

I N S I D E:

NPR On Brink Of Bankruptcy

Snarls in last-minute bailout negotiations make it unlikely National Public Radio will meet its Friday payroll. Page 4

Does A/C Sell Records?

"There's proof that A/C sells when product starts moving without any other format support."

—Rick Bisceglia

Six A/C promotion specialists analyze the records-selling power of Adult/Contemporary radio, with divergent viewpoints and suggestions for improvement. Page 33

Hire New Salespeople . . . And Train Them

Dwight Case advocates expanding your sales force to increase revenues, while the RAB's Bill Stakelin details the training techniques he's successfully employed. Page 22

People In The News This Week

- John Cigna KDKA morning man
- Charlie Minor Sr. VP at A&M
- Bob Dunphy PD at WZZP
- John Rivers WZXR PD
- Allan Wilson Station Manager at WAIT
- Dennis Winslow WMGG's PD
- Bill White PD at WEEP
- Doug Ackhurst VP/GM of CJCL
- Robert Templeton Telemedia VP/GM
- Larry Swikard VP/GM at KNUZ
- Danny Davis LARC VP

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KSRR Stuns Houston Rockers

KSRR/Houston shot from 4.2 to 7.3 and second place in the Arbitron report a mere month after PD Andy Beaubien joined the station. Andy explains how it was accomplished. Page 30

Finding Easy Listening Personalities Isn't Easy

Four Easy Listening programming experts outline their ideas on the ideal personality type for the format . . . and agree it's a tough bill to fill. Page 42

Jerry Blum: 21 Years Of WQXI Success

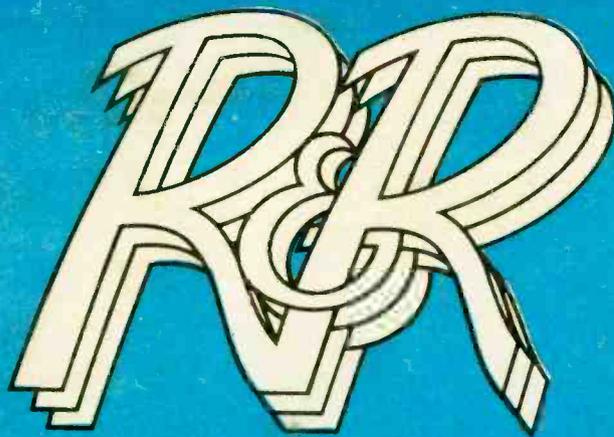
Joel Denver interviews WQXI-AM & FM/Atlanta's longtime VP/GM on billing, promotions, and "WKRP In Cincinnati." Page 27

Latest Birch Results

Philadelphia: WEAZ, WUSL Climb To Top
Detroit: WJR Opens Solid Lead
Houston: KIKK-FM First; KKIQ-FM, KSRR Up Sharply
Miami: Y100 Continues Domination
St. Louis: KMOX, KHTR Own 37 Combo Share
Cleveland: WMMS Tops; WGCL Narrows Gap

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\$3.50 Single Copy



RADIO & RECORDS

VIACOM BUYS WHEC-TV

BENI Swaps TV Station For KDIA, WDIA, \$24 Million

Broadcast Enterprises National, Inc. has acquired Viacom's KDIA/Oakland and WDIA/Memphis in return for its Rochester TV facility WHEC-TV. BENI also receives \$24.5 million according to the terms of the agreement, which is subject to approval by Viacom's board of directors and the FCC.

BENI President Ragan Henry commented, "We have sought the opportunity to have radio properties in both Memphis and Oakland over a number of years. Both WDIA and KDIA have strong programming histories, and both are recognized as strong institutions in their respective communities. We believe we can



RADIO FOR TV — Viacom Broadcast Group President Paul Hughes (left) and BENI President Ragan Henry are pictured signing the agreement to swap BENI's WHEC-TV/Rochester for Viacom's KDIA/Oakland and WDIA/Memphis plus \$24.5 million.

help them achieve even more eminence in the years ahead."

The sale of WHEC-TV takes BENI out of the television ownership ranks. In addition to KDIA and WDIA, the chain operates WAOK/Atlanta, WITH/Baltimore, WJAS/Pittsburgh, WPDQ/Jacksonville, WBLZ/Cincinnati, and WTLC/Indianapolis. KDIA is located at 1310 kHz with 5000 watts; WDIA is on 1070 kHz with 50kw days, 5kw nights.

McKinney Named FCC Mass Media Chief

In a surprising move, FCC Chairman Mark Fowler this week named James McKinney, an engineer and former radio broadcaster, to become Chief/



James McKinney

Mass Media Bureau. A 20-year FCC veteran, McKinney has been Chief/Private Radio Bureau for the past year. He will assume his new duties in about two weeks, replacing Larry Harris, who left to be-

come President of Metromedia Telecommunications.

FCC insiders said Fowler, worried about thousands of backlogged FM and low-power TV applications, chose McKinney because of his reputation as a tough manager. "McKinney is the best manager in this agency," one Commission official commented. Deputy Bureau Chief Jeff Baumann, who was expected by many to succeed Harris, will remain in his current position.

McKinney told R&R, "I don't think he (Fowler) chose me because of my brilliant policy capabilities in the broadcasting area. This Chairman is an expert in broadcast policy. I think it was strictly operational. He expects to see some paper moving." McKINNEY/See Page 25

B/A/M/D CONTINUES CONSULTATION

WQXM Shifts To CHR

WQXM/Tampa has decided to drop its Burkhart/Abrams/Michaels/Douglas & Associates-consulted Superstars AOR format in favor of a "Hot Hits"-type approach under the direction of the Atlanta-based consultants.

"The evolution will be complete in about a month," commented VP/GM Gary Kines. "We are presently shifting our successful AOR format to CHR

because a void exists much like when we went from Beautiful Music to AOR six years ago. In the past couple of years we've seen a loss of audience for AOR in this market, and see a big potential for us to go CHR. I'm excited about this as my roots are in CHR."

Kines added, "My current PD George Hawras will not be staying on as PD since CHR is not WQXM/See Page 25

O'Brien & Garry Switching To B94?

EZ Communications Says Yes Hearst Says No

Apparently all is not well in Pittsburgh following the morning segue of Jack Bogut from KDKA to WTAE last week. Part of the Bogut hiring involved shifting current WTAE morning team O'Brien & Garry (Larry O'Brien and John Garry) to Hearst sister station WHTX, to which the duo originally agreed. However, this week O'Brien & Garry announced their intention to join crosstown rival B94 (EZ Communications' WBZZ) in morn-

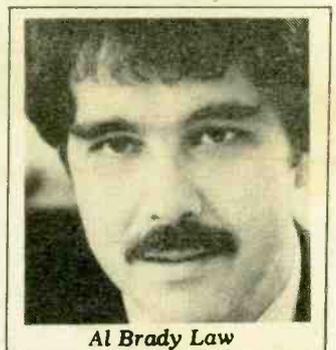
ing drive. To further complicate matters, both B94 and WHTX are now laying claim to the services of the pair.

B94 VP/GM Bob Reich told R&R, "I can confirm that O'Brien and Garry are going to join WBZZ in the near future, but I can't give you an exact date."

However, an entirely different story emerged when R&R contacted WTAE & WHTX VP/GM Ted Atkins. "I'm pleased to announce that O'Brien & Garry will remain with the Hearst Corporation as the morning team on WHTX, effective August 8. There was some initial unhappiness about them being moved from WTAE to the FM, but upon reconsideration all of us have agreed that it would be a good move. As a result they have decided to stay with us."

B94 PD Steve Kingston, who received a call from Atkins telling him O'Brien & Garry would B94/See Page 25

Law Takes KLAC VP/GM Post



Al Brady Law

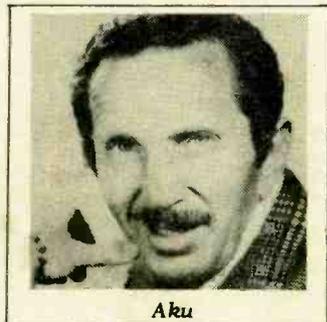
Surrey Communications Research President Al Brady Law will become VP/GM of Metromedia's KLAC/Los Angeles on September 1, replacing current VP/GM Don Kelly. Kelly is retiring after more than 21 years with Metromedia. Law joins the Country station after a year and a half at the helm of the Denver-based radio research firm.

Metromedia Radio President VP Carl Brazell told R&R, "Don Kelly has served this company valiantly and admirably in a number of areas. His three years at KLAC have been very productive.

"To have someone with the stature and credibility of Al Law join us," Brazell continued, "is a very exciting thing. His track record convinces me that he will lead KLAC to greater heights in the near future."

Law, who will finish up several current research projects before joining KLAC, told R&R, "The chance to go to L.A. and do something with an AM is the kind of opportunity I welcome. I love a challenge and

LAW/See Page 34



Aku

and KHVH, including 18 years at KSSK. Playing Big Band music and lampooning politicians, lawyers, and the news media, Aku was a master humorist and community leader. He was famous for his outlandish publicity stunts and April Fools' Day put-ons. Aku's huge

AKU/See Page 25

**“How Can
I Refuse”
HEART**

Portrait

What Do You Think Of Four-Week Cumes?

Arbitron, its Radio Advisory Council, and Jhan Hiber want to learn radio's reactions to a proposed four-week cume study. Your coupon can be found this week on . . .

Cume Coupon

Yes, I support the idea of finding whether the expanded reach of radio can be quantified by the proposed four-week cume study.

Yes, my station/group will chip in to help underwrite the cost of the proposed four-week cume study.

Name _____

Title _____

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Dunphy Named WZZP PD

After two and a half years as PD at WMGQ/New Brunswick, NJ, Bob Dunphy has resigned to be named PD at WZZP/Cleveland. He replaces five-year station veteran and former PD Bob McKay, who departed this week.

WZZP VP/GM Gordon Stenback commented, "Having worked under the fine folks at (WMGQ owner) Greater Media, Bob has had the opportunity to move forward in this industry. He's now ready to make that move. I interviewed Bob several times and was quite impressed. Bob's well-qualified for the position because Greater Media is the grandpappy of the 'Magic' format, which is basically what we're doing here. I think we've found a 'diamond in the rough,' and hopefully Bob will do a good job for us at WZZP."



Bob Dunphy

Before becoming PD at WMGQ, Dunphy served an additional year as an air personality, having previously worked in the programming department of Greater Media sister station WMGK/Philadelphia. He told R&R, "I almost feel as if I grew up with Greater Media, as far as radio is concerned, and was treated very well the whole time. It's strange not being with them anymore, but this opportunity feels really good! We're going to do some great things here, with our main goal being to put the station back on top. The staff is great and wants to win. I'm really excited about it."

Winslow New PD At WMGG

After seven months as PD at WMGF/Milwaukee, Dennis Winslow has resigned to accept the same post at WMGG/Tampa. He fills the vacancy left by Brian Phoenix, who departed earlier this month. The appointment reunites Winslow with WMGG VP/GM Jonathan Pinch, who joined the station six weeks ago from his management post at WMGF.

Pinch commented, "Dennis is a proven programming leader, and I think the people here will enjoy working with him. He has a tremendous feel for A/C radio and will certainly help us remain a strong influence in this market."

Prior to WMGF, Winslow had been an air personality at 94Q/Atlanta for over five years, having previously served as PD at WBJW/Orlando. He told R&R, "Tampa is home to me, having grown up in



Dennis Winslow

WINSLOW/See Page 34

Telemedia Sets Management Changes

Telemedia Communications of Canada has announced changes in three key management positions. Doug Ackhurst has been named VP/GM of CJCL/Toronto from his former position as VP/GM of Telemedia's seven radio O&O's in Ontario. Robert Templeton takes over as VP/GM of the company's Ontario properties. Templeton had been GM of Telemedia's national rep firm Opex. Finally, Robert Johnson becomes VP/GM of Opex. He had previously served as Director of Marketing for CJCL.

Telemedia owns CKGB & CFTI/Timmins, CFCH & CKAT/North Bay, CFOR/Orillia, CKMP/Midland, CJCS/Stratford, CJCL, and Opex/Ontario.

Cigna KDKA Morning Host

KDKA/Pittsburgh nighttime talk show host John Cigna has been named morning personality at the station, replacing Jack Bogut, who resigned last week to accept the same shift at crosstown WTAE (R&R 7-22).

In making the announcement, KDKA Radio VP/GM Dan Friel stated, "We are pleased to have someone with John's experience and proven abilities joining the KDKA radio morning staff. His contribution to our programming effort will help us continue to build on our commitment to quality programming for the Pittsburgh area."



John Cigna

Cigna, who recently celebrated his tenth anniversary with KDKA as its evening talk host, said, "It will not be a phone-talk show, although we may have some call-ins as time goes on. We'll continue to play records - about 15 minutes out of each hour - but we'll try to get out of the studio more than the show has in the past."

Rivers Rises To WZXR PD

WZXR/Memphis Promotion Director John Rivers has been promoted to PD for the AOR station. Rivers replaces Redbeard, who resigned in June and has not yet announced future plans.

WZXR VP/GM Bill Thomas told R&R, "We had a lot of great applicants . . . folks with great track records and credentials. But we like to promote from within whenever possible, and John has been with us for several years now. He has been interim PD for the past month, and his leadership and administrative ability have really shined. His knowledge of the market and awareness of the station, along with his eagerness to make things better, have earned him the opportunity to have a go at it."

RIVERS/See Page 34

White Becomes PD At WEEP

Bill White has been upped from Music Director to Program Director of WEEP/Pittsburgh. Exiting PD Dennis Reed will continue his afternoon airshift at the Country station for two weeks before departing. White will retain his own midday airshift.

White told R&R, "I've been here for the last four years and have had the opportunity of working under some very fine PDs like Joel Raab, Barry Mardit, and Allan Furst. I feel they have certainly helped prepare me for the position. I'm a firm believer in AM radio and in Country radio. There are currently a lot of changes going on with personalities in this market, and I feel there will be a lot of dial-twisting and many opportunities to pick up new listeners."

KPKE Drops AOR For "All Hits" CHR Direction

After almost two years as an AOR station, Doubleday's KPKE/Denver converted to a CHR format last week under the direction of consultant Bob Hatrik. VP/GM Eric Stenberg commented, "I'm very excited about this change, as is the whole staff. In fact the city has already reacted to it in a very positive manner. The advertising community is pleased as well; we've only lost one advertiser in the transition. We are positioning this more as a 'Hot Hits'-type of station, concentrating more on new product than oldies."

The debut of the "All New, All Hits 96" KPKE/See Page 34

Supporting Cigna will be his "K Team," composed of news anchors Dave James and Fred Honsberger and sportscaster Nellie King. Cigna added, "I don't think it's going to be easy, and that's why we're going in with the K Team concept. We've adopted the 'Rocky' theme to remind us that we've got to work hard to succeed, but everyone is really excited about it. The moral support and listener reaction has been super."

As part of the change, the morning show has shifted from 6-10am to 5:30-9:30. Swing announcer Perry Marshall takes over the 9pm-2am evening show, while weekender Doug Hoerth moves up to overnights.

Wilson Adds WAIT Station Manager Duties

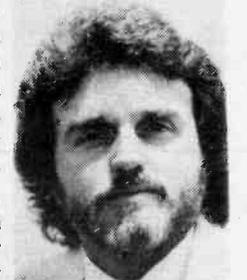
Allan Wilson has been appointed Station Manager of WAIT/Chicago. He adds this newly-created post to his responsibilities as a VP of parent Century Broadcasting Corporation. Harvey Wittenberg continues as VP/GM of WAIT and sister outlet WL00 (FM100).

"WAIT has a longstanding reputation as one of the leading adult radio stations in the Chicago market," Wilson remarked. "I'm looking forward to being associated with a station that has enjoyed so much success over the years. Maintaining its quality service and enhancing its reputation will be a tremendous challenge."

Prior to joining Century in 1972 as a time salesman, Wilson was a Broadcast Supervisor for Young and Rubicam Advertising in Detroit. Two years after coming to Century, he was upped to General Manager of the company's WABX/Detroit until its sale in 1982. He then stayed on with Century as Corporate VP/Special Assignments.

Minor Upped To A&M Senior VP

A&M Executive VP/Promotion Charlie Minor has been promoted to Senior VP/Promotion for the label. In announcing the promotion, A&M President Gil Friesen commented, "In Charlie's total of ten years with A&M, he's made a consistently invaluable contribution to our successes, and he shares much of the credit for our recent outstanding chart presence. I can think of no one who deserves this more."



Charlie Minor

Minor first joined A&M in 1971 as local rep in Atlanta. He rejoined the company in June 1980 as VP/Promotion after serving in a similar capacity for ABC, UA, and EMI America/UA.

TRANSACTIONS

Signal Media Buys KAAV & KLPQ For \$4.25 Million

Signal Media Corp. has agreed to purchase KAAV & KLPQ/Little Rock from Multimedia Radio for \$4.25 million. The sale is subject to FCC approval and contingent on Signal Media's sale of KLRA/Little Rock. Signal Media also owns KELI & KSNE/Tulsa.

Signal Media Chairman Philip Jonsson stated, "We have been very impressed with the vitality of the Little Rock market ever since we purchased KLRA in 1981. We have made a longterm commitment to broadcasting in Little Rock, and we are excited about the new possibilities now open to us." He added that KAAV's Gold format and KLPQ's Country approach are being studied, but no format change decisions have been made.

KAAV is a clear channel 50kw outlet on 1090 kHz, while KLPQ has 100kw on 94.1 mHz.

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Washington Report

Swift Draft Drops Radio Program Percentages

Program percentages, or public trust "quantification" for radio, have been left out of a draft broadcast deregulation bill that Rep. Al Swift (D-WA) is circulating in the House Telecommunications Subcommittee. Swift doesn't plan to introduce the bill, but will use it to generate discussion as the panel nears its October 15 goal writing a deregulation measure.

Program percentages would only be required for television. For radio, the plan would codify the FCC's deregulation, eliminate comparative renewals, assure renewal for stations that haven't seriously violated the law and which have served the needs of their communities, allow consideration of new applications only if a station's license is denied, and exempt documentaries and debates from the equal time provision.

The subcommittee this week mailed programming questionnaires to at least 1000 radio stations. For seven composite weeks in 1982 and 1983, the form asks for data on news, public affairs, PSAs, ratings, and programming aimed at children, minorities, and listeners over age 65. The surveys are due back August 22.

FCC Declines Role In Boston Network Flap

The FCC has refused to overturn a staff decision granting license renewal to WMRE/Boston, despite charges the Mariner outlet helped push a competing station into bankruptcy.

A petition to deny the renewal of WMRE (then WITS) was filed in 1981 by Anthony Martin-Trigona, a former part-owner of WDLW/Waltham, MA. He claimed WITS had taken part in a conspiracy to "steal" WDLW's affiliation with the Mutual network, resulting in economic harm that plunged the station into bankruptcy.

In denying Martin-Trigona's petition, the FCC agreed with its staff that network disputes are private matters that should be settled in court. Besides, the FCC pointed out, Martin-Trigona lacked legal standing to get involved and filed his petition after the deadline had passed.

WMGX Loses Bid To Expand Coverage

WMGX/Portland, ME has lost its latest bid for a transmitter move that would expand its potential audience by 51% and minimize interference with WCSH-TV/Portland. The FCC won't approve the move because it would put WMGX in violation of the FM mileage separation rules.

Under the rules, WMGX is supposed to be at least 40 miles from WOXM/Norway, ME. But the proposed transmitter move would put the two stations just 33 miles apart. In 1981 the FCC staff first denied WMGX's request, and now the full Commission has affirmed the decision.

FCC policy only allows short-spacing if existing coverage is extremely poor and no fully-spaced transmitter site is available. Since WMGX's coverage of Portland is complete, the Commission said no waiver of the rule could be granted without a more detailed showing of why that would be in the public interest.

Commerce Panel Advises House To Kill Radio Marti

"A major victory for the U.S. system of broadcasting" is how NAB President Eddie Fritts described Tuesday's (7-26) vote by the House Commerce Committee, which recommended that the full House kill Radio Marti. The panel also left intact three of four industry-backed amendments attached last week by its Telecommunications Subcommittee.

A key amendment by Rep. Tom Tauke (R-IA) limits Radio Marti to the Voice Of America facilities (1180 kHz) already broadcasting to Cuba from Florida. Another amendment prohibits building the station until a government study is completed on the potential harm to U.S. radio stations.

In the only setback for broadcasters, the panel dropped Rep. Al Swift's (D-WA) proposal, adopted last week in subcommittee, that U.S. stations suffering Cuban interference be reimbursed for lost ad revenues, as well as for the cost of upgrading facilities. The bill now provides \$5 million reimbursement only for upgrading to offset interference.

Radio Marti now moves to the House floor with mixed recommendations. The Foreign Affairs Committee, which also has jurisdiction, supports passage and sent out a bill with no weakening amendments.

IMPASSE ON SATELLITE OWNERSHIP

NPR Loan Talks Stall, Bankruptcy Imminent

Chances for National Public Radio (NPR) to stave off bankruptcy with an emergency loan appeared to be slipping away early this week. Negotiations for a \$9.1 million loan from the Corporation for Public Broadcasting (CPB) broke down Monday (7-25) in a dispute over who is to own the network's satellite distribution system.

The bitter impasse came as NPR faced a \$600,000 payroll on Friday (7-29) and was being threatened with eviction by its landlord. Bankruptcy loomed as an increasingly likely possibility, although officials at both NPR and CPB voiced hope that a last-minute agreement could be reached.

Even if bankruptcy is declared, a total shutdown of NPR is considered unlikely. Although further staff cuts would result and a judge or trustee would take control, the network is expected to continue offering basic programming services.

NPR Fears Loss Of Control

Before bailing out NPR with a loan, CPB has insisted that NPR's satellite distribution system, worth at least \$2.5 million, must be protected from seizure by creditors. CPB's first idea of taking title itself was flatly rejected by the NPR Board, which fears losing control of the system.

CPB then suggested that ownership be assumed by the 17 NPR member stations that own satellite uplinks. But NPR rejected that plan on Monday, precipitating the down-to-the-wire crisis.

In a letter Tuesday (7-26) to CPB President Edward Pfister, NPR Chief Operating Officer Ronald Bornstein accused CPB of "breaking off negotiations" and handing NPR a "take it or leave it proposal." Bornstein added, "NPR must reject any pro-

posal delivered under the duress of NPR's current perilous fiscal crisis. NPR cannot allow CPB to use our insolvency to disassemble a network governed by all public radio licensees."

CPB Denies Power Grab

Pfister countered by calling a press conference in Washington Tuesday afternoon. He emphatically denied CPB had broken off talks, saying, "We have not closed the door at all." But he blamed NPR for an unwillingness to talk — "a position which mystifies me."

Pfister also rejected NPR's assertion that CPB is trying to seize control of the satellite system. "We have tried to be as non-intrusive as possible," he insisted. "There would be no ownership, no operating authority, no management authority. NPR would continue to be the operator of systems as they are now. We are not restructuring anything."

However, the CPB President didn't budge from his stand that the satellite system must be transferred from direct NPR ownership before any loan is approved. "I must emphasize that NPR is a very sick organization," he pointed out. Saying CPB is willing to consider any reasonable solution that shifts control of the satellite system, Pfister stressed that, in his view, the "odds of bankruptcy are almost nonexistent."

R&R INTERVIEW WITH JAMES MCKINNEY

Former Broadcaster To Head Mass Media Bureau

The FCC's Mass Media Bureau — which regulates radio and television — is about to have a former broadcaster at the helm. James McKinney, who moves over from the Private Radio Bureau in a few weeks to replace Larry Harris (see Page 1), paid for his engineering degree by working fulltime for two years at his hometown radio station, WMON/Montgomery, WV.

"It was a typical small market station, owned by local businessmen, all of whom I knew," McKinney recalled in an interview this week with R&R. "Things were getting pretty tight and I was looking for a job to make some money to get through the rest of college. So I applied and was selected primarily because I was an engineering student and had a First Class license."

McKinney did just about everything — announcing, sales, and management. He did his homework while babysitting network programs during his board shift. After graduating in 1963, he took his engineering skills to the FCC, where he "inspected lots and lots of broadcast stations" as he worked his way up to become Chief/Field Operations Bureau in 1980. He took over the Private Radio Bureau two years later.

No "Stepping Stone To Industry"

Now in his 20th year at the FCC, McKinney says he hopes to hold his new post "for a long time" and to stay with the Commission until retirement: "I'm not taking this job as a stepping stone to industry."

McKinney says Mark Fowler picked him "because I've got some track record of moving paper. I don't want this to sound like a threat to any of my future employees — it's just a fact that we have reduced the staff over here by 15% and have increased our speed of service by several hundred percent. We have no backlogs. Everything

is processed within 30 days. And I think the Chairman took that into account."

He's convinced he can make similar strides at Mass Media: "Absolutely. There is no question about it. There are always ways to process more paper." McKinney expects to become more involved in policy matters as time goes on. But he points out that the Commissioners know more about broadcasting than private radio, so are likely to rely less on the Bureau Chief.

Technical Emphasis

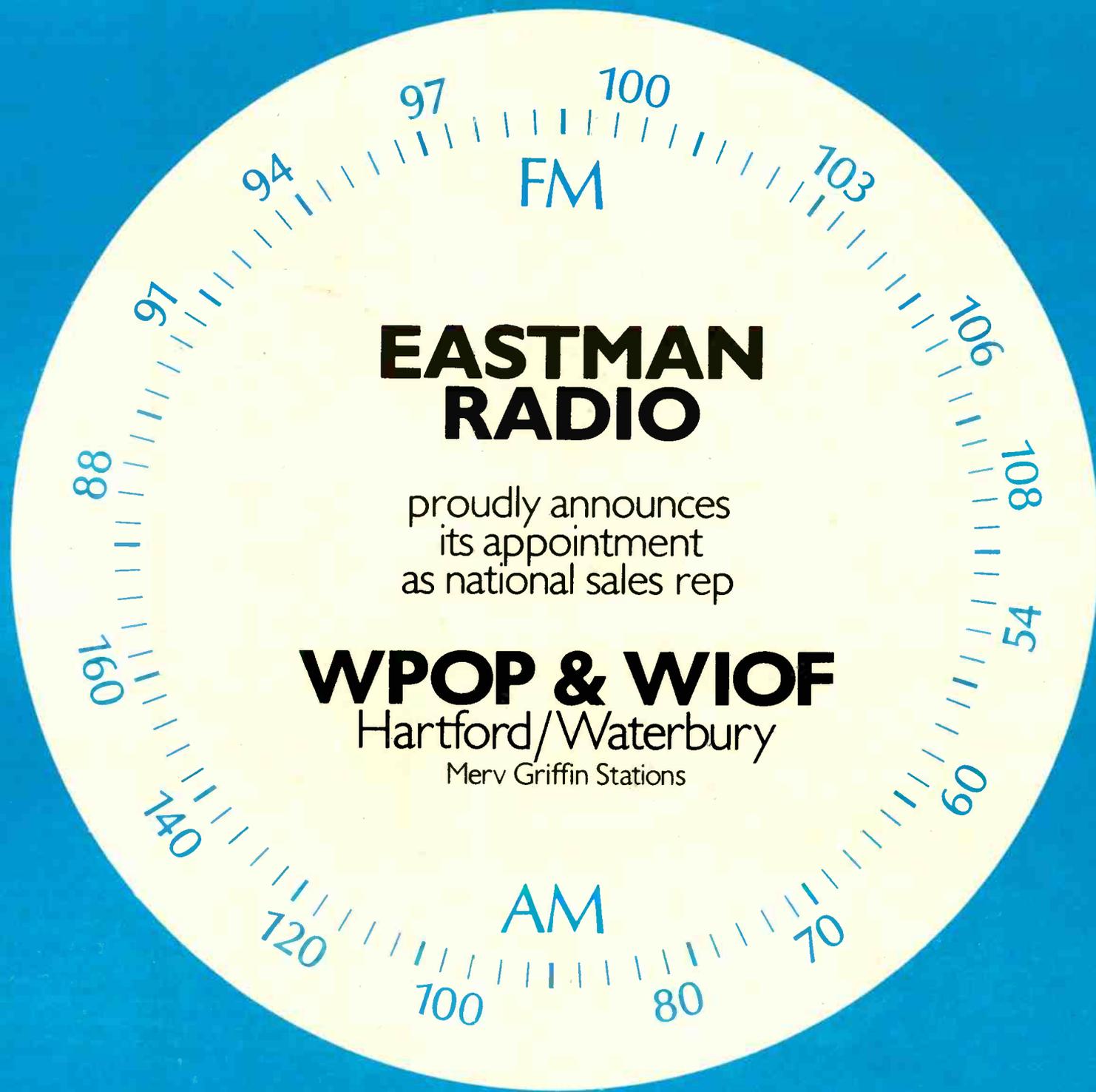
A major concern of McKinney's will be

technical integrity, which he believes the FCC has tended to ignore. "I certainly hope I don't find we've forsaken our engineering review of applications because I think, quite honestly, we must be very cautious." As new services are authorized, he says, "I think we have some obligation to be sure that people who are listening to and watching broadcast stations aren't getting signals which are deteriorated by these changes. I think we must be careful."

McKinney promises to keep an "open door" but says, "I've got a lot to do right now and most of that is right here in Washington, DC. So let me get some things under my belt before I start seeing invitations. I'm not one you're going to see a lot at the evening cocktail parties around town." Then he laughs and adds, "But I will be in the office quite late, so if someone wants to see me they're welcome to drop in."



NRBA HONORS REAGAN — In an Oval Office ceremony on July 14, NRBA officials presented President Reagan with a replica of a carbon microphone to honor his "innovative use of radio." Pictured at the presentation are NRBA President Sis Kaplan, NRBA Executive VP Abe Voron, President Reagan, and NRBA Board Chairman Bill Clark, President/Shamrock Broadcasting.



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as national sales rep

WPOP & WIOF
Hartford/Waterbury
Merv Griffin Stations



Selling spot for 25 years.



BONING UP ON CONSUMER OPINION

Researcher Ties Together Marketing, Anthropology

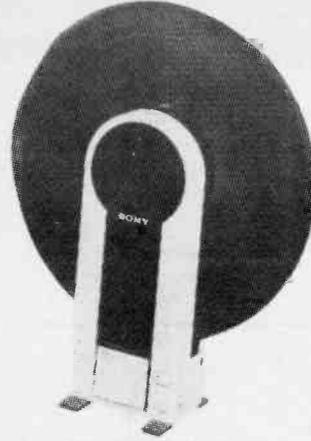
Basically speaking, anthropology is the study of man. However, **Steve Barnett** has taken this one step further, and applied his doctorate in cultural anthropology to marketing research. Rather than having clients depend on the answers a respondent *thinks* he supposed to give, Barnett's **Planmetrics Inc.** gathers "unfocused" groups for tape recorded talk fests and even installs TV cameras in homes to get a more candid picture of consumer behavior.

The Chicago-based firm's clients range from a group of electric utilities needing assistance with fuel-use projections to a food company wanting

help in marketing a new health food. There are market researchers who dismiss Barnett's findings, however, saying his eavesdropping techniques don't offer enough precise data for complex economic/social issues.

In the case of the food company, conventional market research indicated consumers desired detailed information on vitamin content, while Barnett's panels showed that what potential customers wanted was a sense of feeling good. "Ask people in a survey if they want more information, and they'll say 'sure,'" Barnett remarked to the **Wall Street Journal**. "But that's not what sells them."

Sony Sandwiches Sound



Sony Sound Burger

Attention audiophiles. Hear Disk! Hear Disk! **Sony's** new portable turntable, nicknamed the "sound burger" by Japanese enthusiasts, is coming soon to the U.S. Priced at around \$150, model PS-F5 comes complete with linear tracking, direct drive, and automatic cueing. And it doesn't have to lie flat to operate. It plays LPs and 45s standing up, on its side, or mounted on a wall. Walkman headphones may be used or you can opt for self-powered portable speakers (APM-090), which retail for \$100.

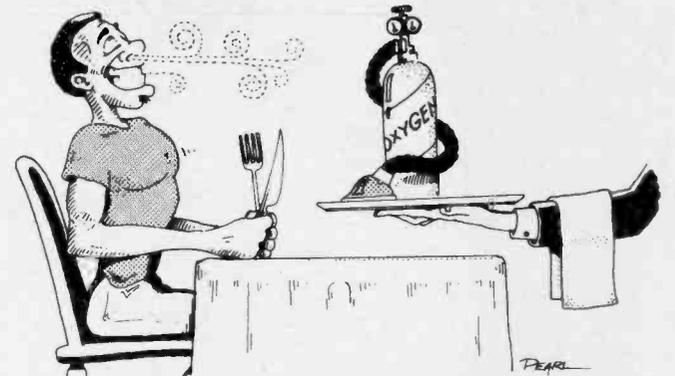
18 ALL-RADIO SESSIONS

RAB Sponsors Retail, Co-op Meetings

The **Radio Advertising Bureau** is planning a series of 18 workshops devoted strictly to retailing and cooperative advertising. Kicking off September 15 in Kansas City, MO and winding up November 3 in Dallas, the travelling daylong seminars will cover store advertising programs, starting a station co-op sales department, best retail/co-op categories for the mid-'80s, and expanding co-op revenue through dealer groups.

Besides the aforementioned topics, a manufacturer's panel with co-op executives will be on hand for Q&A sessions. They'll represent such firms as Kodak, Wrangler Jeans, Commodore Computers, Levi Strauss, and Sony. For more information, including additional workshop locations, contact VP **Joyce Reed**, (212) 599-6666.

Living On Air



Everyone knows you need air to breathe. But did you know you could eat it, too? At least that's the contention of one **Wiley Brooks**, a self-proclaimed breatharian who subsists on the nourishment from air and cosmic rays. To help spread the word, Brooks has established the **Breatharian Institute of America**, headquartered in the hot tub haven of Marin County, CA, and authored the book "Breathe and Live Forever."

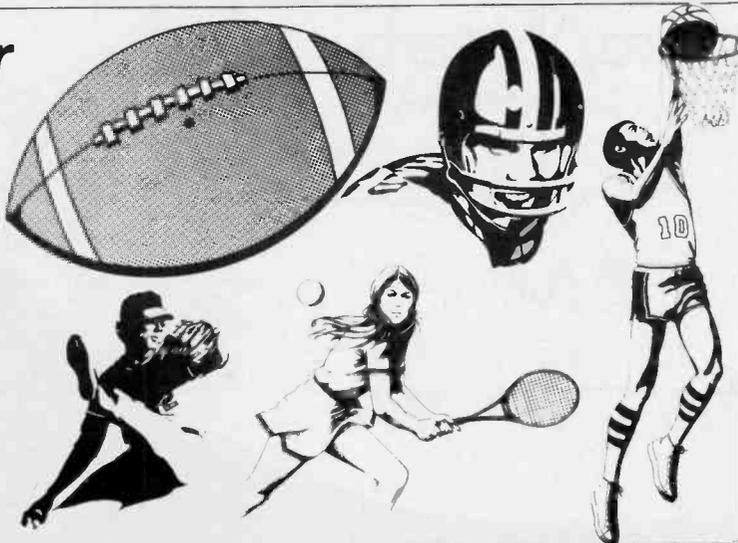
One-day seminars costing an airy \$100 put students through the complete transition cycle: carnivorousism to vegetarianism, fruitarianism, liquidarianism and breatharianism. Students can immediately tell when they've attained advanced status — no restrooms are provided. As

Brooks told **Omni** magazine, "If nothing's going in, nothing's coming out." He also says the breatharianism philosophy dates back to ancient times "when man condensed air into solid and liquid nutrients."

Adding that ordinary food leaves poison in the body which leads to death, Brooks asserts he sleeps only a few hours a week and can lift ten times his weight. From time to time he drinks orange juice, mainly to "cleanse the system of all the pollutants" a person comes in contact with when living near a city. Detractors, led by an ex-girlfriend, insist Brooks is full of air, all right. They say he's really a junk food junkie, who's allegedly been caught eating a chicken pot pie.

Sports Fever

Sports may play a more influential role in our lives than once thought. A recent **Rip 'N' Read** article points out a study conducted by Miller Lite beer which indicates that nearly 70% read, discuss, or watch sports at least once a day. And three-quarters of the country watch sports on television at least once a week. What's the score when it comes to man's favorite sport? For spectating it's football, for participating it's swimming. Almost half of those polled indulged in one athletic pursuit each day.



Purchase Of Multiple Media Products Up

The electronic invasion is here. It's evident in the growing number of households which are making multiple purchases of electronic media products. For example, of the 32.2 million homes with cable or pay television, 26% also own a video game system. And 48% of personal computer owners subscribe to cable or pay TV, with 44% also owning a video game unit.

Another interesting note: if a person

owns two electronic media products, he/she is more than likely to buy a third. 55% of those falling into the personal computer/videotape recorder owner category have also purchased a video game system, while 47% and 36% of personal computer owners who also subscribe to pay/cable also bought video game units and recorders, respectively. These statistics were compiled by the **NPD Electronic Media Tracking Service**.

ARE YOU MISSING OUT ON THE PROFITS OF
PLASTIC CARD PROMOTIONS?
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2B SYSTEM CORPORATION
 BROADCAST PROMOTIONS DIVISION 313/588-7400

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

Q. Why shouldn't today's biggest stars be on the radio?

A. They Should!!

**AND NOW
THEY ARE**



RICHARD SIMMONS

Millions have heard his platinum album . . .
Millions have read his books . . .
Millions see him daily on TV . . .
Millions read his daily newspaper column . . .
Millions have seen him as a regular on "General Hospital" . . .

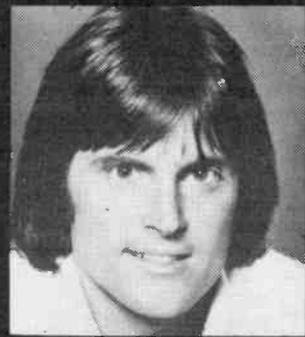
*And now he brings that
drawing power to your station*

**RICHARD
SIMMONS . . .
On The Radio**

Coming this Fall.

As he's successfully achieved in every other medium, he will lock into the '80s lifestyle and needs of your listeners.

Two 90-second features, Monday thru Friday. Available exclusively in your market free of charge on a barter basis.



BRUCE JENNER

*On Your Mark! . . .
Get Set! . . . Go!!*

ON YOUR MARK . . . now you can make a very distinctive mark by bringing Bruce Jenner's Olympic package to your station.

GET SET . . . get set to draw both listeners and advertisers with one of the highest-profiled athletes of the past decade.

GO . . . go with the man who's been there. Go with the interviews, insights and appeal of an Olympic superstar.

Cross the finish line in first place with the biggest, most comprehensive Olympic promotion & programming package available. **BRUCE JENNER'S QUEST FOR THE GOLD**
BRUCE JENNER . . . AT THE GAMES.

Definitely A Ratings Winner!



FRANK LANGELLA

Combining the sensual appeal of a romantic leading man with the power & urgency of the best in contemporary music . . .

FRANK LANGELLA'S "MIDNIGHT ODYSSEY"

A weekly journey filled with passion, romance & song.

This is a series definitely in tune with the '80s. Truly adult contemporary . . . with a touch of sensual class.

There's nothing else like the "MIDNIGHT ODYSSEY."
Don't let your listeners go to bed without it.

For further information and demo cassettes on these outstanding series, contact:

**JUDY GOLD, GEORGE TAYLOR MORRIS, or
PETER RUBINSTEIN 1-800-426-4400**

From:
RICHERS, RUBINSTEIN & RADIO, INC.

Networks/Program Suppliers

MUSIC FEATURES

Clayton Webster

Country Calendar:

Don Williams (August 15)
 Elvis tribute (August 18)
 Lynn Anderson (August 17)
 Gene Watson (August 18)
 Eddy Raven (August 19)
 Jeff Cook (August 20)
 Harold Reid (August 21)

Rarities:

Nils Lofgren (August 15)
 Fleetwood Mac (August 18)
 David Bowie (August 17)
 ELO's Jeff Lynne (August 18)
 Beck, Bogard & Apice (August 19)

Retro Rock:

Woodstock Spirit/Pt. II (August 15)

Continuum Broadcasting

On Bleecker Street:

RadioFree Deanna Birthday special (August 12-15)
 "Soul of the '80s" w/Wilson Pickett, Ben E. King (August 19-22)

Rockweek:

Dr. Hook (August 14-16)
 Gary Owens (August 21-23)

Creative Radio Shows

A/C:

Toto (August)

Country:

Marty Robbins (August)

Global Satellite Net

Rockline:

Bryan Adams (August 15)
 Asia (August 22)
 Men At Work (September 26)

London Wavelength

Robert Plant Special (August 1-15)

BBC Rock Hour:

Dave Edmunds live (August 14)
 Robert Palmer (August 21)

Rock Over London:

Joboxer/English Beat (August 14)

MJI Broadcasting

Rock Quiz:

20 questions about the Police (Week of August 20)

Mutual

"Glenn Miller... The Man and His Music" (August 13-14)

Lee Arnold On A Country Road:

Freddie Fender concert w/Roger Miller, Lane Brody, Merle Haggard (August 13-14)

Rock USA:

Bob Seger/Marshall Crenshaw/Tony Carey/actor Charles Haid (August 13-14)

Narwood

Country Closeup:

Don Williams (August 15)

Music Makers:

Johnny Mathis (August 15)

NBC

Source:

Roxy Music concert (August 12-14)
 The Cars according to Ric Ocasek, Greg Hawkes (August 19-21)

RKO Networks

Captured Live!

Jethro Tull w/Perry Stone (August 20-21)

Countdown America w/John Leader (IS, Inc.):

ELO spotlighted (July 30)

Hot Ones (IS, Inc.):

Little River Band (August 15)
 Air Supply (August 22)

Solid Gold Saturday Night (Dick Bartley):

Jan & Dean (August 13)
 Marvin Gaye (August 20)

Rolling Stone Magazine Productions

Guest DJ:

Donnie Iris (August 15)

Syndicate It, Inc.

Music Of Black America:

Artists & their influences/Pt. II (August 15)

United Stations

Dick Clark's Rock Roll & Remember:

Three Dog Night (August 12-14)

The Great Sounds:

Helen Forrest (August 12-14)

Hot Summer Rock Specials:

A Flock Of Seagulls (August 12-14)

Weekly Country Music Countdown:

Tammy Wynette (August 12-14)

Watermark

Musical!:

Producer Joe Papp/ten best-selling sound tracks and original cast LPs/The Band wagon (August 13-14)

Soundtrack of the '60s:

Club owner Doug Weston/Herman's Hermits/Angels (August 13-14)

Westwood One

Dr. Demento:

Birds (August 12-14)

Earth News:

Robert Plant/actor George Kennedy/Fun Boy 3 (Week of August 15)

Live From Gilley's:

Dave and Sugar (August 12-14)

Off The Record Specials:

Fleetwood Mac (August 12-14)

Rock Album Countdown:

Stevie Nicks/Fixx (August 12-14)

Rock Chronicles:

What's in a name? (August 12-14)

Special Edition:

Solar Records special/Pt. I (August 12-14)

Superstar Concerts:

Stray Cats (August 13)
 Fleetwood Mac (August 20)

ABC

Contemporary Net/Spotlight Special:

Bob Seger (August 21)

Entertainment Net/Silver Eagle (DIR):

Lacy J. Dalton (August 13)
 George Strait (August 20)
 Merle Haggard (August 27)

FM Net:

"Ringo's Yellow Submarine" (Now thru November 28)

Rock Net/Supergroups (DIR):

Billy Squier (August 13)

CBS

RadioRadio:

Memory makers special (August 12-14)



REUNITED — Prior to their concert at Chicago's Comiskey Park, Simon & Garfunkel were the focus of a special edition of RKO Radioshows' "Solid Gold Saturday Night." While in New York, the duo was interviewed by host Dick Bartley over the phone from Chicago. Pictured here are Simon & Garfunkel with RKO Radioshows Manager Gary Landis (l).

CNN Adds Radio Anchors

CNN Radio will begin each half-hour block in weekday morning drive with ten minutes of news programmed specifically for radio, beginning August 15. The move is part of a gradual shift away from airing the audio of CNN Headline News, which some affiliates have complained sounds too much like a television soundtrack.

The radio-only newscasts, to be hosted by two radio anchors, will air from 5-11:40am (EDT). In addition, the network will offer "Custom Cast" from 5-6am beginning August 1. All but eight minutes of the hour will be produced only for radio, including the new "Talkabout" and "Business Briefing" features. "This special hour is the sound of things to come for CNN Radio," said VP/CNN Radio **Bob Pates**.

CNN Radio now serves over 75 stations, including a major new affiliate, **WXYZ/Detroit**. The **ABC O&O News/Talk** outlet has announced it will air the new 5am "Custom Cast" hour that debuts next week.



KIHNDPENDENCE DAY — For many rock fans nationwide, July 4 was Kihndependence Day when Starfleet Blair and the Source presented Greg Kihn live in concert from the Milwaukee Summerfest. Shown next to the satellite dish which made the "live-to-air" broadcast possible are (l-r) Source Director of Programming Frank Cody, Starfleet's Exec. Director of Programming Joseph Mirabella, Source's Andy Denmark, Kihn, and Starfleet's Steve Corbiere, President Sam Kopper, and George Wardwell.

NEWS & INFORMATION FEATURES

ABC

FM Net:

"Soap Talk" features Michelle Lee/Cynthia Sikes/Ted Shackelford/Jeff Fahey/writer Maggie de Priest w/Jacklyn Zeman (August 1-5)

Information Net:

"John Stossel Consumer Lookout" offers shaving tips/discusses hair removal (July 30-31)

Rock Net:

Bruce Apar of Video Magazine discusses VCR ownership trends (August 1-3)

AP

15-part "Breaking Up Is Hard To Do" re AT&T break-up w/Frank Sesno and Cynthia Hecht (Week of August 1)

CBS

Pro football Hall of Fame reports (July 30)
 Baseball Hall of Fame reports (July 31)

RadioRadio:

TV producer Barbara Corday/author Timothy White/singer Ray Stevens/actresses Madlyn Rhue, Dianne Kay on "Kris Erik Stevens — In Touch" (August 1-7)

Clayton Webster

Jack Carney Comedy Show:

Sales and salesmanship (August 15)

Joe Piscopo At Large:

Sports questions (August 1)
 Rex Greed (August 2)
 Beach and pool tips (August 6)
 Letters (August 7)

Sporting News Report:

Gary Carter/Hank Aaron/Bill Virdon/Andre Dawson/Brian Lawton (August 8)

Mutual

PGA Championship (August 3-7)

Narwood

Minding Your Business:

Charity donation benefits/INC. CEOs/Pt. I (August 1)
 Protecting patent rights (August 2)
 Telemarketing (August 3)
 Electronic order taking (August 4)
 Talking computers/surviving IRS and audit/Pt. II (August 5)

NBC

"Newline Extra": "The Class of '73" w/Mike Jensen (Week of August 1)

Progressive Radio Net Laugh Machine:

Robert Klein/Monty Python/Flip Wilson/George Carlin (Week of August 1)

News Blimp:

Erotic film award/aroma disc/national nude weekend/banned video games (Week of August 1)

Riches, Rubinstein & Radio

Radio News Kit:

"Jaws 3-D" w/S. Spielberg/Lou Gossett/R. Dreyfuss (Now thru July 31)

Audio Movie Kit:

"Risky Business" Tom Cruise/Tangerine Dream (Now thru August 7)

Watermark

TV Tonite:

"Branigan and Mates" — CBS (August 1)
 "Reggie" — ABC (August 2)
 "Taxi" — NBC (August 3)
 "Simon & Simon" — CBS (August 4)
 "Silver Spoons" — NBC (August 5)

Westwood One

Brad Messer's Daybook:

Cable cars/Lewis & Clark (August 1)
 Legionaires Disease/Parachuting (August 2)
 Air traffic strike/Grey Panthers (August 3)
 Press freedom/US Coast Guard (August 4)
 Electric chair (August 5)

Playboy Advisor:

He tries too hard/she lied about previous marriage/cheap kitchen workouts (Week of August 1)

Spaces & Places:

Shape up (July 29-31)

Tellin' It Like It Was:

Advice from abolitionists (July 29-31)

1983		AUGUST	
5-7	★	RAY ANTHONY	
12-14	★	HELEN FORREST	
19-21	★	LES BAXTER	
26-28	★	JOE WILLIAMS	

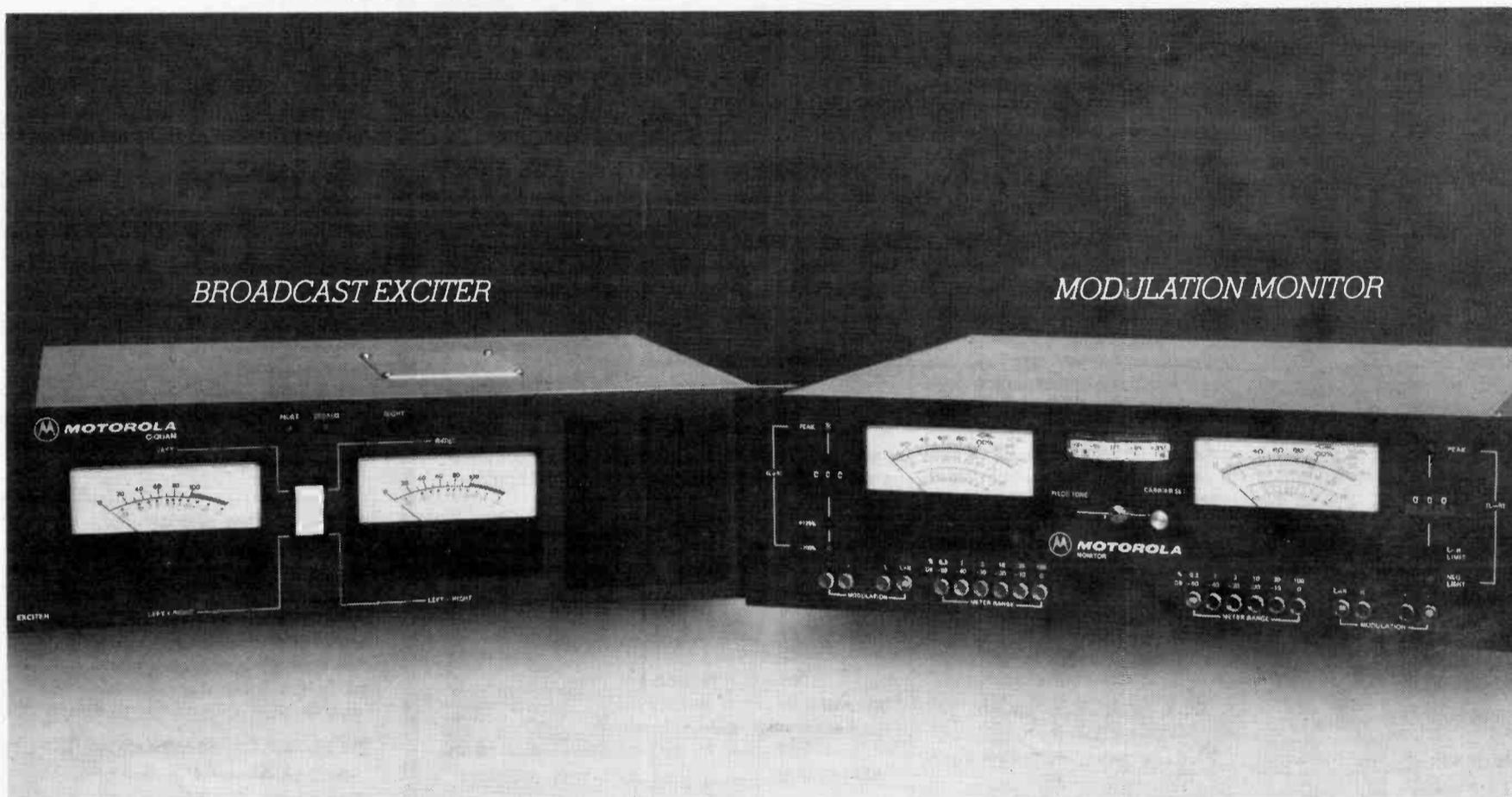
Every weekend is Special on



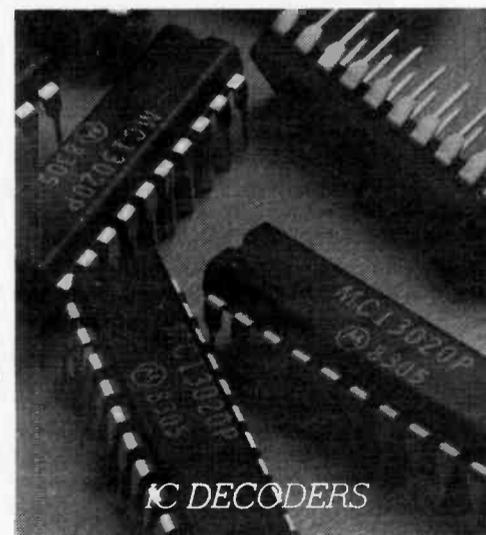
The United Stations
 AMERICA'S TARGET RADIO NETWORKS

New York • Detroit • Washington, D.C. • Los Angeles

MOTOROLA AM STEREO



With monophonic distortion less than 0.25% at 85% modulation and stereophonic exciter to monitor typical separation of 35 dB, the Motorola C-QUAM[®] AM Stereo system is an impressive performer. The MC-13020 IC, with comparable levels of technical performance, is the perfect complement for decoding Motorola AM Stereo at the receiver. Broadcast exciters and monitors, receiver decoder ICs and receivers modified for AM Stereo are all available from Motorola. For price and specifications, call Dick Harasek at (312) 576-2879 or Chris Payne at (202) 862-1549.



MOTOROLA AM STEREO. THE WINNING SYSTEM.

 **MOTOROLA**

Networks/Program Suppliers

PEOPLE



Jack Doniger and **Bob Hopper** appointed anchors for **AP Network** news drivetime updates, "News-Watches" and "NewsMinutes." Doniger will handle the morning segments, while Hopper will handle the afternoon installments. Doniger's background includes a news anchoring/reporting tour of duty with **NBC Radio**; Hopper spent five years as News Director/AM anchor at **KMJM/St. Louis**.

• **Dr. Bill Randle**, veteran **WBGG/Cleveland** personality, has pacted with **Toby Arnold & Associates** to produce/host his **WBGG "Juke Box Saturday Night"** show for national distribution. A total of 156 segments are planned, with distribution set to begin in September. Randle's three-hour shows feature nostalgia and contemporary culture.



