

I N S I D E:

**METAL STRESS AT AOR STATIONS?**

Dwight Douglas clarifies the BIA/MD position on playing heavy metal at Superstars stations, while Steve Feinstein hears some programmers leaning to the theory that metal may have reached its peak.

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- Greg Tatum programs KING
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Milwaukee: WTMJ Close To 13; WQFM Climbs  
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Newsstand Price \$3.50



**MASON NEW CORPORATE DIRECTOR**

**Griffith Becomes KJOI GM**

KFI & KOST/Los Angeles GSM Bob Griffith has accepted the General Manager's post at crosstown Beautiful Music outlet KJOI. He succeeds Gordon Mason, who, having served as GM for over ten years, now becomes Director/Corporate Development for parent Noble Multimedia Communications. Mason's responsibilities include station acquisition, property management, and management of the KJOI tower business.

Commenting on Griffith's appointment, Noble VP John Lynch said, "Bob has distinguished himself through significant billing increases at each of



Bob Griffith

his previous positions. He also has become an expert in combination selling in the Los Angeles marketplace, which

will enhance the marketability of the new XETRA/KJOI combo."

Regarding Mason, Lynch continued, "This shift of Gordon's responsibilities will enable the company to take advantage of his outstanding administrative abilities in deloping the Noble Companies into a major broadcast group."

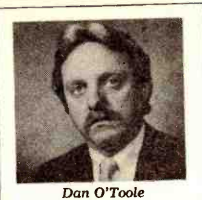
In addition to his two years with KFI & KOST, Griffith's radio experience includes stints as GSM at AOR neighbor KMET and manager of RKO's L.A. rep office. He told R&R, "I'm extremely excited about the opportunity to work for a gentleman as professional and well-reputed as John Lynch, and for a company as excellent and quickly-growing as Noble. To run a radio station in Los Angeles, in the biggest radio market in the country, is a dream come true."

As part of the changes, KJOI GSM Chuck Cady and Operations Manager Stan Gold resigned, with no replacements named.

**WGAY (AM) NOW N/T WNTR**

**WWRC Debuts As MOR**

Billing itself as "WRC 980 - The Station of the Stars," WWRC/Washington bowed its full-service, personality MOR programming - September 1. Formerly News/Talk-formatted WRC, the station was recently acquired by Greater Media from NBC.



Dan O'Toole

**WKQX Picks O'Toole As Program Director**

Former Capitol Broadcasting National PD Dan O'Toole has been named Program Director at NBC's WKQX/Chicago. He fills the vacancy left in mid-July when Chuck Morgan moved to Dallas to program KIXK.

Newly-appointed VP/GM Michael Donovan commented, "Dan's a strong administrator, an excellent people person, and a very creative guy. Finding all those qualities in one person was lucky on our part, and we're just delighted that he's here."

O'Toole spent nearly six years with Capitol, programming WVAF/Charleston, WV

and WRKA/Louisville before becoming National PD in 1982. "It's the necessary step in the maturation process," he said. "WKQX is very well-defined musically as an adult CHR station. My job is to rekindle enthusiasm, prevent complacency, and keep everything on track. I'll be looking for ways to improve time-spent-listening among 25-34 year-old adults."

**TRAVIS EXITS**

**Matthews OM/ PD At WGCL**



C.C. Matthews

After seven years as PD, the last two as VP/Programming, Bob Travis has left WGCL/Cleveland to expand his consultancy. As a result, C.C. Matthews has been named Operations Manager/PD for the CHR station.

WGCL President/GM Kim Colebrook commented, "I want to wish Bob all the best in his MATTHEWS/See Page 28

**Deano Day Back To Detroit At WCXI**

After 18 months as morning personality at KLAC/Los Angeles, longtime Detroit air talent Deano Day will return to his former position as morning host at AM outlet WCXI beginning October 1. Day handled that shift before segueing to KLAC in 1983, and replaces the exiting Larry Patton.

GM John Risher told R&R, "We hated to lose Deano when he went to KLAC, but when Metromedia sold KLAC to Cap Cities, the opportunity arose for us to get him back. We're already airing promos announcing Deano's return and we're bringing him in for our 'Sunday In The Country' picnic this weekend. We had Deano on the air this morning and the phones have been lit up all day."

Day told R&R, "Both my wife Martha and I love Detroit, and since I never sold my farm back there, it really will be 'going home' for us. WCXI is a great station for playing traditional country music, which is my first love. Plus, they're very promotionally-minded, which is my second love. I worked in Detroit for 12 years and can hardly wait to get back - just in time for the World Series!"

Between 1971 and 1983, Day worked at Detroit Country sta-



Deano Day

tions WDEE, WCAR, and CKLW-FM, as well as WCXI. No replacement has been named at KLAC.



**ROCK & ROLL GREATS REUNITE** - WCBS-FM/New York brought together a group of legendary radio stars last month for what the station called a "Rock & Roll Radio Greats Weekend." The Oldies-formatted outlet featured hits from the '50s and '60s exclusively during the special promotion, as many of New York's finest Top 40 air personalities took turns hosting. Pictured at the station are (l-r standing) Harry Harrison, Joe O'Brien, Ron Lundy, WCBS-FM VP/GM Nancy Widmann, WCBS-FM PD Joe McCoy, Dan Ingram, and Jack Spector; (l-r seated) Charlie Greer, Dean Anthony, Herb Oscar Anderson, Bruce Morrow, and Bob Lewis.

WWRC & WGAY VP/GM Ted Dorf stressed the format is neither Easy Listening nor Nostalgia/Big Band. "It's not even close to WGAY; it follows the format of our Philadelphia station WPEN. We're trying to give it a moniker, but that's not the easiest thing in the world. It's the new, the famous, the great, and nostalgia."

WWRC's Labor Day weekend start-up saluted a "Festival of American Music," offering Glenn Miller, swing music, a "Hit Parade" countdown, and a full day of songs by Frank Sinatra.

While a complete lineup will be announced within the next few weeks, some dayparts have already been scheduled. The morning team features co-anchors Rita Foley and Richard Day from 5-9am; weekdays from 11-noon will be devoted to a Sinatra program; NBC's TalkNet is scheduled from 8pm-9pm. WWRC/See Page 28

# “With Their Comprehensive Music Tests You Know You’re Playing The Right Songs”

“Music is the major part of the programming of all our radio stations. That’s why we cannot afford to *guess* about which songs to play. We are using The Research Group’s Comprehensive Music Tests, so we know with certainty which songs are right for our audiences and which ones aren’t.

There are lots of people doing music testing these days, and we have worked with some of them in the past. But what sets The Research Group apart from the others is the extreme attention The Research Group pays to recruiting *only* the right people. The groups are so carefully recruited and double checked to make certain that each participant is a true target listener of the station. Any research company can fill an auditorium with people for a music test, but with The Research Group’s CMTs, you *know* that the participants are right for your station.

At Lite-FM (WLTW) in New York, where we’ve worked with The Research Group since late 1983, they found the niche for our new “Lite” format and since then their CMTs have been an invaluable tool in our new format. We’re already starting to see great results after only six short months in the new format. In the spring book, “Lite” was up to a 2.4 share 12+, and very strong in our key adult demos. We’re up to a 2.6 in the May, June, July Arbitrends, and we’re looking toward continued growth.

The CMTs are only one part of The Research Group’s overall service to our stations—but they have proven to be an investment that really pays off. In a highly competitive market like New York, you need to make smart decisions based on reliable research. And that’s the edge we have working with The Research Group. What a comforting feeling it is to know that your station is playing one great song after another... *no bad songs!*”

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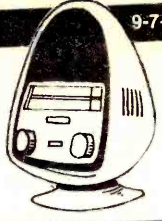
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**MOTOROLA TAKING AM STEREO LEAD?**

With a Ford Motor Co. endorsement, Motorola feels confident that it's emerging as the leading AM stereo supplier. But Brad Woodward finds out that Motorola's competitors still tell a different story.

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**John Betancourt Sr. VP At PolyGram**

John Betancourt has been named Senior VP/Promotion at PolyGram. Betancourt

was most recently VP/Promotion & Marketing at RCA, and fills a vacancy left when PolyGram Senior VP/Promotion Bob Edson resigned late in July.

Commenting on the appointment, Exec. VP Jack Kiernan stated, "John Betancourt's background in the music business is truly impressive. He has already proven himself a knowledgeable and creative promotion man. Obviously, John's new role at PolyGram is a key position at the company, and so his appointment should be seen as a firm statement of our belief in his talent and expertise."



John Betancourt

Betancourt had been with RCA for ten years, attaining the VP/Promotion position in 1976 after regional and local positions in the South and East.

**Rogers CIC's Corporate PD**

Communications Investment Corporation, Salt Lake City-based owner of 12 radio properties, has appointed Lee Rogers to the newly-created post of Corporate PD. Rogers, OM at CIC's KGHL & KIDX/Billings, MT, will in effect be filling a void created when corporate consultant Bob Lowery departed for an equity position with another broadcast group. Rogers will operate from Billings, initially concentrating on the group's stations in Idaho Falls, Boise, and Missoula.

CIC President Homer Peterson told R&R, "Lee has been very successful with our Billings station and will continue to be in charge of Program Operations for both stations. He's a very good man and we want to repay him for the tremendous success he's had."

Rogers, who has been OM at KGHL & KIDX for the past year and a half, worked at KMPS/Seattle for eight years as an air personality and at KLLK/Denver prior to that. He told R&R, "This company does not believe the term 'small market' has to apply to the way you program your station. We're expected to perform like major market professionals and are given what it takes to do so. I couldn't be happier than to be doing what I am right now for these great folks."

Along with the Billings stations, CIC owns KLCY & KYSS/Missoula, KGEM & KJOY/Boise, KALL & KLCY/Salt Lake City, KUPI & KPQI/Idaho Falls, and KVEL & KUIN/Vernal, UT.

**Blum WWKX's Manager; Murphy Appointed PD**

Following its acquisition of WWKX (KX104)/Nashville from Ron Bledsoe, Group 3 Broadcasting announced that Sales Manager Rich Blum has been promoted to Station Manager, while former KZZB/Beaumont PD Michael Murphy was named PD. Murphy takes over for Michael St. John, who left to rejoin KIX106/Birmingham as PD and SunGroup consultant.

Discussing the changes, Group 3 President Gordon Smith said, "Rich is an excellent choice because of his sales skills and not only because of his sales skills and knowledge of the market, but also for his management and organizational abilities. Murphy's background and abilities in CHR programming are superb, and we're very pleased he's joining KX104."

**Tantum To Program KING**

After four years as News Director at KOGO/San Diego, veteran broadcaster Greg Tantum has been appointed to the vacant Program & Operations Manager's post at King Broadcasting's News outlet KING/Seattle. Tantum begins his new assignment September 9.

"Greg's successful background in News radio will be a vital addition to the KING 1090 team," said KING VP/GM Tim Davidson. "We are looking forward to his arrival."

Prior to KOGO, Tantum served three years at crosstown KSDO, including a year as News Director. He previously spent 18 months as ND at WIFE/Indianapolis. He told R&R, "After seven years in San Diego, some people thought I'd retire there, but this opportunity was just too enticing. I love a good challenge, and what's a better challenge than (format ratings leader) KIRO? I'm very complimented that Tim Davidson and (King Broadcasting VP/Radio) Jim Kime have the confidence that I can do the job."

No replacement for Tantum was named at KOGO.

**Landau United Stations VP/Sales**

The United Stations network has promoted David Landau to the newly-created position of Vice President/Sales. Landau moves up from VP/East Coast Sales, and will be based in the company's New York office. He will oversee the sales activities there and in offices in Los Angeles and Chicago.

Announcing Landau's advancement, United Stations President Nick Verbitsky commented, "Our image in the advertising community is impeccable, and billings to support our programming efforts have continued to increase since David became a member of the United Stations team. This appointment is indicative of the company's belief in his abilities and dedication."

Landau told R&R, "I am very excited about this new position, because it's an indication of how quickly the United Stations is growing as a radio network. We get a more enthusiastic response from our clients every time we speak with them, and the creative uses of long-form programming make this time in network one of its most exciting periods."

Landau originally joined the United Stations at the beginning of 1983 as Manager/East Coast Sales. Prior to that he served as an Account Executive for WKTU/New York and the Christal Company.

Blum, who's been with the station since 1979, told R&R, "I'm very pleased to be associated with Group 3 Broadcasting and to know they have the faith in me to bring KX104 back to the leadership position we've held in the past. The addition of Mike Murphy will make this task that much easier. We plan no format or staff changes other than to fill the morning show vacated by Coyote McCloud and Mary Glen Lassiter."

Murphy arrives at KX104 after three years at the KZZB programming helm. He remarked, "If we can come in with some fun, exciting radio, I know we can do just fine. If anything, we're going to boost our on-the-street profile and build on the already solid base we have."

Until a permanent replacement is named at KZZB, MD Neil Harrison is serving as interim PD.

**GARIANO PD AT FORMER WCOZ WZOU Launches CHR Format**

As noted earlier, WCOZ/Boston has changed calls to WZOU and adopted a CHR format, debuted last week. Dave Gariano, most recently with Dallas-based consultancy Jim Long & Partners, has been named PD. The station has licensed the phrase "Hot Hits" from, but is not being consulted by, Mike Joseph.

Gariano, who was WCOZ Research Director in the station's AOR era, told R&R, "While there is already CHR competition in town, I think there is room for a high-profile, personality-oriented, entertaining CHR station. I think our attitude and style at 'The Zoo' will be different, and offer the market a change of pace."

Gariano, who previously was PD at WLLZ/Detroit and worked with John Sebastian & Associates, continued, "Our airstaff will not be predictable. We're ready to take chances and make people laugh at themselves and us. Having been here when the station was extremely successful, I also saw it fall apart and understand the reasons why. But by starting all over again with new calls and identity, and by aiming our programming right at the people, I predict big success for WZOU."

**ASSUMES AM PD DUTIES**

**Armstrong Upped To KLFF & KMZK OM**

KMZK/Phoenix afternoon drive personality Dan Armstrong has been promoted to Operations Manager for both the "Golden Oldies" outlet and for Music Of Your Life AM sister station KLFF. He replaces Jack Dey, who is staying on as a KMZK air talent. Armstrong will also serve as KLFF PD, while Jay Andrews remains as PD for KMZK.

KLFF & KMZK GM Dewey Hopper said, "Dan's an extremely knowledgeable person, and I just don't think we could have done much better. He was the obvious choice."

A longtime Phoenix broadcaster, Armstrong joined KMZK Dan Armstrong as a personality in March. He previously spent a year handling mornings at neighbor KKLK, which followed over 13 years, mostly as Operations Manager, with crosstown KOY. "I've been away from the administrative duties for some time, and have missed being involved in the decision-making and creative areas," he told R&R. "I'm looking forward to working with Dewey Hopper."



David Landau



Dan Armstrong

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# Washington Report

## Reagan Vetoes Public Broadcasting Funds

In a surprise move, President Reagan last week vetoed the bill authorizing funds for public radio and television for 1987, 1988, and 1989. Under the bill (S. 2436), "federal funding for public broadcasting would be increased too much too fast," Reagan complained.

The President emphasized his belief, however, that "public broadcasting constitutes an important national resource and contributes to the diversity of news, information, and entertainment choices available to the American public."

The bill would have provided nearly a 50% increase in federal funds for public broadcasting over a three-year period. Negotiations are expected soon between the administration and key legislators to agree on an increase more acceptable to the President.

Saying he was "very disappointed" by the veto, NPR President Douglas Bennett said, "We are immediately beginning efforts to see that this legislation is passed to continue providing the nation with the very best public broadcasting service."

## Radio News Falls Short With Public In RTNDA Study

The general public's image of radio as a news source lags far behind that of television, according to a survey released last week by the Radio-Television News Directors Association (RTNDA). Newspapers and magazines also fared better than radio in almost all categories.

Asked whether they associate a variety of "positive characteristics" with various media, not even a quarter of the 600 people interviewed by Frank Magid Associates linked a single trait with radio news. Radio's highest score, 23.7%, was on "immediate or quick coverage." Fully 63.3%, however, associated that description with TV news.

Other traits and the radio-TV ratings were: interesting coverage (5.8-59.7%), easy to understand (7.2-58.2%), comfortable to pay attention to (13.3-53.3%), complete coverage (3.3-51%), coverage of controversial issues (3.5-50.2%), in-depth coverage (3.5-43.7%), most useful coverage (11-38.5%), seems most concerned with people like me (8.7-33.3%), best explains importance of events (4.2-44.2%), especially believable coverage (6.3-45.8%).

## Las Vegas FM Grant May Force KNUU Divestiture

In an initial decision, an FCC law judge has awarded a new FM license in the Las Vegas market to Las Vegas Electronics. The firm's owners, Robert Bernstein and Irwin Rein, have agreed to divest themselves of KNUU/Las Vegas (Parade) and KBET/Reno if the award is upheld.

They beat out a field of five other applicants, including veteran broadcaster Constance Wodlinger, by proposing to license the station to Paradise. The other five proposed North Las Vegas as the city of license, and argued that Paradise isn't a real community.

But the judge found that Paradise is a community for broadcast licensing purposes, and is larger, richer, and faster-growing than North Las Vegas. He then granted the Las Vegas Electronics application because it brings a second service to Paradise, while North Las Vegas already has two stations.

## USA Today Polls Offered Free To Radio

Gannett's national daily newspaper, USA Today, has started an actuality system to make its national poll results available to radio stations free of charge. The data, produced in 45-second news packages, can be obtained by calling (703) 828-5878.

The new service will kick off September 11 with a four-day series on the presidential race. USA Today plans to release polls on the campaign every three weeks. Other polls to be covered on the actuality line include a survey on computer use due for release the week of October 2.

## Radio Stations Exempt From Monthly Private Line Fee

Radio stations are exempt from a new \$25/month fee for interstate "private lines" but they must file a form with their local telephone companies to avoid the new levy. The fee is designed to crack down on those who bypass the long distance telephone system by routing calls through a private line and then into a local switchboard that can place a local call.

During the next few months, stations that lease private lines will be notified of the surcharge and given an opportunity to certify that their line doesn't end in a switchboard (PBX).

## WDNH Fined \$4000

The FCC has slapped WDNH-FM/Honesdale, PA with a stiff fine of \$4000 for a variety of technical violations. According to the Commission, the station failed to file an application to change the location and height of its antenna, operated the antenna in "substantial variance" from the terms of its construction permit, and failed to file on time for a broadcast station license.

In other action, the Mass Media Bureau fined WVIS/Fredricksted, St. Croix, Virgin Islands \$1000 for broadcasting loitering information. The bureau refused to lift a fine against KIKZ/Seminole, TX for failing to file annual EEO reports for 1980, 1981, and 1982.

## Other Key Developments

- Under orders from a federal judge, WMZZ/Decatur, IN has changed its calls to WQTZ to avoid confusion with WMEE/Ft. Wayne, which sued for trademark infringement. Until June the Decatur station was WADM.

- The correct number for broadcasters to contact Thom O'Hair if they wish to contribute programming for K-RADIO, the low-powered FM station at the Radio Convention in Los Angeles, is (415) 775-5643.

- A hearing on broadcast deregulation and the 12-12-12 multiple ownership rule has been set for September 19 by the House Telecommunications Subcommittee.

## This Week's Highlights

- Motorola AM Stereo Groundswell Seen
- Reagan Vetoes Public Broadcasting Bill
- Radio's News Source Image Overshadowed By TV

## FORD GOES C-QUAM

# Motorola AM Stereo Surge Seen Among Set Makers

An NRBA survey of about 15 major radio receiver manufacturers shows that all but three plan to market Motorola-only (C-QUAM) AM stereo receivers in 1985. Three companies, including Sansui and Sony, are committed to multi-system receivers, and only Panasonic expressed no current interest in AM stereo, according to the survey to be published later this month in NRBA's quarterly AM stereo report.

The findings tend to confirm Motorola's claims of an emerging marketplace trend in its favor. But the firm's chief rivals, Leonard Kahn and Harris Corp., dispute that such a trend is building. They remain strong advocates of multi-system sets that will pick up all four competing systems. "It's still a three-horse race," says Harris Product Marketing Manager Joe De Angelo, whose system can be picked up on both C-QUAM and multi-system sets.

## Ford Motor: Motorola But . . .

Ford Motor Co. is the latest member of the Motorola lineup, but its commitment is by no means firm. "Our plan at this point is to offer on Ford's EED radio a C-QUAM decoder chip from Motorola," says spokesman Larry Weiss. It will be available as a dealer-installed option in radio/cassette units "sometime in the 1985 model year," he said, but a multi-system set hasn't been ruled out for the future. "We certainly would like to keep our options open for now," as Weiss puts it.

## 449 AM Stereo Stations

While receiver manufacturers are beginning to move, most AM broadcasters still seem to be awaiting a marketplace consensus. Figures supplied by the system proponents show that up to 415 or 8.7% of AM stations in the United States may be broadcasting in stereo today. That breaks down as Motorola, 130; Kahn, 100+; Harris, 170; Magnavox, 12-15.

Kahn asserts, "We are by far leading in

terms of listeners served by our stations." Because of his strength in major markets like Los Angeles, Kahn says his stations reach 19 million people, compared to Motorola's 14 million.

Motorola-only (C-QUAM) sets are now available from Delco (General Motors), Chrysler, and Concord. Public commitments to Motorola-only sets have come from Samsung, McIntosh, Ford Motor Co., Sherwood, Jensen, Marantz, Pioneer and Potomac Instruments.

Despite Motorola's endorsements, Kahn insists, "Single-system is a joke. The receiver people are now recognizing that they have no alternative but to sell multi-system radios." He added, "One of the world's most prestigious car manufacturers is cooperating with a major IC (integrated circuit) house to develop a multi-system AM stereo decoder." He is now negotiating "trade secret agreements" to help spread multi-system technology, Kahn added.

## Millions Of Motorola Chips On Order

But Motorola, whose AM stereo profits will come from sale of IC decoder chips for receivers, says orders on hand clearly point to a Motorola groundswell. "From the IC standpoint, we can say hundreds of thousands of IC's for this year are being shipped and millions in the next year," says Motorola's Oscar Kosisto.

# Radio Finds Niche In Mondale, Reagan Campaign Strategies

Although presidential campaigning is tailored more and more for television every four years, it appears that radio still has a role to play in the electoral process. Spokesmen for the Reagan and Mondale camps both told R&R their campaigns will utilize free and paid radio over the next nine weeks.

The most conspicuous new use of radio has been Walter Mondale's decision to deliver a weekly radio address like President Reagan's. The Mondale campaign buys time for the talk on a single radio network each Sunday. Usually the broadcasts originate from the studios of WCCO/Minneapolis, near Mondale's home in North Oaks, MN, although one came from WHO/Des Moines, where Reagan got his start in radio.

Spokesman Scott Widmeyer said the weekly talks will continue throughout the general election campaign, with an eye toward generating coverage on Sunday evening television news broadcasts and in Monday morning newspapers. "We've been able to put a message through and focus on one issue," he explained.

Assistant Press Secretary John Buckley said the Reagan-Bush '84 Committee takes radio "very seriously." Mr. Reagan will continue his five-minute paid Saturday broadcasts over the Mutual network until election day, he told R&R.

Both Widmeyer and Buckley said their candidates have definite plans to buy radio advertising, but neither spokesman could supply details of the buys.

## Newsrooms Offered Actualities

The two campaigns are mounting major efforts to obtain coverage in radio news-

Reagan actualities — (800) 624-6246  
Mondale actualities — (800) 242-5465

casts by distributing audio actualities. The Mondale campaign has assigned Irwin Brown to travel with the candidate and tape remarks for callout feeding to regional networks and stations in 20 to 30 states. A passive-feed system was put in place this week, making cuts available free to radio stations at (800) 242-5465.

A somewhat more extensive actuality system is in place at the Reagan-Bush Committee. A staff of three, aided by 40 volunteers, has been devoted to calling out cuts over a dozen phone lines since January, according to Buckley. Stations can also get the cuts by calling (800) 624-6246.

Buckley says feed "acceptances" average 10,000 per week. That number includes every affiliate of a network that accepts a cut, as well as stations that say they've already received the audio from another source, such as their network.

Rather than putting a radio person on the road, the campaign arranges to have local supporters tape remarks of the President, Vice President, and surrogate campaigners. The campaign also pays various local radio stations \$25 to provide a feed back to the Washington headquarters.

#2 in a series: The difference between Coleman Research and ordinary research.

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Jon Coleman, President

More than sixty of our diverse broadcast clients can agree on one thing: Ordinary research delivers numbers; Coleman Research delivers solutions that deal with today's radio reality.

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We believe the most important job of Coleman Research is to help you *implement* our research findings.

We work with clients to interpret data and help implement a plan that "works."

While ordinary research leaves you with raw data, Coleman Research stays with you to turn data into definite solutions.

## Do you have a plan for 1985?

In today's competitive environment, having information isn't enough... you need answers.

Competitive radio is no place for ordinary research. Today's audience tastes and preferences are complicated issues.

The difference between an ordinary radio station and one that responds to the real world is an actionable plan.

Do you have one for 1985?

## Our long-term commitment.

Coleman Research is committed to ongoing relationships that better serve long-range marketing situations. We are always personally available to our clients to discuss immediate concerns.

*Always.*

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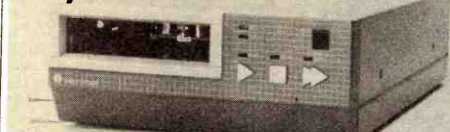
Join us at the RCPC Convention, Suite 1938, Bonaventure Hotel.



## Credit Card Size Radio

Panasonic's "Personal Radio" measures only 3 5/8" high, 2 1/8" wide, 5/32" deep and weighs only 1.34 ounces (with battery). Claimed to be the smallest on the market, this AM/FM stereo radio uses a set of light-weight stereo earphones. The battery provides approximately five hours of playing time. Volume control, AM/FM band selector, and AM antenna are included.

## Pacific Debuts Mini-Maxi Cart Player



The "Micromax" cartridge reproducer is now available from **Pacific Recorders & Engineering**. This compact system incorporates an advanced transport design wherein both the capstan motor and pinch roller system operate under DC servo control. In addition, the unit features Pacific's "Max-trax" wide-track tape head format said to yield more tape signal and less tape noise.

The unit is compatible with the company's "Tomcat" cart system. Optional NAB standard heads are also available.

Other features include an accurate, repeatable cartridge positioning system, balanced program outputs with +24dBm capability, and high-speed re-cueing and control logic with selectable replay lock-out option.

For further information, contact **Ron Neilson** at (408) 438-0598.

## When To Ask For A Raise

The best time to ask your boss for a raise is when the honcho is in your office, claims Dr. **Ralph Taylor**. A John Hopkins University Assistant Psychology Professor associated with the Baltimore-based **Center for Metropolitan Planning and Research**, Taylor says that studies conducted by the latter organization show people are much more likely to be persuasive when they have the "home court advantage."

If you can't do that, Taylor suggests that at the very least you should try to pop the \$64,000 question while on neutral ground. Anywhere, in fact, but in the Big Enchilada's office.

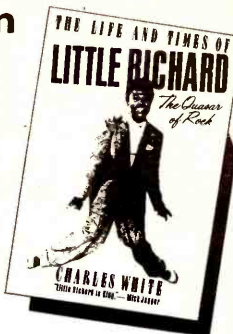
## A-WOP-BOP-A-LOO-BOP-A-LOP-BAM-BOOK!

## Little Richard Bio A Scream

Ooh mah soul. "The Life And Times Of **Little Richard** (The Quasar Of Rock)" is, quite fittingly, just about the wildest biography of any rock 'n' roll artist to see print. Written by **Charles White**, known to **BBC** listeners under his nom-de-airwaves of "Dr. Rock," the nearly 300-page book consists mainly of interviews with just about everybody ever associated with the subject, including noted R&B producer **Robert "Bumps" Blackwell**, the man responsible for most of Richard's early hits; and the self-described "King — and *Queen* — Of Rock 'n' Roll" himself.

The dirt-poor childhood, the early days on the "chitlin circuit" and the meteoric rise to fame are all here. So is the minister, the married man and the "Bronze Liberate" comeback of the late '60s. Between the whoops, hollers and preaching, a fascinating portrait of a beautiful wacko appears.

Yes, the man who gave us "Tutti Frutti" and the marvelous, jive-bomb performance opposite **Jayne Mansfield** in the film, "The Girl Can't Help It," is truly crazy. So



crazy he can't help from recounting every detail of his lurid past — and maybe embellishing it a little bit, too.

Published by **Harmony Books** and retailing for \$15.95, this \$35.95 magnum opus contains a complete discography and some truly eye-popping pics. Expect to see Little Richard making the rounds of the talk shows when the book hits the stores in October. Shut up! Shut up! SHUT UP!

## Do you have time to read all these?



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## Cable TV Viewers Happiest In Years

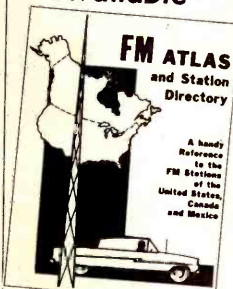
Overall satisfaction with cable TV programming climbed to its highest level in two years, according to a recent survey of 2000 U.S. cable households conducted by the New York City-based **ELRA Group**. The survey also noted that the higher a household's income, the more likely it would be dissatisfied with its cable system.

The "CableMark Probe" study, which surveyed subscribers of 100 cable systems by phone last winter, found that 44% of the heads of cable households claimed they were "very satisfied" with their overall cable viewing in the previous month. This was a gain of four points over the third quarter of 1983, and was two points greater than the previous two-year high, registered in winter of 1982. (The ELRA Group has been tracking consumer response on cable on a quarterly basis for the last two years.)

In households where annual incomes range from \$15,000 to \$25,000, only 3.4% of those surveyed said they planned to disconnect their cable service within the next 30 days. Among householders earning between \$35,000 and \$45,000 annually, this figure rose to 6.4%. As for householders earning \$45,000 and up annually, this intend-to-disconnect rate increased to 7.4%.

Cost was the major dissatisfaction, cited by 41.4% of those planning to disconnect. Another 17.1% blamed "poor programming," while 15.7% said they were moving.

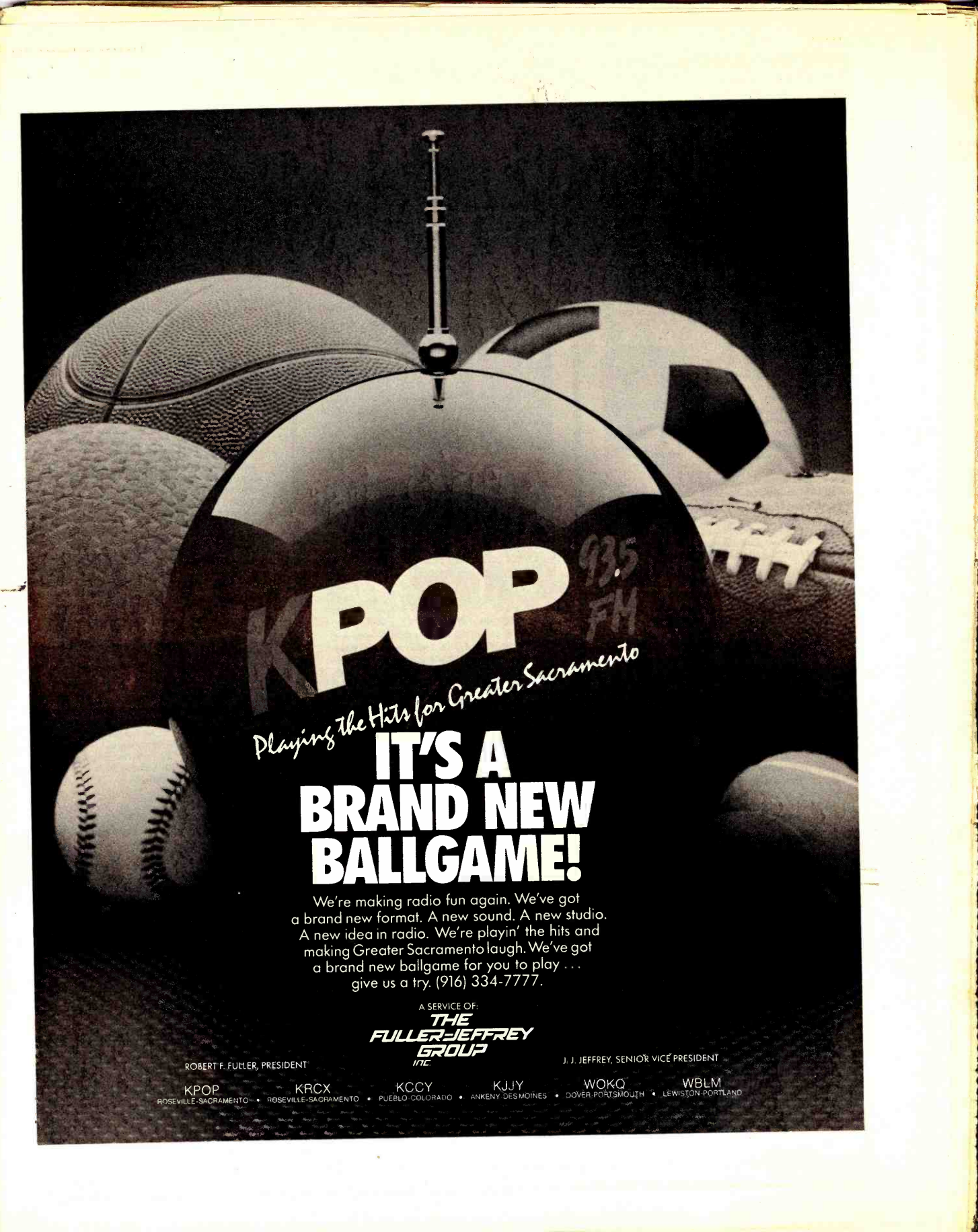
## FM Atlas Available



The latest edition of the "FM Atlas And Station Directory" contains 65 pages of what author Dr. **Bruce F. Elving** calls "FMaps," which show all cities with FM broadcasting facilities. In addition, the 144-page reference book features a directory giving programming and technical details on the FM radio stations of the U.S., Canada, and Mexico.

Now in its ninth edition, the "FM Atlas" lists all commercial and educational FM stations, as well as hundreds of translators used to fill in coverage gaps. Other sections deal with subcarriers, new FM station allocations rules, and tips for improving reception.

Designed for travelers, FM fanatics, and the media, the "FM Atlas" is priced at \$7.50 plus 75 cents postage. For further information, contact the publisher at (218) 729-8467 or order direct from P.O. Box 24, Adolph, MN 55701.



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# Pro:Motions

## Spring Names Rifkind, Weinman

**Steve Rifkind** has been tapped as VP/Promotion for **Spring Records**. The label also announces the appointment of **Rich Weinman** as Director/National Promotion. Formerly with **Emergency Records**, he will oversee CHR, R&B, and national club promotion.

## Hunt New WKTZ GM

On September 1, the **Kravis Company** officially took over former **Beck-Ross Communications, Inc.** outlets **WKTZ-AM & FM/Jacksonville, FL**. The two Beautiful Music-formatted facilities will be managed by **John Hunt**, a Kravis Company VP.

## Selcom Ups Winn, Burtis

**Pat Winn** has been promoted to Sales Manager of the **Selcom Radio Network**. She joined the firm two years ago following Account Executive stints with **RKO Radio Sales** and **Torbet Radio**. Prior to that she was a sales coordinator for the **RAB**.



Pat Winn

## Washer Segues To BBS

**Richard Washer** joins **Bonneville Broadcasting System** as National Account Manager. Prior to this, he held a national sales representative post for **Blair Radio** in Chicago. Washer's background also includes AE experience at Chicago's **WKQX** and **WIND**.

## TSL Bows

**Transmission Structures Limited (TSL)** is a firm that specializes in the design, manufacture, and construction of radio/TV broadcast and microwave towers. Former **Atlas Tower Corporation** principal **George Bubrick** serves as President. Working with him is Executive VP/Director of Marketing **James Ariana**, previously Director/Radio Sales for **Harris Corporation's** Broadcast Division; and manufacturing/installation operations head **Richard Bell**, another Atlas alumni. TSL has also simultaneously acquired Atlas's manufacturing facilities/inventory. Direct inquiries to (800) 331-3254; in Oklahoma (918) 256-7883.

## CBS Appoints Stephens, Hofer

**Warren Stephens** moves from Director/Financial Systems to VP/Management Information Systems at **CBS Records**. He first joined the label in 1979 as Manager/Marketing Systems and two years later became Director/Systems Assurance and Technical Support Administration. In other related activity, **John Hofer** has been named VP/Operations Research, Columbia House Division, CBS/Records Group. He came on board nine years ago as a Senior Analyst in the division's Management Sciences Department. During the last two years, Hofer served as Director/Operations Research.



