

I N S I D E:

**NO PAYOLA,
NO RADIO
IN COURTS**

In Washington, a Congressional subcommittee finds no evidence of wrongdoing in radio/independent promotion dealings, while a move to allow broadcasters in federal courts succumbs to a filibuster.

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RCPC RATINGS HIGHLIGHTS

Jhan Hiber discusses significant Arbitron changes and the top research issues at the RCPC last week.

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**WCOS: COUNTRY'S
RATINGS LEADER**

Lon Helton talks to former PD Jim Tice and GM Jake Bogan of WCOS/Columbia, SC, the highest-rated Country station in the top 100 markets.

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**PEOPLE IN THE NEWS
THIS WEEK**

- Jim Perry OM at WHUE & WCOZ
- Paul Zarcone KRE & KBLX PD
- Roger Christian PD at WBEN-FM
- Dickie Shannon PD at WLLT
- John Lodge VP/Programming at Highsmith
- Carroll Larkin WPNT's VP/GM
- Steve Lewis OM at KJLA
- Louis Boccardi AP President
- Stephen Reed Sr. VP for Manhattan
- Brian Christopher PD at WLRS
- Sandy Gambijn Station Manager at WHAS & WAMZ
- Don Metzger Station Manager, Lynette Ching Sales Manager, Kimo Akane Op. Dir. at KKUA & KQMQ.

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HUMAN RESOURCES PLANNING

Former ABC Radio Sr. VP Michael Hauptman emphasizes the weaknesses in radio's management training practices, and suggests superior planning.

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TRANSACTIONAL ANALYSIS

- JACOR buys WBBG & WMJI for \$13.5 million
- Duffy buys KGMS & KSFM for \$10 million.
- Citadel buys KAIR & KJYK for \$5.5 million
- EZ buys KYKY for \$4 million.

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**SPOTLIGHT ON
A/C'S WINNERS**

Ron Rodrigues presents profiles of the top shareholder, biggest improver, and highest-debating A/C stations in the top 100 markets.

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WBLI ROCKS IN THE SHADOW

Joel Denver discovers from WBLI/Long Island PD Bill Terry how a CHR station can thrive in the umbrella of Z100 and other New York outlets.

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Newsstand Price \$3.50



SABELLA NEW VP/GM; NEW CALLS KFYY

**KDIA Drops Black Format
For All-News Approach**

In preparation for its takeover of KDIA/Oakland-San Francisco, Powell Communications has announced plans to discontinue the station's present Black format in favor of all-News, adopting new call letters KFYY. As part of the changes, veteran broadcaster Jack Sabella has been named VP/GM.

Explaining the decision to change formats despite a strong spring ratings performance, Powell Communications (West) President Adam Clayton Powell III told R&R, "The ratings turn-

around occurred right after we concluded the purchase agreement. It's no secret we're in the market here for an FM station. The plan is to consolidate the music service on FM and to go with information and news on AM. Starting sometime in the latter half of October, we'll be inaugurating a 24-hour all-News format, with weather, traffic, sports, and business, presented in a highly-usable and convenient form."

Sabella, who was unavailable for comment, brings to KFYY many years of experience in sales and management, having worked at KSDO/San Diego, KOAX/Dallas, KDKA/Pittsburgh, and the Mutual Radio Network. Commenting on Sabella's appointment, Powell said, "He has just the mix of experience I was looking for to

KDIA/See Page 17

DE VOTO UPPED TO KYUU GM

**NBC Appoints Hayes
VP/GM At Flagship WNBC**

After five and a half years as VP/GM at KYUU/San Francisco, John Hayes Jr. has transferred to sister station WNBC/New York in the same capacity. He fills the vacancy left four weeks ago when Randy Bongarten was promoted to President of NBC Radio. Succeeding Hayes as KYUU GM is GSM Terry De Voto.

Regarding Hayes's appointment, NBC Radio Executive VP Bob Moutny remarked, "John is highly regarded throughout the industry, and I am confident he will provide continued strong leadership."

Commenting on De Voto's promotion, Moutny continued, "Promoting from within always



John Hayes



Terry De Voto

gives me great pleasure, and it is especially gratifying in Terry's case. He has already contributed significantly to KYUU's success."

Hayes's management experience also includes KZOK-AM &

FM/Seattle and several years with WGRQ/Buffalo. "My time at KYUU has been extremely rewarding," he said. "NBC is a terrific company to work for and I'm really excited about the opportunity to manage WNBC."

After Account Executive stints at several Bay Area stations, De Voto joined KYUU in 1981 as National Sales Manager; he was advanced to GSM last year. He told R&R, "John Hayes has done an exceptional job at KYUU, and from that standpoint I'll have a difficult task. However, he has also left me with some extremely talented people, and I'm very excited to be working with them."

**KBZT Sets Mitchell
As Program Director**

Following last week's appointment of Bob Harlow as PD of sister station KEZR/San Jose, Alta Broadcasting has named WBJW (BJ105)/Orlando PD Garry Mitchell as Program Director at A/C KBZT (KBEST)/San Diego.

Alta Group PD Mike Wagner told R&R, "Garry's had double-digit success in both A/C and CHR, and he'll be an outstanding asset to our team."

Added KBZT VP/GM Mark DeBoskey, "There's a lot of reasons why we picked Garry, the

main one being that he's a winner. It also appears that the fresh ideas in this industry are coming from CHR right now. Finally," said DeBoskey, referring to Mitchell's programming performance at V100/Charleston, WV, "we were particularly impressed with his conversion of a CHR station to A/C."

Mitchell said, "I'm looking to get in there and be the catalyst that will get the station's programming efforts together. KBEST has a great image and heritage in the market."

**EZ Transfers Brooks
To WEZR GM Post**

EZ Communications has named WEZB/New Orleans Marketing Director Bonnie Brooks to the GM post at co-owned WEZR/Washington. She replaces VP/GM Wyatt Thompson, who will become President of Broadcast Travel Incentive, Inc., the EZ subsidiary that markets incentive travel for the radio and television industries. EZ Communications Exec.

VP Alan Box praised Brooks and Wyatt for "their dedication and professionalism in this company," adding, "It gives me great pleasure to advance people who have worked hard and made real contributions to the radio industry."

Wyatt is a 12-year radio veteran, including five years at the helm of WEZR. Brooks joined

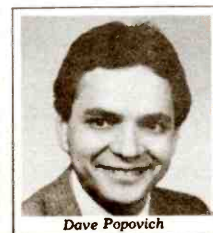
BROOKS/See page 17

WLTF Names Popovich PD

Former WMJI/Cleveland PD Dave Popovich has joined crosstown A/C competitor WLTF as Program Director. He replaces Bob Dunphy, who resigned two weeks ago.

VP/GM Gordon Stenback commented, "Bob resigned to pursue programming opportunities on the East Coast. Both he and his wife are from the East, and after 14 months here they decided to relocate to New Jersey. Dave has a good reputation as a programmer. He knows this market from his experience at WWWE and WMJI, and he came highly recommended for this type of format."

Between stints at WWWE and WMJI, Popovich programmed KKCI/Kansas City. "I've always admired the marketing



Dave Popovich

and programming efforts of WLTF," he said. "I'm confident at this point that we can win the close battle between ourselves and WMJI. That's based on my experience in the market, the excellent staff here, and on the groundwork that's been laid by Bob Dunphy, who did a great job."

PAUL McCARTNEY

NO MORE LONELY NIGHTS



PRODUCED BY GEORGE MARTIN

WRITTEN BY PAUL McCARTNEY

From The Motion Picture and Columbia LP
"GIVE MY REGARDS TO BROAD STREET"



STREET TALK: NEWS TO NOTE

R&R's Street Talk column spotlights potential news, speculation, and late scoops, presented without malice or axes to grind, in a light, easy-to-read, yet authoritative fashion. Most reading, each week in R&R.

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Zarcone PD At KRE & KBLX

Marking his fourth term of service with Inner City Broadcasting, Paul Zarcone has been named PD for the company's KRE & KBLX/Berkeley. Zarcone will also assume the morning drive airshift duties for KBLX's "Quiet Storm" format.

KRE & KBLX GM Harvey Stone said, "We're looking forward to Paul bringing the kind of successful attitude that he's brought to other stations. Paul's a pro with experience in management."

Most recently with WPIX/New York, Zarcone previously programmed crosstown WKTU and WGCI/Chicago. He has also worked as an air talent at New York outlets WBSL, WCRB-FM, and WKLO. "I'm delighted to be here," Zarcone told R&R, "and believe we're going to have a long and prosperous relationship. The Quiet Storm format will remain intact, and we intend for KBLX to have a very special kind of A/C appeal. We're making some evaluations in the next couple of weeks to determine KRE's positioning."

Longtime Bay Area personality Tony

Kilbert has joined KBLX for middays, while afternoon talent Clifford Brown Jr. has been promoted to Music Director. As Zarcone takes over the morning show, Steve Collins shifts to the 6-10pm slot.

Shannon Upped To PD At WLLT

WLLT/Cincinnati air personality Dickie Shannon has been promoted to PD. He fills the slot left three weeks ago when C.C. Matthews joined WGCL/Cleveland as OM/PD.

VP/GM Ken Wolt said Shannon's selection followed an extensive search for a programmer. "Dick has a great attitude, and our company likes to promote from within. It gives our employees a graphic example of what can happen when a job is done well, providing them something to shoot for other than a weekly paycheck."

Wolt hinted there might be some format modifications. "If a PD's personality isn't embossed on a radio station, then he really isn't a program director. So I suspect that there will be some changes, but nothing major."

Shannon was unavailable for comment at press time.

Boccardi Succeeds Fuller As Associated Press President

The Associated Press has named Exec. VP Louis Boccardi President/GM. He will assume his new post when Keith Fuller, current President and 35-year AP veteran, retires in January. Fuller has headed up AP's general operations since 1976.

AP Board Chairman Frank Batten commented, "This step culminates a planned transition that began a year ago. Keith leaves with a long list of accomplishments. He guided the AP through a period of enormous change in communications technology, and he leaves a fine record of membership growth and service. We are confident Louis Boccardi will continue the dedication and hard work."

Boccardi joined AP as executive assistant to the general news director in 1967. He was appointed AP Managing Editor two years later, and became Executive Editor in 1973.

Fuller started with AP as a writer in the New Orleans bureau in 1949. He subsequently was assigned as Regional Broad-



Louis Boccardi

NEW FM CALLS WCOZ

Perry Heads Operations At WHUE-AM & FM

Jim Perry has been named Operations Manager at WHUE-AM & FM/Boston. He replaces Paul Roger, who departed the stations, as did Chief Engineer Peter Kovalski.

A 20-year broadcaster, Perry spent the last nine years at WKSS/Hartford, including five as Operations Manager. He told R&R, "This is a continuation of the dual position that I had at WKSS - overseeing the operations from a programming standpoint and the engineering as well. I

firmly believe those two ends should be closely entwined."

At the same time, the FM Beautiful Music outlet has applied for new call letters WCOZ ("Cozy 101"); the calls were previously held by new crosstown CHR WZOU. "We're not going to change a thing when we pick up the new call letters," Perry said. "With Beautiful Music's minimum contribution by the announcers, stations need an easily-associated handle. WHUE has done well for us, but it's nowhere as strong as 'Cozy' is."

The AM News station is retaining its WHUE identity, and News Director Dick Levitan will continue to oversee its programming.

STATION TO GO LIVE

Christian Upped To WBEN-FM PD

After ten years as a semi-automated TM-formatted CHR, Algonquin's WBEN-FM/ Buffalo will switch to a live CHR approach October 15. MD/morning man Roger Christian has been upped to Program Director, replacing Bob Wood, now WBEN-AM & FM's consultant.

WBEN-AM & FM President/GM Larry Levite told R&R, "Roger deserves a shot at this, after being MD here for the past eight years and doing mornings for the last four."

Dispelling rumors of a format change, Levite continued, "We've been Rock 102 for ten years, and I don't know of too many stations which can boast such a steady history with the same identity and format."

Christian, who will continue to do mornings and music, commented to R&R, "I've always felt this could be a real powerhouse in the market once we could go live, and now it will happen." Prior to joining WBEN-FM, Christian worked as MD/air talent at WGRQ and WYSL/Buffalo.



Roger Christian

Lodge Joins Highsmith As VP/Programming

Veteran programmer John Lodge has been appointed VP/Programming for Highsmith Broadcasting, which recently acquired KRPM/Seattle-Tacoma and KLHT & KZZU/Spokane. Lodge will supervise programming and operations, and will provide analysis for future acquisitions.

Highsmith President Ivan Braiker, who worked with Lodge at the Transtar Radio Networks, noted, "John is one of those rare kind of programmers who is not only highly skilled in his primary area of expertise, but also has a thorough understanding of the industry." Lodge/See Page 16



John Lodge

Larkin Named WPNT VP/GM

C. Carroll Larkin has been appointed VP/GM of Easy Contemporary-formatted WPNT/Pittsburgh. He comes to the newly-created post from WKOP & WAAL/Binghamton, NY, where he served as General Sales Manager.

Larkin's radio background also includes Executive VP stints with H R Stone Radio Reps and United Broadcasting, the VP/GM helm at WBXN/New York, and GSM at WCAO/Baltimore. He told R&R, "This is a fantastic opportunity. WPNT is the best-sounding radio station that I've been associated with during my 28 years in the business."

TRANSACTIONS

JACOR Purchases WBBG & WMJI For \$13.5 Million

Robinson Communications has agreed to sell WBBG & WMJI/Cleveland to JACOR Communications for \$13.5 million, subject to FCC approval. Robinson principals Larry Robinson and Larry Pollock are active stockholders in JACOR, which is headed by Chairman Terry Jacobs. JACOR presently owns WTSJ/Cincinnati; WTOW/Baltimore-Towson; WVOT/Tulsa; WURD/Georgetown, OH; WKYG & WQAW/Parkersburg, WV; and WQK-AM & FM/Jacksonville. Robinson retains ownership of KGLD & KWK/St. Louis.

Big Band outlet WBBG operates with 5 kw at 1260 kHz; A/C WMJI broadcasts with 27 kw on 105.7 at 900 feet.

TRANSACTIONS/See Page 8

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DEREGULATION'S LAST GASP — The House Telecommunications Subcommittee last week heard testimony from a dozen witnesses, including NAB President Eddie Fritts (pictured speaking) on broadcast deregulation and the 12-12-12 ownership limit. Chances of legislation in either area clearing Congress this year are nil. During a blistering attack on Fritts, Commerce Committee Chairman John Dingell (D-MI) restated his insistence that deregulation must be coupled with steps to assure protection of the public interest in radio/TV programming.

Washington Report

Lowest Unit Violations Cost WNAB \$5000

The FCC has fined WNAB/Bridgeport, CT \$5000 for 602 instances of failing to charge candidates the station's lowest unit rate during the 1982 elections. The station was ordered to report within 20 days how it will rebate \$6312 in overcharges to the candidates.

The Commission criticized WNAB for its "repeated failure to respond adequately to our letters of inquiry." It discounted WNAB's explanation of a \$5 per spot "special feature charge" for political ads during news and feature programs as "further evidence of its continued misunderstanding of the lowest unit charge provision." Since there is "no indication" that other advertisers pay the surcharge, the levy also violates the lowest unit rule, the Commission noted. Moreover, it said the defense fails to hold up because only two of 18 candidates were asked to pay the charge.

The lowest unit rate for candidates is required within 45 days of a primary and within 60 days of a general election. Stations are obligated to sell time at "the lowest unit charge of the station for the same class and amount of time for the same period." The law also bans discrimination among candidates by broadcasters "in practices, regulations, facilities, or services."

Quello Hits Alcohol Ad Ban, Broadcast Profit Preoccupation

FCC Commissioner Jim Quello seemed to side against the proposed ban on wine and beer ads on radio and television last week in a speech to the Western Conference of the American Advertising Federation in Reno, NV.

Of the ban sought by SMART (Stop Marketing Alcohol on Radio and Television), Quello said, "I am sympathetic to the ultimate objective of public interest groups who want to reduce the incidences of drunk driving and teenage alcoholism. However, past experience has shown that the suppression of commercial speech does not remedy such situations."

Then the former broadcaster told his audience there is "some validity" to the argument that "broadcasting is using up the highest-paid creative skills of our nation, not to enlarge the human spirit, but to sell soap, cars, underarm deodorants, and vagi-

nal antiseptics at additional costs and high profits." Radio and TV, he admonished, "should be developed not for the narrow goals of sales and profits but to inform and enlighten the public and support and inspire the beleaguered spirit in our society."

Senate Asks Radio-TV Restraint On Election Returns

A non-binding resolution asking broadcasters to voluntarily refrain from projecting or characterizing election results while the polls remain open last week passed the Senate by voice vote. The House approved the measure, 352-65, on June 26.

Commerce Committee Chairman Bob Packwood (R-OR) said the resolution, in its call for voluntary restraint, strikes "an acceptable middle ground" in what he termed "a confrontation between two of this country's most valued and protected freedoms — the right to vote and freedom of the press."

Packwood continued, "When a voter does not believe that his or her vote counts, or will not be effective, it's time for the media to exercise some self-restraint."

Commissioner Rivera Rips KROQ Settlement

FCC Commissioner Henry Rivera has accused his colleagues of approving an unjustified "bail-out" when they allowed Kenneth Roberts, 49% owner of KROQ-AM & FM/Los Angeles, to buy out two competing applicants, give up his interest in the AM, and assume 100% ownership of the FM.

Rivera contends Roberts is unqualified to be a licensee because he assumed unlawful control of the stations in the 1970s and allowed "widespread violations of numerous FCC rules" at KROQ.

Rivera concluded, "Until Congress amends the Communications Act, this Commission has a responsibility to the public to oversee the buying and selling of broadcast stations in accordance with the Act, and to police violations of rules. . . Unfortunately, like the licensees in this proceeding, the majority here has abdicated its legal responsibilities. I dissent."

In Other Developments:

• FCC Chairman Mark Fowler has urged Common Carrier Bureau Chief Jack Smith to the position of FCC General Counsel. He replaces Bruce Feia, who will be detailed temporarily to the CIA.

Radio Shut Out Of U.S. Senate, Federal Courts

Radio and television will continue to be barred from the U.S. Senate chamber and federal courts for the foreseeable future. Efforts to open up both institutions to broadcast coverage died last week in the face of intense opposition from Senators and federal judges.

With only a few weeks remaining before Congress adjourns, Senate Majority Leader Howard Baker (R-TN) attempted to bring the broadcast resolution (S. Res. 66) to the floor for a vote. After a week of parliamentary skirmishing, however, Baker fell 20 votes short of the two-thirds majority needed to shut down the opposition filibuster.

Had the measure come up for a vote, Sen. Wendell Ford (D-KY) would have sought to scuttle TV coverage by offering a radio-only plan. Since the chief backer of broadcast coverage is Baker, who will retire in January to run for President, the outlook for progress in the next Congress is dim.

Judges Fear Sensationalism

A bid by 28 news organizations and trade groups to win broadcast access to federal courts was rejected by the Judicial Conference, a panel of judges that sets rules for the courts.

A special committee of the conference reported that 78% of federal judges oppose

radio and TV coverage. And it reasoned, "There appears a great potential for miseducation and presentation of distorted images occasioned by the necessity of limiting most broadcasts to short segments of selected sensational cases."

RTNDA Rips "Imaginary Fears"

Radio-Television News Directors Association (RTNDA) President Ed Godfrey blasted the ruling and said it was based on "imaginary fears and the prejudices" of judges.

Godfrey continued, "The verdict of the Judicial Conference ignores the successful use of cameras and microphones in the courts of 41 states and substitutes for that hard evidence a litany of what might happen if, and the fact that most members of the American College of Trial Lawyers and most federal judges don't like the idea."

INDUSTRY "SUSCEPTIBLE" TO ABUSES

House Panel Clears Independent Record Promoters

While finding that the radio and record industries are "susceptible to improper relationships between promoters and radio stations," the staff of Rep. John Dingell's (D-MI) Oversight and Investigations Subcommittee says it "has uncovered no credible evidence of specific incidents of improper or illegal activity."

Those findings were sent to subcommittee members last week in a staff memo that recommended "no further action at this time in the absence of evidence of improper activity." The preliminary staff inquiry was undertaken after recent newspaper articles, including one in the Los Angeles Times, alluded to record promotion abuses, particularly on the part of independent promoters.

The findings were based on interviews with people from "virtually every aspect of the record production, promotion, and reporting system." The staff said independent promotion has exploded recently into a \$40-\$60 million-per-year business for two reasons: increased importance of medium and small market stations to trade press airplay lists, and the record industry slump of the early 1980s forcing companies to slash their in-house promotion staffs.

"Because of the enormous sums of money involved and the manner in which record promotion and the charting of records operate, there are ample opportunities and incentives for improper or illegal activities," according to the memo, which added that no specific evidence turned up.

"Paper Adds" Not Payola

The staff also concluded that the practice of "paper adds" — in which trade press reporting stations are paid or otherwise encouraged to say they're playing records which aren't actually on the air — does not violate the federal payola law. That statute stemmed from 19 days of Congressional hearings in which 57 witnesses testified on payola in 1960. Penalties up to \$10,000 fines and a year in prison were set up for radio employees who fail to notify their stations if they've accepted "any money, service, or other valuable consideration for the broadcast of any matter."

Independents' Continuity, Objectivity Praised

The memo quoted record industry sources as praising independent promoters for bringing "continuity and stability to a very transient industry." It said some radio industry officials lauded independents who work a variety of record labels for bringing "objectivity and experience to promotion of a record that a company promoter would not bring because of his vested interest in the company's product."

Although it advised against launching a full-scale probe, the staff said "the subcommittee should continue to be open to receive any credible evidence of improper activities in the record industry."



WOR DONATES ARCHIVES — WOR/New York last week donated its 62-year old audio archives, valued at \$750,000, to the Library of Congress. Accompanying RKO General President Shane O'Neil (left) at the donation ceremony was actor Tony Randall, who appeared on Mutual's "I Love A Mystery" adventure series, which aired on WOR from 1949 to 1954.

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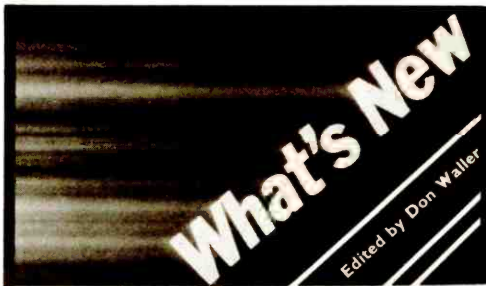
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Beefcake Winning Battle Of The Pin-Up Calendars

"In the early '60s, Neil Sedaka sang about his "Calendar Girl," a song that's ripe for covering from the female point-of-view, according to a recent **Rip 'N' Read** item. The radio news service claims that calendars featuring mustachioed hunks are outselling the traditional bikinied bimbeaus nowadays, and, at last count, there are 93 different varieties of beefcake on the market.

Not surprisingly, 80% of these calendars are purchased by women, whose taste runs to — in the deathless words of one industry observer — "faces and buns."



CBS Ups List Price On 'Superstars' LPs

Barbra Streisand, Billy Joel, Paul McCartney and Culture Club are just some of the **CBS Records** artists whose next albums will carry a retail list price of \$9.98. In making the announcement, the company cited "steadily rising costs of manufacturing and marketing records and tapes. The price hike takes effect this fall and will extend into 1985, but applies only to selected "superstar" albums, the cassette versions of which will be released exclusively on chromium oxide tape.

Every English Word On Computer

In what is budgeted as a \$10 million project, the **Oxford University Press** has announced plans to place the entire contents of the "Oxford English Dictionary" — namely, every word in the English language since 1150 A.D. — onto a computer-readable format.

Said to be the largest undertaking since the publisher first began compiling the dictionary in 1884, the firm estimates it will take 120 keyboard operators anywhere from 12 to 18 months to enter all 80 million words currently listed in the "OED."

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Nielsen Study Says Off-Air Taping Major VCR Use

Most videocassette recorder owners are using their machines to tape programs off of their television sets, according to the latest **Nielsen Homevideo Index** survey. *Daily Variety* published the results of this study, which was conducted between November 1983 and January 1984, and the numbers are somewhat surprising.

For example, 88% of VCR owners said that taping TV programs was an "important" or "very important" reason for their purchasing a VCR. Another 45% cited renting videocassettes as being "important" or "very important," while only 11% rated buying videocassettes that highly.

Needless to say, the film community is not exactly pleased with these figures. However, among persons who've owned their VCRs less than a year, a slightly different picture emerges: 57% of these new VCR owners claimed renting videocassettes as being an "important" or "very important" factor in their purchase.

New Buyers Mirror Majority Of Consumers?

The reason the numbers on the new VCR owners are thought to be more significant is that these buyers are considered to be more like the average person. VCR sales doubled in '83 and are expected to double again this year.

Among all VCR owners surveyed, 83% of the programming played back was recorded off the TV, compared to 16% from prerecorded tapes and an adventurous 1% originating from the owners' personal video cameras.

Again, among first-year owners, the tendency toward prerecorded material is slightly stronger, with programming split 80/20 in favor of off-TV taping.

Nevertheless, 38% of the VCR owners surveyed said they'd rented a tape within the past month, while 47% of those who'd owned their VCRs less than a year claimed to have rented a tape within the last 30 days. Only 31% of those who'd owned their VCRs more than two years said they'd rented a tape in the past month.

Reasons Not To Rent Or Buy

As for why many VCR owners do not rent videocassettes, 29% of the survey's respondents said they "can

see the programs they want on broadcast or cable TV"; another 14% said they can get the programming they want on pay TV; 11% claimed the rental prices are too high. Twenty-five percent of these owners said they'd never rented a videocassette.

Only 18% of those who'd owned their VCRs less than a year said they'd never rented, as opposed to the 33% who'd owned their machines more than two years and said they'd never rented.

What's more, fewer videocassette purchases were made by first-year VCR owners. Only 25% of first-year owners had bought videocassettes, compared to 42% of those who'd owned their VCRs more than two years and 33% of all VCR owners.

Psychoacoustic Research Leads To IMX Dimensional Enhancer



"Psychoacoustics," that branch of science that conducts research into how humans hear, has gained a lot of attention lately, particularly from audio engineers.

Scientists have found that your ability to pinpoint the location of sounds is accomplished by your brain's ability to analyze a series of complex signals from your ears, including relative amplitude, ratio of direct to reflected sound, phase, and frequency response. Basically, this explains how you're able to tell the location of different sounds while listening with your eyes closed.

Conventional stereo systems give the listener the sensation of sound coming from two locations, leaving a hole in the middle between them, not to mention a distinct difference between the actual sound of music being played live and a recording of the same music. To combat this, engineers have come up with reverbation, time delay, bass and treble boosters, equalizers, expanders, and now, a new product.

SCI-coustics Inc., a Washington, DC-based firm, recently introduced the "IMX Dimensional Enhancer." This 3" x 14" x 9 1/2" unit weighs less than three pounds and is said to enhance any stereo signal, be it radio, records, video, tapes, television, or cable. Furthermore, the "IMX Dimensional Enhancer" is fully compatible with stereo TV and VCRs, digital equipment, and compact discs, and does not replace existing components.

Here's how it works: The unit connects directly to the receiver or amplifier. Using continually variable phase manipulation, frequency tailoring, and selective amplitude changes, it localizes sound sources the same way your brain does. By identifying the location of the original sound on the sound stage, the "IMX Dimensional Enhancer"'s proprietary circuit treats the signals in the middle differently than those originating on the sides. Those at the side are made louder, but kept in perspective with those in the middle. A variable control to adjust the degree of enhancement and an LED indicator to track the amount of true stereo separation are featured as well.

For further information, contact SCI-coustics at (202) 628-2923.

Microphone Keytag A Maximum Promo



Your station's call letters, frequency, phone number, or logo can be imprinted on this novel microphone keytag available from **the clearinghouse**, a Sacramento, CA-based advertising specialty company. The firm also manufactures keytags in a variety of other shapes, including such custom work as your station's logo. However, items must be ordered in quantities of 500.

For further information or a free copy of the company's full-color, 50,000-item catalog, call the clearinghouse at (916) 725-2646.

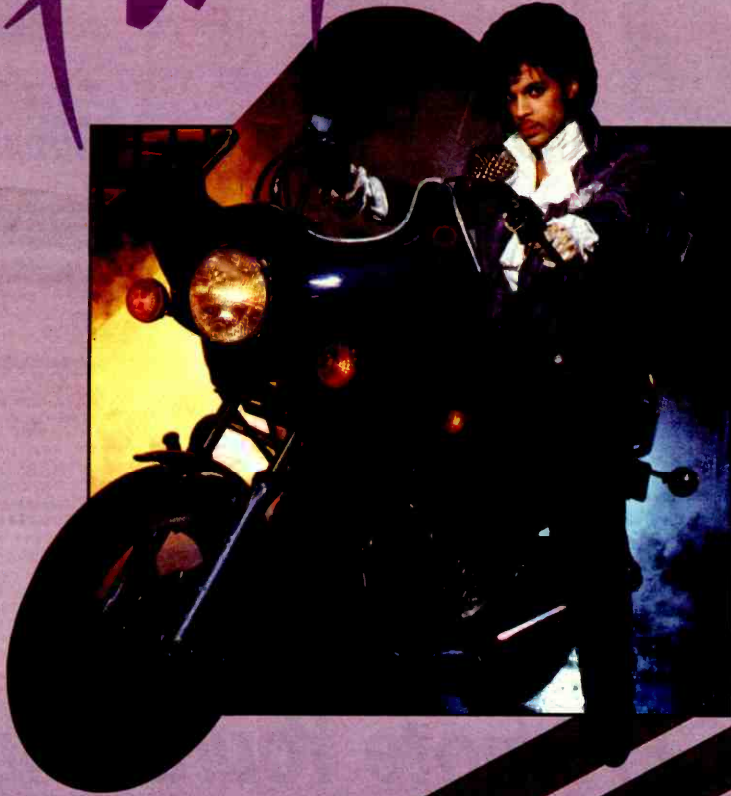


H O M E V I D E O P R E M I E R E

Prince

IN HIS FIRST MOTION PICTURE

Purple Rain



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WARNER HOME VIDEO

A Warner Communications Company

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MCA Distributing Completes Realignment

MCA Distributing has completed its reorganization by announcing three new appointments: **John Allison**, Los Angeles Regional Branch Manager; **Jim Haldeman**, Chicago Regional Branch Manager; and **Rich Cervino**, Field Sales Manager/New York & Philadelphia. Allison spent nine years with WEA before joining MCA, most recently serving as Los Angeles Regional Branch Sales Manager. Haldeman is an 11-year veteran of The Musicland Group; for the past year he held the Director of Software Marketing post. Cervino is another WEA alumni who put in seven years, most recently as Sales Manager in New York.



John Allison Jim Haldeman Rich Cervino

Rustici Heads Street Pulse West

Pat Rustici, formerly Columbia Records' Director/National Sales & Artist Development, becomes Executive VP of market research firm **Street Pulse Group**. Concurrently, Rustici will open and head the company's new West Coast branch. Street Pulse will also diversify, providing more data in the areas of music video, computers, cable networks, concert promotion, and entertainment magazines. The West Coast office is located at 5749 Radford, North Hollywood, CA.

Olin New A&M RP



Milton Olin

A&M Records has named **Milton Olin** VP/Business Development. A former partner with the law firm **Mitchell, Silverberg & Knupp**, Olin will work closely with the record label, A&M Films, **Almo/Irving Music Publishing**, and the company's international affiliates.

Columbia Names Jones, Berk



Jeff Jones

Jane Berk

Jeff Jones has been appointed Director/Product Marketing, East Coast for **Columbia Records**. Jones joined CBS in 1976 and since 1983 served as Associate Director of the Customer Merchandising Department. Working with him as Associate Director/Product Marketing, East Coast is **Jane Berk**. She's been with the label since 1978, when she came onboard as Manager/East Coast Tour Publicity. Prior to accepting her new post, Berk was a Product Manager.

DKM Taps Heffelfinger

Roger Heffelfinger has been appointed Controller of **DKM Broadcasting Corporation**. During the past four years, he held the Chief Financial Analyst's post for the broadcasting division of **Cox Communications, Inc.**

Kraus RCA Special Products VP



Thomas Kraus

Thomas Kraus has been promoted to Division VP of **RCA Special Products**. He began his RCA label affiliation in 1975 as Director of Special Products, and in 1981, those responsibilities were expanded to include premium incentive programs. Kraus has also served as VP of **RCA Direct Marketing, Inc.**

Dancing Cat Bows

Dancing Cat Records is the new subsidiary label of **Windham Hill Records**. Windham Hill pianist **George Winston** doubles as owner/President of Dancing Cat; he will continue to record for WH. DC's first release is "Wind In the Heather" by guitarist **George Cromarty**. Dancing Cat's mailing address is P.O. Box 639, Santa Cruz, CA 95061.

Transactions Continued from Page 3

Duffy Buys KSFM & KGMS For \$10 Million

Duffy Broadcasting has purchased **KGMS & KSFM/Sacramento** from **KULA Broadcasting** for \$10 million, subject to FCC approval. Duffy President **Marty Greenberg** commented, "Sacramento is a great growth market, and these are good staffs, good stations." Principal **Bob Duffy** added that the company will acquire more stations. "We plan to be very aggressive but prudent" in seeking

good technical facilities in a few specific markets, he said. Duffy presently owns **KLIR/Denver**, **KCNR-AM & FM/Portland**, and **KIXI-FM/Seattle**. CHR **KSFM** broadcasts on 102.5 MHz with 50kw and an antenna height of 535 feet. Easy Listening **KGMS** is at 1380 kHz with 5000 watts days, 1000 nights. **R.C. Crisler & Co.** brokered.

Citadel Acquires KAIR & KJYK For \$5.5 Million

In its first acquisition, Phoenix-based **Citadel Communications Corp.** has agreed to purchase

KAIR & KJYK/Tucson from **Surrey Broadcasting** for \$5.5 million, pending FCC approval.

Citadel is headed by Chairman **Lawrence Wilson** and President **Fritz Beesemyer**. Surrey will retain ownership of **KATT-AM & FM/Oklahoma City**; the company has also announced its sale of **KYKY/SL. Louis** (see separate story).

KAIR operates with 1 kw days/250 watts nights at 1490 kHz, while **KJYK** broadcasts with 80 kw on 94.9 MHz at 500 feet.

Kallil & Co. brokered the transaction.

EZ Buys KYKY For \$4 Million

EZ Communications has agreed to purchase **KYKY/St. Louis** for \$4 million from **Surrey Broadcasting**, pending FCC approval. The A/C-format station operates with 100kw at 98.1 MHz. Regarding possible format changes, **EZ VP/Programming Dan Vellie** remarked, "I've got no preconceived ideas on what the station should be doing. We'll figure that out once we get closer to ownership."



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SHOWBIZ INSIDE OUT

Entertainment: Coast to Coast

Coming January 1985—a new and different one hour weekly radio show that zeros in on the “inside” stories from the entertainment capitals of the world. Music and movie reviews, video, television, concerts, exclusive celebrity interviews, direct reports from affiliates across the country, a rundown of the top hits of the week—all on ENTERTAINMENT: COAST-TO-COAST.

Co-hosts Kris Erik Stevens and Keri Tombazian are joined each week by other feature editors, to take listeners through the glittering, fast-paced world of entertainment.

ENTERTAINMENT: COAST-TO-COAST captures this vital part of America’s young adult lifestyle. Reserve it in your market. Contact Susan Jacobi (212)975-6917.



The Programming Service
with the CBS Difference



JHAN HIBER

Arbitron Changes, Sales Research, Other RCPC Highlights

If you were unable to attend the RCPC, or if you missed the research-oriented panels, I thought you'd appreciate a wrap-up of the interesting and significant happenings.

Major Arbitron Changes Coming

Perhaps the most interesting and important research event at the convention took place in the Arbitron hospitality suite, where I had an exclusive discussion with new VP/Sales & Marketing Rhody Bosley. The most interesting news was an update on the company's plans to notably revise the look of the ratings reports it produces.

Bosley's mission, as given to him by Arbitron Ratings President Rick Aurichio, is to generate by year's end recommendations for streamlining the books and making them more user-friendly. Bosley is looking for industry input on what can be done to make the reports more useful sales and programming tools. I'll do an in-depth column soon on the full range of items being looked at, but here are some examples of changes Arbitron is seriously considering implementing next year:

"The most interesting news was an update on the company's plan to notably revise the look of the ratings reports it produces."

- A new demographic — persons 12-34 (perhaps men/women, too)
- New looks for the front of the book, including not only showing shares, but also listing cume ratings (in percentages) and AQH ratings (in persons). This data would likely be available for four demos—12+, and adults 18-34, 25-54, and 35-64.
- An ethnic composition report, showing what portion of a station's 12+ audience was composed of either blacks or Hispan-

ics (only in markets where there are High Density Areas, I assume)

- An audience composition analysis based on demos, showing what each demo's contribution is to the 12+ picture, in both AQH and cume

- The deletion of the cume combos section (I'd imagine not many have ever used those combination daypart pages).

As you can see, Arbitron is talking about more than just a nip here and a tuck there; we're talking major plastic surgery if these thoughts and others see the light of day in the reports. (The fall '85 results might be a likely timetable for the introduction of the new looks and revised information). Stay tuned for further information and developments, but in the meantime if you have thoughts about how the Arbitron reports could be made more useful, don't hesitate to pass your suggestion along to your Arbitron rep.

Monthlies: No Consensus

The "Trend Without Trauma" panel on ratings topics was dominated by the discussion of monthly ratings reports. Bosley and Tom Birch basically both gave pitches for their versions of the rolling monthly data — Arbitrends (three-month rolling data) vs. Birch (based on two months of interviews). The bottom line was that each stated that with the ever-changing dynamics of the business, such data was becoming a necessity.

Users of the data weren't so sure, however. Ed Giller, Chairman of the Arbitron Radio Advisory Council, reminded the audience that Arbitron and Birch are both in the business of selling

Week In Review

New San Diego Market

Effective with this fall sweep, Arbitron has divided the San Diego county metro into two markets. The Northern portion of the county will now be measured twice yearly as a separate metro.

Las Vegas Book Reissued

The spring '84 Las Vegas Local Market Report has been reissued by Arbitron. Apparently, entries were credited to KZNS (which ended up with a .6 12+) which should have gone to KXTZ. As a result, KZNS no longer shows up in the report, and KXTZ now has a 12+ share that rose 8.9-9.5.

New Balon Address

Rob Balon & Associates has recently relocated its offices. The research firm's new address is 1114 Lost Creek Blvd., Suite 310, Austin, TX 78746; (512) 327-7010.

Personal Notes: I'll be leaving in the next few days for several weeks in Australia and Hong Kong. My columns will still appear, however. I'll be back at R&R on the 24th of October so feel free to call me after that date.

more research, including monthlies. Indeed, Giller's thought was that "more is not better," as he expressed his concern — and that of the Advisory Council's — that additional reports would only lead to sales problems. Specifically, the worry is that agencies and advertisers would try to whipsaw stations by adjusting schedules, rates, demands, etc., based on the vagaries of the monthlies.

"Arbitron is talking about more than just a nip here and a tuck there; we're talking major plastic surgery if these thoughts and others see the light of day in the reports."

KFMK/Houston PD Ben Hill agreed with the ratings representatives that monthly data is now critical, but saw another way to approach the challenge. His station uses ongoing callout to get a broad feel for station tracking, using a sample size larger than that used by either Arbitron or Birch. Hill suggested such a system could be used in addition to or in replacement of either Arbitrends or Birch.

Sales Challenges

KKHR/Los Angeles GSM Miles Sexton and I were the panelists for the "Selling Younger Demos" session. While we dealt with the

problems facing CHR and AOR stations, I couldn't help but think that much of what we were saying could apply to any sales challenge. Miles talked about selling offensively rather than being on the defensive, while I outlined some specific research tools that could make that job much easier.

One technique discussed (and detailed in R&R's just-published "Hibernetics") was Perceptual Advertiser Research, or PAR studies. Such anonymously-sponsored research interviews can find out what's really on the advertisers' minds (if anything!) regarding how they feel about your format, the competition, your salespeople, tools, station image, rates, etc. We talked about how

"Ed Giller expressed his concern that additional reports would only lead to sales problems."

such a study could then lay out for sales management a blueprint for boosting sales by properly positioning the sales image and the salespeople.

Hope you enjoyed the convention, or this abbreviated look at the research portion thereof. See you in Dallas next year!

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AS WELL AS LISTENERS**
Sally Jessy Raphael and Bruce Williams weeknights.
Bernard Meltzer and Dr. Harvey Ruben weekends. Their
unique call-in shows constitute Talknet, a one-of-a-kind
programming service that has a proven track record in help-
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Increases audience share.

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Dramatically improves station visibility.

Shares or costs got you down? Call us up today at (212)
664-4456. We haven't exploded to 200 plus stations for
nothing.



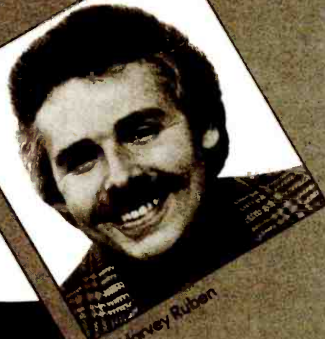
Sally Jessy Raphael



Bruce Williams



Bernard Meltzer



Dr. Harvey Ruben

Talknet
FROM NBC RADIO

NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

PROGRAM PREVIEW

The Fall Network Lineup

Summer is gone, autumn is on its way, the fall book has begun, and the first annual NAB-NRBA Radio Convention and Programming Conference has drawn to a successful close. As usual, most of the major networks and syndicators played an important role in this largest-ever radio meeting, either by contributing to the official schedule of events or by announcing new programming for the coming "season." This week's column is a quick look at network activity at the first annual RCPC last week in Los Angeles.

• CBS RadioRadio launched its new 1985 programming fare, debuting two features: "Entertainment Coast-To-Coast," a weekly music entertainment magazine set for a January kickoff, and "The Spirit Of Summer," a 21-hour summer series scheduled to run for 15 weeks beginning on Memorial Day.

"Entertainment Coast-To-Coast" is an hour-long music and interview program co-hosted by Kris Erik Stevens and Keri Tombazian. The satellite-delivered, up-to-the-minute program features movie and music reviews and previews, national concert activity, video news, television highlights, personality segments, and a rundown of the top songs of the week.

"The Spirit Of Summer" is designed to provide a summer full of "beach blanket listening through 21 hours of instant retrospective hot weather tunes and remembrances." The program, hosted by Sonny Melendrez and available via satellite or on disc, will focus on a particular theme or artist each week, and will include reports and features on the latest events in the entertainment world.

• NBC's Source has slated several long-form specials for broadcast during October: "The Lost Tapes," set to air October 5-14, and a live Cyndi Lauper concert scheduled for October 10.

"The Lost Tapes" is a three-hour feature focusing on an in-depth interview with John Lennon and Yoko Ono recorded shortly after the Beatles dissolved. The program, according to Source Program Director Frank Cody, "reveals an introspective John Lennon who was just beginning his solo career." During the program Lennon discusses his relationship with Yoko, his "divorce" from the Beatles, and his feelings about Paul McCartney as a songwriter, performer, and friend.

The 90-minute Cyndi Lauper concert will feature an exclusive performance fed live from the Summit Arena in Houston. Starting times will be announced shortly.

• UPI has announced the addition of two new services for its affiliates: Weather-Trac, a new service from Accu-Weather, and an expanded newswire service designed for Spanish-speaking broadcast stations.

Weather-Trac will offer UPI's Custom News subscribers diversified and customized weather forecasts, including travelers' forecasts, ski reports, weather history, marine reports, the local tanning index, and severe weather potential. The expanded Spanish coverage will draw on the network's global newsgathering operation, and will provide an increased amount of U.S. national and regional news, and greater coverage of Mexico, Puerto Rico, and the Caribbean — all written and delivered in Spanish.

AP Radio Marks 10th Anniversary

Ten years ago this Monday, (10/1), 14 Associated Press employees set up a small newsroom four blocks from the White House in Washington, DC. Equipped with only two tape intake positions and three studios, AP Network News was born.

