NMS was developed, this year several R&R Editors were invited to be moderators. Specifically, Steve Feinstein chaired "AOR Promotion," Walt Love moderated "Rhythm Radio," Ken Barnes was a panelist for "Charting The Hits," and I moderated "The Future Of Pop Radio."

Among such esoteric sessions as "DJs and Remixers," "Alternative Talent and Booking Workshop," "Nightclubbing Around The World," "Video Programming," and "World Publishing and Sub-

Publishing," there were other panels of a more mainstream nature, including "Crossover Promotion" and the "President's Panel."

I view this move toward the mainstream as a good one, since a number of those present got a solid taste of what goes on at levels of the business in which they've had little or no contact. Conversely, the seminar provided those of us in the "establishment" with an uproot look at what it's like trying to get an act signed, a new independent record label launched, and the pressures of owning and operating a club.

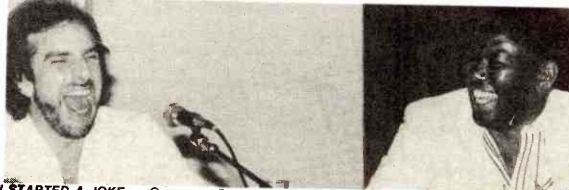
Coming to New York also afforded the opportunity to observe firsthand the competitive CHR battle between WPLJ and Z100, (plus a cameo on the Z-Morning Zoo, thanks to Scott Shannon, Dean Thacker & staff). I had the chance to talk with WPLJ VP/GM Joe Parish, PD Larry Berger, and MD Lisa Tonacci, and to chat with WKTU PD Neil MacIntyre about the station's new CHR direction. All of these things, and more, were eye-opening experiences. None of us are ever too smart or too old to learn. Above all, the New Music Seminar was and is a great learning experience.

Building The Mega-Hit With Crossover Promotion

The New Music Seminar's choice of panels was widely varied, but the discussion on crossover promotion proved to be of great interest to those at the session. While this panel wasn't a packed house, it featured some of record promotion's most creative talents: **WB's Craig Kostich, E-A's Mike Bone, E/P/A's Walter Winnick, PolyGram's Jerry Jaffe** (moderator), PolyGram's **Harold Childs, Chrystal's Daniel Glass, and A&M's Rick Stone.**

Harold Childs, probably the most outspoken of the panelists on the subject of crossovers, said, "From a label standpoint, we must work to bring our various sections of the promotion department together toward building the 'mega-hit' by breaking down those barriers which exist in most record companies. We have to stop categorizing records. Old-line thinking that a record must be top 10 Black before servicing CHR is wrong."

Along the same lines, Mike Bone said, "Timing is of the essence for crossovers, as you can begin too early. But regardless, it must be a good record." Rick Stone noted, "The attitude when promoting crossovers is important. You just can't go in and beat people up. As promotion experts, we have to make sure the record is right for the market."



I STARTED A JOKE — Crossover Promotion had its funnier moments as (l-r) moderator Jerry Jaffe and Harold Childs traded quips with each other.

Jerry Jaffe raised the point about records with an overseas base having a distinct advantage over others, and all panelists agreed that was the case. Walter Winnick related the problems AOR groups have when their songs cross over to CHR. "When a heavy metal act finally gets massive CHR acceptance, it often spells an end to their success at an AOR core audience level, as these folks feel the group may have 'sold out.'" Harold conversely noted, "Kool & The Gang is now considered a pop act. Getting intense Black airplay is very difficult."

Daniel Glass spoke of the importance of promotional efforts at the club level and how it lends itself to establishing airplay on CHR. "This is often the grass-roots of a crossover project. Our attention to the contributions at the club level cannot be overlooked." Craig Kostich added, "The clubs are the fastest test market I can think of. While everything that's big at a club level certainly can't and won't cross over, club reaction often reflects the leading edge of the audience."

And the panel wasn't about to pass up the chance to take a shot at MTV and its role in the crossover process. One panelist said, "Any black artist who's recorded a song and has shot a video in hopes of getting on MTV has made a big mistake. Black artists have always put a lot of feeling in their music and for them to sacrifice that for MTV is wrong. This MTV syndrome has to stop."

The Future Of Pop Radio? Fabulous!!!

Several months ago, New Music Seminar Director Joel Webber asked if I would be interested in moderating a panel called "The Future Of Pop Radio." The idea excited me, as this was the first venture this annual gathering had taken into the world of CHR. I was eager to share the success of the format with the uninitiated.

Scheduled concurrently with several other panels, including the standing-room-only "Video Programming" discussion, the "Future Of Pop Radio" session was attended by an interested crowd of about 250. The panelists included WXKS-FM/Boston PD Sunny Joe White, WZUU/Milwaukee MD Buck McWilliams, WPLJ/New York PD Larry Berger, WHTT/Boston PD Rick Peters, KMJK/Portland PD Jon Barry, and WKRZ-FM/Wilkes-Barre PD Jim Rising.

Of particular interest to those present was the foreground role CHR has taken in breaking new music and artists. Sunny Joe White said, "It's always been the role of CHR to play the hits first. It's just that AOR was handed that responsibility when CHR programmers became too cautious. We've had to stay on our toes because of strong competition from WHTT and especially WBCN, which has always been a venue for breaking new music."

All panelists agreed that few major artists have had continued commercial success without a hit or two at the CHR level. "This is why CHR has played, and will continue to play a dominant role in shaping the musical trends of America," noted Jim Rising. "We've always been an aggressive sta-

tion and it's helped us carve a niche in our market."

In discussing why CHR is programming such a wide variety of records and being successful, it was concluded that the mindset of the 25+ population was broader than it was just five years ago. "I've found that

adults and teens have very similar tastes in music," said Jon Barry. "I daypart less than I did a year ago, paying more attention to what the actual end of my audience wants."

More Crossovers

One of the side benefits to CHR's resurgence has been the return to popularity of the black crossover record. "In New York, you have to play a good selection of this music," said Larry Berger. "The population dictates what they want to hear, and it's our job to give it to them. Admittedly, we don't break a lot of records at WPLJ because I

want to play the hits, not force what we think are the hits down their throats."

"In Milwaukee, we do use some crossovers," said Buck McWilliams, "but we have to be somewhat cautious. This is truly one of the most conservative towns in America, and those people are slow to change their habits and tastes. For a long time, radio here has almost been without black crossovers, so we're a bit slower on them, but quicker on the AOR crossovers. It's just a function of the marketplace."

The audience directed several questions

Continued on Page 34



MAKING MUSIC HAPPEN — Pop Music panelists (l-r) Sunny Joe White, Buck McWilliams, Larry Berger, Joel Denver, Rick Peters, Jon Barry, and Jim Rising discussed the increasing importance of CHR in the areas of breaking new acts and exposing a wider variety of music.

E/P/A Points You
In The Right Direction



JACKSONS

"TORTURE"

CHR Chart: 30 BLACK/URBAN Chart: 34

Watch For The "TORTURE" Video
Coming Soon!

215/12
88%

Epic



QUIET RIOT

"MAMA WEER ALL CRAZEE NOW"

Album Sales Now Over 900,000 And Goin' For Multi-Platinum!

Now On Over 85 CHR Stations Including:

WXKS-FM	PRO-FM	WHYT	XTRA
WNYS	93FM	KHTR	KITS
WPHD	Q105	KWK	KPLUS
WCAU-FM	WGCL	KS103	

PASIA



S.O.S. BAND

"JUST THE WAY YOU LIKE IT"

BLACK/URBAN Chart: 4

Tabu

Crossing In: BOSTON, PHILADELPHIA, MIAMI, PHOENIX, and SACRAMENTO

Distributed by CBS Records

Future Of Pop

Continued from Page 32

to the panelists regarding the timing involved in playing crossovers. A consensus opinion seemed to be the following combination of ingredients: a careful eye on the sales reports, plus an active knowledge of what is happening on the streets and clubs. Add in request reaction, taking into account the sound of the record, and you have the determining factors for when to add or play a crossover.



"Sales is a more important factor now than it used to be," observed Rick Peters, who is known for breaking hits in Boston. "We also monitor the phones for requests, but sales are essential. MTV has been an influence for generating a sales base, but then it's CHR which picks up the ball and makes the record a success."

Hand-To-Hand Combat

One of the most publicized open warfare situations between two radio stations is that between WPLJ and Z100. Without fail each morning, Z100 takes potshots at Larry Berger, calling him Larry Booger and referring to his station as WIMP Radio. The audience wanted to know Larry's reaction to all of this.

"It's really bullshit," he responded. "What they do over there is pretty silly and childish. Sure, we now call them 'ZIT-100,' but they've really taken this to an extreme."

Contemporary Hit Radio

Actually, I'm not up to date with their latest efforts because I spend more time listening to WPLJ than to them. If my product is right, we'll do well in the ratings, and WPLJ sounds great."

Sunny Joe, who's begun consulting WKTU/New York, added, "In Boston we have a healthy respect for each other. Rick runs a solid station and so does (WBCN PD) Oedipus. None of us wants to draw negative attention to each other. However, my morning man and their morning personality ended up talking with one another on the air yesterday morning, which I found pretty strange." Rick agreed. "We're all here to win and do well. WHTT can do it without slamming the other guys."

CHR's Glowing Future

For an audience composed, to a large degree, of people who might not make Z100 or WPLJ their first choice for radio listening, there was no hostility generated toward the format in terms of the usual items: 1) you play too many commercials; and the ever-popular 2) it's the same songs over and over. In fact, the audience did recognize CHR's contribution to the growth of new artists by playing a wider variety of current music.

It was generally agreed by all concerned that the CHR format is very much alive, well, and growing in importance every day. And unlike the rush to Disco, Country, Modern Music, or any other trendy format idea, the audience felt CHR would have a bright future not only as a format, but as a solid supporter of new product for many years to come.

Welcome To The New CHR Reporters

The spring Arbitron results are in, and the tasks of looking through all the books and listening to airchecks of stations seeking to become CHR reporters are complete. Welcome to the new CHR reporters:

Parallel 1

KWK/St. Louis, MO
PD: Steve Perun



WNYS/Buffalo, NY
PD: Bill Tod
MD: P.J. Fox
Note: WNYS moves from P-2 to P-1.



Parallel 2

93Q(WNTQ)/Syracuse, NY
PD: David Laird



KOFM/Oklahoma City, OK
PD: Mike Miller
MD: Sean Casey



WQUE-FM/New Orleans, LA
PD: Kevin McCarthy



WGTX/Dayton, OH
PD: John Robertson



Y106(WHLY)/Orlando, FL
PD: Rick Stacy
MD: Jim Steel



KKRD/Wichita, KN
PD: Jack Oliver
MD: Greg Williams



WZKS/Nashville, TN
PD: Larry Mertino



KZIO/Duluth, MN
PD: Barry Knight



KZFM/Corpus Christi, TX
PD: Al Carson
MD: Meryl Ginsburg



KBOS/Fresno, CA
PD: Krls Van Kamp



KWIC/Beaumont, TX
OM: Chris Rasor
MD: David Perry



KF95(KFXD)/Boise, ID
PD: Larry Doss
MD: Brian Gregory



Z95(WZUU)/Milwaukee, WI
PD: Cat Michaels
MD: Brian Kelly



KNMQ/Albuquerque-Santa Fe, NM
PD: Steve Stucker
MD: Katie Maitland



Parallel 3

WOAY/Beckley, WV
PD: Jim Martin



WDBR/Springfield, IL
PD: Jim Moore
MD: Greg Lawley



T94(WJST)/Panama City, FL
PD: John Dantzer



KQCR/Cedar Rapids, IA
PD: Gary Dixon



KWES/Odessa-Midland, TX
PD: John Clay



KBOZ-FM/Bozeman, MT
PD: Paul Ellis



KNIN/Whichita Falls, TX
PD: Barry Michaels



OK95(KIOK)/Tri-Cities, WA
PD: Bob Taylor
MD: John Purdy



Total CHR Reporters: 244

Motion

Scott Alexander joins B94/Pittsburgh for middays from KWK/St. Louis, replacing Jeff McKay, who becomes PD at WEZR/Washington, D.C. Also at WEZR, John Murphy accepts the morning show; he previously worked AM drive at KNBQ/Seattle-Tacoma ... KTKT/Tucson PD Bobby Rivers moves into sales, while Production Director Alan McLaughlin takes over ... Parttimer Dan Weber moves to mornings at WKAU/Appleton-Oshkosh ... New to KS103/San Diego are Promotion Director Sherry Toanles and weekender Benny Martinez; Benny retains his

weekday shift at KHTZ/Los Angeles ... 98PX/ Rochester welcomes Scott Spezzano to mornings from WCOZ/Boston. At the same time, Candi Clarke takes over nights from crosstown WCMF ... WQUE/New Orleans ups part-timer Beaver Stevens to overnights ... Greg Cassidy advances to Assistant PD at Z299/Kansas City ... Brian Logan leaves evenings at KTFM/San Antonio for late nights at Q105/Tampa ... Congratulations to 92X/Columbus PD Adam Cook and his wife on the birth of their first son, Ryan!



Up With
RADIO

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NATIONAL
ASSOCIATION OF BROADCASTERS



NATIONAL RADIO
BROADCASTERS ASSOCIATION

**September 16-19, 1984
Los Angeles, California**

Adult/ Contemporary



RON RODRIGUES

RATINGS REPORT

The South Has Risen Again

R&R's semiannual Ratings Report will be published soon. You'll notice that, as usual, A/C is the format of choice for more Americans than any other. The only exception is in the South where, not surprisingly, Country is tops. However, there are few key Southern markets where A/C does so well. I spoke with the programmers at six of those exceptional stations about their success amidst so much Country competition.

All six outlets are format-dominant, scored higher ratings than last fall, and had different methods for their improved performance.

It's Not The Music

WARR/Huntsville PD Ted Cannon researched the success of a popular Country station in his market and determined that many of its listeners tuned in not for the music, but for the station's services. "We found a hole," said Ted. "Knowing that, we felt we could attract many of those listeners by providing much of those same services using A/C music."

WARR does play a high quotient of Country crossovers, as much as 40% if the appropriate product is available. Its playlist will include such entertainers as Kenny Rogers and Alabama, but not artists with little appeal outside of Country, such as Conway Twitty. Ted feels that listeners with a marginal interest in country music will be satisfied with WARR's presentation. "Our format works because it is not so far away from Country as to turn off Country listeners."

WMJJ/Birmingham PD Bill Thomas says his station's playlist averages 20% crossover material, but he credits other reasons for WMJJ's dominance. "Knowing that there are two types of A/C's, either foreground or the 'lite' rock variations, we decided to take the foreground approach. It begins with our morning team of Burt & Kurt, WZZK, a strong Country competitor, doesn't have the high morning visibility that we do. We also employ many on-air promotions and a more aggressive programming posture. WMJJ has a stronger news position, too. If Country sta-

tions don't have the product, they will suffer. We share as much with the Country outlet as with the CHR here."

Avoiding Crossovers

In Country radio's most prominent market, Nashville, the top A/C generally avoids country crossovers. WLAC-FM PD Dave Nichols explains, "It's a real problem when you have a couple of excellent Country stations in WSM-FM and WSIX-FM, which are so dominant in their format. They have country artists going in and out their doors all the time, and we just can't compete."

Nichols added that there didn't seem to be much cross-interest among the two formats during the spring book. "Our diary analysis didn't show much sharing. Those that did listen to both stations used one station dominantly and the other supplementally. Although we will play crossover artists such as Ronnie Millsap and Crystal Gayle, we'll be careful of many others, like Alabama. While some of their hits did well with us, some didn't."

Other ingredients for the station's success, says Dave, is WLAC-FM's superior signal, the news resources of its News/Talk-formatted sister station WLAC, and a music format that he says is well-targeted towards 25-49 women.

Longer Listening

In South Carolina, WFBC/Greenville PD Greg Anderson said his station won a two-year campaign of strategic and tactical planning. "Our aim was to dominate at least two of four key marketing areas: promotion, news and information, community



AND HOLD THE ANCHOVIES — So, what's the most outrageous thing you would do in a vat of simmering pizza sauce? That's the question KFMK/Houston posed to its listeners recently. Fifteen lucky (?) listeners were selected to take the plunge. Pictured is one who came dressed as a 300-pound meatball.

involvement, and music leadership. I believe we've taken the first three elements and we're moving in on the fourth."

"There's another important element," continued Greg. "It requires stretching out your TSL (Time Spent Listening); ours is nearly two and a half hours a day. Do that and any Southern A/C station can beat a Country station. If you examine the books, Country and ethnic stations have long TSLs. That's where they get their ratings from; it's usually not from high cumes."

It Is The Music

WAVE/Sarasota PD Steve Huntington says he lets his station's music do the work for him. "For us, it really means playing a constant variety of music. Being a strong number one assures us that we're on the right track. We've come a long way from our AOR days and three sets of call letters. Our music format currently includes album cuts and jazz. I like to think we have the

solid positioning that WMMS/Cleveland enjoys."

Steve said that the strongest Country stations in the area beam in from nearby Tampa. That's an advantage, he says, because they cannot localize to Sarasota the way his station does.

George Johns-consulted WMAG/Greensboro signed on with the classic FairWest concepts. Recounts PD Jim Ballard, "When we signed on, we let our listeners know that they were going to build the station. We were very active promotionally, first giving away \$10,000 and then \$50,000. This spring we gave away a Rolls Royce. And, of course, we use the "class" image.

"No other station was nearly as strong, although we didn't have an established A/C such as WBT/Charlotte to deal with. But when you've got the kind of air personalities and promotions we have here, getting listeners to cross over from Country is a possibility."

Southern Division Box Score

Here's how the stations featured in the main article fared in the Spring '84 Arbitron sweep. Note that all figures represent the average quarter-hour share of 25-49 adults, Mon.-Sun., 6a-midnight, MSA. Arbitron does not allow us to print precise 25-49 shares, so those numbers are rounded off.

WMJJ/Birmingham	WFBC/Greenville	WLAC-FM/Nashville
F'83 12+: 4.9	F'83 12+: 10.2	F'83 12+: 6.4
S'84 12+: 6.9	S'84 12+: 14.1	S'84 12+: 8.5
S'84 25-49: c.12	S'84 25-49: c.19	S'84 25-49: c.10
12+ change: +2.0	12+ change: +3.9	12+ increase: +2.1
25-49 change: +4.4	25-49 change: +6.8	25-49 increase: +1.8
WMAG/Greensboro	WARR/Huntsville	WAVE/Sarasota
F'83 12+: 7.2	S'83 12+: 6.7	F'83 12+: 6.9
S'84 12+: 8.8	S'84 12+: 6.6	S'84 12+: 7.2
S'84 25-49: c.13	S'84 25-49: c.10	S'84 25-49: c.18
12+ change: +1.6	12+ change: -0.1	12+ change: +0.3
25-49 change: +3.4	25-49 change: +3.3	25-49 change: +1.4



SHAPING UP TO SHIP 'EM OUT — K-101/San Francisco along with the Guardsmen (local businessmen & professionals) put on the 13th annual Angel Island Fun Run so that underprivileged youngsters could go to camp this summer.

Progress

Congratulations to KFMB/San Diego promo director Joan Hiser and her husband Dr. Dan on their new arrival, Matthew Lee ... Wendell Brown shifts from afternoons to mornings at WRMM/Atlanta ... Jack Murphy joins WLTE/Minneapolis for mornings from WWLT/Atlanta ... Bryan O'Neal is named Production Director at KCNR/Portland from Traffic Director within. Tim Gordon takes over duties at CNR ... Townsend Coleman departs WLTF/Cleveland for other interests in television ... KRBE/Houston MD Liz Marroquin has departed and is available; (713) 784-2697 ... New Production Director at KLZI/Phoenix is Bob Glasco ...

Larry Hollowell moves from all-nights to evenings at WNSY/Hampton, VA ... WFMK/Lansing names Harmon & Holiday for PM drive from crosstown WVIC ... Jan Keim appointed Promo Director at KRMG/Tulsa ... WGR/Bufalo names Allen Costantini to its news staff from WIVB-TV ... Chris Andree joins WFSM/Harrisburg from crosstown WKBO ... Stan Harris appointed to middays at KUDO/Las Vegas from KRZY/Albuquerque ... Robert Jason-Fain joins WTKO/Ithaca as midday newsmen ... William Tynan leaves the RAB for PM drive at WDOE/Dunkirk, NY ... Brian Ashing joins WTNV/Watertown as ND from CKLC/Kingston, ON ... WSKI/Montpelier loses ND Susan Walker to TV and replaces her with Steve Chart from local print media.

AOR



STEVE FEINSTEIN

ARB BREAKOUT

Spring '84 Scoreboard

Here it is, folks: the complete guide to the spring '84 sweep, with figures for every rated AOR station known to this modern-day trade maven. Greater detail than ever provides a more well-rounded picture of where each station stands in its market. You'll have a better handle on a station's area of strength, which can help you decide which playlists and station activity you care to monitor.

Arbitron surveyed 192 AOR stations among 142 markets: 123 standard markets with full data, 19 condensed markets with limited demographic breakouts. If I've omitted your station inadvertently, by all means give me a holler.

12+ At A Glance

More stations grew in total audience share than fell:

- 91 up
- 89 down
- 7 flat
- 5 debuts

As outlined last week, 24 AORs were number one in their markets in 12+ share, including seven that dropped in share but still captured the top spot.

18-34 Adults

AOR is #1 with 18-34 adults in 63 (44%) of the 142 markets. In 100 markets (70%), AOR places either first or second.

18-34 Men

AOR is #1 with 18-34 men in 87 (71%) of the 123 standard markets. In 103 (84%), AOR places either first or second.

25-34 Men

AOR is #1 with 25-34 men in 57 (46%) markets and places either first or second in 87 (71%) markets.

Teens

AOR is #1 with teens in 30 (24%) markets; first or second in 85 (69%) markets.

Honor Roll

Particularly worth noting: stations high in 18-34 adults and 25-34 men, which often indicates a blend of music, entertainment and information/lifestyle features with appeal to older audience cells. Balanced demos, with a healthy amount of women and upper demo men, make an AOR station a more competitive buy. Stations that offer an adult rock audience stand a better chance of attracting primo advertising dollars.



HEAVY HITTERS — This lineup of consultants battled over .500 in the spring sweep. More than half of their clients registered 12+ gains. From left, B/A/M/D's Lee Michaels and Jon Sinton; Jeff Pollack; B/A/M/D's Dwight Douglas; Beau Phillips; and B/A/M/D's Lee Abrams.

Consultants Report Card

Here's a clear picture of how consultants' client stations fared in the spring book. In addition to percentages of up and down 12+ figures, you'll see how each radio doctor's clients performed in key demos.

Consulted stations are noted by (A) for **Burkhart/Abrams/Michaels/Douglas**; (B) **Gary Burns**; (BP) **Beau Phillips**; (C) **Rick Carroll**; (F) **Frank Felix**; (DH) **Donna Halper**; (H) **Bob Hattrik**; (M) **Mike McVay**; (P) **Jeff Pollack**; (S) **John Sebastian**; (TW) **Todd Wallace**. Co-consultations are also noted.

All stations indicated as such were consulted during the spring 1984 rating book. Stations may have terminated or begun consultation arrangements since.

*The Burkhart/Abrams organization serves **WMMR/Philadelphia** in a research-only capacity. The nature and extent of client/consultant relationships vary.

Consultant	Stations	12+	#1's Adults 18-34	#1's Men 18-34	#1's Men 25-34	#1's Teens
B/A/M/D	50	33 up (66%) 14 down (28%) 3 flat (6%)	27(55%)	36(77%)	26(55%)	14(30%)
Burns	3	3 down	—	—	—	1
Carroll	4	4 down	1	1	1	1
Felix	5	2 up 3 down	4(80%)	3(75%)	2(50%)	1(25%)
Halper	1	1 down	1	1	—	—
Hattrik	2	1 up 1 down	—	1	1	—
McVay	2	1 down 1 flat	—	—	—	—
Phillips	3	3 up	—	2	—	1
Pollack	28	18 up(64%) 8 down (29%) 2 flat (7%)	13(48%)	18(69%)	9(35%)	3(12%)
Sebastian	**6	3 up 2 down 1 flat	—	1	—	1
Wallace	1	1 up	—	—	—	—

Note that a consultant's station base number may vary among performance categories. Only 12+ and adults 18-34 figures are available for clients in condensed markets. Consultants with condensed market clients were Abrams (2), Pollack (1), Felix (1), and McVay (1).

Two of Sebastian's clients, **WGRX/Baltimore and **WKGR/West Palm Beach**, are "EOR" stations that target 25+ males.

Also, only 12+ figures were used for two stations with severely limited signals: **WQXR/Jacksonville, NC (A)**; and **WRCN/Long Island (P)**.

When comparing consultants' performances, consider the makeup of their client lists. In general, the bigger the clients' market size, the more heated the competition due to the presence of rival AORs, as well as fragmentation from other formats.