John Hofer

## Capitol/EMI Country Expands

**Capitol/EMI America's** country division has announced several new staff appointments. **George Collier** comes aboard as Director of West Coast Operations. He exits **MCA Records** after 13 years, most recently as West Coast Regional Director, Distribution. Also leaving MCA is **Bob Walker**, who becomes Midwest/Northeast Regional Country Promotion Manager. He'd been with MCA's promotion department for over six years.

Joining the label's Nashville branch office: **Terry Choate**, Director of Talent Acquisition; **Bonnie Rasmussen**, Director of Publicity and Artist Development;



George Collier

Bob Walker

Terry Choate



Bonnie Rasmussen

Mark Carter

Judy Wray

**Senior Staff Assistant. Choate** previously spent eight years as a member of the **Tree International Publishing Company** professional staff. Rasmussen worked in a similar capacity at **Warner Brothers Records** for nearly eight years before forming her own PR firm. Carter was formerly an independent publicist with **Arista Music Associates**, while Wray spent 16 years with **CBS Records/Nashville**.

## F.M. Music Launched

**F.M. Music** is a publishing and production company established by singer/songwriter **Frank Musker** and **Eyros Stakis**. The firm will operate out of Los Angeles (8420 Ridpath Drive, 90046; 213-654-1021) and London.

## Strahl, Ink! Reactivated

Press/creative marketing firm **Strahl, Ink!** has been reactivated under the direction of **Audrey Strahl, U2** and "Rock Stars" author **Timothy White** are the company's initial accounts. Strahl, a former member of the **Sire/Warner Bros. Records** press corps, also served as Public Relations Director for the **RIAA** and Creative Services/Press/Artist Development Director for **Mike's Artist Management**. Strahl, Ink! may be reached at (201) 656-5007.

## Wasserman Establishes Company

**Harriet Wasserman** has exited **ICM** after eight years and created a self-named personal management company. Her firm will exclusively represent **EMI** artist **Sheena Easton**. **Harriet Wasserman Management, Inc.** may be reached at (818) 980-3157, 3169.



Harriet Wasserman

## Enigma Taps Orienza

**Rick Orienza** has been appointed Director/Press & Publicity for **Enigma Records**. He was most recently handling freelance writing and PR projects. Orienza will be headquartered at the label's Torrance, CA offices.

## Eden Moves To Blair

**John Blair & Company** welcomes **Rosemary Eden** as Associate General Counsel. She accepts the newly-created post after five years with **Ogilvy & Mather** in New York, where she supervised the firm's domestic and international legal affairs.

## Columbia Raises Johnson

**Michael Johnson** has been promoted to Director/Product Marketing, West Coast, **Columbia Records**. He has been affiliated with the label as a local promotion manager since 1981. In his new post, Johnson will plan and execute marketing programs for selected West Coast label artists.



Michael Johnson

## Moss MMI Sales Manager

**John Moss** has been appointed International Sales Manager for **Viacom International**, the exclusive worldwide representative for **All Europe Radio (Laser 558)**. Prior to joining MMI, Moss was GM of **Information et Publicite/New York, Paris**. His background also includes National Account Executive stints with **CBS Radio Networks** and **RadioRadio**.

## Robbins & Ries Relocates

**Robbins & Ries, Inc.** has a new address: 460 Park Avenue South, New York, NY 10016. Its broadcasting division may be reached at (212) 725-2035, syndication at (212) 532-7344, and advertising at (212) 686-6220.

## Vicom Names Williams

**Noreen Williams** has been appointed Assistant Treasurer of **Viacom International, Inc.** She joins Viacom from **Standard & Poor's Corp.**; during four years as Assistant VP she was responsible for that company's Broadcasting, Entertainment, Cable, and Publishing Rating Group.

# ROCK ALBUM COUNTDOWN

with  
**Mike Harrison**

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# Arbitron Vs. Birch: Spring Comparisons

Since the dawn of time (or at least since the dawn of Birch Radio several years ago), broadcasters have been asking that fateful question, "How close are the Arbitron and Birch estimates?" You might think that in a certain market the two ratings services — using roughly the same sample sizes — might come up with similar numbers for the stations in that metro. However, since Arbitron uses the seven-day diary and Birch the one telephone call, differences in the estimates are likely to occur.

Just how different are those estimates likely to be? I thought it would be interesting to delve into this topic by selecting a number of markets, analyzing key aspects of the data there, and seeing what the tea leaves showed. Thus, over the next two weeks eight markets will have their Arbitron and Birch data looked at, on a format and demographic basis. You may be surprised at the results.

## Key Demos Analyzed

As you might imagine there are six zillion ways to compare the Arbitron apples to the Birch oranges. However, what you folks would probably like to see is a breakout of the following demos:

- Total Persons 12+ (the most reliable estimate)
- Adults 18-34 (which might show any young adult bias)
- Adults 25-54 (the most sought-after sales target).

All the Adult/Contemporary station shares above a 1.0 for the market, for example, will be added for both ratings services to provide fair bases for the analyses.

Eight markets were chosen randomly from among the top 50 for these breakouts. This week we'll feature the spring ratings data from

- Atlanta
- Norfolk-Portsmouth-Newport News Hampton
- Pittsburgh
- Sacramento

In these markets we'll look specifically at three formats — A/C, AOR, and Black/Urban (where applicable). Next week four additional markets will be put under the microscope and several other formats probed for signs of agreement or difference between Arbitron and Birch.

## Overall Conclusions

In the past, Arbitron-Birch comparisons have often shown the following patterns:

1. Arbitron numbers have been more productive for stations with A/C and ethnic formats, with BM/Easy Listening also stronger in Arbitron.

2. Birch Radio estimates have tended to favor the AOR stations, with Talk also benefitting from the Birch approach in many cases.

The spring '84 data examined for this column shows some confirmation of these patterns but also elicits some indications that the past "Arbitron says this, Birch says that" credos may not necessarily hold true automatically.

On an overall basis among the markets/formats delved into for this week's piece, the following results emerged:

• Adult Contemporary: In two of the four markets surveyed, the Arbitron composite shares were higher, but in the other two the Birch 12+ shares were stronger — a surprise to me. However, in adults 18-34 the Arbitron estimates were always higher than those from Birch, while in the 25-54 group Arbitron's composite was higher in three of the four markets.

• AOR: No surprises here. Birch shares were *always* higher than the comparable Arbitron data, no matter the demo — 12+, 18-34 or 25-54.

• Black/Urban: A real mixed bag here, and based on only three markets since Sacramento doesn't really have a Black/Urban outlet. On a 12+ basis Birch estimates were stronger for this format in two of the three cases. However the reverse was true among 25-54 adults, while in the 18-34 category each service was higher in one market and in the third they tied. Given the attention Arbitron pays to the black listener/diarykeeper (with Differential Survey Treatment), it might be a surprise to some that the diary service didn't score consistently higher shares for this format.

## Week In Review

### New Arbitron Personnel In Atlanta, N.Y.

Cecilia Meadows has recently joined Arbitron Ratings as Regional Manager, Advertiser/Agency Sales for the Southeast, based in the firm's Atlanta office. Previously Meadows had been in radio sales at WVEE and WKLS-AM & FM, both Atlanta.

Meanwhile, Brad Bedford, who had been in the Chicago office as Client Service Rep, has been transferred to the Arbitron New York office. There Bedford will serve as Account Executive, a promotion announced by Division Manager Susan Dingethal.

### RCPC Research Panels

If you are planning to attend the upcoming Radio Convention & Programming Conference (RCPC) in Los Angeles, you may want to keep in mind three opportunities to get some ratings and research information. Sunday afternoon from 1-3:30 there will be an opportunity to bring your book by and get an "Instant Book Analysis." Tuesday morning there will be panels on 'How To Do Your Own Research,' a popular session at the Las Vegas NAB and one on which I wrote an article, and a ratings discussion with officials from Arbitron and Birch entitled "Trend Without Trauma."

I'll be at the "Instant Book Analysis" session and look forward to sitting down with many of you to discuss your problems or situations. Also, I'll be on a Tuesday afternoon panel "Selling Younger Demos," an interesting challenge indeed. Hope to see you at the RCPC!!

### Market Breakouts

For an idea of the range of differences between the two ratings services, the composite format figures/demo scores for the markets selected are shown below. Note that in some cases the numbers on a 12+ basis are very close, sometimes within tenths of a share point across a format...

Atlanta			Pittsburgh		
12+ Composite	Arbitron	Birch	Metro Shares	Arbitron	Birch
Metro Shares			A/C	30.6	28.7
A/C	15.1	15.3	AOR	10.1	13.3
AOR	6.9	12.8	Black/Urban	5.5	6.4
Black/Urban	16.8	15.7	18-34 Composite		
Metro Shares			Metro Shares		
A/C	13.7	11.0	A/C	26.6	21.8
AOR	12.2	16.9	AOR	21.1	27.0
Black/Urban	20.1	17.3	Black/Urban	10.2	10.3
25-54 Composite			25-54 Composite		
Metro Shares			Metro Shares		
A/C	18.6	18.4	A/C	36.5	33.5
AOR	4.4	6.8	AOR	6.8	8.8
Black/Urban	15.5	15.1	Black/Urban	4.4	6.5
12+ Composite			Sacramento		
Metro Shares			12+ Composite		
A/C	18.8	17.4	Metro Shares		
AOR	17.2	23.7	A/C	11.4	11.6
Black/Urban	14.7	15.5	AOR	12.1	17.8
18-34 Composite			18-34 Composite		
Metro Shares			Metro Shares		
A/C	23.4	19.8	A/C	16.4	15.3
AOR	30.4	37.0	AOR	22.9	26.6
Black/Urban	15.5	15.5	25-54 Composite		
25-54 Composite			Metro Shares		
Metro Shares			A/C	16.8	15.4
A/C	22.6	25.7	AOR	9.4	14.2
AOR	13.4	16.4	Norfolk		
Black/Urban	15.8	12.0	12+ Composite		
			Metro Shares		
			A/C		
			AOR		
			Black/Urban		

You now have some initial gauge as to how the Arbitron numbers vary from the estimates shown by Birch. If you are in a market surveyed by both you can compare the returns there among the formats we've examined and see how your market stacks up to the example shown here.

Next week we'll look at four more markets and four other formats — CHR, Country, BM/Easy Listening and News/Talk. See you then!

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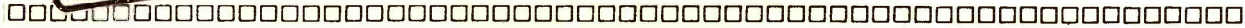
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# RATINGS REPORT

# Spring '84 Birch Advances



## Birch Radio

### Nashville

WKDF Slips, Still Dominant; WLAC-FM Up Again, Takes Double Digits; WSM-FM Down Three, Remains Country Pacesetter; WKZS Explodes, Contends For CHR Title

	Winter '84	Spring '84
WKDF (AOR)	18.0	15.4
WLAC-FM (AC)	8.1	10.3
WSM-FM (Ctry)	13.4	10.2
WWKX (CHR)	11.1	9.8
WZKS (CHR)	1.4	8.5
WZEZ (BM)	10.6	8.0
WQQK (Urbn)	7.6	7.8
WSM (Ctry)	4.4	4.6
WSIX-FM (Ctry)	6.4	4.5
WYHY (AC)	2.5	3.9
WYOL (Blk)	2.8	2.6
WLAC (Talk)	3.4	2.2
WSIX (AC)	1.6	1.2

## Birch Radio

### Greensboro-Winston Salem-High Point

WTQR Keeps On Rollin' Along; WSEZ Replaces WKZL As Second

	Winter '84	Spring '84
WTQR (Ctry)	15.6	15.8
WSEZ (CHR)	8.8	11.0
WKZL (AOR)	11.8	9.9
WMAG (AC)	8.6	8.4
WQMG (Urbn)	8.0	7.4
WGLD (BM)	8.4	7.3
WSJS (News)	6.3	7.3
WDCG (CHR)	5.4	5.1
WAIR (Blk)	2.7	2.9
WRQK (CHR)	4.2	2.5
WBIG (BBnd)	3.4	1.9
WPCM (Ctry)	2.5	1.6
WPET (Rel)	1.5	1.4
WAAA (Blk)	2.1	1.3
WBUY (AC)	1.1	1.1
WCOG (Gold)	1.1	1.1
WWMO (Rel)	.9	1.0
WPEG (Urbn)	—	1.0

## Birch Radio

### Oklahoma City

KJYO Adds Three, Bolts Into First; KATT-FM Down Six, Now Runner-up; KXXY-FM Climbs To Double Digits; KZBS Up Three, Extends A/C Lead

	Winter '84	Spring '84
KJYO (CHR)	9.4	12.5
KATT-FM (AOR)	17.0	11.4
KXXY-FM (Ctry)	9.4	10.5
KZBS (AC)	6.3	9.3
KEBC (Ctry)	9.7	8.9
KKNG (BM)	7.7	7.3
KTOK (N/T)	10.7	6.6
KOFM (AC)	4.8	6.2
KLTE (AC)	5.1	4.1
KAEZ (Blk)	3.1	3.8
KOMA (Ctry)	5.4	3.1
KJIL (Rel)	3.1	2.7
WKY (Ctry)	2.3	2.7
KATT (AOR)	.8	1.0

## Birch Radio

### Milwaukee

WTMJ Approaches Lucky 13; WQFM Up Also, Remains Strong Second; WKTJ Softer

	Winter '84	Spring '84
WTMJ (AC)	10.5	12.8
WQFM (AOR)	10.1	11.1
WLUM (Urbn)	8.3	7.7
WKTJ (CHR)	8.5	6.4
WEZW (BM)	7.5	5.7
WOKY (BBnd)	6.0	5.4
WMIL (Ctry)	4.9	5.3
WBGS-FM (Ctry)	4.8	5.1
WMYX (AC)	4.6	4.7
WZUU (CHR)	3.2	4.0
WISN (AC)	5.3	3.5
WEMP (Easy)	1.7	3.2
WRKR (CHR)	3.9	2.9
WMGF (AC)	1.4	2.6
WFMR (AC)	1.4	2.1
WRJN (AC)	1.0	1.7
WGN (Talk)	1.3	1.7
WBTT (CHR)	2.6	1.3
WNOV (Blk)	1.0	1.2
WAWA (Blk)	.9	1.0
WLZZ (Ctry)	1.4	1.0

## Birch Radio

### Hartford-New Britain

WTIC-AM & FM Command 40% Of Market; AORs WHCN, WCCC-FM Softer

	Winter '84	Spring '84
WTIC (AC)	22.6	21.8
WTIC-FM (CHR)	15.6	18.5
WHCN (AOR)	8.5	7.5
WRCH (BM)	6.9	6.7
WDRC-FM (AC)	5.8	5.9
WCCC-FM (AOR)	8.2	5.4
WKSS (BM)	3.5	3.5
WROC (BBnd)	2.4	3.1
WPOP (News)	4.3	2.9
WIOF (AC)	2.9	2.8
WAQY (AOR)	1.8	1.9
WDRC (AC)	2.4	1.8
WYYZ (AC)	2.7	1.8
WKND (Blk)	1.6	1.6
WPLR (AOR)	2.0	1.2

## Birch Radio

### Birmingham

WAPI-FM Adds Six, Tops 18; WKXX Stable; WMJJ, WSGN Gain

	Winter '84	Spring '84
WAPI-FM (AOR)	12.5	18.2
WKXX (CHR)	15.0	15.3
WZZK (Ctry)	18.7	10.9
WENN (Blk)	11.3	10.7
WMJJ (AC)	5.3	6.6
WAGG (Blk)	4.4	5.0
WSGN (BBnd)	2.3	4.8
WDJC (Rel)	2.8	3.9
WQUS (Ctry)	3.3	3.0
WVOK (Ctry)	3.9	2.8
WAPI (BBnd)	3.2	2.2
WERC (N/T)	3.4	2.2
WCRT (Rel)	1.1	1.8
WATV (Blk)	2.5	1.5
WYDE (Gold)	2.8	1.3
WJLD (Blk)	3.0	1.1

## Birch Radio

### Dayton

WTUE Dominates First Birch Quarterly; WHIO-FM Also Strong

	Spring '84
WTUE (AOR)	20.3
WHIO-FM (BM)	12.7
WDAO (Urbn)	9.0
WONE (Ctry)	7.8
WGTZ (CHR)	7.6
WHIO (AC)	7.0
WING (AC)	4.1
WVUD (CHR)	3.8
WLW (AC)	3.5
WSKS (AOR)	2.9
WAVI (Talk)	2.6
WBZI (Ctry)	1.7
WYMJ (AC)	1.5
WBLZ (Urbn)	1.3
WPFB (AC)	1.0

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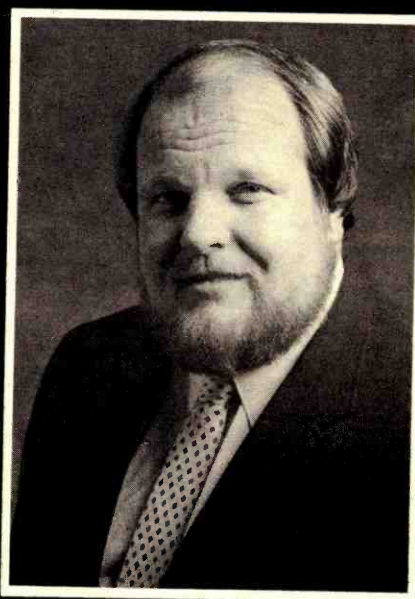
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# R&R MUSIC CALENDAR

# NEWS & INFORMATION FEATURES SEPTEMBER 9-14

The Weekend	
SEPTEMBER 15-16	
<b>American Christian Countdown</b> (SP) Stephanie Bossadna	
<b>American Gospel Rock Countdown</b> (TSP) Andrus, Blackwood, & Co.	
<b>Captured Live</b> (RKO) 1st Airborne Rock & Roll Division	
<b>The Countdown</b> (WO) S.O.S. Band/Jane Jackson	
<b>Countdown America w/ John Leader</b> (RKO) Lindsay Buckingham	
<b>Dick Clark's Rock, Roll, &amp; Remember</b> (US) America	
<b>Don &amp; Deanna On Blecker Street</b> (CB) Hootenanny	
<b>Dr. Demento</b> (WO) Election Songs	
<b>Gary Owens' Supertracks</b> (CRN) 5th Dimension/Sonny & Cher	
<b>The Great Sounds</b> (US) Peggy Lee	
<b>Metalshop</b> (MJI) Ronnie James Dio	
<b>Music &amp; Memories</b> (SBS) Sergio Mendes/George Catin	
<b>Rare &amp; Scratchy Rock &amp; Roll</b> (PIA) Paul Rogers & The Raiders	
<b>Rick Dees' Weekly Top 40</b> (US) Ray Parker, Jr.	
<b>Rock Album Countdown</b> (WO) Ronnie James Dio	
<b>Rock Chronicles</b> (WO) Slaying Alive & Healthy	
<b>Silver Eagle</b> (ABCE) Oak Ridge Boys	
<b>Solid Gold Country</b> (US) Joe Stampley	
<b>Source Concert</b> (SOU) Semmy Hager	
<b>Weekly Country Music Countdown</b> (US) Hank Williams, Jr.	

The Week Of	
SEPTEMBER 17-21	
<b>Country Closeup</b> (NP) New Faces	
<b>Earth News</b> (WO) Peter Wolf/Lindsay Buckingham/ "Buckaroo Banza"	
<b>Live From Gilley's</b> (WO) Earl Thomas Conley	
<b>Music Makers</b> (NP) Tommy Dorsey Tribute Pt. II	
<b>Off The Record</b> (WO) Semmy Hager/John Water/Heiz	
<b>Off The Record Specials</b> (WO) Quiet Riot	
<b>Pop Concert</b> (WO) Tina Turner	
<b>Special Edition</b> (WO) Spinners	

Saturday	
SEPTEMBER 15	
<b>Country Calendar</b> (CW) Ronne Mitsop	
<b>Saturday Super Gold</b> (TRAN) Number One Since Rock Began	

Sunday	
SEPTEMBER 16	
<b>City Rhythms</b> (ABCY) Final Edition	
<b>Country Calendar</b> (CW) Wile Nelson	
<b>King Biscuit Flower Hour</b> (ABCR) Judas Priest	
<b>Musical Of The City</b> (SI) Ducks	
<b>RadioScope</b> (LBP) Billy Ocean/Run DMC/Skooboyz	
<b>Rolling Stones' Continuous History Of Rock And Roll</b> (ABCR) Radio Rocks	
<b>Spotlight Special</b> (ABCC) The Cars	


Monday	
SEPTEMBER 17	
<b>Country Calendar</b> (CW) Waylon Jennings	
<b>Rare Trax</b> (CW) Duran Duran	
<b>Retro Rock</b> (CW) Heart	
<b>Rockline</b> (GSN) The Flux	
<b>Sound Check</b> (RKO) Diana Ross	

Tuesday	
SEPTEMBER 18	
<b>Country Calendar</b> (CW) Richard Starbun	
<b>Rare Trax</b> (CW) Duran Duran	
<b>Sound Check</b> (RKO) Billy Ocean	

Wednesday	
SEPTEMBER 19	
<b>Country Calendar</b> (CW) T.G. Sheppard	
<b>Rare Trax</b> (CW) Men At Work	
<b>Sound Check</b> (RKO) Romeo Void	

Thursday	
SEPTEMBER 20	
<b>Country Calendar</b> (CW) Moe Bandy	
<b>Rare Trax</b> (CW) Bow Wow Wow	
<b>Sound Check</b> (RKO) Elton John	

Friday	
SEPTEMBER 21	
<b>Country Calendar</b> (CW) Barbara Mandrell	
<b>Rare Trax</b> (CW) Squeeze	
<b>Sound Check</b> (RKO) John Caffery/Beever Brown Band	



**PROGRAM SUPPLIERS KEY**

ABCD = ABC Direction Net  
 ABCE = ABC Entertainment Net  
 ABCR = ABC Rock Net  
 ABCY = ABC Youth Nets  
 AMS = American Media Services  
 AP = Associated Press  
 ASR = All Star Radio  
 CB = Continuum Broadcasting  
 CBS = CBS Radio  
 CBSR = CBS RadioRadio  
 CRN = Creative Radio Net  
 CW = Clayton Webster  
 DC = DC Audio  
 DIR = DIR Broadcasting  
 GSN = Global satellite Net  
 IN = Innewer  
 IS = IS INC  
 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.  
 PG = PG Prod.  
 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 Spirit" Productions  
 TRAN = Transer  
 US = The United Stations  
 WO = Westwood One

Lifestyle	
<b>Coping With</b> (SOU) Smokers (9/10) Possessions (9/11) Picking Up The Tab (9/12) Making Plans (9/13) Borrowing For Men (9/14)	
<b>Lifeliness w/ Bill Fantini</b> (ABCR) Myles Callum: TV Fall Lineup (9/10)	
<b>Radiorobics</b> (SI) Exercises For Men (9/3-7)	
<b>Spaces &amp; Places</b> (WO) Art Of Communication (9/10-14)	
<b>Playboy Advisor</b> (WO) She wants new man/he won't forget his ex/ boss likes disinterested secretary/ she's not only in bed/cocaine dependency/ his boss gave him VD/she wants career change/he stresses up/he tries to be popular/extra-marital heart attacks (9/10-14)	

General Information	
<b>Brad Messer's Daybook</b> (WO) Fish Rain/Lincoln Highway (9/10) Tom Landry/Graham Crackers (9/11) Defenders Day/Typewriter (9/12) U.S. Capitol/National Anthem (9/13) Nazi Swastika/Zepplin (9/14)	
<b>Computer Program</b> (PRN) Computer employment/video/text/computer furniture/computer banking/tomorrowland (9/10-14)	
<b>Health Care</b> (PIA) Laser Technology: Today A Reality (9/9)	
<b>Minding Your Business</b> (NP) Poccano Railway/Jeffrey Martin Inc. (9/10) Weicon Laboratories/Tax Court Update (9/11) Spring Green Lawn Care/Non-Profit: Profits (9/12) Inc. 100 - Endeavor (9/13) Hollywood Fights Back/M-Form Society (9/14)	
<b>Public Affairs</b> (PIA) Rural Flights (9/9)	
<b>Something You Should Know</b> (SBS) Personal Style (9/10) Nutrition Myths (9/11-12) "New" Relationships (9/13)	
<b>Sound Advice</b> (PRN) Reverb/slap and echo/phasing & flanging/ multi-track recording/EG (9/10-14)	

News/Talk/Sports	
<b>News Blimp</b> (PRN) Sexaholism/amusement park safety/ re-activating the draft/photo therapy/ inheritance problems (9/10-14)	
<b>Newsline Extra</b> (NBC) Deadly Race To Nowhere	
<b>Sporting News Report</b> (CW) Final Thoughts Of Bowie Kuhn (9/10-14)	

Entertainment	
<b>Rock Notes</b> (ABCR) Deep Purple Reunion (9/10) Collaborations (9/11) George Carlin (9/12-18)	
<b>Rock Report</b> (SOU) John Caffery/Beever Brown/Rick Derringer (9/10-14)	
<b>Screen Scenes</b> (SOU) Sam's Son (9/10) Bolero (9/11) Flashpoint (9/12) The Fourth Man (9/13) Weekend Hits & Misses (9/14)	

Comedy	
<b>Jack Carney's Comedy Show</b> (CW) Salesmen	
<b>Laugh Machine</b> (PRN) George Carlin/Robert Klein/ Phyllis Diller/Gallagher/Woody Allen/ Rodney Dangerfield (9/10-14)	
<b>Radio Hotline</b> (ASR) Actor/Safari/Melvin/Office Party/ I Love Your Station (9/10-14)	
<b>Stevens' &amp; Grdnic's Comedy Drop-Ins</b> (ASR) Mr. Fix-It/Federal Express/Phone Store/ Comedy Team/Dating With Hog (9/10-14)	



**REMINISCENCE AND ROMANCE** — Dick Clark chats with Portrait/CBS recording artist Eddy Grant about Grant's current Top 40 single "Romancing The Stone." The interview segment was featured recently on Mutual's "Dick Clark's National Music Survey."

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WPHD	WBBQ	WERZ	WCIL-FM
CKGM	KWIC	WZYQ	WDBR
CFTR	WSSX	WQCM	WSPT
CHUM	WJZR	OK100	KFMW
B96	WZLD	WOMP-FM	KGOT
KHTR	WZYP	WJAD	KGHO
KPLUS	WOKI	WCGQ	KBIM
Q100	WFMI	KILE	KZOZ
WWSR	WKDD	WIXV	KIST
K104	WJXQ	KKQV	OK95
WKEE	KQXR	WHSL	
WRCK	KSKD	WBNQ	

### AOR TRACK 11-7



Produced by Tom Treumuth/Hypnotic Productions for Suite Music Inc.  
 Management: Stephen Prendergast/Head Office Management  
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## Street Talk

New York City has a new "Spanish CHR" outlet as of September 1. **UNITED BROADCASTING's WKDM** is on the air with a new management team in place. GM of the former **WBX** is **JOE SCHWEIGHARDT**, **JIMMY JIMENEZ** is PD, and **LENNY MIRELSON**, who was last with **WJIT**, is Sales Manager.

**KREM-FM/SPOKANE**, an AOR outlet since 1970, has dropped the format in favor of becoming the market's only live CHR station. Current PD **BILL STAIRS** and staff will be joined by **JIM ARNOLD** from **KISW/Seattle** to do mornings, **CRAIG JOHNSON** from **KCTZ/Minneapolis** for middays, and **ERIC FUNK** from across town at **KEZE** to do nights, with **CHARLIE BIRDELL** remaining in afternoons.



**WFIL/PHILADELPHIA** morning man **DAN DONOVAN** has rejoined **KS95/MINNEAPOLIS**, and he's announced plans to marry. However, taking Dan's vacated morning slot at **WFIL** will be a man who spent a lot of years battling the original **WFIL** from across the street at **WIBG**.

**Joey Reynolds** **WFIL's** new morning man will be the one and only **JOEY REYNOLDS**.

Did you hear the rumor that **B104/BALTIMORE PD STEVE KINGSTON** is being courted by a major broadcast group to take over its flagship station in the nation's top market? You have now.

**BOB COOPER** is the new PD at **KWEN(K95)/TULSA**. Bob replaces **ROB RYAN**, who left to program **KKAT/SALT LAKE CITY** a few weeks ago. Bob will continue to do the morning show, a slot he's been in for the last three years.

The rumor about a possible sale of the **BLAIR RADIO** rep firm to **SELCOM** just won't die down. So this week, Blair Radio President **JOHN BODEN** called **R&R** to read a press release from John Blair & Co. President **JACK FRITZ**, who reaffirmed his company's commitment as a separate entity.

Believe It Or Not Dept: **CLAY GISH** has returned as VP/Programming and afternoon personality at **KZRQ/SEABROOK-HOUSTON**. You may recall Clay stepped down from that position just five weeks ago, but apparently ownership had a change of heart.

If you're looking for a News/Talk programming gig — with the emphasis on programming rather than news — call the folks at **KOGO/SAN DIEGO**. They're looking for a replacement for **JOE GILLESPIE**, who's leaving to become a television producer.

From our "stranger than fiction" files comes this unforgettable story out of Texas: **KEY103(KEY)/AUSTIN** had just finished a promotion asking listeners to name the station's new traffic helicopter. Flying for the first day with the title "J. BIRD," the chopper landed in the city hall parking lot and the pilot and traffic reporter got out. As the pair walked away, "J. Bird" took off — all by itself! The helicopter flew about 30 yards before slamming into some nearby parked cars. No injuries and no explanations. Can't you just see the headline in the National Enquirer?

Former **WYSP/PHILADELPHIA GM FRANK X. FELLER**, who at one time was a **WIBG/Philadelphia** air personality, has returned to the airwaves for morning sports duties at Philly Talk outlet **WWDB**.

**XHZ/SAN DIEGO** has reportedly tapped **GUY PERRY** from **KLPX/TUCSON** and **KGB/SAN DIEGO** as Program Director. The station will be billing itself as "Noventa FM 90."

While we're in San Diego, displaced **B100** morning man **JOHN MICHAEL K.** (who operated as Spanky at **WAYS/Charlotte** a few years back) is looking to relocate. His number is (619) 284-0676.

**WES DAVIS**, formerly of **KFRX/Lincoln**, is the new PD at **WYFE/ROCKFORD**.



Competition is fierce in Detroit. When **WRIF** announced a September 22 free concert with **NIGHT RANGER**, **WLLZ** was on the air within two hours essentially calling **WRIF** a liar! **WLLZ** determined that **Night Ranger** did not have a signed contract to play for **WRIF** on September 22, and in fact was scheduled to appear in Oregon. **WRIF** had "a verbal agreement" with **Night Ranger's** booking agent, and put the promo on the air before contracts were actually inked. Unfortunately, it was only after **WLLZ's** on-air accusations that **WRIF** found out **Night Ranger** would not be anywhere near Detroit on September 22. **WRIF's** error of enthusiasm may have been unmercifully magnified by competitor **WLLZ**, but you can bet it'll be a hot Christmas in Hamtramck before the ABC station announces a concert without a signed talent contract again. Tough town, Detroit. Continued on Page 20

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10,000,000	100,000
20,000,000	200,000
30,000,000	300,000
40,000,000	400,000
50,000,000	500,000
60,000,000	600,000
70,000,000	700,000
80,000,000	800,000
90,000,000	900,000
100,000,000	1,000,000

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## Street Talk

Continued from Page 18

**WLUP/CHICAGO** evening personality **BOBBY SKAFISH** quelled misguided rumours about his jumping ship by inking a three-year pact with the Loop. He's also been moved from 6-10pm to 3-8pm.

Former **KLOL/HOUSTON PD BLAKE LAWRENCE** has exited mornings at the station. Blake, who's also logged time at crosstown **KRLY**, **WMET/Chicago**, **Y100/Miami**, and **96KX/Pittsburgh**, is available for AOR or CHR airwork at (713) 953-9805.

Employees at **WINE & WRKI-FM/DANBURY, CT** are just like family... literally. Let's see if we can get this straight: **WRKI** midday man **RAY GRAHAM (HANESKI)** just married **WINE** midday personality **DIANA PERRI**, while **MIKE ALLEN**, News Director for both stations, plans to marry former **WRKI** Account Exec. **YVONNE NECKLES**, and last May, **WINE** afternoon jock **JIM DANN** married Yvonne's sister.

**MIKE RAINIER** is the new PD at **WBAM-FM/MONTGOMERY**. He was most recently PD at **KZ103/TUPELO, MS**.



Street Talk congratulations to **Q105/TAMPA** morning zoo-master **CLEVELAND WHEELER** on being named one of the U.S. Jaycees' ten "Outstanding Young Men Of America."

**JIM RISING** has left the PD's post at **WKRZ-FM/WILKES-BARRE** after four years to join **WHEB-FM/PORTSMOUTH** as PD and afternoon man. **WHEB-FM** is currently AOR. Back in Wilkes-Barre, VP/GM **HANK KESTENBAUM** is looking for Jim's replacement.

**WZPL/INDIANAPOLIS** afternoon jock **JONATHAN DOLL** will try his standup comedy routine on national TV the first week of October. Check him out competing on "Star Search."

At **KGRC/HANNIBAL, MO**, **MICHAEL O'CONNOR** has been promoted to Station Manager. **ED CLAY** moves up to become Program Director.



Consultant **JEFF POLLACK** may be spending a little more time in Australia in the next few months; he's picked up **2SM/SYDNEY** as a CHR client.

Speaking of CHR clients, that's what former **WGCL/CLEVELAND** VP/Programming turned consultant **BOB TRAVIS** is seeking through his new **TRAVIS MEDIA**. Bob can be reached at (216) 333-0633.

**WRQC/CLEVELAND** has added **TOM DANIELS** (to be known as Jack Daniels) for evenings. The veteran talent previously worked at **B94/Pittsburgh**, **WPGC/Washington**, and **WJDX/Jackson, MS**.

Consultant **PETE SALANT** has signed **WKFM/SYRACUSE** and **WQXA/YORK-HARRISBURG** as client stations. The new agreements mark Salant's debut in CHR consulting.

Former **KCBS/SAN FRANCISCO** GSM **WALLACE HUTCHINSON** died last week at age 62 after a prolonged illness. His long career in both radio and TV sales also included stints at **NBC Radio** and **KBIG/Los Angeles**.

Our condolences to the friends and family of **WENS/INDIANAPOLIS** midday man **TIM McKEE**. Tim, who had been with the station since its inception in 1981, died last week of a heart attack. He was 36.

**DAN ROBINS** has taken over the MD duties at **KOMA/OKLAHOMA CITY** as **JOHN PRATT** moves crosstown to jock for **WKY**.

**WOOS/CANTON MD** **ANDY SANDERBECK** tied the knot with Leanne Bankert.

**KLSI/KANSAS CITY** has tapped **GREG ALAN** as MD.

**WLS/CHICAGO** weekender and production wizard **CHUCK BRITTON** is joining **WKTJ/MILWAUKEE** for afternoons.

Part of the announced lineup at **WZOU/BOSTON** (formerly **WCOZ**) includes the morning team of **MIKE MORIN & BRAD KRANTZ** (**WPIX/New York**), **JON ANTHONY** for nights from **WAVA/Washington**, **UNCLE JOHNNY** from **Q107/Washington** for late nights, overnights it's **SCOTT BRUNNER** from **KEYN-FM/Wichita**, plus parttimers **DAVID MARZ** from **WGCL & WZZP/Cleveland**, and **GEOFF STEPHENS** (**WNVZ/Norfolk**), as well as News Director **JEFF MICHAELS** from across town at **WROR**. More staff announcements will follow shortly.

Congrats to **R&R** What's New Editor **DON WALLER** and his bride Barbara Monderine on their marriage last week.



**DEANO DAY** and his wife Martha are the proud parents of a new baby girl. Rachel Nichole Day was born Thursday, August 30, the day before Deano's last show on **KLAC**. (See related story on Page 1.)

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# "IT AIN'T ENOUGH"



On Your Desk  
Sept. 17

## COREY HART

# "It Ain't Enough," the new single.

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From the album FIRST OFFENSE. Produced by Jon Astley and Phil Chapman. Available on EMI America Records and High-Quality XDR<sup>®</sup> Cassettes.

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# Sales



GAIL MITCHELL

CONVERSATION WITH BLAIR'S JOHN BODEN

## Mega-Reps: Challenging A Changing Industry

R&R's sales series continues with Blair Radio President/CEO John Boden, who, among other topics, discusses the God-playing role today's changing radio reps face.