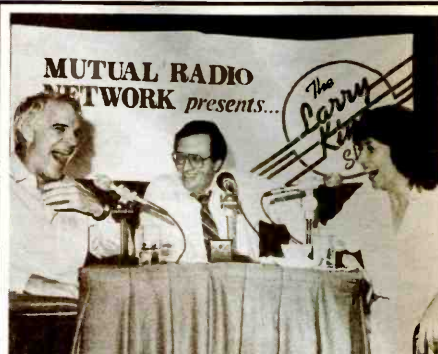
Since that time, AP's non-commercial radio operation, which began service with only 200 radio stations and 18 daily newscasts, has grown to serve more than 1100 worldwide radio affiliates with 54 newscasts and dozens of other regular programming features. The program schedule includes 12 business shows, five farm programs, and up to 24 sportscasts, and the network operates additional fulltime radio bureaus in London, New York, Los Angeles, and Dallas.

The network's new Broadcast News Center in Washington now has a staff of more than 70, working from a fully-computerized newsroom on 30 video display terminals, two Supermouse computers, a 64-channel audio system, and 125 telephone switching lines. The news service is distributed over AP's satellite system on Westar III, reaching more than 900 wholly-owned satellite dishes at radio stations throughout the United States.

Congratulations, AP, on a decade of service to the radio industry.



MR. MICROPHONE — ABC sportscaster and ex-Monday night legend Howard Cosell (c) is presented The Radio Award at the Tuesday luncheon at the RCPC. Presenting the award to Cosell is Ben Hoberman, President, ABC Radio Division (r), while luncheon emcee and ABC Talkradio host Michael Jackson looks on.



I LAUGH L.A. — Steve Martin and Lily Tomlin, stars of the new Universal film "All Of Me," entertain themselves, the audience, and Larry King during a segment of the "Larry King Show," broadcast live from the Bonaventure Hotel in Los Angeles during the RCPC.



HOT COMFY HITS — Program consultant Mike Joseph (l) and TM Communications President Pat Shaughnessy signed an agreement at the RCPC last week for a joint venture to market and syndicate two formats: Joseph's popular "Hot Hits" format, and his newest creation, "Comfy."

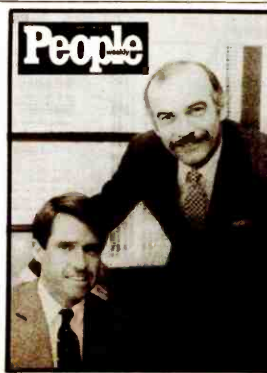


COUNTING COUNTRY — Hank Williams, Jr. was the featured guest artist on last weekend's "Weekly Country Music Countdown" from United Stations. Pictured (l-r) following Williams' interview for the program are United Stations' Len Siegfried and Ed Salamon, and Williams.

RKO PRESENTS

The "People Magazine Minute"

People magazine and RKO Radio Networks have signed an agreement to co-produce "People Magazine Minute," a new 60-second program scheduled to premiere October 29. The short feature, hosted by RKO news correspondents Therese Crowley and Ross Klevan, will focus on entertainment personalities: the superstars of show business, politics, and the arts, as well as ordinary people in extraordinary situations. RKO will feed ten different "Minutes" each week exclusively to its affiliates via satellite from network headquarters in New York.



COUNT 'EM DOWN — Westwood One has signed Z100/New York Program Director Scott Shannon for a three-hour CHR countdown show, "Scott Shannon's Rockin' America Countdown." The program, produced in conjunction with Melrite Communications, will be produced in New York and distributed in digital stereo on Satcom 1-R.

A WINNING WEEK AT E/P/A!



**MATTHEW
WILDER**

CIIR NEW & ACTIVE
✓ 108/21-45%

"BOUNCIN' OFF THE WALLS"



CYNDI LAUPER

CIIR BREAKERS
#1 MOST ADDED!
✓ 168 STATIONS 69%

"ALL THROUGH THE NIGHT"

Portrait

CULTURE CLUB

#2 MOST ADDED!
✓ 116 STATIONS 48%

"THE WAR SONG"

Virgin

Epic



MUSIC CALENDAR

NEWS & INFORMATION FEATURES

OCTOBER 1-7, 1984

The Weekend	
OCTOBER 6-7	
American Christian Countdown	(SP)
1st Anniversary Review	
American Gospel Rock Countdown	(SP)
Rob Casella	
Captured Live	(RKO)
Stray Cats	
The Countdown	(WO)
Carol Lynn Townes/Alisa Myers	
Countdown America w/ John Leader	(RKO)
Thompson Twins	
Dick Clark's Rock, Roll, & Remember	(US)
Jay & The Americans	
Dr. Demento	(WO)
George Carlin	
Gary Owens' Supertracks	(CRN)
Chicago/Paul Anka	
The Great Sounds	(US)
Mills Brothers	
Guest DJ	(PPM)
Fee Wayoll	
Hot Ones	(RKO)
Steve Miller	
Hot Rocks	(US)
Culture Club	
Metals'hop	(MJJ)
Motley Crue	
Music & Memories	(SBS)
Billy Preston/Mary Alan/Alex Kama	
Rare & Scratchy Rock & Roll	(PIA)
Don & The Belmonts	
Rick Dees' Weekly Top 40	(US)
Chicago	
Rock Album Countdown	(WO)
Krokus/Billy Squier	
Rock Chronicles	(WO)
America: First Impressions	
Rock Over London	(RI)
Ian Anderson	
Rock's Leading Ladies	(BR)
Patty Smyth/Pat Benatar/Grace Slick/Belinda Carlisle	
Silver Eagle	(ABCE)
Ricky Skaggs/Teri Gibb/John Anderson	
Solid Gold Country	(US)
Anne Murray	
Source Special	(SOU)
Last Tapes	
Weekly Country Music Countdown	(US)
Ricky Skaggs	

The Week Of	
OCTOBER 8-12	
Budweiser Concert Hour	(WO)
Midnight Star	
Country Closeup	(NP)
Country Music Month Special Part 2	
Earth News	(WO)
Patty Smyth/Jon Warner/Howard E. Rollins, Jr.	
In Concert	(WO)
Whiteyana/Lita Ford	
Innerview	(IN)
Lita Ford	
Live From Gilley's	(WO)
Jerry Lee Lewis	
Music Makers	(NP)
Mel Torme Part 1	
Oh The Record	(WO)
Cara/U2/Krokus	
Oh The Record Special	(WO)
Jefferson Starship	
Special Edition	(WO)
O'Jays Part 2	
Star Trek Profile	(WO)
Chicago Part 2	

Saturday	6
OCTOBER	
Country Calendar	(CW)
Johnny Lee	
Musical	(ME)
Shirley Jones	
Sunday	7
OCTOBER	
Country Calendar	(CW)
Earl Thomas Conley	
Redioscope	(LBP)
Miums/Jeff Tyzk/Randy Hill	
Rolling Stones' Continuous History Of Rock And Roll	(ABCR)
Name That Band	
Monday	8
OCTOBER	
Country Calendar	(CW)
Lita Jimmy Dickens	
Rare Trax	(CW)
Del Leppard	
Retro Rock	(CW)
Billy Squier/Pat Benatar	
Rockline	(GSN)
Billy Squier	
Sound Check	(RKO)
Hill & Oates	
Tuesday	9
OCTOBER	
Country Calendar	(CW)
Charley Pride	
Rare Trax	(CW)
Del Leppard	
Sound Check	(RKO)
Corey Hart	
Wednesday	10
OCTOBER	
Country Calendar	(CW)
Tanya Tucker	
Rare Trax	(CW)
AC/DC	
Sound Check	(RKO)
Tommy Shaw	

Thursday	11
OCTOBER	
Country Calendar	(CW)
Dottie West	
Rare Trax	(CW)
AC/DC	
Sound Check	(RKO)
Glen Frey	
Friday	12
OCTOBER	
Country Calendar	(CW)
Dave Allen Coe	
Rare Trax	(CW)
AC/DC	
Sound Check	(RKO)
.38 Special	

PROGRAM SUPPLIERS KEY

ABCD = ABC Direction Net
 ABCE = ABC Entertainment Net
 ABCR = ABC Rock Net
 ABCY = ABC Youth Nets
 AMB = American Media Services
 AP = Associated Press
 ABR = All Star Radio
 BR = Barnett-Robbins
 CB = Continuum Broadcasting
 CBS = CBS Radio
 CBR = CBS Radio/TV
 CRN = Creative Radio/Net
 CW = Clayton Webber
 DCA = DC Audio
 DR = DR Broadcasting
 GSN = Global Satellite Net
 IN = Interview
 IS = IS INC
 LBP = Los Bailey Prod.
 LW = London Weeklings
 MMB = Mutual Broadcasting
 ME = Multimedia Enterprises
 MJJ = MJJ Broadcasting
 NBC = NBC Radio
 NP = Newwood Productions
 NSSA = NSSA Productions
 PFM = PFM Inc.
 PG = PG Prod.
 PIA = Public Interest Aff.
 RI = Radio International
 RKO = RKO Radio Net
 RKO1 = RKO One
 RKO2 = RKO Two
 SSB = Strand Broadcast
 ST = Syndicate II
 SOU = NBC The Source
 SP = "The Spirit" Productions
 TRAN = Transtar
 US = The United Stations
 WO = Westwood One
 YRN = York Radio Network

Lifestyle	
Coping With (SOU)	Bang Broke (10/1) Misunderstanding (10/2) Betrayal (10/3) Setting Practices (10/4) Practicality (10/5)
Lifelines w/ Bill Fantini (ABCR)	Stanley H. Kaplan/standardized exams (10/1)
Playboy Advisor (WO)	He dislikes variety/ste wants revenge/ he parents are financially irresponsible/ newlyweds live with Momma/can't forget early transgressions/he can't enjoy business success/ no-res punishment/he's becoming alcoholic/boyfriend isn't turn-on/she won't quit her job (10/1-5)
Spaces & Places (WO)	Voice Therapy: How To Sound Your Best (10/1-5)
General Information	
Brad Messer's Daybook (WO)	Satellites/Ford Model T (10/1) Greatest Show On Earth/Gandhi (10/2) Transatlantic flight/visceroles (10/3) Lightbulb/Dick Tracy (10/4) Dalarna/Yom Kippur (10/5)
Computer Program (PRN)	Keyboards/monitors/ROM & RAM/ Bits & Bytes/memory (10/1-5)
Getting Ahead (YRN)	Retirement & Estate Planning (9/30)
Health Care (PIA)	Take A Load Off Your Feet (9/30)
Medscan (PIA)	Laugh Therapy (10/1) S.A.R.A.H. (10/2) Artist Hazards (10/3) Music Therapy (10/4) Healthy Fast Foods (10/5)
Minding Your Business (NP)	Dr. Mechtowicz/carbonless paper dangers (10/1) Action 2 boot/burush (10/2) Product Business Centers (10/3) R & D "blind pools"/robot bartender (10/4) New medical technology/chocolate photos (10/5)
Public Affairs (PIA)	Baby Hunger (9/30)
Sound Advice (PRN)	Test your records/stereo shopping/ best bass/mixrange/highs (10/1-5)

News/Talk/Sports	
News Blimp (PRN)	Fading blue jeans/Photo convention/stagnant home computers/dunk boosters/Muzak (10/1-5)
Newsline (NBC)	Never Too Late (10/1-5)
Sporting News Report (CW)	Pete Rose/Pittston Thomas/Lee Stockal (10/1-5)
Comedy	
Daily Feed (DCA)	First debate primer/victory tom/ Resign 335 card/mice cause cancer/ hackers (10/1-5)
Jack Carney's Comedy Show (CW)	Unusual Occupations (10/1-5)
Laugh Machine (PRN)	Robert Klein/Rip Alford/Eddie Murphy/ Bob Newhart/Jackie Mason (10/1-5)
Radio Hotline (ASR)	Still waiting/you're my station/ Norway/Dad/reporter (10/1-5)
Stevens' & Grdnic's Comedy Drop-Ins (ASR)	Live-in lovermy doctor's doctor/funny school/ Play "Mickey" For Me/How To Pick Up Girls 101 (10/1-5)
Entertainment	
Entertainment Update (CBS)	Yvette Mimieux/Cameron Crowe/Wham/ Pointer Sisters (10/1-5)
Rock Notes With Pat St. John (ABCR)	Byron Adams (10/1) Sing (10/2) Spandau Ballet (10/3-5)
Rock Report (SOU)	Aztec Camera/Psychodelic Furs (10/1)
Screen Scenes (SOU)	Amadeus (10/1) Places In The Heart (10/2) Hive II (10/3) Love Streams (10/4) Weekend Hits & Misses (10/5)



DOUBLE HELIX FACE OFF — MJJ Broadcasting's Gary Krantz recently had his face rearranged by Helix's Brian Vollmer (l), while another Helix, Paul Hackman, stuck it out and kept MJJ's Dave Schupps (r) preoccupied.



ON THE RIGHT TRACK — RKO sportscasters Charley Steiner and John Madden (center) recently railroaded a group of guests from Chicago to the Olympics in Los Angeles, where they all attended the Opening Ceremonies and various sporting events of the 1984 summer games.



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MARKET'S FIFTH CHR

WRXT Drops AOR For CHR Format

Porter Broadcasting's WRXT/Buffalo became the market's fifth CHR station last week, dropping AOR and hitting the air with the slogan "All Hit 98 1/2 RXT." VP/GM Bruce Biette explained, "CHR is where the action is. We feel we made the best shot we could at AOR, but our growth was slow."

Biette continued, "We're positioning ourselves right after WNYS, which we feel is really the true CHR in the market. The others, while calling themselves CHR, are a little off the mark. Because of our CHR success at sister stations WIGY/Bath, ME and WERZ/Exeter, NH, we know we'll end up victorious."

Operations Manager/PD Mike Bushey added, "We came out of the box throwing flames at the market. I really think there is room for another CHR in town. We're set to sound big and dynamic, and that's how we're going after the market."

Lodge

Continued from Page 3

standing of the sales and marketing functions as well."

Lodge joins Highsmith after four years with Sunbelt Broadcasting, the last two with Transtar as Director/Affiliate Connection. He stated, "Highsmith is a very aggressive, expansion-minded group. The corporate management has a keen sense of programming nuances, and having worked with Ivan, I look for some very exciting things to emerge."

Iglesias On Bel Air Place



Julio Iglesias is greeted by Columbia execs after a show in L.A. His current tour is in support of the "1100 Bel Air Place" LP. Pictured here are (l-r): Columbia VP Ray Anderson, Julio Iglesias, Columbia's Senior VP/GM Al Teller and VP Mauri Lathower, and CBS Songs President Michael Stewart.

Capitol's New Tribe



John Jarrett's Tribe, a new band hailing from New York, has just signed with Capitol Records. Their debut LP is due out in August, and a tour is scheduled for late summer. Shown at the signing are (l-r): Tribe manager Stan Poses, Tribe members Phil Grande, John Jarrett, and John Roverio, Capitol VPs Bruce Garfield and Don Grierson, and Tribe member Greg Baze.

Lionel's Canadian Quintet



Quality Records presented Lionel Richie with quintuple platinum for his "Can't Slow Down" LP after a recent show in Vancouver. Here with Lionel are (l-r): Quality's Debbie Wood and Ned Talme, Motown's Larry Macrae, and Roy Rindahl and Doug Kinschuk of Quality.

SUPER WEEKENDS

Culture Club
October 6-7

Hot Rocks
Mool & The Gang
October 27-28

THE
Merle Haggard
STORY
October 27-28

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THE WEEKLY COUNTRY MUSIC COUNTDOWN

6-7 **RICKY SKAGGS**

13-14 **REBA McENTIRE**

20-21 **JOHNNY LEE**

27-28 **B.J. THOMAS**

SOLID GOLD COUNTRY

6-7 **ANNE MURRAY**

13-14 **RONNIE McDOWELL**

20-21 **RAY PRICE**

27-28 **GEORGE STRAIT**

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KKUA & KQMQ Reset Management

At KKUA & KQMQ/Honolulu, longtime broadcaster Don Metzger has been named Station Manager. At the same time, Lynette Ching was elevated to Sales Manager, while Kimmo Akane succeeds exiting Austin Vali as Director/Operations.

Regarding the promotions, President/GM Dennis Brown said, "Don and I have been competitors in the marketplace for the last ten years. I've always felt he belonged on our side. Lynette's done everything we've ever asked of her, and then some. I'm pleased she's getting the recognition she truly deserves. As for Kimmo, we're delighted to be able to afford to be able to move forward to meet the challenges of the '80s with a consummate professional of his stature."

Metzger joins KKUA & KQMQ

after three years in television sales cross-town. Prior to that, he served 12 years as GM at neighbor KGU. He said, "I look forward to being a member of the KKUA/93FMQ broadcast team."

A four-year station sales executive, Ching moves up from her post as Local Sales Manager. She told R&R, "I'm looking forward to an exciting and challenging year with bigger and better things yet to come."

Now in his fifth year with the stations, Akane has spent the last 12 months as PD for KQMQ. "I appreciate Dennis's vote of confidence," he stated, "and will continue giving my best to both stations."

KDIA

Continued from Page 1

complement my programming/news/administrative background. I was looking for someone who had not only run an all-News station, but who had also come from a strong sales background."

Powell added that KFYT will retain several KDIA staffers, and will hire additional personnel, primarily for the programming department.

FIRST APPOINTMENTS SET

EMI/Lundvall Label: Manhattan Records

Bruce Lundvall's new EMI New York-based label, whose formation was announced in early June, has been named Manhattan Records and has set its first appointments.

Former CBS VP Stephen Reed has been named Senior VP, while Stan Snyder, former VP at Cleveland International, becomes VP/Sales & Merchandising. Heading Contemporary A&R is Bruce Garfield, transferring from a Capitol VP/A&R position, while ex-Arista A&R Director Jerry Griffith is VP/Black Music A&R.

The label plans to release about

15 albums starting next year, and will also reactivate the Blue Note jazz label with new product and a substantial number of reissues.

EMI Music World vice Chairman Bhaskar Menon commented, "The establishment of Manhattan enhances our ability to attract artists, particularly from the wealth of black music and rock & roll talent on the East Coast." Lundvall cited a broad spectrum of planned artist signings and an emphasis on 12" singles. Speaking of Reed, Lundvall said, "He is an outstanding addition to our management

team," adding that at CBS Reed "was instrumental in implementing a global approach to marketing."

Christopher Programs WLRS

Brian Christopher, interim PD at WLRS/Louisville since Lee Masters left four months ago to become GM at KWEN/Tulsa, has been officially promoted to PD. In addition, morning personality Lisa Lyons has been promoted to MD.

VP/GM Louisa Henson told R&R, "Brian's excellent in every respect. Both these fine people are responsible for the recent increases in our ratings."

Christopher, who joined WLRS in 1981, told R&R, "This is my first chance to prove my abilities in programming, and I'm looking forward to the years ahead at WLRS. I'm confident the results of the fall Arbitron will prove once again the timeliness and momentum that CHR has accumulated today."

Brooks

Continued from Page 1

EZ three and a half years ago and previously was an Account Executive for Torbet Radio. She commented to R&R, "This is my first GM position. EZ is going to win in Washington, and I'm thrilled to be a part of it." Both promotions take effect October 1.

Gamblin WHAS & WAMZ's New Station Manager

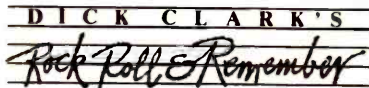
KKBQ-AM & FM/Houston GSM Sandy Gamblin has accepted the Station Manager's post at WHAS & WAMZ/Louisville. Gamblin, who fills the opening left last month when Mike Crusham joined KRMG/Tulsa as GM, assumes his new duties in mid-October.

WHAS, Inc. President/GM Bob Morse commented, "Sandy has brought KKBQ from practically a loss position to the number one

billier in the market. He is immensely qualified, and highly recommended by both the people he has worked for and the people who've worked with him."

Gamblin spent over five years with KKBQ, joining as an Account Executive before moving up to GSM in 1981. He told R&R, "The opportunity was just too good to pass up. WHAS & WAMZ have been market mainstays for years, and I feel very fortunate."

OCTOBER 1984



6-7	CHICAGO	6-7	JAY & THE AMERICANS	6-7	MILLS BROTHERS
13-14	TWISTED SISTER	13-14	SLY & THE FAMILY STONE	13-14	HELEN WARD
20-21	SCANDAL	20-21	NEIL DIAMOND	20-21	SY OLIVER
27-28	JEFFREY OSBORNE & JOYCE KENNEDY	27-28	GLADYS KNIGHT & THE PIPS	27-28	ROBERT GOULET

Management

HUMAN RESOURCES REVISITED

Improvement Through Planning

By Michael Hauptman

Gary Kaplan's article, "Mining Radio's Talent Resources" (R&R 7-13), was a sweeping indictment of the radio industry's human resource management practices. Radio is a people business, said Kaplan, but it uses "seat of the pants" methods to identify and develop future management talent.

As gingerly as a man with a message of criticism can be when the message is directed to an audience of present and potential clients, Kaplan suggested that the general lack of systematic recruiting, training, and development of prospective radio management people — coupled with an insular old-boy network which effectively screens out talented future managers because they are women, minorities, or come from "non-related industries" — produces "second-string people." These people, he correctly observes, threaten the future growth and viability of the increasingly complex and competitive radio industry.

No Vacancy

The picture Kaplan paints of an inbred industry constantly tapping the "same old tired bodies" to plug holes in the dike is precisely 180 degrees from the ideal recruiting method described by management consultant Jack Falvey in a recent *Wall Street Journal* (Management Journal) column. Falvey views the search for good talent as a major management responsibility deserving of an important share of management time and effort. "The best time to interview is when no vacancy exists," says Falvey. "No quick decisions. No pressure. No hiring the 'best available.'"

"There is nothing less likely to be attained than a vision pursued without planning or commitment."

Falvey attributes the loss of valuable potential management talent to a failure to recruit on an ongoing, preemptive basis. He even goes so far as to suggest that in the course of continuously prospecting for talent, if someone with outstanding qualifications or potential appears, he or she should be hired *whether or not an opening exists*. "It is good business to have an occasional reserve person. If you find a hot one, don't let him get away," says Falvey.

Perhaps the primary difference between the management development style decried by Kaplan and that which Falvey proposes lies not so much in one's vision of good human resource management as it does in one's commitment to *planning*. Poor or nonexistent human resource planning produces the results Kaplan described.

A Planned Approach

Whether or not you agree with Falvey that managers should discipline themselves to invest five to ten percent of their time in-

terviewing prospective candidates — for a position that may or may not exist — his is nothing if not a planned approach to improving the quality of an organization's management talent. Poor or nonexistent planning reveals itself not only in the human resources of a radio station or network, but in other key management areas.

Take sales, for example. No less a radio-rocker than Bill Stakelin, the RAB's dynamic new President, echoes Kaplan's concern about "seat of the pants" management. But Stakelin's focus is radio sales. In his "New Year's Resolution of Radio" Stakelin said, "Too often a strategic sales program consists of nothing more than monitoring the station across town and switch-pitching their clients. The side effect is that we antagonize and cannibalize each other, and then turn around and wonder why the pie isn't growing." The reliance on switch-pitching business developed by someone else frequently indicates the absence of any plan for generating sales.

Developing and implementing a human resource plan at your radio station is not that difficult. An honest and constructive analysis of your key people's strengths and weaknesses, a succession chart indicating likely choices within the organization to succeed promotable people, the continuing talent search described by Falvey — all are elements in such a plan. They require little more than time and commitment to execute. Planning for sales is more complex. It not only deals with areas

"Developing and implementing a human resource plan at your radio station is not that difficult."



within the organization which, presumably, are under management's control, but with such uncontrollables as the economy, competitive environment, and station marketplace position.

Preparation of such a plan is impossible without good data. In a *Harvard Business Review* article, "The Reality Gap in Strategic Planning," co-authors R.N. Paul, N.B. Donovan, and J.W. Taylor cited a number of specific actions they view as required in the creation and implementation of a valid and actionable plan. Data on one's competitive environment is among the most important. "It is a central premise of U.S. marketing that if a successful company is to understand its own position and, more important, predict its future position in (its) environment, the management must have a firm grip on three factors: the company's own historic sales trends, the trend of the total market for its products, and the relative position of its competitors," wrote the authors. "The fact that these data may not be readily available is not an acceptable excuse for not acquiring them. In fact, collecting these data is probably the most critical aspect of the entire . . . planning activity."

It would appear that any organization or industry devoted to sales planning would require this kind of data as a base for predicting and projecting sales. Isn't it interesting that ever since 1980, when the FCC ceased to require radio stations to report on sales, there has been no such data base available and no groundswell of concern from most station owners and managers? This despite the best efforts of all the major radio industry trade organizations to motivate and encourage their

members to provide and pool this data. Without it, good sales planning is not possible. Because it does not exist, it is fair to speculate that little, if any, meaningful sales planning is going on today in the radio industry. All of which may help explain why Stakelin wonders "if we are capable of positively presenting our case for radio's benefits?"

Curing The Disease

Kaplan and other experts have called the industry's attention to symptoms which point to a potentially fatal disease. The symptom in personnel — a lack of good people as a result of industry recruiting and development practices. The symptom in sales — a lack of good data upon which to base decisions in the sales and marketing areas. The disease — a general lack of a commitment to planning as a means of achieving goals and objectives — infects the very largest and smallest radio organizations. The disease may not be terminal. But it could be if we don't give a higher priority to planning.

One cautionary note from this writer's personal experience: If the disease is a lack of understanding and commitment to planning, then the medicine is a well-constructed, goal-oriented, information-driven plan. Such a plan must have certain ingredients and requires a vision of the organization as its leaders would like it to be.

This vision must be communicated to and shared by those in a position to help or hinder its realization. The plan must have goals, strategies, and timetables. It must have contingencies should unexpected events or circumstances intervene. Finally, and perhaps most important, there must be an ongoing commitment to achieving the plan. There is nothing less likely to be attained than a vision pursued without planning or commitment. Such a plan, such medicine, is powerful stuff. Properly prescribed and administered, it is a miracle drug. Carelessly applied, the results can be fatal. A faulty plan gives a false sense of security to those operating within its parameters and is worse than no plan at all.

Are the "second-string people" Gary Kaplan describes up to the task of planning and implementing the changes required if radio is to grow and prosper? What about those future managers whom Bill Stakelin found monitoring the station crosstown and switch-pitching their clients? I wonder.

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Michael Hauptman is a radio veteran whose background includes posts as Sr. VP/ABC Radio Division and VP, ABC Radio Enterprises. He currently serves as VP of ABC Video Enterprises.



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Street Talk



He won't be leaving for another month, but **WYNY/NEW YORK PD RICK TORCASSO** has resigned, owing to philosophical differences regarding the station's formatic direction. Mighty big opening there for the right person.

Now the rumors intensify within the **CBS-FM** Group as **WHTT/BOSTON's RICK PETERS** leaves a programming slot open. Will a current **CBS-FM PD** be "moved" into Rick's already successful situation so that "some new blood" can be transfused into that programmer's "not yet successful" station? **CBS-FM VP/Programming BOB VANDERHEYDEN** is vacationing until mid-October, so a decision may not be finalized until then.

Lots of talk about the management/programming team of **KKBQ-AM & FM/HOUSTON** and that duo's future plans. Will **PETE SCHULTE** and **JOHN LANDER** stay on when **GANNETT** officially takes over? Or will the two form their own investment group and enter ownership on their own? We do know that Gannett Radio President **JOE DORTON** met with Pete and John at **RCPC**, and has expressed his desire for them to stay with the Houston stations.



John McGhan
October 26.

After three short weeks as producer of **WNEW-FM/NEW YORK's** morning show, former Source and Rolling Stone Productions executive **JOHN MCGHAN** has been named **VP/Programming** for **TED TURNER's** "Cable Music Channel." The first direct competitor for **MTV** is scheduled to debut

After over three years as Research Director at **KNIX-AM & FM/PHOENIX**, **MICHAEL MALLACE** joins **JEFF POLLACK COMMUNICATIONS** as Director/Research and Programming. Executive **VP/Programming AL PETERSON** exited **JPC** last Wednesday over philosophical differences. Al can be reached at (213) 821-3715.

Congratulations to new **BLACK MUSIC ASSOCIATION** President **EWART ABNER** and Executive **VP JACK "The Rapper" GIBSON**.

BONNIE BROOKS, newly-appointed GM of **EZ COMMUNICATIONS' WEZR/WASHINGTON** (see Page 1), will marry **BOB REICH**, VP/GM of sister station **WEZB/NEW ORLEANS**, November 3. We've always heard that **EZ Communications** was a tight-knit organization, but management marriages? Look for both managers to work up substantial airline tradeouts between the two markets.

Speaking of tightly-knit . . . check out the staff of **WTPI/INDIANAPOLIS**. **GSM PAM CARR** is married to **WFBQ** afternoon man **STEVE COOPER**. **WTPI** evening personality **PAUL POTEET** is married to 10pm-2am jock **JENNIFER CARR**. Now, Jennifer and Pam are not related, but Paul's former air name was Jim Carr, which just happens to be Steve Cooper's **REAL** name. What any of this means is unclear.



BURBACH BROADCASTING has promoted **K104/ERIE PD BILL SHANNON** to the newly-created post of **VP/Operations** for the seven-station chain. **DOUG NEVEL**, who had been Bill's Assistant PD for the past two years, succeeds Bill, becoming only the second PD in the station's history. **K104 & WEYZ GM HOWARD NEMENZ** was also promoted to **Corporate VP/Marketing**. In addition to the Erie outlets, Burbach owns **OK100 & WKRT/ITHACA, WXIL/PARKERSBURG, and WIXV & WKBJ/SAVANNAH**.

From our "Truth Is Stranger Than Fiction" Department comes this item which has been widely reported in the "humorous news" sections of papers all over the world. The Orient Express (world-famous Paris-to-Venice train) refused to budge after a stop in Innsbruck recently, but the engineers couldn't find any technical reason for the train's immobility. That is, until a search of the passenger compartments turned up a young lady who'd become entangled in the emergency brake cord while making love to her boyfriend. What the news item didn't tell you — the "boyfriend" is a well-known New York-based record executive. You can bet this is one European vacation the athletic executive will not soon forget.

At **Y107/NASHVILLE**, budget cuts have claimed morning team **MATTHEWS & MORRIS** (Trey Matthews & Bill Morris) and afternoon man **RON JORDAN**. All three personalities are available immediately and may be reached through the station — (615) 256-6556.

Back in action within weeks of his last jazz program at **WMAL/WASHINGTON**, **FELIX GRANT** has been hired by **WWRC** to essentially "do his thing" 4-8pm Saturdays.

Former **WHB/KANSAS CITY GM SKIP BROUSSARD** has been appointed GM at crosstown **KCFX**.

Continued on Page 22

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SCORPIONS

"I'M LEAVING YOU"

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 Platinum Album "LOVE AT FIRST STING"

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Marted by PolyGram Records

Street Talk

Continued from Page 20

The great call letters never really change, they just change frequencies. **WHUE-FM/BOSTON** isn't the only station "bringing back" calls we're all familiar with (see Page 3). Same story in Oklahoma City where **KXXY(AM)** will soon become **KCNN**. And in Bakersfield, **KAFY** has put in for **KUZZ**.

The battle for Washington, DC is heating up, and we're not talking about the presidential campaign either. **WASH** jock **DUDE WALKER**, substituting on **BILL TANNER**'s morning show, handed out \$1 million to a retired Exxon salesman, who not only answered his phone "97 WASH-FM," but knew the last three songs Dude played. With a \$1 million giveaway during the first week of the book, one wonders how you follow it up. New to the **WASH** staff is former **KITY/San Antonio PD KID CURRY**.

Curry replaces former **WASH** Assistant PD **QUINCY McCOY**, who has joined the staff of **WKTU/NEW YORK**. **THE MADAME** (aka Jo Wietz), last of **Y100/Miami**, also joins the new-to-CHR **WKTU**. She'll assist **JAY THOMAS** in mornings as well as handle her own 9am-noon shift.

Also in Washington, **WPGC** is now semi-automated from 7pm-6am, running the "Love Songs" format.

Cincinnati Rockers Battle Over Box



When **Q102/Cincinnati** put together its latest promotion, the old "mystery box" bit, the station wanted a secure location for "the box." **Q102** picked the roof of **Riverfront Coliseum**, which seemed reasonable, built the giant box, and went on the air offering cash and prizes to the first listener who could correctly identify the exact contents of the box.

Well, you know how those competitors are, right? **96 Rock** morning personality **Marty Bender** somehow (and he's not saying how) got to the roof of the Coliseum and broke into **Q102**'s giant box. With walkie-talkie in hand, **Marty** broadcast, along with his partner **Ed Fingers** back at the station, from **INSIDE** the box. Naturally, since the **96 Rock** morning duo now knew what was in the box, they called **Q102** and tried to play the contest.

Not amused, **Q102** had **Bender** arrested, and continued the contest hoping that most folks hadn't heard **96 Rock**'s attempted sabotage. And you thought competition was tough in **Cleveland**. **Street Talk's** "Eye In The Sky" snapped this spy-shot of **Bender** about to enter the realm of radio competition.

Former **WSFL/NEW BERN, NC VP/GM ED SEEGER** has joined **WLAT-AM & FM/MYRTLE BEACH, SC** as GM. New owner **RESORT BROADCASTERS OF SOUTH CAROLINA** has upped the power from 26kw to 100kw and switched calls to **WYAV**. The FM will be CHR; the AM will remain Country. A PD is needed for the FM. Contact Ed at (803) 248-9040.



Congratulations to **WPLJ/NEW YORK'S LARRY BERGER** on his tenth anniversary as PD of the **ABC**-owned outlet. Tuesday (9-25) was the big day, marked by a celebration/roast where the specialty "minted" **Larry Berger** \$10 bills were handed out.



CRAIG HUNT had left **WESTERN CITIES' KWSS/SAN JOSE** to join **BLAIR'S WZOU/BOSTON**. No big deal, right? Well,

it seems **Craig** walked out on his employment contract with **KWSS**, and upon his arrival in **Boston** was greeted by **Western Cities'** legal representatives. **Blair** "dispatched" **Craig** to fulfill his contractual obligations in **San Jose**, not thrilled at the prospect of legal action. However, **Craig** has been **MIA** for the past three weeks! This is reminiscent of a similar incident between **Western Cities** and **Jonathon Brandmeier** when he left to join **WLUP/Chicago**. Sources tell us that **Blair** was willing to buy out **Craig's** contract, but **Western Cities** wanted triple its value and a guarantee that he'd stay off **WZOU's** air for at least 30 days. What's the next move? We'll keep you posted.

MIKE BOYLE has been upped from Assistant PD to PD at **WGMJ/ATLANTIC CITY**.



After seven and a half years at **KYNO-FM/FRESNO**, the last five as afternoon man, **DANNY ROMERO** will bring his act to **B100/SAN DIEGO** for evenings. Now the interesting thing about **Danny's** act is his dog, **ROSCOE**, who actually sits in the studio with **Danny** during his show and barks on command. **Danny's** integrated **Roscoe** into his airwork by training the pooch to respond to hand signals. Amazing. Also new to **B100** is Assistant PD and morning show cohost **SCOTT KENYON**. **Scott**, formerly PD of **KYA/San Francisco** and **KIMN/Denver**, was most recently at **Drake-Chenault**.

WMGZ/YOUNGSTOWN, which once defined itself as "Urban-A/C," is now **CHR** under acting PD **DAVE ARBOGAST**. **Dave** is filling in for outgoing PD **TOM OLIVER**. **BRUCE MARKHAM**, formerly **GSM** at **WXUS/Lafayette, IN**, is **WMGZ's** new General Manager.

Is **WFYR/CHICAGO** looking for a new PD? What about current PD **JACK KELLY**? Consultant **WALT SABO** is reportedly talking to some major market programmers about the **WFYR** programming post.



JACK FORSYTHE and **TOM COSSIE** have joined forces to form "Straight Time Marketing & Promotion." The new firm, which will do just what its title says it'll do, will be based in **Pittsburgh** and **New York City**. Additionally, **DAN KELLEY** has joined the new firm, which can be reached by calling (412) 366-7461 or 366-5311.

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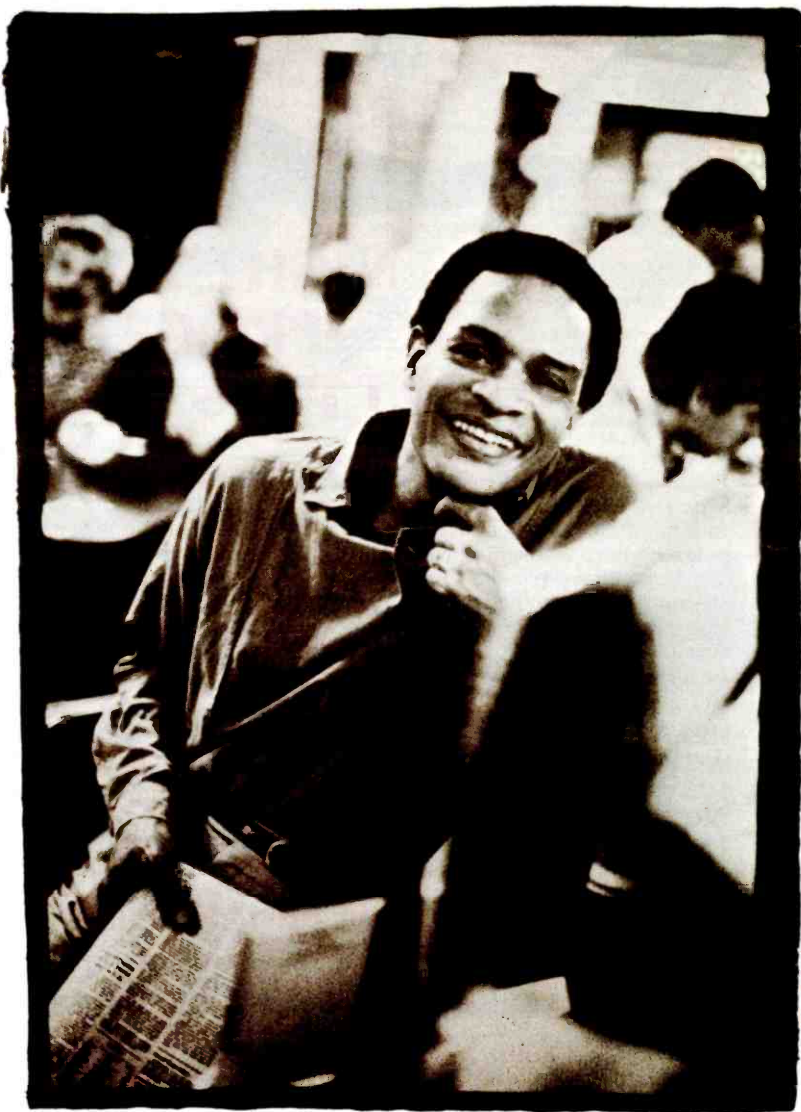
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On The Records



KEN BARNES

Rogers, Carnes & Ingram: Three Stars, One Record

"What About Me" by Kenny Rogers, Kim Carnes & James Ingram seems to be a pioneering record. Of course, it's not exactly an everyday event to find a triple-billed record. The last hit I recall, aside from conventional law-firm trios like Crosby, Stills & Nash, is the Art Garfunkel, Paul Simon & James Taylor version of "Wonderful World" in 1978. But what distinguishes the RC&I single is its tripartite viewpoint.

Three distinct viewpoints expressed by three vocalists is not what you'd call a triad-and-true combination in popular music. Dual viewpoints are common, of course — countless duets or songs that pit the lead singer against the backing vocalists ("Give Him A Great Big Kiss" by the Shangri-Las, for instance). There are a lot of Temptations records with three or four lead singers, but they're all expressing the same point of view. There was even an obscure early '60s record called "Ten Lonely Guys" by Ten Lonely Guys (great concept! Who's got the movie rights?), but if memory serves, they sang it in unison. I can't recall another three-character, three-singer record.



Kenny, Kim & James debut the triangle record

I wonder if Rogers, Carnes & Ingram will start a trend. If Crosby, Stills, Nash & Young ever reunited, they could combine for a real "Four Way Street." Or a quintet of limited-range vocalists could team up for a song called "Five Easy Pieces." Three male singers and three female vocalists could collaborate on a risqué "Sextet." Hey, what am I doing giving away all these fabulous ideas in a column? I should be out forming my own independent production company. Catch you later . . .

Wham! are currently the rage in Britain, with their previous hits "Bad Boys," "Young Guns," and "Wham Rap" eclipsed by their latest, "Wake Me Up Before You Go-Go" and a solo single by member George Michael, "Careless Whisper," which both hit No. 1. Their manager, Simon



Paul, Art & James: What about them?

Ernest Tubb: Country Inspiration

Ernest Tubb's death at 70 brought to an end nearly 50 years of recording and performing country music. His hits were many, from the famous and often-covered "Walkin' The Floor Over You" to his 1979 top 10 album "The Legend & The Legacy." That album contained guest performances by many country notables who were friends of Tubb's, as did his last record, "Leave Them Boys Alone" with Hank Williams Jr. and Wayne Jennings.

Tubb made so many Nashville friends because he always lent a helping hand to new talent. Loretta Lynn and Willie Nelson are among the artists he encouraged early in their careers. Lynn returned the favor by casting Tubb to play himself in the movie "Coal Miner's Daughter." Tubb also had a regular TV program on the Nashville Network recently, and toured over 200 nights a year until 1981. He was an inspiration for generations of country performers, and was one of the outstanding artists who helped establish country music as a successful style.



Down To The Real Nitty Gritty

□ □ □ □ □ □ □ □

The Nitty Gritty Dirt Band's current Country success with "I Love Only You" gives the group 17 years' worth of chartmakers. Their evolution along the way has been convoluted and marked by much personnel reshuffling. Throughout the changes, perhaps their most consistent trait has been a knack for covering interesting songwriters, from the two Jackson Browne songs on their first album (five years before Browne himself recorded) to the Marshall Crenshaw, Bruce Springsteen, and Meat Loaf covers on their current, purportedly country, "Plain Dirt Fashion" album.

The group started in Long Beach, CA around 1966, with Browne as a member (explaining the five songs of his they covered on their first three LPs). However, he split before the Dirt Band's first album in 1967. At that time, they were a vaudevillean jugband who included a few token pop numbers for singles purposes ("Buy For Me The Rain" off the first album became a minor hit). Three of the current members were in the original band: Jeff Hanna, who according to vintage photo IDs went by the nickname "Spanky Duff"; Jimmie Fadden ("Starch Harpo"); and John McEuen ("King O' Banjo"), brother of their longtime manager William E. McEuen (who also introduced Steve Martin). Other members dubbed "Totally," "Raucous," and "Spider Bones" did not stay the course, while present bassist Jim Ibbotson has been on board since the early '70s (with a two-year hiatus) and keyboard man Bob Carpenter joined around 1980 from a group called Starwood.

As the group permutated, the musical styles shifted, with a bit of Buddy Holly coming into play in 1968, and a pop hit in 1970, "Mr. Bojangles" by Jerry Jeff Walker. The minor-hit follow-up was by the then-unknown Kenny Loggins, "House At Pooch Corner." Country was the next significant influence, and it resulted in their epic 1973 collaboration with Roy Acuff, Earl Scruggs, Mother Maybelle Carter, and other traditional country stars, "Will The Circle Be Unbroken." Their version of Michael Murphey's "Cosmic Cowboy" followed in 1974, the group's name changed (temporarily) to the Dirt Band, and in 1980 came a pop hit with Rodney Crowell's "An American Dream." The big switch to a country orientation came in 1982 with hits like "Dance Little Jean" and "Shot Full Of Love," but they were still doing Marshall Crenshaw and Andrew Gold songs. For their earlier 1984 hit, "Long Hard Road," they returned to Crowell for an admirable description of their lengthy and always stimulating career.

Napier-Bell, interestingly, once managed the Yardbirds.

Early Eddie & Cruisers

John Cafferty & the Beaver Brown Band had been playing in New Jersey and elsewhere on the East Coast for several years before their "Eddie & The Cruisers" soundtrack breakthrough, and some of the songs on the album date back quite a ways. One 1980 single, billed as "Beaver Brown," has

"Wild Summer Nights," the flip of "On The Dark Side," on the A-side; "Tender Years," also on the soundtrack LP, is on the B-side.