Dr. Bill Randle

• **Rick Bockes** joins **Mutual Broadcasting** as Regional Clearance Coordinator. He segues from **EZ Communications** where he served as Chief Recording Technician.

• Country artist **Ricky Skaggs** is tapped to host "Award Winners," a three-hour special from **United Stations**. The program consists of artist interviews and music from Skaggs and **Janie Fricke**. Slated for Labor Day weekend, the special is part of US's "Country Six Pack" of '83 holiday specials.

• **Alan Hague** of Utah-based **Holiday Broadcasting** is directing the operations of **Radio Force Promotions** until a marketing manager is named. RFP handles the production/marketing of the syndicated series "Mr. Roberts," a spoof of the television personality that's targeted at AOR and contemporary stations.

• **Westwood One's** new series "Sneak Previews" debuted this month with hosts **Phil Ehart** and **John Elefante** of **Kansas**. The half-hour program features cuts from new LPs prior to their national release. Future shows spotlight releases from **Survivor** and **Heart**.

• "Perspective On The Economy," a 60-second news feature from Oakland-based **The Syndicate**, moves from a five-week to a biweekly production schedule. Exec. producer **Jeff Rigenbach** says this will make the program more topical and timely.



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St. Louis, Missouri

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Pro:Motions

Harris Moves To RCA A&R Post

Bruce Harris moves to **RCA Records** as Director/A&R, East Coast. He comes to the post following six years in a similar capacity with **Epic Records**. During his tenure there, he worked in conjunction with **CBS Records International** to sign the **Clash** and **Adam Ant**, among others, for the U.S. market. Harris also oversaw the handling of Epic's production agreement with **Virgin Records**, which brought **Culture Club** and **XTC** to the Virgin/Epic lineup.



Bruce Harris

Warner Special Products Taps Four

Warner Special Products has announced four appointments. **Tony Pipitone** is upped from VP/Treasurer for the company to Executive VP/Treasurer, while **Mark Leviton** is promoted from A&R supervisor to VP/A&R. In other activity, **Bob Fukuyama** and **Melissa Mills** have joined the staff as A&R Coordinators.

Chandler Joins WTIP & WVSR

W. David Chandler has been appointed General Sales Manager of **WTIP & WVSR/Charleston, WV**. He previously held the same position with **WSGF/Savannah**. Chandler's background also includes a Regional Sales Manager stint with **WCSC & WXTC/Charleston, SC**.

Blieberg Segues To CBS-FM Sales

Helene Blieberg has been named Manager, Sales Development and Promotion at **CBS-FM National Sales**. She moves over from her former position as Manager, Press Information for the CBS Radio Networks.



Helene Blieberg

Mac New United Talent GM



Lynn Mac Twitty

Loretta Lynn and **Conway Twitty**, owners of Nashville-based **United Talent Agency**, have named **Reggie Mac** General Manager. Mac, most recently Assistant Manager, joined the firm ten years ago as a talent agent. He succeeds **Jimmy Jay**, who is pursuing private interests in concert promotion.

Merrill & Assoc. Launched

Jim Merrill has created **Merrill & Associates**, a firm focusing on personal management and production. Prior to this Merrill was affiliated with **Playboy Productions** and created the nationally syndicated series, "Playboy Advisor Radio Show." Based in Los Angeles, the company can be reached at (213) 382-1639.

Emerald Ups Tucker

Tony Tucker has been promoted to VP/Operations at **Emerald International Records**. He was most recently Office Manager of the Philadelphia-based label.



Tony Tucker

Hinkle & Hart Establish Firm

Bob Hinkle and **Jeb Hart**, most recently VPs with **Kragen and Company**, have resigned to form **Hart and Hinkle Management, Inc.** The new management team plans to retain all clients they represented while with Kragen, including **J. Geils Band** and **Naked Eyes**. Hart and Hinkle became affiliated with Kragen three years ago when Kragen acquired their firm, **Sundance Music**. The new company is headquartered in Brooklyn Heights, NY and can be reached at (212) 858-2544.

NCBA Elects Officers

The **Northern California Broadcasters Association** recently elected officers for the 1983-84 term. They are Chairman **Ray Barnett, KCBS**; Vice Chairman **Fritz Beesemeyer, K101**; and Secretary/Treasurer **Pat Norman, KFRC**. In addition three new Board of Directors members were elected: **Bob Kieve, KARA & KLIV/San Jose**; **John Levitt, KEZR/San Jose**; and **Greg Reed, KSFO/San Francisco**.

Altschul New WB VP

David Altschul is tapped as VP/Business and Legal Affairs for **Warner Bros. Records**. He moves in-house from his prior Director of Business Affairs post; he's been affiliated with the label for the last two and a half years.



David Altschul

Bingham To Weiss & Powell

George Bingham is now overseeing the operations of the **Weiss & Powell** sales office covering the New England area. He may be contacted at (617) 338-0290.

RCA Taps Jones, Tatulli



Peter Jones Lou Tatulli

Peter Jones returns to **RCA Records** as Director, Branch Marketing/National Accounts. Before his appointment, he was VP/Marketing for **Alfa Records**. Jones first joined RCA Records in 1971, moving up through the ranks to Manager of the label's Detroit sales branch. Also at RCA, **Lou Tatulli** has been appointed Director, Associated Labels & National Sales Administration. The nine-year label veteran was most recently Manager, Sales Administration.

1983	AUGUST
5-7	★ MICKEY GILLEY
12-14	★ TAMMY WYNETTE
19-21	★ JERRY REED
26-28	★ SYLVIA

New York • Detroit • Washington, D.C. • Los Angeles

Every weekend is Special on

THE WEEKLY COUNTRY MUSIC COUNTDOWN

The United Stations

AMERICA'S TARGET RADIO NETWORKS

COLUMBIA IS WHERE THE ACTION IS:

PAUL ANKA

**"HOLD ME 'TIL THE
MORNIN' COMES"**

THIS WEEK:

**TOP 10
KFI**

ADDITIONAL ACTION AT:

CKGM ADD 39
WKQX ADD
O103 ADD
KFI 13-9
KYUU ADD
WCSC ADD
WJDX ADD 39
KITY ADD
KTFM ADD
KTSA ADD 30
WKBW ON
PRO-FM ON
WHYT DEB 38
KIMN ON
KIQQ ON
KCNR ON
WKEE 33

WKFM 40-38
KXX106 DEB 30
WNFY DEB 28
KAMZ DEB 29
Y103 15-14
WTIX DEB 40
KHK 33-24
WKDO 27-23
KEYN-FM DEB 28
KGGI 28-18
KJRB 22-14
WTSN 33

OK100 33-30
13FEA 17-14
WKHI 38-34
WFLB DEB 38
WOLT 36
O104 32-28
KENI 36-33
KIST 23



**CHR
SIGNIFICANT ACTION**

**"BAD
BOYS"**

WHAM! U.K.

**AN EXPLOSIVE WEEK
IN LOS ANGELES:**

**ADDED
KIIS-FM, KRTH**

**TOP 10
KIQQ**

**CHR
SIGNIFICANT ACTION**



**THE "BAD BOYS" ARE ALSO
EXPLODING AT:**

CKGM ADD 35
WABX ON
KEARTH ADD
KIIS-FM ADD 32
KIQQ 7

KFRC 35-22
WNFY ADD
WZZR 40-34
KYYX DEB 38
KHYY ON





Four-Week Cumes — An Idea Whose Time Has Come?

Would your local radio market be interested in having 46% more listeners 18 months from now than it has at the current time? Would you be even more interested if this cume growth projection was accomplished without massive expenditures on your part? OK, all together now, Y-E-S! Of course you would.

Now that I have your attention let's talk about how such an increase is possible. The major factor in radio being able to show such growth would be a reliable way to show advertisers how many people listen to your station over a four-week period (the typical time frame for about 70% of radio's spot schedules) compared to the current measurement of listening for just one week. There is no way now to reliably determine reach over a multiweek period. Currently, if advertisers want to get an idea of how many people a spot schedule will reach over four weeks, they do a reach and frequency run for one week and multiply that data times four. However, there is proof that this practice seriously understates radio's real reach. By underplaying radio's reach potential (and inherently reinforcing the old adage that radio is just a frequency medium), radio is currently shortchanging itself of attainable revenues — millions of dollars.

The potential answer is the proposed four-week cume study which Arbitron and various trade advisory groups have been discussing for the last year or more. A pilot study on this topic has been completed with promising results, but more needs to be done. You can play a bit part in determining whether more is done or not. Let's examine the background on this four-week cume issue, then you can cast your vote as to whether or not it's an idea whose time has come.

To explore this issue I recently interviewed Ellen Hulleberg, Executive Vice-President of the McGavren-Guild rep firm, about four-week cumes and why some broadcasters are excited about it.

Advertisers Interested

R&R: Ellen, your firm has been high on the idea of a four-week cume study, the results of which might be used to project reliable data on radio listening over a four-week period. Why are you so excited about this concept?

EH: The results of a study we did recently of ad agency media directors and planners — the upper-level folks — seemed to confirm the interest in the benefits of a four-week cume study. We think that if the study was done and was able to offer projectable guidance regarding how many people actually cume a station within a monthlong

time frame, that it would be a new and exciting thing for radio. Whenever you have something new to talk about, it creates interest in a medium, and that can mean more dollars for the radio industry.

R&R: I highlighted some of the results of your survey on this page a few weeks ago, but why don't you tell us what you felt were the most useful figures to come from your ad community survey?

EH: Probably two results stood out most dramatically. First, 75% of the small sample we surveyed (51) thought that such a four-week cume projection, resulting from a study done by Arbitron, would make the reach and frequency data more accurate, with a likely notable increase in reach per station. Also, half of those we talked to thought that having such a projection of radio's real reach would make radio a more viable advertising force.

Study Past, Study Future

R&R: Let's talk about what has been done to date and what might be the next step in making the four-week cume study a reality.

EH: Arbitron recently completed a pilot study at its own expense in three markets to measure what potential there might be for a fuller look at the multiweek cume station. Diarykeepers were asked to keep their booklets for both two and four-week periods — to see if the public would cooperate with a multiweek measurement tool, and to get an initial handle on how much, if any, more listening would be recorded when more than one week was measured.

R&R: What were the key findings?

EH: Over a two-week period people listened to 23% more radio stations (than in one week); over four weeks 46% more stations were cumed by the typical listener.

R&R: Sounds promising — so where do we go from here?

EH: Arbitron is now considering the conduct of a full-blown study in six markets, with 3000 usable respondents. The study would try to find out the impact of the four-week cume projection on various formats, demos and dayparts.

R&R: How long would such a study take from start to finish?

EH: Approximately 15 months. There would be about four months of

Week In Review

Nielsen Offers Radio Data

R&R has learned that Nielsen has recently produced qualitative, product usage, and cume information for radio as a by-product of recent TV-oriented research. According to Dwight Cosner of Nielsen in New York City, "The information produced in this Product Audience Report service could potentially be very valuable to radio stations. We're not pushing the service since we will remain a TV-oriented company, but stations interested in purchasing and using the data for sales purposes are welcome to do so." The PAR surveys were conducted in New York, L.A., and Chicago but may be expanding to other markets. The volumes with data on newspaper and radio findings will be available within a month or so, according to Cosner. For more information, Cosner can be reached at (212) 708-7546.

preparations, three months in the field for the actual survey, then another eight months or so before the findings would be available.

R&R: We're talking a lot of money to conduct this study right?

EH: Yes. Arbitron has told the Advisory Council and the RAB that the study would total approximately \$750,000. They are willing to absorb \$250,000 but has asked that the industry come up with the other \$500,000.

I think that cost has to be understood in the context of what this study really is. This will be a one-time study where people will be sent diaries to keep for four weeks. The results from this effort would have a long shelf life, so to speak, and would benefit the radio industry for many years to come.

R&R: So there's no idea of going to four-week diaries for respondents in all future market surveys — this is a concept that would be implemented just once to benefit the industry for years thereafter?

EH: That's correct.

\$500,000 Needed From Radio

R&R: What's being done to raise the money?

EH: The Advisory Council has formed a task force, led by Ted Dorf of WGAY-AM&FM/Washington, to try to determine if there is enough industry interest in the four-week cume study concept — and to see if we can raise the necessary dollars to have Arbitron do the job.

We are trying to persuade groups such as the RAB to help underwrite the effort, and we hope that other broadcasters will chip in also. McGavren Guild has started the ball rolling by donating \$10,000 to the cause.

R&R: What kind of timetable is this pro-four-week cume study idea on?

EH: We'd like to get some feedback from the industry in time for the upcoming meeting between Arbitron and the Advisory Council, which will start August 14.

Cast Your Vote

So there you have some background on the four-week cume study that Arbitron could undertake. There are some problems with the idea. Some may not want to pour more money into Arbitron's already profitable radio coffers. Some formats, such as Beautiful Music, may not show as much benefit from the study results as others, such as CHR.

However, on balance, it seems to me that this is an idea whose time has

come. I know from my days on the street and in management that I would love to have additional reliable info to battle the local newspaper regarding the real reach (circulation) of radio and my format vs. the dailies. The proposed study could provide radio that ammo.

But you are the ones who really count. How do you feel about the idea of the four-week cume projection study? Are you willing to help underwrite such an effort? To help the task force get a feel for your mood on this matter I've included on this page a "Cume Coupon" on which you can express your feelings.

If you don't give a hoot about the issue, just do nothing. However, if you would like to express some measure of support for the four-week cume concept, just send the coupon to one of the task force members, listed below. Please try to respond so that your coupon reaches the Council member before the August 14 date. After the ARAC meeting I'll let you know what future, if any, the four-week cume study idea has.

Send your "Cume Coupon" to any of the following Arbitron Radio Advisory Council Members:

Ted Dorf, VP/GM, WGAY-AM&FM 8121 Georgia Ave., Silver Spring, MD 20910.

George Green, VP/GM, KABC; 3121 S. La Cienega Blvd., Los Angeles, CA 90016

Ellen Hulleberg, Exec. VP, McGavren-Guild; 154 E. 46th St., New York, NY 10017.

John Lauer, VP/GM, WGST-WPCH; 550 Pharr Rd., N.E., Atlanta, GA 30305.

Bella Werner, Senior VP-Research; The Christal Co., 919 3rd Ave., New York, NY 10022

Cume Coupon

_____ Yes, I support the idea of finding whether the expanded reach of radio can be quantified by the proposed four-week cume study.

_____ Yes, my station/group will chip in to help underwrite the cost of the proposed four-week cume study.

Name _____

Title _____

Station/Group _____



JIM BETHKE
 General Manager
 WVMS / WROE-FM
 Appleton/Oshkosh, WI

“It costs less. But it’s worth its weight in gold.”

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Birch gives you more reports.

Birch gives you more in your reports. More dayparts. More demos.

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“You get the most from your research dollar from Birch,” Jim Bethke says. “And its value has increased every year.”

Go for the gold.

CASE HISTORY: APPLETON/OSHKOSH, WISCONSIN

	BIRCH	ARBITRON
Metro HH Sample Size	1,598	258*
Measurement Period	Year-Round	Apr.-June Sept.-Nov.
Number of Reports	4 Quarterlies, Monthlies Avail.	2 Semi-Annual Reports
Demographic Breaks	42	29
Dayparts	44	37
Annual Qualitative/ Product Categories	62	0
County by County	In Book	Extra Cost
Location of Listening	In Book	Extra Cost
Cume Duplication	In Book	Extra Cost
Audience Composition	In Book	Extra Cost
Tape Service Available	Yes	Yes
Data Base Access	DataNow	AID

For more information, call David Gingold,
 Vice President (305) 753-6043.

**Birch
 Radio
 Research**

We give you more, more often.

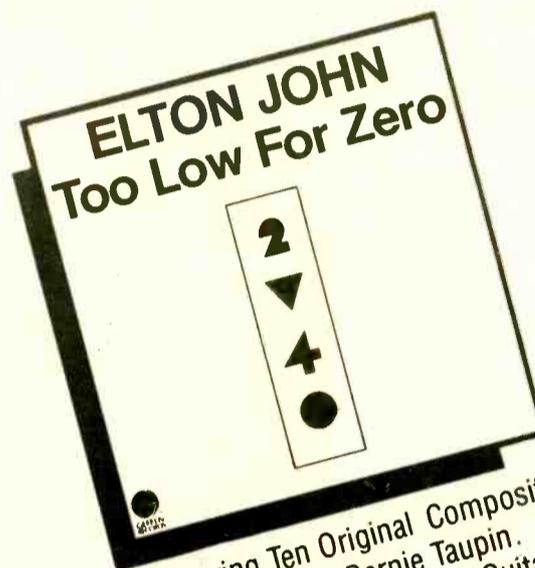
*ARB Metro Household Sample Size is based on Fall, 1982 Quarterly Survey Period and is estimated based on average of 2.5 respondents per household.

ELTON JOHN

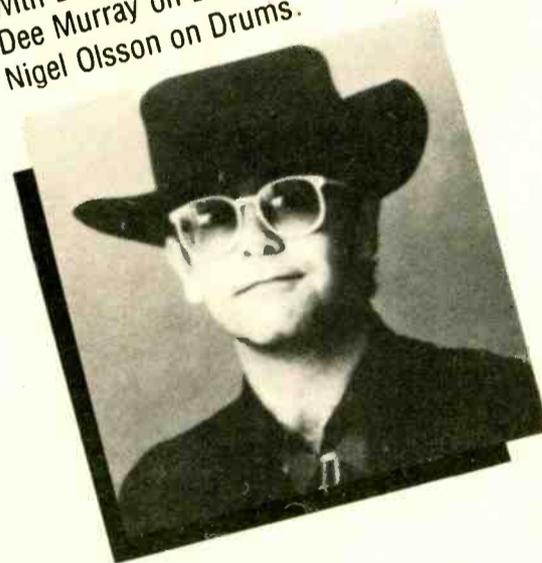
"Kiss The Bride" 7-29568

The New Single from the Geffen album **TOO LOW FOR ZERO**
GHS 4006

Produced by Chris Thomas



Featuring Ten Original Compositions by
Elton John and Bernie Taupin.
With Davey Johnstone on Guitars,
Dee Murray on Bass and
Nigel Olsson on Drums.



GEFFEN
RECORDS

Manufactured by Warner Bros. Records, Inc.

RATINGS REPORT

ARBITRON RADIO

Birch Radio

Arbitron, Birch Spring '83 Quarterlies, 12+

Birch Radio

Philadelphia

WEAZ, WUSL Rank 1-2
As KYW Drops;
WCAU-FM Adds Two;
WYSP Grabs AOR Title

	Winter '83	Spring '83
WEAZ (BM)	7.2	8.8
WUSL (Urbn)	6.6	8.2
KYW (News)	10.8	8.0
WCAU-FM (CHR)	5.9	7.8
WYSP (AOR)	5.8	6.9
WMGK (AC)	6.4	5.8
WMMR (AOR)	6.9	5.4
WCAU (N/T)	4.2	5.3
WDAS-FM (Urbn)	4.3	5.0
WPEN (Easy)	4.1	4.6
WIP (AC)	5.1	4.5
WWDB (Talk)	5.3	4.1
WIOQ (AOR)	4.9	4.0
WSNI (AC)	1.6	3.4
WFLN (Clas)	2.8	2.7
WFIL (Ctry)	2.2	2.1
WKSZ (AC)	1.6	2.0
WWSH (AC)	1.5	1.5
WIFI (AOR)	1.5	1.4

ARBITRON RADIO

Birmingham

WZZK, WENN, WKXX
Slip But Still Strong;
WAPI-FM Takes Third;
WMJJ Debuts
Impressively,
WCRT Triples

	Fall '82	Spring '83
WZZK (Ctry)	14.1	12.5
WENN (Blk)	13.7	10.4
WAPI-FM (AOR)	7.4	8.6
WKXX (CHR)	10.2	8.5
WMJJ (AC)	—	7.4
WATV (Blk)	7.7	6.3
WCRT (BBnd)	1.9	5.5
WAGG (Blk)	3.4	5.1
WSGN (AC)	3.7	3.8
WJLD (Blk)	4.7	3.7
WERC (N/T)	3.6	3.4
WVOK (Ctry)	4.5	3.1
WRKK (Ctry)	2.6	2.8
WDJC (Rel)	3.1	2.5
WYDE (Gold)	2.3	1.9
WBUL (Blk)	1.6	1.6
WHMA-FM (Misc)	.3	1.6
WAPI (AC)	2.7	1.4

The data contained on this page is copyrighted by the respective ratings services. Non-subscribers to the respective ratings service may not reprint or use this information in any form.

Format Legend

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

Birch Radio

Detroit

WJR Up With Tigers;
WDRQ Steady Second;
WLLZ Passes WRIF;
CHR's Up, Virtually Tied;
WMJC Wins A/C Battle

	Winter '83	Spring '83
WJR (Mics)	8.9	10.6
WDRQ (Urbn)	8.9	9.0
WLLZ (AOR)	5.2	6.7
WRIF (AOR)	7.1	6.5
WJLB (Blk)	6.7	5.6
WXYZ (Talk)	5.8	5.4
WHYT (CHR)	3.9	5.0
WMJC (AC)	3.6	5.0
WABX (CHR)	3.4	4.9
WNIC-FM (AC)	5.1	4.4
WJOI (BM)	4.2	3.9
WCZY (AC)	3.4	3.8
WWJ (News)	5.5	3.3
WWWW (Ctry)	4.2	3.0
WOMC (AC)	2.5	2.7
WCXI-FM (Ctry)	3.3	2.5
WCXI (Ctry)	2.0	2.1
WJZZ (Jazz)	1.6	2.0
CKLW (CHR)	1.6	1.8
WQRS (Clas)	1.0	1.4
WHND (Gold)	.9	1.2
CKJY (BBnd)	.6	1.0

ARBITRON RADIO

Toledo 51

	SPRING '82	FALL '82	SPRING '83	
13.6	11.7	12.2	1	WIOT (AOR)
9.6	9.7	9.4	2	WS PU (AC)
11.2	10.9	8.3	3	WLQR (BM)
7.3	8.5	8.0	4	WKLK (CTRY)
N/A	6.5	7.8	5	WWWM (AC)
10.8	8.0	7.5	6	WMHE (AC)
4.5	6.0	6.0	7	WTUD (CTRY)
3.8	6.0	5.4	8	WCWA (AC)
6.7	5.3	5.0	9	WJR (MISC)
4.6	3.2	4.1	10	WOHO (AC)

ADULTS 18-34		ADULTS 25-54	
RANK	STATION	RANK	STATION
1	WIOT-FM	1	WKLK-FM
2	WWWM-FM	2	WWWM-FM
3	WMHE-FM	3	WS PU-AM
4	WKLK-FM	4	WLQR-FM
5	WOHO-AM	5	WMHE-FM

Orlando-Daytona Beach 52

	SPRING '82	FALL '82	SPRING '83	
9.9	10.5	12.8	1	WB JW (CHR)
N/A	9.9	11.0	2	WWKA (CTRY)
4.3	5.7	8.9	3	WJ YO (AC)
8.9	6.9	7.0	4	WHOO-FM (CTRY)
5.5	6.0	6.8	5	WOK L (BLK)
N/A	N/A	6.0	6	WCOT (BBND)
8.1	8.3	5.5	7	WHOO (CTRY)
10.8	11.4	5.4	8	WDI Z (AOR)
5.3	5.9	5.1	9	WDBO (AC)
7.6	5.2	4.6	10	WHLY (AC)

ADULTS 18-34		ADULTS 25-54	
RANK	STATION	RANK	STATION
1	WB JW-FM	1	WB JW-FM
2	WOR L-AM	2	WWKA-FM
3	WWKA-FM	3	WJ YO-FM
4	WHOO-FM	4	WHOO-FM
5	WHLY-FM	5	WOR L-AM

ANOTHER POLYGRAM RECORDS

BREAKERS

FRANK STALLONE "Far From Over"

From The Gold Album 'Staying Alive'



Manufactured and Marketed by
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Superstar Summer Is Here At PolyGram

Just One More (Minor Detail)

"Gloria"
"Solitaire"

AND NOW...

**"How Am I
Supposed
To Live
Without
You"**

**LAURA
BRANIGAN'S
3rd**

CHR BREAKER

In A Row

From The Album



ON ATLANTIC RECORDS AND CASSETTES



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**RATINGS
REPORT**

**ARBITRON
RADIO**

**Birch
Radio**

Arbitron, Birch Spring '83 Quarterlies, 12+

Birch Radio Cleveland		Birch Radio Miami- Ft. Lauderdale		Birch Radio St. Louis																																																																																																																																																																																																	
WMMS Stays On Top; WGCL Strengthens Runner-up Stance; WDOK Takes Commanding BM Lead; WMJI Opens A/C Gap		CHR's WHYI, WINZ-FM Grow, Cop Top Spots; BM's Improve; WQBA Leads Hispanics; WNWS Surpasses WINZ		KMOX Adds Four With Cardinals; Stable KHTR Gives CBS 1-2 Sweep; KWK Stations Tighten AOR Race; KSD-FM Slips																																																																																																																																																																																																	
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WZAK (Urbn)	3.6	3.7																																																																																																																																																																																																			
WGAR (AC)	5.5	3.3																																																																																																																																																																																																			
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WWWE (Ctry)	1.9	2.9																																																																																																																																																																																																			
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WRQC (AOR)	3.4	1.9																																																																																																																																																																																																			
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WJMO (Blk)	1.4	1.5																																																																																																																																																																																																			
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WQBA (Span)	4.8	6.1																																																																																																																																																																																																			
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KWK-AM & FM (AOR)	5.3	6.8																																																																																																																																																																																																			
KSD-FM (AC)	6.2	4.7																																																																																																																																																																																																			
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<p>For The Record: In last week's ratings results for Nashville, WMAK's format was incorrectly identified as Gold. WMAK is in fact an Urban station. KEEY-FM/Minneapolis was listed as BM, but should be Country.</p>																																																																																																																																																																																																					

WOULDN'T
SOME JUICE
FEEL GOOD ABOUT NOW?

TELL HER NO

The new single by

JUICE NEWTON

From her forthcoming album,

DIRTY LOOKS



Produced by Richard Landis for Outlands Productions

©1983 CAPITOL RECORDS, INC.

→ **WEEK** → **AFTER WEEK** →

JULY 1

**MEN
AT WORK**



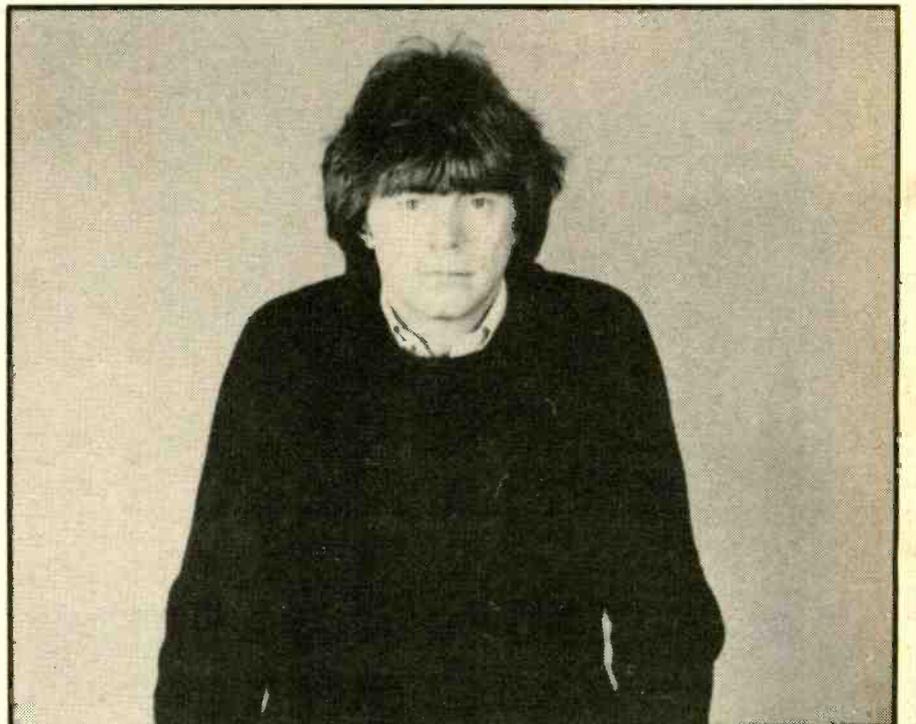
**“It’s A
Mistake”**

CHR

BREAKERS®

JULY 8

**DAVE
EDMUNDS**



**“Slipping
Away”**

CHR

BREAKERS®



**COLUMBIA
RECORDS**

BREAKS THE HIT RECORDS

AFTER WEEK ▶ **AFTER WEE**

JULY 15

JOURNEY



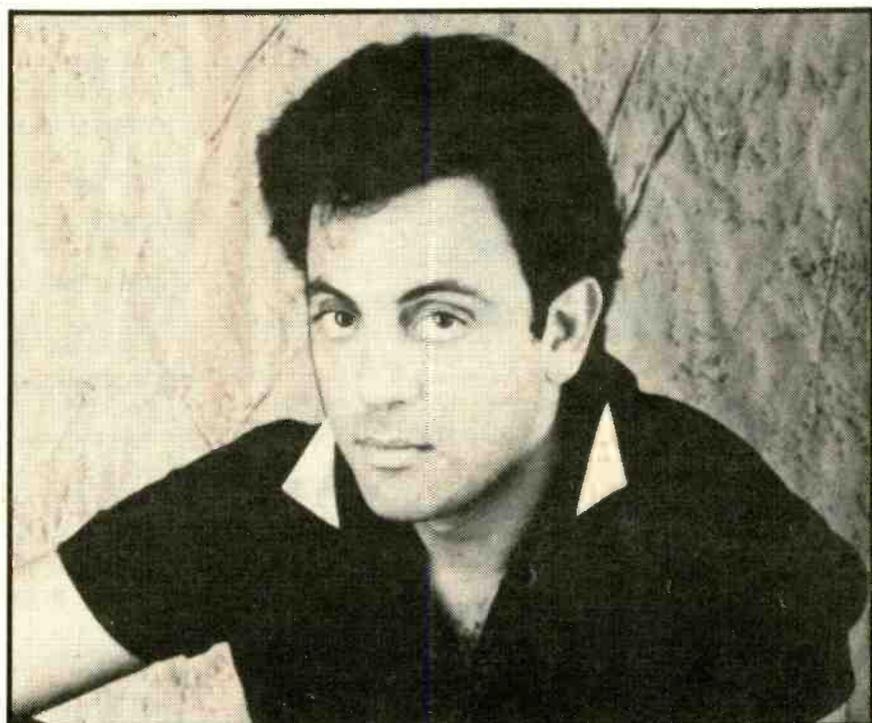
**“After
The Fall”**

CHR

BREAKERS®

JULY 22

**BILLY
JOEL**



**“Tell Her
About It”**

CHR

BREAKERS®

YOU NEED FOR YOUR RADIO STATION



AFTER WEEK

BREAKER BOUND

BONNIE TYLER



"Total Eclipse of the Heart"

NEW & ACTIVE

- | | | |
|-------------|-------------|-------------|
| CHUM 14-11 | WGLF 17-11 | G100 add |
| 94Q 26-21 | WHSL 20-15 | WHHY-FM add |
| Q105 18-11 | WRKR 25-18 | WRVQ add |
| Q102 18-15 | KCBN 28-22 | KITY add |
| K104 13-6 | WPHD deb 36 | WKAU add |
| WKFM 39-29 | KAFM deb 31 | WMEE add |
| WPST 18-8 | 79Q on | WGRD add 37 |
| WSFL 3-2 | WABX add | WZZR add |
| 92X 25-19 | WHYT add | WZPL add 37 |
| Z104 30-20 | WLOL-FM on | WVIC add |
| KHYT 33-13 | Q103 add | WACZ add |
| KRQ 25-21 | KIQQ 32 | WGUY add |
| WCIR 2-1 | KMJK on | WIKZ add |
| OK100 20-12 | WFLY add | 13FEA add |
| 95XIL 23-12 | WTRY add | WSQV add |
| WISE 27-22 | WRCK add | WAEV add |
| WJAD 33-27 | WKRZ-FM add | KFYR add |
| WCGQ 9-5 | KHFI add | WSPT add |
| Q104 15-5 | WQID add | KENI add |
| WPFM 18-11 | KXX106 add | KGHO add |
| WIXV 34-28 | WSKZ add 26 | KDZA add |
| | WDOQ add | |



STREET TALK

After "fulfilling its function," ABC Radio Enterprises Division has been folded into the ABC Radio Division. The precise disposition of the three key execs, Michael Hauptman, Rick Sklar, and Larry Friedman, is unknown. However, look for Rick to merely move offices, as he continues to consult the ABC Radio Networks, WABC-TV's new Urban-oriented music video show "New York Hot Tracks" (which premiered July 15), and work on a few other projects. Hauptman and Friedman will most likely remain with ABC in new capacities.

Street Talk may have jumped the gun a bit last week regarding MCA and the Rolling Stones. It now appears that Columbia and Atlantic have the inside track for future domestic Rolling Stones Records releases.

While we're talking distribution . . . the Motown-MCA deal ran into a regional hitch last Friday (7-22) when a Maryland judge awarded independent distributor Schwartz Bros. an injunction. The order directs Motown to continue supplying the distributor with product in its mid-Atlantic territory until a September 19 ruling on a permanent injunction. In addition, unless MCA agrees not to sell Motown product in the Schwartz territory, Motown is enjoined not to sell its product to MCA. Motown immediately appealed the ruling and expects a fast resolution to the situation.

Consultant Jeff Pollack has reentered the New York City radio arena, but *not* with his previous (confidential) AOR client. So is he working with one of the *other* AORs? Jeff's not saying.

And speaking of New York . . . word on the street is heavy that Norm Winer, current PD at WXRT/Chicago, is the leading candidate for the vacant programming post at WNEW-FM. Word from the station is that a new PD may be announced by week's end.

Did you hear that WIP/Philadelphia is switching from A/C to Talk? You heard wrong! The station is *not* changing formats. However, here's a Philadelphia rumor that might have some validity . . . we hear the city might have one fewer Country station in the very near future.

Former Westwood One Exec. VP Judi Gold has joined the Los Angeles-based program production firm of Riches, Rubinstein & Radio, Inc. as a VP.

Chuck Artigue has stepped down as GM of WUSN/Chicago. No replacement was named for Chuck, who plans to pursue station ownership.

Morning man Dave Otto has left KZZP/Phoenix (again). PD Charlie Quinn has already tapped WLS-FM/Chicago midday rocker Chris Shebel to do wake-up service in Phoenix. Also MD Steve Goddard slides into afternoons, and PM driver Lou Simon moves to middays.

Frank Fenter, once a part-owner of Capricorn Records, died last week after suffering a heart attack in his Macon office. Frank was 47.

Following months of rumors that he would, WB VP/Promotion Howard Rosen has resigned. After a short vacation, Howard will consider his options. He can be reached at (213) 656-7720.

Although he had been asked to do the job, KSHE/St. Louis PD Rick Balis has elected *not* to join WRIF/Detroit as PD. He has, however, left KSHE's programming post and plans to take some time off before determining his next move.

At KYTE/Portland the jocks have been informed that the station will automate sometime in August. The entire Country staff will be released, and rumor has it the format may change in the move to automation as well.

KFRX/Lincoln has dropped its AOR format and switched to CHR under PD Tracy Johnson.

Looks as if Dick Biondi will stay onboard at WBBM-FM/Chicago starting August 15. Seems he did such a good job while doing vacation relief for morning personality Tomm Rivers that he is staying on. As for Tomm, he will be retained in some on-air capacity yet to be determined.

Malrite's WHYZ/New York will debut the second week in August. Here's the lineup: 6-10am Scott Shannon, 10am-2pm Operations Manager Charles Crane (WIKS/Indianapolis), 2-7pm Cat Simon (KZBS/Oklahoma City), 7-10pm Jack Da Wack (WEZB/New Orleans), 10pm-2am Sean "Hollywood" Hamilton (WRBQ/Tampa), 2-6am Deborah Rose (WFOX/Gainesville). As we told you last week, the MD/Assistant PD will be Michael Ellis (WKTU/New York), and production will be handled by J.R. Nelson (KNEW/Oakland).

KLIR/Denver PD Mike Anthony will transfer back to KCNR/Portland as Production Director around October 1. In the meantime, KCNR's Richard Harker is looking for a new programmer to fill Mike's shoes in Denver.

Rick Carroll grabs another station . . . WHEB/Portsmouth goes Rock Of The '80s, CHR-style. PD Rick Bean will stay on.

A&M has added a third name to its National Album Promotion Department. Al Cafaro is upped from East Coast Local Promotion to East Coast head of albums for the company. He and Southern albums rep J.B. Brenner report to dept. head Marko Babineau in L.A.

Steve Rivers of Landsman/Rivers Radio Services has formed a broadcast company with two partners. The trio, under the professional banner of Whale Communications, has purchased its first station KKMKG/Pueblo. Herb Wolfe is the Station Manager and Larry Greene is PD. Steve says Whale will acquire seven stations over the next several years, and he plans to continue as Exec. VP of Landsman/Rivers.

MORE STREET TALK/See Page 34

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Customers Particular About Quality.
Our decals are so much better, our quality makes it obvious why we want the best stations!
... AND THE BEST STATIONS WANT US!

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DECALS • BUMPERSTICKERS

IN OKLA. 918-258-6502



Accelerates The Hits!

GEORGE BENSON "Lady Love Me (One More Time)"

B104 deb 29	KO93 32-27	KSET-FM
B94 add	KHOP add	WZYP
94Q 29-24	KIDD 28-27	WOKI
KBEQ 37-32	KGGI add 30	WHHY-FM
KIMN add	KHYT 40-38	WSFL
KEARTH add	WCIR add	KROK
KFRC deb 40	WOMP-FM add	KMGK
WFLY add	WERZ deb 40	WZPL
WSPK 32-26	WISE add	KSKD
WBBQ 40-36	WJAD deb 39	WFBG
WQID deb 40	WFLB deb 36	WGUY
WBCY add	KISR add	WIGY
WNOK-FM add	Q104 add	WIKZ
KITE 21-14	KVÖL 38-34	WZYQ
WANS-FM add	WAEV deb 33	WKHI
94TYX add	KKLS add	WCGQ
WJDX 40-35	KGHO add	WFOX
Y103 add 30	KDZA add	KILE
KBFM add	Z93	Q101
FM100 32-29	Q103	KNOE-FM
G100 38-33	KFI	FM99
KRGV deb 25	KMJK	WGLF
WNVZ add	WTRY	WBWB
WSEZ deb 40	WYCR	WCIL-FM
WKDD add	WKEE	KFMW
KIHK add	WKFM	KENI
WZZR add	WPST	KCDQ
WKFR add	WCSC	KOZE
WHOT 35-33	KAMZ	KBIM
KQMQ deb 38		KSly

Produced by Arif Mardin

Management: Fritz-Turner



ZZ TOP "Sharp Dressed Man"

WPHD 39-30	KBFM
K104 37-32	KTFM
WHFM deb 33	92X
WRCK deb 29	WGRD
KZZB 31-27	KZ93
KSET-FM add	WHOT
94TYX add	KKXX
KRGV add	KQMQ
WSEZ add	KHOP
WKDD deb 30	KSKD
WZPL add 36	WFBG
WOMP-FM add	WIGY
WERZ add	OK100
WZYQ 29-25	95XIL
KQIZ-FM 31-26	WSQV
WCIL-FM add	WJAD
KFMZ 30-19	WFLB
KYTN 34-30	KISR
KCDQ 40-32	WYKS
KCBN 36-30	KNOE-FM
WGCL	WPFM
WKEE	KKQV
WKFM	WHSL
WSSX	WBWB
WSKZ	KBIM
KZFM	KILE
	KVOL

Produced by Bill Ham



A Sire Records Production



TALKING HEADS "Burning Down The House"

WXKS-FM 33-25	WPFM add
WPHD deb 39	WGLF add
PRO-FM add	WHSL deb 29
KIQQ 30-28	KFMZ 29-20
KMJK 24-21	KYTN 35-29
WFLY add	KCBN deb 36
WKFM add	B104
WRCK deb 28	WABX
WKRZ-FM add	WNOK-FM
KZZB add	KSET-FM
KITE 30-29	WOKI
WZYP add	WZZR
KBFM add	WZPL
WSEZ add	KZ93
WGRD add	WHOT
WJXQ deb 24	KQMQ
KYYX 14-12	KSKD
KHYT add	WKHI
WFBG add	WJBQ
WGUY 34-31	WSQV
WERZ 40-35	WJAD
KQIZ-FM deb 31	WFLB
WISE add	KVOL
KISR 31-25	WBWB
WYKS add	WSPT
KILE add	KFMW
	KCDQ

Produced by Talking Heads



SIRE



Manufactured & distributed by Warner Bros. Records

Sales

The Seventeen Salesperson Ideal

Seventeen salespeople is just about right!

This is a sentence you have heard me mumble at many public forums. It is the number of salespeople I believe you should strive toward at your station . . . regardless of the size or uniqueness of your market.

In our industry (and in America in general) the good old "four salesmen in four offices" concept is gone. Doubling your gross revenue with the same people in place is a historic happening best ruminated over, then forgotten.

For some reason we just don't want to let go of the old pattern . . . even though letting go and getting on with *hiring, targeting, and training* is the one right step for increased revenues.

"For some reason we just don't want to let go of the old pattern . . . even though letting go and getting on with *hiring, targeting, and training* is the one right step for increased revenues."

If your station is budgeted to bill \$50,000 next month and \$60,000 the month after . . . and you have four salespeople doing ten grand each, do you really believe you can motivate steady \$10,000-a-month billers to go up the scale 50 percent?

It hasn't happened before . . . has it?

Expand To Increase

The answer is two more \$10,000-a-month billers or two \$6000 sellers and one \$8000 type.

Now you have six salespeople and \$20,000 more in revenue. If the moon is full and your sales meetings are successful, this team might accidentally get your station \$70,000 in billing the month after next.

I presume your bonus/override comes in dollars over budget.

Free Latin translation: "More numbers of concentrated, targeted, quoted sales power means more revenues for the station and more override for you!"

I can hear you . . . "Great idea! Where do I find them?"

Try advertising for salespeople on your own station . . . *it works!* Yes, radio really works. And people who are listening to your station are the right demographic to understand and represent your product (after you have trained them).

Have you thought about starting a "broadcast sales school" in your town? Having people pay tuition for 10 or 12 Saturday seminars might get you in touch with new talent with a real desire.

It's more work leading more people . . . but if you don't . . . ? —Dwight Case

SALES IDEAS TO PROFIT BY

Selling Seasonally

It is too late to sell "Back To School"!

Time to move on to October, November, and December.

Sell out Thanksgiving week now! Sell out Christmas countdown! Sell out Christmas Day! Ski phones! Ski stores and swap meets!

Are you packaging and selling a special prize for the Olympics in 1984? Sears is handling the tickets . . .

While you are enjoying July/August peak sales, it is time to:

- Raise rates again
- Plan for special projects in spring '84 (i.e., Food Fair, Bridal Fair, spring picnic, etc.)
- Package *now*
- Put it on the street *now*

You're already sold out for August . . . use the time when *high rates are common* to sell into next year!

* * * * *

I'll be assembling a series of sales ideas to profit by periodically on this page.

—DC

Basic Sales Training Techniques

by Bill Stakelin
Exec. VP, RAB

It's easy to get excited and let your ego inflate when you learn you've landed a job in the Big Apple. The important thing is to remember good basic sales, like many other things, depends on mastering good solid fundamentals. Football great Willie Davis, a radio station owner/operator, once told me that the great football players were the guys who mastered the fundamentals of the game and then persistently improved on them. There is no shortcut to improvement. This was the philosophy we used at Bluegrass Broadcasting and one I feel will work in any market, regardless of size.

At Bluegrass we tried to make sure that every person we invested in received good basic training. Training that would help the individual become an important member of the team and thus important to themselves. Our introductory indoctrination included a tour of the radio station to learn how



Bill Stakelin

it all worked together (see below). New salespeople were introduced to the city, the retailers, and the agencies. They made cold calls and scheduled calls with experienced sales staffers. We reinforced basic sales skills via an introductory course on radio selling on cassettes, and we gave them written tests.

Making sure you take time to train maximizes your investment in a person and minimizes the chance of failure. Once the person has received the basic training and orientation, it's important to continuously reinforce your sales program with ongoing training. At Bluegrass this consisted of attendance at seminars (i.e., RAB's Managing Sales Conference), hearing speakers at sales

"A basic understanding of what your radio station is all about, and why it's worthy of your advertisers' support, is essential."

meetings, and exposing the team to every bit of resource material we could find. The training, which never stops, is the key, and we found it works.

Learning About The Station

One of the keys to success at Bluegrass was making sure that salespeople were not simply trained in sales but in radio. Our training program included exposing the salesperson to every job inside a radio station. They spent many hours with the programming department to learn firsthand about the product they were selling. Research is wonderful, but a basic understanding of what your radio station is all about,

and why it's worthy of your advertisers' support, is essential. This may explain why, at Bluegrass, the salespeople who come out of the radio programming areas were always successful in sales.

At Bluegrass the team was always the important unit. Goals and projections

"Making sure you take time to train maximizes your investment in a person and minimizes the chance of failure."

were based on the overall performance of the team. Rewards were made to the team. The strong individuals within the team provided the support and motivation for the overall team to excel. The team wins or nobody wins.

Daily Meetings

Succeeding is a fulltime job. Daily sales meetings were held at Bluegrass Broadcasting. Some people on the outside would always comment that this was a bit much. However, the people involved never suggested it change. The reason? It worked. It was making them money. Each day the sales team would first review the sales activities of the preceding day. Emphasis was placed on the problem calls. Objections were discussed and analyzed by the team. The decision on how to proceed and overcome the objection most often came from the group itself. This procedure let everyone involved know their input was valuable. Working together as a team objections were overcome, problems solved, sales were made.

The stations in Bluegrass Broadcasting are very successful. The basic reason, I feel, is because of a solid team of individuals, tied together by a common goal to be winners. This attitude is the by-product of good people, good training, good support, and a lot of hard work. The folks at Bluegrass taught me that you have to make a major commitment to succeed. The rewards of such a commitment are obvious.

Next Week: Radio Revenues In The '80s . . . And Beyond.

robert plant

The Single: "Big Log"

CHR

WPHD deb 35
WABX add
K104 deb 38
WRCK add
WSSX add
KITE add 30
KBFM add



WABB-FM on
WTIX add
WZZR add
WZPL add
WJXQ add 26
KZ93 add
KQMQ add
KHYT add
WFBG add
WZYQ on
OK100 on
95XIL on
KQIZ-FM add
KISR add
WPFM add
WIXV on
Z102 add
FM99 add
KKQV add
WHSL add
KYTN add 40
WSPT add
WCDQ add
KOZE add
KCBN add



AOR Hot Track 11

the principle of moments

AOR Albums 5

available on record and cassette
distributed by atlantic records



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

On The Records



KEN BARNES



Warners B-Sides Themselves

Some artists and record companies choose the B-sides of their singles by looking for the weakest possible track on the appropriate album, so as to avoid any possibility of interfering with the A-side's progress. (This is the same reasoning that brought the one-sided promotional single into being.) But some artists still cling to the classic ideal of giving the singles buyer something extra on the flip side, a track that didn't fit on the album or a stylistic experiment, perhaps. As a result, music by a number of top artists is languishing on the back sides of forgotten 45s.

But Warner Bros. has taken the revolutionary step of assembling "Attack Of The Killer B's," an LP of obscurities by Roxy Music, John Hiatt, the Time, the Pretenders, and more. WB VP Bob Merlis assembled and annotated the package with panache and wit, and it makes a convenient collection of fresh material for adventurous programmers. And there's plenty more where that came from, virtually all labels — non-LP B-sides from (just looking down the AOR/Hot Tracks chart) the Police (probably enough for a whole new album), the Fixx, Stevie Nicks, David Bowie, Robert Plant, Quarterflash, Duran Duran, Joan Jett, etc. In the meantime, check those commercial-copy singles now and then — there may be something worth flipping over.



Soul For Joel

Billy Joel has been characterizing his forthcoming "An Innocent Man" LP as a record with the spirit of the classic soul sounds of the sixties. It's not the first time Billy's made a stab at it; in the accompanying picture you can barely see him (second from left) crouched behind the keyboards (and an amp) working out the changes to Sam & Dave's "You Got Me Hummin'" with his first group, the Hassles.

Charlie recently earned their first CHR Breaker, and it comes almost ten years after the band started recording in England. In 1976 they had an album on Columbia, and later scored AOR success on Janus before moving to Arista and now

Mirage. The core of the band, guitarist Terry Thomas, bassist John Anderson, and drummer Steve Gadd, remains intact, with new member Robert Henrit (drums, formerly with Argent) and Terry Slesser (vocals, ex-Back Street Crawler) now on board.



Haysi Fantayzee's public image is dominated by its two highly noticeable dreadlocked singers Kate Garner and Jeremiah Healy, but there is a phantom third member: Paul Caplin, who helps write and occasionally produces their records but has a strong aversion to being photographed. Pictured above are Paul, Kate, and Jeremiah.

Asia Unwrapped

The second Asia member to be profiled (see last week's column), drummer Carl Palmer, lent his name and kit to Emerson, Lake & Palmer from 1970 until their demise about a decade later. Before that he provided the percussion for the Crazy World Of Arthur Brown, known for demonic stage shows and their solitary hit "Fire" in 1968.

Backwards Masking — A Medium For A Message?

The new ELO album "Secret Messages" may briefly bring "backwards masking" back into the spotlight. It was a bizarre controversy while it lasted, with church youth groups burning records and Congressmen expressing concern over allegedly evil messages from Led Zeppelin, AC/DC and Styx, etc., that could be detected by playing records backwards. Once again, in the eyes of the moralists, rock and roll was in league with the devil and every record promotion guy wore a satan jacket.

Probably the ultimate commentary on the secret messages syndrome was an episode of "CHiPs" starring former UA recording artist Donny "Ralph Malph" Most as a Gene Simmons-of-Kiss lookalike whose manager (Peter "Hollywood Squares" Marshall) planted backwards-masked threats on his demos as a prelude to murdering him to reap the rewards of his tragic death. (This "CHiPs" segment was rivaled in contemporary relevance only by the episode in which Moon Zappa led a gang of Valley girl hitchhiking holdup artists and the one featuring Erik Estrada and Laura Branigan singing a duet in a "new wave" nightclub.)



Anyway, ELO's LP title refers to the secret messages controversy, and apparently the back cover originally included a line to the effect that the record contained secret messages, but it was decided not to go ahead with it. However, the messages are on the record, they tell me, and next week we'll take a look at ELO's and Styx's contributions to the confusion.

Ronnie Dio is one of the true heavy metal survivors, with his own band, Black Sabbath, Rainbow, and back through Elf and its earlier permutations (they were once called the Electric Elves, for instance). But even before that, he led a band called the Prophets, and instead of following, say, the Sabbath tradition of Ozzy Osbourne, his stylistic model was Dion DiMucci (at least on the pictured "Swingin' Street" single). This period gem was co-written, by the



way, by Go-Go's/Blondie/Marshall Crenshaw producer Richard Gottshier (not to mention War producer Jerry Goldstein).

The Stray Cats' Brian Setzer is fanatic about his rockabilly sound. But three years ago he was playing moody synthesizer rock with a group called the Bloodless Pharaohs, with two tracks surviving on a New York-area sampler LP called "2X5" (produced by Blondie's Jimmy Destri). Brian did still have the rockabilly look, however.



Brian Setzer second from right.

TV News

NBC's "Friday Night Videos," already attracting attention as the show that's actually paying record companies for video showings, debuts July 29. Special segments feature the Beatles, Ray Manzarek, and Rick Springfield, with Elton John and Styx also spotlighted... "Solid Gold" for the week of July 29 stars Bryan Adams, Martin Briley, Lindsey Buckingham, Gus Hardin, Little River Band, Chuck Mangione, and Sergio Mendes... James Brown appears on "American Bandstand" July 30... "Rock 'N' Roll Tonite" for the weekend of July 30 features Dexys Midnight Runners, the Divinyls, and the Plimsouls... A second showing of NBC's "Twilight Theatres II" July 30 stars Toni Basll and the Go-Go's... Billy Joel's HBO concert repeats July 30.

RR 5 Years Ago Today



Jimmy Bowen

JIMMY BOWEN NAMED VP/GM OF MCA NASHVILLE: Chic Doherty VP/Sales, Nick Hunter Promotion Director.
BOB SABEL SET AS GM, WALT LOVE PD OF KKTT/LOS ANGELES
MASON DIXON NAMED PD AT Q105/TAMPA
NUMBER ONE FIVE YEARS AGO: "Grease" — Frankie Valli (RSO)
NUMBER ONE A/C: "Copacabana" — Barry Manilow (Arista) (2nd week)
NUMBER ONE COUNTRY: "Love Or Something Like It" — Kenny Rogers (UA) (2nd week)
NUMBER ONE LP: "Some Girls" — Rolling Stones (Rolling Stones/Atco) (3rd week)

1983		AUGUST
5-7	★	ABBA
12-14	★	THREE DOG NIGHT
19-21	★	RAY STEVENS
26-28	★	PETULA CLARK

Every weekend is Special on
DICK CLARK'S
Rock Roll & Remember
The United Stations
 AMERICA'S TARGET RADIO NETWORKS

New York • Detroit • Washington, D.C. • Los Angeles

Swikard Back At KNUZ As General Manager

Larry Vance Swikard has returned to KNUZ/Houston as General Manager. Swikard had worked at the station for 14 years, eventually becoming VP/Programming, before leaving in 1981 to take the VP/GM post at Texas Coast Broadcasters sister stations KAYC & KAYD/Beaumont. He returns to Gold-formatted KNUZ following the recent sale of the two Beaumont stations to singer Charley Pride.

Swikard, a 28-year radio veteran, succeeds Texas Coast President Dave Morris. Morris will continue to manage sister FM KQUE. Swikard told R&R, "I forgot how wonderful Houston traffic can be. Aside from that I'm glad to be back. In the past six months KNUZ has increased its

Danny Davis Joins LARC As VP

Danny Davis has been named VP/Artist Development & Business Affairs for LARC Records. LARC Chairman Joe Isgro told R&R, "I brought Danny up here to handle the artist development and business affairs, being a liaison between the artists and the attorneys. He's a solid pro who deserves to be back in the business... he's a top-flight individual, and I'm very happy to have him here. Danny will be working with our artists on LARC, and our new pop label as well."