**R&R:** Was the rep merging trend inevitable?

**JB:** The merging trend is in every business. You see it everywhere — the big guys are taking over the smaller companies. It was just a matter of time until it happened in our business. Ralph Guild figured that out a long time ago and put it into action first. Katz has done it, we've done it... it's a natural transition because that's the only growth left for the major companies.

**R&R:** Does this evolutionary

have to be bought out by somebody else to be a good rep company. And I don't think bigness has ever been necessarily best.

**R&R:** What advantages does the merging trend offer?

“  
The important thing in any business is listening to your clients.”

“  
cycle prevent independent rep companies from succeeding?”

**JB:** There's room for independent reps, sure. I don't think you

**JB:** From an agency standpoint, you're really talking about nonwired networking. Nonwired is about 8 1/2% of the business and about 90% conversation. I've heard as much as 15%, but I can't find out where those figures are.

It has allowed agencies to make a pretty fast and easy buy. In other words, they're getting a deal. It can be a pretty good deal from a rep standpoint, too, because they're rather simply closing a

John Boden  
President/CEO  
Blair Radio/RAR

On April 1 Blair Radio took over Group W's rep firm. Combining the best of the two, the resulting company was renamed Blair/RAR. Boden assumed the President/CEO reins at that time; prior to that he posted five years as Blair Radio's President. Together both companies cover about 110 markets.



REPRESENTED BY  
BLAIR RADIO



lot of billing and making a lot of money.

**R&R:** Does the same hold true for stations?

**JB:** There are several downsides to that. Number one is the rate factor, because if you have to get a particularly good rate, then you're not getting the rate the guy really wants. The good stations probably get their rate; the weaker stations probably pay for the good guys. I'm not sure

“  
Local and national radio sales is the last frontier of creative selling.”

that's the right way to do business. Secondly, it's very slow on payment. Thirdly, you're really playing God. From a nonwired standpoint, if you rep three stations in a market and all fit the requested demo, but the buyer wants to buy one station, who's going to pick which one? If I were running a radio station, I wouldn't want anybody playing God, telling me who is going to get the business.

**R&R:** Then are the advertisers getting a fair shake?

**JB:** Does anybody really care whether a campaign works or not? And if you're selling weaker, but efficient, stations, is the campaign going to work? I don't think anybody ever asks that question, and it's a key one.

**R&R:** Do stations express that sentiment to you?

**JB:** All the time. I think they're right. The important thing in any business is listening to your clients. You must know who your client is. Obviously, the billing comes from the agencies. But our client is the station. Our job is to outproduce what the station does, to do a better job of selling individual radio stations. What worries me about nonwired is the individual station loses out.

**R&R:** Is more business being generated as a result of the trend?

**JB:** All you're doing is taking existing spot radio dollars and putting them into a different package. Everybody's saying business is terrific, and we're responsible for it. I don't think we're responsible at all. The business climate is good in an election year, which has always been a good year in national radio. Because business is good, people have a tendency to think it's going to be like that forever. We have to do a better job than

we're doing now about advertisers' perception of national radio. The RAB is starting to turn that perception around — that we're a dynamic, exciting advertising vehicle that really does sell services and products.

**R&R:** So the future of national spot is dependent on that?

**JB:** Yes, on a complete change of advertiser-thinking. It's been good this year, but what's it going to be like next year? We have to constantly keep selling ourselves. We're at the bottom of the ladder from an advertiser standpoint; it's a tough climb. We have to work harder at what we do than the guys above us. But the guys above us are also working hard, so we just have to work four times harder.

**R&R:** What worries you most about the rep business?

**JB:** We have a tendency to be more and more like TV salesmen. I don't have anything against them, but I think they're “number” salesmen. Their business is built on numbers, packages; it's

“  
We have a tendency to be more and more like TV salesmen.”

strictly demographics and all that. Local and national radio sales is the last frontier of creative selling. Because of nonwired networking, there is a tendency to strictly sell numbers. If we ever get into that, we'll have real problems. To use an old phrase, we have to sell value before we can sell cost. And cost is determined by value.

**R&R:** With the competition so fierce, how does a new GM know which rep to choose?

**JB:** The first thing you buy a rep company for is its honesty and integrity — somebody you can believe. Secondly, you want a rep company that can outproduce the market. And how do you outproduce the market? By having the best salespeople. Our business is very simple: The guy who has the best people on the street wins. It's no different than anything else.

**R&R:** Any parting thoughts?

**JB:** We can't take our eyes off what we do best. It's like McDonald's. If you change your format to McDonald's hamburgers, you have a lousy hamburger stand. You've got to do what you do best, and that's selling for individual radio stations in their markets.

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Catch rock trends where they begin — on the British charts. The British Top 30 countdown show brings your listeners the latest hits in Britain. This weekly 3-hour bartered program is produced in Europe by British radio broadcasters especially for American listeners and distributed by London Radio, Ltd., an American company. Don't miss the latest British invasion! Contact:

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# MATTHEW WILDER



## "BOUNCIN' OFF THE WALLS"

FROM THE  
FORTHCOMING  
PRIVATE I ALBUM  
"BOUNCIN' OFF  
THE WALLS"



DISTRIBUTED BY CBS RECORDS

# At The 1st Annual MTV Video Music Awards, everyone's a winner!

On Friday, September 14, join co-hosts Bette Midler and Dan Aykroyd on stage live at Radio City Music Hall for the definitive awards show in the exploding world of video music—done only the way MTV can do it!



Brought to you by MTV: Music Television and Ohlmeyer Communication Companies in association with Radio City Music Hall Television.

## Look Who's Coming!

Dale Bozzio, Roger Daltrey, Daryl Hall & John Oates, Herbie Hancock, Huey Lewis & The News, Cyndi Lauper, Madonna, Eddie Murphy, Rick Ocasek, Joe Piscopo, Grace Slick, Rod Stewart, The Go Go's, The Police, Mickey Thomas, Tina Turner, Fee Waybill, Peter Wolf, Ron Wood, ZZ Top, and more.

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## Look Who's Nominated!

### Best Video of the Year

The Cars "You Might Think"  
Herbie Hancock "Rockit"  
Michael Jackson "Thriller"  
Cyndi Lauper "Girls Just Want To Have Fun"  
The Police "Every Breath You Take"

### Best Male Video

David Bowie "China Girl"  
Herbie Hancock "Rockit"  
Michael Jackson "Thriller"  
Billy Joel "Uptown Girl"  
Lionel Richie "All Night Long"

### Best Female Video

Pat Benatar "Love Is A Battlefield"  
Cyndi Lauper "Girls Just Want To Have Fun"  
Cyndi Lauper "Time After Time"  
Bette Midler "Beast of Burden"  
Donna Summer "She Works Hard For The Money"

### Best Concept Video

The Cars "You Might Think"  
Herbie Hancock "Rockit"  
Michael Jackson "Thriller"  
Cyndi Lauper "Girls Just Want To Have Fun"  
The Rolling Stones "Under Cover Of The Night"

### Best Group Video

Huey Lewis & The News "Heart of Rock 'N Roll"  
The Police "Every Breath You Take"  
Van Halen "Jump"  
ZZ Top "Legs"  
ZZ Top "Sharp Dressed Man"

### Best Stage Performance in a Video

David Bowie "Modern Love"  
Duran Duran "The Reflex"  
Bette Midler "Beast of Burden"  
The Pretenders "Middle Of The Road"  
Van Halen "Jump"

### Best New Artist

The Eurythmics "Sweet Dreams (Are Made of This)"  
Cyndi Lauper "Girls Just Want To Have Fun"  
Cyndi Lauper "Time After Time"  
Madonna "Borderline"  
Wang Chung "Dance Hall Days"

### Best Overall Performance in a Video

David Bowie "China Girl"  
Michael Jackson "Thriller"  
Cyndi Lauper "Girls Just Want To Have Fun"  
The Police "Every Breath You Take"  
Van Halen "Jump"

### Best Special Effects in a Video

The Cars "You Might Think"  
Thomas Dolby "Hyperactive"  
Herbie Hancock "Rockit"  
Billy Idol "Dancing With Myself"  
The Talking Heads "Burns Down The House"

### Best Art Direction in a Video

The Cars "You Might Think"  
Herbie Hancock "Rockit"  
Billy Idol "Dancing With Myself"  
The Police "Every Breath You Take"  
Queen "Radio Ga Ga"

### Best Editing in a Video

Duran Duran "The Reflex"  
Herbie Hancock "Rockit"  
Billy Idol "Eyes Without a Face"  
Elton John "I'm Still Standing"  
The Police "Every Breath You Take"  
ZZ Top "Legs"  
ZZ Top "Sharp Dressed Man"

### Best Cinematography in a Video

David Bowie "China Girl"  
Billy Idol "Eyes Without a Face"  
Kiss "All Hell's Breaking Loose"  
John Cougar Mellencamp "Authority Song"  
The Police "Every Breath You Take"  
The Stray Cats "Sexy & 17"

### Best Choreography

Toni Basil "Over My Head"  
Michael Jackson "Thriller"  
Elton John "I'm Still Standing"  
Bette Midler "Beast of Burden"  
Donna Summer "She Works Hard For The Money"

### Best Direction

The Bongos "Numbers With Wings"  
Ian Hunter "All Of The Good Ones Are Taken"  
Billy Idol "Dancing With Myself"  
Cyndi Lauper "Time After Time"  
Huey Lewis and the News "I Want A New Drug"  
The Police "Every Breath You Take"  
ZZ Top "Gimme All Your Lovin"  
ZZ Top "Sharp Dressed Man"

### Most Experimental Video

The Cars "You Might Think"  
Thomas Dolby "Hyperactive"  
Herbie Hancock "Rockit"  
Alan Parsons Project "Don't Answer Me"  
Neil Young "Wonderin"

### Viewer's Choice Best Video of the Year

The Cars "You Might Think"  
Herbie Hancock "Rockit"  
Michael Jackson "Thriller"  
Cyndi Lauper "Girls Just Want To Have Fun"  
The Police "Every Breath You Take"

### Video Vanguard

(to be announced)



Friday,  
September 14  
10PM Eastern  
9PM Central  
8PM Mountain  
7PM Pacific



# On The Records



KEN BARNES

## Country Music's Name Game

By Ed Salamon

If you're involved in country music, you may have noticed that the Statler Brothers are credited on their latest album as the Statlers. They are just the latest artists who have made either subtle or extensive changes in their names on their way to country music stardom.

Changing from plural to singular is Exile, a group known not only for their No. 1 country hits, but also for their 1978 pop million-seller "Kiss You All Over." I asked them why the group wasn't called something more normal like the Exiles. Indeed, they originally were. J.P. Pennington explained they chose that name because as longhaired musicians they felt set apart from their Lexington, KY community. While the Exiles, they recorded for Columbia Records (they're on sister label Epic today), and were produced by Tommy James.



Exiles go to "Church" with Tommy James

In our "he was so much older then, he's younger than that now" department is Billy "Crash" Craddock, who had his biggest hit in the summer of 1974 with the double-entendre "Rub It In." He says he acquired his nickname as a high school football player. The billing has stuck since his first national record label, Columbia, was promoting a youthful "Billy" as a rock & roller. Earlier, he had recorded for a local North Carolina label with the more mature artist credit "Bill Craddock."

### Try Saying "Yvonne Vaughn" Three Times Real Fast

Changing her name to accommodate radio was Yvonne Vaughn, when told that her name was too hard to say and DJs would mispronounce it. Someone suggested taking the name of a lady he knew in New Mexico, and thus Yvonne became Donna Fargo. Donna told me that it took her a while to get used to it, but now it seems as if she was born with the name.

Remember those collections of "Original Hits" that weren't by the original artists? In 1956, George Jones was making some extra money moonlighting for Tops Records as Hank Smith, covering Elvis's hit of "Heartbreak Hotel" for just such a package. Although today he's known for his soulful ballads, it shouldn't surprise anyone who remembers his hit "White Lightning" that George can really rock. In fact, while recording country records for Starday under his real name, he took a brief shot at rock & roll stardom with a single, "Rock It," credited to "Thumper" Jones.



Mirriam Johnson

### I'm Not Mirriam

Jessi Colter's now back in country music. She's best remembered for her 1975 crossover hit "I'm Not Lisa," and as an important part of country music's first platinum album, "Wanted: The Outlaws." Her first recordings were made as Mirriam Johnson, when she was the wife (and labelmate) of Duane Eddy. She told me they did well enough to earn her an appearance with Dick Clark on "American Bandstand." She began to record again in the middle of her divorce from Duane, and so Jessi says she adopted the name of her

## Introducing On The Records' First Guest Columnist

Last year when I went on vacation, I put together a column consisting of fake biographies of the R&R editors. This made me a very popular figure at the office, as I discovered when I returned from vacation and found a number of festive wreaths and streamers, cleverly and thriftily fashioned from common, ordinary toilet paper, decorating my office from top to bottom. Now that I have a new office, with a tidier decor, I decided to play safe and ask a longtime reader and fellow record fanatic to contribute a guest column while I'm gone.

My guest columnist really needs no introduction, but I do have this box to fill, so here goes: Ed Salamon is Executive VP/Programming for the United Stations, with a strong background in Country radio that includes PD positions at WEEP/Pittsburgh and WHN/New York. He was also National PD for Storer Radio.

Aside from that, Ed is an enthusiastic vinyl accumulator whose collection threatens to run him out of his house at any moment. He is in all likelihood the leading authority on Pittsburgh area records (a scene unlike any other in the country), and a trivia whiz of the first order. Much of this esoteric knowledge finds



Ed Salamon

its way into the many United Stations programs he helps put together. For this column, Ed has chosen to concentrate on country music-oriented data. I learned a lot from reading it, and I'm sure you will too. Take it away, Ed.

great grandfather. Since then, she's kept the name and says that's what her husband Wayne Jennings calls her.

One country artist recently added a middle name, Michael Martin Murphey. Unlike John Austin Paycheck (who used a middle name briefly in the post-"Take This Job And Shove It" era), Michael's choice was based on legal, not esthetic considerations. It seems the Screen Actors Guild will only register one member per name. When singer Michael Murphey began to appear in motion pictures such as "Hard Country," he found there already was an actor Michael Murphey. Multitalented Michael Martin Murphey now carries a name compatible with both his careers.

### High School Sheppard

I don't know that T.G. Sheppard ever recorded under his real name, Bill Browder, but he did have a regional hit with a rock & roll number on Atco Records titled "Highschool Days," as Brian Stacy. The exact story behind his current name is

vague. It seems that everyone who presses him for its significance gets a different answer: he's told me two or three variations over the years.



T.G. Sheppard's 1966 alias

After leaving the Bobby Doyle Trio, in which he played bass, Kenny Rogers had a short solo career as Kenneth Rogers on Carlton Records. The music was doowop style and on some records he was billed as Kenneth Rogers III. Kenny started his career in high school with a group called the Scholars. Mickey Gilley told me Kenny did session work as a bass player in the Houston area, playing on Mickey's first local hit, "Is It Wrong."

Johnny Paycheck sold over a million copies of his 1977 version of David Allan Coe's "Take This Job And Shove It." It was George Jones who gave Johnny his first break which led to a spot in his band and later a recording contract with Jones's then-current label, Mercury. Johnny's first records were made as Donny Young. Later, he says he was impressed by the name of a boxer and borrowed his name: Johnny Paycheck.

### Sylvia's Missing Name

Recently, "On The Records" revealed that country artist Sylvia's last name was Allen. Perhaps someone wondered why she didn't use it on her records. The answer is because of another of Nashville's beautiful ladies, Deborah Allen. Deborah had already signed to RCA to create new duets with old Jim Reeves vocal tracks. In order to avoid the confusion of having two new ladies on the label with the same last name, Sylvia dropped hers. However, I'm sure at some time, this might have caused confusion with the Sylvia whose "Pillow Talk" was a million-seller in 1973. That Sylvia is Sugarhill executive Sylvia Robinson, who, as half of Mickey & Sylvia, hit with "Love Is Strange" in 1957.

Hope you've added something to your knowledge of country music trivia!



### ONE YEAR AGO TODAY

- RICHARD PALMESE NAMED EXEC. VP AT MCA
- BOB FAUSER BECOMES PRESIDENT OF HENRY BROADCASTING
- JIM BROOKER VP/GROUP OPERATIONS FOR JOSEPHSON
- PHIL HALL NAMED PD AT KLAC/LOS ANGELES
- JACK SILVER APPOINTED PD AT KSHE/ST. LOUIS
- JOHN LANIGAN NAMED PD AT WGAR/CLEVELAND
- #1 CHR: "Tell Her About It" — Billy Joel (Columbia) (2nd week)
- #1 A/C: "Tell Her About It" — Billy Joel (Columbia)
- #1 COUNTRY: "Night Games" — Charley Pride (RCA)
- #1 BLACK: "Cold Blooded" — Rick James (Gordy/Motown)
- #1 AOR TRACK: "King Of Pain" — Police (A&M) (5th week)
- #1 LP: "Synchronicity" — Police (A&M) (13th week)

### FIVE YEARS AGO TODAY

- BOBBY RICH NAMED PD AT KHTZ/LOS ANGELES
- ED DE JOY, BUD DAIN BECOME RCA A&R VPS
- #1 CHR: "Lonesome Loser" — Little River Band (Capitol) (2nd week)
- #1 A/C: "I'll Never Love This Way Again" — Dionne Warwick (Arista) (2nd week)
- #1 COUNTRY: "I May Never Get To Heaven" — Conway Twitty (MCA) (2nd week)
- #1 BLACK: "Don't Stop 'Til You Get Enough" — Michael Jackson (Epic) (3rd week)
- #1 LP: "In Through The Out Door" — Led Zeppelin (Swan Song/Atlantic)

### TEN YEARS AGO TODAY

- JIM MAZZA NAMED DIRECTOR/INTERNATIONAL MARKETING AT CAPITOL
- #1 CHR: "I Shot The Sheriff" — Eric Clapton (RSO)
- #1 A/C: "I Honestly Love You" — Olivia Newton-John (MCA) (3rd week)
- #1 COUNTRY: "Please Don't Tell Me" — Ronnie Milsap (RCA)
- #1 LP: "Fulfillingness' First Finale" — Stevie Wonder (Tamlam/Motown) (2nd week)

THANK YOU  
BLACK RADIO  
FOR MAKING  
US

#1

2 WEEKS IN  
A ROW!

S.O.S.  
BAND

"JUST THE WAY  
YOU LIKE IT"



CROSSING TO CHR IN:

BOSTON  
PHILADELPHIA  
WASHINGTON D.C.  
MIAMI  
DETROIT  
PHOENIX  
SACRAMENTO  
SAN FRANCISCO



DISTRIBUTED BY CBS RECORDS

R&R

## Datebook

MONDAY, SEPTEMBER 10

### Cool Summer

These columns are usually full of ex-art students, student teachers, and the occasional economics major-turned-rock star. **Bananarama** has two ex-journalism students, including **Slobban Fahey** (pronounced She-boone) who could probably be writing this blurb on her 24th birthday today. By 1981 two years after forming, the British trio had some brand-name help from ex-Sex Pistol **Paul Cook**, who produced their first single, and **Fun Boy Three**, who made them their backing group. Despite the celebrity backing, the bulk of Bananarama's hits have been produced by **Tony Swain** and **Steve Jolley**, who fashioned variants on a similar sound for **Spandau Ballet** and **Imagination** and play most of the instruments on the group's records.

Birthdays: **Roy Ayers** 1940, **Jose Feliciano** 1945, **Don Powell (Stade)** 1950.

TUESDAY, SEPTEMBER 11

### TV O.D. #1

You're impressed with the way **Michael Jackson** moves now? Well, he's been pretty animated for the last 13 years. On this day in 1971, less than two years after they'd first hit with "I Want You Back," the Jackson 5 got their own animated cartoon series. Saturday mornings on **ABC**. The series followed in the tradition of "The Beatles," the first rock group to get a cartoon (which, like the Jacksons series, was voiced by somebody else). "JS" premiered with an episode very roughly paralleling the group's discovery; after that, most of the episodes were pretty fanciful, especially considering that, at least in early shows, all the group's fans, entourage, etc., were white.

WEDNESDAY, SEPTEMBER 12

### King Of Pain

**George Jones** celebrates his 53rd birthday today. Jones was born in the "Big Thicket" area outside Beaumont, TX. By seventh grade, he was so obsessed with music that he flunked one year and dropped out the following one. Jones gigged around Beaumont for six years before becoming one of the first **Starday** signings in 1952. His first single, "There Ain't No Money In This Deal," went unnoticed; it took three years for Jones to score with "Why Baby Why." Two decades later, after stockpiling an amazing number of hits dealing with drinking and/or other types of suffering, Jones suddenly switched to uptempo novelties like "Her Name Is" and "Old King Kong" and threatened to disappear for a while. In the face of mounting publicity about his drinking (and the publication of ex-wife **Tammy Wynette's** autobiography), Jones finally came back with "He Stopped Loving Her Today" in 1980.

Other birthdays: **Maria Muldaur** 1943, **Gerry Beckley (America)** 1952.



THURSDAY, SEPTEMBER 13

### Elvis Remembered

Most of the tributes to **John Lennon** were relatively classy affairs. The two hits, **Elton John's** "Empty Garden" and **George Harrison's** "All Those Years Ago," were both tastefully written and weren't recorded and released in the three days between death and burial. The **Elvis Presley** tributes were a different story. By the end of 1977 there were at least 25 records of sharply varying quality. One of the more sincere and best-known tributes, **Ronnie McDowell's** "The King Is Gone," hit the **R&R CHR** charts on this day on its way to #25. "King," which dealt with McDowell's personal obsession with Elvis, was the singer's second record; the first, a remake of "Only The Lonely," had been issued in spring 1977. McDowell followed up "King" with an Elvis soulalike, "I Love You, I Love You, I Love You," and lip-synched **Kurt Russell's** singing for "Elvis," the TV movie, but pumping out Country hits seven years later has finally managed to drive off most of the comparisons.

### TV O.D. #2

FRIDAY, SEPTEMBER 14

With this being premiere week, there are actually any number of notable dates in TV/cartoon-rock history. In addition to the aforementioned **Jackson 5** series, the **Monkees** premiered on September 12, 1966 and the **Archies** made their TV series debut on this day in 1968. **Don Kirshner**, who had conceived the Archies as a Monkees that wouldn't ever want to go experimental, immediately issued the first Archies single, "Bang-Shang-A-Lang," which nudged top 20. It wasn't until nearly a year later when "Sugar Sugar" went to #1 that the glut of cartoon rock imitators followed, including **Josie & the Pussycats** whose 14th anniversary falls on Sept. 12, the **Catanooga Cats**; the **Bugaloos**; and many more. Two of the team behind the **Archies** became famous shortly thereafter. **Andy Kim**, and **Barry Manilow's** first producer, **Ron Dante**. One who's still working on it this year is female lead **Toni Wine**, currently heard duetting with **Tony Orlando**.

### Abba On Tour

SATURDAY, SEPTEMBER 15

There aren't a lot of great stories about **Abba** on the road destroying hotel rooms, passing out in Chinese restaurants, etc. For one thing, the group didn't do a lot of touring. It took two years of being a hit international act for Abba to tour at all. On this day in 1979, perhaps influenced by North America's being the last place on earth where only some of their records were hits, the group finally kicked off its first and only North American tour in Vancouver.

Birthdays: **Roy Acuff** 1903.

SUNDAY, SEPTEMBER 16

### Goofs That Changed The World

Two significant anniversaries today, both involving unlikely novelty records. On this day in 1969, the British arm of **Philips** decided to abandon distribution of "Je T'Aime, Moi Non Plus" by **Jane Birkin** and **Serge Gainsbourg** thus ensuring that the record went to #2 in Britain. "Je T'Aime" was a lush, almost Muzak instrumental, distinguished primarily by the heavy breathing of its two leads. While not a hit in most parts of the U.S., "Je T'Aime" was the apparent influence for "Jungle Fever" by the **Chakachas** in 1971 and the acknowledged inspiration for **Giorgio Moroder** and **Pete Bellote** when they wrote **Donna Summer's** "Love To Love You Baby" more than five years later. This was also the day in 1979 that the first rap hit (although, arguably, not the first rap record), "Rapper's Delight" by the **Sugarhill Gang**, was released.

Birthdays: **B.B. King** 1925, **Kenney Jones** 1948, **Earl Klugh** 1953.

— Sean Ross

# "I FEEL FOR YOU"

The  
New  
Single  
From

## CHAKA KHAN.

One Of The "Most Added" CHR

90/49 With This Weeks Adds And Moves

WBLI add	Z104 add
WCAU-FM add	Z95 add
Z93 deb 29	KEYN-FM add
I95 28-26	KQXR add
Y100 deb 22	KF95 add
Q105 add	KKFM add
WHYT add	KIKI deb 40
KWK add	KQMQ add
KIIS-FM add	KHOP add
FM102 deb 30	KSKD add
KS103 add	KDON-FM add
XTRA add	WIGY add
KUBE add	103CIR add
KNBQ add	WOAY add
WMAR add	WERZ deb 39
WTIC-FM 31-27	WQCM add
WKEE add	WKHI add
WLAN-FM add	WISE add
KC101 add	KWES add
Z106 deb 39	WPFM add
WSPK add	KKQV add
KWIC add	WBNQ add
WSSX 35-32	99KG add
WBCY add	KDVV add
WANS-FM add	KGOT deb 31
WZKS add	WGHO add
Y106 add	KBIM add
KTFM add	KRSP add
Z98 deb 25	KZOZ add
WKDD add	OK95 add

Black/Urban "Breaker" First Week?

Chart Debut 33

**Produced By**

**Arif Mardin.**

**From**

**I Feel For You**

**The Forthcoming**

**Album By**

**CHAKA KHAN.**



© 1984 Warner Bros. Records Inc.



**Repo Man Premieres**



The Los Angeles premiere of the Universal film and San Andreas/MCA Records soundtrack, "Repo Man," was recently celebrated at a screening of the film with festivities backstage and live performances by two of the soundtrack's artists. Pictured here are MCA's Billy Brilli, film's leading lady Olivia Barash, MCA's John Schoenberger, Repo Man co-producer Peter McCarthy, MCA's Kathy Nelson, and Repo Man co-producer Jonathon Wacks, and unidentified.

**Ford Builds Foundation**



No longer a Runaway, Lita Ford is living it up with her second Mercury/PolyGram LP, "Dancing On The Edge." Partying backstage after a New York show were (l-r): PG's Drew Murray and Stephen Pritchett, band member Randy Castillo, PG's Derek Shulman, Lita Ford, Gordon Copley and Robert Donatti of the band, and PG Sr. VP Jerry Jaffe.

**1-800-251-9600. Give your listeners this number to call Ronnie Milsap, Charlie Pride, Barbara Mandrell, Alabama, Ricky Skaggs, Conway Twitty, Roy Acuff, Shelly West, Jerry Reed, Merle Haggard, the Oak Ridge Boys, David Frizzel, T.G. Sheppard, Sylvia, Waylon Jennings, Janie Fricke, Lee Greenwood, Dottie West, Willie Nelson, Charlie Daniels, Gary Morris, Eddie Rabbitt and many more Superstars!**



Music Country Radio Network puts country music fans on the line with their favorite country stars. It's America's only nighttime two-way variety radio show, hosted by country's most unpredictable DJ, Charlie Douglas.

Between talking to and listening to country newsmakers and hitmakers, your listeners get the latest news, sports and weather, and they hear their favorite artists singing today's top country music.

Put Charlie and his friends on the air at night, and put your listeners on the line.

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For full information contact Glen Serafin, (202) 955-7214, or Charlie Douglas, (615) 889-6595.



**WWRC**

Continued from Page 1  
5am, and WWRC will also utilize that network's news resources.

**WNTR Wobs**

Meanwhile, Interstate Communications, which now owns Greater Media's former AM facility WGAY, dropped Beautiful Music programming for a News/Talk format and new calls WNTR.

Interstate President/WNTR GM Gary Portness has yet to hire a PD, but has named former WWRC Account Executive Dan Labestain General Sales Manager. "He's got the right contacts and all the ingredients to make us a hit," said Portness.

WNTR, a 1 kw daytimer, is airing local talk from 6-10am and 4-7pm, using ABC Talkradio from 10am-4pm. The morning host is Ed Enderley, previously of WTBO/Cumberland, MD, while afternoons are handled by Mike Lennon and Dr. Gabe Mirkin, both formerly with WWRC. Portness has also tapped Leonard Roberts of WSBA/York to head a five-person news department.

"Since we started up Saturday the calls have just really been unbelievable," Portness enthused. He added that most callers reminisce about WWRC and comment on WNTR's weak signal, which Portness hopes to strengthen later. "I tell people we're running a Ted Turner-

type operation, starting off on a shoestring. We've already gone over budget but we're very happy."

**Matthews**

Continued from Page 1

personal endeavors. He will serve in an advisory capacity to Chester Broadcasting through this transition period. C.C. is going to do a fabulous job for us. With his help I'm looking forward to great progress for the station."

Matthews, PD/Operations Manager at WLLT/Cincinnati for the past year and half, told R&R, "I'm really looking forward to being in Cleveland and making WGCL a great radio station that America can look to and admire. There are some fine operators in this market and we will enjoy competing with them." Before joining WLLT, Matthews served as PD at WIKS (now WZPL)/Indianapolis, KJ100 and WQMF (both Louisville), and WZOK & WR0K/Rockford.

Travis commented, "I accomplished what I set out to do here in Cleveland - to make WGCL number one, which we did a year ago. I'll be representing Travis Media (currently headed by Travis's wife Karen) and I'll be handling the programming division, which will represent a number of stations and clients, including Bob Harper's Company."

**Stacy and Johnny's Block Party**



Atlantic/Cotillion Records recently hosted a party for Stacy Lattisaw and Johnny Gill to celebrate the release of their "Block Party" single. Shown here are (l-r): unidentified, Cotillion President Henry Allen, Lattisaw manager Buddy Allen, Burland Records' Camille Hodge (background), Atlantic VP/GM Dave Glew, WEA's Barry Roberts (background), and Steve Allen of Buddy Allen Management. In front are Johnny and Stacy.

**Benson's Back!**



Robert Guillaume of ABC "Benson" fame has signed a recording contract with Air City Records. His album, "To Love Again," has just been released. Pictured here are (l-r): label President Byron Byrd, label's William Cochran, Guillaume, label's Huncie Cochran, and label VP James Bannano.

CBS RADIORADIO  
thanks the more than  
**330 stations** who made  
**The Beatles**  
20th Anniversary Labor  
Day weekend special  
so very special!



The Programming Service  
with the CBS Difference

# THE PICTURE PAGES

## .38 Special Rocks The South



ASCAP members .38 Special performed throughout the South recently, and posed with ASCAP representatives for this family photo. From left, drummer Jack Grondin, ASCAP's Bob Doyle and John Sturdivant, stage manager Larry Steele, ASCAP's Tom Long and Merlin Littlefield, and group members Steve Brookins, Larry Junstrom, Jeff Carlisi, Donnie Van Zant, and Don Barnes.

## NYSBA Organizes



Organizers for the New York State Broadcasting Association recently convened to prepare for their conference. Pictured here are (l-r): NE Division VP Colin Chisolm, NBC Radio President Randy Bongarten, WBEN Pres./GM Larry Levite, NYSBA Executive Director Joseph Reilly, WNEW-TV VP/GM Robert O'Connor, and WVOX & WRTN President William O'Shaughnessy.

## Kids At Work On CBS



CBS Associated Labels signed a production agreement with Popular Springs Production/Sounds of New York, and with new group Kids At Work. Shown at the signing are (l-r): E/P/A VP T.C. Thompkins, Popular Springs VP Carrol Allston, Timothy Gatling, Teddy Riley and Clurel Henderson of Kids At Work, Popular Springs President Gene Griffin, and CBS Associated Labels VP/GM Tony Martell.

## PolyGram Signs Deborah Galli



Mercury/PolyGram Records has inked performer Deborah Galli, with her debut LP "Radio Active" released recently. Shown at the signing are (l-r): PolyGram Sr. VP Emiel Petrone, VP Jeff Sydney, manager Morris Diamond, Sr. VP Russ Regan, Producer Brook Arthur, group member and Ms. Galli's husband Leonard Boivin, and PolyGram's Jeff Laufer.

## Sending A Message



INXS recently played NYC's Radio City Music Hall as special guests of the Go-Go's. The band is currently touring America in support of its latest LP, "The Swing." Pictured after the show are (l-r) Atlantic President Doug Morris, Mod-ern/Atco artist Sandy Stewart, and INXS members Michael Hutchence and Gary Gary Beers.

## The Twins Do L.A.



The Thompson Twins were warmly welcomed back to L.A. after a smashing American tour. Arista President Clive Davis turned out for the concert and sponsored a backstage bash at the Greek Theatre. Shown at the party are (l-r): Twins Alannah Currie and Tom Bailey, Clive Davis, and Twin Joe Leeway.

## Teddy Sings Universal Language



Teddy Pendergrass's return, as well as his E/A LP debut, "Love Language," prompted an official reception in his honor. Pictured here with him at the gala are (l-r) actor Ben Vereen and E/A Chairman Bob Krasnow.

## Quincy Welcomes Makoto



Jazz guitarist Makoto has just released his self-titled debut album on Quincy Jones's Qwest label. Smiling over the signing are (l-r) Makoto and Quincy Jones.



# A Triple Play From E/P/A

## JOHN CAFFERTY AND THE BEAVER BROWN BAND



### "On The Dark Side"

CHR CHART **33** AOR ALBUMS: **17**

192/16 79% AOR TRACKS: **11**

FROM THE ORIGINAL SOUNDTRACK ALBUM

### "EDDIE & THE CRUISERS"



**FIRST WEEK!**

## SURVIVOR

### "I Can't Hold Back"

CHR  
SIGNIFICANT ACTION

ON OVER 40 CHR STATIONS OUT OF THE BOX!

AOR TRACKS: **37** AOR ALBUMS: **31**

**AOR ALBUMS  
BREAKERS.**



## GIORGIO MORODER WITH PHILIP OAKY

### "Together In Electric Dreams"

1st WEEK OUT & ALREADY ON: WPHD K104 WFMJ KQXR OK100 95XIL KTDY KIST

FROM THE ORIGINAL SOUNDTRACK ALBUM

### "ELECTRIC DREAMS"



# THE PICTURE PAGES

## Ratt's On Pier



Atlantic's Ratt recently played the Pier in New York City. Pictured backstage are (l-r): Atlantic's David Fleischman and Donna Kreiss, Ratt's Stephen Pearcy, Atlantic's Bruce Tenenbaum, Judy Libow, and Danny Buch, Ratt's Warren De Martini, and Ratt producer Beau Hill.

## Nobodys Signed



The Nobodys recently signed with Capitol Records, with first product out recently. On hand for the signing were (l-r): Capitol Sr. VPs Walter Lee and Sam Citro, a Nobody, Capitol VP Dan Grierson, another Nobody, Capitol's John Carter and VP Bob Young.

## Just A Dream



A&M's Dream Syndicate opened their U.S. summer tour at the Roxy in Los Angeles. Pictured backstage after the show are (l-r): DS's Karl Precoda and Dennis Duck, A&M's Jeff Gold, DS's Mark Walton and Steve Wynn, A&M Chairman Jerry Moss, President Gil Friesen, and DS manager Tim Devine.

## So What's New?



MCA's New Edition visited Los Angeles to record their just-released MCA debut LP. Shown at a recent City of Hope launch luncheon are (l-r): MCA Executive VP Myron Roth, New Edition's Ralph Tresvant and Ricardo Bell, singer/songwriter Tom Snow, Motown President Jay Lasker, New Edition's Robert Brown and Michael Bivins, Honorary City Of Hope President Emanuel Fineman, and New Edition's Ronald DeVoe.

## He's A Lone Wolf Now



Peter Wolf didn't take his estrangement from the J. Geils Band quietly... he responded with a solo album and single. Shown here celebrating his EMI America contract as well as the completed "Lights Out" LP are (l-r): Capitol COO Don Zimmermann, former EMI President Rupert Perry, EMI America President Jim Mazza, Peter Wolf, and Capitol/EMI Group Chairman Bhaskar Menon.

## Are We Having Fun Yet?



Billy Joel was greeted backstage by his label's executives after a show at New York's Madison Square Garden. Pictured (l-r): Columbia VP/GM Al Teller, Billy Joel, and Columbia VP Mickey Eichner.

## Jackson Helps Cancer Fight



Michael Jackson, along with notables such as Asia, Pat Benatar, the Cars, Billy Joel, and many others, has agreed to contribute all publishing and artist royalties from a forthcoming K-tel compilation album to the T. J. Martell Foundation for Leukemia and Cancer Research. The album will feature 14 hit songs and is expected to net millions of dollars. Pictured endowing a hospital bed unit as a division for the foundation is Michael Jackson (c), flanked by (l-r) charity founder Tony Martell and CBS Records Group President Walter Yetnikoff.