Station/Market	12+	Cume	Adults 18-34	Men 18-34	Men 25-34	Teens
WPYX/Albany, NY (A)	11.9-12.5	2	1	1	1	1
WQBK-FM/Albany, NY	2.6-3.1	—	—	—	—	—
KFMG/Albuquerque (P)	8.3-10.2	—	1	1	1	—
KWXL/Albuquerque (A)	6.7-5.2	—	—	—	—	2
WZZO/Allentown (A)	11.3-11.3	2	1	1	1	1
KEZY-FM/Anaheim	9-8	—	—	—	—	—
KNAC/Anaheim-Long Beach	5-5	—	—	—	—	—
KWHL/Anchorage (P)	14.9-17.3	2	1	1	1	2
WIQB/Ann Arbor (F)	7.8-6.3	—	1	na	na	na
WAPL/Appleton	9.7-9.5	—	1	1	1	—
WKLS-FM/Atlanta (A)	6.2-6.9	—	—	1	2	2
WMGM/Atlantic City	6.4-6.0	—	—	—	—	2
KLBJ-FM/Austin	9.9-14.4	2	1	1	1	2
WYYY/Baltimore (A)	6.2-6.9	—	1	1	1	2
WHFS/Baltimore-Annapolis	8-6	—	—	—	—	—
WGRX/Baltimore (S)	*.5	—	—	—	—	—
WTOS/Bangor	—	—	—	—	—	—
Skowhegan, ME	4.6-4.8	—	—	na	na	na
WOAY-FM/Beckley	5.5-13.3	—	2	na	na	na
WAAL/Binghamton	13.5-12.2	—	2	1	2	1
WAPI-FM/Birmingham	7.9-8.2	—	—	—	2	2
KIDQ/Boise	9.0-9.6	—	1	1	2	2
WBCN/Boston	8.2-9.0	—	1	1	1	—
WGRQ/Buffalo (A)	4.1-5.8	—	1	1	—	—
WRXT/Buffalo	3.2-2.4	—	—	—	—	—
WIZN/Burlington	*.4-0	—	2	na	na	na
WOOS/Canton	9.3-10.6	2	1	2	1	2
KAUW/Casper	15.9-13.8	—	2	2	2	2
KKRQ/Cedar Rapids-Iowa City (A)	7.3-8.6	—	—	1	—	2
WKTM/Charleston, SC	3.7-3.6	—	—	—	—	—
WKLC/Charleston, WV (A)	11.7-15.1	2	1	1	1	1
WROQ/Charlotte (A)	8.2-7.2	—	—	2	—	2
WWVW/Charlottesville	15.4-10.7	1	1	na	na	na
WOWE/Chattanooga	3.0-2.4	—	—	—	—	—
WLUP/Chicago	3.0-3.4	—	—	2	—	—
WMET/Chicago	3.4-3.3	—	—	—	—	2
WXRT/Chicago	3.2-2.4	—	—	—	2	—

Continued on Page 38

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The biggest acts recorded live at America's premier rock arenas in a weekly one-hour format.

The weekends of September 1st and September 8th feature Yes performing hits from their platinum album, "90125," including the smash single "Owner Of A Lonely Heart."

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LON HELTON

MEMPHIS, TULSA CLOSE-UPS

I'm AM, I Said

Remember the somewhat apocryphal story of the editor who told the fledgling reporter that "dog bites man" is not news and to come back when he has the "man bites dog" story? FM Country stations so routinely outpoint their AM Country counterparts that unless they are overall market leaders, their victories almost always come under the heading of "non-news." The spring ARB, however, has produced at least a couple of "man bites dog" stories.

Both the Tulsa (R&R 3-30) and Memphis (R&R 2-10) markets have been profiled in depth, providing detailed information on the two major Country combatants in each

city. This time, I talked only to the AM PDs who overcame their FM competition to see what kind of changes — if any — they made during the spring sweep.

Update: Movement In Memphis

Talk about interesting situations! As this article was being written, seven-year WMC PD Les Acree announced he was leaving to take the programming helm at WGKX, the FM station he had just beat. For a number of obvious reasons, Les was understandably reluctant to share his "secrets" for WMC's spring success. But even in a somewhat abbreviated form, the story deserves to be told because it was indeed a major accomplishment. Here are the numbers and a bit of history.

seen what changes are necessary at varying points in its evolution. Sometimes things are needed at the inception, other times they're never needed.

"In normal situations, however, we found certain changes had to be made a year or so into the format — changes that amounted to an injection of something more than music. We felt we would make the changes somewhere just past one year and that we would need to install personality and information in the mornings, which is already part of the short term future here. I don't know how the mornings will shake out in terms of 'wild and crazy' personalities, but I can assure you they will be relatable.

	12+			
	F '82	Sp '83	F '83	Sp '84
WMC	8.0	7.6	7.2	9.2
WGKX	—	—	8.4	6.7

Fall To Spring '83 Adult Rankings

Curve	Rank	18+	18-34	18-49	25-49	25-54	35-64
WMC	4-8	5-2	10-10	9-9	7-4	6-2	1-1
WGKX	7-9	1-7	5-7	4-5	1-6	1-5	2-4



WMC has been Country since 1973. During that time no less than five stations have tried to take it on, with no success. A little over a year ago, WGKX went Country and in its first book out beat WMC in just about every category. This ARB was a different story: WMC garnered its highest 12+ share since an 11.8 three years ago and regained the lead in the all-important 25-54 demo.

Getting back to the present, Les's move to WGKX is tinged with a bit of irony. He will now be working with VP/GM Craig Scott, formerly National PD for Plough Broadcasting. Plough owned WMP5/Memphis, which went head-to-head with Les and WMC for years.

To help fill in the gaps of the Memphis story, WGKX VP/GM Craig Scott offered his views on the future of KIX106 with Les coming aboard.

"The direction has been planned and charted from the very beginning. We've studied this format nationally and have

"The delicate, essential task of protecting our turf when it comes to 'more music' will remain paramount, but we will be sensitive to the need for dimensions other than music on the station, particularly in the morning. You can look at Les's coming aboard as significant of what's planned for the station, while we protect our music franchise."

Finally, here's an interesting footnote. In the February Memphis article, Les made a point regarding the fall '83 numbers — a point that now makes him look almost prophetic. He said, "WGKX went from an 8.5 (spring '83 12+) book, which was mostly Beautiful Music, to an 8.4 (fall '83 12+). Evidently, there are some Beautiful Music numbers in this book too. So it might be next book before we can tell anything here."

It's anybody's guess as to which numbers were the "real" Country numbers for '83, but it's a moot point now. It's a whole new ballgame for the Memphis Country market.



MOVE OVER, LI'L OSCAR — Frankly, WUBE/Cincinnati morning man Larry B did it on a dare. Relishing the thought of dressing in a gleam hot dog suit, he mustered up enough courage to drag his buns high atop a billboard along a major interstate expressway for a remote broadcast of his morning show. When last seen, Larry was steaming down the road with a rather large German shepherd in hot (dog) pursuit, trying to, er, catch-up.

Still Toe-To-Toe In Tulsa

Tulsa remains one of those rare markets where Country stations run one-two in the ratings — in the face of stiff A/C competition on both bands. The two stations are getting their numbers in different ways: KVOO with full-service and personality; KWEN (K95FM) with wall-to-wall music.

As I opened my conversation with KVOO OD Billy Parker, he quite candidly admitted, "We actually didn't do that much different — we just promoted. From the standpoint of visibility, we were out in the marketplace a lot, but we always have been. Though, we didn't do anything unusual, we didn't let up any, either." With regard to the competition, Billy didn't feel K95FM sounded any different than it had in the past. "They are always promoting, always working, and they do a lot more TV than we have ever done. They're a music box, and we're an information station that includes an eight-person news department."



Billy Parker

The more we talked, however, the more it became apparent that there were a number of slight changes. And that when added together, these changes might have made the difference.



"Overall, we've always played a good variety of music. We don't bore 'em to death with the same thing every two hours. Before this book, we started mixing the music more than we ever have before, not giving the audience too much of any particular thing. One move we made was to play more 'old gold.' I'm not talking about the legendary stuff, but the music from the mid to late '70s. K95 plays more recent gold — 1980 forward — and we felt there was an audience desire for the older stuff that wasn't being satisfied."

Billy credits the infusion of records listeners "haven't heard in a while" for adding a freshness to the station, which may have resulted in longer time spent listening. This is especially important when you consider the positioning of the two stations. Billy notes, "We never tried to program to the younger demos. Nothing has ever really enticed us to do any one particular thing to compete with K95FM, because to us they are more A/C than Country. I think K95's fight is more with (FM A/C) KRAV than with us."

This statement may be true. But more than likely there's a large "floating" audience shared by the two stations, which can make a big quarter-hour difference to the station with which they spend the most time. It's for this reason that changes in the music mix — albeit subtle ones — can add that "freshness" to a radio station, resulting in longer TSL and bigger quarter-hours.

Personnel Changes

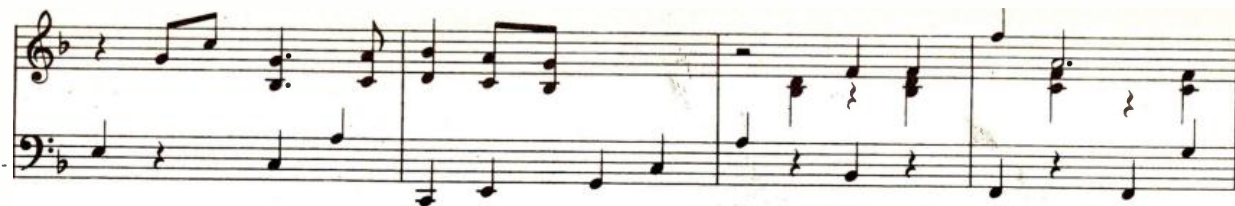
A couple of people were brought in to KVOO just prior to the book. Jerry Vaughn, formerly with crostown AM A/C KRMG, joined the station as Promotions Director/midday personality, while Jim Chase came aboard as Production Director. According to Billy, Jerry is a "heavy personality known in this market" and Jim's

	Tulsa ARB			
	12+			
	F '82	Sp '83	F '83	Sp '84
KVOO	13.5	12.0	11.8	13.7
K95FM	10.4	9.5	12.7	11.6

	Fall '83 to Spring '84 Adult Rankings						
Curve	Rank	18+	18-34	18-49	25-49	25-54	35-64
KVOO	2-1	2-1	5-6	5-4	4-3	4-3	1-1
K95FM	3-4	1-2	3-3	1-2	1-2	1-1	3-4

The Music

KVOO has a playlist of 70 current records that features quite a few new artists. Billy has ten records in his heavy current rotation, playing three per hour. The current selection process and rotational pattern remained the same during the spring, but there was some modification in his oldies policy.



Join Lee Arnold and hit a few bars this weekend with Willie, Merle, Crystal and Dolly.

Pick up "On A Country Road." You'll join over 350 stations bringing country music lovers one of America's hottest syndicated music magazines.

It's three hours a week of country music news, celebrity profiles, recorded live segments from Billy Bob's country mecca, exclusive interviews, and concert performances. All presented with a generous helping of country hits and all-time classics.

Nobody knows country music better than Lee Arnold, the Academy of Country Music's 1983 Deejay of the Year. And nothing delivers the listenership like his "On A Country Road."

Plus four three-hour specials this

year: Memorial Day, with John Denver, Lee Greenwood, and Emmylou Harris; July 4th weekend, with Willie Nelson and Waylon Jennings; Labor Day, featuring George Jones and Hank Williams, Jr. And, in October, live simulcast from Nashville of the Country Music Association Awards.

Pick up the country music program that'll pick up your listenership. Pick up "On A Country Road."



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Following her most recent Number One single,
"Just Another Woman In Love,"
we are proud to announce Anne Murray's
first recorded duet in over ten years:

"NOBODY LOVES ME LIKE YOU DO."

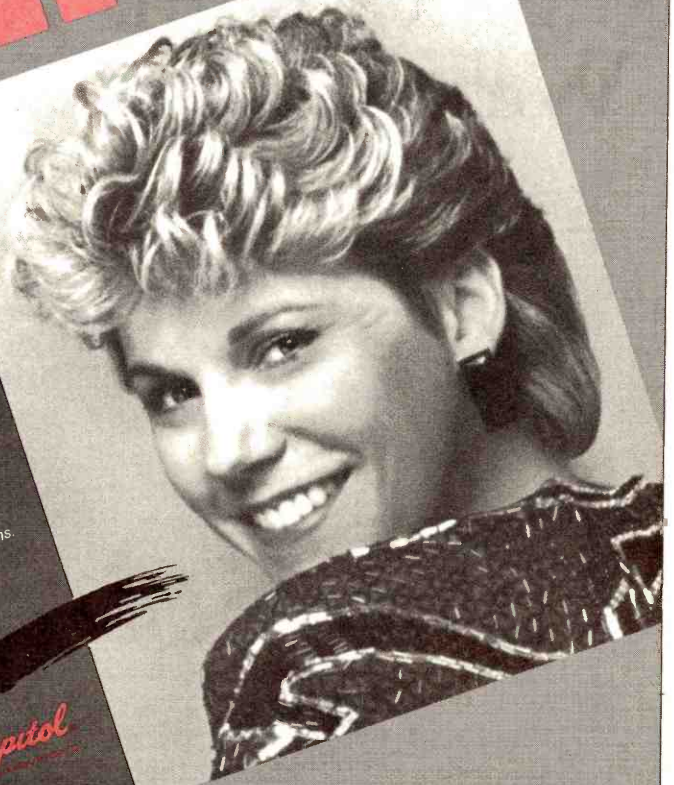
Anne Murray

with Dave Loggins.

From the forthcoming album
HEART OVER MIND.

Produced by Jim Ed Norman for JEN Productions.

Capitol
RECORDS



Nashville This Week



SHARON ALLEN

CMA Awards Finalists

The 18th annual CMA Awards Show, hosted by Kenny Rogers, will be telecast live from the Grand Ole Opry House on CBS-TV, Monday, October 8. For a second year, a stereo radio simulcast of the show will be satellite delivered by the Mutual Broadcasting System.

You know, of course, the CMA Awards are voted on solely by CMA's 7500 individual members. The voting consists of three ballots: the first to determine nominees, the second to determine finalists, the third to select winners.



KENNY ROGERS: Hosts CMA Awards winners.

This week, results of the second ballot were announced. The finalists are:

SINGLE OF THE YEAR: "A Little Good News," Anne Murray (Capitol); "Holding Her And Loving You," Earl Thomas Conley (RCA); "Islands In The Stream," Kenny Rogers & Dolly Parton (RCA); "Mama He's Crazy," the Judds (RCA); "To All The Girls I've Loved Before," Julio Iglesias & Willie Nelson (Columbia).

ALBUM OF THE YEAR: "A Little Good News," Anne Murray (Capitol); "Don't Cheat In Our Hometown," Ricky Skaggs (Epic/Sugarhill); "Right Or Wrong," George Strait (MCA); "Roll On," Alabama (RCA); "That's The Way Love Goes," Merle Haggard (Epic).

SONG OF THE YEAR: "A Little Good News," Rory Bourke/Charlie Black/Tommy Rocco (Chappell Music/Bibo Music Publishers); "God Bless The USA," Lee Greenwood (Sycamore Valley Music/Music Corp of America); "Islands In The Stream," Robin Gibb/Barry Gibb/Maurice Gibb (Gibb Brothers Music); "To All The Girls I've Loved Before," Albert Hammond/Hal David (April/Casa/David); "Wind Beneath My Wings," Jeff Silbar/Larry Henley (Warner House of Music).

ENTERTAINER OF THE YEAR: Alabama, Lee Greenwood, Barbara Mandrell, Ronnie Milsap, the Oak Ridge Boys.

MALE VOCALIST OF THE YEAR: Lee Greenwood, Merle Haggard, Gary Morris, Ricky Skaggs, George Strait.

VOCAL GROUP OF THE YEAR: Alabama, Exile, the Judds, the Oak Ridge Boys, the Statlers.

INSTRUMENTAL GROUP OF THE YEAR: Alabama, Exile, Nitty Gritty Dirt Band, Ricky Skaggs Band, the Oaks Band.

HORIZON AWARD: Deborah Allen, Earl Thomas Conley, Vern Goeidin, the Judds, Michael Martin Murphey.

FEMALE VOCALIST OF THE YEAR: Janie Fricke, Emmylou Harris, Barbara Mandrell, Reba McEntire, Anne Murray.

VOCAL DUO OF THE YEAR: Moe Bandy & Joe Stampley, Julio Iglesias & Willie Nelson, Barbara Mandrell & Lee Greenwood, Kenny Rogers & Dolly Parton, Don Williams & Emmylou Harris.



ENTERTAINERS OF THE YEAR NOMINEES: Mandrell, Milsap, Greenwood, Alabama, Oaks.

INSTRUMENTALIST OF THE YEAR: Chet Atkins, Roy Clark, Floyd Cramer, Hargus "Pig" Robbins, Charlie McCoy.

COUNTRY MUSIC HALL OF FAME: Open Category - Rod Brasfield, Elton Britt, Flatt & Scruggs, Tennessee Ernie Ford, John Lair, Floyd Tillman, Deceased Non-Performer Category - Oscar Davis, Ralph Peer, Vito Pelletieri, Jack Strapp, Harry Stone.

The CMA announced a change in the Broadcast Personality of the Year finalists. Dan Williams of KEED/Eugene, OR, a nominee in the small market category, voluntarily withdrew from the competition because of a career change. According to Deloitte, Haskins and Sells, the accounting firm charged with the responsibility of

Toe-To-Toe In Tulsa

Continued from Page 40

production provides KVOO with "a real clean sound." Though the production change may seem subtle enough, it's extremely important at a station which "runs heavy (14 minutes of spots an hour) all the time, all through the book," said Billy.

The Future

KVOO has been solid as a rock for the past 14 years, and you can expect more of the same from it in future books. Programming the station is a matter of fine-tuning the elements within a given structure. Billy knows what KVOO is and what he wants it to be. The station is "always involved in something" going on in Tulsa and will continue being highly-visible and steadfastly "Country."

As for K96FM, this book may be a bit disappointing in the 12+ "glory numbers." But the station sure can't be too upset about anything else. It's in the top four of every demo and number one with the key 25-54. There were some changes at K96FM, however. GM Bob Backman left a couple of months ago to take over another Katz property, WYAT/Atlanta. Then two weeks ago three-year K96 vet Rob Ryan, who spent the last 18 months as PD, left to take a similar position with KKAT/Salt Lake City. As of prestime GM Lee Masters, Backman's successor, had not named a new K96 PD. With Lee's programming and management credentials, you can bet these two stations will remain "toe-to-toe in Tulsa" for quite a while to come.

Have You Heard

Before I get to the ton of talent changes that have taken place in the last couple weeks, this note from WILQ/Williamsport, PA: Doug Herendeen has stepped down from his PD/afternoon slot so he can "have more fun being MD and doing middays." Evening personality Barbara Evans has been named Program Manager and also moves to afternoons, while the morning slot is filled by former PMr Steve Jensen. Former morning man Steve Walizer has left for the OM job at WIGL/Orangeburg, SC.

Speaking of PDs, Larry Mondello is the new PD at KRKN/Anchorage, coming croostown from KWHI; former KEST/San Francisco personality Jay Perry is now PD/MD at KANI/Wharton, TX. . . . Jim Asker is now the MD at WSEN/Syracuse. . . . Michael Dean has been named News Director of KFH & KBRA/Wichita.

Now on to all the jock news: Bob McGee, formerly of WKSW/Cleveland, joins WTOD/Toldeo for afternoons, replacing Rod Douglas who left for an airshift at KFMS/Las Vegas. . . . Now doing evenings at KMAK/Fresno is Rose Ortega. . . . Larry Hunter is new to evenings at KSOP/Salt Lake City, coming from KART/Jerome, ID. . . . Fran Margaret, who works fulltime at WHRF/Hartford County, MD, and Eric Doran,

fulltime with WAMS/Wilmington, are both now full-fledged weekend warriors with WPOC/Baltimore. . . . David Warner has left WSUN/Tampa to take over the afternoon gig at WPLO/Atlanta. . . . Keith Moore, an 11-year WBCS/Milwaukee personality who left a year ago for a stint in VA, has rejoined the station for afternoons. . . . Scott Turner is new to PMs at WQLT/Florence, AL. . . . J. Butler now has the pleasure of getting up at 4am to do mornings at soon-to-be-Country WQDR/Raleigh.

Finally, some changes in stations: WBCB/Corpus Christi is now KRYS-FM. It will remain Country while its AM sister will convert from A/C to Country. . . . KRAM/Las Vegas has decided to automate and let go four staffers. Now looking are Chuck Manning, Jack Daniels, J.C. Simon, and John Thomas. . . . Changing formats on Sept. 8 from Country to A/C is Q92/Powell, WY. . . . By the way, looking to get back into a major market Country gig is former Detroit personality Bob Burchett. You can call Bob, who's been working in A/C recently, at (313) 681-1847. . . . And, as always, help me let everybody know what's goin' on by calling me with whatever it is you have heard!

counting the confidential ballots, Rocky McCumbee of WVAM/Altoona, PA received the next highest number of nominations. McCumbee will replace Williams in the next stage of competition, which is the reviewing of actual airchecks by an anonymous panel of judges.

Bits & Pieces: Dolly Parton just bought a new home in Diamond Head, Hawaii. Sources say the beach house cost in excess of \$1 million. . . . Larry Rogers just moved from Memphis to Nashville and has become a partner in Studio 19. (You may know Rogers best through his work as Mel McDaniel's producer) . . . Larry Butler, Ralph Emery, Felton Jarvis, the Oak Ridge Boys, Al Rogers, and Leona Williams were added to the Country Music Foundation Walkway of Stars. . . . Willie Nelson says he is finally getting to make the long-postponed "Red Headed Stranger" movie. It will be a CBS-TV movie costarring Rip Torn, Angie Dickinson, Ben Johnson, and Morgan Fairchild. . . . Deborah Allen will be taping a Christmas special with labelmates Memmo. She'll sing her self-penned tune, "Rockin' Little Christmas" . . . Leon Everett went to Charlotte, NC for the World 600 stock car race and the Mello/Yello 300. Everett was appointed ambassador and given the honor of being escorted to the winning circle to present the trophy to Bobby Allison, the winning driver of both races. Leon and his band Hurricane also performed before each race in the infield. . . .

Seals Sings For Ohio

If you live in Ohio or are planning a vacation to or through. . . you will most likely hear Liberty recording artist Dan Seals sing "Ohio The Heart Of It All." The Ohio Dept. of Development asked Dan to record the song, to be used for radio spots, and a three-minute video for its TV marketing campaign. It selected him because it felt his pop and country background would be widely accepted.

FYI: Jerry Kennedy, former VP/A&R for Mercury Records/Nashville Division, just formed his own independent production company - JK Productions. Kennedy will continue to produce PolyGram artists, including the Statlers, Tom T. Hall, the Maines Brothers Band, Steve Clark, and Len Wade. He will also produce Kim & Karmen for Complete Records as well as artists on various other labels. JK Productions' address is 2 Music Circle S., Nashville, TN 37203; (615) 256-3644.

Congratulations to: Independent record promoter John Curb for his appointment to the ACM board, filling the vacancy left by Bruce Hinton when he accepted the MCA/Nashville post. . . . Also congratulations and best wishes to Bob Walker as he moves to Midwest Regional Promotion for Capitol Records. That leaves MCA's Midwest Regional Promotion slot up for grabs. . . .

Just thought you'd like to know!



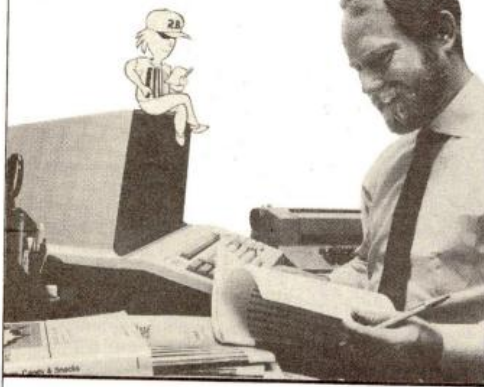
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CALENDAR



BRAD MESSER

What's Off The Record?

Three quick examples of politicians saying something they probably wish they'd never said: Jesse Jackson's reference to Hymietown, Geraldine Ferraro's ill-conceived joke about her husband's desire to keep his tax record secret because he is Italian, Ronald Reagan's mike test about bombing the Russians.

Two of those remarks were made in circumstances in which the speaker thought he was talking "off the record," but nevertheless ended up being widely quoted in the mass news media.

Extreme emphasis is now being brought to bear on the subject of reporters' responsibilities regarding off-record remarks, and we find ourselves enmeshed in yet another situation in which doing the right thing would be easy, if we could only all agree on what's right.

Far from there being a consensus among journalists, there is strongly-voiced division. Purists believe anything said by a public figure is fair game for reporters and that a newsworthy remark made in private should be treated as news. Pragmatists argue in favor of honoring off-record agreements because without the elbow room provided by confidentiality, the reporters' access would be restricted and their sources

would dry up. Between the extremes of purism and pragmatism exist dozens of other equally-heartfelt opinions, all conflicting on the basic issue of what's honorable and right and responsible.

To compound the confusion, journalists who cannot agree on the propriety of using off-record remarks can't even agree on what constitutes an off-record situation in the first place. The candidates themselves don't agree. As of this writing it was Ms. Ferraro's policy that anything said aboard her campaign plane was to be considered off-record ("I can't spend the entire campaign trip explaining silly, off-the-cuff remarks.") while the opposite policy was in effect on Mr. Mondale's plane. On the Ferraro plane there were interesting subcategories of reporters, some meekly agreeing to keep the lid on, others agreeing only under strong protest, and yet others absolutely refusing to honor the Ferraro-imposed blackout.

The on-record off-record controversy is hot among reporters. It has inspired a great amount of talking, mulling, listening learning, reasoning, and arguing...but so far the rhetoric shows no sign of producing anything even vaguely resembling agreement.

