

I N S I D E:

OPENING FIRE ON THE COUNTRY PLAYLIST WAR

"Why are promotion people asking for specific radio chart numbers? Why do they want certain jumps? Why the intense pressure for a No. 1 report? Is the entire industry engaging in a giant self-stroke by having 45 or more No. 1 records a year?"

Lon Helton is asking questions that affect the entire structure of the Country radio/record relationship. This week, the introduction to an eye-opening series covering promotion pressure on radio, radio playlist practices that irk record people, and the whole spectrum of Country chart procedures.

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CROCKER'S CRYSTAL BALL

Walt Love talks to **WBLS/New York PD Frankie Crocker**, the "Father of Urban Contemporary," about the format's present and future outlook.

Page 38

KJOI REJOICES IN RATINGS WIN

KJOI/Los Angeles beat longtime Easy Listening leader **KBIG** last week, and **Gail Mitchell** interviews **VP/GM Gordon Mason** for the elements of his success.

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PEOPLE IN THE NEWS THIS WEEK

- **Joel Grey** PD at **KLIR**
- **Doug Bennet** NPR President
- **Bob Duckman** **WXTR-AM & FM** PD
- **A&M AOR** sets **J.D. Brenner**, **Al Cafaro**, **Chuck Oliner**
- **Tom White**, **Barbara Crooks**, **Donn Winther** upped at **Selcom**
- **Chris Roberts** Program Manager at **WOWO**
- **Renle Freedman** **WASH** GSM

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DAYTIMERS DISGRUNTLED ABOUT LOW POWER

The FCC generally granted daytimers less power post-sunset than they operate on during pre-sunrise times, and the **Daytime Broadcasters Association** is displeased.

Page 4

DOUBLEDAY: BROADENING THE AOR BASE

Doubleday President **Gary Stevens** and consultant **Bob Hattrik** outline their ideas on improving their AOR stations' ratings — including increased emphasis on playing the hits.

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INTERVIEW TECHNIQUES FOR WINNING JOBS

Korn/Ferry's Gary Kaplan follows up earlier observations on interviewing from the interviewer's standpoint by detailing some suggestions for the job hunter — from advance preparation to dressing tips.

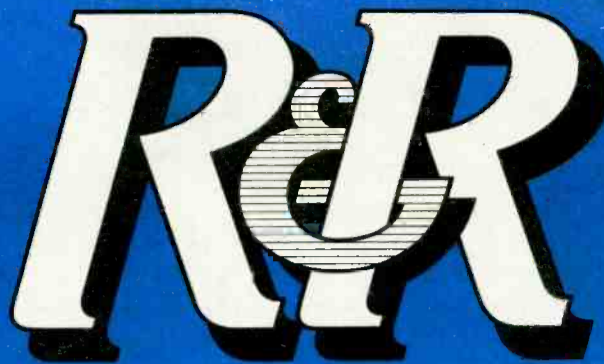
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DAN DANIEL: FROM "GOOD GUY" TO AFTERNOON ACE

Jeff Green concludes his series on A/C's top afternoon personalities by chatting with **Dan Daniel**, former **WMCA** Good Guy and current **WYNY** ace.

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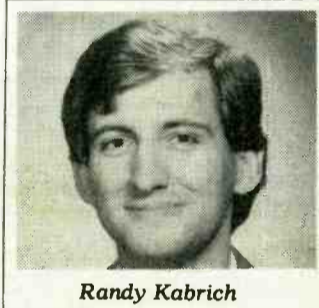


RADIO & RECORDS

KABRICH NAMED PD

WAVA Drops AOR For CHR Format

Doubleday's WAVA/Washington ended widespread industry speculation last week (10-28) by dropping its AOR format in favor of CHR. Simultaneously,



Randy Kabrich

WDCG/Durham-Raleigh PD Randy Kabrich was named **WAVA's** new Program Director, replacing **John Larson**, who transferred to **WMET/Chicago** as Assistant PD/midday personality.

Doubleday President **Gary Stevens** explained the shift in format. "You can't ignore the apparent broadening of tastes in the mass audience. We will always follow the curve, and in markets where we see the curve moving in a broader direction, we're going to make the change. In the case of **Washington**, you could combine

Gaston Takes KMJM GM Post

John Gaston has been named General Manager of **KMJM (Majic 108 FM)/St. Louis**. He comes to the **Amaturo Group** station from a similar position with **KFOG/San Francisco**.

Radio Division President Monte Lang said, "We're very pleased to be able to bring a 'hometown' GM to **Majic 108**. **John** is an enthusiastic, highly-motivated guy with a proven track record of success. He understands the market well, has broad experience, and agrees with our long-range goals. **John** has bottom-line respect."

GASTON/See Page 23

the audience of **WAVA** and (AOR competitor) **WWDC-FM** and it isn't equal to that of **Q107**, the lone CHR. Combined with our early progress at **KPKE** (**Doubleday's Denver** station, which switched from AOR to CHR this summer), we felt this to be the move to make.

"**Washington** has historically been a strong CHR market. I like **Randy's** approach and attitude; he is as consumed with winning as we are. We look for some effects to take shape in the fall book, but by **April** we'll be vindicated in our decision to change to CHR."

WAVA Executive VP/GM David Barrett offered his feelings. WAVA/See Page 23

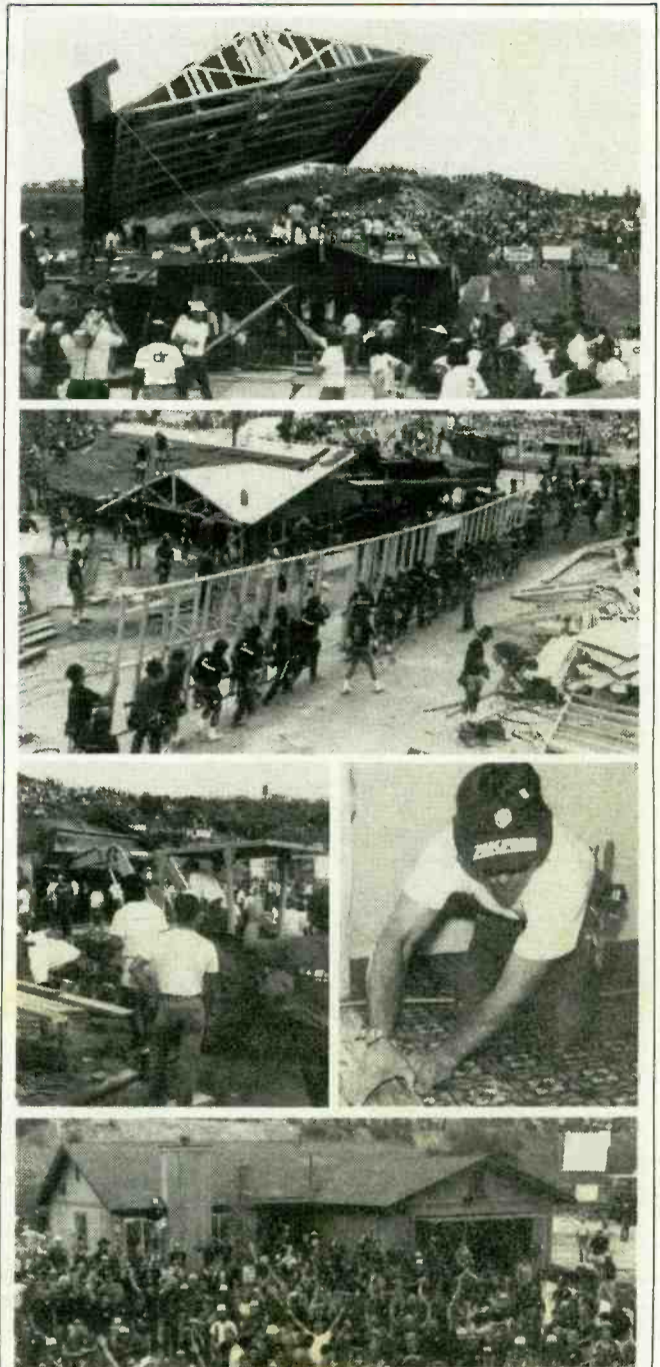
Stakelin Becomes RAB CEO

Bill Stakelin, President/Chief Operating Officer of the **Radio Advertising Bureau (RAB)**, has assumed the additional duties of Chief Executive Officer for the organization. Former Vice Chairman/CEO **Miles David** relinquishes his day-to-day responsibilities, but will remain with the organization in an advisory capacity. The promotion was announced by **RAB Board Chairman and Stuart Broadcasting President Dick Chapin** at the **RAB's Executive Committee** meeting last week (10-28). **Chapin** said, "We are confident **Bill Stakelin** is ready to assume full direction of the **RAB**."

Stakelin stated, "I eagerly accept the challenge of my new role as **RAB's** CEO and look forward to working together with broadcasters and advertisers alike on behalf of the industry I believe in and love, radio."

David, who was **RAB** President for 17 years before becoming Vice Chairman/CEO in 1982, commented, "I'm gratified to see the organization's direction placed in the

STAKELIN/See Page 23



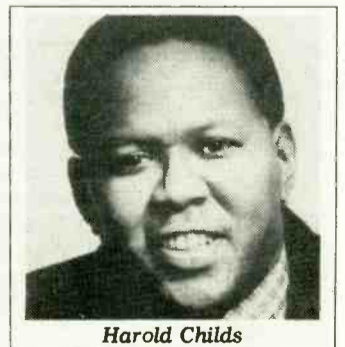
KFMB Building Up the House

KFMB/San Diego sponsored a "homebuilding showdown" with the local **Building Industry Association**. Two 300-member teams, headed by morning partners **Mac Hudson** and **Joe Bauer**, set out to break the world record for building a home from scratch — 4 hours, 18 minutes. Listeners tried to guess the winning team and the completion time to win appliances, but the winning guess was almost an hour over the actual time turned in by **Bauer's** team — a new record of 2 hours, 53 minutes. **KFMB** broadcast the whole affair in play-by-play fashion, and documented it pictorially; here you can see the homebuilding race in various stages of completion from start to finish, along with one of the participants wearing the station logo. The houses will be sold at \$95,000 each to benefit charity.

Childs Appointed PolyGram Sr. VP

Harold Childs has been appointed Senior VP of **Urban/Black Music** for **PolyGram Records**. **Childs** was most recently Senior VP/Sales & Promotion at **A&M**, where he had held executive posts for 15 years. In his new position, based in **New York**, **Childs** will be responsible for all the company's **Urban/Black Music** operations, including **A&R** and marketing.

PolyGram President **Guenter Hensler** commented, "We are very proud to have a man of **Harold Childs's** caliber and experience join the **PolyGram** family. We feel very confident of the continuing and increasing success of the **Urban/Black Music** Division under his leadership."



Harold Childs

PolyGram Senior VP **Jack Kiernan** added, "Harold's background as a complete record man with a strong perspective on all aspects of the business as well as the street uniquely qualifies him to chart a new course for our **Urban/Black Music** Division."

CHILDS/See Page 23

FROM
No.21 TO No.1
IN THE BIG APPLE.

CONGRATULATIONS,
KISS.

Over the past couple of years, we've had the privilege of working with one of America's great management teams . . . at WRKS "KISS" radio in New York. During that time they've come from a #21 ranked 1.6 (12+) share all the way up to a #1 ranked 5.3 (12+) share and we think that's a pretty significant accomplishment.

Congratulations to General Manager Lee Simonson, Program Director Barry Mayo, and the whole team at KISS, from your partners in strategy.