## Idol Gesture



Billy Idol recently stopped by his marketing firm to call retailers nationwide, thanking them for the continued support of his "Rebel Yell" LP. Pictured left to right: Macey Lipman Marketing President Macey Lipman, Billy Idol, and firm's Jill Freeman, Carla Olson, Donnie Coleman and Barbara Firstman-Chavez.





## KEEP A CHANGING MARKET FROM CATCHING YOU BY SURPRISE.

If you know radio, you know it's important to keep up with the way the market changes. Your audience is often on the move, and new trends in listening habits and programming preferences can change between rating periods. Those trends are of prime importance to you and sometimes getting information from quarterly reports isn't fast enough. That's why Arbitron Ratings developed ARBITRENDS<sup>SM</sup>, the computerized ratings tool for the eighties.

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 ARBITRON RATINGS COMPANY  
A Control Data Company



# THE ESSENTIAL INGREDIENTS



## STEVE PERRY

### "Strung Out"

**CHR NEW & ACTIVE**  
96/39 — 40%

Added This Week:

WBLI	WPST	WKFR	KQIZ-FM	WBWB
B96	WKRZ-FM	WVIC	WISE	KCMQ
KHTR	WSSX	KEYN-FM	WCGQ	Y94
KMJK	WABB-FM	WHOT-FM	WYKS	KGOT.
KWOD	KBFM	KKFM	KILE	KTRS
WBEN-FM	KX104	103CIR	WGLF	KGHO
WKEE	KZIO	WOAY	KKQV	SLY96
WGFM	WMEE	WKHI	KFYR	



## BARBRA STREISAND

### "Left In The Dark"

Out Of The Box Action At:

WXKS-FM	K104	WIGY	95XIL
WCAU-FM	WKRZ-FM	WOAY	WJBQ
Z93	WBBO	WTSN	WJAD
WHYT	Y106	WERZ	Q104
Q103	Z98	WQCM	KNOE-FM
	ZZ99	OK100	WIXV
			KIST

**One Of The MOST ADDED A/C**

## ROMEO VOID

### "A Girl In Trouble (Is A Temporary Thing)"

**CHR NEW & ACTIVE**  
104/25 — 43%

Added This Week:

WHTT	WSPK	WQCM
WBLI	WGFM	WOMP-FM
CKOI	WANS-FM	KQIZ-FM
PRO-FM	WZYP	WISE
B97	WRNO	WRKR
KWK	WKAU	KKLS-FM
KIMN	Z104	KBOZ-FM
KPLUS	WHOT-FM	
WFLY	KO93	

## WHAM!

### "Wake Me Up Before You Go-Go"

**CHR NEW & ACTIVE**  
100/64 41%

One Of The MOST ADDED

Including:

B104	Q107	KMJK
WXKS-FM	94Q	FM102
WPHD	Z93	KS103
WBLI	KAFM	XTRA
CKGM	WCZY	KPLUS
CKOI	KHTR	KUBE
WCAU-FM	KIIS-FM	KNBQ
CFTF		

# OF SUCCESSFUL PROGRAMMING



Columbia Records

# Contemporary Hit Radio



JOEL DENVER

MCNEILL WINS AGAIN

## WRVQ Dominates Richmond

If you've heard the saying "You can never go home again," don't believe it, because WRVQ(Q94)/Richmond PD Bob McNeill will tell you otherwise. And he'll do it with a big winning smile on his face. Bob's piloted the Q94 to a commanding string of victories (8.8-10.9-16.6 12+) since he rejoined the station a year ago. Not only is WRVQ number one overall, but it's the leading teen station by a sizable margin, and is also on top with 18-34, 18-49, 25-49, and 25-54 adults!

As the station's first morning man in 1972 under then-programmer Bill Garcia, Bob became PD in '76 when Garcia left to start new sister station Q105/Tampa. Bob remained with the station until 1977, when he was transferred to Q105. In 1979, Bob went to Houston to start his own manage-



Bob McNeill

"We usually don't get told, 'No, it costs too much.' This is one of the few places where management truly understands that if it's right, and if it's successful, the dollars come back many times over."

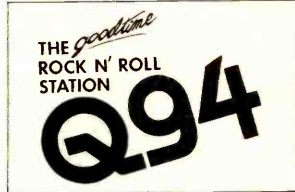
ment consulting/recruiting business. Unfortunately, the economy was souring, and so did his business.

So, Bob returned to radio, joining Country outlet KIKK/Houston as Research Director; shortly thereafter, he advanced to Assistant PD. From there, his road down the Country path took him to the PD chair at Viacom's WMZQ/Washington in early 1982. But last summer, Bob returned to Richmond and WRVQ.

### Great To Be Back

Aside from being thrilled with the results of the book, Bob was quick to point to what he feels is a major factor behind the station's success. "Not only is Richmond a great city, but having the opportunity to work for a GM like Phil Goldman makes this an even more rewarding situation for me.

"When I decided to come back, I did so because I liked the area. But more importantly, Phil's style of management was what led me to make the move. We usually don't get told, 'No, it costs too much.' This is one of the few places where management truly understands that if it's right, and if it's successful, the dollars come back many times over. Our commercial limit is a workable nine minutes an hour,



Corey Deitz John Lawrence Roger St. John Mike Rivers John King Bob Lewis Billy Duncan

and that also comes from enlightened management. We've all worked in places that don't think this way."

### Victory No Piece Of Cake

"Radio programming is not a piece of cake, even if you are the only CHR in town," reflected Bob. "I've programmed in markets of all sizes, and while this is a different kind of challenge, it is no less dif-

ficult. In a major market, you're carving out a more fractionalized piece of the pie, but here we're trying to be more things to more people, and that's even harder.

"Let's face it, if this radio station sounded bad, no one would listen to it, even if it were the only place to hear the hits. WRVQ already proved it can be done wrong, as the station was on the wrong track for a while without direct format competition."

Bob followed Jeff Morgan, who went on to join WNVZ/Norfolk, where he is cur-

rently PD. "Jeff was already moving the station back into a more mass appeal direction, away from the pseudo-AOR image that Bill Thomas had built up. I looked at Bill's research, and found that what it indicated as right was actually wrong, as the numbers showed. At the time, WPLZ (Magic 99) signed on an Urban format and he simply handed a lot of audience to them by being all white, all the time."

Bob immediately began to make the station better reflect the market. "Richmond has always been very rhythm-oriented, and black music always did well on this station. It was ludicrous not to have any black music on the radio, a decision partly due to the Disco backlash. We all were guilty of thinking that research had all the answers for us."

Interestingly enough, Bob feels that part of the reason for CHR's success is not only that the format is being executed properly



Robyn Bently Tredia Smith, News Director

again but that "we're in the cress of a sociological situation we have no control over. Radio is a reflection of time. In this situation, times are better, so radio is more positive and more up-to-date. Now if we hadn't started playing better music again, it wouldn't have happened, but the times have helped the format as well. The audience was ready for it.

"As long as CHR continues to play the hits and monitor the active audience, it will remain a dominant format. If we go through another depression, then other formats will take a bigger chunk of things. Look at Country - it's got trouble everywhere because it's a reflective type of music, and people aren't being very reflective right now."

### Working The Streets Every Night

"Hard-working" is a good way to describe Bob and his very active staff, who have a unique scheduling arrangement. "I give my fulltime people almost every weekend off, rotating them so they only have to do one weekend shift a month. I feel they work real hard during the week, and they are also out every single night at

Continued on Page 36



Q-ZOO FAMILY PORTRAIT — Sitting in the jock lounge prepping for their next show is the WRVQ/Richmond "Q-Zoo Morning Show," complete with its own gorilla to hang about.



## A Real Dog & Pony Show

WRVQ/Richmond PD Bob McNeill detailed a rather elaborate weekly summertime promotion. "Right now we're doing the 'Q-Zoo Traveling Beach Party/Dog & Pony Show' at a different location in the metro each weekend. It's a full four-hour show with a live band, pie- and watermelon-eating contest. We even have a dog show, for which people dress up their dogs as Q-Zoo characters or their favorite singer."

Take a deep breath, because there's more. "We bring ponies out for rides. There's also a stage on a flatbed truck, complete with said, beach chairs, and umbrellas. On top of that, we've got break-dance demonstrations, instructions, and a show. It's a great vehicle to collect money for charity. We drew over 3000 people recently and raised about \$2500 - not a bad afternoon's work. For July 4th, we drew over 22,000 folks to watch the show."

## WRVQ Dominates Richmond

Continued from Page 35

appearance. This is one of the most important factors in our success. We are out somewhere every weekend. In fact, working here means pretty much not having a whole lot of free time, but they all know it going in, and they love it. Wherever there are people, we show up. If there are three people jamming a phone booth, we're likely to be there to hand them a T-shirt.

"There were a couple of promotions that also contributed largely to our success," Bob continued. "We brought tremendous attention to our middays with a contest called, 'I Q94 9 to 5.' Businesses sent in that phrase on their letterheads, and we'd draw entries to win \$94. The contest ran at least three times a day, and we received over 4000 entries. I felt if we could get listeners to try us in the middle of the day, we could win them back. We also did '\$1000 Thursdays,' awarding the money to the 94th caller who heard the right song.

"Our community involvement is unique. For example, over the Christmas holidays we had a blood drive. Five of us showed up not only to make an appearance, but also to donate blood. Today's winning personality is willing to put in a lot of time. People are becoming married to the business again, seeing it as a genuine career opportunity. You can't look at radio as a 9-to-5 job. We're not stamping out fenders here; we're like a nightclub on the air, and the doors are always open."

"I give my fulltime people almost every weekend off, rotating them so they only have to do one weekend shift a month."

### The Q-Zoo Cast Of Thousands

Like Q105/Tampa and co-owned KKBQ-AM & FM/Houston, WRVQ utilizes the "Q-Zoo" concept in the mornings. "I'm on with Corey Dietz, who's been here for about a year and a half. Corey is the straight guy, and I'm the total wacko. We also have newsman John Lawrence, plus three other people who voice characters.

### Contemporary Hit Radio

One guy runs a video store in town full-time. My assistant Rita does a redneck cleaning lady, Betty Bodine, and a black telephone operator, Susan B. Anthony Jones. She calls in whenever we have a contest, but never wins. Sort of like the "Trix are for kids" rabbit.

"Our midday guy Mike Rivers does a traffic reporter who never gets around to

giving the traffic. Another of his characters is a sports guy, Parker Field (the same name as the Richmond AAA baseball park), who screws up all the scores. And then there's our weather guy, Dr. Sirius Breezeway. It's really a lot of fun, but a great deal of work. There are daily planning sessions, and we all arrive at the station at 4am. We hit the air at 5:30, and get crazy until 9. From there, the station goes into an oldies hour to make a transition from the Q-Zoo back to regular programming. At 10am, we're musically a little better than 70% current, with about 10% gold and the rest recurrent.

A number of stations have exciting morning shows that consistently outperform the station overall because the rest of the lineup is lacking in talent. However,

"Today's winning personality is willing to put in a lot of time. People are becoming married to the business again, seeing it as a genuine career opportunity. You can't look at radio as a 9-to-5 job. We're not stamping out fenders here; we're like a nightclub on the air, and the doors are always open."

Bob feels, "Q94 has strong personalities all around the clock. Roger St. John does 9-noon, Mike Rivers noon-3pm, John King from 3-7pm; he's just a fabulous jock. In fact, John is the only guy without some major market experience, coming to us

from WXLK/Roanoke. Bob Lewis, a native of the city, handles nights; he was at B96/Chicago. Bill Duncan moved up from weekends a year ago to work overnights. Each guy takes time on the air to relate to the audience in a structured manner. In this way, the format flows and sounds fresh, not automated."

### Let's Go For The Gold

With Olympic fever still inflaming America, Bob is ready to go for the gold. While he's happy with a 16 share, "we're looking toward a 20. This radio station isn't finished growing and improving by a long shot. Down the road, I'm looking to get more into management, and then I'll just have to find the right PD to do the job. They'd have to be able to do mornings and put in about 14 hours a day, because that's the only way to succeed. You just can't walk in, look around, make a couple of calls, and expect it to get done and be right."

## Motion

KMFE/Emmett, ID drops Country for CHR ...  
 1100/Daytona Beach welcomes Russ McCloud to all nights from KRKO/Everett, WA; Sandra Rhodes becomes News Director, from WKIS/Orlando ...  
 Cat Summers from Q105/Tampa is now at KKBQ/Houston doing nights as Easy Randy Street (not to be confused with Cat Summers at BJ105/Orlando) ...  
 KRGV/McAllen-Brownsville morning man Eli Molano becomes MD, following the departure of Scott Taylor, who takes the PD chair at KSET-FM/EI Paso ...  
 Karyn Kasl has become MD and night rocker at KIOC(K105)/Beaumont, leaving the overnight shift at WBNQ/Bloomington ...  
 Congrats to WABB-FM/Mobile Chief Engineer Tim Camp and parttime Becky Jackson on their marriage ...  
 Charlie Ocean is named MD at G100/Mobile ...  
 Julia Lyndel is now MD at KIDD/Monterey ...  
 Willie B. Goode joins WPLJ/New York for weekends from WHTT/Boston ...  
 Dwayne Luna accepts overnights at KZFM/Corpus Christi ...  
 WQUE-AM & FM/New Orleans has hired Chief Engineer Richard Jones away from WKTZ/Jacksonville ...  
 KYUU/San Francisco takes on Jacque Skarr for weekends ...  
 KUBE/Seattle officially announced that parttime Barry Beck will take over middays, while Wendy Christopher becomes MD ...  
 At 98PXY/Rochester, nights are filled by Candl Clarke from Crosstown WCMF. Mornings go to former WCOZ/Boston personality Scott Spezzano ...  
 Congratulations to T94/Panama City Program Assistant Lori Lupino and her husband on the birth of their baby girl Gina ...  
 Y106/Orlando welcomes Production Director Gary Van Allen from Crosstown WDLZ ...  
 KFBM/Brownsville creates a new morning team with MD Anna DeHaro and the Mad Mexican Morning Man. The tandem are known as the Man & Anna Show. Also at KBFM, Cliff Tripper joins for nights from K106/Beaumont ...  
 KMGK/Des Moines brings aboard Jonathan Stone for middays from WGNL/Wilmington, NC, where he was known as Jerry Flannigan ...  
 Greg McCullough moves to mornings at 95XIL/Parkersburg, replacing Alan Jones, who is now looking ...  
 Pete Kennedy covers overnights at WNY5/Bufalo, moving from WHRM/Rochester.



**WILL THE REAL BOY GEORGE STEP FORWARD** — Z102/Savannah, GA had its share of impersonators when it held its Boy George lookalike contest. Grand prize winners were sent to Atlanta to attend the exclusive press conference with the Boy. Shown here looking different (l-r) are Account Executive Bobby Powell, Epic promo rep Don Miller, PD Ray Williams, night club manager Tommy Thompkins.



**MUSTANG MONTH** — WFIL/Philadelphia recently gave away 560 keys during one month. The lucky car winner, Diane, is shown here receiving the key from PD Jay Meyers (l) and GM Bruce Holberg (r).

## Bits

• Reach Out And Touch Someone! KKHR/Los Angeles recently discovered that it's more than just a local station — it's Sweden's favorite. The Swedish Broadcasting Company decided to make good use of the satellite dish it had set up for the Summer Olympics. Between events, the SBC transmitted the station home for the staff. Local DJ Lars Lundeberg keeps in close touch with KKHR's Lou Simon, so much so that they air each other's phone calls. Now, that's international diplomacy!



*the* **RADIO CONVENTION &  
PROGRAMMING CONFERENCE**

NATIONAL  
ASSOCIATION OF BROADCASTERS



NATIONAL RADIO  
BROADCASTERS ASSOCIATION

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

The NAB/NRBA Radio Convention & Programming Conference will be the most exciting and comprehensive radio-only meeting of the year. Panel sessions, clinics, workshops, gala events, exhibits, and entertainment will abound at this "Up With Radio" event, which will cover management, programming, sales, and engineering.

***For registration forms or additional information,  
call (202) 463-7905.***

**On-site registrations will be available at the  
Westin Bonaventure Hotel in Los Angeles.**

# AOR



STEVE FEINSTEIN

## HEAVY METAL BACKLASH?

# Tempering The Metal

The hottest buzz on the electronic grapevine recently went like this: "Superstars stations are being told to drop metal." This reportedly-chainwide instruction to cut out the chain-saw music appeared to be yet another controversial pronouncement from Atlanta-based programming consultants Burkhardt/Abrams/Michaels/Douglas.

Last year, B/A/M/D stirred the AOR community with two declarations. At the company's annual convention, its 50 AOR clients were supposedly advised to play 80% new and 20% old material, an about-face from previous ratios which favored library material. Later in the year a communique that came to be known as the "horizontal/vertical memo" suggested that stations play more "horizontal" (cross-format) music and cut out "vertical" (limited to AOR) artists, with specific examples of each provided.

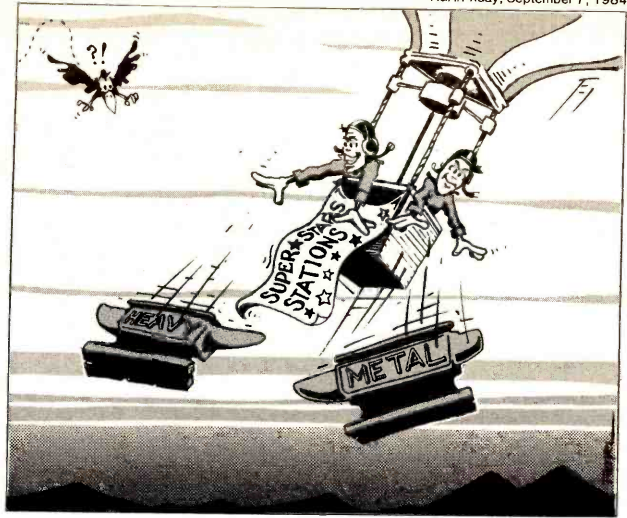
### Call Off The Leather Brigade

There's less to the metal directive than meets the ear, though. As company President Dwight Douglas explains, "It's not a chainwide policy at all; it's to specific clients only. We're suggesting that stations which played excessive metal and did themselves harm in certain areas simply be more selective. At the same time, other stations will probably play more heavy metal because they were very successful in the last book."

Confirmation that there wasn't any blanket anti-metal edict comes from Superstars programmers who say they haven't received any word to slack off metal, and offer their own commonsense views on avoiding metal overkill.

WKDF/Nashville's Smokey Rivers believes in "playing only the metal with 'hit strength' and avoiding the also rans."

Bill Bruun of KICT/Wichita employs "balance and proportion. The heavy, head-banging metal lovers aren't indicative of your entire audience."



er. "You can't be afraid of it. If you are, you'll come up short with listeners who'll turn you off and put on their records instead."

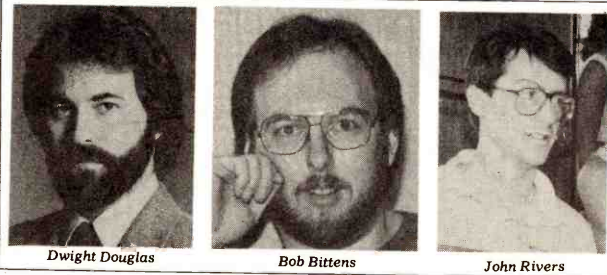
### Reforging A Metal Policy

Some programmers say the advice only

ly dumped its show because of "audience polarization," says Assistant PD Bob Bittens. "We've seen an erosion of 18-34 males, particularly in the 18-24 cell, on Metal Shop night. While people over 20 years old may tolerate an occasional metal hit by Ratt or Twisted Sister, an hour of nonstop metal is enough to send them screaming into the night."

HCN also noticed diminishing returns during the rest of the week from the metal in its regular music mix. Bittens explains, "Our metal was dayparted into the night. We got all the demographic growth we were after during the day; we're doing nicely 25-34 and 18-34. But at nights we're going down with those groups and at the same time not going up with teens, either."

Bittens sees a decrease in metalmania even among young males. "There was a time when metal was big with teens and 18-24 males, but I think there's a lot less loyalty among 18-24 males for crunching hard rock with guitars. Telephone and sales figures can be misleading, because people asking for and buying those records are young and more active."



Dwight Douglas

Bob Bittens

John Rivers

While KFMX/Lubbock's Nat Lamp notes the importance of dayparting - "In the morning, I don't want to scare people out of bed" - he remains a staunch metal defend-

echoes similar conclusions they had reached independently. WHCN/Hartford claims it pioneered the country's first "Metal Shop" hour in May 1981. The station recent-

Continued on Page 39

105.5 FM  
**WDHA**  
THE ROCK OF NORTH JERSEY

# GUIDE LINES

A listing of numbers in the North Jersey area for service and assistance.

If your organization would like to be considered for a listing in a future publication of **GUIDE LINES** or you have any difficulties or inaccuracies with the listed organizations in this guide please write WDHA/WMMR, 419 B. 10, Dover, NJ 07801. Telephone: (201) 328-1055

### CHILD CUSTODY

MORRIS COUNTY FAMILY MEDIATION AND COUNSELING SERVICE, 35 Mt. Kankia Ave. Morristown, (908) 285-4777. Offers help in securing, dividing, and divorcing parents in making custody and visitation plans for their children.

METROMEDIA RADIO

# KMET 94.7 ROCKS

**WITH GUIDES ON OUR SIDE** - These station-generated phone directories include some nice features. **KMET/Los Angeles** publishes its pocket-sized guide in both English and Spanish. **WDHA/Dover, NJ's** impressive pamphlet has close to 200 listings for a wide array of community organizations, along with helpful explanations of the service each offers. **WMMR/Philadelphia's** 48-page **Survival Guide** includes numbers for 24-hour restaurants and services, and teen magazine-style "Everything you always wanted to know about..." "Jack profiles compiled by fellow station personalities.

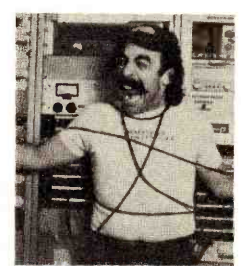
## Directorio de Servicios a la Comunidad

Coors

ADEPT empleo para incapacitados (818) 782-3378	Asociación americana humana (818) 501-0123	Centro para ley y justicia (818) 256-7690	Línea de emergencia para niños abusados (818) 256-1234
AIDS síndrome adquirido de insuficiencia inmunológica (213) 871-2437	Asistencia legal de Los Angeles (213) 487-3320	CHICANA Service Action Center (mujeres aburgadas) (213) 268-7564	Línea de emergencia para mujeres abusadas (213) 392-8381
Al-Anon asistencia a familias de alcoholizados (213) 397-3156	Bi-Línea transsexuales, homosexuales, lesbianas (empayo y soporte) (213) 873-3700	Clinica familiar del barrio (213) 266-1122	MADD (mujeres contra marjadores) (818) 705-MADD
Alcoholicos anónimos (818) 988-3001	Centro de informes de violencia (213) 484-5151	Coors anónimos (818) 997-3822	NOW (organización nacional de la mujer) (213) 652-5572
Asociación americana del corazón (213) 385-4231	Centro médico de la mujer feminista (213) 469-4844	Liga de mujeres votantes (213) 381-6411	

WMMR

# SURVIVAL GUIDE



Everything You Always Wanted to Know about JOHN DeBELLA

by Lynn Kratz

Max name? DeBella Lugos.  
Age? Only his handprint knows for sure.  
Birthplace? Only his mother knows for sure.  
Sex? Same.  
Marital status? Philadelphia's most eligible bachelor.  
Goals? To be the model in the Calvin Klein underwear ad.  
Favorite food? Knee pads.  
Hobbies? Collecting knee pads.

# Tempering The Metal

Continued from Page 38

## Metal: AOR's Prime Difference?

Bittens doesn't think AOR will forfeit one of its calling cards that distinguishes the format from CHR if it shies away from metal. "Being AOR doesn't necessarily mean being louder than CHR," he proposes. "What we offer is album depth and the willingness to go out early on records that may ultimately become hits.

"For example, when a Genesis album is released, CHR plays 'That's All,' while AOR plays as many as five other tracks as well. AOR is also the first to play hip artists that later cross over to CHR, whether it's the Police and Pretenders or Corey Hart and Romeo Void."

Dwight Douglas adds, "The real distinction between AOR and CHR is AOR's oldies, which give it a real shot at 25-34 year-olds." As evidence, WFBQ/Indianapolis PD Bill Wise offers research in which 'FBQ is perceived favorably as the only station in town that plays old Led Zeppelin and Pink Floyd.

## Overreaction

Douglas maintains that Abrams's "80/20" suggestion was misinterpreted, that he said 80% current records rather than 80% new wave. They'll prevent their metallurgical advice from being blown out of proportion by "dealing with each station individually and keeping our conversations in little rooms, as opposed to big group meetings."

At 'HCN, Bittens says that by no means will he unceremoniously dump all metal. He predicts that stations who do so "are going to hurt themselves. They're the same ones who added every bad synth-pop record they could find when Abrams recommended going to a more current posture.

"We're still going to play quality metal, and get on it earlier than CHR. We just won't jump immediately on three cuts from a new Quiet Riot, and we may not add as many new, unproven acts out of the box."

Bittens reckons that lightening up on metal at nights will make 'HCN's air sound more consistent throughout the day. "We don't want to be schizophrenic — adult all day and teen at night. We also want a CHR listener who cross-tunes us for mood to stick around. He won't tune out an occasional metal hit, but bad metal just for the sake of playing metal and stringing metal back-to-back will chase him back to CHR, where he won't get beaten over the head."

## Rethinking Dayparting

WZXR/Memphis PD John Rivers offered his own set of observations concerning metal when B/A/M/D recently brought up the topic. Until two weeks ago, he had simply dayparted metal to after 7pm when he thought teens constituted the bulk of the audience. But he changed his tune(s) after examining the evening audience composition. "My promotions director, Jean Anders, kept telling me there were more adults available in the evening than you might think," says Rivers. "She's right — not all of them are necessarily watching their VCRs. It turns out the available teen audience in the evening isn't actually as large as the male and female 18-34 cores."

'ZXR had an excellent book, dominating all key demos and rising 8.6-10.0 for a second-place finish. But Rivers wants to be in first place, so he combed the book for any weaknesses. He found one: the station had huge teens at night, but 18-34s in that daypart were declining.

His adjustments — concentrating on crossovers, being more conservative with unproven acts — are designed to "continue the broadening of our demographic appeal

that we started 18 months ago. We're #1 men 18-49, and not only because we're super-strong 18-24. We now have more 25-34 and even 25-44 than ever, and we're increasing in women cells, also."

Research also suggested that Rivers rethink the standard policy of starting hard core headbangers at 10pm. "I've found that from 7-10pm, there's a few more men than women listening. But when the TV news comes on at 10, males go down and women go up."



## The Morning After

Rivers's concerns also include the effect metal has on morning listening levels. Promotion Director Jean Anders observed, "We sound like two different radio stations during the day and at night. If we turn off female or older male listeners at night, odds are that we're not going to be on their radio in the morning."

## SEGUES

First off, a correction on the Spring '84 Scoreboard (8-24): in the Dallas market, KTXQ is #2 in men 18-34, while KEGE is #3. Both were listed as being #2.

WBAB/Long Island Research Coordinator Jeff Levine adds Assistant PD responsibilities... Jim Robinson leaves WGRX/Baltimore to return to KSJO/San Jose as Assistant PD/morning driver. Former KRCK/Portland PD Bob Brooks joins WGRX for afternoons and as MD... Mando Camlina exits as KNKN/Corpus Christi MD and can be reached at (512) 853-5569. Bonnie Stacey has been upped to Assistant PD, and Greg Bennett joins KNKN for airwork.

KISS/San Antonio MD Tempie Lindsey leaves for airwork at KZEW/Dallas.

Blake Lawrence exits KLOL/Houston mornings... Laurie Roberts gets the nod as morning personality on KOMA/San Jose, where Kellie Castrulla is upped to Promotions Director from Programming/Promotions Assistant... Mark Jordan is upped to KATT/Oklahoma City evenings from parttime... Jane Purcell joins WIOB/Ann

Arbor evenings from WMJQ/Rochester... Jane Alexander leaves KQWB-FM/Fargo middays for crosstown WDAY-FM.

Gary Lee Horn from WHCN/Hartford joins WYSP/Philadelphia as News Director... WKGR/West Palm Beach taps Mark James (Brooky) from WOJF/L. Myers as Production Director.

New weekend warriors: Damien at KGB/San Diego, Brad Lee at KOMA, Bill Hershey at KPOI/Honolulu, and John Christopher at WTPA/Harrisburg.

Former KMET/Los Angeles MD Hugh Surratt joins Michael Papale's Ace Entertainment promotion company... Jeff Pollack Communications welcomes Laurie Woolsoncroft as Administrative Assistant.

WLUP/Chicago adds Chicago Sun-Times pop music critic Don McLeese for biweekly entertainment updates.

## Metal Losing Its Shine?

Citing declining ticket sales for metal concerts in the area, Rivers says metal's popularity is on the wane even with young males. "I think it's in conjunction with the diminishing 'disco sucks' attitude of years ago. Kids are going to non-alcoholic under-21 clubs and dancing to rhythmic music again."

At WFBQ, Bill Wise sees a similar trend and has been cutting back on metal since January. He was surprised to find 18-24 male 'FBQ listeners reacting more favorably to dance-oriented crossovers than new heavy metal acts, which they characterize as "for teens and even pre-teens. And our 25-34s told us they absolutely could not get into metal at all, that it's another generation's music. We still play some metal, but the majority of our audience apparently isn't upset by us backing off. The deluge of negative phone calls never came."

## Summary

So what's to be learned? The same common sense guidelines that apply to most subgenres of rock:

- Metal is neither the pariah nor the savior of AOR. Dumping it altogether is as foolish as letting it dominate your music mix.

- Metal has a limited, though vocal and active following. A station shouldn't be misled into super-serving metalheads at the expense of other cells.

- Not all metal is created equal. Melodic, hooky hard rock has mass appeal; oppressive white noise has severely limited appeal.

- Dayparting all metal into the evenings may only send out mixed messages and make a station seem inconsistent.



MODERN ENGLISH SPOKEN HERE—WLVO/Columbus personality Wendy Steele (left) watches as Robbie Grey of Modern English practices the most important lesson in linguistics — how to perform a station ID.



SALT LAKE SILLIES — Didja know there's a modern music station in Utah? While KCGL/Salt Lake City hasn't convinced Marie Osmond to dye her hair purple yet, it is pulling off some interesting promotions. In what may set a precedent for a rock station — modern or otherwise — KCGL treated four listeners to a Wayne Newton (huh?) concert. The "Why I Would Like To Toga Party With Mr. Wayne Newton" winning essayists are pictured behind morning man J.D. Sullivan and Promotions Director Richard Rees.

After recovering from the Newton hysteria, KCGL welcomed Berlin to town with a "Hunt For Berlin" contest. Station clients were each assigned a different letter from the spelling of the band's name. On-air clues lead savvy listeners to the clients' places of business, where they picked up copies of the letters. The first sleuth to bring all the letters to the station won tickets, backstage passes, and the use of a condominium for a weekend.



CROSS TALK — Ozzy Osbourne recently crossed the path of KZEW/Dallas personality Chris Taylor (left).

# Adult/ Contemporary



**RON RODRIGUES**

**CLIP 'N' SAVE**

## Record Rep Checklist



It's time again to print my most requested column — the annual listing of record labels' national promotion people. Getting good A/C record service can indeed be a challenge. It can be done, however, by establishing a consistent relationship with the local record rep servicing your region. Then, if necessary, contact the people below. There have been quite a few changes since the list was last printed. Please note them on your rolodexes.

### A

#### A&M

**Steve Resnik**  
1416 N. La Brea Ave.  
Los Angeles, CA 90028  
(213) 469-2411

#### Allegiance

**Michael Matthews**  
7525 Fountain Ave.  
Hollywood, CA 90046  
(213) 851-8852

#### Applause

**Dave Neckar**  
8025 Melrose Ave.  
Los Angeles, CA 90046  
(818) 905-6344

#### Arista, Buddha, Jive, Norvus

**Bruce Schoen**  
6 W. 57th St.  
New York, NY 10019  
(212) 489-7400

#### Atlantic, Atlantic America, Atco, Cotillion, Es Paranza, Island, Little David, Mirage, Modern, Rolling Stones, Swan Song

**Mary Conroy**  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-8174

### B

#### Bermuda Dunes Records

**Bob J. West**  
40655 Jefferson  
Bermuda Dunes, CA 92201  
(619) 345-2851

#### Beverly Glen Records

**Gwen Leonard**  
6430 Sunset Blvd.  
Suite 716  
Los Angeles, CA 90028  
(213) 469-1246

#### Boulevard

**Larry Tollin, Lenny Beer**  
15477 Ventura Blvd.  
Sherman Oaks, CA 91403  
(818) 906-2160

### C

#### Capitol

**Michael Lessner**  
1750 N. Vine St.  
Hollywood, CA 90028  
(213) 462-6252

#### Chrysalis (East)

**Daniel Glass**  
645 Madison Ave.  
New York, NY 10022  
(212) 758-3555

#### (West)

**Janis Pessamato**  
9255 Sunset Blvd. Suite 319  
Los Angeles, CA 90069  
(213) 550-0171

#### Columbia, Brighton, Cleveland International, 415, Entertainment Co. (East)

**Mike Martucci**  
51 W. 52nd St., 12th Floor  
New York, NY 10019  
(212) 975-5807

#### (West)

**George Chaites**  
1801 Century Park West  
Los Angeles, CA 90067  
(213) 556-4895

### E

#### Elektra, Asylum, Beserkley, Curb, Mus- cian, Solar

**Dave Urso**  
9229 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 205-7400

#### EMI America, Liberty

**Jack Satter**  
6920 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 461-9141

#### Epic, Portrait, and the CBS Associated Labels: B.I.D., Bobcat, Boulevard, Caribou,

**Carrere, Chycago International, Curb,  
Estate, Full Moon, My-Disc, Nemperor,  
Pasha, Philadelphia International, Scotti  
Bros., Tabu, T-Neck, Unlimited Gold, Virgin,  
Zoo York**  
**Polly Anthony**  
1801 Century Park West  
Los Angeles, CA 90067  
(213) 556-4809

### F

#### Fantasy, Galaxy, Milestone, Prestige

**DeDe Whiteside**  
10th & Parker Streets  
Berkeley, CA 94710  
(415) 549-2500

### G

#### Geffen, Network

**Johnny Barbis**  
9130 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 278-9010

### I

#### I.R.S. (East)

**Michael Plen**  
595 Madison Ave.  
New York, NY 10022  
(212) 826-0477

#### (West)

**Kyle Hetherington**  
1416 N. La Brea Ave.  
Los Angeles, CA 90028

#### Island

**Phil Quarataro**  
14 E. Fourth St.  
New York, NY 10012  
(212) 477-8000

### K

#### KMC

**Kelly Christensen**  
100 Mercer St.  
Seattle, WA 98109  
(206) 285-9080

### L

#### Lew's Record Co.

**Low Linet**  
7225 Hollywood Blvd., Suite 204  
Hollywood, CA 90046  
(213) 876-4071

#### Lifesong

**Vincent Adinolfi**  
94 Grand Ave.  
Englewood, NJ 07631  
(201) 568-3996

### M

#### MCA, Blackheart, Camel, Carousel, Curb, Impulse, RDM, Sparrow, Sweet City

**Steve Meyer, Sandra Bobek**  
70 Universal Plaza  
Universal City, CA 91608  
(818) 508-4014

#### Mirage

**Bob Greenberg**  
9229 Sunset Blvd., Suite 710  
Los Angeles, CA 90069  
(213) 205-7480

#### Moss Music Group

**Claudia Dumitrescu**  
48 W. 38th St.  
New York, NY 10018  
(212) 944-9560

#### Motown, Gordy, Tamia, Morocco

**Vicki Leben, Don Wright**  
6255 Sunset Blvd., 17th Floor  
Hollywood, CA 90028  
(213) 468-3500

### N

#### Network

**John Brodey**  
9200 Sunset Blvd., Suite 1101  
Los Angeles, CA 90069  
(213) 859-1220

#### Noble Vision

**Don Tolle**  
3109 Maple Dr., Suite 300  
Atlanta, GA 30305  
(404) 266-0177

### P

#### Pasha

**Carol Peters**  
5615 Melrose Ave.  
Los Angeles, CA 90038  
(213) 466-3507

#### PolyGram: Atlanta Artists, Casablanca, Compleat, De-Lite, DGG, Gramavision, Lon- don, Mercury, Polydor, Riva, RSO, Threshold, 21, Verve

#### (East)

**Doreen Gruin**  
810 7th Ave.  
New York, NY 10019  
(212) 226-8491

#### (West)

**Jeff Laufer**  
11340 Sherman Way  
Sun Valley, CA 91352  
(818) 764-3505

#### Prelude

**Joe Bonner**  
200 W. 57th St., Suite 403  
New York, NY 10019  
(212) 974-0360

### R

#### RCA, Current, Grunt, Planet, Red Seal, Salsoul, Total Experience

**Bonnie Goldner**  
6363 Sunset Blvd., Suite 608  
Los Angeles, CA 90028  
(213) 468-4190

#### Red Label

**Richard Tulo**  
980 North Michigan Ave.  
Chicago, IL 60611  
(312) 337-8190

#### Reward

**Bill Buster**  
1120 Crown Point Rd.  
Westville, NJ 08093  
(609) 848-1900

### S

#### Scotti Bros.

**Carleen Lester**  
2114 Pico Blvd.  
Santa Monica, CA 90405  
(213) 450-3193

#### Solar

**Herb Trawick**  
1635 N. Cahuenga Blvd.  
Los Angeles, CA 90028  
(213) 461-0390

### W

#### Warner Brothers, Bearsville, Curb, Full Moon, Geffen, Qwest, Sire

**Dino Barbis**  
3300 Warner Blvd.  
Burbank, CA 91510  
(818) 846-9090

#### Windham Hill

**Jeff Heiman**  
Box 4122  
Pioneer Square Station  
Seattle, WA 98104  
(206) 223-0517



# A/C Picture Page

## Magic's New Tower



KMGG/Los Angeles hired LA Lakers guard Magic Johnson this summer to deliver its television commercials. The station, along with the sports star, also sponsored a basketball camp for underprivileged kids. Shown (l-r) are Emmis President Jeff Smulyan, Johnson, and Emmis National PD Rick Cummings.