Orphaned Infant Goes Ape

MONDAY, AUGUST 27 — The first Tarzan story was published 72 years ago today (1912) in "All Stories" magazine. Edgar Rice Burroughs then tried to get it published as a book, but had to search for two years before he found a publisher who agreed that Tarzan had sales potential.

America's first drilled oil well began producing near Titusville, PA in 1859. The greatest explosion in recorded history was 101 years ago, the Krakatoa volcano eruption of 1883. The jet plane is 45, dating from the first test flight in Germany in 1939. MIT scientist team reported first manmade gene 1976.

Tuesday Weld 41. Daryl "The Captain" Dragon 42. Nobel Peace Prize winner Mother Teresa 74.

Chicago "Police Riot"

TUESDAY, AUGUST 28 — At the Democratic national convention 16 years ago (1968), Chicago police attacked demonstrators so violently that the encounters were headlined as the "Chicago Police Riots."

Dr. Martin Luther King's "I Have A Dream" speech was delivered 21 years ago (1963), Chicago police attacked demonstrators in Washington, D.C.

First ad for electric car horn 1906. First radio commercial 1922: Queensboro Realty Company bought ten minutes on WEAF/New York for \$100. Beatles' next-to-final live concert Dodger Stadium, Los Angeles, 1966.

Cy Young Award-winning pitcher Ron Guidry 34. David Soul 41.

American Invents Chop Suey

WEDNESDAY, AUGUST 29 — Everyone knows chop suey is Chinese food, but everyone's wrong. It was given its name at a restaurant in New York City 88 years ago today (1896) and is therefore every bit as American as hamburgers or apple pie.

The first Indian reservation was established in America in 1758 (by British colonists) in what's now New Jersey, almost two decades before the beginning of the American Revolution.

Michael Faraday proved electromagnetic induction 1831. Modern zipper patented 1893. John the Baptist beheaded 30AD. Beatles' final live concert 1966 San Francisco.

Michael Jackson 24. Elliot Gould 46.

Grand Canyon White Water Ride

THURSDAY, AUGUST 30 — Explorer John Powell, a disabled Civil War veteran with one arm, completed the first mapping of the Grand Canyon in Arizona 115 years ago today (1869). He is credited with having been the first white-water raft-rider to travel the whole length of the Colorado River.

In 1945 the U.S. Marines sailed into Tokyo Bay, and General Douglas MacArthur became the first foreign conqueror to step onto Japanese soil in more than 2000 years, as Americans began the occupation of Japan at the end of World War II.

Cleopatra snakebite suicide 30BC. U.S.-Soviet Hotline connected 1963. Shuttle "Challenger" orbited first U.S. black astronaut, Lt. Col. Gulon Bluford 1983.

Fred "Tug" McGraw 40. Former Olympic Gold Medal skier Jean-Claude Killy 41. Cartoonist Robert Crumb (Truckin' Man) 41.

How Football Turned Pro

FRIDAY, AUGUST 31 — Football was an amateur sport at first, but gambling and team spirit inspired some teams to sneak in ringers...college players using fake names, getting paid under the table. The first game in which there were so many ringers that they couldn't be ignored was 89 years ago today (Latrobe, PA 1895) and is listed as the first professional football game.

First U.S. national tennis tournament 1881. Edison patented Kinetoscope movies 1887. Packard car completed first coast-to-coast automobile trip 1903; it took 52 days. Census Bureau confirmed California overtook New York as most populous state 1964.

Violinist Itzhak Perlman 39. James Coburn 56. Buddy Hackett 58.

Labor Day Weekend: Tomorrow (9-1) Barry Gibb 38, Lily Tomlin 48, Conway Twitty 51. Sunday (9-2) Jimmy Con-

ners 32.

Black/Urban Radio



WALT LOVE

Success At WWWS Is A Family Matter

A number of Black/Urban stations made their presence felt in the spring '84 Arbitron ratings, and one of them is Mayle Broadcasting's WWWS/Saginaw. The hard-working family of Don Mayle, who owns "107FM," saw their labor come to fruition this sweep. The station scored its best book ever, gaining 12+ from 9.4 to a 12.5, good enough for third in the market.

"What Music Was Meant To Be"

GM Cheryl Mayle, one of Don's daughters involved with the station, attributes WWWS's success to three things. "It's clearly the result of our airstaff, the music we play, and our community involvement."

What WWWS does best is play music — lots of music. Four-year Music Director David Rosas commented, "Obviously, we need commercials to make a profit, but because we're not overloaded with spots we're able to air a lot of continuous music. One of our advantages is being able to play ten in a row, or a 40-minute music mix. We have an image line that we use that's quite appropriate. '107FM, what music was meant to be, good and continuous.' Our listeners enjoy the music and they're sticking with us."

Promotion Director (and Cheryl's sister) Mary Mayle added, "Music is moving into a black/white mesh and our approach is universal enough to appeal to the masses in our area."

Rosas noted, "One of our greatest assets is being able to air new music as soon as we like. With no promotional budget or any outside help, new music is an asset to us. While the other stations are contesting and spending fairly large sums of money, we're using the only weapon available to us — new music that's good!"

Finding The Right Music

David's responsibilities as MD include providing a balanced music diet in terms of tempo, male vs. female, etc., and to keep an eye on what's happening locally. "I contact five stores on a regular basis. Because our signal gets into Northeast Flint, I talk with two stores there about what's selling, what's not, and what people are talking about. It's

particularly informative when I'm able to visit those stores personally."

Dayparting, Oldies, & Album Cuts

WWWS does daypart some music. David



The WWWS Logo

explained, "In this region, we know that funk music is big, in most cases. But we also know that there are specific times of the day that funk is undesirable."

The dayparting evidently works, as mid-days are strong for 107FM with adults. "You'll never hear Prince or Run D.M.C. and some other artists between 9am-3pm. Instead, we'll play Jeffrey Osborne, Lionel Richie, and even some Culture Club or Eurythmics. We do play oldies the entire day, and we go back as far as 1967. Some of our most requested songs are those Motown hits from the '60s."

LP cuts also play a part in the format. "(PD) Kermit Crockett makes the final decisions about the music, but it's my responsibility to find songs that might fit our sound." Rosas, who also handles the 6-10pm airshift, wins the ratings popularity poll with teens. "After 6pm, we do play Prince, Grandmaster Melle Mel, Run D.M.C., etc. Mixed with some oldies, this approach gets the job done."

New Music Seminar — On The One

The fifth annual New Music Seminar at the New York Hilton a couple of weeks ago was a real experience for me. The turnout was tremendous!

I was invited by Tom Silverman to organize and moderate the Rhythm Radio panel. He had some of the top PDs and MDs in Urban/Black radio: Scotty Andrews, WVEE/Atlanta; Joe "Butterball" Tamburro, WDAS/Philadelphia; Lynn Tolliver, WZAK/Cleveland; Graham Armstrong, WGCI/Chicago; Sonny Taylor, WRKS/New York; Jeff Wyatt, WUSL/Philadelphia; Alonzo Miller, KACE/Los Angeles; Duff Lindsey, XHRM/San Diego; and Frankie Crocker, who is unattached at present.

I'm happy to report that the 90-minute session held was truly interesting. The discussion ranged from programming to music selection, advertising, hiring and firing of on-air personalities, and music dayparting. Everyone became so involved that the audience asked us to continue for 15 minutes, and we did. But because of scheduling, we unfortunately had to call it quits at that point.

I hope if you were in the audience you found the time very informative. If given the opportunity, I plan to participate again next year. You should, too!

Community Promotions

So what about that community involvement? Mary said, "We'll do anything that will help benefit the public. This summer, in conjunction with the city parks and Recreation Department and McDonalds, we have a promotion called 'Lunchbreak With 107.' We tell listeners to bring their lunch to the park, usually on Tuesdays, and we'll entertain them. The city supplies the picnic tables and the stage, we supply the sound system and the music. Our DJs do the work and people love it."

"Last week we had a break-dancing contest. Another time we had a gospel choir presentation that everyone enjoyed. Because of the time of day our crowds are mostly families with a lot of kids. One day we had three bus loads of children from a local day care center. With help from everyone, including the local authorities, we're able to keep a watchful eye on all the youngsters."

No Big Money Giveaways Here

WWWS's admittedly limited resources test the staffers' creativity, as they try to do the best with what they have. For example, there are no jingles; 107FM uses dry home-made voice drop-ins. There hasn't been a budget for an outdoor advertising campaign, and the largest prize the station has given away is a record album. David said, "If you're creative and give the albums away tastefully, your listeners will be appreciative."

Does WWWS ever stage any on-air giveaways? Mary replied, "We do work with merchandising people from a number of companies. As at other stations, we supply the contest and they provide the merchandise. Last year Bud Light did a promotion with us that worked out quite well."

This is a small market radio station with newly-found success that, quite frankly, has surprised its management. It's a complete reversal for the salespeople; now they not only have a story to tell, but results and numbers to sell! Our congratulations to the staff and management of WWWS!

Late Night Jazz

You might remember some recent research done by Arbitron that revealed a large black listening audience for FM from late night to 5am. WWWS seems to be already taking advantage of that listening pattern. "Dante Toussaint, who has been with the station 14 years, does a very popular jazz show from 10pm-2am," said Mary. "Many people in this area comment on how they only listen to us late at night because then they're trying to cool out and slow things down."



Cheryl Mayle, GM



Mary Mayle,
Promotions Director



Kermit Crockett, PD



Howard Sharper
10am-2pm



Claude Bell 2-6pm



David Rosas 6-10pm
Music Director



Dante Toussaint
10pm-2am
Prod. Dir.

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STILL AVAILABLE: #5-38/SALT LAKE CITY, #5-37/SACRAMENTO-FRESNO, #5-36/HONOLULU, #5-35/PHOENIX-ALBUQUERQUE, #5-34/MILWAUKEE @ \$5.50 each.

Current Issue #52 is still available, featuring KMGG/Robert W. Morgan, KPRZ/Gary Owens, WBBM-FM/Don Geronimo, WVVDC/GreaseMan, WKQX/Robert Murphy, WYNY/Randy Davis, KHJ/Danny Martinez, plus Portland's KINK, Miami's WAXY & Honolulu's KQMQ. 90-minute cassette, \$5.50.

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WGVA needs fulltime personality for immediate opening. T&R: Tom Nichols, Box 526, Geneva, NY 14456. EOE M/F (8-24)

Suburban Washington DC station has immediate opening for a full/parttime announcer. Must have strong production for Gold format. T&R: WJMR-FM, Box 2108, Manassas, VA 22110. EOE M/F (8-24)

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Q-94/Johannston-Altoona, needs a hot CHR personality with high-energy! T&R: Darrell Ray, OM, WBXQ, Box FM-94, Cresson, PA 16630. EOE M/F (8-24)

92 FLY has parttime openings. Experience necessary. T&R: Pete Clark, WFLY, 4243 Albany St., Albany, NY 12205. (8-24)

Expanding. Need street reporter who writes & delivers. T&R/writing samples: Karl King, ND, WRTA, Box 272, Altoona, PA 16603. EOE M/F (8-24)

Looking for Production Director/swing person at well-respected AM/FM near Pittsburgh. T&R: Carl Becker, OD, WAJR, Greer Bldg, Morgantown, WV 26606. EOE M/F (8-24)

Openings

Parttime air positions at WBPZ/Lock Haven, PA. Contact: Teddy G., (717) 748-4038, between 2-5pm edt EOE M/F (8-24)

Immediate openings at NYC area Oldies station. Looking for full & parttime announcers, Oldies experience a must. T&R: WGLI, 1290 Peconic Ave., Babylon, NY 11704. EOE M/F (8-24)

Air personalities needed for small market A/C station in western NY. T&R: Champion Broadcasting, 180 N. Washington St., Boston, MA 02114. (8-24)

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WJZY 107FM

IMMEDIATE OPENING

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Drive time DJ needed at newly expanded 24-hour Country AM. Strong personality, must love Country. T&R: Dow Carman, WCNS, 317 Depot St., Latrobe, PA 15850. (8-17)

Central PA CHR needs parttime jocks immediately. Contact Mark Richards, WYCR, (717) 837-3831 (8-17)

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KRQK is looking for imaginative & creative newspaperman to be integral part of morning show. T&R: Tom Bender, Communications Cntr., Dallas, TX 75202. EOE M/F (8-24)

Hot Mts. 2-104 needs parttime air talent. T&R: Jeff Morgan, 160 Newtown Rd., Suite 315, Virginia Beach, VA 23462. EOE M/F (8-24)

WOLT, 100kw A/C, has opening for overnight personality. Experienced preferred. T&R: Tom D. Pepper, Box 832, Florence, AL 36631. EOE M/F (8-24)

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Morning Drive Personality
WCOS-FM, dominant Modern Country station rated number 1, seeks experienced talent for morning drive for future opening. Tape & resume to: Jim Tice, WCOS-FM, P.O. Box 748, Columbia, SC 29202. No calls. EOE M/F

WTON, A/C, has immediate opening for afternoon drive/Assistant PD or possibly PD. C&R: Jim Quist, Box 1085, Staunton, VA 24401. No calls. EOE M/F (8-24)

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Future opening, morning drive in Southeast medium market. Highly-rated CHR FM looking for someone who has fun on the air. Heavy community involvement a must! Tapes, resumes, & photos requested: Radio & Records, 1930 Century Park West, #763, Los Angeles, CA 90067. EOE M/F

Fulltime air personality with previous commercial radio experience needed. T&R: Ralph Rhoades, WEZZ, 137 S. Kings Dr., Charlotte, NC 28204. EOE M/F (8-24)

Mornings... I want creative laughs. Big salary & hefty bonus's. T&R: Box 18546, Little Rock, AR 72231. EOE M/F (8-24)

North TX's premier CHR reviewing for possible future openings. C&R: MacMurphy, Box 4647, Wichita Falls, TX 76308. EOE M/F (8-24)

Jock/production specialist needed immediately for market's leading Country station. Finest production facilities. T&R: KBAT, 3308 Andrews Hwy., Midland, TX 79703. (8-24)

Gulf coast Country FM needs daytime on-air communicator. T&R: Box 1908, Harington, TX 78651. Minorities encouraged to apply. EOE M/F (8-24)

WGID needs a hot afternoon talent. T&R: Mickey Couter, Box 4606, Biloxi, MS 39631. EOE M/F (8-24)

WMLJ, 100kw A/C, looking for future full & parttime openings. T&R: Bill Thomas, 530 Beacon Pkwy. West, Suite 600, Birmingham, AL 35209. EOE M/F (8-17)

Immediate openings at WNNW/Miami. Board operators. Full, swing, and parttime. Dade/Broward residents preferred. Contact Bob Groves: (305) 865-4833 EOE M/F (8-17)

Tallahassee FM CHR needs adult morning air talent. Promotion-oriented, strong production. T&R: Rick Spinks, WGLF, Box 1815, Tallahassee, FL 32302. EOE M/F (8-17)

One of the legends of the South has a rare opening. T&R/salary requirements: Steve McFarland, WROV, Box 4005, Roanoke, VA 24018. EOE M/F (8-17)

Full-service A/C 63 WFMD is now accepting T&R's for future openings. WFMD, Box 6307, Wilmington, NC 28403. EOE M/F (8-17)

Parttime opening at central FL's leading Country station. T&R: Steve Holbrook, WVKA-FM, 58 S. Ivanhoe Bl., Orlando, FL 32804. EOE M/F (8-17)

Country station needs announcer with production experience. T&R: WDXI, Box WDXI, Jackson, TN 38301. EOE M/F (8-17)

Top-rated station needs strong morning personality to maintain share of audience with modern Country format. T&R: Jim Tice, WEBS, Box 748, Columbia, SC 29202. EOE (8-17)

KVOP is looking for experienced ND to start immediately. T&R: Greg Allen, Box 1420, Plainview, TX 79072. (806) 296-2771 EOE M/F (8-17)

Bright, Warm, Friendly, Creative Jocks...

Wanted for America's premier Country radio station. Make your move before everyone else does. T&R to: Ron Foster, KKKK AM/FM, 6306 Guilford Dr., Houston TX 77081. (713) 772-4433. EOE M/F

VA station needs FM announcer/production producer. Experience preferred, talented beginner considered. T&R: WREL, Box Drawer 902, Lexington, VA 24450. EOE M/F (8-17)

Capitol A/C personality wanted for evening shift in VA small market, AM/FM. T&R: Rose Hunter, WJMA, Box 271, Orange, VA 22960. No calls. EOE (8-17)

PD needed for top 80 market. Class-C FM, Country background preferred. T&R: Don Merkwell, VP, Colonial Broadcasting, Box 4989, Montgomery, AL 36195. (8-17)

Morning news talent for major Phoenix A/C FM. C&R/photos: KLZ, 822 N. 7th St., Suite 121, Phoenix, AZ 85014. EOE M/F (8-17)

Openings

Carolyn's Q96 has two immediate openings for PM drive & evenings. Join this 100kw CHR. Rush T&R: Jay Andrews, Box 35297, Fayetteville, NC 28303. EOE M/F (8-17)

250,000+ SOUTHERN MARKET 100,000 WATT #1 CHR FM

Now Accepting applications for Program Director, Production Director and air personalities. Send resume and cassette tape to: Radio & Records, 1930 Century Park West, #768, Los Angeles, CA 90067. EOE

WYWS seeking weekenders & swing-shift hosts for controversial talk shows. Immediate openings for experienced talent. Bob Groves: (305) 865-4833. EOE M/F (8-17)

Morning air talent wanted for Country station WKRE. T&R: Jack Gillen, Box 220, Esmore, VA 23360. EOE M/F (8-17)

Major sales opportunity for two professional reps with provable trade records. Half-million market, TX gulf coast. Contact KWICKIEZ: (409) 842-2210 EOE M/F (8-17)

Possibly The Best Job In America!

YOU GIVE US

YOUR KNOWLEDGE OF THE MEDIUM, YOUR EXPERIENCE IN PROGRAMMING COMPETITIVE CREATIVE RADIO, YOUR BUSINESSLIKE ATTITUDE, YOUR RESPECT FOR THE STAFF, YOUR DESIRE TO WIN, AND YOUR ACCEPTANCE OF NOTHING LESS THAN PERFECTION.

WE GIVE YOU

whatever you need to get the job done. Nick Triggory, VP/GM, KKKK AM/FM 6306 Guilford Dr., Houston TX 77081 (713) 772-4433. EOE M/F

HOT SOUTHERN P-2 CHR

Need cooking night jock now! Also need 2 production whiz for midday or PM drive. If the 2 most important things in your life are winning & winning, rush T&R to: Radio & Records, 1930 Century Park West, #771, Los Angeles, CA 90067. EOE

Top A/C FM needs morning personality. Mature, creative, stable & community involvement a must. T&R: Jim Robertson, WVRV, 5904 Ridgeway Pkwy., Memphis, TN 38118. EOE M/F (8-17)

AM/FM seeking experienced on-air personalities for future openings. Must be reliable with good production skills. T&R: GM, WBBR/WEQR, Box 207, Goldsboro, NC 27833. EOE (8-17)

Q96 Mornings! FM

Q-96-FM, the fastest growing CHR in one of America's fastest growing cities needs a Great morning talent. Winners only! No beginners please. EOE M/F. Send tapes and resumes to:

Neal Hunter
Operations Manager
KSAQ-FM
5430 Fredericksburg Road #517
San Antonio, TX 78229

Central TX FM, 100kw, Country giant seeks female half of morning team. T&R: Zack Owen, KJME, Box 7823, Waco, TX 76714. EOE (8-17)

KCBS, Continuous Country is accepting T&R for future openings. Ed Lael, One Broadcast Hall, Ft. Worth, TX 76103. EOE M/F (8-17)

Mature morning person for top-rated Easy Listening stereo FM. T&R: Chuck Wolfe, KWKJ, Box 4607, Midland, TX 79704. (8-17)

New A/C FM in west TX needs experienced air staff and sales people. T&R: Don Hurnshy, KLKZ, Box 689, Farwell, TX 79325. (8-17)

A/C air talent needed for current opening. T&R: Bobby Mercer, WGNL 211 M. Second St., Wilmington, NC 28401. EOE M/F (8-17)

Announcer needed. Must have at least two years experience in broadcasting & good production skills. T&R: WHSY-FM, 3435 Normanbridge Rd., Montgomery, AL 36105. (8-17)

Opportunities

Openings

AOR needs experienced midday female personality immediately. Rare opening. Production skills a must. T&R to: Net Lamp, KFMX, 5613 Villa Dr., Lubbock, TX 79452. (8-17)

Top-rated CHR in east TX searching for intimate midday communicator. T&R: Jeff Brown, 96X-KXTX, Box 182, Kilgore, TX 75682. EOE M/F (8-17)

MIDWEST

Personalities, where are you? Lansing A/C wants to hear your best. T&R: Jay Michaels, WBNM-FM, 310 N. Grand, Lansing, MI 48933. EOE M/F (8-24)

In the great Corn Belt, all ears are on FM-108. Need CHR killer. Great facilities, bucks & benefits. T&R: Kipper McGee, KFMW, Box 1330, Waterloo, IA 50704. EOE M/F (8-24)

WPMB, central IL, Country leader is seeking upbeat, conversational personality plus production. T&R: Greg Thomas, Box 2869, Springfield, IL 62708. EOE M/F (8-24)

We found our sports man. Now we're looking to beef-up our airstaff at night. T&R: Brian Burns, Box 1086, N. Pierre, NE 68103. EOE M/F (8-24)

Announcer with news experience needed at Country-Gospel FM. T&R: Bill Perkins, WKTA, Box 279, McKinzie, TN 38201. EOE M/F (8-24)

Regional A/C in central MI looking for creative, quality air personalities. Call: Darryl Parks, WYOU, Box 2208, Kokomo, IN 46902. (8-24)

PROGRAM DIRECTOR

Midwest medium market FM station in university town looking for experienced PD. Good starting salary plus incentives. Must have good voice & production skills, plus strong promotional background. Great facility with opportunity to advance within chain. Tape & resume to: Radio & Records, 1930 Century Park West, #762 Los Angeles, CA 90067.

PROGRAM DIRECTOR

A/C experienced. Know music/promotion. Detail-minded. Help build an A/C station with superb company, pay, benefits. Some air work. Ground floor opportunity with top equipment in medium market. Cassettes/resumes to: Radio & Records, 1930 Century Park West, #760, Los Angeles, CA 90067. EOE

WWWW 106.7 FM Can You Say W?

WWWW/Detroit, Billboard's major market Country Station Of The Year seeks lead-off hitter to wake up the Motor City. If you're a team player, enjoy visibility and can relate to the nation's #5 market, in a creative, yet personable manner, send your tape & resume to: Barry Mardit, PD, WWWWW, 2930 E. Jefferson, Detroit, MI 48207. EOE M/F



PROGRAM DIRECTOR

5-year PD moving into sales at KIZZ-FM. This is a stable position at a dominant station. Community-oriented, promotion-minded. Full-service CHR in an 8-station market. Not a position for beginners. Will pay for experience and proven track record. Supervise excellent staff of 10 now in place. You'll get the tools you need to continue winning. If you belong in a large market, but don't want to live in one, T&R to: KIZZ-FM, P.O. Box 2188, Minot, ND 58702.

A Meyer Broadcasting Company Station
EOE M/F

Openings

News person needed at central WI News leader. T&R: Gary Woodcock, WSPN/WXYZ, Box 247, Stevens Point, WI 54481. (718) 341-1300 EOE M/F (8-24)

KWLO needs experienced anchor/reporter with investigative background. Help make area biggest news department even bigger. T&R: Kipper McGee, Box 1330, Waterloo, IA 50704. EOE M/F (8-24)

Kansas City experienced conversational parttime announcer needed at leading AOR. T&R: Box 80, Kansas City, MO 64141. EOE M/F (8-24)

Sales Manager wanted — for top-rated AM/FM in northern MI. Resumes: Patrick Ryan, GM, Box 428, Houghton Lake, MI, 48629. (517) 366-5364 EOE M/F (8-17)

082 needs air personality/production pro. Also sales people for future. T&R: Dave Waters, KEBQ, Box 2300, Ardmore, OK 73401. EOE M/F (8-17)

We need a mature sounding personality to handle afternoons & light production. \$1200 a month, include references. T&R: Bob Allen, Box 1379, Sioux City, IA 51102. (8-17)

MAJOR MARKET URBAN

Seeking a morning communicator. Must be bright, uptempo, and have the ability to work phones. Also looking for news talent. T&R to: Radio & Records, 1930 Century Park West, #769, Los Angeles, CA 90067. EOE

MAJOR MIDWEST FM ADULT/ CONTEMPORARY MORNING NEWS ANCHOR

We are looking for an individual possessing a credible contemporary delivery and distinctive style. Sensitivity toward story selection and current "values" will be essential. This is not a morning "fluff" position. We wish to further an already good news image and are looking to a male or female newscaster to complement our current morning drive program. We are a leading Adult/Contemporary station operated by a major broadcast chain. Rush T&R to:

RADIO & RECORDS,
1930 Century Park West, #765,
Los Angeles, CA 90067

TOP 5 MARKET CHR

Is searching for the best morning personality or team in the USA! Major salary for a major talent who can be #1! Major broadcast group. T&R to: Radio & Records, 1930 Century Park West, #754, Los Angeles, CA 90067. EOE M/F

Anchor/reporter needed for capital city newscast. Must have authority, ad-lib abilities and solid reporting skills. T&R: Scott Witt, ND, KLMS, Box 81804, Lincoln, NE, 68501. (8-17)

FM station looking to organize new CHR air staff. T&R: Box 1686, Minot, ND 58702. (8-17)

WEST

GREAT MORNING OPENING!