The Research Group

Radio's Strategic Research Team

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KRTH & KHJ Take The Quake

A simulated earthquake documentary drama by KHJ & KRTH/Los Angeles is just part of an action-packed CHR column this week. Joel Denver also provides a record company marketing review for 1983 and even supplies an early Christmas record shopping list. **Page 26**

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Bennet NPR President

The six-month search to find a successor to former National Public Radio (NPR) President Frank Mankiewicz ended last week with the selection of Douglas Bennet by the NPR Board.

Bennet has been a visiting fellow at the German Marshall Fund since June, when he exited after two years as President of a Washington think tank, the Roosevelt Center for American Policy Studies.



Douglas Bennet

From 1979 to 1981 Bennet headed up foreign aid programs as administrator of the U.S. Agency for International Development. He had also been Assistant Secretary of State/Congressional Relations and served as an aide to the late Vice President Hubert Humphrey, Sen. Thomas Eagleton (D-MO), and former Sen. Abraham Ribicoff (D-CT).

Calling public radio "a national asset to

be cherished," Bennet said at a press conference, "NPR's management systems are now strong. The budget for 1984 is in balance. We will work hard to pay off the debt incurred last spring, and will also insure that we have the resources to sustain steady gains in programming."

NPR Board Chairman Donald Mullally said the choice of Bennet, who has no broadcast experience, was based on his "comprehensive management experience and dedication to public service."

Selcom Sets New Structure

Tom White, presently VP/Eastern Operations at Selcom Radio, has been named VP/Special Projects for Selcom Inc., the new parent company scheduled to be created by the rep firm's merger with Torbet Radio. The move was one in a lengthy series of reorganizational changes that took place at the firm this week.

Exec. VP Bill McHale has resigned and has been replaced by a management committee that will direct Selcom's day-to-day operations. Selcom VPs Barbara Crooks and Donn Winther have been promoted to Senior VP and appointed to the committee SELCOM/See Page 23

BRENNER, CAFARO, OLINER SET

A&M Appoints AOR Team

A&M Records has promoted J.B. Brenner to National Director of Album Promotion, and named Al Cafaro and Chuck Oliner to key posts in the department. Cafaro was New York Promotion Manager and moves up to Associate National Director of Album Promotion/East Coast, based in New York. Oliner joins the company as Associate National Director of Album Promotion/



J.B. Brenner

Former WDIA DJ Williams Dies

Nat Williams, reputed to be the South's first black disc jockey, died in Memphis October 27, following a stroke. The former radio personality, journalist, and history teacher was 76.

Williams spent 24 years with WDIA/Memphis, working with Rufus Thomas, A.C. Williams, and other notable station personalities. He left the station in 1958 WILLIAMS/See Page 23

Grey Promoted To KLIR PD

KLIR/Denver Assistant PD/MD Joel Grey has been promoted to PD. Grey had been serving as interim PD for the past nine weeks, after former programmer Mike Anthony transferred to Duffy Broadcasting sister station KCNR/Portland in late August.

KLIR VP/GM Lew Campbell commented, "When Mike Anthony left for Portland, we threw the job open to the entire country and heard from many highly-qualified candidates. However, Joel's knowledge of our format and market, com-

binated with his hard work and loyalty to KLIR, really made him the obvious choice."

Grey joined KLIR just over a year ago as MD and became Assistant PD six months later. He previously spent 2 1/2 years as an air personality at crosstown KOAQ, having formerly programmed KFKA/Greeley, CO for three years. He said, "I'm really excited, as I've wanted to move back into programming. KLIR has a great air staff, and the foundation has already been set. I'm looking forward to big things happening."



Radio Blitzes Detroit

The Detroit Radio Advertising Group, the RAB, Radio Network Association, Station Representatives Association, and local Detroit stations will send representatives to "blitz" the city's automotive industry with a monthlong campaign on the advertising benefits of radio. Over 1000 clients and agency personnel will be contacted during "Operation: RADIO" (Radio's Assault on Detroit Industry Opinion), touted as a first for a unified media campaign. The basic theme of the push is "looks don't sell cars anymore" and that radio is a primary medium effective in selling a car's concept. Pictured at the campaign's kickoff meeting at the Detroit Radio Advertising Group are (l-r) RAB's VP/National Sales Director William Cummings, RAB VP/Mideast Ray Avedian, RAB President/CEO Bill Stakelin, ABC Radio Network VP and DRAG President Joseph Kelly, and RAB Senior VP/Marketing & Sales Ben Scrimizzi.

Duckman Tapped As PD For WXTR-AM & FM

Veteran Washington, DC broadcaster Bob Duckman has been appointed PD at suburban Oldies outlets WXTR-AM & FM/La Plata, MD. Duckman, who will also handle mornings, fills the vacancy left three weeks ago by the departure of former PD Jim Herron. The move reunites Duckman with WXTR President/GM William Dalton, who hired him once before in 1969 when Dalton served as GM at crosstown WASH.

Commenting on Duckman, Dalton stated, "We're excited about Bob joining us, as he's perfect for our format and is probably one of the most knowledgeable music people in this area. Having known Bob for a long time, I'm well aware of his capabilities and his desire to do a morning show in this market. It's great that all of this could come together."

Duckman comes to WXTR after 14 years as an air personality at WASH, 12 of which he served as MD. Duckman told R&R, "I can't tell you how thrilled I am... it's an incredible opportunity. I've always wanted to be a morning personality and try my hand at programming. The Daltons are great people, and I'm very excited about it."

TRANSACTIONS

Wesray Purchases

Forward Communications

Agreement was reached last week for Forward Communications of Wausau, WI to be purchased by the investment firm Wesray Corp. for an undisclosed price. Located in Morristown, NJ, Wesray is owned by Raymond Chambers and former Treasury Secretary William Simon.

Forward's ten radio properties are WKOE & WBGM/ Tallahassee; WKAU-AM & FM/Kaukauna, WI; KVGB-AM & FM/ Great Bend, KS; KWLO & KFMW/Waterloo, IA; and KVOX-AM&FM/Moorhead, MN. The company also owns six TV stations.

KYST Sold To Vel

KYST/Texas City (Houston) has been sold by Henderson Broadcasting to Vel Communications for a price reportedly in excess of \$2 million. Vel principal Cruz Velasquez purchased KYST through Houston-based broker Lester Kamin & Associates, taking possession of the property late last month.

KYST operates at 920 kHz with 5kw daytime and 1kw at night. KYST, which had been programming Todd Wallace's "Beatle Radio" (all-Beatles music) format, will convert to Spanish under new Program Director James Torres.

Central Vermont

Sells WOVB & WSOX

Central Vermont Radio has sold WOVB & WSOX/West Yarmouth, MA to WOVB Acquisition Corp. for \$4.1 million. The buyer is principally owned by Sillerman Morrow Broadcasting Group, comprising Robert Sillerman and former New York air personality Bruce Morrow. Sillerman Morrow/See Page 23

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Midwest, coming from Chrysalis, where he was National Promotion Director. He is based in Chicago. A&M/See Page 23

"Morning Mayor" Merrell Succumbs

Well-known Midwest radio personality Johnny Merrell passed away recently following a heart attack. At the time of his death, the 58-year-old Wichita native was holding down the morning slot at MOYL outlet KAKZ/Wichita.

Merrell began his radio career at a Durango, CO station, later moving to KFVH/Wichita as morning host in 1950. During that period he earned the nickname "Morning Mayor."

In between his years at KFVH, Merrell did stints with neighboring KWBB (now KQAM) and KRMG/Tulsa. Merrell returned to KFVH once again in 1965; following that he worked at KUBC/Montrose, CO. After returning to MERRELL/See Page 23



Johnny Merrell

Washington Report

FCC Changing Rules To Fit Harris AM Stereo

Rather than making Harris Corp. change its AM stereo system to meet FCC rules, the Commission has decided to alter its rules to conform to the Harris system. About 60 Harris exciters, pulled off the air for three weeks in September, are operating on special waivers until the system wins a new FCC type acceptance.

At issue is distortion exceeding FCC limits due to the design of the Harris system. But the Commission, after conducting tests, has concluded the distortion "would not be so great as to cause most listeners to discontinue listening to the station during stereophonic broadcasts."

Based on that conclusion, Mass Media Bureau Chief Jim McKinney is proposing to waive FCC distortion limits in the case, clearing the way for Harris to get a new type acceptance. Comments on the plan are due at the FCC by November 30.

RTNDA Slams Grenada News Blackout

The Pentagon's refusal to give reporters free access to Grenada last week was denounced by RTNDA President Ed Godfrey as a policy of "secrecy and censorship." He protested the news blackout in a message to President Reagan and Defense Secretary Caspar Weinberger.

"Even if we were to accept the arguments for secrecy before the invasion, I can find no acceptable reasons for continuing those policies more than two days after the event," he wrote. "The safety of journalists is not an acceptable excuse. Reporters have been allowed to cover far more dangerous military actions in Vietnam, El Salvador, and Lebanon."

Meanwhile, the FCC said stations are free to air live or taped ham radio broadcasts from Grenada without having to get permission from the ham operator or the Commission. But it stressed stations can only air what they monitor. They are not permitted to use ham frequencies for interviews or to convey questions.

FCC Cancels San Diego FM Scramble

Four days after inviting applications for a new San Diego FM to replace KIFM, the FCC this week abruptly changed its mind. Former owners West Coast Media late last week filed a Petition for Extraordinary Relief asking the FCC to overturn its denial of the station's license and for permission to sell KIFM to a minority buyer. Saying it would rule on the petition in the "near future," the Commission then cancelled its request for applications.

The notice the FCC withdrew had said applications for the channel (98.1 MHz) were due by December 2. The frequency was left vacant when KIFM's (formerly KDIG) license was taken away by the FCC in 1974. The station's appeals ended last October when the Supreme Court refused to hear the case. The notice also said that, since San Diego has many radio stations, the FCC does not plan to seek an interim operator while searching for a permanent licensee.

Wirth Panel Nears Deregulation Showdown

It appears that months of backstage negotiating over broadcast deregulation have come to an end and will break into the open in a few days at the House Telecommunications Subcommittee.

Points of agreement are being written into a "core" bill this week. Issues on which there's a sharp division, such as the thorny question of program guidelines, will be voted up or down, possibly in the next two weeks.

At a Washington press conference last week, Reps. Tom Tauke (R-IA) and Billy Tauzin (D-LA) said their goal is to have a bill before the full House Commerce Committee in November and on the House floor sometime in 1984. Even though an October 15 deadline has long since slipped away, they stressed their belief that Chairman Tim Wirth (D-CO) is making a good-faith effort to move a bill this fall.

Court Says Radio May Deserve Cable Royalties

The position that commercial radio isn't entitled to cable copyright royalties was struck down last week by the U.S. Court of Appeals, ruling on an appeal by NAB. The court disagreed with the way the Copyright Royalty Tribunal (CRT) handed out the royalties in 1979. The fees are paid by cable operators as compensation to those whose copyrighted works are retransmitted on cable.

NAB President Eddie Fritts commented, "The court perceived an inconsistency in the CRT award of royalties to the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Media, Inc. (BMI) for recorded music played on radio signals carried by cable, but no award to the radio stations which play that music." Fritts pledged that "NAB will continue to do all it can to establish commercial radio's right to share in the royalties."

Other Key Developments:

- December 8 has been set as the effective date for new FCC rules permitting radio stations to incorporate as many cities as they choose into their official IDs. No application is necessary and the only restriction is that the city of license must be mentioned first.

- An FCC vote is set for next week (11-8) on allowing broadcasters to sponsor political debates and on whether stations must furnish free time to respond to paid political ads. A license challenge to Pacifica's WPFW/Washington is also slated for action.