The photo's on the dark side, but it's early John Cafferty & the boys

R&R ONE YEAR AGO TODAY

- FRANK KABELA NAMED PRESIDENT OF GREATER MEDIA
- HARRY DURANDO BECOMES VP/IGM AT WYNY/NEW YORK
- DAN GRIFFIN NEW VP/IGM AT WRKO/BOSTON
- JAY HOKER NAMED VP/RADIO AT BELO BROADCASTING
- BILL BURNS VP/IGM AT WWSB/TAMPA
- MICHAEL OSTERHAUT VP/IGM AT WRBQ-AM & FM/TAMPA
- MICHAEL HORNE NAMED VP/IGM AT KOY & KQTT/PHOENIX
- #1 CHR: "Total Eclipse Of The Heart" — Bonnie Tyler (Columbia) (2nd week)
- #1 A/C: "True" — Spandau Ballet (Chrysalis) (2nd week)
- #1 COUNTRY: "Don't You Know How Much I Love You" — Ronnie Milsap (RCA) (2nd week)
- #1 BLACK: "Ain't Nobody" — Rufus & Chaka Khan (WB) (2nd week)
- #1 AOR TRACK: "How Can I Refuse" — Heart (Epic) (3rd week)
- #1 LP: "Synchronicity" — Police (A&M) (16th week)

FIVE YEARS AGO TODAY

- AL BRADY LAW NAMED PD AT WABC/NEW YORK
- STEVE WAX RESIGNS AS PRESIDENT OF EA
- #1 CHR: "Sail On" — Commodores (Motown) (2nd week)
- #1 A/C: "Plee" — Herb Alpert (A&M) (2nd week)
- #1 BLACK: "Don't Stop 'Til You Get Enough" — Michael Jackson (Epic) (5th week)
- #1 COUNTRY: "It Must Be Love" — Don Williams (MCA) (2nd week)
- #1 LP: "In Through The Out Door" — Led Zeppelin (Swan Song/Antic) (4th week)

TEN YEARS AGO TODAY

- #1 CHR: "I Honestly Love You" — Olivia Newton-John (MCA) (3rd week)
- #1 A/C: "Tin Man" — America (WB) (2nd week)
- #1 COUNTRY: "I'm A Rambin' Man" — Wayne Jennings (RCA)
- #1 LP: "Not Fragile" — BTO (Mercury)

Record News

Irene Cara has recorded the theme for a children's live-action TV series called "Going Bananas." That's the name of the song, too . . . Bryn Loren of recent "Lollipop Lu" fame was a member of Philadelphia group Cashmiers, who hit the Back/Urban top 15 in 1983 with "Do It Anyway You Wanna" . . . The AOR charts are full of former band members succeeding as solo artists: Billy Idol (Generation X), John Waite (Babys), Peter Wolf (J. Geils), Billy Squier (Piper), Sammy Hagar (Montrose), and Little Steven, formerly of the E Street Band, replaced for now by solo artist Nile Rodgers . . . Metal Shop: Recent platinum albums include "Heartbeat City" by the Cars, "She's So Unusual" by Cyndi Lauper, and 88 Special's "Tour De Force." Gold singles include "Against All Odds" by Phil Collins, Shannon's "Let The Music Play," Lionel Richie's "Hello," and Julio Iglesias & Willie Nelson's "To All The Girls I've Loved Before." Gold albums include the "Against All Odds" soundtrack, Madonna's self-titled debut, Cameo's "She's Strange," Patti LaBelle's "I'm In Love Again," Shannon's "Let The Music Play," and John Anderson's "Wild & Blue."

ROMEO VOID

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



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WNYS 22-16
WPHD 28-26
WBLI on
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B94 add
PRO-FM on
94Q on
Z93 24-22
B97 29

WHYT on
KDWB-FM add
KHTR on
KWK on
WLWL-FM add 33
KIMN on

Q103 34-32
KIS-FM 40-35
KZZP add
KMJK on
FM102 26
KS103 add

XTRA on
KITS on
KWSS on
KPLUS 37



CIIR NEW & ACTIVE

BARBRA STREISAND

"Left In The Dark"

WXKS-FM deb 40
WBLI on
WCAU-FM on
PRO-FM on
Z93 deb 35
I95 deb 33

Q105 deb 29
WHYT on
KIMN on
Q103 on
XTRA add

K104 39-34
KTFM 37-30
Z98 22-16
KO93 33-28
WQCM 38-31
OK100 32-25

Q104 25-22
WIXV 35-31
KBIM 38-34
KIST 40-35
WFMF add
WOKI add

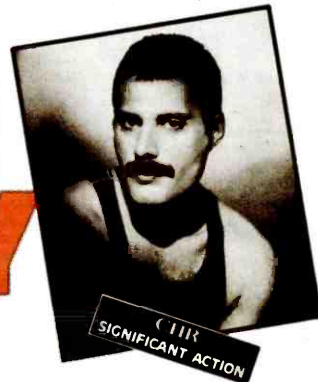
KITY add
WHOT add
KQXR add
WIKZ add
WSQV add
WGLF add

KNIN add
WAZY-FM add
K96 add
SLY96 add

A/C Chart: **13**

FREDDIE MERCURY

"Love Kills"



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WCAU-FM
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Q100
WRCK
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KWIC
WZLD
WANS-FM
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WKDD
WJXQ

WRON
KEYN-FM
KQXR
KOMQ
KSKD
KDON-FM
WFBG
WICY

WERZ
OK100
WKHI
WOMP-FM
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KKQV

WHSL
KWTO-FM
WDBR
KGOT
KBIM
KZOZ
SLY96
OK95

On Columbia Records

R&R

Datebook

MONDAY, OCTOBER 1

A Movie

Four years ago, when "Purple Rain" was only a flicker in Prince's imagination, another Warner's artist was using his label's film connection to issue a semi-autobiographical picture. On this day in 1980, Paul Simon's "One Trick Pony" began its brief theatrical run. "Pony" became relevant again this year when large amounts of its plot showed up in somewhat less somber fashion in the Rick Springfield film "Hard To Hold." (Both had rocker heroes tired of being pressured to grind out the same type of records. Both characters had female interests who thought rock was immature and wanted the hero to quit.) "Pony" was also the source of Simon's last top ten record, "Late In The Evening."

Birthdays: Phillip Oakey (Human League) 1955. Donny Hathaway would have been 39.

TUESDAY, OCTOBER 2

Bee Movie

It was roughly four years ago that "Zenyatta Mondatta" took the Police from underground faves to consistent hit-makers. Almost immediately thereafter, Gordon "Sting" Sumner, who celebrates his 33rd birthday today, was mentioned as Roger Moore's enemy in "For Your Eyes Only." Sumner ended up in "Brimstone & Treacle" for his first starring role, and this year has added a role with Jennifer Beals in the "Frankenstein" remake, "The Bride," and a prominent part in the movie version of "Dune." With the next Police album set to consist of live tracks, Sumner is busy at work on his first solo LP with the team behind Torch Song.

Birthdays: Michael Rutherford (Genesis) 1950, Don McLean 1945.

WEDNESDAY, OCTOBER 3

Wages Of Insanity

The titles of Lindsey Buckingham's two solo hits, "Trouble" and "Go Insane," both have a certain brooding quality about them, which may explain why "Holiday Road" wasn't a hit. Buckingham racks up his 37th birthday today. He was born in Palo Alto, CA and played with Stevie Nicks in Bay Area group Fritz from 1968-1972. When Buckingham/Nicks went solo for three years, it was their producer, Keith Olsen, who became Fleetwood Mac's producer and was responsible for helping to bring the pair into the band. Buckingham's next project, he says, is a new Fleetwood Mac LP.

Birthdays: Chubby Checker 1941, Richard Hell 1949, Eddie Cochran would have been 46.

THURSDAY, OCTOBER 4

Labelle Stars

Two summers ago, after a solo career that had failed to match the lustre of her days with Labelle, it looked as if Patti Labelle would be focusing most of her efforts on acting. Labelle spent the summer of 1982 playing against Al Green in a revival of "Your Arms Too Short To Box With God." She spent the next summer working on her comeback



LP, "I'm In Love Again," with its hits "If Only You Knew" and "Love Need and Want You." Labelle headed the Blue Belles in the early '60s; they took her name in the '70s. Following a ten-year association with various CBS labels, LaBelle should be heard from again shortly on MCA.

Other birthdays: Helen Reddy 1942.

FRIDAY, OCTOBER 5

"Magic" & Technology

As previously mentioned, there may be insanity in Lindsey Buckingham's career but there's pathology in Steve Miller's family. Miller was born 41 years ago to a Milwaukee-born pathologist who brought home guests like Charles Mingus and Les Paul (the latter of whom made Miller one of his proteges). Miller moved through the mid-'60s generation of Chicago blues revivalists (Mike Bloomfield, Elvin Bishop, etc.) before settling in San Francisco. A well-regarded blues-oriented guitarist, he has become known as a studio fanatic. His 1977-1981 recording hiatus was spent tinkering around at his home studio in Oregon. When "Circle Of Love" failed to yield a top-ten hit, he went to its outtakes to come up with "Abracadabra" in 1982. The next album, out imminently, is another high-tech production (featuring computers and two parallel digital systems) entitled "Italian X-Rays."

Other birthdays: Boomtown Rats leader Bob Geldof 1954.

SATURDAY, OCTOBER 6

Continued Infidelity

Although there are denizens of Champaign, IL who still tell stories about seeing REO Speedwagon in local bars during the group's formative years, the band is as much linked with upstate Illinois as downstate. Lead vocalist and chief songwriter Kevin Cronin was born in Evanston on this day in 1951. Cronin replaced original vocalist Terry Luttrell on the group's first LP, then left for three years to try it as a solo act. He returned a year before the group's first AOR breakthrough, the "Live-You Get What You Play For" LP, and was crucial in making REO one of the "mellow-metal" bridges between AOR and A/C. After a two-year hiatus following the release of "Good Trouble," a new REO LP is due shortly.

Other birthdays: Thomas McClary (Commodores), Laudir DeOliveira (Chicago).

SUNDAY, OCTOBER 7

Birth & Death Of A Cougar

John Cougar Mellencamp, who turns 33 today, insists that there was a real pink house whose proprietor beamed at Cougar as he whizzed by on the interstate. A year later, with middle America's linoleum belt firmly immortalized, Mellencamp and MTV teamed up to give away an actual pink house in Mellencamp's adopted home city of Bloomington, Indiana. Success has not noticeably lessened his outspokenness... especially about comparisons to Bruce Springsteen (he repeatedly maintains that, never having heard anything but R&B until a late age, it's not possible) and his early marketing by David Bowie's management company, including the dreaded "Cougar" tag, which he's managing to phase out with surprisingly little problem.

Birthdays: Kevin Godley (10cc) 1945, David Hope (Kansas) 1949.

—Sean Roas

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BRAD MESSER

Rating Talk Show Guests

Unlike sex, which is still pretty good even when it's terrible, interviews run a full range from stunning success to abysmal flop. A daily radio talk show has a voracious appetite for material, but scheduling an interview with an unknown is like rolling dice: there's no predicting whether the guest will be a fascinating fellow or a nerd. We can't judge a book by its cover, or radio guest by his press release.

It would be much easier if potential talk show guests were rated, as are motels and movies and restaurants, enabling a scheduler to simply invite only four-star folks who know how to help make a program sparkle.

Any of us could make the how-many-stars decision because there's probably very little difference of opinion among programmers as to what comprises a good interview. There might be some quibbling, but it's likely we could all generally agree on a formula along these lines: one star for interesting, two for interesting plus articulate, three if he also provides accurate and original information, and four for all of the above plus a few good laughs. Whatever the star-rating formula, it wouldn't require any guts to rate someone with three or four stars.

The problem arises with no-star people. Who among us would have the fortitude to

publicly label someone a zero? His publicity tour, promoting the new book or whatever, would dry right up, and it would probably take Zero no more than 15 minutes to get a lawyer who would launch a big, fat lawsuit at the rater.

That coin has two sides. If people out on the talk circuit had their own rating service, they would avoid those of us whom their fellow interviewees had labeled as having zero interviewing talent. Whether this mutual rating process might soon lead to clearing the airwaves of all untalented interviewees and all uninteresting show guests, I don't know, but the caseload in the American judicial system would likely jump 15 notches as everyone sued everyone else.

Maybe that's why there are no such ratings. And maybe not. As this is being written, Howard Cosell hadn't slapped a lawsuit on anyone over the "Entertainment Tonight" report claiming CBS decided not to air an interview with ABC's articulate sports announcer because, Mike Wallace allegedly said, the Cosell interview was "boring."

If no legal dogfight develops from that, maybe interview hunters can consider developing the guest-rating service after all.

MONDAY, OCTOBER 1 — America began compiling the first daily weather reports, covering only two dozen Eastern cities. 112 years ago today (1872). Now US satellites see the entire planet from stationary orbits 22,000 miles high.

In 1908 Henry Ford introduced his four-cylinder 1909 Model T. A convertible retailed for \$850, not including headlights, windshield, or cloth top. Mass production eventually enabled Ford to get the price down to \$260.

Seven-time American League batting champ Rod Carew 39. Julie Andrews 49. Richard Harris 51. Former President Jimmy Carter 60. James Whitmore 63. Walter Matthau 64.

TUESDAY, OCTOBER 2 — P.T. Barnum was never known for modesty. When he organized his traveling circus he named it the Greatest Show On Earth. It made its New York City premiere 113 years ago this week. The show, now the "Ringling Brothers, Barnum and Bailey Circus," has operated continuously since 1871 (with various owners) and is the world's longest-surviving circus.

Mohandas Gandhi was born in India in 1869. He pioneered the tactic of nonviolent civil disobedience, effectively used in the US Civil Rights movement in the Sixties and now employed by segments of the Nuclear Freeze movement.

Charlie Brown, Snoopy, and Lucy VanPelt turn 34 today: Charles Schultz introduced the comic strip "Peanuts" in 1950. Musician Don McLean 39. Maury Wills 51.

WEDNESDAY, OCTOBER 3 — The first videotape recording was made 32 years ago today (1952). The videocassette recorder is now the fastest-growing home appliance. Attorney Fritz Attaway, Vice President of the Motion Picture Association of America, says research indicates that "in some areas of the world, people are watching pirated films through VCRs more than any other kind of entertainment material." Moviemakers blame piracy for up to one billion dollars in annual revenue losses.

The first airplane to fly nonstop across the Pacific Ocean departed Japan in 1931. After Clyde Pangborn and Hugh Herndon flew 4558 miles in 41 hours, 13 minutes, they crash-landed in Washington state.

Lindsay Buckingham of Fleetwood Mac 35. Chubby Checker 43. Gore Vidal 59.

THURSDAY, OCTOBER 4 — The first Dick Tracy comic strip appeared in 1931. "Actually, Chester Gould created a comic strip called Plain Clothes Tracy," says Museum of Cartoon Art Director Chuck Green. The *Chicago Tribune* publisher "renamed the strip Dick Tracy. Dick was slang for detective at the time." Gould is now in his eighties and still supervises the comic strip.

The USSR launched the first artificial Earth satellite Sputnik-1 ("fellow traveler") in 1957. Janis Joplin died in 1970. Country musician Leroy Van Dyke 55. Charlton Heston 60.

FRIDAY, OCTOBER 5 — The "Great Coffeyville Kansas Raid" was 92 years ago today (1892). The last of the famous Old West outlaw gangs, the Daltons, attempted to rob two banks simultaneously, but citizens ended the getaway with a spray of gunfire which killed four of the five robbers. The bodies of the outlaws were dragged together and photographed, and it is that death photo Levi Strauss refers to in its TV ads which say the Daltons "posed for their last picture" wearing Levi's jeans.

Beatles released first single "Love Me Do," 1962. BBC-TV premiered "The Monty Python Flying Circus" 15 years ago (1969). Polish labor leader Lech Walesa won the Nobel Peace Prize 1983.

Steve Miller 41. Glynis Johns 61. Tomorrow (10-6) Thomas McClary of the Commodores 35. Sunday (10-7) June Allyson 61.

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JOEL DENVER

WBLI'S SUCCESS STORY

Overcoming The NYC Shadow

A tremendous amount of attention has understandably been focused on the raging CHR battle between New York City's Z100 and WPLJ. Now with WKTU enlisting in the fight, and WAPP threatening to join the ranks, even more will be curious as to the final outcome.

But what about WBLI/Long Island? This CHR station is actually located in Medford, NY (Suffolk County), about a 60-mile drive from Manhattan. The problem is you can hear virtually all of New York radio in Long Island, but you can't hear many Long Island stations in Manhattan. Thus, it's easy to overlook the success enjoyed by WBLI PD Bill Terry and his staff.



Bill Terry

In the spring Arbitron, WBLI leaped 5.2-7.4 to capture the number one 12+ slot among local stations. Only Z100's 7.5 share topped WBLI. The next closest competitor is Easy Listening outlet WRFM/New York, with a 4.4. In the important 18-34, 18-49, and 25-49 demos, WBLI is also dominant.

Toughing It Out

Analyzing Z100's impact on the Long Island book, Bill said, "Most of their numbers are in Nassau County, the closest county to the city. The majority of our listeners are in Suffolk County, our primary signal area. We also hit some parts of Nassau, plus a great deal of Southern Connecticut. As people drive into the city for work, they listen to us until mid or Western Nassau County, then flip over to a NYC station. On the way back out to Long Island, the process reverses."

But the question still remains: How do you compete when you're operating directly in New York City's shadow? Bill admitted, "It is a tough task. We not only have to be aware of what's going on with our Long Island competitors, but with those in New York and Connecticut. Every available space on the dial, AM and FM, is filled with something to listen to.

"We're at a serious disadvantage in some key areas," he added. "All of us are fighting for the same promotions from the record companies and other sources, including syndicated programming. Everything is offered to New York City first. Then whatever isn't accepted is offered to us. If it was offered to us first and we accepted, then no one in New York would take the show since Long Island is considered part of the New York market. And that would violate any one-to-a-market exclusivity promised. So it is tough to program with everything else going against us.

"We're at a serious disadvantage in some key areas. All of us are fighting for the same promotions from the record companies and other sources, including syndicated programming. Everything is offered to New York City first."

"All of us are fighting for the same promotions from the record companies and other sources, including syndicated programming." As a result, WBLI is probably one of the few major market CHRs not running a nationally-syndicated countdown show. Explains Bill, "We've resorted to doing our own. It beats 'American Top 40,' which WPLJ runs in the same time period."

Playing To Suffolk County

Speaking of music, what kind of programming approach does Bill take? "We play the hits, just as they do. But all of those stations play more Urban crossovers than we do. WBLI is a Suffolk County radio station, and the people here are steeped in a suburban lifestyle. They don't respond to a lot of the city music, which is the main difference between 'Z,' 'P,' and 'B.'

"This is a bedroom community, so we do play a few more oldies than our big-city CHR competition. Not much more - just enough to make a difference. (Oldies-formatted) WCBS-FM has always done very well in Long Island, so our audience likes to hear a few more oldies than in other markets. We don't go back very far, and whatever we do play is dayparted very carefully. Overall, we are playing more current records than ever, and it's working very well for us. We rely heavily on retail store calls and requests, never having entered the callout research arena."

Bill also discussed the station's efforts to keep its on-air product comparable to the Big Apple's. "We have to sound as professional, slick, and promotionally competitive as a New York station. But we can offer a few things they can't, such as concentrated

WBLI's Dedicated Staff

WBLI PD Bill Terry is proud of his staff for a lot of reasons, but loyalty and on-air expertise head the list. "It could be very tempting for my folks to leave for NYC. While some of them have those aspirations, they're very happy at WBLI until the next offer comes along."

As evidence, Bill notes, "My morning man, Barry Neal, has been here for almost as long as I can remember. Newsman Steve Harper has been with us since 1980; midday personality Scott Miller just arrived to replace Bruce Michaels, who'd been here for nine years. For the past three years Rick Summers has handled afternoons, while Larry Addams has been doing nights for the past two years. All-night guy Jeff Lewis has been with me just a short time.

"Myself? I've been here 11 and a half years, so WBLI is my life. This has been a longterm love affair that began when I was 19 and a parttimer. I went to overnights and eventually did mornings, became Assistant PD/MD, and was finally named PD four years ago. MD Ruth Tolson joined us about a year and a half ago, and she's made a lot of progress in refining the workings of the music department. In fact, all of my people are great assets."



Barry Neal, mornings



Bob Williams, news



Steve Harper, news



Scott Miller, middays



Rick Sommers, PM drive/Asst. PD



Larry Addams, nights



Jeff Lewis overnights



Don Nelson, Sunday oldies



Ruth Tolson, Music Director



coverage to the people of Suffolk County. We constantly talk to, hang out with, and involve the audience with WBLI. WPLJ and Z100 are broadcasting on a more mass coverage basis, while we sit here serving up what the people in our backyard want to hear. Even though our listeners can hear New York radio, they'd rather listen to something local if it sounds competitive. And we do."

All-Time High

It's apparent that Bill Terry's efforts are paying off - the spring ratings are the highest marks ever for the station. "The

awareness of WBLI on Long Island is astounding, which accounts for those high numbers. I've been here 11 years now, and in our history we've never been more active than we are now. We've set our caps to compete with those Manhattan signals and, in doing so, we've been able to deliver a better product."

Just like the heavy hitters in Manhattan, WBLI sponsors promotions designed to attract and hold audience, as well as add momentum. "Album giveaways, theater tickets, and other standard fare are part of our repertoire. And there are limo rides to NYC to see the groups and party with them backstage. We're out on the streets a lot more. Each month we're at clubs for warm-up parties, store appearances; the van is also out for these events, as well as movie premieres and concert tie-ins."

The Dollar Factor

If there is one universal problem all radio stations have, it's money. And when you're in a bedroom community such as WBLI, it's tough to compete dollar-for-dollar with the big guys. "I don't try and copy Z100 or WPLJ because there are things they do that we can't for budgetary or programming reasons. We're in competition with the best air talent in the world, with other stations

that can buy TV advertising which makes us look pale by comparison. When we run a schedule it's very limited, and I can't afford a \$100,000 personality to do mornings.

"Now that's not to slight the people I do have; they're incredible (see "WBLI's Dedicated Airstaff"). Our biggest advantage is knowing Long Island better than anyone else, and the wonderful staff. These people are not only loyal, but put out a lot of effort. They've got the attitude to be number one, just as much as Z100 does. In the face of such competition we're very proud.

"I've also got the greatest GM in the world," Bill proclaimed. "Herb Usenheimer gives us a lot of leeway. With only nine

Continued on Page 34

"You've got to know what works for you. If we listened to everything they do in New York City and copied it, we wouldn't be serving our audience and accomplishing winning ratings. If you don't work for your audience, they won't work for you."

Thanks for
Everything
Corey Hart

W101.9

COREY HART
"IT AIN'T ENOUGH"
From the LP *First Offense*
Produced by Jon Astley and Phil Chapman.

BREAKERS.

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MTV thanks

The hosts...



Bette Midler



Dan Aykroyd

The performers...



David Bowie



Huey Lewis



Madonna



Ray Parker Jr.



Rod Stewart



Tina Turner



ZZ Top

The presenters...



Dale Bozzio



Belinda Carlisle & Kathy Valentine
of The Go Go's



Stewart Copeland & Andy Summers
of The Police



Roger Daltrey



Daryl Hall & John Oates



Herbie Hancock



Billy Idol



Mick Jagger



John Landis



Cyndi Lauper



Simon Lebon & Nick Rhodes
of Duran Duran



Eddie Murphy



Ric Ocasek



Joe Piscopo



Grace Slick & Mickey Thomas
of Jefferson Starship



Fee Waybill

And thanks also go to all the nominees, Radio City Music Hall Television, Recording Industry Association of America (RIAA), the National Association of Recording Merchandisers (NARM), Lexington Broadcast Services Co., Inc., D.I.R., The National Academy, our sponsors: Pepsi, Chrysler Plymouth, Tom McAn, Levi Strauss & Co., our 2700 cable affiliates, and everyone in the music business who helped make all of this possible.



Peter Wolf



Ron Wood

The 1st Annual MTV

And the winners...



Best Video of the Year
The Cars "You Might Think"



Best Male Video
David Bowie
"China Girl"



Best Female Video
Cyndi Lauper
"Girls Just Want
to have Fun"



**Best Concept
Video**
Herbie Hancock
"Rockit"



Best Group Video
ZZ Top "Legs"



**Best Stage Performance
in a Video**
Van Halen "Jump"



Best New Artist
The Eurythmics
"Sweet Dreams
(Are Made of This)"



**Best Overall
Performance
in a Video**
Michael Jackson
"Thriller"



**Best Special
Effects in a Video**
Kevin Godley
Lol Creme
"Rockit"



**Best Art Direction
in a Video**
Kevin Godley
Lol Creme, Jim Whiting
"Rockit"



**Best Editing
in a Video**
Kevin Godley
Lol Creme, Roo Aiken
"Rockit"



**Best Cinematography
in a Video**
Daniel Pearl
"Every Breath You Take"



Best Choreography
Michael Peters
"Thriller"



Best Direction
Tim Newman
"Sharp Dressed Man"



**Most Experimental
Video**
Herbie Hancock
"Rockit"



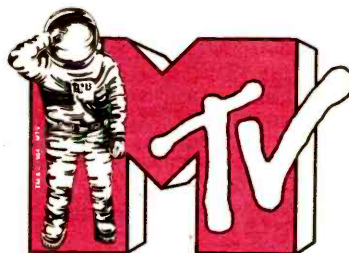
**Viewers' Choice/
Best Video
of the Year**
Michael Jackson
"Thriller"



Special Recognition
Quincy Jones



Video Vanguard
The Beatles
Richard Lester
David Bowie



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WBLI

106FM

The **BUYERS**

On Long Island Are In Tune With . . .

WBLI serving all of Long Island in the shadow of New York City.

Overcoming The NYC Shadow

Continued from Page 30

minutes of spots an hour, we can really play a lot of music. When we need to run 'Music Marathons' (long sweeps exceeding 20 minutes), he's great about moving the spots around to accommodate me. We never put down commercials or say 'commercial-free' for fear of creating a bigger negative about them. It's a fact of life that radio has to run commercials to stay on the air. But you can certainly emphasize the amount of music you play, and make that a positive statement."

of attitude. Instead, Bill believes the station contributed to the New York market success story and learned more about itself at the same time. "These last few books have demonstrated that the entire New York market isn't laid back, and WBLI is part of that success story. As months go by I look for WKTU and WAPP to fragment the CHR shares of Z100 and WPLJ. Then it's possible there will actually be an increase in overall available CHR shares in the market.

"However, there are things WPLJ and Z100 have done which have cleared a path for us. We now know some of our basic thoughts and ideas are sound, especially in being a bit more outrageous and fun-sounding. You've got to know what works for you. If we copied everything they do in New York City, we wouldn't be serving our audience and accomplishing winning ratings. If you don't work for your audience, they won't work for you."

Contemporary Hit Radio

Sharing Success

Given its situation, WBLI could have adopted an "on the outside looking in" type

Motion

Wynn Bradley, new to overnights at KWSS/San Jose, will be known on-air as Brad Jackson . . . Karen Summers is out from her late night shift at KFIL/Los Angeles. She can be reached at (213) 546-1385 . . . WECM/Claremont, NH promotes afternoon driver Ted Bilodeau to Music Director . . . Wayne Summers, most recently PD at WKFM/Syracuse, is available at (315) 445-2447 . . . Famous Amos (aka Russ DiBello), most recently with KCAQ/Oxnard-Ventura, now doing afternoons at KHFI/Austin . . . Steve Behm exits KYUU/San Francisco to return to KEZR/San Jose with PD Bob Harlow . . . Jesse T. joins KHJ/Los Angeles for weekends from KACY/Oxnard-Ventura.

KDVV/Topoka names former Q102/Cedar Rapids talent Kevin Rabat PD, replacing Tony Stewart; KDVV is still looking for a morning man . . . WJZR/Charlotte welcomes News Director Tony Wike from crosstown WAYS & WROG, succeeding Paul Winston, who takes on an executive position with Vision Cable Of Concord . . . Danny Romero exits afternoons at KYNO-FM/Fresno for an airshift at B100/San Diego. Also at B100, longtime morning personality "Spanky" has been replaced by PD Bobby Rich and the B100 Morning Zoo, including Scott Kenyon and Frank Anthony . . . Bill Kelly, most recently PD at KLUC/Las Vegas, has landed the afternoon slot at KBOS/Fresno.

At KZ93/Peoria, parttimer Gene Stern moves into overnights; overnighter Derek Johnson segues to late-nights replacing Scott Wheeler, who moves to AM drive for exiting Paul Sheppard . . . Qa07/Washington welcomes Shadow Smith to nights.

Waylon Richards, formerly with B104/Baltimore, named PD at KHFI/Austin . . . Jack Daniels exits WROQ/Charlotte for PD/middays at crosstown WJZR. He replaces Dr. Dave Dunaway, who takes a state job . . . WKRZ-FM/Wilkes-Barre welcomes Don Hallett to the PD chair as Jim Rising moves to WHEB/Portsmouth. The new lineup at WKRZ-FM includes Mark Sinclair in the mornings, Jumpin' Jeff Walker handling afternoons, and Bill Sheridan doing 7pm-midnight; middays and overnights are still open.

Jack Roberts is the new PD at WGUY/Bangor, coming from WKZX/Presque Isle, ME. Contrary to a previously announced rumor, WGUY is not going to join a satellite network . . . Cat Simon, former PD at KSET-FM/EI Paso joins crosstown KEZB as a personality . . . WLRN/Louisville morning air talent Lisa Lyons has been promoted to MD. Call her at (502) 585-5178 . . . Dick Shannon takes over afternoons at WZKS/Nashville for John Kelly, who exits to KTKS/Dallas . . . Ron Posey joins Dave Nelson for mornings at KHOP/Modesto-Stockton.

WHYY/Montgomery's Mark Thompson accepts mornings at KRBE-FM/Houston . . . Play ing musical chairs at WMAR/Baltimore: Overnighter Kym Landers takes on nights at crosstown WQSR, replacing Lane Jernigan, who moves to mornings at WQSR . . . WSKZ/Chattanooga PD Jeff Blake exits, leaving MD Eric Page and Ops. Mgr. Greg Schaeffer as acting PDs . . . Steve Allen, formerly of WLHT/Grand Rapids, has been named Station Manager in charge of programming at KEYN/Wichita, replacing former PD Ron Eric Taylor . . . KZOZ/San Luis Obispo welcomes KUHLSanta Maria air personality Aien Hill to nights and former KRQK/Lompoc talent Jim West for afternoons, replacing exiting Mike Cross and Mike Lyons.

Bits

• There's No Place Like Home! WPLJ/New York recently gave away the largest single prize ever to be awarded in New York radio, a two-bedroom house. Listeners who identified the daily song were given a choice of \$1000 cash or a key that might open the front door of the house. The home was fully equipped, including an RCA TV and VCR system.

Travelling In Style



WZPL HOSTS BROADRIPPLE GRAND PRIX — Over 70,000 fans cheered as WZPL/Indianapolis staged the second annual Broadripple Grand Prix high-speed go-cart race. Shown ready to put the pedal to the metal is morning personality Commander Hutch.



HOT CAR FROM HOT HITS WMAR — WMAR/Baltimore recently handed out a 1984 Chrysler Laser XE Turbo as part of the station's Hot Ticket promotion. Winner Kim Mann had the winning stub and called in when she heard her number announced. Shown (l-r) are Hot Hits staffers Pete Michaels, Marisa, Mike Frazer, along with Kim and her husband.



FLOAT YOUR FANNY DOWN THE SUSQUEHANNY — WZOZ/Osontia, NY knows how to keep cool with its second annual river race down the Susquehanna River, which runs through town. The station tied in with Sea & Ski, as well as Coca-Cola. Over 500 spectators watched 250 daring souls hit the water for fun and prizes.



LOOK MOM, I'VE GOT A JOB — WSPT/Stevens Point, WI hosted the "Sunkest Suntube Sunday," awarding over \$980 worth of prizes. Air personalities provided musical accompaniment and handled the difficult task of judging the suntan contest. Surrounded by the suntan winners are (l-r) PD Jay Bouley and morning man Tom Rivers.



HOST: DAN INGRAM

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DON'T LAUGH

You know me. I'm Fee Waybill, maniac lead singer from the Tubes. You remember when I used to strut the boards in the persona of Quay Lewd, wearing nothing more than underpants and stacked heels. Hey! Cut out that tittering! I'd bet that very few of you are aware that I helped compose many of the Tubes' best-loved hits, like "She's A Beauty," "Don't Want To Wait Anymore," "Talk To Ya Later," "Mondo Bondage" and "Prime Time." Not bad, eh? Well, I've got a new solo album coming out, **READ MY LIPS**. What the hell is so funny? You think that a guy who drives around a concert stage on a motorcycle in a leather B&D ensemble can't get serious? Listen, I co-wrote all ten of the songs on this album, including the first single. You're still laughing. No, wait a minute... that is the first single!

YOU'RE STILL LAUGHING from **FEE WAYBILL**

Produced by David Foster for Foster Frees Music Inc. and
Steve Lukather

Capitol
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AOR



STEVE FEINSTEIN

KFMG HITS DOUBLE DIGITS

The Marshall Plan

Nice career path, that Tom Marshall of KFMG/Albuquerque. All his moves have been within "Rock 108" over the course of five years, progressing from overnights to PD. Marshall's latest stride is his most impressive — guiding KFMG 8.3-10.2, the station's highest-ever share and the market's highest AOR score in memory.

Station History

KFMG signed on in 1979 with Frank Felix as PD, soaring to a 9.5 and easily defeating then-AOR KRST. After Felix left, the format's tight list of approximately 150 titles "wore thin and burned out," according to Marshall. Within a year KWXL replaced KRST as the AOR competition and in the hearts of listeners; it beat KFMG steadily through spring '83. KFMG's low point was a 5.5 in the fall of '82, when the station tried an eclectic, adult AOR approach. Consultant Jeff Pollack put the station on a mainstream AOR path in early '83.

Turnaround

KFMG is back on top, says Marshall, because of "consistency over three books. We've been playing the right music and promoting ourselves strongly as the rock 'n' roll leader."



He also got an assist from KWXL, Tom Marshall which "branched out and became much broader, doing what we did when we had our worst book. They sounded as though they were trying to be like WMMS/Cleveland, but without the benefit of as much longevity in the market. We became the place to go for rock 'n' roll."



Promotional Profile

KFMG used a five-in-a-row music guarantee for the last three books, offering trips rather than cash as rewards for catching screw-ups. Tying in neatly with a "World Tour" umbrella, destinations included the World's Fair in New Orleans and Disney World.

Efforts to image the station as the area's concert leader last book included a "What Would You Do To See Van Halen?" contest. The 600 responses included those written on everything from a door to a fender. KFMG staged remotes from outside the concert hall when fans started lining up the morning of the show.

"V.I.P. (Very Important Partiers) Buses" are chartered to usher winners directly to the doors of the hall, avoiding long lines at the gate of the local fairgrounds. Grand prize winners have been limoed to dinner and then transported to shows by helicopter.

	Sprg 82	Fall 82	Sprg 83	Fall 83	Sprg 84
KFMG	7.4	5.5	9.0	8.3	10.2
KWXL	9.0	9.5	9.8	6.7	5.2

KFMG was #1 with men 18-34, 18-49, and 25-34; #1 in 18-34 adults, and #2 with 18-49 adults, 25-49 men, and teens.

Even without the lure of live music, a Cochiti Lake Beach Party drew 5000 enthusiasts for free sailboarding lessons at a manmade reservoir 70 miles from Albuquerque. The station's current promotional thrust is giving away a Firebird 500 and a Mustang convertible to tie in with concerts by Rod Stewart and Rick Springfield.

Few Crossovers

Marshall plays only the CHR crossovers he considers compatible in both sound and image. KFMG's been "trying to make the statement that we're the real rock 'n' roll station, so the records we don't play are as important as the ones we do."

To that end, he's passed on music by Prince, Thompson Twins, Cyndi Lauper, Jacksons, and Ray Parker, Jr. On the other hand, he's used Romeo Void's latest and Phil Collins's "Against All Odds."

Competition Cleans Up Its Act

Observing that KWXL is back to playing straight-ahead rock 'n' roll, Marshall says he is "going to continue doing what we do best and let the 'big mo' (momentum) keep pushing us. It would be a mistake for me to overreact just because they're sounding better."

Cummings Keys In KEZE

You can bet that KEZE/Spokane PD Jonah Cummings has a satisfied mind. After moving "Rock 106" from 6.4-8.7 in his first book as PD, he got a bonus reward: Rival KREM, which had dropped 7.3-5.8, switched to CHR after 14 years of AOR.

Remake Remodel

Last January, Cummings took over a station that had been without an on-line PD for almost three months. He found KEZE "pretty much all over the road, lacking a focus. There was a good deal of both metal and modern rock being played. You'd hear 'Der Kommissar' into Dio during morning drive. I dayparted most of the metal after 6pm, and took out a lot of fluff, including jock favorites that shouldn't have been in there."

Meanwhile, KREM was a "fringe, alternative AOR that didn't play the hits. They'd play jazz like Jeff Lorber, and third or fourth cuts from old Doobie Brothers and Supertramp albums," says Cummings. "I knew that eclectic approach was misdirected for this market."



Jonah Cummings

Putting The Roll Back Into Rock 'n' Roll

KEZE now tags itself as "Spokane's Best Rock 'N' Roll" rather than "Spokane's Best Rock." The distinction, while subtle, suggests a more rhythmic and melodic feel, and allows latitude in the music mix for artists such as Prince and Romeo Void.

"You define the term 'rock 'n' roll' by the music you play," Cummings explains. "We try to expand people's definition of rock 'n' roll, and feel the average listener doesn't tend to label music as strictly as radio people do. It's all rock 'n' roll to them, whether it be Duran Duran, Steely Dan, or Motley Crue."

Presentation

Though Cummings characterizes Spokane as a conservative area, he doesn't con-

	Sprg 82	Fall 82	Sprg 83	Fall 83	Sprg 84
KEZE	12.9	8.3	5.6	6.4	8.7
KREM	4.8	5.1	6.9	7.3	5.8

KEZE was #1 in 18-34 men and teens, #2 with 25-34 men and 18-34 adults, and tied for #2 in 18-49 men and 18-24 women.

descend to the audience. He eschews the "I-ain't-leavin'-til-I'm-heaven" air style. "My attitude is that everybody listening, including the teens, is an adult or wants to be treated as one. I don't need to talk about partying and high school-oriented material to attract them. I'd rather treat them with respect, and use an honest, warm approach."

Promotional Profile

A "Two For The Money And Three To Get Rich" forced-listening contest doled out \$106 when a daily double shot was played, and \$106 for two triple shots worked over the course of the book. "It worked because it was simple and easy," says Cummings. "We don't ask people to jump through hoops."

Charity Begins At Home

The community came up a winner through a KEZE volleyball tournament that raised \$8000 for a local food bank. A stunt to raise money for the Variety Club had morning man Gary Allen locked in a "nuthouse." Containers of nuts that formed his quarters were sold off with proceeds going to the charity.



Forward Momentum

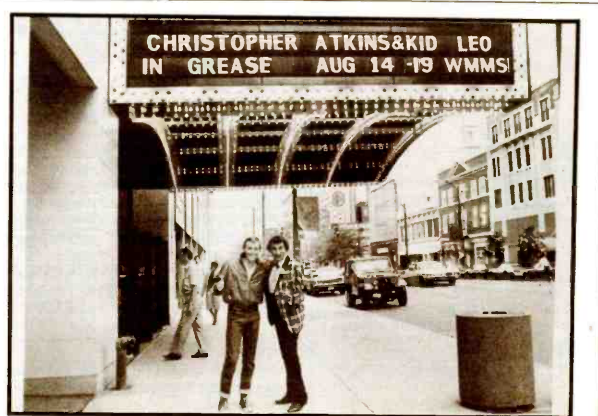
Produced IDs and sounders identify KEZE during 30-minute sweeps every hour without undercutting the audience's perception of uninterrupted music. Cummings explains, "Instead of cracking the mike, we run production pieces that sound like they belong with the music and contribute to the flow." KEZE also uses drop-ins from shows such as "Star Trek" and "Dragnet."

Special Features

The station's special programming includes:

- **Happy Hour:** At 6pm, KEZE plays sets of artists for an hour while broadcasting from the imaginary "Stratocaster Lounge," complete with sound effects of a crowded bar.
- **Supersat:** At 7:30pm, a set of three songs suggested by a listener.
- **Power Hour:** At 9pm, an hour of requests.
- **Talk To The Rock:** A daily 60-second vox-pop feature with listeners' opinions on local issues.
- **Electric Brunch:** A Sunday morning oldies show with evocative drop-ins from speeches by John F. Kennedy and Martin Luther King, the moon landing, vintage TV shows, etc.

Continued on Page 39



KID LEO BOFFO IN STAGE DEBUT — After an auspicious start in a production of "Grease" playing deejay Vince Fontaine opposite heartthrob Christopher Atkins, can Broadway be far behind for WMMS/Cleveland MD Kid Leo? Leo, who admits to being a "greaser" from way back, was a "real natural" in the role, according to our Cleveland cultural correspondent. We'd say that "A Star Is Born," but we all know that Leo (on the right) has always been a star.

the

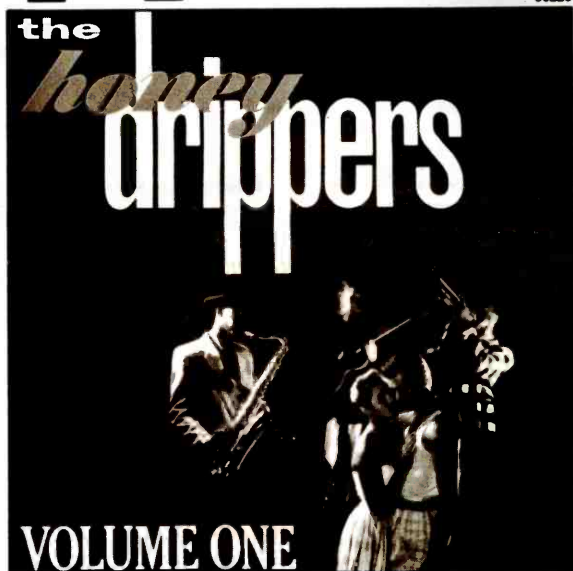
honey

drippers

Rock 'n' Roll's

greatest mystery.

90220



Who, you ask, are the Honeydrippers?
Well, we'd love to tell you,
but we can only say that,
rumour has it, the cast
of players is positively
legendary!

Pick up a copy of The Honeydrippers.
Volume I. And solve the mystery!

The Honeydrippers. Volume I.

Produced by: NUGETRE AND THE FABULOUS BRILL BROTHERS



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Includes the single & promo 12" "Sea of Love"

7-99701 & PR 648

SEGUES

KKCI/Kansas City MO/afternoon driver Mike White resigns. . . KSOY/Rapid City PD Gregg Olson jumps to KEZE/Spokane for overnights.

Changes at KZOK/Seattle, as morning team Rick Shannon and Suda Coleman exit, and afternoon duo John Langan and John Posey take over wake-up duties. Weekender Marty Riemer has been upped to afternoons. . . WGRQ/Buffalo brings on Lindsey Githens as News Director from WBSF/Rochester and ups Tom Tiberi from weekends to overnights. . . Larry Carlinger, ex-KROY/Sacramento, takes over mornings at WCCC-FM/Hartford. . . As Greg Morgan leaves pm drive at WIOT/Toledo to become WDIZ/Orlando's Production Director, WIOT moves Michael Hughes from overnights to afternoons and ups Tony Travis from weekends to all nights. . . KLPX/Tucson's new staffers are Margie Wrye on noon-3pm from rival KWFM and Jack Greene on overnights from neighboring KHYT. . . The new afternoon driver at KUFO/Odesa is John Watts, former Production Director at crosstown KOIP. . . Mornings at WKLT/Kalkaska, MI belong to Scott Brandon from WJML/Petoskey, MI and afternoons feature Dave Fortney from WISN/Jackson, MI. . . Pam McMannus is new to KQRS/Minneapolis weekends.

Maxanne O'Hare from WMJQ/Rochester moves to WHCN/Hartford as News Director.

Brian McFadden joins WRXL/Richmond as Production Director from WQDR/Raleigh, and RXL personality Guy Weston segues into sales.

WNOR/Norfolk Promotion Director Joni Norrie suffered a near-fatal spider bite while attending a station softball awards ceremony. She's recovering from what hospital doctors said was the most venomous spider bite they'd ever seen.

Mindy Vargas is named Programming/Promotion Assistant at KOMA/San Jose.

KEZE

Continued
from Page 37

Future Direction

Is KEZE going to further broaden its stance on crossovers now that it's the market's lone AOR? "Not at all," Cummings declares. "We'll probably be more conservative. When KREM was eclectic, that allowed us to be broad. Now that they're more hit-oriented, it's going to be a song-to-song war. The key for us is oldies, which separate us from the CHRs, whose mixes are predominantly current."