Observational, topical, entertaining morning show needed yesterday. Good bucks for good talent. CHR/AOR experience, top 25 market. Tape, resume, photo and clippings to: Radio & Records, 1930 Century Park West, #772, Los Angeles, CA 90067. EOE M/F

Mornings or middays at top-rated CHR station. Paid health, dental & profit sharing. T&R: John Ramsey, KJAZ, Box 926, Cheyenne, WY 82001. EOE M/F (8-24)

KFRS top-rated Continuous Country looking for pro. T&R: Doug Shane, 1655 E. Flamingo Road, Suite 435, Las Vegas, NV 89109. EOE M/F (8-10)

Openings

Natural sounding pro needed for adult CHR AM/FM. \$1,200/month plus insurance. T&R: Tom Greenleaf, KJJO, 1506 Gibson Ave., Ogden, UT 84404. EOE M/F (8-3)

F907, KMV/Paradise-Clison, has three immediate openings for air talent. T&R: Andy Manuel, Box 1187, Paradise, CA 95969. No calls EOE M/F (8-24)

Weekend & 1500% Webster St., Alameda, CA 94501. EOE M/F (8-24)

LOS ANGELES SUBURBAN FM NEEDS EXPERIENCED GENERAL MANAGER

Well capitalized new owner creating turnaround situation with new tower and equipment. Ad campaign ready. Only experienced General Managers with West Coast or middle/major market experience need apply. Send resume with salary history to: RADIO P.O. Box 49650, L.A. 90049.

READY TO HIRE NOW!

PD/mornings in Northern California. A/C, minimum 3 years experience. Looking for a home? This could be it! Decent living. T&R to: Radio & Records, 1930 Century Park West, #770, Los Angeles, CA 90067. EOE M/F

A/C seeking mature air talent with creative production. T&R: Bob Lockhart, KQDI, Box 8760, Great Falls, MT 59406. EOE M/F (8-24)

Top-rated AOR seeking fulltimers with strong production as well as some parttimers. T&R: Cherie Morris, KOMP, Box 26629, Las Vegas, NV 89126. No calls EOE M/F (8-24)

KSAC

Number 20 ADI wants the best! KSAC/KSJO needs great A/C morning and news person ASAP. The West's finest market wants a key player who will help build the country's greatest radio station for 25-49 year-olds. We're committed! Don't wait, federal express a tape, resume and references to: Jonsson Communications, P.O. Box 2424, Sacramento, CA 95811, EOE M/F We want the best!

Weekend & 88-in people needed for CHR station in the San Francisco Bay area. T&R: Jim Hampton, KWUN, 300 Holy Dr., Concord, CA 94521. EOE M/F (8-24)

CHR formatted KINQ needs air talent for an opening that needs to be filled fast. T&R: Sean Lynch, Box 8200, Tacoma, WA 98405. EOE M/F (8-24)

MTS needs overnight air talent. T&R: Bob Garrett, 1355 Market St., Suite 152, San Francisco, CA 94103. EOE M/F (8-24)

PROGRAM/DIRECTOR

K-LITE 99 FM

Phoenix

Our highly successful PD has accepted a position in Chicago. His successor should be experienced and research-oriented. K-Lite 99 FM is leading A/C Lite Rock station in dramatic Sunbelt growth market. Send resume and record of program performance to: Johnny Andrews, KKL-FM, 301 W. Osborn, Phoenix, AZ 85013.

A Pulitzer Station
EOE M/F

Openings

Future openings at northern CA Country giant. Minimum three years experience. Looking for bright & ambitious movers! T&R: Box 1010, Red Bluff, CA 96080. EOE M/F (8-24)

Wanted: Experienced PD ready to be number one in Colorado Springs. T&R: Jack Higgins, Box 431, Manitou Springs, CO 80829. EOE M/F (8-17)

KQRM is currently looking for a fun, self-motivated personality with production skills & a good voice. T&R: Cody Sheldon, Box 7000, Havre, MT 59501. (8-17)

Morning! Pile's Peak in your backyard & greet buckles! We need you now. Rush T&R: Chuck Finney, KCFM, 225 S. Academy Blvd., Colorado Springs, CO 80910. (8-17)

AOR looking for talented & knowledgeable on-air & production person. T&R: John Hancock, KADE, 4840 Riverbend Rd., Boulder, CO 80301. No calls. EOE M/F (8-17)

SALES PROFESSIONAL

Proven radio industry sales leader needed to communicate on a professional level with top executives of major advertising agencies and national manufacturers and marketers of consumer products.

Individual must be a true go-getter and be able to communicate on a professional level with top executives of major advertising agencies and national manufacturers and marketers of consumer products.

We offer an excellent starting salary plus commission and excellent benefits to someone that is willing to work hard, do some traveling, new account development and service existing accounts.

We will be exhibiting at the Radio Convention and Programming Conference at the Los Angeles Bourse Hotel and would like to speak with qualified individuals at that time.

If you are interested in exploring this unique opportunity, send your resume with salary history and requirements to:

STEVE GANZ
MULTI-AD SERVICES, INC.
RADIO DIVISION
P.O. BOX 786
PEORIA, IL 61652-0786

All hits, Class-C FM in brand new facility needs daytime air talent. T&R: KVFM, Box 267, Logan, UT 84321. EOE M/F (8-17)

Country station needs afternoon drive personality immediately. Country music experience desired. T&R: KAFE, Box 4097, Santa Fe, NM 87501. EOE M/F (8-17)

SO. CAL. FM-CHR Seeks P.D.

Top-rated station on Coast in growth market seeks professional, experienced P.D. with drivetime talent. Aggressive, promotionally active company — Great pay, benefits, training. T&R to: Radio & Records, 1930 Century Park West, #773, Los Angeles, CA 90067. EOE

Modern Country. Jocks needed with good pipes & production ability. Recent air-check. T&R: Mike Moyle, KWST, Box 1798, Monterey, CA 93942. EOE M/F (8-17)

KMAK seeking personality jock. T&R: Charlie Scott, 2020 E. McKinley Ave., Fresno, CA 93703. (209) 286-9448 EOE M/F (8-17)

TOMORROW

Things change. Ever hear that expression before? Things change. When things do change, you may want to change, too. And we might be able to help you find a great job with one of our client stations. So even if you're happy now and things are going great, why not send us a resume and tape in confidence (no calls, please). Because . . . you never know when things might change.

BOB HARPER'S COMPANY
Post Office Box 24337 • San Diego, CA 92124

Reporter for overnights & street reporting. Entry level position. T&R: Jim Cumberland, KLUV/KKAZ, Box 926, Cheyenne, WY 82001. EOE M/F (8-17)

KOPA has opening for 6-10pm personality. T&R: Reggie Blackwell, Box 1827, Scottsdale, AZ 85261. EOE M/F (8-17)

The Music Section

National Music Formats Added This Week

Concept Productions

Dick Wagner (916) 782-7754

CHR

MADONNA "Lucky Star"
BILLY IDOL "Flesh For Fantasy"
SHEENA EASTON "Strut"
JOHN CAFFERTY & BEAVER BROWN BAND
"On The Dark Side"

BPI

John Sherman/Bob English (206) 624-8651

Adult Contemporary

STEVIE WONDER "I Just Called To Say I Love You"
JOHN WAITE "Missing You"

Modern Country

EXILE "Give Me One More Chance"
ED BRUCE "Tell 'Em I've Gone Crazy"
LIONEL RICHIE "Stuck On You"
RAZZY BAILEY "Knock On Wood"

Transtar

Adult Contemporary

Chick Watkins (303) 578-0700

HUEY LEWIS & NEWS "If This Is It"

Country

Tom Casey (213) 460-6383

VERN GOSDIN "What Would Your Memories Do"
LIONEL RICHIE "Stuck On You"
WILLIE NELSON "City Of New Orleans"



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Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

STEVIE WONDER "I Just Called To Say I Love You"
MADONNA "Lucky Star"
NAKED EYES "What In The Name Of Love"

Contempo 300

NEIL DIAMOND "Turn Around"

Great American Country

LEE GREENWOOD "Fool's Gold"
JUICE NEWTON "Ride 'Em Cowboy"
STATLER BROTHERS "One Takes The Blame"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

BOBBY KING #ALFIE SILAS "Close To Me"
SMOKEY ROBINSON "I Can't Find"
GEORGE FISCHOFF "Lovely Lady"
JACKSONS "Torture"

Your Country

JOHN ANDERSON
"She Sure Got Away With My Heart"
LEE GREENWOOD "Fool's Gold"
ALABAMA "I'm Not That Way Anymore"
STATLER BROTHERS "One Takes The Blame"
JUICE NEWTON "Ride 'Em Cowboy"
LOUISE MANDRELL "Goodbye Heartache"
BRENDA LEE "A Sweeter Love (I'll Never Know)"

Hit Rock

FIXX "Are We Ourselves"
RICK SPRINGFIELD "Bop 'Til You Drop"
STEVIE WONDER "I Just Called To Say I Love You"

Century 21

Greg Stephens (214) 934-2121

The Z Format

SHEENA EASTON "Strut"
MADONNA "Lucky Star"
BILLY IDOL "Flesh For Fantasy"
STEPHEN STILLS "Stranger"
JOHN CAFFERTY & BEAVER BROWN BAND
"On The Dark Side"

The A/C Format

SADAO WATANABE "If I'm Still Around Tomorrow"
SHEENA EASTON "Strut"

Super-Country

JOHNNY LEE "You Could've Heard A Heart Break"
DON WILLIAMS "Maggie's Dream"
MICKEY GILLEY "Too Good To Stop Now"
WHITES "Pins And Needles"
MICHAEL MARTIN MURPHEY "Radioland"
EARL THOMAS CONLEY "Chance Of Lovin' You"

Radio Arts

John Benedict (818) 841-0225

Country's Best

LEE GREENWOOD "Fool's Gold"
JUICE NEWTON "Ride 'Em Cowboy"

Soft Contemporary

SADAO WATANABE "If I'm Still Around Tomorrow"
JOE COCKER "Crazy In Love"

Sound 10

SADAO WATANABE "If I'm Still Around Tomorrow"
JOE COCKER "Crazy In Love"
BILLY OCEAN "Caribbean Queen..."

Satellite Music Network

George Williams (214) 343-9205

The Starstation

RALPH MacDONALD "In The Name Of Love"
LAURA BRANIGAN "The Lucky One"

Country Coast-To-Coast

JOHN ANDERSON
"She Sure Got Away With My Heart"
JOHNNY LEE "You Could've Heard A Heart Break"
WHITES "Pins And Needles"
MICHAEL MARTIN MURPHEY "Radioland"
RONNIE MILSAP "Prisoner Of The Highway"
DON WILLIAMS "Maggie's Dream"

Rock America

FIXX "Are We Ourselves"
RICK SPRINGFIELD "Bop 'Til You Drop"
ROD STEWART "Some Guys Have All The Luck"
STEVIE WONDER "I Just Called To Say I Love You"
BILLY IDOL "Flesh For Fantasy"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

ROD STEWART "Some Guys Have All The Luck"
MADONNA "Lucky Star"
SHEENA EASTON "Strut"
BILLY IDOL "Flesh For Fantasy"

TM A/C

KARLA BONOFF "Somebody's Eyes"
GENESIS "Taking It All Too Hard"

TM Country

DON WILLIAMS "Maggie's Dream"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

EMMYLOU HARRIS "Pledging My Love"
LOUISE MANDRELL "Goodbye Heartache"
WHITES "Pins And Needles"

The Great Ones

HERB ALPERT "Bullshit"
ROD STEWART "Some Guys Have All The Luck"
STEVIE WONDER "I Just Called To Say I Love You"
SADAO WATANABE "If I'm Still Around Tomorrow"
TINA TURNER "What's Love Got To Do With It"

"I FEEL FOR YOU"

The
New
Single
From
CHAKA KHAN.

Produced
By
Arif
Mardin.

From
I Feel

For
You

The
Forthcoming
Album

By
CHAKA KHAN.

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Producer:

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Does

It
Better
Than

CHAKA KHAN.



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R&R
Country's Most Current Music

NATIONAL AIRPLAY/50

August 24, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Add	Heavy	Medium	Light
13	11	5	1 CRYSTAL GAYLE/Turning Away (WB)	153/0	123	26	4
9	7	3	2 JIM GLASER/You're Gettin' To Me Again (Noble Vision)	152/0	120	26	6
19	15	9	3 OAK RIDGE BOYS/Everyday (MCA)	157/0	110	45	2
16	14	11	4 MERLE HAGGARD/Let's Chase Each Other Around The Room (Epic)	152/0	114	37	1
12	10	7	5 JOHN CONLEE/Way Back (MCA)	152/1	106	39	7
10	8	6	6 WAYLON JENNINGS/Never Could Toe The Mark (RCA)	143/0	101	32	10
20	17	13	7 BARBARA MANDRELL & LEE GREENWOOD/To Me (MCA)	155/1	97	52	6
14	12	10	8 KENNY ROGERS/Evening Star (RCA)	142/0	101	37	4
15	13	12	9 GLEN CAMPBELL/Faithless Love (Atlantic America)	149/0	86	53	10
26	21	16	10 CONWAY TWITTY/Don't Know A Thing About Love (WB)	157/0	72	82	3
6	3	1	11 GEORGE STRAIT/Let's Fall To Pieces Together (MCA)	135/0	99	24	12
17	16	14	12 RONNIE McDOWELL/I Got A Million Of 'Em (Epic)	146/1	74	64	8
5	2	2	13 BARBARA MANDRELL/Only A Lonely Heart Knows (MCA)	138/0	102	27	9
28	22	18	14 LARRY GATLIN & THE GATLIN BROS./The Lady Takes The... (Columbia)	156/3	66	78	12
33	26	19	15 ALABAMA/If You're Gonna Play In Texas (RCA)	146/4	61	80	5
29	24	22	16 EDDY RAVEN/I Could Use Another You (RCA)	155/3	51	90	14
27	25	23	17 RICKY SKAGGS/Uncle Pen (Epic)	148/1	57	76	15
25	23	20	18 REBA McENTIRE/He Broke Your Memory Last Night (MCA)	139/3	56	67	16
3	1	4	19 DOLLY PARTON/Tennessee Homesick Blues (RCA)	127/0	82	25	20
11	9	8	20 CHARLEY PRIDE/The Power Of Love (RCA)	123/0	81	34	8
35	31	25	21 GARY MORRIS/Second Hand Heart (WB)	153/8	25	102	26
-	43	29	22 WILLIE NELSON/City Of New Orleans (Columbia)	147/12	24	94	29
-	46	33	23 EXILE/Give Me One More Chance (Epic)	142/15	12	84	46
36	32	28	24 LIONEL RICHIE/Stuck On You (Motown)	114/4	35	60	19
37	33	27	25 VERN GOSDIN/What Would Your Memories Do (Compleat/PG)	136/5	13	89	34
38	35	30	26 DAN SEALS/The Wild Side Of Me (Liberty)	139/8	12	90	37
43	40	32	27 JOHN SCHNEIDER/I've Been Around Enough To Know... (MCA)	127/12	25	67	35
1	5	15	28 NITTY GRITTY DIRT BAND/Long Hard Road (The Sharecropper) (WB)	95/0	37	40	18
44	41	36	29 EMMYLOU HARRIS/Pledging My Love (WB)	131/11	8	80	43
-	38	30	30 JOHN ANDERSON/She Sure Got Away With My Heart (WB)	130/21	13	62	55
39	36	34	31 KAREN BROOKS/Tonight I'm Here With Someone Else (WB)	111/8	9	64	38
2	4	17	32 T.G. SHEPPARD/Somewhere Down The Line (WB/Curb)	79/0	36	28	15
40	38	35	33 REX ALLEN JR./Dream On Texas Ladies (Moon Shine)	100/7	11	58	31
21	20	21	34 CHARLY McCLAIN & MICKEY GILLEY/The Right Stuff (Epic)	92/0	29	45	18
47	45	40	35 MOE BANDY/Woman Your Love (Columbia)	109/10	6	60	43
45	42	39	36 BILL MEDLEY/I've Always Got The Heart To Sing The Blues (RCA)	107/5	4	60	43
46	44	41	37 RAZZY BAILEY/Knock On Wood (MCA)	102/4	8	60	34
-	44	35	38 LEE GREENWOOD/Fool's Gold (MCA)	112/21	4	51	57
4	6	24	39 BELLAMY BROTHERS/Forget About Me (MCA/Curb)	74/0	29	28	17
-	47	38	40 STATLERS/One Takes The Blame (Mercury/PG)	112/32	2	48	62
8	18	26	41 HANK WILLIAMS JR./Attitude Adjustment (WB/Curb)	69/0	24	25	20
-	48	37	42 JUICE NEWTON/Ride 'Em Cowboy (Capitol)	100/14	1	45	54
-	50	46	43 ALABAMA/I'm Not That Way Anymore (RCA)	56/7	15	26	15
DEBUT			44 JOHNNY LEE/You Could've Heard A Heart Break (Full Moon/WB)	92/34	1	25	66
DEBUT			45 LOUISE MANDRELL/Goodbye Heartache (RCA)	102/27	0	34	68
DEBUT			46 RAY CHARLES (WITH B.J. THOMAS)/Rock And Roll Shoes (Columbia)	82/7	2	37	43
DEBUT			47 BRENDA LEE/A Sweeter Love (I'll Never Know) (MCA)	85/11	1	39	45
DEBUT			48 RONNIE MILSAP/Prisoner Of The Highway (RCA)	82/53	1	22	59
DEBUT			49 WHITES/Pins And Needles (MCA/Curb)	87/29	1	26	60
7	19	31	50 DEBORAH ALLEN/I Hurt For You (RCA)	49/0	11	23	15

MOST ADDED

- RONNIE MILSAP (53)
Prisoner Of The Highway (RCA)
- DON WILLIAMS (49)
Maggie's Dream (MCA)
- JANIE FRICKE (47)
Your Heart's Not In It (Columbia)
- MICKEY GILLEY (43)
Too Good To Stop Now (Epic)
- MICHAEL MARTIN MURPHEY (42)
Radio Land (Liberty)
- JOHNNY LEE (34)
You Could've Heard A... (Full Moon/WB)
- STATLERS (32)
One Takes The Blame (Mercury/PolyGram)
- WHITES (29)
Pins And Needles (MCA/Curb)
- LOUISE MANDRELL (27)
Goodbye Heartache (RCA)
- EARL THOMAS CONLEY (22)
Chance Of Lovin' You (RCA)

HOTTEST

- JIM GLASER (67)
You're Gettin' To Me Again (Noble Vision)
- MERLE HAGGARD (57)
Let's Chase Each Other Around (Epic)
- CRYSTAL GAYLE (54)
Turning Away (WB)
- GEORGE STRAIT (51)
Let's Fall To Pieces Together (MCA)
- OAK RIDGE BOYS (47)
Everyday (MCA)
- BARBARA MANDRELL (43)
Only A Lonely Heart Knows (MCA)
- ALABAMA (32)
If You're Gonna Play In Texas (RCA)
- B. MANDRELL & L. GREENWOOD (32)
To Me (MCA)
- DOLLY PARTON (28)
Tennessee Homesick Blues (RCA)
- JOHN CONLEE (28)
Way Back (MCA)

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

BREAKERS

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 8-20-84.

STATLERS

One Takes The Blame (Mercury/PolyGram)

On 71% of reporting stations. Rotations: Heavy 2, Medium 48, Light 62, Total Adds 32 including WKKW, WYRK, WPOR, WYNK, WEZL, WKXS, WKIX, WFMS, WDAF, WDGY, KRST, KYGO, KVEG, KFTN, KSAN. A Most Added Record. Moves 47-40 on the Country chart.

**LEE GREENWOOD
Fool's Gold (MCA)**

On 71% of reporting stations. Rotations: Heavy 4, Medium 51, Light 57, Total Adds 21 including WGNA, WCAO, WZZK, WCOS, WOKK, WUSQ, WMNI, WFMS, WMIL, WXCL, WHBF, K102, KGHL, KVOC, KCBC. Moves 44-38 on the Country chart.

LOUISE MANDRELL

Goodbye Heartache (RCA)

On 65% of reporting stations. Rotations: Heavy 0, Medium 34, Light 68, Total Adds 27 including WCAO, WAJR, WNYR, WXBO, KLRA, WAMZ, WKSJ, WSLR, WUBE, WBCS, KCJB, KRST, KKAL, KKCS, KFRY. A Most Added Record.

JUICE NEWTON

Ride 'Em Cowboy (Capitol)

On 64% of reporting stations. Rotations: Heavy 1, Medium 45, Light 54, Total Adds 14, KRRV, WLWI, KYXX, WQYK, WSLR, WONE, KRRK, WFMS, KKAL, KVOC, KKCS, KMAK, KFTN, KSAN. Moves 48-42 on the Country chart.

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COUNTRY

NEW & ACTIVE

- ✓ **JOHNNY LEE "You Could've Heard A Heart Break" (Full Moon/WB) 92/34**
Rotations: Heavy 1, Medium 25, Light 66, Total Adds 98 including WYRK, WYII, KMML, WXBO, KKAS, WMMN, WIRE, WBCS, WDBG, WHBF, WTOO, KUUY, KVEG, KFTN, KDOM, KSON. Debuts at number 44 on the Country chart.
- ✓ **WHITES "Pins And Needles" (MCA/Curb) 87/29**
Rotations: Heavy 1, Medium 29, Light 60, Total Adds 29 including WPTR, WKYG, WXYX, KASE, KYXX, WUSD, WTOR, WOUZ, WDAF, WXCL, KKCS, KWWJ. Debuts at number 48 on the Country chart.
- BRENDA LEE "A Sweeter Love..." (MCA) 85/11**
Rotations: Heavy 1, Medium 38, Light 45, Total Adds 11, WGNA, WXCL, KKK, WTOR, WSLR, WUBE, KXXY, WXCL, KKCS, KFry, KVEG. Heavy: WYII. Medium: WQYR, KTRP, KSOP. Debuts at number 47 on the Country chart.
- ✓ **RONNIE MILSAP "Prisoner Of The Highway" (RCA) 82/53**
Rotations: Heavy 1, Medium 22, Light 59, Total Adds 53 including WPTR, WRKZ, KX106, KASE, WZZK, WSOC, KISS-FM, WUSO, KSO, WWWV, WFMS, WDGW, WIL, K102, KLZ, KSOP, GBA. Debuts at number 48 on the Country chart.
- RAY CHARLES with B.J. THOMAS "Rock And Roll Shoes" (Columbia) 82/7**
Rotations: Heavy 2, Medium 37, Light 43, Total Adds 7, WFOR, KEAN, KMML, KIKK, WMIL, WXCL, KRST. Heavy: WHOO. Medium: WBOB, WYII, WRNL, WDAF, KLZZ, KGA. Debuts at number 48 on the Country chart.
- ✓ **MICHAEL MARTIN MURPHY "Radio Land" (Liberty) 79/42**
Rotations: Heavy 0, Medium 13, Light 86, Total Adds 42 including WAJR, WKYG, CHOW, WEZL, KHEY, WMC, KKYX, WRK, WGAR-FM, WQHK, WXCL, WTOO, KRWD, KFTN, KSON.
- ED BRUCE "Tall Them I've Gone Crazy" (MCA) 78/7**
Rotations: Heavy 0, Medium 30, Light 48, Total Adds 7, WGNA, WFOR, CHOW, WILQ, WEZL, WGAR-FM, KFTN. Medium: KLVI, WTVY, WCMS, WQOW, KFDI, KFry, KQBL.
- ✓ **DON WILLIAMS "Maggie's Dream" (MCA) 77/49**
Rotations: Heavy 1, Medium 25, Light 51, Total Adds 49 including WYRK, WRKZ, WILQ, KASE, WSOC, WFNC, WLWI, WKX, WUSD, KBMR, WBCS, KTTS, KTRP, KYGO, KWWJ.
- ✓ **MICKEY GILLEY "Too Good To Stop Now" (Epic) 69/43**
Rotations: Heavy 2, Medium 18, Light 51, Total Adds 43 including WYAM, WOKQ, WRKZ, WCDS, KKK, WSM, KRMD, KSO, WTSO, KBCB, KYGO, KWK, KLZ, KQBL.
- ✓ **JANIE FRICKE "Your Heart's Not In It" (Columbia) 68/47**
Rotations: Heavy 2, Medium 21, Light 45, Total Adds 47 including WYAM, WWHN, WEEP, KASE, WFNC, KISS-FM, WLWI, WSM, KFGO, KBCB, WIL, KFDI, KIK-FM, KNIX, KCCK.
- GAIL DAVIES "It's You Alone" (WB) 68/9**
Rotations: Heavy 3, Medium 31, Light 34, Total Adds 9, WEZL, WKLO, WQYX, WFMS, KECK, KKAL, KUUY, KQBL, KEIN. Heavy: KIKK, KISS-FM, KGA. Medium: WSNQ, WYII, KFDI.
- BANDANA "All I Wanna Do..." (WB) 63/14**
Rotations: Heavy 2, Medium 21, Light 44, Total Adds 14, CHOW, WEZL, KHEY, WWOOD, WRKZ, KSO, WFMS, WTL, KECK, WXCL, WWJO, KKAL, KKCS, KVEG. Medium: KDOM.
- HILLARY KANTER "Good Night For Falling In Love" (RCA) 59/15**
Rotations: Heavy 2, Medium 13, Light 44, Total Adds 15, WXYX, CHOW, KMML, WWOOD, WUSD, WTOR, KBCB, WHBF, KTTS, WTOO, KKAL, KKCS, KEIN, KYEG, KIGO.
- DAVID ALLAN COE "It's Great To Be Single Again" (Columbia) 56/13**
Rotations: Heavy 0, Medium 11, Light 45, Total Adds 13, WOKQ, KRVR, KHEY, WONE, KWMT, WTL, WDGW, KBCB, WHBF, KRST, KIK-FM, KKAL, KDOM.
- WRIGHT BROTHERS "So Close" (Mercury/PolyGram) 54/6**
Rotations: Heavy 0, Medium 21, Light 33, Total Adds 6, KRVR, WFNC, WWOOD, WUSN, KRKT, KWWJ. Medium: WBGW, WSNQ, KHEY, WLWI, KRMD, WIRE, WQOW, WTOO, KSOP.