Davis, who for the past two years has been owner/operator of the Los Angeles-based delivery and limousine service Record Time, commented, "It feels sensational to be going back into the record business again. I do believe that Joe has allowed me to stretch out and try walking down some new avenues in this position. We are a growing company, and so my promotion expertise will be utilized. However, the horizon holds a lot of growth potential for LARC and our new pop entity. We plan on expanding past the bounds of black music, diversifying into all types of product."

Before founding Record Time, Davis served as Sr. VP/Promotion for Casablanca/PolyGram and Motown. Davis's wife Marie and son Danny Davis Jr. will continue the day-to-day operation of Record Time.

McKinney

Continued from Page 1

Commenting on policy, McKinney said, "The Chairman often talks about following the print model for regulation of the electronic media, and I couldn't agree more. I just happen to think that is precisely the correct way to do it." (A more detailed interview with McKinney appears on Page 4.)

While studying engineering at West Virginia Institute of Technology in the 1960s, McKinney worked for two years at WMON/Montgomery, WV, where his duties included engineering, sales, and announcing. He was also a local stringer for Associated Press. McKinney has spent most of his FCC career in the Field Operations Bureau (FOB), where he rose from an inspector to become Bureau Chief in 1982.

average quarter-hour numbers in our adults 25-49 target by 300%, so I'm confident of the future of this AM station in a market like Houston."

KIAK Defuses Explosive Situation

On July 20 at 10:40am a young, unemployed carpenter walked into the offices of KIAK/Fairbanks, bluffed his way past the receptionist, and entered the studio where PD Stan Clevenger was doing his show. Telling Clevenger that he wanted to go on the air and make a statement, the young man claimed to have "enough dynamite on me to blow us and this whole station to heaven or hell." The man then had Clevenger feel several cylindrical objects under his coat.

Clevenger told the intruder that he was unable to authorize a deviation from the regular Country format, and that he'd have to call his boss. The man allowed him to leave the studio, at which time Clevenger told Station Manager Pete Kelly to call the police. Within minutes the building was evacuated and police moved in.

While Clevenger continued to do his show, a specially-trained police officer talked the young man into giving himself up. The cylinders under his coat turned out to be wooden dowels. Following the incident, Clevenger told R&R, "I wasn't scared... I was nervous, but not scared... I just wanted to handle it as best I could, and get him calmed down."

Aku

Continued from Page 1

ratings dominated all local morning personalities, justifying his reputation as one of the highest-paid air talents in the business.

KSSK GM Earl McDaniel said, "For the last 36 years, Aku had been Hawaii's most dominant, innovative broadcast personality. We will all miss him, and will never forget his contributions to all of Hawaii. When Aku realized he was not returning, he gave us a letter which he asked to be read on the air at the appropriate time."

A portion of the letter reads as follows:

"Folks - the news is - I didn't make it.

"Now hold on: I know it's a sad piece of news and I'm sorry to lay it on you this way, but for some reason I feel up about it rather than down... One of the main factors is the hundreds and hundreds of cards and letters from you all - with love and prayers... Those of you folks who've been hanging with Aku in the mornings for the past 36 years know that my life has been a rich and rewarding experience. And the hundreds and thousands of you were the ones who made it possible - hell! - you shared it with me."

Aku's regular fill-in host Larry Price is now handling the morning show.

DROPS NEWS/TALK

KCNN Adopts Nostalgia Format

KCNN/San Diego has dropped News/Talk in favor of the "Prime Time" format. Prior to going full-time with the format, the station had been broadcasting the nostalgia-oriented music only on weekends, with host Don Howard. The changeover became effective July 25.

The station's new daily lineup includes Howard, now handling mornings; Art Way, middays (both former KOGO/San Diego personalities); and Jay Michael, doing afternoons following a similar shift at KMLO/Vista, CA. Remaining dayparts are filled with a taped presentation of the music. A replacement is being sought for former Managing Editor Che Moreno. He was to have stayed on as Operations Manager until his recent death in a motorcycle accident. The rest of the News/Talk staff was let go.

Explaining the format switch, GM Jim Price said, "The overwhelming reaction to our weekends just demanded we make a fulltime commitment to vintage discs. Our goal is to serve the adult population of San Diego with a complete station." Commenting on Moreno, he added, "He had done a damn good job for me."

KCNN is also retaining its affiliation with ABC news as well as continuing its local news, helicopter traffic, and stock market reports. Price indicated that management is working with the former staff on relocation possibilities, and that a call letter change (the station adopted its present calls upon converting to a News format using CNN broadcasts) is being contemplated.

WQXM

Continued from Page 1

his specialty. George did a fine job for us, and he agrees that our move is a valid one. Since he's not staying, I'm searching for a PD at present."

B/A/M/D President Dwight Douglas commented, "I've been talking with Gary Kines for some time now about our options, and it just became very obvious that this market could not support two AORs. Right now there are two Country stations, two 'soft rockers,' two AORs, but only one real CHR, WRBQ(Q105), and it's in transition between programmers. In about 30 days, when the research is completed, we'll offer a viable alternative for the market to Q105."

B94

Continued from Page 1

stay with Hearst at WHTX, told R&R, "As far as I'm concerned, their attorney knows nothing about this turn of events... they still work for B94." O'Brien & Garry were unavailable for clarification at presstime, but informed sources within the market speculated that the next steps would most likely be handled by the courts.

SPANDAU BALLET

"True"

Second Week Action:

47/34

WABX deb 36

WLOL-FM deb 39

WPHD on

KIMN add

KEARTH on

KFI add

KMJK add

KNBQ on

WSPK add

WKFM add

WPST add

WRCK add

WKRZ-FM add

Q106 add

WBBQ add

WCSC on

WBCY on

WNOK-FM add

KITE add

WNFY add

KAMZ add

WOKI on

KBFM add

FM100 add 35

WSFL add

KTFM on

KROK add

WZZR add

WJXQ add

KZ93 add

WHOT add

KQMQ add

KHOP add

KSKD add

KYYX add

KHYT add

KRQ on

WCIR add

WERZ add

WISE add

WJAD on

WFLB add

Q101 on

WAEV add

FM99 on

WGLF add

KCBN add

Produced By: Swain/Jolley/Spandau Ballet



on **Chrysalis** records

THE PICTURE PAGES

MCA Meets Fixx



MCA's Fixx played the Greek Theatre in L.A., and label executives greeted the band backstage. Pictured (l-r rear) are MCA President Irving Azoff, group's David Brown and Adam Woods, MCA Sr. VP Jerry Sharell, and Exec. VP Myron Roth; (l-r front) MCA VP Zach Horowitz, group's Jamie West-Oram and Rupert Greenwald, MCA VP Larry Solters, and group's Cy Currin.

Radio/Rock 'N' Roll Tonite Contest



The "Rock 'N' Roll Tonite" TV concert series teamed with top AOR stations WIYY/Baltimore, WCOZ/Boston, WLLZ/Detroit, WAPP/New York, KPRI/San Diego, KMEL/San Francisco, and WAVA/Washington to send winners from each city to attend one of the show's tapings in Los Angeles. The winners are pictured with Quarterflash singer Rindy Ross (4th from right below) on the set.

Original Impressions



Curtis Mayfield, Jerry Butler, and the Impressions reunited for a concert tour, and recently played the Greek Theatre in L.A., commemorating the 25th anniversary of their careers. Pictured (l-r) are Mayfield, actor Roger Mosley, Toni Lauder milk, Butler, actor Stan Shaw, and Consuella Durden.

Platinum Contamination For Air Supply



Air Supply received platinum awards in Canada for their "Now And Forever" LP following a show at the Montreal Forum. Pictured (l-r standing) are PolyGram Canada VPs Leo da Silva and Bob Ansell, group's Ken Rarick, Frank Esler-Smith, Graham Russell, and Russell Hitchcock; PolyGram's Llyn Adalist, group's Ralph Cooper, Donald Cromwell, and Wally Stocker, and PolyGram Canada President Peter Erdmann; (l-r kneeling) PolyGram's Alain Martineau and Alwyn Ross.

Network Takes Cara Business



Network President Al Coury recently joined producer Giorgio Moroder and Irene Cara in the studio to discuss plans for the artist's forthcoming Network LP. The album will include "Flashdance" and a new single, "Why Me." Pictured (l-r) are Coury, Moroder, and Cara.

E/A Displays Imagination



Elektra/Asylum has signed Imagination, with a single, "Looking At Midnight," just out and an album to follow. Pictured (l-r) are group's American rep George Greif, Red Bus Records' Eliot Cohen and Ellis Elias, and (seated) E/A Chairman Bob Krasnow.

RCA Rocks With Rick



Rick Springfield recently played the Brendon Byrne Arena in New Jersey during the early stages of an extended tour. Pictured backstage after the show are (l-r) RCA VP Gregg Geller, Springfield, and RCA VP USA & Canada Don Ellis.

LARC Inks LaToya



LARC Records has signed LaToya Jackson, with a single just out. Pictured at the signing are (l-r) LARC Vice Chairman Bill Craig, label VP Stuart Love, Mrs. Joe Jackson, manager Joe Jackson, LaToya Jackson, LARC Chairman Joe Isgro, Jackson attorney Curtis Shaw, and LARC attorney Kim Guggenheim.

Contemporary Hit Radio



JOEL DENVER

WQXI-AM & FM, THE MILLION DOLLAR SHIP

Management Profile: Quixie's Jerry Blum

There are few VP/GMs in the business who have had as long a tenure at one radio station as Jerry Blum at WQXI-AM & FM/Atlanta. His name has become synonymous with good aggressive radio. And if you've heard that nice guys finish last, spend a little time with Jerry and he'll convince you otherwise.

His 26 years of radio experience include selling time at WLEE/Richmond, KBOX/Dallas, and WIL/St. Louis. He also sold jingles for the Commercial Recording Company, now known as T.M. Productions.

I recently had the chance to sit down with Jerry and discuss his management style, some of the stations' accomplishments, and a few personal anecdotes.

Management Style

R&R: In the 21 years you've been at WQXI, you've accomplished a lot of things. Sales goals were met, ratings skyrocketed, you've hired some of the finest people in the business, and you helped create the "Great Rambling Raft Race," which made radio promotion history. But more importantly, you've been through a number of ownership changes. How did you survive them all?

JB: There have been four owners in all during my time here. It started with Esquire magazine when they bought it in



"It takes money to make money. Most corporate execs know that, but they play a game at budget time with their GMs. Most GMs give up too easily and won't fight for it."

1961 from Rounsaville Broadcasting. I joined in 1962 as General Sales Manager. Esquire sold it to Jupiter Broadcasting. Then I became Station Manager in 1968 when the station was owned by Pacific & Southern, and GM in 1969. Now, I work for Jefferson-Pilot, and they're a fine company to be with. I guess I was very lucky that each new owner didn't have a son-in-law or a bright son or cousin who figured he could do a better job.

People buy a radio station because it is successful, and they want to keep that success going, so I'm thankful they were smart enough to keep things the same way. Deliver the bottom line, and chances are you'll keep your job. Unfortunately, the other side of that is getting into political problems, which often occur in this busi-

"In 1963, we threw out our account lists. No one gets in anyone else's way out of respect for one another."

ness. Thankfully, there have been few political problems with any of the owners.

R&R: Have any of these new owners ever come in and said, "Jerry, we really like everything you do, we're not going to change a thing."?

JB: Hardly. They all tried to change it a little bit, but they changed a little bit too. The people at Jefferson-Pilot told me on a number of occasions that my management style was foreign to them, but they have accepted it and modified a lot of areas to the way we do things. It's a testament to their maturity to accept me, and to understand that there is more than one way to run a successful radio station.

No Internal Competition

R&R: Despite your testimony to looking first at the bottom line, you enjoy a reputation as a very people-oriented GM.

JB: I really have tried very hard not to have an ego problem, and that is where a lot of problems develop, in terms of internal competition. Years ago, Atlanta magazine did an article on me and I made a statement that I'm going to use again. Companies die from within. When you are in a competitive market like we are and WXXX does something on the street, you know how to get around it, deflate it. But when you have competition under your own roof, that's where the real problems begin.

If somebody is the kind of person that tells you it's a great place to work, but the minute your back is turned spreads rumors, innuendos, and insinuations, then you have a problem. I have found that if you treat your people fairly, equitably, give them room to grow and make mistakes, it's amazing how comfortable and easy it is to manage. For all intents and purposes my department heads are their own bosses and grow at their pace.

A Stable Stable Of Pros

R&R: I discovered that five of the jocks at this station own houses. That's almost unheard of in this business.

JB: The GM, GSM, five of the seven salespeople own homes, both PDs (AM & FM) own their own homes, and five of my jocks on the FM alone own homes. We are in a stable and successful, thriving kind of business at this radio station. Don Benson even came back to work here, which is unusual in this business. He's just a super-talented guy and I'm delighted he's back. He knows the music, the market, and he



THE MUSIC FM



knows me and my philosophy, so he does everything right.

R&R: Having an Operations Director is a new experience for you. What are Don's duties?

JB: Among many things, he wears about ten hats. He takes care of all the details, all those things a GM doesn't have time to do. In addition, he institutes things in sales, promotions, and ideas for programming as well. He's involved in all areas of the station, and it works beautifully for us.

R&R: In addition you have Fleetwood Gruver as PD of WQXI (AM) and Jim Morrison programming 94Q. What are their responsibilities?

JB: They answer to Don, and he is responsible to me. But at the same time, because of management style, I can walk into the PD's office and ask questions without offending Don. Consequently the PD can walk into my office and talk anytime. My door is always open, and has been for 20 years. If something is bothering you, I'll let you solve it, but offer some ways to go about it. I manage but I don't meddle. Do things because you think it's right. If you make a mistake then we'll talk about it and help you avoid the mistake again.

R&R: Was it a traumatic period to see WQXI slip because of the shift in population out of the city limits, and the increase in FM penetration?

JB: Simply put, it was a total and complete revolution. We knew it was coming, we sensed it, and I think we were one of the first Contemporary stations to simulcast in morning drive in 1972 or '73 at the latest. We knew we were losing audience, but our billing was tremendous on the AM. We had to wait until the time was right for the audience to be there and let the FM carry the load. We may have even waited two years too long, but the heritage, reputation, and business was still with Quixie. Eventually Z93 sapped the strength from the AM. Now we have geared up 94Q over the past five or six years and we are very competitive and our billings are homogenous.

How Many Zeroes?

R&R: Speaking of station billings, you just showed me a T-shirt that boasts of your "Million Dollar May." I've heard that WQXI-AM & FM put together three months with two commas in the net billing.

JB: That's accurate. I like to say we had a great year in our second quarter. This is a

"My door is always open, and has been for 20 years. If something is bothering you, I'll let you solve it, but offer some ways to go about it. I manage but I don't meddle. Do things because you think it's right. If you make a mistake then we'll talk about it and help you avoid the mistake again."

lot of money for Atlanta, which is the 16th market. At one time this was one of the worst radio markets in the country. 21 years ago, you could buy drivetime for \$5.50 a minute. Slowly but surely this market has built a credibility unequalled in this region of the country. Our "Grid I" level opens at \$500 a minute, and people are paying it.

At the same time we reinvest this money in our staff. We've got the greatest bunch of announcers. They are professional guys who are dedicated to their careers. They are well-paid, and have the ability to make

money from station remotes and other outside activities.

From Rafts To Lights

R&R: Let's talk about the "Great Rambling Raft Race."

JB: It was the greatest sustaining radio promotion in the world. We did it 12 out of 13 years, and it was incredible. Z93 had it the 12th year, and we did it the last year. It was an emotional experience for us to have it yanked away, and then eventually stopped.

Everyone wanted a piece of the action. It was basic greed that destroyed it. Everyone wanted to get a taste of it. For 11 years we did it by ourselves and drew thousands. Then the state got involved, and the city, and before we knew it the price tag was up to \$300,000 to run it. When we first started, it didn't cost us even 40% of that to do it ourselves. It just became financially impossible to do.

You can't fill the void created by not having a raft race. There will never be another raft race in Atlanta, and that's a reality. It was a thing of the times, and its time has passed. Now we are on to our "Light Up Atlanta" promotion, which will become a yearly event. This radio station just doesn't rest. We are constantly pumping.

R&R: Explain the Light Up Atlanta promotion.

JB: We found out that Pittsburgh did a thing with lighting the city, and we wanted to do something to celebrate the 250th anniversary of Georgia. We went to the city with a proposal and so did another group of folks.

"I think we're destroying a lot of young broadcasters with apathy, and by not giving them the time they need."

Well, we all put our heads together and Don Benson and one of our account execs, Don Ventura, did a remarkable job with this event. It took two months of work to close off all of Peachtree St., and have every building light up at a specific time. At the top of the Georgia Pacific Building we arranged an incredible fireworks display. Our name is all over this event with proclamations, banners, TV, and newspaper mentions.

No Account Lists

R&R: Could you explain the unusual way in which you run your sales department?

JB: In 1963, we threw out our account lists. No one gets in anyone else's way out of respect for one another. We used to have one guy who would make up the most imaginative account service record, and all it was was smoke . . . I never saw any billing. We ended up firing him and doing away with all of that stuff.

For example, if one of your accounts buys a schedule while you're away on vacation, one of the other salespersons will write it up, get it on the air, and put your name on the contract. It's done out of respect. In the last 15 years, I can't think of five major problems over accounts that we've had.

You have to trust people. Salespersons filling out time sheets is a ridiculous idea. If you can't trust them, then fire them. We haven't lost a salesperson of his own choosing in maybe 16 years. We've let a few go, but those that work out end up staying with us. One salesperson has been with us 19 years, another 16, and another 15. At the other end one has been here for five years, and our rookie has two years with us.

Continued on Page 28

HATS OFF AMERICA!

THE SAFETY DANCE

**CHR
BREAKER**

MEN WITHOUT HATS



From Their Debut Smash
Album
"RHYTHM OF YOUTH"



**Backstreet
RECORDS**

Blum

Continued from Page 27

R&R: Where do you think things are going for WQXI-AM & FM and the business in general?

JB: We've got nothing but great things ahead. I see those radio stations that are stacked with talent, compensate their people well, know their place in the market, know how to translate their listeners into advertising dollars, and know how to entertain their audience not having any major problems.

Frankly, I don't see cable as a threat either. TV has never been a threat, nor do I see cable radio as a problem either. If you are servicing your people the way they should be, then there is no problem at all. With all of this competition out there, this station has the biggest share of the market it's ever had. The highest gross profit, the highest expenses, but the highest net profit as well.

R&R: You certainly don't seem to be afraid of spending money.

JB: It takes money to make money. Most corporate execs know that, but they play a game at budget time with their GMs. Most GMs give up too easily and won't fight for it. If there is something I need for this operation, I go up to Charlotte and stand on my toes and ask for it. They support my wishes. I don't know of a major promotion that has needed extra dollars that I've been turned down for in the last five or six years. It pays off, and the folks at Jefferson-Pilot realize that.

R&R: It would seem that the environment you've created lends itself to a cooperation between those two traditionally-at-odds departments, sales and programming.

JB: A lot of folks might jump down my throat for saying this, but if there is a major problem between sales and programming, the buck stops at my door. If I were to allow that to continue, then I would be the problem. Some GMs like to keep things stirred up for whatever the reasons. To me it's the GM's responsibility to straighten it out.

R&R: You've had a number of successful names through this station over the years as PD. Some had philosophies dissimilar from those you use to motivate your staff.

JB: Scott Shannon was probably the most different, yet he's been very successful throughout his career. His only problem was with the staff. I think he has matured since then, and is a much better manager of people. He's done a fabulous job in Tampa, and will do well in New York.

R&R: Another major name is Paul Drew . . .

JB: He hasn't been here in 15 or 17 years, but Paul and I are still dear friends. We still enjoy debating what's going on in the industry. Other big names include John Leader, Bill Sherard, George Burns, and Dr. Don Rose was a jock here. I could go on and on. There are some terrific guys in this business, and I'm fortunate to have had a lot of them come through here. When it looks like someone has outgrown the situation, then I encourage them to take wing and go for something bigger. But I can't see anyone leaving here to go across the street. In 21 years no one has done it. I think that would hurt me more than anything else.

R&R: By now it's legend about WQXI dropping turkeys out of a helicopter for Thanksgiving and the messy results that followed. In fact, that served as the plot for a show on "WKRP In Cincinnati." People tell me that this station and you in particular were role models for WKRP. Do they call you the "Big Guy" around here?

JB: Well, yeah they do . . . among other things. Hugh Wilson, who worked for Burton-Campbell Advertising, came to me with the idea. I made some script suggestions and even pointed out that there was an Art Carlson in Cincinnati already at WRRM. It came to pass that the show aired.

I was in New York on a business trip and people stopped me and asked me if I was the "Big Guy," Gordon Jump, since the character Art Carlson does look like me physically. Clark Brown, my GSM, is the spitting image of Herb Tarlek, the "Duke Of Double-Knit," at least physically.

R&R: Earlier we talked about the future of radio, but what about your future?

JB: I'm very lucky. I'm a fortunate guy. The last 20 years have just gone by very quickly. I don't have any big plans. I'd like to have more money and investments, so that when I'm 65 I can maintain my lifestyle. I feel like I'm 30, and it's the business that keeps me young. You've got to know what's going on in town, and to do that you've got to be young.

R&R: What would you recommend to PDs looking to become GMs?

JB: Like I'd tell anyone else . . . do at least 10% more than you're asked to do. You don't have to stay later, but get your job done and learn about sales, promotions, financial responsibility. Learn all you can to make yourself a well-rounded individual. The guys who will be GMs show enthusiasm in all facets of the operation.

R&R: Any thoughts on up-and-coming younger broadcasters?

JB: Unfortunately, I think we're destroying a lot of young broadcasters with apathy, and by not giving them the time they need. If someone is looking for a job, I will take the time to see them just out of courtesy. Young people need encouragement, and there is some great young talent out there that wants to get started. I'm upset at those GMs that are so impressed with their own importance. These people won't take phone calls, and won't return them. Those are the things that hurt this business. That's not my style. I never ask who's calling; I take any phone call from anyone that wants to talk to me.

To me this is a great business, and I want to spend the rest of my life doing this at this radio station . . . I've found a home here. I'm proud of what we've built here and the people that I work with at this radio station and at Jefferson-Pilot. I'm in here every day at 8:15, and I get up looking forward to work. If that ever changes, then I'll know it's time to make a change."

Motion

Ralph Carroll leaves the PD/MD slot at **WQLT/Florence, AL** to become MD and night rocker at **WCGQ/Columbus, GA**, with Operations Manager **Rick Shane** taking over music duties at WQLT . . . **Brett "Kid" Nordhoff** exits **KFOX/Redondo Beach, CA** to join **KLOM(13K)/Lompoc, CA** . . . **Christine Hamilton** is appointed Director of Creative Services for Dees Creations, Inc., **Rick Dees's** production company.

WXLK/Roanoke MD **David Lee Michaels** exits to join **WDOQ/Daytona Beach** to do nights, and **Don O'Shea** is upped to MD as his replacement . . . **Craig Hunt** exits **WABX/Detroit** for mornings at **KWSS/San Jose** . . . **Mr. Bill Morris** moves up from all nights to team up with **Tray Matthews** at **WIXV/Savannah** . . . **99KG/Salina, KS** **MD Jeff Travis** moves into sales, and **Bob Singer** is now doing mornings . . . **KKLS(AM)/Rapid City, SD** will shift its CHR format over to **KKLS-FM** on Labor Day, picking up a Century 21 Easy Listening format.

STATION PROFILE

WFLB
1490

"1490 'FLB'"

P.O. Box 530

Fayetteville, NC 28302

Owner: Gray South, Inc.

Rep: Southern Spot Sales

President: Ted J. Gray Jr.

GM: Stewart Thrower

PD/MD: Larry Cannon

1490 kHz

1 kw day; 250w night

(919) 323-0925

"WFLB has been one of the few AM stations to maintain a basic CHR format through the years while staying respectable in the ratings and financially solid. We feel the reason for our continued success is simple: professionals working as a team in an active radio environment mixed together with community involvement and personality.

"Another ingredient in 'FLB's success is our aggressive music policy. I'm proud to say I've been handling music for almost 10 years, and 'FLB has always maintained a posture of musical leadership. Fayetteville is a big melting pot of people with a steady influx of all nationalities from nearby Ft. Bragg and Pope Air Force Base. This mix makes the market a good barometer for a national opinion on a record. I take great pride in our relationship with the record community, and they know we're not afraid to give a chance.

"In today's radio world where things are constantly changing, 'FLB has been able to evolve and progress with the times, instead of being buried by change. With the continued efforts of the staff, management, and the support of our listeners, 1490 'FLB will be around for a long time to come."

Larry Cannon

— Larry Cannon

THE PICTURE PAGES

Gold "War" For U2



Island's U2 received a gold album for the "War" LP at a party following their New York date at the Pier. Pictured (l-r) are Island President Ron Goldstein, group's Bono, the Edge, and Larry Mullen, manager Paul McGuinness, Island principal Chris Blackwell, and Island VP Michael Abramson.

Tin Angel Soars At Atlantic



Atlantic has signed Tin Angel, with the female quintet's first album just out. Pictured (l-r) are ICU Management's Joe D'Alesandro, group's Cindy Dell, Julie Last, Lori Zee, and Karen Atta, and Atlantic President Doug Morris, with group's Sherri Waggoner not pictured.

Allegiance Throws Curves Party



Allegiance Records held a party to unveil the Curves' video for their "Friday On My Mind" single. Pictured (l-r) are group's Owen Seiver, Allegiance President Bill Valenziano, group's Tom Boxwell, Chuck Gefre, Kent Barbour, and Joey Toth, Allegiance's Howard Zelener, group's Denis Cortese, and label's Marty Goldrod.

Rubinoos Set WB Debut



Warner Bros. has signed the Rubinoos, with a mini-LP called "Party Of Two," produced by Utopia, scheduled for September release. Pictured (l-r) are Utopia's Kasim Sulton, engineer Chris Anderson, Utopia's Todd Rundgren, Rubinoos manager Marc Nathan, and Rubinoos member Jon Rubin.

NYMRAD Elects Officers



The New York Market Radio Broadcasters Association (NYMRAD) announced the results of elections for officers and board members of its annual Management Dinner recently. WCBS-FM VP/GM Nancy Widmann is Chairperson, WRKS VP/GM Lee Simonson Vice Chairman, WNCN GM Matt Field Secretary, and WBSL VP/GM Charles Warfield Treasurer. Board members are SMN VP Ellyn Ambrose, RKO Radio Exec. VP Bill Hogan, WPIX VP/GM John Goodwill, WNEW-FM VP/GM Mike Kakoyiannis, Blair Radio Sr. VP Dick McCauley, WHN VP/GM Brian Moors, WYNY VP/GM Frank Osborn, WPLJ VP/GM Joe Parish, WGSM & WCTO VP/GM Richard Scholem, WNEW VP/GM Jack Thayer, United Stations President Nick Verbitsky, WINS VP/GM John Waugaman. Pictured (l-r) are new Chairperson Widmann; Verbitsky, presenting the first annual "NYMMY" awards; and past Chairman Thayer.

Execs Explore New Music A&R



Participating in the New Music Seminar's A&R panel in New York recently were (l-r) A&M President Gil Friesen, E/A President Bruce Lundvall, Island President Ron Goldstein, and Prelude President Marvin Schlachter.

RCA Meets Eurythmics

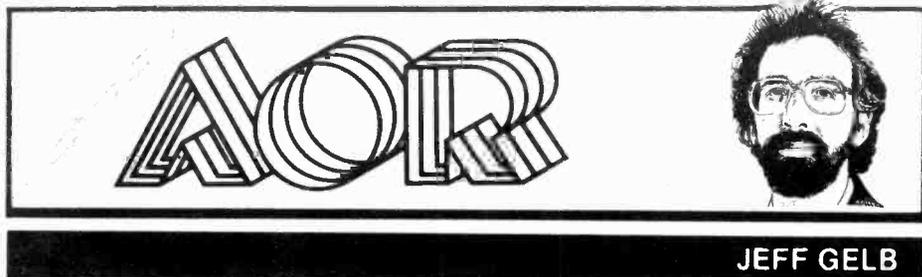


RCA held a reception for seven of its "new music" acts in conjunction with the recent New Music Seminar. Pictured (l-r) are Eurythmics members Dave Stewart and Annie Lennox, RCA VP/USA & Canada Don Ellis, and label VP Gregg Geller.

Geffen Carries Carey



Tony Carey has signed to Geffen following an album for Rocshire and substantial contributions to Geffen's Plant P Project LP. His first Geffen LP will be released later this year. Pictured in Frankfurt, Germany are (l-r) engineer Nigel Jopson, Carey, and producer Peter Hauke.



JEFF GELB

AOR WINNERS' CIRCLE PART ONE

KSRR: Houston's Star AOR

An early winner in the spring Arbitron results was KSRR/Houston, which took a strong lead over competing KLOL when it jumped 4.2-7.3. Not only did that make the station number two overall in the market and number one for contemporary music, but it also posted impressive demographic wins: #1 men and women 18-24, plus #1 in men 18-34, 18-49, and 25-34, and #1 adults 18-34 (and tied for #1 adults 18-49). Even more impressive is the fact that this was PD Andy Beaubien's first book with the station; he joined as PD (from a similar stint at WCOZ/Boston) a mere month before the book began. The story behind the station's quick rise to format stardom in as competitive a market as Houston should provide important insights for any PD.



"I think AOR radio has gone beyond the point of being able to survive on 18-24 male numbers alone."

Expanding The Base

Andy recalled his initial impressions of KSRR: "My PD predecessor, Alan Sneed, had put together a pretty damn good radio station, one which was already on its way up in the ratings. The station was on the right track, developing a reputation and an audience. Plus, the station had (and has) an excellent GM in Jeff Trumper, who gives the PD the freedoms he needs to get the job done. So when I came in, I hardly had to scrap the entire format. It was merely a refining process."

Aiding in that process was consultant Jeff Pollack, who was enlisted by KSRR simultaneously with Beaubien's arrival. The two initially examined KSRR's music library, giving it a facelift that Beaubien called "not dramatic — just a breath of fresh air. KSRR had been pretty heavy metal-oriented, and we wanted to give it a more balanced, mainstream sound, and make it a bit more current as well. We wanted to expand the base of the station. I think AOR radio has gone beyond the point of being able to survive on 18-24 male numbers alone. We wanted to become a more mainstream station, one that hopefully had equal appeal to both males and females from 15-34.

"We didn't do any research at first, instead choosing to 'shoot from the hip' in

determining which songs to play. The station had been pounding heavy metal pretty consistently. We did some dayparting of those bands and then added in some more mainstream favorites like Pat Benatar and the Police. We also juggled things so that songs like 'Hungry Like The Wolf' could get the airplay they deserved."

Southern Fried Oldies

The oldies library also fell under Beaubien's careful scrutiny. "AOR as a format had been frying many of its core songs. How much longer could we have gone on playing 'Aqualung' as a power oldie? Plus, for a time the format was so dependent on oldies that we were failing to establish new hits. So we retired some oldies, though few of these songs are gone forever; it's just a matter of how we deal with them. Some AOR stations reacted to burnout by taking an artist's entire catalog out of the library. Putting all Led Zeppelin tracks on hold is an unnecessarily extreme measure. Just as the audience may not go along with every new artist that comes out, neither are they ready to completely abandon every Led Zeppelin track. Now that we're playing more currents, it naturally slows the rotation of the oldies we have chosen to play."

He reacted "conservatively" to the influx of modern rock on AOR playlists nationwide, explaining, "Houston is not as progressive in those terms compared to the other major markets. We've had to be very careful about what we play (though now that MTV penetration is so high in the market, breaking new acts is not as difficult as it used to be). I hate labels, and like to look at each song individually, going by the old axiom that a hit is a hit. There are still format boundaries, of course. The audience is very vocal when we play a song they don't like. Plus, after a while, a qualified PD can second-guess his audiences' interests. He can sense the parameters in which he can operate."

For instance, KSRR played neither Prince nor Michael Jackson this spring. Beaubien said, "I just felt we weren't in a position of forcing something on our listeners before they were ready for it. 'Beat It' is a wonderful song, one of my favorites. But our audience wasn't ready for it."

Consultant Pollack offered input into these decisions, but Beaubien stressed, "I'm programming this radio station. It's

NEW KIDS IN TOWN PART ONE

KXZL Kicks Competition In San Antonio

It wasn't that long ago that KISS had the San Antonio AOR market all to itself. But, within days of each other this past spring, two new AORs joined the fray. One of them, KXZL, took an early ratings lead in the spring Arbitron results against both of its format competitors, and wound up number two overall in the market as well. The station is number one by far in teens (more than doubling its nearest competitor), but is also on top 18-34. Additionally, new Birch results show the station number one in the market, and far ahead of all format competitors.

The numbers are especially gratifying to KXZL PD Dave Conley, since he put the station on the air just two weeks before the spring book began. Conley noted, "We didn't start commercial-free, or have any particularly big promotional push. We just tried to be as different from our competition as possible. KISS's demographics were spread so wide that they were leaving a big hole 16-24. They were wide open for competition from a station playing something new. So we started right off playing songs, both old and new, that had never been heard in the market before. We were by far (and still are) more current. We are the station in the market to break records, though don't get me wrong; we're not a new wave station. We play the best of what's out there. The key is in the mix, blending appropriate material together instead of backing up something new-sounding with dinosaur-rock."



KXZL PARTY ANIMALS — Pictured celebrating the station's winning ratings debut (l-r back row) are airstaffers Loose Lief, PD Dave Conley, Vickie Davis and Michael Foxx; (l-r front row) Rockin' Rudy, Sabrina, MD Lisa Giles, and Mandrax the Magician.

"During the ARB, we had jocks in clubs most days of the week, just meeting and greeting listeners, finding out what people were into. We don't do music callouts, but we do callout research to discover people's attitudes and perceptions of the station and the marketplace. Music choices are determined by sales, requests, and what I like!" Conley's background gives him the credentials to program by ear: he came to KXZL from the PD post at WLRN/Louisville, and prior stints at AC's and CHR's in Houston and Los Angeles. Judging by his initial results at KXZL, it looks like Conley's programming prowess is right on target.

my responsibility. Whatever decisions are made are ultimately made by me. Jeff and his organization understand and respect that, and that's what makes our relationship so harmonious. They are a tremendous asset to the radio station, providing a national perspective, a good and objective view of what's happening elsewhere on many levels."

An AOR With Character

One of Beaubien's first decisions upon joining KSRR was to bolster its air talent roster. "I didn't want to recreate the old 'more rock, less talk, no commercials'-type of AOR we'd experienced a few years ago. I wanted to put together an AOR with real character. What makes KSRR something special is the individuals on the air."

"Putting all Led Zeppelin tracks on hold is an unnecessarily extreme measure."

"We already had a phenomenal morning show. Moby and Matthews are unquestionably the market's hottest jocks. Their show is tremendously popular. To beef up the rest of our schedule, I brought in Michael Stevens from WAPP/New York for afternoon drive, and Wild Bill Scott from WLLZ/Detroit for nights. As you might imagine from his name, he is not laid-back. His approach is very powerful, totally committed to rock and roll. More recently I brought in Garth Hemp, also from WAPP, for late-nights. Additionally, I switched our

evening announcer Loren Valle to midday, where the ratings have since shown she is much more appropriate. Each announcer has a unique approach; in most dayparts I don't encourage extraneous ad-libbing. We're still a music-oriented station. But when they do open the microphone, I want listeners to know that there's a real human being there, someone they can feel comfortable with."

Promotional Profile

The KSRR jocks played a large role in the station's spring promotional profile, doing numerous personal appearances and remote broadcasts. The station also benefited from the residual good vibes of its Who concert presentation locally the previous winter. But, Beaubien noted, "We didn't have a TV campaign this book, outside of some spots on MTV. Nor did we do any significant commercial-free promotions. Quite honestly, we regarded the spring book as a transitional one for us. We were still developing our airstaff and air sound, and I felt we didn't have a really solid product yet. So the numbers took me by surprise. We knew the station was growing, but we never expected it to take off like this."

How do you top a winner? Beaubien said, "I hate to stick my neck out and predict bigger things. After all, we're already number two in the market and the number one contemporary. At the same time, the competition is becoming more fierce every day. So, to say that I expect to be double digits in a couple books would be pretty silly. Our goal is to continue to be just what we are now: the top-rated 15-34 station in the market. If we can maintain that, I don't care what the share is. If we hold onto those demos, I'd be satisfied with a three share."

BULLETS FOR E/P/A

ELO
.....

AOR / ALBUMS

“Secret Messages”

18



KANSAS
.....

AOR / ALBUMS

“Drastic Measures”

20



AOR BREAKERS

**STEVIE RAY VAUGHN AND
.....
DOUBLE TROUBLE**
.....

AOR / ALBUMS

“Texas Flood”



BREAKERS

22



SHOOTING STAR
.....

AOR / ALBUMS

“Burning” 

31

ARCANGEL
.....

AOR / ALBUMS

Featuring

“Tragedy”



38

Produced By
Tom Allom

The Newest Bullet Is Coming Next
From **COBRA** “First Strike”





LOCAL TALENTS BENEFIT LOCAL CHARITY — WIYY/Baltimore donated over \$8000 to the Children's Hospital of Baltimore from the sales of its second hometown talent album. Pictured at the presentation (l-r) are WIYY promotion assistant Mitch Dahne, Record and Tape Collectors' Wayne Steiburg, Children's Hospital Director Bryan Lowe, WIYY Operations Manager Ty Ford, Recordmaster's Mike Richmond.



DEF AND FUN — When Def Leppard came to Richmond for a concert date, WRXL greeted the band backstage. Pictured (l-r) are station air personality Lee Hogan, PolyGram promo rep Bob McKenzie, band's Joe Elliott, and WRXL MD Tim Scott.



TAKE ANOTHER PICTURE — KZOK/Seattle was the host station for a recent Rockline Interview program with Quarterflash. Pictured after the broadcast (l-r) are WB's Sue Brett, band's Rindy Ross, KZOK PD Jim Robinson, Rockline's Cindy Tollin, band's Rich Gooch.



ROCKING TEXAS WITH THE RED ROCKERS — When the Red Rockers played Dallas recently, Dallas AORs were on hand to greet the band backstage after the show. Pictured (l-r front) are Columbia Director of National Album Promotion Jim McKeon, band's John Griffith and Jim Reilly, CBS's Jack Chase, band's Darren Hill; (l-r second row) band's James Singeltary, KEGL MD Joe Foiger, Columbia's John Fagot and Jeff Patton, KTXQ MD Drake Hall; (rear) KTXQ PD Tom Owens.

EVOLUTION

KFRX/Lincoln switches formats from AOR to CHR... Signing on as "Rock of the '80s" Rick Carroll client stations are WHEB-FM/Portsmouth, NH and KPOP-FM/Sacramento. WGIR-FM/Manchester, as reported in R&R last week, has signed with Carroll, but not for the Rock of the '80s format... Jeff Pollack signs KZAP/Sacramento... Upped to Asst. PD at WNOR/Norfolk is Les Wooten... Picked as the new MD at WFBQ/Indianapolis is Robin Luse... Exiting their MD posts are Mike Kirven from WPLR/New Haven, Rick Williams from KTYD/Santa Barbara, Chip Knight from WSCY/Syracuse, and Rob Roman from KLAQ/El Paso... KTYD's new MD is Allan Wilson... "Roz" is picked as MD of WIOT/Toledo... Kim Alexander joins WHCN/Hartford for 10pm-2am... Ben Stone replaces departing Matt Bell as News Director of WDEK/DeKale... David Lee White is upped to full-time airwork at KFMG/Albuquerque... Mark Felsot and Bob Zany join the weekend airstaff at KLOS/Los Angeles... A.J. Neimann joins KFME/Chico from KXOA-FM/Sacramento for weekends and Teresa Moell joins KFME for nights... David T. exits as PD of KTIM/San Rafael.



MAD ABOUT BLACKFOOT — When Atco's Blackfoot played Madison, WMAD held a contest whose winner was awarded an Ibanez guitar from the band's Rickie Medlocke. Pictured backstage (l-r) are the band's Ken Hensley, Atlantic's Rick Sudakoff, WMAD MD Dale Wolter, Medlocke, and WMAD PD Debbie Dalton.



BUFFALO GIRLS GO ROUND TO PARIS — WGRQ/Buffalo sent contest winner Kathy Thompson (left) and a guest to Paris to see Supertramp live. After the show, Kathy met the band's John Helliwell (right).



FRIENDLY PERSUASION — Some people will do anything to get a record played. Pictured perched atop the WDHA/Dover broadcast tower, trying to persuade PD Mark Chernoff (center) to add one of their albums, are RCA reps John Boulos (left) and Bob Catania (right).

Coming Next Week: Our spring Arbitron Winners Circle series continues with spotlights on KDKB/Phoenix, which wrested its audience back from tough competitors KUPD for KDKB's best numbers ever, and on new AOR KRCK/Portland, which debuted number one in the market against longtime ratings giant KGON. Details next week.

UPDATE

Risking their lives for rock and roll: WAAF/Worcester has enlisted listeners to join the "WAAF Daredevil Team." The group has already fed lions at a local animal farm, skydived, taken part in a demolition derby, and broken in a brand-new roller



WAAF Daredevil Team members Nancy Hoddinott (Promotions Coordinator) and Zip Zipfel (morning man) prepare for a skydiving session.

coaster... Attention fledgling comedy writers: KEGL/Dallas morning team Stevens & Pruett have asked listeners to submit scripts for a continuing morning show skit starring "Uncle Waldo." Scripts chosen for airing make their senders eligible for a variety of prizes... Meanwhile, across the street, KTXQ has released its first concert seating guide, which also lists restaurants, movie theatres, record stores, etc... KRQR/San Francisco's summer promotion asks listeners to call when they hear the day's "best shot" of two hits by an artist played back-to-back, to win \$100. One listener, who calls to identify a triple shot of Def Leppard, will win \$5000... What's your fantasy? That's what KATT/Oklahoma City's asking listeners. Five winners will see their fantasies come true, courtesy co-sponsor Coors Light. The first winner, already chosen, took a hot air balloon ride above the city, and then released hundreds of \$5 bills... Radio got hot in Chico, CA recently, when a local brush fire threatened to consume the KFME

studios. The fire was finally contained just yards from the studio doors... WFYV/Jacksonville held a beach party that attracted 18,000 to the live music of the Allen Collins Band... When Donnie Iris played Cleveland, WMMS held a contest whose 20 winners became a "Cruiser Chorus" onstage with Iris, singing background vocals on "Love Is Like A Rock." WMMS also bought a section of seats at the recent Cleveland 500, and outfitted all ushers and other race employees with WMMS shirts... WLWQ/Columbus did a live remote from a listener's backyard swimming pool as a recent promotion. 200 friends and listeners attended... WQBK/Albany tied in with Tears For Fears and the "Change" track for a promotion whose winner received \$104 in change, a \$104 gift certificate for a change of clothes, and a membership at the local Nautilus gym for a change in image... KWXL/Albuquerque has announced its second annual rock and roll chili, beer, and pool party, August 20. All interested radio and record reps are invited; contact the station for more information at (505) 765-5400... KSQY/Rapid City sponsored a computer and technology fair that includes laser concerts... Congratulations to WAPP/New York PD Joe Krause and wife Susan on the birth of son Daniel... WZYC/Jacksonville, NC is a new 100,000-watt AOR that needs album servicing from all labels. Contact PD Ben Ball at (919) 728-2019.

CONCERTS & CONVERSATIONS

GUEST DJs: Motorhead on WBCN/Boston.
CONVERSATIONS: Loverboy on KSQY/Rapid City... Def Leppard, Rick Springfield, Krokus on WLWQ/Columbus... B-52's on WCKO/Miami... Sparks on WXKE/Ft. Wayne... Joan Jett, Nicolette Larson on KVRE/Santa Rosa... Fixx, A Flock Of Seagulls on KROQ/Pasadena... Stevie Ray Vaughan on WXRT/Chicago... Bryan Adams on KKCI/Kansas City... Bryan Adams, Iron Maiden, Fastway, Saxon on KFMG/Albuquerque... Donnie Iris, Blackfoot on WXLN/Davenport... Tubes, Mitch Ryder on WDHA/North Jersey... Steve Ray Vaughan, Steppenwolf on WZIR/Buffalo... Marillion, Quiet Riot, Stevie Ray Vaughan, Def Leppard, Urial Heep, Fixx, A Flock Of Seagulls on CITI-FM/Winnipeg... Call, Peter Gabriel, Tubes on WZZO/Allentown.

Adult/ Contemporary



JEFF GREEN

Does A/C Sell Records?

With some 30% of all radio listeners already and being the most promising format for the advancing median age (just over 31 among whites), one might think that A/C would be flexing some strength in the record retail marketplace. But does A/C sell? Although opinions are mixed, the general consensus among the record industry is that more than anything else, A/C is the catalyst format. That is, A/C's key role is to influence the key selling formats: CHR, AOR, Black and Country. Occasionally, A/C will sell product on its own, but in these cases, the results appear over a long period of time, and rarely on a direct and immediate level.

This week, several national A/C promotion executives comment on their observations, explain why they see A/C in its "best supporting role," and suggest what A/C stations can do to improve their clout as a sales force.

Sandi Lifson MCA National A/C Promotion Director

Since my experience in working the Lee Greenwood single "I.O.U.," I am more convinced than ever that A/C does sell records. I have to believe that the heavy A/C action, particularly in Atlanta and Baltimore, influenced many of the CHR stations who added it. Obviously, the more formats exposing a record, the more sales are generated. Nationally, we doubled our single sales and saw a 15% increase in album sales, compared to a top ten Country singles by a major artist with no A/C airplay. Even more significant is that "I.O.U." is the first single from Lee's album, and only the second album of his career.



Sandi Lifson

Rick Bisceglia Arista National A/C Promotion Director

There's proof that A/C sells when product starts moving without any other format support. In San Diego, for example, where we still have no CHR airplay to this day, Louise Tucker has been outselling some of our other current records. In Miami, we had power rotation play at A/C stations on Barry Manilow's "Memory" single, and the album was top five without any other format.

A/C won't generate nearly as many sales as CHR, but the formats together can sell a lot of records. With Louise Tucker in Atlanta, the sales generated by airplay at the three key A/C's helped influence Z-93 to add it, and 94Q soon thereafter. Sometimes breaking a record CHR isn't possible without an A/C base.

The record business is just learning how to market records to the 25+ demographics, but needs to realize there's potential sales out there at a time when sales in general are very slow. We're one label that's aware of adult airplay and will, in certain situations, stock stores from A/C airplay. The industry has seen A/C have particular success with unusual, almost novelty-type records, such as Meco, Bill Conti, Royal Philharmonic Orches-



Rick Bisceglia

tra and Vangelis because these are active records, not just passive ballads.

Don Wright Motown National Pop Promotion Director

Actually seeing sales from A/C radio alone is very difficult to judge; however, I feel strongly that indirectly A/C accounts for sales by forcing the issue on CHR and other formats. In major cities such as Cleveland, Atlanta, Pittsburgh, San Francisco, Miami and Philadelphia, A/C's influence the CHRs, and do account for some sales themselves.

One reason it's hard to gauge A/C's sales impact is because many retail accounts won't buy off A/C airplay alone. In fact, one of the industry's major problems today is that retail rack business, particularly in the Midwest, will not react to A/C as they will to CHR. Why? Partly because CHR stations promote themselves to the accounts. A/C stations could enhance their communication with the key accounts and utilize local promotion teams to educate their sales staffs that adults do buy records. The sales and promotion people in turn talk it up to the stores. This is especially important on records with only A/C airplay.

In conclusion, it's difficult to pinpoint where A/C's strength lies. I would like to see A/C become a dominant sales force, but the major problem is talking the accounts into recognizing A/C as a viable sales tool.

Mike Martucci Columbia National A/C- Secondary Markets Manager

A/C airplay alone would not justify the cost of releasing a new single by an artist that has a limited consumer recognition.

However, A/C airplay does reflect sales in certain major markets like Dallas, New York, Miami, Philadelphia, Minneapolis and Chicago. Although it's hard to measure crossover records like Champaign and B.J. Thomas, A/C does add longevity to such artists as Neil Diamond and Barbra Streisand. It also re-establishes acts like Paul Anka and Chuck Mangione.

For A/C stations wishing to prove or improve their strength in the marketplace, they should communicate more with the record reps, on a local and/or national level. Ask about our promotions, giveaways, or meeting artists backstage after concerts. Be more aggressive and flexible with your format and playlist. What I can't understand is when a PD or MD says, "Yes, that Neil Diamond is a fabulous song, but there's no room on my playlist this week, so I had to hold it off." Why can't you play one or two less oldies that hour and



Mike Martucci



one or two more currents of these major artists?

Another area A/C could improve on is its active retail research. Call the stores and get to know the clerks — they'll give you a feel of what's moving. Remember to check LP and tape sales, not just singles.

Don't let the trades decide for you what to play. If the sound fits, play it! A/C stations which use their ears, communicate with the labels, and check the retail scene really make a stronger mark on record sales.

Bonnie Goldner RCA Manager, National A/C Promotion & Trade Relations

As the population bulge grows older, A/C is becoming a more important part of record sales every day. Still, aside from major markets, sales generally don't come from A/C airplay directly. However, A/C can break a record by influencing other formats, which ultimately translates into sales.

Sylvia's "Nobody" is a perfect example of an artist breaking A/C and crossing to pop. The sales eventually peaked well over a million and her single reached top 15 CHR, but only long after it had been broken and crossed from A/C and Country airplay. Royal Philharmonic Orchestra's "Hooked on Classics" is another example, one which sold millions. I must say A/C's sales impact on these two records was beyond instrumental — A/C was responsible for these successes.

A/C not only influences CHR, but also Country radio airplay. We've noticed that in markets where the Country stations are a little hesitant to add an A/C-Country crossover, A/C airplay in that market can be the deciding factor.



Bonnie Goldner

"A/C's presentation is background, the music is background, and in order to motivate its listeners to buy records, it has to be more of a foreground commodity."

I highly encourage A/C stations to talk more about what they play with the labels and local retailers. It means a lot to a label knowing that a station's communication with its retailers may affect what it plays. Maintaining consistent retail contacts makes record companies sit up and take notice.

Polly Anthony E/P/A Associate National Director, A/C Promotion & Trade Relations

A/C basically is another way of broadening the exposure base of any given artist. A song with only A/C airplay usually won't sell that many records.

A/C airplay will sell product, but it takes far longer than it does for any other format. Even though A/C stations will play a song for 15 weeks or longer, the rotations are considerably slower than their CHR counterparts. Consequently, adults react much more slowly.

Looking at Michael Jackson's eight million sales, I'd be an idiot not to assume that adults are buying the album. But it's not completely clear how many of those buying adults are primarily A/C listeners, since Michael also gets exposure from CHR, AOR, Black, MTV, clubs and other sources. It's hard to differentiate between the different formats and vehicles as to which is selling what. The same is true for Culture Club and even for Willie Nelson & Merle Haggard's "Pancho & Lefty," a huge Country single and album. Furthermore, one must also distinguish which specific age group among all adults is buying these particular records. A/C stations playing the Culture Club but targeting 35+ probably have little if any sales impact on that specific record. On the other hand, Dan Fogelberg is an artist A/C listeners grew up with, and his "Greatest Hits" LP I'm sure went primarily to 25+ adults.

Overall, it's hard to document what A/C is contributing to the retail picture. One reason is that we don't hear back from A/C about music like we do from CHR. CHR tells us about what's really selling and if there's stock in the market. With A/C, sales aren't even a factor. They just don't care.

At the same time, the record stores themselves are not oriented to adults. Hard rock blares in the background and adults are afraid to go up and ask the young clerks for Engelbert Humperdinck or Barry Manilow. There's a distinct generation gap.

A/C's presentation is background, the music is background, and in order to motivate its listeners to buy records, it has to be more of a foreground commodity. I'd like to see A/C stations put their playlists in the record stores for adult customers to check over. They could also get more involved in sales research. Even the most basic effort such as backannouncing the artists and talking about them a bit makes a big difference.



Polly Anthony


STREET TALK

Continued from Page 20

In less than three weeks as PD of FM102/Sacramento, Rick Gillette has been promoted to Operations Manager. Chris Collins is now MD for the CHR outlet.

Summer relief is often easier to come by if you're in Hollywood. Case in point — KPRZ/Los Angeles. When afternoon man Dick Whittinghill vacations August 8-12, filling in will be actor Ted Knight. "It all started at a little 5000-watt radio station..."

Longtime WDRC-AM & FM/Hartford VP/Programming Charlie Parker is now home recovering from two separate heart operations. Because Charlie will be out of the station for a while, his VP slot has been eliminated, with his approval. When Charlie does return to work, he'll serve in a consulting capacity. We wish him a speedy and complete recovery.

Our condolences to the friends and family of KIIX/Ft. Collins midday personality Bob McBride. Bob, 38, was killed in a traffic accident last weekend (7-24). He is survived by his ten-year-old daughter.

Bill Garcia has exited WAYS/Charlotte to go into

KPKE

Continued from Page 3

format took place Saturday (7-23). Hattrik explained the reasoning behind the format shift: "We know that KPKE was a rather successful AOR according to the Birch and our in-house research. Unfortunately this is a very cume-dependent market, and you can have all the time spent listening spans you want, but without the cume it won't translate in Arbitron. This new format will generate a great deal of cume for us."

"This is a very broadbased CHR format, perhaps broader based than the CBS-FM stations, but certainly broader than our AORs. Generally we are playing a very small percentage of oldies. It just became obvious that this market, more than any other I'm in, had the need for a high-energy CHR station. We have no plans to take this format to any of the other Doubleday stations at present. I do plan to make this format available as part of my consultancy to other clients as well."

PD Mark Bolke and the current airstaff will remain with the station.

Law

Continued from Page 1

I'm truly looking forward to the competitive situation in Southern California."

Law's background includes programming positions at KIMN/Denver, WRQX/Washington, WABC/New York, and WHDH/Boston. He was also VP/GM of WYNY/New York

management at nearby WDEX/Monroe, NC. Bill, who was at KULF/Houston before joining WAYS, will be GM and handle the morning show at the station.

WSAI-FM/Cincinnati has applied for the new call letters WKXF, not WKXS.