- On a tie vote of 2-2, the FCC last week turned down Newark Radio's objections to the naming of Global Broadcasting as interim operator of WHBI/Newark.

- NAB will sponsor a video teleconference February 23 on the subject of political advertising. It will be beamed to sites in about 25 cities around the country.

- The FCC has set a relatively short comment period on its plan to give Class 4 AMs nighttime power of 1kw. Comments are due December 1 and replies two weeks later.

NEW HOURS ON HOLD

Many Daytimers Disappointed With Low Post-Sunset Power

The nation's 2357 daytimers have now been notified of their new post-sunset operating powers, and reaction is a "mixed bag," according to Daytime Broadcasters Association (DBA) President Jim Wychor.

"Some, I'm sure, are very happy. Some are very disappointed. I think the most disappointed ones are those who have 500 watts of power pre-sunrise and were granted minute power for post-sunset," Wychor told R&R.

Wychor is upset that the Commission gave most stations far lower post-sunset power than the levels they now operate at in the early morning hours. Since atmospheric conditions and interference problems are "virtually identical" at both ends of the day, he argues power levels should be the same.

Reading from an FCC computer printout, Wychor gave several examples of daytimers he thinks were cheated: KSMM/Shakopee, MN (144 watts pre-sunrise, 2.9 watts post-sunset); KWMB/Wabasha, WI (500-2.3); KXTP/Superior, WI (500-26.9); WEW/St. Louis (500-1.7). By contrast, Wychor's own station, KWOA/Worthington, MN, got 183 watts of post-sunset power, compared to its pre-sunrise level of 148 watts.

Wychor is also irked that some stations received ten or more different power levels for various months, requiring transmitter adjustments he believes will be inconvenient and costly.

"Bangup Job" At Two Watts

At the FCC Mass Media Bureau, Policy & Rules Division senior attorney Jonathan David puts a more favorable light on the situation. He says "a very substantial portion" of daytimers got from 50 to 150 watts. Only 98 got nothing at all.

Moreover, David contends that even with just a few watts of power, "a good job can be done" of serving a station's community,

although not outlying areas. And he speaks of one station that does a "bangup job" with only two watts of pre-sunrise power. David says he's taken hundreds of calls from daytimers since the notifications went out and those with low power "feel better" after being told their signal will cover at least several miles.

More Morning Emergencies

David says despite "huge amounts of interference," the FCC permits higher pre-sunrise power because daytimers, which have been off the air all night, might need to broadcast emergency information such as school closings and weather bulletins. "No such case was made or sustained in this proceeding about there being a similar emergency need at night," David told R&R.

So far daytimers haven't been given a green light to start using their new post-sunset authority. That won't happen until the U.S. and Canada sign a new AM agreement, which is expected by mid-November.

And once that occurs, stations will only be permitted to stay on the air until 6pm because a new agreement with Mexico hasn't been finalized. David expects that pact to be signed sometime in 1984. Only then will daytimers be able to broadcast until two hours past local sunset, which could be as late as 11pm in the summer months.

Meanwhile, DBA has asked the FCC to reconsider its daytime decision. And Wychor hints that, if not satisfied, the group may resume efforts for relief from Congress. An attorney for clear channel interests called the FCC's action "a reasonable compromise" that his clients won't try to block.

564 MILLION ALBUMS TAPED

New Study Highlights Radio's Role In Home Audio Taping

The battle over home audio taping is heating up once again, with release of a new study conducted for the Recording Industry Association of America (RIAA) by the firm Audits & Surveys.

It concludes that Americans tape the equivalent of 564 million albums each year. The resulting loss in sales of records and prerecorded tapes totals 325 million a year. Another key finding is that 84% of all blank tape is used to record music.

RIAA released the survey last week in a Senate hearing on a bill (S. 31) that would legalize home taping, but impose a copyright tax on the sale of recorders and blank tape. The legislation is staunchly opposed by the Electronic Industries Association, which represents the makers of tape and taping equipment.

Radio Key To Taping, Purchases

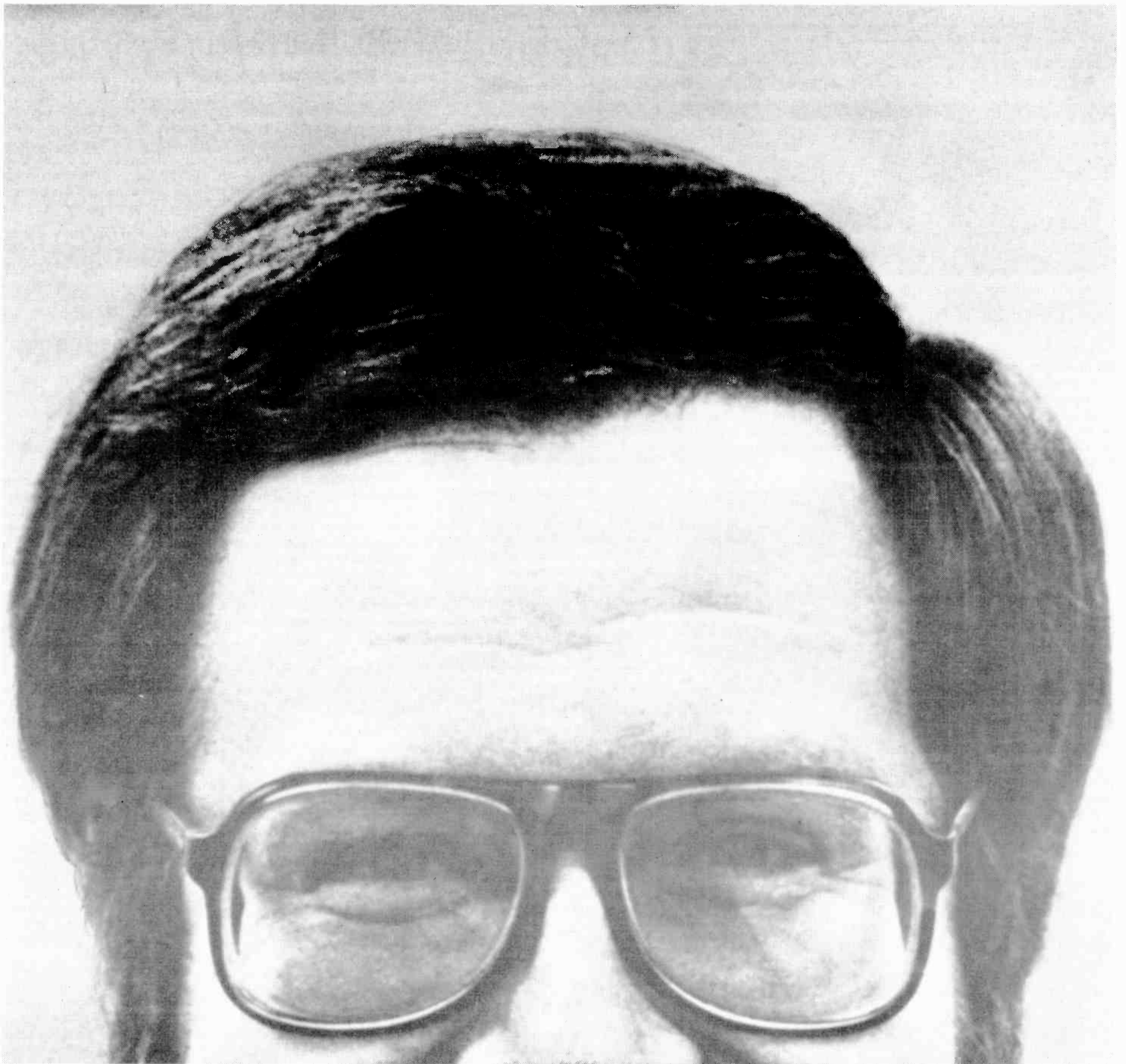
The study found radio playing a major role in the home taping phenomenon. The equivalent of 175 million albums, or 31% of all music taped, was recorded from the radio (not necessarily in complete-album form). The only source ranking higher, record albums, weighed in at 221 million albums or 39%. Other sources were record

selections (17%), concerts (7%), and prerecorded tapes (4%).

Radio also emerges as the key to record and tape purchases. The most common reason for buying a song, cited 41% of the time, is hearing it on the radio. Next, at 18.6%, is hearing other music by the same artist on the radio.

One of the main arguments of the electronics industry in opposing royalties is that home taping actually stimulates record buying. But RIAA says that reasoning is undermined by its new study showing that only 2.7% of album and tape purchases are prompted by having heard a home tape.

The 1354 persons taking part in the survey kept diaries for one month. To mask the actual purpose of the project and avoid stimulating home taping, participants were also asked to keep records of moviegoing and attendance at sporting events and concerts.



AP presents a high-spirited alternative to the high cost of weekend talent. The Ed Busch Weekend Talk Show.

Many people consider Ed Busch's four-hour weekend talk show the most high-spirited radio talk show in the business. And with guests ranging from Isaac Asimov to Jerry Lewis, Ed's show will be a real hit with your weekend listening audience.

But you may find him most attractive because of the people who *won't* be around while his show is on.

Your weekend talent, for example. You'll no longer have to chase them down, to fill in gaps in your schedule. Or pay them to sit idly by, waiting for the ballgame to end.

In fact, the only person you'll need to air Ed Busch's program is a board operator.

You can broadcast the show live if you choose, from 4 to 8 PM, ET, every Saturday and Sunday. Or you can pre-record the program and reposition each modular, one-hour segment to suit yourself.

Since each hour is a complete show in itself, you can even delete segments. That's flexibility.

Because Ed Busch provides 12 minutes per one-hour segment for local avails, that's good business.

And although the show is available only to AP members, you aren't required to carry any other AP programming in order to get the Ed Busch Show. That's even better business.

Interested? Call Sofia Mannos at (202) 955-7243 for our free demo tape, and more information about the surprisingly affordable Ed Busch Weekend Talk Show.

Ed will give your listeners plenty to talk about.

And give your talent the weekend off.



Associated Press Broadcast Services. Without a doubt.



WCI Posts Third Quarter Loss

Despite advances in its music, film, television, and consumer products departments, **Warner Communications** posted a \$122.4 million net loss in the third quarter. The reason for the downward spiral is attributed to "substantial" **Atari** and cable losses. A year earlier the group re-

ported a \$78.7 million profit. Third quarter sales fell from \$1.1 billion to \$768.8 million. Over the nine-month period, sales dropped to \$2.4 billion from \$2.9 billion, while 1982's \$224.8 million profit was offset by a \$424.7 million loss this year.

Your Calls On Their Walls

To help keep next year's dates straight, you can mark time with the **Police**, **Def Leppard**, **Adam Ant**, or artist **David Peters**. **Great Northern Publishing** is once again manufacturing full color, exclusively-licensed Rock Star calendars. The company also has other available designs and licensing contacts to produce calendars for radio and TV station promotional use. Direct inquiries to (206) 285-6838.



Office Cheating Signals Good Workers

All right, everybody head for the supply cabinets! According to the **Seattle Times**, British sociologist **Gerald Mars** claims that office cheating — stealing supplies, padding the expense account and so forth — is healthy. He says it increases job satisfaction and raises

work production, both signs of a good worker. Mars bases his conclusions on ten years' worth of office crime research from dockworkers to waiters. Knowing how Mars feels about the subject, those who might have funded his work may just want to inspect his ledgers.