FASTWAY ROCKS WLLZ THE FREE WAY — WLLZ/Detroit drew an estimated 10,000 Motor City rockers for a free outdoor show with Fastway. The post-concert celebrants are (l-r) assistant PD Joe Urbel, Columbia's Mark Westcott, the band's Fast Eddie Clarke, PD Lee Arnold, Fastway's Jerry Shirley, staffer Jerry Lubin, the group's Dave King, MD Doug Podell, Charlie McCracken of Fastway, and staffers Bob Bauer and Rich Sayig.

RADIO ACTIVITY

CD Spree

Updating the traditional record run, WBLM/Portland, ME gave a listener 107 (frequency tie-in) seconds to snare all the compact discs she could carry one at a time to a store's register. The winner scored ten discs, as well as a CD player.

1000th Broadcast For Pittsburgh Pair

• WDVJ/Pittsburgh's morning team of Jimmy (Roach) & Steve (Hansen) celebrated its 1000th broadcast by adding a third partner for the occasion. Don Pardo was the guest during a remote from a swanky hotel.

KTYD Car Confab

To prove that the AOR audience is a good buy for car dealers, KTYD/Santa Barbara put together an expo for the dealers to show their latest models. The 1984 Fall Auto Classic was a success by all counts. The nine dealers sold 22 cars, including a \$41,000 Mercedes, for a total of \$292,000 in business. Forty percent of the 2200 people who registered for door prizes were over the age of 25. KTYD wrote an additional \$14,000 in advertising over a month, and helped lay to

rest the myth that the AOR audience consists only of 18-24 males with no money to spend on big-ticket items.

Of Great Import

Musical junkies: There's an easier and less expensive way of keeping up on the latest British imports than by trudging down to your local import emporium. "UK Buzz" is a monthly compilation album of up-and-coming modern rockers from across the water. Narrated by BBC rockmeister John Peel, the disc can be run as an entire show, or individual tunes can be excerpted for airplay; there's no obligation to air the program. Thirsty Ear Communications, the show's distributor, compiles feedback reports for the British labels who pay a fee for having their records included on the disc. For a free sample, call Nick Cucci at (212) 697-7800.

Charity Begins

With Home Grown Albums


• WKLS/Atlanta donated \$10,000 in proceeds from its homegrown album to nine local charities.

• Proceeds of \$7500 from WBAB/Long Island's homegrown album were donated to the State University Of New York's Stonybrook School Of Music. The monies will be divided among two or three undergraduates attending the school.

COMING THIS FALL
TO SAVE THE AIRWAVES

Island Records on Cassette
© 1984 Atlantic Recording Corp. & A Warner Communications Co.

Adult/ Contemporary



RON RODRIGUES

America's Best: The Strongest Stations Speak

Now that the spring Arbitron campaign is long over, there's been plenty of time to digest the results. It was a long and hard-fought battle for many of the stations, so let's look at the stations elected to the very top of the important categories we listed last week: America's #1 A/C station, most improved facility, and the top debut in the A/C format.

49 SHARE!



WTNY Again Tops Watertown Polls

Wow! A 49 share is something one only dreams about. And as a matter of reality, a 49 share usually ranks right up there with sugar plums and tooth fairies. Even WTNV/Watertown PD George Neher was taken aback by the incredible feat his station pulled off. "Our increase was phenomenal, even by any standards that we might apply. Although we have been consistent winners in the market for a long time, you figure you're leading a charmed life with these kinds of numbers."

Not only was WTNV America's leading A/C station, it also posted one of the largest increases over the previous survey as well. George accepted that increase cautiously. "Good A/C stations are obviously not built overnight; adult listeners are fairly stable. Any rise in ratings might reflect listeners who are just sampling the station, so a big increase could disappear as fast as it came. It's important for a station to make a commitment to satisfy the listeners it gains. Capturing that listener is one thing, but keeping him is another. We are successful because our audience knows that we do things well; that's a result of consistency. The only changes we've made recently were shaping up some



George Neher

sound the same on different stations, and we're trying to be sensitive to that. Even number one songs may not be relevant to our station anymore."

Although WTNV doesn't score a 49 every survey, it almost effortlessly hits big numbers book after book. And unlike most AM A/C's, it isn't one of those "full-service legends" in the tradition of WGN/Chicago. So why does it perform so consistently well in the ratings?



"We do well for a number of reasons," observes George. "First, all stations are not created equal. Our dial position of 790 is superior. The station also has always had a strong news image; we used to be owned by the local newspaper. Finally, we've had stations make runs at us, but again, a format switch requires the sustained follow-up, and I haven't seen that yet. A station doesn't have to wait 20 years to see good results, but many haven't invested even three books after a format switch."

I wondered if it really makes a sales difference getting a 49 share after you've already scored a 37 the previous time. "Absolutely," was George's quick reply. "As most people know, we're in competition for sales dollars not only from other radio stations, but also from newspapers, television, and other media now available. Whether you have a 3 share in a market of 500,000 or a 50 share in a metro of 100,000, every additional point counts; that's certainly the case with us."

"We've discovered that the central core of our audience, which grew up with rock and roll radio, is not particularly offended by a strong rock record."

— George Neher

elements of our air sound. As an example, we've introduced some dayparted CHR material, and that's done fine with us. We've discovered that the central core of our audience, which grew up with rock and roll radio, is not particularly offended by a strong rock record. While many A/C stations are afraid to play somewhat harder rock selections, we will. Corey Hart's 'Sunglasses At Night' is a good example. We've also been more selective of the gold material we've had on. We're trying to be conscious of the way our community 'hears' a record. A song simply may not

Progress

Jeff Dean, most recently of KPRR/San Diego, joins KBEST/San Diego for evenings ... Paul Goldstein is the new Production Director at WPIX/New York, from cross-town Narwood Productions ... Jon Quick is promoted to Director/Marketing at WCCO/Minneapolis ... Jeff Shade segues from WMGK/Philadelphia to neighbor WKSZ ... Liz Mossowitz joins WCBM/Boston as Business Manager ... KHYL/Sacramento appoints Pam Gomes-Farris as MD ... WJQI/Tampa names Monique Bourgeois



Jeff Dean



ROLLING FOR DOLLARS — EZ104/Charlotte morning personality Chuck Boozer wheeled 140 miles and raised more than \$10,000 for Muscular Dystrophy recently. Boozer had set out to go only for 104 miles to coincide with the station's dial position, but found the energy to roll the extra 36. The journey took six days.

TOP IMPROVEMENT



KNAN Named Monroe's Favorite Son

Despite having to use a cumbersome set of call letters and fighting some very formidable local competition, KNAN/Monroe, LA earned top honors as the most-improved A/C in the first half of 1984.

Station Manager Randy Reynolds explains, "We became a Satellite Music Network affiliate in the spring of '83. For a brief time before that, we were a locally programmed A/C. Just a few short years ago, the station was gospel; thus our call letters that could be phonetically pronounced 'Canaan'."



Randy said SMN provided KNAN with the quality and consistency that it couldn't provide for itself. "I can then congratulate ourselves for taking advantage of the opportunities to localize that sound. You can make these satellite services sound as good or as bad as you want, and we put our best efforts across to make it sound good."

One way the station did that was to take advantage of the three-minute local windows that SMN provides for commercial avals. Described Randy, "In one of those blocks, we preempt the spots and instead run a well-produced biographical profile of a community leader. These have become so

popular that people are seeking us out, volunteering to be 'profiled'. Little things like that let our audience know that we're not just throwing a switch and bringing everything in from a distant city. We will also make use of the five-second windows the network provides to us for local IDs and promos. All I have to do is write my liners

TOP DEBUT CK101

CHR TO A/C

CK101 Switches, Scores Victory

After years of winning its market as a CHR entity, CK101 (WCKS)/Cocoa-Melbourne, FL made the switch to A/C. The station performed quite nicely in that format as well, debuting with a 16 share among adults — more than three points higher than in its previous format. Since CK101 did little outside marketing, its image change had to come largely from within — namely with its music. PD Bob Knight said that upon arriving at the station last year, his first project was to trade in the station's large teen share for more adult women. "Throwing in a Barbra Streisand

Continued on Page 42

Colleen Cool middays and PD, A.J. Morgan afternoons, Don De La Cruz evenings, and Rory Todd overnights ... Dave Martin is named GM at KORQ/Abilene, he was formerly an Account Executive. Also at KORQ, AE Mark Connell is promoted to OM ... Ann Kraft becomes ND at WZVN/Lowell, IN from WSAL/Logansport ... Sue Korte is the new programming assistant at WHBC/Canton. Her husband Steve has been appointed Promotion Director at the station ... Shane Media is now consulting WCKS/Cocoa Beach ... Charles Gills is the new MD at WTON/Staunton, VA ... Joe McKay has been appointed OM/PD at WSYB & WRUT/Rutland, VT.

Research Director ... WEZC/Charlotte promotes PM drive personality Steve Sutton to Asst. PD ... Barry McCoy moves to WCLU/Cincinnati from WNAM/Appleton ... Christopher Day takes weekends at WLTW/New York, previously of WGBB/Long Island ... Roger Price steps up from overnights to evenings at WEZS/Richmond, while Andy Collins advances from weekends to the overnight spot ... Soon-to-air WTPH/Indianapolis announces its new location: 20 N. Meridian St., Suite 800, 46204 ... WEZS/Richmond moves Bill Bevins up from Production Director to Asst. PD. WEZS's new production chief is Elizabeth Lasko, who's elevated from copywriter position ... Lineup at KLYD/Bakersfield includes Bob Hallway in mornings and MD.

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LON HELTON

AQH FORMAT LEADER

WCOS: Quarter-Hour King

When you turn to page 40 in your newly-arrived R&R Ratings Report, you'll notice a new set of call letters atop the Country Format Leader page — those of WCOS/Columbia, SC. Under PD Jim Tice, the station has been number one in the market the past four Arbitron books with 12+ shares of 16.0, 15.5, 18.0, and now 20.4. The dominance of WCOS extends beyond 25-54, where it has been number one for the past six years, to 18-49, where it's also a habit for it to appear in the top spot. Additionally, WCOS is regularly the top cumer in town, consistently strong 18-34 (third this book and first last time), and is even among the top five with teens year-in and year-out.

Wanting to recognize this across-the-board success as well as congratulate the station on the AQH "crown," I talked with Jim about the achievements of WCOS.

WCOS has been Country for almost ten years. Jim joined the station at the beginning of '81, coming from WMZQ/Washington where he had spent four years as an air personality. As one might expect, Jim is extremely proud of WCOS's numbers. He be-



Jim Tice

gan our conversation by quoting that "WCOS is tied for first in Time Spent Listening among Country stations with 15.4 hours and number one in turnover ratio at 8.2." (The national average is 11.8).

Another successful aspect of WCOS Jim is quick to point to is the "major market attitude" of those operating the station. "We run WCOS the same way we would if we were in the tenth market," he said. For evidence to back that statement, one need only look at the scale of its promotions, the size of its TV campaign, and the extent of its research.

On a regular basis, WCOS hands out cash prizes of \$1000, as well as a lot of \$98 prizes. The station recently ran a promotion with a bank where WCOS "sold" money at half price. Listeners could go to the bank, plunk down \$25 (the limit) and walk out with \$50. This went on for a period of 98 minutes and cost WCOS over \$6000! Many markets this size would never give out money to the extent that 'COS does, figuring it won't "come back." As Jim points out, "The amount of TV and newspaper coverage we received for those 98 minutes would have cost us a lot more than \$6000 — it was more than worth it."

When it comes to TV buys, as a rule, WCOS usually schedules a "pretty heavy schedule." Jim says the station has run the "Sing-A-Long" spots from Eagle Syndication for the last couple years, and have had "tremendous success" with them. In fact, the message has gotten across so well that during focus groups centering on commercials, members of the groups talked about the ads for WCOS!

Research: Focus Groups & Callout

Here's another area where the commitment to research has really paid off. Jim remembers, "Some of us were wondering if the 'Sing-A-Long' spots had outlived their usefulness because we had used them for so long. But during our focus groups, people talked about them in such a positive manner that we decided to go ahead and run another flight. What we thought might have been starting to burn out proved to be one of

our biggest positives. Obviously, we wouldn't have known that without the research."

Besides the yearly focus groups, Jim also conducts extensive weekly callout research. This consists of playing hooks of songs down the phone to a representative group of radio users and tabulating their reactions. Jim feels this is extremely important in "determining what folks in this market want to hear, as opposed to playing what's on the national charts."



Major Market Attitude

WCOS's aggressive attitude concerning money spent on research and promotion is extremely important, especially in a metro of this size (12+ pop: 358,000). It's so easy not to do this kind of stuff, rationalizing that the dollars don't come back to the station because the spot rates aren't high enough for it to make economic sense. As an old GM of mine once said, "Minimizing expenditures is not the only way to maximize the bottom line."

Jim told me that among the nuts-and-bolts operating procedures of WCOS is a strict, limited-inventory commercial policy. The station runs 15 units/11 minutes, and charges almost twice as much for spots as some other stations in the market. "Many of our competitors don't charge what they should, and this makes our job tougher. But we have the product." (WCOS GM Jake Bogan has more thoughts on the station's economic philosophy. See the accompanying story. "Spending It — And Making It.")



WCOS STAFF — Left to right are Henry Holmes, Terri Oyer, outgoing PD Jim Tice, Kenny Smith, MD Glen Garrett, new PD Doug Enlow, and Mike "Doc" Rast.

ECON 101: MEDIUM MARKET

Spending It — And Making It

In the accompanying story on WCOS, PD Jim Tice talks about the amount of resources made available to him — resources that don't come cheaply. No matter how good the reason to spend money, it isn't spent without the nod from the top. And it seems that the nod doesn't come too quickly nor too often in medium and small markets. Jake Bogan is the General Manager of WCOS, and I asked him to expound a bit on the philosophy, in terms of capital outlay, of a station in the 86th market operating like one in a much larger market.

Longterm Profits

"We're very fortunate in that the owner of this station, George Buck, unlike many other medium market owners, does not tend to siphon off as much money as possible. We have a very forward-thinking attitude towards radio. We're not looking at profits for just this year, but pointing toward longterm profits. That means putting money back into the business on a regular basis.

"Specifically what we do, and have done for the last five years, is budget a percentage of our gross which is allocated to advertising and promotion. It's a hard-and-fast rule that we set aside between five and ten percent of the gross for this area, and as we become more successful, the actual dollar amount constantly increases. The 1984 budget is probably twice the 1981 allocation. We use the philosophy that even when you're hot, you have to keep reminding people you're hot. People like to associate with winners. We constantly remind them we are the winners and that they have made a good choice.

"The same philosophy applies to research. Ongoing research is even more important once you get to the top. We use focus groups to probe not only our position in the market but that of others as well. Even though we're number one, we want to know what people are thinking about us. To stay on top, we want to know their thoughts about our music, thus our commitment to ongoing callout research."

I remarked to Jake that his "economic method" seemed to be a relatively simple formula for insuring the funding of areas such as promotion and research, and I wondered why more secondary market stations don't operate that way. "It's easy to say you're going to set aside this money," he replied, "but rarely will stations actually do it — especially in smaller markets.

"When we set out to market this station five years ago, we felt doing it right meant using our own money to advertise ourselves. Doing it right also meant research and having the money to promote the way we felt it should be done. If you're going to do a promotion, you do it because it has an intrinsic value to the radio station, not because the local meat packer gives you 50,000 hot dogs. We use the same criteria in deciding whether or not to align ourselves with a charity. It has to have intrinsic value and meet the principles we set up for what we wanted to do for WCOS.

"A lot of this stuff is basic — things I read every week in R&R — but too many treat it as theory and don't put it into practice. Part of the reason people don't do these things is because they expect an immediate payoff. They think they can buy the hottest commercial they've heard about and see an immediate response. Normally, results just don't happen overnight, especially in the demographic we're dealing with.

"Five years ago, we put together an 'ideal' for the way we wanted to run the station, and we've stuck to it. We don't compromise the rate. We turn down business we would have to compromise our 'ideal' to get. This is a lot easier to do when you're on top than when you're third or fourth in the market, but we do it now and we did it then. Everyone's heard you have to spend money to make it, but no one does it. The difference at WCOS is that we believe in these things and we do them.

"Too many people lose sight of their 'ideal.' They say they're going to do certain things, but to make them stick as part of your philosophy, you must follow through on them. This has been our strength."

Quarter-Hour Maintenance

Back to WCOS's quarter-hour success, I asked Jim how he fosters longer listening. "Recycling is our main priority," he began. "Everything we do is designed to either keep the listener longer or make him come back to another daypart." WCOS's contests frequently are of the forced-listening type, in which the listeners call in after hearing three specified songs in a row; the Xth caller gets \$1000. Major announcements (such as the aforementioned cash "sale") are

well-ballyhooed in advance, with the audience directed to morning drive for details. The station constantly pre-promotes upcoming music and artists. All of this, plus a "music policy designed for flow" and jocks who "do their bits at the breaks" contribute to the station's giant boxcar numbers.

Jim also mentioned that his people "really sell the call letters," something he feels is often overlooked. "Especially when you're winning, selling the call is taken for granted. It's probably even more critical when you're on top." They must be doing a heck of a job, as Jim pointed out. "In the last sweep, 86% of the diaries credited to WCOS had call letters mentioned. Our audience knows who they're listening to." He added, "A problem everywhere is that an awful lot of people are confused about who they're listening to; it's one most broadcasters don't seem to address. Many jocks just throw 'em away, but giving your call letters are the most important thing you do on the radio."

Positioning

WCOS is positioned as a "more music station," but like many other outlets, has instituted a full-service morning show with personality, sports, weather, traffic, etc. At about 9am, it launches into "more music," almost always playing at least three in a row.

Continued on Page 44

Nashville This Week



SHARON ALLEN

Milsap's CMA Hospitality

If you are a broadcast personality, and a member of the CMA, the following information is just for you . . . Ronnie Milsap will host a brunch on October 10 at Two Rivers Mansion in Nashville . . . and you're invited! Busses will depart the Opryland Hotel at 11am and return at 1:30pm. Current CMA members and those who apply for membership up to the time of the event are eligible to attend. Milsap's agreement to host the brunch is indicative of the tremendous respect the artists and the industry have for on the air personalities who play their music. Previous brunches have been hosted by Tom T. Hall, Tammy Wynette, and the Oak Ridge Boys. See you there!

For those of you who plan to attend the CMA Awards show on the 8th, here's a list of the artists already confirmed to appear: Alabama, Deborah Allen, Lynn Anderson, Glen Campbell, Ray Charles, Earl Thomas Conley, Exile, Janie Fricke, Crystal Gayle, Vern Gosdin, Lee Greenwood, Emmylou Harris, Waylon Jennings, the Judds, Kris Kristofferson, Brenda Lee, Loretta Lynn, Louise Mandrell, Reba McEntire, Ronnie Milsap, Gary Morris, Michael Martin Murphey, Anne Murray, Willie Nelson, the Oak Ridge Boys, Dolly Parton, Charley Pride, Kenny Rogers, the Statlers, John Schneider, Ricky Skaggs, Ray Stevens, George Strait, and B.J. Thomas. We'll announce other artists as they confirm . . .

at the Carlton Celebrity Theater in Bloomington, MN on October 5-6. He'll also appear on the CMA Awards show October 8. "La Boheme" will open October 30.

In conjunction with the Paramount Picture release of "The River Rat," RCA Records is making available the soundtrack which contains performances by Alabama, Deborah Allen, Earl Thomas Conley, Bill Medley, Autograph, and Joey Scarbury.

RCA and Paramount are doing special cross-promotions with radio and retail in Memphis, Nashville, St. Louis, New Orleans, Albuquerque, and all markets in Oklahoma and Texas. Promotions include album giveaways and special movie screenings for contest winners, as well as personal appearances by both Tommy Lee Jones and Martha Plimpton.

Following the Nashville screening, those involved in the motion picture and the RCA



soundtrack met back at RCA. Shown from left, Tom Rickman, director/writer; Tommy Lee Jones, costar of the film; Deborah Allen, RCA artist; Bob Larsen, producer of the film; Martha Plimpton, costar of the film; and Joe Galante, VP/RCA Nashville.

Just thought you'd like to know!

WCOS

Continued from Page 43

In our conversation about the market, Jim agreed that country is pretty much the "mass appeal music of the area," although he believes WCOS played a large part in making that so. The station's music "tends to favor the modern side. Bertie Higgins does well for us, and we have music by James Taylor and that kind of sound in our oldies library." The station leans more to the "pop-sounding country artist" than "Country-acceptable" records by pop artists.

The Competition

This brings us to another interesting question: With no other Country competition, does Jim add records the rock stations are in order to appeal to some of their audiences? "Not really," he responded. "We don't go out of our way to find current pop material, but if it fits, we'll play it." Regarding the whole issue of competition, Jim told me the pop stations really don't go directly after WCOS. "They probably do out-promote us," he said, "but they don't play an overabundance of country to attract our people."

Looking at the Ratings Report, it doesn't look as though WCOS listeners spend a whole lot of time anywhere else. Following WCOS's 20.4, CHR WNOK-FM has a 10.8.

Subsequent to this article being written, Jim Tice has left WCOS to become Program Director for WZZK/Birmingham. Doug Enlow is the new WCOS PD.



You have been spotted with a WCOS bumper sticker or license plate on your car. If you stop by our offices between 9am and 5pm at 2440 Millwood Avenue within one week, you will receive a free
 from the Great 98 WCOS.
 Date _____ 19____
 Ticket Number _____

Urban WWDM scored a 10.7, and CHR WZLD holds an 8.3. Continued success to Jake, Jim, and everybody else at WCOS — the quarter-hour king of the top 100 markets!

Have You Heard

Is there a chill in the air where you are? Does the crisp autumn wind remind you that you'll soon be up to your headphones in snow? If those thoughts conjure up less-than-exciting images, perhaps you might be interested in an opening at KSNAN/San Francisco. Sometime around the first of the year, one of PD J.D. Spangler's personalities will be leaving to get into an ownership situation, and J.D. is looking for a replacement now. If the Bay Area sounds good to you, send him your T&R . . . Dan Gresham has joined KLVH/Beaumont for afternoons . . . Gary Burg is new to overnights at KKYN/Plainview . . . Two new additions at KOMA/Oklahoma City, as T.J. Weaver comes aboard for mornings and Terry North moves into evenings. Another new morning host in that city is Danny Williams at KEBC . . . Rejoining KRSY/Roswell for afternoons is Rob Lang . . . The new morning personality on KWTO/Springfield, MO is Tim Austin . . . Tom Carr has shifted gears and

stations in Milwaukee, exiting WLZZ for afternoons on WMIL. He replaces Ron Jones, who left for a shift on WHOO/Oriando. Also at WMIL, Bob Banes moves from overnights to Promotion Director, while Rick Gundrum is upped from weekends to overnights. Scott Alan, evening personality at KVOC/Casper, is its new MD . . . Steve Martin is now doing afternoons at WRKZ/Hershey . . . Bob Gass is the new MD at KQIL/Grand Junction, as Kris is upped to Administrative Asst. to the PD . . . Trish Hennessey is handling evenings for WPOC/Baltimore . . . A bit of shuffling at KZUN/Modesto results in Ed Nickus being named PD (from MD). Johnny Plummer joining for mornings. Russ Novak adding afternoon drive to his Production Director duties, and Rick Myers moving to sales . . . Jim Glendinning is the new PD at KWIQ/Moses Lake, WA . . . And, don't forget to let me know what else you have heard!

GM IN NY For LB

Country's Pavarotti hits the New York stage! That's right, Gary Morris has been signed to play the lead male role in the New York festival production of the opera "La Boheme." Linda Ronstadt has been cast in the female lead of the Joseph Papp production. "La Boheme" is the first full-length classical opera presentation in the 17-year history of New York Public Theater. The Puccini opera premiered in 1898 in Turin, Italy and is the story of a young poet, Rodolpho, and his tragic love, Mimi, in the 1830s Parisian Latin Quarter.



Gary Morris: Operatic Behemian

Owing to the strenuous vocal roles in "La Boheme," Morris and Ronstadt will each perform four times weekly, and alternate leads will take the other four performances. They have not yet been announced.

Rehearsals begin October 2, but Gary will take a few days off to fulfill an engagement



Country News
 Next Weeks Guests:
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Barbara Get Well soon!!
 YOUR FRIENDS in KANSAS KFDI

A BIG GET WELL QUICK — KFDI/Wichita and the folks from Kansas gave Barbara Mandrell a get-well card that was so large, it became a billboard! The giant greeting is located on Church St. in Nashville outside Barbara's hospital room. KFDI-AM & FM PDs Chris Collier (I) and John Speer (I) said they received so many calls from people who wanted to send Barbara cards that they decided to send just one — a giant one. They collected some 30,000 signatures during a three-day period at the state fair — results even Hallmark would be proud of!

Black/Urban Radio



WALT LOVE

93FM-WZAK Is Going All Out

WZAK/Cleveland has been on a roll the past few weeks. The station is very contest and promotionally oriented. In photo #1 is (right) 93FM morning personality Ken Allen enjoying a little "Pretty Mess" named Vanity. The Motown recording artist stopped by the station while on the road promoting her new single. This action had all the male employees lining up for photos!

In photo #2, from left, are WZAK GSM Michael Hilber, morning personality Ken Allen, and WZAK President/GM Xen Zapis. Recently, 93FM and the Cleveland Plain Dealer sponsored a promotion which awarded round trip airfare for four, complete with deluxe hotel accommodations and ringside seats, to the WBC World Heavyweight title bout. The winner's package also included four tickets to the Jacksons "Victory" concert in Cleveland. 93FM reported it received more than 50,000 entries.



KDAY & LAKESIDE RETURN TO PACOIMA? — That's right, members of the group Lakeside joined KDAY/Los Angeles' J.J. Johnson (right) during a live broadcast from the annual "Back To Pacoima" affair held near Los Angeles. Pictured are (l-r) Lakeside's Norman Beavers, KDAY's Maxi Bane, and the group's Fred Alexander and Otis Stokes.



"COOL IT NOW" MEANS CAKE FOR KJLH/LOS ANGELES — MCA recording artists New Edition recently presented KJLH with a cake to thank the L.A. station for its continued support. KJLH instantly added their first single, "Cool It Now," from their forthcoming debut album "New Edition." The cake was presented after a basketball game between Sam Williams's Philadelphia 76ers All-Star team and New Edition's All Stars, which included the entire band plus KJLH staffers. From left: Ralph Tresvant, Michael Bivins, and Ricky Bell of New Edition; KJLH air personalities Bill Chapel and Louise Foster; Ernie Singleton, National Director/R&B Promotion, MCA Records; KJLH personality Eric "Rico" Reed; and Ronnie DeVoe and Bobby Brown of New Edition. The game, held at Inglewood High School, was sponsored by Coca-Cola's Summerscope '84.



WWIL/WILMINGTON GIVES AWAY TRANS-AM AFTER DIANA — This 1984 Trans-Am is up for grabs in Wilmington, NC if you happen to be the lucky WWIL listener with the correct key. 149 keys were given to qualifiers, but over 10,000 persons entered the contest. Hurricane Diana slowed up the giveaway just a bit.

WDRQ Welcomes Kurtis Blow



Kurtis Blow was in Detroit on a promotional tour in support of his new single, "8 Million Stories." Posing are (l-r): WDRQ MD Mike Stratford, Kurtis, and WDRQ air personality J. Michael McKay.

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BROADCAST TALENT COORDINATORS

Dept. R, P.O. Box 20551, Birmingham, AL 35216 (205) 822-9144

Expanding group, exciting markets, possible openings for on-air, programming & news. T&R: Don Keith, National PD, 48 Music Square East, Nashville, TN 37203. EOE M/F (9-21)

EAST

Soft ADR looking for fulltime air & crack production. T&R: Jeff Damon, WVVY, Box 1148, Vineyard Haven, MA 02568. EOE M/F (9-28)

Medium market pros. Immediate & future full & parttime announcers needed. T&R WYDD, Box 7050, Pittsburgh, PA 15212. No calls. EOE M/F (9-28)

ANNOUNCER

Mid-Atlantic TV production company needs freelance non-union VO announcers for TV spots. Good rates for good voices. Send tape to VO ANNOUNCER, P.O. Box 86, Upper Darby, PA 19082.

Washington's newest station is looking for a fun, up-tempo communicator for prime shift. T&R: Jeff Valentine, WEZR, 10380 Democracy Ln., Fairfax, VA 22030. EOE M/F (9-28)

NO needed. Good job for pros only. T&R: Alan Beck, WJHM, 48 S. Front St., Box 1657, Redding, PA 19003. (9-28)

Experienced, humorous & creative morning personality needed for major A/C FM. T&R: Broadcasting Unlimited, 18 Colts way, Weyland, MA 01778. (9-28)

WAMS continues N's search for morning personality, midday host & parttime position. T&R: Broadcasting Unlimited, 3677, Wilmington, DE 19807. EOE M/F (9-28)

Immediate openings for full & parttime 50kw Country shifts. T&R: Ken Silva, WAWU, Box 330, Lewiston, ME 04240, (207) 784-6921 EOE M/F (9-28)

Join the excitement! Immediate opening at CHR in top 100 market. T&R: Rick Belcher, WIOG, Box 1945, Saginaw, MI 48605. (517) 752-3458 EOE M/F (9-28)

Production Professional

Top New York City contemporary station is seeking an experienced Production Professional for a challenging production/continuity position

This position will be responsible for coordinating all station production for sales/programming. The successful candidate must have extensive copywriting experience for retail sales, excellent voice-over capability, complete knowledge of four-track studio operations and continuity department administration.

If you are looking to make your creative mark in New York with a top notch operation, send your demo reel and resume including salary requirements to: BOX 939R, Suite 1501, 50 E. 42nd Street, New York, NY 10017. An Equal Opportunity Employer m/f/h/v

Immediate opening for Production Manager. Must be well organized, accurate & able to work independently. T&R: Howard Corby, WQNE, Box 486, Keens, NH 03431. (9-28)

Upretia NY, AM A/C seeks experienced air personalities. T&R: Fred Snyder, WRUN, Oriskany, NY 13424. EOE M/F (9-28)

News person needed for AM/FM. Good writing skills & delivery a must. T&R: Dave Williams, WBNR/WSPK, Box 511, Beacon, NY 12508. EOE M/F (9-28)

Opening for morning drive at 50kw, A/C, WKWK FM. T&R: Rod Krol, Box 5824, Wheeling, WV 26003. EOE M/F (9-28)

WHCN NEWS

WHCN needs a hard-working morning news personality. News background and sharp programming instincts a must. Cassettes and resumes to: Daniel Francis Hayden, WHCN, 1039 Asylum Ave., Hartford, CT 06105. EOE

PD needed for AM station. Odies experience preferred. T, R: GM, Box 40, Newton, NJ 07860. (9-28)

50kw, ADR superstar, WRKI needs overnight jock. Dedication & enthusiasm a must. T&R: Buzz Knight, Box 95, Danbury, CT 06810. EOE M/F (9-28)

1hr daytime AM needs Sports Director/PDP/writer to advance local sports image. T&R: WINE, 1004 Federal Rd., Brookfield, CT 06804. EOE M/F (9-28)

WJKT needs midday & night CHR personalities. Good bucks for the right talent. T&R: Jim Cook, 635 Ash, Erie, PA 16503. EOE M/F (9-28)

Experienced person needed for CHR middays & MD. T&R: FM87, 252 N. Queen St., Lancaster, PA 17603. (9-28)

WHCN needs a production director. If you can write, create concepts, and produce, apply to Daniel Francis Hayden, Program Director, WHCN, Inc., 1039 Asylum Ave., Hartford, CT 06105. Good salary and stable company. EOE

95XXX needs PD, announcers & salesman for CHR in Burlington. T&R/salary: John Nichols, GM, WXXX.FM, 16 Waybury Rd., Colchester, VT 05446. EOE M/F (9-21)

50kw A/C in eastern ME needs morning talent with good production. T&R: Ben Haskell, WVMJ-FM, 68 State St., Ellsworth, ME 04805. EOE M/F (9-21)

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MIDDAY ANNOUNCER/ ASSISTANT PD

WALK-AM-FM, Long Island premier A/C, needs an experienced midday announcer to help us continue to grow. Growing station group with excellent opportunity. If you're a radio "pro" rush your tape and resume to: Sean Casey, PD, WALK-AM & FM, P.O. Box 230, Patchogue, NY 11772. EOE M/F

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SOUTH

On-air personnel needed for Urban format. T&R: Bob Scott, WPDQ, 9890 Hogan Rd., Jacksonville, FL 32218. EOE M/F (9-28)

WYNNK/Baton Rouge looking for fulltime on-air & production people for Country format. Phil Williams (504) 343-8348 (9-28)

Odies station KR0D has Production Director/announcer opening. T&R: Mike Preston, 4141 Pinnacle, Suite 120, El Paso, TX 79902. No calls. EOE M/F (9-28)

Wanted: Super air talent/PD for medium market KTEM & KR4FM. No beginners. T&R/photo: Paul James, Box 1230, Temple, TX 76703. (9-28)

WSHE is accepting applications for future announcer opening. C&R: Dave Lang, 3000 SW 60th Av., Ft. Lauderdale, FL 33314. EOE M/F (9-28)

A/C station looking for experienced adult communicator. T&R: Paul Conrad, WRCC/FM104, Box 189, Cape Coral, FL 33910. EOE M/F (9-28)

WOWW 107 needs anchor/reporter to handle sports & news, must love both. T&R: David Brandt, Box 2788, Pensacola, FL 32613. EOE M/F (9-28)

Roxy gig in the rose capital of the world. Right place, right time, right dollars... write station! T&R: KTBB, 3810 Brookside Dr., Tyler, TX 75701. EOE M/F (9-28)

Full & parttime announcers needed at WSKY. T&R: Box 2958, Asheville, NC 28802. No calls. EOE M/F (9-28)

New 100kw, CHR FM in Myrtle Beach is looking for PD/air talent. Great place to live. T&R: Ed Seeger, Box 799, Conway, SC 29526. EOE M/F (9-28)

MORNING DRIVE COMMUNICATOR

Contemporary Country format in medium Southeast market. Warm, natural personality, must be community-oriented. Send T&R to: Radio & Records, 1930 Century Park West, #800, Los Angeles, CA 90067. EOE

Opening for MD in central FL. New owner seeks quality local news. T&R: G.T. Emmet, Box 1290, Leesburg, VA 22075. EOE M/F (9-21)

CE needed for AM/FM in Laurel/Hartsville market. Excellent pay for the right person. Call Bob Holiday: (601) 545-1822 (9-21)



Les Acree at KIX 106 in Memphis needs mature, one-on-one communicator for morning drive. Humorous helpful. Must be willing to put your face in the marketplace for this 100,000-watt FM Country format leader. Also looking for all-nighter. No calls please. Tapes and resumes to KIX 106, 5900 Poplar Ave., Memphis, TN 38119.

Anchor/reporters needed for AM/FM & state network. Conventional delivery a must. T&R: Don Grady, Box 496, Baton Rouge, LA 70821. EOE M/F (9-21)

Top-rated WLW-FM is looking for goal-oriented & motivated air people for future openings. T&R: Robert Jones, Box 4999, Montgomery, AL 36195. No calls. (9-21)

EXPERIENCED MORNING MAN PERSONALITY

For Easy Listening 35+ FM format on Florida's East Coast. Send tape and resume to Radio & Records, 1930 Century Park West, #795, Los Angeles, CA 90067.

Talk-show MD needed for AM/FM in beautiful FL market. Rush T&R/photo: Randy Marsh, WJVV-FM, Box 3487, St. Augustine, FL 32085. EOE M/F (9-21)

Country jock with production experience needed. T&R: WOXL, Box WOXL, Jackson, TN 38303. EOE M/F (9-21)

SUCCESSFUL 100,000 WATT AOR STATION

In the South is looking for a creative production wizard. Production experience required. Tape & resume to: Radio & Records, 1930 Century Park West, #799, Los Angeles, CA 90067. EOE

MIDWEST

WCBS seeks anchor/reporter. Minimum two years experience. T&R: Joan Edwardson, 5407 W. McKinley Ave., Milwaukee, WI 53208. EOE M/F (9-28)

Active local station needs sports announcer/PBP/board shift. Like Thaman, Box 603, Bryan, OH 43006. (419) 636-3175 EOE M/F (9-28)

LEADING MIDWEST A/C FM

Seeking conversational, intelligent air personalities for future openings. No liner card readers. Good production essential. Good bucks for the right person. T&R: Radio & Records, 1930 Century Park West, #798, Los Angeles, CA 90067. EOE M/F

Midday personality/production whiz needed at fast-growing Country FM. T&R: Don Riley, K-105, Box 7880, Lafayette, IN 47903. EOE M/F (9-28)

PROGRAM DIRECTOR

We are a successful, 24-hour, Country/AC operation located in a university town of 25,000 in the Midwest. We are looking for a PD who knows music, has good production skills and can handle a fulltime staff of 8. If you have played and grown tired of the "ratings game" and are ready to make a long-term commitment we would like to hear from you. We offer a professional salary, commensurate with experience, a good working environment and an excellent place to raise a family. T&R to: Radio & Records, 1930 Century Park West, #787, Los Angeles, CA 90067. EOE

Metro Lansing FM needs morning drive personality to help soft hits format group. T&R: Jeff Crows, WMMQ, 1516 Lawrence Rd., Charlotte, MI 48813. (9-28)

Young aggressive CHR talent needed now for major MW market. Good bucks for the right person. T&R: Mike Miller, Box 14806, Oklahoma City, OK 73113. EOE M/F (9-28)

Creative CHR morning personality needed. Exciting, humorous & successful track record a must. T&R/salary: KDVV, 715 Harrison, Topeka, KS 66601. EOE M/F (9-28)

KOFM 104

Oklahoma City's hottest CHR needs good personalities now! Send tape & resume to: Mike Miller, KOFM, P.O. Box 14806, Oklahoma City, OK 73113. EOE M/F

Music radio KAY-107 seeking quality parttime CHR personality. T&R: Harry Blair, 7030 S. Yale, Tulsa, OK 74136. No calls. EOE M/F (9-28)

Afternoon character wanted at top-rated Q-102. First prime opening in 10 years. T&R: Jim Fox, 1908 Highland Ave., Cincinnati, OH 45219. EOE M/F (9-14)

Looking for entertaining air talent/creative production. C&R: Mike Connor, KSYX, 2280 Woodridge Bl., Grand Island, NE 68801. EOE M/F (9-28)

KOCR-FM looking for FM drive/communicator. Let me hear what you can do. T&R: Gary Dixon, Box 876, Cedar Rapids, IA 52408. EOE M/F (9-28)

Morning personality needed for a rare opening at WCSI. T&R: Mike King, Box 709, Columbus, IN 47202. (9-28)

OPERATIONS MANAGER

For aggressive Easy Listening station. Prefer MOR or A/C experience. Send resume, salary history, management philosophy to: John Krogstad, WSWT-FM, P.O. Box 3335, Peoria, IL 61614. EOE

Knowledgeable Jazz jock needed at AM daytime. T&R: Bob Long, 35 East Wacker Dr., Chicago, IL 60601. (312) 331-7840 EOE M/F (9-21)

A/C station reviewing tapes for jock/production. Must have good pipes & team attitude. C&R: Stereo-AM 93, Box 509, Ogallala, NE 68153. EOE M/F (9-21)

WKKK-FM needs A/C announcer/production person. T&R: John Rowell, Box C-1730, Aurora, IL 60507. EOE M/F (9-21)

STATION RELATIONS DIRECTOR

Exceptional proven pro needed to help expand national program network. Results rewarded generously. Rush resume and references to: Radio & Records, 1930 Century Park West, #796, Los Angeles, CA 90067.

Sales manager needed KOTH. Should have degree plus six years radio sales/management. Contact: Jane Walker, Box 685, DeBouque, IA 52001. EOE M/F (9-21)

Reporter/anchor needed for AM/FM in MO state capitol. T&R: Rick Stachel, ND, KLR/KXTX, Box 414, Jefferson City, MO 65102. EOE M/F (9-21)

Opportunities

Openings

Wanted: Aggressive ND for area's leading News station. New equipment & top dollar for right person. T&R: KOLT, Box 660, Scottsbluff, NE 68381. EOE M/F (9-21)

CHR with monster numbers in big P-3 market needs evening jock who also does great production. T&R: Mike Schmidt, KWTO-FM, Box 4568 C.S., Springfield, MO 65804. EOE M/F (9-21)

WCVS needs evening A/C personality/production pro. T&R: Greg Thomas, Box 2989, Springfield, IL 62708. EOE M/F (9-21)

MORNING PERSONALITY MAJOR MIDWESTERN 18-49 CHR FACILITY

Looking for experienced, exciting, energetic, enthusiastic and entertaining morning drive personality. Applicants should be consistently funny and interesting and have the ability to relate to the audience. Big bucks for the right talent. If you're ready to blow the competition out of the water, send tape and resume to: Radio & Records, 1930 Century Park West, #801, Los Angeles, CA 90067. EOE M/F

Album rocker needs talented promotion whiz, production genius & arshhit ace rolled into one. T&R: Jeff Murphy, WWCT, 414 Hamilton, Peoria, IL 61602. (9-21)

KDLB, 100kw regional FM south of Tulsa, is seeking ND/announcer. Contact: Randy Prichard (918) 756-3980 EOE M/F (9-21)

A/C afternoon air personality needed at WCSJ. T&R: Mike King, Box 709, Columbus, IN 47202. EOE M/F (9-21)

KJOU/KJUB is reviewing tapes for future openings. T&R: Reid Holsten, 3205 S. Meadow, Sioux Falls, SD 57108. EOE M/F (9-21)

WEST

Looking for parttime, must live in L.A. Females encouraged for future openings. T&R: Barry Richards, KGFJ, 1989 Riverside, Los Angeles, CA 90039. EOE M/F (9-28)

Immediate full & parttime openings on the beautiful California coast. T&R: Laura Seaton, KIDD, Box 1739, Monterey, CA 93942. EOE M/F (9-28)

19-24 year veteran PD needs to fill fulltime air positions. Learning environment in medium market. T&R: Doug LaVallee, KGAL, Box 748, Albany, OR 97321. EOE M/F (9-28)

NW A/C seeking fulltime air talent. Must have at least three years experience. T&R: KJRB, Box 8007, Spokane, WA 99203. EOE M/F (9-28)

Top rocker wants top AOR personality/production. T&R: Bruce Michaels, 805 Stewart, Lewiston, ID 83501. EOE M/F (9-28)

Lost personality to larger market. Experience needed to fill shoes in rare superstation opening. T&R: Vae McShay, K99, Box 3129, Great Falls, MT 59403.

Openings

Fulltime OM/PD needed. Four years programming/promotional experience, two in major market required. T&R/salary: John Pulesty, KLCY/KYSS, Box 7279, Missoula, MT 59807. (9-28)

KCUB 1290
THE COUNTRY STATION

Experienced
News Director/Anchor

For KCUB, Tucson's top Country station. Authoritative delivery a must. Requires writing and rewrites ability, flexibility, ability to work closely with management. Tape, resume, writing samples and salary requirements to: Jay Price, KCUB Radio, P.O. Box 5006, Tucson, AZ 85703. No calls please. EOE M/F

50kw AM & 100kw FM seeks fulltime ND. Beautiful lake area. Immediate opening. T&R: KERRUKAR, Route 1, Box 48, Polson, MT 59960. EOE M/F (9-28)

Urgent! Sales Manager wanted. A great challenge & a giant step upward in broadcasting. Resume: Robert Florie, Box 720, Alamogordo, NM 88310. EOE M/F (9-28)

Contemporary Christian station in Bay area needs creative Production Director/DJ. T&R: KCLB, Box 1932, Santa Rosa, CA 95402. (9-28)

TOP 5 MARKET

looking for the brightest, craziest, funniest, most exciting, energetic, reliable morning lunatic or lunatics ever. We are willing to pay "MEGABUCKS" for the MEGATALENT we're after. This CHR outfit, in one of the most beautiful cities in the country, is committed to finding the greatest person and/or team ever assembled in one studio. The right people should be able to make Rick Dees, Don Imus, and Scott Shannon take a back seat. Tapes and resumes to Radio & Records, 1930 Century Park West, #802, Los Angeles, CA 90067.