## Dribblers Delight



97WK (WKWK)/Wheeling sponsored a benefit game against the graduates of West Virginia's Mountaineers football team. Not wishing to be embarrassed, the station did not report the score to us, but did raise more than \$500 for the Multiple Sclerosis Society.

## What A Feeling!



WJMA/Orange, NJ sports staffers celebrate their Virginia AP award for best sports coverage. Shown (l-r) are Clint Estes, Sports Director Tom Graves, Tom Smith, Barry Penn-Hollar, Sue Jarrett, and George Fletcher.

## Keep Reaching For The Stars



KOST/Los Angeles's contest winner literally went through the roof upon hearing he was the winner of this Audi Quattro 4000S. The listener won by having a KOST sticker on the bumper of his old car. Pictured (l-r) are General Mills' Gil Fries, Janklow Ingels Productions President Don Janklow, Yo!ait USA Marketing Assistant Claire Koffler, winner, and KOST morning personality David K. Jones.

## It's Easy As 1-2-3!



B100 (KFBM-FM)/San Diego awarded \$20,000 to this lucky caller when they played three Michael Jackson songs back to back. The station took 100 callers before awarding the prize.

## Whether Or Not



Crazy CFAX/Victoria morning man Barry Bowman took another one of his many jobs at Canada's cloudy weather recently. Bowman hired a "frogman" to distribute leaflets to the city's visitors welcoming them to sunny Victoria. Even the weather cooperated that day with lots of clouds and a light rain.

## Leave The Windbreaker Home



WCHV/Charlottesville decided to rechristen Chicago as the "Wendy City," awarding a trip for two to Chi-Town. Listeners won Wendy's food when they heard the windy sound effect and called in.

## Hey St. Jude



WGBF/Evansville pulled in \$33,000 during its annual three-day St. Jude's Childrens Research Hospital radiothon. Shown with their thumbs up are (l-r top row) WGBF midday man Dave Westrich, morning man Rich Allen, VP/News Randy Wheeler, sportscaster Ed Thurman. (Bottom row) Gary Olson, nights; Dave Winsor, PD; and Ron Richards, afternoons.

## Puttin' On The Hits



KRNT/Des Moines hosted its sixth Rock, Roll and Remember dance party, selling 1600 tickets in just seven hours. Some of the guest artists included Bobby Vee, Joey Dee and the Starlighters, and the Coasters. Pictured (l-r) are KRNT's Mike Sherman, Van Harden, Dick Lemon, Dan Loftus and PD Steve Gibbons.



LON HELTON

## NOTES FROM ALL OVER

## CMA, Lionel, The Jacksons, Etc.

Bouquets, brickbats, and other assorted novelty items from the cluttered desk of a Country editor . . .

**One Jock's Opinion** — If you're a CMA member and looked carefully at the initial ballot for air personalities, you may have noticed a change in the category's name. The traditional "Disc Jockey of the Year" has been replaced by "Broadcast Personality of the Year," a move designed to make the category more representative of the people in it. Recognizing those broadcast personalities who contribute to country music in ways other than a four to five-hour, six-day radio airshift is admirable. Indeed, it's overdue. But I believe the industry might be better served by the creation of an entirely new category. Let me explain:

Country music's continued growth has created more talent opportunities than ever before. There is a tremendous number of syndicated radio shows available, TV



shows are popping up, as are country video shows and, of course, the Nashville Network has presented a new talent showcase (in the "announcer" sense). I suppose it's because of the newness of these ventures that most of the program "hosts" have come directly from the disc jockey ranks. Some are still holding down their regular airshifts, while others are off the air completely as they devote their full talents to another medium.

It isn't totally fair to put these two groups of talented people in the same category. While many of the required talents are similar, it's like comparing apples and oranges when judging a person who is able to sit down and produce a "perfect show" — complete with writers, engineers, and multiple takes — against someone doing a live radio show every day.

The nomination process spawns another problem. Anyone who garners five votes appears on the initial ballot sent to voting members. However, it's only the top five vote-getters whose work is presented to the judges. And there's the rub. Personalities associated with nationally syndicated properties stand a greater chance of getting in the top five simply because they — and their work — have a much better chance of being known by many more people.

Another problem I have with the new system is category name change. While I realize it's still a jock category, I can't help but feel a sense of loss. The CMA has always looked at the DJ, regardless of market size, as being the backbone of the entire industry. When all is said and done, it is the on-air jock who spreads the word about the music and artists to the people. For them to have an award all their own is a special honor. Because the award is broken down into large, medium, and small markets, it is one to which they can all aspire.

The CMA has taken a very positive step, but perhaps it didn't go far enough. Wanting the awards to encompass "Country broad-

casters" who are not necessarily disc jockeys is a logical progression for an organization which represents all aspects of country music. But while I don't mean to be presumptuous, I hope the CMA reconsiders and returns to the original category name for next year's balloting. At the same time the organization can create a separate section for nominating and selecting those who help country music grow through other media or by nationally-syndicated radio shows. They already have a great name: "Broadcast Personality of the Year."

What do you think?

## Country Closeup

**Bits & Bytes** — Country programming consultant Bruce Clark sent me a note about a new service he's offering free of charge, the **Broadcast Forum**. Bruce describes it as a "computer bulletin board" and for Country broadcasters. The purpose of such a service is twofold: First, it will allow an exchange of ideas between Country broadcasters. Second, it will act as a clearing house for stations in need of jocks and jocks in need of stations. All you need to hook into this already operational service is a computer and a phone modem. Just call the special number and with an access code, you can read what's there and input whatever you want to add.

If you'd like to become a member, send your name and address to: The Broadcast Forum, Box 7482, Crosslans, WV 25313. Also mention whether you want to join as an individual or as a radio station (only stations will be allowed to list job openings). If you want more information, give Bruce a holler at (304) 744-7020. For those who know how this kind of thing works and want to check it out, call (304) 776-6659.



Rocky Mountain Country

# KYGO

FM 98



MICHAEL MURPHY

## Courtesy Coupon

# \$2.00 Off

Your choice  
Any of the following  
albums or cassettes.



WILLIE NELSON

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Lakewood • 285 S Shondar Littleton • 7500 S University  
Denver • 1235 E Evans

NOT GOOD IN COMBINATION WITH ANY OTHER OFFER

Offer expires August 11  
Limit one coupon per person

All For One — KYGO/Denver recently initiated a promotion which proved mutually beneficial to the station, the retail/wholesale business, and concert promoters. During concerts presented by Feyline Presents, Inc., KYGO stationed personnel at venue entrances and distributed certificates (like the one pictured here) to concertgoers. You'll notice the coupons offered a two-dollar discount on LPs by the artists in concert when presented at a particular Denver record outlet. And the two dollars just happened to be the exact amount it cost to park.

This is one of those great ideas where everybody wins. KYGO benefits by reaching its target audience at the concerts and by having its calls prominently displayed on a coupon that will be retained, not thrown away. Columbia and Liberty both came out ahead through increased exposure and product sales, perhaps even reaching an untapped country record buyer. Of course, everybody benefits from the immense goodwill. With country record sales and country listening both down, it's initiative like this that will turn everything around.

**The Real WPOC** — In the ratings rap a few weeks ago, a less than accurate picture of WPOC/Baltimore was presented. To set the record straight, the station is — and always has been — a full-service, personality-oriented, community-involved Country radio station. PD Doug Wilson told me the morning show features a full range of news, sports, and weather, augmenting the personality emphasis. Promotionally, the station is very active. Since the end of March it's given away more than \$60,000 in cash, as well as a number of trips to various locales. Musically, the station has been evolving slowly, playing a bit more music than in the past and trending toward the modern side. Sorry for the confusion, Doug!

## Have You Heard

A couple of promotions at WLWI/Montgomery, AL as PD Dr. Sam Faulk is elevated to OM and MD Rhubarb Jones is upped to PD/MD . . . Tony Thomas has been promoted to PD/MD of Country outlet KOLO/Reno, where he also holds down morning drive . . . David Moore is now PD at WDDT/Greenville, MS . . . Ann Stevens is the new MD for WHYL/Carlisle (Harrisburg) . . . WRKZ/Hershey, PA also has a new MD with Dandelion taking over those duties . . . Teresa Gopher has left KXYL/Brownwood and David Oxford has taken over the MD slot . . . WSEN PD Gary Agnew has exited, leaving a PD opening in Syracuse . . . Some changes in Austin as KVET staffer Betsy Britton leaves to join KTX-FM/Brownsville and Jim Travis moves on to KBUC/San Antonio . . . Moving from evenings to mornings at WUSQ/Winchester is Steve Morgan while Rick Gains joins the station to fill Steve's old slot . . . Bill Cotreau is new to middays at WIXY/Springfield, MA coming from KCLV/Clovis, NM . . . Don't forget to keep me posted on what you have heard!

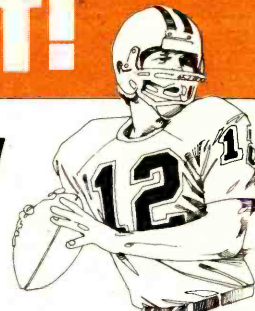


**Ladies & Gentlemen - The Jacksons!** — I've heard rumors about this, but to my knowledge no one has done it as yet. The idea was for Country stations in markets where Michael and his brothers were appearing to have their own Jacksons' concert — featuring Wanda and Stonewall. From that basic premise, the imagination runs wild with ideas that would parody the real goings-on — like tickets for 30 cents instead of \$30. I guess it's another thought to be filed in the "Ya know what woulda been neat" folder.

**Lionel Lingo** — A couple of weeks ago in an article about playing pop records on Country stations, WXCL/Peoria MD Kevin Kasey said Lionel's name wasn't mentioned when his song was played. WXCL now gives artist credit, but has moved to increase audience acceptability by countrying the title. Thanks for the suggestion, Kevin. However, I don't think Motown would appreciate it if we started listing the song as "Stuck On Y'all."

# SO YOU THINK YOU'RE A FOOTBALL EXPERT!

## Warner Bros. Records Invites You To Play "HANK'S PICKS"



Each week Hank Williams Jr. will pick the winners of 10 games college & pro (see page 57) for the next 15 weeks of the '84/'85 Football season.

*(Easy so far...right!)*

The object of the contest is to guess the correct percentage of winners that Hank picks for 55 college games and for 90 pro games.

*(That's how we separate the men from the boys!)*

The winner will receive an all-expense-paid trip for two to any **HANK WILLIAMS JR.** Concert of his/her choice anywhere in the continental U.S. in 1985.

Plus a trip for two to **SUPER BOWL XIX**, January 20th in Palo Alto, California.

To be eligible to win the "HANK'S PICKS" contest you must send a letter or postcard with your guess as to the percentage of games Hank correctly picks (i.e. 50%, 75%, 87%, etc.) from all 145 games, (one entry per person) postmarked no later than October 15, 1984 to:

### HANK'S PICKS

c/o Radio & Records  
P.O. Box 171116  
Nashville, TN 37217

Each week R&R will print HANK'S PICKS with a running total of his correct picks.

In case of a tie Hank Williams Jr. will personally "Pull a winner out of the hat" at the R & R Nashville office.

*(Only Radio Station Personnel Are Eligible.)*



\* Just Out — The **HANK WILLIAMS JR.** single

"All My Rowdy Friends  
Are Coming Over Tonight"

from the album

"MAJOR MOVES"



# BLAST OFF W STARSHIP



**DAVE ALPERIN**  
Senior Editor of Newsweek  
Magazine and Co-host  
of "Newsweek On Air"



**DICK BARTLEY**  
The voice of "Solid Gold  
Saturday Night" - LIVE  
hoster requested, obies  
and its companion  
"Solid Gold Scrapbook"



**DAVE COOYE**  
Host of RKO's "Mind Games"  
"Checkin' In" and  
"Behind the Music"  
features.



**DON CRIQUI**  
Sports Anchor of  
RKO TWO's  
morning drive reports



**THERESE CROWLEY**  
RKO ONE News  
Correspondent and host  
of "Private Session"

## YOU'RE INVITED TO MEET THE STARS AT RKO'S RCPC CONVENTION PARTY!!

You've heard them. Your audience has heard them. Now you can meet them... the stars that make the RKO Radio Networks sparkle with success. Join us aboard Starship RKO, Monday Sept. 17th from 7-10 PM at the Los Angeles Biltmore Hotel, Suite 10337.

RKO RADIO NETWORKS

WITH  
RKO



**JOHN GABRIEL**  
Dr. Seneca Beaujard of  
"Ryan's Hope" and  
host of 60 madcap seconds  
of "Soap Opera Update."



**GIL GROSS**  
RKO TWO News  
Correspondent and Co-host  
of "Newsweek on Air"



**JOHN LEADER**  
Host of RKO's weekly  
four-hour Top 40  
"Countdown America."



**DAVE ROBERTS**  
Host of "The Hot Ones,"  
a weekly one hour CHR  
program of music  
and interviews.



**CHARLEY STEINER**  
Anchor of RKO ONE's sports  
reports, commentaries  
and sports specials.

**It's a party you won't want to miss!!!**

# GLEN CAMPBELL KEEPS THE FAITH

## "FAITHLESS LOVE"

has become radio's Top Ten love letter. And it's just the first single from Glen Campbell's heartfelt new album, "LETTER TO HOME".  
On Atlantic/America Records and Cassettes Distributed by Atlantic



Produced by Harold Shecht

# MAKE EACH TIME AS GOOD AS "THE FIRST TIME"

## McGUFFEY LANE

gives you a good time with their fast-climbing single "THE FIRST TIME". It's the latest from their unbeatable new album "DAY BY DAY".

On Atlantic/America Records and Cassettes Distributed by Atlantic



Produced by Marshall Morgan and Paul Worley for Morley Productions

Country  
NEW & ACTIVE  
54 STATIONS

# Nashville This Week



SHARON ALLEN

## Country Music Week In Nashville

Any day now you'll get your registration form for WSM's Grand Ole Opry 59th annual Birthday Celebration (October 9-13). While you're debating about taking the time off to attend, I'll bet you're also wondering about the rumors that the weeks' activities have been cut drastically. I've made a few calls and found that the only major difference in this year's program and last is that the labels (on the whole) are not sponsoring their own showcases. However, their parties and cocktail receptions are being planned.

On Monday (10-8) Kenny Rogers will host the "18th annual Country Music Association Awards," to be broadcast live from Nashville's Grand Ole Opry on CBS-TV from 9:30-11pm.

The Opry Birthday Celebration officially begins on Tuesday at 11am with a CMA/Opry DJ Brunch at the Opryland Hotel. Following that, the annual Artist/DJ Tape Session is scheduled from noon till 4pm in the hotel. The Early Bird Bluegrass Concert, hosted by Bill Monroe, will take place in the evening from 7-10pm.

### TV Concert

Wednesday afternoon from 2-5pm, you can trek on over to the Acuff Theater for a "Best In Country" show... then, the next event takes place just a few steps away at the Opry House. It's a special television concert titled "The Door Is Always Open," taping from 7-11pm. You'll see Waylon Jennings, Jessi Colter, George Jones, Kris Kristofferson, Willie Nelson, Roger Miller, Mickey Newbury, Webb Pierce, Faron Young, and Hank Williams Jr. performing.



Bill Monroe: bluegrass host



Willie & Waylon: on TV

Thursday morning from 9am-noon, the CMA's annual membership meeting will be held at the Opryland Hotel. From 2-4pm there will be a Country Music Showcase at the Opry House, followed by a cocktail reception from 4:30-6pm in the Opry House lobby and plaza area. Activities move back into the Opry House from 7-10pm for the broadcast of Country Music Month "Spectacular" for the Music Country Radio Network, hosted by Charlie Douglas.

Friday afternoon from 1:30-3:30pm, the second Artist/DJ Tape Session takes place in the Opryland Hotel. Following that, registrants are invited to attend the Grand Ole Opry Cocktail Reception & Disc Jockey Hall of Fame Awards Presentation, from 5:30-7:30pm at the Opryland Hotel.

On Saturday evening the celebration officially concludes, with its traditional cake ceremonies be-

ginning at 9:30pm at the Opry House. There will also be a special "Sunday Morning Country" showcase from 10am-noon Sunday at the Opryland Hotel.

### Radio Reports

As in previous years, the free "Hot-Line" Radio Reports will be available. These special reports, which are fed daily to stations via phone lines, cover all the major activities of the week and also include personal comments from artists and Opry stars. The reports will be available October 9-12; however, telephone equipment limitations will allow only 150 stations to use them. Requests for this free service will be accepted on a first-come basis, and anyone interested must write: Hot-Line Reports, 1514 South St., Nashville, TN 37212.

Another feature of the Opry Birthday Celebration will include special broadcast hook-ups at the Opryland Hotel, which will enable stations to broadcast "live" from the hotel lobby. Stations wishing to participate should contact Ray Waters at the Opryland Hotel (615) 889-1000.

I think you'll agree it looks like a pretty busy week... and you still have time to get your registration form in the mail. So, I'll look forward to seeing you in Nashville in October!

"Melanie Greenwood's Hot Country Dancing" is the title of the instructional country dance video being taped this week. Lee Greenwood will appear in the video with his wife, who is a choreographer/dance instructor with The Nashville Network. Mrs. Greenwood will narrate the 40-minute clip as well as demonstrate the Country Polka, the Country Swing, the Texas Two-Step, and others... Alabama recorded the title song for an upcoming movie about Alabama football coach Bear Bryant. The song, titled "I'll Be Home," will be woven throughout the movie, which stars Gary Busey. The soundtrack album will be released on RCA.

Who's New: RCA recording artist Hillary Kanter, hails from Miami. She studied jazz voice and instrumentation at the University of Miami School of Jazz and graduated with a degree in music from New York University. By age seven, she was a classically-trained concert harpist; now she also plays piano and guitar. When she moved to Nashville, Sonny Throckmorton got her a publishing deal with Tree International. She left Nashville for Los Angeles to try and get a recording contract. Shortly after her arrival on the West Coast someone suggested she pitch her songs to Julio Iglesias for an upcoming album. That she did, but ended up hired instead as one of his backup singers for a two-month European tour in Spain and Italy. Upon her return to Nashville, she went in the studios with producer Even Stevens, who took the results to RCA. Her current single is "Good Night For Falling In Love."



Hillary Kanter: jazz, classics & country



Country News  
Next Week's Guests:  
**GEORGE STRAIT &  
TANYA TUCKER**

131 Ocean Park Blvd., Santa Monica, CA 90405 (213) 392-8743

# CALENDAR



BRAD MESSER

## AP Reacts To "Cheap Shot"

Associated Press Deputy Director James R. Hood is upset over my recent comment that much wire copy is written in what I called "Archaic Newspaper" style rather than "spoken English," and has fired off a letter saying, "In years of reading your column, I have never seen you write a kind word about the wires, so your latest cheap shot came as no surprise."

Mr. Hood enclosed two AP broadcast wire national news summaries with the suggestion that I read them. "You might be forced to concede that they are not necessarily written more poorly than your column, which tends to ramble, if you will pardon my saying so. How about giving us a break? There are lots of broadcast newsmen working very hard in AP offices around the world. They shouldn't be given the bum's rush you so regularly dish out."

Hood's letter of complaint caused me to seriously consider whether I might have been unfairly one-sided and negative about the wires, and I conclude that he's right. The ombudsman section of my brain now informs me, after his prodding, that I've fallen into a little trap not unknown among writers: commenting on the negative without mentioning the positive.

I clear copy from an Associated Press

teleprinter every weekday morning and know what the AP puts out. My comments in this column from time to time have targeted the weakness rather than showcasing the strength, much in the way a person might complain about loose chrome on a new car without mentioning the vehicle runs smoothly and corners like a bandit. My comments about both major broadcast wire services, rather than having been balanced, have been probably exclusively negative.

Mr. Hood has never chosen to write to pat my back for what he might have considered a good column, and I've never taken up this space with a list of What's Great About The Wires. So it goes.

I acknowledge the inadvertent pattern of one-sidedness of my remarks. I admire the AP executive's vigorous defense of his hard-working employees, which indicates the boss is loyal to his troops.

The consciousness of the wire services regarding the issue of newspaper-style versus spoken English may have been raised a notch or two for now, and in turn (is this getting rambling?) my own level of awareness has been ratcheted upward as regards always grumbling and never congratulating.

### Fish Rain Was A Hoax

**MONDAY, SEPTEMBER 10** — On this date in 1890, newspapers across the country carried a story about fish coming down with the rain. Don't believe it. Cairo librarian Louise Ogg says, "A fisherman down near Union Depot threw a handful of small fish over (the top of a railroad car) and some men (on the other side) who saw the fish fall circulated the report that they had fallen from the clouds. The story was wired to the city papers and was repeated in all leading papers in the country, growing with each repetition."

Full Harvest Moon tonight. Jose Feliciano 39. Charles Kuralt and Roger Maris 50. Arnold Palmer 55.

### Landry's Locker Room Tears

**TUESDAY, SEPTEMBER 11** — The only head coach the Dallas Cowboys have ever had, Tom Landry, turns 60 today. He has a reputation as unflappable and unemotional, but Joe Horrigan of the Pro Football Hall of Fame points out this story from veteran Cowboy Bob Lilly: after a losing game in the early days "in the locker room (Landry) literally cried and said that he accepted the blame and didn't expect to be around the next year." Horrigan says his players have described Landry as "patient and observant".

People born on this date have included writer O. Henry in 1862, football coach Paul "Bear" Bryant in 1913, and actress Hedy Lamar in 1915.

### Defender's Day In Maryland

**WEDNESDAY, SEPTEMBER 12** — It's an official state holiday in Maryland, Defenders' Day, in memory of the battle of Baltimore's Fort McHenry in 1814, which inspired Francis Scott Key to write our national anthem.

Remington market the first commercial typewriter 110 years ago today (1874) and "it was a rather big flop," says Milwaukee Public Museum expert Dr. Donald Hoke. The typewriter was seen as a gimmick or novelty with "little commercial potential."

Terry Bradshaw 36. Maria Muldaur 42. George Jones 53.

### NYC First American Capital

**THURSDAY, SEPTEMBER 13** — The first capital city of the United States was selected by Congress on this date 1788. It was New York City. The proud citizens of the Big Apple generously donated their City Hall to the federal government and renamed it Federal Hall, and that's where George Washington was inaugurated as our first President, in a former city hall on Wall Street in New York City.

Jacqueline Bisset and Chicago's Peter Cetera 40. David Clayton-Thomas 43. Barbara Bain 50. Mel Torme 59.

### Last Of The Zeppelins

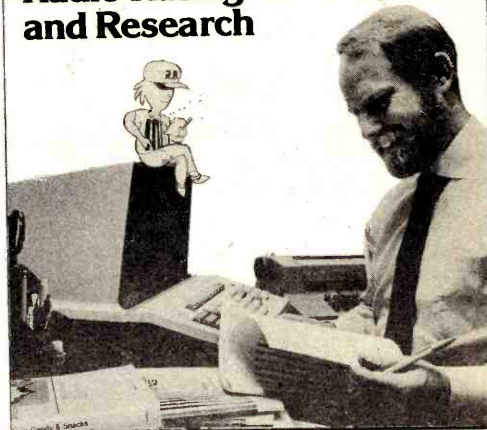
**FRIDAY, SEPTEMBER 14** — Germany launched the huge airship "Graf Zeppelin II" in 1938. It was 803 feet long. That's longer than all four Goodyear blimps end-to-end. Because of growing hostilities prior to World War II, the United States refused to sell Germany the fireproof helium needed to inflate the Zep-II, so it never flew a single commercial passenger. In 1940 the airship was intentionally destroyed by the commander of the German air force, simply to get it out of the way to make room for additional Luftwaffe flight operations.

The first manmade object to hit the moon: the Soviet Lunik II, crashed into the lunar surface 25 years ago (1959).

Dancer Joey Heatherton 40. Tomorrow (9-15) Gaylord Perry 46, comic character Blondie 54, Jackie Cooper 62. Sunday (9-16) Rosemary Casale 36, Elgin Baylor 50, Peter Falk 57.

# HIBERNETICS

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# Black/Urban Radio



WALT LOVE

## KKDA-FM Breaks Out In Dallas

The Dallas-Ft. Worth market is where I've expected Black/Urban radio to really break out of its shell. Well, it finally happened. Urban-formatted KKDA-FM (K104) has sounded the bugle for attack.

Although KVIL netted the number one slot with a 10.2 in the spring Arbitron, K104 moved 5.9-7.1 12+. And that healthy jump put the station in a second-place tie with KRLL. To find out more about the story behind the success, I called VP/Programming Michael Spears, who steered me to three people who were positive forces in KKDA's climb up the ratings ladder. They are Asst. PD/MD Terri Avery, Research Director Joycelyn Johnson, and Creative Services Director Nancy Carpenter.

### What Made It Happen

Terri is a nine-year industry vet who's spent the past six years as KKDA's MD. She offered her opinion as to why the station's numbers increased. "It was a combination of things. We finally targeted our audience and really went after it. For a while, we were trying for a mixture of peo-



Joycelyn Johnson

Nancy Carpenter

"It amazes me how people don't like to hear about research. It's not something people should fear."

— Joycelyn Johnson

ple. When we decided to target only the black audience, positive things happened. Tightening up our black base was very important.

"All of our promotions were right on time. We gave away big, as well as small, money. We also had a contest called the 'Secret Song.' Tom Joyner would play it in the morning and later in the day a particular caller would be eligible to win."

### Less Talk & More Music

The "less talk, more music" credo is a popular station positioning vehicle that K104 also adopted. Terri noted, "We're doing music sweeps from the top of the hour to 35-40. We call it 'guaranteed eight in a row or more.' If we count more it's a bonus hour."

Does more music also apply to more jingle use? "We have a package that was done for us by Otis Conner. 'The package we have really fits the music we play very well — they both seem to flow together.'" She also made mention of the fact that their current jingle package contains ten types and 80 total cuts.

Another important station-element is its "Make It Or Break It" feature. "It runs every night at 7:30. People call in and vote on the record that was selected for testing. After it's played we take calls for a half hour; these calls average approximately 250. By doing this we can usually get a feel for a record."

But the audience isn't always right. Avery added, "Sheila E's 'The Glamorous

Life' was a 'break it, no good!' Well, we also follow R&R's Black/Urban Radio chart and we saw it was doing well nationally. So we stuck with it. It ended up being very popular here, going to number two on our local chart. That's one the audience was wrong about!"

### Researching A Winner

With the interview segueing into the area of record testing, I asked Joycelyn Johnson to discuss how records are researched. "We get a list of records from Michael Spears and Terri. They let us know what they're looking for, and we make random calls selected by zip code. People are asked to rate the records on the playlist we've been

# K104 fm

"For a while, we were trying for a mixture of people. When we decided to target only the black audience, positive things happened. Tightening up our black base was very important."

— Terri Avery



given. We target 16-28 year-olds. We find them by looking at the Arbitron breakdown of zip code areas where people filled out a diary saying they listen to us. We ask if they listen to us or KNOK, plus what artists they like. If we get a person on the phone who's not familiar with our station and music, we won't question him. Respondents must be familiar for it to be of any positive use.

"At the end of the week I tally up my research, putting a sheet of paper over the records so I won't know which ones are doing the best. When we finish our research, next week's list (rotational changes, drops, etc.) is decided upon."

Joycelyn continued, "I really believe in research. When we were targeting HDBA (High Density Black Areas), we got a lot of valuable information for our organization to utilize. It amazes me how some people don't really like to even hear about research that pertains to broadcasting. It's not something people should fear."

### Testing Music

I asked Joycelyn to explain what types of music they test. "Most of the time it's current, but sometimes just new music. We also research oldies. However, in most cases we don't get too many requests for music more than two years old."

"We do a more comprehensive music check for our oldies. Because we only play a certain amount of oldies per hour anyway, we want to maximize their effectiveness."

We take some of the hits we're interested in playing and begin testing them with the age group we're trying to reach. If they test well, we use them. If they don't, we keep them off the air."

### Research With No Budget

Joycelyn then offered advice to those who might not have the dollars to support a full-fledged research effort like K104. "Start out with store reports. That's a simple way that doesn't take anything but an extra hour per week. The more people you sample, the more reliable your sample will be. Another thing that's not expensive is utilizing your request lines. Keep track of those requests because they can be a valuable information source."

### Promotions Key Ingredient

With seven years of broadcast experience behind her, Nancy Carpenter talked about another aspect that contributed to KDA's ratings gain — promotions. "We've been involved in promotions with the Dallas City Parks and Recreation Department and others." We've also worked with movie companies on the local premieres of 'Beat Street' and 'Breakin'.' The deal was for us to hold three break-dancing competitions, the third being the finals. Well, we thought break-dancing might only be popular in cities like New York, Washington, or Los Angeles. But we found out it's popular here, too, judging by the number of participants and people who just came to watch.

"Approximately 3000 people turned out for the first one, and it continued to build from there. We also do promotions in Ft. Worth, but the people there are a bit more laid back. We must romance them into getting excited about whatever we're trying to promote. It's a bit harder to get results in Ft. Worth."

### Who Has The Ideas?

Executing the promotions are one thing, but who comes up with all the ideas? "We all sit down and brainstorm together. Sometimes one of us will come up with an idea and have to sell it to everyone else. That's good, because when we all agree, it's usually worth doing and gets results — the name of the game."

Concerning giveaways, the station follows suit with its industry peers, offering LPs, concert tickets, dinners, and, of course, money. "I would much rather give away a lot of small things as opposed to something large and expensive," Nancy mused. "You get much more mileage from pleasing the masses than from giving that one big prize which only pleases the winner and his family."

Talking with these ladies was a joy. Their knowledge was a pleasure for me to experience. I think it's safe to say that K104 appears to be built on substance, not brawn!

## Action

At **WVDM/Sumpter**, SC PD Kevin "Special K" Flemming is taking himself off the air. Coming into the afternoon slot is **Michael Kilgore**, formerly of mornings at **WAIR/Winston Salem**. **Mike Love** spent 1974-78 at **KMJJ/SF**. Louis and its predecessor. Having been on the original Majic 108 team, it's appropriate that he should return to the station handling overnights.

More changes: **Jeff Kelly**, ex-PD at **WDMT/Cleveland**; to on-air at A/C-formatted neighbor **WLTF**. **Jim Brown** is the new PD at **WLUM/Milwaukee**; **Susie Austin** remains as MD. **Jay Thomas Smith**, late of Oldies-formatted **KNUZ/Houston**, is searching for an Urban/Black gig and can be contacted at (713) 434-9211.

**WBLX/Mobile** announces recent personnel shifts: **Cathy Baker** leaves TV to become News/Public Affairs Director. **Shearie Jones** becomes her assistant. **David Clark** comes aboard as an Account Executive. Club DJ **Kari Hill** joins as weekend/swing person.

The recent **Coca-Cola**-sponsored "Los Angeles Music Festival" presented performances by **Gladys Knight & the Pips**, **Cameo**, **Lakeside**, **Midnight Star**, **Nona Hendryx**, **Shannon**, and

**Grandmaster Melle Mel & the Furious Five**. Coke's efforts on behalf of Black radio have included billboard mentions for Los Angeles area Black/Urban stations.

Congratulations to **WJLB/Detroit** OM/PD **James Alexander** and his wife **Angela**, who gave birth to **Jennifer Nicole** in early August.

**WRPZ/Lexington** GM **Al Greenfield** reports his station is gearing up to go Urban. He needs record service and would like to talk to you at (606) 987-1440. **Chris Thomas** at **WJAX/Jacksonville** could use some gospel service for his AM station. He's at (904) 356-5554.

The summer promotions keep on rolling: **WBLX** has set its "Family Funfest" for early September. The Funfest features a concert by **Freedom** (of "Dance, Sing Along" fame) ... **WDAO/Dayton** sponsored a free flea market and custom van show for its listeners.

**Intra-Media Resources Institute** has scheduled its second annual Black Music Industry Networking Conference in Boston on September 16. More information is available by dialing (617) 723-9330.



# Do It On Air

(Everyone Is.)

## Chaka Khan "I Feel For You"

First-Week Breaker

No. 1 Most Added

From the forthcoming Warner Bros. album I Feel For You.

Produced by Arif Mardin.

### Marcus Miller "I Could Give You More"

Marcus Miller's latest single, from the Warner Bros. album Marcus Miller, merges sensuality and virtuosity. Produced by Marcus Miller and Ray Bardani.

### The Time "Jungle Love"

Morris Day's lead vocals combine with The Time's multi-layered keyboard funk on the second single from the Warner Bros. album Ice Cream Castle. Produced by Morris Day & The Starr Company.



# Black/Urban Picture Page



**WJDY'S COAST-TO-COAST SENDOFF** — WJDY/Salisbury recently gave away an all-expense paid trip for four to see the Jacksons perform in Los Angeles. Displaying their own "Victory" smiles are (l-r): WJDY GM Alex Kolobielski, Pepsi's Wayne Ferrare, winners Bill and Geri Morton, and PD Chris Barry.



**RICHE CARDED IN VANCOUVER** — Urban/Jazz-formatted CJAZ/Vancouver lined up thousands of Lionel Richie fans to sign what was billed as the "world's largest hello card." Pictured (l-r): CJAZ's MD David Grierson, Sharon Berry and Program Manager Marty Forbes, Richie, and CJAZ's Bob Merchant and Don Kennedy.



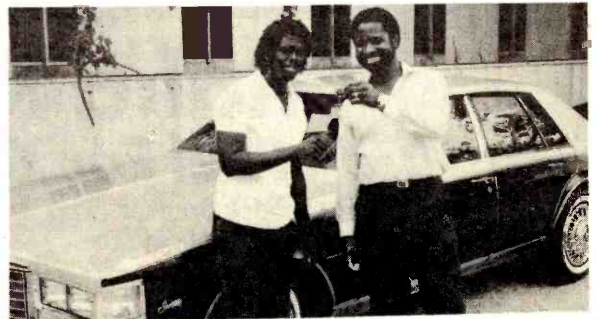
**BLOW FLIES AT BLOOMINGDALES** — Kurtis Blow and WRKS/New York helped bring break-dancing into an unlikely place, Bloomingdales department store. Shown (l-r) judging a station-sponsored break-dance contest: WRKS's Mary Thomas, Blow, and break-dancer Peach Amaro.



**A KEY WIN** — WZAK/Cleveland's Ken Allen (l) hands a set of Pontiac Fiero keys to lucky Einora Dillard. Dillard, whose name was drawn from more than 30,000 entries in the M&M Products-sponsored contest, apparently couldn't wait to get behind the wheel.



**INNER CITY GETS CONVENTIONAL** — Inner City's Bay Area outlets KRE & KBLX/Berkeley, doubled as host stations for the chain's Democratic National Convention coverage. On hand to greet the visiting Inner City reporters were (l-r): KRE & KBLX's Sylvester Jackson and ND Keith Jackson.