Former Sire/Bearsville/Casablanca promo exec Marc Nathan has established Between The Ears Management in Los Angeles. WB group the Rubinoos is his first client. Get Between The Ears by calling (213) 465-8004.

Get-well-quick wishes to Marge Bush, who's home mending after an emergency appendectomy. Marge, currently Director of the Ohio School of Broadcast Technique in Cleveland, was Music Director of WIXY & WDOK/Cleveland.

Laydio Productions head Nancy Plum has announced her resignation as broadcast consultant to Universal Pictures. Nancy will continue to produce the Laydio Radio Show and work on her book on disc jockeys. She'll remain with Universal until August 1.

The stork stops in Austin, TX as KHFI PD Roger W.W. Garrett and wife Sharri are the proud parents of Courtney Lynn.

Rivers

Continued from Page 1

Rivers told R&R, "I'm excited, especially taking over a station with the ratings Redbeard left me with (11.5, leading the market). The first problem I have to deal with is the loss of Redbeard on the air; in this market, he's a legend. We have a great airstaff that can move in and do real well. Tom Stein, our MD, really has his finger on what's happening in this market. It should work great."

Rivers joined WZXR 2½ years ago as an air personality, and during a 15-year radio career has also been on the air at WLUP/Chicago, KZOK/Seattle, and WGRQ/Buffalo.

Winslow

Continued from Page 3

nearby Winter Park, and I look forward to missing the Northern winter. On one hand, I'm unhappy about leaving (WMGF owner) the Josephson family. I've got a tremendous amount of respect for Radio Division VP Ed Christian and his crew in Detroit, as well as for our VP/GM Tom Joerres, one of the nicest and most competent executives I've been lucky to work with. But the prospect of going home to Florida and working with Metroplex, especially with Jonathan Pinch and consultant Mike McVay, was an opportunity I couldn't pass up. I'm really excited."

No new PD at WMGF has been named yet.

CALENDAR**BRAD MESSER****Another Side Of Information Processors**

If you've been hungering after a word processor and feel the slightest nudge might be all it would take to have you signing on the dotted line, let me share some facts of modern life which the computer salesman isn't likely to bring up in his pitch.

After making the usual rounds of computer shops and reading stacks of literature, I knew a megabucks monster was out of the question and a tiny toy simply wouldn't do the job, so I compromised on a sensible and utilitarian information processor which cost only about as much as a real good motorcycle. The minute I left the shop the proprietor apparently telephoned the factory and gave them the go-ahead to bring out a cheaper model with much more power, but folks who buy electronic products quickly learn not to waste time looking back.

Mine's a Xerox 820. I didn't buy a service contract. Just after the 90-day warranty expired, so did the on/off switch on the dual disc drive. The repairman who lightheartedly informed me it would be out of service for a week but would cost "less than a hundred bucks" to fix also expressed mild surprise at the failure because "usually it's the CRT switch that goes out." Fine. That's always in the back of my mind now. But good news. Something in Xerox's computerized billing system must have erased my bill because they never sent one, heh heh.

Yes, I can move paragraphs and search-and-replace and that good stuff, and writing's completed more rapidly than on a typewriter, but even as I write this there is the sound of thunder outside and any second a lightning bolt somewhere in my neighborhood's grid could shoot a power surge into my home and up my chips, at worst frying everything, at least dumping these words into oblivion and leaving me to begin again. They make a neat device to prevent that. It costs several hundred dollars. I'm told a person can walk across the carpet and then blow a computer's mind with only one spark of static electricity, too, but that hasn't happened. Anti-static devices are available.

At the book store there seem to be hundreds of books about Apples, Commodores, and many other machines, now including the new darling of the industry, the IBM Personal, but not a word about my brand.

And a word about software. I bought what my salesman called "the Cadillac of word processing software" (MicroPro's WordStar), and it is excellent, except that when I type in one particular command, the whole machine shuts down (warm boots) and destroys the working file. I called MicroPro in Silicon Valley to explain my problem. No sympathy. They said they had discovered that problem and had corrected it in a newer version of WordStar which they assure me I am more than welcome to purchase at full retail price with no trade-in allowance for my older, flawed software.

A final note. My salesman was very helpful in getting me started by patiently explaining this and that until I was ready to take my machine home. Juggling all I'd learned about programs and procedures, I set everything up and plugged 'er in. Only then did I realize that I didn't know how to turn it on. At the shop it was always already on.

1790 Census Included 800,000 Slaves

MONDAY, AUGUST 1 — Tabulation of the first American census began on this date in 1790. The 17 United States had just over 3 million citizens plus 800,000 slaves. About ten percent of all Americans lived in Philadelphia, by far the largest city.

Shredded Wheat was patented in 1893. Two men completed a 56-day crossing of the Atlantic in an 18-foot rowboat in 1896. The Atomic Energy Commission was created in 1946.

Jerry Garcia, co-founder of the Grateful Dead in 1965, is 41. Fashion designer Yves St. Laurent is 47. Comedian Dom DeLuise is 50.

Legionnaires Disease Still Common

TUESDAY, AUGUST 2 — As puzzling and frightening as AIDS is now, Legionnaires Disease was equally so seven years ago today when men at a convention in Philadelphia began dropping. Twenty died almost immediately. Dr. Paul Garbe, epidemiologist at the federal Center for Disease Control, says "it turned out to be a bacterial pneumonia. We still have between 25 and 50,000 cases annually [and] the disease has been reported in many areas of the world." The survival rate is now 85 percent.

Wild Bill Hickock was shot in the back 107 years ago today in Deadwood, South Dakota, where a daily reenactment of the murder is now a popular tourist attraction.

Jim Capaldi is 39. Garth Hudson of the Band is 46. Peter O'Toole is 51, and Carroll O'Connor is 59.

Air Traffic Controllers Strike

WEDNESDAY, AUGUST 3 — In 1981 when the federal Air Traffic Controllers union illegally went on strike, President Reagan gave them 48 hours to go back to work or he would fire them. They didn't and he did. (In two years since, claims Air Traffic Control Association Executive Director Gabriel Hartl, "What they've found out is that they didn't really need that many people.")

This was the date Christopher Columbus sailed from Spain in 1492, reaching the Caribbean in 70 days.

It's the 25th anniversary of the first A-sub "Nautilus" becoming the first ship to sail beneath the ice cap of the North Pole (1958). The ship's retired and destined to become a museum display.

Martin Sheen is 43. Tony Bennett is 57. Rev. Billy James Hargis is 58. Novelist Leon Uris is 59. Maggie Kuhn, co-founder of the Grey Panthers in 1968, is 78.

American Press Freedom Established

THURSDAY, AUGUST 4 — When New York newspaperman John Peter Zenger published a claim that Gov. William Crosby had tried to rig an election, the Governor sued Zenger for libel, although what Zenger had said was true. The jury's "not guilty" verdict on this date in 1735 established the right of the American media to print the truth. Press freedom was later reinforced by the First Amendment.

America bought the Virgin Islands from Denmark for \$25 million in 1916. The National Park System's only underwater park is there.

Queen Mother Elizabeth of England is 83.

Marilyn Monroe Suicide

FRIDAY, AUGUST 5 — Twenty-one years ago today Hollywood's top sex symbol Marilyn Monroe was found dead of an overdose of sleeping pills. At age 36 she had already appeared in 23 movies.

The Pilgrims departed in the "Mayflower" in 1620. In 1861 President Lincoln signed an income tax law calling for a flat 3 percent tax on everything over \$800 a year, to finance the Civil War. The pedestal cornerstone of the Statue of Liberty was placed 99 years ago today (1884).

The first man on the moon, Neil Armstrong, is 53. Tomorrow (8-6) Andy Warhol 55, Robert Mitchum 66, Lucille Ball 72. Sunday (8-7) Stan Freberg will be 57.

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A NEW RADIO NETWORK COMPANY
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*SOURCE: Radar 27, Volume 2 Mon.

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**THANK ITS AFFILIATES
RADIO NETWORK HISTORY.**

RKO TWO

**DRAMATIC GROWTH IN RADAR AMONG
ADULT NETWORKS WITH GAINS OF 36% ADULTS 18+,
42% ADULTS 25-54 AND 33% ADULTS 25-49.*
ALL IN LESS THAN 2 YEARS!**

Sun., 6AM—Midnight, AQH. †Various demographic/daypart combinations.

RADIO STATION HISTORY WITH RKO NETWORK PROGRAMMING.



LON HELTON

Two More Views On Country Radio

Often we get so close to our own stations and markets that we lose sight of changes or trends happening around us — the old forest for the trees syndrome. Sometimes it takes the thoughts of those with a wider perspective to provide us with a few extra points to ponder. Once again this week, the views expressed on the state of Country radio are presented by people who deal with Country radio on a national basis, from a variety of angles.

Carl Cramer, President Cramer Communications

Carl is an Arlington, TX-based consultant with a number of Country stations on his client list. The stations he consults are all over the U.S., so the research he does in each individual market ultimately gives him the big scale picture.

"The battle between personality Country and Continuous Country is very similar to the AM vs. FM battles that are going on. The AM stations that are losing felt that they were doing a real good job. Then, when they were beaten by a Continuous Country type of operation, they simply decided in their own minds that the Continuous Country format was better. In reality, what they needed was to do a lot more work on providing a better personality operation than they had to begin with. The problem that personality Country has had is that the music base widened out incredibly fast, but the personalities didn't. The overwhelming majority of the personalities continued to sound like country bumpkins, especially on the full-service, personality-oriented operations. I think this is the reason why, even though they play the same songs, they cannot get as broad an appeal as the Continuous Country stations



Carl Cramer

because their own personalities narrow the personality appeal of the station rather than broadening it.

"We need to examine whether or not the audience has changed as much as the Continuous Country format and such things have led us to believe. The research continues to insist that people want both personalities and the country music they are currently listening to. And, if personality radio is not getting the most listeners, then the answer is simply that the airstaff is not living up to the expectations that the audience has for what personalities should be. There can't be any other explanation.

"I'm still firmly convinced that a well-done, well-thought-out, very adult personality Country operation can beat a jukebox. I think that the biggest thing that is going against the personality Country stations right now is fear of 'how do we attack something that is having so much success,' as Continuous Country obviously is. I don't have any doubt that it can be done; it's simply a matter of commitment and an actual fine-tuning of the personalities to match what the new Country listener is."

Have You Heard?

KLVI/Beaumont, TX recently honored morning man **Al Caldwell** on his 20th anniversary with the station. The mayor gave him a key to the city at a gala event held at the Beaumont Sheraton. Al came wearing a shocking pink tuxedo, green polo socks, tennis shoes, and a black fedora. You can't even dress him up, let alone take him out . . . **Rick Braswell** has just joined the staff at **WPAP-FM/Panama City, FL** . . . Get well quick to **Ross "the Hoss" Brooks**, PD and morning man at **WNOX/Knoxville**. Ross suffered a heart attack on the Fourth of July, and has just gone through a five-way bypass operation. He is reported to be doing well, but I'm sure he would appreciate a card or note. Just send it to the station, and they will get it to him . . . **Jerry Warner**, PD of **WEZQ/Rochester**, and **Patti Van Dobrovitz**, Promotion Director for the station, recently received the "Community Partner of the Year" award from the Rochester Association for Retarded Citizens . . . For the third consecutive year **WMZQ/Washington DC** has been voted the area's #1 Country station by the readers of **Washingtonian** magazine. The station also received a first-place award for the Best Local Television Commercial . . . **Chris Adams** is now doing 7-midnight on **KXYL-AM/Brownwood, TX** . . . **Mike Sheppard** is leaving **WRXT/Cocoa Beach** to become the new PD at **KAFY/Bakersfield** . . . and what have you heard?

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CRS Update

The Board of Directors of the **Organization of Country Radio Broadcasters** recently met in Nashville, and they have set the date for the 15th annual Country Radio Seminar. The 1984 seminar, which once again will be headquartered in Nashville's Opryland Hotel, is set for March 1-3, 1984. The CRS, dedicated to the improvement and growth of Country radio, has always enjoyed a great reputation as being a truly educational seminar, with top speakers and panelists. It comprises two full 9-to-5 days of panels geared to the problems faced by Country broadcasters in all market sizes. Last year, there were over 20 panels examining such varied topics as "So You Want To Own A Radio Station," "Engineering (in English) for Programmers," "Strategic Marketing For Your Radio Station," and "Is There Life After Three In A Row?"

This year's Agenda Committee Chairman is **KLAC's Charlie Cook**, who said, "Last year's CRS set records in terms of attendance, and we hope to attract even more people this year as we continue to focus our attention on issues that are of concern to all aspects of our business. We will also continue the CRS tradition of educating and informing the Country broadcaster like no other convention or seminar anywhere. The finest people in broadcasting will again be here, and I hope that with this advanced notice, GMs will put a few extra bucks in their budgets so that they can attend along with the PD. It is truly a learning experience that can only benefit the station."

Charlie also mentioned that this year's agenda committee meeting will take place at the end of August, so now is the time to contact any of the committee members and offer your thoughts as to subjects you would like to see covered. This year's CRS agenda committee members are: **Greg Lindahl, WSM/Nashville;**



The Oak Ridge Boys were recently in Chicago to sing the National Anthem for the 50th Anniversary All-Star Baseball game. The night before the game a gala celebration was held on Chicago's Navy Pier, with the Oaks and Dottie West providing the entertainment. Shown after the party are (l to r) Donna Summer (not the singer), Richard Sterban of the Oak Ridge Boys, WMAQ PD Ted Cramer, Joe and Mary Bonsall of the Oaks, White Sox President Eddie Einhorn, and Mr. and Mrs. Marv Stuart, Sox shareholders.

Jim Ray, VP/GM KOKE/Austin

Jim is the current President and past Agenda Committee Chairman of the **Organization of Country Radio Broad-**

casters, the group that presents the Country Radio Seminar in Nashville each year.

"I see a pretty rosy picture for Country radio. It's prospering greater than ever before, there are more Country stations than have ever been, and most of them are doing pretty well. I don't see it being threatened, as are some of the other formats, by things like MTV.

"Country radio has really come of age the last few years; it is no longer in the position of having to ask for respect. It is, however, going through a period of evolution as a result of the three-in-a-row phenomenon, which has changed the face of Country radio the last two or three years. People are now using this type of Country radio as they would have a Beautiful Music station in the past. I think because of the success of many of these stations, Country radio has lost a lot of the life and personality it once had. What was once one of the freer forms of radio has now pretty much become formula radio. My station is doing a four-in-a-row guarantee, so I'm not talking with a holier-than-thou attitude, but I don't think the three or four or 97-in-a-row thing is really very good for Country radio because it is robbing Country radio of much of its identity.

"One of the possible things that I see in Country radio's future is a fragmentation of the format similar to that of the 'old' Top 40 radio. Right now, there are at least three or four distinct formats that evolved from Top

Continued on Page 39



Paul O'Brian, WUBE/Cincinnati; Jerdan Bul-lard, WZZK/Birmingham; Dale Roberts, WBZI/Xenia, OH; Barry Mardit, WWWW-FM/Detroit; J.D. Spangler, KSAN/San Francisco; Bob Backman, KWEN/Tulsa; Beverlee Bleisch, KJYJ/Des Moines; Bob McDonald, KOKE/Austin; Jerry Schaeffer, KKBC/Carson City; Cat Sloan, KFMR/Stockton; Susan Storms, WHN/New York; Gary Havens, WIRE/Indianapolis; Debbie Pipia, KILT/Houston; Tim Wilson, WAXX/Eau Claire; Tom Miller, WWVA/Wheeling; Rusty Reynolds, KYKX/Longview, TX; Norm Schruft, WKHX/Atlanta; Erica Farber, McGavren-Guild; Frank Murphy, United Stations; Johnny Biggs, Watermark; and yours truly at R&R.

Let us know what you would like to see and hear. It's your seminar; we want and need your input.

The Music Section

Country's Most Accurate
Music Information
Airplay/50 . . . See Page 66
Adds & Hots . . . See Page 50

Nashville This Week



SHARON ALLEN

CMA Talent Seminar Set

The Country Music Association's 1983 Talent Buyers Seminar is slated for October 9-13, at the Opryland Hotel in Nashville. Registration begins Sunday, October 9 from 1-4pm, and from 10am-2pm on Monday in the hotel lobby. If you register before September 9, registration cost for CMA members is \$100 and non-member registration is \$150. Late and on-site registration will cost an additional \$50.

Scheduled activities for the week include two one-hour panel discussions focusing on problems from both the agent's and the artist's viewpoint. An additional two-hour clinic will address problems and opportunities relevant to the development of the video market; then a two-hour round table "rap" session has been designed to give registrants the opportunity to share ideas and suggestions with leaders in the country music industry. Seminar registrants will have the opportunity to attend showcase performances hosted by RCA, CBS, and MCA, as well as an additional three-hour showcase produced by the Talent Buyers Seminar showcase committee.

For additional seminar information, contact CMA Talent Buyers Seminar, Country Music Association, PO Box 22299, Nashville, TN 37202.

Tammy And The Doctor

Tammy Wynette is recording a duet with the Seattle Superintendent of Schools, Dr. Donald Steele, as a part of a unique musical fundraising drive to aid that district's college scholarship program. Producers Jerry Taylor and Dennis Knutson wrote ten original songs for the concept LP, which tells the story of a fictitious Seattle boy during his maturing from adolescence to manhood. It's titled, "Let's All Pull Together." The writers and their respective publishing companies have declined royalty payments on the project.



Tammy Wynette

The venture has also drawn the attention of President Ronald Reagan and the office of Private Sector Initiative in the White House, because it deals with the private initiative program encouraging individuals to come up with monies for projects that have previously been funded only by the government.

As a result of Miss Wynette's support, a slogan has been adopted by residents of the district that's a takeoff on her platinum selling single: "Tammy Wynette Stands By Our Man."

Bits & Pieces: Mike Post, composer of themes for the television programs "Magnum PI," "Rockford Files," "Hill Street Blues," and others, is coordinating a new road show for Ronnie Milsap. The entire road crew will be involved... Josh Graves, bluegrass music's first dobro instrumentalist, donated his Rudy Q. Jones custom-made dobro to the Country Music Hall of Fame and Museum... Vince Gill (former member of Pure Prairie League) is

singing background vocals for Steve Wariner's latest single, "Midnight Fire"...

The August issue of Harper's Bazaar named Crystal Gayle one of the world's 10 most beautiful women. Looks like everything is coming up roses for Johnny Rodriguez. Take a look at the front and back cover of his current LP



Crystal Gayle

"For Every Rose": his new tour jackets also sport the yellow rose, and the Rodriguez household is said to have yellow roses in every room. Could it be the ex-Texan is sentimental about "The Yellow Rose Of Texas?"... Johnny Lee was recently hospitalized for a back injury, but he must be feeling better 'cause he's spending this week in Alaska fishing... The Virginia Press Association presented Roy Clark the Virginian of the Year Award. He is the 17th native son to receive the honor, given to Virginians who have distinguished themselves nationally... Willie Nelson and Anne Murray are set as hosts for the CMA Awards telecast October 10 over CBS.

McDonald's And Lee

Lee Greenwood pulls one over on Mother Nature... It looked like a dismal evening when Lee and his band pulled up for the outdoor concert in Union, SC. Nevertheless, they got their equipment set up and played the first song before it started raining. Instead of letting the downpour ruin the show, Lee and crew packed up their equipment and moved their concert to the local high school gymnasium. The audience of 1500 jumped in their cars and followed the tour bus, pied piper fashion. The crew quickly reset the stage and Lee performed using the school's PA. When the show was over, someone called the nearby McDonald's restaurant and asked that they stay open for this special occasion (especially appropriate since Lee is now doing commercials for McDonalds). Then the townspeople escorted Lee over and held a small-town reception for him. When the folks of Union, SC have a "Big Mac attack" they do it in style. Wonder who enjoyed the evening more, Lee or his fans? I'll bet it was a toss-up!



Lee Greenwood



ALL STAR JOCK JAM — An impromptu jam session took place at BMI VP Frances Preston's home following the annual Conway Twitty vs. Barbara Mandrell celebrity softball game. Shown getting down to the tune of "What'd I Say" are (l-r) Ray Guy (L.A. Raiders), Michael Warren ("Hill Street Blues"), Vince Ferragamo (L.A. Rams), Brenda Lee, Barbara Mandrell, and Steve Gatlin. Not visible are Walter Peyton (Chicago Bears) on drums and Danny White (Dallas Cowboys) on piano.



SYLVIA SIGNS IN BROWNWOOD — While in town for a concert Sylvia took some time out to autograph her latest album for fans at a local Brownwood, TX Camelot Music outlet. KOXE, which hosted the autograph party, also sent along station reps Scott K. Smith, Operations Manager (left), and DJ Mike Woods (right).



WAXX WELCOMES CELEBRITIES — WAXX/Eau Claire, WI recently staged a concert for the area starring David Frizzell & Shelly West and George Strait. All three are shown here with station PD Tim Wilson (second from left) in what could be called an Eau Claire encounter.

Views On Country Radio

Continued from Page 38

40, and I think the same thing may happen in Country.

"One of the problems in assessing the strength of a Country format is that things are becoming obscured by the question of what band you are on. It seems to me that it no longer is a test between styles of Country radio presentation, but a test of the superiority of the FM band, and in some cases, the superiority of a particular signal."

Mack Sanders, President Mack Sanders Broadcasting

The roots of Mack Sanders Broadcasting can be traced back to 1958 when Mack built his first station, KSIR/Wichita, and pioneered the country music format. Currently, there are six stations in the group, all playing country music, and Mack is very happy about that.

"I feel that we are probably entering the greatest era for Country radio. With our base broadening the way it has, radio stations that play country music will be getting stronger and stronger. Country encompasses many things today; if the listener feels it's country and if it touches him, then it's important.

"The broadening of the music has been very good for country music and Country radio. Any time something stands still, it dies. We must continue to grow, and I think that growth will come as more and varied Country radio formats begin to show themselves as being successful. I think the key is that the AM and FM audiences, for the most part, are two separate groups, and a full-service AM and a more music FM can both do well today.

"In terms of what Country radio can be, I don't think we've seen the top of the mountain yet. As the base broadens and the format fragments, the shares will not only grow larger, but I think you will see the demos grow younger, too. I think that it's good that we are sharing audience with other formats. The listeners to Country today aren't quite as loyal or exclusive as they used to be, but the plus side is, there are now a lot more of them than there used to be, people who have been turned on to country as the music has become more mass appeal. I think the competition for the 25-54 audience between stations of different formats, as well as the competition between artists to make better records so that they get airplay on other-formatted stations, is great because it makes everybody work harder to be that much better.

"I'm really happy with the way country has been changing, and pleased with where it is today. I certainly wouldn't want to see it like it was when I began in 1958. When my station first went on the air, people would listen, but they wouldn't admit it to anybody; and advertisers were just as hard to sell. They just didn't want their commercials on the same station as that 'hokey music they couldn't stomach.' Things started to change in the early '60s. The turning point, and you never hear much credit given to this man or his show, was Jimmy Dean's TV show. With the success of that show, and the exposure given to the country artists of that time, the trend started to reverse. As artists like Roy Clark and Johnny Cash got through and touched middle class America, the positive image of country music grew, and that helped the growth of Country radio tremendously.

"Television today is also an important factor in the continued acceptance of country music and the growth of Country radio. The country music awards show and the like are very important, as they portray country artists in a positive way, and it's an image that everybody involved in country can be proud of. While all of this helps Country radio remain healthy, we are still the workhorse of country music. We are the listeners' companion; there are no hit records without us."

Editor's Wrap-Up

As we've examined the state of Country radio the past few weeks, it's become evident that you no longer can pigeonhole it as being any one thing in particular. In the past, whenever Country was mentioned in association with radio or a format, one had a pretty good idea as to what kind of radio sound was being discussed. Not so today, as stations where country is the primary musical genre run the gamut from 25-record playlists to stations that have 100 titles or more; from full-service with loads of personality to the Beautiful Music approach seen in Continuous Country. As the ideas and presentational methods of programmers have expanded, so have the boundaries of Country radio. It is this expansion that may require PDs to alter or even set a new course for programming Country radio in the future. As the wants and needs of listeners change, Country radio evolves, and programming must evolve also.

As we close this series on the state of the Country, I think that its future is in very capable hands. With no equivocation we can say that the state of the Country is very healthy, very healthy indeed.



Country News

Next Week's Guest:
Legendary Record Producer
BILLY SHERRILL
Shares Some Great Stories

Call Pete Howard or John Peterson (213)392-8743
228 Main St., Suite R Venice, CA 90291

Black Radio



WALT LOVE

WHRK: Back To The Top

The city of Memphis has become the most competitive medium market for Black radio in the country. Memphis has five black-oriented music formats for listeners to choose from: WHRK (FM), KRNB (FM), WDIA (AM), WLOK (AM), and WKDJ (AM). Memphis's total population is 757,700, and Arbitron's black weighting was 37.7%

I spoke this week with WHRK (K97) PD Lawrence Jones and Music Director Jimmy Smith, following WHRK's jump from 9.9 to 10.5 in the spring Arbitron book. Interestingly, they worked together at KOKY/Little Rock early in their careers. Who would have thought that years later they'd be programming the #1 Black radio station in Memphis.



Lawrence Jones (left), Jimmy Smith

Explaining WHRK's rise, Lawrence told me, "We went after the market very aggressively. The station had absolutely no contact with the community at all. We are now very involved with community leaders and organizations; in fact, we're in touch with every element of the city. We have rearranged our music, redirected our rotations, and we've become very community-oriented.

"Remember that K97 didn't have any Black FM competition until KRNB came into the city and blew the doors off '97. I think it's important to note that this rise in our numbers came after 1½ years of Black FM competition. To not only be competitive, but to become a dominant force, we had to regroup. Most of the things we did were important things that needed to be done; i.e., shortening our playlist, finding new ways to utilize solid recurrents, and researching our oldies better to make sure we had the most effective ones."

I wondered if Lawrence was an advocate of the short playlist? "Not really. I think it depends on the market. When I took over, we had about 20-25 power records that were in heavy rotation. The problem was, the most popular music wasn't coming up frequently enough. At that time our music was turning over about every eight hours. That's a bit long to ask your listeners to wait to hear one of their favorite songs. We now play about 15 powers, and they turn over every 3½ hours.

"Another thing that helped KRNB when they came into the market was that they were playing 2½-3 minutes of commercials, when we were sold out and had to play 10-12 minutes. There was good music on our station, but no one could hear it because listeners had to wait forever for it to come up in rotation. Since that time our commercial load has been lightened to a maximum of nine commercial minutes per hour — this

way we can make the necessary revenue and still entertain effectively."

Knocking On Doors

I asked Lawrence to elaborate on how the improvement in WHRK's community relationship was accomplished. "To tell you the truth, Jimmy Smith, Herb The K, and myself literally knocked on doors all over Memphis and told people what was happening at this station. We had to let the black people of Memphis know that positive changes were taking place. We actually had luncheons with local city political figures, ministers, Board Of Education officials, club owners, etc.

"Part of our message to these people and the community in general was that K97 had a completely new staff of people here, including myself. We put together one of the most lovable and effective staffs in the country, and for the first time in the history of the station, we had an all-black staff. It makes all the difference in the world. Why? Because Memphis has a large black population, and black people here really do support their favorite radio station. We needed more of a black identity, so the people wouldn't continue to think they were just being used by K97.

"What we ended up with was a station playing 90-95% black music and a black staff . . . results, a 10.5 share 12+. We actually got out and hustled for everything we've been able to accomplish. Our first major event, in September '82, was a back-to-school dance for all students in the Memphis Public School District. Over 2000 students showed up . . . we donated all the proceeds to the Sickle Cell Foundation. We've held all types of fundraisers, telethons, etc., and by doing these things, we now have a better image with the residents of this city."

I asked Lawrence why an Urban-formatted station found it advantageous not to really have a racially mixed airstaff. "With our city having a large black population capable of tilting the scales in favor of or against a particular effort, we felt a new all-black staff might help us get back the listeners that were lost to KRNB. Most of the announcers who were here didn't relate to their black listeners, and this includes the black announcers as well. I'm not saying white jocks can't relate to black people on Urban radio; that's been proven incorrect in cities like Chicago, New York, Atlanta, etc. I am saying that in this city they were not relating, or why did they lose so much of the audience when confronted by an all-black FM?"

"K97's base audience has been and still is composed of poor black people, who were ignored, but not any more. By the way, we now have one white announcer who we feel fits in with our station's style, and he'll be doing our overnights. I'm proud that a progressive group of 1983 black broadcasters who can not only relate to black America but white America as well have made all this happen."

Lawrence mentioned that K97 will have completely set its on-air lineup next week. Here's how it looks: Jimmy Smith 6-10am,

Gary Byrd Wears "The Crown"

Black radio personalities are presently on a roll in the record industry — as artists. Curtis Anderson, PD of WWIN-FM/Baltimore, recently had his second single released. Tyrone Peppers, afternoon talent at KGFJ/Los Angeles, has a new release out, and now longtime New York Black radio personality Gary Byrd has made his move in this field with a song entitled "The Crown."

Byrd has written inspirational poetry for years and used to read it over the airwaves of then-soul giant WWRL. "The Crown" was introduced to the New York public on WLIB through a series of talk shows hosted by Gary.

Gary filled me in on the facts behind this project. "In early 1980, I began working on a piece that was inspired by three black historians I'd met, Dr. Joseph Ben Jochannon of Malcolm King College, Dr. John Henrick Clark with Hunter College, and Dr. Ivan Van Sertima, associated with Rutgers University. After I finished the poem, Stevie Wonder heard it and asked me if he could put some music to what I had and if he could be the producer also. Naturally, I consented. By the way, this was the first record released on Stevie's new record label, Onedirection Records."



WLIB "CROWNS" BYRD — Pictured live at WLIB/New York's press conference for Gary Byrd's record "The Crown" are (l-r seated) Vinnette Price of the Daily Challenge, New York Association of Black Journalists President Peter Bailey, The Black American's Jean Parnell, Gallery's Joe Moore, Music Review's Ken Simmons, Lionel Mitchell, and Byrd; (standing l-r) writer Peter Noel and publicist Owen McKenzie, holding Gary's son Sheloman Al Kabir.

I asked Gary to tell us what he's trying to accomplish with this record. "When I came to New York as a young jock I started a thing called the 'GBE' (the Gary Byrd Experience). I had one purpose in mind when I created it — expanded consciousness through communication." Gary added that this record "is about pride, especially black pride. Some of our children don't even realize that our heritage dates back to and includes the Egyptian Empire. We truly are descendants of kings and queens.

"A crown is something that all people relate to as a form of royalty. All people wear a crown in all walks of life. The song 'The Crown' is also my way of saying we can all achieve greatness. Anyone can wear the crown if they are willing to make the commitment to excellence and pride. To wear the crown, one must be willing to make the necessary sacrifices to reach this level of expanded consciousness."

The form of music is called "rappin'," and if it's one of the tools we can use to communicate and educate our youth — rap on!

Debra Kennedy 10-2pm, Lawrence Jones 2-6pm, Herb 'The K' 6-10pm, B.J. Taylor 10-2am, and Tim Far 2-6am.

Trimming The Music List

I asked MD Jimmy Smith to explain in more depth the reasoning behind the decision to air fewer records. "The main thing we've done is eliminate the overexposure of album cuts. At one time we might have gone 3-4 cuts deep on any album. Now, we never do that except for maybe Michael Jackson or George Benson."

Jimmy further explained K97's music selection "We play more songs which have crossover potential. For example, we've started playing music by people like the Greg Kihn Band, Culture Club, Men At Work, Michael Sembello, and others. We mix the things I've just mentioned with tunes from artists like Michael Jackson, EW&F, Diana Ross. Then we bring it all the way down with things from Con Funk Shun, Lakeside, the Bar-Kays, etc. I must say, this music with this approach has made a difference."

Memphis is one of those Southern cities that people call a "blues city." So I asked Jimmy if K97 played the blues. "A slight taste. We've got four other stations in the market who play more blues than we do. Our particular demographic listening cell doesn't call in and request blues music. We do play some blues artists like B.B. King, Bobby Bland, and Z.Z. Hill, just to name the most popular with us."

How many pieces of music does K97 air? "We really concentrate on 40-45 pieces of music each week — current music, that is. We may play 80-85 selections when you

count our current, recurrents, and album cuts."

What musically helps K97 pull those strong numbers? Jimmy said, "Consistency, for one thing. Being able to turn on the radio and hear your favorite song three or four times a day is a real positive. Rotating our music better, to the extent that it flows much more evenly, has helped us expose new music with more positive results. We're now getting to air out the new product to the point that one may hear the new Zapp single four times in one day."

In closing, Jimmy had this advice for those Black/Urban stations who might not be doing so well right now. "Make sure you listen to as much music as you possibly can, because you know what fits your station better than anyone else. Also, don't play a piece of music just to (as they say in the industry) help out a friend. The friend won't be there when your ratings go down and you've been fired. Pick the strongest music you can. Make sure the new music you put on the air today becomes the hit old music in your oldies file tomorrow. Here's my best tip . . . don't be afraid to play any record you believe in. Stevie Wonder was an unknown until somebody played his music on the radio, then he became a known!"

The Music Section

Black Radio's Most Accurate Music Information

Adds & Hots . . . See Page 49
New & Active . . . See Page 64

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CHAMPAIGN "Let Your Body Rock"

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WLOU, WDAO



DENIECE WILLIAMS "I'm So Proud"

Black Radio
SIGNIFICANT ACTION

Added This Week:
WVEE, KRNB, WYLD-FM, KJLH, WNHC, WOIC, KJCB, WPLZ

ON YOUR DESK THIS WEEK:

THIRD WORLD: "Love Is Out To Get You"

EL CHICANO: "Do You Want Me"

WEATHER GIRLS: "I'm Gonna Wash That Man Right Outa My Hair"



EASY LISTENING



GAIL MITCHELL

Searching For The Ideal Personality

Contrary to what those unfamiliar with the format may think, Easy Listening/Beautiful Music stations employ *personalities* — not merely staff announcers. These stations are just as concerned as others when it comes to finding the right air talent to properly execute the format, as well as complement that important music element.

But as those working in the format can attest, finding the right air talent is another matter altogether. Below, three programmers and a former programmer turned syndicator share their opinions and advice.

Mike Burnette, PD/OM

KJQY/San Diego, Group W FMs

"What I'm looking for is someone who can sound human, warm, intelligent, and has a fluidity of delivery. What I'm not looking for is the old hand-on-the-ear style announcer, the mellifluous toned nonentity. Personality is very important, but you don't have to talk a lot or be funny to be a personality. We're personalities even though most of what we say is one-line flip cards. But it's conveyed with warmth and a certain kind of caring attitude about the audience. I've often said this is zen radio — it's seeing how much you can do with a little.

"People come into this format thinking it's going to be a breeze. It's a very difficult format to do right because you have nothing carrying you. You don't have the ticker underneath that you have a lot with all-News stations; you don't have jingles and uptempo music that you're talking over. The music plays for about 13 minutes and stops, then you have to be a star. You've got anywhere from five to ten seconds to do that.

"Groupwise we find it pretty tough to scare up good talent. Part of it is a lot of good radio people dismiss this format. There's a lot of challenge and reward here. Good radio is good radio, and this is a form of good radio. I look first for talent and next for an ability to fit in with the people who are already here; we don't have enormous turnover. My best people tend to come out of a news background. They seem to be used to conveying information in a calm and reasonable sort of manner."

Jack London, OM

KORK-AM & FM/Las Vegas

"My personalities are just that — personalities. I don't let the guys get cutesy,

and I ask them not to do anything that's borderline, off-color, or hip which is above our target demographic of 49 years. As compared to other music stations in the market, I would say our personalities are more in touch with their audience. In other words we have to thoroughly prepare the subject matter. It's like programming a Talk station. When I programmed Talk, I would program a topic that wouldn't be limited to just a small minority of the audience.

"There is a deep relationship, more so than any other format, between the personalities and the music. When we play a song from the era of the '40s and '50s, those songs are so strong in the memories of our listeners that we have to be careful as to how we present it. We have to be able to disseminate information to the audience, too. We can't just do the ha-ha funnies, play comedy records, and think that's going to satisfy our personality aspect of the listeners. They want to know what's going on.

"I think in the next five years you're going to see up-and-coming (Easy Listening) talent because programmers are finally starting to realize there are only so many Hot Hit formats that are going to succeed. The others are going to have to come back to a true, MOR personality format. In terms of advice, I'd say personalities should know the audience first before they know their music. The audience will help you if you don't know the music; they'll help you relate."

George Conrad, PD

WNNJ/Newton, NJ

"WNNJ looks for a person who has a nice, easygoing voice. Nobody who screams, but somebody who comes across as having a lively voice and who, whether he likes the music or not, comes across the air as liking the music. No matter what format you're working on, you have to act out the part, that you're part of that music. If you're on a Big Band station, you have to act like you



GOLDEN TOUCH — Century Broadcasting's WAIT/Chicago was recently honored by the BPA, winning the organization's Gold Medallion Award for its 30-second "Touch A Memory" TV spot. On hand to accept the award were (l-r) WAIT VP/GM Harvey Wittenberg, Century Promotion Coordinator Cherie Koch, and Bentley, Barnes & Lynn VP/account supervisor John Joyce.

couldn't enjoy anything more than playing a Benny Goodman song. Or if you're working on a Country station, you just love playing this next Conway Twitty. You have to prove to the listener that you love what you're doing and, in turn, they'll respect you for what you're doing.

"We usually let our people develop their personalities over the air as long as they stay within the understood guidelines. If you can project the weather and time, plus deliver a live piece of commercial copy, I find you don't really need a strong personality. If a person is smart enough to stay within the guidelines and develop his personality, the sky's the limit.

"Being at a small market station, most people I find are just getting out of broadcast school. We have four or five in our immediate area and I'm usually able to pick the cream of the crop. They're eager, want to get into the business. It's easier for us to get by with hiring new people for the first time than hiring somebody who's had five years on a Top 40 station. That would be the type of person who might be stifled by the Easy format.

"Since New Jersey is in the shadow of Philadelphia and New York City, we have to accept the fact that we're in a position of constant turnover. They're finding they can come here, get a start, gradually develop their personality/style, and then move on to another market. Another problem is having DJs a lot younger than the music we play for an older, sophisticated audience. If a person has a mature, good voice and delivery, there's not such a contrast."

Ken Mellgren, VP

Schulke Radio Productions

"You're not just looking for a staff announcer as you were a few years ago. It's becoming more and more apparent that announcer input is very important as more stations become aware that imaging is also extremely important. An Easy Listening

personality should be a communicator who sounds like a friend of yours might. The delivery approach should be consistent with the music being played: it shouldn't be too up or too fast-paced if the music isn't, and it shouldn't be the stereotype of the old Beautiful Music announcer who sounded as if he were emceeding a golf tournament. You need a person who's satisfied with enhancing the radio station's image as opposed to enhancing his own.

"There are always plenty of people looking for this kind of thing, but very few are excellent at it. A lot of it has to do with motivation and guidance — many who aren't cutting it now could. Programmers should look from within and utilize someone who is already on staff who may have had past experience. If you've analyzed your staff and still feel you need to bring someone else aboard, look to your competition or stations in other markets. There's no reason why you can't take someone from an A/C or MOR format, put them on, and have them perform in a very compatible manner. The odds of finding someone with a CHR or AOR background aren't as good.

"I'm a great believer in positive motivation and reinforcement. Let the person know they're a key element of the station, emphasize positives, and hopefully keep them on track. Allow them to critique themselves through daily aircheck reviews. Make airchecks of a well-executed Easy Listening station and work with your announcing staff to generate a similar sound. Take advantage of input from outside sources, such as your syndicator's format consultants; utilize research but put it in proper perspective. Promotions and community involvement can both enhance station image and boost personnel morale. It's also important to have your personalities meet the people your sales department meets and have them participate in sales functions whenever possible."



"I've often said this is zen radio — it's seeing how much you can do with a little."

— Mike Burnette



"There's a deep relationship, more so than any other format, between the personalities and the music."

— Jack London



"You have to prove to the listener that you love what you're doing and, in turn, they'll respect you for what you're doing."

— George Conrad



"You need a person who's satisfied with enhancing the radio station's image as opposed to enhancing his own."

— Ken Mellgren

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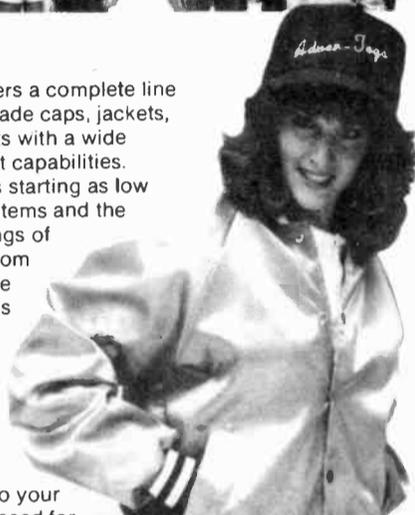
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VA Country station accepting T&Rs for possible openings as announcers in near future. Possibly combined with engineering. WREL, Box 902, Lexington, VA 24450. EOE M/F (7-29)

If you can do wake-up calls, topical humor and work with a talented newsmen, I need you for mornings. Good production. T&R: CQ102, Box 213, Geneva, NY 14456. EOE M/F (7-29)

WABY/Albany, MOYL, needs fulltime announcer with mature sound. T&R: Jon Knott, Box 12521, Albany, NY 12212. EOE M/F (7-29)

WRSC/State College, PA seeking PD/production director immediately. T&R: Sheldon Levine, 160 Clearview Ave., State College, PA 16801. No calls. EOE M/F (7-29)

Cape Cod's premier A/C needs afternoon drive/production now/ Strong personality & reliability. Pros only. No calls. T&R: Jack Miller, Box 1170, Orleans, MA 02653. EOE M/F (7-29)

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WRXL, AOR seeking personality announcer with production skills for 8pm-midnight. T&R: Charlie West, 7100 Bethlehem Rd., Richmond, VA 23228. No calls. Females encouraged. EOE (7-29)

Premier CHR & nation's #1 condensed market looking for air talent. No calls. T&R: PD, Y107, 156 Broadway, Long Branch, NJ 07740. EOE M/F (7-29)

WKRZ-FM/Wilkes-Barre looking for talented PM drive. T&R: Jim Rising, Box 1600, Wilkes-Barre, PA 18701. No calls. EOE M/F (7-29)

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

New Sunbelt 100kw FM Country station to debut in September needs PD, & air staff. T&R: Ron White, Consultant, Box 4189, Little Rock, AR 72214. (7-22)

WOWW-107 needs an anchor/reporter. Prefer Southerner with experience & degree. Team-players only. T&R: David Brando, Box 2788, Pensacola, FL 32513. (7-22)

SOUTH

TX Panhandle AM & FM needs 2 A/C personalities & 1 PBP man. T&R: Steve Coulter, KVOP & KATX, Box 1420, Plainview, TX 79072. (806) 296-2771. EOE M/F (7-29)

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KROD accepting T&Rs for possible future openings. Attn: PD, 4141 Pinnacle, #120, El Paso, TX 79902. No calls please. EOE M/F (7-29)

Openings

Afternoon drive in 81st market at 100kw CHR FM. Programming experience preferred. T&R: Jay Christian, WQUT, Box W-CRS, Johnson City, TN 37601. EOE M/F (7-29)

Gulf Coast #1 Country station looking for a mature air personality and production pro. No beginners. Excellent benefits. Send Tapes & resumes to: Radio & Records, 1930 Century Park West, #510, Los Angeles, CA 90067.

Q101/Meridian, East MS & West AL's premier CHR seeks professional air talent. Excellent salary & benefits. T&R: Chuck McCartney, Box 5314, Meridian, MS 39301. EOE M/F (7-29)

Parttime announcers needed. T&R: George Harris, WQXM, Box 4809, Clearwater, FL 33518. EOE M/F (7-29)

WNOO/Chattanooga is looking for young, experienced, format-oriented jocks for R&B. Newspeople also. No calls. T&R: Box 5156, Chattanooga, TN 37406. EOE M/F (7-29)

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Growing medium market FM Country accepting T&Rs for future openings. All positions. T&R: Don Moore, KNFO-95FM, 1512 Lake Air, Waco, Tx 76710. EOE M/F (7-22)

WSGN/Birmingham is looking for a midday alt talent. Strong production a must. T&R: Steve Price, WSGN, 236 Goodwin Crest Dr., Birmingham, AL 35209. EOE M/F (7-22)

Immediate opening for 7pm-midnight at KMHT/Marshall, TX. Good production, one-to-one delivery, minimum 2 yrs. experience. Country format. Call Terry Ryan (214) 938-6789. EOE M/F (7-29)

"East Texas Country AM needs promotion-minded PD leadership abilities, team spirit a must if you would like to be a part of this growing, exciting organization. Resume, philosophy and excellent references required as well as tape." Send to: Radio & Records, 1930 Century Park West, #512, Los Angeles, CA 90067. EOE M/F

The new I-95/Savannah seeking experienced night jock/production. Join a winning team. T&R: Todd Martin, WIXV, Box 876, Savannah, GA 31498. EOE M/F (7-29)



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**Cleveland Wheeler, WRBQ A/F
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Leading AOR on south TX coast needs experienced jock. T&R: C101, Box 9781, Corpus Christi, TX 78469. EOE M/F (7-29)

K106-FM seeking experienced one-to-one communicator to work A/C airshift & serve as Production Manager. Needed yesterday. Call Dave Graichen, 10am-noon (409) 769-2475. EOE M/F (7-29)

Openings

KKYK/Little Rock seeking CHR personality with good production skills. T&R: Ron White, KKYK, Box 4189, Little Rock, AR 72214. EOE M/F (7-29)

100,000 watt winning CHR in southwest GA seeks killer announcers for future openings. T&R: Skip Eliot, WJAD, Box 706, Bainbridge, GA 31717. No calls. EOE M/F (7-29)

KOZA, sunny west TX seeks PM drive personality. If you can smile on & off-air, send T&R: Woody Stevens, Box 351, Odessa, TX 79760. EOE M/F (7-29)

Small market Country station accepting T&Rs for possible future morning position. No calls. WNAU, Box 808, New Albany, MS 38652. EOE M/F (7-29)



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Sports Director needed for west TX AM. PBP experience needed. T&R: Jimmy Young, KPET, Box 1188, Lamesa, TX 79331. EOE M/F (7-29)

B-97 FM/New Orleans now accepting T&Rs for future openings. Send to: Nick Bazoo, c/o B-97 FM, Box 53447, New Orleans, LA 70153. EOE M/F (7-29)

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Reporter, news/talk background AM & FM on NC coast. Co-host AM mornings, news block. T&R: Mark Kruea, WAAV & WGN, 211 N. 2nd St., Wilmington, NC 28401. EOE M/F (7-22)

Announcer with interest in sales & growth potential. T&R: General Manager, WSUZ, Box 668, Pletka, FL 32077. (7-22)

WNVZ seeking experienced CHR midday personality. T&R: Steve Kelly, 180 Newton Rd., Suite 315, Virginia Beach, VA 23462. No calls. EOE M/F (7-22)

MIDWEST

KFH now accepting applications for possible future news openings. T&R: Steve McIntosh, 104 S. Emporia, Wichita, KS 67202. EOE M/F (7-29)

KKXL-FM/Grand Forks, ND looking for 7pm-midnight rocker. T&R: Don Nordine, Box 997, Grand Forks, ND 58206. EOE M/F (7-29)

Top regional AM & FM in NE needs experienced ND. Also need Sports Director with PBP. Rush T&R: Dave Fowler, Box 509, Ogallala, NE 69153. No calls. EOE M/F (7-29)

New CHR in Rockford accepting T&Rs for immediate openings. Brent Alberts, WYFE, 1901 Reid Farm Rd., Rockford, IL 61111. EOE M/F (7-29)



Midwest and Southwest Sales Opportunities

Birch Radio, America's fastest growing radio research company, seeks two aggressive, highly motivated Sales Representatives for our Chicago and Dallas Regional offices. To qualify, you must be goal-oriented, college educated, and have broadcast or research sales experience. Exceptional income potential, benefits, opportunity for advancement. Send resume with salary history, in confidence to:

David Gingold, Vice President
Birch Radio
3200 North University Drive
Coral Springs, Florida 33065

Openings

Toledo metro CHR now accepting applications for possible future full & parttime openings. T&R: Mike Wheeler, PD, WTWR-FM, Box 801, Monroe, MI 48161. No calls. EOE M/F (7-29)

Top 20 Market Morning A/C Morning Drive

We are an excellent group owned A/C station and need a fun, witty morning personality with great one on one skills. Humor, voices, phones are great. We promise an excellent station, a fine income and complete support. Please reply in confidence to us and we promise no background calls without your permission. Reply to: Radio & Records, 1930 Century Park West, #514, Los Angeles, CA 90067. EOE

KOAM looking for one-to-one A/C communicator for future opening. T&R: Tom Land, 2829 N. Salina, Wichita, KS 67204. EOE M/F (7-29)



Program Director

Milwaukee's newest and most exciting Adult Contemporary station has an immediate opening for an assertive, take charge promotion director. If you are organized, disciplined, creative, and possess a great music ear we want to hear from you. We'll provide a great staff, great facilities, and great growth potential. Send resume to Tom Joerres, VP/Gen Mgr., WMGF-FM, 711 West Capitol Drive, Milwaukee, Wisconsin 53206. EOE



Sioux Falls' premier CHR looking for drivetime talent. T&R: Dan Kieley, KKRC-FM, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (7-29)

KODY has immediate opening for ND. T&R: Steve King, Box 1085 North Platte, NE 69101 (308) 532-3344. EOE M/F (7-29)

Reporter/anchor with good writing skills and at least one year professional radio news experience needed to join aggressive, award winning 4 person news team in 80,000 metro Midwest market. No beginners. Letter, T&R to: Radio & Records, 1930 Century Park West, #515, Los Angeles, CA 90067.

WGMF/Milwaukee seeks immediate weekend help. Good chance to move up. Rush T&R: Jeff McCarthy, 711 W. Capitol Dr., Milwaukee, WI 53206. EOE M/F (7-29)

Opportunities

Openings

KGGO needs experienced newperson. Must be able to deliver news with credibility. Good salary & benefits. T&R: Larry Moffitt, 3900 N.E. Broadway, Des Moines, IA 50317. EOE M/F (7-29)

Ready For The Majors?

In them now and looking for a change? Major market FM seeks energy filled, energy expressive, personable performers. If you play to win, rush tape and resume to: Radio & Records, 1930 Century Park West, #504, Los Angeles, CA 90067. EOE M/F

Air talent needed! Send T&R: Bob Christy, WNAP, 9292 North Meridian St., Indianapolis, IN 46260. EOE M/F (7-29)

Major Market A/C Morning Team

We are a dynamic adult contemporary station, and we need a bright, strong personality team for morning drive. If you are ready to make the jump to a market leader we offer an incredible opportunity. Qualified candidates must possess tremendous one on one techniques, know how to use phones, be clever, witty, not afraid to laugh, and be able to write adult humor. Voices helpful but not necessary. We guarantee confidentiality in your response, and no background calls will be made without your approval. Send resume and tape to Radio & Records, 1930 Century Park West, #513, Los Angeles, CA 90067. EOE

Once in a lifetime chance for a dynamic brand new FM launch. If you can entertain and jock with style and flair within a precise Top 40 format, we're offering tremendous jobs with great benefits, Top 5 market, \$30-35,000 plus. Be a part of the beginning of a winner. Tapes & resumes to: Radio & Records, 1930 Century Park West, #506, Los Angeles, CA 90067.

PERSONALITY

I'm looking for a young thinking adult talent with an A/C-MOR style for afternoon drive. Preferably with humor. Phone work a plus. You must be a pro and have something to say to the audience. Salary, benefits, etc., outstanding. Tapes and resume: Pat Holiday, PD, CKLW, P.O. Box 282, Southfield, MI 48037. Brief phone calls accepted.

Rare opportunity at 1170-KSTT. Need production person to run high-powered CHR airshift. T&R: David Sands, Box 3788, Davenport, IA 52808. EOE M/F (7-22)

If you have as BIG personality and a BIG sense of humor to match, we want to hear from you. Characters, running bits, ANY outrageous hook a PLUS. T&R A.S.A.P. to: Radio & Records, 1930 Century Park West, #511, Los Angeles, CA 90067. An Equal Opportunity Employer.