- EARL THOMAS CONLEY "Chance Of Lovin' You" (RCA) 25/22**
Rotations: Heavy 0, Medium 6, Light 18, Total Adds 22 including WGNA, WTVY, WAMZ, WRNL, KRMD, KBCB, KUZZ, KNIX, KRKY, KCCK.
- ROBIN LEE "Cold In July" (Evergreen) 22/1**
Rotations: Heavy 1, Medium 7, Light 14, Total Adds 1, KRKT. Heavy: WYII. Medium: KMML, WEZL, KHEY, WLWI, WPAP, WTL, KSOP. Light: KTTS, KGA.
- KATHY MATTEA "That's Easy For You To Say" (Mercury/PolyGram) 21/13**
Rotations: Heavy 0, Medium 3, Light 18, Total Adds 13 including WOKQ, WAJR, KMML, WPAP, WQYX, WXCL, KTTS, KRWD, KDOM, KIGO.
- BECKY HOBBS "Pardon Me..." (EMI America) 21/7**
Rotations: Heavy 0, Medium 2, Light 19, Total Adds 7, KRVR, KYXX, WAXX, KBCB, KKAL, KRWD, KSOP. Medium: KTTS, KFDI.
- JIMMY BUFFETT "When The Wild Life Betrays Me" (MCA) 20/14**
Rotations: Heavy 1, Medium 2, Light 17, Total Adds 14 including KASE, WSOC, WTVY, WMC, WLWI, WPAP, KBCB, KFry, KMPS, KGA.
- DOTTIE WEST "What's Good For The Goose" (Parmlant) 20/9**
Rotations: Heavy 0, Medium 1, Light 18, Total Adds 9, WOKQ, KHEY, KLRA, WAXX, KVVO, KKAL, KRWD, Q92, KSOP. Medium: WCKI.
- TARI HENSLEY "Love Isn't Love..." (Mercury/PolyGram) 18/2**
Rotations: Heavy 0, Medium 3, Light 15, Total Adds 2, WBGW, KKYX. Medium: WYII, KSOP, KIGO. Light: KSO, KFDI, KRKY.
- TOM T. HALL "P.S. I Love You" (Mercury/PolyGram) 17/17**
Rotations: Heavy 0, Medium 2, Light 15, Total Adds 17 including WSNQ, KX106, KMML, WTVY, KLRA, KISS-FM, KRMD, WTOR, WCKI, KSOP.
- DAVID WILLS "Thank God For Friday" (RCA) 16/6**
Rotations: Heavy 0, Medium 8, Light 16, Total Adds 6, KRVR, WTVY, KHEY, WKSJ, KBMR, KVVO. Light: WBGW, WSNQ, WCMS, KRMD, KRWD.
- ATLANTA "Wishful Drinkin'" (MCA) 15/15**
Rotations: Heavy 0, Medium 1, Light 14, Total Adds 15 including WBGW, WSNQ, WTVY, KSSN, WPAP, WTRK, KFry, KRKY, KDOM, KSON.
- LYNN ANDERSON "Heart Of The Matter" (MCA) 15/5**
Rotations: Heavy 0, Medium 1, Light 14, Total Adds 5, KRVR, WTVY, KKYX, KBMR, KSOP. Medium: KTTS. Light: KRMD, KVVO.
- KENNY DALE "Take It Slow" (Republic) 13/1**
Rotations: Heavy 1, Medium 3, Light 9, Total Adds 1, WYII. Heavy: KKYX. Medium: KMML, KIKK, KGW. Light: KSSN, WCMS, KFDI, KSOP.
- GARY STEWART "I Got A Bad Attitude" (Red Ash) 13/1**
Rotations: Heavy 0, Medium 6, Light 7, Total Adds 1, WFNC. Medium: KHEY, WLWI, KFGO, WTL, KVVO, KSOP. Light: KKYX, WHBF, KTTS.
- BOBBY JENKINS "Louisiana Heatwave" (Zone 7) 11/2**
Rotations: Heavy 1, Medium 3, Light 7, Total Adds 2, KHEY, KKAL. Heavy: KKYX. Medium: KMML, KLRA, WOKK.
- JOHN WESLEY RYLES "She Took It Too Well" (17th Avenue) 11/1**
Rotations: Heavy 0, Medium 6, Light 5, Total Adds 1, KKYX. Medium: WYII, KHEY, KLRA, WLWI, KQBL.
- ANNE MURRAY "Nobody Loves Me Like You Do" (Capitol) 10/8**
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 8, WPTR, WTVY, WKSJ, WPAP, WRNL, WRK, KMAK, KQIL. Medium: KRKY.
- BILL ANDERSON "Speculation" (Southern Tracks) 10/1**
Rotations: Heavy 0, Medium 2, Light 8, Total Adds 1, WLWI. Medium: WPAP. Light: WQOW, WTOO, KTRP, KVVO, KRKT, KSOP.
- MERLE HAGGARD & LEONA WILLIAMS "It's Cold In California" (Mercury/PolyGram) 8/2**
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, KGA, KSO. Medium: WYAM. Light: WSNQ, KVVO, KRKT, KRWD.
- MASON DIXON "Gettin' Over You" (Texas) 8/2**
Rotations: Heavy 0, Medium 2, Light 6, Total Adds 2, WYAM, WKSJ.
- MEMPHIS "We've Got To Start Meeting Like This" (MPI) 8/1**
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 1, WLWI.

COUNTRY ALBUM TRACKS

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

ARTIST/Song Title (Label)	Album Title
HANK WILLIAMS JR./All My Rowdy... (WB/Curb)	Major Moves
GEORGE JONES/Learning To Do Without Me (Epic)	You've Still Got...
HANK WILLIAMS JR./Country Relaxin' (WB/Curb)	Major Moves
NITTY GRITTY DIRT BAND/Cadillac Ranch (WB)	Plain Dirt Fashion
JOHN ANDERSON/Red Georgia Clay (WB)	Eye Of A Hurricane
NITTY GRITTY DIRT BAND/High Horse (WB)	Plain Dirt Fashion
DAVID FRIZZELL/Country Music Love Affair (Viva)	Solo
JUICE NEWTON/Restless Heart (RCA)	Restless Heart
CONWAY TWITTY/Bad Boy (WB)	By Heart
MEL TILLIS w/ WILLIE NELSON/Texas On A Saturday... (MCA)	New Patches
GARY MORRIS/Baby Bye Bye (WB)	Faded Blue
JOHN ANDERSON/Eye Of A Hurricane (WB)	Eye Of A Hurricane
REBA McENTIRE/Poison Sugar (MCA)	Just A Little Love
WAYLON JENNINGS/Settin' Me Up (RCA)	Never Could Toe
CHARLEY PRIDE/Stagger Lee (RCA)	The Power Of Love
GARY MORRIS/Faded Blue (WB)	Faded Blue

SIGNIFICANT ACTION

- JOHNNY RODRIGUEZ "First Time Burned" (Columbia) 45/5**
Rotations: Heavy 1, Medium 16, Light 28, Total Adds 5, WGNA, KYXX, WTL, KFry, KVEG. Heavy: KKYX. Medium: WTVY, KTTS, KZZ, KGA.
- McGUFFEY LANE "The First Time" (Atlantic America) 36/12**
Rotations: Heavy 0, Medium 5, Light 31, Total Adds 12 including WSNQ, WXCL, WYII, WTVY, KHEY, KRMD, WONE, KFry, KWWJ, KIGO.
- LANE BRODY "Alibie" (EMI America) 35/7**
Rotations: Heavy 0, Medium 4, Light 31, Total Adds 7, KRVR, WQYX, KBMR, KECK, KIOV, KRKT, KKAL. Medium: WSNQ, KRMD, WCKI.
- TONY ARATA "Come On Home" (Noble Vision) 31/7**
Rotations: Heavy 0, Medium 10, Light 20, Total Adds 11, WYII, KRVR, WXBO, KLRA, KKYX, KRMD, KFGO, KBCB, WYJO, WTOO, KEAL.
- TOM JONES "All The Love Is On The Radio" (Mercury/PolyGram) 30/11**
Rotations: Heavy 0, Medium 10, Light 20, Total Adds 11, WYII, KRVR, WXBO, KLRA, KKYX, KRMD, KFGO, KBCB, WYJO, WTOO, KEAL.
- KAREN TAYLOR-GOOD "We Just Got To Dance" (Mesa) 28/4**
Rotations: Heavy 0, Medium 4, Light 24, Total Adds 4, WKYG, KEAN, WTVY, KDOM. Medium: WBGW, KHEY, WOKK, WCMS.
- RICK & JANIS CARNES "Long Lost Causes" (MCA) 28/0**
Rotations: Heavy 1, Medium 8, Light 19, Total Adds 0. Heavy: WOUZ. Medium: WBGW, WNYR, WYII, KRVR, KBMR, KBCB, KFDI, KQBL.
- RAY PRICE "Better Class Of Loner" (Viva) 27/13**
Rotations: Heavy 0, Medium 2, Light 25. Total Adds 13 including WGNA, WPTR, KEAN, KRVR, KHEY, KKYX, KTTS, KTRP, KFry, KSOP.



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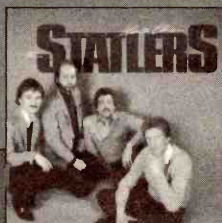
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CB 54



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Adult / Contemporary

Continued from Back Page

BREAKERS

RALPH MacDONALD featuring BILL WITHERS

In The Name Of Love (Polydor/PolyGram)

65% of our reporters on it. Rotations: Heavy 0/0, Medium 50/11, Light 35/16, Total Adds 27 including WFBR, WSB, 97A1A, WOMC, KHOW, KKLT, KGW, WAEB, WVIC, WBT, WRKA, WSNY, WING, and 14 more. Debuts at number 23 on the A/C chart.

IRENE CARA

You Were Made For Me (Network/Geffen)

62% of our reporters on it. Rotations: Heavy 4/0, Medium 59/1, Light 17/3, Total Adds 4, W101, WWOM, KFI, KSL. Debuts at number 22 on the A/C chart.

NEW & ACTIVE

HERB ALPERT "Bullish" (A&M) 75/11

Rotations: Heavy 2/0, Medium 43/3, Light 30/8, Total Adds 11, WRMM, WSB, WARM98, WHB, WAEB, WING, KOIL, KKPL, WKUS, KFCD, KRNO. Heavy: WFBR, WCHV, Medium: 97A1A, WSN, KHOW, KGW, KBEST, KJR, WCC, WTC, WKYE, WGY, WKGW, WBT, WMAZ, WRYA, KRNT, 3WM, WMHE, KDUK, KSL, KXII-FM, WNNR, WEIM, WTKO, WSKI, WTNV, KORQ, WSKY, WKCO, WYVS, WAGE, KTYL, WCL, KEZ, WHNN, WJON, KJJO, KTWO, WQSW, KRSS, KALE.

DONNA SUMMER "There Goes My Baby" (Geffen) 74/20

Rotations: Heavy 2/0, Medium 42/10, Light 30/10, Total Adds 20, WFBR, WKRW, WTAE, Y97, WSN, WMYX, KHOW, KBEST, KEZR, KJR, WAFB, WVLK, WMAZ, WSNY, WING, 3WM, WTNV, WYVS, WHNN, WBOW, Heavy: WMGN, WMHE, Medium: KVL-FM, 97A1A, KGW, WWOM, WCC, WKYE, WPJB, WGY, WKGW, WTRX, KBOI, KDUK, KFI, KWAV, KXII-FM, WNNR, WEIM, WSKI, KORQ, WSKY, WKCO, WCHV, WAGE, KTYL, WCL, KEZ, WHNN, K99, KRNO, KOSW, KRSS.

GLENN FREY "Sexy Gh" (MCA) 72/2

Rotations: Heavy 1/0, Medium 42/0, Light 13/2, Total Adds 2, WMJI, KMJI, Heavy: WFBR, WKRW, WPJB, WGY, WAHR, 2/0, WNNR, WSKI, WPA, WSKY, WKCO, KFSB, KEZ, KRSS, KALE. Medium: WPR, WRMM, WSB, KVL-FM, KRBE-FM, 97A1A, WARM98, KGW, KEZR, KJR, WAEB, V100, WRIE, WKYE, WKGW, KEY103, WMLLJ, WYVY, WVLK, WHHY, WRYA, WTRX, WFMK, WLTE, KOIL, 3WM, WMHE, KBOI, KXII-FM, KKPL, WEIM, WTNV, KORQ, WGSV, WKYX, WYVS, WCL, WHNN, WJON, WBOW, KMJJ, KRNO. Due to heavy airplay, moves 24-21 on the A/C chart.

LAURA BRANIGAN "The Lucky One" (Atlantic) 65/16

Rotations: Heavy 2/0, Medium 38/6, Light 25/10, Total Adds 16, WTAE, B100, KBEST, KEZR, WKRW, WGY, WJLJ, WPKA, KOIL, KDUK, KFI, KORQ, WSKY, WSB, KWEB, K99. Heavy: WEIM, KALE. Medium: WFBR, WPK, 97A1A, KGW, WKYE, WKGW, WVLK, WMAZ, 2WD, WRYA, WSNY, WMGN, 3WM, WMHE, KWAV, WSKI, WTNV, KORQ, WCO, WCHV, WSKY, WAGE, WKYX, KTYL, WCL, KEZ, WHNN, WBOW, KTWO, KRNO, KOSW, KRSS.

SPANDAU BALLET "Only When You Leave" (Chrysalis) 54/5

Rotations: Heavy 4/0, Medium 30/2, Light 20/3, Total Adds 5, WMYX, KEZR, WPJB, WYVY, KKPL. Heavy: KOST, WMGN, WCKO, KRSS. Medium: WFBR, WSB-FM, KVL-FM, WCCO, KGW, WKYE, WVLK, 2WD, WMHE, KFI, KWAV, KXII-FM, WNNR, WEIM, WKNE, WSKI, WPA, KORQ, WSKY, WCHV, WAGE, WKYX, KTYL, KEZ, KWEB, WJON, KOSW, KALE.

EURYTHMICS "Right By Your Side" (RCA) 51/2

Rotations: Heavy 3/0, Medium 23/0, Light 25/2, Total Adds 2, KORQ, KTWO. Heavy: WMHE, WEIM, WCHV. Medium: WFBR, WKRW, KVL-FM, WPJB, 2WD, WAVE, WFMK, KWAV, KXII-FM, WNNR, WKNE, WSKI, WPPA, WSKY, WKCO, KTYL, KFSB, KEZ, KWEB, KRNO, KOSW, KRSS, KALE.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 BILLY JOEL	128/2	108	18	2
2 LIONEL RICHIE	122/0	104	18	0
3 JULIO IGLESIAS & DIANA ROSS	126/2	92	30	4
4 CARS	127/4	78	42	7
5 TINA TURNER	112/0	74	35	3
6 ELTON JOHN	110/0	60	44	6
7 HUEY LEWIS & THE NEWS	115/3	72	39	4
8 DAN HARTMAN	99/0	67	30	2
9 TEDDY PENDERGRASS	104/2	56	44	4
10 JOHN WAITE	111/12	50	44	17
11 NEIL DIAMOND	109/3	45	54	10
12 PEABO BRYSON	89/1	50	30	9
13 STEVIE WONDER	118/18	179	78	21
14 CHICAGO	110/10	25	65	20
15 COYOTE SISTERS	94/1	34	54	6
16 RITA COOLIDGE	92/2	34	49	9
17 GENESIS	94/0	50	37	7
18 KARLA BONOFF	94/3	14	68	12
19 SERGIO MENDES	69/1	19	35	15
20 JAMES INGRAM	84/4	9	62	13
21 GLENN FREY	72/2	17	42	13
22 IRENE CARA	80/4	4	59	17
23 RALPH MacDONALD f/BILL WITHERS	85/27	0	50	35
24 POINTER SISTERS	52/0	11	34	7
25 RAY PARKER JR.	57/0	21	27	9

MOST ADDED

BARRY GIBB (39)
Shine Shine (MCA)
EVERLY BROTHERS (32)
On The Wings Of A... (Mercury/PG)
ANNE MURRAY (27)
Nobody Loves Me Like You Do (Capitol)
RALPH MacDONALD f/BILL WITHERS (27)
In The Name Of Love (Polydor/PolyGram)
MADONNA (21)
Lucky Star (Sire/WB)
3 others tied with 20 adds

HOTTEST

BILLY JOEL (79)
Leave A Tender Moment Alone (Columbia)
JULIO IGLESIAS & DIANA ROSS (73)
All Of You (Columbia)
LIONEL RICHIE (72)
Stuck On You (Motown)
TINA TURNER (58)
What's Love Got To Do With It (Capitol)
HUEY LEWIS & THE NEWS (56)
If This Is It (Chrysalis)
CARS (53)
Drive (Elektra)

WILLIE NELSON "City Of New Orleans" (Columbia) 44/6

Rotations: Heavy 3/0, Medium 25/3, Light 16/3, Total Adds 6, WTAE, WSN, WBT, WRYA, WKNE, WBOW, WSKY, WKCO, WAHR, KSL. Medium: WKRW, WSB, WVIC, WGY, WKGW, WMAZ, WHBY, WNAM, KRNT, KXII-FM, WEIM, WTKO, WSKY, WKCO, WCHV, WKYX, WJBC, WCIL, WJON, KJJO, KTWO, KOSW.

SADAO WATANABE featuring ROBERTA FLACK "If I'm Still Around Tomorrow" (Elektra) 42/20
Rotations: Heavy 0/0, Medium 12/2, Light 30/18, Total Adds 20, WSN, WRMM, WARM98, WWOM, WKYE, WKGW, KEY103, WMLJ, WHBY, WNAM, WTRX, WNNR, WKNE, KORQ, WKYX, WKUS, KJJO, WBOW, KTWO, KALE. Medium: 97A1A, WCCO, WMAZ, WRYA, WEIM, WSKI, WSKY, KTYL, WCL, KOSW.

BARRY GIBB "Shine Shine" (MCA) 39/39
Rotations: Heavy 1/1, Medium 8/8, Light 32/32, Total Adds 39, WFBR, WSB-FM, 97A1A, WCCO, WWOM, WCC, WKYE, WTRX, WENS, WHHE, KFI, WSKI, WPPA, KORQ, WKYX, WYVS, FKS, KEZ, WHNN, WBOW, K99, KOSW, KRSS, KALE.

WILLY OCEAN "Caribbean Queen (No More Love On The Run)" (Jive/Arista) 37/20
Rotations: Heavy 0/0, Medium 7/4, Light 30/16, Total Adds 20, WCCO, V100, WKYE, WKGW, WFMK, 3WM, WMHE, KXII-FM, WNNR, WKNE, WSKI, KORQ, WSKY, WGSV, WKYX, KTYL, WCL, WHNN, KOSW, KALE. Medium: WTRX, WMGN, K99.

MADONNA "Lucky Star" (Sire/WB) 34/21
Rotations: Heavy 0/0, Medium 10/3, Light 24/16, Total Adds 21, WWOM, V100, WPJB, WKGW, KEY13, WAHR, WNAM, WTRX, WENS, WHHE, KFI, WSKI, WPPA, KORQ, WKYX, WYVS, FKS, KEZ, WHNN, K99, KRSS. Medium: KWAV, WSKY, WKCO, WYVY, WCL, KOSW.

EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 32/32
Rotations: Heavy 0/0, Medium 7/7, Light 25/25, Total Adds 22, WFBR, WSB, WCCO, WCC, WRC, WCC, KEY103, WTRX, KOL, KWAV, KXII-FM, WNNR, WEIM, WTKO, WKNE, WSKI, WSKY, WKCO, WCHV, WGSV, WAGE, WKYX, KTYL, WCL, KEZ, KWEB, WHNN, KJJO, KTWO, KRNO, KOSW.

BOBBY KING featuring ALFIE SILAS "Close To Me" (Motown) 31/3
Rotations: Heavy 0/0, Medium 4/0, Light 27/3, Total Adds 3, WCCO, WKGW, WHBY. Medium: WMAZ, WEIM, WSKI, WCL.

SIGNIFICANT ACTION

ANNE MURRAY "Nobody Loves Me Like You Do" (Capitol) 27/27
Rotations: Heavy 0/0, Medium 8/6, Light 21/21, Total Adds 27, WPR, WSN, WCCO, WCC, WRE, WTC, WKYE, WAHR, WVLK, WMAZ, WHBY, WNAM, KLUK, KXII-FM, WEIM, WTKO, WSKY, WCHV, WGSV, WAGE, WKYX, WYVS, WCL, KWEB, KJJO, WBOW, KTWO.

POINTER SISTERS "I'm So Excited" (Planet/RCA) 25/4
Rotations: Heavy 1/0, Medium 14/2, Light 10/2, Total Adds 4, KGW, WCC, WKGW, WTNV. Heavy: WMHE. Medium: WFBR, KVL-FM, 97A1A, KHOW, WENS, WFMK, WEIM, WSKI, WPPA, WSKY, WCHV, KOSW.

SHEENA EASTON "Strut" (EMI America) 24/11
Rotations: Heavy 1/0, Medium 4/3, Light 18/8, Total Adds 11, WCCO, WAHR, WNAM, WFMK, KOIL, KXII-FM, WKCO, WKYX, KTYL, WYVS, KRNO. Heavy: KALE. Medium: WCHV.

GEORGE FISCHOFF "Lovely Lady" (Lisa) 24/3
Rotations: Heavy 8/1, Medium 8/1, Light 18/2, Total Adds 3, KOIL, WSKI, WFSB. Medium: WCCO, WEIM, WKNE, KJJO.

FRANK SINATRA "L.A. Is My Lady" (Qwest/WB) 24/1
Rotations: Heavy 0/0, Medium 17/1, Light 7/0, Total Adds 1, KOY. Medium: WCC, WVIC, WBT, WMAZ, WRYA, WHBY, KRNT, KSL, WNNR, WKNE, WCL, KWEB, WJON, KJJO, KTWO, KRSS.

BANANARAMA "Cruel Summer" (London/PolyGram) 23/9
Rotations: Heavy 1/0, Medium 10/3, Light 12/6, Total Adds 9, WSB-FM, KOST, KEY103, WNAM, WMHE, KWAV, WPPA, K99, KOSW. Heavy: WKCO. Medium: WENS, KFI, WEIM, WSKI, WCHV, WKYX.

JACKSONS "Torture" (Epic) 23/4
Rotations: Heavy 0/0, Medium 12/2, Light 11/2, Total Adds 4, KVL-FM, WPJB, WMHE, WSKI. Medium: KRBE-FM, WMGN, KXII-FM, WPPA, WSKY, WKCO, WKYX, KTYL, K99, KOSW.

JOYCE KENNEDY & JEFFREY OSBORNE "Last Time I Made Love" (A&M) 22/11
Rotations: Heavy 1/0, Medium 8/2, Light 15/9, Total Adds 11, WRMM, KRBE-FM, WCCO, WAHR, WVLK, KORQ, WCHV, KEZ, WHNN, KJJO, KTWO. Medium: WSB-FM, KFI, KXII-FM, WSKY.

JACK WAGNER "All I Need" (Qwest/WB) 22/1
Rotations: Heavy 4/0, Medium 11/1, Light 7/0, Total Adds 1, KS94. Heavy: 97A1A, WKYE, WEIM, WCHV. Medium: WKGW, WBT, WMAZ, WRYA, KRNT, KBOI, WNNR, WKNE, WKYX, WCL.

HILLARY KANTER "Good Night For Falling In Love" (RCA) 21/10
Rotations: Heavy 0/0, Medium 1/0, Light 20/10, Total Adds 10, WFBR, WHBY, WTKO, WKNE, WSKI, KORQ, WCHV, WGSV, WKYX, FKS, BOSTON, WMAZ.

JOE COCKER "Crazy In Love" (Capitol) 21/9
Rotations: Heavy 0/0, Medium 3/1, Light 18/8, Total Adds 9, 97A1A, WHBY, WTRX, KXII-FM, WSKI, WAGE, WCL, KEZ, WHNN. Medium: WMAZ, WYVS.

SMOKEY ROBINSON "I Can't Find" (Tamla/Motown) 20/2
Rotations: Heavy 0/0, Medium 6/1, Light 14/1, Total Adds 2, WMAZ, WBOW. Medium: WTRX, KSL, WEIM, WCL, KJJO.

J.D. SOUTHER "Go Ahead And Rain" (WB) 14/0
Rotations: Heavy 1/0, Medium 8/0, Light 5/0, Total Adds 0. Heavy: KJJO. Medium: KFMB, KEZR, WRYA, WHBY, WMHE, KWAV, WTKO, KWEB.