**KMJQ TAKES THE ELEGANTE ROUTE** — As part of its "Key Song" promotion, KMJQ/Houston recently awarded a fully-loaded Cadillac Seville Elegante. Excited at receiving the keys from KMJQ's Bill Travis (r) is winner Charles Green.



**KMJQ BREAKS INTO ASTROWORLD** — KMJQ/Houston's break-dance contest drew 3000 rain-soaked spectators. Thirty-five dancers participated in the event, which was part of the "Majic Astroworld Summer Jamathon" series.

# The Hits Continue To Come From Columbia Records



## REBBIE JACKSON "Centipede"

**Black/Urban  
BREAKERS**

REBBIE JACKSON  
Centipede (Columbia)

65% of our reporting stations on it. Rotations: Heavy 6/0, Medium 20/7, Light 25/14, Extra Adds 0, Total Adds 21 including WWIN-FM, WVEE, WTMP, WBMX, WZAK, XHRM, KSOL, WKND, WRDW, WKXI, KJCB, WQQK, WDAO, WVOI, KDIA. A most added record. Debuts at 39 on the Black/Urban chart.

One Of The  
**MOST ADDED**

**BLACK/URBAN  
CHART:**

39

**BILLBOARD:**

82 - 53

Produced by Michael Jackson



## CHAMPAIGN "Off And On Love"

One Of The  
**MOST ADDED**

**Out of the Box Adds At:**

WWIN-FM	WDIA	WQMG	WQKS
WHUR	WGCI	WJMI	WTLC
WAOK	KDAY	WJAX	
WVEE	KSOL	WPDQ	
KRNB	WNOO	WANM	

**BILLBOARD:**

85



## MR. "T" "Mr. 'T's Commandment"

**JUST RELEASED & ALREADY ON:**

WHUR	WDIA	WQQK
WAOK	WPEG	
KRNB	WKXI	

Watch out for the new **PHILIP BAILEY** single,  
"Photogenic Memory"  
on your desk **THIS WEEK!**



# Marketplace

## COMEDY

### Contemporary COMEDY

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

### DIAL-L-O-G

HUMOR, CONVERSATION, CALLS, CALENDAR & MORE  
 "... some GREAT sheet!" Michael York, KXLR  
**FREE SAMPLES.**  
 Write on station letterhead or phone: 10918 Foxmoore Ave.  
 (804) 270-7206 9AM-5PM EST Richmond, VA 23233

### KNOCKERS\*!

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



### THE FUNNY BUSINESS

Our \$1.00 and 54-joke sample is great for carrying to concerts, slots, and your own radio show. Send the soonest you can for your \$1.00 look at our funny services. All material ideal to hang with your BS, BA, Nuclear Fission awards and comes printed in real live ink.

**THE FUNNY BUSINESS**  
 210 Hollywood St. Fitchburg, MA 01420  
 (617) 342-1074

### Disk Jockey Comedy

Hilarious 20-40 second comedy bits... 25 pages per month delivered to your mouth. For sample & info on **FREE** book of 100 Krazy Kommercials, write **HYPE, INK**, 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

### O'Liners

**FREE SAMPLE ISSUE**  
 of radio's most popular humor service  
 For sample, write on station letterhead to: **O'Liners**  
 1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025



### "Phantastic Phunnies"

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



### MARKETPLACE ADVERTISING

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

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

*Volume Rates Available*

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

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

## FEATURES

**FREE ISSUE OF Galaxy**  
 Radio's most complete personality biweekly. Current artist **Bio & update, record facts, daily calendar/almanc, trivia, etc.** Send for sample on station letterhead:  
 ALL AIRSHIP READY!  
 Box 20093R, Long Beach, CA 90801

## PROMOTIONAL

# THE MUSIC VEST

### The Ultimate Movin' On Sound Sensation!

The music vest features a unique built-in FM stereo system with speakers located in the shoulders. This is an excellent premium/promotional product for your radio station!

For further information and brochure please call or write:

**MICHAEL J. FASHIONS**  
 Box 354  
 New Hope, PA 18938  
 (215) 297-5332

**The Great Promoters**  
 What could be better than a product that earns Big, Big profits, sells itself, and provides you years of advertising exposure.



We can offer you a quality product, promptly delivered, at a competitive price. Beginning with our in house art department, each product is designed, molded, decorated, and shipped from the same location.  
**Send For Full Color Brochure & Price List**  
 142 Carswell Avenue  
 Daytona Beach, Florida 32017  
 Phone: (904) 252-2442  
 Toll Free: 1 (800) 874-7511



**radio-TV BINGO**  
**Oldest promotion in the industry.**  
**WORLD WIDE BINGO, INC.**  
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 Telephone (303) 795-3288  
 "Our Business is Improving Yours"  
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## PROFESSIONAL SERVICES

**RADIOACTIVITY**  
**WE MAKE YOU LOOK & SOUND BETTER**  
 We're unique in that we consult both stations and individual broadcasters:

<i>For Stations</i>	<i>For Announcers &amp; PDs</i>
• Formats	• Aircheck/Resume
• Sales & Program Seminars	• Refinement
• Aircheck & Market Analysis	• Aircheck Analysis
• Jingles	• Employment Counseling
	• Shouts

Free details/call or write today  
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**Atlanta, GA 30319**  
**(404) 266-1977**

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**For the Hottest Phone...**  
**CALL (806) 352-7753**  
 24 HOURS A DAY  
**SUPERTRAX PRODUCTION LINE**

## DIARY INSPECTIONS

performed by **EXPERIENCED RESEARCH PROS**

All markets are invited to inquire **Call 9am-9pm (EST)**  
**Jay (301) 484-8615**

**Soundtracks!**  
**YOUR WEEKLY TICKET TO THE MUSIC OF STAGE & SCREEN**  
 One of Western New York's most listened to A/C targeted weekly special programs begins syndication September 15th. Call for market availability, free demo and further facts. Calamity Communications & Media Services.  
 347 Culver Rd., #3, Rochester, NY 14607  
 (716) 461-3399

# Marketplace

## Sick Of Your I.D. Package?

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



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

Call Out Research  
For The TRS-80® Model III  
"How To" Manual & Softwear

Parwood Associates  
14716 - 26th Ave NE Seattle, WA 98155

## PERSONALITY

### INFO-BITS

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

## EQUIPMENT



Scotchcart Audiopak  
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BROADCAST CARTRIDGE SERVICE  
Brochure: (714) 898-7224

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NAB/ NRBA/ RCPC Booth #1426

## EMPLOYMENT / INSTRUCTION

### 10,000 RADIO, TV JOBS

- Over 10,000 Radio & TV jobs are published every year. Up to 98% of the nationwide openings can be found in THE AMERICAN RADIO JOB MARKET-weekly paper.
- The most current and complete radio and television job publication in America.
- Subscribed to by nearly every major broadcast school, if colleges, colleges and universities.
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- All major, medium & small markets.
- All formats: AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS, TALK.
- Many openings for those men and women with little experience.
- Money Back Guarantee.

Rates: One week \$6.00. SPECIAL 6 weeks \$14.95—you save \$21.00!

**American Radio**  
JOB MARKET

6215 Don Gaspar, Dept. R, Las Vegas, NV 89108



## INCREASE SALES RESULTS



The radio and record industries are big markets to cover with a limited sales force.

So why not put R & R Marketplace to work for you? It's a sure way to generate qualified sales leads.

Just Call (213) 553-4330

## WIP Philadelphia

When one of America's leading radio stations wanted jingles... it came to America's fastest growing production company.

CONTINENTAL RECORDS  
210 South St., Boston, MA 02111

No matter what your market size, we'll make you sound great!!!

Call (617) 426-3131

# Opportunities

## Openings

### NATIONAL

#### Laser Radio

New offshore station aboard radio ship in North Sea, needs three DJs for CHR format. U.S. Passport required, liberal travel benefits, Rush tape & resume to: P.O. Box 1828, Grand Central Station, New York, NY 10163.

## Openings

### XL communications

a sound choice

Make good BUCKS in your own backyard! Instructional tape company has Freelance Voice Talent & Sales gigs open now. T&R to: XL Communications, Box 219, Hot Sulphur Springs, CO 80451. EOE M/F

### EAST

WATD needs a fulltime A/C jock with a friendly delivery. T&R: Cathy Doran, Box 487, Marshfield, MA 02050. EOE M/F (9-7)

Looking for hot CHR talent, great opportunity in a major market. Good bucks. T&R: RI-104, Box 5944, Providence, RI 02903. (401) 596-7728 EOE M/F (9-7)

### NEEDED: MORNING ENTERTAINERS

Newspeople, nighttime rockers. Openings are immediate. T&R to: Radio & Records, 1930 Century Park West, #781, Los Angeles, CA 90067. EOE M/F

NE top 100 market new owners seek one heavyweight & wild personality. Ready to move up? T&R: Mark, 300 Essex St., Beverly, MA 01915. EOE M/F (9-7)

Northern New England A/C AM & 50kw CHR FM seek air personalities. Experience preferred, but not necessary. T&R: Mark Delmonte, 382 Degraw St., Brooklyn, NY 11231. (9-7)

### #1 A/C 50,000-WATT FM

In major Northeast market seeks overnighter. Experience necessary. Also looking for weekender. Send T&R to: Radio & Records, 1930 Century Park West, #781, Los Angeles, CA 90067. EOE

CHR 50kw, WKHI, needs overnight jock. T&R: Jack Gillin, P.O. 2301 Coastal Hwy., Ocean City, MD 21842. No calls. EOE M/F (9-7)

## Openings

Looking for family-oriented morning communicator to be part of our community. T&R: Lee Phillips, WRWO, 341 Northern Blvd., Albany, NY 12204. EOE M/F (9-17)

### WANTED: MAJOR MARKET PD

Are you a forward-thinking, creative, experienced PD? Can you evolve a traditional Easy Listening station into a modern-day environmental station, and get 25-54 numbers? If your answers are yes, and you meet the following requirements, send an immediate request for an application for this position. We're talking Big: a Big Station in a Very Big Market... a career position with a major broadcast group.

- Build/maintain ratings leadership
- Interpret and apply market and music research into Action
- Knowledge of legal/renewal procedures
- Quality programming track record (document it!)
- Operations track record (oversee staff, news, production; interact with engineering)
- Promotion-minded (coordinate with our Promotion Director)
- Generate and execute plans and budgets
- Work with consultants (management, programming, research)
- Work effectively with Sales Department
- A Winning, Learning, Growing Attitude

Reply only if you meet all the above requirements. Send your request for an application (with a cover letter) to: Radio & Records, 1930 Century Park West, #784, Los Angeles, CA 90067

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

13FEA is searching for an evening madman. Looking for an up-tempo approach. C&R: Rick Ryder, Box 5300, Manchester, NH 03108. No calls. EOE M/F (8-31)

96WMR. ME's hot 50kw CHR, is looking for morning, part-time & fill-in talent. T&R: Michael Rivers, 89 Congress St., Rumford, ME 04278. EOE M/F (8-31)

Sales Manager needed for small market A/C station in western NY. Resumes & references: Bob Finley, WDOE, Box 209, Willow Rd., Dunkirk, NY 14048. EOE M/F (8-31)

Atlantic City market opening. Must have two years experience. T&R: Jack Miller, WSLT/WIBG, 957 Asbury Ave., Ocean City, NJ 08228. EOE M/F (8-31)

## Openings

### ATTENTION: MEDIUM/MAJOR MARKET PROGRAMMERS

One of New York City's top ten radio stations offers someone with exceptional creative broadcast skills a rare opportunity to become part of its premier morning show team in the newly-created position of executive producer. Only hardworking self-motivating need apply. Must be capable of generating a wide range of daily program ideas for features, topics and themes; strong writing, research and booking qualities essential. Hands-on tape editing and production skills a must. Limited on-air participation for the right person. Send resume and representative production/audition tape to: Radio & Records, 1930 Century Park West, #783, Los Angeles, CA 90067 EOE M/F

## SOUTH

Two immediate openings, PD & Production Director. Experience preferred. T&R: WCMT, Box 318, Martin, TN 38237. (901) 587-9526 EOE M/F (9-7)

Y-102 needs experienced news person & jocks for future openings. T&R: Don Rushin, PD, Box 2018, Texarkana, AR 75504. EOE M/F (9-7)

### WDNG AM1450

Looking for mature, stable, one-on-one communicator for morning drive A/C. Phones/humor helpful. Good bucks/benefits. T&R to: J.J. Darr, Box 1450, Anniston, AL 36202. EOE M/F

Experienced Country AM drive personality needed by aggressive growing group. Good pay & 3 years experience. T&R: Ed Lang, KENM, Box 886, Port Talis, NM 88130. EOE M/F (9-7)

## The Research Group

New station... great company... major market... West Coast... CHR/Urban. T&R to: The Research Group, 2517 Eastlake Ave. E., Seattle, WA 98102. No calls. EOE

# Opportunities

## Openings

Talented drive pro needed at promotion-oriented Country station. Production must be 1st class. T&R: Nick Allen, KHK, 1024 E. Washington St., Petersburg, VA 23803. (9-7)

Experienced fulltime announcer needed for Black/Urban station's overnight position. T&R: Bruce Dowdy, 520 Janel Office Bldg., Norfolk, VA 23502. EOE M/F (9-7)

### LITTLE ROCK Adult AM & FM Combo

Looking for articulate, warm, personable communicator to join morning team and fastest-growing stations in Central Arkansas (the nation's best-kept secret). Easy and MOR experience helpful. Tele-scoped aircheck and resume to: Box 100, Little Rock, AR 72203. EOE M/F

Afternoon drive open. Professionals need only apply. Good production a must. T&R: Willis Williams, WLAS, Box 750, Jacksonville, NC 28541. EOE M/F (9-7)

Future openings at CHR Class-C FM. Decent money. T&R: KZBZ-95 FM, 2531 Calder Ave., Beaumont, TX 77702. EOE M/F (9-7)



### ASSISTANT PD

I've lost my assistant to Maritje and now have an excellent opportunity at a Sunbelt monster! The person I hire probably has little programming experience and is in a small or medium market. Your desire to succeed is extremely important. You'll handle an airshift, do production, work lousy hours, serve as my right-hand person, and definitely will not be eatin' caviar the first year! But you will learn and be given a chance to advance within our company. Send a tape of your airshift/production/promos/etc., as well as a detailed description of your adventures in radio to: R.T. Simpson, WBAP/820, One Broadcast Hill, Ft. Worth, TX 76103. EOE M/F Pulleeze... no calls!

Q99 is seeking personality CHR jock. T&R: 1855 Lakeland Dr., Bldg. D., Jackson, MS 39216. (9-7)

WKVY Talkradio 80 is seeking drive time anchor/reporter. T&R: Mark Davis, ND, Box 6877, Jacksonville, FL 32236. EOE M/F (9-7)

### CHR PERFORMERS

The Charleston, SC market is a great place, and it's growing fast. Our new 1000 ft. tower at 100,000 watts is going to own the area!

#### COME HELP US

If you're a great uptempo CHR performer, and you're willing to work hard, rush a cassette and resume to:

Paul F. Neuhoff  
Trident Communications Corp.  
107 E. 6th North Street  
Summerville, SC 29483

EOE M/F

### 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

## Openings

### MORNING SHOW PERSONALITY

America's fastest-growing radio chain wants AM drive personality for 100kw FM Country killer in exciting Southeast major market. You will be the top-compensated personality in the market. Time and Temp jocks need no apply. We want an entertainer! Send tape and resume to:

The Keymarket Group  
108 Barnwell Ave., N.W.  
Aiken, SC 29801

EOE

Afternoon or evening entertainer needed that can talk to the adults of west TX. Good production skills a must at this A/C. T&R: Dean Taylor, Box 2201, Abilene, TX 79606. (9-31)

Farm Director/parttime sales opening at SW AM/FM. Good bucks & benefits. T&R/salary requirements: Tim Roberts, Box 1420, Plainview, TX 79073. EOE M/F (8-31)



### Mornings!

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:

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

## MIDWEST

CE/announcer needed. Two tower directional daytime planning expansion. T&R: Iv Schwartz, WCLU, Box 1320, Cincinnati, OH 45201. (9-7)

Wanted: Air talent for top northern MI station. T&R: Mike Hayes, JML, Box 99, Petoskey, MI 49770. EOE M/F (9-7)

### Program Director Needed

Topeka's top rated CHR FM searching for hardworking, creative, promotion oriented PD. Successful track record with CHR a must! Respond to: Don L. Neer, GM, KDVV, Box 1478, Topeka, KS 66601. EOE M/F

Ohio A/C needs a PD. Salary \$20,000. Contact station: (419) 468-4664. EOE (9-7)

Reviewing tapes, all shifts & Operations Assistant for Country/MOR. T&R: Bob Belcher, KCTR, Box 727, Rola, MO 65401. (314) 364-2525 EOE M/F (9-7)

### AUDIO PRODUCTION DIRECTOR

Good salary, talent fees, benefits, support staff, and state-of-the-art studios for an experienced, well-organized producer with a strong voice and creative mind. Weekend airshift. Resume, tape with your best to: Radio Manager, 3131 N. University, Peoria, IL 61604. EOE/M/F



### MORNING COMMUNICATOR

35k for mature/creative AM drive winner. Personality CHR FM. Stable company in the Midwest. T&R to: Radio & Records, 1930 Century Park West, #774, Los Angeles, CA 90067. EOE M/F

Immediate opening for programmer at Country FM/News AM regional stations. T&R: Gary Leonard, Box 475, Metcra, ND 58265. EOE M/F (9-7)

## Openings

### WFWQ 95.1 FM PROGRAM DIRECTOR

Motivated, mature, understand and implement market research findings, coaching and people management expertise, knowledge of A/C formats, excellent support tools, best research methods, competitive salary, benefits, facilities and support staff. Qualified candidates need 3-5 years successful experience in radio programming, will currently be a successful PD or Assistant PD with excellent on-air skills. Resume, tape, and salary requirements to: Geoffrey Vargo, GM, WFWQ, 2260 Lake Avenue #230, Fort Wayne, Indiana 46805. No calls. EOE, M/F

Possible opening as Traffic Director. Columbine experience preferred. Send resume: O. Dobies, 1729 Superior Ave., Cleveland, OH 44114. EOE M/F (9-7)

WGNM/WISM is seeking ND & adult morning host. T&R: Bill Vancil, Box 2058, Madison, WI 53701. EOE M/F (9-7)

Immediate opening for overnight shift including production & automation control. T&R: Gary Quigg, WCVL/WLFO, Box 603, Crawfordsville, IN 47933. EOE M/F (9-7)

### Personality DJs

Needed for weekend parties in Chicago's far-North suburbs. Good pay, gas allowance, and more. Equipment provided. Call Rich Mosher (312) 244-4770.

I-94 looking for entertaining, personable drive timer & production person. Rare opening. T&R: Rick Roberts, Box 1, Eau Claire, WI 54702. EOE M/F (9-7)

Join the K-104/Champaign morning team. We're looking for a personality on the move up who loves community involvement. Contact: Mike Haile (217) 352-1040 EOE M/F (9-7)

Promotional programmer/OM including airshift needed. Strength needed on contests & listener involvement. T&R: Iv Schwartz, Box 1320, Cincinnati, OH 45201. (9-7)

### MIDWEST MEDIUM MARKET AOR

Possible future openings for aggressive, positive, creative, ambitious, dedicated team player. Tape, resume, salary requirements & references to: Radio & Records, 1930 Century Park West, #780, Los Angeles, CA 90067. EOE

### 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

Wichita's regional Country giant needs aggressive air talent/Promotion Director. T&R: Al Jamison, KFH, 104 S. Emporia, Wichita, KS 67202. No calls. EOE M/F (9-31)

Conversational fulltime announcer needed for evenings at leading Kansas City FM. T&R: Dan Carney, Box 90, Kansas City, MO 64141. EOE M/F (8-31)

### EXCITING NEW FM HOT HITS ROCKER

In the upper Midwest looking for mornings, afternoon drive, and nighttime announcers. Creative personalities only. Send T&R to: Radio & Records, 1930 Century Park West, #778, Los Angeles, CA 90067. EOE

Midwestern 50kw AM seeks a strong news anchor able to interact with a key drivetime team. A good voice and great appeal/journalistic skills necessary. T&R to: Radio & Records, 1930 Century Park West, #779, Los Angeles, CA 90067. EOE M/F

Personality needed for CHR drive/Country drive. T&R: Orv Koch, Box 80209, Lincoln, NE 68501. EOE M/F (8-31)

KFOR seeks experienced news person for future opening. T&R: Alex David, Box 80209, Lincoln, NE 68501. EOE M/F (8-31)

## Openings

Chief Engineer. Immediate opening, salary open, good benefits. Resume: Jim Livingood KBUR/KGRS, Box 70, Burlington, IA 52601. EOE M/F (8-31)

KLYU/WDBQ looking for creative copywriter, continuity person. Samples & Resume: Bob Welch, 1170 Iowa St. Dubuque, IA 52001. EOE M/F (8-31)

Afternoon drive male or female qualified instructor to boost a good listener to Top 50 market. T&R: Andy Mac, Box 52, Cadillac, MI 49601. EOE M/F (8-31)

## H & W COMMUNICATIONS

Is seeking an exciting Program Director for Lite Rock FM in Cincinnati. Please send resume, complete with references, salary requirements, and recent aircheck if possible. No phone calls accepted. Address all inquiries to: Kenneth D. Wolt, General Manager, WLLT, 1132 West Kemper Rd., Cincinnati, OH 45240. Equal Opportunity Employer

KDGA needs jockey Top small market. AM stereo. Good pipes & references required. T&R: Scott Hickenbottom, Box 509, Ogallala, NE 69153. EOE M/F (8-31)

We're on a roll! 1290/KOIL is looking for dynamic, adult communicators. T&R: Terry Mason, 3000 Farnam, Omaha, NE 68131. (402) 345-1290 EOE M/F (8-31)

Wanted: Anchor/reporter. T&R: Rick Colher WDUZ, Box 36, Green Bay, WI 54305. EOE M/F (8-31)

## WEST

Country KRSY is looking for experienced announcer/sales person. T&R: Tony Lucero, Box 1981, Roswell, NM 88201. EOE M/F (9-7)

Fulltime engineer needed for regional 5kw AM/Class-C FM. Contact: Dan Gittings (303) 336-2206. EOE M/F (8-7)

### PROGRAM DIRECTOR

#1 CHR on West Coast looking for top-notch Program Director. Detail-oriented, organized, good people skills, research-oriented, with ability to breakout Arbitron. Take charge and get great bucks and benefits. Also need morning personality that likes to get crazed. An Affirmative Action Equal Opportunity Employer. Tapes, proposals, and resumes to: Radio & Records, 1930 Century Park West, #785, Los Angeles, CA 90067.

Modern Country station needs experienced midday personality. T&R: KSSS, Box 740, Colorado Springs, CO 80901. EOE M/F (9-7)

KCOK/KJUG has immediate opening for PD experienced with automation. Also seeking CE. T&R: Wayne Foster, GM, 717 N. Mooney, Tulare, CA 93274. EOE M/F (9-7)

### 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!

Modern Country station in small market looking for talented morning man/PD. T&R: KENM/KNIT, Box 886 Portales, NM 88130. EOE M/F (9-7)

KORB, northern CA A/C is seeking hard working individuals, if you have an open mind & want to learn, let's talk. T&R: Charlie Foxx, Box 1340, Oroville, CA 95965. (9-7)



# The Music Section

## National Music Formats Added This Week

### Drake-Chenault

Bob Laurence (818) 883-7400

#### XT-40

JOHN CAFFERTY & BEAVER BROWN BAND  
"On The Dark Side"  
BILLY OCEAN "Caribbean Queen (No More Love...)"  
DAVID BOWIE "Blue Jean"  
STEVE PERRY "Strung Out"

#### Contempo 300

BARRY GIBB "Shine Shine"  
ELTON JOHN "Who Wears These Shoes"  
BILLY OCEAN "Caribbean Queen (No More Love...)"  
KENNY ROGERS "What About Me"

#### Great American Country

JOHN SCHNEIDER  
"I've Been Around Enough To Know"  
MOE BANDY "Women Your Love"  
JANIE FRICKE "Your Heart's Not In It"  
JOHNNY LEE "You Could've Heard A Heart Break"  
MICHAEL MARTIN MURPHEY "Radioland"  
MICKEY GILLEY "Too Good To Stop Now"  
EARL THOMAS CONLEY "Chance Of Loving You"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

ED BRUCE "Tell 'Em I've Gone Crazy"  
RONNIE MILSAP "Prisoner Of The Highway"  
JOHNNY LEE "You Could've Heard A Heart Break"  
MICKEY GILLEY "Too Good To Stop Now"  
LOUISE MANDRELL "Goodbye Heartache"  
WHITES "Pins And Needles"

KENNY ROGERS "What About Me"  
DENNIS DEYOUNG "Desert Moon"

#### Sound 10

KENNY ROGERS "What About Me"  
DENNIS DEYOUNG "Desert Moon"  
BANANARAMA "Cruel Summer"  
ELTON JOHN "Who Wears These Shoes"

### Concept Productions

Dick Wagner (916) 782-7754

#### CHR

ELTON JOHN "Who Wears These Shoes"  
ROMEO VOID  
"A Girl In Trouble (Is A Temporary Thing)"  
TINA TURNER "Better Be Good To Me"  
WHAM! "Wake Me Up Before You Go-Go"  
STEVE PERRY "Strung Out"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

ELTON JOHN "Who Wears These Shoes"  
DENNIS DEYOUNG "Desert Moon"  
ROMEO VOID  
"A Girl In Trouble (Is A Temporary Thing)"  
STEVE PERRY "Strung Out"  
DAVID BOWIE "Blue Jean"

#### The A/C Format

DENNIS DEYOUNG "Desert Moon"  
ELTON JOHN "Who Wears These Shoes"  
KENNY ROGERS "What About Me"

#### Super-Country

ANNE MURRAY "Nobody Loves Me Like You Do"  
DOLLY PARTON "God Won't Get You"  
BRENDA LEE "A Sweeter Love (I'll Never Know)"  
FRIZZELL & WEST "It's A Be Together Night"  
NITTY GRITTY DIRT BAND "I Love Only You"

### Media General Broadcast Services

Bob Dumals (901) 320-4433

#### Action

ANNE MURRAY "Nobody Loves Me Like You Do"  
DENNIS DEYOUNG "Desert Moon"  
JOYCE KENNEDY & JEFFREY OSBORNE  
"The Last Time I Made Love"  
HILLARY KANTER "Good Night For Falling In Love"  
SHEENA EASTON "Strut"

#### Your Country

RONNIE MILSAP "Prisoner Of The Highway"  
JANIE FRICKE "Your Heart's Not In It"  
DON WILLIAMS "Maggie's Dream"  
MICKEY GILLEY "Too Good To Stop Now"  
MICHAEL MARTIN MURPHEY "Radioland"

#### Hit Rock

NAKED EYES "(What) In The Name Of Love"  
JOHN CAFFERTY & BEAVER BROWN BAND  
"On The Dark Side"  
BILLY OCEAN "Caribbean Queen (No More Love...)"  
BILLY IDOL "Flesh For Fantasy"  
ELTON JOHN "Who Wears These Shoes"  
DIANA ROSS "Swept Away"  
BARRY GIBB "Shine Shine"  
POINTER SISTERS "I'm So Excited"

### BPI

John Sherman/Bob English (206) 624-8651

#### Adult Contemporary

DONNA SUMMER "There Goes My Baby"

#### Modern Country

EXILE "Give Me One More Chance"  
JANIE FRICKE "Your Heart's Not In It"

### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

DENNIS DEYOUNG "Desert Moon"  
ELTON JOHN "Who Wears These Shoes"  
KENNY ROGERS "What About Me"  
MADONNA "Lucky Star"

#### Rock America

DIANA ROSS "Swept Away"  
ELTON JOHN "Who Wears These Shoes"  
BILLY OCEAN "Caribbean Queen (No More Love...)"  
JOHN CAFFERTY & BEAVER BROWN BAND  
"On The Dark Side"  
DENNIS DEYOUNG "Desert Moon"

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

ELTON JOHN "Who Wears These Shoes"  
DENNIS DEYOUNG "Desert Moon"  
STEVE PERRY "Strung Out"

#### TM A/C

DONNA SUMMER "There Goes My Baby"  
DENNIS DEYOUNG "Desert Moon"  
LAURA BRANIGAN "The Lucky One"  
EVERLY BROTHERS "On The Wings Of A Nightingale"

#### TM Country

REX ALLEN JR. "Dream On Texas Ladies"  
EMMYLOU HARRIS "Pledging My Love"  
RONNIE MILSAP "Prisoner Of The Highway"  
JOHNNY LEE "You Could've Heard A Heart Break"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

JOHN SCHNEIDER  
"I've Been Around Enough To Know"  
JANIE FRICKE "Your Heart's Not In It"  
DON WILLIAMS "Maggie's Dream"

#### The Great Ones

ANNE MURRAY "Nobody Loves Me Like You Do"  
ELTON JOHN "Who Wears These Shoes"  
BARRY GIBB "Shine Shine"  
POINTER SISTERS "I'm So Excited"  
JIM CAPALDI "I'll Keep Holding On"  
JOE COCKER "Crazy In Love"

### Transtar

#### Adult Contemporary

Chick Watkins (303) 578-0700

NEIL DIAMOND "Turn Around"

#### Country

Tom Casey (213) 460-6383

RONNIE MILSAP "Prisoner Of The Highway"  
EMMYLOU HARRIS "Pledging My Love"  
JOHN ANDERSON  
"She Sure Got Away With My Heart"  
JOHN SCHNEIDER  
"I've Been Around Enough To Know"



# R&R Country NATIONAL AIRPLAY/50

## September 7, 1984

Three Weeks	Two Weeks	Last Week	Total Reports/Adds	Heavy	Medium	Light
9	3	1	153/0	133	19	1
11	4	2	147/0	136	10	1
13	7	4	154/1	123	21	10
16	10	5	154/0	112	39	3
5	1	3	142/0	118	18	6
18	14	11	153/0	109	37	7
19	15	12	144/1	106	36	2
22	16	13	153/1	84	61	8
23	17	14	148/2	88	52	8
24	18	15	133/0	99	23	11
29	22	18	151/2	55	88	8
29	22	15	135/0	80	42	13
14	12	10	151/0	51	91	9
25	21	16	151/4	36	99	16
33	23	19	120/1	85	20	15
7	5	7	114/0	75	29	10
10	8	9	143/8	41	75	27
32	27	24	142/0	32	82	28
30	26	21	136/1	41	74	21
27	25	23	139/5	34	81	24
38	30	25	109/0	63	29	17
12	9	8	136/4	17	91	28
36	29	26	102/1	41	44	17
20	18	17	130/6	9	84	37
44	38	30	98/2	41	39	18
28	24	25	119/4	19	63	37
34	31	29	90/0	43	23	24
2	13	20	134/14	8	63	63
—	44	37	101/4	27	50	24
35	33	31	115/4	12	74	29
40	35	32	114/3	10	70	34
39	36	33	121/6	9	78	34
47	40	34	106/2	15	69	22
41	37	35	132/16	6	61	65
—	48	39	118/3	5	71	42
48	42	38	126/20	5	52	69
—	45	35	100/7	2	66	32
—	46	40	121/11	2	64	55
—	45	41	127/17	8	44	75
—	44	39	112/9	4	58	50
—	49	42	96/4	6	51	39
—	47	43	122/19	2	45	75
—	46	42	86/0	39	28	19
6	6	18	112/12	3	43	66
—	47	44	114/35	2	36	76
DEBUT	1	11	69/0	23	34	12
DEBUT	4	19	63/0	20	20	23
DEBUT	4	19	87/40	1	23	63
DEBUT	4	19	81/3	2	39	40
DEBUT	8	20	52/0	14	21	17

### MOST ADDED

- ANNE MURRAY w/DAVE LOGGINS (40) Nobody Loves Me Like You... (Capitol)
- EARL THOMAS CONLEY (35) Chance Of Lovin' You (RCA)
- PINKARD & BOWDEN (34) Mama She's Lazy (WB)
- DOLLY PARTON (32) God Won't Get You (RCA)
- D. FRIZZELL & S. WEST (28) It's A Be Together (Viva)
- CHARLY McCLAIN (26) Some Hearts Get All The... (Epic)
- TOM T. HALL (26) P.S. I Love You (Mercury/PolyGram)
- NITTY GRITTY DIRT BAND (23) I Love Only You (WB)
- DON WILLIAMS (20) Maggie's Dream (MCA)
- VINCE GILL (20) Turn Me Loose (RCA)

### HOTTEST

- MERLE HAGGARD (73) Let's Chase Each Other... (Epic)
- OAK RIDGE BOYS (62) Everyday (MCA)
- ALABAMA (56) If You're Gonna Play In Texas (RCA)
- B. MANDRELL & L. GREENWOOD (51) To Me (RCA)
- CRYSTAL GAYLE (45) Turning Away (WB)
- JIM GLASER (32) You're Gettin' To Me... (Noble Vision)
- CONWAY TWITTY (30) I Don't Know A Thing About... (WB)
- RICKY SKAGGS (27) Uncle Pen (Epic)
- L. GATLIN & GATLIN BROS. (25) The Lady Takes The Cowboy... (Columbia)
- WILLIE NELSON (23) City Of New Orleans (Columbia)

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

### EARL THOMAS CONLEY Chance Of Lovin' You (RCA)

On 74% of reporting stations. Rotations: Heavy 2, Medium 36, Light 76. Total Adds 35 including WXKW, WPOC, WYRK, WHN, WYNK, KPLX, WLWI, WUSO, WWWW, WIRE, WXCL, KVOO, KLZ, KVEG, KGA. Debuts at number 45 on the Country chart.

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Friday 8-31-84.



# HANK'S PICKS For Weekend Of Sept. 8th

See Page 43 For Contest Rules

## COLLEGE

- MARYLAND over SYRACUSE
- OHIO STATE over OREGON STATE
- GEORGIA over SOUTHERN MISSISSIPPI
- NOTRE DAME over PURDUE
- ALABAMA over BOSTON COLLEGE

## PROS

- ST. LOUIS CARDINALS over BUFFALO BILLS
- ATLANTA FALCONS over DETROIT LIONS
- MIAMI DOLPHINS over NEW ENGLAND PATRIOTS
- NEW ORLEANS SAINTS over TAMPA BAY BUCCANEERS
- L.A. RAIDERS over GREEN BAY PACKERS



# Country

## NEW & ACTIVE

- ANNE MURRAY with DAVE LOGGINS "Nobody Loves Me Like You Do" (Capitol) 87/40**  
Rotations: Heavy 1, Medium 23, Light 83, Total Adds 40 including WGNA, WKRW, WHN, WZZK, WCOS, WLWI, WRXJ, WQYK, WCUZ, WDGJ, WXCL, KRST, KCBQ, KMPS, KUCB. Debuts at number 48 on the Country chart.
- ED BRUCE "Tell 'Em I've Gone Crazy" (MCA) 81/3**  
Rotations: Heavy 2, Medium 38, Light 40, Total Adds 3, KYXX, WTHI, KCBQ. Heavy: KKYX, KRMD. Medium: WPTR, WBGW, WYIL, WYMK, KXYL, KSD, KFDI, KUZZ, KUGN, KGA. Debuts at number 49 on the Country chart.
- TOM T. HALL "P.S. I Love You" (Mercury/PolyGram) 78/28**  
Rotations: Heavy 1, Medium 16, Light 51, Total Adds 26 including WYRK, WAJR, WFOR, WEZL, KPLX, WAMZ, WKIX, WIRK, WONE, WXCL, KTTS, KKCS, KYEG, KMPS, KGA.
- BANDANA "All I Wanna Do..." (WB) 76/7**  
Rotations: Heavy 5, Medium 33, Light 38, Total Adds 7, WCAO, WXBO, WGTQ, WTSO, KIK-FM, KUGN, KQBL. Heavy: WOKK, WMAH, KKYX, KIOV, WYJQ.
- HILLARY KANTER "Good Night For Falling In Love" (RCA) 72/10**  
Rotations: Heavy 1, Medium 20, Light 51, Total Adds 10, KIX106, WGTQ, KHEY, WLWI, WQYK, WIRE, KFDI, KTOM. Heavy: WOKK. Medium: WGNA, WYVA, WONE, KRKT.
- DAVID ALLAN COE "It's Great To Be Single Again" (Columbia) 67/5**  
Rotations: Heavy 5, Medium 27, Light 35, Total Adds 5, KRIV, WYMK, WEZL, KTTS, KUCB. Heavy: KIKK, KKYX, WONE, KSO, KVOO. Medium: CHOW, WYIL, WTDQ, KIK-FM, KWJJ.
- WRIGHT BROTHERS "So Close" (Mercury/PolyGram) 62/4**  
Rotations: Heavy 3, Medium 24, Light 35, Total Adds 4, WGNA, WEZL, WUSQ, KSO. Heavy: KIKK, WPAW, WTSO. Medium: WCAO, KMML, WMNI, WIRE, WOV, KSPQ.
- DOLLY PARTON "God Won't Get You" (RCA) 56/32**  
Rotations: Heavy 2, Medium 10, Light 44, Total Adds 32 including WBGW, WAJR, KASE, WSOC, WNOX, WLWI, WIRK, KSO, KTTS, KTRN, KIZ, KFTN, KMPS, KUCB.
- MCGUFFEY LANE "The First Time" (Atlantic America) 54/7**  
Rotations: Heavy 1, Medium 10, Light 43, Total Adds 7, WYFC, WOKK, KKYX, WITL, KTTS, KKCS, KMAK. Heavy: WPTR. Medium: WAJR, WKYQ, KBMR, WONE, KIOV, KFDI.
- ATLANTA "Washful Drinkin'" (MCA) 50/13**  
Rotations: Heavy 0, Medium 7, Light 41, Total Adds 13, WYIL, WYMK, WEZL, KHEY, KYXX, KKYX, WMNI, KTTS, KMAK, KSPQ, KMPS, KGA.
- PINKARD & BOWDEN "Mama She's Lazy" (WB) 49/34**  
Rotations: Heavy 1, Medium 7, Light 41, Total Adds 34 including WPOC, WMZQ, WILQ, KRVR, KXYL, KIKK, WAMZ, WKIX, KYYX, WUSN, WTHI, KRST, KUGN, KRISY, KGA.