Openings

WEST

Air personalities & salespeople needed for 2 new FM stations in Kansas City and Salt Lake City. T&R: Scott V. Christenson, S. 23 Pines Rd., Spokane, WA 99214. EOE M/F (7-29)

California, hunting, fishing, skiing (water & snow) 2 hours to the beach. Are you an adult communicator that would like to do mornings and head the production dept? Right bucks for the right person. We're looking for a pro. No beginners please. T&R: Radio & Records, 1930 Century Park West, #509, Los Angeles, CA 90067. EOE M/F

Bright, creative newperson wanted at southern CA station. T&R: Steve Saginaw, 8762 Etiwanda Ave., Box 23, Northridge, CA 91324. EOE (7-29)

Opening for news beat reporter for top-rated station in southwest WA. Contact Bill Michaels, ND, KITI 1133 Kresky Rd., Centralia, WA 98532. EOE M/F (7-29)

Rocky Mountain Resort Adult Oriented FM seeks an excellent programmer to deliver 25-40 active, outdoor lifestyle audience. Exceptional production skills-ability to train on-air staff and take on a full board shift required. Send T&R to Radio & Records, 1930 Century Park West, #508, Los Angeles, CA 90067. EOE

Air talents needed at Contemporary central CA coast station. Sales opening also. Real pros needed. T&R: Hayes Broadcasting, Box 1121, Carson City, NV 89702. EOE M/F (7-29)

Experienced newperson needed for 100kw Country giant in beautiful WY. Possible future ND. T&R: PD, KPCQ-FM, Powell, WY 82435. EOE M/F (7-29)

CHR station in Olympia seeking midday personality. T&R: Paul Wilson, KQEU Radio, Box 48, Olympia, WA 98507. No calls. EOE M/F (7-29)

KLUC/Las Vegas has opening for night personality. T&R: Randy Lundquist, Box 14805, Las Vegas, NV 89144. EOE M/F (7-29)

KYGO Country leader is looking for an experienced weekend. T&R: Bob Call, 5350 W. 20th Ave., Denver, CO 80214. EOE M/F (7-29)

Rocky Mountain opportunity for promotion-oriented PD. 100kw FM CHR. T&R: GM, KGBS, Box K, Greeley, CO 80631. EOE M/F (7-29)

Experienced drivetime with strong production. Minimum 6 months experience. Country format. T&R: Denise Brown, PD, Box 430, Fort Morgan, CO 80701 (303) 867-5674 after 2pm. EOE M/F (7-29)

Sales Manager. Capable of meeting sales objectives. Form part of senior management team. Resume: C-ISL 940 AM Radio, 20-11151 Horseshoe Wy., Richmond, B.C. V7A4S5, Canada. (7-29)

K-Best 95 seeking seasoned weekend talent. T&R: A.J. Roberts, 7867 Convoy Ct., #303, San Diego, CA 92111. EOE M/F (7-29)

KKBK/Aztec, NM needs strong afternoon drive personality. Country format. Good production skills. T&R: Steve Rose, Box J, Aztec, NM 87410. EOE (7-22)

KQDI seeking news anchor/reporter. Females encouraged. T&R: Don Knott, Box 6760, Great Falls, MT 59403. (7-22)

Immediate opening for 7pm-12mid personality. MOR. T&R: Carlos Cipolletti, KLDY-FM, Box 1499, Bakersfield, CA 93302. EOE M/F (7-22)

Positions Sought

9-yr. pro currently working Country in top 20 market. Experience includes PD/MD & CHR/AOR formats. Call STEVE (304) 723-5596. (7-29)

4 yrs. experience ND, Sports director, Operations Manager. Versatile, responsible, willing to work. Call MIKE (414) 248-1550. (7-29)

Ambitious broadcasting student looking for entry level announcer's job in small to medium market. Will relocate. DEAN SEVERANCE (517) 872-3530. (7-29)

Recent college grad looking for job as news reporter. 3 yrs. commercial experience. Good writing & reporting skills. Call KENN (205) 875-3350. (7-29)

AOR jock with college degree & 3 yrs. experience victim of switch to CHR. Need new AOR station, any daypart, any market. EDDIE (814) 676-1557, (201) 738-7848. (7-29)

KS award winning sportscaster seeks PBP in college market. Prefer upper Midwest/Rocky Mountains. 10 yrs. junior college experience. BOB BAKKEN (316) 251-3800, (316) 251-0439. (7-29)

Positions Sought

"Creative Talk/News?" Take AIR CLARK for entertainment, information, ratings! Major market Pittsburgh/overseas experience. 6-yr. pro will relocate. For T&R, KEVIN (412) 362-1571. (7-29)

TOM McGUIRE, successful medium market personality seeking lucrative position in competitive market. PD & major market production experience. Employed but anxious. (319) 332-7810. (7-29)

FRANK TULLO, Don Martin grad. Go anywhere, any shift, any money. Special interest in sports. Call (213) 848-9269. (7-29)

Engineer with 3 yrs. in AM & FM. TIM LOW (515) 423-8634, 10:30am-1pm. (7-29)

ND/anchor available. Experience in large, medium markets. Excellent writing & delivery, interviews, features. Call DON (615) 842-1188. (7-29)

Top-notch reporter/writer with awards & other kudos to prove it. Effective communicator of over 7 yrs. plus ND experience. TERRY (703) 433-3179. (7-29)

Sweet 98 - Omaha's great, but bills must be paid! 8-yr. CHR pro looking for medium market. PD/MD gig. Available now. SCOTT DAZE (402) 551-2666. (7-29)

DJ/sports announcer looking for entry level position at small-medium market. 2 yrs. experience. CARL (313) 256-6828 from 8am-5pm, or (313) 559-0278 after 5pm. (7-29)

Producing & writing commercials in my life. Call (201) 992-4881 after 2pm. (7-29)

Female announcer with 1 yr. experience in the Upper Peninsula looking for a larger market. Interest in news & special features. (906) 293-3795 after 6pm, ET. (7-29)

The rocket man is not angry - just young and hungry. Is creativity doomed or only me? Be an athletic supporter. Call me (707) 694-1701. (7-29)

You can win too! Winner of NYSBA outstanding sportscast award seeking position with PBP. Will travel. Call SCOTT before 2pm at (914) 583-4351. (7-29)

Young, enthusiastic news/sports man seeking medium market exposure. BA, 4 yrs. PBP, news, jock. Production experience. RICH HENKELS (801) 278-6373 anytime. (7-29)

BOB LEE, experienced PD with good track record wants to help make your station a winner. Good attitude, good numbers. Call (208) 888-4308. (7-29)

Need a good morning man? WALT JACKSON formerly of WHBQ & WMPB/Memphis would like a good challenge. Call (901) 754-1769. (7-29)

College radio PD seeking first commercial break. Any shift considered. Talk, PBP, or jock. Call BOB SCHMIDTBAUER (715) 341-2609. (7-29)

5-yr. professional in northern MI seeking medium or major market position. Production ace. Serious inquiries only. TOM (906) 293-3190, (906) 293-3221. (7-29)

JIM NELSON, formerly KMED, KBDF, 5 yrs. experience, seeks A/C or CHR medium market. Western U.S. Call (503) 772-7583. (7-29)

JOHN CHOMMIE available for mornings, CHR format. 10-yr. vet, good numbers, good references. Consider any ARB market. (504) 394-5137. (7-29)

Announcer/sportscaster, 7 yrs. experience CHR, CO, AZ, UT, NM, West Coast states. Leave message after 2pm MDT for TRAVIS (303) 776-7405. (7-29)

12 yrs. experience. Worked as PD, sales, announcer. Excellent ratings, great voice, personality. Willing to start at bottom. Any shift. BILL BAILEY (512) 835-6414. (7-29)

2 1/2-yr. morning personality (20,000 city) seeking larger market. Any shift or format considered. South or West preferred. BRIAN HARWELL (918) 756-0919. (7-29)

I still want to get out of Vallejo! KNBA midday man still looking for major or medium market gig. Contact FRANK BUTERA at (415) 223-1534. (7-29)

This parttime gig as talking coke machine has to change! 4-yr. Country personality with great humor, phones & production. DAVE (309) 344-1971. (7-29)

KIRK RUSSELL, KRUX/Phoenix, WZZP/Phoenix, KIQ/Colorado Springs seeks Contemporary winner in top 50 market. Superior references, available immediately. (303) 685-9551. (7-29)

Remember Fun Radio?

It's back with: *JR Russ*
Program Director/Air Personality
12 year pro. Major market winner. All format experience. I WANT TO WORK WITH PROS... CHR-A/C... TOP 30 MARKETS... GROUP PREFERRED. CALL (716) 668-2438 24 HOURS

5-yr. experienced announcer seeking medium market in MI or OH. HADLEY (419) 478-9039 home (days - best time), or (419) 385-2507 work (leave message). (7-29)

Persistent newsmen seeks medium or large market. Investigation lead to 4 convictions. 3+ yrs. on-air, 16 as writer. JACK THOMAS (916) 671-4603, (916) 673-4321. (7-29)

PD with sales background available! Resume & references upon request. CARL BAKER, Box 128, Easton, PA 18042. (215) 258-8429, leave message. (7-29)

Positions Sought

STOP!

Make your bid now on a super-successful morning act/PD. Major market proven. Will deliver ratings and revenue to aggressive company. Looking for a vehicle to put you on top? Call (609) 737-1421 or (305) 771-1962.

This Book is in . . . and I'm #1 nights for Southern P-2 CHR. Dynamite production, distinctive voice and off-the-wall bits and will make the competition sit up and worry! PD, MD and promotion director skills ready now for creative-minded rocker. "Dangerous" DAN McKAY (601) 896-8159. (7-29)

Changes

RADIO

Jo Anne Coblenz appointed Account Executive at WAXY/Ft. Lauderdale, formerly Coca-Cola, U.S.A.

Teddi Morsello appointed Account Executive, WAXY/Ft. Lauderdale, formerly WPLG-TV-10.

Thomas Price named WPNT/Pittsburgh Account Executive, formerly WPIT AM & FM.

Nicolette Constant joins WEZW/Milwaukee as Account Executive, previously Art Source, Inc.

INDUSTRY

Eugene Masson appointed to the Legal Affairs Dept. of PolyGram Records.

Lynn Simon named Account Executive for Heller, Newark, Wechsler and Howard, Los Angeles office.

Miscellaneous

Wanted: Old airchecks from '50s, '60s & '70s. Top 40 & R&B. Willing to trade! A.C. Box 6312, Lehigh Valley, PA 18001.

Need record service from labels. Contact Dean Williams, PD/MD, WEBI, Box 1220, Sanford, ME 04073, (207) 324-7271.

KLRS-FM/Mountain Grove needs service from any New Wave, AOR & CHR; all labels. Send: Jerry Osborn, KLRS-FM, 9th and Hubbard, Mountain Grove, MO 65711.

98-FM WWMR, 50,000 watt CHR desperately needs record service from all labels. Don Russell, WWMR, 89 Congress St., Rumford, ME 04276 (207) 364-3701.

Debuting new Contemporary format on August 1st. Need singles & albums from all labels. Brian Chase, MD, KEPT-FM, 515 Marshall St., Shreveport, LA 71101.

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

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or by phone. R&R will accept classifieds by telephone Monday & Wednesday 3-5pm; Thursday & Friday 9am-5pm.

	Frequency Rates*		
	1 Week	2 Weeks	3 Weeks
	\$12.00	\$20.00	\$25.00

*Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check. Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes. Deadline for all Opportunities ads is noon (Pacific Time) Thursday. For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

**THERE'S A
HOT
NEW
NUMBER
IN THE
U.S.A.**

(714) 85-RADIO



**KRBW
RADIO
BROADCASTING
WORKSHOP**

505 North Euclid, Suite 604 ☎ Anaheim, CA 92801
(Formerly Orange County Broadcast Workshop)

SAN FRANCISCO

RPC-83 • AUGUST 28-31 ST. FRANCIS HOTEL



#1

Featuring:

- Festival of Exhibits
- Format Rooms
- Production Labs
- Air Check Analysis
- Consultation Booths
- P.D.s and Stress
- People Management Forums
- BMI Presents Barbara Mandrell
- TV Spot Theatre
- Research Labs
- Roundtables

and

★ RADIO W.A.R.S. ★

August 28-31, 1983
St. Francis Hotel

See you there!!!



For more information, contact:

Radio Department
National Association of Broadcasters
1771 N St. NW
Washington, DC 20036

or call (202) 293-4955

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

EURHYTHMICS "Sweet Dreams (Are Made Of This)"
BILLY JOEL "Tell Her About It"
DERAN CRAIG "One Mind, Two Hearts"
HERB ALPERT "Garden Party"

Country Coast-To-Coast

BOBBY BARE "The Jogger"
CRYSTAL GAYLE "Baby, What About You"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

ASIA "Don't Cry"
AIR SUPPLY
"Making Love Out Of Nothing At All"
LITTLE RIVER BAND
"You're Driving Me Out Of My Mind"

TM A/C

TOTO "Waiting For Your Love"
AIR SUPPLY
"Making Love Out Of Nothing At All"

TM Country

ED BRUCE "If It Was Easy"
DELIA BELL "Coyote Song"
MEL TILLIS "A Cowboy's Dream"
LEON EVERETTE "The Lady, She's Right"
STEVE WARINER "Midnight Fire"
KENNY ROGERS "Scarlet Fever"
LOUISE MANDRELL "Too Hot To Sleep"
REBA McENTIRE
"Why Do We Want (What We...)"

BPI

John Iles (800) 426-9082

Adult Contemporary

MICHAEL JACKSON "Human Nature"
PEABO BRYSON & ROBERTA FLACK "Tonight I Celebrate My Love"
JOHN DENVER & EMMYLOU HARRIS
"Wild Montana Skies"

Country Living

DON WILLIAMS "Nobody But You"
REBA McENTIRE
"Why Do We Want (What We...)"
ED BRUCE "If It Was Easy"

Radio Arts

John Benedict (213) 841-0225

Country's Best

DON WILLIAMS "Nobody But You"
TANYA TUCKER "Baby I'm Yours"
KENNY ROGERS "Scarlet Fever"

Soft Contemporary

B.J. THOMAS "New Looks From An Old Lover"
JOSE FELICIANO "Let's Find Each Other Tonight"

Sound 10

AIR SUPPLY
"Making Love Out Of Nothing At All"
GEORGE BENSON
"Lady Love Me (One More Time)"

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

BILLY JOEL "Tell Her About It"
MICHAEL JACKSON "Human Nature"
FRANK STALLONE "Far From Over"
GEORGE BENSON
"Lady Love Me (One More Time)"
LITTLE RIVER BAND
"You're Driving Me Out Of My Mind"
ASIA "Don't Cry"
JOAN JETT & BLACKHEARTS "Fake Friends"
RICK SPRINGFIELD "Human Touch"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

JEFFREY OSBORNE "Don't You Get So Mad"
BILLY JOEL "Tell Her About It"
FRANK STALLONE "Far From Over"
ASIA "Don't Cry"
AIR SUPPLY
"Making Love Out Of Nothing At All"

Contempo 300

BILLY JOEL "Tell Her About It"
AIR SUPPLY
"Making Love Out Of Nothing At All"
NAKED EYES "Promises, Promises"
GEORGE BENSON
"Lady Love Me (One More Time)"

Great American Country

NITTY GRITTY DIRT BAND
"Shot Full Of Love"
DON WILLIAMS "Nobody But You"

Century 21

Greg Stephens (214) 934-2121

The Z Format

ASIA "Don't Cry"
STYX "High Time"
FRANK STALLONE "Far From Over"
BONNIE TYLER
"Total Eclipse Of The Heart"
SPANDAU BALLET "True"

The A/C Format

BILLY JOEL "Tell Her About It"
GEORGE BENSON
"Lady Love Me (One More Time)"
AIR SUPPLY
"Making Love Out Of Nothing At All"

Super-Country

DON WILLIAMS "Nobody But You"
REBA McENTIRE
"Why Do We Want (What We...)"
KENNY ROGERS "Scarlet Fever"
MEL McDANIEL
"Hot Time In The Old Town Tonight"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

AIR SUPPLY
"Making Love Out Of Nothing At All"
BILLY JOEL "Tell Her About It"
CRYSTAL GAYLE "Baby, What About You"
JACKSON BROWNE "Lawyers In Love"
NAKED EYES "Promises, Promises"

Tanner Country

CRYSTAL GAYLE "Baby, What About You"
B.J. THOMAS
"New Looks From An Old Lover"
JOHN DENVER & EMMYLOU HARRIS
"Wild Montana Skies"
CHARLY McCLAIN & MICKEY GILLEY
"Paradise Tonight"
RONNIE MILSAP
"Don't You Know How Much I Love You"
MERLE HAGGARD
"What Am I Gonna Do (With The...)"
JOHNNY RODRIGUEZ
"How Could I Love Her So Much"

Red Satin Rock

MICHAEL JACKSON "Human Nature"
TACO "Puttin' On The Ritz"
DIANA ROSS "Pieces Of Ice"
JOAN JETT & BLACKHEARTS "Fake Friends"
NAKED EYES "Promises, Promises"
AMERICA "The Border"
ASIA "Don't Cry"

Black Radio Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WXIV/Baltimore
Tiff Watts
none
Hottest: PHYLIS HYMAN
IRENE CARA
INGRAM & AUSTIN
FREEZE
ANITA BAKER

WLD/Boston
Elroy R.C. Smith
MICHAEL JACKSON
GEORGE BENSON
LATOYA JACKSON
CHAMPAIGN
SKYY
RUFUS & CHAKA
LEE PRENTISS
REDDINGS
GAP BAND
Hottest: FREEZE
MANHATTANS
NEW EDITION
SOS BAND
ISLEY BROS

WKND/Hartford
Jordan/McLean
WUF TICKET
SLING SHOT
RAKE
MALCOLM MCLAREN
MOTIVATION
Hottest: IRENE CARA
DONNA SUMMER
MANHATTANS
SOS BAND
MIDNIGHT STAR

WNHC/New Haven
James Jordan
MARY JANE GIRLS
BRYSON & FLACK
BRASS CONSTRUCTION
DENICIE WILLIAMS
PHILIP BAILEY
ZAPP
RUFUS & CHAKA
GEORGE BENSON
Hottest: FREEZE
MARY JANE GIRLS
MANHATTANS
DONNA SUMMER
SOS BAND

WRKS/New York
Mayo/Quararone
none
Hottest: SERGIO MENDES
INGRAM & AUSTIN
MICHAEL SEMBELLO
WHODINI
NEW EDITION

WDAJ/Philadelphia
Phil Tamberlo
PHILIP BAILEY
SPANDAU BALLET
PLANET PATROL
SMOKEY ROBINSON
KASHIF
NATALIE COLE
GAP BAND
EUREHYTHMICS
GLADYS KNIGHT
DAVID JOSEPH
MIDNIGHT STAR
DONNA SUMMER
RUN D.M.C.
FREEZE
SHALAMAR

WAMO/Pittsburgh
John Anthony
ASHFORD & SIMPSON
HERBIE HANCOCK
LILLO
LATOYA JACKSON
KURTIS BLOW
Hottest: CASHMERE
MANHATTANS
MIDNIGHT STAR
NONA HENDRYX
JOHNNY GILL

WKYS/Washington, DC
Donnie Simpson
SHALAMAR
PHILIP BAILEY
MICHAEL JACKSON
GAP BAND
CLARK SISTERS
MICHAEL LOVESMITH
FINIS HENDERSON
GLADYS KNIGHT
SLING SHOT
ANITA BAKER
INGRAM & AUSTIN
GEORGE BENSON
Hottest: DONNA SUMMER
KURTIS BLOW
IRENE CARA
MTUME

WOOK/Washington, DC
Chris Gardner
GEORGE BENSON
SERGE
Hottest: MICHAEL JACKSON
MANHATTANS
DONNA SUMMER
ASPHORD & SIMPSON
SOS BAND

WHUR/Washington, DC
Oscar Fields
SYLVESTER
WILL POWERS
Hottest: GEORGE BENSON
RENE & ANGELA
AL JARREAU
EDDY GRANT

SOUTH

WAOK/Atlanta
Larry Tinsley
HERBIE HANCOCK
DAVID GRANT
GAP BAND
CULTURE CLUB
DAVID JOSEPH
CHAMPAIGN
CAMEO
Hottest: MTUME
DONNA SUMMER
INGRAM & AUSTIN
MIDNIGHT STAR

WVEE/Atlanta
Scotty Andrews
GAP BAND
GLADYS KNIGHT
PHILIP BAILEY
NONA HENDRYX
MICHAEL HENDERSON
HIROSHIMA
DENICIE WILLIAMS
MAZE
SPYRO GYRA
SPYRO GYRA
NARDED EYES
HERB ALPERT
JONZUN CREW
Hottest: NEW EDITION
RICK JAMES
MTUME
MARY JANE GIRLS
SOS BAND

WRDVA/Augusta
Tody Black
none
Hottest: FINIS HENDERSON
SOS BAND
MIDNIGHT STAR
ARETHA FRANKLIN
RICK JAMES

KNOW/Austin
Selby Edwards
SLING SHOT
HERBIE HANCOCK
ASHFORD & SIMPSON
MAZE
MARY JANE GIRLS
MOTIVATION
Hottest: STARPOINT
OLIVER CHEATHAM
SERGIO MENDES
MANHATTANS
DONNA SUMMER

WZAK/Cleveland
Lynn Tolliver
ZAPP
GEORGE BENSON
FREDI GRACE & RHI
MICHAEL JACKSON
GLADYS KNIGHT
KASHIF
WUF TICKET
CHAMPAIGN
MOTIVATION
LENNY WHITE
NATALIE COLE
IMAGINATION
CLARK SISTERS
P CREW
CLUB HOUSE
REDDINGS
HERBIE HANCOCK
FREEZE
ISLEY BROS
MIDNIGHT STAR
STEVE ARINGTON'S
O'BRYAN
NEW EDITION

WJMO/Cleveland
Erik Stone
MAZE
RITCHIE FAMILY
SPANDAU BALLET
DREAM
RAKE
CULTURE CLUB
PHILIP BAILEY
Hottest: JUNIOR
MAZE
SOS BAND
SMOKEY ROBINSON
STACY LATTISAW

WVVO/Columbus
Lyles/Jones
ZAPP
Hottest: MICHAEL JACKSON
HERBIE HANCOCK
NECO
FREDI GRACE & RHI
NYC PECH BOYS
KASHIF
D TRAIN
WUF TICKET
CHI-LITES
CAMEO
PAMELA NIVENS
LATOYA JACKSON
Hottest: ISLEY BROS
POLICE
ARETHA FRANKLIN
MIDNIGHT STAR
NEW EDITION

WATV/Birmingham
Ron January
LTD
BERNARD EDWARDS
NONA HENDRYX
HERBIE HANCOCK
LONNIE L. SMITH
IMAGINATION
KASHIF
GLADYS KNIGHT
RUFUS & CHAKA
WHAMI
Hottest: DONNA SUMMER
IRENE CARA
MIDNIGHT STAR
PHYLIS HYMAN
RUN D.M.C.

WENN/Birmingham
Gene Wise
KASHIF
HERBIE HANCOCK
NONA HENDRYX
GLADYS KNIGHT
MICHAEL HENDERSON
NATALIE COLE
RENE & ANGELA
BOOKER NEWBERRY I
ATTITUDE
WILLIAM BELL
JAMO
NATALIE COLE
ASHFORD & SIMPSON
NEW EDITION
MICHAEL LOVESMITH
RICK JAMES
MARY JANE GIRLS
Hottest: none

WQIC/Charlotte
Hal Harrell
ZAPP
CHAMPAIGN
SLING SHOT
CLUB HOUSE
DEBRA HURD
CLARK SISTERS
GEORGE BENSON
GLADYS KNIGHT
LTD
NEW EDITION
ZAPP
LENNY WHITE
KASHIF
GLADYS KNIGHT
LATOYA JACKSON
GEORGE BENSON
DOOBIE BROS
Hottest: MIDNIGHT STAR
KURTIS BLOW
LTD
SKYY
SLIM

WVIC/Columbia
Mickey Arnold
MICHAEL JACKSON
DENICIE WILLIAMS
STANDING ROOM ONLY
CLARK SISTERS
ZAPP
LENNY WHITE
KASHIF
GLADYS KNIGHT
LATOYA JACKSON
GEORGE BENSON
DOOBIE BROS
Hottest: MIDNIGHT STAR
KURTIS BLOW
LTD
SKYY
SLIM

WQKJ/Houston
Jim Snowden
GAP BAND
PHILIP BAILEY
MARY JANE GIRLS
DONNA SUMMER
NONA HENDRYX
MIDNIGHT STAR
IRENE CARA
NEW HORIZONS

WMIJ/Jackson
Carl Haynes
P CREW
STACY LATTISAW
GLADYS KNIGHT
SOS BAND
CLUB HOUSE
KASHIF
RUFUS & CHAKA
ASHFORD & SIMPSON
Hottest: RUN D.M.C.
ONKEY
CHERI
ISLEY BROS
ARETHA FRANKLIN

WJCB/Lafayette
Beatrice Evans
DENICIE WILLIAMS
PROJECT FUTURE
MAZE
WUF TICKET
RENE & ANGELA
LATOYA JACKSON
ZAPP
MIDNIGHT STAR
ISLEY BROS
SLIM
GLADYS KNIGHT
SOS BAND

WRRK/Memphis
Jimmy Smith
CHAMPAIGN
GLADYS KNIGHT
CARGO & COLLINS
PHILIP BAILEY
LTD
SARAH VAUGHAN
Hottest: GEORGE BENSON
SOS BAND
ARETHA FRANKLIN
SHALAMAR
DONNA SUMMER
SISTER SLEDGE

WVVO/Toledo
Maxx Myrick
MICHAEL JACKSON
GLADYS KNIGHT
MAZE
Hottest: DONNA SUMMER
MICHAEL JACKSON
NEW HORIZONS
ISLEY BROS
WHODINI

KKDA-FM/Dallas
Terri Avery
GARRETT'S CREW
GAP BAND
GIOIETTE
HERBIE HANCOCK
SHALAMAR
MIDNIGHT STAR
NONA HENDRYX
MICHAEL JACKSON
NEW EDITION

KRLY/Houston
Mike Cavieil
LADIES' CHOICE
STACY LATTISAW
LATOYA JACKSON
KLIQUE
GARY BYRD & G.B.
CAMEO
NEWCLEUS
P CREW
PROJECT FUTURE
PHILIP BAILEY
Hottest: WHISPERS
ANGELA BOFILL
KURTIS BLOW
ISLEY BROS
SOS BAND

KMQJ/Houston
Jim Snowden
GAP BAND
PHILIP BAILEY
MARY JANE GIRLS
DONNA SUMMER
NONA HENDRYX
MIDNIGHT STAR
IRENE CARA
NEW HORIZONS

WPDQ/Jacksonville
Marc Little
GLADYS KNIGHT
NATALIE COLE
NONA HENDRYX
LTD
GARY BYRD & G.B.
CARRETT'S CREW
CLUB HOUSE
MICHAEL JACKSON
RUFUS & CHAKA
P CREW
Hottest: RUN D.M.C.
SOS BAND
CLUB HOUSE
KASHIF
RUFUS & CHAKA
JOHNNY GILL
ARETHA FRANKLIN
DONNA SUMMER

KJCB/Lafayette
Beatrice Evans
DENICIE WILLIAMS
PROJECT FUTURE
MAZE
WUF TICKET
RENE & ANGELA
LATOYA JACKSON
ZAPP
MIDNIGHT STAR
ISLEY BROS
SLIM
GLADYS KNIGHT
SOS BAND

KOKY/Little Rock
Jimmy Smith
CHAMPAIGN
GLADYS KNIGHT
CARGO & COLLINS
PHILIP BAILEY
LTD
SARAH VAUGHAN
Hottest: GEORGE BENSON
SOS BAND
ARETHA FRANKLIN
SHALAMAR
DONNA SUMMER
SISTER SLEDGE

WVVO/Toledo
Maxx Myrick
MICHAEL JACKSON
GLADYS KNIGHT
MAZE
Hottest: DONNA SUMMER
MICHAEL JACKSON
NEW HORIZONS
ISLEY BROS
WHODINI

WLOU/Louisville
Lad Ginch
ARETHA FRANKLIN
ASHFORD & SIMPSON
RUFUS & CHAKA
HERBIE HANCOCK
JONZUN CREW
Hottest: MTUME
MICHAEL JACKSON
EDDY GRANT
GEORGE BENSON
DEBARGE

KRNB-FM/Memphis
Floyd Blackwell
GAP BAND
EMAF
DENICIE WILLIAMS
GLADYS KNIGHT
LILLO
MICHAEL JACKSON
DAVID GRANT
PHILIP BAILEY
GAP BAND
PAMELA NIVENS
LILLO
D TRAIN
SERGE
KURTIS BLOW
RONNIE LAWS
Hottest: RUN D.M.C.
INGRAM & AUSTIN
DEBARGE
MIDNIGHT STAR
CHI-LITES

WYLD-FM/New Orleans
Brute Bailey
DENICIE WILLIAMS
HERB ALPERT
MICHAEL JACKSON
REDDINGS
PHILIP BAILEY
Hottest: MIDNIGHT STAR
STARPOINT
BEAD WILLIAMS
FINIS HENDERSON
SOS BAND

WAIL-FM/New Orleans
Barry Richards
LIQUID GOLD
ASHFORD & SIMPSON
EMAF
PHILIP BAILEY
IMAGINATION
RITCHIE FAMILY
DAVID GRANT
KASHIF
HAYSI FANTAYZEE
SPANDAU BALLET
LTD
LIQUID GOLD
Hottest: DIANA ROSS
ANGELA BOFILL
KURTIS BLOW
ARETHA FRANKLIN
SHALAMAR
DONNA SUMMER

WVVO/Toledo
Maxx Myrick
MICHAEL JACKSON
GLADYS KNIGHT
MAZE
Hottest: DONNA SUMMER
MICHAEL JACKSON
NEW HORIZONS
ISLEY BROS
WHODINI

WEST

KDIA/Oakland
Jeff Harrison
MICHAEL JACKSON
GLADYS KNIGHT
DIANA ROSS
GEORGE BENSON
DONNA SUMMER
Hottest: HERBIE HANCOCK
DONNA SUMMER
MIDNIGHT STAR
CLARK SISTERS
ARETHA FRANKLIN

KACE/Los Angeles
Miller/Wiggins
KASHIF
SPYRO GYRA
NATALIE COLE
ASHFORD & SIMPSON
MICHAEL LOVESMITH
HOMEBODY
LARRY CARLTON
Hottest: MTUME
ISLEY BROS
GLADYS KNIGHT
HERBIE HANCOCK
CLARK SISTERS

KDXY/Los Angeles
Jack Patterson
WANT/ Richmond
Kirby Carmichael
MICHAEL JACKSON
GAP BAND
KURTIS BLOW
NATALIE COLE
MOTIVATION
LATOYA JACKSON
NONA HENDRYX
Hottest: MIDNIGHT STAR
DONNA SUMMER
SOS BAND
MIDNIGHT STAR
JEFFREY OSBORNE
ISLEY BROS

WTOY/Roseme
Francisca Stewart
RUN D.M.C.
LAKESIDE
ONE WAY
ZAPP
SHIRLEY BROWN
Hottest: DONNA SUMMER
MIDNIGHT STAR
AL JARREAU
EDDY GRANT
MANHATTANS

WVVO/Toledo
Maxx Myrick
MICHAEL JACKSON
GLADYS KNIGHT
MAZE
Hottest: DONNA SUMMER
MICHAEL JACKSON
NEW HORIZONS
ISLEY BROS
WHODINI

WVVO/Toledo
Maxx Myrick
MICHAEL JACKSON
GLADYS KNIGHT
MAZE
Hottest: DONNA SUMMER
MICHAEL JACKSON
NEW HORIZONS
ISLEY BROS
WHODINI

WVVO/Toledo
Maxx Myrick
MICHAEL JACKSON
GLADYS KNIGHT
MAZE
Hottest: DONNA SUMMER
MICHAEL JACKSON
NEW HORIZONS
ISLEY BROS
WHODINI

(J) indicates Black reporters also contributing to Jazz Chart

MIDWEST

WBWX/Chicago
Lee Michaels
MIDNIGHT STAR
GAP BAND
NATALIE COLE
LATOYA JACKSON
ZAPP
HERBIE HANCOCK
ASHFORD & SIMPSON
SMOKEY ROBINSON
WHAMI
RICK JAMES
THELMA HOUSTON
Hottest: DONNA SUMMER
FINIS HENDERSON
WAR
RUN D.M.C.
ARETHA FRANKLIN

WGCH/Chicago
Richard Pegue
MAZE
MICHAEL JACKSON
GAP BAND
LAZEROCK
LATOYA JACKSON
G.C. CAMERON
WALTER JACKSON
SERGE
G.T.
HERB ALPERT
HERBIE MANN
Hottest: CLARK SISTERS
GLADYS KNIGHT
DONNA SUMMER
OLIVER CHEATHAM
GRANDMASTER FLASH

WBLZ/Cincinnati
Brian Castle
ZAPP
CULTURE CLUB
ONE WAY
HERBIE HANCOCK
LAKESIDE
MICHAEL SEMBELLO
MIDNIGHT STAR
Hottest: DONNA SUMMER
MIDNIGHT STAR
SOS BAND
ARETHA FRANKLIN
RICK JAMES

WZAK/Cleveland
Lynn Tolliver
ZAPP
GEORGE BENSON
FREDI GRACE & RHI
MICHAEL JACKSON
GLADYS KNIGHT
KASHIF
WUF TICKET
CHAMPAIGN
MOTIVATION
LENNY WHITE
NATALIE COLE
IMAGINATION
CLARK SISTERS
P CREW
CLUB HOUSE
REDDINGS
HERBIE HANCOCK
FREEZE
ISLEY BROS
MIDNIGHT STAR
STEVE ARINGTON'S
O'BRYAN
NEW EDITION

WJMO/Cleveland
Erik Stone
MAZE
RITCHIE FAMILY
SPANDAU BALLET
DREAM
RAKE
CULTURE CLUB
PHILIP BAILEY
Hottest: JUNIOR
MAZE
SOS BAND
SMOKEY ROBINSON
STACY LATTISAW

WVVO/Columbus
Lyles/Jones
ZAPP
Hottest: MICHAEL JACKSON
HERBIE HANCOCK
NECO
FREDI GRACE & RHI
NYC PECH BOYS
KASHIF
D TRAIN
WUF TICKET
CHI-LITES
CAMEO
PAMELA NIVENS
LATOYA JACKSON
Hottest: ISLEY BROS
POLICE
ARETHA FRANKLIN
MIDNIGHT STAR
NEW EDITION

WQKJ/Houston
Jim Snowden
GAP BAND
PHILIP BAILEY
MARY JANE GIRLS
DONNA SUMMER
NONA HENDRYX
MIDNIGHT STAR
IRENE CARA
NEW HORIZONS

WMIJ/Jackson
Carl Haynes
P CREW
STACY LATTISAW
GLADYS KNIGHT
SOS BAND
CLUB HOUSE
KASHIF
RUFUS & CHAKA
ASHFORD & SIMPSON
Hottest: RUN D.M.C.
ONKEY
CHERI
ISLEY BROS
ARETHA FRANKLIN

WVVO/Toledo
Maxx Myrick
MICHAEL JACKSON
GLADYS KNIGHT
MAZE
Hottest: DONNA SUMMER
MICHAEL JACKSON
NEW HORIZONS
ISLEY BROS
WHODINI

WVVO/Toledo
Maxx Myrick
MICHAEL JACKSON
GLADYS KNIGHT
MAZE
Hottest: DONNA SUMMER
MICHAEL JACKSON
NEW HORIZONS
ISLEY BROS
WHODINI

WVVO/Toledo
Maxx Myrick
MICHAEL JACKSON
GLADYS KNIGHT
MAZE
Hottest: DONNA SUMMER
MICHAEL JACKSON
NEW HORIZONS
ISLEY BROS
WHODINI

WVVO/Toledo
Maxx Myrick
MICHAEL JACKSON
GLADYS KNIGHT
MAZE
Hottest: DONNA SUMMER
MICHAEL JACKSON
NEW HORIZONS
ISLEY BROS
WHODINI

New & Active... See Page 64

JAZZ RADIO NATIONAL AIRPLAY/30

July 29, 1983

- | Week | Artist/Track |
|------|---|
| 1 | 1 RAMSEY LEWIS/Les Fleurs (Columbia) |
| 2 | 2 GEORGE BENSON/In Your Eyes (WB) |
| 3 | 3 EARL KLUGH/Low Ride (Capitol) |
| 4 | 4 CHUCK MANGIONE/Journey To A Rainbow (Columbia) |
| 5 | 5 PAT METHENY/Travels (ECM) |
| 6 | 6 LARRY CARLTON/Friends (WB) |
| 7 | 7 JARREAU/Jarreau (WB) |
| 8 | 8 BOB JAMES/The Genie (Columbia) |
| 9 | 9 WYNTON MARSALIS/Think Of One (Columbia) |
| 10 | 10 HERBIE MANN/Astral Island (Atlantic) |
| 11 | 11 YELLOW JACKETS/Mirage A'Trois (WB) |
| 12 | 12 SPYRO GYRA/City Kids (MCA) |
| 13 | 13 ERNESTINE ANDERSON/Big City (Concord) |
| 14 | 14 WILTON FELDER/Gentle Fire (MCA) |
| 15 | 15 GERRY MULLIGAN/Little Big Horn (GRP) |
| 16 | 16 JAY HOGGARD/Love Survives (Gramavision) |
| 17 | 17 TOM GRANT/Tom Grant (Pausa) |
| 18 | 18 RARE SILK/New Weave (Polydor/PolyGram) |
| 19 | 19 GERALD WILSON ORCHESTRA OF THE 80's/Jessica (Trend) |
| 20 | 20 CHECKFIELD/Spirit (Pausa) |
| 21 | 21 LONNIE LISTON SMITH/Dreams Of Tomorrow (Doctor Jazz) |
| 22 | 22 JOE SAMPLE/The Hunter (MCA) |
| 23 | 23 MILES DAVIS/Star People (Columbia) |
| 24 | 24 DAVID MATTHEWS/Grand Cross (GNP/Crescendo) |
| 25 | 25 J. McLAUGHLIN/ A. DIMEOLA/P. DeLUCIA/Passion Grace & Fire (Col.) |
| 26 | 26 CHARLIE SHOEMAKE SEXTET/Cross Roads (Discovery) |
| 27 | 27 MITCH FARBER/Starclimber (Muse) |
| 28 | 28 THE CORNELIUS BUMPUS QUARTET/Beacon (Broadbeach) |
| 29 | 29 ART FARMER/Warm Valley (Concord) |
| 30 | 30 SERGIO MENDES/Sergio Mendes (A&M) |

JAZZ REPORTING STATIONS: WYBC/New Haven, Mark Jordan; KSAX/Dallas-Ft. Worth, Bob Stewart; WMGI/Gainesville, FL, Lou Patrick; WLOQ/Orlando, Paul Gerardi; WBBY/Columbus, OH, Tim Hodges; WNOP/Cincinnati; Ray Scott; WJZZ/Detroit, John Hill; KTVN/Minneapolis, Tom Pelissero; WXFM/Chicago, James Welsh; KKGO/Los Angeles, Cal Milner; KJAZ/San Francisco, Dick Conte; KJZZ/Seattle, Kasia Wilk.

DAVID MATTHEWS
"Grand Cross"
A "Grand" Debut 24
Featuring:
David Sanborn, Mike & Randy Brecker, Larry Carlton, Marcus Miller and Steve Gadd
GNP/Crescendo

A/C Regional Adds & Hots

EAST Parallel One

WFBZ/Baltimore
Andy Szulnak
CRYSTAL GAYLE
JEFFREY OSBORNE
Hottest:
POLICE
DEBARGE
EURYTHMICS
ELO
AMERICA

GR55/Buffalo
Jerry Rao
MICHAEL JACKSON
MADNESS
RITA COOLIDGE
MICHAEL SEMBELLO
Hottest:
CHAMPAIGN
KINKS
LEE GREENWOOD
PAUL ANKA

WPIX/New York
Alan Anderson
MICHAEL JACKSON
STACY LATTISAW
AIR SUPPLY
Hottest:
POLICE
PAUL ANKA
RITA COOLIDGE
DEBARGE
AMERICA

WYNY/New York
Jeff Mazzel
none
Hottest:
DEBARGE
NAKED EYES
POLICE
IRENE CARA
SERGIO MENDES

Y97/Pittsburgh
Jay Creswell
PAUL ANKA
Hottest:
POLICE
SERGIO MENDES
TACO
MICHAEL SEMBELLO
CHAMPAIGN

WTAE/Pittsburgh
Don Berns
MICHAEL JACKSON
MEN AT WORK
KENNY ROGERS
Hottest:
POLICE
TACO
CHAMPAIGN
MICHAEL SEMBELLO
IRENE CARA

WWSW (3WS)/Pittsburgh
Herb Crowe
none
Hottest:
CHAMPAIGN
DEBARGE
HOLLIES
TEMPTATIONS/FOUR

WPRO/Providence
Tom Cuddy
BILLY JOEL
SMOKEY ROBINSON
Hottest:
POLICE
AMERICA
LAURA BRANIGAN
TACO
MEN AT WORK

WLTT/Washington, D.C.
Bob Cummings
QUARTERFLASH
LOUISE TUCKER
Hottest:
MICHAEL JACKSON
POLICE
PAUL ANKA
SMOKEY ROBINSON
INGRAM & AUSTIN
AMERICA

WASH/Washington, D.C.
Colleen Cassidy
BILLY JOEL
Hottest:
POLICE
CULTURE CLUB
DONNA SUMMER
IRENE CARA
QUARTERFLASH

Parallel Three

WVNR/Beckley
Gary Mann
BILLY JOEL
AIR SUPPLY
Hottest:
POLICE
DEBARGE
CHAMPAIGN
IRENE CARA
HOLLIES

WKZE-FM/Cape Cod
Joan Orr
ARETHA FRANKLIN
GEORGE BENSON
CHARLIE
SERGIO MENDES
ELTON JOHN
BONNIE TYLER
HERB ALPERT
STARBUCK
Hottest:
LAURA BRANIGAN
MICHAEL JACKSON
TACO
MEN AT WORK

WMTT/Washington, D.C.
Bob Cummings
QUARTERFLASH
LOUISE TUCKER
Hottest:
MICHAEL JACKSON
POLICE
PAUL ANKA
SMOKEY ROBINSON
INGRAM & AUSTIN
AMERICA

WVNE/Kaene, NH
Howard Corday
MICHAEL JACKSON
CATES & WRAY
MICHAEL LOVESMITH
RONNIE MILSAP
SISSY SPACER
Hottest:
LAURA BRANIGAN
HOLLIES
TACO
DEBARGE
RITA COOLIDGE

WKSU/Montpelier, VT
Cheney/Stebbins
RONNIE MILSAP
MICHAEL LOVESMITH
MANHATTANS
CHRIS CROSS
SPANDAU BALLET
COCONUTS
SERGIO MENDES
Hottest:
EURYTHMICS
MEN AT WORK
AMERICA
DONNA SUMMER
QUARTERFLASH

WTNY/Watertown, NY
Jay Donovan
none
Hottest:
LBB
POLICE
RITA COOLIDGE
AMERICA

WCPH/Wheeling, WV
Dan McGrath
BILLY JOEL
CRYSTAL GAYLE
GEORGE BENSON
CULTURE CLUB
TACO
Hottest:
POLICE
LAURA BRANIGAN
DEBARGE
RITA COOLIDGE
HOLLIES

Parallel Two

WAEB/Allentown
Chapman/Ward
TACO
AIR SUPPLY
HERB ALPERT
F.R. DAVID
Hottest:
AMERICA
MEN AT WORK
LOUISE TUCKER
POLICE
RITA COOLIDGE

WICC/Bridgeport
Lee Roberts
CRYSTAL GAYLE
EURYTHMICS
DONNA SUMMER
RONNIE MILSAP
Hottest:
POLICE
INGRAM & AUSTIN
AMERICA
HOLLIES
RITA COOLIDGE

WBEN/Buffalo
Roger Christian
DERAN CRAIG
SERGIO MENDES
Hottest:
TACO
MICHAEL JACKSON
BRYSON & FLACK
LOUISE TUCKER
PAUL ANKA

V100/Charleston, WV
Spence/Jarvis
AIR SUPPLY
Hottest:
AMERICA
POLICE
HOLLIES
CHAMPAIGN
RITA COOLIDGE

WRLE/Erie
Ted Abbott
BRYSON & FLACK
MICHAEL JACKSON
KENNY ROGERS
JENNIFER WARNES
HERB ALPERT
JACKSON BROWNE
Hottest:
LAURA BRANIGAN
RITA COOLIDGE
ENGBERT HUMPERD
MEN AT WORK
SMOKEY ROBINSON

MIDWEST Parallel One

WCLR/Chicago
Gary Price
CRYSTAL GAYLE
BILLY JOEL
Hottest:
POLICE
IRENE CARA
LAURA BRANIGAN
MICHAEL JACKSON
SERGIO MENDES

WYFR/Chicago
John Weatherbee
BILLY JOEL
Hottest:
POLICE
SERGIO MENDES
PAUL ANKA
QUARTERFLASH
MEN AT WORK

56KRC/Cincinnati
Dan Allen
none
Hottest:
NAKED EYES
SYLVIA
DEBARGE
CULTURE CLUB

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WQY/Schenectady
Walter Fritz
RONNIE MILSAP
JENNIFER WARNES
Hottest:
MEN AT WORK
TACO
RITA COOLIDGE
ELO
BILLY JOEL

WHEN/Syracuse
Karen Gallagher
AIR SUPPLY
MICHAEL JACKSON
Hottest:
POLICE
MEN AT WORK
F.R. DAVID

WZZP/Cleveland
Bob McKay
MEN AT WORK
F.R. DAVID
Hottest:
POLICE
CHAMPAIGN
HOLLIES
RITA COOLIDGE
LEE GREENWOOD

WCZY/Detroit
Jim Scollin
BILLY JOEL
AIR SUPPLY
Hottest:
POLICE
DEBARGE
CHAMPAIGN
IRENE CARA
HOLLIES

WMC/Detroit
Barry Argenbright
Joan Orr
DERAN CRAIG
Hottest:
LEE GREENWOOD
CHRIS CROSS
POLICE
JOURNEY

WHB/Kansas City
Jeff Roberts
HERB ALPERT
TOTO
BILLY JOEL
AIR SUPPLY
Hottest:
POLICE
CHAMPAIGN
PAUL ANKA
AMERICA
RITA COOLIDGE

WISM/Milwaukee
Harris/Murphy
KENNY ROGERS
HERB ALPERT
BILLY JOEL
SERGIO MENDES
Hottest:
DEBARGE
PAUL ANKA
LEE GREENWOOD
SERGIO MENDES
HOLLIES

WCCO/Minneapolis
Denny Long
BILLY JOEL
CATES & WRAY
WHISPERS
AIR SUPPLY
SPANDAU BALLET
SERGIO MENDES
Hottest:
none

KS94/St. Louis
Morgan/Watermann
HERB ALPERT
Hottest:
EURYTHMICS
F.R. DAVID
Hottest:
LOUISE TUCKER
TACO
POLICE
AMERICA
PAUL ANKA

KOL/Omaha
Mason/Inlin
BILLY JOEL
CRYSTAL GAYLE
ANY TROUBLE
PAUL ANKA
Hottest:
CHAMPAIGN
POLICE
LOUISE TUCKER
AMERICA

WZUU/Milwaukee
Steve Schram
none
Hottest:
IRENE CARA
CULTURE CLUB
SERGIO MENDES
Hottest:
POLICE

KLTE/Oklahoma City
Randy Kemp
none
Hottest:
DEBARGE
POLICE
RITA COOLIDGE
AMERICA

WJON/St. Cloud, MN
Cal Stout
SERGIO MENDES
LANE BRODY
KENNY ROGERS
MICHAEL JACKSON
RONNIE MILSAP
Hottest:
POLICE
HOLLIES
F.R. DAVID
ELO
RITA COOLIDGE

WBOW/Terre Haute
Kevin Young
MICHAEL SEMBELLO
BILLY JOEL
Hottest:
POLICE
BRYSON & FLACK
CULTURE CLUB
NAKED EYES
SERGIO MENDES
Hottest:
LAURA BRANIGAN
POLICE
CHAMPAIGN
PAUL ANKA
AMERICA

WYVA/Huntsville
Jim Kendrick
CLUB HOUSE
AIR SUPPLY
BILLY JOEL
JOURNEY
FLXX
HUMAN LEAGUE
Hottest:
MICHAEL SEMBELLO
NAKED EYES
MICHAEL JACKSON
PRINCE
DIANA ROSS

Parallel Three

WJBC/Bloomington, IL
Stew Salowitz
TOTO
DOOBIE BROTHERS
CATES & WRAY
Hottest:
RITA COOLIDGE
LAURA BRANIGAN
TACO
DENVER & HARRIS
BILLY JOEL

KCRG/Cedar Rapids, IA
Carl Mann
AIR SUPPLY
MICHAEL JACKSON
BILLY JOEL
Hottest:
POLICE
ELTON JOHN
DEBARGE
CULTURE CLUB
IRENE CARA

WOWO/Ft. Wayne
Chris Witting
none
Hottest:
POLICE
ELTON JOHN
DEBARGE
CULTURE CLUB
IRENE CARA

WENS/Indianapolis
Cummings/Wheeler
BILLY JOEL
SERGIO MENDES
MICHAEL BREWER
CULTURE CLUB
Hottest:
IRENE CARA
DEBARGE
POLICE
LOUISE TUCKER
PAUL ANKA

KFSB/Joplin, MO
Don Carpenier
AIR SUPPLY
LANE BRODY
BILLY JOEL
SISY SPACER
MICHAEL LOVESMITH
JOHNNY LEE
NAKED EYES
RONNIE MILSAP
PHOEBE CATES
STARBUCK
JACKSON BROWNE
CULTURE CLUB
Hottest:
ENGBERT HUMPERD
LEE GREENWOOD
DERAN CRAIG
DENVER & HARRIS
POLICE
GEORGE FISCHOFF

KFOR/Lincoln, NE
Cathy Blythe
SERGIO MENDES
BILLY JOEL
RONNIE MILSAP
KENNY ROGERS
LANE BRODY
Hottest:
POLICE
SPANDAU BALLET
RITA COOLIDGE
F.R. DAVID
AMERICA
LAURA BRANIGAN

WFMK/Lansing
Jay Richards
LBB
CRYSTAL GAYLE
BILLY JOEL
SPANDAU BALLET
RONNIE MILSAP
Hottest:
IRENE CARA
POLICE
SERGIO MENDES
CHAMPAIGN
MICHAEL JACKSON

WISM-FM/Madison
Bill Vanch
none
Hottest:
LOUISE TUCKER
MEN AT WORK
F.R. DAVID
HOLLIES

Parallel Two

WZUU/Milwaukee
Steve Schram
none
Hottest:
IRENE CARA
CULTURE CLUB
SERGIO MENDES
Hottest:
POLICE

WZUU/Milwaukee
Steve Schram
none
Hottest:
IRENE CARA
CULTURE CLUB
SERGIO MENDES
Hottest:
POLICE

WZUU/Milwaukee
Steve Schram
none
Hottest:
IRENE CARA
CULTURE CLUB
SERGIO MENDES
Hottest:
POLICE

Parallel Two

WHBY/Appleton
Rob Shannon
MICHAEL JACKSON
DOOBIE BROTHERS
KENNY ROGERS
NAKED EYES
STAR SISTERS
RONNIE MILSAP
SERGIO MENDES
Hottest:
POLICE
LAURA BRANIGAN
DEBARGE
RITA COOLIDGE

WQUA/Quad Cities, IL
Klueth/Scott
RONNIE MILSAP
SERGIO MENDES
B.J. THOMAS
JOSE FELICIANO
WHISPERS
SPANDAU BALLET
Hottest:
RITA COOLIDGE
AMERICA

WVOR/Rochester
Gary Smith
MICHAEL JACKSON
BILLY JOEL
LAURA BRANIGAN
NASHALL CRENSHAW
CARLENE CARTER
Hottest:
HERB ALPERT
CRYSTAL GAYLE
CULTURE CLUB
GEORGE BENSON
LANE BRODY
CHUCK MANGIONE
SERGIO MENDES
STAR SISTERS
AIR SUPPLY
Hottest:
POLICE
CHAMPAIGN
LOUISE TUCKER
DEBARGE
RITA COOLIDGE

SOUTH Parallel One

WRMM/Atlanta
Allen Saunders
CRYSTAL GAYLE
B.J. THOMAS
AIR SUPPLY
TACO
Hottest:
INGRAM & AUSTIN
DEBARGE
JIM CAPALDI
CHAMPAIGN
ALABAMA

WSPA/Atlanta
Greg Picciano
HERB ALPERT
SERGIO MENDES
BILLY JOEL
JOURNEY
Hottest:
DEBARGE
PAUL ANKA
LOUISE TUCKER
AMERICA
TACO

WSB-FM/Atlanta
Dorina Brake
JENNIFER WARNES
HERB ALPERT
POLYRYTHMICS
SERGIO MENDES
Hottest:
POLICE
RITA COOLIDGE
PAUL ANKA
LOUISE TUCKER
MICHAEL JACKSON

KVLD/Dallas-Ft. Worth
Chuck Rhodes
MICHAEL JACKSON
HOLLIES
RONNIE MILSAP
STAR SISTERS
Hottest:
IRENE CARA
SERGIO MENDES
DEBARGE
RITA COOLIDGE
LOUISE TUCKER

WAXY/Ft. Lauderdale
Shaw/Lee
AMERICA
Hottest:
POLICE
MICHAEL JACKSON
KINKS
BILLY JOEL
SERGIO MENDES
DEBARGE
RITA COOLIDGE
LOUISE TUCKER

WVLA/Memphis
Steve Buller
none
Hottest:
LEE GREENWOOD
POLICE
LBB
LAURA BRANIGAN
MICHAEL JACKSON

WHY/Montgomery
Horton/Thomas
SERGIO MENDES
DOOBIE BROTHERS
KENNY ROGERS
RONNIE MILSAP
HOTTEST:
POLICE
LOUISE TUCKER
MEN AT WORK
TACO

WQUE/New Orleans
Chris Bryan
MICHAEL JACKSON
ROBERT PLANT
LOUISE TUCKER
Hottest:
MEN AT WORK
EURYTHMICS
TACO
POLICE
JACKSON BROWNE

2WD/Norfolk
Richardson/Allen
AIR SUPPLY
SERGIO MENDES
HERB ALPERT
POLICE
SERGIO MENDES
DEBARGE
LOUISE TUCKER
MEN AT WORK

WEZS/Richmond
Church/Stevens
HERB ALPERT
BILLY JOEL
Hottest:
LOUISE TUCKER
RITA COOLIDGE
MICHAEL JACKSON
BRYSON & FLACK

WVRA/Richmond
Lou Dean
TOTO
Hottest:
POLICE
PAUL ANKA
SMOKEY ROBINSON
LOUISE TUCKER
HOLLIES

WSRZ/Sarasota
Huntington/Telone
JENNIFER WARNES
MECO
KENNY ROGERS
AIR SUPPLY
SPANDAU BALLET
Hottest:
POLICE
DEBARGE
CHAMPAIGN
RITA COOLIDGE
MICHAEL JACKSON

WBT/Charlotte
Dave Bishop
AIR SUPPLY
BILLY JOEL
Hottest:
IRENE CARA
DEBARGE
HUMAN LEAGUE
CHAMPAIGN
LOUISE TUCKER

WVVA/Charlotte
Don Brookshire
NAKED EYES
SERGIO MENDES
KENNY ROGERS
ELTON JOHN
Hottest:
POLICE
RITA COOLIDGE
PAUL ANKA
SMOKEY ROBINSON

WVVA/Charlotte
Don Brookshire
NAKED EYES
SERGIO MENDES
KENNY ROGERS
ELTON JOHN
Hottest:
POLICE
RITA COOLIDGE
PAUL ANKA
SMOKEY ROBINSON

Parallel Three

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

SOUTH Parallel One

WRMM/Atlanta
Allen Saunders
CRYSTAL GAYLE
B.J. THOMAS
AIR SUPPLY
TACO
Hottest:
INGRAM & AUSTIN
DEBARGE
JIM CAPALDI
CHAMPAIGN
ALABAMA