PD needed ASAP. Motivator needed to program top Country station in eastern Idaho's largest market. T&R: Jim Fox, KWIK, Box 998, Pocatello, ID 83204. (9-21)

Group flagship needs strong CHR talent in SE Alaska. Mild weather & great benefits. T&R: Paul Damon, KJNO/KTKU, 3161 Channel Dr., Juneau, AK 99801. EOE M/F (9-21)

Parttime air opening at KTHQ/South Lake Tahoe: (918) 544-6471, 2-5pm. EOE M/F

Production Director wanted. Aggressive Country wants best writer/producer, arshhit probable. T&R: Chuck Gillespie, KFMR, 655 W. Benjamin, Suite 312, Stockton, CA 95207. (9-21)

Entire AOR staff needed. Sales, programming, production & personalities. Fred Moore, Rocky Mountain Wireless, Box 1085, Vail, CO 81658. (303) 949-4834 EOE M/F (9-21)

Openings

KSTN looking for future up-tempo air talent. T&R: John Hampton, 2171 Ralph Ave., Stockton, CA 95208. No calls. (9-21)

Medium market AOR in NW looking for overnight talent. T&R: Rock 106, Box 8007, Spokane, WA 99203. EOE M/F (9-21)

KBOS looking for afternoon drive/production pro. Major bucks! T&R: Kris Van Kamp, Box 1101, Tulsa, CA 93276. EOE M/F (9-21)

Rare opportunity to entertain the 35-64 adult. We have fantastic morning opening for you. T&R: Ted Brown, KYND, Box 6029, Fresno, CA 93703. EOE M/F (9-21)

Killer CHR PD needed. Resume/station composite: Don Hoffman, KNBQ, Box 5200, Tacoma, WA 98405. (9-21)

Country AM seeking personality-oriented announcer. T&R: Jon Chatham, KGAK, 401 E. Coal Ave., Gallup, NM 87301. (505) 863-4444 EOE M/F (9-21)

Experienced CHR drive air talent with strong production. T&R: Dave Ware, KHTT, 1420 Koll Cr., San Jose, CA 95112. (9-21)

Expanding 100kw FM powerhouse seeking ND. T&R: Conrad Stockton, KMCO, Box 104, The Dalles, OR 97058. EOE M/F (9-21)

PROMOTION DIRECTOR POSITION
Top 15 West Coast market. Must be organized, detail-oriented, able to execute team plans and follow through to a logical conclusion. Previous experience helpful. Send promotional philosophy, personal letter and photo to: Radio & Records, 1930 Century Park West, #790, Los Angeles, CA 90067. EOE

KENZ needs morning announcer. Pleasant delivery, good voice & lively play. CAR: Jone Dent, Box 2424, Sacramento, CA 95811. (9-21)

Leading L.A. Easy Listening station looking for on-air OM. Must have major market experience. Robert Griffin: (213) 278-5990 EOE M/F (9-21)

Openings for personalities at Country AM/FM. Future openings too. T&R: Doug MacKinnon, RMO, 5065 W. 2100 South, Salt Lake City, UT 84120. No calls/beginners. (9-21)

K-98 is looking for an afternoon drive emcee. Good bucks. T&R: Scott Gentry, Box 960, Provo, UT 84603. EOE M/F (9-21)

Positions Sought

Sports/news position sought. Creative, conversational & committed writer. Solid PBP in all sports. (201) 763-5687 (9-28)

Talent plus energy equals solid results. Can do it all, especially production. I'm worth your interest. RICH FINDLAY: (213) 434-2602 (9-28)

Black/Urban pro is ready. Currently working in NYC, looking to relocate. Experienced in A/C & CHR. LANCE HAYES: (212) 994-7632 or 994-6668 (9-28)

Announcer/jock seeking fulltime position at A/C, CHR or Country small/medium market. Will relocate. DEAN: (517) 754-3626 (9-28)

Dedicated & reliable production whiz. Winning AM/PM drive numbers & two years young adult programming at major brewery. Time to move on. BRAD: (217) 359-6090 (9-28)

DAVE DEPPISCH looking for personality morning position. Formerly of WSPD, WGST & O-102. (216) 369-1159 (9-28)

Production wizard/CHR personality. I can fill the most important position. Prefer NE. J.J.: (304) 845-0856 (9-28)

Experienced MW broadcaster looking for a change. Enthusiastic PBP & good pipes. JOHN: (319) 328-1156, between 6pm CDT (9-28)

Energetic CHR pro wants to play your "hot hits." NE preferred. BILL HOUSTON: (516) 423-0167 (9-28)

VANESSA CARRO. Top-rated ten-year AOR pro from KLOL is ready to roll to your rock winner in the SW. (702) 456-6712 (9-28)

ND in small market seeks to become part of a news team in South or West. Two years experience & college degree. MARK: (414) 248-1550 (9-28)

Call me before General Hospital drives me crazy! Looking for CHR or Country midday/afternoons. Ten years experience. KEVIN: (806) 358-4928 (9-28)

DJ needs first job. NYC broadcast graduate will learn sales your way, any format & answer. Skills include production, copy & news. JOHN: (718) 837-1373 (9-28)

Eight-year Country afternoon personality looking to relocate within four hours of Minneapolis. Will consider A/C or Country. MIKE HUBER: (612) 934-2414 (9-28)

JOHN PHILLIPS. Upbeat air personality looking for small/medium market position. Great production, natural voice & 1900-cheapi! (408) 286-2055 (9-28)

Positions Sought

Energetic & versatile Creative Director seeks challenging opportunity. Extensive experience in promotion, production sales, copywriting & management. (509) 448-1960 (9-28)

Award-winning newsmen/anchor/producer seeks challenge with station/group/network. Professional has 18 years executive, anchor/telemarketing. (802) 234-1141 (9-28)

"Move over Bob Costas & Al Michaels, he's headed for the networks." said media critic recently of my PBP work. Hearing is believing. (518) 455-6817 (9-28)

Programmer will add dollars to your bottom-line. Have good job & looking for better. Seeking PD/Assistant PD/promotion position in any format. HARVE: (518) 293-7947 (9-28)

Let's talk about making money. Recent marketing graduate seeks AE position. Four years experience as GM of college station. DANIEL: (912) 452-8907 (9-28)

Your troubles are over. What I do, I do well. What I don't know, I learn quickly. RALPH MOORE: (212) 823-8368. Call days, edt. (9-28)

Eight years as medium market jock, looking for top 50 A/C or CHR. Best numbers and award-winning production. BILL: (718) 664-2313 (9-28)

GARY HILL, formerly OM/PD/mornings, seeks similar position. Can get the upper demo that you need & save the budget. (205) 342-5603 (9-28)

15-year veteran of Country & Easy Listening looking for PD/MD/DJ position in Texas. Available immediately. WALT: (817) 755-0100 (9-28)

Multi-purpose, self-contained & mobile unit seeks position at Florida AOR as PD/MD/arshhit. First ticket & highly experienced. BRETT: (901) 725-5387 (9-28)

KENNY DAVIS, ten-year veteran looking for immediate on-air position. Will do CHR. (213) 777-5511 (9-28)

Street reporter looking for a move up. Nine years experience in small/medium markets. Strong, authoritative delivery & prefer MW. (319) 388-8977 (9-28)

Get me out of L.A.! Recent graduate seeks first programming/promotion job in Rocky Mountains or NW. Has syndication experience. MICHELLE: (213) 541-3106 (9-28)

I miss being a star! Ex-KNBA/Velocio jock seeks gig in N. California with music to curl your hair by. Satisfaction guaranteed. FRANK BUTER: (415) 223-9928 (9-28)

Air traffic talent. Three years experience, clear voice & ready to move. Like CHR & Country. JANET YACKLE: (712) 362-2033 (9-28)

Black female announcer/newsreader/talkhost is looking to do news. Have ten years experience in major markets. WENDY WHITE: (213) 388-2853 (9-28)

Used pro available. 12-year broadcast veteran looking for anchor/reporter/ND position. TERRY CORBELL: (801) 363-3198 (9-28)

Professional communicator, wit, humor, sometimes outrageous & reliable to your market. Great production. Available to a winning company. TOMMY: (203) 366-3338 (9-21)

Energetic AOR rocker. Former GM. Three years on-air experience. Talented, versatile, promotions-oriented & hard-working. Prefer SW/SE. STEVE: (818) 345-5360 (9-21)

Bookkeepers! We ain't afraid of no book. Topical, wacky & entertaining major market morning team currently in Seattle. (206) 938-1306 (9-21)

Experienced afternoon talent seeking professional organization. Currently MD/afternoon drive in Cincinnati. CHR. JON SCOTT: (319) 355-4212 (9-21)

It's a bid... Transfer! WNSY PD PHIL BECKMAN needs CHR, Oldies or A/C gig. 16 years major market in East/South. (804) 877-9844 or 826-1310 (9-21)

ALWT ELOUISE LOUISE looking for new sugar daddy. Memphis top-rated morning show for eight books in a row. (901) 382-0759 (9-21)

Major market news anchor formerly WNEV, KFI & KFRC. (802) 956-6677 (9-21)

Broadcast graduate will go anywhere for immediate entry level. Excellent voice, news production, PBP & copywriting. (319) 355-4212 or 926-2454 (9-21)

Got an opening? Small/medium market AOR: I'm your man. Have degree, five years campus rocker experience & will rock anywhere. DAVE: (615) 883-5924 (9-21)

I can do it all. I have done it for two years and want to do it in Albany. JIM: (518) 346-0442 (9-21)

PD/MD/Production Director has medium market AOR/CHR experience. Format change forces move. RICH: (904) 743-0460 (9-21)

Young seasoned veteran is looking to move up. Currently top 75 market, would like top 50. Prefer sunbelt. DUGG: (319) 359-4924 (9-21)

STEVE CASSIDY, formerly Century 21 & Concepts Production programming, looking for A/C or CHR PD/MD position. Available immediately & will work automation. (918) 722-6908 (9-21)

Major Market Marketing Manager

Chain of 6 California stations including San Francisco's fastest growing AM/FM need a marketing talent to grow with us. If you've got advertising, promotion and PR experience... good. If you're a self-motivated "idea" person that can innovate and follow through... great. If you're the best... you're hired.

Bill Weaver, Executive VP/GM, KLOK-AM/FM
1177 Polk Street, San Francisco, CA 94109

Operations Manager

We're also looking for an experienced Operations Manager for KWIZ-AM/FM, Orange County. Send resumes to above address.

Equal Opportunity Employer - Male/Female - No phone calls please.

Opportunities

Positions Sought

Sports announcer/DJ/news/sales has eight years extensive PBP pro, college & high school experience. **PAT MCCONNELL:** (503) 388-3014 (9-21)

18 years in Country as PD/MD/jock. Plenty of major market experience and accomplishments. I'm ready for more! **R.T.:** (313) 345-8900 (9-21)

Former on-air KRNC, now parttime top-rated Country, desires large market fulltime challenge. Any contemporary format. **Energic female** will relocate. **JERI:** (415) 724-5888 (9-21)

Currently working oddies at the Super 1090/XPRS. Prefer West, but will relocate. **DARRYL EVANS:** (818) 789-9681, after 5pm pdt (9-21)

Broadcast school graduate. Three years parttime experience seeking fulltime in small/medium market. Great pipes. **BOB BENNETT:** (414) 654-2066 or 522-9483 (9-24)

Top-notch PD/production looking for a chance. Proven track record. **CHRAIOR/Country** experience. **DAVE LOURIE:** (913) 825-7908 (9-21)

Rockaholic University of Texas graduates ready to go anywhere to work. Knowledge & background in AOR production, promotion and performance. **GENE:** (409) 892-9460 (9-21)

I'm Being Strangled By Time & Temperature

Set me free. Nine years in radio, two years fulltime. **CHRIS (616) 775-2762.**

Experienced pro seeks slot in competitive market. Good background, references & ratings. **T.J. BROOKES:** (208) 345-9141 (9-21)

14 years, three Close & lots of ideas. I write, produce, do creative air work and need a new challenge. **(608) 339-7404,** after 5pm cdt (9-21)

Experienced female morning drive personality. Versatile, great voice, numbers & production. Ready to move & possibly team up on mornings. **LAURA:** (715) 832-9661 (9-21)

Medium market jock, five years experience, looking to relocate in SW. Good air work, strong production & can do any format. **CHAZ:** (713) 591-8830 (9-21)

Why hire just anybody when you can hire "Just Ed." Fantastic production & wtd promotions. **ED:** (208) 748-4266 (9-21)

LEE GORDON. Over four years experience AM drive, MD a specialty. One-to-one approach. **(817) 659-0614 (9-21)**

Black female reporter/talk host/announcer looking to do news. Experience in major market. Will relocate in S/SW/MW. **JANET CONNER:** (215) 424-3021 or (809) 394-2764 (9-21)

TV/radio newsmen wants to get back into radio fulltime. Six years reporting/anchoring experience in medium market. **(319) 318-8977 (9-21)**

I want to work. Excellent voice/production/DJ/PBP. Interested in MW. **SCOTT:** (815) 288-8261 (9-21)

I know the difference between the innocents and the innocent Odies DJ/news/production experience, ready for medium market. **ROB:** (312) 577-5771 (9-21)

Positions Sought

Young flexible pro can handle all aspects of radio. Seeking medium/major market gig. Prefer ADR/CHR, will travel. **RJSS:** (805) 773-3816 (9-21)

Station sold. I'm out. 20 years news, four as state network MD. **Prefer MW. BILL BARNES:** (318) 332-8855 (9-21)

Talented female broadcaster. Five years professional experience, motivation & college degree. Seeking position in the South. **JERINE:** (408) 833-8421 or 838-1282 (9-21)

Always the best morning pro in the market. Great production, seeking medium/major market. **SHAWN:** (208) 633-8002 evenings (9-21)

Gotta' minute? Seven years here, now out. 15 years experience, enjoy talking news on phones or doing interviews. **Prefer mornings.** (702) 871-7695 (9-21)

Prevent a tragedy! Station sold. Medium market jock looking for any format. Mature delivery for strong A/C or CHR. Full or part-time. **MARTY:** (516) 785-3463 or 828-6076 (9-21)

Eight years in L.A./central CA AOR, CHR & A/C. Looking for fulltime airshift. Good production skills, promotion & personality-oriented. **SCOTT:** (213) 832-5892 (9-21)

DAVE MATTHEWS in the morning. Proven CHR & A/C numbers at WHFM, KAAV, Y-100 & Q-102. **(904) 687-3717 (9-21)**

Six-year pro looking for deal. Mid/altstations on American Forces Radio in Italy. My specialty: one-to-one. **GENERAL:** (601) 453-4093 (9-21)

Ten years PD/MD with A/C experience. Great production, first ticket, looking for medium market spot. **MICHAEL:** (214) 369-0555 (9-21)

Working AM drive at medium market. Looking for Country airshift/programming/promotions/music, any market. **JIM:** (715) 355-7835 (9-21)

I have versatility, personality, creativity and imagination. Experience mornings and afternoons, prefer promotion-oriented SE **CHRAIOR, DWAYNE:** (704) 963-5565 (9-21)

ENTRY LEVEL POSITION EMERSON COLLEGE GRAD

Seeking an entry level position in radio. Wealth of experience in TV & radio. Exceptional knowledge of broadcasting industry. Complete and thorough experience/knowledge in music industry. Will consider all inquiries. Music Director and/or airshift desirable too. Will consider most anywhere. California, East or Northeast preferably. No Country or News formats, please. Available now! Highly organized, reliable and motivated! Call or write: **Mr. Mark c/o 19 Lyon Road, Chestnut Hill, MA 02167 (617) 322-5646.**

Mature announcer/MD looking for medium market move. Currently working CHR with A/C experience. Willing to work Country and relocate. **MARTY JOHNS:** (414) 457-0974 (9-14)

Parttime professional desires fulltime CHR. **GINA T.:** (305) 948-2556

Experienced PD/jock/engineer with good CHRAIOR/M.D.Y.L. ratings seeks new challenge. Medium MW rocker preferred. **CHRIS:** (219) 745-3777 (9-14)

Positions Sought

Fresh, talented & eager jock seeks fulltime/parttime CHR or A/C air slot in Baltimore/Washington area. **TOM:** (301) 323-1414 (9-14)

So tired of eating frozen dinners & listening to bad jocks. I need radio as much as it needs me. **CHRIS:** (206) 357-6936 (9-14)

Ten year A/C veteran looking for professional announcer slot. Willing to move anywhere for the right money. **LONNIE DEAN SWONGER:** (512) 993-8387 (9-14)

CRAZY RON GOSS seeks PD/MD/airshift at SE/A/C or CHR. 10 years experience. **(904) 351-3530 or 489-0247 (9-14)**

Atlanta part or fulltime airshift/news, any format. 10 years experience. **DENNY AINSWORTH:** (404) 448-1015 (9-14)

Philippine-American broadcast graduate with one year CHR experience seeks DJ/news/caster position. Will relocate. **SAL:** (213) 834-3101 (9-14)

Looking for jock gig in mid-October. **WABC, Q107,** network, production engineer and board experience, will relocate. Serious only please. **PETER:** (212) 658-2704 (9-14)

Sports/news/DJ with three years experience and B.S. Communications degree. Very enthusiastic & dedicated. Will relocate. **JEFF:** (816) 844-3271 (9-14)

Medium market pro looking for small/medium market programming position. 12-year veteran with excellent qualifications. **RAY WALDON:** (318) 227-8797 (9-14)

Changes

RADIO

Nelson Ritchie Start appointed Account Executive **KBON & KDIG** San Bernardino.

Glenn Davis appointed Account Executive **WAMZ**/Louisville from **WLRS.**

Bonnie Sprauer appointed Account Executive **WHAS**/Louisville from **WAVG.**

Dave Dudt appointed Account Executive **WLAV**/Grand Rapids from **WKLT/Kalkaska.**

Don Rest appointed Account Executive **KGO**/San Francisco.

RECORDS

JoAnn Keading appointed Marketing Coordinator **WEAJ** Ontario, Canada.

James F. Lightstone appointed Director of Business Affairs **CBS Records**/New York.

Kathleen Lotz appointed Merchandising Special Projects Coordinator **Warner Brothers Records**/Burbank.

INDUSTRY

John Lynch appointed Account Executive **Republic Radio**/New York from **Major Market Radio.**

Eric Weiss appointed Legal Assistant **Mutual Broadcasting System.**

Changes

John Gudelonis appointed Account Executive **Mutual Broadcasting System.**

Miscellaneous

KTSJ/New Haven needs **CHR** record service. Contact: **Bill Elliot,** 71 Bay Path Way, Branford, CT 06405. (203) 481-7245 (9-21)

Country & Gospel record service needed. Contact: **Mike St. John, WAXI,** Route 4, Box 20, Rockville, IN 47872. (317) 559-2026 (9-21)

WBTE & WDJB/Windsor, NC needs **Black & Country** record service. Contact: **Bill Benjamin** (919) 794-3131.

Looking for better Country record service. Contact: **Dede Moore PD, WDDT,** Box 1814, Greenville, MS 38701.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides **free** (24 words or 3 lines) listings to **radio stations** and **record companies** in **Openings.** **Free** listings of the same length are also available to **individuals** seeking work in the industry under **Positions Sought.** All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes **border and logo.**

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes **border, box number and postage/handling.**

Payable in Advance

Display & Blind Box advertising orders **must be typewritten** or printed and accompanied by check mailed to our office in **advance.**

For Opportunities you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: **R&R Opportunities,** 1930 Century Park West, Los Angeles, CA 90067.

ROCK TRAX™

ELECTRONIC RADIO PRODUCTION LIBRARY

The most amazing radio production library of our times features 271 separate examples of what happens when high tech becomes high impact. Promos, logos, i.d.'s, beds for commercials - from one to seventy seconds - like no one has ever done them before. Digitally remastered and available on Ampex 456 Grand Master tape, **ROCK TRAX** is offered on a market exclusive basis. Discover the sonic edge of **ROCK TRAX** by requesting a demo immediately, or listen to some of our initial clients, including **KMET, KGB, WNEW, WDVE, KBFI, WMMR, WQFM, WGRQ** and many more!

BROWN BAG PRODUCTIONS

482 SOUTH JASMINE STREET
DENVER COLORADO 80224
(303) 388-9245



The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

POINTER SISTERS "I'm So Excited"
BILLY OCEAN
"Caribbean Queen (No More Love On The Run)"
JACKSONS "Torture"

Country Coast-To-Coast

EARL THOMAS CONLEY "Chance Of Loving You"
GEORGE JONES "She's My Rock"
BELLAMY BROTHERS "World's Greatest Lover"

Rock America

DARYL HALL & JOHN OATES "Out Of Touch"
COREY HART "It Ain't Enough"
SAMMY HAGAR "I Can't Drive 55"

Radio Arts

John Benedict (818) 841-0225

Country's Best

STEVE WARINER "Don't You Give Up On Love"
BELLAMY BROTHERS "World's Greatest Lover"
GEORGE STRAIT
"Does Ft. Worth Ever Cross Your Mind"
EDDIE RABBITT "The Best Year Of My Life"
HANK WILLIAMS JR.
"All My Rowdy Friends Are Coming Over Tonight"
ANNE MURRAY w/DAVE LOGGINS
"Nobody Loves Me Like You Do"

Soft Contemporary

LIONEL RICHIE "Penny Lover"
WHAMI "Wake Me Up Before You Go-Go"
SHAKIN' STEVENS "A Love Worth Waiting For"

Sound 10

DARYL HALL & JOHN OATES "Out Of Touch"
WHAMI "Wake Me Up Before You Go-Go"
SHAKIN' STEVENS "A Love Worth Waiting For"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

JUDDS "Why Not Me"
STATLERS "One Takes The Blame"
RONNIE MILSAP "Prisoner Of The Highway"

The Great Ones

JUDY COLLINS w/T.G. SHEPPARD "Home Again"
RICKIE LEE JONES "The Real End"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

CYNDI LAUPER "All Through The Night"
CULTURE CLUB "The War Song"
STEVE MILLER BAND "Shangri-La"
38 SPECIAL "Teacher Teacher"
COREY HART "It Ain't Enough"

TM A/C

HALL & OATES "Out Of Reach"
SERGIO MENDES "Real Life"
ANNE MURRAY "Nobody Loves Me More Than You"

TM Country

WAYLON JENNINGS "America"
EDDIE RABBITT "The Best Year Of My Life"
HANK WILLIAMS JR.
"All My Rowdy Friends Are Coming Over Tonight"
BARBARA MANDRELL "Crossword Puzzle"
NITTY GRITTY DIRT BAND "I Love Only You"
JUDDS "Why Not Me"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

KENNY ROGERS w/KIM CARNES & JAMES INGRAM
"What About Me"
SURVIVOR "I Can't Hold Back"
DARYL HALL & JOHN OATES "Out Of Touch"
PRINCE "Purple Rain"

Contempo 300

DARYL HALL & JOHN OATES "Out Of Touch"

Great American Country

PINKARD & BOWDEN "Mama She's Lazy"
JUDDS "Why Not Me"

Concept Productions

Dick Wegner (916) 782-7754

CHR

DARYL HALL & JOHN OATES "Out Of Touch"
PRINCE "Purple Rain"
COREY HART "It Ain't Enough"
MATTHEW WILDER "Bouncin' Off The Walls"
GLENN FREY "The Allnighter"
38 SPECIAL "Teacher Teacher"
TOMMY SHAW "Girls With Guns"

BPI

John Sherman/Bob English (206) 624-8651

Adult Contemporary

AMERICA "Special Girl"
LIONEL RICHIE "Penny Lover"
DARYL HALL & JOHN OATES "Out Of Touch"

Modern Country

BELLAMY BROTHERS "World's Greatest Lover"
REBA McENTIRE "How Blue"
DOLLY PARTON "God Won't Get You"
GEORGE JONES "She's My Rock"
JOHN ANDERSON
"She Sure Got Away With My Heart"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

SERGIO MENDES "Real Life"
RICKIE LEE JONES "The Real End"
DARYL HALL & JOHN OATES "Out Of Touch"
WHAMI "Wake Me Up Before You Go-Go"
JUDY COLLINS w/T.G. SHEPPARD "Home Again"
DIANA ROSS "Swept Away"
JIM CAPALDI "I'll Keep Holdin' On"

Your Country

FRIZZELL & WEST "It's A Be Together Night"
CHARLY McCLAIN "Some Hearts Get All The Breaks"

Hit Rock

STEVE PERRY "Strung Out"
DARYL HALL & JOHN OATES "Out Of Touch"

Century 21

Greg Stephens (214) 934-2121

The Z Format

38 SPECIAL "Teacher Teacher"
SAMMY HAGAR "I Can't Drive 55"
GLENN FREY "The Allnighter"
TOMMY SHAW "Girls With Guns"
CULTURE CLUB "The War Song"
CYNDI LAUPER "All Through The Night"
LIONEL RICHIE "Penny Lover"

The A/C Format

LIONEL RICHIE "Penny Lover"
WHAMI "Wake Me Up Before You Go-Go"
JOE JACKSON "Be My Number Two"
CULTURE CLUB "The War Song"
SHAKIN' STEVENS "A Love Worth Waiting For"

Super-Country

JUDDS "Why Not Me"
HANK WILLIAMS JR.
"All My Rowdy Friends Are Coming Over Tonight"
BARBARA MANDRELL "Crossword Puzzle"

Good
Recommendations
From E/P/A

CHERRELLE

"FRAGILE . . . HANDLE WITH CARE"

BLACK/URBAN CHART: 27

CHECK THESE STATIONS:

WXYV	WAMO	KKDA-FM	WDIA	WJLB	XHRM
WILD	WDJY	KNOK-FM	WYLD-FM	WZEN-FM	KSOL
WDAS	WHUR	KMJQ	WTMP	KACE	
WUSL	WVEE	KRNB	WBMX	KJLH	



STAPLE SINGERS

"SLIPPERY PEOPLE"

BLACK/URBAN CHART: 31

MAJOR ACTION AT:

WWIN-FM	KKDA-FM	WEDR	KMJM
WXYV	KMJQ	WYLD-FM	WZEN-FM
WDAS	KYOK	WBMX	KACE
WAMO	KRNB	WGCI	KJLH
WDJY	WDIA	WDRQ	XHRM
WAOK	WHRK	WJLB	KSOL
WVEE			



LATOYA JACKSON

"HOT POTATO"

BLACK/URBAN CHART: 33

INCLUDING:

WWIN-FM	WAOK	WDIA	KMJM
WILD	KKDA-FM	WHRK	WZEN-FM
WRKS	KMJQ	WEDR	KDAY
WDAS	KYOK	WDMT	XHRM
WUSL	KRNB	WJLB	KSOL
WHUR			



BLOODSTONE

"BLOODSTONE'S PARTY"

WAMO	KMJM	WIXI	KOKA
WAOK	KSOL	WJAX	WVDM
KMJQ	WNHC	WQOK	WAAA
KRNB	WATV	KHYS	
WDIA	WPEG	WTOY	

TNECK

DETROYT

"PHYSICAL LOVER"

WAOK	KMJM	WQOK
KNOK-FM	KJLH	KOKA
KRNB	WIXI	WANM
WDIA	WJAX	WTLK



JUST RELEASED!

ERNIE ISLEY, CHRIS JASPER, MARVIN ISLEY

"LOOK THE OTHER WAY"

Black/Urban BREAKERS.

"Breakers" are those newer records that have the greatest level of station activity on any given week.

ASHFORD & SIMPSON Solid (Capitol)

76% of our reporting stations on it. Rotations: Heavy 5/1, Medium 18/6, Light 35/11, Extra Adds 1, Total Adds 19, WVEE, WHRR, WYLD-FM, WBMX, WBLZ, WZAK, XHRM, Z93, WJMI, KIZ, WLOU, WQOK, WTOY, KAPE, WVKO, WDAO, WKWM, WVOI, KUKQ. A most added record. Debuts at number 32 on the Black/Urban chart.

KASHIF Are You The Woman (Arista)

74% of our reporting stations on it. Rotations: Heavy 2/0, Medium 30/4, Light 25/7, Extra Adds 1, Total Adds 12, WDJY, WBMX, WGGI, KSOL, KNOW, WENN, Z93, JET94, WKXI, WTOY, WVOI, KDKO. A most added record. Debuts at number 29 on the Black/Urban chart.

GLENN JONES Show Me (RCA)

64% of our reporting stations on it. Rotations: Heavy 3/0, Medium 20/0, Light 27/11, Extra Adds 0, Total Adds 11, WHUR, WAOK, KYOK, WEDR, KNOW, WENN, WQMG, WDDM, WQKS, WDAO, WTLG. A most added record. Debuts at number 37 on the Black/Urban chart.

LATOYA JACKSON Hot Potato (Private ICBS)

62% of our reporting stations on it. Rotations: Heavy 11/0, Medium 19/0, Light 18/2, Extra Adds 0, Total Adds 2, WRKS, WDMT. Moves 37-33 on the Black/Urban chart.

NEW & ACTIVE

PRIME TIME "I Owe It To Myself" (Total Experience/RCA) 4/6/2
Rotations: Heavy 8/0 Medium 22/1, Light 19/1, Extra Adds 0, Total Adds 2 WKXI, WQOK, Heavy: WDAO, WAMO, WEDR, WATV, WANN, Medium: WWIN-FM, WJLJ, KMJQ, KRNB, WDLA, WDMT, WZAK, WJLB, WZEN-FM, KJLH, XHRM, WENN, WPEG, WBLX, WPLZ, KHYS, KOKA, WAAA, WKWM, WTLG, WWWW. Moves 40-36 on the Black/Urban chart.

MADONNA "Lucky Star" (Sire/WB) 4/3/3
Rotations: Heavy 20/0, Medium 14/1, Light 9/2, Extra Adds 0, Total Adds 3, WGGI, WQMG, WAAA, Heavy: WLD, WDAO, WUSL, WAMO, WDJY, WYLD-FM, WBLZ, KACE, KDAY, WHNC, KNOW, Z93, JET94, WJAX, WQOK, K94, WANN, WQKS, WJLUM, KDKA, Medium: WWIN-FM, WRKS, KKDA-FM, KNOX-FM, WTMP, WATY, WPEG, WFKC, WJLS, WBLX, WVKO, WKWM, Moves 32-28 on the Black/Urban chart.

NEWCLEUS "Computer Age (Push The Button)" (Sunnyview) 4/1/3
Rotations: Heavy 11/0, Medium 18/0, Light 12/3, Extra Adds 0, Total Adds 3, KNOX-FM, WJLS, WANT, Heavy: WDAO, KYOK, WEDR, WJLB, WATV, WENN, WPEG WKXJ, WDAO, WTLG, Medium: WUSL, WAMD, WDJY, WVEE, KMJQ, KRNB, WYLD-FM, WDRG, KMJM, WZEN-FM, WLOU, WBLX, KHYS, KOKA, WARM, WAAA, WKWM, WWWW. Moves 39-35 on the Black/Urban chart.

SMOKEY ROBINSON "I Can't Find" (Tama/Motown) 4/0/6
Rotations: Heavy 10/0, Medium 16/2, Light 14/4, Extra Adds 0, Total Adds 6, WDMT, WRDQ, WLOU, WAAA, WJLUM, KDKO, Heavy: WDAO, WQOK, WVEE, WDLA, WBMX, WQKJ, WKXI, KAPE, WANN, WWWW, Medium: WWIN-FM, WXYU, WHUR, WHRR, WTMP, WZEN-FM, KJLH, XHRM, WATV, WENN, WPDQ, WBLX, WPLZ, WTLG, Debuts at 40 on the Black/Urban chart.

JOCELYN BROWN "I Wish You Would" (Vinyl Dreams) 3/9/4
Rotations: Heavy 7/0, Medium 22/1, Light 10/3, Extra Adds 0, Total Adds 4, KIZ, KHYS, WTOY, WQKS, Heavy: WLD, WDAO, WYLD-FM, WGGI, WZEN-FM, KDLA, WLOU, Medium: WWIN-FM, WUSL, WHUR, WVEE, KKDA-FM, WDMT, WZAK, WJLB, KMJM, KDAY, KJLH, XHRM, WENN, Z93, WPEG, WFKC, WPDQ, WBLX, WAAA, WTLG, WVOI, Debuts at 39 on the Black/Urban chart.

BRASS CONSTRUCTION "Partyline" (Capitol) 38/2
Rotations: Heavy 8/0, Medium 22/0, Light 12/2, Extra Adds 0, Total Adds 2, WEDR, WVOI, Heavy: WLD, WPEG, KOKA, WWWW, Medium: WQOK, KKDA-FM, KMJQ, KRNB, XHRM, KSOL, WHNC, WDRD, WENN, WKXI, WJAX, WPDQ, KIZ, KJCB, WLOU, WQOK, KHYS, KAPE, WDDM, WAAA, WTLG, KUKQ.

RODNEY SAULSBERRY "I Wonder" (Alligance) 3/7/2
Rotations: Heavy 3/0, Medium 17/0, Light 17/2, Extra Adds 0, Total Adds 2, WKXI, WVKO, Heavy: KMJQ, KOKA, KUKQ, Medium: WWIN-FM, WAMO, KKDA-FM, KRNB, WDLA, WEDR, KACE, XHRM, WHNC, WENN, WJAX, WPDQ, KIZ, WDDM, WANN, WAAA, WTLG.

JEFFREY OSBORNE "Don't Stop" (A&M) 36/27
Rotations: Heavy 0/0, Medium 11/5, Light 24/21, Extra Adds 1, Total Adds 27 including WQOK, WVEE, KNOX-FM, KRNB, WDLA, WHRR, WDJY, XHRM, WKND, WHNC, Z93, WFKC, WQOK, WTOY, KAPE, Medium: WWIN-FM, WXYU, WHUR, KJLH, KSD, WJLUM.

JUNIOR "Somebody" (London/PolyGram) 32/11
Rotations: Heavy 1/0, Medium 9/2, Light 21/8, Extra Adds 1, Total Adds 11, WXYU, WDLA, WBMX, WGGI, KJLH, XHRM, WENN, WQMG, WPLZ, WVOI, KDKO, Heavy: KDAY, Medium: KACE, KSOL, WHNC, WFKC, WLOU, WWWW, KDLA.

KURTIS BLOW "8 Million Stories" (Mercury/PolyGram) 32/3
Rotations: Heavy 8/0, Medium 14/1, Light 10/2, Extra Adds 0, Total Adds 3, WTMP, JET94, WQMG, Heavy: WDAO, WEDR, WZEN-FM, KDAY, XHRM, WPEG, WQOK, WWWW, Medium: WRKS, WUSL, WAMO, KNOX-FM, WDLA, WBMX, WQKJ, WDMT, KOKA, WDDM, KDKO, WJLJ, WANN, WAAA, WTLG, WVOI.

WHODINI "Friends" (Live/Arista) 31/6
Rotations: Heavy 11/0, Medium 11/1, Light 9/5, Extra Adds 0, Total Adds 6, WRKS, XHRM, KSOL, WANT, WTOY, WKWM, Heavy: WAMO, KNOX-FM, WDMT, WZAK, WDRD, WZEN-FM, KDAY, KIZ, WQOK, WDAO, WWWW, Medium: WLD, WVEE, WBLZ, WJLB, KJLH, WHNC, WDDM, WAAA, WVOI, KDKO.

GRANDMASTER MELLE MEL & FURIOUS FIVE "We Don't Work For Free" (Sugar Hill) 30/2
Rotations: Heavy 8/0, Medium 17/0, Light 17/2, Extra Adds 0, Total Adds 2, KSOL, WKXI, Heavy: WDAO, KSNL, Medium: WUSL, WQMG, KRNB, WGGI, WZEN-FM, KJLH, XHRM, KNOW, WPEG, WJAX, WQOK, KDKO.

BAR-KAYS "Sex-O-Matic" (Mercury/PolyGram) 29/11
Rotations: Heavy 4/1, Medium 8/1, Light 17/9, Extra Adds 0, Total Adds 11, WXYU, WQOK, WDMT, KDAY, WENN, WPEG, WJLJ, WLOU, WDJY, WTOY, Heavy: WVEE, WDLA, WDDM, Medium: KRNB, WTMP, WZAK, WATV, WQOK, WANN, WQKS.

APOLLONIA 6 "Sex Shooter" (WB) 29/8
Rotations: Heavy 8/2, Medium 13/1, Light 10/5, Extra Adds 0, Total Adds 8, WDAO, WDMT, WZAK, WJLB, KDAY, WPDQ, WQOK, Heavy: KNOX-FM, WZEN-FM, WATV, WQMG, Medium: WQOK, WVEE, KYOK, WTMP, WDRD, XHRM, KSOL, WPEG, KAPE, WDDM, WWWW, KUKQ.

RJ'S LATEST ARRIVAL "Harmony" (Golden Boy/Quality) 29/4
Rotations: Heavy 1/0, Medium 11/1, Light 17/3, Extra Adds 0, Total Adds 4, WVEE, KHYS, WDDM, WAAA, Heavy: WWWW, Medium: WDMT, WZAK, XHRM, WPDQ, WQOK, KAPE, KOKA, WDAO, WTLG, KDKO.

GIL SCOTT-HERON "Re-Run" (Arista) 29/1
Rotations: Heavy 1/0, Medium 14/0, Light 14/1, Extra Adds 0, Total Adds 1, KHYS, Heavy: KKDA-FM, Medium: WWIN-FM, KNOX-FM, WDMT, WZAK, KJLH, XHRM, WKND, WPEG, WFKC, WQMG, WKXI, WANN, WAAA, WWWW.

EVELYN "CHAMPAGNE" KING "Just For The Night" (RCA) 28/25
Rotations: Heavy 0/0, Medium 4/2, Light 23/22, Extra Adds 0, Total Adds 25, WWIN-FM, WXYU, KNOX-FM, WDLA, WTMP, WBMX, WGGI, WDRG, KSOL, WFKC, KIZ, KAPE, WDAO, WTLG, Medium: WQOK, Z93.

PHILIP BAILEY "Photogenic Memory" (Columbia) 28/7
Rotations: Heavy 1/0, Medium 11/3, Light 16/4, Extra Adds 0, Total Adds 7, KDAY, XHRM, WHNC, WBLX, WDAO, KDKO, KUKQ, Heavy: KMJQ, Medium: KRNB, KSOL, WATV, WFKC, WKXI, WJAX, WQOK, KOKA.

<h3>MOST ADDED</h3> <p>JEFFREY OSBORNE (27) Don't Stop (A&M)</p> <p>EVELYN "CHAMPAGNE" KING (25) Just For The Night (RCA)</p> <p>ASHFORD & SIMPSON (18) Solid (Capitol)</p> <p>DARYL HALL & JOHN OATES (17) Out Of Touch (RCA)</p> <p>DAZZ BAND (15) Let It All Blow (Motown)</p>	<h3>HOTTEST</h3> <p>PRINCE (56) Let's Go Crazy (WB)</p> <p>STEVIE WONDER (34) I Just Called To Say I Love You (Motown)</p> <p>BILLY OCEAN (27) Caribbean Queen (No More Love) (Jive/Arista)</p> <p>CHAKA KHAN (26) I Feel For You (WB)</p> <p>JOYCE KENNEDY/JEFFREY OSBORNE (25) The Last Time I Made Love (A&M)</p>
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MIKKI "Love Emergency" (Pop Arts) 27/2
Rotations: Heavy 3/0, Medium 12/0, Light 12/2, Extra Adds 0, Total Adds 2, WDMT, WKWM, Heavy: WDAO, WPEG, WTLG, Medium: WWIN-FM, WXYU, WUSL, WAMO, WEDR, WTMP, WZEN-FM, WKXI, WPDQ, WQOK, WANN, WAAA.

FORCE MD'S "Tears" (Tommy Boy) 25/5
Rotations: Heavy 7/0, Medium 7/1, Light 11/4, Extra Adds 0, Total Adds 5, WWIN-FM, WDAO, Heavy: WLD, WRKS, KACE, KDAY, KJLH, WHNC, WPEG, Medium: WAMO, WZEN-FM, WKND, WQOK, WTLG, KUKQ.

JAZZY JAY "Son Of Beat Street" (Atlantic) 25/5
Rotations: Heavy 1/0, Medium 13/3, Light 11/2, Extra Adds 0, Total Adds 4, WXYU, WTMP, XHRM, WATV, WQOK, Heavy: KMJQ, Medium: WVEE, KNOX-FM, KYOK, KRNB, WEDR, WDMT, WZAK, WJAX, WDDM, WANN.

BEAU WILLIAMS "You Are The One" (Capitol) 25/3
Rotations: Heavy 0/0, Medium 10/1, Light 14/1, Extra Adds 1, Total Adds 3, WAOK, KACE, WJMI, Medium: KRNB, WDLA, WEDR, WENN, WKXI, KJCB, KAPE, WANN, WWWW.

SIGNIFICANT ACTION

NUMONICS "Fox Trappin'" (Hodisc) 24/3
Rotations: Heavy 3/0, Medium 9/0, Light 12/3, Extra Adds 0, Total Adds 3, WAOK, WVEE, KDKO, Heavy: WDLA, KOKA, WTLG, Medium: KMJQ, WEDR, XHRM, WATV, WQOK, WTLG, WAAA, KDLA.

MR. T "Mr. T's Commandment" (Columbia) 23/4
Rotations: Heavy 0/0, Medium 5/0, Light 18/4, Extra Adds 0, Total Adds 4, WRKS, KNOX-FM, WGGI, WDAO, Medium: WZAK, WJLB, WPEG, WKXI, WQOK.

JONZUN CREW "Time Is Running Out" (Tommy Boy) 22/0
Rotations: Heavy 5/0, Medium 9/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: WLD, WEDR, KSOL, WJMI, KDKO, Medium: WAMO, WVEE, WEDR, XHRM, WATV, WQOK, WTLG, WAAA, WWWW.

KENNY ROGERS WITH KIM CARNES & JAMES INGRAM "What About Me?" (RCA) 20/7
Rotations: Heavy 2/0, Medium 9/3, Light 8/3, Extra Adds 1, Total Adds 7, WWIN-FM, KMJQ, WYLD-FM, WZAK, WQMG, WANT, KDKO, Heavy: KACE, WANN, Medium: KKDA-FM, KNOX-FM, WTMP, WHNC, KOKA, WQKS.

GOODIE "Because Of You" (Total Experience/RCA) 20/5
Rotations: Heavy 0/0, Medium 7/2, Light 12/2, Extra Adds 1, Total Adds 5, KMJQ, WDLA, WKXI, WPDQ, KAPE, Medium: WEDR, WPEG, WAAA, WTLG, WWWW.

DAN HARTMAN "I Can Dream About You" (MCA) 20/3
Rotations: Heavy 9/1, Medium 7/0, Light 4/2, Extra Adds 0, Total Adds 3, WZAK, WDRG, KHYS, Heavy: WWIN-FM, WAOK, WVEE, WGGI, WRDQ, KNOW, WPDQ, KJCB, Medium: KNOX-FM, KYOK, WHRC, KACE, KOKL, WJLS, WAAA.

DREAMBOY "I Promise (I Do Love You)" (Qwest/WB) 19/11
Rotations: Heavy 3/2, Medium 8/3, Light 8/6, Extra Adds 0, Total Adds 11, KRNB, WJLB, KDAY, XHRM, WENN, WFKC, WPDQ, WQOK, WKWM, WVOI, Heavy: WDDM, WTMP, WDRG, WQMG, WWWW.

SHIRLEY BROWN "I Don't Play That" (Sound Town) 19/1
Rotations: Heavy 4/0, Medium 10/0, Light 5/1, Extra Adds 0, Total Adds 1, WXYU, Heavy: WDLA, WKXI, KAPE, KOKA, Medium: WLD, KRNB, WHRC, WYLD-FM, WKND, WATV, WENN, WBLX, KHYS, KDKO.

SADAO WATANABE featuring ROBERTA FLACK "If I'm Still Around Tomorrow" (Elektra) 19/1
Rotations: Heavy 2/0, Medium 6/0, Light 11/1, Extra Adds 1, Total Adds 1, WZAK, Heavy: WWIN-FM, WANN, Medium: WXYU, KNOX-FM, KACE, WJLJ, WANN, WAAA, WTLG.

DARYL HALL & JOHN OATES "Out Of Touch" (RCA) 18/17
Rotations: Heavy 1/1, Medium 2/2, Light 15/14, Extra Adds 0, Total Adds 17, WWIN-FM, WXYU, WVEE, WHRR, WTMP, WGGI, WDRD, KNOW, JET94, WFKC, WANN, WQKS, WVKO, WKWM, WJLUM, KUKQ.

JERMAINE STEWART "The Word Is Out" (Arista) 18/5
Rotations: Heavy 3/0, Medium 4/0, Light 10/4, Extra Adds 1, Total Adds 5, KMJQ, WEDR, WZEN-FM, WDDM, WAAA, Heavy: KYOK, WDMT, WQKS, Medium: KYOK, WDMT, WQKS.

CARRIE LUCAS "Summer In The Street" (Constellation/MCA) 18/4
Rotations: Heavy 0/0, Medium 7/1, Light 11/3, Extra Adds 0, Total Adds 4, WZEN-FM, XHRM, WATV, WVOI, Medium: KRNB, WJLB, KJLH, WKXI, KOKA, WWWW.