- RAY PRICE "Better Class Of Loser" (Viva) 28/4**  
Rotations: Heavy 0, Medium 6, Light 22, Total Adds 4, WWOQ, KRWD, KGA, KUCB. Medium: WYIL, KKYX, KTTS, KVOO.
- DOTIE WEST "What's Good For The Goose" (Perman) 27/4**  
Rotations: Heavy 0, Medium 6, Light 21, Total Adds 4, KFGO, KFDI, KMPS, KUCB. Medium: KHEY, WOKK, WCXJ. Light: WOKQ, KWJJ.
- NITTY GRITTY DIRT BAND "I Love Only You" (WB) 26/23**  
Rotations: Heavy 0, Medium 3, Light 23, Total Adds 23 including WPTR, KMML, WTVY, WNOX, WPAW, KRMD, WMNI, KIOV, KUZZ, KKKC.
- TARI HENSLEY "Love Isn't Love..." (Mercury/PolyGram) 24/5**  
Rotations: Heavy 1, Medium 7, Light 13, Total Adds 5, WTVY, KHEY, KISS-FM, WQYK, KRWD. Medium: WYIL, WLWI, KSPQ. Light: KSO, KFDI.
- STEVE WARINER "Don't You Give Up On Love" (RCA) 21/17**  
Rotations: Heavy 1, Medium 7, Light 13, Total Adds 17 including WNYR, KASE, WYMK, KKYX, KBMR, WCXJ, WOW, KUZZ, KSPQ, KKKC.
- JOHNNY RODRIGUEZ "First Time Burned" (Columbia) 19/0**  
Rotations: Heavy 0, Medium 10, Light 8, Total Adds 0. Medium: WYIL, WEZL, WTVY, WFMS, KEBC, WTDQ, KQAL, KUZZ, KRISY, KSPQ.
- TERRI GIBBS "Rocky Top" (MCA) 17/8**  
Rotations: Heavy 0, Medium 4, Light 13, Total Adds 6, WPTR, WSNQ, KRMD, KSO, KTTS, KVOO, KRISY, KSPQ. Medium: WCXJ.
- BELLAMY BROTHERS "World's Greatest Lover" (MCA) 15/14**  
Rotations: Heavy 0, Medium 0, Light 15, Total Adds 14 including KMML, KXYL, WTVY, KSSN, KSO, KWJJ, KRISY, KTOM, KKKC, KSON.
- KEITH STEGALL "Whatever Turns You On" (Epic) 14/11**  
Rotations: Heavy 0, Medium 4, Light 12, Total Adds 11, WSNQ, KXYL, WGTQ, WOKK, KRMD, WMNI, WOW, KTTS, KVOO, KFDI, KRWD.
- GEORGE JONES "She's My Rock" (Epic) 12/11**  
Rotations: Heavy 2, Medium 2, Light 8, Total Adds 11, WSNQ, WGTQ, WNOX, KSSN, WAMZ, KRMD, WIRK, WCUZ, KKYX, KFDI, KWJJ.
- EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 10/8**  
Rotations: Heavy 0, Medium 1, Light 9, Total Adds 8, WGNA, WBGW, WOKQ, WONE, WIRE, KRKT, KCCY, KTOM.
- ZELLA LEHR "All Heaven Is About To Break Loose" (Complanet/PolyGram) 10/3**  
Rotations: Heavy 0, Medium 0, Light 10, Total Adds 3, WOKQ, KSPQ, KGA. Light: WSNQ, KRVR, KRMD, KVOO, KFRY, KRWD, KRISY.
- MASON DIXON "Gettin' Over You" (Texas) 10/1**  
Rotations: Heavy 0, Medium 4, Light 6, Total Adds 1, WLWI. Medium: KMML, KLVI, KKYX. Light: WYIL, KXYL, WKSJ, KRMD, WOV, KVOO.
- JUDY COLLINS w/T.G. SHEPPARD "Home Again" (Elektra) 9/8**  
Rotations: Heavy 0, Medium 2, Light 7, Total Adds 8, WSNQ, WAJR, KMML, WXBO, WQVK, WPAW, WIRK, KRISY.
- NARVEL FELTS "I'm Glad You Couldn't Sleep Last Night" (Evergreen) 9/7**  
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 7, WTVY, WLWI, KRMD, WOV, KVOO, KRWD, KSPQ. Light: KMML, WPAW.
- BILL ANDERSON "Speculation" (Southern Tracks) 8/2**  
Rotations: Heavy 0, Medium 2, Light 6, Total Adds 2, KRVR, WLWI, Medium: WPAW, KSPQ. Light: WCUZ, WOW, WTDQ, KVOO.
- CHRIS HILLMAN "Somebody's Back In Town" (Sugar Hill) 7/1**  
Rotations: Heavy 0, Medium 2, Light 5, Total Adds 1, WDAF. Medium: WLWI, KFDI. Light: WGNA, WSOC, KBMR, KRWD.

## COUNTRY ALBUM TRACKS

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

## SIGNIFICANT ACTION

- DAVID FRIZZELL & SHELLY WEST "It's A Be Together Night" (Viva) 43/28**  
Rotations: Heavy 0, Medium 6, Light 37, Total Adds 28 including WYIL, WSOC, WTVY, KHEY, KIKK, WLWI, KKYX, KRMD, KSO, KVOO, KSPQ.
- TOM JONES "All The Love Is On The Radio" (Mercury/PolyGram) 42/10**  
Rotations: Heavy 1, Medium 14, Light 26, Total Adds 10, WPTR, WCAO, WFOR, KRVR, KHEY, WYFC, WTSO, WTHI, KTRN, KMAK.
- JIMMY BUFFETT "When The Wild Life Betrays Me" (MCA) 38/8**  
Rotations: Heavy 1, Medium 4, Light 33, Total Adds 8, WYIL, WXBO, KHEY, KILL, KKYX, WOW, KTTS, KRKT. Heavy: KISS-FM.
- KATHY MATTEA "That's Easy For You To Say" (Mercury/PolyGram) 38/8**  
Rotations: Heavy 0, Medium 8, Light 30, Total Adds 8, WPTR, WEZL, KHEY, WKIX, KKYX, WCUZ, KFDI, KUGN.
- TONY ARATA "Come On Home" (Riddle Vision) 38/7**  
Rotations: Heavy 0, Medium 7, Light 31, Total Adds 7, WYVR, WYVA, WKIX, KKYX, WIRE, KOMA, KTRN.
- CHARLY McCLAIN "Some Hearts Get All The Breaks" (Epic) 34/26**  
Rotations: Heavy 0, Medium 8, Light 26, Total Adds 26 including KASE, WSOC, KXAS, WLWI, KKYX, KRMD, KFGO, KTRN, KVOO, KSPQ.
- KAREN TAYLOR-GOOD "We Just Got To Dance" (Mesa) 33/3**  
Rotations: Heavy 0, Medium 9, Light 24, Total Adds 3, WSNQ, WYIL, KGA. Medium: WBGW, WYIL, KHEY, WLWI, KRMD, KRKT, KSPQ.
- BECKY HOBBS "Pardon Me..." (EMI America) 32/9**  
Rotations: Heavy 0, Medium 7, Light 25, Total Adds 9, WSNQ, WYIL, KHEY, KKYX, WIRK, WCXJ, KUGN, KTOM, KGA.
- VINCE GILL "Turn Me Loose" (RCA) 31/20**  
Rotations: Heavy 0, Medium 3, Light 28, Total Adds 20 including WGNA, KMML, WTVY, WOKK, KRMD, WONE, WCUZ, KUUY, KTOM, KSPQ.

## ARTIST/Song Title (Label) Album Title

- GEORGE JONES/Learning To Do Without... (Epic) *You've Still Got...*
- HANK WILLIAMS JR./All My Rowdy Friends... (WB/Curb) *Major Moves*
- DAVID FRIZZELL/Country Music Love Affair (Viva) *Solo*
- HANK WILLIAMS JR./Country Relaxin' (WB/Curb) *Major Moves*
- NITTY GRITTY DIRT BAND/Cadillac Ranch (WB) *Plain Dirt Fashion*
- NITTY GRITTY DIRT BAND/High Horse (WB) *Plain Dirt Fashion*
- JUICE NEWTON/Restless Heart (RCA) *Restless Heart*
- REBA McENTIRE/Poison Sugar (MCA) *Just A Little Love*
- JOHN ANDERSON/Red Georgia Clay (WB) *Eye Of A Hurricane*
- CONWAY TWITTY/Bad Boy (WB) *By Heart*
- JOHN ANDERSON/Eye Of A Hurricane (WB) *Eye Of A Hurricane*
- GARY MORRIS/Baby Bye Bye (WB) *Faded Blue*
- WAYLON JENNINGS/Settin' Me Up (RCA) *Never Could Toe The...*
- MEL TILLIS w/WILLIE NELSON/Texas On A Saturday... (MCA) *New Patches*
- JANIE FRICKE/Another Man Like That (Columbia) *The First Word In Memory*
- RAY CHARLES w/HANK WILLIAMS JR./Two Old Cats... (Columbia) *Friendship*



# Promote Yourself In The Marketplace

Call Nina for R&R Marketplace advertising information (213)553-4330



Regional Adds & Hots

MOST ADDED EAST HOTTEST MOST ADDED MIDWEST HOTTEST MOST ADDED SOUTH HOTTEST MOST ADDED WEST HOTTEST

Earl Thomas Conley (RCA) Alabama (RCA) Earl Thomas Conley (RCA) Alabama (RCA) Pink & Bowden (WB) Florida (WB) Merle Haggard (Epic) California (Epic) A. Murray/D. Loggins (Capitol) California (Capitol) Pink & Bowden (WB) Florida (WB) Merle Haggard (Epic) California (Epic) A. Murray/D. Loggins (Capitol) California (Capitol) Pink & Bowden (WB) Florida (WB) Merle Haggard (Epic) California (Epic) A. Murray/D. Loggins (Capitol) California (Capitol)

Main table containing 18 columns of regional adds and hot records. Columns are labeled with region and name. Each cell contains an artist name and their record label.

158 Reporters

Due to many stations operating on a holiday schedule, there were 144 Current Reports this week.

The following stations failed to report for two consecutive weeks and were not used in this week's data:

- WUCB/Cincinnati
WMB/Memphis
WESG/Cincinnati
WOOO/Oriando

As of 8/31/84:

Due to a format change, Q92/Powell is no longer a reporting station.

On 9/3/84, WHBF/Rock Island began using a programming service for their musical selections. Effective immediately, they are no longer a reporting station.



So Smooth.

So Slick.

So ...

**SOLID**



We are proud to announce the new single, **SOLID**, from the world's most together duo,

**ASHFORD & SIMPSON**

From the forthcoming LP

PRODUCED AND WRITTEN BY NICKOLAS ASHFORD AND VALERIE SIMPSON FOR HOPSACK & SILK PRODUCTIONS, INC.

*Capitol*

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# Modern's 10 Day Game Plan:

## LEON HAYWOOD

- • ▲ ★ - • ▼ • - ★ ▲ • -  
"Tenderoni"

8/27 - RELEASE DATE

8/31 - #1 MOST ADDED  
NEW RECORD 31/31

9/7 - **Black/Urban**  
**BREAKERS**

LEON HAYWOOD  
Tenderoni (Modern/Atco)

70% of our reporting stations on it. Rotations: Heavy 2/1, Medium 15/8, Light 37/14, Extra Adds 1. Total Adds 24 including WWIN-FM, WDAS, KKDA-FM, KYOK, WBMX, WGCI, KDAY, XHRM, WJTT, WFXC, WQQK, WANT, WDAO, WKWM, WVOI. A most added record. Debuts at 40 on the Black/Urban chart.

BILLBOARD  
#1 MOST ADDED

Modern Records

DISTRIBUTED BY ATCO RECORDS





# BREAKER

# New Edition

DAILY  
FINAL

★★ MCA-52455 ★★

## COOL IT NOW

THE HIT SINGLE FROM NEW EDITION



MCA RECORDS  
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Let me share some of my personal observations of my five "younger brothers." Bobby is an amazing Aquarian who can dance his shoes off. Ronnie, a Scorpio, sends concert ticket holders into an absolute frenzy. Ralph, one of the lead singers, is a Taurus so he takes his position as the center of attention in stride. Michael, a loveable

Together, New Edition ride their mopeds around the Boston area figuring out ways to reward their parents and friends who stood fast behind them during their rocky early years. We've had a lot of fun together over the past year and a half. And, boy, how they've grown! Mentally, spiritually and physically. Our magazine readers feel like they've known them for life, too. After all, why wouldn't they, when we've had them posing with Santa Claus

Cynthia Horner  
RIGHT ON! MAGAZINE

When I was invited to spend a day with a group of newcomers about a year and a half ago, I was curious. I just had a very unsatisfactory description of them as an updated version of the Jackson Five. The five of them at the time ranging in age from 13 to 17, they really like the Jackson Five at all (even though they admired them deeply). Instead, they are five lively individuals with colorful personalities. What the two groups did have in common was sincerity, humility and creativity.

New Edition and I started spending time together. I immediately noticed that they showed whatever it took to make it happen. I immediately noticed their willingness to do whatever it took to make it happen. I immediately noticed their willingness to do whatever it took to make it happen. I immediately noticed their willingness to do whatever it took to make it happen. I immediately noticed their willingness to do whatever it took to make it happen.

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Leo with a cleft in his chin. I immediately noticed their willingness to do whatever it took to make it happen. I immediately noticed their willingness to do whatever it took to make it happen. I immediately noticed their willingness to do whatever it took to make it happen. I immediately noticed their willingness to do whatever it took to make it happen.

Sincerely,



# Regional Aids & Hosts

### EAST

**WHE/Erie**  
 Tim Abbott  
 LAURA BRANGAN  
 JARBY GIBB  
 KENNY ROGERS  
 ROBERTA  
 CHICAGO  
 IGLISIAS & ROSS  
 LIONEL RICIE  
 STEVE WONDER

### Parallel Three

### MIDWEST

### Parallel One

### WIS/MI/Inh/Ohio

### SD/TN/Columbus

### KOIL/Omah

### WV/VA/Jacksonville

### WA/VE/Sarasota

### Parallel One

**WV/PA/Baltimore**  
 Andy Szafinski  
 KENNY ROGERS  
 ROBERTA  
 TINA TURNER  
 DAN BARTMAN

### WEN/Buffalo

### WMI/Chicago

### WMI/Chicago

### WMI/Chicago

### WMI/Chicago

### WMI/Chicago

### WMI/Chicago

### WMI/Chicago

### WV/PA/Baltimore

**WV/PA/Baltimore**  
 Andy Szafinski  
 KENNY ROGERS  
 ROBERTA  
 TINA TURNER  
 DAN BARTMAN

### WMI/Chicago

### WMI/Chicago

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### WMI/Chicago

### WMI/Chicago

### WMI/Chicago

### WMI/Chicago

### WV/PA/Baltimore

**WV/PA/Baltimore**  
 Andy Szafinski  
 KENNY ROGERS  
 ROBERTA  
 TINA TURNER  
 DAN BARTMAN

### WMI/Chicago

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### WMI/Chicago

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 TINA TURNER  
 DAN BARTMAN

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### WMI/Chicago

### WV/PA/Baltimore

**WV/PA/Baltimore**  
 Andy Szafinski  
 KENNY ROGERS  
 ROBERTA  
 TINA TURNER  
 DAN BARTMAN

### WMI/Chicago

### WMI/Chicago

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### WMI/Chicago

### SOUTH

### Parallel One

### Parallel Three

### WMI/Chicago

### WMI/Chicago

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130 Reporters  
95 Current Reports

Due to the Labor Day holiday 30 stations reported no adds or rotation changes this week:

The following stations failed to report this week and therefore their playlists were frozen.

WBWB/Bufalo  
Y97/Pittsburgh  
WV17/Cleveland  
KVLV-FM/Dallas  
WCHV/Charlotteville



# INTRODUCING THE STAR OF THE U2 ALBUM.

U2 PRIDE  
*(In the name of love)*



BOOMERANG 11

"PRIDE (In The Name of Love)" PR 635  
from the upcoming album,  
"THE UNFORGETTABLE FIRE" 90231



ISLAND RECORDS ON CASSETTE

ONE WEEK HOT TRACKS  
**BREAKERS** - DEBUT **24**



# AOR / ALBUMS

September 7, 1984

161 REPORTERS

Chart	Weeks	Label	Artist/Album	Total Reports	Hot Rotation	Medium Rotation	Adds All Rotations
2	1	1	<b>1</b> BRUCE SPRINGSTEEN/Born In The U.S.A. (Col.)	153	142	11	1
3	8	4	<b>2</b> FIXX/Phantoms (MCA)	157	112	45	2
3	3	2	<b>3</b> JOHN WAITE/No Brakes (EMI America)	146	116	29	4
1	2	3	<b>4</b> CARS/Heartbeat City (Elektra)	147	116	24	2
10	9	7	<b>5</b> LINDSEY BUCKINGHAM/Go Insane (Elektra)	148	107	41	1
5	4	5	<b>6</b> BILLY SQUIER/Signs Of Life (Capitol)	139	111	28	0
4	5	6	<b>7</b> SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)	133	99	32	2
6	6	8	<b>8</b> HUEY LEWIS & THE NEWS/Sports (Chrysalis)	121	99	21	1
7	7	9	<b>9</b> SAMMY HAGAR/VOA (Geffen)	127	70	54	6
24	19	15	<b>10</b> BILLY IDOL/Rebel Yell (Chrysalis)	128	67	60	2
16	16	12	<b>11</b> STEPHEN STILLS/Right By You (Atlantic)	141	45	95	1
13	14	13	<b>12</b> HONEYMOON SUITE/Honeymoon Suite (WB)	140	44	96	1
19	17	14	<b>13</b> METROPOLIS/Soundtrack (Columbia)	140	38	102	1
9	11	11	<b>14</b> NIGHT RANGER/Midnight Madness (Camel/MCA)	110	87	23	0
8	10	10	<b>15</b> PETER WOLF/Lights Out (EMI America)	119	70	47	2
14	18	17	<b>16</b> PRINCE/Purple Rain (WB)	109	90	19	0
35	24	24	<b>17</b> JOHN CAFFERTY.../Eddie & The Cruisers (Scotti Bros/CBS)	125	40	85	0
15	15	16	<b>18</b> A FLOCK OF SEAGULLS/The Story Of... (Jive/Arista)	105	58	46	3
12	13	18	<b>19</b> TWISTED SISTER/Stay Hungry (Atlantic)	119	25	94	2
22	20	20	<b>20</b> KROKUS/The Blitz (Arista)	117	28	87	7
31	24	22	<b>21</b> ROMEO VOID/Instincts (415/Columbia)	99	32	67	1
18	20	21	<b>22</b> DIO/The Last In Line (WB)	82	37	45	0
11	12	19	<b>23</b> RATT/Out Of The Cellar (Atlantic)	90	13	74	7
32	31	29	<b>24</b> Y&T/In Rock We Trust (A&M)	90	21	68	2
30	30	25	<b>25</b> LOU REED/New Sensations (RCA)	82	23	58	3
26	26	26	<b>26</b> WHITESNAKE/Slide It In (Geffen)	84	18	63	10
20	23	27	<b>27</b> ELTON JOHN/Breaking Hearts (Geffen)	72	28	43	1
17	21	23	<b>28</b> JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA)	70	44	26	1
28	32	30	<b>29</b> CYNDI LAUPER/She's So Unusual (Portrait/CBS)	68	12	56	0
27	25	28	<b>30</b> HELIX/Walkin' The Razor's Edge (Capitol)	80	4	56	80
DEBUT	31	31	<b>31</b> SURVIVOR/Vital Signs (Scotti Bros/CBS)	68	11	54	26
DEBUT	32	32	<b>32</b> DENNIS DeYOUNG/Desert Moon (A&M)	55	18	37	0
37	36	35	<b>33</b> SPANDAU BALLET/Parade (Chrysalis)	59	15	42	6
34	40	38	<b>34</b> ROD STEWART/Camouflage (WB)	56	15	41	0
21	27	31	<b>35</b> GLENN FREY/The Allnighter (MCA)	59	6	45	16
DEBUT	36	36	<b>36</b> ZEBRA/No Tellin' Lies (Atlantic)	60	7	53	1
38	37	37	<b>37</b> R.E.M./Reckoning (IRS/A&M)	56	10	45	2
23	28	32	<b>38</b> COREY HART/First Offense (EMI America)	50	12	35	3
25	33	34	<b>39</b> BOX OF FROGS/Box Of Frogs (Epic)	48	9	39	1
22	29	33	<b>40</b> QUIET RIOT/Condition Critical (Pasha/CBS)				

**EVERY MAN HAS A WOMAN**

ELVIS COSTELLO

**ALBUM ON YOUR DESK NOW**

9 1 2 MCA

## BREAKERS

**SURVIVOR**  
**Vital Signs (Scotti Bros./CBS)**  
 50% of our reports on it 80:80 including adds at: WYSP, WDVE, WHJY, KEGL, KSRR, WSHE, WMET, KSHE, KLOS, KDKB Debuts at #31 on the Albums 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.

# AOR ALBUMS

## MOST ADDED

**SURVIVOR (80)**  
Vital Signs (Scotti Bros./CBS)  
**DENNIS DeYOUNG (26)**  
Desert Moon (A&M)  
**ZEBRA (16)**  
No Tellin' Lies (Atlantic)  
**J. CAFFERTY & THE BEAVER BROWN BAND (15)**  
Eddie & The Cruisers (Scotti Bros./CBS)  
**TALKING HEADS (14)**  
Stop Making Sense (Sire/WB)  
**STEVE PERRY (13)**  
Street Talk (Columbia)

## MOST HOTS

**BRUCE SPRINGSTEEN (142)**  
Born In The U.S.A. (Columbia)  
**CARS (116)**  
Heartbeat City (Elektra)  
**JOHN WAITE (116)**  
No Brakes (EMI America)  
**FIXX (112)**  
Phantoms (MCA)  
**BILLY SQUIER (111)**  
Signs Of Life (Capitol)  
**LINDSEY BUCKINGHAM (107)**  
Go Insane (Elektra)

## NEW & ACTIVE

**BLACK 'N BLUE (Geffen) 52/5 (45/10)**  
Adds: WNEW, WTKX, KXZL, KICT, KOMP. Hots: 3 WQFM, KLOS, KRCK. Mediums: 43 include KLOL, KSRR, WRIF, KSHE, KMET, KGO, KGB, KRQR, KOME.

**THOMPSON TWINS/Into The Gap (Arista) 49/5 (46/10)**  
Adds: WLUP, WRXT, WTPA, WAQY, K97. Hots: 11 include WLIR, WMMR, KROQ, KFOG, WDHA, CHEZ, WPDH. Mediums: 36 include WBAB, WMMR, WCMF, WIMZ, WOOS, WLVO, WIOT, KKDJ.

**BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 49/4 (49/6)**  
Adds: WYSP, KFQM, WIOB, KOZZ. Hots: 13 include WMMR, KBCO, KAZY, KINK, CHEZ, KLB. Mediums: 31 include WLUP, KLOS, WPYX, WZZO, KNKN, KLAQ, WLAV, KKDJ, KEZE.

**TINA TURNER/Private Dancer (Capitol) 42/6 (40/4)**  
Adds: WLIR, WZZO, WIMZ, WTKX, WRXL, WXCS. Hots: 21 include WMMR, KBCO, WPLR, WFYV, KMJX, KGGO, KLO. Mediums: 20 include WBCN, WCKO, KROQ, WPYX, WDHA, KMBY, WWWV.

**KANSAS/The Best Of Kansas (CBS Associated) 42/4 (42/6)**  
Adds: KZEW, KNKN, KISS, WZZO. Hots: 3 WRIF, KSJO, KIDQ. Mediums: 38 include WKLS, KSRR, WQFM, KSHE, KLOS, KGB, KOME, WAQY, WAQX.

**STEVE PERRY/Street Talk (Columbia) 37/13 (32/5)**  
Adds: include WMMR, WMMR, WAQX, KLB, KGGO, WWCT, KIDO, WRKI. Hots: 9 KKCI, KAZY, KINK, WPDH, WAAF, WSKS, WXKE, KATT, WXCS. Mediums: 23 include WAPP, WKLS, KMET, KISW, WQMF, WIBA, KRSP.

**XAVION/Bum'n' Hot (Mirage/Elektra) 33/6 (0/0)**  
Adds: WPDH, KMBQ, KATT, WIOT, WGR, WYER. Hots: 3 WLIR, KZEW, KSJO. Mediums: 26 include WBAB, KTXQ, KLOL, KZAP, KOME, WTPA, WAQY, KLAQ, WLAV.

**BANANARAMA/Bananarama (London/PolyGram) 27/4 (24/3)**  
Adds: WZZO, WTPA, WHEB, WRXL. Hots: 13 include WBCN, WLIR, KCAL, KMJX, KSMB, KLYV. Mediums: 13 include WMMR, KROQ, WPDH, WKDF, WWWV, KTYD.

**BILLY SATELLITE/Billy Satellite (Capitol) 27/2 (27/1)**  
Adds: KMBQ, KATT. Hots: 3 WRIF, KLOS, WSKS. Mediums: 23 include KTXQ, KZEW, KSRR, WEBN, KDKB, KGB, KLB, KNCN.

**JIM CAPALDI/One Man Mission (Atlantic) 23/10 (15/15)**  
Adds: WCKO, WMMR, KAZY, KBPI, KCAL, WPDH, WTKX, KWFM. Hots: 0. Mediums: 19 include WHJY, WSHE, KSHE, KBCO, WDHA, WWCT, KILO.

**DAKOTA/Runaway (MCA) 22/4 (22/2)**  
Adds: KLOL, WRXT, KLB, KFQM. Hots: 0. Mediums: 20 include KEGL, KBPI, WZZO, WEZX, WAQX, WRXL, KISS, WRUF.

**DRAGON/Body And The Beat (Polydor/PolyGram) 20/3 (17/5)**  
Adds: CFOX, KOMP, WGR. Hots: 4 include KROQ, WAAF. Mediums: 15 include KAZY, 91X, WTPA, WAQY, WLVO, WTUE, KTYD.

**RUPERT HINE/The Wildest Wish To Fly (Island) 19/3 (18/4)**  
Adds: WNEW, WPLR, WIOB. Hots: 5 include KBCO, CHEZ, KNKN, KTCL. Mediums: 11 include WBAB, KTXQ, KFOG, WTPA, KLB.

**HARD TO HOLD/Soundtrack (RCA) 17/1 (17/5)**  
Adds: WWCT. Hots: 5 KBPI, KDKB, WTKX, KGGO, KAWY. Mediums: 9 include WZZO, WDHA, WPDH, KMJX, WOOS, KSMB.

**TALKING HEADS/Stop Making Sense (Sire/WB) 14/14 (0/0)**  
Adds: include WBAB, KBCO, KMET, WAAL. Hots: 3 WLIR, WMMR, KTCL. Mediums: 4 WNEW, WLUP, WTPA, WLVO.

**BOBBY & THE MIDNITES/Where The Beat Meets The Street (Columbia) 13/1 (13/1)**  
Adds: WBAB. Hots: 5 KBCO, KIDQ, WIZN, KSPN, KTCL. Mediums: 7 include WDHA, WEZX, KLAQ, KWFM, WRKI.

**MEN WITHOUT HATS/Folk Of The 80s (Part III) (MCA) 13/0 (13/1)**  
Hots: 7 include WBCN, WLIR, WMMR, 91X, K97. Mediums: 6 include CHOM, KBCO, KROQ, KLAQ, KSPN.

**STEVE MORSE BAND/The Introduction (Musician/Elektra) 12/1 (12/1)**  
Adds: WIZN. Hots: 1 KTCL. Mediums: 10 include WKLS, KLOL, KBCO, KAZY, KNKN, WLAV, KWFM.

**SANTERS/Guitar Alley (Passport) 11/5 (9/5)**  
Adds: KTXQ, WAAL, WDHA, WLVO, KFQM. Hots: 1 WLLZ. Mediums: 8 include KGB, KNKN, KISS.

**NOBODYS/No Guarantees (Capitol) 11/4 (8/4)**  
Adds: KZEW, WIOT, KKDJ, WKLT. Hots: 0. Mediums: 9 include DC101, KBCO, WAQY, KEZO, KFMO.

**ANIMALS/Greatest Hits Live (IRS/A&M) 10/5 (7/2)**  
Adds: include KICT, WIZN, KUFO, WIOB. Hots: 1 WWWV. Mediums: 5 WMMR, KFOG, KLPX, WBYG, WCPZ.

**THE SWIMMING POOL Q'S/The Swimming Pool Q's (A&M) 10/1 (11/5)**  
Hots: 1 WLLZ. Mediums: 9 WQFM, KGB, KRQR, KOME, KSJO, KZOK, KICT, WBYG, WYER.

**MAMA'S BOYS/Mama's Boys (Jive/Arista) 10/0 (7/1)**  
Hots: 1 WLLZ. Mediums: 9 include WQFM, KGB, KRQR, KOME, KSJO, KZOK, KICT, WBYG, WYER.

## The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!



Includes proven in-store systems to maximize co-op funds!

• 441 fact-filled pages Paperback. 8 1/2 x 11

- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business.
- Easy-to-read, non-technical writing with 254 charts, graphs, photographs.
- Research from over 150 text-books, trade journals, and taped interviews.
- Appendix includes glossary of terms, national directory of retail agencies and production houses, summary of 10,000 Starch-newspaper scores by store type.
- Invaluable whether you're buying, creating, managing, selling, producing or teaching broadcast advertising, or selling through retailers.

**OFFERS AGENCIES** all they need to know to win retail accounts. Examples of successful marketing and advertising plans; case histories; award-winning commercials.

**OFFERS RETAILERS** a step-by-step battle plan to analyze customer markets and attitudes; plan and schedule advertising to reach specific groups, even how to produce and test effective low-cost commercials.

**OFFERS BROADCASTERS** an inside look at retailers' problems and opportunities. Will help station salespeople understand their prospect's needs and wants and become better retail marketing consultants — not just sellers of time.

**OFFERS NATIONAL ADVERTISERS** 10-25 year projections on new retailing/distribution forms, social/economic forces, and advertising's future.

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A practical, how-to encyclopedia for retailers (and anyone who works with — or sells through — retailers) to increase store traffic, sales, and profits. Specifically, you'll learn "How to..."

- Position the store — finding that most profitable market niche
- Establish store ad budgets (with a guide to 44 store categories)
- Create effective commercials (34 actual scripts of the best new commercials)
- Use new trends in retail marketing — research, and analysis to pinpoint merchandising weaknesses and seek out the most profitable customer groups
- Capture the store's share of the \$5 1/2 billion co-op goldmine.
- Organize pooled allowance dealer programs and retailer to vendor presentations.
- Add a broadcast schedule by reducing newspaper ad sizes — and actually increase reach and frequency
- Discover (and exploit) the broadcast advertising assistance available to retailers almost everywhere
- Understand the "secrets" of broadcast audience research; time buying and station rate cards; scheduling and billing procedures.
- Extract better advertising from your advertising agency (or do it yourself, in-house).
- Utilize vital planning tools such as computerized audience data and Target Group Index.

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4930 CENTURY PARK WEST LOS ANGELES, CA 90067

Yes, please send me \_\_\_\_\_ copy(ies) of **Building Store Traffic with Broadcast Advertising** at \$50 each.

Enclosed is my check for \$ \_\_\_\_\_

VISA/MasterCard \_\_\_\_\_

Interbank \_\_\_\_\_

Exp. Date \_\_\_\_\_

(MasterCard Only)

California Residents add 6 1/4% Sales Tax

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FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_





SOUTH

Parallel One

**KSAR/Houston** (713) 787-0907  
 BILL WATKINS  
 TERRY WATKINS  
 GARY WATKINS  
 JERRY WATKINS  
 ...  
**WYNF/Tampa** (813) 878-0455  
 ...  
**KSRH/Houston** (713) 787-0907  
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**WYNF/Tampa** (813) 878-0455  
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Parallel Two

**WKTP/Encino** (818) 434-1443  
 ...  
**WOL/Dallas** (214) 528-9500  
 ...  
**WYWF/Tampa** (813) 878-0455  
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**WYWF/Tampa** (813) 878-0455  
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WOL/Dallas

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WYWF/Tampa

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WKTP/Encino

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**KZEW/Dallas** (214) 748-8958  
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**WYWF/Tampa** (813) 878-0455  
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WYWF/Tampa

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WKTP/Encino

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**KLJL/Houston** (713) 926-8885  
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**WYWF/Tampa** (813) 878-0455  
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MIDWEST

Parallel One

**WYWF/Tampa** (813) 878-0455  
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Parallel Two

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MIDWEST (continued)

WLLZ/Detroit (313) 845-1800
PO: LEE ARNOLD
NO: BOB THOMAS
FRANK
JOHN WAITS
BOB LARSEN
JERRY JAMES
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KODS/Duluth (218) 728-8421

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BRUCE SPRINGER
SCOTT
FRANK
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KGG/Das Moines (515) 282-8181

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WFO/Rockford (815) 877-3075

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WYER/Meridian (601) 232-1111
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WFLT/Kalamazoo (616) 252-8600

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WEST
Parallel One
KZAP/Sacramento (916) 322-3400
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KBCO/Boulder (303) 444-8600

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KRCR/Portland (503) 223-1111
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KKOB/Phoenix (602) 899-9300

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Parallel Two

WLVI/Grand Rapids (616) 456-5411

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WWSK/Cincinnati (513) 868-3596

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WVQI/Columbus (614) 224-1271

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WYOL/Winnipeg (204) 786-8181

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CFX/Vancouver (604) 684-7221

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WVQI/Columbus (614) 224-1271

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WUO/Dayton (513) 224-1501

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WEST (continued)

KZOK/Seattle (206) 223-3811
KZTV/Portland (503) 255-5500
KZDY/Denver (303) 738-5000
KZOO/Portland (503) 655-8181

KZOO/Portland (503) 655-8181
KZOO/Portland (503) 655-8181
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KFOG/San Francisco (415) 885-1045
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KQON/Portland (503) 655-8181
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K37/Edmonton (403) 428-5597
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KMGJ/Albuquerque (505) 265-8811
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Parallel Three
KAWT/Casper (307) 235-1515
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KAWT/Casper (307) 235-1515

Parallel Three
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Parallel Three
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KFMF/Chicago (913) 343-8461
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KTLF/Lt. Collins (303) 371-1232
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KZOO/Portland (503) 655-8181

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KQON/Portland (503) 655-8181

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K37/Edmonton (403) 428-5597

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KMGJ/Albuquerque (505) 265-8811

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Parallel Three

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KAWT/Casper (307) 235-1515
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KFMF/Chicago (913) 343-8461

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KTLF/Lt. Collins (303) 371-1232

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KTLF/Lt. Collins (303) 371-1232

161 Reporters 145 Current Playlists

8 stations reported frozen playlists this week:

- CITI-FM/Winnipeg
KFMF/Chicago
KWHL/Anchorage
WCKN/Greenville-Spartanburg
WGRG/Buffalo
WHMD/Hammond
WLLZ/Detroit
WVNE/Tampa

8 stations failed to report this week. Their rotations were frozen.