DIANA ROSS "Swept Away" (RCA) 12/11
Rotations: Heavy 0/0, Medium 11/1, Light 11/10, Total Adds 11, KJR, WTRX, WENS, WNNR, WEIM, WSKI, WCHV, WKYX, KTYL, KOSW, KRSS.

ROD STEWART "Some Guys Have All The Luck" (WB) 10/3
Rotations: Heavy 0/0, Medium 4/0, Light 6/3, Total Adds 3, KRBE-FM, 97A1A, V100. Medium: WMGN, WSKY, WKCO, WKYX.

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 Addl. 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.



AOR / ALBUMS

August 24, 1984

164 REPORTERS

Three Weeks	Two Weeks	Last Week		Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations	
3	2	2	1 BRUCE SPRINGSTEEN/Born In The U.S.A. (Col.)	"Cover Me" (143)	"Born" (40)	"Dancing" (35)	159-139= 20-	1-
1	1	1	2 CARS/Heartbeat City (Elektra)	"Drive" (139)	"It's Not" (37)	"Magic" (17)	155-145= 10+	0-
2	3	3	3 JOHN WAITE/No Brakes (EMI America)	"Missing You" (147)	"Tears" (83)		154-141= 12+	3+
4	4	5	4 BILLY SQUIER/Signs Of Life (Capitol)	"Rock Me" (142)	"All Night" (102)	"Can't" (19)	150-126= 24-	0-
5	5	4	5 SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)	"The Warrior" (142)	"Beat Of A Heart" (22)		150-127= 23+	1-
7	6	6	6 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	"If This Is It" (115)	"Walking" (33)	"Found" (19)	135-116= 19-	1-
9	8	7	7 SAMMY HAGAR/VOA (Geffen)	"Two Sides" (124)	"I Can't Drive 55" (95)		144-97+ 47-	0-
			DEBUT 8 FIXX/Phantoms (MCA)	"Ourselves?" (151)	"Sunshine" (35)	"Cities" (11)	156 78 75 7	
-	11	10	9 LINDSEY BUCKINGHAM/Go Insane (Elektra)	"Go Insane" (145)			147+ 85+ 61-	4+
6	7	8	10 PETER WOLF/Lights Out (EMI America)	"Lights Out" (114)	"Crazy" (53)	"Pretty Lady" (29)	140-96= 43+	2-
10	9	9	11 NIGHT RANGER/Midnight Madness (Camel/MCA)	"When You Close Your Eyes" (124)			124-95= 29-	1+
8	10	12	12 RATT/Out Of The Cellar (Atlantic)	"Round And Round" (77)	"Back" (67)	"Lack" (15)	119-75= 44+	2-
12	12	12	13 TWISTED SISTER/Stay Hungry (Atlantic)	"We're Not Gonna Take It" (119)	"I Wanna" (13)		124-63+ 61-	2-
18	16	13	14 HONEYMOON SUITE/Honeymoon Suite (WB)	"New Girl Now" (137)			141-37+ 104-	2-
24	20	15	15 A FLOCK OF SEAGULLS/The Story Of A... (Jive/Arista)	"The More You Live" (139)			140+ 35+ 104-	5-
-	23	16	16 STEPHEN STILLS/Right By You (Atlantic)	"Stranger" (130)	"50/50" (17)	"Right By You" (12)	140+ 33+ 104+	8-
-	25	19	17 METROPOLIS/Soundtrack (Columbia)	"Cage Of Freedom" (121)	"Here's My Heart" (19)		136+ 29+ 103+	11-
18	18	14	18 PRINCE/Purple Rain (WB)	"Let's Go Crazy" (99)	"Purple" (37)	"Doves" (31)	110-86+ 23-	3-
37	36	24	19 BILLY IDOL/Rebel Yell (Chrysalis)	"Flesh For Fantasy" (122)			124+ 36+ 79+	18-
16	15	18	20 DIO/The Last In Line (WB)	"The Last In Line" (97)	"Mystery" (44)		111-36- 74-	2+
11	13	17	21 JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA)	"Layin' It" (81)	"Sorry Me" (36)		100-47- 52-	4+
			DEBUT 22 KROKUS/The Blitz (Arista)	"Midnight Maniac" (113)			114 12 95 17	
13	19	20	23 ELTON JOHN/Breaking Hearts (Geffen)	"Restless" (84)	"Sad Songs" (13)		95-33- 62-	2-
-	40	31	24 ROMEO VOID/Instincts (415/Columbia)	"A Girl In Trouble" (104)			104+ 22+ 79+	15-
34	28	27	25 HELIX/Walkin' The Razor's Edge (Capitol)	"Rock You" (99)			101+ 13+ 86-	7+
22	26	26	26 WHITESNAKE/Slide It In (Geffen)	"Ain't No Stranger" (69)	"Slow 'N' Easy" (35)		87+ 24- 60+	8-
15	14	21	27 GLENN FREY/The Allnighter (MCA)	"Smuggler's" (76)	"Sexy" (23)	"Allnighter" (10)	97-33- 64-	2+
21	22	23	28 COREY HART/First Offense (EMI America)	"Sunglasses" (62)	"Lamp At Midnite" (24)		83-38- 43-	3-
17	21	22	29 QUIET RIOT/Condition Critical (Pasha/CBS)	"Sign Of The Times" (76)	"Mama" (24)		89-19- 70-	2-
33	32	30	30 LOU REED/New Sensations (RCA)	"I Love You, Suzanne" (89)			90+ 17+ 69-	9+
38	35	32	31 Y&T/In Rock We Trust (A&M)	"Don't Stop Runnin'" (76)			89+ 9+ 79+	5-
32	29	28	32 CYNDI LAUPER/She's So Unusual (Portrait/CBS)	"She Bop" (82)			82-46- 35=-	2-
14	17	25	33 BOX OF FROGS/Box Of Frogs (Epic)	"Back Where I Started" (76)			79-21- 58-	0-
23	24	29	34 STEVIE RAY VAUGHAN/Couldn't Stand The Weather (Epic)	"Cold Shot" (67)	"Couldn't Stand" (13)		76-19- 57-	2-
			DEBUT 35 EDDIE AND THE CRUISERS/Soundtrack (Scotti Bros./CBS)	"On The Dark Side" (78)			79+ 14+ 47+ 46+	
-	-	37	36 SPANDAU BALLET/Parade (Chrysalis)	"Only When You Leave" (60)			62-16+ 45-	2-
40	-	38	37 R.E.M./Reckoning (IRS/A&M)	"Pretty Persuasion" (60)			65+ 8- 53+	8-
35	37	36	38 CHEQUERED PAST/Chequered Past (EMI America)	"How Much Is Too Much" (55)			60-5+ 52-	7+
36	39	35	39 LITA FORD/Dancin' On The Edge (Mercury/PG)	"Gotta Let Go" (52)			52-13+ 38-	5+
26	34	34	40 ROD STEWART/Camouflage (WB)	"Some Guys" (28)	"Infatuation" (22)	"Bad" (15)	59-13- 43+	10+

BREAKERS.

FIXX
Phantoms (MCA)

95% of our reporters on it. 156/77 with adds at KTXQ, WSKS, WKDF, WDIZ, WAPL, K97, KTYD. Debuts at #8 on the Albums chart.

KROKUS
The Blitz (Arista)

69% of our reporters on it. 114/17 including adds at WAPP, CHUM, KTXQ, KOLA, WCKN, WQMF, WKDF, WDIZ, WAPL, KGGG, KEZO, KIDQ. Debuts at #22 on the Album chart.

AOR BREAKERS — Records in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

SPANDAU BALLET'S

NEW ALBUM

PARADE

FV 41473

HEAVY AIRPLAY AT THESE TOP ROCKERS

WMMS
WLUP
WYDD
WBAB
WLIR
WQBK
KTCL
KBCO
91X
WOOS



WNEW-FM
KROQ
KQAK
WDHA
WLAV
WMMG
KSQY
KFMF
WCPZ
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AOR/ALBUMS

MOST ADDED

EDDIE AND THE CRUISERS (46)
Soundtrack (Scotti Bros./CBS)
BILLY IDOL (18)
Rebel Yell (Chrysalis)
KROKUS (17)
The Blitz (Arista)
BLACK 'N' BLUE (15)
Black 'N' Blue (Geffen)
ROMEO VOID (15)
Instincts (415/Columbia)

MOST HOTS

CARS (145)
Heartbeat City (Elektra)
JOHN WAITE (141)
No Brakes (EMI America)
BRUCE SPRINGSTEEN (139)
Born in the U.S.A. (Columbia)
SCANDAL featuring PATTY SMYTH (127)
The Warrior (Columbia)
BILLY SQUIER (126)
Signs Of Life (Capitol)
HUEY LEWIS & THE NEWBOYS (116)
Sports (Chrysalis)

NEW & ACTIVE

- SOUTHSIDE JOHNNY & THE JUKES/In The Heat (Mirage/Atco) 50/9 (40/4)**
Adds: WNOR, WCCC, CHEZ, WOUR, KRIX, KXZL, WLVO, KQDS, WXKE. Hots: 3 include WYNF, WQBK. Mediums: 44 include WBCN, WAPP, WNEW, WMMR, WHJY, WLUP, WXRT, WMMS, KBCO, KAZY, KGB.
- BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 41/7 (39/5)**
Adds: CHUM, WLUP, KCAL, WZZO, WAQY, WLAV, KEZE. Hots: 10 include WXRT, WMMS, KBCO, KINK, CHEZ, WQBK, WPCZ. Mediums: 30 include WBCN, WMMR, KAZY, KLBJ, KLAQ.
- BLACK 'N' BLUE/Black 'N' Blue (Geffen) 39/15 (30/22)**
Adds: include WBCN, KLOS, KGB, KOME, WCMF, WAQX, KISS, WTUE. Hots: 0. Mediums: 35 include KZEW, WQFM, KMET, KRQK, KNCN, KLAQ, WAPL, KILQ.
- THOMPSON TWINS/Into The Gap (Arista) 39/10 (34/10)**
Adds: WMMR, WZZO, WAAL, WIMZ, WWCT, KKDJ, WMMV, WRUF, KFMX, KFMF. Hots: 10 include WLIR, KROQ, KFOG, KQAK, CHEZ, WPDH, K97. Mediums: 25 include WBAB, WMMS, WOUR, WLVO.
- KANSAS/The Best Of Kansas (CBS Associated) 39/10 (32/10)**
Adds: KEGL, WCKO, KLOS, KOME, WAAL, WPDH, WAQY, KLBJ, WWCT, WWWV. Hots: 2 WRIF, KIDQ. Mediums: 30 include WMMR, WKLS, KSRR, WYNF, WQFM, KSHE.
- TINA TURNER/Private Dancer (Capitol) 39/2 (38/2)**
Adds: KBPI, WDHA. Hots: 21 include WXRT, WMMS, KBCO, WKLC, WPLR, KMJX, KILQ. Mediums: 18 include WBCN, WCKO, KROQ, WYFV, KGGO.
- BANANARAMA/Bananarama (London/PolyGram) 29/3 (28/3)**
Adds: WLUP, WYDD, WWWV. Hots: 9 WBCN, WLIR, WMMS, KCAL, KOLA, KQAK, KSMB, KLVV, WBQY. Mediums: 20 include KLOS, KRQK, KMJX, KGGO.
- DAKOTA/Runaway (MCA) 23/4 (22/6)**
Adds: KAZY, KEGL, WYDD, WQBK. Hots: 1 KIDQ. Mediums: 19 include WLLZ, KOME, WZZO, WTPA, WAQY, WAQX, KISS, WRUF, KFMQ.
- ELECTRIC DREAMS/Soundtrack (Virgin/Epic) 20/3 (21/10)**
Adds: WBCN, WXRT, WBYG. Hots: 2 WLIR, KSPN. Mediums: 13 include WCKO, WLUP, KSHE, KBCO, KCAL, KFOG, WPLR, WTKX.
- EURHYTHMICS/Touch (RCA) 18/3 (19/3)**
Adds: WYDD, KMJX, WRUF. Hots: 4 WLUP, KMBO, K97, KSMB. Mediums: 13 include WLIR, WMMS, KOLA, WZZO, WZZR, KOWB.
- RUPERT HINE/The Wildest Wish To Fly (Island) 17/5 (18/10)**
Adds: KTXO, WAAL, WQBK, KUFO, KSPN. Hots: 0. Mediums: 12 include WXRT, KBCO, KFOG, WKLC, WTPA, KLBJ.
- BOBBY & THE MIDNITES/Where The Beat Meets The Street (Columbia) 15/7 (9/2)**
Adds: WBCN, WNEW, WCMF, WEZX, KIDQ, KWHL, KFMF. Hots: 3 KBCO, WDHA, KSPN. Mediums: 8 include WXRT, WZZO, KWFM.
- HARD TO HOLD/Soundtrack (RCA) 14/3 (13/9)**
Adds: WYDD, KMJX, KFMF. Hots: 3 KDKB, WTKX, KGGO. Mediums: 10 include KBPI, WZZO, WPDH, WCKN, WZXY, KMBO.
- STEVE MORSE BAND/The Introduction (Musician/Elektra) 13/3 (10/2)**
Adds: WXRT, KAZY, KNCN. Hots: 3 include KBCO, KSPN. Mediums: 9 include WBAB, WKLS, KFOG, WLAV, KWFM, WQBK.
- DRAGON/Body And The Beat (Polydor/PolyGram) 12/5 (10/4)**
Adds: KAZY, WPDH, WAQY, WAAF, WTUE. Hots: 1 KROQ. Mediums: 10 include KCAL, 91X, KQAK, WTPA, WLVO.
- MEN WITHOUT HATS/Folk Of The 80s (Part III) (MCA) 12/2 (11/6)**
Adds: KBCO, 91X. Hots: 5 WLIR, WMMS, KQAK, CHEZ, K97. Mediums: 4 CHOM, KROQ, KLAQ, KSQY.
- RESTLESS/The Restless (Mercury/PolyGram) 12/2 (10/2)**
Adds: WYSP, KGB. Hots: 2 include WLLZ. Mediums: 8 include WGRQ, WMMR, WMMS, KBPI, WCMF, WAQX, WOUR.
- ANIMALS/Greatest Hits Live (IRS/A&M) 10/10 (0/0)**
Adds: include WMMS, WDHA, KLBJ, KATT, WWWV, KSPN. Hots: 0. Mediums: 2 KFOG, KLPX.
- RUBBER RODEO/Scenic Views (Mercury/PolyGram) 10/2 (10/0)**
Adds: KBCO, WTPA. Hots: 2 WBCN, CHOM. Mediums: 7 include WLIR, WXRT, CHEZ, WAAF.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

HOT TRACKS — Compiles track airplay data from all reporting stations. Covers songs from all configurations, including albums, EPs, and 45s. Includes four-week trend of chart movement. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

R&R AOR /HOT TRACKS

BREAKERS.

164 REPORTERS

Three Weeks Ago	Two Weeks Ago	Last Week's	Total	Hot	Medium	Total Adds
1	1	1	147-	139-	8-	1+
4	3	3	139-	132-	7=	1-
6	5	5	143-	123+	20-	2-
3	2	2	142-	125-	17-	2=
2	4	4	142-	116-	26=	0-
-	19	10	151=	74+	75-	6-
14	10	8	145-	84+	60-	3=
9	8	7	124-	95-	29+	1+
7	9	9	124-	83=	40-	2-
8	7	6	115-	106-	7-	2+
17	12	13	137-	37+	100-	2-
21	16	14	139+	35+	103-	5-
6	6	11	114-	87-	27+	0-
10	11	12	119-	61+	58-	1-
41	22	16	130+	29+	98+	7-
20	18	17	102+	58+	44=	6+
-	45	25	122+	34+	79+	20-
33	25	19	99+	73+	26-	5-
51	31	21	121+	24+	93+	12-
24	23	20	95-	52+	42-	6-
15	13	15	97-	33-	64-	1-
-	35	28	113+	12+	95+	16-
55	43	33	104+	21+	80+	15-
35	28	27	99+	13+	84-	7+
11	17	22	77-	54-	23+	1+
13	14	18	81-	39-	41-	6+
40	32	31	89+	17+	68-	9+
37	30	30	82-	46-	35-	2-
-	49	29	83+	32+	45+	33+
19	24	24	84-	23+	61-	2-
38	34	35	67+	30+	37+	6+
12	15	23	76-	20-	56-	0+
18	21	32	76-	22-	54-	3-
47	38	36	76+	8+	67+	4-
29	26	29	76-	12-	64-	3-
16	20	28	62-	37-	25-	0-
-	42	37	69+	15+	51+	16-
DEBUT	38	39	78+	14+	46+	46+
28	27	34	67-	13-	54-	2=
54	50	41	60-	15+	44-	2+
42	39	38	52-	13+	38-	5+
-	51	42	53+	23+	28+	12+
50	52	43	55=	5+	47-	7+
-	58	52	60+	6+	50+	10+
52	54	50	35=	24-	10+	2-
22	33	39	35-	18-	17-	0=
26	42	40	35-	27-	8-	0=
DEBUT	49	49	44+	13+	29+	15+
30	36	47	42-	12-	29-	4+
45	49	46	40-	23-	16-	2+
44	48	48	37-	22-	15-	3+
46	46	45	44-	11-	32-	1-
59	-	-	33+	17+	16+	4+
DEBUT	54	54	48+	5+	35+	15-
DEBUT	55	55	45+	3-	39+	8+
53	53	54	35-	16+	19-	2+
DEBUT	57	57	36=	16+	20-	7+
DEBUT	58	58	37+	20+	13+	14+
36	41	44	31-	26-	5-	1-
DEBUT	60	60	35+	16+	13+	35+

JOHN WAITE Tears (EMI America)

50% of our reporters on it. 83/33 including adds at WBAB, WHJY, KZEW, KSRR, WEBN, WSKS, KQRS, KMET, KDKB, KRCK. Moves 49-29 on the Hot Tracks chart.

NEW & ACTIVE

KANSAS "Perfect Lover" (CBS Associated) 38/10 (31/10)
 Adds: include KLOS, KOME, WAQY, KLBJ, WWWW. Hits: 2 include WRIF, KIDQ. Mediums: 29 include WMMR, WKLS, KSRR, WYFN, WQFM, KSHE, WAQX, KLAQ, WTUE, KODS, KATT.
BRUCE COCKBURN "Lovers In A Dangerous Time" (Gold Mtn/A&M) 38/7 (38/5)
 Adds: CHUM, WLUP, KCAL, WZZO, WAQY, WLAV, KEZE. Hits: 8 include WMMS, KBCO, CHEZ, WQBK, WCPZ. Mediums: 29 include WBCN, WMMR, KAZY, WOUR, KLBJ, KLAQ, WTUE, KILQ, WRKI, KLYV, KWHL.

BLACK 'N BLUE "Hold On To 18" (Geffen) 37/14 (29/21)
 Adds: include WBCN, KLOS, KGB, KOME, WKLC, WCMF, WAQX, KISS, WTUE. Hits: 0. Mediums: 33 include KZEW, WQFM, KMET, KROR, KNKN, KLAQ, WAPL, WLAV, KFHM, KILQ, KZEL, KEZE, KTYD.

THOMPSON TWINS "You Take Me Up" (Arista) 32/11 (26/12)
 Adds: include WMMR, WZZO, WIMZ, KDDJ, WWWW. Hits: 5 KOAK, WPDH, WQBK, WCPZ, KFHM. Mediums: 23 include WBAB, WMMS, WKLC, WCMF, WOUR, WLVO, WRKI, KSMB.
TINA TURNER "What's Love Got To Do With It" (Capitol) 31/2 (29/3)
 Adds: WDHA, CHEZ. Hits: 19 include WXRT, WMMS, WKLC, KMJX, KMBO, KSMB, KLYV, KOZZ. Mediums: 12 include WBCN, WFYV, KGGQ, WWWW, KFMO.

XAVION "Eat Your Heart Out" (Elektra) 30/15 (16/7)
 Adds: include WBCN, WYFN, WKLC, WTPA, WOUR, KNKN, WIMZ, KFMO. Hits: 1 WLJR. Mediums: 23 include WBAB, KTXQ, KZEW, KOME, WAQY, KLAQ, WZXR, KISS, WLAV, KILD, WRIF.
BRUCE SPRINGSTEEN "Bobby Jean" (Columbia) 29/6 (27/3)
 Adds: WHJY, KUPD, WRXL, WXKE, WRKI, KSOY. Hits: 12 include WBAB, WNEW, KMET, WAAP, KILQ. Mediums: 17 include WKLS, WMET, WMMS, KNKN, KLAQ, KODS.

DAVE EDMUNDS "Something About You" (Columbia) 28/28 (0/0)
 Adds: include WBCN, WYFN, WKLC, WTPA, WOUR, KNKN, WIMZ, KFMO. Hits: 1 WRIF. Mediums: 14 include WLUP, KYYS, KAZY, KEOG, KROR, WCMF, WLVO, KILQ, WQBK, KTYD.

ROD STEWART "Some Guys Have All the Luck" (WB) 28/17 (13/7)
 Adds: include WNOR, WMMS, WTPA, WIMZ, KMJX, WRXL, WWWW, WRUF, KSMB, KLYV. Hits: 4 WKQQ, WTKX, WBQY, WCPZ. Mediums: 19 include KMET, WZZO, WOUR, WQFM.
BANANARAMA "Cruel Summer" (London/PolyGram) 28/3 (27/3)
 Adds: WLUP, WYDQ, WWWW. Hits: 9 include WBCN, WMMS, KOLA, KSMB, KLYV. Mediums: 19 include WXRT, KLOS, WZZO, WKDF, KGGQ.

CHICAGO "Hard Habit To Break" (WB) 26/2 (27/2)
 Adds: WWWW, KQWB. Hits: 11 include WYFN, WLUP, KYYS, KINK, WKLC, KMBO, KGGQ, KLYV. Mediums: 14 include WLUP, KYYS, KAZY, KEOG, KROR, WCMF, WLVO, KILQ, WQBK, KTYD.
COREY HART "Lamp At Midnight" (EMI America) 24/6 (17/6)
 Adds: include CHOM, WKLC, WDHA, WAQY, WVKC. Hits: 2 KPQI, KSOY. Mediums: 20 include KBCO, KZAP, WOUR, KLAQ, WFYV, WLVO, KZEL, KKOJ, KOMP, WRKI, KFMO, KOZZ.

SCANDAL f/PATTY SMYTH "Beat Of A Heart" (Columbia) 22/7 (13/3)
 Adds: WNEW, KLOS, WAQX, WRXL, WWCZ, KFMO, KWFM. Hits: 12 include WYFF, KAZY, KMET, KROR, WAPL, KILQ. Mediums: 10 include KGB, WCMF, WOUR, KEZE.

DAKOTA "Runaway" (MCA) 21/3 (21/6)
 Adds: WYSP, KEGJ, WQBK. Hits: 1 KIDQ. Mediums: 18 include WYFN, WLLZ, KOME, WZZO, WTPA, WAQY, WAQX, KISS, WRUF, KFMO.
HUEY LEWIS & THE NEWS "Finally Found A Home" (Chrysalis) 19/2 (19/6)
 Adds: WBAB, WQFM. Hits: 10 include KZEW, WLLZ, WRIF, WFYV, WQFM, KFMO. Mediums: 9 include KROR, KOME, KATT, KWHL.

PAT BENATAR "Here's My Heart" (Columbia) 19/2 (22/4)
 Adds: WTKX, WWWW. Hits: 4 KLBJ, KIDQ, WBQY, WCPZ. Mediums: 15 include WMET, KQDS, KRSP, KLYV.

EURYTHMICS "Right By Your Side" (RCA) 18/3 (19/3)
 Adds: WYDQ, KMJX, WRUF. Hits: 4 WLUP, KMBO, K97, KSMB. Mediums: 13 include WMMR, WZZO, WZXR, KQWB.

STEPHEN STILLS "50/50" (Atlantic) 17/3 (15/2)
 Adds: WDHA, WXKE, KFMO. Hits: 4 KAZY, WTKX, WAPL, KIDQ. Mediums: 13 include WXRT, KDKB, WCMF, KODS, KATT, KTYD.

FASTWAY "All Fired Up" (Columbia) 15/6 (10/4)
 Adds: KMET, WTPA, WKDF, KIDQ, KEZE, WYER. Hits: 1 CITI. Mediums: 12 include WKLS, WMMS, WRIF, KISS, WLAV, WQBK.

RATT "Lack Of Communication" (Atlantic) 15/1 (15/1)
 Adds: KMET. Hits: 8 include KLOS, KGB, KROR, KTYD. Mediums: 7 include KZEW, WQFM, KOME.

EVERLY BROTHERS "On The Wings..." (Mercury/PolyGram) 14/13 (11/1)
 Adds: include WMMS, WEZK, KQDS, KLYV. Hits: 0. Mediums: 8 include KBCO, WKLC, WTPA, KLBJ, WOUR, WWWW.
RUPERT HINE "Blue Flame (Melt The Ice)" (Island) 14/5 (15/9)
 Adds: include KTXQ, WAAL. Hits: 0. Mediums: 9 include KBCO, WKLC, WTPA, KLBJ.