Consumers Grade Advertising Image

Advertising wins high marks for overall quality, creativity and accuracy, but earns low marks when it comes to honesty and trustworthiness. That's the report card handed down in **Advertising Age's** consumer poll focusing on the image of advertising. When asked to rank ads by media, based on day-to-day purchases, 66% relied a "great deal" or "some" on newspapers. In-store was next with a 58% response, followed by TV 55%, magazines 53%, yellow pages 51%, radio 42%, and direct mail 33%. The study also indicates that consumers depend more on advertising for their day-to-day buying than they do for major purchases.

Advertising quality rates higher overall among the \$20-\$39,000 income group; those in the \$40,000 category generally rank quality lower. An overwhelming 88% declared advertising was excellent, good, or fair. However, in discussing advertising's honesty level 56% said it was about the same. Less than half judged it as improved, with 13% saying it was worse. Close to half agreed that advertising is generally honest and trustworthy; nearly that many disagreed/strongly disagreed.

Only 11% of respondents rated ad creativity as much better now than a year ago, 37% said it was better, 41%

felt it remained the same, and 7% deemed it worse/much worse. In terms of providing useful information now as compared to a year previous, advertising was found by 34% to be much better/better, 54% said it was the same, and 7% again labelled it worse/much worse.

In other noteworthy findings, a majority (59%) of consumers stated they enjoyed the advertising they come in contact with and that it's a significant part of the American way of life. Toward that end, 53% said they'd like their children to seek employment in the advertising industry.

AIMED AT SMALL, MEDIUM OUTLETS

Service Provides Management Package



Radioactivity, in association with **Southeast Radio Management**, has inaugurated its "Management Team Concept." Designed with small and medium market station owners/investors and GMs in mind, the service consists of an expert team that offers total assistance in management, sales, programming/promotion, engineering, **FCC** Legal, and traffic/bookkeeping.

Cost is based on various market factors ranging from size and gross billing history to image/position and local paper and radio competition. Prior to that a thorough investigation (at a flat fee rate) of the potential client station and market is conducted. For more information and market availability, contact President **Dain Schult** at (404) 266-1977.

Songwriter Expo Slated

The seventh annual "Songwriters Expo and Songsearch '83" is set for November 19-20 at Pasadena City College in California. The two-day event features workshops, classes and panels which will cover song and lyric evaluation, pitch-a-thon sessions, where producers and record reps search for new acts and songs; marketing,

and legal aspects. Scheduled celebrity participants include producer **Paul Rothchild**, **Qwest Records** GM **Ed Eckstine**, and **Arista** VP **Neil Portnow**. Both the **Los Angeles Songwriters Showcase** and **Songwriters Resources and Services** are presenting the seminar. For more details concerning the program and cost, call (213) 462-1382.

SHADES OF 1984

Mind Control

While **George Orwell** and **Aldous Huxley** may have intended their novels to serve as a warning to readers, it was inevitable that somebody would finally use them for research and development purposes. According to the **Wall Street Journal**, developers combing through "1984," "Brave New World," and other future-oriented novels have created "Expando-Vision." The device, distributed by Michigan-based **Stimutech Inc.**, uses your home computer to send subliminal messages through your TV set.

Since the split-second messages are voluntary and don't utilize the public airwaves, they're legal. At least consulted government officials

haven't said otherwise. **Expando-Vision's** 45 messages center on eight of Americans' principal concerns: weight loss, stress control, alcohol consumption, smoking, study habits, careers and success motivation, sex, and golf. Only 1/30 of a second in duration, the blips help viewers absorb nudging nuggets like "I see me slender," "Exercise is fun," "I set goals," and "I see me successful."

Although the results of a prototype test aren't in yet, **Stimutech** plans to have 20,000 devices ready by the end of this year. And mind expansion isn't exactly cheap: hardware costs \$89.95, software \$39.95. The company hasn't said yet whether it can customize the device to drill your call letters into diaryholders.

Company Dishes Out Satellite Insurance

Across the country radio stations are increasingly shifting to satellite program delivery. However, a Wheeler, IL-based insurance company thinks we should instead be slightly more concerned with purchasing insurance policies against falling space debris.

That idea doesn't sound entirely new—not when you consider that **Fireman's Fund** issued a one-time policy for protection from Russia's **Cosmos 1402** and **Lloyd's** of London extended a similar offer on the occasion of **Skylab's** descent. But **Complete Equity Markets, Inc.** is said to cover *all* space debris, estimated by the government at 350 pieces per year (5% hits the earth, 95% burns up). Among the 25 pieces that have landed, says a CEM spokesman, the largest weighed 640 lbs.

Under the contention that even a small piece is harmful, the firm provides low cost policies (\$150 a year) that pay off \$1 million upon your being disabled, killed, or scratched. If property is damaged, policy holders can expect \$100,000. All that sounds fine and dandy, but proving those claims may be a more difficult task.

WESTWOOD ONE

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

DR. DEMENTO

DIR

PRESENTS

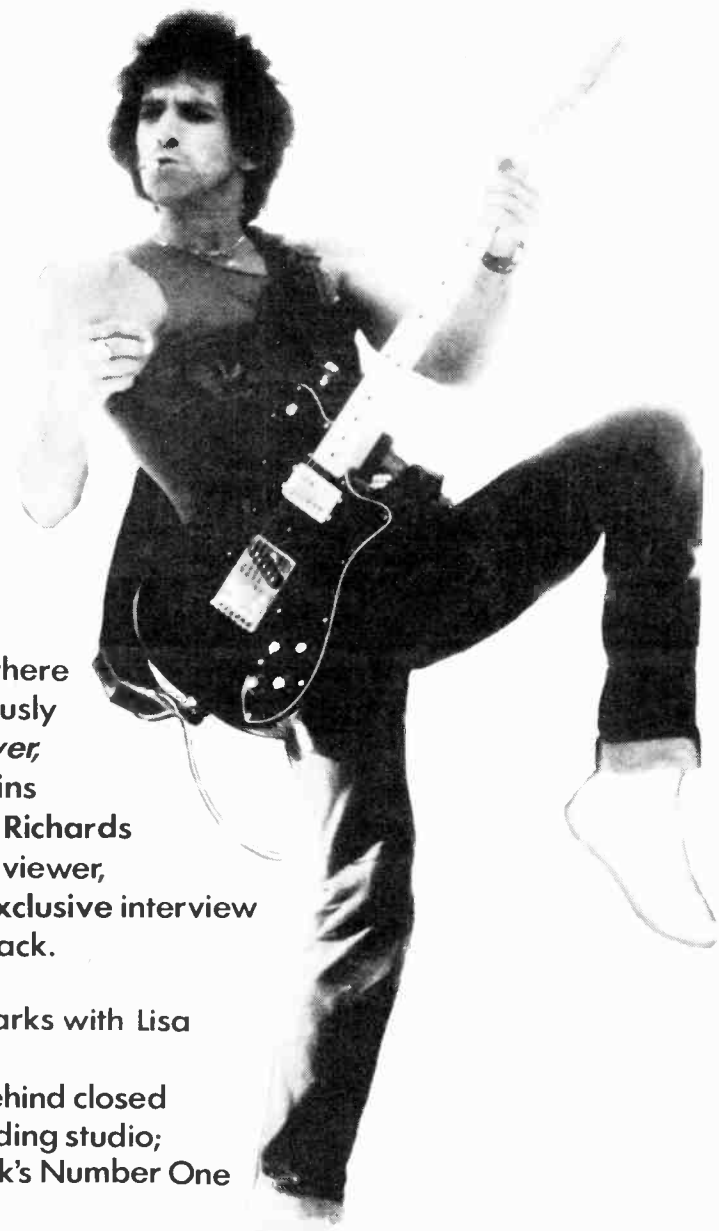
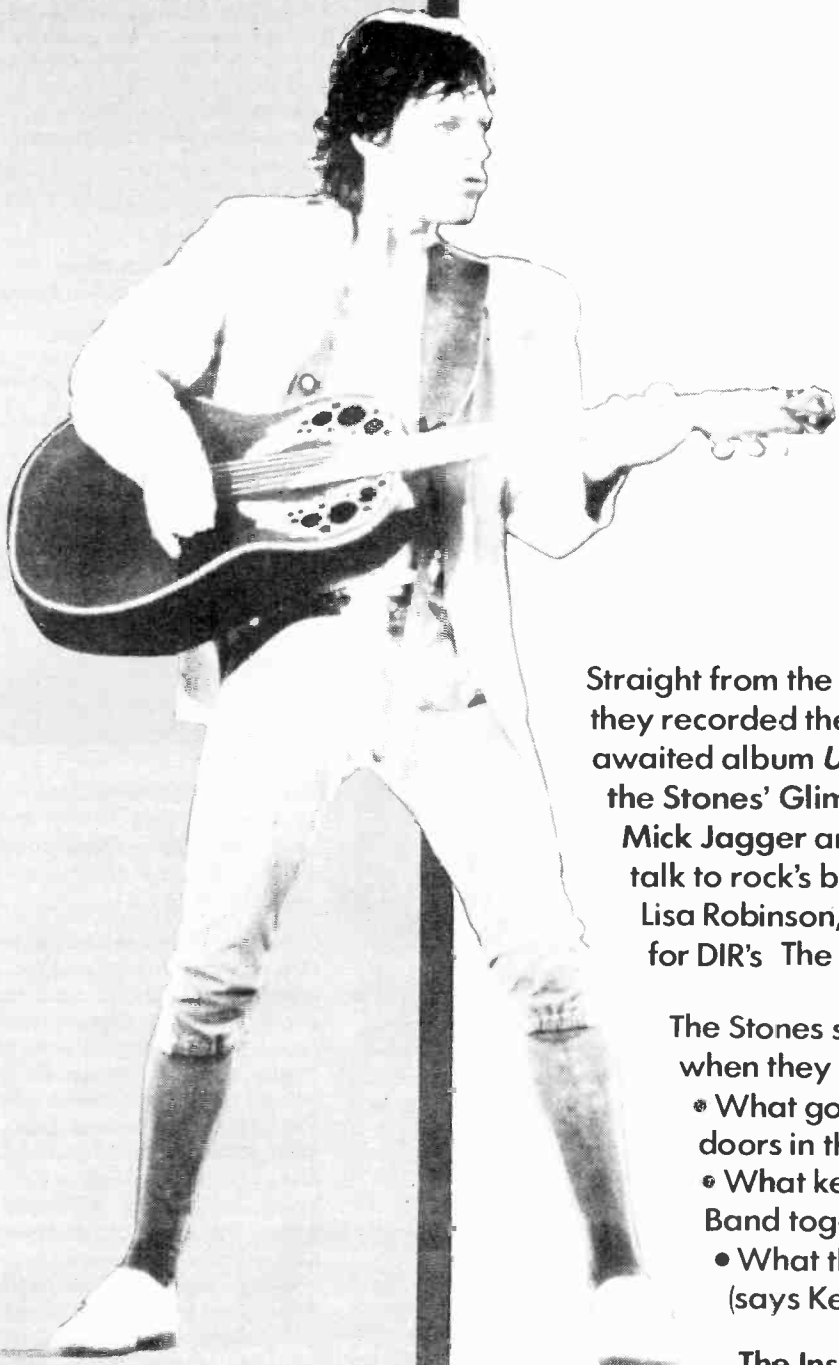
The Rolling Stones

Exclusively on **THE INSIDE TRACK**

the week of
November 7

Brought to you by

Heineken



Straight from the studio where they recorded their anxiously awaited album *Undercover*, the Stones' Glimmer Twins Mick Jagger and Keith Richards talk to rock's best interviewer, Lisa Robinson, in an exclusive interview for DIR's The Inside Track.