- KFIV/Modesto
KQAK/San Francisco
KSOY/Rapid City
WBLM/Portland
WKLC/Charleston
WKOB/Albany
WQRT/Chicago
WYDD/Pittsburgh

3 stations have not reported for two consecutive weeks, and were not included in week's data.

- WNOR/Norfolk
WOUR/Utica
WZXR/Memphis

The following station is a new AOR Reporter:

WKLT/Northwest Michigan

The following station is no longer an AOR Reporter:

KREM/Spokane

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.







EAST Most Added... Hottest

David Bowie K. Rogers/K. James/J. Ingram Prince Tina Turner John Waite John Waite Prince Tina Turner

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH Most Added... Hottest

K. Rogers/K. James/J. Ingram Prince David Bowie John Waite Tina Turner Cyndi Lauper

EAST

Parallel Two

WSPK/Charlotte, NC Chris Lude LUNA JOHN VOID... WYD/Robt. ME Scott Robbin... WJBO/Walton, ME Phyllis Thomas... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

EAST

Parallel Two

WSPK/Charlotte, NC Chris Lude LUNA JOHN VOID... WYD/Robt. ME Scott Robbin... WJBO/Walton, ME Phyllis Thomas... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

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WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

SOUTH

Parallel Two

WSPK/Charlotte, NC Chris Lude LUNA JOHN VOID... WYD/Robt. ME Scott Robbin... WJBO/Walton, ME Phyllis Thomas... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

EAST

Parallel Three

WSPK/Charlotte, NC Chris Lude LUNA JOHN VOID... WYD/Robt. ME Scott Robbin... WJBO/Walton, ME Phyllis Thomas... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

EAST

Parallel Three

WSPK/Charlotte, NC Chris Lude LUNA JOHN VOID... WYD/Robt. ME Scott Robbin... WJBO/Walton, ME Phyllis Thomas... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels... WJZZ/Charlotte, NC Cheryl Daniels...

243 CHR Reporters

222 Current Reports

The following stations reported a frozen playlist this week:

- WFLA/New York
KDFW/Ft. Worth
WGCL/Cleveland
KITY/San Antonio
B105/Olando
FM102/Memphis
KJIK/Davenport
KYNV-FM/Fresno
KCPX-FM/Salt Lake City
KLUC/Las Vegas
WZON/Bangor
WKZ/Chambersburg
KSHR/F. Smith

The following stations failed to report this week and therefore their playlists were frozen:

- 93FM/Houston
Q102/Cincinnati
KITS/San Francisco
KWSV/San Jose
KZFM/Corpus Christi
KHFI/Austin
WQVE-FM/New Orleans
WQUT/Johnson City

Note: WFOX/Gainesville is no longer a CHR reporter.





# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

## 243 Reports

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song  
National Regional 100/25 44% Summary  
Reach U 51  
E 33% Debuts 20  
M 21% Same 4  
S 58% Down 0  
W 19% Add 25

## EXAMPLE

100/25 = 100 CH# reporting stations in 100 markets including 25 new ones.

44% = Percentage of this week's reports playing 1.

Regional reach = Percentage of reports playing the song within each region.

National Summary  
Up 31 = Number of stations moving up on the charts.  
Debuts 20 = Number of stations debuting the song this week.  
Same 4 = Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)  
Down 0 = Number of stations moving down on the charts.  
Add 25 = Total number of stations adding it this week.

**LINDSEY BUCKINGHAM**  
*Go Insane (Elektra)*  
LP: Go Insane  
Regional 183/8 75% National Summary  
Reach U 26  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**DAVID BOWIE**  
*Blue Jean (EMI America)*  
LP: Tonight  
Regional 122/12 50% National Summary  
Reach U 12  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**JOHN CAFFERTY & THE BEAVER BROWN BAND**  
*On the Dark... (Scotti Bros./CBS)*  
LP: Edge & The Cruisers Soundings  
Regional 192/16 79% National Summary  
Reach U 16  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**LAURA BRANIGAN**  
*The Lucky One (Atlantic)*  
LP: Self Control  
Regional 206/5 85% National Summary  
Reach U 5  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**BANANARAMA**  
*Cruel Summer (London/PolyGram)*  
LP: Bananarama  
Regional 220/3 91% National Summary  
Reach U 3  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**CARS**  
*Drive (Elektra)*  
LP: Heartbeat City  
Regional 243/0 100% National Summary  
Reach U 0  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**DEENNA DeYOUNG**  
*Desert Moon (A&M)*  
LP: Desert Moon  
Regional 168/6 69% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**SHEILA E**  
*The Glamorous Life (WB)*  
LP: The Glamorous Life  
Regional 214/8 88% National Summary  
Reach U 8  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**CHICAGO**  
*Hard Habit To Break (WB)*  
LP: Chicago 17  
Regional 232/5 96% National Summary  
Reach U 5  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**SHEENA EASTON**  
*Strut (EMI America)*  
LP: A Private Heaven  
Regional 168/19 64% National Summary  
Reach U 19  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**DENNIS DeYOUNG**  
*Desert Moon (A&M)*  
LP: Desert Moon  
Regional 168/6 69% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**FIXX**  
*Are We Ourselves? (MCA)*  
LP: Phantoms  
Regional 207/14 86% National Summary  
Reach U 14  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**BARRY GIBB**  
*Shine Shine (MCA)*  
LP: Now Young  
Regional 164/20 67% National Summary  
Reach U 20  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**CHART EXTRA**

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
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M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

**EVERY BROTHERS**  
*On the Wings Of... (Mercury/PG)*  
LP: EBB4  
Regional 63/6 26% National Summary  
Reach U 6  
E 33% Debuts 0  
M 21% Same 0  
S 58% Down 0  
W 19% Add 25

Barry Gibb Continued

Jacksons Continued

Elton John Continued

Cyndi Lauper Continued

Madonna Continued

MOONMOON SUITE
New Girl Movie (WB)
LP: Moonmoon Suite
National 50/12 21%

BOOTH
WBND on WBND on
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BILLY HOOL
Flash For Fantasy (Chrysalis)
LP: Hoel Yel
National 176/17 72%

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JACKSONS
Torture (Epic)
LP: Victory
National 221/4 91%

BOOTH
WBND on WBND on
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Table with station call letters and program names for Barry Gibb.

Table with station call letters and program names for Jacksons.

Table with station call letters and program names for Elton John.

Table with station call letters and program names for Cyndi Lauper.

Table with station call letters and program names for Madonna.

CHAKA KHAN
I Feel For You (WB)
LP: Feel For You
National 80/48 37%

BOOTH
WBND on WBND on
WBND on WBND on

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J. KENNEDY & J. OSBORNE
Last Time We Made Love (A&M)
LP: Looker For Trouble
National 103/16 42%

BOOTH
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HUEY LEWIS & THE NEWS
If This Is It (Chrysalis)
LP: Sports
National 230/0 98%

BOOTH
WBND on WBND on
WBND on WBND on

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MAKED EYES
What In The... (EMI America)
LP: Fuel For The Fire
National 167/6 86%

BOOTH
WBND on WBND on
WBND on WBND on

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BILLY OCEAN
Caribbean Queen... (Live/Arista)
LP: Suddeny
National 181/17 74%

BOOTH
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WBND on WBND on

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WBND on WBND on

Pointer Sisters Continued

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

PRICE Let's Go Crazy (WB) LP: Soundtrack Purple Rain

Regional 2410 99% National Summary

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

KENNY ROGERS & CARNES What About Me? (RCA) LP: What About Me?

Regional 9600 40% National Summary

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

ROMEO VOID A Girl In Trouble (415/Columbia) LP: Instrux

Regional 10425 43% National Summary

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

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WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

BRUCE SPRINGSTEEN Cover Me (Columbia) LP: Born in the U.S.A.

Regional 2293 94% National Summary

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

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WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

SPANDAU BALLET Only When You Leave (Chrysalis) LP: Parade

Regional 1702 70% National Summary

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

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WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

ROD STEWART Some Guys Have All The... (WB) LP: Camouflage

Regional 20810 86% National Summary

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

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WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

TINA TURNER Better Be Good To Me (Columbia) LP: Private Dancer

Regional 8482 35% National Summary

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

WEST... KERRI on... WEST... KERRI on... WEST... KERRI on...

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Continued On Next Column

New & Active Continued

# PARALLELS SIGNIFICANT ACTION

### SONGS WITH LESS THAN 50 STATION REPORTS

**V**

**MARIA VIDAL**  
*Body Rock (EMI America)*  
LP: Sirex, Body Rock

Regional: **54/31 22%** National: **22%**  
 S 11A  
 W 24A  
 M 24A

**W**

**JOHN WAITE**  
*Missing You (EMI America)*  
LP: No Nakes

Regional: **21/40 98%** National: **98%**  
 S 100A  
 W 100A  
 M 100A

When Continued

**P**

**HERB ALPERT**  
*Bullish (A&M)*  
LP: Bullish

**J**

**JEFFERSON STARSHIP**  
*Layin' 'n One The... (Grunn/RCA)*  
LP: Nuclear Furniture

**P**

**PRINCE**  
*Purple Rain (WB)*  
LP: Purple Rain

**A**

**HERB ALPERT**  
*Bullish (A&M)*  
LP: Bullish

**J**

**JEFFERSON STARSHIP**  
*Layin' 'n One The... (Grunn/RCA)*  
LP: Nuclear Furniture

**P**

**PRINCE**  
*Purple Rain (WB)*  
LP: Purple Rain

**P**

**PRINCE**  
*Purple Rain (WB)*  
LP: Purple Rain

**P**

**PRINCE**  
*Purple Rain (WB)*  
LP: Purple Rain

**P**

**BARBRA STREISAND**  
*Let's Be Bad (Columbia)*  
LP: Emotion

**W**

**JOHN WAITE**  
*Missing You (EMI America)*  
LP: No Nakes

Regional: **21/40 98%** National: **98%**  
 S 100A  
 W 100A  
 M 100A

**P**

**PETER WOLF**  
*Lights Out (EMI America)*  
LP: Lights Out

**9**

**C**

**COYOTE SISTERS**  
*Straight... (Morocco/Motown)*  
LP: Coyote Sisters

**K**

**KROKUS**  
*Mutiny in the Flesh (Arista)*  
LP: The Blitz

**S**

**S.O.S. BAND**  
*Just The Way You... (Tabu/CBS)*  
LP: Just The Way You Like It

**V**

**VANITY**  
*Pretty Mess (Motown)*  
LP: Wild Animal

**W**

**JOHN WAITE**  
*Missing You (EMI America)*  
LP: No Nakes

Regional: **21/40 98%** National: **98%**  
 S 100A  
 W 100A  
 M 100A

**P**

**PETER WOLF**  
*Lights Out (EMI America)*  
LP: Lights Out

**9**

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*Straight... (Morocco/Motown)*  
LP: Coyote Sisters

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**KROKUS**  
*Mutiny in the Flesh (Arista)*  
LP: The Blitz

**S**

**S.O.S. BAND**  
*Just The Way You... (Tabu/CBS)*  
LP: Just The Way You Like It

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*Pretty Mess (Motown)*  
LP: Wild Animal

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LP: No Nakes

Regional: **21/40 98%** National: **98%**  
 S 100A  
 W 100A  
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**VANITY**  
*Pretty Mess (Motown)*  
LP: Wild Animal

# AIR<sup>TM</sup>

## "IT ALL STARTS WITH LISTENING"

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

### AIR COMPETITION UPDATE:

- AOR: Competition #1 begins September 14, 1984
- PARTICIPANTS: 202 of AOR Radio's best Program Directors, Music Directors and Consultants are ready to begin.
- TO PARTICIPATE: Call AIR at (301) 964-5544 NOW and enroll in AOR radio's first Best Ears Competition.
- 
- CHR: Competition #2 actively ends September 7th, 1984, with the Mercedes Benz 380SL and 20 \$1,000 runners up prizes awarded December 14th, 1984.
- COMPETITION #3: Begins September 14, 1984
- PARTICIPANTS: 235 of CHR radio's best ears already enrolled and ready.
- TO PARTICIPATE: Call AIR at (301) 964-5544 NOW. Compete with CHR radio's best.
- RECORD INDUSTRY: It all starts with listening. To date 462 of radio's best ears, AOR and CHR, are ready to listen to your next important project. Call Alan Smith at (301) 964-5544 NOW. You can't take listening for granted unless you use AIR.

WEEK

**39**

### AIR Response Records

WEEK

**39**

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, September 12th, 1984.

#	TITLE	ARTIST	LABEL
2286	AIR MYSTERY RECORD #3		
2287	DONT BE MY ENEMY	WANG CHUNG	GEFFEN
2288	I LOVE YOU, SUZANNE	LOU REED	RCA
2289	REAL LIFE	SERGIO MENDES	A&M
2290	SPECIAL GIRL	AMERICA	CAPITOL

# 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.

### BARRY GIBB Shine Shine (MCA)

67% of our reporters on it. Moves: Up 19, Debuts 35, Same 90, Down 0, Adds 20 including WHTT, CKGM, B94, KAFM, KMJK, FM102, KS103. Complete airplay in Parallels.

# BREAKERS

### DENNIS De YOUNG Desert Moon (A&M)

69% of our reporters on it. Moves: Up 6, Debuts 47, Same 49, Down 0, Adds 66 including WNYS, WBLI, Z93, WLS-FM, WL0L-FM, KMJK, KNBQ. Complete airplay in Parallels.

### POINTER SISTERS I'm So Excited (Planet/RCA)

65% of our reporters on it. Moves: Up 78, Debuts 18, Same 42, Down 0, Adds 20 including WNYS, B96, KHTR, XTRA, 93Q, WAHC, 92X, KCMQ. See Parallels, debuts at number 35 on the CHR chart.

### SHEENA EASTON Strut (EMI America)

64% of our reporters on it. Moves: Up 44, Debuts 29, Same 64, Down 0, Adds 19 including CHUM, 94Q, WCZY, WHYT, KIMN, WGFM, WDBR. Complete airplay in Parallels.

## NEW & ACTIVE

**THOMPSON TWINS "You Take Me Up" (Arista) 136/20**  
Moves: Up 37, Debuts 27, Same 52, Down 0, Adds 20 including WHTT, CHUM, Z93, KAFM, KOPA, KS103, Z106, WQID, WKFM, KNMG, KTDY, KNIN, KKLS-FM, KKAZ, OK95.

**DAVID BOWIE "Blue Jean" (EMI America) 122/122**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 122 including WHTT, WXXS-FM, WNYS, WPHD, CKOI, WCAU-FM, Y100, B97, Q105, B96, WCZY, KWK, KZZP, XTRA, KPLUS.

**ROMEO VOID "A Girl In Trouble (Is A Temporary Thing)" (415/Columbia) 104/25**  
Moves: Up 6, Debuts 13, Same 60, Down 0, Adds 25 including WHTT, WBLI, CKOI, PRO-FM, B97, KWK, KIMN, KPLUS, WGFM, WANS-FM, WZYP, WHOT-FM, K093, KQIZ-FM, KBOZ-FM.

**VAN STEPHENSON "What The Big Girls Do" (MCA) 104/0**  
Moves: Up 47, Debuts 3, Same 51, Down 3, Adds 0, WCAU-FM 35-32, KPLUS 29-27, KNBQ 30-27, WKRFZ-FM 33-29, WJZR 37-33, WANS-FM 40-38, KROK 28-21, WKDD 19-17, KDON-FM 35-31, WERZ 25-22, KILE 31-29, Z102 27-23, KNIN 32-27, KFMW 36-33, KOZE 14-7.

**JOYCE KENNEDY & JEFFREY OSBORNE "Last Time I Made Love" (A&M) 103/16**  
Moves: Up 28, Debuts 42, Same 47, Down 0, Adds 16 including KMJK, WQID, WZLD, WABB-FM, KRGV, KK104, Y106, Z98, KMKG, KZIO, KFSI, KMKG, WCIL-FM, KTRS, KGHO.

**WHAMI "Wake Me Up Before You Go-Go" (Columbia) 100/64**  
Moves: Up 3, Debuts 9, Same 24, Down 0, Adds 64 including B104, WBLI, CKOI, WCAU-FM, Q107, KAFM, WCZY, KHTR, KMJK, FM102, KS103, XTRA, KUBE, KNBQ, WFLY.

**KENNY ROGERS with KIM CARNES & JAMES INGRAM "What About Me" (RCA) 96/95**  
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 95 including B104, WXXS-FM, WCAU-FM, WHTX, PRO-FM, 94Q, Z93, B97, Q105, KMJK, FM102, KS103, KUBE, KRKD, WXLK.

**STEVE PERRY "Strung Out" (Columbia) 96/39**  
Moves: Up 3, Debuts 13, Same 41, Down 0, Adds 39 including WBLI, B96, KHTR, KMJK, KWOD, WBN-FM, WKRFZ-FM, WABE-FM, WMEE, KKFM, 103CIR, WISE, Y94, KGOT, SLY96.

**CHAKA KHAN "I Feel For You" (WB) 90/49**  
Moves: Up 3, Debuts 8, Same 30, Down 0, Adds 49 including WBLI, WCAU-FM, Q105, WHYT, KWK, KIIS-FM, KS103, XTRA, KUBE, KNBQ, WKES, WBCY, Z104, KDON-FM, KBIM.

**A FLOCK OF SEAGULLS "The More You Live (The More You Love)" (Jive/Arista) 84/1**  
Moves: Up 33, Debuts 7, Same 43, Down 0, Adds 1, CKGM, KNBQ 37-34, Z106 39-36, WOKI 25-23, WFMI 33-26, WKDD 33-29, WGRD 34-29, KIKI 35-33, KHOP 35-32, OK100 32-24, WJZT 37-34, WBWB 39-33, WAZY-FM 34-25, KCBN 31-28, KBIM 18-14.

## MOST ADDED

**DAVID BOWIE (122)**  
Blue Jean (EMI America)  
**K. ROGERS w/K. CARNES & J. INGRAM (95)**  
What About Me? (RCA)  
**TINA TURNER (80)**  
Better Be Good To Me (Capitol)  
**DENNIS De YOUNG (66)**  
Desert Moon (A&M)  
**WHAMI (64)**  
Wake Me Before You Go-Go (Columbia)  
**CHAKA KHAN (49)**  
I Feel For You (WB)

## HOTTEST

**PRINCE (165)**  
Let's Go Crazy (WB)  
**JOHN WAITE (146)**  
Missing You (EMI America)  
**CYNDI LAUPER (122)**  
She Bop (Portrait/CBS)  
**CARS (100)**  
Drive (Elektra)  
**TINA TURNER (86)**  
What's Love Got To Do With It? (Capitol)  
**HUEY LEWIS & THE NEWS (80)**  
If This Is It (Chrysalis)

**TINA TURNER "Better Be Good To Me" (Capitol) 84/82**  
Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 82 including WXXS-FM, WNYS, WPHD, WBLI, WCAU-FM, WHTX, PRO-FM, 94Q, B97, B96, Z106, KAMZ, WZPL, KBOS, WIGY, KFRK, KGHO.

**STEPHEN STILLS "Stranger" (Atlantic) 78/2**  
Moves: Up 22, Debuts 6, Same 48, Down 0, Adds 2, KAMZ, KRGV, WCAU-FM 40-35, Z106 40-37, WRCK 39-36, WJZR 38-35, WJXQ 38-36, KKRD 34-30, K093 26-22, KHQP 40-34, WFBG 37-34, WKHI 39-35, Q104 31-25, WIXY 36-30, WBWB 40-35.

**EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 63/6**  
Moves: Up 4, Debuts 9, Same 44, Down 0, Adds 6, Q103, WZYP, KZIO, WKHI, WHSL, OK95, Q100 d-39, WPST d-38, WOKI d-37, Q100 40-32, KQXR 39-38, Z102 36-32, KQCR d-37, SLY96 36-31, KIST d-36.

**MARIA VIDAL "Body Rock" (EMI America) 54/31**  
Moves: Up 0, Debuts 3, Same 20, Down 0, Adds 31 including WPHD, WCAU-FM, B94, Q100, WJZR, KROK, KZIO, KJ103, KFR5, KHYY, WERZ, T94, WHSL, WBNO, KTRS.

**HONEYMOON SUITE "New Girl Now" (WB) 50/12**  
Moves: Up 5, Debuts 4, Same 29, Down 0, Adds 12, B96, Q100, WSSX, WZYP, WKDD, WQCM, WOMP-FM, WCGQ, KILE, WDBR, WPHD 33-30, CFR 26-22, OK95 33-27.

## SIGNIFICANT ACTION

**JEFFERSON STARSHIP "Layin' It On The Line" (Grunt/RCA) 48/7**  
Moves: Up 7, Debuts 3, Same 31, Down 0, Adds 7, WLS, WLS-FM, WZLD, KQXR, KQIZ-FM, KKQV, KZ0Z, WPHD 35-34, B96 32-29, K104 39-32, WRCK 39-34, 92X 35-33, WJXQ 29-24, KKFM d-31, 95XIL 27-25.

**PRINCE "Purple Rain" (WB) 43/31**  
Moves: Up 4, Debuts 4, Same 4, Down 0, Adds 31 including WHTT, WXXS-FM, CKOI, B94, WHTX, I95, KBEG, WKTL, KMJK, FM102, KS103, KPLUS, KNBQ.

**SURVIVOR "I Can't Hold Back" (Scotti Bros./CBS) 39/39**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 39 including WPHD, Q105, KPKE, Q100, WLAN-FM, WRCK, 94TYX, WOKI, WPMI, KBFM, KROK, WGRD, KQXR, KQMG, KSKD.

**RALPH MacDONALD featuring BILL WITHERS "In The Name Of Love" (Polydor/PolyGram) 33/7**  
Moves: Up 8, Debuts 2, Same 20, Down 0, Adds 7, WKEE, WANS-FM, WRGN, KOMQ, 103CIR, WOAY, WJAD, I95 on, WLAN-FM d-38, Q106 30-26, WSSX on, KTFM 39-38, KCAQ on, KHYY d-35, Z102 d-39.

**SAM HARRIS "Sugar Don't Bite" (Motown) 32/15**  
Moves: Up 0, Debuts 4, Same 13, Down 0, Adds 15, WCAU-FM, WKRFZ-FM, KWIC, WJZR, WZLD, KSET-FM, WOKI, KBFM, Z98, KDON-FM, WISE, WPFM, KKQV, KKRK, SLY96.

**KROKUS "Midnight Maniac" (Arista) 30/12**  
Moves: Up 0, Debuts 4, Same 14, Down 0, Adds 12, B96, KWIC, WOKI, WPMI, KTFM, KMKG, WISE, WHSL, WBNO, WDBR, KHTX, KBIM, WPHD d-40, Q100 d-36, WJXQ d-38.

**S.O.S. BAND "Just The Way You Like It" (Tabu/CBS) 28/2**  
Moves: Up 8, Debuts 3, Same 15, Down 0, Adds 2, KDON-FM, WGLF, WXXS-FM 40-35, WASH 29-27, WHYT d-31, KOPA on, WMYT on, WOKI d-40, KQMG on, KCAQ on.

**BARBRA STREISAND "Left In The Dark" (Columbia) 24/24**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 24 including WXXS-FM, WCAU-FM, Z93, WHYT, Q103, K104, WKRFZ-FM, WBNO, Y106, Z98, Z299, WIGY, 95XIL, WJAD, KIST.

**COYOTE SISTERS "Straight From The Heart" (Morocco/Motown) 23/1**  
Moves: Up 6, Debuts 0, Same 16, Down 0, Adds 1, PRO-FM, WCAU-FM on, WKEE 39-38, WOKI 37-34, WKFR on, K093 21-18, KHOP 38-31, KBOZ-FM 19-18, KIST 29-25.

**VANITY "Pretty Mess" (Motown) 19/8**  
Moves: Up 0, Debuts 1, Same 10, Down 0, Adds 8, CKOI, WZLD, WRGN, WFBG, WJBO, WISE, KHTX, KBIM, WXXS-FM on, I95 on, WHYT on, WOKI d-40, KQMG on, KCAQ on.

**HELIX "Rock You" (Capitol) 18/3**  
Moves: Up 3, Debuts 0, Same 12, Down 0, Adds 3, WFBG, WIGY, WCGQ, WPHD on, CHUM on, Q100 on, WRCK 33-28, KTFM on-dp, WJXQ 25-22, KBIM 33-31.

**RICKIE LEE JONES "The Real End" (WB) 15/15**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 15, WPHD, WRCK, WPMI, KZIO, WJXQ, KQXR, WJBO, KNOE-FM, KKQV, WHSL, KWTO-FM, KOZE, KBIM, KZ0Z, OK95.

**HERB ALPERT "Bullish" (A&M) 15/3**  
Moves: Up 1, Debuts 1, Same 10, Down 0, Adds 3, WFMK, KAMZ, KROK, WKEE on-dp, WKRFZ-FM on, WZLD on, KDON-FM d-39, KBIM 38-38.

**FRANK STALLONE "If We Ever Get Back" (Polydor/PolyGram) 14/4**  
Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 4, Z106, WERZ, WJBO, Q101, WCAU-FM, Q100 on, WJZR on, WRGN on, WAZY-FM on, KHTX on.

**WANG CHUNG "Don't Be My Enemy" (Geffen) 13/13**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 13, WPHD, WCAU-FM, WWSR, WZLD, KTFM, WZPL, WJXQ, KHOP, KSKD, WERZ, KFMW, KHTX, SLY96.

**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 (date) 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.

# YES



# NO

or

br 9933

*the new single from the GOLD album*

talk show \* 

*management frontline*

*agency f.b.i.*



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# GO GO'S





**Contemporary Hit Radio**

Three Two Last  
Weeks Weeks Week

4	3	1	1	JOHN WAITE/Missing You (EMI America)
8	5	3	2	CYNDI LAUPER/She Bop (Portrait/CBS)
15	8	6	3	PRINCE/Let's Go Crazy (WB)
7	4	4	4	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
3	2	2	5	TINA TURNER/What's Love Got To Do With It (Capitol)
17	10	7	6	CARS/Drive (Elektra)
11	9	7	7	SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)
2	1	5	8	LIONEL RICHIE/Stuck On You (Motown)
13	11	9	9	PETER WOLF/Lights Out (EMI America)
21	17	13	10	SHEILA E./The Glamorous Life (WB)
20	16	12	11	JERMAINE JACKSON/Dynamite (Arista)
31	23	17	12	CHICAGO/Hard Habit To Break (WB)
25	20	15	13	BANANARAMA/Cruel Summer (London/PG)
24	19	16	14	NIGHT RANGER/When You Close Your Eyes (Camel/MCA)
33	24	19	15	BRUCE SPRINGSTEEN/Cover Me (Columbia)
—	34	24	16	MADONNA/Lucky Star (Sire/WB)
16	14	14	17	BILLY SQUIER/Rock Me Tonight (Capitol)
6	30	22	18	JACKSONS/Torture (Epic)
6	6	10	19	COREY HART/Sunglasses At Night (EMI America)
32	25	21	20	TWISTED SISTER/We're Not Gonna Take It (Atlantic)
1	7	11	21	RAY PARKER JR./Ghostbusters (Arista)
—	40	29	22	STEVIE WONDER/I Just Called To Say I Love You (Motown)
9	32	26	23	LAURA BRANIGAN/The Lucky One (Atlantic)
38	13	18	24	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
—	39	30	25	DONNA SUMMER/There Goes My Baby (Geffen)
40	36	32	26	LINDSEY BUCKINGHAM/Go Insane (Elektra)
12	12	20	27	RATT/Round And Round (Atlantic)
—	—	35	28	RICK SPRINGFIELD/Bop 'Til You Drop (RCA)
39	35	33	29	SPANDAU BALLET/Only When You Leave (Chrysalis)
5	15	23	30	PRINCE/When Doves Cry (WB)
—	—	39	31	ROD STEWART/Some Guys Have All The Luck (WB)
—	—	37	32	FIXX/Are We Ourselves? (MCA)
DEBUT	DEBUT	DEBUT	33	JOHN CAFFERTY.../On The Dark Side (Scotti Bros/CBS)
DEBUT	DEBUT	DEBUT	34	BILLY OCEAN/Caribbean Queen (No More Love)... (Jive/Arista)
DEBUT	DEBUT	DEBUT	35	POINTER SISTERS/I'm So Excited (Planet/RCA)
DEBUT	DEBUT	DEBUT	36	BILLY JOEL/Leave A Tender Moment Alone (Columbia)
DEBUT	DEBUT	DEBUT	37	BILLY IDOL/Flesh For Fantasy (Chrysalis)
DEBUT	DEBUT	DEBUT	38	NAKED EYES/ (What) In The Name Of Love (EMI America)
DEBUT	DEBUT	DEBUT	39	DIANA ROSS/Swept Away (RCA)
DEBUT	DEBUT	DEBUT	40	ELTON JOHN/Who Wears These Shoes? (Geffen)

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**Adult / Contemporary**

8	4	2	1	CARS/Drive (Elektra)
2	1	1	2	BILLY JOEL/Leave A Tender Moment Alone (Columbia)
9	7	5	3	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
1	2	3	4	LIONEL RICHIE/Stuck On You (Motown)
19	13	7	5	STEVIE WONDER/I Just Called To Say I Love You (Motown)
17	14	10	6	CHICAGO/Hard Habit To Break (WB)
12	11	8	7	NEIL DIAMOND/Turn Around (Columbia)
14	10	9	8	JOHN WAITE/Missing You (EMI America)
3	3	4	9	JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)
7	5	6	10	TINA TURNER/What's Love Got To Do With It (Capitol)
4	6	11	11	ELTON JOHN/Sad Songs (Say So Much) (Geffen)
5	9	12	12	TEDDY PENDERGRASS/Hold Me (Asylum)
11	12	13	13	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
—	23	17	14	R. MacDONALD f/B. WITHERS/In The Name... (Polydor/PG)
15	15	15	15	COYOTE SISTERS/Straight From The... (Morocco/Motown)
20	18	16	16	KARLA BONOFF/Somebody's Eyes (Columbia)
—	22	20	17	IRENE CARA/You Were Made For Me (Network/Geffen)
25	20	18	18	JAMES INGRAM/She Loves Me (The Best...) (Qwest/WB)
8	8	14	19	DAN HARTMAN/I Can Dream About You (MCA)
—	—	22	20	DONNA SUMMER/There Goes My Baby (Geffen)
BREAKER	BREAKER	BREAKER	21	BARRY GIBB/Shine Shine (MCA)
BREAKER	BREAKER	BREAKER	22	LAURA BRANIGAN/The Lucky One (Atlantic)
16	16	19	23	RITA COOLIDGE/Something Said Love (A&M)
—	—	24	24	HERB ALPERT/Bullish (A&M)
DEBUT	DEBUT	DEBUT	25	K. ROGERS w/K. CARNES & J. INGRAM/What About... (RCA)

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Three Two Last  
Weeks Weeks Week

5	3	1	1	BRUCE SPRINGSTEEN/Cover Me (Columbia)
10	6	2	2	FIXX/Are We Ourselves? (MCA)
8	7	4	3	LINDSEY BUCKINGHAM/Gq Insane (Elektra)
1	1	3	4	JOHN WAITE/Missing You (EMI America)
3	2	5	5	CARS/Drive (Elektra)
25	17	10	6	BILLY IDOL/Flesh For Fantasy (Chrysalis)
13	11	11	7	HONEYMOON SUITE/New Girl Now (WB)
2	4	6	8	SCANDAL featuring PATTY SMYTH/The Warrior (Col.)
7	8	8	9	NIGHT RANGER/When You Close... (Camel/MCA)
18	15	13	10	STEPHEN STILLS/Stranger (Atlantic)
—	38	24	11	JOHN CAFFERTY.../On The Dark Side (Scotti Bros/CBS)
BREAKER	BREAKER	BREAKER	12	DAVID BOWIE/Blue Jean (EMI America)
21	19	17	13	JON ANDERSON/Cage Of Freedom (Columbia)
17	16	15	14	BILLY SQUIER/All Night Long (Capitol)
14	12	12	15	A FLOCK OF SEAGULLS/The More You... (Jive/Arista)
6	10	9	16	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
4	5	7	17	BILLY SQUIER/Rock Me Tonight (Capitol)
20	20	20	18	SAMMY HAGAR/I Can't Drive 55 (Geffen)
26	22	18	19	KROKUS/Midnite Maniac (Arista)
49	29	23	20	JOHN WAITE/Tears (EMI America)
33	23	22	21	ROMEO VOID/A Girl In Trouble... (415/Columbia)
12	14	16	22	TWISTED SISTER/We're Not Gonna Take It (Atlantic)
19	18	19	23	PRINCE/Let's Go Crazy (WB)
BREAKER	BREAKER	BREAKER	24	U2/(Pride) In The Name Of... (Island)
9	9	14	25	SAMMY HAGAR/Two Sides Of Love (Geffen)
31	27	25	26	LOU REED/I Love You, Suzanne (RCA)
11	13	21	27	PETER WOLF/Lights Out (EMI America)
36	34	29	28	Y&T/Don't Stop Runnin' (A&M)
42	37	30	29	WHITESNAKE/Love Ain't No Stranger (Geffen)
51	42	34	30	PETER WOLF/Crazy (EMI America)

Complete Tracks  
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**Black/Urban**

5	4	1	1	S.O.S. BAND/Just The Way You... (Tabu/CBS)
6	5	4	2	J. KENNEDY/J. OSBORNE/The Last Time I... (A&M)
3	2	2	3	BILLY OCEAN/Caribbean Queen... (Jive/Arista)
1	1	3	4	MTUME/You, Me And He (Epic)
25	11	7	5	PRINCE/Let's Go Crazy (WB)
14	8	6	6	JERMAINE JACKSON/Dynamite (Arista)
23	12	9	7	ALICIA MYERS/You Get The Best From Me (Say...) (MCA)
13	10	8	8	LILLO THOMAS/Your Love's Got A Hold On Me (Capitol)
36	21	11	9	STEVIE WONDER/I Just Called To Say... (Motown)
—	34	20	10	JACKSONS/Torture (Epic)
4	3	5	11	RICK JAMES/17 (Gordy/Motown)
21	13	12	12	DENICE WILLIAMS/Next Love (Columbia)
17	14	13	13	RUN D.M.C./30 Days (Profile)
22	15	14	14	RANDY HALL/I've Been Watching You (Jamie's...) (MCA)
33	23	17	15	JANET JACKSON/Don't Stand Another Chance (A&M)
—	40	22	16	DIANA ROSS/Swept Away (RCA)
27	27	21	17	NUANCE f/VICKI LOVE/Take A Chance (4th & Brdwy/Isi)
—	39	33	18	STEPHANIE MILLS/The Medicine Song (Casablanca/PG)
8	6	10	19	BROTHERS JOHNSON/You Keep Me Coming... (A&M)
39	26	29	20	DONNA SUMMER/There Goes My Baby (Geffen)
—	38	30	21	PATRICE RUSHEN/Get Off (You Fascinate Me) (Elektra)
19	18	18	22	YARBROUGH & PEOPLES/Be A Winner (Total Exp./RCA)
28	25	23	23	O'BRYAN/Breakin' Together (Capitol)
—	—	39	24	PEABO BRYSON/Slow Dancin' (Elektra)
34	29	28	25	CHUCK BROWN & SOUL.../We Need Some... (T.T.E.D.)
31	31	26	26	HERBIE HANCOCK/Hardrock (Columbia)
BREAKER	BREAKER	BREAKER	27	NEW EDITION/Cool It Now (MCA)
24	24	24	28	CAROL LYNN TOWNES/99 1/2 (Polydor/PG)
32	32	32	29	BONNIE POINTER/Your Touch (Private I/CBS)
BREAKER	BREAKER	BREAKER	30	MacDONALD w/WITHERS/In The Name... (Polydor/PG)
12	22	31	31	TINA TURNER/What's Love Got To Do With It (Capitol)
9	9	19	32	LIONEL RICHIE/Stuck On You (Motown)
BREAKER	BREAKER	BREAKER	33	CHAKA KHAN/I Feel For You (WB)
29	28	34	34	ROGER/Midnight Hour (WB)
2	7	15	35	RAY PARKER JR./Ghostbusters (Arista)
18	16	16	36	BAR-KAYS/Dirty Dancer (Mercury/PG)
—	—	37	37	CAMEO/Hangin' Downtown (Atl. Art./PG)
DEBUT	DEBUT	DEBUT	38	CHERELLE/Fragile...Handle With Care (Tabu/CBS)
BREAKER	BREAKER	BREAKER	39	REBBIE JACKSON/Centipede (Columbia)
BREAKER	BREAKER	BREAKER	40	LEON HAYWOOD/Tenderoni (Modern/Atco)

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