MOST ADDED

- JOHN CAFFERTY (46)
On The Dark Side (Scotti Bros./CBS)
- FIXX (35)
Sunshine In The Shade (MCA)
- JOHN WAITE (33)
Tears (EMI America)
- DAVE EDMUNDS (28)
Something About You (Columbia)
- BILLY IDOL (20)
Flesh For Fantasy (Chrysalis)

MOST HOTS

- JOHN WAITE (139)
Missing You (EMI America)
- CARS (132)
Drive (Elektra)
- SCANDAL featuring PATTY SMYTH (125)
The Warrior (Columbia)
- BRUCE SPRINGSTEEN (123)
Cover Me (Columbia)
- BILLY SQUIER (116)
Rock Me Tonight (Capitol)
- HUEY LEWIS & THE NEWS (106)
If This Is It (Chrysalis)

MOST ADDS — A numerical listing of the most added records of the week.

MOST HOTS — A numerical listing of the records receiving the most hot rotation reports.



MIDWEST

SOUTH

Parallel One

Parallel One

KTXD/Dallas (914) 528-5500
DK: RAY FRYE
DANIEL

WKLJ/Salters (404) 225-8800
MR. ALAN HIND
MR. ADAM BALLEW
MR. STEVEN HILL

WTKY/Pensacola (915) 246-8113
MR. JOHN WALTER
MR. JOHN WALTER
MR. JOHN WALTER

WZYX/Kingsport (915) 246-8113
MR. JOHN WALTER
MR. JOHN WALTER
MR. JOHN WALTER

KUFO/Odessa (915) 366-2011
MR. J. MICHAEL SCOTT
MR. J. MICHAEL SCOTT

WOPM/Milwaukee (414) 726-2040
MR. ANNE BOHNER
MR. ANNE BOHNER

WYNF/Tampa (813) 976-6545
MR. CARY CUNNINGHAM
MR. RAY

WSEMI/Miami (305) 581-1580
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

WAPR/Birmingham (205) 833-9274
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

WOMI/Mobileville (502) 589-4400
MR. ANNE BOHNER
MR. ANNE BOHNER

WRUF/Gainesville (904) 392-7711
MR. ANNE BOHNER
MR. ANNE BOHNER

WKSX/Cincinnati (513) 888-3698
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

WONR/Norfolk (804) 623-8667
MR. ANNE BOHNER
MR. ANNE BOHNER

WDZZ/Dallas (915) 445-1800
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

WKQL/Lexington (615) 252-6884
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

KLBJ/Austin (512) 474-8413
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

WVWV/Charlottesville (804) 971-4077
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

WRFD/Dorham (919) 327-8100
MR. ANNE BOHNER
MR. ANNE BOHNER

KZEW/Dallas (214) 748-8998
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

KRRH/Houston (713) 977-0077
MR. ANNE BOHNER
MR. ANNE BOHNER

KP.X/Brownsville (361) 293-9939
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

WKNC/Greenville/Spartanburg (803) 282-1511
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

KLAI/Ol Paso (915) 144-8444
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

WMTW/Chicago (312) 845-9550
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

WCO/Miami (305) 731-4800
MR. ANNE BOHNER
MR. ANNE BOHNER

KGLD/Dallas (915) 637-0700
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

KXSL/San Antonio (512) 225-6444
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

KNCN/Corpus Christi (512) 289-0000
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

WHMM/Hammond (504) 445-1070
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

WMMSC/Cleveland (216) 862-1800
MR. GUY DAVID LUCE
MR. GUY DAVID LUCE

Continued on next page

WEST (continued)

KCBO/Boulder (503) 444-5000
NEWS
WEEK END
MORNING NEWS

KBJ/Denver (303) 529-2113
NEWS
MORNING NEWS
AFTERNOON NEWS

KROR/San Francisco (415) 756-4097
NEWS
MORNING NEWS
AFTERNOON NEWS

KOME/San Jose (408) 248-8111
NEWS
MORNING NEWS
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KROR/San Francisco (415) 756-4097
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KROR/San Francisco (415) 756-4097
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KROR/San Francisco (415) 756-4097
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KAZY/Denver (303) 750-5600
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KAZY/Denver (303) 750-5600
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KROQ/Pasadena (213) 578-8333
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KLXV/Tucson (602) 524-9711
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K-97/Edmonton (403) 428-8597
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KEZE/Spokane (509) 448-1000
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MORNING NEWS
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AFTERNOON NEWS

KRM/Spokane (509) 448-2000
NEWS
MORNING NEWS
AFTERNOON NEWS



Parallel Three

KZOO/Missoula (406) 726-5000

NEWS
MORNING NEWS
AFTERNOON NEWS

NEWS
MORNING NEWS
AFTERNOON NEWS

NEWS
MORNING NEWS
AFTERNOON NEWS

NEWS
MORNING NEWS
AFTERNOON NEWS

NEWS
MORNING NEWS
AFTERNOON NEWS

Parallel Three

KZOO/Missoula (406) 726-5000

NEWS
MORNING NEWS
AFTERNOON NEWS

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AFTERNOON NEWS

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AFTERNOON NEWS

NEWS
MORNING NEWS
AFTERNOON NEWS

NEWS
MORNING NEWS
AFTERNOON NEWS

164 Reporters

149 Current Reports

5 stations reported frozen

playlists this week:

KGON/Portland
KREM/Spokane
KTCL/FT. Collins
WPYX/Albany
WXLP/Davenport

10 stations failed to report

this week and therefore:

their lists were frozen:

CITI-FM/Winnipeg
DC 101/Washington
KISW/Seattle
Q107/Toronto
KLOL/Houston
WFBQ/Indianapolis
WHMD/Hammond
WROO/Charlotte
WRX/Turkey
WYFE/Rockford

The following 4 stations are no longer AOR Reports:

WDEK/Dekalb
WKLV/Winston-Salem
WVMG/Atlantic City
WOWE/Chattanooga

When three or more tracks from the same album are reported in medium, the album itself will receive credit as being in hot, and will appear in the hot listings. The individual tracks will continue to receive credit as being played in a medium rotation.

KTCL/FT. Collins (303) 571-1332
NEWS
MORNING NEWS
AFTERNOON NEWS

KTCL/FT. Collins (303) 571-1332
NEWS
MORNING NEWS
AFTERNOON NEWS

KTCL/FT. Collins (303) 571-1332
NEWS
MORNING NEWS
AFTERNOON NEWS

KTCL/FT. Collins (303) 571-1332
NEWS
MORNING NEWS
AFTERNOON NEWS

KTCL/FT. Collins (303) 571-1332
NEWS
MORNING NEWS
AFTERNOON NEWS

KTCL/FT. Collins (303) 571-1332
NEWS
MORNING NEWS
AFTERNOON NEWS

KTCL/FT. Collins (303) 571-1332
NEWS
MORNING NEWS
AFTERNOON NEWS

KTYD/Santa Barbara (805) 963-1601
NEWS
MORNING NEWS
AFTERNOON NEWS

KTYD/Santa Barbara (805) 963-1601
NEWS
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AFTERNOON NEWS

KTYD/Santa Barbara (805) 963-1601
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KTYD/Santa Barbara (805) 963-1601
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KTYD/Santa Barbara (805) 963-1601
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KTYD/Santa Barbara (805) 963-1601
NEWS
MORNING NEWS
AFTERNOON NEWS

KTYD/Santa Barbara (805) 963-1601
NEWS
MORNING NEWS
AFTERNOON NEWS

He was involved in the most exciting and explosive period ever in radio history. ROCKING AMERICA is his story of that era.

At WABC he attracted the largest audience of any station in radio history, and changed the sound of radio in America forever. Now, Rick Sklar, the man whose name was synonymous with "Top 40" radio recalls those chart topping years at WABC, and the development of Contemporary Hit Radio.

First hand and entertaining, ROCKING AMERICA is filled with anecdotes of madcap promotional stunts; all-out ratings wars; surprising stories of how top hits were chosen and aired; and the rise of the supergroups and superstars whose early records Rick Sklar played and turned into gold.

With implications for what is happening in the industry today, Sklar draws a parallel between the explosion of the "Top 40" format and the boom in the recording industry then, to the impact of music video, the current rise in popularity of all-hit radio, and the accompanying growth of the recording industry now.

These people have already read ROCKING AMERICA—Join them!

with photographs and year-by-year playlists

"Without question, Rick Sklar is the Dean of Contemporary Radio Programmers, and the man most responsible for making the term 'Top 40' a household word. This book represents a remarkable compilation of facts and anecdotes, and is a chronicle of the evolution of what today's programmers call 'Contemporary Hit Radio.' The man who set the standard for 'Top 40' has written the fascinating autobiography of the most respected programmer ever to walk into a radio station."

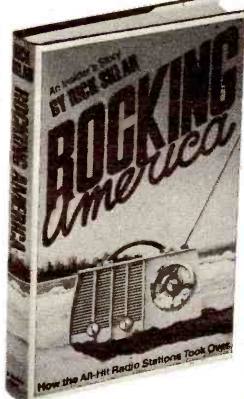
—Michael L. Eskridge, President, NBC Radio

"For years the term 'Top 40' and the name Rick Sklar were synonymous. They both meant the best in rock music. If you are fascinated by the world of music, its stars, its jungle wars, its fights for survival, then read Rick Sklar's autobiography of the rise of rock radio in America."

—Clive Davis, President Arista Records

"Having been involved with making rock & roll records before and during the rock & roll explosion of the 60s, it is most fascinating to read Rick Sklar's account of this exciting period from the radio programmer's point of view."

—Ahmet M. Ertegun, Chairman of the Board, Atlantic Recording Corporation



Rick Sklar is a vice-president of ABC Radio and is a consultant for ABC-TV's music video programs. He has been program director at New York radio stations WINS, WGMG, and at WABC, which he built into "the most listened-to station in the nation." An adjunct professor of communication arts at St. John's University, he has also lectured at radio symposia at Cornell University, The New School, New York University, Princeton, Yale and UCLA.

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Enclosed is my check for \$ _____

VISA/MasterCard _____

Interbank _____

Exp. Date _____

(MasterCard Only) California Residents add 6 1/2% Sales Tax

NAME _____

FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____

WEST Seattle's Hit Radio KOPB 101.5 FM

- PD: Jeff King MD: Damien Seattle
1 LIONEL RICHIE/Brick On The Wall
2 TINA TURNER/What's Love Got To Do With It

KWDD 105 Sacramento's Best Hit Music

- PD: Tom Chase MD: M. Reed
4 HUEY LEWIS & THE NEW POWER GENERATION/In The City
5 JOHN WALTON/Amazing You

Hot Hits in 105 KITS San Francisco

- PD: Bob Garrett MD: Craig Roberts
1 PRINCE/When Doves Cry
2 RAY PARKER JR./Ghostbusters

KS103FM HOT HITS! San Diego

- PD: Dave Parks MD/Assist. PD: Mike Preston
1 TINA TURNER/What's Love Got To Do With It
2 RAY PARKER JR./Ghostbusters

KWSS 94.5 San Jose

- San Jose PD: Dave Van Stone MD: Robin Kippis
1 TINA TURNER/What's Love Got To Do With It
2 LIONEL RICHIE/Brick On The Wall

Hot Hits in 105 KITS Denver

- PD: Doug Erickson MD: Gloria Avila
1 RAY PARKER JR./Ghostbusters
2 LIONEL RICHIE/Brick On The Wall

103.5 FM KMKJ Portland

- PD: Jon Barry MD: Steve Naganuma
1 LIONEL RICHIE/Brick On The Wall
2 TINA TURNER/What's Love Got To Do With It

103.5 FM KPKE Denver

- PD: Tim Fox Asst. PD: Mark Bolke
1 LIONEL RICHIE/Brick On The Wall
2 CAROL KEMP/You're My Best Friend

KUBE 90FM Seattle

- PD: Bob Case MD: Wendy Christopher
1 TINA TURNER/What's Love Got To Do With It
2 LIONEL RICHIE/Brick On The Wall

Phenix PD: Charlie Quinn MD: Steve Goddard

- 1 LIONEL RICHIE/Brick On The Wall
2 TINA TURNER/What's Love Got To Do With It
3 RAY PARKER JR./Ghostbusters

BILLY OCEAN
Caribbean Queen... (Live/Arista)
LP: Suddley

Regional: 107/41 44% National: 158/57 39%
WEEK 18-15
WEEK 19-12
WEEK 20-11
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DIANA ROSS
Swept Away (RCA)
LP: Swept Away
Regional: 87/88 36% National: 118/45 26%
WEEK 18-15
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VAN STEPHENSON
What The Big Girls Do (MCA)
LP: Righteous Anger
Regional: 140/10 87% National: 158/57 39%
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BRUCE SPRINGSTEEN
Cover Me (Columbia)
LP: Sober in the U.S.A.
Regional: 222/8 91% National: 158/57 39%
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STEPHEN STILLS
Stranger (Atlantic)
LP: Right by You
Regional: 80/18 33% National: 158/57 39%
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WEEK 22-10
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ROD STEWART
Some Guys Have All the... (WB)
LP: Camouflage
Regional: 172/78 70% National: 158/57 39%
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QUILT RIOT
Mama Weer All... (Pasha/CBS)
LP: Condition Critical
Regional: 95/4 35% National: 158/57 39%
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WEEK 30-10

BILLY SATELITE
Satisfy Me (Capitol)
LP: Billy Satellite
Regional: 58/5 24% National: 158/57 39%
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SPANDAU BALLET
Only When You Leave (Chrysalis)
LP: Parade
Regional: 174/10 71% National: 158/57 39%
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WEEK 30-10

BILLY SQUIER
Rock Me Tonight (Capitol)
LP: Signs Of Life
Regional: 205/4 84% National: 158/57 39%
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WEEK 30-10

DONNA SUMMER
Three Girls My Baby (Geffen)
LP: Cats Without Claws
Regional: 196/12 80% National: 158/57 39%
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WEEK 30-10

RIK LEE
Stuck On You (Matwani)
LP: Can't Stop Down
Regional: 235/0 96% National: 158/57 39%
WEEK 18-15
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SCANDAL/PATTY SMYTH
The Warrior (Columbia)
LP: Warrior
Regional: 230/5 94% National: 158/57 39%
WEEK 18-15
WEEK 19-12
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WEEK 29-10
WEEK 30-10

RICK SPRINGFIELD
Boo! 'Til You Drop (RCA)
LP: Hard To Hold Ontrack
Regional: 190/38 78% National: 158/57 39%
WEEK 18-15
WEEK 19-12
WEEK 20-11
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WEEK 29-10
WEEK 30-10

BILLY OCEAN
Caribbean Queen... (Live/Arista)
LP: Suddley
Regional: 107/41 44% National: 158/57 39%
WEEK 18-15
WEEK 19-12
WEEK 20-11
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DIANA ROSS
Swept Away (RCA)
LP: Swept Away
Regional: 87/88 36% National: 118/45 26%
WEEK 18-15
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WEEK 30-10

PARALLELS SIGNIFICANT ACTION SONGS WITH LESS THAN 50 STATION REPORTS

THOMPSON TWINS You Take Me Up (Live/Arista) LP: Into The Club

Regional charts for Thompson Twins showing station reports and percentages.

BONNIE TYLER Here She Comes (Columbia) LP: Soundtrack Metropolis

Regional charts for Bonnie Tyler showing station reports and percentages.

TINA TURNER What's Love Got... (Capitol) LP: Private Dancer

Regional charts for Tina Turner showing station reports and percentages.

TWISTED SISTER We're Not Gonna Take It (Atlantic) LP: Stay Hungry

Regional charts for Twisted Sister showing station reports and percentages.

PETER WOLF Lights Out (EMI America) LP: Lights Out

Regional charts for Peter Wolf showing station reports and percentages.

HERB ALPERT Bulish (A&M) LP: Bulish

Regional charts for Herb Alpert showing station reports and percentages.

EVERLY BROTHERS On The Wings Of... (Mercury/PG) LP: EB84

Regional charts for Everly Brothers showing station reports and percentages.

NEW GIRL NOW Honeymoon Suite (WB) LP: Honeymoon Suite

Regional charts for New Girl Now showing station reports and percentages.

COYOTE SISTERS Straight... (Motown) LP: Coyote Sisters

Regional charts for Coyote Sisters showing station reports and percentages.

JEFFERSON STARSHIP Layin' It One Thru... (Grun/RCA) LP: Nuclear Furniture

Regional charts for Jefferson Starship showing station reports and percentages.

ROMEO VOID A Girl In Trouble (415/Columbia) LP: Instincts

Regional charts for Romeo Void showing station reports and percentages.

RUBBER RODEO Anywhere With You (Mercury/PG) LP: Scenic Views

Regional charts for Rubber Rodeo showing station reports and percentages.

NEIL DIAMOND Turn Around (Columbia) LP: Primitive

Regional charts for Neil Diamond showing station reports and percentages.

DRAGON Rain (Polygram) LP: Body & The Heat

Regional charts for Dragon showing station reports and percentages.

R. MACDONALD w/B WITHERS In The Name Of Love (Polygram/PG) LP: Universal Rhythms

Regional charts for R. MacDonald w/B Withers showing station reports and percentages.

DRAGONS (Polygram/Polygram) LP: Body & The Heat

Regional charts for Dragons showing station reports and percentages.

NEIL DIAMOND Turn Around (Columbia) LP: Primitive

Regional charts for Neil Diamond showing station reports and percentages.

DRAGON Rain (Polygram) LP: Body & The Heat

Regional charts for Dragon showing station reports and percentages.

R. MACDONALD w/B WITHERS In The Name Of Love (Polygram/PG) LP: Universal Rhythms

Regional charts for R. MacDonald w/B Withers showing station reports and percentages.

DRAGONS (Polygram/Polygram) LP: Body & The Heat

Regional charts for Dragons showing station reports and percentages.

NEIL DIAMOND Turn Around (Columbia) LP: Primitive

Regional charts for Neil Diamond showing station reports and percentages.

DRAGON Rain (Polygram) LP: Body & The Heat

Regional charts for Dragon showing station reports and percentages.

R. MACDONALD w/B WITHERS In The Name Of Love (Polygram/PG) LP: Universal Rhythms

Regional charts for R. MacDonald w/B Withers showing station reports and percentages.

DRAGONS (Polygram/Polygram) LP: Body & The Heat

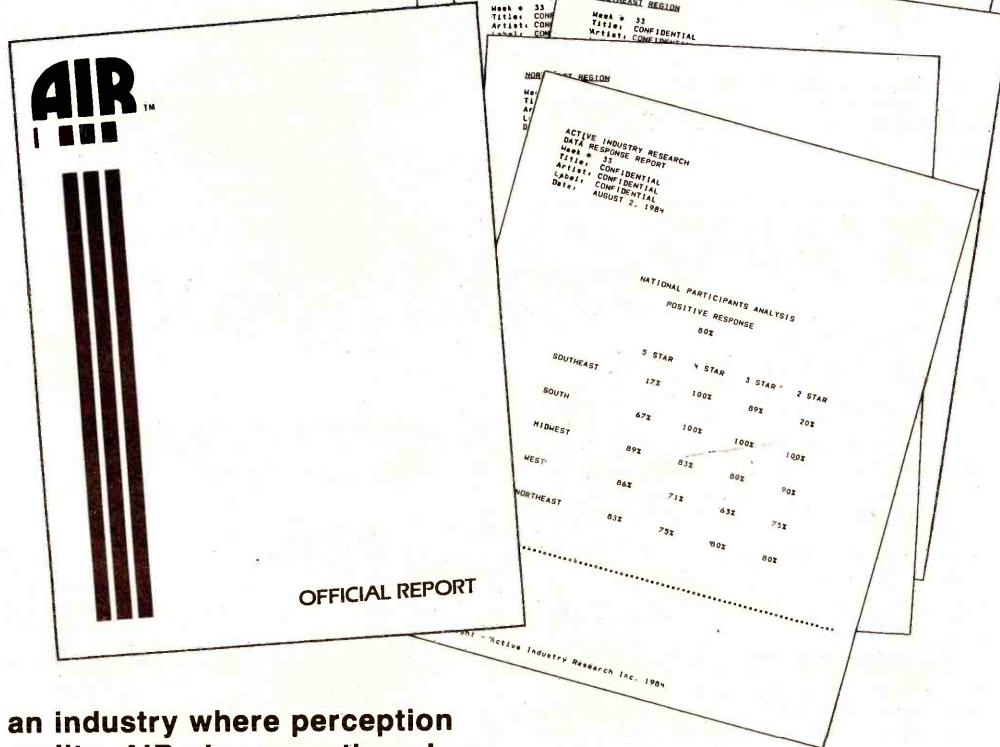
Regional charts for Dragons showing station reports and percentages.

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THE EDGE



In an industry where perception is reality, AIR gives you the edge. Call Alan Smith at (301) 964-5544. Your next important project should have the edge.

WEEK
37

AIR Response Records

WEEK
37

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6PM, Wednesday, August 29, 1984.

#	TITLE	ARTIST	LABEL
2276	NEW GIRL NOW	HONEYMOON SUITE	WARNER BROS.
2277	MIDNITE MANIAC	KROKUS	ARISTA
2278	BULLISH	HERB ALPERT	A&M
2279	ROCK YOU	HELIX	CAPITOL
2280	LAYIN' IT ON THE LINE	JEFFERSON STARSHIP	RCA

Contemporary Hit Radio

Continued from Back Page

CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

RICK SPRINGFIELD Bop 'Til You Drop (RCA)

78% of our reporters on it. Moves: Up 32, Debuts 57, Same 63, Down 0, Adds 38 including KAFM, Y100, KPKE, Q103, KWOD, KS103, KUBE. Complete airplay in Parallels.

FIXX Are We Ourselves? (MCA)

75% of our reporters on it. Moves: Up 33, Debuts 47, Same 77, Down 0, Adds 27 including WXKS-FM, B94, PRO-FM, 93FM, FM102, KS103, KNBQ. Complete airplay in Parallels.

BREAKERS.

MADONNA Lucky Star (Sire/WB)

78% of our reporters on it. Moves: Up 45, Debuts 52, Same 27, Down 0, Adds 67 including WHTT, WHTX, PRO-FM, WKTI, KDWB-FM, KITS, KWSS. See Parallels, debuts at number 34 on the CHR chart.

STEVIE WONDER

I Just Called To Say I Love You (Motown)

74% of our reporters on it. Moves: Up 49, Debuts 53, Same 38, Down 0, Adds 42 including B104, 195, KHTR, KIIS-FM, KS103, KITS, KNBQ. See Parallels, debuts at number 40 on the CHR chart.

ROD STEWART

Some Guys Have All The Luck (WB)

70% of our reporters on it. Moves: Up 5, Debuts 33, Same 55, Down 0, Adds 79 including B104, CFTR, WASH, WAVA, B97, KHTR, KIIS-FM, KZZP. Complete airplay in Parallels.

NAKED EYES

(What) In The Name of Love (EMI America)

60% of our reporters on it. Moves: Up 24, Debuts 23, Same 74, Down 0, Adds 25 including WHTT, CKOI, KAFM, WHYT, KWK, WLOL-FM, KMJK. Complete airplay in Parallels.

NEW & ACTIVE

VAN STEPHENSON "What The Big Girls Do" (MCA) 14/10

Moves: Up 43, Debuts 20, Same 67, Down 0, Adds 10, CFTR, XTRA, WBCY, WZKS, WKOD, WKFR, KYNO-FM, KWES, KMN, KQCR, KPLUS 36-31, 98PX 34-29, WKDD 27-22, KHMN 28-20, KZAZ 21-9.

BILLY IDOL "Flash For Fantasy" (Chrysalis) 102/57

Moves: Up 7, Debuts 22, Same 38, Down 0, Adds 57 including WBLI, CKGM, CKOI, Q106, WGCL, WHYT, KHTR, KWK, Q103, KMJK, XTRA, KNBQ, WDCG, KRDS, WDAY.

JOHN CAFFERTY & BEAVER BROWN BAND "On The Dark Side" (Scotti Bros./CBS) 115/65

Moves: Up 9, Debuts 21, Same 20, Down 0, Adds 65 including WHTT, WBLI, B94, 94Q, 93FM, 195, Y100, B97, KDWB-FM, KOPA, XTRA, KITS, KWIC, KWES.

POINTER SISTERS "I'm So Excited" (Planet/RCA) 114/20

Moves: Up 40, Debuts 14, Same 39, Down 1, Adds 20 including Z100, Q107, 93FM, Q102, KIMN, Q103, KITS, WWSR, KC101, WQUE-FM, WRVQ, KTY, WVIC, WZON, KFTL.

BILLY OCEAN "Caribbean Queen (No More Love On The Run)" (Jive/Arista) 107/41

Moves: Up 18, Debuts 17, Same 33, Down 0, Adds 41 including WHTT, WBLI, Z100, KAFM, 93FM, Q106, WGCL, KPLUS, KUBE, WTC-FM, WHYY-FM, KIK, 95XL, Z102, KQOT.

SHEENA EASTON "Strut" (EMI America) 106/59

Moves: Up 1, Debuts 9, Same 38, Down 0, Adds 59 including WXKS-FM, WBLI, B94, Y100, KIIS-FM, FM102, XTRA, KPLUS, KNBQ, WBSN-FM, WNOX-FM, KKRD, WGLF, OKB6.

RICK JAMES "17" (Gordy/Motown) 103/2

Moves: Up 51, Debuts 6, Same 38, Down 0, Adds 2, WNVZ, WRVQ, WCAU-FM 24-21, WASH 16-12, B97 12-11, Q102 36-30, WHYT 22-19, FM102 13-10, Z108 29-23, WBBQ 30-25, 94TYX 20-16, KJ103 28-24, KMGX 24-16, WOMP-FM 11-8, Q104 17-10.

A FLOCK OF SEAGULLS "The More You Live (The More You Love)" (Jive/Arista) 97/13

Moves: Up 18, Debuts 13, Same 56, Down 0, Adds 13, WXKS-FM, Q100, Z108, KWIC, WANS-FM, WZKS, Y106, KRQ, WZON, 103CR, KUL, KNOE-FM, WKJK, WRCK 30-28, KCFX 33-29.