The Stones strike sparks with Lisa when they discuss:

- What goes on behind closed doors in the recording studio;
- What keeps Rock's Number One Band together;
- What the fans expect from the Stones (says Keith: *To take a few chances and not give a damn!*)

The Inside Track, a 90-minute monthly special, produced and syndicated by DIR Broadcasting on America's best rock radio stations nationwide.

Produced by
DIR Broadcasting

DIR

THE INSIDE TRACK

Because of the overwhelming response we received from radio stations and their listeners to the Hot Summer Rock artist music/interview programs, The United Stations is proud to present another series featuring the most programmed bands in Album Rock radio. For five consecutive weekends this fall The United Stations is joining with the hottest of these groups to produce five special one hour profiles. Group members themselves discuss their songs in brief capsule form, illustrating their stories with lots and lots of music.

HOT ROCKS

T H E F I X X C U L T U R E M E M A T S T Y X
 C U L T U R E C L U B W O R K

Available on a market-exclusive, swap/exchange basis to radio stations in the top 171 Arbitron rated Metro markets. Call The United Stations at (212) 869-7444 to reserve this program package in your market.

T H E H U M A N L E A G U E

Culture Club November 18-20
 The Human League November 25-27
 Styx December 2-4
 The Fixx December 9-11
 Men At Work December 16-18

The United Stations[®]
 AMERICA'S TARGET RADIO NETWORKS
 New York • Detroit • Washington, D.C. • Los Angeles

Networks/Program Suppliers

PEOPLE

Continued from Page 8

● Former **WMAS/Springfield, MA** morning personality **Charlie Spencer** has inaugurated "The Radio Almanac." It's designed to supply programmers and announcers with diversified lifestyle information that may be adapted in a variety of ways to the listening audience (i.e., mini-feature productions, DJ ad-libbing material, newsbreaks, sports features, contest material, teasers).

● The **RKO Radio Networks** recently celebrated its fourth anniversary. In related news, the network has made exclusive nationwide use of the digital Satcom IR satellite distribution system.

● **Strand Broadcast Services'** "Something You Should Know" recently began its fourth year on air.



SPRINGFIELD SPRINGS INTO ACTION — While on tour in Spokane soap and vinyl star Rick Springfield talked with IS INC's Jo Interrante for a forthcoming segment of RKO Radio Networks' "The Hot Ones."



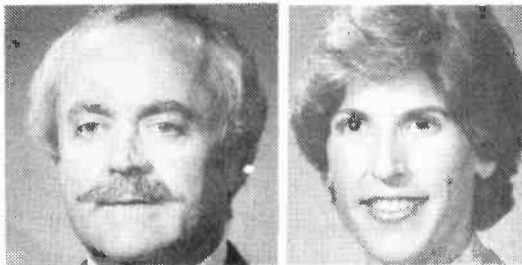
CULTURE CLUB LANDS ON HOT ROCKS — The weekend of November 18-20 marks the debut of United Stations' five-segment series "Hot Rocks," a one hour focus on various groups' success stories. Culture Club kicks off the series, followed by the Human League, Styx, the Fixx, and Men At Work. Putting the finishing touches on the premiere program are (l-r) Culture Club's Roy Hay and Michael Craig, US VP/Programming Ed Salamon, and CC's Jon Moss and Boy George.



ROCKLINE GOES DOWN UNDER — A recent installment of Global Satellite's "Rockline" featured Men At Work's Colin Hay. Besides fielding calls, Hay also met with contest winners who were flown in for the occasion. Pictured (l-r) are KRCK/Portland winner Margaret Ling, Columbia's Debbie Newman, Rockline associate producer Rachel Perkoff, KRCK winner Chin Ling, Hay, WDIZ/Orlando winner Wendy Wills, Rockline producer Cindy Tollin, WDIZ winner Cathy McElhiney, and show host Bob Coburn.

Pro:Motions

Christal Promotes Two In Detroit



Joe Archer

Christy Torgler

At **Christal** in Detroit, **Joe Archer** becomes Senior VP of the newly-created Satellite & Syndicated Sales division. He is a 13-year veteran of the company. Also, **Christy Torgler** becomes Manager of the Detroit office. She's been with the rep for four years as an Account Executive.

KRQX & KZEW Make Sales Move

KRQX & KZEW/Dallas have promoted **Jerry Gerzon** to Local Sales Manager. He joined the station six months ago as an Account Executive after serving as General Sales Manager at **WFYU/Jacksonville**. Filling the Account Executive's position at the stations is **Vicki McFadden**, who moves crosstown from a similar position at **KTXQ**.

Grafman Forms Management Company

Shelley Grafman, Executive VP of **KSHE/St. Louis**, has announced the opening of his **S. Grafman & Sons** artist management firm. Grafman will retain his duties at KSHE. His company can be reached at (314) 842-1111.

Barrett Joins Dick Clark Archives

Don Barrett has joined **Dick Clark's** newly-formed **Media Archives Inc.** as Director of Acquisitions. He joined the Clark organization earlier this summer after starting the **Nostalgia Satellite Network**. The archives will restore films and kinescopes, act as agent for vintage music clips, and locate missing shows done by Clark's companies.

Cornelius Rises At RCA

RCA has named **Judy Cornelius** Director of International Product Management. She was most recently that company's Manager of International Product for Europe & Canada after serving in a variety of positions at RCA's New York and Nashville offices over the past eight years.



Judy Cornelius

Capitol Taps Faulkner As VP

Jay Faulkner, who has served as **Capitol's** National Credit Manager since 1971, has had a Divisional Vice-President's title added to his present duties. He joined the company in 1963 as Regional Credit Manager.

Hyams Upped At WNCN

Ron Hyams has been promoted to the newly-created Director of Retail Sales slot at **WNCN/New York**. He joined the **GAF**-owned station 15 months ago as an Account Executive after working in traffic and production for crosstown **WOR-TV**.

Norita Lee Goes Solo

Publicist **Norita Lee** has dissolved **Lee-Gutowski Associates** to form an independent firm, **Norita Lee Communications**. She can still be reached at (617) 267-0203, and the firm remains headquartered at 581 Boylston St., Boston, MA 02116.

GSA Opens In Los Angeles

Gene Shelton has announced the opening of his PR/marketing management firm, **Gene Shelton & Associates**. He was most recently Director of Press & Artist Relations for **Motown** after several years in various PR capacities at **CBS** labels. GSA can be reached at (213) 758-8611.



Gene Shelton

Sayles To WEA Marketing

Earl Sayles has been tapped as Director of Black Music Marketing at **WEA**. He's a six-year company veteran and had served as East Coast Regional Black Music Marketing Manager for the past four years. Sayles' background also includes stints with Cleveland's **Dee Jay Records** and **WZAK Radio**.

Image Moves East, Augments West

Retail marketing organization **Image Consultants** has opened a New York office headed by **Andrea Wilson**, previously involved in retail and band management. The office can be reached at (212) 242-0536. Also, joining the firm's Los Angeles office are **Daneen La Grone**, most recently Branch Sales Coordinator at **MCA** in Dallas, and **Theresa Conroy**, previously Singles Buyer at **Tower Records** in Sacramento.

Olivia Launches Second Wave

Oakland-based **Olivia Records**, one of the most prominent women's music labels, has announced the formation of a new broader-based label, **Second Wave Records**. The new label will incorporate a wider variety of musical styles and will not restrict itself to female artists. Product on the new label from **Teresa Trull & Barbara Higbie** will ship immediately.

Katzel On Board With GRP

At **GRP Records**, **Bud Katzel** is appointed Director of Marketing and Distribution. He has held various sales and marketing positions with **ABC, H&L, TK, and Aero Records**.



Bud Katzel

Price Promotes McManus

Meg McManus has been made Controller at **Price Communications' KIOI/San Francisco**. Before entering the broadcasting industry, she was most recently Senior Financial Specialist with the San Francisco-based **Genstar Corporation**.

Heller To MCA

Video Services

Liz Heller crosses to **MCA Records** as Manager of Video Services; she was previously in the Media Relations Department at **Epic**. In the newly-created position, Heller will be responsible for the production and promotion of all **MCA Records** videos.



Liz Heller

Torbet Hires Mowery-Hull

Donna Mowery-Hull has joined **Torbet Radio** in the newly-created position of Station Information Supervisor. She comes from **CBS**, where she served as a Broadcast Associate on the **CBS Morning News**. In her new job, Mowery-Hull will coordinate all station promotional materials and serve as a liaison between Torbet and its client stations.

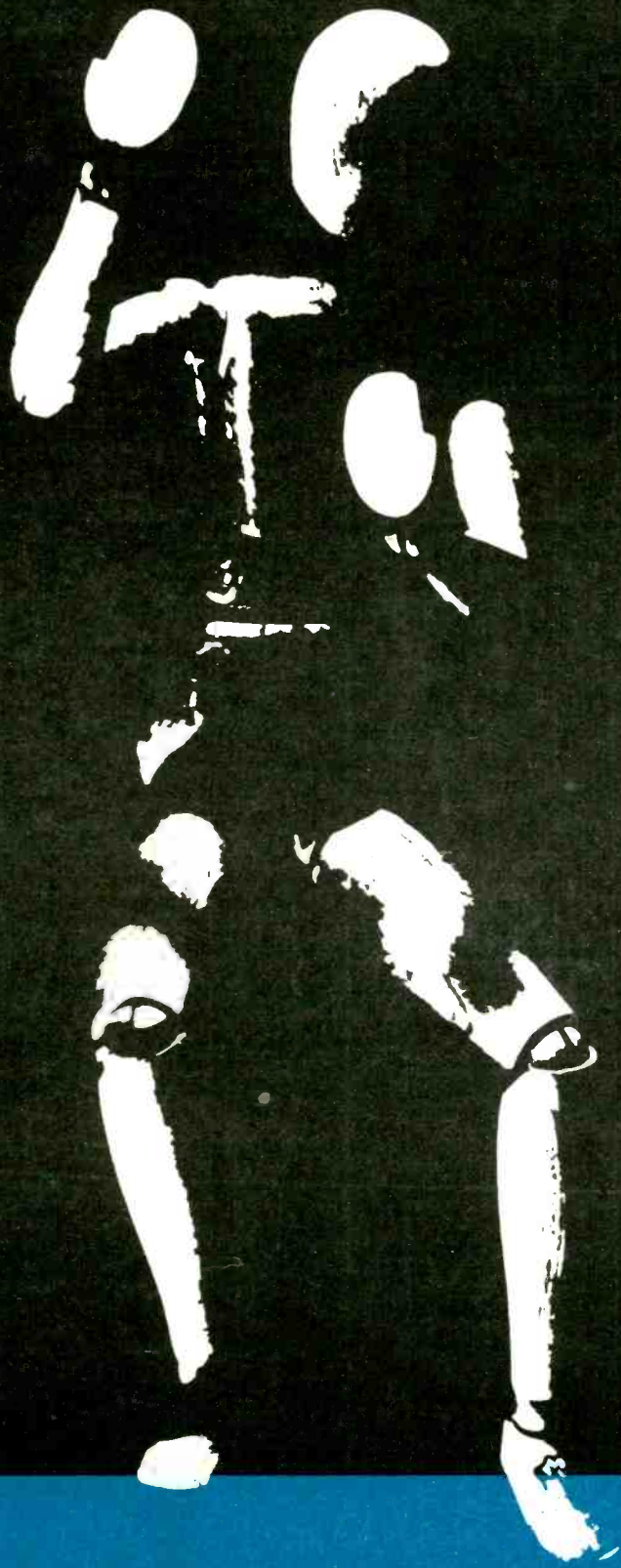
ARE YOU MISSING OUT ON THE PROFITS OF

PLASTIC CARD PROMOTIONS?