WSPA/Atlanta
Greg Picciano
HERB ALPERT
SERGIO MENDES
BILLY JOEL
JOURNEY
Hottest:
DEBARGE
PAUL ANKA
LOUISE TUCKER
AMERICA
TACO

WSB-FM/Atlanta
Dorina Brake
JENNIFER WARNES
HERB ALPERT
POLYRYTHMICS
SERGIO MENDES
Hottest:
POLICE
RITA COOLIDGE
PAUL ANKA
LOUISE TUCKER
MICHAEL JACKSON

KVLD/Dallas-Ft. Worth
Chuck Rhodes
MICHAEL JACKSON
HOLLIES
RONNIE MILSAP
STAR SISTERS
Hottest:
IRENE CARA
SERGIO MENDES
DEBARGE
RITA COOLIDGE
LOUISE TUCKER

WAXY/Ft. Lauderdale
Shaw/Lee
AMERICA
Hottest:
POLICE
MICHAEL JACKSON
KINKS
BILLY JOEL
SERGIO MENDES
DEBARGE
RITA COOLIDGE
LOUISE TUCKER

WVLA/Memphis
Steve Buller
none
Hottest:
LEE GREENWOOD
POLICE
LBB
LAURA BRANIGAN
MICHAEL JACKSON

WHY/Montgomery
Horton/Thomas
SERGIO MENDES
DOOBIE BROTHERS
KENNY ROGERS
RONNIE MILSAP
HOTTEST:
POLICE
LOUISE TUCKER
MEN AT WORK
TACO

WQUE/New Orleans
Chris Bryan
MICHAEL JACKSON
ROBERT PLANT
LOUISE TUCKER
Hottest:
MEN AT WORK
EURYTHMICS
TACO
POLICE
JACKSON BROWNE

2WD/Norfolk
Richardson/Allen
AIR SUPPLY
SERGIO MENDES
HERB ALPERT
POLICE
SERGIO MENDES
DEBARGE
LOUISE TUCKER
MEN AT WORK

WEZS/Richmond
Church/Stevens
HERB ALPERT
BILLY JOEL
Hottest:
LOUISE TUCKER
RITA COOLIDGE
MICHAEL JACKSON
BRYSON & FLACK

WVRA/Richmond
Lou Dean
TOTO
Hottest:
POLICE
PAUL ANKA
SMOKEY ROBINSON
LOUISE TUCKER
HOLLIES

WSRZ/Sarasota
Huntington/Telone
JENNIFER WARNES
MECO
KENNY ROGERS
AIR SUPPLY
SPANDAU BALLET
Hottest:
POLICE
DEBARGE
CHAMPAIGN
RITA COOLIDGE
MICHAEL JACKSON

WBT/Charlotte
Dave Bishop
AIR SUPPLY
BILLY JOEL
Hottest:
IRENE CARA
DEBARGE
HUMAN LEAGUE
CHAMPAIGN
LOUISE TUCKER

WVVA/Charlotte
Don Brookshire
NAKED EYES
SERGIO MENDES
KENNY ROGERS
ELTON JOHN
Hottest:
POLICE
RITA COOLIDGE
PAUL ANKA
SMOKEY ROBINSON

WVVA/Charlotte
Don Brookshire
NAKED EYES
SERGIO MENDES
KENNY ROGERS
ELTON JOHN
Hottest:
POLICE
RITA COOLIDGE
PAUL ANKA
SMOKEY ROBINSON

Parallel Three

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

SOUTH Parallel One

WRMM/Atlanta
Allen Saunders
CRYSTAL GAYLE
B.J. THOMAS
AIR SUPPLY
TACO
Hottest:
INGRAM & AUSTIN
DEBARGE
JIM CAPALDI
CHAMPAIGN
ALABAMA

WSPA/Atlanta
Greg Picciano
HERB ALPERT
SERGIO MENDES
BILLY JOEL
JOURNEY
Hottest:
DEBARGE
PAUL ANKA
LOUISE TUCKER
AMERICA
TACO

WSB-FM/Atlanta
Dorina Brake
JENNIFER WARNES
HERB ALPERT
POLYRYTHMICS
SERGIO MENDES
Hottest:
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RITA COOLIDGE
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LOUISE TUCKER
MICHAEL JACKSON

KVLD/Dallas-Ft. Worth
Chuck Rhodes
MICHAEL JACKSON
HOLLIES
RONNIE MILSAP
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Hottest:
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SERGIO MENDES
DEBARGE
RITA COOLIDGE
LOUISE TUCKER

WAXY/Ft. Lauderdale
Shaw/Lee
AMERICA
Hottest:
POLICE
MICHAEL JACKSON
KINKS
BILLY JOEL
SERGIO MENDES
DEBARGE
RITA COOLIDGE
LOUISE TUCKER

WVLA/Memphis
Steve Buller
none
Hottest:
LEE GREENWOOD
POLICE
LBB
LAURA BRANIGAN
MICHAEL JACKSON

WHY/Montgomery
Horton/Thomas
SERGIO MENDES
DOOBIE BROTHERS
KENNY ROGERS
RONNIE MILSAP
HOTTEST:
POLICE
LOUISE TUCKER
MEN AT WORK
TACO

WQUE/New Orleans
Chris Bryan
MICHAEL JACKSON
ROBERT PLANT
LOUISE TUCKER
Hottest:
MEN AT WORK
EURYTHMICS
TACO
POLICE
JACKSON BROWNE

2WD/Norfolk
Richardson/Allen
AIR SUPPLY
SERGIO MENDES
HERB ALPERT
POLICE
SERGIO MENDES
DEBARGE
LOUISE TUCKER
MEN AT WORK

WEZS/Richmond
Church/Stevens
HERB ALPERT
BILLY JOEL
Hottest:
LOUISE TUCKER
RITA COOLIDGE
MICHAEL JACKSON
BRYSON & FLACK

WVRA/Richmond
Lou Dean
TOTO
Hottest:
POLICE
PAUL ANKA
SMOKEY ROBINSON
LOUISE TUCKER
HOLLIES

WSRZ/Sarasota
Huntington/Telone
JENNIFER WARNES
MECO
KENNY ROGERS
AIR SUPPLY
SPANDAU BALLET
Hottest:
POLICE
DEBARGE
CHAMPAIGN
RITA COOLIDGE
MICHAEL JACKSON

WBT/Charlotte
Dave Bishop
AIR SUPPLY
BILLY JOEL
Hottest:
IRENE CARA
DEBARGE
HUMAN LEAGUE
CHAMPAIGN
LOUISE TUCKER

WVVA/Charlotte
Don Brookshire
NAKED EYES
SERGIO MENDES
KENNY ROGERS
ELTON JOHN
Hottest:
POLICE
RITA COOLIDGE
PAUL ANKA
SMOKEY ROBINSON

WVVA/Charlotte
Don Brookshire
NAKED EYES
SERGIO MENDES
KENNY ROGERS
ELTON JOHN
Hottest:
POLICE
RITA COOLIDGE
PAUL ANKA
SMOKEY ROBINSON

Parallel Three

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WEST Parallel One

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Three

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WEST Parallel One

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WVOR/Rochester
Gary Smith
none
Hottest:
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DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Three

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WEST Parallel One

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WVOR/Rochester
Gary Smith
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Hottest:
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DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Three

WVOR/Rochester
Gary Smith
none
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DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WEST Parallel One

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Three

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WEST Parallel One

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

WVOR/Rochester
Gary Smith
none
Hottest:
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DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Three

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

Parallel Two

WVOR/Rochester
Gary Smith
none
Hottest:
POLICE
DEBARGE
RITA COOLIDGE
IRENE CARA
SERGIO MENDES
JIM CAPALDI

118 Current Reports

The following stations reported frozen playlists this week:

- 3WS/Pittsburgh
- 56KRC/Cincinnati
- WISM-FM/Madison
- KLTE/Oklahoma City
- WAFB/Baton Rouge



KISW/Seattle
(206) 285-7625
PD: BRAD PHILLIPS
MD: STEVE SLATON

KOME/San Jose
(408) 246-6811
PD: LES TRACY
MD: KAREN NAKAMURA

KFOG/San Francisco
(415) 885-1045
PD: DAVE LUCAN

KMET/Los Angeles
(213) 484-5838
PD: RAN BELLAMY
MD: BEA SUZURTY

KKIN/Portland
(503) 228-5000
PD: RICK SCOTT
MD: CARL HIDING

KSJO/San Jose
(408) 288-5400
PD: LEE ROY BARKEN
MD: MIKE STEVENS

KNAC/Long Beach
(213) 437-0366
PD: JIMMY CHRISTOPHER
MD: NART JO GOODES

KQAK/San Francisco
415-474-9100
PD: BOB WETNAM
MD: BOB

KZOK/Seattle
(206) 233-3911
PD: JIM ROBINSON
MD: CRAIG MARTIN

KDKB/Phoenix
(602) 897-9300
PD: JEFF SATTLER
MD: J. DAVID HOLMES

KRQJ/Pasadena
(213) 578-0830
PD: FREDDIE SHAKERS
MD: LARRY GROVER

KAZJ/Denver
(303) 756-5600
PD: SCOTT JAMISON

KUPD/Phoenix
(602) 838-3062
PD: ERN GLADDEN
ASST. PD: VAL MCINTOSH

KBPI/Denver
(303) 936-2313
PD: PHIL STEINER
MD: KAREN ALLEN

KBPD/Phoenix
(602) 838-3062
PD: ERN GLADDEN
ASST. PD: VAL MCINTOSH

KBPD/Phoenix
(602) 838-3062
PD: ERN GLADDEN
ASST. PD: VAL MCINTOSH

KZKB/Portland
(503) 222-1841
PD: BOB MITCHELL
MD: BOB BROOKS

KRCR/Portland
(503) 292-1360
PD: LARRY BUCK
ASST. PD: TED EDWARDS

KQON/Portland
(503) 655-0181
PD: DAVE VAN DYKE
ASST. PD: GLORIA JOHNSON

KOLASan Bernardino
(714) 825-9952
PD: AL BARRETT

KCALSan Bernardino
(714) 825-8200
PD: JIM JAMES
MD: RICK STEWART

KFMG/Albuquerque
(505) 285-8811
PD: TOM HUSKALD
MD: LEWIS BLOCH

KKCP/Salt Lake City
(801) 972-3030
PD: GARY WELCH

KIDJ/Boise
208-336-0939
PD: DAVE FREEDMAN
MD: BOB

KPOI/Am-FM/Honolulu
(808) 524-7100
PD: BILL KING
MD: ANNY PRESTON

KTIM/San Rafael
(415) 458-1510
PD: DAVID T.
MD: YVES ROBERTS

KILO/Colorado Springs
(303) 634-4898
PD: RICH WARD
MD: ALAN WHITE

KMP/Las Vegas
(702) 876-1460
PD: CHARLIE MORRIS
MD: BIG MARTY

KVRE/Santa Rosa
(707) 544-5873
PD: CINDY FARLOW

KRSP/Salt Lake City
(801) 262-5541
PD: RANDY ROSE
MD: BARRY KELL

KZEL/Eugene
(503) 484-4304
PD: KEN MARTIN

KKJF/Fresno
(209) 226-5991
PD: DEAN OPPENHEIM
MD: JEFF KICEL

KWFL/Albuquerque
(505) 785-5400
PD: BILL STEPHANSON
MD: DOUG DAVIS

KZEL/Eugene
(503) 484-4304
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MD: JEFF KICEL

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MD: TOM CALE

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MD: BRIAN KILLER

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MD: GAYLE B. BRADLEY

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MD: SCOTT ANDRUCH

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PD: LEE DUNCAN
MD: TOM CARBY

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PD: JIM RAY
MD: RICK ALLEN

KKJF/Fresno
(209) 226-5991
PD: DEAN OPPENHEIM
MD: JEFF KICEL

Parallel Two

KWXL/Albuquerque
(505) 785-5400
PD: BILL STEPHANSON
MD: DOUG DAVIS

KZEL/Eugene
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PD: KEN MARTIN

KKJF/Fresno
(209) 226-5991
PD: DEAN OPPENHEIM
MD: JEFF KICEL

KWFL/Albuquerque
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PD: BILL STEPHANSON
MD: DOUG DAVIS

KZEL/Eugene
(503) 484-4304
PD: KEN MARTIN

KKJF/Fresno
(209) 226-5991
PD: DEAN OPPENHEIM
MD: JEFF KICEL

Parallel Three

KWHJ/Anchorage
(907) 349-6551
PD: RANDY ROBERTS
MD: GAYLE B. BRADLEY

KFMF/Chico
(916) 343-8461
PD: KIM WOODWARD

KTCU/Colina
(303) 871-1232
PD: JOHN HAYES
MD: SCOTT ANDRUCH

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MD: TOM CARBY

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MD: RICK ALLEN

KKJF/Fresno
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PD: DEAN OPPENHEIM
MD: JEFF KICEL

CHR ADDS & HOTS

EAST
Most Added **Hottest**
 Stray Cats Police
 Frank Stallone Michael Sembello
 Little River Band Eurythmics
 Elton John

SOUTH
Most Added **Hottest**
 Stray Cats Police
 Frank Stallone Michael Sembello
 Elton John Eurythmics

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

EAST

PARALLEL TWO

WFLY/Albany, NY

Jack Lawrence

TALKING HEADS

ASIA

BILLY JOEL

MARTIN BRILEY

BRYSON & FLACK

BONNIE TYLER

STRAY CATS

FRANK STALLONE

GEORGE BENSON

Hottest:

POLICE 1-1

STEVIE NICKS 9-2

PRINCE 8-3

DURAN DURAN 10-8

MICHAEL SEMBELLO 19-10

WTRY/Albany, NY

BH Cahill

JOAN JETT

MEN WITHOUT HATS

LAURA BRANIGAN

MICHAEL JACKSON

STRAY CATS

TUBES (dp)

BONNIE TYLER (dp)

FRANK STALLONE

Hottest:

POLICE 1-1

MICHAEL JACKSON 3-2

EURYTHMICS 10-7

DEF LEPPARD 18-15

JACKSON BROWNE 26-21

WROR/Boston, MA

Gary Berkowitz

none

Hottest:

POLICE 1-1

MICHAEL JACKSON 2-2

MADNESS 4-4

DONNA SUMMER 6-6

ROD STEWART 7-7

K104/ Erie, PA

BH Shannon

TACO

STRAY CATS

KENNY ROGERS

DONNIE IRIS

DEF LEPPARD

LRB

RITA COOLIDGE

Hottest:

POLICE 1-1

DEF LEPPARD 3-2

POLICE 6-3

BONNIE TYLER 13-6

ROD STEWART 16-8

WYCR/Hanover-York, PA

J.J. Randolph

ELTON JOHN

STRAY CATS

JEFFREY OSBORNE

LAURA BRANIGAN

TUBES

Hottest:

POLICE 1-1

STEVIE NICKS 4-2

DONNA SUMMER 12-6

EURYTHMICS 14-7

MICHAEL SEMBELLO 19-9

WTFM/Hartford, CT

Mike West

MEN WITHOUT HATS

ASIA

Hottest:

POLICE 1-1

MICHAEL SEMBELLO 2-2

EURYTHMICS 4-3

FIXX 13-11

MICHAEL JACKSON 24-21

WKEE/Huntington, WV

Gary Miller

none

Hottest:

PRINCE 1-1

MADNESS 2-2

STEVIE NICKS 3-3

DEBARGE 4-4

DURAN DURAN 5-5

WLAN-FM/Lancaster, PA

Nicole

none

Hottest:

POLICE 1-1

MICHAEL JACKSON 2-2

PRINCE 6-6

DEF LEPPARD 12-12

MICHAEL SEMBELLO 15-15

WBLI/Long Island, NY

BH Terry

DAVID BOWIE

ASIA

AIR SUPPLY

Hottest:

POLICE 1-1

DURAN DURAN 9-6

STEVIE NICKS 11-9

EURYTHMICS 13-11

DONNA SUMMER 13-11

KC101/New Haven

Loo Katz

JEFFREY OSBORNE

ASIA

NAKED EYES

BILLY JOEL

Hottest:

STEVIE NICKS 4-1

MICHAEL SEMBELLO 8-5

EURYTHMICS 9-6

HUMAN LEAGUE 18-12

DAVID BOWIE 19-14

WSPK/Poughkeepsie, NY

Chris Laid

STRAY CATS

LRB

AIR SUPPLY

SPANDAU BALLET

ELTON JOHN

LOUISE TUCKER

Hottest:

POLICE 1-1

MICHAEL SEMBELLO 4-2

DURAN DURAN 8-4

DAVID BOWIE 10-5

STEVIE NICKS 14-8

WHFM/Rochester, NY

Charley Lake

ELTON JOHN

MEN WITHOUT HATS

LAURA BRANIGAN

STRAY CATS

Hottest:

POLICE 1-1

DURAN DURAN 6-3

TACO 20-5

MICHAEL SEMBELLO 8-6

DONNA SUMMER 14-10

WKFMSyracuse

John Carucci

CHRIS DEBURGH

STRAY CATS

TALKING HEADS

SPANDAU BALLET

LINDSEY BUCKINGHA

GARY MYRICK

Hottest:

POLICE 1-1

STEVIE NICKS 3-2

JACKSON BROWNE 22-15

CULTURE CLUB 28-18

TACO 34-22

WPSJ/Trenton, NJ

Tom Taylor

ELTON JOHN

SPANDAU BALLET

STRAY CATS

Hottest:

MICHAEL SEMBELLO 9-5

BONNIE TYLER 18-8

DONNA SUMMER 13-9

TACO 36-29

FRANK STALLONE D-37

WRCK/Utica, NY

Jim Reitz

STRAY CATS

CHRIS DEBURGH

FRANK STALLONE

BONNIE TYLER

ROBERT PLANT

SPANDAU BALLET

Hottest:

DURAN DURAN 3-1

STEVIE NICKS 5-3

MICHAEL SEMBELLO 8-5

MEN AT WORK 12-8

QUARTERFLASH 15-11

WKRZ-FM/Wilkes-Barre

Jim Rising

SPANDAU BALLET

TUBES

BONNIE TYLER

STRAY CATS

TALKING HEADS

Hottest:

PRINCE 2-1

DEF LEPPARD 5-3

MICHAEL SEMBELLO 9-6

DONNA SUMMER 11-8

TACO 14-11

Q108/York, PA

Dan Steele

RITA COOLIDGE

Hottest:

POLICE 1-1

DEF LEPPARD 3-2

POLICE 6-3

BONNIE TYLER 13-6

ROD STEWART 16-8

WYCR/Hanover-York, PA

J.J. Randolph

ELTON JOHN

STRAY CATS

JEFFREY OSBORNE

LAURA BRANIGAN

TUBES

Hottest:

POLICE 1-1

STEVIE NICKS 4-2

DONNA SUMMER 12-6

EURYTHMICS 14-7

MICHAEL SEMBELLO 19-9

WTFM/Hartford, CT

Mike West

MEN WITHOUT HATS

ASIA

Hottest:

POLICE 1-1

MICHAEL SEMBELLO 2-2

EURYTHMICS 4-3

FIXX 13-11

MICHAEL JACKSON 24-21

WKEE/Huntington, WV

Gary Miller

none

Hottest:

PRINCE 1-1

MADNESS 2-2

STEVIE NICKS 3-3

DEBARGE 4-4

DURAN DURAN 5-5

WLAN-FM/Lancaster, PA

Nicole

none

Hottest:

POLICE 1-1

MICHAEL JACKSON 2-2

PRINCE 6-6

DEF LEPPARD 12-12

MICHAEL SEMBELLO 15-15

WBLI/Long Island, NY

BH Terry

DAVID BOWIE

ASIA

AIR SUPPLY

Hottest:

POLICE 1-1

DURAN DURAN 9-6

STEVIE NICKS 11-9

EURYTHMICS 13-11

DONNA SUMMER 13-11

KC101/New Haven

Loo Katz

JEFFREY OSBORNE

ASIA

NAKED EYES

BILLY JOEL

Hottest:

STEVIE NICKS 4-1

MICHAEL SEMBELLO 8-5

EURYTHMICS 9-6

HUMAN LEAGUE 18-12

DAVID BOWIE 19-14

WSPK/Poughkeepsie, NY

Chris Laid

STRAY CATS

LRB

AIR SUPPLY

SPANDAU BALLET

ELTON JOHN

LOUISE TUCKER

Hottest:

POLICE 1-1

MICHAEL SEMBELLO 4-2

DURAN DURAN 8-4

DAVID BOWIE 10-5

STEVIE NICKS 14-8

WHFM/Rochester, NY

Charley Lake

ELTON JOHN

MEN WITHOUT HATS

LAURA BRANIGAN

STRAY CATS

Hottest:

POLICE 1-1

DURAN DURAN 6-3

TACO 20-5

MIDWEST Most Added Hottest

Stray Cats Frank Stallone Elton John Police Stevie Nicks Michael Sembello

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Stray Cats Elton John Frank Stallone Police Michael Sembello Eurythmics

MIDWEST

PARALLEL TWO

WKDD/Akron, OH

Matt Patrick ASIA TACO FRANK STALLONE EDDY GRANT GEORGE BENSON Hottest: POLICE 1-1 DAVID BOWIE 5-3 JOURNEY 14-9 CULTURE CLUB 20-13 LAURA BRANIGAN 23-16

WKAU/Appleton-Oshkosh

Rosa/Allen DIANA ROSS BONNIE TYLER MEN WITHOUT HATS (dp) Hottest: DURAN DURAN 3-1 LOVERBOY 8-5 MEN AT WORK 11-8 DEF LEPPARD 18-13 RICK SPRINGFIELD 27-21

WNAM/Appleton-Oshkosh

Chris Caine LRB AIR SUPPLY ELTON JOHN F.R. DAVID STRAY CATS Hottest: POLICE 1-1 STEVIE NICKS 4-2 MICHAEL SEMBELLO 5-3 QUARTERFLASH 12-6 RICK SPRINGFIELD 28-19

92X/Columbus, OH

Teri Nuttner DONNA SUMMER BILLY JOEL Hottest: POLICE 1-1 SERGIO MENDES 12-4 MICHAEL SEMBELLO 15-7 RICK SPRINGFIELD 23-15 BONNIE TYLER 25-19

KIKI/Davenport, IA

Jim O'Hara ASIA (dp) JOAN JETT (dp) FRANK STALLONE (dp) WEIRD AL YANKOVIC (dp) GEORGE BENSON Hottest: POLICE 3-1 MEN AT WORK 17-7 MICHAEL SEMBELLO 15-9 PAUL ANKA 33-24 MICHAEL JACKSON D-27

KMGK/Des Moines, IA

Jim Roberts none Hottest: POLICE 1-1 STEVIE NICKS 4-4 MADNESS 5-5 EURYTHMICS 8-8 LOVERBOY 11-11

WEBC/Duluth, MN

Dick Johnson MICHAEL JACKSON AIR SUPPLY RICK SPRINGFIELD (dp) LRB (dp) Hottest: POLICE 1-1 STEVIE NICKS 5-2 EURYTHMICS 7-4 DURAN DURAN 6-5 MEN AT WORK 8-6

WKDQ/Evansville, IN

Hobbs/Payne EURYTHMICS NAKED EYES ASIA RITA COOLIDGE Hottest: POLICE 1-1 EDDY GRANT 6-4 STEVIE NICKS 16-7 MEN AT WORK 17-8 DURAN DURAN 18-10

WMEE/Fort Wayne

Tony Richards BONNIE TYLER AIR SUPPLY (dp) SERGIO MENDES (dp) Hottest: MICHAEL JACKSON 2-1 QUARTERFLASH 11-4 TACO 12-9 RICK SPRINGFIELD 15-11 MICHAEL JACKSON 21-13

WGRD/Grand Rapids, MI

J.J. Duling STRAY CATS BONNIE TYLER LRB STYX FRANK STALLONE TALKING HEADS (dp) INXS (dp) Hottest: LOVERBOY 2-1 EURYTHMICS 10-4 MEN AT WORK 8-5 JACKSON BROWNE 17-11 DONNA SUMMER 9-13

WZZR/Grand Rapids, MI

Don Schuller STRAY CATS SPANDAU BALLET BONNIE TYLER ROBERT PLANT GEORGE BENSON ELTON JOHN YAZ R.E.M. Hottest: POLICE 1-1 MICHAEL SEMBELLO 2-2 QUARTERFLASH 10-5 STEVIE NICKS 16-12 CHARLIE 23-19

WNAP/Indianapolis, IN

Larry Mago none Hottest: none

WZPL/Indianapolis

Hoffman/Brodie BILLY JOEL ZEBRA RITA COOLIDGE MICHAEL JACKSON ZZ TOP BONNIE TYLER LAURA BRANIGAN STRAY CATS ELTON JOHN ROBERT PLANT TEARS FOR FEARS CHRIS DEBURGH BILLY IDOL BLACKFOOT Hottest: POLICE 1-1 STEVIE NICKS 6-2 MICHAEL SEMBELLO 3-3 DONNA SUMMER 11-4 MICHAEL SEMBELLO 10-5

WJXQ/Jackson, MI

Ryan/Cheeks ROBERT PLANT STRAY CATS CHRIS DEBURGH STYX SPANDAU BALLET (dp) LRB (dp) BILLY IDOL (dp) ELTON JOHN (dp) HAYSII FANTAYZEE (dp) Hottest: LOVERBOY 1-1 EURYTHMICS 11-9 JOURNEY 16-12 ASIA 23-19 TALKING HEADS D-24

WKFR/Kalamazoo, MI

Sward/Chapman EDDY GRANT (dp) ELTON JOHN AIR SUPPLY GEORGE BENSON FRANK STALLONE (dp) Hottest: POLICE 1-1 STEVIE NICKS 3-2 DONNA SUMMER 10-5 MEN AT WORK 16-10 JACKSON BROWNE 27-21

WVIC/Lansing, MI

Jay Stevens JACKSON BROWNE BILLY JOEL BONNIE TYLER LRB Hottest: POLICE 1-1 LOVERBOY 2-2 MADNESS 3-3 EDDY GRANT 4-4 ROD STEWART 9-5

WZEE/Madison, WI

Litler/Hudson FRANK STALLONE RICK SPRINGFIELD (dp) STRAY CATS Hottest: POLICE 1-1 DEF LEPPARD 3-2 MICHAEL SEMBELLO 5-4 STEVIE NICKS 8-5 JACKSON BROWNE 13-9

WZEE/Madison, WI

Litler/Hudson FRANK STALLONE RICK SPRINGFIELD (dp) STRAY CATS Hottest: POLICE 1-1 DEF LEPPARD 3-2 MICHAEL SEMBELLO 5-4 STEVIE NICKS 8-5 JACKSON BROWNE 13-9

WZEE/Madison, WI

Litler/Hudson FRANK STALLONE RICK SPRINGFIELD (dp) STRAY CATS Hottest: POLICE 1-1 DEF LEPPARD 3-2 MICHAEL SEMBELLO 5-4 STEVIE NICKS 8-5 JACKSON BROWNE 13-9

WZEE/Madison, WI

Litler/Hudson FRANK STALLONE RICK SPRINGFIELD (dp) STRAY CATS Hottest: POLICE 1-1 DEF LEPPARD 3-2 MICHAEL SEMBELLO 5-4 STEVIE NICKS 8-5 JACKSON BROWNE 13-9

KZ93/Peoria, IL

Edwards/Maloney SPANDAU BALLET FRANK STALLONE BILLY JOEL ROBERT PLANT STRAY CATS Hottest: POLICE 1-1 LOVERBOY 2-2 ELTON JOHN 3-3 CHRIS DEBURGH 4-4 IRENE CARA 5-5

WZOK/Rockford

Tim Fox none Hottest: POLICE 1-1 STEVIE NICKS 3-3 ROD STEWART 5-5 MICHAEL JACKSON 6-6 LOVERBOY 7-7

U93/South Bend, IN

J.K. Dearing STEVIE NICKS BILLY JOEL JOURNEY Hottest: EDDY GRANT 3-1 SERGIO MENDES 4-4 KAJAGOOGOO 8-6 STEVIE NICKS D-11 MEN AT WORK 26-14

KAYI/Tulsa, OK

Phil Williams ELTON JOHN TACO STRAY CATS AIR SUPPLY Hottest: POLICE 1-1 STEVIE NICKS 3-3 DURAN DURAN 5-5 HUMAN LEAGUE 16-10 CULTURE CLUB 18-11

KRAV/Tulsa, OK

Gary Reynolds AIR SUPPLY BILLY JOEL MICHAEL SEMBELLO (dp) Hottest: POLICE 1-1 SERGIO MENDES 2-2 SHERIFF 5-4 MEN AT WORK 12-8 MICHAEL JACKSON D-11

KEYN-FM/Wichita, KS

Taylor/Pearman AIR SUPPLY FRANK STALLONE LRB LAURA BRANIGAN MEN WITHOUT HATS (dp) Hottest: POLICE 1-1 STEVIE NICKS 6-3 DURAN DURAN 7-4 MICHAEL SEMBELLO 13-7 EURYTHMICS 20-9

WHOT/Youngstown, OH

Dick Thompson BLACKFOOT SERGIO MENDES LINDSEY BUCKINGHA STRAY CATS ELTON JOHN ROBERT PLANT FRANK STALLONE KISSING THE PINK ARETHA FRANKLIN HAYSII FANTAYZEE SPANDAU BALLET Hottest: POLICE 1-1 STEVIE NICKS 4-2 ASIA D-27 BILLY JOEL D-29 AIR SUPPLY D-31

WYFM/Youngstown, OH

Jeff Tobin MICHAEL SEMBELLO EURYTHMICS DEF LEPPARD Hottest: POLICE 1-1 MICHAEL JACKSON 3-2 MADNESS 10-5 LOVERBOY 8-6 STEVIE NICKS 13-8

WRKR/Racine, WI

Steve Warren STEVIE NICKS LOVERBOY LAURA BRANIGAN JEFFREY OSBORNE MICHAEL JACKSON Hottest: POLICE 3-1 MADNESS 8-6 ROD STEWART 13-9 DURAN DURAN 19-10 BONNIE TYLER 25-18

KFYR/Bismarck, ND

Dan Brannan JOURNEY BONNIE TYLER AIR SUPPLY HIGH INERGY Hottest: POLICE 1-1 STEVIE NICKS 5-2 EURYTHMICS 6-3 LOVERBOY 10-6 DURAN DURAN 11-7

WBWB/Bloomington

John Heimann BILLY JOEL ARETHA FRANKLIN BLACKFOOT (dp) STRAY CATS KISSING THE PINK CHRIS DEBURGH ELTON JOHN Hottest: POLICE 2-1 DURAN DURAN 15-7 QUARTERFLASH 17-9 JOURNEY 39-26 MICHAEL JACKSON 40-27

99KG/Saline

Steve Collier LRB RONNIE MILSAP (dp) CHRIS DEBURGH (dp) FLIMSOULS (dp) SERGIO MENDES Hottest: MELO 1-1 POLICE 2-2 STEVIE NICKS 8-5 ELO 18-13 TACO 33-24

WRKR/Racine, WI

Steve Warren STEVIE NICKS LOVERBOY LAURA BRANIGAN JEFFREY OSBORNE MICHAEL JACKSON Hottest: POLICE 3-1 MADNESS 8-6 ROD STEWART 13-9 DURAN DURAN 19-10 BONNIE TYLER 25-18

WCIL-FM/Carbondale, IL

Tony Waitakus ZZ TOP (dp) STRAY CATS (dp) MEN WITHOUT HATS TUBES MICHAEL LOVESMITH MALCOLM MCLAREN Hottest: POLICE 1-1 DEF LEPPARD 2-2 NEW EDITION 3-3 MELO 4-4 ELO 30-21

KFMZ/Columbia

Jim Williams STRAY CATS TEARS FOR FEARS ELTON JOHN Hottest: STEVIE NICKS 3-1 QUARTERFLASH 4-2 JOURNEY 16-13 RICK SPRINGFIELD 26-18 ASIA D-21

KQWB/Fargo, ND

Craig Roberts AIR SUPPLY MICHAEL JACKSON Hottest: POLICE 1-1 DURAN DURAN 6-3 STEVIE NICKS 14-9 SERGIO MENDES 15-10

KKXL-FM/Grand Forks, ND

Don Nordline MICHAEL JACKSON BILLY JOEL CHARLIE MEN WITHOUT HATS Hottest: POLICE 1-1 DEF LEPPARD 2-2 EURYTHMICS 7-3 PRINCE 4-5 LOVERBOY 11-10

KYTN/Grand Forks, ND

Tom Fricke ROBERT PLANT CULTURE CLUB RITA COOLIDGE LRB FRANK STALLONE STRAY CATS Hottest: DEF LEPPARD 1-1 LOVERBOY 2-2 POLICE 3-3 STEVIE NICKS 4-4 JOAN JETT 26-18

KRNA/Iowa City, IA

Bart Goynshor LAURA BRANIGAN SHALAMAR AIR SUPPLY FRANK STALLONE LRB STRAY CATS Hottest: POLICE 1-1 EURYTHMICS 2-2 KAJAGOOGOO 4-3 HUMAN LEAGUE 8-4 DURAN DURAN 9-5

WAFM-FM/Lafayette, IN

Jim Stacy CHRIS DEBURGH MICHAEL JACKSON FRANK STALLONE LOUISE TUCKER STRAY CATS (dp) Hottest: POLICE 1-1 STEVIE NICKS 8-1 EURYTHMICS 4-2 QUARTERFLASH 13-5 FIXX 18-8 MICHAEL SEMBELLO 20-12

WRKR/Racine, WI

Steve Warren STEVIE NICKS LOVERBOY LAURA BRANIGAN JEFFREY OSBORNE MICHAEL JACKSON Hottest: POLICE 3-1 MADNESS 8-6 ROD STEWART 13-9 DURAN DURAN 19-10 BONNIE TYLER 25-18

KKLS/Rapid City, SD

Sherwin/Piper BILLY JOEL AIR SUPPLY GEORGE BENSON SHALAMAR Hottest: POLICE 1-1 STEVIE NICKS 2-2 BRYAN ADAMS 5-3 ELO 6-5 MEN AT WORK 15-12

99KG/Saline

Steve Collier LRB RONNIE MILSAP (dp) CHRIS DEBURGH (dp) FLIMSOULS (dp) SERGIO MENDES Hottest: MELO 1-1 POLICE 2-2 STEVIE NICKS 8-5 ELO 18-13 TACO 33-24

WRKR/Racine, WI

Steve Warren STEVIE NICKS LOVERBOY LAURA BRANIGAN JEFFREY OSBORNE MICHAEL JACKSON Hottest: POLICE 3-1 MADNESS 8-6 ROD STEWART 13-9 DURAN DURAN 19-10 BONNIE TYLER 25-18

KKRC/Sioux Falls

Dan Kleley BILLY JOEL MICHAEL JACKSON Hottest: POLICE 1-1 DEF LEPPARD 3-2 MICHAEL SEMBELLO 11-3 DONNA SUMMER 10-6 BRYAN ADAMS 15-10

KWTO-FM/Springfield, MO

Alexander/Hammond none Hottest: POLICE 1-1 MICHAEL JACKSON 2-2 EURYTHMICS 3-3 MADNESS 4-4 STEVIE NICKS 6-6

WSPT/Stevens Point, WI

Fuhr/Tracy STRAY CATS BONNIE TYLER RITA COOLIDGE MICHAEL JACKSON FRANK STALLONE ROBERT PLANT (dp) Hottest: POLICE 1-1 PRINCE 2-2 DURAN DURAN 6-3 STEVIE NICKS 14-9 SERGIO MENDES 15-10

KDVV/Topeka, KN

Tony Stewart STRAY CATS SERGIO MENDES SHALAMAR FRANK STALLONE Hottest: POLICE 1-1 ELO 12-10 QUARTERFLASH 17-14 FIXX 23-19 JOURNEY 29-21

KFMW/Waterloo, IA

Mark Potter STRAY CATS FRANK STALLONE CHRIS DEBURGH LRB JEFFREY OSBORNE ELTON JOHN Hottest: POLICE 1-1 MICHAEL SEMBELLO 15-8 EURYTHMICS 20-13 DONNA SUMMER 26-21 AMERICA 36-31

KKXX/Bakersfield, CA

Squires/Kemper AIR SUPPLY FRANK STALLONE LRB STRAY CATS Hottest: POLICE 1-1 MICHAEL SEMBELLO 7-3 MEN AT WORK 22-13 DAVID BOWIE 26-20 TACO 30-25

KBBK/Boise, ID

Tom Evans BONNIE TYLER (dp) ELTON JOHN FRANK STALLONE JEFFREY OSBORNE AIR SUPPLY Hottest: MICHAEL SEMBELLO 6-3 EURYTHMICS 12-8 MEN WITHOUT HATS 13-9 STEVIE NICKS 15-11 BRYAN ADAMS 16-12

KKFM/Colorado Springs

Finnery/Ryan DURAN DURAN STRAY CATS AIR SUPPLY (dp) Hottest: POLICE 1-1 DONNA SUMMER 5-2 LOVERBOY 7-4 EURYTHMICS 8-5 STEVIE NICKS 10-6

KYNO-FM/Fresno, CA

Walker/Davis ARETHA FRANKLIN GLADYS KNIGHT STEVIE NICKS MIDNIGHT STAR BRYSON & FLACK RICK JAMES TEARS FOR FEARS Hottest: POLICE 1-1 MTUME 9-2 HUMAN LEAGUE 10-4 ATTITUDE 8-6 BERLIN 11-7

KIKI/Honolulu, HI

Kong/Shahido none Hottest: POLICE 1-1 AUDY KIMURA 2-2 THOMAS DOLBY 3-3 SERGIO MENDES 4-4 MEN AT WORK 13-13

KQMO/Honolulu, HI

Kimo Akane TACO STRAY CATS ELTON JOHN DOOBIE BROTHERS SPANDAU BALLET TEARS FOR FEARS ROBERT PLANT Hottest: POLICE 1-1 JOURNEY 2-2 EURYTHMICS 3-3 STYX 5-4 DONNA SUMMER 7-5

KLUC/Las Vegas, NV

Randy Lunquist ELTON JOHN (dp) LRB (dp) Hottest: POLICE 1-1 BRYAN ADAMS 10-7 HUMAN LEAGUE 12-8 DAVID BOWIE 15-12 CULTURE CLUB 18-13

KOSO/Modesto, CA

Ausham/Main ASIA JEFFREY OSBORNE FRANK STALLONE Hottest: POLICE 1-1 MICHAEL SEMBELLO 6-4 FIXX 9-7 LOUISE TUCKER 19-13 NAKED EYES 27-22

KHOP/Modesto-Stockton

David Kraham GEORGE BENSON SPANDAU BALLET ELTON JOHN HIGH INERGY STRAY CATS EDDY GRANT Hottest: STEVIE NICKS 1-1 QUARTERFLASH 5-2 MEN AT WORK 10-5 DURAN DURAN 13-7 NAKED EYES 29-22

KIDD/Monterey, CA

Brown/Kel EURYTHMICS F.R. DAVID BRYSON & FLACK TUBES (dp) Hottest: POLICE 1-1 MICHAEL JACKSON 3-2 MADNESS 9-6 QUARTERFLASH 13-10

K96/Provo, UT

Gentry/McCoy JOURNEY MICHAEL JACKSON BILLY JOEL SHALAMAR Hottest: POLICE 1-1 MICHAEL SEMBELLO 11-5 MEN AT WORK 18-9 EURYTHMICS 19-13 DONNA SUMMER 29-17

KGGI/Riverside-S.B.

O'Neill/Hubbs KENNY ROGERS GEORGE BENSON SMOKEY ROBINSON GAP BAND Hottest: POLICE 1-1 MICHAEL SEMBELLO 8-6 CULTURE CLUB 17-12 PAUL ANKA 28-18 TACO 29-19

KSJD/Salem, OR

Len E. Mitchell STRAY CATS ELTON JOHN FRANK STALLONE LINDSEY BUCKINGHA (dp) SPANDAU BALLET (dp) SERGIO MENDES (dp) ARETHA FRANKLIN (dp) Hottest: DEF LEPPARD 2-1 TACO 19-3 ELO 24-13 SHALAMAR 35-27 MEN WITHOUT HATS D-29

KRSP/Salt Lake City, UT

Carlson/Moll STRAY CATS LAURA BRANIGAN AIR SUPPLY Hottest: MICHAEL JACKSON 2-1 POLICE 3-2 MICHAEL SEMBELLO 4-3 EURYTHMICS 13-7 DONNA SUMMER 12-9

KTRSP/Casper, WY

Sears/Donovan none Hottest: POLICE 1-1 EDDY GRANT 3-3 MADNESS 6-6 EURYTHMICS 14-14 PRINCE 15-15

KYYX/Seattle, WA

Van Johnson STRAY CATS ELVIS COSTELLO SPANDAU BALLET BAUMANN KISSING THE PINK DIAL M EDDY GRANT Hottest: POLICE 1-1 DURAN DURAN 2-2 FIXX 4-3 R.E.M. 6-4 DAVID BOWIE 7-5

KJRB/Spokane, WA

Suds Coleman ELTON JOHN BILLY JOEL KENNY ROGERS HIGH INERGY F.R. DAVID Hottest: POLICE 1-1 LOUISE TUCKER 7-3 QUARTERFLASH 9-7 MEN AT WORK 13-8 TACO 12-9

KHYT/Tucson, AZ

Sherman Cohen ROD STEWART MIDNIGHT STAR ROBERT PLANT STRAY CATS TALKING HEADS RICK JAMES ELTON JOHN SPANDAU BALLET ARETHA FRANKLIN Hottest: POLICE 1-1 MTUME 3-3 SERGIO MENDES 4-4 EURYTHMICS 5-5 MICHAEL SEMBELLO 12-7

KRQ/Tucson, AZ

Zapoleon/Norris CHAMPAIGN FRANK STALLONE STRAY CATS BILLY JOEL JEFFREY OSBORNE RITA COOLIDGE Hottest: POLICE 1-1 MICHAEL SEMBELLO 12-6 MEN AT WORK 21-13 ELO 20-15 BONNIE TYLER 25-21

PARALLEL THREE

KENI/Anchorage, AK Vaughn/Kimberly BONNIE TYLER ELTON JOHN BILLY JOEL Hottest: POLICE 1-1 MICHAEL SEMBELLO 8-5 TACO 11-8 AMERICA 19-16

KYYA/Billings, MT

Charlie Fox RITA COOLIDGE BILLY JOEL NAKED EYES LAURA BRANIGAN Hottest: POLICE 1-1 STEVIE NICKS 2-2 MICHAEL JACKSON 3-5 QUARTERFLASH 14-9 MEN AT WORK 15-10

KCDQ/Bozeman, MT

Greg Williams DOOBIE BROTHERS ROBERT PLANT F.R. DAVID CHRIS DEBURGH HERB ALPERT RONNIE MILSAP BILLY IDOL ELTON JOHN STRAY CATS TONY CAREY Hottest: POLICE 1-1 LOVERBOY 4-2 DONNA SUMMER 7-3 DEF LEPPARD 11-6 TACO 30-21

KIST/Santa Barbara, CA

Scotty Johnson none Hottest: MADNESS 2-2 STEVIE NICKS 5-5 ROD STEWART 6-6 RITA COOLIDGE 7-7 QUARTERFLASH 8-8

KTRSP/Casper, WY

Sears/Donovan none Hottest: POLICE 1-1 EDDY GRANT 3-3 MADNESS 6-6 EURYTHMICS 14-14 PRINCE 15-15

KKAZ/Cheyenne, WY

John Ramsey MARTIN BRILEY MEN WITHOUT HATS SHALAMAR MICHAEL JACKSON ASIA BILLY JOEL Hottest: POLICE 1-1 MICHAEL JACKSON 3-2 MADNESS 6-3 EURYTHMICS 7-5 STEVIE NICKS 11-7

KGHO/Hoquiam

Steve Larson FRANK STALLONE EDDY GRANT BONNIE TYLER ELTON JOHN LOUISE TUCKER GEORGE BENSON Hottest: POLICE 1-1 DEF LEPPARD 2-2 MEN AT WORK 8-4 MICHAEL SEMBELLO 11-5 DAVID BOWIE 29-19

KOZE/Lewiston, ID

Jay McCall ROBERT PLANT AIR SUPPLY STRAY CATS FRANK STALLONE ELTON JOHN Hottest: POLICE 1-1 QUARTERFLASH 8-4 JACKSON BROWNE 16-9 LAURA BRANIGAN 21-13 ASIA 29-20

KDZA/Pueblo, CO

Rip Avina BONNIE TYLER GEORGE BENSON STRAY CATS Hottest: POLICE 1-1 DURAN DURAN 7-5 STEVIE NICKS 8-6 MICHAEL SEMBELLO 18-8 MEN AT WORK 21-10

KCBM/Reno, NV

Jim O'Neal LOUISE TUCKER QUIET RIOT STRAY CATS FRANK STALLONE ROBERT PLANT SPANDAU BALLET Hottest: POLICE 1-1 TACO 11-4 CULTURE CLUB 21-14 JACKSON BROWNE 27-21 BONNIE TYLER 28-22

KBIM/Roswell, MN

Harry Dierks none Hottest: STEVIE NICKS 1-1 MICHAEL SEMBELLO 3-3 ROD STEWART 6-6 ELO 9-9 MICHAEL JACKSON 26-26

KSLY/San Luis Obispo, CA

Tom Walsh MICHAEL JACKSON BILLY JOEL ASIA (dp) AIR SUPPLY FRANK STALLONE TUBES (dp) Hottest: POLICE 1-1 DURAN DURAN 4-3 DONNA SUMMER 9-4 MICHAEL SEMBELLO 10-5 DAVID BOWIE 19-12

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.



★ DENOTES FIRST WEEK IN PARALLELS.

221 Reports

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional Reach 100/25 44% National Summary UP 51 DEBUTS 20 SAME 4 DOWN 0 ADDS 25

EXAMPLE

100/25 — 100 CHR reporting stations on this week including 25 new adds.

44% — Percentage of this week's reporters playing it.
Regional Reach — Percentage of reporters playing the song within each region.

National Summary
Up 51 — Number of stations moving it up on the charts.
Debuts 20 — Number of stations debuting the song this week.

Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)
Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.



BRYAN ADAMS
Cuts Like A Knife (A&M)
LP: Cuts Like A Knife

Regional Reach 177/0 80% National Summary UP 15 DEBUTS 7 SAME 24 DOWN 28 ADDS 0



ASIA
Don't Cry (Geffen)
LP: Alpha

Regional Reach 100/37 84% National Summary UP 21 DEBUTS 78 SAME 50 DOWN 4 ADDS 37

DAVID BOWIE
China Girl (EMI America)
LP: Let's Dance

Regional Reach 185/4 84% National Summary UP 142 DEBUTS 16 SAME 28 DOWN 5 ADDS 4

JACKSON BROWNE
Lawyers In Love (Asylum)
LP: Lawyers In Love

Regional Reach 188/4 85% National Summary UP 145 DEBUTS 10 SAME 24 DOWN 2 ADDS 4

RITA COOLIDGE
All Time High (A&M)
LP: Soundtrack Octopus

Regional Reach 123/19 60% National Summary UP 50 DEBUTS 7 SAME 46 DOWN 19 ADDS 19

PEABO BRYSON & ROBERTA FLACK
Tonight I Celebrate... (Capitol)
LP: Tonight I Celebrate My Love

Regional Reach 50/8 23% National Summary UP 16 DEBUTS 4 SAME 22 DOWN 0 ADDS 8

CHARLIE
It's Inevitable (Mirage/Atco)
LP: Charlie

Regional Reach 147/3 67% National Summary UP 71 DEBUTS 11 SAME 63 DOWN 2 ADDS 3

CROSBY, STILLS & NASH
War Games (Atlantic)
LP: Allies

Regional Reach 76/0 34% National Summary UP 27 DEBUTS 1 SAME 43 DOWN 5 ADDS 0

AIR SUPPLY
Making Love Out Of... (Arista)
LP: Greatest Hits

Regional Reach 128/42 58% National Summary UP 40 DEBUTS 40 SAME 0 DOWN 0 ADDS 42

LAURA BRANIGAN
How Am I... (Atlantic)
LP: Branigan 2

Regional Reach 144/23 65% National Summary UP 55 DEBUTS 10 SAME 41 DOWN 23 ADDS 23

GEORGE BENSON
Lady Love Me... (WB)
LP: In Your Eyes

Regional Reach 89/25 40% National Summary UP 13 DEBUTS 10 SAME 41 DOWN 23 ADDS 23

AMERICA
The Border (Capitol)
LP: Your Move

Regional Reach 152/0 69% National Summary UP 101 DEBUTS 6 SAME 41 DOWN 4 ADDS 0

LAURA BRANIGAN
How Am I... (Atlantic)
LP: Branigan 2

Regional Reach 144/23 65% National Summary UP 55 DEBUTS 10 SAME 41 DOWN 23 ADDS 23

GEORGE BENSON
Lady Love Me... (WB)
LP: In Your Eyes

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AMERICA
The Border (Capitol)
LP: Your Move

Regional Reach 152/0 69% National Summary UP 101 DEBUTS 6 SAME 41 DOWN 4 ADDS 0

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How Am I... (Atlantic)
LP: Branigan 2

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GEORGE BENSON
Lady Love Me... (WB)
LP: In Your Eyes

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AMERICA
The Border (Capitol)
LP: Your Move

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How Am I... (Atlantic)
LP: Branigan 2

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Lady Love Me... (WB)
LP: In Your Eyes

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ASIA
Don't Cry (Geffen)
LP: Alpha

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DAVID BOWIE
China Girl (EMI America)
LP: Let's Dance

Regional Reach 185/4 84% National Summary UP 142 DEBUTS 16 SAME 28 DOWN 5 ADDS 4

JACKSON BROWNE
Lawyers In Love (Asylum)
LP: Lawyers In Love

Regional Reach 188/4 85% National Summary UP 145 DEBUTS 10 SAME 24 DOWN 2 ADDS 4

RITA COOLIDGE
All Time High (A&M)
LP: Soundtrack Octopus

Regional Reach 123/19 60% National Summary UP 50 DEBUTS 7 SAME 46 DOWN 19 ADDS 19

PEABO BRYSON & ROBERTA FLACK
Tonight I Celebrate... (Capitol)
LP: Tonight I Celebrate My Love

Regional Reach 50/8 23% National Summary UP 16 DEBUTS 4 SAME 22 DOWN 0 ADDS 8

CHARLIE
It's Inevitable (Mirage/Atco)
LP: Charlie

Regional Reach 147/3 67% National Summary UP 71 DEBUTS 11 SAME 63 DOWN 2 ADDS 3

CROSBY, STILLS & NASH
War Games (Atlantic)
LP: Allies

Regional Reach 76/0 34% National Summary UP 27 DEBUTS 1 SAME 43 DOWN 5 ADDS 0

ASIA
Don't Cry (Geffen)
LP: Alpha

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LP: Let's Dance

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LP: Lawyers In Love

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LP: Tonight I Celebrate My Love

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Tonight I Celebrate... (Capitol)
LP: Tonight I Celebrate My Love

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LP: Tonight I Celebrate My Love

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War Games (Atlantic)
LP: Allies

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Don't Cry (Geffen)
LP: Alpha

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China Girl (EMI America)
LP: Let's Dance

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LP: Lawyers In Love

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RITA COOLIDGE
All Time High (A&M)
LP: Soundtrack Octopus

Regional Reach 123/19 60% National Summary UP 50 DEBUTS 7 SAME 46 DOWN 19 ADDS 19

PEABO BRYSON & ROBERTA FLACK
Tonight I Celebrate... (Capitol)
LP: Tonight I Celebrate My Love

Regional Reach 50/8 23% National Summary UP 16 DEBUTS 4 SAME 22 DOWN 0 ADDS 8

CHARLIE
It's Inevitable (Mirage/Atco)
LP: Charlie

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CROSBY, STILLS & NASH
War Games (Atlantic)
LP: Allies

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ASIA
Don't Cry (Geffen)
LP: Alpha

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China Girl (EMI America)
LP: Let's Dance

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JACKSON BROWNE
Lawyers In Love (Asylum)
LP: Lawyers In Love

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RITA COOLIDGE
All Time High (A&M)
LP: Soundtrack Octopus

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PEABO BRYSON & ROBERTA FLACK
Tonight I Celebrate... (Capitol)
LP: Tonight I Celebrate My Love

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CHARLIE
It's Inevitable (Mirage/Atco)
LP: Charlie

Regional Reach 147/3 67% National Summary UP 71 DEBUTS 11 SAME 63 DOWN 2 ADDS 3

CROSBY, STILLS & NASH
War Games (Atlantic)
LP: Allies

Regional Reach 76/0 34% National Summary UP 27 DEBUTS 1 SAME 43 DOWN 5 ADDS 0

DEF LEPPARD
Rock Of... (Mercury/PolyGram)
LP: Pyromania

Regional 1412 64% National Summary
Reach UP 14
S 874
M 874
W 864
D 504
ADDS 2

DEBITS 3
SAME 4
DOWN 4
ADDS 2

EURHYTHMICS
Sweet Dreams (RCA)
LP: Sweet Dreams (Are Made Of This)

Regional 2823 81% National Summary
Reach UP 14
S 874
M 874
W 864
D 504
ADDS 2

DEBITS 2
SAME 4
DOWN 10
ADDS 3

HUMAN LEAGUE
(Keep Feeling) Fascination (Virgin/A&M)
LP: Fascination!