THOMPSON TWINS "You Take Me Up" (Arista) 90/48

Moves: Up 2, Debuts 9, Same 38, Down 0, Adds 48 including WBLI, WCAU-FM, PRO-FM, WGCL, KIMN, Q103, FM102, XTRA, KWSS, KPLUS, WMAA, WRBQ, WZPL, KBOS, T94.

MOST ADDED

BARRY GIBB (89)
Shine Shine (MCA)
DIANA ROSS (86)
Swept Away (RCA)
ROD STEWART (79)
Some Guys Have All The Luck (WB)
MADONNA (67)
Lucky Star (Sire/WB)
J. CAFFERTY & B. BROWN (65)
On The Dark Side (Scotti Bros./CBS)
SHEENA EASTON (59)
Strut (EMI America)

HOTTEST

CYNDI LAUPER (142)
She Bop (Portrait/CBS)
JOHN WAITE (133)
Missing You (EMI America)
TINA TURNER (132)
What's Love Got To Do With It (Capitol)
PRINCE (1102)
Let's Go Crazy (WB)
LIONEL RICHIE (102)
Stuck On You (Motown)
HUEY LEWIS & THE NEWS (83)
If This Is It (Chrysalis)

- ✓ **BARRY GIBB "Shine Shine" (MCA) 89/89**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 89 including WXKS-FM, WWSR, WPHD, CKOI, Z100, WCAU-FM, PRO-FM, 94Q, Z93, Y100, Q106, WGCL, WHYT, KQWB-FM, KWK.
- ✓ **DIANA ROSS "Swept Away" (RCA) 87/86**
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 86 including WCAU-FM, 94Q, Z93, Y100, B97, WHYT, KPKE, KMJK, FM102, KPLUS, Z108, Z299, KJK, WQCM, SLV96.
- ✓ **"Mama Weer All Craze Now" (Pasha/CBS) 85/4**
Quiet Riot (MCA)
Moves: Up 26, Debuts 7, Same 4, Down 4, Adds 4, KS103, KZFM, Z104, KQCR, WYNS 27-24, WHYT 30-28, WLAN-FM 25-21, WOKI 34-31, Z299 27-22, KMQQ 25-21, WZON 33-29, WRKZ 30-24, WOMP-FM 19-15, Z102 37-34, KFRW 36-31.
- ✓ **ELVIS COSTELLO & ATTRACTIONS "The Only Flame In Town" (Columbia) 84/1**
Moves: Up 20, Debuts 5, Same 56, Down 2, Adds 1, WGCL, WYNS 33-27, WPHD 32-28, WCAU-FM 40-36, WBSN-FM 31-27, 98PX 27-25, WOKI 29-26, KHYT 4-32, WRKZ 39-37, WJBO 26-23, WOMP-FM 33-29, WCGQ 40-33, Z102 30-28, KWTO-FM 13-11, KIST 29-26.
- ✓ **STEPHEN STILLS "Stranger" (Atlantic) 80/18**
Moves: Up 7, Debuts 7, Same 48, Down 0, Adds 18 including Z108, KWIC, WZLD, WZPY, WRNO, KMGK, KKRD, KQMG, WGY, WKZ, WERZ, WJBO, WISE, WBBW, KGHQ.
- ✓ **JOYCE KENNEDY & JEFFREY OSBORNE "Last Time I Made Love" (A&M) 78/32**
Moves: Up 6, Debuts 4, Same 36, Down 0, Adds 32 including PRO-FM, Z93, Y100, B97, Q106, Q103, KS103, WLAN-FM, WNOX-FM, KZIO, KEYS-FM, WTSN, KQZ-FM, T94, WJLK.
- ✓ **BILLY SATELLITE "Satisfy Me" (Capitol) 58/6**
Moves: Up 4, Debuts 1, Same 47, Down 0, Adds 6 including PRO-FM, WJZR, KISR, KGHQ, SLV96, OKB6, WXKS-FM on, WYNS on, WPHD 4-39, 93FM on, KPLUS on, WHTF 40-38, KWIC on, WJXQ 33-29, WHSL 33-31.
- ✓ **JUICE NEWTON "Can't Wait All Night" (RCA) 52/2**
Moves: Up 5, Debuts 2, Same 43, Down 0, Adds 2, WKFR, KHYT, WPHD on, WCAU-FM on, Q103 on, KPLUS on, KRQV 4-26, KTFM 37-36, WKDD on, WKOT-FM on, WKOT-FM on, KQZ 23-18, KQDN-FM 33-29, WUVX 37-36, KOZE 34-32.
- ✓ **BONNIE TYLER "Here She Comes" (Columbia) 50/3**
Moves: Up 8, Debuts 4, Same 38, Down 0, Adds 3, WJBO, WSPF, KIST, KPLUS on, KQXR 39-36, KHYT 4-39, OK100 28-26, Q104 4-30, WFOF 32-28, WUVY 27-23, KKOV 40-36, KNN 4-34, KDVV 34-33, KBIM 40-36, KZ02 37-35.

SIGNIFICANT ACTION

- ✓ **ROMEO VOID "A Girl In Trouble (Is A Temporary Thing)" (415/Columbia) 37/23**
Moves: Up 1, Debuts 1, Same 12, Down 0, Adds 23 including WXKS-FM, WYNS, WCAU-FM, Z93, WWSR, 98PX, WBBQ, WNOX-FM, KQXR, KCFM, KMGX, KQMG, KSKD, WFFM, WAZY-FM.
- ✓ **NEIL DIAMOND "Turn Around" (Columbia) 38/8**
Moves: Up 2, Debuts 2, Same 21, Down 0, Adds 8, WKEE, 94TYX, WRQN, KQ93, KSKD, WGY, WTSN, WJBO, WHTX 22-20, Q103 4-36, K104 22-20, WFMF 26-22, WXYQ 36-36, 95XL 36-31, WUVX 4-37.
- ✓ **EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 32/32**
Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 32 including WPHD, Q100, K104, WFSF, WBBQ, WZLD, WOKI, WFMF, WRNO, KQCR, WFBG, KFYR, 99KG, KOZE, KIST.
- ✓ **JEFF LYNNE "Video" (Virgin/Epic) 32/1**
Moves: Up 2, Debuts 2, Same 27, Down 0, Adds 1, KWIC, WPHD on, WSPK 4-40, WHTF on, WANS-FM, WRQN on, KQXR on, OK100 30-24, 95XL 4-40, OK96 31-30.
- ✓ **COYOTE SISTERS "Straight From The Heart" (Morocco/Motown) 30/10**
Moves: Up 5, Debuts 0, Same 17, Down 0, Adds 10, WCAU-FM, WKEE, WKFR, WRQN, KHOP, KHYT, WAZY-FM, WSPF, KFMW, KBIM, WJZR on, KTFM 28-24, KIK on, KQ93 27-23, KIST 37-32.
- ✓ **JEFFERSON STARSHIP "Layin' In On The Line" (Grunt/RCA) 24/9**
Moves: Up 1, Debuts 2, Same 12, Down 0, Adds 9, Q92, WRNO, 92X, WJXQ, KCFM, WOMP-FM, WYKS, KNOE-FM, WDBR, WPHD 4-37, 956 40-35, KPLUS on, K104 on, KWIC on, 95XL 4-36.
- ✓ **S.O.S. BAND "Just The Way You Like It" (Tabu/CBS) 24/5**
Moves: Up 5, Debuts 0, Same 14, Down 0, Adds 5, WZLD, WOKI, WFMF, WRQN, WDAY, WXKS-FM on, WCAU-FM on, 195 28-24, Y100 on, KOPA on, FM102 on, WHTF 39-36, KAMZ 28-27, WZPL 30-28, KHYT 27-24.
- ✓ **HONEYMOON SUITE "New Girl Now" (WB) 23/19**
Moves: Up 1, Debuts 0, Same 3, Down 0, Adds 19 including KPLUS, WRCK, WBBQ, WZLD, WFMF, WJXQ, KQXR, KSKD, OK100, WUVY, KFMW, KQHD, KBIM, KZ02, OKB6.
- ✓ **DRAGON "Rain" (Polygram/PolyGram) 23/1**
Moves: Up 0, Debuts 0, Same 22, Down 0, Adds 1, WZLD, WPHD on, CKOI on, WRCK on, KZZB on, WJXQ on-dp, KHYT on, WTSN on.
- ✓ **HERB ALPERT "Bullish" (A&M) 21/3**
Moves: Up 1, Debuts 1, Same 18, Down 0, Adds 3, WZLD, WFBG, WAZY-FM, WHTF on, WFMF on-dp, KMGK on, KJK on, OK100 39-33, KBIM 4-40.
- ✓ **RUBBER RODEO "Anywhere With You" (Mercury/PolyGram) 14/4**
Moves: Up 1, Debuts 2, Same 7, Down 0, Adds 4, Q100, WLAN-FM, WRCK, WHTF, WHTT 4-32, WXKS-FM 4-40, PRO-FM on, WKRF-FM on, WOKI on, WERZ 40-38.
- ✓ **RALPH MACDONALD featuring BILL WITHERS "In The Name Of Love" (Polygram/PolyGram) 13/7**
Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 7, Q100, WNOX-FM, WZLD, KSET-FM, WFMF, KTFM, KCAQ, 195 on, WLAN-FM on-dp, KAMZ on, KJK on.
- ✓ **DENICEE WILLIAMS "Next Love" (Columbia) 10/1**
Moves: Up 3, Debuts 1, Same 5, Down 0, Adds 1, KAMZ, WXKS-FM 40-38, WCZY on, Q100 on, KMGX on, WDAY 32-27, WOCM 33-30, WJBO 4-38.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

KROKUS



ON RADIO: "MIDNITE MANIAC" –R&R Hot Tracks: 26*-22*

Hard/FMQB Song Index: 33*-23*

Album Network/Power Cuts: 79*-36*

Requests Exploding Everywhere! Single On Your Desk Now!

THE BLITZ –R&R AOR albums: 22* (Debut) BREAKERS

ON TELEVISION: "MIDNITE MANIAC": World Premiere Sneak Preview Video  8/18

ON TOUR:

DATE	CITY
9/7	Lubbock, TX
9/8	Odessa, TX
9/9	El Paso, TX
9/11	San Antonio, TX
9/14 & 15	Houston, TX
9/16	Corpus Christi, TX
9/18	Norman, OK

DATE	CITY
9/19	Tulsa, OK
9/21 & 22	Dallas, TX
9/25	Wichita, KS
9/26	Kansas City, MO
9/28 & 29	St. Louis, MO
9/30	Evansville, IN
10/2	Milwaukee, WI
10/3	Cedar Rapids, IO
10/5	Chicago, IL
10/6	St. Paul, MN

DATE	CITY
10/7	Duluth, MN
10/9	Springfield, MO
10/10	Memphis, TN
10/12	Detroit, MI
10/13	Cleveland, OH
10/14	Toledo, OH
10/16	Springfield, IL
10/17	Indianapolis, IN
10/19	Fort Wayne, IN
10/20 & 21	Kalamazoo, MI

DATE	CITY
10/23	Pittsburgh, PA
10/24	Erie, PA
10/26	Glens Falls, NY
10/27	Rochester, NY
10/28	Binghamton, NY
10/30	Worcester, MA
11/1	Landover, MD
11/2	Hampton, VI
11/4	Philadelphia, PA
11/7	Johnson City, TN

DATE	CITY
11/9	Charlotte, NC
11/10	Knoxville, TN
11/11	Charleston, WV
11/13	Louisville, KY
11/14	Nashville, TN
11/16	Atlanta, GA
11/17	Gainesville, FL
11/18	Lakeland, FL

AMERICA IS FEELING THE IMPACT OF THE BLITZ, THE POWERPLAY OF THE YEAR FROM KROKUS.

ARISTA

ON ARISTA RECORDS AND ARISTA QUALITAPE CASSETTES.



Contemporary Hit Radio

Three Two Last
Weeks Weeks Week

- | | | | | |
|----|----|----|----|--|
| 4 | 2 | 2 | 1 | LIONEL RICHIE/Stuck On You (Motown) |
| 13 | 4 | 3 | 2 | TINA TURNER/What's Love Got To Do With It (Capitol) |
| 8 | 6 | 4 | 3 | JOHN WAITE/Missing You (EMI America) |
| 18 | 12 | 7 | 4 | HUEY LEWIS & THE NEWS/If This Is It (Chrysalis) |
| 19 | 13 | 8 | 5 | CYNDI LAUPER/She Bop (Portrait/CBS) |
| 10 | 7 | 6 | 6 | COREY HART/Sunglasses At Night (EMI America) |
| 1 | 1 | 1 | 7 | RAY PARKER JR./Ghostbusters (Arista) |
| 35 | 21 | 15 | 8 | PRINCE/Let's Go Crazy (WB) |
| 24 | 18 | 11 | 9 | SCANDAL featuring PATTY SMYTH/The Warrior (Columbia) |
| 37 | 26 | 17 | 10 | CARS/Drive (Elektra) |
| 22 | 17 | 13 | 11 | PETER WOLF/Lights Out (EMI America) |
| 15 | 14 | 12 | 12 | RATT/Round And Round (Atlantic) |
| 12 | 10 | 9 | 13 | PEABO BRYSON/If Ever You're In My Arms Again (Elektra) |
| 20 | 19 | 16 | 14 | BILLY SQUIER/Rock Me Tonight (Capitol) |
| 2 | 3 | 5 | 15 | PRINCE/When Doves Cry (WB) |
| 29 | 24 | 20 | 16 | JERMAINE JACKSON/Dynamite (Arista) |
| 31 | 28 | 21 | 17 | SHEILA E./The Glamorous Life (WB) |
| 8 | 9 | 14 | 18 | DAN HARTMAN/I Can Dream About You (MCA) |
| 36 | 31 | 24 | 19 | NIGHT RANGER/When You Close Your Eyes (Camel/MCA) |
| 38 | 33 | 25 | 20 | BANANARAMA/Cruel Summer (London/PG) |
| 28 | 25 | 23 | 21 | BILLY JOEL/Leave A Tender Moment Alone (Columbia) |
| 21 | 20 | 19 | 22 | GLENN FREY/Sexy Girl (MCA) |
| — | 38 | 31 | 23 | CHICAGO/Hard Habit To Break (WB) |
| — | — | 33 | 24 | BRUCE SPRINGSTEEN/Cover Me (Columbia) |
| — | 39 | 32 | 25 | TWISTED SISTER/We're Not Gonna Take It (Atlantic) |
| 3 | 5 | 10 | 26 | JACKSONS/State Of Shock (Epic) |
| 32 | 30 | 27 | 27 | JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia) |
| 39 | 36 | 29 | 28 | EURYTHMICS/Right By Your Side (RCA) |
| 5 | 8 | 18 | 29 | ELTON JOHN/Sad Songs (Say So Much) (Geffen) |
| — | — | 36 | 30 | JACKSONS/Torture (Epic) |
| 40 | 37 | 34 | 31 | SAMMY HAGAR/Two Sides Of Love (Geffen) |
| — | — | 38 | 32 | LAURA BRANIGAN/The Lucky One (Atlantic) |
| 9 | 11 | 22 | 33 | VAN HALEN/Panama (WB) |
- BREAKER** 34 MADONNA/Lucky Star (Sire/WB)
 — 39 35 SPANDAU BALLET/Only When You Leave (Chrysalis)
 — 40 36 LINDSEY BUCKINGHAM/Go Insane (Elektra)
 — 40 37 37 CHRIS DeBURGH/High On Emotion (A&M)
 33 32 30 38 SLADE/My Oh My (CBS Associated)
DEBUT 39 DONNA SUMMER/There Goes My Baby (Geffen)
BREAKER 40 STEVIE WONDER/I Just Called To Say I Love You (Motown)

N&A Begins on Page 78

Adult/Contemporary

- | | | | | |
|----|----|----|----|--|
| 3 | 3 | 2 | 1 | BILLY JOEL/Leave A Tender Moment... (Columbia) |
| 1 | 1 | 1 | 2 | LIONEL RICHIE/Stuck On You (Motown) |
| 5 | 4 | 3 | 3 | JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia) |
| 25 | 12 | 8 | 4 | CARS/Drive (Elektra) |
| 12 | 8 | 7 | 5 | TINA TURNER/What's Love Got To Do With It (Capitol) |
| 2 | 2 | 4 | 6 | ELTON JOHN/Sad Songs (Say So Much) (Geffen) |
| 16 | 11 | 9 | 7 | HUEY LEWIS & THE NEWS/If This Is It (Chrysalis) |
| 7 | 6 | 6 | 8 | DAN HARTMAN/I Can Dream About You (MCA) |
| 6 | 5 | 5 | 9 | TEDDY PENDERGRASS/Hold Me (Asylum) |
| — | 21 | 14 | 10 | JOHN WAITE/Missing You (EMI America) |
| — | 19 | 12 | 11 | NEIL DIAMOND/Turn Around (Columbia) |
| 4 | 7 | 11 | 12 | PEABO BRYSON/If Ever You're In My Arms Again (Elektra) |
| — | — | 19 | 13 | STEVIE WONDER/I Just Called To Say I Love You (Motown) |
| — | 22 | 17 | 14 | CHICAGO/Hard Habit To Break (WB) |
| 20 | 16 | 15 | 15 | COYOTE SISTERS/Straight From The... (Morocco/Motown) |
| 19 | 18 | 16 | 16 | RITA COOLIDGE/Something, Said Love (A&M) |
| 11 | 10 | 10 | 17 | GENESIS/Taking It All Too Hard (Atlantic) |
| — | 24 | 20 | 18 | KARLA BONOFF/Somebody's Eyes (Columbia) |
| 8 | 9 | 13 | 19 | SERGIO MENDES/Alibis (A&M) |
| — | — | 25 | 20 | JAMES INGRAM/She Loves Me (The Best...) (Qwest/WB) |
| — | 25 | 24 | 21 | GLENN FREY/Sexy Girl (MCA) |
- BREAKER** 22 IRENE CARA/You Were Made For Me (Network/Geffen)
BREAKER 23 R. MacDonald f/B. WITHERS/In The Name... (Polydor/PG)
 9 15 22 24 POINTER SISTERS/Jump (For My Love) (Planet/RCA)
 10 14 21 25 RAY PARKER JR./Ghostbusters (Arista)

N&A Begins on Page 69

AOR/HOT TRACKS

Three Two Last
Weeks Weeks Week

- | | | | | |
|----|----|----|----|---|
| 1 | 1 | 1 | 1 | JOHN WAITE/Missing You (EMI America) |
| 4 | 3 | 3 | 2 | CARS/Drive (Elektra) |
| 6 | 5 | 5 | 3 | BRUCE SPRINGSTEEN/Cover Me (Columbia) |
| 3 | 2 | 2 | 4 | SCANDAL featuring PATTY SMYTH/The Warrior (Col.) |
| 2 | 4 | 4 | 5 | BILLY SQUIER/Rock Me Tonight (Capitol) |
| — | 19 | 10 | 6 | FIXX/Are We Ourselves? (MCA) |
| 14 | 10 | 8 | 7 | LINDSEY BUCKINGHAM/Go Insane (Elektra) |
| 9 | 8 | 7 | 8 | NIGHT RANGER/When You Close... (Camel/MCA) |
| 7 | 9 | 9 | 9 | SAMMY HAGAR/Two Sides Of Love (Geffen) |
| 8 | 7 | 6 | 10 | HUEY LEWIS & THE NEWS/If This Is It (Chrysalis) |
| 17 | 12 | 13 | 11 | HONEYMOON SUITE/New Girl Now (WB) |
| 21 | 16 | 14 | 12 | A FLOCK OF SEAGULLS/The More You... (Jive/Arista) |
| 5 | 6 | 11 | 13 | PETER WOLF/Lights Out (EMI America) |
| 10 | 11 | 12 | 14 | TWISTED SISTER/We're Not Gonna... (Atlantic) |
| 41 | 22 | 16 | 15 | STEPHEN STILLS/Stranger (Atlantic) |
| 20 | 18 | 17 | 16 | BILLY SQUIER/All Night Long (Capitol) |
| — | 45 | 25 | 17 | BILLY IDOL/Flesh For Fantasy (Chrysalis) |
| 33 | 25 | 19 | 18 | PRINCE/Let's Go Crazy (WB) |
| 51 | 31 | 21 | 19 | JON ANDERSON/Cage Of Freedom (Columbia) |
| 24 | 23 | 20 | 20 | SAMMY HAGAR/I Can't Drive 55 (Geffen) |
| 15 | 13 | 15 | 21 | DIO/The Last In Line (WB) |
| — | 35 | 26 | 22 | KROKUS/Midnight Maniac (Arista) |
| 55 | 43 | 33 | 23 | ROMEO VOID/A Girl In Trouble... (415/Columbia) |
| 35 | 28 | 27 | 24 | HELIX/Rock You (Capitol) |
| 11 | 17 | 22 | 25 | RATT/Round And Round (Atlantic) |
| 13 | 14 | 18 | 26 | JEFFERSON STARSHIP/Layin' It On... (Grunt/RCA) |
| 40 | 32 | 31 | 27 | LOU REED/I Love You, Suzanne (RCA) |
| 37 | 30 | 30 | 28 | CYNDI LAUPER/She Bop (Portrait/CBS) |
| 19 | 24 | 24 | 29 | JOHN WAITE/Tears (EMI America) |
| — | — | — | 30 | ELTON JOHN/Restless (Geffen) |

Complete Tracks Chart on Page 63

BREAKER 29

Black/Urban

- | | | | | |
|----|----|----|----|---|
| 9 | 4 | 1 | 1 | MTUME/You, Me And He (Epic) |
| 11 | 3 | 3 | 2 | BILLY OCEAN/Caribbean Queen... (Jive/Arista) |
| 8 | 6 | 4 | 3 | RICK JAMES/17 (Gordy/Motown) |
| 15 | 14 | 5 | 4 | SOS BAND/Just The Way You Like It (Tabu/CBS) |
| 16 | 11 | 6 | 5 | J. KENNEDY/J. OSBORNE/The Last Time... (A&M) |
| 13 | 9 | 8 | 6 | BROTHERS JOHNSON/You Keep Me Coming... (A&M) |
| 2 | 1 | 2 | 7 | RAY PARKER JR./Ghostbusters (Arista) |
| 25 | 17 | 14 | 8 | JERMAINE JACKSON/Dynamite (Arista) |
| 14 | 13 | 9 | 9 | LIONEL RICHIE/Stuck On You (Motown) |
| 21 | 16 | 13 | 10 | LILLO THOMAS/Your Love's Got A Hold On Me (Capitol) |
| — | 39 | 25 | 11 | PRINCE/Let's Go Crazy (WB) |
| 38 | 27 | 23 | 12 | ALICIA MYERS/You Get The Best From Me... (MCA) |
| 31 | 23 | 21 | 13 | DENIECE WILLIAMS/Next Love (Columbia) |
| 29 | 24 | 17 | 14 | RUN D.M.C./30 Days (Profile) |
| 32 | 26 | 22 | 15 | RANDY HALL/I've Been Watching You... (MCA) |
| 22 | 18 | 18 | 16 | BAR-KAYS/Dirty Dancer (Mercury/PG) |
| 5 | 7 | 11 | 17 | SHEILA E/The Glamorous Life (WB) |
| 23 | 20 | 19 | 18 | YARBROUGH & PEOPLES/Be A Winner (Total Exp./RCA) |
| 1 | 2 | 10 | 19 | PRINCE/When Doves Cry (WB) |
| 3 | 5 | 7 | 20 | JACKSONS/State Of Shock (Epic) |
| — | — | 36 | 21 | STEVIE WONDER/I Just Called To Say... (Motown) |
| 4 | 10 | 12 | 22 | TINA TURNER/What's Love Got To Do With It (Capitol) |
| — | — | 33 | 23 | JANET JACKSON/Don't Stand Another Chance (A&M) |
| 30 | 25 | 24 | 24 | CAROL LYNN TOWNES/99½ (Polydor/PG) |
| 39 | 30 | 28 | 25 | O'BRYAN/Breakin' Together (Capitol) |
| 12 | 15 | 15 | 26 | TIME/Ice Cream Castles (WB) |
| 35 | 29 | 27 | 27 | NUANCE f/V. LOVE/Take A... (4th & Broadway/Island) |
- BREAKER** 28 ROGER/Midnight Hour (WB)
BREAKER 29 CHUCK BROWN &.../We Need Some Money (T.T.E.D.)
 — 37 30 30 PATTI AUSTIN/Shoot The Moon (Qwest/WB)
 — — 31 31 HERBIE HANCOCK/Hardrock (Columbia)
 — — 32 32 BONNIE POINTER/Your Touch (Private I/CBS)
 6 8 16 33 KASHIF/Baby Don't Break Your Baby's Heart (Arista)
- BREAKER** 34 JACKSONS/Torture (Epic)
BREAKER 35 MENUDO/If You're Not Here (By My Side) (RCA)
BREAKER 36 DONNA SUMMER/There Goes My Baby (Geffen)
 40 38 37 37 J. IGLESIAS & D. ROSS/All Of You (Columbia)
BREAKER 38 PATRICE RUSHEN/Get Off (You Fascinate Me) (Elektra)
BREAKER 39 STEPHANIE MILLS/The Medicine Song (Casablanca/PG)
BREAKER 40 DIANA ROSS/Swept Away (RCA)

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