BLOODSTONE "Bloodstone's Party" (T-Neck/CBS) 18/2
Rotations: Heavy 0/0, Medium 4/0, Light 13/1, Extra Adds 1, Total Adds 2, KMJQ, KMJM, Medium: WAOK, WKXI, WQOK, KOKA.

LINDA CLIFFORD "A Night With The Boys" (Red Label) 18/1
Rotations: Heavy 0/0, Medium 4/0, Light 14/1, Extra Adds 0, Total Adds 1, WLOU, Medium: KRNB, KSOL, WJAX, KOKA.

KYM "Give Me The Dance" (Award) 17/3
Rotations: Heavy 0/0, Medium 9/1, Light 9/2, Extra Adds 0, Total Adds 3, WDJY, WDLA, KOKA, Medium: WENN, WPEG, WKXI, WQOK, WANN, WAAA, WTLG.

CYNDI LAUPER "She Bop" (Portrait/Epic) 17/1
Rotations: Heavy 7/0, Medium 6/0, Light 4/1, Extra Adds 0, Total Adds 1, WHUR, Heavy: KACE, WJAX, WPDQ, WJLS, WQOK, WQKS, KUKQ, Medium: WHRR, WBMX, WBLZ, Z93, K94, WJLUM.

AMUZEMENT PARK BAND "No" (Atlantic) 16/4
Rotations: Heavy 3/0, Medium 1/0, Light 12/4, Extra Adds 0, Total Adds 4, WHNC, WPEG, KHYS, WDDM, Heavy: WGGI, WDMT, WZAK, Medium: XHRM.

DAZZ BAND "Let It All Blow" (Motown) 15/15
Rotations: Heavy 1/1, Medium 6/8, Light 6/8, Extra Adds 2, Total Adds 15, WXYU, WHUR, WVEE, KNOX-FM, WHRC, WBMX, WGGI, WZEN-FM, KACE, KJLH, KSD, WDDM, WJLUM, WWWW, KDKO.

RICHARD "DIMPLES" FIELDS "Jazzy Lady" (RCA) 14/3
Rotations: Heavy 0/0, Medium 6/1, Light 8/2, Extra Adds 0, Total Adds 3, WQMG, K94, WDDM, Medium: WWIN-FM, WTMP, KJLH, WKND, WATV.

MIDWAY "Set It Out" (Personal) 14/1
Rotations: Heavy 3/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WTOY, Heavy: WVEE, WDRD, WJLB, Medium: WDMT, WZAK, WPEG, WWWW.

ALEEM "Release Yourself" (NIA) 13/1
Rotations: Heavy 3/0, Medium 7/0, Light 8/1, Extra Adds 0, Total Adds 1, WVDI, Heavy: WQMG, WFLD, KACE, Medium: WRKS, WUSL, WEDR, WONT, WKND, WHNC, WPDQ.

PRINCE "Purple Rain" (WB) 13/0
Rotations: Heavy 7/0, Medium 4/0, Light 2/0, Extra Adds 0, Heavy: WLD, WDJY, WBLZ, KNOW, KIZ, K94, WVKO, Medium: KMJM, KJLH, WANT, WJLUM.

JOHNNIE TAYLOR "Shoot For The Stars" (Beverly Glen) 13/0
Rotations: Heavy 1/0, Medium 4/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: KACE, Medium: KNOX-FM, KSOL, KOKA, KDLA.

EUGENE WILDE "Gotta Get You Home Tonight" (Philly World/Atco) 12/6
Rotations: Heavy 3/1, Medium 1/0, Light 8/5, Extra Adds 0, Total Adds 6, WXYU, WZAK, WHNC, WBLX, KAPE, WDDM, Heavy: WWIN-FM, KNOX-FM, Medium: KHYS.

DETROYT "Physical Lover" (Tabu/CBS) 12/4
Rotations: Heavy 0/0, Medium 2/1, Light 10/3, Extra Adds 0, Total Adds 4, KMJM, KJLH, WKXI, WANN, Medium: WQOK.

BOB MARLEY & THE WAILERS "Is This Love" (Island) 12/2
Rotations: Heavy 1/0, Medium 4/0, Light 7/2, Extra Adds 0, Total Adds 2, WZEN-FM, KJLH, Heavy: KRNB, Medium: WWIN-FM, WHUR, WGGI, WZAK.

PRETTY POISON "Nightime" (Svengali) 12/1
Rotations: Heavy 1/0, Medium 6/0, Light 5/1, Extra Adds 0, Total Adds 1, KMJM, Heavy: WVEE, Medium: WWIN-FM, WXYU, WUSL, WAOK, WDRD, WJLB.

TERRI WELLS "I'm Giving All My Love" (Philly World/Atco) 11/3
Rotations: Heavy 0/0, Medium 4/1, Light 7/2, Extra Adds 0, Total Adds 3, KRNB, WDLA, WZEN-FM, Medium: WUSL, WLOU, WJLJ, WANN, WAAA, WTLG.

TONY COMER "Don't Give Up" (Vidcom) 11/2
Rotations: Heavy 1/0, Medium 3/0, Light 7/2, Extra Adds 0, Total Adds 2, WENN, WDDM, Heavy: WPDQ, Medium: WDLA, WEDR, WPEG.

DIVINE SOUNDS "Changes (We Go Through)" (Specific) 10/1
Rotations: Heavy 0/0, Medium 2/0, Light 8/1, Extra Adds 0, Total Adds 1, WXYU, Medium: WAOK, WQOK.

DAVID LASLEY "Saved By Love" (EMI America) 10/1
Rotations: Heavy 0/0, Medium 1/0, Light 9/1, Extra Adds 0, Total Adds 1, WAAA, Medium: KOKA.

WHODINI "Five Minutes Of Funk" (Arista) 10/0
Rotations: Heavy 4/0, Medium 8/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: WRKS, WDAO, KYOK, KDAY, Medium: WXYU, WUSL, KKDA-FM, KMJM, WANN, WQKS.

Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WJW-FM/Baltimore
 Keith Newman
 MONACK & LABELLE
 KENNY ROGERS
 BALL & OATES
 EVELYN KING
 VANITY
 VALENTINE BROS.
 FORCE MD'S
 PRINCE
 Hottest:
 ALEKH
 DAN HARTMAN
 STEVE WONDER
 ALICIA MYERS
 KENNEDY & OSBORNE

WYVV/Baltimore
 Roy Sampson
 WHA/TAU/TS
 BALL & OATES
 EVELYN KING
 CHAMPAIGN
 VALENTINE BROS.
 DAZZ BAND
 JAZZ DAY
 BAR-KATS
 DAVID M
 JUNIOR
 SHIRLEY BROWN
 EUGENE WILDE
 DIVINE SOUNDS
 Hottest:
 ALICIA MYERS
 VANITY
 JANET JACKSON
 RANDY HALL
 JACKSONS

WJW/Boston
 Eloy R.C. Smith
 none
 Hottest:
 BILLY OCEAN
 ALICIA MYERS
 KENNEDY & OSBORNE
 CHERRELLE
 PRINCE
WKND/Hartford
 John McLean
 EVELYN KING
 JEFFREY OSBORNE
 STAPLE SINGERS
 INDEEP
 Hottest:
 MTUNE
 SOS BAND
 STEVE WONDER
 NEW EDITION
 CHAKA KHAN
WJWC/Hartford
 James Jordan
 PHILIP BAILEY
 EUGENE WILDE
 EVELYN KING
 LEON RAYWOOD
 AMUSEMENT PARK
 JEFFREY OSBORNE
 COUNTRY CLUB
 LIONEL RICHIE
 JOHN WALTER
 Hottest:
 PRINCE
 LATTISAN & GILL
 BONNIE POINTER
 STEVE WONDER
 LATOYA JACKSON

WJW/Philadelphia
 Joe Tamburro
 FAT BOYS
 FORCE MD'S
 APOLLONIA 6
 PALMERFORCE TWO
 O'BRYAN
 Hottest:
 BILLY OCEAN
 T.L.A. ROCK & JAZZ
 ASHFORD & SIMPSON
 CHAMPAIGN
 WRODINI
WJW/Philadelphia
 Wyatt Buggs
 none
 Hottest:
 DEELE
 SOS BAND
 MADONNA
 DEBARQ
 REBBIE JACKSON
 T.L.A. ROCK & JAZZ
WJW/Pittsburgh
 Allen Harrison
 none
 Hottest:
 PRINCE
 ALICIA MYERS
 RUN D.M.C.
 CHAKA KHAN

WJW/Washington, DC
 Dan O'Neil
 RASHIP
 STAPLE SINGERS
 KIM
 JADE
 SHIRLEY LEE RALPH
 BAMBATAA & BROWN
 Hottest:
 TIME
 PRINCE
 CHAKA KHAN
 BAHAMAMAH
 BILLY OCEAN

WJW/Washington, DC
 Libby Lawson
 DAZZ BAND
 CINDI LAUPER
 SAM HARRIS
 GLENN JONES
 O'BRYAN
 TINA TURNER
 KLEZER
 BRYAN LOREN
 KRISTOL
 REBBIE JACKSON
 Hottest:
 BILLY OCEAN
 STEVE WONDER
 PRINCE
 TINA TURNER
 NEW EDITION

WJW/Chicago
 Leo Michale
 JUNIOR
 TIME
 RASHIP
 EVELYN KING
 ASHFORD & SIMPSON
 STAPLE SINGERS
 DAZZ BAND
 Hottest:
 CAROL LYNN TOWNE
 O'BRYAN
 BRYAN LOREN
 TERPER
 TYRIS
 BERT SEIGLER
 Hottest:
 PRINCE
 WRODINI
 STEVE WONDER
 KENNEDY & OSBORNE
 JACKSONS
WJW/Chicago
 Graham Armstrong
 DAZZ BAND
 MADONNA
 JACKIE ROSS
 EVELYN KING
 JUNIOR
 NE
 KASBIP
 DENROY MORCAN
 BALL & OATES
 Hottest:
 NEXT MOVEMENT
 PRINCE
 ALICIA MYERS
 JERMAINE JACKSON
 STEVE WONDER
WJW/Cincinnati
 Brian Castle
 ALICIA MYERS
 BALL & OATES
 SCANDAL
 ASHFORD & SIMPSON
 Hottest:
 SOS BAND
 MTUNE
 PRINCE
 BILLY OCEAN
 STEVE WONDER
WJW/Cleveland
 Lynn Toliver
 ASHFORD & SIMPSON
 DAN HARTMAN
 EUGENE WILDE
 DREAMBOY
 CONTROLERS
 SPELLBOUND
 KERRY ROGERS
 APOLLONIA 6
 SADO NATANABE
 RICKIE LEE JONES
 PAT BOYS
 Hottest:
 PRINCE
 WRODINI
 BILLY OCEAN
 STEVE WONDER
 CLEAN JONES
WJW/Cleveland
 Dan Rufus
 LATOYA JACKSON
 MIKI
 BAR-KATS
 APOLLONIA 6
 SMOKEY ROBINSON
 FORCE MD'S
 Hottest:
 SOS BAND
 MTUNE
 PRINCE
 WRODINI
 AMUSEMENT PARK
WJW/Columbus
 Lykes Jones
 REBBIE JACKSON
 JACKIE MOORE
 BALL & OATES
 CHAMPAIGN
 ASHFORD & SIMPSON
 RODNEY SAULSBERRY
 CIRCUIT
 Hottest:
 CHAKA KHAN
 ALICIA MYERS
 PRINCE
 BILLY OCEAN
 PRINCE

SOUTH

WJW/Atlanta
 Larry Tinsley
 JEFFREY OSBORNE
 BAR-KATS
 BROWNER BROTHERS
 GLENN JONES
 TINA TURNER
 NUMONICS
 BEAD WILLIAMS
 FORCE MD'S
 AUTUMN
 Hottest:
 BILLY OCEAN
 NUNACE
 STEVE WONDER
 BILLY OCEAN
 PRINCE
 CHAKA KHAN
 MTUNE

WVEE/Atlanta
 Scotty Andrews
 HALL & OATES
 DAZZ BAND
 CULTURE CLUB
 ASHFORD & SIMPSON
 JEFFREY OSBORNE
 GLENN JONES
 BAND OF GOLD
 TWILIGHT 22
 MONACK & LABELLE
 NUMONICS
 Hottest:
 none

WJW/Dayton
 Lamford Stephens
 ASHFORD & SIMPSON
 PHILIP BAILEY
 EVELYN KING
 CHAMPAIGN
 MONACK & LABELLE
 GLENN JONES
 KOKO POP
 PERRY JOHNSON
 NE T
 SHAMON
 O'BRYAN
 BRYAN LOREN
 TERPER
 TYRIS
 BERT SEIGLER
 Hottest:
 PRINCE
 WRODINI
 STEVE WONDER
 KENNEDY & OSBORNE
 JACKSONS
WJW/Detroit
 James Alexander
 TINA TURNER
 APOLLONIA 6
 KURTIS BLOW
 Hottest:
 EDWARDY & OSBORNE
 PRINCE
 WRODINI
 RANDY HALL
 KURTIS BLOW
KMMB/Louis
 Ron Atkins
 MONACK & LABELLE
 BLOODSTONE
 Hottest:
 TIME
 PRETTY POISON
WJW/Memphis
 Rod King
 DAZZ BAND
 BROWNER BROTHERS
 JEFFREY OSBORNE
 JERMAINE STEWART
 CARRIE LUCAS
 JUNIOR
 FAT BOYS
 TERRY WELLS
 ROBERTA
 STEVE WONDER
 PRINCE
 ALICIA MYERS
 CHAKA KHAN
 Hottest:
 PRINCE
 WRODINI
 BILLY OCEAN
 STEVE WONDER
 JACKSONS
 JANET JACKSON
WJW/Grand Rapids
 Frank Grant
 ASHFORD & SIMPSON
 DAN HARTMAN
 EUGENE WILDE
 MIKI
 WRODINI
 BALL & OATES
 Hottest:
 PRINCE
 WRODINI
 BILLY OCEAN
 STEVE WONDER
 CLEAN JONES
WJW/Indianapolis
 Jay Johnson
 RAY
 CLEAN JONES
 JEFFREY OSBORNE
 TIME
 TWILIGHT 22
 DAVID SIMMONS
 Hottest:
 KENNEDY & OSBORNE
 PRINCE
 ALICIA MYERS
 JANET JACKSON
 CHERRELLE

WJW/Augusta
 Charlotte Logan
 TIME
 HERB ALPERT
 TINA TURNER
 CHAMPAIGN
 LEON RAYWOOD
 SMOKEY ROBINSON
 RALPH MACDONALD
 BROTHERS JOHNSON
 TINA TURNER
 Hottest:
 RAY PARKER JR.
 PRINCE
 BILLY OCEAN
 NUNACE
 MTUNE
 KEN/VAustin
 Know/Rush
 GLENN JONES
 KASBIP
 STAPLE SINGERS
 BALL & OATES
 EVELYN KING
 Hottest:
 BILLY OCEAN
 PRINCE
 CHAKA KHAN
 MTUNE

WJW/Milwaukee
 Suste Austin
 HALL & OATES
 DAZZ BAND
 CULTURE CLUB
 ASHFORD & SIMPSON
 JEFFREY OSBORNE
 GLENN JONES
 BAND OF GOLD
 TWILIGHT 22
 MONACK & LABELLE
 NUMONICS
 Hottest:
 none

WJW/Birmingham
 Ron January
 JAZZ JAY
 EVELYN KING
 LEON RAYWOOD
 CARRIE LUCAS
 DAVID LABELY
 PRINCE
 STEVE WONDER
 REBBIE JACKSON
 PEARO BRYSON
WJW/Birmingham
 Michael Star
 TONY COMER
 JEFFREY OSBORNE
 GLENN JONES
 BROWNER BROTHERS
 JUNIOR
 BAR-KATS
 KASBIP
 DREAMBOY
 PRINCE
 KENNEDY & OSBORNE
 JERMAINE JACKSON
 SOS BAND
 ALICIA MYERS
 WRODINI
 DAN HARTMAN
 APOLLONIA 6
 KURTIS BLOW
KMMB/Louis
 Ron Atkins
 MONACK & LABELLE
 BLOODSTONE
 Hottest:
 TIME
 PRETTY POISON
WJW/Memphis
 Rod King
 DAZZ BAND
 BROWNER BROTHERS
 JEFFREY OSBORNE
 JERMAINE STEWART
 CARRIE LUCAS
 JUNIOR
 FAT BOYS
 TERRY WELLS
 ROBERTA
 STEVE WONDER
 PRINCE
 ALICIA MYERS
 CHAKA KHAN
 Hottest:
 PRINCE
 WRODINI
 BILLY OCEAN
 STEVE WONDER
 JACKSONS
 JANET JACKSON
WJW/Charlottesville
 Marc Little
 CHAMPAIGN
 TINA TURNER
 ASHFORD & SIMPSON
 KASBIP
 JEFFREY OSBORNE
 TIME
 PRINCE
 BILLY OCEAN
 STEVE WONDER
 JACKSONS
 JANET JACKSON
WJW/Charlottesville
 Jeffy Ross
 JEFFREY OSBORNE
 GLENN JONES
 TINA TURNER
 AMUSEMENT PARK
 SECOND INAGE
 PRINCE
 BAR-KATS
 BRENDA LEE EAGER
 PRINCE
 STEVE WONDER
 KENNEDY & OSBORNE
 DIANA ROSS
 REBBIE JACKSON
 SCOTT JACKSON
JET8/Chattanooga
 Phil Phillips
 LAREDEE
 KASBIP
 BALL & OATES
 SZBERNA EASTON
 STAPLE SINGERS
 KURTIS BLOW
 Hottest:
 PRINCE
 STEVE WONDER
 CHAKA KHAN
 NEW EDITION
KKDA-FM/Dallas
 Teri Avery
 Hottest:
 ROSE ROBERTA
 CARS
 JAZZ JAY
 EGYPTIAN LOVER
 TEDDY PENDERGRASS
 PRINCE
WJW/Durham
 Alvin Stone
 JIMMY SCOTT
 JEFFREY OSBORNE
 BROTHERS JOHNSON
 EVELYN KING
 BALL & OATES
 DREAMBOY
 Hottest:
 CHAKA KHAN
 PRINCE
 STEVE WONDER
 NEW EDITION

KNOK/FM/FI. Worth
 Kenny Byrd
 DAZZ BAND
 DREAMBOY
 TINA TURNER
 ISLEY BROTHERS
 PURE ENERGY
 MR. T
 JEFFREY OSBORNE
 BROTHERS JOHNSON
 EVELYN KING
 NEWCLUES
 KOKO POP
 KLEZER
 LIONEL RICHIE
 NEW ORISONS
 DIANA ROSS
 PRINCE
 STEVE WONDER
 WRODINI
 CHAKA KHAN
WJW/Greensboro
 Doc Foster
 CLEAN JONES
 KURTIS BLOW
 JUNIOR
 BROTHERS JOHNSON
 RICHARD D. FIELDS
 FACE TO FACE
 BOB BOBIE
 Hottest:
 PRINCE
 CHAKA KHAN
 REBBIE JACKSON
 TIME
 APOLLONIA 6
KYOK/Houston
 Steve Hedgewood
 DENROY MORCAN
 JERRY ROGERS
 Hottest:
 CAPTAIN ROCK
 EGYPTIAN LOVER
 JERRY RIVER
 JAZZ JAY
 EGYPTIAN LOVER
 JERRY RIVER
 JAZZ JAY
 EGYPTIAN LOVER
 JERRY RIVER
KJQ/Houston
 Jim Swanson
 STEPHANIE HILLS
 JERRY ROGERS
 JERMAINE STEWART
 GOODIE
 BILLY OCEAN
 TIME
 Hottest:
 BILLY OCEAN
 JERMAINE JACKSON
 STEVE WONDER
 REBBIE JACKSON
 VANITY
WJW/Jackson
 Carl Haynes
 BAR-KATS
 CHRIS TAYLOR
 NEW ORISONS
 BEAD WILLIAMS
 ASHFORD & SIMPSON
 MONACK & LABELLE
 JADE
 DONNA SUMNER
 STEVE WONDER
 REBBIE JACKSON
 CHAKA KHAN
 BILLY OCEAN
 KENNEDY & OSBORNE
WJW/Jackson
 Tommy Marshall
 PALMERFORCE TWO
 GRANDMASTER NELLE
 PRINCE TIME
 KASBIP
 GOODIE
 RODNEY SAULSBERRY
 C.L. BLAST
 DETROIT
 Hottest:
 PRINCE
 JERMAINE JACKSON
 ALICIA MYERS
 JANET JACKSON
 SMOKEY ROBINSON
WJW/Jacksonville
 Chris Turner
 none
 Hottest:
 PRINCE
 JACKSONS
 PETER WOLF
 JEFFREY OSBORNE
 ASHFORD & SIMPSON
 JAZZ JAY
 BROWNER BROTHERS
 PRINCE
 TIME
 DONNA SUMNER
 JERMAINE STEWART
 CTRDI LADNER
 KURTIS BLOW
 WRODINI

WJW/Jacksonville
 none
 Hottest:
 PRINCE
 CHAKA KHAN
 REBBIE JACKSON
 TIME
 APOLLONIA 6
KYOK/Houston
 Steve Hedgewood
 DENROY MORCAN
 JERRY ROGERS
 Hottest:
 CAPTAIN ROCK
 EGYPTIAN LOVER
 JERRY RIVER
 JAZZ JAY
 EGYPTIAN LOVER
 JERRY RIVER
 JAZZ JAY
 EGYPTIAN LOVER
 JERRY RIVER
KJQ/Houston
 Jim Swanson
 STEPHANIE HILLS
 JERRY ROGERS
 JERMAINE STEWART
 GOODIE
 BILLY OCEAN
 TIME
 Hottest:
 BILLY OCEAN
 JERMAINE JACKSON
 STEVE WONDER
 REBBIE JACKSON
 VANITY
WJW/Jackson
 Carl Haynes
 BAR-KATS
 CHRIS TAYLOR
 NEW ORISONS
 BEAD WILLIAMS
 ASHFORD & SIMPSON
 MONACK & LABELLE
 JADE
 DONNA SUMNER
 STEVE WONDER
 REBBIE JACKSON
 CHAKA KHAN
 BILLY OCEAN
 KENNEDY & OSBORNE
WJW/Jackson
 Tommy Marshall
 PALMERFORCE TWO
 GRANDMASTER NELLE
 PRINCE TIME
 KASBIP
 GOODIE
 RODNEY SAULSBERRY
 C.L. BLAST
 DETROIT
 Hottest:
 PRINCE
 JERMAINE JACKSON
 ALICIA MYERS
 JANET JACKSON
 SMOKEY ROBINSON
WJW/Jacksonville
 Chris Turner
 none
 Hottest:
 PRINCE
 JACKSONS
 PETER WOLF
 JEFFREY OSBORNE
 ASHFORD & SIMPSON
 JAZZ JAY
 BROWNER BROTHERS
 PRINCE
 TIME
 DONNA SUMNER
 JERMAINE STEWART
 CTRDI LADNER
 KURTIS BLOW
 WRODINI

WJW/Jacksonville
 none
 Hottest:
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 CHAKA KHAN
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 GOODIE
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 TIME
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 VANITY
WJW/Jackson
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 BAR-KATS
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 MONACK & LABELLE
 JADE
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 STEVE WONDER
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WJW/Jackson
 Tommy Marshall
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 SMOKEY ROBINSON
WJW/Jacksonville
 Chris Turner
 none
 Hottest:
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 JACKSONS
 PETER WOLF
 JEFFREY OSBORNE
 ASHFORD & SIMPSON
 JAZZ JAY
 BROWNER BROTHERS
 PRINCE
 TIME
 DONNA SUMNER
 JERMAINE STEWART
 CTRDI LADNER
 KURTIS BLOW
 WRODINI

KJCB/Lafayette
 Beatrice Evette
 none
 Hottest:
 MTUNE
 DENICE WILLIAMS
 PRINCE
 NUNACE
 CHAKA KHAN
WJW/Louisville
 Tony Fields
 BAR-KATS
 CONTROLERS
 LINDA CLIFFORD
 SMOKEY ROBINSON
 Hottest:
 MTUNE
 SOS BAND
 KENNEDY & OSBORNE
 ALICIA MYERS
 BILLY OCEAN

WJW/Lynchburg
 Led Gools
 CLARENCE CARTER
 RAGNY
 RALPH MACDONALD
 JERRY ROGERS
 NUNACE
 Hottest:
 BILLY OCEAN
 PRINCE
 CHAKA KHAN
 REBBIE JACKSON
 TIME
 APOLLONIA 6
KJW/FM/Memphis
 Marvin Jones
 CHERRELLE
 JEFFREY OSBORNE
 JEFFREY OSBORNE
 TERRY WELLS
 ISLEY BROTHERS
 PRINCE
 STEVE WONDER
 KENNEDY & OSBORNE
 DONNA SUMNER
 SOS BAND
WJW/Memphis
 Bobby O'Jay
 TIME
 ARBRYN
 GIL SCOTT-HERON
 AMUSEMENT PARK
 BILLY OCEAN
 TINA TURNER
 Hottest:
 BILLY OCEAN
 KENNEDY & OSBORNE
 WRODINI
WJW/Sampler
 Ken Phleming
 TONY COMER
 CREATIONS
 DAZZ BAND
 JERMAINE STEWART
 STAPLE SINGERS
 RICHARD D. FIELDS
 EUGENE WILDE
 PRINCE
 JAZZ JAY
 Hottest:
 VANITY
 GLENN JONES
 JADE
 MARY LOUISE
 ROBERTA
 AMUSEMENT PARK
 PRINCE
 DIANA ROSS
 CHAKA KHAN
 STEPHANIE HILLS
 JACKSONS

WJW/Memphis
 Maddox/Smith
 NEAR
 JEFFREY OSBORNE
 STAPLE SINGERS
 HALL & OATES
 DAZZ BAND
 MONACK & LABELLE
 Hottest:
 PRINCE
 TINA TURNER
 STEVE WONDER
 BILLY OCEAN
 KENNEDY & OSBORNE
WJW/Memphis
 Maddox/Smith
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WJW/Memphis
 Maddox/Smith
 NEAR
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 STAPLE SINGERS
 HALL & OATES
 DAZZ BAND
 MONACK & LABELLE

R&R Country NATIONAL AIRPLAY/50

September 28, 1984

Week's	Total	Heavy	Medium	Light	
Reports/Adds	Reports/Adds	Medium	Light		
11 9 6	1	151/11	120	27	4
4 1 1	2	142/10	123	16	3
6 4 3	3	145/11	118	20	7
7 5 4	4	144/2	118	21	5
14 11 9	5	149/0	108	35	6
13 10 8	6	143/0	108	31	4
17 13 11	7	145/0	103	37	5
3 2 2	8	136/0	101	24	11
20 14 12	9	149/2	89	48	12
9 7 7	10	135/0	98	24	13
28 18 15	11	148/2	56	79	13
19 18 13	12	135/2	71	48	16
8 8 5	13	127/0	90	22	15
24 19 17	14	143/6	45	87	11
22 17 18	15	141/2	56	69	16
34 21 18	16	145/0	47	86	12
39 23 19	17	148/2	29	104	15
32 22 20	18	136/5	42	75	19
36 25 21	19	146/5	32	93	21
18 15 14	20	142/0	63	58	21
45 29 25	21	149/8	24	99	26
30 26 24	22	120/2	40	61	19
1 3 10	23	115/0	67	31	17
42 32 29	24	145/4	14	100	31
46 39 31	25	142/10	21	86	35
40 34 33	26	129/6	21	79	29
38 36 34	27	124/7	14	86	24
44 37 35	28	130/4	9	77	44
37 33 32	29	104/1	27	56	21
45 38	30	118/10	9	64	45
44 39	31	127/12	4	63	60
50 40	32	128/21	6	58	64
41 36	33	125/18	2	54	69
2 8 23	34	77/0	29	29	19
41 38 36	35	101/0	14	59	28
35 30 28	36	89/0	12	58	19
31 28 26	37	85/1	14	51	20
BREAKER	38	110/19	4	48	58
46 42	39	102/11	3	35	64
6 12 27	40	70/0	23	22	25
BREAKER	41	101/61	2	20	79
BREAKER	42	97/31	2	32	63
BREAKER	43	98/8	5	39	54
26 24 22	44	76/0	18	38	20
48 44	45	88/6	1	45	42
BREAKER	46	93/14	0	42	51
BREAKER	47	91/56	6	19	66
DEBUT	48	88/32	1	28	59
33 31 30	49	66/1	13	36	17
DEBUT	50	81/19	0	31	50

MOST ADDED

- EDDIE RABBITT (61)
- The Best Year Of My Life (WB)
- JUDDS (56)
- Why Not Me (RCA/Curb)
- BARBARA MANDRELL (41)
- Crossword Puzzle (MCA)
- HANK WILLIAMS JR. (37)
- All My Rowdy Friends Are... (WB/Curb)
- GEORGE STRAIT (32)
- Does Fort Worth Ever Cross... (MCA)
- MOE BANDY & JOE STAMPLEY (32)
- The Boy's Night Out (Columbia)
- WAYLON JENNINGS (RCA)
- America (RCA)
- GEORGE JONES (21)
- She's My Rock (Epic)
- REBA McENTIRE (21)
- How Blue (MCA)

HOTTEST

- ALABAMA (64)
- If You're Gonna Play In Texas (RCA)
- B. MANDRELL & L. GREENWOOD (62)
- To Me (MCA)
- CONWAY TWITTY (60)
- I Don't Know A Thing About Love (WB)
- WILLIE NELSON (53)
- City Of New Orleans (Columbia)
- JOHN SCHNEIDER (50)
- I've Been Around Enough To Know (MCA)
- LARRY GATLIN & GATLIN BROS. (48)
- The Lady Takes The Cowboy... (Columbia)
- RICKY SKAGGS (34)
- Uncle Pen (Epic)
- EXILE (34)
- Give Me One More Chance (Epic)
- OAK RIDGE BOYS (23)
- Everyday (MCA)

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

BREAKERS

BELLAMY BROTHERS

World's Greatest Lover (MCA/Curb)

On 72% of reporting stations. Rotations: Heavy 4, Medium 48, Light 58. Total Adds 19 including WQNA, WRKZ, WMZO, WWVA, KLVI, WQYK, WTQR, KWMT, WIRE, KXXY, KUGN, KVEG, KSOP, KCBQ, KCUB. Moves 43-38 on the Country chart.

EDDIE RABBITT

The Best Year Of My Life (WB)

On 66% of reporting stations. Rotations: Heavy 2, Medium 20, Light 79. Total Adds 61 including WOKQ, WEPN, WNYR, KRRV, WYMK, WZZK, WXBO, WONE, WQHK, WDAF, WBCS, WIL, KIK-FM, KSAN, KGA. A most added record. Debuts at number 41 on the Country chart.

DAVID FRIZZELL & SHELLEY WEST

It's A Be Together Night (Viva)

On 64% of reporting stations. Rotations: Heavy 5, Medium 39, Light 54. Total Adds 8. WAJR, KEAN, WYMK, WXBO, KLRA, WTQR, WONE, KXXY. Moves 46-43 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 Monday, 9-24-84.

WAYLON JENNINGS

America (RCA)

On 64% of reporting stations. Rotations: Heavy 2, Medium 32, Light 63. Total Adds 31 including WCAO, WPOR, WNYR, KMML, KPLX, WESC, WLWI, KJYJ, WMIL, WXCL, KVOD, KYAK, KGHL, KMPS, KCUB. Debuts at number 42 on the Country chart.

CHARLY McCLAIN

Some Hearts Get All The Breaks (Epic)

On 61% of reporting stations. Rotations: Heavy 0, Medium 42, Light 51. Total Adds 14. WVAM, WCAO, WAJR, WKYG, WXTU, WCOS, WSIX, WRNL, WMNI, WGEW, WOW, KRST, KKAL, KCUB. Moves 50-46 on the Country chart.

JUDDS

Why Not Me (RCA/Curb)

On 60% of reporting stations. Rotations: Heavy 6, Medium 19, Light 66. Total Adds 56 including WPTR, WKYG, WVVA, KASE, WSOC, KMK, WTQR, KSO, WAXX, WOW, KTTS, KRST, KUGN, KCCY, KSOP, KSON. A most added record. Debuts at number 47 on the Country chart.



HANK'S PICKS For Weekend Of Sept. 29th

COLLEGE

- MIAMI, FLORIDA over RICE
- OKLAHOMA over KANSAS STATE
- PURDUE over MICHIGAN STATE
- LSU over USC
- VIRGINIA TECH over VIRGINIA

PROS

- LOS ANGELES RAIDERS over DENVER BRONCOS
- WASHINGTON REDSKINS over PHILADELPHIA EAGLES
- GREEN BAY PACKERS over TAMPA BAY BUCCANEERS
- MIAMI DOLPHINS over ST. LOUIS CARDINALS
- SEATTLE SEAHAWKS over MINNESOTA VIKINGS

Last Week 90% Correct





NEW & ACTIVE

GEORGE STRAIT "Does Fort Worth Ever Cross Your Mind" (MCA) 88/32
 Rotations: Heavy 1, Medium 28, Light 59, Total Adds 32 including WCAD, WRKZ, WPOR, WESC, WLWI, WRML, WONE, WCXJ, WCUZ, WDAF, WTHI, KTRK, KIK-FM, KWJL, KGA. Debuts at number 48 on the Country chart.

ATLANTA "Wishful Thinkin'" (MCA) 88/8
 Rotations: Heavy 1, Medium 45, Light 42, Total Adds 6, WLD, WTSO, KOMA, K102, KGH, KVEG. Heavy: WYWK. Medium: WAJR, CHOW, WESC, WCMS, WRK, WTOR, WSLR, WFMS. Moves 48-45 on the Country chart.

VINCE GILL "Turn Me Loose" (RCA) 83/11
 Rotations: Heavy 1, Medium 31, Light 51, Total Adds 11, KEAN, WEZL, WSOC, KHEY, WAMZ, WSIX, WUSQ, WTL, WOW, WCXJ, WTHI, WESC, WCUZ. Medium: WSHO, WOKQ, WYII, KRZY, KTOH.

STEVE WARNER "Don't Give Up On Love" (RCA) 81/19
 Rotations: Heavy 0, Medium 31, Light 80, Total Adds 19 including WSHO, CHOW, KRZY, WQXQ, KKK, WLWI, WUSQ, KWMT, WDAF, WBCS, WIL, KTRK, KRST, KUUY, KUGN. Debuts at number 50 on the Country chart.

HANK WILLIAMS JR. "All My Rowdy Friends Are Comin'..." (WB/Curb) 75/37
 Rotations: Heavy 4, Medium 16, Light 56, Total Adds 37 including WRKZ, WPOR, WWVA, WZZK, KPLX, WKLO, KSSN, WKSJ, KKYX, WTOR, KOMA, KTTS, KJOT, KKCS, KSN.

JIMMY BUFFETT "When The Wind Life Betrays Me" (MCA) 71/14
 Rotations: Heavy 3, Medium 25, Light 43, Total Adds 14, WFOR, WKY, WESC, WAMZ, WUSQ, WUSN, KSO, WAXX, WKCL, KVOO, KIK-FM, KEN, KCBQ, KIGO. Heavy: KISS-FM, KKYX, KJXY.

MARK GRAY "Diamond In The Dust" (Columbia) 64/19
 Rotations: Heavy 0, Medium 16, Light 48, Total Adds 19 including WWVA, WYII, KEAN, WESC, WNOX, WWOOD, KXYX, WRNL, KBMR, WONE, WDAF, WTL, KFDI, KRKT, KUGN.

BARBARA MANDRELL "Crossword Puzzle" (MCA) 59/41
 Rotations: Heavy 2, Medium 12, Light 45, Total Adds 41 including WYAM, WOKQ, WKYG, KASE, WYWK, WCOS, WESC, WAMZ, WMC, WLWI, WSIX, KSO, WOW, KVOO, KUZJ, KOK, KKCC.

KATHY MATTEA "That's Easy For You To Say" (Mercury/PolyGram) 59/9
 Rotations: Heavy 1, Medium 26, Light 32, Total Adds 9, WXL, WESC, KKK, WWOOD, KISS-FM, WLWI, WAXX, WTHI, KOL. Heavy: KKYX. Medium: WSHO, WFMS, KTTS, KSOP, KCB.

KEITH STEGALL "Whatever Turns You On" (Epic) 53/13
 Rotations: Heavy 0, Medium 8, Light 45, Total Adds 13, WOKQ, KMML, KLRA, WWOOD, WMC, KWMT, WTL, WKXJ, KTRK, KKAL, KMAK, KVEG, KCB. Medium: KKYX, WOW.

GAIL DAVIES "Jagged Edge Of A Broken Heart" (RCA) 50/13
 Rotations: Heavy 0, Medium 11, Light 39, Total Adds 13, WYAM, CHOW, WYII, WGTG, KHEY, WNOX, KSSN, WWOOD, WRNL, WOV, KTTS, KUGN, KVEG. Medium: KFGO, KSON.

BROADCASTERS

Join CMA and Receive the Following:

- 1) Nominate and vote for broadcast personality of the year.
- 2) Monthly magazine CLOSE-UP with special articles, interviews, trivia, calendar of events.
- 3) Detailed and up-to-date lists of artists, managers, record companies and 10 others.
- 4) Vote for and request tickets to the annual CMA Awards Show.
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SIGNIFICANT ACTION

MOE BANDY & JOE STAMPEY "The Boy's Night Out" (Columbia) 43/32
 Rotations: Heavy 0, Medium 8, Light 35, Total Adds 32 including WGN, WSHO, KHEY, WKSJ, KKYX, WTSO, KTTS, KVOO, KMX, KKCC.

EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 39/14
 Rotations: Heavy 0, Medium 14, Light 24, Total Adds 4, KISS-FM, WBCS, KSOP, KIGO. Medium: WSHO, WAJR, KHEY, KKYX, KTTSS, KJZ.

JUDY COLLINS with T.G. SHEPPARD "Home Again" (Elektra) 38/4
 Rotations: Heavy 0, Medium 14, Light 24, Total Adds 4, KISS-FM, WBCS, KSOP, KIGO. Medium: WSHO, WAJR, KHEY, KKYX, KTTSS, KJZ.

SAWYER BROWN "Leona" (Capitol/Curb) 34/16
 Rotations: Heavy 0, Medium 2, Light 32, Total Adds 16 including WWVA, WYII, WEZL, WSOC, KHEY, KKYX, WRK, KSO, WOW, KTRK, KOL.

KEITH WHITLEY "Turn Me To Love" (RCA) 33/11
 Rotations: Heavy 1, Medium 3, Light 29, Total Adds 11, WGN, WLD, WYII, WTVY, WKIX, WOW, KTRK, KVOO, KVEG, KTOH, KMRP.

ZELLA LEHR "All Heaven Is About To Break Loose" (Complanet/PolyGram) 25/6
 Rotations: Heavy 0, Medium 4, Light 21, Total Adds 6, KLRA, KFGO, KTTS, KTRK, KVOO, KRWQ. Medium: KKYX, KRMD, KEN, KSO.

NARVEL FELTS "I'm Glad You Couldn't Sleep Last Night" (Evergreen) 24/7
 Rotations: Heavy 0, Medium 5, Light 19, Total Adds 7, WYAM, WKYG, KBMR, KTTS, KRKT, KSOP, KRGA, KGA. Medium: KMML, KHEY, WLWI, WPAF.

CHRIS HILLMAN "Somebody's Back In Town" (24/4)
 Rotations: Heavy 0, Medium 5, Light 19, Total Adds 4, WYII, WTVY, KOL, KWJL. Medium: WGN, WLWI, KBMR, WDAF, KFDI.

REBA McENTIRE "How Blue" (MCA) 21/21
 Rotations: Heavy 2, Medium 3, Light 16, Total Adds 21 including WKYG, KMML, KASE, WTVY, KNOX, WMC, WCXJ, KUZJ, KWJL, KSO.

MASON DIXON "Gettin' Over You" (Texas) 19/4
 Rotations: Heavy 1, Medium 3, Light 29, Total Adds 11, WGN, WLD, WYII, WTVY, WKIX, WOW, KTRK, KVOO, KVEG, KTOH, KMRP.

TERRI GBBS "Rocky Top" (MCA) 17/1
 Rotations: Heavy 0, Medium 7, Light 10, Total Adds 1, KSOP. Medium: WGN, WPAF, WSHO, CHOW, WPAF, WCXJ, KIGO, Light: KSO, KFDI.

GENE WATSON "Got No Reason" (MCA/Curb) 16/16
 Rotations: Heavy 0, Medium 1, Light 15, Total Adds 16 including WBGW, KMML, WGTG, WRK, KSO, KKAL, KUZJ, KRWQ, KTOH, KSOP.

FLOYD BROWN "Kiss Me Just One More Time" (MCA) 15/2
 Rotations: Heavy 0, Medium 3, Light 12, Total Adds 2, WLWI, KGO. Medium: WYWK, KHEY. Light: WYAM, WBGW, WCMS, WOW, KRKT, KRWQ.

GARY WOLF "Gettin' Into Tennessee Tonight" (Mercury/PolyGram) 14/8
 Rotations: Heavy 0, Medium 4, Light 14, Total Adds 8, KRZY, KKYX, KBMR, KFGO, KTTS, KVOO, KRKT, KKAL. Light: WYAM, WSHO.

KIMBERLY SPRINGS "Old Memories Are Hard To Lose" (Capitol) 14/6
 Rotations: Heavy 0, Medium 1, Light 13, Total Adds 6, KRZY, KKYX, KBMR, KFGO, KTTS, KVOO. Medium: WCXJ. Light: WWVA, KRWQ, KOL.

WILLIE NELSON & HANK WILSON "Wabash Cannonball" (Paradise) 13/12
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 12, WYAM, WSHO, KRZY, WTVY, KFGO, KTTS, KVOO, KFDI, KRKT, KUGN, KMAK, KRWQ.

JOEY SCARBURY "The River's Song" (RCA) 12/8
 Rotations: Heavy 0, Medium 0, Light 12, Total Adds 8, WSHO, WXBQ, WAXX, WOW, KTOH, KSOP, KSON, KGA. Light: KXYL, KRZY.

RONNIE DUNN "Jessie" (MCA) 11/3
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 3, WESC, KKYX, KTTS. Medium: WOW. Light: WYAM, WSHO, KVOO, KRMD, KRZY.

JOHNNY RODRIGUEZ "Rose Of My Heart" (Epic) 8/8
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 8, WSHO, KXYX, KKAL, KUZJ, KMAK, KRWQ, KOL, KRZY.

STALKER & BERG "Heaven In My Heart" (Viva) 8/7
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 7, WYAM, WYII, KRZY, WTVY, KKYX, KBMR, KTOH. Light: KXYL.

SUSAN RAYE "Put Another Notch In Your Belt" (Westexas America) 7/7
 Rotations: Heavy 0, Medium 1, Light 6, Total Adds 7, KTRK, KRKT, KKAL, KUZJ, KRWQ, KTOH, KKCC.

COUNTRY ALBUM TRACKS

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

ARTIST/Song Title (Label)	Album Title
JANIE FRICKE/Another Man... (Columbia)	<i>The First Word In...</i>
GEORGE JONES/Learning To Do Without Me (Epic)	<i>You've Still Got...</i>
DAVID FRIZZELL/Country Music Love Affair (Viva)	<i>Solo</i>
JUICE NEWTON/Restless Heart (RCA)	<i>Restless Heart</i>
JOHN ANDERSON/Red Georgia Clay (WB)	<i>Eye Of A Hurricane</i>
GLEN CAMPBELL/ Letter To Home (Atl. America)	<i>Letter To Home</i>
WRIGHT BROTHERS/Eight Days A Week (Mercury/PG)	<i>Easy Street</i>
MEL TILLIS w/WILLIE NELSON/Texas On A Saturday... (MCA)	<i>New Patches</i>
KENNY ROGERS/Crazy (RCA)	<i>What About Me</i>
JOHN ANDERSON/Eye Of A Hurricane (WB)	<i>Eye Of A Hurricane</i>
WAYLON JENNINGS/Settin' Me Up (RCA)	<i>Never Could Toe The...</i>
NITTY GRITTY DIRT BAND/High Horse (WB)	<i>Plain Dirt Fashion</i>
GLEN CAMPBELL/I'll Be Faithful To You (Atl. America)	<i>Letter To Hold</i>
HANK WILLIAMS JR./Country Relaxin' (WB/Curb)	<i>Major Moves</i>
LOUISE MANDRELL/This Bed's Not Big Enough (RCA)	<i>I'm Not Through...</i>

Adult / Contemporary

Continued from Back Page

BREAKERS.