Regional 1881/ 84% National Summary
Reach UP 17
S 904
M 864
W 914
D 104
ADDS 1

DEBITS 4
SAME 35
DOWN 9
ADDS 1

JOAN JETT
Fake Friends (Blackheart/MCA)
LP: Album

Regional 138/3 62% National Summary
Reach UP 7
S 714
M 864
W 864
D 504
ADDS 3

DEBITS 15
SAME 33
DOWN 11
ADDS 11

JOURNEY
After The Fall (Columbia)
LP: Frontiers

Regional 182/11 82% National Summary
Reach UP 11
S 714
M 864
W 864
D 504
ADDS 3

DEBITS 15
SAME 33
DOWN 11
ADDS 11

LOVERBOY
Hot Girls In... (Columbia)
LP: Keep It Up

Regional 170/4 77% National Summary
Reach UP 11
S 714
M 864
W 864
D 504
ADDS 3

DEBITS 15
SAME 33
DOWN 11
ADDS 11

ELTON JOHN
Kiss The Bride (Geffen)
LP: Too Low For Zero

Regional 62/62 28% National Summary
Reach UP 5
S 814
M 874
W 864
D 504
ADDS 2

DEBITS 0
SAME 0
DOWN 0
ADDS 62

ELTON JOHN
Kiss The Bride (Geffen)
LP: Too Low For Zero

Regional 62/62 28% National Summary
Reach UP 5
S 814
M 874
W 864
D 504
ADDS 2

DEBITS 0
SAME 0
DOWN 0
ADDS 62

ELTON JOHN
Kiss The Bride (Geffen)
LP: Too Low For Zero

Regional 62/62 28% National Summary
Reach UP 5
S 814
M 874
W 864
D 504
ADDS 2

DEBITS 0
SAME 0
DOWN 0
ADDS 62

ELTON JOHN
Kiss The Bride (Geffen)
LP: Too Low For Zero

Regional 62/62 28% National Summary
Reach UP 5
S 814
M 874
W 864
D 504
ADDS 2

DEBITS 0
SAME 0
DOWN 0
ADDS 62

ELTON JOHN
Kiss The Bride (Geffen)
LP: Too Low For Zero

Regional 62/62 28% National Summary
Reach UP 5
S 814
M 874
W 864
D 504
ADDS 2

DEBITS 0
SAME 0
DOWN 0
ADDS 62

ELTON JOHN
Kiss The Bride (Geffen)
LP: Too Low For Zero

Regional 62/62 28% National Summary
Reach UP 5
S 814
M 874
W 864
D 504
ADDS 2

DEBITS 0
SAME 0
DOWN 0
ADDS 62

ELTON JOHN
Kiss The Bride (Geffen)
LP: Too Low For Zero

Regional 62/62 28% National Summary
Reach UP 5
S 814
M 874
W 864
D 504
ADDS 2

DEBITS 0
SAME 0
DOWN 0
ADDS 62

ELTON JOHN
Kiss The Bride (Geffen)
LP: Too Low For Zero

Regional 62/62 28% National Summary
Reach UP 5
S 814
M 874
W 864
D 504
ADDS 2

DEBITS 0
SAME 0
DOWN 0
ADDS 62

ELO
Rock 'N' Roll... (J&R/CBS)
LP: Secret

Regional 186/6 88% National Summary
Reach UP 14
S 874
M 874
W 864
D 504
ADDS 2

DEBITS 3
SAME 4
DOWN 4
ADDS 2

FIXX
Saved By Zero (MCA)
LP: Reach The Beach

Regional 168/4 76% National Summary
Reach UP 12
S 874
M 874
W 864
D 504
ADDS 2

DEBITS 12
SAME 4
DOWN 6
ADDS 4

MICHAEL JACKSON
Human Nature (Epic)
LP: Thriller

Regional 178/23 81% National Summary
Reach UP 14
S 874
M 874
W 864
D 504
ADDS 2

DEBITS 48
SAME 15
DOWN 0
ADDS 29

FIXX
Saved By Zero (MCA)
LP: Reach The Beach

Regional 168/4 76% National Summary
Reach UP 12
S 874
M 874
W 864
D 504
ADDS 2

DEBITS 12
SAME 4
DOWN 6
ADDS 4

BILLY JOEL
Tell Her About It (Columbia)
LP: An Innocent Man

Regional 183/40 87% National Summary
Reach UP 17
S 874
M 874
W 864
D 504
ADDS 2

DEBITS 1
SAME 51
DOWN 0
ADDS 40

BILLY JOEL
Tell Her About It (Columbia)
LP: An Innocent Man

Regional 183/40 87% National Summary
Reach UP 17
S 874
M 874
W 864
D 504
ADDS 2

DEBITS 1
SAME 51
DOWN 0
ADDS 40

LITTLE RIVER BAND
You're Driving Me... (Capitol)
LP: The Net

Regional 111/38 50% National Summary
Reach UP 7
S 544
M 544
W 544
D 504
ADDS 3

DEBITS 17
SAME 48
DOWN 0
ADDS 39

LITTLE RIVER BAND
You're Driving Me... (Capitol)
LP: The Net

Regional 111/38 50% National Summary
Reach UP 7
S 544
M 544
W 544
D 504
ADDS 3

DEBITS 17
SAME 48
DOWN 0
ADDS 39

LITTLE RIVER BAND
You're Driving Me... (Capitol)
LP: The Net

Regional 111/38 50% National Summary
Reach UP 7
S 544
M 544
W 544
D 504
ADDS 3

DEBITS 17
SAME 48
DOWN 0
ADDS 39

LITTLE RIVER BAND
You're Driving Me... (Capitol)
LP: The Net

Regional 111/38 50% National Summary
Reach UP 7
S 544
M 544
W 544
D 504
ADDS 3

DEBITS 17
SAME 48
DOWN 0
ADDS 39

MTUME
Juicy Fruit (Epic)
LP: Greenlight

Regional 53/1 24% National Summary
Reach UP 19
S 258
M 258
W 258
D 504
ADDS 1

DEBITS 25
SAME 25
DOWN 6
ADDS 1

MTUME
Juicy Fruit (Epic)
LP: Greenlight

Regional 53/1 24% National Summary
Reach UP 19
S 258
M 258
W 258
D 504
ADDS 1

DEBITS 25
SAME 25
DOWN 6
ADDS 1

MTUME
Juicy Fruit (Epic)
LP: Greenlight

Regional 53/1 24% National Summary
Reach UP 19
S 258
M 258
W 258
D 504
ADDS 1

DEBITS 25
SAME 25
DOWN 6
ADDS 1

MTUME
Juicy Fruit (Epic)
LP: Greenlight

Regional 53/1 24% National Summary
Reach UP 19
S 258
M 258
W 258
D 504
ADDS 1

DEBITS 25
SAME 25
DOWN 6
ADDS 1

Four Hits For A Winning Playlist

ZAPP "I Can Make You Dance"

Black Radio

BREAKERS

ZAPP

I Can Make You Dance (WB)

81% of our reporting stations on it. Rotations: Heavy 12/3, Medium 19/5, Light 20/9, Extra Adds 7, Total Adds 24 including WDIA, WBMX, WZAK, XHRM, WNHC, WNOO, WPDQ, WTOY, WVKO, WKWM. A Most Added Record. Debuts at number 16 on the Black Radio Chart.



RUFUS & CHAKA KHAN

"Ain't Nobody"

NEW & ACTIVE

RUFUS & CHAKA KHAN "Ain't Nobody" (WB) 34/10

Rotations: Heavy 3/1, Medium 11/0, Light 19/8, Extra Adds 1, Total Adds 10, WILD, WGPR, WNHC, WATV, WJMI, WJAX, WPDQ, WJJS, WWDM, WAAA. Heavy: KSOL, WGIV. Medium: WDAS, WHRK, KJLH, WRDW, KUKQ.



GEORGE BENSON

"Lady Love Me (One More Time)"

NEW & ACTIVE

GEORGE BENSON "Lady Love Me (One More Time)" (WB) 28/14

Rotations: Heavy 7/3, Medium 5/2, Light 15/8, Extra Adds 1, Total Adds 14 including WILD, WKYS, WOOK, WZAK, WNHC, WGIV, WNOO, WOIC, WPDQ, WAAA, KUKQ. Heavy: WAOK, WVEE, KRNB, KACE. Medium: WHRK, WWDM, WBLZ.



Produced by
Arif Mardin

Management:
Fritz-Turner

SERGE PONSAR

"Out In The Night"

UP & COMING

13/4



Manufactured and Distributed by Warner Bros. Records



BREAKERS

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

DON WILLIAMS
Nobody But You (MCA)

On 67% of reporting stations. National Summary: Up 12, Same 30, Down 0, Debuts 21, Adds 38. A Most Added Record. Debuts at number 47 on the Country Chart.

GENE WATSON
Sometimes I Get Lucky And Forget (MCA)

On 65% of reporting stations. National Summary: Up 18, Same 40, Down 0, Debuts 21, Adds 19. Debuts at number 48 on the Country Chart.

TANYA TUCKER
Baby I'm Yours (Arista)

On 60% of reporting stations. National Summary: Up 21, Same 46, Down 0, Debuts 11, Adds 12. Debuts at number 49 on the Country Chart.

DEAN MARTIN
My First Country Song (WB)

On 60% of reporting stations. National Summary: Up 34, Same 40, Down 0, Debuts 9, Adds 6. Debuts at number 50 on the Country Chart.

MOST ADDED

- KENNY ROGERS (48)
Scarlet Fever (Liberty)
- WAYLON JENNINGS & JERRY REED (44)
Hold On, I'm Comin' (RCA)
- DON WILLIAMS (38)
Nobody But You (MCA)
- REBA McENTIRE (37)
Why Do We Want... (Mercury/PolyGram)
- ED BRUCE (36)
If It Was Easy (MCA)
- GARY MORRIS (27)
The Wind Beneath My Wings (WB)
- MEL TILLIS (25)
Cowboy's Dream (MCA)

HOTTEST

- JANIE FRICKE (69)
He's A Heartache... (Columbia)
- CONWAY TWITTY (49)
Lost In The Feeling (WB)
- OAK RIDGE BOYS (47)
Love Song (MCA)
- JOHNNY LEE (37)
Hey Bartender (Full Moon/WB)
- EARL THOMAS CONLEY (35)
Your Love's On The Line (RCA)
- JOHN CONLEE (35)
I'm Only In It For The Love (MCA)
- RONNIE McDOWELL (29)
You're Gonna Ruin My Bad Reputation (Epic)

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. indicated one of this week's most added new songs.

JERRY REED "She's Ready For Someone To Love Her" (RCA) 88/2
National Summary: Up 52, Same 24, Down 3, Debuts 7, Adds 2, WIXY, WYIL, WHN 34-31, KPLX-FM 21-19, WSM 21-16, WHOO 21-17, WQYK-FM 38-31, WHK 34-30, WWWW-FM 12-10, KVOO 12-9, KUUY 15-10, KEEN 40-36, KMPS-AM-FM 27-23, KGA 12-8.

KENNY ROGERS "Scarlet Fever" (Liberty) 80/48
National Summary: Up 2, Same 23, Down 0, Debuts 7, Adds 48 including WNYR, KASE, WSOC-FM, KIKK-FM, WNOE-AM, KS100, WCUZ-AM-FM, WFMS-FM, WMIL, WDG, KLZ, KMAK, KRWQ-FM, KVEG, KNIX-FM, KCKC.

TOM JONES "It'll Be Me" (Mercury/PolyGram) 78/6
National Summary: Up 40, Same 27, Down 0, Debuts 5, Adds 6, WPOR-FM, KLVI, WFNC, WKIX, KSO, KRST-FM, WHN 15-11, WLWI-FM 17-15, WQYK-FM 20-14, WFMS-FM 40-32, KYNN-AM-FM 45-35, WXCL 35-29, KVOO 31-26, KWJJ 44-39, Q92 d-47.

REBA McENTIRE "Why Do We Want..." (Mercury/PolyGram) 76/37
National Summary: Up 2, Same 26, Down 0, Debuts 11, Adds 37 including WPOC-FM, WFIL, KXYL, WWOD/WKZZ, KYXX, WUSQ-FM, WKQO-AM, WFMS-FM, WXCL, KIOV-FM, KFDI-AM-FM, KLZ, KMAK, KTOM, KGA.

GUY CLARK "Homegrown Tomatoes" (WB) 74/5
National Summary: Up 28, Same 32, Down 0, Debuts 9, Adds 5, WKYG, KRRV, WIRE, KYNN-AM-FM, KSRV, WCAW 32-22, WEZL-FM 28-20, KIKK-FM 39-32, WAMZ-FM 9-6, WLWI-FM d-38, WSM 33-27, WQYK-FM 21-15, KSO 29-26, WXCL 23-20, KGA d-32.

LYNN ANDERSON "What I Learned From Loving You" (Permian) 71/4
National Summary: Up 23, Same 35, Down 0, Debuts 9, Adds 4, WX8Q-FM, WHOO, WRNL, KEIN, WGNA-FM 45-37, WVAM 47-42, WBGW-FM 48-40, KMML 38-32, WCMS-FM 44-37, KYNN-AM-FM 50-36, WXCL d-39, KTTS-AM-FM 46-40, KNIX-FM d-40, KTOM 42-31, KSOP-FM 30-24.

DAVID ALLAN COE "Cheap Thrills" (Columbia) 62/16
National Summary: Up 9, Same 30, Down 0, Debuts 3, Adds 16, WESC-AM-FM, KLLL, WPAP-FM, WRNL, WTQR-FM, KBMR, WCXI-AM-FM, KFGO, WKMF, WITL-FM, WTSO, WMIL, KVOO, KGEM/KJOT, KEIN, KMPS-AM-FM.

THOM SCHUYLER "A Little At A Time" (Capitol) 50/10
National Summary: Up 12, Same 25, Down 0, Debuts 3, Adds 10, KIX106, KMML, WSOC-FM, KHEY-AM, WOKK, WQYK-FM, WITL-FM, KUUY, KUGN-FM, KGA, WFIL 31-28, WJQS 38-33, WPAP-FM 47-41, KBMR 44-39.

WAYLON JENNINGS & JERRY REED "Hold On, I'm Comin'" (RCA) 45/44
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 44 including WYRK, KXYL, WAMZ-FM, WMC-AM, WLWI-FM, WCXI-AM-FM, WKQO-AM, WFMS-FM, KYNN-AM-FM, KTTS-AM-FM, KIK-FM, KMAK, KWJJ, KSOP-FM, KCKC, KGA.

MEL McDANIEL "Hot Time In Old Town Tonight" (Capitol) 45/22
Rotations: Heavy 3, Medium 16, Light 0, Extra Adds 4, Total Adds 22 including KRRV, WSOC-FM, WESC-AM-FM, WPAP-FM, KRMD-AM-FM, WKMF, KWMT, WTSO, WXCL, KFDI-AM-FM, KUUY, KKCS, KVEG, KTOM, KGA.

SIGNIFICANT ACTION

JAN GRAY "No Fair Falling In Love" (JameX) 43/2
National Summary: Up 20, Same 17, Down 0, Debuts 4, Adds 2, WSOC-FM, WKMF, WVAM 28-23, KMML 34-29, WCMS-FM 25-22, WIRK-FM 35-30, KTTS-AM-FM 41-36, WTOD d-38, KFDI-AM-FM 34-31, KGA 34-28.

TOM T. HALL "Everything From Jesus To Jack Daniels" (Mercury/PolyGram) 40/14
National Summary: Up 1, Same 21, Down 0, Debuts 4, Adds 14 including WGNA-FM, WGTO, WWOD/WKZZ, WKQO-AM, KWMT, WITL-FM, KVOO, KKAL, KUGN-FM, KMAK, KTOM.

ED BRUCE "If It Was Easy" (MCA) 36/36
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 36 including WFIL, KASE, WLWI-FM, WCMS-FM, KXYX, WIRE, WXCL, KLZ, KRWQ-FM, KMPS-AM-FM.

MARLOW TACKETT "I Spent The Night In The Heart" (RCA) 33/17
National Summary: Up 0, Same 15, Down 0, Debuts 1, Adds 17 including WGTO, WOKK, WLWI-FM, WAXX, KYNN-AM-FM, WXCL, WTOD, KMAK, KRSY, KGA.

JERRY REED "Good Ole Boys" (RCA) 33/1
National Summary: Up 18, Same 11, Down 3, Debuts 0, Adds 1, KILT-FM, WPOR-FM 8-7, WPAP-FM 11-7, KRMD-AM-FM 8-7, WUBE-FM 29-24, WMNI 14-11, WKMF 17-13, KSOP-FM 14-9.

JOHN SCHNEIDER & JILL MICHAELS "Are You Lonesome Tonight" (Scotti Bros./CBS) 32/0
National Summary: Up 12, Same 19, Down 0, Debuts 1, Adds 0, WVAM 31-27, WAJR 45-38, WQYK-FM 36-32, WITL-FM 29-26, WHBF 50-44, KRWQ-FM 39-36, KSOP-FM 31-25, KIGO 44-38.

Adds & Hots... See Page 50



NATIONAL AIRPLAY/50

July 29, 1983

Three Weeks	Two Weeks	Last Week	
8	5	2	1 JANIE FRICKE/He's A Heartache... (Columbia)
12	8	5	2 OAK RIDGE BOYS/Love Song (MCA)
11	9	6	3 CONWAY TWITTY/Lost In The Feeling (WB)
10	6	4	4 BELLAMY BROTHERS/I Love Her Mind (WB/Curb)
14	10	7	5 HANK WILLIAMS JR./Leave Them Boys Alone (WB/Curb)
6	4	1	6 EARL THOMAS CONLEY/Your Love's On The Line (RCA)
17	12	10	7 RONNIE McDOWELL/You're Gonna Ruin My Bad Reputation (Epic)
18	13	11	8 JOHNNY LEE/Hey Bartender (Full Moon/WB)
19	16	12	9 GEORGE STRAIT/A Fire I Can't Put Out (MCA)
4	3	3	10 GEORGE JONES/I Always Get Lucky With You (Epic)
26	19	15	11 VERN GOSDIN/Way Down Deep (Compleat/PolyGram)
20	17	13	12 DAVID FRIZZELL/Where Are You Spending... (Viva)
29	22	17	13 WILLIE NELSON/Why Do I Have To Choose (Columbia)
31	24	19	14 CHARLEY PRIDE/Night Games (RCA)
24	18	16	15 LANE BRODY/Over You (Liberty)
25	21	18	16 ATLANTA/Atlanta Burned Again Last Night (MDJ)
36	28	21	17 JOHN CONLEE/I'm Only In It For The Love (MCA)
34	27	22	18 JOHN ANDERSON/Goin' Down Hill (WB)
30	26	23	19 LACY J. DALTON/Dream Baby... (Columbia)
2	1	8	20 WILLIE NELSON & MERLE HAGGARD/Pancho And Lefty (Epic)
1	2	9	21 ALABAMA/The Closer You Get (RCA)
41	34	27	22 JOE STAMPLEY/Poor Side Of Town (Epic)
44	37	30	23 SHELLY WEST/Flight 309 To Tennessee (Viva)
38	33	26	24 NITTY GRITTY DIRT BAND/Shot Full Of Love (Liberty)
35	31	28	25 GUS HARDIN/If I Didn't Love You (RCA)
43	40	32	26 WAYLON JENNINGS/Breakin' Down (RCA)
40	35	31	27 KAREN BROOKS/Walk On (WB)
-	46	38	28 CRYSTAL GAYLE/Baby What About You (WB)
32	29	24	29 KENDALLS/Precious Love (Mercury/PolyGram)
33	30	25	30 BOBBY BARE/The Jogger (Columbia)
45	42	36	31 MOE BANDY featuring BECKY HOBBS/Let's Get Over Them Together (Col.)
3	7	14	32 SYLVIA/Snapshot (RCA)
48	45	40	33 B.J. THOMAS/New Looks From An Old Lover (Columbia)
49	41	37	34 MARK GRAY/It Ain't Real... (Columbia)
-	47	41	35 JERRY REED/She's Ready For Someone To Love Her (RCA)
47	43	39	36 DAVID WILLS/The Eyes Of A Stranger (RCA)
13	11	20	37 WHITES/I Wonder Who's Holding My Baby (WB/Curb)
50	44	42	38 EMMYLOU HARRIS/So Sad... (WB)
-	47	43	39 RONNIE MILSAP/Don't You Know How Much I Love You (RCA)
-	48	45	40 JOHN DENVER & EMMYLOU HARRIS/Wild Montana Skies (RCA)
-	49	46	41 CHARLY McCLAIN & MICKEY GILLEY/Paradise Tonight (Epic)
-	50	44	42 DOTTIE WEST/Tulsa Ballroom (Liberty)
-	-	49	43 JOHNNY RODRIGUEZ/How Could I Love Her (Epic)
-	-	48	44 MERLE HAGGARD/What Am I Gonna Do With The... (Epic)
-	-	50	45 LOUISE MANDRELL/Too Hot To Sleep (RCA)
5	15	33	46 RICKY SKAGGS/Highway 40 Blues (Epic)
DEBUT	47	47	47 DON WILLIAMS/Nobody But You (MCA)
DEBUT	48	48	48 GENE WATSON/Sometimes I Get Lucky And Forget (MCA)
DEBUT	49	49	49 TANYA TUCKER/Baby I'm Yours (Arista)
DEBUT	50	50	50 DEAN MARTIN/My First Country Song (WB)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

TAMMY WYNETTE "Unwed Fathers" (Epic) 31/1
National Summary: Up 8, Same 19, Down 1, Debuts 2, Adds 1, WHBF, WSM 22-17, WPAP-FM 41-31, KRMD-AM-FM 39-35, WKQO-AM 40-36, KVOO d-50, Q92 d-49, KSOP-FM 32-26.

RICK & JANIS CARNES "Poor Girl" (WB) 29/11
National Summary: Up 0, Same 14, Down 0, Debuts 4, Adds 11, KRMD-AM-FM, KSO, WKQO-AM, KFGO, WTOD, KVOO, KFDI-AM-FM, KVEG, KTOM, KGA.

GARY MORRIS "The Wind Beneath My Wings" (WB) 27/27
Rotations: Heavy 0, Medium 0, Light 0, Extra Adds 0, Total Adds 27 including WFIL, KASE, WNOE-AM, WPAP-FM, KSO, WFMS-FM, WIRE, KRST-FM, KUGN-FM, KGA.

CRISTY LANE "I've Come Back (To Say I Love You)" (Liberty) 27/4
National Summary: Up 8, Same 11, Down 0, Debuts 4, Adds 4, KRRV, WJQS, WSLR, KWMT, WKYG 25-15, KBMR 43-35, KSO 30-23, KYNN-AM-FM 50-40, KTTS-AM-FM 47-41, KSOP-FM 47-41.

BILLY PARKER & FRIENDS "Love Don't Know A Lady" (Soundwaves) 27/2
National Summary: Up 11, Same 11, Down 0, Debuts 3, Adds 2, WESC-AM-FM, WTSO, WGTO 48-44, WLWI-FM d-40, KRMD-AM-FM 47-41, WIRK-FM 37-33, KSO 34-31, KTTS-AM-FM 40-35, KFDI-AM-FM 38-34, KGA d-39.

MEL TILLIS "Cowboy's Dream" (MCA) 25/25
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 25 including WSNO, WIXL-FM, KASE, KIKK-FM, WLWI-FM, WAXX, WXCL, KNIX-FM, KRSY, KMPS-AM-FM.

DELIA BELL "Coyote Song" (WB) 19/15
National Summary: Up 0, Same 4, Down 0, Debuts 0, Adds 15 including WGNA-FM, WPOR-FM, WNOX, KLRA, KEBC-FM, KTTS-AM-FM, KRWQ-FM, KTOM, KSOP-FM, KGA.

WAYNE KEMP "Send Me No Angels" (Doorknob) 19/4
National Summary: Up 4, Same 8, Down 0, Debuts 3, Adds 4, WSOC-FM, WAXX, WXCL, KUUY, WOKK d-50, WLWI-FM 39-30, WIRK-FM 45-41, KVOO d-46, KFDI-AM-FM 40-40.

JERRY LEE LEWIS "Why You Been Gone So Long" (MCA) 19/0
National Summary: Up 9, Same 10, Down 0, Debuts 0, Adds 0, WVAM 41-36, WNOX 43-39, WNOE-AM 41-39, WPAP-FM 40-35, KRMD-AM-FM 36-31, KVOO 48-43, KUZZ on, KUGN-FM 45-43.

SONNY JAMES "A Free Roamin' Mind" (Dimension) 18/10
National Summary: Up 1, Same 5, Down 0, Debuts 2, Adds 10, KRRV, WGTO, KRMD-AM-FM, KFGO, WTSO, WHBF, KTTS-AM-FM, KVOO, KNIX-FM, KSOP-FM.

PETER ISAACSON "Froze In Her Line Of Fire" (Union Station) 18/1
National Summary: Up 2, Same 11, Down 0, Debuts 4, Adds 1, KXYX, WSEN-AM-FM on, KMML 50-48, KHEY-AM on, WPAP-FM 46-39, KBMR d-50, KFGO d-48, KYNN-AM-FM d-48, WHBF on, KTOM d-50.

WAYNE MASSEY "Say You'll Stay" (MCA) 17/11
National Summary: Up 2, Same 4, Down 0, Debuts 0, Adds 11, KIKK-FM, WJQS, KLRA, WLWI-FM, KXYX, KRMD-AM-FM, KSO, KFGO, KTTS-AM-FM, KVOO, KTOM.

PORTER WAGONER "That Was Then, This Is Now" (Viva) 17/3
National Summary: Up 4, Same 10, Down 0, Debuts 0, Adds 3, WIXY, WHBF, KIGO, WVAM 45-39, WIXL-FM on, KRRV on, WUSQ-FM 40-38, KFGO 50-46, KFDI-AM-FM on, KSOP-FM 41-35.

CARRIE SLYE "Ease The Fever" (Friday) 17/2
National Summary: Up 2, Same 11, Down 0, Debuts 2, Adds 2, WSNO, KWMT, WKYG 26-20, WGTO d-47, WLWI-FM on, KBMR d-47, KTTS-AM-FM 42-37, KVEG on.

GALLATIN "Huggin' My Lady" (Monument) 17/0
National Summary: Up 1, Same 14, Down 0, Debuts 2, Adds 0, WBGW-FM d-50, WKYG on, WIXY on, WYII on, KXYL 50-43, WEZL-FM on, KTTS-AM-FM d-47, Q92 on, KIGO on.

AUSTIN O'NEAL "Nights Like Tonight" (Project 1) 16/3
National Summary: Up 0, Same 13, Down 0, Debuts 0, Adds 3, WNOE-AM, KRRK, KRSY, WBGW-FM on, WIXL-FM on, KLRA on, WUSQ-FM on, KYNN-AM-FM on, WWJO on, KYAK on, Q92 on.

TOMMY OVERSTREET "Dream Maker" (AMI/NSD) 15/4
National Summary: Up 1, Same 9, Down 0, Debuts 1, Adds 4, WLWI-FM, WIRK-FM, KEBC-FM, KFDI-AM-FM, WVAM on, KHEY-AM on, WKSJ-FM on, KBMR d-49, KWMT on, KTTS-AM-FM on, KUZZ on, KSOP-FM on.

Adult/Contemporary

Continued from Back Page

BREAKERS

AIR SUPPLY

Making Love Out Of Nothing At All (Arista)

64% of our reporters on it. Rotations: Heavy 4/1, Medium 45/11, Light 37/21, Extra Adds 0, Total Adds 33 including WPIX, WRMM, WARM98, WCZY, WHB, WCCO, KPPL, KOY, B100, V100, WHEN, WBT, KFIM, WRKA, KSL, and 19 more. Debuts at number 23 on the A/C chart.

BILLY JOEL

Tell Her About It (Columbia)

60% of our reporters on it. Rotations: Heavy 5/2, Medium 45/17, Light 30/20, Extra Adds 1, Total Adds 40 including WPRO, WASH, WSB, WCLR, WFYR, WCZY, WHB, WISN, WCCO, KHOW, KPPL, KNBR, KEZR, WBT, KBOI, and 26 more. Debuts at number 22 on the A/C chart.

JENNIFER WARNES

Nights Are Forever (WB)

53% of our reporters on it. Rotations: Heavy 15/2, Medium 37/3, Light 19/4, Extra Adds 0, Total Adds 9, WSB-FM, WRIE, WGY, KMGC, WAIV, WSRZ, KMBZ, KCEE, WGSV. Debuts at number 26 on the A/C chart.

NEW & ACTIVE

JOHN DENVER & EMMYLOU HARRIS "Wild Montana Skies" (RCA) 60/6

Rotations: Heavy 5/0, Medium 35/5, Light 20/1, Extra Adds 0, Total Adds 6, WTIC, KEY103, WAAY, WVLK, WMAZ, KUDL. Heavy: KSL, KFSB, KFOR, KRSB, KALE. Medium: KVIL-FM, WCCO, KHOW, KOY, KGW, WGY, WBT, WSLI, WHHY, WHBY, KUDO, KEX, KCEE, WEIM, WKNE, WSKI, WTNY, WSKY, WLVA, WJBC, KVOX, KWEB, WJON, KQDI, KRLC, KRNO, KRKK, KISN, KSRO, WRMM.

TOTO "Waiting For Your Love" (Columbia) 58/12

Rotations: Heavy 7/1, Medium 27/2, Light 24/9, Extra Adds 0, Total Adds 12, WHB, KMGC, WRVA, WTRX, KMBZ, KCEE, WKZE-FM, WCPI, WDEF, WJBC, WBOW, KISN. Heavy: WSGN, WFMK, WLVA, KRLC, KRSB, KALE. Medium: KHOW, KGW, KEZR, KPLZ, WHEN, WSLI, WRVR, WHHY, 2WD, WSRZ, KRNT, KUDL, WISM-FM, KRDO, WWRN, WEIM, WSKI, WSKY, WCKQ, WCHV, KFSB, WJON, KRNO, KRKK, KSRO.

CRYSTAL GAYLE "Baby, What About You" (WB) 54/16

Rotations: Heavy 2/1, Medium 31/6, Light 21/9, Extra Adds 0, Total Adds 16, WFBR, WRMM, WCLR, KOY, KGW, WICC, WHBC, WFMK, KOIL, WMHE, KBOI, KSL, KUDO, WCPI, KVSF, KSRO. Heavy: WKZE-FM. Medium: WSB, WARM98, WCCO, WBEN, WRIE, KMGC, WSLI, WHBY, KRNT, KEX, KCEE, WWRN, WEIM, WSKI, WSKY, WCKQ, WGSV, WLVA, KFSB, KFOR, WJON, KRLC, KRNO, KRSB, KALE.

QUARTERFLASH "Take Me To Heart" (Geffen) 48/3

Rotations: Heavy 12/0, Medium 22/3, Light 14/0, Extra Adds 0, Total Adds 3, WLTT, WAAY, KALE. Heavy: WASH, WFYR, KPLZ, WHEN, KFIM, WJBC, WFMK, WISM-FM, WMHE, WSKI, WCKQ, KRSB. Medium: WFBR, Y97, 97AIA, KGW, KEY103, WSGN, WRVR, KYKY, KBOI, KKPL, WKZE-FM, WEIM, WTNY, WSKY, WCHV, WVBS, KFQD, KRLC, KRKK.

CULTURE CLUB "I'll Tumble 4 Ya" (Virgin/Epic) 41/5

Rotations: Heavy 7/0, Medium 20/0, Light 13/4, Extra Adds 1, Total Adds 5, WHBC, WENS, WCPI, KFSB, WBOW. Heavy: 97AIA, WRIE, WGY, WSGN, KWAV, WWRN, WCKQ. Medium: WFBR, WAXY, WMJI, KHOW, WHEN, KEY103, WMAZ, WSRZ, WISM-FM, WMHE, KRDO, KUDO, WKZE-FM, WEIM, WSKI, WTNY, WSKY, WCHV, KRNO, KALE.

JACKSON BROWNE "Lawyers In Love" (Asylum) 41/3

Rotations: Heavy 2/0, Medium 29/2, Light 10/1, Extra Adds 0, Total Adds 3, WRIE, KUDO, KFSB. Heavy: WGY, WVBS. Medium: WSB-FM, WFYR, WMJI, KOST, KNBR, KEZR, WYVZ, WHEN, KEY103, WAFB, WHHY, WQUE, WSRZ, WISM-FM, WMHE, KRDO, WWRN, WSKI, WTNY, WCPI, WSKY, WCKQ, WCHV, KRNO, KRKK, KRSB, KALE.

PEABO BRYSON & ROBERTA FLACK "Tonight I Celebrate My Love" (Capitol) 41/3

Rotations: Heavy 4/1, Medium 23/0, Light 14/2, Extra Adds 0, Total Adds 3, WRIE, WVLK, WBOW. Heavy: 97AIA, KFMB, WBEN. Medium: WFBR, WPIX, WAXY, WFYR, KOY, WHHY, WEZS, WRVA, KRNT, WTRX, WQUA, WMHE, KUGN, KEX, WEIM, WSKI, WCKQ, WLVA, KVOX, KFOR, KRLC, KRSB, KALE.

ANY TROUBLE "Touch And Go" (EMI America) 41/1

Rotations: Heavy 4/0, Medium 20/0, Light 17/1, Extra Adds 0, Total Adds 1, KOIL. Heavy: WRMM, WHBC, WMHE, WJON. Medium: WCCO, WHBY, WTRX, KUDL, WFMK, WISM-FM, KBOI, KRDO, KUDO, WEIM, WKNE, WSKI, WSKY, WCKQ, KRLB-FM, WLVA, KVOX, KFOR, KRSB, KALE.

SERGIO MENDES "Rainbow's End" (A&M) 36/36

Rotations: Heavy 0/0, Medium 8/8, Light 27/27, Extra Adds 1, Total Adds 36, WSB, WSB-FM, WISN, WCCO, WBEN, WHHY, 2WD, WHBY, WHBC, WENS, WQUA, WMHE, KBOI, KRDO, KKUA, KUDO, KWAV, WKZE-FM, WSKI, WSKY, WCKQ, WCHV, WGSV, WLVA, KVOX, KFOR, KWEB, WJON, WBOW, KRNO, KRKK, KRSB, KISN, KVSF, KSRO.

GEORGE BENSON "Lady Love Me (One More Time)" (WB) 36/15

Rotations: Heavy 0/0, Medium 16/2, Light 20/13, Extra Adds 0, Total Adds 15, WARM98, KOST, WYVZ, WAAY, WHBC, KRDO, KUGN, WKZE-FM, WCPI, WLVA, WVBS, KRNO, KRKK, KISN, KSRO. Medium: WFBR, WPIX, WLTT, WGY, WBT, WISM-FM, KEX, WSKI, WSKY, WCKQ, WCHV, KFOR, KRSB, KALE.

ELO "Rock 'N' Roll Is King" (Jet/CBS) 36/1

Rotations: Heavy 8/0, Medium 17/0, Light 11/2, Extra Adds 0, Total Adds 1, WCZY. Heavy: WFBR, WRIE, WGY, WHHY, WQUE, KUDO, WCKQ, WJON. Medium: GR55, WASH, 55KRC, KPLZ, WAEB, WHEN, KFIM, WSRZ, KOIL, KYKY, WMHE, KRDO, WSKI, WTNY, WSKY, WCHV, KFQD.

RONNIE MILSAP "Don't You Know How Much I Love You" (RCA) 35/25

Rotations: Heavy 1/0, Medium 10/8, Light 23/16, Extra Adds 1, Total Adds 25, KVIL-FM, KGW, WICC, WGY, WMAZ, WHHY, WHBY, WFMK, WQUA, KRDO, KBOI, KRDO, KKUA, KUDO, KSL, WKNE, WSKI, WLVA, WVBS, KFSB, KFOR, KWEB, WJON, KFQD, KRSB. Heavy: WCCO. Medium: WFBR, WSLI.

NAKED EYES "Promises, Promises" (EMI America) 32/5

Rotations: Heavy 4/0, Medium 13/0, Light 15/5, Extra Adds 0, Total Adds 5, WHBY, WMHE, WSKY, KFSB, WBOW. Heavy: KOST, KEZR, KFIM, KUDO. Medium: WSB-FM, WCLR, WFYR, KGW, WHHY, WFMK, WISM-FM, KEX, WKZE-FM, WSKI, WLVA, KVOX, KRKK.

SIGNIFICANT ACTION

DIANA ROSS "Pieces Of Ice" (RCA) 28/0

Rotations: Heavy 6/0, Medium 13/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WYVZ, WGY, KFIM, WQUE, WVBS, KRSB. Medium: WFBR, WASH, KVIL-FM, WSMF, WAFB, WHHY, KUDO, KWAV, WEIM, WSKI, WCHV, KRNO, KRKK. Light: Y97, B100, WICC, V100, KRDO, WKZE-FM, KVOX, KFSB, KFQD.

MOST ADDED

BILLY JOEL (40)
Tell Her About It (Columbia)
SERGIO MENDES (36)
Rainbow's End (A&M)
AIR SUPPLY (33)
Making Love Out Of Nothing At All (Arista)
RONNIE MILSAP (26)
Don't You Know How Much I Love You (RCA)
MICHAEL JACKSON (21)
Human Nature (Epic)
HERB ALPERT (20)
Garden Party (A&M)

HOTTEST

POLICE (99)
Every Breath You Take (A&M)
RITA COOLIDGE (60)
All Time High (A&M)
PAUL ANKA (44)
Hold Me 'Til The Mornin' Comes (Columbia)
LOUISE TUCKER (44)
Midnight Blue (Arista)
DeBARGE (43)
All This Love (Gordy/Motown)
CHAMPAIGN (37)
Try Again (Columbia)

PETER ALLEN "Just Another Make Out Song" (Arista) 26/1

Rotations: Heavy 0/0, Medium 15/0, Light 10/0, Extra Adds 1, Total Adds 1, KQDI. Medium: WCCO, WBEN, WHBY, KRDO, KUGN, WKNE, WSKI, WTNY, WCKQ, WGSV, WLVA, KVOX, KRLC, KRNO, KALE. Light: KHOW, WWRN, WCHV, WJBC, KCRG, WHNN, KTWO, KRKK, KRSB, KSRO.

DONNA SUMMER "She Works Hard For The Money" (Mercury/PolyGram) 21/3

Rotations: Heavy 7/0, Medium 10/1, Light 4/2, Extra Adds 0, Total Adds 3, WICC, KYKY, WKZE-FM. Heavy: WASH, WAXY, KEZR, KPLZ, WFMK, WSKI, WVBS. Medium: WFBR, Y97, WCZY, B100, KMGC, WMHE, KWAV, WCHV, KRKK. Light: WOMC, WOWO.

STAR SISTERS "Medley" (21/PolyGram) 20/5

Rotations: Heavy 1/0, Medium 7/1, Light 12/4, Extra Adds 0, Total Adds 5, KVIL-FM, WHBY, WHBC, KRDO, KRKK. Heavy: WDEF. Medium: WCCO, WBEN, WTIC, KUGN, KRNO. Light: KHOW, WTRX, WQUA, WSKI, WJBC, KFOR, WJON, KTWO.

EURYTHMICS "Sweet Dreams (Are Made Of This)" (RCA) 20/3

Rotations: Heavy 11/0, Medium 5/0, Light 4/3, Extra Adds 0, Total Adds 3, KS94, WICC, KRKK. Heavy: WFBR, 97AIA, KPLZ, KFIM, WQUE, WFMK, WISM-FM, KLTE, WKZE-FM, WSKI, KRKK. Medium: WYNY, Y97, WOMC, KYKY, WMHE. Light: KPPL.

ROD STEWART "Baby Jane" (WB) 19/2

Rotations: Heavy 7/0, Medium 8/0, Light 4/2, Extra Adds 0, Total Adds 2, KRDO, KKPL. Heavy: KEY103, WSGN, WISM-FM, KUDO, WSKI, WCKQ, KRKK. Medium: KPLZ, WHEN, KFIM, WAAV, WSRZ, WOWO, KYKY, WCHV. Light: Y97, WROV.

KAJAGOOGOO "Too Shy" (EMI America) 19/0

Rotations: Heavy 0/0, Medium 6/1, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: KEY103, KFIM, WCKQ, KALE. Medium: 97AIA, 55KRC, KOST, KPLZ, WOWO, WISM-FM, KLTE, KYKY, KRKK, WTNY, WVBS. Light: W101, WTRX, WENS, WROV.

MICHAEL SEMBELLO "Maniac" (Casablanca/PolyGram) 18/3

Rotations: Heavy 6/0, Medium 6/0, Light 2/0, Extra Adds 0, Total Adds 3, GR55, WVBS, WBOW. Heavy: 3WS, WTAE, WAXY, KFIM, KYKY, WSKI. Medium: WYNY, Y97, WMJI, WCZY, WOMC. Light: KS94, WQUE, KOIL, WKZE-FM.

DOOBIE BROTHERS "You Belong To Me" (WB) 17/6

Rotations: Heavy 0/0, Medium 7/1, Light 10/5, Extra Adds 0, Total Adds 6, WHHY, WHBY, WCKQ, WJBC, KFQD, KALE. Medium: WFBR, WCCO, KGW, KWEB, KRLC, KRSB. Light: WSRZ, WSKI, WSKY, WLVA.

JEFFREY OSBORNE "Don't You Get So Mad" (A&M) 17/4

Rotations: Heavy 0/0, Medium 10/2, Light 7/2, Extra Adds 0, Total Adds 4, WFBR, WCHV, KRSB, KALE. Medium: WASH, WGY, WFMK, WISM-FM, KWAV, WKZE-FM, WCKQ, KFSB. Light: Y97, B100, KPLZ, WKNE, KTWO.

CHRISTOPHER CROSS "Think Of Laura" (WB) 16/5

Rotations: Heavy 0/0, Medium 5/1, Light 11/4, Extra Adds 0, Total Adds 5, WRKA, KSL, WSKI, KVOX, WHNN. Medium: WCCO, WSLI, WCKQ, KRSB. Light: WSRZ, WKZE-FM, WSKY, WGSV, WJON, KTWO, KRLC.

STEVIE NICKS "Stand Back" (Modern/Atco) 15/0

Rotations: Heavy 0/0, Medium 8/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WRIE, KEY103, WSKI, WSKY, KRKK. Medium: WYNY, V100, WHEN, KFIM, WISM-FM, WMHE, WCHV, WBOW. Light: WOWO, WKZE-FM.

MADNESS "Our House" (Geffen) 14/2

Rotations: Heavy 1/0, Medium 6/1, Light 7/1, Extra Adds 0, Total Adds 2, GR55, KRKK. Heavy: 610TVN. Medium: KPLZ, KSRO, WHHY, WOWO, KLTE. Light: WYNY, WICC, V100, WQUE, WROV, WVBS.

KENNY ROGERS "Scarlet Fever" (Liberty) 13/13

Rotations: Heavy 2/2, Medium 2/2, Light 8/8, Extra Adds 1, Total Adds 13, WTAE, WISN, WRIE, WHHY, WSRZ, WHBY, WSKY, WDEF, WGSV, KFOR, KWEB, WJON, KRNO.

MICHAEL LOVESMITH "Baby I Will" (Motown) 13/3

Rotations: Heavy 1/0, Medium 2/0, Light 10/3, Extra Adds 0, Total Adds 3, WKNE, WSKI, KFSB. Heavy: KALE. Medium: WWRN, KRKK. Light: WQUA, KRDO, WSKY, WCKQ, WJON, KTWO, KRSB.

B.J. THOMAS "New Looks From An Old Lover" (Cleveland International/Columbia) 13/2

Rotations: Heavy 1/0, Medium 5/1, Light 6/0, Extra Adds 0, Total Adds 2, WRMM, WQUA. Heavy: WCCO. Medium: WGSV, KFSB, KFOR, KRSB. Light: WHBY, WSKI, WJBC, KVOX, WHNN, KTWO.

BONNIE TYLER "Total Eclipse Of The Heart" (Columbia) 12/2

Rotations: Heavy 0/0, Medium 4/0, Light 7/2, Extra Adds 0, Total Adds 2, WHHY, WKZE-FM. Heavy: KUDO. Medium: WTRX, KRDO, KWAV, WCKQ. Light: WEIM, WSKI, KWEB, KRKK, KRSB.

LITTLE RIVER BAND "You're Driving Me Out Of My Mind" (Capitol) 11/1

Rotations: Heavy 0/0, Medium 3/0, Light 8/1, Extra Adds 0, Total Adds 1, WFMK. Medium: WGY, WISM-FM, WSKI. Light: KPLZ, WSMF, WKZE-FM, WEIM, WSKY, WCKQ, KRNO.

SPANDAU BALLET "True" (Chrysalis) 10/9

Rotations: Heavy 0/0, Medium 1/1, Light 9/8, Extra Adds 0, Total Adds 9, WCCO, WSRZ, WTRX, WFMK, WMHE, KUDO, KWAV, WSKI, WCKQ. Light: KPLZ.

LANE BRODY "Over You" (Liberty) 10/8

Rotations: Heavy 0/0, Medium 2/2, Light 7/5, Extra Adds 1, Total Adds 8, WHBC, WCKQ, WDEF, KVOX, KFSB, KFOR, WJON, KRSB. Light: WKNE, KRLC.

SISSY SPACEK "Lonely But Only For You" (Atlantic) 10/8

Rotations: Heavy 1/1, Medium 3/1, Light 6/6, Extra Adds 0, Total Adds 8, KRDO, KSL, WKNE, WCKQ, WDEF, KFSB, KWEB, KRSB. Medium: WCCO, KFOR.

MICHAEL JACKSON "Wanna Be Startin' Somethin'" (Epic) 9/0

Rotations: Heavy 1/0, Medium 6/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WSKI. Medium: WRIE, WHEN, KFIM, WWRN, WCHV, WROV. Light: 3WS, WOWO.

FIXX "Saved By Zero" (MCA) 8/2

Rotations: Heavy 0/0, Medium 5/1, Light 3/1, Extra Adds 0, Total Adds 2, KFIM, WVBS. Medium: WSB-FM, 55KRC, KOST, WSKI. Light: WKZE-FM, WEIM.

MICHAEL BREWER "Love In Time" (Full Moon/WB) 8/1

Rotations: Heavy 0/0, Medium 4/0, Light 3/0, Extra Adds 1, Total Adds 1, WENS. Medium: KGW, KRDO, WKNE, WTNY. Light: WSRZ, WVBS, KRSB.

PHOEBE CATES & BILL WRAY "Just One Touch" (MCA) 7/3

Rotations: Heavy 0/0, Medium 0/0, Light 7/3, Extra Adds 0, Total Adds 3, WCCO, WKNE, WJBC. Light: WHBY, WQUA, WEIM, KVOX.

STARBUCK "The Full Cleveland" (Lowery) 6/4

Rotations: Heavy 1/0, Medium 1/1, Light 4/3, Extra Adds 0, Total Adds 4, WSLI, WVLK, WKZE-FM, KFSB. Heavy: WHHY. Light: WAIV.

JOSE FELICIANO "Let's Find Each Other Tonight" (Motown) 6/1

Rotations: Heavy 0/0, Medium 2/0, Light 3/0, Extra Adds 1, Total Adds 1, WQUA. Medium: KRLC, KALE. Light: WSKI, KTWO, KRSB.

EDDY GRANT "Electric Avenue" (Portrait/CBS) 6/1

Rotations: Heavy 1/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, KRDO. Heavy: 3WS. Medium: WTAE, 55KRC, WTNY. Light: WVBS.

MANHATTANS "Crazy" (Columbia) 6/1

Rotations: Heavy 0/0, Medium 2/0, Light 4/1, Extra Adds 0, Total Adds 1, WSKI. Medium: WYVZ, WCKQ. Light: WASH, KKUA, KRSB.

JOURNEY "After The Fall" (Columbia) 5/1

Rotations: Heavy 0/0, Medium 2/1, Light 3/0, Extra Adds 0, Total Adds 1, KFIM. Medium: WSKI. Light: WKZE-FM, WVBS, WJON.

A/C Adds & Hits . . . See Page 51

AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Album	168 REPORTERS	Total Reports	Heavy Rotation	Medium Rotation	Adds	Total Adds All Rotations
1	1	1	1 POLICE/Synchronicity (A&M)	"Breath" (134) "Pain" (132) "Synch. II" (90)	164	164+	0-	0=	0=
3	3	3	2 LOVERBOY/Keep It Up (Columbia)	"Hot Girls" (138) "Zone" (103) "Queen" (100)	156	137-	19+	0=	0=
2	2	2	3 FIXX/Reach The Beach (MCA)	"One Thing" (130) "Zero" (125)	157	136-	21+	0=	1+
4	4	4	4 STEVIE NICKS/The Wild Heart (Modern/Atco)	"Stand" (123) "Nothing" (83) "Enchanted" (74)	150	128-	22=	0=	0-
-	7	5	5 ROBERT PLANT/The Principle Of Moments (Atlantic)	"Arms" (115) "Big Log" (113) "Mood" (59)	156+	108+	46-	2+	6-
5	5	6	6 DAVID BOWIE/Let's Dance (EMI America)	"China" (117) "Modern" (43) "Criminal" (28)	129	103-	26-	0=	1=
6	6	7	7 DEF LEPPARD/Pyromania (Mercury/PolyGram)	"Foolin'" (74) "Rock of Ages" (51) "Late" (37)	118	76-	42+	0=	5+
9	8	8	8 ZEBRA/Zebra (Atlantic)	"Door" (101) "Tell" (53)	125	69-	56+	0-	3=
13	13	11	9 JOAN JETT.../Album (Blackheart/MCA)	"Friends" (88) "French" (79) "People" (11)	122	67+	55-	0-	3-
10	11	9	10 ZZ TOP/Eliminator (WB)	"Sharp" (106) "Gimme" (32) "Pressure" (14)	124	52-	71+	1+	4+
12	10	10	11 JOE WALSH/You Bought It—You Name It (Full Moon/WB)	"Rock & Roll" (107) "Space" (20) "Told" (18)	126	39-	86=	1=	5+
19	16	12	12 TALKING HEADS/Speaking In Tongues (Sire/WB)	"Burning Down The House" (117)	118	51+	67-	0-	5+
16	14	13	13 QUARTERFLASH/Take Another Picture (Geffen)	"Heart" (105) "Picture" (13)	113	66-	46+	0-	1-
33	29	18	14 CHARLIE/Charlie (Mirage/Atco)	"It's Inevitable" (121)	122	42+	78-	1-	10-
22	22	17	15 BRYAN ADAMS/Cuts Like A Knife (A&M)	"This Time" (77) "Cuts" (24)	95	48+	46-	1+	2-
14	18	16	16 IRON MAIDEN/Piece Of Mind (Capitol)	"Flight Of Icarus" (84) "Trooper" (44)	97	37-	58+	2+	3+
29	25	20	17 DONNIE IRIS/Fortune 410 (MCA)	"Do You Compute?" (106)	106	24+	82=	0-	6-
32	24	24	18 ELO/Secret Messages (Jet/CBS)	"Rock" (73) "Messages" (28) "Diamonds" (18)	96	42+	50+	4+	10+
27	28	22	19 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)	"Sweet Dreams" (90)	92	48+	43-	1-	5-
DEBUT	23	19	20 KANSAS/Drastic Measures (CBS)	"Fight Fire" (109)	110	13+	73+	23+	59+
23	23	19	21 QUIET RIOT/Metal Health (Pasha/CBS)	"Cum On" (68) "Metal Health" (41)	93	27-	65+	1-	5=
-	36	30	22 STEVIE RAY VAUGHAN.../Texas Flood (Epic)	"Pride And Joy" (91) "Love Struck" (12)	100	18+	75+	6+	23+
8	12	15	23 KINKS/State Of Confusion (Arista)	"Confusion" (59) "Dancing" (26)	81	32-	49-	0=	0-
-	-	39	24 DFX2/Emotion (MCA)	"Emotion" (91)	94	10+	79+	4-	23-
31	32	31	25 RICK SPRINGFIELD/Living In Oz (RCA)	"Human Touch" (72) "Affair" (10) "Soul" (10)	83	37+	45-	1=	7+
7	9	14	26 DURAN DURAN/Duran Duran (Capitol)	"Is There Something I Should Know?" (66)	66	42-	24-	0=	0=
20	20	26	27 FASTWAY/Fastway (Columbia)	"Say What" (60) "Living" (18)	69	26-	42-	1=	2=
11	15	23	28 MEN AT WORK/Cargo (Columbia)	"Mistake" (63) "High Wire" (17)	73	33-	40-	0=	0-
26	26	25	29 GARY MYRICK/Language (Epic)	"Message Is You" (60) "Guitar, Talk" (22)	74	12+	62-	0-	2-
-	-	37	30 DIO/Holy Diver (WB)	"Rainbow In The Dark" (68)	73	13+	56+	3+	14+
36	34	33	31 SHOOTING STAR/Burning (Virgin/Epic)	"Straight Ahead" (65) "Preview" (17)	70	16-	53+	1-	2-
34	33	28	32 R.E.M./Murmur (IRS/A&M)	"Radio Free Europe" (71)	73	9-	64+	0-	1-
-	-	36	33 PRISM/Beat Street (Capitol)	"Better" (61)	70	11+	56+	3-	7-
21	21	27	34 DAVE EDMUNDS/Information (Columbia)	"Slippin' Away" (49)	54	27-	27-	0=	2+
28	31	34	35 KROKUS/Headhunter (Arista)	"Eat The Rich" (38) "Screaming" (23)	59	12-	47=	0-	0-
-	40	38	36 IAN HUNTER/All Of The Good Ones Are Taken (Columbia)	"All" (54) "Girl" (11)	62	9-	49+	3+	5-
15	17	21	37 CROSBY, STILLS & NASH/Allies (Atlantic)	"War Games" (61)	61	12-	49-	0=	0-
DEBUT	25	30	38 ARCANGEL/Arcangel (Portrait/CBS)	"Tragedy" (45) "Stars" (15)	57	13+	43+	1+	6+
DEBUT	25	30	39 INXS/Shabooh Shoobah (Atco)	"Change" (43)	50	15-	34-	1+	3+
DEBUT	25	30	40 MEN WITHOUT HATS/Rhythm Of Youth (Backstreet/MCA)	"Safety Dance" (45)	45	20+	20+	5+	12+

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

KANSAS Drastic Measures (CBS)

"Fire." 65% of our 12-24 reporters on it. Total reports: 110. Hot 13, Medium 73, Extra Adds 23, Total Adds 59. Debuts at #20 on the AOR Albums chart.

STEVIE RAY VAUGHAN & DOUBLE TROUBLE Texas Flood (Epic)

"Pride" "Baby." 60% of our 12-24 reporters on it. Total reports: 100. Hot 18, Medium 75, Extra Adds 6, Total Adds 23. Moves 30-22 on the AOR Albums chart.

DFX2 Emotion (MCA)

"Emotion." 56% of our 12-24 reporters on it. Total reports: 94. Hot 10, Medium 79, Extra Adds 4, Total Adds 23. Moves 39-24 on the AOR Albums chart.

NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

SPYS/Behind Enemy Lines (EMI America) "Rescue Me"
Total Reports: 50(44)/Total Adds: 15(28); Hots: 3(4)/Hot Adds: 0(2); Mediums: 38(24)/Medium Adds: 6(10)/Extra Adds: 9(16).

ELVIS COSTELLO & ATTRACTIONS/Punch The Clock (Columbia) "Everyday I Write The Book"
Total Reports: 49(11)/Total Adds: 48(0); Hots: 6(0)/Hot Adds: 5(0); Mediums: 18(1)/Medium Adds: 18(0)/Extra Adds: 25(0).