PHONE THE PROFESSIONALS

2B SYSTEM CORPORATION
BROADCAST PROMOTIONS DIVISION 313/588-7400

RE-FLEX



In this country

a new band is born

once every five minutes.

Most die even faster.

But when a band

is better than just good,

they'll be around

for a long time

to come.

THE POLITICS OF DANCING

The first single by

RE-FLEX

**One of the finest
new bands in the land.**

**One of the few
that will live to play another day.**



© 1983 EMI RECORDS LIMITED



Research Quiz Answers/Winners

Wow — I've survived the first blizzard of the year! No, not an avalanche of snow — I'm referring to the hundreds of entries from you fine folks trying to win my annual Research Quiz. Thanks for all the entries and interest — and the nice notes many of you attached. Now, let me announce the winners of this year's contest, then go through question-by-question and divulge the correct answers.

Four Top Honors

You may wonder why I noted "winners" above. After all, usually just one person with the best score takes the prize (some free consulting by JWH). However, this year you readers were a real bunch of overachievers.

For the first time in the history of this annual brainteaser, a contestant got all the answers correct. In fact, *four* entrants scored 100% on the quiz by the October 25 deadline. I don't know... either I'm getting soft in my old age or you faithful readers are getting better informed every day (probably the latter).

At any rate, since four entrants got all the questions and the tiebreaker correct, I am proud to display their names here. The following gentlemen stand out for their accomplishment, especially since the average score on this year's quiz was 70% correct:

Tom Graye, Operations Manager, WROK & WZOK/Rockford.

Tom Nelson, Corporate Research Director, Davis-Weaver Broadcasting, San Jose. (Tom's a former employee of my consulting firm, so he may have had an edge.)

Glen Powers, Division Vice President/Radio for South Central Communications, Nashville.

Bill Richards, Program Director, KREO/Santa Rosa, CA.

Out of the range of entrants — from the all-night jock at a small market sta-

tion to the presidents of broadcast groups — these four stood out. Congratulations.

Powers Takes Grand Prize

In order to declare an overall winner, the names of these four were thrown into a hat, with one name selected to be the king of the hill. Glen Powers, who keeps an eye on stations in Nashville, Knoxville, and Evansville for South Central Communications, came out on top. Kudos to Glen!

Now, let's take a look at the correct replies I was looking for when this year's Research Quiz was concocted.

Quiz Answers

1. The initials that did not refer to an Arbitron sampling unit were HDCA or answer "B." Those of you who enjoyed our April Fool edition earlier this year may recall the fun we had with the "HDCA — an udderly good idea; High Density Cattle Area." No one was tripped up by this question.

2. ADI and AID seem to be pretty well understood by most of you. Area of Dominant Influence (ADI) is a geographic definition based on TV coverage penetrations, and ADI estimates for radio are published in the top 50 markets.

AID (Arbitron Information on Demand) is a computer-accessed approach to deriving sales and programming

breakouts from the 75% of the diary data not in the published Arbitrons. Only a few were unsure regarding what the ADI was all about.

3. This one tripped up a notable number of you. **Birch**, in its 60-plus monthly markets, surveys two weeks each month, thus the correct answer was "A." In some non-monthly Birch markets there are three weeks surveyed on occasion.

4. Although most got this query correct, some were too generous with their research budgets. The adequate sample size for virtually any phone survey in medium or large markets is 500 usable interviews, or answer "B." 200 might suffice in small markets among limited demos, such as adults 18-34. If you were to go for the 1000 in-tab figure you'd usually be wasting money — it would take 2000 interviews usable to show any significant improvement in reliability over that generated by the 500 completions. Cost-effective research calls for 500 usable interviews in most cases.

5. This was one of the toughest questions, apparently, but some of you got it right. The correct answer here is "C," or PM drive. You may remember a column from two months ago where I showed how in an analysis of several dozen markets PM drive often had 60%-65% of its listeners tuning in a car compared to about 50% in AM drive. Mornings fell in between.

6. Virtually all of you knew that "C," Compuscan (a name I made up), was the correct answer. Certainly, after my column of 10-21 most of you now know what Arbitrends and Birchscan are.

7. This snagged many folks. While both Clusterplus and PRIZM offer geo-demographic and product usage/qualitative data that can be crosstabbed with Arbitron or Birch estimates, Clusterplus is updated annually in terms of population data. PRIZM is updated every 10 years.

Week In Review

Four-Week Cume Struggles

A recent meeting in New York regarding the future of a four-week cume study for the radio industry turned up little in the way of concerted support for the idea. As Ellen Hulleberg of McGavren-Guild put it, "The feelings regarding this study were not so positive." Roy Shapiro of Group W spoke out against the idea of spending \$500,000 on such a study, while Arbitron Radio Advisory Council Chairman Ted Dorf told R&R, "The jury is still out, but it depends on what the NAB and RAB will do to fund the effort." Most advisors do not expect either trade group to financially rally behind the idea of sponsoring a one-time four-week cume study that might show radio's increasing reach.

Arbitron Appoints New Manager

Arbitron Sales/Marketing VP Bill Livek has announced the appointment of a new Los Angeles Regional Manager, succeeding the retiring Bill McDowell. The new regional head is Dick Sheppard, GM of McClatchey's KMJ/Fresno for years. Sheppard's appointment is effective in mid-November.

Qualidata doesn't offer the geo-demographic clustering inherent in the other systems, and its zip population data is not updated annually. Thus, "A" was the proper reply.

8. Only one person missed this one. Everybody else marked "B," or "false," regarding whether or not it made sense for a station employee to do focus groups for his/her own station.

9. Congratulations! Everybody knew the formula for calculating turnover was the relevant Cume audience divided by the Average Quarter-Hour audience for the same demos and daypart. Turnover is an excellent guide to audience loyalty and can be effective in planning music rotations or commercial spot schedules.

10. Ah, this tricky one caught a lot of you. The correct reply was *all* of the choices — "A, B, and C." Most of you thought that the Arbitron working data applied to just working women — and that is an important aspect of this working area. However, it can be just as important to know how a station's men stack up in terms of employment. Also, rockers might get a buy here and there if their sales staff can show they have more working teens — who are thus more affluent and able to afford whatever product is being advertised. All of this is available from the back page of the Arbitron diaries and can be obtained by a diary review or through the AID system.

Tiebreaker. Although it didn't break the tie (since all four of our honored entrants go this one right) the proper answer here was \$2 paid to Hispanics under Differential Survey Treatment (DST) — not \$5 as many thought (that's for some blacks under DST for that ethnic group).

That's it for this year gang. Hope you had some fun, learned something, and resolve to do better next year.

Oh, in answer to several of you who asked — it's pronounced "John."

A friendly reminder: as this fall survey progresses don't forget to inform Arbitron and Birch whenever your station suffers a technical difficulty of more than five minutes duration. Arbitron officials tell me that in Houston, for example, very few stations that were knocked off the air for extended periods of time by a hurricane actually filed technical difficulty notices with the ratings firm.

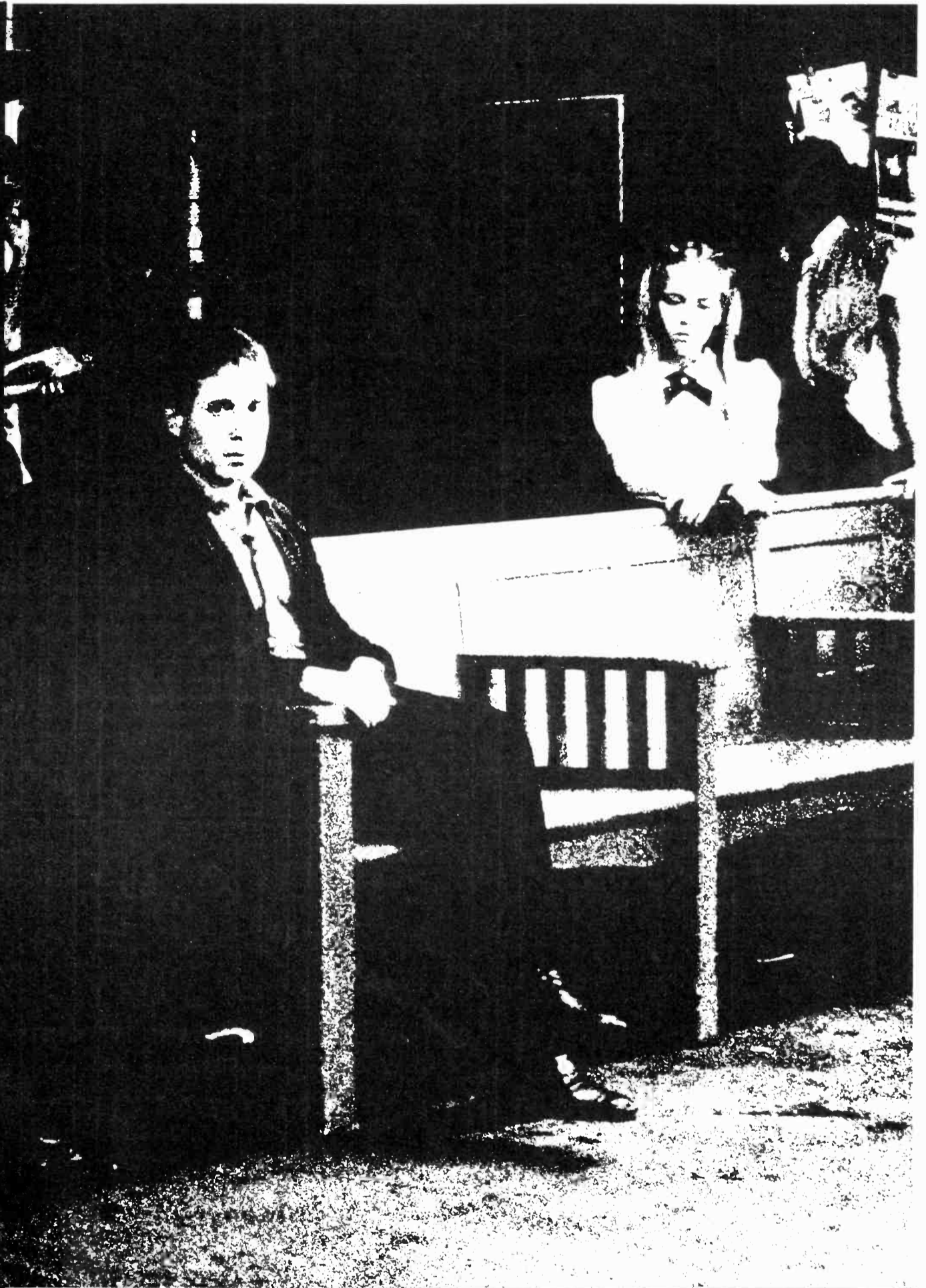
If you suffer a notable TD don't be shy about letting the ratings services know. A note in the front of your book regarding TDs can be useful to salespeople and advertisers evaluating your numbers (which may have been hurt by being off the air).

PAUL SIMON

**SECOND WEEK!
115/33 CHR**

WITH THIS WEEKS ADDS:

WBLI add
WCAU-FM add
WABX add
Q103 add
KMJK add
KITS add
WLAN-FM add
KC101 add
KZZB add
WDOQ add
WANS-FM add
WFMI add
KBFM add
FM100 add 34
G100 add 37
KROK add
WKDD add
KIIK add
WMEE add 30
WRQN add
KBBK add
KYNO-FM add
KIKI add
KLUC add
KHYT add
KRQ add
WKHI add
WOMP-FM add
KISR add
WAEV add
KCMQ add
KGOT add
KGHO add



ALLERGIES



Produced by Paul Simon, Russ Titelman and Roy Halee.
Co-produced by Lenny Waronker.