LIONEL RICHIE

Penny Lover (Motown)

66% of our reporters on it. Rotations: Heavy 7/6, Medium 36/25, Light 46/42, Total Adds 73 including WBEN, WKBW, Y97, WPRO, WLTT, WSB, WSB-FM, W101, WMJI, WOMC, KUDL, KHOW, KMJI, KKLT, KGW and 58 more. Debuts at number 23 on the A/C chart.

MADONNA

Lucky Star (Sire/WB)

64% of our reporters on it. Rotations: Heavy 29/0, Medium 27/2, Light 31/12, Total Adds 14, WTAE, WLTF, WCCO, WAFB, WBT, WGOW, WSNY, WTRX, WLTE, 3WM, KRAV, KUA, KKPL, WGSV. Moves 23-20 on the A/C chart.

DARYL HALL & JOHN OATES

Out Of Touch (RCA)

61% of our reporters on it. Rotations: Heavy 2/1, Medium 33/11, Light 48/30, Total Adds 42 including WKBW, KVIL-FM, WOMC, KUDL, WISN, WMYX, KHOW, KKLT, KBEST, KFMB, K101, KEZR, WAEB, WSFM, WAFB and 27 more.

AMERICA

Special Girl (Capitol)

61% of our reporters on it. Rotations: Heavy 4/1, Medium 47/2, Light 32/7, Total Adds 10, WSB-FM, KMJI, KOST, WRIE, K106, WGOW, WRKA, WRVW, KOIL, KDUK. Debuts at number 25 on the A/C chart.

SERGIO MENDES

Real Life (A&M)

61% of our reporters on it. Rotations: Heavy 3/1, Medium 49/5, Light 30/10, Total Adds 16, WFBR, WCLR, KBEST, V100, WRIE, WKYE, WSNY, KIOA, WLHT, KOIL, KDUK, KOY, KKPL, WTNV, WPPA, WFFX.

NEW & ACTIVE

WHAMI "Wake Me Up Before You Go-Go" (Columbia) 69/31
Rotations: Heavy 2/0, Medium 25/13, Light 32/18, Total Adds 31, WFBR, WFX, WRMM, WSB, 97AIA, WARM98, KLSI, KUDL, WCCO, KHOW, KGW, KFMB, K101, W100, WKYE, KEY103, WMLJ, KIOA, KRNT, WTRX, KBOI, KIXI-FM, WTKO, WPPA, WAGE, WZLQ, KWBE, WBOW, KFDD, KTWO, KRNO, Heavy: KOST, KF, Medium: WSB-FM, KVIL-FM, KRBE-FM, KEZR, K106, WMAZ, 2WD, WMGN, KKUA, KWAV, WKNE, WSKI, WSKY, WCKQ, WKYX, WFFX, KTYL, WCIL, KEZ, WHNN, KOSW, KRBS.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 STEVIE WONDER	134/0	122	12	0
2 CARS	133/0	121	10	2
3 CHICAGO	129/2	110	17	2
4 K.ROGERS w/K.CARNES & J.INGRAM	130/3	77	45	8
5 JOHN WAITE	113/1	87	23	3
6 NEIL DIAMOND	112/1	71	35	7
7 RALPH MACDONALD /BILL WITHERS	115/4	66	39	10
8 HUEY LEWIS & THE NEWS	102/1	59	36	7
9 BARRY GIBBS	115/3	40	58	17
10 IRENE CARA	99/2	54	42	3
11 LAURA BRANIGAN	108/4	44	54	10
12 BILLY JOEL	91/0	38	45	8
13 BARBRA STREISAND	119/10	19	69	31
14 DONNA SUMMER	99/1	35	53	11
15 EVERLY BROTHERS	99/3	31	57	11
16 BILLY OCEAN	97/15	21	63	13
17 ELTON JOHN	107/13	10	67	30
18 DENNIS DeYOUNG	108/10	12	74	22
19 ANNE MURRAY w/DAVE LOGGINS	96/8	16	60	20
20 MADONNA	87/14	29	27	31
21 TINA TURNER	82/1	23	47	12
22 LIONEL RICHIE	78/1	29	39	11
23 LIONEL RICHIE	88/73	7	36	46
24 JULIO IGLESIAS & DIANA ROSS	70/0	8	50	12
25 AMERICA	83/11	4	47	32

MOST ADDED

LIONEL RICHIE (73)
Penny Lover (Motown)
JULIO IGLESIAS (50)
Moonlight Lady (Columbia)
DARYL HALL & JOHN OATES (42)
Out Of Touch (RCA)
WHAMI (31)
Wake Me Up Before You Go-Go (Columbia)
COREY HART (21)
It Ain't Enough (EMI America)
CYNDI LAUPER (18)
All Through The Night (Portrait/CBS)

HOTTEST

STEVIE WONDER (115)
I Just Called To Say I Love You (Motown)
CARS (99)
Drive (Elektra)
CHICAGO (92)
Hard Habit To Break (WB)
JOHN WAITE (59)
Missing You (EMI America)
K. ROGERS w/K. CARNES & J. INGRAM (48)
What About Me? (RCA)
NEIL DIAMOND (29)
Turn Around (Columbia)
HUEY LEWIS & THE NEWS (29)
If This Is It (Chrysalis)

RICKIE LEE JONES "The Real End" (WB) 61/11
Rotations: Heavy 0/0, Medium 31/3, Light 30/8, Total Adds 11, KFMB, WRVA, WSNY, KIOA, WLHT, KIXI-FM, WTKO, WTNV, WJBC, WKUS, WBOW, Medium: WISN, KGW, KBEST, KJR, WKGW, WMAZ, WAVE, KRNT, 3WFM, WEIM, WKNE, WSKI, WSKY, WCKQ, WCHV, WGSV, WAGE, WZLQ, WFFX, WCIL, KEZ, WHNN, WJON, KKLV, KTWO, KRNO, KOSW, KRSE.

POINTER SISTERS "I'm So Excited" (Planet/RCA) 58/5
Rotations: Heavy 13/0, Medium 31/3, Light 14/2, Total Adds 5, JWS, KLSI, WTVY, KTWO, KRNO, Heavy: WFBR, WTAE, KRBE, FM, 97AIA, WMLJ, KALR, K101, WKYE, WENS, WTRX, KFLR, WPPA, KKL, WMAZ, WAVE, KRNT, 3WFM, WEIM, WKNE, WSKI, WSKY, WCKQ, WCHV, WGSV, WAGE, WZLQ, WFFX, WCIL, KEZ, WHNN, WJON, KKLV, KTWO, KRNO, KOSW, KRSE.

JULIO IGLESIAS "Moonlight Lady" (Columbia) 54/50
Rotations: Heavy 0/0, Medium 17/14, Light 37/38, Total Adds 50, WBEN, WSB, WCLR, WOMC, WISN, WCCO, KFMB, WAEB, WCC, V100, WRIE, WKYE, WKGW, KEY103, WAHR, WMAZ, WRVA, WHEV, WNAM, WHBC, WTRX, WHS, KOL, KKUA, KOY, KSL, WTKO, WKNE, WSKI, WTNV, WPPA, KODQ, WCKQ, WGSV, WAGE, WZLQ, KTYL, WJBC, WCIL, KEZ, WHNN, WJON, KRNO, KOSW, KRSE, Medium: WZS, WEIM, WJON.

JUDY COLLINS with T.G. SHEPPARD "Home Again" (Elektra) 42/9
Rotations: Heavy 0/0, Medium 1/1, Light 25/8, Total Adds 9, WKOW, K106, WNAM, WHBC, KORQ, KTYL, KEZ, KFDD, KALE, Medium: WCCO, WMAZ, WFX, WHBY, KSL, KIXI-FM, WEIM, WTKO, WSKI, WSKY, WGSV, WJBC, WCIL, KWBE, KTWO, KRBS.

JOYCE KENNEDY & JEFFREY OSBORNE "Last Time I Made Love" (A&M) 41/2
Rotations: Heavy 2/0, Medium 14/0, Light 15/2, Total Adds 2, KRBE-FM, WJMI, Heavy: WSB-FM, KOST, Medium: WFBR, WFX, WRMM, 97AIA, WCCO, B100, KEY103, WMAZ, WHBY, WMGN, KFI, KWAV, KIXI-FM, WEIM, WSKI, WSKY, WZLQ, WFFX, KTYL, KEZ, WJON, KKLV, KRNO, KALE.

SHAKIN' STEVENS "A Love Worth Waiting For" (Epic) 37/14
Rotations: Heavy 1/1, Medium 5/2, Light 30/11, Total Adds 14, WKBW, WCCO, WKGW, WRVA, KIOA, KRNT, WTRX, KBOI, WKNE, KORQ, WJBC, WCIL, WHNN, KALE, Medium: WMAZ, WTKO, WSKI, KKL, V.

JOE JACKSON "Be My Number Two" (A&M) 37/13
Rotations: Heavy 0/0, Medium 9/2, Light 28/11, Total Adds 13, WKYE, WKGW, WTRX, KSL, KIXI-FM, KORQ, WCHV, WKUS, WHNN, WJON, KKLV, KTO, KALE, Medium: WFBR, WCCO, WMAZ, WSKY, WZLQ, WFFX.

PEABO BRYSON "Slow Dancin'" (Elektra) 35/1
Rotations: Heavy 0/0, Medium 16/1, Light 19/0, Total Adds 1, KRNT, Medium: 97AIA, WCCO, KGW, KEY103, WMAZ, WRVA, KIXI-FM, WNNR, WEIM, WKNE, WSKI, WSKY, WCKQ, WCHV, WCL.

ROD STEWART "Some Guys Have All The Luck" (WB) 34/5
Rotations: Heavy 0/0, Medium 14/1, Light 14/4, Total Adds 5, WLTF, WSFM, WENS, KFI, WVBS, Heavy: WCC, K106, WAVE, WSKI, WCKQ, WKYX, Medium: KRBE-FM, 97AIA, K101, WPJB, WKJJ, 2WD, WMGN, WSKY, WFFX, KTYL, KEZ, WJON, KALE.

BANANARAMA "Cruel Summer" (London/PolyGram) 32/2
Rotations: Heavy 4/0, Medium 20/2, Light 8/0, Total Adds 2, WLHT, WTNV, Heavy: WPJB, WSKI, WFFX, KOSW, Medium: WFBR, WSB-FM, 58KRC, KOST, B100, K101, KEZR, WKYE, WMAZ, 2WD, WAVE, WMHE, KFI, WEIM, WKYX, KTYL, WCIL, WBOW.

BAND OF GOLD "Love Songs Are Back Again" (RCA) 30/16
Rotations: Heavy 0/0, Medium 9/4, Light 21/12, Total Adds 16, WFBR, WFX, W101, KGW, WAHR, WMAZ, WHBY, KWAV, WKNE, WSKY, WZLQ, WJBC, WHNN, WJON, KTWO, KALE, Medium: WSB-FM, 97AIA, KOST, KKUA, WAGE.

SIGNIFICANT ACTION

DIANA ROSS "Swept Away" (RCA) 29/2
Rotations: Heavy 2/0, Medium 18/0, Light 9/2, Total Adds 2, WMJI, KOL, Heavy: WPPA, WCHV, Medium: KVIL-FM, KRBE-FM, KJR, WPJB, KEY103, KWAV, WNNR, WEIM, WSKI, WCKQ, WKYX, WZLQ, WFFX, KTYL, WHNN, KKLV, KOSW, KRBS.

JIM CAPALDI "I'll Keep Holding On" (Atlantic) 29/2
Rotations: Heavy 0/0, Medium 7/0, Light 22/2, Total Adds 2, WKUS, KALE, Medium: WMAZ, WMGN, KIXI-FM, WMMR, WEIM, WSKY, WZLQ, WCHV.

COREY HART "It Ain't Enough" (EMI America) 26/21
Rotations: Heavy 2/0, Medium 8/4, Light 20/17, Total Adds 21, WCCO, V100, KEY103, WMLJ, WMAZ, WHBC, WSNY, KWAV, KIXI-FM, WEIM, WSKI, WCHV, WAGE, WFFX, WCIL, KFSB, KEZ, WBOW, KFDD, KOSW, KALE, Medium: WSB-FM, WSKY.

KAREN KAMON "De Doo Ron Ron" (Columbia) 24/4
Rotations: Heavy 0/0, Medium 3/0, Light 21/4, Total Adds 4, KEY103, WNAM, WCKQ, WBOW, Medium: WCCO, WEIM, WSKI.

SHEENA EASTON "Stun" (EMI America) 24/1
Rotations: Heavy 1/0, Medium 13/0, Light 10/1, Total Adds 1, WPPA, Heavy: WCKQ, Medium: KRBE-FM, WMAZ, 2WD, WNAM, KOL, KIXI-FM, WSKI, WSKY, WKYX, WFFX, KKL, KRSE, KALE.

THOMPSON TWINS "You Take Me Up" (Arista) 23/0
Rotations: Heavy 1/0, Medium 12/0, Light 10/0, Total Adds 0, Heavy: KEZR, Medium: WFBR, WKYE, WMAZ, KIXI-FM, WNNR, WEIM, WSKI, WPPA, WSKY, WCKQ, WKYX, KEZ.

GIORGIO MORODER with PHILIP OAKEY "Together In Electric Dreams" (Virgin/Epic) 20/4
Rotations: Heavy 0/0, Medium 2/1, Light 18/3, Total Adds 4, WFBR, WCCO, WKYX, KKLV, Medium: WZLQ.

JACKSONS "Torture" (Epic) 20/1
Rotations: Heavy 2/0, Medium 6/1, Light 5/0, Total Adds 1, WCHV, Heavy: KVIL-FM, KRBE-FM, WSKI, WPPA, WCKQ, WKYX, WFFX, Medium: V100, WPJB, WMGN, WZLQ, KTYL, KFSB, KOSW.

CYNDI LAUPER "All Through The Night" (Portrait/CBS) 18/18
Rotations: Heavy 0/0, Medium 8/4, Light 12/12, Total Adds 18, WFBR, WFX, WPJB, WMAZ, WAVE, WMGN, KWAV, KDFM, WEIM, WSKY, WCKQ, WGSV, WAGE, WKYX, KTYL, WJON, KTWO, KOSW.

CHAMPAIGN "Oh And On Love" (Columbia) 18/11
Rotations: Heavy 0/0, Medium 3/1, Light 18/10, Total Adds 11, WCCO, WAEB, WKGW, WMAZ, WTRX, KWAV, WSKY, WKYX, WCL, KFSB, KTWO.

STEPHEN STILLS "Can't Let Go" (Atlantic) 17/17
Rotations: Heavy 0/0, Medium 3/3, Light 14/14, Total Adds 17, WMAZ, WAVE, WHBY, KIXI-FM, WEIM, WSKI, WCKQ, WCHV, WGSV, WKYX, WCIL, KFSB, KEZ, KWBE, WJON, KTWO.

LINDSEY BUCKINGHAM "Go Home" (Elektra) 13/0
Rotations: Heavy 2/0, Medium 8/0, Light 3/0, Total Adds 0, Heavy: WAVE, WCKQ, Medium: KRBE-FM, WPJB, 2WD, WKYX, KKLV, KOSW, KALE, KEZ.

CULTURE CLUB "The War Song" (Virgin/Epic) 10/10
Rotations: Heavy 0/0, Medium 3/2, Light 7/7, Total Adds 10, WMAZ, WAVE, WEIM, WPPA, WSKY, WCKQ, WGSV, WKYX, KTYL, KOSW.



AOR / ALBUMS

September 28, 1984

160 REPORTERS

Three Weeks Ago	Two Weeks Ago	Last Week	Rank	Album	Total Reports	Hot Rotation	Medium Rotation	Adds All Rotations
2	2	2	1	1 FIXX/Phantoms (MCA)	155	133	21	1+
1	1	1	2	2 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	148	135	13	0=
17	8	3	3	3 J. CAFFERTY &.../Eddie & The... (Scotti Bros./CBS)	157	119	38	1
			4	4 DAVID BOWIE/Tonight (EMI America)	146	86	60	1-
3	3	4	5	5 JOHN WAITE/No Brakes (EMI America)	127	95	32	0-
5	4	5	6	6 LINDSEY BUCKINGHAM/Go Insane (Elektra)	133	69	62	5-
7	7	6	7	7 SCANDAL /PATTY SMYTH/The Warrior (Columbia)	124	90	34	4+
10	9	8	8	8 BILLY IDOL/Rebel Yell (Chrysalis)	139	46	90	8-
31	21	15	9	9 SURVIVOR/Vital Signs (Scotti Bros./CBS)	118	67	51	1-
6	5	7	10	10 BILLY SQUIER/Signs Of Life (Capitol)	121	65	54	5+
9	11	10	11	11 SAMMY HAGAR/VOA (Geffen)	124	58	66	3=
20	18	12	12	12 KROKUS/The Blitz (Arista)	122	58	64	1-
12	10	9	13	13 HONEYMOON SUITE/Honeymoon Suite (WB)	111	84	26	5+
16	14	14	14	14 PRINCE/Purple Rain (WB)	100	55	44	2=
4	6	11	15	15 CARS/Heartbeat City (Elektra)	114	43	70	3-
21	19	16	16	16 ROMEO VOID/Instincts (415/Columbia)	118	16	90	33-
		31	17	17 TOMMY SHAW/Girls With Guns (A&M)	110	21	86	9+
		24	18	18 DAVE EDMUNDS/Riff-Raff (Columbia)	110	20	86	8-
		23	19	19 KISS/Animalize (Mercury/PG)	102	41	58	12+
27	26	25	20	20 ELTON JOHN/Breaking Hearts (Geffen)	113	11	98	17-
	40	26	21	21 VARIOUS ARTISTS/Every Man Has... (Polydor/PG)	103	44	56	5-
32	27	24	22	22 DENNIS DeYOUNG/Desert Moon (A&M)	98	27	69	4+
22	20	19	23	23 DIO/The Last In Line (WB)	88	38	50	0-
13	12	13	24	24 METROPOLIS/Soundtrack (Columbia)	88	36	49	10-
	37	28	25	25 STEVE PERRY/Street Talk (Columbia)	99	11	85	13-
36	31	28	26	26 ZEBRA/No Tellin' Lies (Atlantic)	81	32	49	0-
15	17	17	27	27 PETER WOLF/Lights Out (EMI America)	72	33	39	3+
8	13	22	28	28 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	77	34	40	9-
	35	34	29	29 TINA TURNER/Private Dancer (Capitol)	81	9	67	10-
		36	30	30 DOKKEN/Tooth And Nail (Elektra)	62	26	34	3=
23	29	32	31	31 RATT/Out Of The Cellar (Atlantic)	75	6	68	4-
	34	33	32	32 IRON MAIDEN/Powerslave (Capitol)	70	21	48	2-
11	15	20	33	33 STEPHEN STILLS/Right By You (Atlantic)	64	30	34	1+
14	16	18	34	34 NIGHT RANGER/Midnight Madness (Camel/MCA)	66	28	37	4+
34	32	37	35	35 ROD STEWART/Camouflage (WB)	78	4	64	22-
			36	36 BLACKFOOT/Vertical Smiles (Atco)	59	16	43	4-
19	22	27	37	37 TWISTED SISTER/Stay Hungry (Atlantic)	59	14	44	2-
26	25	30	38	38 WHITESNAKE/Slide In (Geffen)	60	8	45	8-
		40	39	39 RED ROCKERS/Schizophrenic Circus (415/Columbia)	64	10	49	11+
			40	40 RICKIE LEE JONES/The Magazine (WB)				

YOU...ME...NOW...



BREAK DOWN THE WALLS

MCA RECORDS

DELIVERING THE MUSIC OF THE 80'S

BREAKERS

DAVID BOWIE
Tonight (EMI America)

98% of our reporters on it. 157/11 with adds at KZEW. Debuts at #4 on the Albums chart.

DOKKEN
Tooth And Nail (Elektra)

50% of our reporters on it. 81/10 with adds at WKLS, WNOR, KBPI, KCAL, KLBJ, WIMZ, WIBA, KICT, KWFM, KFMQ. Moves 36-30 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.

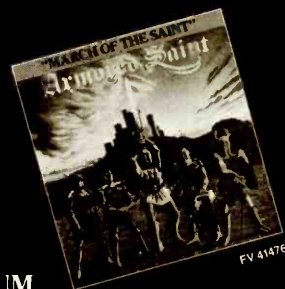
THEY ROCK

FOR THE YOUNG, THE POWER, THE GLORY...



Armored Saint

"MARCH OF THE SAINT" THEIR DEBUT ALBUM



FV 41476



Chrysalis
Records & Cassettes



AOR / ALBUMS

September 28, 1984

160 REPORTERS

These Two Last Weeks' Weeks' Weeks

2	2	2	1	FIXX/Phantoms (MCA)
1	1	1	2	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)
17	8	3	3	J. CAFFERTY &.../Eddie & The... (Scotti Bros./CBS)
DEBUT			4	DAVID BOWIE/Tonight (EMI America)
3	3	4	5	JOHN WAITE/No Brakes (EMI America)
5	4	5	6	LINDSEY BUCKINGHAM/Go Insane (Elektra)
7	7	6	7	SCANDAL f/PATTY SMYTH/The Warrior (Columbia)
10	9	8	8	BILLY IDOL/Rebel Yell (Chrysalis)
31	21	15	9	SURVIVOR/Vital Signs (Scotti Bros./CBS)
6	5	7	10	BILLY SQUIER/Signs Of Life (Capitol)
9	11	10	11	SAMMY HAGAR/VOA (Geffen)
20	18	12	12	KROKUS/The Blitz (Arista)
12	10	9	13	HONEYMOON SUITE/Honeymoon Suite (WB)
16	14	14	14	PRINCE/Purple Rain (WB)
4	6	11	15	CARS/Heartbeat City (Elektra)
21	19	16	16	ROMEO VOID/Instincts (415/Columbia)
-	-	31	17	TOMMY SHAW/Girls With Guns (A&M)
-	24	21	18	DAVE EDMUNDS/Riff-Raff (Columbia)
-	-	23	19	KISS/Animalize (Mercury/PG)
27	26	25	20	ELTON JOHN/Breaking Hearts (Geffen)
-	40	26	21	VARIOUS ARTISTS/Every Man Has... (Polydor/PG)
32	27	24	22	DENNIS DeYOUNG/Desert Moon (A&M)
22	20	19	23	DIO/The Last In Line (WB)
13	12	13	24	METROPOLIS/Soundtrack (Columbia)
-	37	29	25	STEVE PERRY/Street Talk (Columbia)
36	31	28	26	ZEBRA/No Tellin' Lies (Atlantic)
15	17	17	27	PETER WOLF/Lights Out (EMI America)
8	13	22	28	HUEY LEWIS & THE NEWS/Sports (Chrysalis)
-	35	34	29	TINA TURNER/Private Dancer (Capitol)
-	-	36	30	DOKKEN/Tooth And Nail (Elektra)
23	29	32	31	RATT/Out Of The Cellar (Atlantic)
-	34	33	32	IRON MAIDEN/Powerslave (Capitol)
11	15	20	33	STEPHEN STILLS/Right By You (Atlantic)
14	16	18	34	NIGHT RANGER/Midnight Madness (Camel/MCA)
34	32	37	35	ROD STEWART/Camouflage (WB)
DEBUT			36	BLACKFOOT/Vertical Smiles (Atco)
19	22	27	37	TWISTED SISTER/Stay Hungry (Atlantic)
26	25	30	38	WHITESNAKE/Slide It In (Geffen)
-	-	40	39	RED ROCKERS/Schizophrenic Circus (415/Columbia)
DEBUT			40	RICKIE LEE JONES/The Magazine (WB)

	Total Reports	Hot Rotation	Medium Rotation	Adds All Rotations
"Are We" (147) "Sunshine" (79) "Cities" (15)	155 = 133+	21-	1+	1+
"Cover Me" (127) "Born" (39) "No Surrender" (30)	148 - 135 -	13+	0 =	0 =
"On The Dark Side" (145)	157	119	38	1
"Blue" (154) "Neighborhood" (61) "Dancing" (26)	146 -	86 +	60 -	1 -
"Tears" (132) "Missing You" (48)	127 -	95 -	32 -	0 -
"Go Insane" (115) "Loving Cup" (26)	133 -	69 -	62 +	5 -
"Beat" (105) "Warrior" (51) "Hands" (11)	124 -	90 =	34 -	4 +
"Flesh For Fantasy" (124)	139 +	46 +	90 -	8 -
"I Can't Hold Back" (139)	118 -	67 -	51 -	1 -
"All Night" (80) "Rock Me" (40) "Can't Get" (34)	121 -	65 -	54 -	5 +
"I Can't Drive 55" (117) "Two Sides Of Love" (25)	124 +	58 +	66 -	3 =
"Midnite Maniac" (123)	122 -	58 +	64 -	1 -
"New Girl Now" (113) "Burning In Love" (29)	111 +	84 -	26 +	5 +
"Purple Rain" (93) "Let's Go Crazy" (60)	100 -	55 -	44 +	2 =
"Drive" (59) "It's Not" (34) "Hello" (28)	114 -	43 +	70 -	3 -
"Girl In Trouble" (114)	118 +	16 +	90 +	33 -
"Girls With Guns" (113)	110 +	21 +	86 +	9 +
"Something About You" (110)	110 +	20 +	86 +	8 -
"Heaven's On Fire" (110)	102 +	41 +	58 -	12 +
"Who Wears" (95) "Restless" (12)	113 +	11 -	98 +	17 -
"I'm Moving On" (97) "Every Man" (31)	103 +	44 +	56 -	5 -
"Desert Moon" (100)	98 -	27 -	69 -	4 +
"Mystery" (93) "Last In Line" (20)	88 -	38 -	50 -	0 -
"Cage Of Freedom" (80) "Here's My Heart" (13)	88 +	36 +	49 +	10 -
"Strung Out" (86)	99 +	11 +	85 +	13 -
"Bears" (95)	81 -	32 -	49 -	0 -
"Crazy" (43) "I Need You" (25) "Lights Out" (18)	72 -	33 -	39 +	3 +
"If This Is It" (25) "Found" (29) "Walking" (23)	77 +	34 +	40 +	9 -
"Better Be Good" (74)	81 +	9 +	67 +	10 -
"Into The Fire" (81)	62 =	26 =	34 -	3 =
"Wanted" (45) "Back" (22) "Round" (15)	75 =	6 +	68 +	4 -
"2 Minutes To Midnight" (75)	70 -	21 -	48 -	2 -
"Stranger" (47) "50/50" (19) "Right By You" (16)	64 -	30 -	34 +	1 +
"When You Close Your Eyes" (59)	66 =	28 +	37 -	4 +
"Some Guys Have All The Luck" (61)	78 +	4 +	64 +	22 -
"Morning Dew" (73)	59 -	16 -	43 +	4 -
"We're Not Gonna" (37) "I Wanna Rock" (33)	59 -	14 -	44 -	2 -
"Love Ain't No Stranger" (56)	60 +	8 +	45 +	8 -
"Eve Of Destruction" (60)	64 +	10 +	49 +	11 +
"The Real End" (61)				

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THEY ROCK

FOR THE YOUNG, THE POWER, THE GLORY...



Armored Saint

"MARCH OF THE SAINT" THEIR DEBUT ALBUM



FV 41476


Chrysalis
Records & Cassettes

He was involved in the most exciting and explosive period ever in radio history. **ROCKING AMERICA** is his story of that era.

At WABC he attracted the largest audience of any station in radio history, and changed the sound of radio in America forever. Now, Rick Sklar, the man whose name was synonymous with "Top 40" radio recalls those chart topping years at WABC, and the development of Contemporary Hit Radio.

First hand and entertaining, **ROCKING AMERICA** is filled with anecdotes of madcap promotional stunts; all-out ratings wars; surprising stories of how top hits were chosen and aired; and the rise of the supergroups and superstars whose early records Rick Sklar played and turned into gold.

With implications for what is happening in the industry today, Sklar draws a parallel between the explosion of the "Top 40" format and the boom in the recording industry then, to the impact of music video, the current rise in popularity of all-hit radio, and the accompanying growth of the recording industry now.

These people have already read **ROCKING AMERICA**—Join them!

"Without question, Rick Sklar is the Dean of Contemporary Radio Programmers, and the man most responsible for making the term 'Top 40' a household word. This book represents a remarkable compilation of facts and anecdotes, and is a chronicle of the evolution of what today's programmers call 'Contemporary Hit Radio.' The man who set the standard for 'Top 40' has written the fascinating autobiography of the most respected programmer ever to walk into a radio station."

—Michael L. Eskridge,
President, NBC Radio

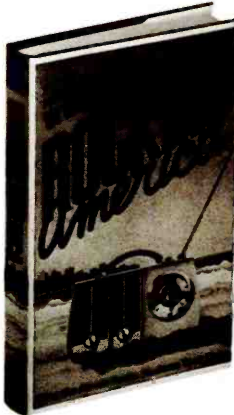
"For years the term 'Top 40' and the name Rick Sklar were synonymous. They both meant the best in rock music. If you are fascinated by the world of music, its stars, its jungle warfare, its fights for survival, then read Rick Sklar's autobiography of the rise of rock radio in America."

—Clive Davis, President
Arista Records

"Having been involved with making rock & roll records before and during the rock & roll explosion of the 60s, it is most fascinating to read Rick Sklar's account of this exciting period from the radio programmer's point of view."

—Ahmet M. Ertegun, Chairman
of the Board, Atlantic Recording
Corporation

with photographs and year-by-year playlists



Rick Sklar is a vice-president of ABC Radio and is a consultant for ABC-TV's music video programs. He has been program director at New York radio stations WINS, WMGM, and at WABC, which he built into "the most listened-to station in the nation." An adjunct professor of communication arts at St. John's University, he has also lectured at radio symposia at Cornell University, The New School, New York University, Princeton, Yale and UCLA.

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AOR ALBUMS

MOST ADDED

JETHRO TULL (40)
Under Wraps (Chrysalis)
TOMMY SHAW (33)
Girls With Guns (A&M)
TIMOTHY B. SCHMIT (23)
Playin' It Cool (Asylum)
BLACKFOOT (22)
Vertical Smiles (Atco)
VARIOUS ARTISTS (17)

Every Man Has A Woman (Polydor/PolyGram)

MOST HOTS

JOHN CAFFERTY & BEAVER BROWN BAND (138)

Eddie & The Cruisers (Scott Bros./CBS)
BRUCE SPRINGSTEEN (135)
Born In The U.S.A. (Columbia)
FIXX (133)
Phantoms (MCA)
DAVID BOWIE (119)
Tonight (EMI America)
LINDSEY BUCKINGHAM (95)
Go Insane (Elektra)
BILLY IDOL (90)
Rebel Yell (Chrysalis)

NEW & ACTIVE

- KEATS/Keats (EMI America) 49/14 (38/15)**
Add: include WLPR, WOUB, WFYV, KKDJ, WBLM, KWXL. Hots: 2 WLUP, WKQQ. Mediums 41 include WIYY, WKLS, WYFN, WMET, WQFM, KBCO, KAZY.
- TALKING HEADS/Stop Making Sense (Sire/WBI) 44/11 (36/9)**
Add: include WIYY, WDHA, WOOS, KFIV, WIOB, KOZZ. Hots: 18 include WBCN, WMMR, WLUP, WXRT, KBCO, KMET, WCMF, WAAF. Mediums: 22 include WBAB, WNEW, WHJY, KTXQ, KLAQ, WLVO, WLAV, KZEL.
- JETHRO TULL/Under Wraps (Chrysalis) 43/40 (1/1)**
Add: include WXRT, KBCO, KMET, WPLR, KISS, KDOS, KRSP, WWWW, KOZZ. Hots: 1 KTCL. Mediums: 27 include WBAB, WMMR, KZEW, KLOL, WLLZ, KAZY, KUPD, WTPA, KEZE.
- CYNDI LAUPER/She's So Unusual (Portrait/CBS) 34/7 (41/0)**
Add: include WNEW, WYSP, WLUP, WZZO, WDHA, WPDH, WIMZ. Hots: 13 include WBCN, KFQG, KLAQ, KMJX, KLYV, KTYD. Mediums: 17 include WMMR, WMMS, KROQ, WPLR, WOOS, KPOI.
- COREY HART/First Offense (EMI America) 33/10 (35/3)**
Add: include WLUP, WZZO, WYDD, WPDH, KLAQ, WKQQ, KGGG, WRUF, KQWB, WZZO. Hots: 8 include WAPP, WTKX, WYFE, KOMP, KLYV. Mediums: 22 include WBCN, WMET, KBCO, KLOS, WKLC.
- CHICAGO/Chicago 17 (WB) 33/2 (34/3)**
Add: include WXKE, KFMO. Hots: 19 include WMMS, KKCI, KDKB, WZZO, WIMZ, KMJX, KGGG. Mediums: 13 include WYFN, WQFM, WZXR, WWWW, WRUF.
- JIM CAPALDI/One Man Mission (Atlantic) 30/1 (34/5)**
Add: include KISS. Hots: 3 WLUP, KBCO, WIZN. Mediums: 26 include WHJY, WYFN, WXRT, WMMS, KSHE, KAZY, KILO.
- FAST FORWARD/Living In Fiction (Island) 29/14 (16/7)**
Add: include WBCN, WYSP, KTXQ, WAAL, WPLR, WAQY, KFMG, KFMO, KOZZ. Hots: 0. Mediums: 20 include WQVE, WHJY, KLOL, WEBN, KGB, WPHY, KNCN, KEZE, KTYD.
- BAXTER ROBERTSON/Vanishing Point Two (RCA) 29/10 (22/9)**
Add: include WEBN, KROQ, KDKB, KOME, WAAL, WPLR, KILO, KTYD. Hots: 1 WLAV. Mediums: 23 include KBCO, KAZY, WCMF, KLB, WOOS, KDOS.
- GLENN FREY/The Allnighter (MCA) 27/8 (33/2)**
Add: include WKLS, KMJX, WRXL, KGGG, WFBQ, WXCS. Hots: 8 KBCO, KLOS, WCMF, KLB, KMBY, WBYG. Mediums: 19 include WSHE, WMMS, WPDH, WOOS, WYWT.
- DRAGON/Body And The Beat (Polydor/PolyGram) 26/10 (19/0)**
Add: include WBCN, KZEW, WCMF, WEZX, KLB, KDOS, KPOI. Hots: 5 KROQ, KOAK, WAAF, CITI, WIZN. Mediums: 15 include KAZY, 91X, WAQY, WTUE, KOMP, WGR, KTYD.
- JANEY STREET/Heros, Angels, & Friends (Arista) 24/11 (15/5)**
Add: include WYSP, KBCO, WPHY, WAAL, WYDD, KNCN, WLAV, WGR, WGR. Hots: 0. Mediums: 16 include WHJY, WSHE, WMMS, WZZO, WTPA, WOUB, WIMZ, KFIV.
- TIMOTHY B. SCHMIT/Playin' It Cool (Asylum) 23/23 (0/0)**
Add: include KBCO, KMBY, WGR, WWWW, KUFO, WYER, KSPN. Hots: 1 KMDD. Mediums: 15 include WYSP, WHJY, WQFM, KAZY, KRQR, KLB, KATT.
- EUROGLIDERS/This Island (Columbia) 22/10 (15/13)**
Add: include WBAB, CHUM, WMMS, WTPA, KMBY, WXCS, KTCL. Hots: 3 WLIR, KUFO, KSPN. Mediums: 17 include WQVE, WXRT, KBCO, WCMF, WFYV, KLYV.
- EVERLY BROTHERS/EB84 (Mercury/PolyGram) 20/2 (22/5)**
Add: include KBCO, KGB. Hots: 3 WXRT, WIZN, KSPN. Mediums: 15 include WLUP, WMMS, WZZO, WWWW, KLYV.
- HANOI ROCKS/Two Steps From The Move (Epic) 19/8 (18/10)**
Add: include WNEW, KTXQ, WTPA, KLAQ, WOOS, KMOD, WBLM. Hots: 0. Mediums: 13 include WBAB, KISW, WAQY, WAQX, KNCN, WAPL, WIOT.
- THE SWIMMING POOL Q'S/The Swimming Pool Q's (A&M) 19/2 (18/2)**
Add: include WDHA, WWWW. Hots: 0. Mediums: 17 include WKLS, WXRT, KOAK, KLAQ, WFYV, WIMZ, KDOS, WLAV, WIOT.
- QUEENSRYCHE/The Warning (EMI America) 17/6 (14/5)**
Add: include WBCN, WCMF, KLAQ, KISS, WIOB, WYER. Hots: 0. Mediums: 11 include WHJY, KZEW, WLLZ, KNCN, KFMO.
- RUPERT HINE/The Widest Wish To Fly (Island) 15/1 (18/3)**
Add: include CHUM. Hots: 4 KBCO, CHEZ, CITI, WHMD. Mediums: 10 include WBAB, WXRT, KAZY, KDKB, KLB, WIMZ.
- WATERBOYS/A Pagan Place (Island) 13/5 (9/4)**
Add: include WLIR, WXRT, KFIV, WQBK, KTCL. Hots: 3 CHOM, KOAK, CITI. Mediums: 7 include CHUM, KROQ, WDHA, CHEZ.
- SANTERS/Guitar Alley (Passport) 13/3 (13/1)**
Add: include KISS, WIZN, KWXL. Hots: 1 WXXE. Mediums: 9 include WGRQ, KTXQ, WLLZ, KGB, WDHA, KFMO.
- GARY O/Strange Behavior (RCA) 13/2 (12/4)**
Add: include KIDQ, KFIV. Hots: 2 CFOX, K97. Mediums: 10 include KTXQ, KBCO, KRQR, WZZO, WXCS.

AOR ALBUMS — Compiles album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by rotation. Current singles are **BOLDED**. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

REGIONAL RACTIVITY

EAST

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 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

CHOM-FM/Montreal
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 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WUHY/Providence
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 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WGRD/Bufalo
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 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WMMR/Philadelphia
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 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WQVE/Pittsburgh
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 BOB BROWN
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 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WYII/Baltimore
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 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WVAB/Long Island
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 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WAPP/New York
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 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WUJL/Long Island
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 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WNEW-FM/New York
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 BOB BROWN
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 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WYSP/Philadelphia
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 LARRY BROWN
 MIKE BROWN
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 YOUNG BROWN
 ZACH BROWN

Parallel Two
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 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WDAH/Denver
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 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WAFW/Worcester
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 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WEZZ/Sarasota
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 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WJLC/Charleston
(304) 722-3308
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WOUR/Idaho
(208) 739-0803
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WYII/Idaho
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 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WCHN/Hartford
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 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WDPH/Roughnecks
(616) 471-1500
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WPRN/New Haven
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 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WAGY/Springfield
(413) 524-1188
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WAGX/Syracuse
(315) 472-0200
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WCMF/Rochester
(716) 238-3200
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

CHEZ-FM/Ottawa
(613) 563-1919
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

Parallel Three
WGBM-FM/Albany
(518) 462-5555
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WAAJ/Binghamton
(607) 727-8850
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WCRB-FM/Chester
(603) 625-8915
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WCCF-FM/Hartford
(203) 233-4428
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WWTW/Ocean City
(301) 288-4545
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WZOA/Ontario
(519) 694-0511
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WZLW/Denbury
(203) 578-9995
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WCSX/Hagerstown
Frederick
(301) 733-5400
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WUJL/Long Island
(516) 587-1023
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WUJL/Long Island
(516) 587-1023
 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN

WUJL/Long Island
(516) 587-1023
 BOB BROWN
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 YOUNG BROWN
 ZACH BROWN

WUJL/Long Island
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 BOB BROWN
 DAVID BROWN
 JIMMY BROWN
 JERRY BROWN
 KEN BROWN
 LARRY BROWN
 MIKE BROWN
 TOM BROWN
 WALTER BROWN
 YOUNG BROWN
 ZACH BROWN



MIDWEST (continued)

KKCK/Kansas City (313) 331-3400
WXP/Des Moines (515) 236-2541
WKS/Cincinnati (513) 868-3936

KMEL/S. Louis (314) 842-1111
KATZ-FM Chicago (708) 736-6181
KMOU/Toledo (419) 884-2810

KATZ-FM Oklahoma City (405) 848-0100
WVLC/Columbus (614) 224-1271
WVAV-FM Grand Rapids (616) 458-6481

WVAV-FM Grand Rapids (616) 458-6481
WVAV-FM Grand Rapids (616) 458-6481

WVAV-FM Grand Rapids (616) 458-6481
WVAV-FM Grand Rapids (616) 458-6481

WVAV-FM Grand Rapids (616) 458-6481
WVAV-FM Grand Rapids (616) 458-6481

WKS/Cincinnati (513) 868-3936
WKS/Cincinnati (513) 868-3936

WKS/Cincinnati (513) 868-3936
WKS/Cincinnati (513) 868-3936

WKS/Cincinnati (513) 868-3936
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WKS/Cincinnati (513) 868-3936

WKS/Cincinnati (513) 868-3936
WKS/Cincinnati (513) 868-3936

KGOD/Des Moines (515) 261-8181
KGOD/Des Moines (515) 261-8181

KGOD/Des Moines (515) 261-8181
KGOD/Des Moines (515) 261-8181

KGOD/Des Moines (515) 261-8181
KGOD/Des Moines (515) 261-8181

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KGOD/Des Moines (515) 261-8181
KGOD/Des Moines (515) 261-8181

KGOD/Des Moines (515) 261-8181
KGOD/Des Moines (515) 261-8181

WYFE/Rockford (815) 877-3075
WYFE/Rockford (815) 877-3075

WYFE/Rockford (815) 877-3075
WYFE/Rockford (815) 877-3075

WYFE/Rockford (815) 877-3075
WYFE/Rockford (815) 877-3075

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WYFE/Rockford (815) 877-3075
WYFE/Rockford (815) 877-3075

WYFE/Rockford (815) 877-3075
WYFE/Rockford (815) 877-3075

KLYD/Dubuque (515) 527-1040
KLYD/Dubuque (515) 527-1040

KLYD/Dubuque (515) 527-1040
KLYD/Dubuque (515) 527-1040

KLYD/Dubuque (515) 527-1040
KLYD/Dubuque (515) 527-1040

KLYD/Dubuque (515) 527-1040
KLYD/Dubuque (515) 527-1040

KLYD/Dubuque (515) 527-1040
KLYD/Dubuque (515) 527-1040

KLYD/Dubuque (515) 527-1040
KLYD/Dubuque (515) 527-1040

WYEM/Carmel (815) 282-5111
WYEM/Carmel (815) 282-5111

WYEM/Carmel (815) 282-5111
WYEM/Carmel (815) 282-5111

WYEM/Carmel (815) 282-5111
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WYEM/Carmel (815) 282-5111
WYEM/Carmel (815) 282-5111

WYEM/Carmel (815) 282-5111
WYEM/Carmel (815) 282-5111

KMET/Los Angeles (310) 464-5638
KMET/Los Angeles (310) 464-5638

KMET/Los Angeles (310) 464-5638
KMET/Los Angeles (310) 464-5638

KMET/Los Angeles (310) 464-5638
KMET/Los Angeles (310) 464-5638

KMET/Los Angeles (310) 464-5638
KMET/Los Angeles (310) 464-5638

KMET/Los Angeles (310) 464-5638
KMET/Los Angeles (310) 464-5638

KMET/Los Angeles (310) 464-5638
KMET/Los Angeles (310) 464-5638

WEST

WYEM/Carmel (815) 282-5111
WYEM/Carmel (815) 282-5111

WYEM/Carmel (815) 282-5111
WYEM/Carmel (815) 282-5111

WYEM/Carmel (815) 282-5111
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WYEM/Carmel (815) 282-5111

WYEM/Carmel (815) 282-5111
WYEM/Carmel (815) 282-5111

WYEM/Carmel (815) 282-5111
WYEM/Carmel (815) 282-5111

REBBIE JACKSON

"CENTIPEDE"

CHR SIGNIFICANT ACTION

- WXKS-FM WOKI WJAD
- PRO-FM WERZ Q101
- WHYT OK100 W1XV
- K104 95XIL KIST
- KZZB WJBQ

BLACK/URBAN CHART: 11



WEST

Continued from Page 69

Seattle's Hit Radio K-PLUS FM 101.5

- PD: Jeff King Seattle
MD: Damien
- 1 PRINCE/Let's Go Crazy
 - 2 CHASE/You're My Best Friend
 - 3 THE NOTORIOUS B.I.G./Juice
 - 4 RUN-DMC/Raising Hell
 - 5 RUN-DMC/My Adidas
 - 6 RUN-DMC/My Adidas
 - 7 RUN-DMC/My Adidas
 - 8 RUN-DMC/My Adidas
 - 9 RUN-DMC/My Adidas
 - 10 RUN-DMC/My Adidas
 - 11 RUN-DMC/My Adidas
 - 12 RUN-DMC/My Adidas
 - 13 RUN-DMC/My Adidas
 - 14 RUN-DMC/My Adidas
 - 15 RUN-DMC/My Adidas
 - 16 RUN-DMC/My Adidas
 - 17 RUN-DMC/My Adidas
 - 18 RUN-DMC/My Adidas
 - 19 RUN-DMC/My Adidas
 - 20 RUN-DMC/My Adidas

- ADDD
- 1 PRINCE/Let's Go Crazy
 - 2 CHASE/You're My Best Friend
 - 3 THE NOTORIOUS B.I.G./Juice
 - 4 RUN-DMC/Raising Hell
 - 5 RUN-DMC/My Adidas
 - 6 RUN-DMC/My Adidas
 - 7 RUN-DMC/My Adidas
 - 8 RUN-DMC/My Adidas
 - 9 RUN-DMC/My Adidas
 - 10 RUN-DMC/My Adidas
 - 11 RUN-DMC/My Adidas
 - 12 RUN-DMC/My Adidas
 - 13 RUN-DMC/My Adidas
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 - 15 RUN-DMC/My Adidas
 - 16 RUN-DMC/My Adidas
 - 17 RUN-DMC/My Adidas
 - 18 RUN-DMC/My Adidas
 - 19 RUN-DMC/My Adidas
 - 20 RUN-DMC/My Adidas

Hot Hits 105.1 FM San Francisco

- PD: Bob Garrett
MD: Craig Roberts
- 1 PRINCE/Let's Go Crazy
 - 2 CHASE/You're My Best Friend
 - 3 THE NOTORIOUS B.I.G./Juice
 - 4 RUN-DMC/Raising Hell
 - 5 RUN-DMC/My Adidas
 - 6 RUN-DMC/My Adidas
 - 7 RUN-DMC/My Adidas
 - 8 RUN-DMC/My Adidas
 - 9 RUN-DMC/My Adidas
 - 10 RUN-DMC/My Adidas
 - 11 RUN-DMC/My Adidas
 - 12 RUN-DMC/My Adidas
 - 13 RUN-DMC/My Adidas
 - 14 RUN-DMC/My Adidas
 - 15 RUN-DMC/My Adidas
 - 16 RUN-DMC/My Adidas
 - 17 RUN-DMC/My Adidas
 - 18 RUN-DMC/My Adidas
 - 19 RUN-DMC/My Adidas
 - 20 RUN-DMC/My Adidas

KS 103 FM HOT HITS!