CONY HATCH/Outa Hand (Mercury/PolyGram) "First Time For Everything"
Total Reports: 49(30)/Total Adds: 20(14); Hots: 5(4)/Hot Adds: 0(2); Mediums: 36(19)/Medium Adds: 12(5)/Extra Adds: 8(7).

MITCH RYDER/Never Kick A Sleeping Dog (Riva/PolyGram) "When You Were Mine"
Total Reports: 47(59)/Total Adds: 3(2); Hots: 9(12)/Hot Adds: 0(0); Mediums: 37(47)/Medium Adds: 2(2)/Extra Adds: 1(0).

EDDIE JOBSON/ZINC/The Green Album (Capitol) "Turn It Over"
Total Reports: 44(42)/Total Adds: 4(2); Hots: 2(4)/Hot Adds: 0(0); Mediums: 41(37)/Medium Adds: 3(1)/Extra Adds: 1(1).

More AOR Music Information See Page 69

MOST ADDED

All Stations

Stray Cats "Sexy" (118)
Kansas (64)
Elvis Costello (61)
Axe "Heat" (31)
Danny Spanos (26)

HOTTEST

All Stations

Police (183)
Fixx (151)
Stevie Nicks (145)
Loverboy (142)
J. Browne (120)
"Lawyers" (120)

U2/War (Island/Atco) "Two Hearts Beat As One"
Total Reports: 43(62)/Total Adds: 1(1); Hots: 9(17)/Hot Adds: 0(0); Mediums: 33(45)/Medium Adds: 0(1)/Extra Adds: 1(0).

A FLOCK OF SEAGULLS/Listen (Jive/Arista) "Wishing (If I Had A Photograph Of You)"
Total Reports: 38(66)/Total Adds: 1(0); Hots: 15(28)/Hot Adds: 0(0); Mediums: 22(38)/Medium Adds: 0(0)/Extra Adds: 1(0).

Q-FEEL/Q-Feel (Jive/Arista) "Cross Talk"
Total Reports: 36(34)/Total Adds: 6(5); Hots: 6(4)/Hot Adds: 0(0); Mediums: 29(29)/Medium Adds: 5(4)/Extra Adds: 1(1).

DANNY SPANOS/Passion In The Dark (Epic) "Hot Cherie"
Total Reports: 35(8)/Total Adds: 25(8); Hots: 0(0)/Hot Adds: 0(0); Mediums: 22(6)/Medium Adds: 12(6)/Extra Adds: 13(2).

LORDS OF THE NEW CHURCH/Live For Today (IRS/A&M) "Live For Today"
Total Reports: 30(31)/Total Adds: 2(10); Hots: 3(3)/Hot Adds: 0(0); Mediums: 27(21)/Medium Adds: 2(4)/Extra Adds: 0(6).

TRIUMPH/Never Surrender (RCA) "All The Way"
Total Reports: 29(26)/Total Adds: 3(4); Hots: 16(13)/Hot Adds: 1(1); Mediums: 12(12)/Medium Adds: 1(2)/Extra Adds: 1(1).

BONNIE TYLER/Faster Than The Speed Of Light (Columbia) "Total Eclipse Of The Heart"
Total Reports: 28(26)/Total Adds: 5(6); Hots: 6(5)/Hot Adds: 0(0); Mediums: 20(17)/Medium Adds: 3(2)/Extra Adds: 2(4).

FLASHDANCE/Various Artists (Casablanca/PolyGram) "Maniac"
Total Reports: 24(23)/Total Adds: 2(3); Hots: 10(8)/Hot Adds: 0(0); Mediums: 13(14)/Medium Adds: 2(2)/Extra Adds: 0(1).

BREAKS/The Breaks (RCA) "She Wants You"
Total Reports: 23(18)/Total Adds: 13(15); Hots: 0(0)/Hot Adds: 0(0); Mediums: 15(8)/Medium Adds: 5(5)/Extra Adds: 8(10).

HUMAN LEAGUE/Fascination! (A&M) "(Keep Feelin') Fascination"
Total Reports: 23(21)/Total Adds: 2(2); Hots: 11(9)/Hot Adds: 0(1); Mediums: 12(11)/Medium Adds: 2(0)/Extra Adds: 0(1).

ROMAN HOLIDAY/Roman Holiday (Jive/Arista) "Stand By"
Total Reports: 22(21)/Total Adds: 5(7); Hots: 5(5)/Hot Adds: 0(0); Mediums: 14(12)/Medium Adds: 2(3)/Extra Adds: 3(4).

SAXON/Power & The Glory (Carrere/CBS) "This Town Rocks"
Total Reports: 21(18)/Total Adds: 8(2); Hots: 2(3)/Hot Adds: 0(0); Mediums: 16(14)/Medium Adds: 5(1)/Extra Adds: 3(1).

AOR / HOT TRACKS			168 REPORTERS					
Three Weeks	Two Weeks	Last Week		Total	Heavy	Medium	Add	Total Adds
		9	1 ASIA/Don't Cry (Geffen)	152+	103+	43-	5-	21-
1	1	1	2 POLICE/Every Breath You Take (A&M)	134-	133-	1-	0=	0=
2	2	2	3 LOVERBOY/Hot Girls In Love (Columbia)	138-	120-	18+	0=	0=
10	8	6	4 JACKSON BROWNE/Lawyers In Love (Asylum)	142+	108+	30-	4+	6+
8	7	7	5 POLICE/King Of Pain (A&M)	132+	107+	25-	0=	1=
4	4	3	6 FIXX/One Thing Leads To Another (MCA)	130-	99-	31+	0=	0=
3	3	4	7 STEVIE NICKS/Stand Back (Modern/Atco)	123-	116-	7-	0=	0=
5	5	5	8 FIXX/Saved By Zero (MCA)	125-	109-	16-	0=	3+
7	6	8	9 DAVID BOWIE/China Girl (EMI America)	117-	96-	21-	0=	1=
	38	17	10 ROBERT PLANT/Other Arms (Atlantic)	115+	74+	38+	3+	9-
41	18	12	11 ROBERT PLANT/Big Log (Atlantic)	113+	74+	39-	0-	1-
19	12	11	12 TALKING HEADS/Burning Down The House (Sire/WB)	117-	50+	67-	0-	5+
14	11	13	13 LOVERBOY/Strike Zone (Columbia)	103+	72=	31+	0=	1+
43	34	22	14 CHARLIE/It's Inevitable (Mirage/Atco)	121+	41+	78-	1-	10-
17	14	14	15 QUARTERFLASH/Take Me To Heart (Geffen)	105-	65-	39+	0-	1-
21	19	18	16 LOVERBOY/Queen Of The Broken Hearts (Columbia)	100+	67+	33+	0-	0-
9	10	10	17 ZEBRA/Who's Behind The Door (Atlantic)	101-	58-	43-	0-	1-
24	21	20	18 POLICE/Synchronicity II (A&M)	90+	63+	27-	0=	0=
25	15	15	19 ZZ TOP/Sharp Dressed Man (WB)	106=	43-	61+	2+	5+
31	23	19	20 JOE WALSH/I Can Play That Rock & Roll (Full Moon/WB)	107+	36+	71+	0-	5+
34	28	24	21 DONNIE IRIS/Do You Compute? (MCA)	106+	24+	82+	0=	6-
33	32	28	22 POLICE/Wrapped Around Your Finger (A&M)	82+	59+	23-	0=	1=
27	27	25	23 STEVIE NICKS/Nothing Ever Changes (Modern/Atco)	83+	55+	28-	0=	0-
20	22	27	24 JOAN JETT.../Fake Friends (Blackheart/MCA)	88+	51+	37-	0=	1=
30	29	26	25 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)	90+	46+	43-	1-	5-
			DEBUT 26 STRAY CATS/(She's) Sexy + 17 (EMI America)	112+	23+	57+	32+	107+
			DEBUT 27 KANSAS/Fight Fire With Fire (CBS)	109+	13+	72+	23+	59+
13	17	21	28 IRON MAIDEN/Flight Of Icarus (Capitol)	84-	34-	49-	1+	1=
36	33	29	29 DEF LEPPARD/Foolin' (Mercury/PolyGram)	74+	47-	27+	0=	3+
32	35	33	30 STEVIE NICKS/Enchanted (Modern/Atco)	74+	48+	26+	0=	0-
45	44	35	31 BRYAN ADAMS/This Time (A&M)	77+	36+	40-	1+	2-
	50	40	32 JOAN JETT.../The French Song (Blackheart/MCA)	79+	38+	41+	0-	3-
	54	41	33 STEVIE RAY VAUGHAN.../Pride And Joy (Epic)	91+	15+	69+	6+	23+
6	9	16	34 DURAN DURAN/Is There Something I Should... (Capitol)	66-	42-	24-	0=	0=
		49	35 DFX2/Emotion (MCA)	91+	10+	76+	4-	23-
47	43	36	36 ELO/Rock 'N' Roll Is King (Jet/CBS)	73+	37+	35+	1=	6=
		45	37 ROBERT PLANT/In The Mood (Atlantic)	59+	41+	18=	0-	4-
		46	38 RICK SPRINGFIELD/Human Touch (RCA)	72+	33+	38+	1-	7+
23	30	38	39 FASTWAY/Say What You Will (Columbia)	60-	25+	34-	1=	2=
		52	40 DIO/Rainbow In The Dark (WB)	68+	13+	52+	3+	14+
		42	41 QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)	68+	20-	48+	0-	5+
15	20	30	42 MEN AT WORK/It's A Mistake (Columbia)	63-	31-	32-	0=	0-
22	24	32	43 KINKS/State Of Confusion (Arista)	59-	22-	37-	0=	0-
44	38	39	44 R.E.M./Radio Free Europe (IRS/A&M)	71-	8-	63+	0-	1-
11	18	31	45 DEF LEPPARD/Rock Of Ages (Mercury/PolyGram)	51-	35-	16+	0=	0=
54	55	53	46 ZEBRA/Tell Me What You Want (Atlantic)	53+	29+	24+	0=	2+
48	47	50	47 SHOOTING STAR/Straight Ahead (Virgin/Epic)	65+	14+	50+	1-	3-
18	25	34	48 DAVE EDMUNDS/Slippin' Away (Columbia)	49-	26-	23-	0=	1+
52	48	43	49 GARY MYRICK/Message Is You (Epic)	60-	10+	50-	0-	2-
	60	56	50 PRISM/Is He Better Than Me (Capitol)	61+	10+	48+	3-	7-
12	13	23	51 CROSBY, STILLS & NASH/War Games (Atlantic)	61-	12-	49-	0=	0-
16	28	37	52 DAVID BOWIE/Modern Love (EMI America)	43-	29-	14-	0=	0=
	53	57	53 IAN HUNTER/All Of The Good Ones Are Taken (Columbia)	54+	8-	43+	3+	5+
55	57	58	54 IRON MAIDEN/Trooper (Capitol)	44+	22-	21+	1+	2+
28	40	54	55 DEF LEPPARD/Too Late For Love (Mercury/PolyGram)	37-	25-	12-	0=	1+
			DEBUT 56 MEN WITHOUT HATS/Safety Dance (Backstreet/MCA)	45+	20+	20+	5+	12+
37	39	46	57 QUIET RIOT/Metal Health (Pasha/CBS)	41-	15-	26-	0-	0-
39	37	51	58 INXS/Don't Change (Atco)	43-	13-	30-	0=	0-
			DEBUT 59 ROBERT PLANT/Horizontal Departure (Atlantic)	35+	27+	8=	0=	3-
59			60 ARCANGEL/Tragedy (Portrait/CBS)	45=	12=	32-	1+	5+

AOR / ALBUMS 25+			168 REPORTERS					
Three Weeks	Two Weeks	Last Week		Total	Heavy	Medium	Add	Total Adds
			1 POLICE.....Synchronicity (A&M)	152+	103+	43-	5-	21-
		"Breath""King Of Pain""Wrapped Finger"	134-	133-	1-	0=	0=
2			2 STEVIE NICKS.....The Wild Heart (Modern/Atco)	138-	120-	18+	0=	0=
		"Stand""Enchanted""Heart"	142+	108+	30-	4+	6+
3			3 FIXX.....Reach The Beach (MCA)	132+	107+	25-	0=	1=
		"Zero""One Thing"	130-	99-	31+	0=	0=
4			4 MEN AT WORK.....Cargo (Columbia)	123-	116-	7-	0=	0=
		"It's A Mistake""High Wire""Overkill"	125-	109-	16-	0=	3+
7			5 ROBERT PLANT The Principle Of Moments (Atlantic)	117-	96-	21-	0=	1=
		"Big Log""In The Mood""Other Arms"	115+	74+	38+	3+	9-
6			6 ELO.....Secret Messages (Jet/CBS)	113+	74+	39-	0-	1-
		"Rock 'N' Roll Is""Stranger"	117-	50+	67-	0-	5+
5			7 DAVID BOWIE.....Let's Dance (EMI America)	103+	72=	31+	0=	1+
		"China Girl""Modern Love"	121+	41+	78-	1-	10-
13			8 STEVIE RAY VAUGHAN.....Texas Flood (Epic)	105-	65-	39+	0-	1-
		"Pride""Love Struck"	100+	67+	33+	0-	0-
8			9 QUARTERFLASH.....Take Another Picture (Geffen)	101-	58-	43-	0-	1-
		"Heart""Shane""Move"	90+	63+	27-	0=	0=
12			10 TALKING HEADS.....Speaking In Tongues (Sire/WB)	106=	43-	61+	2+	5+
		"Burning Down"	107+	36+	71+	0-	5+
10			11 JOE WALSH You Bought It - You... (Full Moon/WB)	106+	24+	82+	0=	6-
		"Play""Space Age"	82+	59+	23-	0=	1=
9			12 CROSBY, STILLS & NASH.....Allies (Atlantic)	83+	55+	28-	0=	0-
		"War Games""Voice"	88+	51+	37-	0=	1=
18			13 ELTON JOHN.....Too Low For Zero (Geffen)	90+	46+	43-	1-	5-
		"Standing""Kiss""Too Low"	112+	23+	57+	32+	107+
11			14 KINKS.....State Of Confusion (Arista)	109+	13+	72+	23+	59+
		"Come Dancing""Don't Forget"	84-	34-	49-	1+	1=
			▶ 15 DOOBIE BROTHERS.....Farewell Tour (WB)	74+	47-	27+	0=	3+
		"Olana"	74+	48+	26+	0=	0-
			▶ 16 ELVIS COSTELLO &.....Punch The Clock (Columbia)	77+	36+	40-	1+	2-
		"Everyday""Talk"	79+	38+	41+	0-	3-
14			17 EURYTHMICS.....Sweet Dreams (Are Made...) (RCA)	91+	15+	69+	6+	23+
		"Sweet Dreams"	66-	42-	24-	0=	0=
15			18 MARSHALL CRENSHAW.....Field Day (WB)	91+	10+	76+	4-	23-
		"Whenever You're On My Mind"	73+	37+	35+	1=	6=
17			19 RICKIE LEE JONES.....Girl At Her Volcano (WB)	59+	41+	18=	0-	4-
		"Walk Away Renee""Boardwalk"	72+	33+	38+	1-	7+
			▶ 20 IAN HUNTER.....All Of The Good... (Columbia)	60-	25+	34-	1=	2=
		"All Of The Good Ones Are Taken"	68+	13+	52+	3+	14+

CHART PARTICIPANTS - WECM/Claremont, WPLR/New Haven, WNEV-FM/New York, WERI/Westerly, WXRT/Chicago, WCPZ/Sandusky, KLBJ/Austin, WIZD/Ft. Pierce, KUFO/Odessa, WSLQ/Roanoke, KSPN/Aspen, KBCO/Boulder, KTCL/Ft. Collins, KINK/Portland, KFOG/San Francisco, KTIM/San Rafael, KTMS/Santa Barbara.

AOR ALBUMS - Compiles album airplay data from stations showing ratings strength 12-24. Includes four-week trend of chart action, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equal (=) airplay in each rotation compared to last week's figures. Records showing significant airplay growth are bulleted.

AOR / ALBUMS 25+ - Compiles album airplay data from stations showing ratings strength 25+. Includes two-week trend of chart action, plus cuts listed in order of airplay. Current singles are **BOLDED**. Records showing significant airplay growth are bulleted.

AOR BREAKERS - Those newer charting records that have reached 50% penetration of the week's reporting stations.

HOT TRACKS - Compiled from 12-24 stations, showcasing songs in configurations including LPs, EPs, and 45s. Includes four-week airplay trend. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equivalent (=) airplay activity in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

MOST ADDED, HOTTEST - National and regional listings by number of station reports (12-24's and 25+ combined). Includes songs in all configurations.

NEW & ACTIVE, SIGNIFICANT ACTION - Albums coming closest to charting on the Airplay/40 (12-24) chart. Rotational information displayed over a two-week period (last week in parentheses). Including total reports, reports in each rotation, and adds in each rotation.

PARALLELS - Stations listed by market size and ratings success.

PLAYLISTS - Printed regionally by parallels. An 'a' preceding an artist's name indicates all mentions of that record are new to the playlist. An (A) or (M) after an artist's name shows that other tracks from that record can be found in those rotations. An artist's name with no abbreviations means all airplay of that artist is in listed rotation. An artist's name appears once per playlist, in the highest reported rotation. An asterisk (*) signifies a primary station in its parallel, denoting a station's competitive ratings strength.

☑ Indicates one of the week's most added new albums.

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

STRAY CATS
(She's) Sexy + 17 (EMI America)

67% of our 12-24 reporters on it. Total reports: 112. Hot 23, Medium 57, Extra Adds 32, Total Adds 107. Debuts at #26 on the AOR Hot Tracks chart.

KANSAS
Fight Fire With Fire (CBS)

65% of our 12-24 reporters on it. Total reports: 109. Hot 13, Medium 72, Extra Adds 23, Total Adds 59. Debuts at #27 on the AOR Hot Tracks chart.

SIGNIFICANT ACTION

HELIX/No Rest For The Wicked (Capitol) "Heavy Metal Love"
Total Reports: 17(10)/Total Adds: 7(1); Hots: 3(3)/Hot Adds: 0(0); Mediums: 11(6)/Medium Adds: 4(0)/Extra Adds: 3(1).

SHALAMAR/The Look (Elektra) "Dead Giveaway"
Total Reports: 17(11)/Total Adds: 6(3); Hots: 1(1)/Hot Adds: 0(0); Mediums: 12(7)/Medium Adds: 2(0)/Extra Adds: 4(3).

NAKED EYES/Naked Eyes (EMI America) "Promises"
Total Reports: 14(12)/Total Adds: 7(4); Hots: 3(3)/Hot Adds: 0(1); Mediums: 10(7)/Medium Adds: 6(1)/Extra Adds: 1(2).

GRAHAM PARKER/The Real Macaw (Arista) "Just Like A Man"
Total Reports: 13(0)/Total Adds: 13(0); Hots: 1(0)/Hot Adds: 1(0); Mediums: 2(0)/Medium Adds: 2(0)/Extra Adds: 10(0).

THREE DOG NIGHT/It's A Jungle (Passport) "It's A Jungle Out There"
Total Reports: 13(10)/Total Adds: 7(5); Hots: 1(1)/Hot Adds: 0(0); Mediums: 7(4)/Medium Adds: 2(1)/Extra Adds: 5(4).

TWISTED SISTER/You Can't Stop Rock 'N' Roll (Atlantic) "The Kids Are Back"
Total Reports: 13(13)/Total Adds: 0(4); Hots: 2(0)/Hot Adds: 0(0); Mediums: 11(12)/Medium Adds: 0(3)/Extra Adds: 0(1).

KISSING THE PINK/Naked (Atlantic) "Maybe This Day"
Total Reports: 12(11)/Total Adds: 5(6); Hots: 0(0)/Hot Adds: 0(0); Mediums: 9(7)/Medium Adds: 2(2)/Extra Adds: 3(4).

TIM SCOTT/Swear (Sire/WB) "Swear"
Total Reports: 11(6)/Total Adds: 6(2); Hots: 1(0)/Hot Adds: 1(0); Mediums: 9(5)/Medium Adds: 4(1)/Extra Adds: 1(1).

QUEENSRYCHE/Queensryche (206) "Queen Of The Reich"
Total Reports: 11(9)/Total Adds: 6(4); Hots: 2(2)/Hot Adds: 1(1); Mediums: 8(6)/Medium Adds: 4(2)/Extra Adds: 1(1).

JULUKA/Scatterlings (WB) "Scatterlings Of Africa"
Total Reports: 11(8)/Total Adds: 3(1); Hots: 1(0)/Hot Adds: 0(0); Mediums: 7(7)/Medium Adds: 0(0)/Extra Adds: 3(1).

SCANDAL/Love's Got A Line On You (Columbia) "Win Some, Lose Some"
Total Reports: 9(5)/Total Adds: 6(1); Hots: 2(2)/Hot Adds: 1(0); Mediums: 3(3)/Medium Adds: 1(1)/Extra Adds: 4(0).

TORONTO/Girls' Night Out (A&M) "Girls' Night Out"
Total Reports: 9(7)/Total Adds: 3(1); Hots: 3(3)/Hot Adds: 1(0); Mediums: 6(4)/Medium Adds: 2(1)/Extra Adds: 0(0).

Station Listings . . . See Page 52

Contemporary Hit Radio

Continued from Back Page

BREAKERS

MEN WITHOUT HATS

The Safety Dance (Backstreet/MCA)

67% of our reporters on it. Moves: Up 67, Debuts 20, Same 37, Down 0, Adds 23 including WNYS, B94, 94Q, WTRY, KHFI, KQKQ, WCIL-FM. See Parallels, debuts at number 32 on the CHR chart.

LAURA BRANIGAN

How Am I Supposed To Live Without You (Atlantic)

65% of our reporters on it. Moves: Up 55, Debuts 25, Same 41, Down 0, Adds 23 including WNYS, WHYT, KIMN, XTRA, WHFM, KX104, WZPL. See Parallels, debuts at number 38 on the CHR chart.

FRANK STALLONE

Far From Over (RSO/PolyGram)

62% of our reporters on it. Moves: Up 7, Debuts 22, Same 37, Down 0, Adds 72 including B104, Q107, KAFM, Q105, WKQX, WL0L-FM, KYUU. See Parallels, debuts at number 39 on the CHR chart.

NEW & ACTIVE

AIR SUPPLY "Making Love Out Of Nothing At All" (Arista) 128/42
Moves: Up 7, Debuts 40, Same 39, Down 0, Adds 42 including PRO-FM, 94Q, KAFM, KBEQ, KCNR, KUBE, WSPK, 94TYX, WKFR, KBBK, KRSP, WIGY, WCGQ, KFYR, KOZE.

SHALAMAR "Dead Giveaway" (Solar/Elektra) 128/10
Moves: Up 57, Debuts 19, Same 42, Down 0, Adds 10, PRO-FM, G100, KTSa, K96, WISE, WHSL, KRNA, KKLs, KDVV, KKAZ, WXXS-FM 29-21, KBEQ 32-27, KFI 35-29, FM100 21-17, WNAM 38-32.

RITA COOLIDGE "All Time High" (A&M) 123/19
Moves: Up 50, Debuts 7, Same 46, Down 1, Adds 19 including B104, WHTX, KYUU, K104, KHFI, WNOK-FM, WDCG, KRGV, WKDQ, WZPL, KRO, WCGQ, WGLF, KYTN, KYAA.

BONNIE TYLER "Total Eclipse Of The Heart" (Columbia) 115/34
Moves: Up 38, Debuts 15, Same 27, Down 1, Adds 34 including WABX, WHYT, Q103, WFLY, WKZR-FM, WQID, WHHY-FM, WVIC, KBBK, WGUY, KFYR, WSPT, KENI, KGHO.

LITTLE RIVER BAND "You're Driving Me Out Of My Mind" (Capitol) 111/39
Moves: Up 7, Debuts 17, Same 48, Down 0, Adds 39 including WBEN-FM, PRO-FM, KAFM, WABX, WL0L-FM, KIMN, KFI, WSPK, WBCY, WNAM, KEYN-FM, KLUC, WOMP-FM, Q104, KRNA.

JEFFREY OSBORNE "Don't You Get So Mad" (A&M) 107/23
Moves: Up 21, Debuts 16, Same 47, Down 0, Adds 23 including KAFM, I95, WHYT, KBEQ, Q103, KFI, WYCR, WNOK-FM, WNVZ, KBBK, KRO, WGUY, WCGQ, Z102, WRKR.

STRAY CATS "(She's) Sexy + 17" (EMI America) 106/104
Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 104 including WNYS, WPHD, CKGM, B94, Z93, Y100, Q105, WABX, WL0L-FM, KIMN, KEARTH, KIIS-FM, KIQQ, KMJK, XTRA.

GEORGE BENSON "Lady Love Me (One More Time)" (WB) 89/25
Moves: Up 13, Debuts 0, Same 41, Down 0, Adds 25 including B94, KIMN, KEARTH, WFLY, Y103, WNVZ, KIIL, KHOP, KGGI, WCIR, WOMP-FM, KISR, KKLs, KGHO, KDZA.

LOUISE TUCKER "Midnight Blue" (Arista) 81/8
Moves: Up 37, Debuts 4, Same 32, Down 0, Adds 8, WHTX, WSPK, WJDX, G100, WQLT, WAZY-FM, KGHO, KCBN, 94Q 7-4, KIQQ 40-34, KYUU 14-10, WBBQ 19-14, Y103 4-3, KO93 19-13, KJRB 7-3, KQWB 18-14.

CROSBY, STILLS & NASH "War Games" (Atlantic) 76/0
Moves: Up 27, Debuts 1, Same 43, Down 5, Adds 0, WPHD 19-15, Q106 20-16, 94TYX 32-30, WJDX 28-24, WKAU 26-24, 13FEA 28-25, WYKS 16-13, WHSL 21-1B, WBWB 16-13, KFMW 31-29, KCDDQ 32-29, KGHO 32-30.

TUBES "Tip Of My Tongue" (Capitol) 64/13
Moves: Up 8, Debuts 4, Same 39, Down 0, Adds 13, KFRC, WTRY, WYCR, WKZR-FM, WNFY, WZYP, KRGV, KIDD, WACZ, Q104, WHSL, WCIL-FM, KSLY, KBEQ 34-29, WCSC 40-33.

ELTON JOHN "Kiss The Bride" (Geffen) 62/62
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 62 including WPHD, WABX, KBEQ, WL0L-FM, KIIS-FM, KIQQ, KMJK, XTRA, WYCR, WPST, KBFM, WZPL, KBBK, WFBG, WFLB, KCDDQ.

SMOKEY ROBINSON & BARBARA MITCHELL "Blame It On Love" (Tama/Motown) 54/7
Moves: Up 19, Debuts 1, Same 27, Down 0, Adds 7, WXXS-FM, WNOK-FM, KRGV, KGGI, WIGY, WCIR, WKHI, K104 26-21, WJDX 18-13, WKDD 28-23, KYNO-FM 24-16, KJRB 26-16, OK100 24-19, 95XIL 16-7, Q101 39-35.

TALKING HEADS "Burning Down The House" (Sire/WB) 53/16
Moves: Up 10, Debuts 6, Same 21, Down 0, Adds 16 including PRO-FM, WFLY, WKFM, WKZR-FM, KZZB, KBFM, WSEZ, WGRD, KHYT, WFBG, WISE, WYKS, KILE, WPFM, WGLF, WHSL.

ZZ TOP "Sharp Dressed Man" (WB) 53/8
Moves: Up 9, Debuts 3, Same 33, Down 0, Adds 8, KSET-FM, 94TYX, KRGV, WSEZ, WZPL, WOMP-FM, WERZ, WCIL-FM, WPHD 39-30, K104 37-32, KZZB 31-27, KQIZ-FM 31-26, KFMZ 30-19, KCDDQ 40-32, KCBN 36-30.

MTUNE "Juicy Fruit" (Epic) 53/1
Moves: Up 19, Debuts 2, Same 25, Down 6, Adds 1, KFRC, WBEN-FM 9-6, B94 12-10, WHTX 25-20, Z93 5-4, Q102 20-18, KEARTH 15-12, XTRA 23-19, KYNO-FM 9-2, KQMQ 21-14, KHYT 3-3, WCIR 31-23.

PEABO BRYSON & ROBERTA FLACK "Tonight I Celebrate My Love" (Capitol) 50/8
Moves: Up 18, Debuts 4, Same 22, Down 0, Adds 8, WHYT, KEARTH, WFLY, 94TYX, KTSa, KYNO-FM, KIDD, WFBG, I95 20-11, WSPK 20-17, WJDX 35-29, FM100 35-25, KJRB 33-20, KHYT 37-29, WIKZ 19-14.

SIGNIFICANT ACTION

ZEBRA "Who's Behind The Door" (Atlantic) 49/1
Moves: Up 17, Debuts 4, Same 27, Down 0, Adds 1, WZPL, WPHD 25-24, WRCK 21-20, KZZB d-39, WQID 26-18, KITE 25-22, WTX 20-18, WJXQ 20-18, WZYQ 34-31, WYKS 19-15, WBWB 33-29, KFMZ 28-23.

SPANDAU BALLET "True" (Chrysalis) 47/34
Moves: Up 0, Debuts 2, Same 11, Down 0, Adds 34 including KIMN, KFI, KMJK, WSPK, WRCK, Q106, WZZR, WJXQ, KZ93, KHOP, KHYT, WERZ, WFLB, WAEV, KCBN.

MOST ADDED

STRAY CATS (104)
(She's) Sexy + 17 (EMI America)
FRANK STALLONE (72)
Far From Over (RSO/PolyGram)
ELTON JOHN (62)
Kiss The Bride (Geffen)
AIR SUPPLY (42)
Making Love Out Of Nothing At All (Arista)
BILLY JOEL (40)
Tell Her About It (Columbia)
LITTLE RIVER BAND (39)
You're Driving Me Out Of My Mind (Capitol)

HOTTEST

POLICE (180)
Every Breath You Take (A&M)
MICHAEL SEMBELLO (99)
Maniac (Casablanca/PolyGram)
EURYTHMICS (83)
Sweet Dreams (Are Made Of This) (RCA)
STEVIE NICKS (76)
Stand Back (Modern/Atco)
DONNA SUMMER (57)
She Works Hard For The Money (Mercury/PG)
MEN AT WORK (54)
It's A Mistake (Columbia)

PAUL ANKA "Hold Me 'Til The Mornin' Comes" (Columbia) 47/9
Moves: Up 13, Debuts 7, Same 18, Down 0, Adds 9, CKGM, WKQX, Q103, KYUU, WCSC, WJDX, KITY, KTFM, KTSa, KFI 13-9, KIIL 33-24, WKDQ 27-23, KGGI 28-18, KJRB 22-14, 13FEA 17-14.

TONY CAREY "West Coast Summer Nights" (Rocshire) 43/6
Moves: Up 13, Debuts 0, Same 24, Down 0, Adds 6, KRGV, WTX, KITY, WFBG, KCDDQ, WL0L-FM 26-22, WSSX 29-28, WRVQ 34-33, WZZR 31-26, WCIR 38-36, WOMP-FM 34-27, WBWB 37-33, KGHO 36-33, KCBN 19-15.

PLIMSOUHS "A Million Miles Away" (Geffen) 35/3
Moves: Up 3, Debuts 0, Same 29, Down 0, Adds 3, WSEZ, KQIZ-FM, 99KG, WPHD 35-33, WABX on, WRCK on, KZFM on, KTFM on, WZPL on, KQMQ on, KYXX 28-23, WERZ 33-32, WHSL on, WBWB on, KCDDQ on.

TOTO "Waiting For Your Love" (Columbia) 33/0
Moves: Up 12, Debuts 5, Same 16, Down 0, Adds 0, WQID d-39, KZFM 30-28, WJDX d-36, Y103, 12-11, KRGV d-29, WSLF 29-27, WSEZ 39-37, WKDD 24-17, KQMQ 32-29, WSOQ 27-24, Q104 19-16, WBWB d-37.

ROBERT PLANT "Big Log" (Atlantic) 32/25
Moves: Up 0, Debuts 2, Same 5, Down 0, Adds 25 including WABX, WRCK, KBFM, WTX, WZPL, KQMQ, KHYT, WFBG, KQIZ-FM, WPFM, FM99, WHSL, KYTN, KCDDQ, KCBN.

RICK JAMES "Cold Blooded" (Gordy/Motown) 28/7
Moves: Up 3, Debuts 3, Same 15, Down 0, Adds 7, KEARTH, WBBQ, 94TYX, WNVZ, KITY, KYNO-FM, KHYT, WXXS-FM d-30, WBEN-FM 38-35, KIQQ d-39, KITE 24-20, WSLF 40-38, 95XIL d-39.

R.E.M. "Radio Free Europe" (IRS/A&M) 26/2
Moves: Up 2, Debuts 3, Same 19, Down 0, Adds 2, WZZR, WYKS, WPHD on, WABX on, WL0L-FM on, KZZB d-40, KQMQ on, KYXX 6-4, KQIZ-FM 34-32, KVOL on, KFMZ d-29, KYTN d-39.

ARETHA FRANKLIN "Get It Right" (Arista) 25/13
Moves: Up 1, Debuts 4, Same 7, Down 0, Adds 13, WXXS-FM, KFRC, KITE, WJDX, KTFM, KYNO-FM, KSKD, KHYT, KVOL, FM99, WGLF, WBWB, WHYT d-33, KEARTH d-25.

HAYSI FANTAYZEE "Shiny Shiny" (RCA) 25/2
Moves: Up 5, Debuts 2, Same 16, Down 0, Adds 2, WJXQ, WHOT, WBEN-FM 40-38, WPHD d-40, KIQQ 14-13, K104 on, WRCK on, WCSC on, KSET-FM 30-25, KYXX 20-19, OK100 d-40, WIXV on, KCBN 38-33.

F.R. DAVID "Words" (Carrere/PolyGram) 24/11
Moves: Up 4, Debuts 2, Same 7, Down 0, Adds 11, KYUU, WCSC, WNFY, WHHY-FM, KTFM, WNAM, KIDD, KJRB, WFLB, KVOL, KCDDQ, WNBC on, WJDX 32-27, KIIL d-35, WACZ 39-36, KCBN 34-27.

MANHATTANS "Crazy" (Columbia) 22/5
Moves: Up 6, Debuts 2, Same 9, Down 0, Adds 5, WNFY, WFBG, WKHI, WFLB, WXXS-FM d-29, Q107 25-23, KFRC 36-34, WTIC-FM 21-19, KITY 21-18, KTFM d-34, KHYT 30-25.

TEARS FOR FEARS "Change" (Mercury/PolyGram) 18/10
Moves: Up 2, Debuts 0, Same 4, Down 2, Adds 10, KSET-FM, WZPL, KYNO-FM, WGUY, WIGY, WERZ, KVOL, FM99, KFMZ, WPHD on, KIQQ 27-21, KYXX 12-8.

GARY MYRICK "Message Is You" (Epic) 18/3
Moves: Up 0, Debuts 1, Same 14, Down 0, Adds 3, WKFM, KQIZ-FM, FM99, WPHD on, WABX on, WL0L-FM on, WRCK on, KSET-FM on, WZZR d-40, WHOT on, KQMQ on, KYXX on, WPFM on.

BLACKFOOT "Teenage Idol" (Atco) 17/6
Moves: Up 5, Debuts 0, Same 6, Down 0, Adds 6, WNFY, WZPL, WHOT, WERZ, WHSL, WBWB, WPHD on, K104 27-23, OK100 29-24, KYTN 39-35.

LINDSEY BUCKINGHAM "Holiday Road" (WB) 17/5
Moves: Up 1, Debuts 0, Same 11, Down 0, Adds 5, WKFM, KROK, WHOT, KSKD, WGLF, KMJK on, KITE 22-21, KIKI on, WZYQ on, KFYR on, KCDDQ on.

MITCH RYDER "When You Were Mine" (Riva/PolyGram) 17/2
Moves: Up 5, Debuts 1, Same 9, Down 0, Adds 2, 79Q, KITY, WABX 19-12, WHYT 22-17, WKEE on, WRCK on, WOKI on, WJXQ 32-31, KYXX 37-34, WBWB d-34, WAZY-FM 31-28.

INXS "Don't Change" (Atco) 17/1
Moves: Up 5, Debuts 2, Same 9, Down 0, Adds 1, WGRD, WPHD 33-31, KZFM on, KRGV d-27, WZZR 34-32, WJXQ 33-32, KYXX 32-30, KHYT on, KQIZ-FM 35-33, WRKR d-37, KBIM on.

PETER TOSH "Johnny B. Goode" (EMI America) 16/0
Moves: Up 7, Debuts 1, Same 8, Down 0, Adds 0, WABX 26-24, KIQQ 21-20, WNFY on, KSET-FM d-30, WKDD on, Z104 29-28, KQMQ 31-22, WKHI 35-33, WPFM 33-26, KCBN 29-24.

"WEIRD AL" YANKOVIC "I Love Rocky Road" (Rock & Roll/CBS) 15/2
Moves: Up 1, Debuts 0, Same 12, Down 0, Adds 2, KIIL, WOMP-FM, WXXS-FM on, PRO-FM on, Y100 on, WABX on, WROR on, WLN-FM on, KRGV on, KITY on, Z102 25-23.

CHRIS DeBURGH "Ship To Shore" (A&M) 12/12
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 12, WPHD, WKFM, WRCK, WZPL, WJXQ, WOMP-FM, WPFM, WBWB, WAZY-FM, 99KG, KFMW, KCDDQ.

SERGIO MENDES "Rainbow's End" (A&M) 11/10
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 10, WCSC, WSLF, WMEE, WHOT, KSKD, WFBG, WFLB, KVOL, 99KG, KDVV, FM99 on.

KISSING THE PINK "Maybe This Day" (Atlantic) 11/6
Moves: Up 0, Debuts 1, Same 4, Down 0, Adds 6, WPHD, KSET-FM, WHOT, KYXX, WFLB, WBWB, KMJK d-38, WCSC on, WOMP-FM on, WISE on, Q101 on.

HIGH INERGY "Back In My Arms Again" (Gordy/Motown) 11/5
Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 5, KHOP, KJRB, WOMP-FM, KKQV, KFYR, KFRC on, KITE on-dp, KTFM on, KKXX on, KIKI on, WJAD on.

CLUB HOUSE "Medley" (Atlantic) 11/2
Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 2, Y100, KKQV, WXXS-FM on, I95 d-28, WNFY on, KIKI on, WFBG on, WERZ on, WZYQ on, WJBO on, KNOE-FM on.

RONNIE MILSAP "Don't You Know How Much I Love You" (RCA) 10/9
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 9, WCSC, WNFY, WHHY-FM, KRGV, KROK, WSEZ, KVOL, 99KG, KCDDQ, WZYQ on.

WHAM! "Bad Boys" (Columbia) 10/4
Moves: Up 2, Debuts 1, Same 3, Down 0, Adds 4, CKGM, KEARTH, KIIS-FM, WNFY, WABX on, KIQQ 7-7, KFRC 35-22, WZZR 40-34, KYXX d-38, KHYT on.

DOOBIE BROTHERS "You Belong To Me" (WB) 10/2
Moves: Up 0, Debuts 0, Same 8, Down 0, Adds 2, KQMQ, KCDDQ, KIIS-FM on, WQUT on, KKXX on, KIKI on, 13FEA on, WYKS on-dp, KIST on.

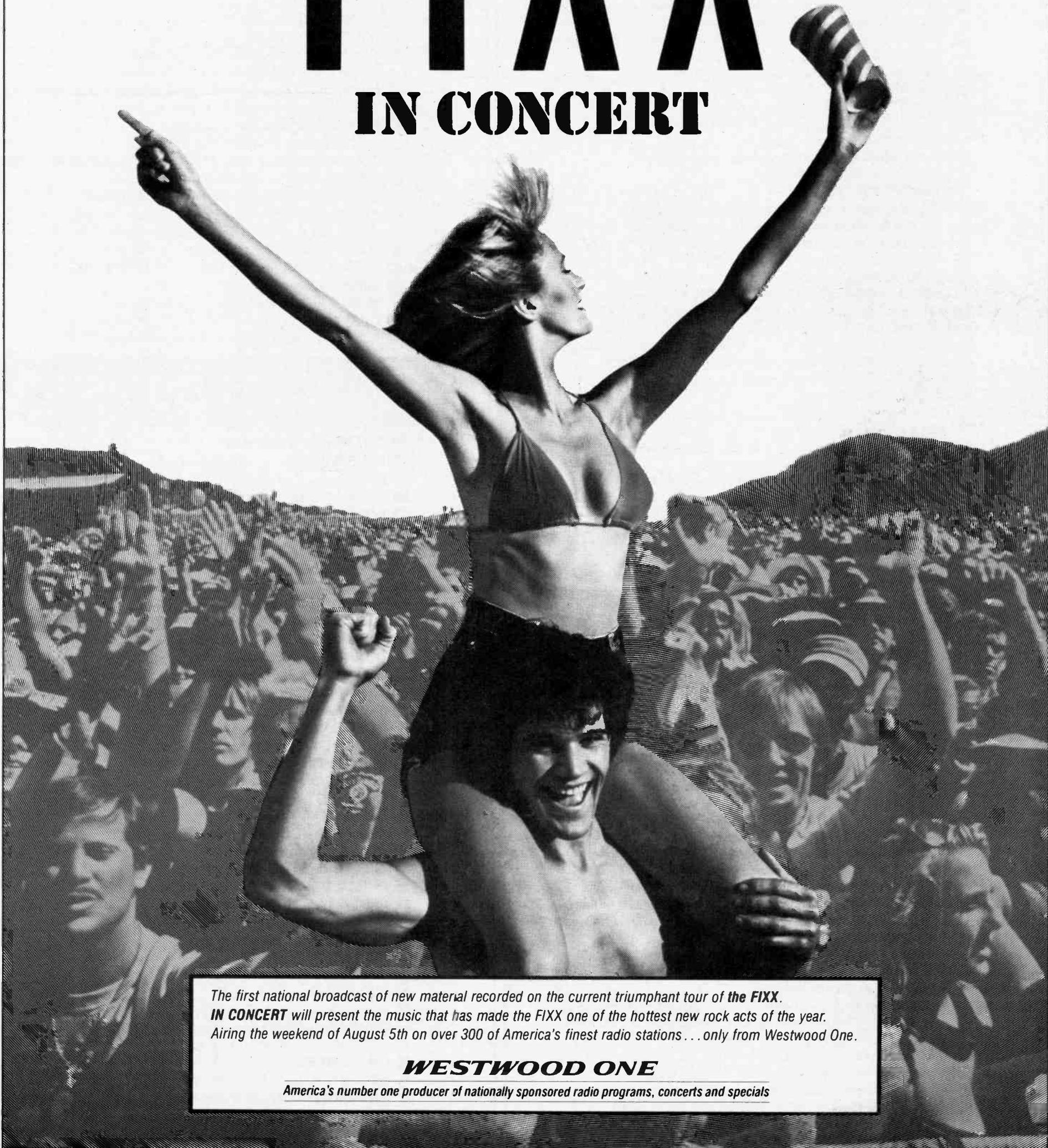
Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (Example: 75/10) indicate how many of our reporters are on the record this week (75) and of those 75 how many added it this week (10). "Moves" are broken down for each record and show how many stations moved the song UP on their charts, held it the SAME (On to On, Add to On, 30-30, etc.), moved it DOWN their charts or ADDED it this week. indicates one of this week's most added new songs.

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Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	
1	1	1	1 POLICE/Every Breath You Take (A&M)
7	3	2	2 STEVIE NICKS/Stand Back (Modern/Atco)
12	7	3	3 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)
17	9	5	4 MICHAEL SEMBELLO/Maniac (Casablanca/PolyGram)
26	17	8	5 MEN AT WORK/It's A Mistake (Columbia)
10	6	4	6 DURAN DURAN/Is There Something I Should Know? (Capitol)
15	13	9	7 DONNA SUMMER/She Works Hard For The Money (Mercury/PG)
20	16	11	8 QUARTERFLASH/Take Me To Heart (Geffen)
3	2	6	9 MICHAEL JACKSON/Wanna Be Startin' Somethin' (Epic)
23	20	15	10 HUMAN LEAGUE/(Keep Feeling) Fascination (Virgin/A&M)
18	15	12	11 BRYAN ADAMS/Cuts Like A Knife (A&M)
21	18	16	12 LOVERBOY/Hot Girls In Love (Columbia)
28	24	18	13 ELO/Rock 'N' Roll Is King (Jet/CBS)
11	10	10	14 ROD STEWART/Baby Jane (WB)
32	26	20	15 DAVID BOWIE/China Girl (EMI America)
5	5	7	16 MADNESS/Our House (Geffen)
38	29	23	17 CULTURE CLUB/I'll Tumble 4 Ya (Virgin/Epic)
24	22	19	18 FIXX/Saved By Zero (MCA)
14	12	14	19 PRINCE/1999 (WB)
27	25	22	20 DEF LEPPARD/Rock Of Ages (Mercury/PolyGram)
40	33	24	21 JACKSON BROWNE/Lawyers In Love (Asylum)
2	4	13	22 EDDY GRANT/Electric Avenue (Portrait/CBS)
—	37	28	23 JOURNEY/After The Fall (Columbia)
—	—	32	24 TACO/Puttin' On The Ritz (RCA)
—	39	29	25 RICK SPRINGFIELD/Human Touch (RCA)
—	—	30	26 MICHAEL JACKSON/Human Nature (Epic)
6	8	17	27 KINKS/Come Dancing (Arista)
4	11	21	28 IRENE CARA/Flashdance . . . What A Feeling (Casablanca/PG)
9	14	26	29 SERGIO MENDES/Never Gonna Let You Go (A&M)
39	36	33	30 AMERICA/The Border (Capitol)
—	38	35	31 DIANA ROSS/Pieces Of Ice (RCA)
BREAKER	32	32	32 MEN WITHOUT HATS/The Safety Dance (Backstreet/MCA)
—	—	39	33 BILLY JOEL/Tell Her About It (Columbia)
—	—	36	34 NAKED EYES/Promises, Promises (EMI America)
—	40	37	35 CHARLIE/It's Inevitable (Mirage/Atco)
—	—	38	36 JOAN JETT.../Fake Friends (Blackheart/MCA)
—	—	40	37 ASIA/Don't Cry (Geffen)
BREAKER	38	38	38 LAURA BRANIGAN/How Am I Supposed To Live... (Atlantic)
BREAKER	39	39	39 FRANK STALLONE/Far From Over (RSO/PolyGram)
36	31	31	40 DAVE EDMUNDS/Slipping Away (Columbia)

N&A Begins on Page 70

Adult/Contemporary

3	1	1	1 POLICE/Every Breath You Take (A&M)
12	7	4	2 RITA COOLIDGE/All Time High (A&M)
1	2	2	3 DeBARGE/All This Love (Gordy/Motown)
8	5	5	4 PAUL ANKA/Hold Me 'Til The Mornin' Comes (Columbia)
4	3	3	5 CHAMPAIGN/Try Again (Columbia)
19	14	9	6 AMERICA/The Border (Capitol)
16	12	10	7 LOUISE TUCKER/Midnight Blue (Arista)
2	4	6	8 SERGIO MENDES/Never Gonna Let You Go (A&M)
—	24	14	9 LAURA BRANIGAN/How Am I Supposed To Live... (Atlantic)
23	16	12	10 S. ROBINSON & B. MITCHELL/Blame It On Love (Tamla/Motown)
9	8	8	11 HOLLIES/Stop In The Name Of Love (Atlantic)
—	—	21	12 MICHAEL JACKSON/Human Nature (Epic)
7	6	7	13 LEE GREENWOOD/I.O.U. (MCA)
29	23	19	14 MEN AT WORK/It's A Mistake (Columbia)
26	21	16	15 TACO/Puttin' On The Ritz (RCA)
6	11	11	16 IRENE CARA/Flashdance . . . What A Feeling (Casablanca/PG)
5	9	13	17 J. INGRAM & P. AUSTIN/How Do You Keep The... (Qwest/WB)
10	10	17	18 LITTLE RIVER BAND/We Two (Capitol)
18	15	15	19 DIONNE WARWICK/All The Love In The World (Arista)
28	26	22	20 F.R. DAVID/Words (Carrere America/PolyGram)
21	19	18	21 KINKS/Come Dancing (Arista)
BREAKER	22	22	22 BILLY JOEL/Tell Her About It (Columbia)
BREAKER	23	23	23 AIR SUPPLY/Making Love Out Of Nothing At All (Arista)
—	—	29	24 HERB ALPERT/Garden Party (A&M)
11	13	20	25 JIM CAPALDI/That's Love (Atlantic)
BREAKER	26	26	26 JENNIFER WARNES/Nights Are Forever (WB)
30	29	27	27 GEORGE FISCHOFF/Summer Love (Moss Music Group)
—	—	30	28 DERAN CRAIG/One Mind, Two Hearts (Curb/CBS)
15	18	23	29 ALABAMA/The Closer You Get (RCA)
13	17	24	30 STYX/Don't Let It End (A&M)

N&A Begins on Page 67

AOR/HOT TRACKS

Three Weeks	Two Weeks	Last Week	
—	—	9	1 ASIA/Don't Cry (Geffen)
1	1	1	2 POLICE/Every Breath You Take (A&M)
2	2	2	3 LOVERBOY/Hot Girls In Love (Columbia)
10	8	6	4 JACKSON BROWNE/Lawyers In Love (Asylum)
8	7	7	5 POLICE/King Of Pain (A&M)
4	4	3	6 FIXX/One Thing Leads To Another (MCA)
3	3	4	7 STEVIE NICKS/Stand Back (Modern/Atco)
5	5	5	8 FIXX/Saved By Zero (MCA)
7	6	8	9 DAVID BOWIE/China Girl (EMI America)
—	36	17	10 ROBERT PLANT/Other Arms (Atlantic)
41	16	12	11 ROBERT PLANT/Big Log (Atlantic)
19	12	11	12 TALKING HEADS/Burning Down The House (Sire/WB)
14	11	13	13 LOVERBOY/Strike Zone (Columbia)
43	34	22	14 CHARLIE/It's Inevitable (Mirage/Atco)
17	14	14	15 QUARTERFLASH/Take Me To Heart (Geffen)
21	19	18	16 LOVERBOY/Queen Of The Broken Hearts (Columbia)
9	10	10	17 ZEBRA/Who's Behind The Door (Atlantic)
24	21	20	18 POLICE/Synchronicity II (A&M)
25	15	15	19 ZZ TOP/Sharp Dressed Man (WB)
31	23	19	20 JOE WALSH/I Can Play That Rock & Roll (Full Moon/WB)
34	28	24	21 DONNIE IRIS/Do You Compute? (MCA)
33	32	28	22 POLICE/Wrapped Around Your Finger (A&M)
27	27	25	23 STEVIE NICKS/Nothing Ever Changes (Modern/Atco)
20	22	27	24 JOAN JETT.../Fake Friends (Blackheart/MCA)
30	29	26	25 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)
BREAKER	26	26	26 STRAY CATS/(She's) Sexy + 17 (EMI America)
BREAKER	27	27	27 KANSAS/Fight Fire With Fire (CBS)
13	17	21	28 IRON MAIDEN/Flight Of Icarus (Capitol)
36	33	29	29 DEF LEPPARD/Foolin' (Mercury/PolyGram)
32	35	33	30 STEVIE NICKS/Enchanted (Modern/Atco)

AOR/ALBUMS

1	1	1	1 POLICE/Synchronicity (A&M)
3	3	3	2 LOVERBOY/Keep It Up (Columbia)
2	2	2	3 FIXX/Reach The Beach (MCA)
4	4	4	4 STEVIE NICKS/The Wild Heart (Modern/Atco)
—	7	5	5 ROBERT PLANT/The Principle Of Moments (Atlantic)
5	5	6	6 DAVID BOWIE/Let's Dance (EMI America)
6	6	7	7 DEF LEPPARD/Pyromania (Mercury/PolyGram)
9	8	8	8 ZEBRA/Zebra (Atlantic)
13	13	11	9 JOAN JETT.../Album (Blackheart/MCA)
10	11	9	10 ZZ TOP/Eliminator (WB)
12	10	10	11 JOE WALSH/You Bought It—You Name It (Full Moon/WB)
19	16	12	12 TALKING HEADS/Speaking In Tongues (Sire/WB)
16	14	13	13 QUARTERFLASH/Take Another Picture (Geffen)
33	29	18	14 CHARLIE/Charlie (Mirage/Atco)
22	22	17	15 BRYAN ADAMS/Cuts Like A Knife (A&M)
14	18	16	16 IRON MAIDEN/Piece Of Mind (Capitol)
29	25	20	17 DONNIE IRIS/Fortune 410 (MCA)
32	24	24	18 ELO/Secret Messages (Jet/CBS)
27	28	22	19 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)
BREAKER	20	20	20 KANSAS/Drastic Measures (CBS)
23	23	19	21 QUIET RIOT/Metal Health (Pasha/CBS)
BREAKER	22	22	22 STEVIE RAY VAUGHAN.../Texas Flood (Epic)
8	12	15	23 KINKS/State Of Confusion (Arista)
BREAKER	24	24	24 DFX2/Emotion (MCA)
31	32	31	25 RICK SPRINGFIELD/Living In Oz (RCA)
7	9	14	26 DURAN DURAN/Duran Duran (Capitol)
20	20	26	27 FASTWAY/Fastway (Columbia)
11	15	23	28 MEN AT WORK/Cargo (Columbia)
26	26	25	29 GARY MYRICK/Language (Epic)
—	—	37	30 DIO/Holy Diver (WB)
36	34	33	31 SHOOTING STAR/Burning (Virgin/Epic)
34	33	28	32 R.E.M./Murmur (IRS/A&M)
—	—	36	33 PRISM/Beat Street (Capitol)
21	21	27	34 DAVE EDMUNDS/Information (Columbia)
28	31	34	35 KROKUS/Headhunter (Arista)
—	40	38	36 IAN HUNTER/All Of The Good Ones Are Taken (Columbia)
15	17	21	37 CROSBY, STILLS & NASH/Allies (Atlantic)
DEBUT	38	38	38 ARCANGEL/Arcangel (Portrait/CBS)
25	30	35	39 INXS/Shabooh Shoobah (Atco)
DEBUT	40	40	40 MEN WITHOUT HATS/Rhythm Of Youth (Backstreet/MCA)

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