THE FIRST SINGLE FROM HEARTS AND BONES.

Management

- Advance preparation improves chances
- Dress appropriately
- Size up the interviewer
- Interviewer isn't friendly analyst
- Follow-up important

THE OTHER SIDE OF THE DESK

How To Interview Smart

By Gary Kaplan

Job hunting. At one time or another we've all faced the prospect. Either you're stalemated in your move up the success ladder and/or it's simply time to make a change. Or maybe the instability/insecurity of the radio and record industries catches up to you; i.e. new management regime brings in its own people, budget-influenced staff cuts, that old standby "philosophical differences" (aka fired).

Whatever the case, the following analogy applies. Looking for a job has all the earmarks of a marketing and sales campaign. The marketing end involves planning your strategy and researching the prospective employer and job. Your resume is the sales promotion tool, while the sell itself is the interview. It's all up to you at this point, since no one can sell you better than you.

In my last column (R&R 9-23) the techniques of a skilled interviewer were discussed. But what's just as important are the skillful techniques of the job hunter. One word of caution, however. This particular column is not a primer on how to put your best foot forward and beat the system. Rather it offers suggestions and guidelines to keep in mind when embarking on a job hunt, and more specifically, in handling the employment interview.



Gary Kaplan

Advance Preparation

The primary objective in any interview is to get the job offer. Then you have the option of saying yes or no. In order to reach an intelligent yes or no employment decision, the job hunter, like the interviewer, must glean as much information as possible about the position and the organization before and during the interview. To assist in that goal, advance preparation is recommended.

Not only does advance preparation help improve a candidate's chances, it also reduces nervousness and the fear of being caught off guard during the interview. Below are four major preparation areas to consider:

- Research and learn as much as possible about the station/company from its annual report, collateral literature, directories, and trade associations.
- Learn as much as possible about the position you're interviewing for; this includes its relation to other key positions in the firm, previous incumbents' history, problems in the job, future advancement.
- Find out about the backgrounds, personalities, management styles of the company's executives.
- Practice how you might answer specific questions about yourself (i.e. your capabilities, assets, and liabilities).

This final preparation category encompasses those non-factual questions that are generally tougher to answer on the spur of the moment: what are your strengths/weaknesses, what happened on your last job, why are you looking, what kind of a people-person are you, why should we hire you?

Packaging (Dress Code)

An important aspect of any marketing and sales campaign is how the product is packaged. For the job seeker, it's how he or she is dressed — especially since a judgment call is very often made the minute the interviewer greets the candidate. *First impressions do count.*

One point to remember: you're better off dressing up than down for an interview. According to "Dress For Success" author John Molloy, the job hunter dress code consists of conservative suits (dark blue, solid gray, pinstripe with vest) for those seeking upper and middle level posts. Intermediate and future management aspirants should follow the same code; well-cut and well-tailored, not necessarily expensive. Shirts are limited to standard white or pale blue solids. And to tie the ensemble together, choose the appropriate tie — one that fits the nature of the job. Women should wear a conservative and good quality suit, with coordinating handbag and shoes.

Follow basic grooming rules, wear shined shoes, and eliminate any unnecessary jewelry. If you carry a briefcase, make sure it's of good quality. Plastic cases look exactly like what they are, cheap. In a nutshell, dress as you would if you had the job.

A Hearty Handclasp

So you've done your homework, practiced answering possible questions, and you're dressed appropriately. Now it's time for the interview. First of all, don't be late. Allow for traffic, giving yourself an extra 30 minutes. If you happen to arrive early, have a cup of coffee nearby or sit in your car for a few minutes. Don't present yourself for the interview more than 15 minutes before your scheduled time.

Once inside be mindful of your overall demeanor. Everyone you come in contact with, even at the receptionist level, should be greeted cordially. Be careful not to become too friendly or treat them as inconsequential. They are also members of the station or company staff and may be asked to offer their impressions of the candidate.

When it comes time to meet the interviewer, the customary reaction is to shake hands. To my mind, much too much has been made about the handshake. Although there's no real hard and fast rule, the job hunter shouldn't go to the extreme, giving the interviewer a bone-crushing clasp. A quick, firm shake, coupled with a simple, warm greeting, is adequate. In the words of the immortal W.C. Fields . . . "Let me give you a hearty handclasp."

Sizing Up The Interviewer

There are two kinds of interviews. The first is the preliminary or screening interview. These are usually conducted by personnel department members who weed out unqualified candidates and provide infor-

mation about the company/station and the job opening. However, in the radio and record industries, more often than not there is no personnel department. The preliminary interview will probably be conducted by the hiring manager. The second category, the line interview, continues the conversation begun in the screening session. It is here that potential employers find out about your technical competence, track record, and your ability to fit their environment.

Since most interviewees are more concerned about the way they are being sized up, they aren't aware that it's equally important for them to size up the interviewer. After all, your employment is dependent upon that person. Employment executive and author Donald Sweet advises job hunters to be on the alert for:

- **Eyeball Interviewers** — size up the job hunter on sight and make a decision before the interviewee has a chance to sit down; interviewers are supposed to suppress biases, many don't.
- **Standardized Interviewers** — ask the same questions, in the same sequence, no variation; rarely ask for extension or amplification on their questions. This can inhibit job hunters and in turn make them formal and rigid.
- **Chatty Conversationalists** — equate exchange of pleasantries, common experiences (people you both know or have worked with, hobbies) as being the entire interview. Meaningful information is therefore almost impossible to discern.
- **Third Degree or Stress Interviewers** — attempt to antagonize job seekers under the premise of learning how they react to various situations.
- **Highly Reserved or Cautious Interviewers** — sit back and say, "What do you have to offer us" or "Show me why you think you're good"; this type isn't usually objective.

Confronted with an overly talkative interviewer, the candidate should be tactfully persistent in interjecting himself into the interview and directing the session into the right channel. For example, when the chatty interviewer pauses to shift gears, subtle interruptions, such as "We haven't had a chance to talk about how I can fit into the organization," insure your having a chance to present your assets to the interviewer.

A good interview ideally consists of 80% interviewee input versus 20% interviewer. Unfortunately, that's not always the case. When that occurs, don't make the mistake of trying to compete. If the interviewer oversteps his bounds, compromise and use the remaining time to zero in on your abilities. Should your interviewer not fall into one of the aforementioned categories, then just follow his or her lead. Listen carefully, answer questions directly and to the point. Don't overkill; avoid the common tendency toward verbal diarrhea.

Do's And Don'ts

Another trap job hunters frequently fall into is confusing the interviewer with being a friendly analyst. He isn't, so don't talk his ear off about your problems. Remember:

the interviewer is trying to figure out why you should be screened out probably as much as why you should be screened in. Don't supply him with unnecessary or extraneous knockout factors. Among other don'ts:

- Don't repeat yourself.
- Don't tell dumb, dirty, or ethnic jokes.
- Don't ever knock a previous employer even if you've been fired; use discretion.
- Don't be too opinionated, lapsing into how the station or company should be run; you're not an employee yet.
- Don't lie or misrepresent yourself.
- Don't ever in the preliminary session bring up questions about compensation/benefits (dental, eye care, etc.) unless the interviewer leads you into this area.

Among the dos:

- Establish eye contact — even if the interviewer doesn't.
- Ask intelligent questions. The interviewer will usually be turned off by your lack of interest if you don't.
- Ask for collateral material (a job description if applicable, annual reports); also shows interest.
- Convey a sincere sense of enthusiasm.

Follow-Up

When the interview is winding down, don't keep it going unless you need to make a key point. Screening sessions usually run approximately an hour; line interviews, depending on the position, can last a couple of hours. As the interviewer draws the meeting to a close, ask him to give you an idea as to when a decision or callback will be made ("May I give you a call next week?"; "When do you expect a final decision?").

After that, follow up with a letter thanking the interviewer for the opportunity. Keep it short and to the point, highlighting one or two things about yourself that tie back into the position. If you happened to meet three or four people during the interview, mention their names and how much you enjoyed meeting them.

Your final round of interviews or the proffer stage is the appropriate time to discuss compensation and negotiate a package. A week should generally be an adequate period for your yes or no decision. Written confirmation of the job may also be requested. If you're really on an aggressive jobhunting campaign, it's wise to keep records, covering contact names, dates, what occurred, and follow-up.

To summarize, more is required of the job hunter than just showing up for the interview. Advance preparation, appropriate dress, the ability to adequately express your capabilities to the interviewer, and conscientious follow-up all add up to finding the right position and making the right job decision.

Gary Kaplan presently serves as Managing VP/Partner of search firm Korn/Ferry International. Based in the Los Angeles corporate offices, he also heads the company's international entertainment specialty practice.

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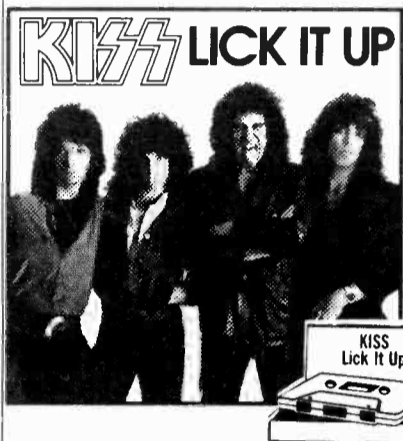
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KISS



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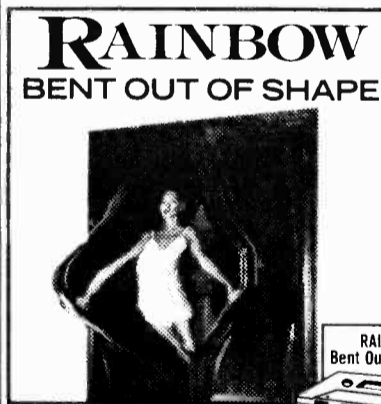
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CHR action 25/12, including:

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STREET TALK

The Los Angeles Times ran an editorial Tuesday (11-1) entitled “Popularity or Payoffs?” The paper’s recent look into the radio/record business uncovered the same kind of “off the record” stories others investigating our industry have run into. And since no one was willing to speak “on the record,” the Times chose the editorial format to reveal what it has learned: “Record company officials say privately now that some of the most powerful promoters . . . may — intentionally or not — be . . . costing record companies tens of millions of unnecessary dollars each year . . . and possibly even encouraging questionable practices at radio stations.” The editorial closes with the strongest language yet: “The time has come for an investigation, with subpoena power, to determine for sure whether popularity or payoffs decide what the public hears.” Perhaps it is time for such an investigation, time to separate the legend and libel from the clear facts. Not because our industry is full of crooks . . . it’s not. But because we’ve all got far more productive things to do with our time than endlessly rehash allegations that indict us all in the eyes of the general public.

Can the battle for the Big Apple be over so soon? While that’s certainly an overstatement, the September-October Birch tallies put Malrite’s Z100 clearly on top. New York’s newest CHR soared 4.3-8.9, while competitors WNBC (3.4-3.1) and WPLJ (5.3-3.5) dipped. WRKS and WKTU each scored 4.8, while market runner-up WOR had a 6.2.

Chuck Scruggs has resigned as VP/GM of Viacom’s WDIA/Memphis “to pursue other personal interests.” WDIA GSM Ernest Jackson has been boosted to acting GM in the interim.