- PD: Dave Parks San Diego
MD/Asst. PD: Mike Preston
- 1 PRINCE/Let's Go Crazy
 - 2 CHASE/You're My Best Friend
 - 3 THE NOTORIOUS B.I.G./Juice
 - 4 RUN-DMC/Raising Hell
 - 5 RUN-DMC/My Adidas
 - 6 RUN-DMC/My Adidas
 - 7 RUN-DMC/My Adidas
 - 8 RUN-DMC/My Adidas
 - 9 RUN-DMC/My Adidas
 - 10 RUN-DMC/My Adidas
 - 11 RUN-DMC/My Adidas
 - 12 RUN-DMC/My Adidas
 - 13 RUN-DMC/My Adidas
 - 14 RUN-DMC/My Adidas
 - 15 RUN-DMC/My Adidas
 - 16 RUN-DMC/My Adidas
 - 17 RUN-DMC/My Adidas
 - 18 RUN-DMC/My Adidas
 - 19 RUN-DMC/My Adidas
 - 20 RUN-DMC/My Adidas

Hipradio 95.3 FM Portland

- PD: Doug Erickson
MD: Gloria Avila
- 1 PRINCE/Let's Go Crazy
 - 2 CHASE/You're My Best Friend
 - 3 THE NOTORIOUS B.I.G./Juice
 - 4 RUN-DMC/Raising Hell
 - 5 RUN-DMC/My Adidas
 - 6 RUN-DMC/My Adidas
 - 7 RUN-DMC/My Adidas
 - 8 RUN-DMC/My Adidas
 - 9 RUN-DMC/My Adidas
 - 10 RUN-DMC/My Adidas
 - 11 RUN-DMC/My Adidas
 - 12 RUN-DMC/My Adidas
 - 13 RUN-DMC/My Adidas
 - 14 RUN-DMC/My Adidas
 - 15 RUN-DMC/My Adidas
 - 16 RUN-DMC/My Adidas
 - 17 RUN-DMC/My Adidas
 - 18 RUN-DMC/My Adidas
 - 19 RUN-DMC/My Adidas
 - 20 RUN-DMC/My Adidas

KWSS 94.5 FM San Jose

- PD: Dave Van Stone
MD: Robin Kipps
- 1 PRINCE/Let's Go Crazy
 - 2 CHASE/You're My Best Friend
 - 3 THE NOTORIOUS B.I.G./Juice
 - 4 RUN-DMC/Raising Hell
 - 5 RUN-DMC/My Adidas
 - 6 RUN-DMC/My Adidas
 - 7 RUN-DMC/My Adidas
 - 8 RUN-DMC/My Adidas
 - 9 RUN-DMC/My Adidas
 - 10 RUN-DMC/My Adidas
 - 11 RUN-DMC/My Adidas
 - 12 RUN-DMC/My Adidas
 - 13 RUN-DMC/My Adidas
 - 14 RUN-DMC/My Adidas
 - 15 RUN-DMC/My Adidas
 - 16 RUN-DMC/My Adidas
 - 17 RUN-DMC/My Adidas
 - 18 RUN-DMC/My Adidas
 - 19 RUN-DMC/My Adidas
 - 20 RUN-DMC/My Adidas

FM 102 Sacramento

- PD: Rick Gillette
MD: Chris Collins
- 1 PRINCE/Let's Go Crazy
 - 2 CHASE/You're My Best Friend
 - 3 THE NOTORIOUS B.I.G./Juice
 - 4 RUN-DMC/Raising Hell
 - 5 RUN-DMC/My Adidas
 - 6 RUN-DMC/My Adidas
 - 7 RUN-DMC/My Adidas
 - 8 RUN-DMC/My Adidas
 - 9 RUN-DMC/My Adidas
 - 10 RUN-DMC/My Adidas
 - 11 RUN-DMC/My Adidas
 - 12 RUN-DMC/My Adidas
 - 13 RUN-DMC/My Adidas
 - 14 RUN-DMC/My Adidas
 - 15 RUN-DMC/My Adidas
 - 16 RUN-DMC/My Adidas
 - 17 RUN-DMC/My Adidas
 - 18 RUN-DMC/My Adidas
 - 19 RUN-DMC/My Adidas
 - 20 RUN-DMC/My Adidas

KPKE 92.1 FM Denver

- PD: Tim Fox
Asst. PD: Mark Bolke
- 1 PRINCE/Let's Go Crazy
 - 2 CHASE/You're My Best Friend
 - 3 THE NOTORIOUS B.I.G./Juice
 - 4 RUN-DMC/Raising Hell
 - 5 RUN-DMC/My Adidas
 - 6 RUN-DMC/My Adidas
 - 7 RUN-DMC/My Adidas
 - 8 RUN-DMC/My Adidas
 - 9 RUN-DMC/My Adidas
 - 10 RUN-DMC/My Adidas
 - 11 RUN-DMC/My Adidas
 - 12 RUN-DMC/My Adidas
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 - 16 RUN-DMC/My Adidas
 - 17 RUN-DMC/My Adidas
 - 18 RUN-DMC/My Adidas
 - 19 RUN-DMC/My Adidas
 - 20 RUN-DMC/My Adidas

KUBE 93.1 FM Seattle

- PD: Bob Case
MD: Wendy Christian
- 1 PRINCE/Let's Go Crazy
 - 2 CHASE/You're My Best Friend
 - 3 THE NOTORIOUS B.I.G./Juice
 - 4 RUN-DMC/Raising Hell
 - 5 RUN-DMC/My Adidas
 - 6 RUN-DMC/My Adidas
 - 7 RUN-DMC/My Adidas
 - 8 RUN-DMC/My Adidas
 - 9 RUN-DMC/My Adidas
 - 10 RUN-DMC/My Adidas
 - 11 RUN-DMC/My Adidas
 - 12 RUN-DMC/My Adidas
 - 13 RUN-DMC/My Adidas
 - 14 RUN-DMC/My Adidas
 - 15 RUN-DMC/My Adidas
 - 16 RUN-DMC/My Adidas
 - 17 RUN-DMC/My Adidas
 - 18 RUN-DMC/My Adidas
 - 19 RUN-DMC/My Adidas
 - 20 RUN-DMC/My Adidas

Phoenix

PD: Charlie Quinn MD: Steve Goddard

PARALLELS

Parallel B: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel F: 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 H: 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.

242 Reports

JOHN DOE
LP: Hit Song (Anylabel)

Regional	100/25	44%	National
W 21%			LUO 51
E 33%			Debuts 20
M 21%			Same 6
S 26%			Down 0
W 18%			Adds 25

EXAMPLE

100/25 = 100 CHR reporting stations on a hit week including 25 new adds.

44% = Percentage of the week's reports playing 3.

Regional Reach = Percentage of reports playing the song within each region.

National Summary
Up 31 = Number of stations moving it up on the charts
Debuts 20 = Number of stations debuting the song this week
Same 6 = Number of stations reporting no movement this week (On to On, Add to On, 31, 31, etc.)
Down 0 = Number of stations moving it down on their charts.
Adds 25 = Total number of stations adding it this week.

JOHN DOE
LP: Hit Song (Anylabel)

Regional	100/25	44%	National
W 21%			LUO 51
E 33%			Debuts 20
M 21%			Same 6
S 26%			Down 0
W 18%			Adds 25

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LP: Hit Song (Anylabel)

Regional	100/25	44%	National
W 21%			LUO 51
E 33%			Debuts 20
M 21%			Same 6
S 26%			Down 0
W 18%			Adds 25

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LP: Hit Song (Anylabel)

Regional	100/25	44%	National
W 21%			LUO 51
E 33%			Debuts 20
M 21%			Same 6
S 26%			Down 0
W 18%			Adds 25

JOHN DOE
LP: Hit Song (Anylabel)

Regional	100/25	44%	National
W 21%			LUO 51
E 33%			Debuts 20
M 21%			Same 6
S 26%			Down 0
W 18%			Adds 25

JOHN DOE
LP: Hit Song (Anylabel)

Regional	100/25	44%	National
W 21%			LUO 51
E 33%			Debuts 20
M 21%			Same 6
S 26%			Down 0
W 18%			Adds 25

JOHN CAFFERTY & THE BEAVER BROWN BAND
LP: Eddie & The Cruisers Soundtrack

Regional	22/14	91%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

JOHN CAFFERTY & THE BEAVER BROWN BAND
LP: Eddie & The Cruisers Soundtrack

Regional	22/14	91%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

JOHN CAFFERTY & THE BEAVER BROWN BAND
LP: Eddie & The Cruisers Soundtrack

Regional	22/14	91%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

JOHN CAFFERTY & THE BEAVER BROWN BAND
LP: Eddie & The Cruisers Soundtrack

Regional	22/14	91%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

JOHN CAFFERTY & THE BEAVER BROWN BAND
LP: Eddie & The Cruisers Soundtrack

Regional	22/14	91%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

JOHN CAFFERTY & THE BEAVER BROWN BAND
LP: Eddie & The Cruisers Soundtrack

Regional	22/14	91%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

JOHN CAFFERTY & THE BEAVER BROWN BAND
LP: Eddie & The Cruisers Soundtrack

Regional	22/14	91%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

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LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

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LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

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LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

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LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			Down 0
W 12%			Adds 8

DAVID BOWIE
LP: Teen (EMI America)

Regional	20/6	92%	National
W 12%			LUO 12
E 12%			Debuts 2
M 12%			Same 2
S 12%			

Savvy Hagar Continued

WFLA 28-11 85% National
 12:00 AM
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D. HALL & J. OATES
Out Of Touch (RCA)
 LP: Big Barn Boom

Regional: 226/27 83% National
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HONEYMOON SUITE
New Get Now (WB)
 LP: Honeymoon Suite

Regional: 71/2 28% National
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CHAKA KHAN
I Feel For You (WB)

Regional: 186/12 88% National
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BILLY IDOL
Flesh For Fantasy (Chrysalis)
 LP: Rebel-Yell

Regional: 183/6 88% National
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SAM HARRIS
Super Don't Die (Motown)
 LP: Sam Harris

Regional: 76/21 31% National
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COREY HART
N Ain't Enough (EMI America)
 LP: Feet Offense

Regional: 163/77 83% National
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ELTON JOHN
Who Wears These Shoes (WB)
 LP: Breaking Hearts

Regional: 228/4 86% National
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KROKUS
Nightmare Maniac (Arista)
 LP: The Bitz

Regional: 61/8 28% National
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R. MacDONALD w/B. WITHERS
In The Name Of Love (Polydor/PG)
 LP: Universal Rhythm

Regional: 67/2 24% National
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PRINCE & The New Power Generation
Let's Go Crazy (Paisley Park)
 LP: Soundtrack Purple Rain

Regional: 228/0 86% National
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STEVE PERRY
Strung Out (Columbia)
 LP: Street Talk

Regional: 181/18 67% National
 1 100
 2 100
 3 100
 4 100

KENNY ROGERS w/ CAROL ANN & INGRAM
LP: *What About Me?* (RCA)

Regional: 181/7 70% National: 40
 A 114 B 106 C 100 D 92 E 84 F 76 G 68 H 60 I 52 J 44 K 36 L 28 M 20 N 12 O 4

PRINCE
LP: *Purple Rain (WB)*

Regional: 218/6 60% National: 30
 A 111 B 103 C 95 D 87 E 79 F 71 G 63 H 55 I 47 J 39 K 31 L 23 M 15 N 7 O 1

BRUCE SPRINGSTEEN
Cover Me (Columbia)
LP: *Born to Run U.S.A.*

Regional: 228/8 63% National: 6
 A 110 B 102 C 94 D 86 E 78 F 70 G 62 H 54 I 46 J 38 K 30 L 22 M 14 N 6 O 1

TOMMY SHAW
Girls With Guns (A&M)
LP: *Girls With Guns*

Regional: 98/20 46% National: 1
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

ROD STEWART
Some Guys Have All the... (WB)
LP: *Camouflage*

Regional: 224/6 63% National: 13
 A 110 B 102 C 94 D 86 E 78 F 70 G 62 H 54 I 46 J 38 K 30 L 22 M 14 N 6 O 1

ROD STEWART
Some Guys Have All the... (WB)
LP: *Camouflage*

Regional: 224/6 63% National: 13
 A 110 B 102 C 94 D 86 E 78 F 70 G 62 H 54 I 46 J 38 K 30 L 22 M 14 N 6 O 1

38 SPECIAL
Teacher Teacher (A&M)
LP: *Soundtracks*

Regional: 121/65 85% National: 1
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

PRINCE
Purple Rain (WB)
LP: *Purple Rain*

Regional: 218/6 60% National: 30
 A 111 B 103 C 95 D 87 E 79 F 71 G 63 H 55 I 47 J 39 K 31 L 23 M 15 N 7 O 1

ROMEO VOLD
A Girl Trouble (A15/Columbia)
LP: *Instructs*

Regional: 162/29 64% National: 1
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

RICK SPRINGFIELD
Sign 'n' Your Days (RCA)
LP: *Hard to Hold Soundtrack*

Regional: 298/2 86% National: 17
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

ROD STEWART
Some Guys Have All the... (WB)
LP: *Camouflage*

Regional: 224/6 63% National: 13
 A 110 B 102 C 94 D 86 E 78 F 70 G 62 H 54 I 46 J 38 K 30 L 22 M 14 N 6 O 1

SURVIVOR
I Can't Hold... (Scotti Bros./CBS)
LP: *Vita Signs*

Regional: 171/27 71% National: 1
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

THOMPSON TWINS
You Take Me Up (A&A/Arista)
LP: *Into The Night*

Regional: 187/1 80% National: 39
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

LONEL RICHIE
Penny Love (Motown)
LP: *Can't Slow Down*

Regional: 116/67 67% National: 1
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

DIANA ROSS
Swept Away (RCA)
LP: *Swept Away*

Regional: 180/4 62% National: 26
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

RICK SPRINGFIELD
Sign 'n' Your Days (RCA)
LP: *Hard to Hold Soundtrack*

Regional: 298/2 86% National: 17
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

ROD STEWART
Some Guys Have All the... (WB)
LP: *Camouflage*

Regional: 224/6 63% National: 13
 A 110 B 102 C 94 D 86 E 78 F 70 G 62 H 54 I 46 J 38 K 30 L 22 M 14 N 6 O 1

DONNA SUMMER
There Goes My Baby (Geffen)
LP: *Chats Without Chats*

Regional: 167/8 61% National: 16
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

TINA TURNER
Better Be Good To Me (Columbia)
LP: *Private Dancer*

Regional: 216/18 80% National: 33
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

LONEL RICHIE
Penny Love (Motown)
LP: *Can't Slow Down*

Regional: 116/67 67% National: 1
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

DIANA ROSS
Swept Away (RCA)
LP: *Swept Away*

Regional: 180/4 62% National: 26
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

RICK SPRINGFIELD
Sign 'n' Your Days (RCA)
LP: *Hard to Hold Soundtrack*

Regional: 298/2 86% National: 17
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

BRUCE SPRINGSTEEN
Cover Me (Columbia)
LP: *Born to Run U.S.A.*

Regional: 228/8 63% National: 6
 A 110 B 102 C 94 D 86 E 78 F 70 G 62 H 54 I 46 J 38 K 30 L 22 M 14 N 6 O 1

ROD STEWART
Some Guys Have All the... (WB)
LP: *Camouflage*

Regional: 224/6 63% National: 13
 A 110 B 102 C 94 D 86 E 78 F 70 G 62 H 54 I 46 J 38 K 30 L 22 M 14 N 6 O 1

38 SPECIAL
Teacher Teacher (A&M)
LP: *Soundtracks*

Regional: 121/65 85% National: 1
 A 114 B 106 C 98 D 90 E 82 F 74 G 66 H 58 I 50 J 42 K 34 L 26 M 18 N 10 O 2

WEEK

2

AIR Priorities

WEEK

2

CHR

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at (301) 964-5544. Deadline for CHR response is 6pm, Wednesday, October 3, 1984

TITLE	ARTIST	LABEL
SO FINE	MARC ANTHONY THOMPSON	WARNER BROS.
LOVE AIN'T NO STRANGER	WHITESNAKE	GEFFEN
RUNAWAY	DAKOTA	MCA
SAY HELLO TO RONNIE	JANEY STREET	ARISTA
WELCOME TO SHANGRI-LA	STEVE MILLER BAND	CAPITOL

AOR

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at (301) 964-5544. Deadline for AOR responses is 6pm, Thursday, October 4, 1984

TITLE/CUTS	ARTIST	LABEL
BODY AND THE BEAT "Rain" "Body" "Promises"	DRAGON	POLYDOR
THIS ISLAND "Heaven" "Someone" "Big World"	EUROGLIDERS	COLUMBIA
THE SWIMMING POOL Q'S "Bells" "Spring" "Highway"	THE SWIMMING POOL Q'S	A&M

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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Contemporary Hit Radio

Continued from Back Page

CHART EXTRAS

Chart Extras are those songs which have achieved Breaker status, yet do not have sufficient airplay strength to chart.

SURVIVOR

I Can't Hold Back (Scotti Bros./CBS)

71% of our reporters on it. Moves: Up 29, Debuts 36, Same 78, Down 1, Adds 27 including WLS, KBEQ, KDWB-FM, WLOL-FM, KZZP, KWOD, KNBQ. Complete airplay in Parallels.

STEVE PERRY

Strung Out (Columbia)

67% of our reporters on it. Moves: Up 57, Debuts 27, Same 59, Down 2, Adds 16 including Q107, KZZP, WKFM, FM100, WKDD, ZZ99, KCPX. Complete airplay in Parallels.

BREAKERS.

PRINCE

Purple Rain (WB)

90% of our reporters on it. Moves: Up 78, Debuts 42, Same 13, Down 1, Adds 85 including WPHD, Z100, Z93, B97, WLS-FM, KOPA, KITS. See Parallels, moves 37-30 on the CHR chart.

CYNDI LAUPER

All Through The Night (Portrait/CBS)

69% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 168 including B104, Z100, Y100, B96, WCZY, KIIS-FM, KPLUS. Complete airplay in Parallels.

ROMEO VOID

A Girl In Trouble (Is A Temporary...) (415/Columbia)

64% of our reporters on it. Moves: Up 56, Debuts 21, Same 57, Down 1, Adds 20 including B94, KDWB-FM, WLFL-FM, KZZP, KS103, WMAR, KXX106. Complete airplay in Parallels.

COREY HART

It Ain't Enough (EMI America)

63% of our reporters on it. Moves: Up 3, Debuts 22, Same 51, Down 0, Adds 77 including PRO-FM, WAVA, 94Q, KAFM, WHYT, KIIS-FM, KWSS. Complete airplay in Parallels.

NEW & ACTIVE

MARIA VIDAL "Body Rock" (EMI America) 135/13
 Moves: Up 26, Debuts 13, Same 78, Down 4, Adds 13, WNY5, XTRA, 98PX, KXX106, WBCY, KX104, KROK, KOFM, KYND-FM, 95XIL, WSOV, T94, KCMO, B94 d-26, KOMQ 39-30.

JOYCE KENNEDY & JEFFREY OSBORNE "Last Time I Made Love" (A&M) 134/9
 Moves: Up 5, Debuts 10, Same 46, Down 4, Adds 9, WPLJ, KIMN, WTTIC-FM, KHF, KSET-FM, WHOT, WERZ, WSOV, Z100 30-26, PRO-FM 30-25, 94Q 9-6, Z93 19-16, B97 13-11.

38 SPECIAL "Teacher Teacher" (Capitol) 121/55
 Moves: Up 1, Debuts 16, Same 49, Down 0, Adds 55 including CKGM, WHYT, KWK, KPKE, KWSS, KPLUS, WMAR, WQID, KBFM, KOFM, KKRD, KSKD, WZVQ, Y94.

SAMMY HAGAR "I Can't Drive 55" (Geffen) 118/52
 Moves: Up 6, Debuts 20, Same 40, Down 0, Adds 52 including WHTT, WNY5, WPHD, WBLI, WPLJ, WCAU-FM, PRO-FM, WASH, Y100, Q105, WCZY, KBEQ, KIIS-FM, KMJK, XTRA.

LIONEL RICHIE "Penny Lover" (Motown) 115/57
 Moves: Up 9, Debuts 8, Same 4, Down 0, Adds 97 including Q104, WHTT, WXXS-FM, WBLI, PRO-FM, 94Q, Z93, KAFM, B97, WHYT, KWK, WLFL-FM, KPKE, KNBQ.

MATTHEW WILDER "Bouncin' Off The Walls" (Private I/CBS) 109/21
 Moves: Up 5, Debuts 12, Same 70, Down 0, Adds 21 including PRO-FM, Y100, KDWB-FM, KPLUS, WMAR, KBFM, WZKS, WKAU, WGRD, KP95, KOMQ, KHYT, WKIZ, KNQE-FM, KCMQ.

TOMMY SHAW "Girls With Guns" (A&M) 98/39
 Moves: Up 3, Debuts 10, Same 44, Down 0, Adds 39 including WHTT, CHUM, KAFM, WLS, WLS-FM, KPKE, KZZP, KMJK, XTRA, Q92, WNOK-FM, WZVQ, Q104, WAZY-FM, KGGT.

EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 92/8
 Moves: Up 29, Debuts 10, Same 45, Down 0, Adds 8, KZZB, WSSX, KAMZ, 103CIR, KISR, KLE, KNQE-FM, KDVV, 94Q d-40, KQXR 32-29, KO93 19-14, WFBG 40-35, KFYR 16-12, WBWB 40-34, KYVA 26-22.

MOST ADDED

CYNDI LAUPER (168)
 All Through The Night (Portrait/CBS)
 CULTURE CLUB (118)
 The War Song (Virgin/Epic)
 LIONEL RICHIE (97)
 Penny Lover (Motown)
 PRINCE (85)
 Purple Rain (WB)
 COREY HART (77)
 It Ain't Enough (EMI America)
 38 SPECIAL (55)
 Teacher Teacher (Capitol)

HOTTEST

PRINCE (159)
 Let's Go Crazy (WB)
 CHICAGO (145)
 Hard Habit To Break (WB)
 STEVIE WONDER (135)
 I Just Called To Say I Love... (Motown)
 MADONNA (122)
 Lucky Star (Sire/WB)
 CARS (85)
 Drive (Elektra)
 BILLY OCEAN (73)
 Caribbean Queen (No More...) (Live/Arista)

GLENN FREY "The Allnighter" (MCA) 90/32
 Moves: Up 2, Debuts 14, Same 42, Down 0, Adds 32 including WKEE, 93Q, KZZB, WZLD, 92X, KIJK, KAY107, KF95, KHYT, WSOV, KNQE-FM, KCMQ, WDBR, K96, SLY96.

BARBRA STREISAND "Left In The Dark" (Columbia) 85/14
 Moves: Up 13, Debuts 9, Same 49, Down 0, Adds 14, XTRA, WFMF, WOKI, KITY, WHOT, KQXR, WKZ, WSOV, WGLF, KNIN, WAZY-FM, KBOZ-FM, K96, SLY96, Z98 22-16.

SAM HARRIS "Sugar Don't Bitter" (Motown) 75/21
 Moves: Up 11, Debuts 11, Same 32, Down 0, Adds 21 including 93FM, KIMN, FM102, WBN-FM, KZZB, KIJK, KMGK, KKFM, KBOS, KCAQ, KHYT, WKHI, WJAD, WSPF, KFMW, KIST.

HONEYMOON SUITE "New Girl Now" (WB) 71/2
 Moves: Up 24, Debuts 6, Same 38, Down 1, Adds 2, WLAN-FM, Z299, WNY5 34-30, 93FM 30-19, KPLUS 37-32, WRCK 33-30, WZLD 36-31, WOKI 40-35, WRDD 38-28, WJXQ 16-11, DK100 33-27, WHSL 32-27, WCLF-FM 26-18, KZ02 30-26, OK95 21-19.

KROKUS "Ridiculous Maniac" (Arista) 61/8
 Moves: Up 9, Debuts 10, Same 38, Down 0, Adds 8, WKDD, Z299, Q101, WVKV, KWTO-FM, KZ02, WPHD 32-29, WRCK 34-32, KWVC d-40, WRDM 39-36, 92X d-35, WJXQ 32-29, WHSL 35-30, WKRR 26 16, KKRC 29-25.

RALPH MACDONALD featuring BILL WITHERS "In The Name Of Love" (Polydor/PolyGram) 57/2
 Moves: Up 14, Debuts 2, Same 39, Down 0, Adds 2, WXXS-FM, KTRS, XTRA d-40, WLAN-FM 34-32, WSPK 40-37, WPST 38 34, G100 32-22, KTFM 31-29, KO93 32-27, KHYT 27-25, WFBG 39-36, Z102 33-29, WGLF 36 33, WSPST 39-36, KOZE d-35.

SIGNIFICANT ACTION

STEVE MILLER BAND "Shangri-La" (Capitol) 49/49
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 49 including WNY5, WPHD, CKGM, WCAU-FM, KPLUS, Q100, 95PX, WFMF, WAKS-FM, K104, WRDZ, WZJR, WROK, KQMG, KDOM-FM.

JANEY STREET "Say Hello To Ronnie" (Arista) 48/26
 Moves: Up 0, Debuts 0, Same 22, Down 0, Adds 26 including WCAU-FM, B94, KOPA, WSPK, WRCK, KWIC, WJZR, WFMF, WKDD, Z299, KQXR, KO93, KHOP, KSKD.

DAN HARTMAN "We Are The Young" (MCA) 44/44
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 44 including WPHD, 94Q, B96, Q100, WLAN-FM, WRCK, KWIC, WZLD, WFMF, KROK, WJXQ, KEYN-FM, KF95, KSKD, KCPX.

NEW EDITION "Cool It Now" (MCA) 44/22
 Moves: Up 2, Debuts 2, Same 23, Down 0, Adds 22 including Z93, I95, Q105, WHYT, XTRA, WSPK, WBBQ, WSSX, WBCY, WNOK-FM, WFMF, WRON, KQMG, KCAQ, KSKD.

FREDDIE MERCURY "Love Kills" (Columbia) 40/1
 Moves: Up 1, Debuts 0, Same 38, Down 0, Adds 1, Q100, WXXS-FM on, WPHD on, CKOI on, WCAU-FM on, KPLUS on, WKRR-FM on, KWIC on, KEYN-FM on, KQXR on, KZ02 38-37.

RICKIE LEE JONES "The Real End" (WB) 29/1
 Moves: Up 3, Debuts 2, Same 23, Down 0, Adds 1, WKHI, WPHD on, CKOI on, WRCK d-38, WOKI on, WKDD on, KZIO 35-31, KQXR on, WJBO 35-31, OK95 32-31.

RATT "Wanted Man" (Atlantic) 28/15
 Moves: Up 0, Debuts 1, Same 12, Down 0, Adds 15, Q100, WKRR-FM, WZLD, WOKI, WJXQ, Z95, KQMG, KSKD, WQCM, WOMP-FM, WSOV, WCLF-FM, WDBR, KDVV, OK95.

WANG CHUNG "Don't Be My Enemy" (Geffen) 26/1
 Moves: Up 2, Debuts 4, Same 18, Down 0, Adds 1, WHSL, WPHD 34-32, WCAU-FM on, KWIC on, WJZR on, WRON on, KQXR on, KOMQ on, OK95 37-36.

STEPHEN STILLS featuring MICHAEL FINNIGAN "Can't Let Go" (Atlantic) 25/25
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 25 including WHTT, WPHD, Q100, WVSR, WPST, WRCK, KWIC, WJZR, WRNO, KTFM, WJXQ, WRON, KHYT, KTDY, KFMW.

GO GO'S "Yes Or No" (IRS/A&M) 25/1
 Moves: Up 3, Debuts 1, Same 20, Down 0, Adds 1, T94, WPHD 36-34, WRCK 40-36, WKRR-FM on, KWIC on, WNOK-FM 39-36, WZLD on, KWIG on, KEYN-FM on, KQXR on, KZ02 d-38.

PEABO BRYSON "Slow Dancer" (Elektra) 20/4
 Moves: Up 0, Debuts 0, Same 16, Down 0, Adds 4, WLAN-FM, KKL5-FM, 99K, SLY96, WJXKS-FM on, WVSR on, KWIC on, KROK on, KOMQ on, KHYT on.

DRAGON "Rain" (Polydor/PolyGram) 19/7
 Moves: Up 0, Debuts 0, Same 12, Down 0, Adds 7, WKEE, KWIC, WFMF, WRNO, KWES, KKQV, KZ02, WZLD on, WOKI on, WRON on, WSOV on, WAZY-FM on.

MICHAEL FURLONG "Use It Or Lose It" (Atlantic) 19/4
 Moves: Up 0, Debuts 0, Same 15, Down 0, Adds 4, WRNO, WJXQ, KQXR, KKQV, WPHD on, K104 on, WRCK on, WFMF on.

REBBIE JACKSON "Centipede" (Columbia) 14/9
 Moves: Up 2, Debuts 0, Same 3, Down 0, Adds 9, WXXS-FM, PRO-FM, WHYT, KZZB, WOKI, WERZ, WJBO, Q101, KIST, K104 38-35, DK100 35-29, 95XIL on, WJAD on, WRKY on.

SERGIO MENDES "Real Life" (A&M) 13/1
 Moves: Up 1, Debuts 0, Same 11, Down 0, Adds 1, T94, K104 on, WKEE on, KROK on, KOMQ on, KDOM-FM on, KTDY on, WAZY-FM on, KBIM 40-36.

EDDY GRANT "Boys In The Street" (Portrait/CBS) 12/4
 Moves: Up 0, Debuts 1, Same 7, Down 0, Adds 4, KOFM, KQXR, KIKI, KKQV, CKOI on, WVSR d-36, WRON on, KOMQ on, WHSL on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist (title label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, and 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.



There's a Wolf on the prowl,
and he's out to get you tonight.

**"I Need You
Tonight"**
PETER WOLF

Peter Wolf. "I Need You Tonight," the new single from the LP Lights Out.

Also available on 12" for AOR. Produced & Arranged by Michael Jonzun & Peter Wolf. On EMI America Records and High-Quality XDR[®] Cassettes.

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Peter Wolf. "I Need You Tonight," the new single from the LP Lights Out.



Also available on 12 for AOR. Produced & Arranged by Michael Jonzun & Peter Wolf. On EMI America Records and High-Quality XDR Cassettes.



**There's a Wolf on the prowl,
and he's out to get you tonight.**



Contemporary Hit Radio

- 3 1 1 **1 PRINCE/Let's Go Crazy (WB)**
- 6 4 2 **2 CARS/Drive (Elektra)**
- 12 7 4 **3 CHICAGO/Hard Habit To Break (WB)**
- 16 12 6 **4 MADONNA/Lucky Star (Sire/WB)**
- 22 15 10 **5 STEVIE WONDER/I Just Called To Say I Love You (Motown)**
- 15 11 9 **6 BRUCE SPRINGSTEEN/Cover Me (Columbia)**
- 10 9 8 **7 SHEILA E./The Glamorous Life (WB)**
- 1 2 3 8 **8 JOHN WAITE/Missing You (EMI America)**
- 7 6 7 9 **9 SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)**
- 34 25 16 **10 BILLY OCEAN/Caribbean Queen (No More Love) (Jive/Arista)**
- 2 3 5 11 **11 CYNDI LAUPER/She Bop (Portrait/CBS)**
- 33 26 19 **12 J. CAFFERTY & BEAVER.../On The Dark... (Scotti Bros./CBS)**
- 31 24 20 **13 ROD STEWART/Some Guys Have All The Luck (WB)**
- 13 10 12 **14 BANANARAMA/Cruel Summer (London/PG)**
- 18 16 14 **15 JACKSONS/Torture (Epic)**
- 25 21 18 **16 DONNA SUMMER/There Goes My Baby (Geffen)**
- 28 23 22 **17 RICK SPRINGFIELD/Bop 'Til You Drop (RCA)**
- 4 5 11 18 **18 HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)**
- 26 22 21 **19 LINDSEY BUCKINGHAM/Go Insane (Elektra)**
- 40 34 27 **20 ELTON JOHN/Who Wears These Shoes? (Geffen)**
- 32 28 24 **21 FIXX/Are We Ourselves? (MCA)**
- 35 31 25 **22 POINTER SISTERS/I'm So Excited (Planet/RCA)**
- 23 19 17 **23 LAURA BRANIGAN/The Lucky One (Atlantic)**
- 14 13 13 **24 NIGHT RANGER/When You Close Your Eyes... (Camel/MCA)**
- 38 32 **25 DENNIS DeYOUNG/Desert Moon (A&M)**
- 39 35 30 **26 DIANA ROSS/Swept Away (RCA)**
- 37 33 29 **27 BILLY IDOL/Flesh For Fantasy (Chrysalis)**
- 5 8 15 **28 TINA TURNER/What's Love Got To Do With It? (Capitol)**
- — 36 **29 WHAMI/Wake Me Up Before You Go-Go (Columbia)**
- BREAKER 30 PRINCE/Purple Rain (WB)**
- 39 34 **31 SHEENA EASTON/Strut (EMI America)**
- — 35 **32 DAVID BOWIE/Blue Jean (EMI America)**
- — 40 **33 TINA TURNER/Better Be Good To Me (Capitol)**
- 11 14 23 **34 JERMAINE JACKSON/Dynamite (Arista)**
- 38 36 33 **35 NAKED EYES/What In The Name Of Love (EMI America)**
- DEBUT 36 CHAKA KHAN/I Feel For You (WB)**
- DEBUT 37 DARYL HALL & JOHN OATES/Out Of Touch (RCA)**
- 40 38 **38 BARRY GIBB/Shine Shine (MCA)**
- — 39 **39 THOMPSON TWINS/You Take Me Up (Arista)**
- DEBUT 40 K. ROGERS w/K. CARNES & J. INGRAM/What About Me? (RCA)**

NAA Begin on Page 78

Complete Tracks Chart On Page 63

Adult/Contemporary

- 5 2 2 **1 STEVIE WONDER/I Just Called To Say I... (Motown)**
- 1 1 1 **2 CARS/Drive (Elektra)**
- 6 4 3 **3 CHICAGO/Hard Habit To Break (WB)**
- 26 13 8 **4 K. ROGERS w/K. CARNES & J. INGRAM/What About Me? (RCA)**
- 8 6 4 5 **5 JOHN WAITE/Missing You (EMI America)**
- 7 7 6 6 **6 NEIL DIAMOND/Turn Around (Columbia)**
- 14 11 9 **7 R. MacDonald f/B. WITHERS/In The Name Of Love (Polydor/PG)**
- 3 3 5 8 **8 HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)**
- 21 14 12 **9 BARRY GIBB/Shine Shine (MCA)**
- 17 12 11 **10 IRENE CARA/You Were Made For Me (Network/Geffen)**
- 22 15 13 **11 LAURA BRANIGAN/The Lucky One (Atlantic)**
- 2 5 7 12 **12 BILLY JOEL/Leave A Tender Moment Alone (Columbia)**
- 25 17 **13 BARBRA STREISAND/Left In The Dark (Columbia)**
- 20 18 16 **14 DONNA SUMMER/There Goes My Baby (Geffen)**
- 20 18 **15 EVERLY BROTHERS/On The Wings Of A... (Mercury/PG)**
- — 22 **16 BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)**
- — 19 **17 ELTON JOHN/Who Wears These Shoes? (Geffen)**
- — 21 **18 DENNIS DeYOUNG/Desert Moon (A&M)**
- — 20 **19 A. MURRAY w/D. LOGGINS/Nobody Loves Me Like... (Capitol)**
- BREAKER 20 MADONNA/Lucky Star (Sire/WB)**
- 10 10 14 **21 TINA TURNER/What's Love Got To Do With It? (Capitol)**
- 4 8 10 22 **LIONEL RICHIE/Stuck On You (Motown)**
- BREAKER 23 LIONEL RICHIE/Penny Lover (Motown)**
- 9 9 16 24 **JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)**
- BREAKER 25 AMERICA/Special Girl (Capitol)**

NAA Begin on Page 58

AOR / HOT TRACKS

- 12 4 2 **1 DAVID BOWIE/Blue Jean (EMI America)**
- 11 5 4 **2 J. CAFFERTY &.../On The Dark Side (Scotti Bros./CBS)**
- 2 2 1 **3 FIXX/Are We Ourselves? (MCA)**
- 24 7 5 **4 U2/Pride In The Name Of Love (Island)**
- 1 1 3 **5 BRUCE SPRINGSTEEN/Cover Me (Columbia)**
- 6 8 7 **6 BILLY IDOL/Flesh For Fantasy (Chrysalis)**
- 20 9 8 **7 JOHN WAITE/Tears (EMI America)**
- — 17 **8 '38 SPECIAL/Teacher Teacher (Capitol)**
- 37 22 11 **9 SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)**
- 3 3 8 **10 LINDSEY BUCKINGHAM/Go Insane (Elektra)**
- 18 13 12 **11 SAMMY HAGAR/I Can't Drive 55 (Geffen)**
- 19 10 10 **12 KROKUS/Midnite Maniac (Arista)**
- 7 8 9 **13 HONEYMOON SUITE/New Girl Now (WB)**
- 21 17 14 **14 ROMEO VOID/A Girl In Trouble (Is A...) (415/Columbia)**
- 43 30 20 **15 SCANDAL f/P. SMYTH/Beat Of A Heart (Columbia)**
- 34 24 18 **16 DAVE EDMUNDS/Something About You (Columbia)**
- 39 28 19 **17 KISS/Heaven's On Fire (Mercury/PG)**
- BREAKER 18 PRINCE/Purple Rain (WB)**
- — 37 **19 TOMMY SHAW/Girls With Guns (A&M)**
- 14 16 15 **20 BILLY SQUIER/All Night Long (Capitol)**
- 41 31 24 **21 DENNIS DeYOUNG/Desert Moon (A&M)**
- 31 29 25 **22 DIO/Mystery (WB)**
- 56 38 28 **23 ELTON JOHN/Who Wears These Shoes? (Geffen)**
- BREAKER 24 STEVE PERRY/Strung Out (Columbia)**
- 33 32 29 **25 FIXX/Sunshine In The Shade (MCA)**
- BREAKER 26 HALL & OATES/Out Of Touch (RCA)**
- 13 11 13 **27 JOHN ANDERSON/Cage Of Freedom (Columbia)**
- BREAKER 28 ZEBRA/Bears (Atlantic)**
- BREAKER 29 EDDIE MONEY/I'm Moving On (Polydor/PG)**
- BREAKER 30 DOKKEN/Into The Fire (Elektra)**

Black/Urban

- 33 15 7 **1 CHAKA KHAN/I Feel For You (WB)**
- 9 4 3 **2 STEVIE WONDER/I Just Called To Say I... (Motown)**
- 5 3 1 3 **PRINCE/Let's Go Crazy (WB)**
- 16 9 5 **4 DIANA ROSS/Swept Away (RCA)**
- 10 7 4 5 **JACKSONS/Torture (Epic)**
- 7 6 6 **6 ALICIA MYERS/You Get The Best From Me... (MCA)**
- 27 19 12 **7 NEW EDITION/Cool It Now (MCA)**
- 2 1 2 **8 J. KENNEDY/J. OSBORNE/The Last Time I... (A&M)**
- 15 10 9 **9 JANET JACKSON/Don't Stand Another Chance (A&M)**
- 18 13 11 **10 STEPHANIE MILLS/The Medicine... (Casablanca/PG)**
- 39 24 14 **11 REBBIE JACKSON/Centipede (Columbia)**
- — 38 **12 TIME/Jungle Love (WB)**
- 21 18 15 **13 PATRICE RUSHEN/Get Off (You Fascinate...) (Elektra)**
- 30 23 17 **14 MacDONALD w/WITHERS/In The Name... (Polydor/PG)**
- 3 5 10 15 **BILLY OCEAN/Caribbean Queen (No More...) (Jive/Arista)**
- 1 2 8 16 **S.O.S. BAND/Just The Way You Like It (Tabu/CBS)**
- 40 28 20 **17 LEON HAYWOOD/Tenderoni (Modern/Atco)**
- 6 8 13 18 **JERMAINE JACKSON/Dynamite (Arista)**
- 27 22 **19 TEDDY PENDERGRASS/You're My Choice... (Asylum)**
- 24 21 21 **20 PEABO BRYSON/Slow Dancin' (Elektra)**
- 20 16 16 21 **DONNA SUMMER/There Goes My Baby (Geffen)**
- — 27 **22 CHAMPAIGN/Off And On Love (Columbia)**
- 34 26 **23 CONTROLLERS/Crushed (MCA)**
- 4 11 19 24 **MTUME/You, Me And He (Epic)**
- — 38 **25 TINA TURNER/Better Be Good To Me (Capitol)**
- — 29 **26 VANITY/Pretty Mess (Motown)**
- 38 31 28 **27 CHERRELLE/Fragile...Handle With Care (Tabu/CBS)**
- — 32 **28 MADONNA/Lucky Star (Sire/WB)**
- BREAKER 29 KASHIF/Are You The Woman (Arista)**
- — 33 **30 LAKESIDE/Make My Day (Solar/Elektra)**
- — 36 **31 STAPLE SINGERS/Slippery People (Private I/CBS)**
- BREAKER 32 ASHFORD & SIMPSON/Solid (Capitol)**
- BREAKER 33 LaTOYA JACKSON/Hot Potato (Private I/CBS)**
- 17 22 25 **34 NUANCE f/V. LOVE/Take A Chance (4th & Brdwy/Island)**
- — 39 **35 NEWCLEUS/Computer Age (Push The...) (Sunnyview)**
- — 40 **36 PRIME TIME/I Owe It To Myself (Total Experience/RCA)**
- BREAKER 37 GLENN JONES/Show Me (RCA)**
- 14 14 24 **38 RANDY HALL/I've Been Watching You... (MCA)**
- DEBUT 39 JOCELYN BROWN/I Wish You Would (Vinyl Dreams)**
- DEBUT 40 SMOKEY ROBINSON/I Can't Find (Tamla/Motown)**

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