In order to fully concentrate on his afternoon drive show, KVIL/Dallas PD Larry Dixon has relinquished his programming duties to VP/Program Manager Ron Chapman and Promotion Coordinator Tricia Crisp. This change is apparently effective only through the end of the current rating period. What will happen then has not been decided.

Who’s about to make a 100-market jump and take over the programming reins at an AM/FM combo in market number 20? Details coming next week.

PD David Einstein and most of the crew from progressive-formatted WHFS/Washington have resurfaced at WLOM/Annapolis. The station has adopted WHFS’s call letters, too. Jake Einstein, David’s dad, had planned to purchase WEAM/Arlington and move the format there, but a citizen’s group protested the potential loss of WEAM’s Big Band format. The FCC has since ruled in favor of Einstein’s group (with the citizens filing an appeal), but the old WHFS format will remain on WLOM regardless.

The Nashville rumblings indicate there may be as many as three major record labels making significant changes in their Music City operations between now and January 1.

Effective this week, all NBC-owned radio station have ceased reporting their music lists to the trades. No explanation of the new corporate policy was offered. Obviously, all of us at R&R hope the managers and programmers of the stations involved can influence NBC to reconsider this new stance. We feel an honest exchange of information is in everyone’s best interests.

John Bodnar, the last of the “old guard” airstaff at WASH/Washington, is out. He’s replaced by parttimer Dude Walker, who used to handle mornings at WPGC and Q107. It looks as if WAVA’s conversion to CHR (see Page 1), won’t have much effect on WASH PD Bill Tanner’s continuing evolution of the station to CHR. Tanner is already referring to the station as “The New Sound Of WASH-FM.”

Almost without skipping a beat, Don Cox is back on the radio in Miami. After being cut loose by Y100 two weeks ago, Don signed a deal to handle 5-9pm at competitor I95. That move also ended speculation that Don would head north to Washington to join former cohort Bill Tanner at WASH.

WACZ/Bangor is sporting the new calls WZON, and a new on air identity, “The Zone,” after new owner Stephen King’s book and movie “The Dead Zone.” King took over the station the day after Halloween. Heh, heh, heh . . .

Happy 50th Anniversary to WSOC/Charlotte! SOC stands for “serving our city,” which the station has been doing admirably since 1933.

Mike Caplan has been named Associate Director of National Album Promotion for E/P/A. The former Hartford local succeeds Harvey Leeds, who now heads video promotion for the labels.

Bernie Kimble is out as PD of AOR-formatted WSCY/Syracuse. No immediate replacement was named.

KSO/Des Moines VP/GM Perry St. John has exited the station after more than 14 years. New to the manager’s post is Bill Wells, who was with KSO twice previously in sales capacities. GSM Ron Granzow also left the station, but without an immediate replacement.

Rick Brady has departed as PD of KPPL/Denver. A new PD is expected to be announced shortly.

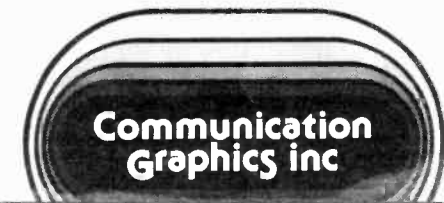
When Satellite Music Network kicks off its CHR format on January 2, the uplink will be in Dallas, not in Chicago as previously reported. We expect to hear about a PD for the new 24-hour format within the next few weeks.

KPRZ/Los Angeles morning man Gary Owens was trapped in the KPRZ building’s elevator for more than an hour last week, missing the first hour of his show. To keep the boredom to a minimum during his lonely vigil, Owens used the elevator’s phone to call in live reports to KPRZ’s Tom Murphy and sister station KIIS-FM’s Rick Dees. After the ordeal, Owens reflected, “Danger doesn’t bother me . . . I read Orson Welles’s grocery list on the air and worked for Chuck Barris on “The Gong Show.”

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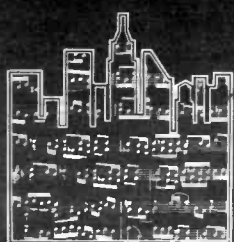
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On The Records



KEN BARNES

IS "MAJOR TOM" A FIRST?

Borrowing Song Characters

Peter Schilling's "Major Tom (Coming Home)" is an oddity. It takes a character developed by another artist (David Bowie's Major Tom, introduced in 1969's "Space Oddity" and revived in 1978's "Ashes To Ashes") and constructs an entirely new narrative, revolving around the same inner and outer space concerns.

Is "Major Tom" the first time an artist borrowed another artist's song character? I'm not counting answer records of the "I'm The Girl From Wolverton Mountain" or "I'm Billie Jean And I'm Mad As Hell" variety, or records constructed out of other artists' song titles. This latter species is unusual and bizarre enough to qualify for a look in a future column. Likewise, "name-drop" records, songs citing other recording artists (the champ of which is probably Reunion's "Life Is A Rock").

But let's get back to this column. There are a number of records that briefly mention other song characters, usually heroines. These are usually cited for purposes of unflattering comparisons with the new song's own heroine ("Barbara Ann"



Bowie & Schilling: The Major Tom Tom Club.

and Neil Young's recent "Kinda Fonda Wanda" both show Buddy Holly's "Peggy Sue" in an unfavorable light), or as part of a lengthy guest list at a fictional party ("Short Fat Fannie" by Larry Williams, "Function At The Junction" by Shorty Long, or a more obscure ditty by Bob Kayli — actually Berry Gordy's brother — called "Everyone Was There," starring everyone who was anyone in '50s song titles). But as far as I can recall (four hours on a good day), "Major Tom" may be the first complete scenario built around someone else's character. Anyone, of course, is welcome to correct me or amplify the matter.



Loverboy Shows Moxy

Loverboy singer Mike Reno previously sang with a Canadian hard rock band called Moxy. He was disguised under his real name, Michael Rynoski, but R&R super-sleuth Krisann Alio picked him out of a lineup — the Moxy lineup pictured on the cover of their 1978 album "Under The Lights." That's Mike right there in front.

Opening The Doors



Before the Doors: Ray Manzarek on vocals

The usual story about the formation of the Doors has Jim Morrison reading some lyrics from "Moonlight Drive" to keyboard player Ray Manzarek, and Manzarek flipping and telling Morrison they had to get a group together right away. What's less well known is that Manzarek already had a group together, and they actually made a couple of singles.

They were called Rick & the Ravens (Rick being a brother of Ray's), but by recording time, Ray had moved to the forefront as lead vocalist, and the billing for the first single, "Henrietta"/"Just For You," was Rick & the Ravens featuring Ray Daniels (Manzarek's recording identity). On the second single, pictured here, Ray took even more of the spotlight; the billing was Ray Daniels with Rick & the Ravens. Manzarek also wrote the B-side, "Geraldine," under the subtly disguised (or hopelessly misspelled) name of Ray Manczarsk; the A-side was called "Soul Train" (many years before the TV show), written by one Lou Joste, later to pen "Midnight Confessions" for the Grass Roots. However, the onset of Morrison effectively put an end to Manzarek's vocal ambitions, and once inside the Doors he reverted to more organic pursuits (such as playing the organ).

Producer's Profile #4:

Luther Vandross: Bowie To Warwick



Some say VAN-dro, some say VAN-drose; others say van-DROSE or van-DROSS — it was easier when he just called himself Luther.

With productions of Dionne Warwick and Aretha Franklin hitting the heights on the CHR, A/C, or Black Radio charts, and a solid track record for his solo recordings, Luther Vandross is an all-purpose achiever to reckon with. A session background vocalist, he was invited to the sessions for David Bowie's 1975 LP "Young Americans," and ended up cowriting "Fascination" on the album and touring with Bowie. He also led his own funk band Luther for a couple of albums in the mid-'70s, then retreated from the spotlight to the session singers' world. During the disco era he sang lead (uncredited except in small print) on several notable records, Greg Diamond's "Hot Butterfly" and Change's "Searching" and "Glow Of Love" among them, and he wrote for Roberta Flack and Main Ingredient. Aretha's "Jump To It" put him in the production spotlight, while "Never Too Much" made his name as an artist, and now he's combined the two by producing and singing on Warwick's "How Many Times Can We Say Goodbye."

Early Melissa



Melissa grooves with the beautiful people.

Melissa Manchester has become known of late for her up-to-the-moment records, speaking of current concerns and using the most modern arrangements. She was attuned to the times at the start of her career too, recording a flowery and optimistic opus called "Beautiful People" in 1967.

Spider's Dreamland records didn't exactly become enshrined as top five immortals, but the group's members have become songwriters to reckon with. Holly Knight and Amanda Blue's "Little Darlin'" was released by Rachel Sweet and Sheila, Anton Fig cowrote a song on a Kiss album, and Knight's recent compositions include "Change" by John Waite, "Wrap Your Arms Around Me" on Agnetha Faltskog's album, and "Love Is A Battlefield" by Pat Benatar. Not to mention the heavy TV ex-

posure Spider's almost-hit "New Romance" received on "Knots Landing," when Lisa Hartman's singer character sang it just before getting murdered.

Deborah Allen has been a highly successful country songwriter (usually with husband Rafe Vanhoy) for a few years now. She also recorded previously for Capitol.

Dumb Goof Department: When I furnished the answers to my Pop Quiz #2, I hope no one thought Joan Jett really sang the original version of "Everyday People" — even though it was inadvertently listed that way in the column. But does anyone remember Sly Stone's original version of "I Love Rock & Roll?" (No? Good. Let's exit as gracefully as possible.)

TV News

"Solid Gold" presents a "Pick Hits Classic" show the week of November 4, starting Toni Basil, Joe Cocker & Jennifer Warnes, Sheena Easton, the Go-Go's, John Cougar Mellencamp, Juice Newton, Prince, and Rick Springfield... Scott Baio and Motley Crue are teamed for the "Pop 'n' Rocker Game" the week-end of November 5... Genesis is in the spotlight on MTV with a concert November 5 and a Phil Collins interview/performance show November 6... Dean Martin's Showtime concert premieres November 8.

Denny Somach and Dave Nelson of Somach/Nelson Productions are producing a weekly "rock review" TV series called "Inside Rock." Somach and consultant Lee Abrams host the show, and the pilot features Asla, David Bowie, Heart, Loverboy, the Eric Martin Band, and Robert Plant.



CHARLY & MICKEY MEET CLIFF & MARILYN — Epic's Charly McClain and Mickey Gilley appeared on "Solid Gold" recently. Pictured (l-r) are McClain, that week's celebrity cohort Cliff Richard, regular host Marilyn McCoo, and Gilley.



5 Years Ago Today



Jim Smith

- JIM SMITH NAMED PD AT WRVR/NEW YORK
- NUMBER ONE FIVE YEARS AGO: "MacArthur Park" — Donna Summer (Casablanca)
- NUMBER ONE A/C: "Ready To Take A Chance Again" — Barry Manilow (Arista) (2nd week)
- NUMBER ONE COUNTRY: "Sleeping Single In A Double Bed" — Barbara Mandrell (ABC)
- NUMBER ONE LP: "52nd Street" — Billy Joel (Columbia)



10 Years Ago Today

- NUMBER ONE TEN YEARS AGO: "Angie" — Rolling Stones (Rolling Stones/Atlantic) (4th week)
- NUMBER ONE COUNTRY: "Paper Roses" — Marie Osmond (MGM) (2nd week)

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HIT SHOW

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HIT ARTISTS

This premiere group now features former Deep Purple vocalist Ian Gillan and ELO drummer Bev Bevan.

HIT SONGS

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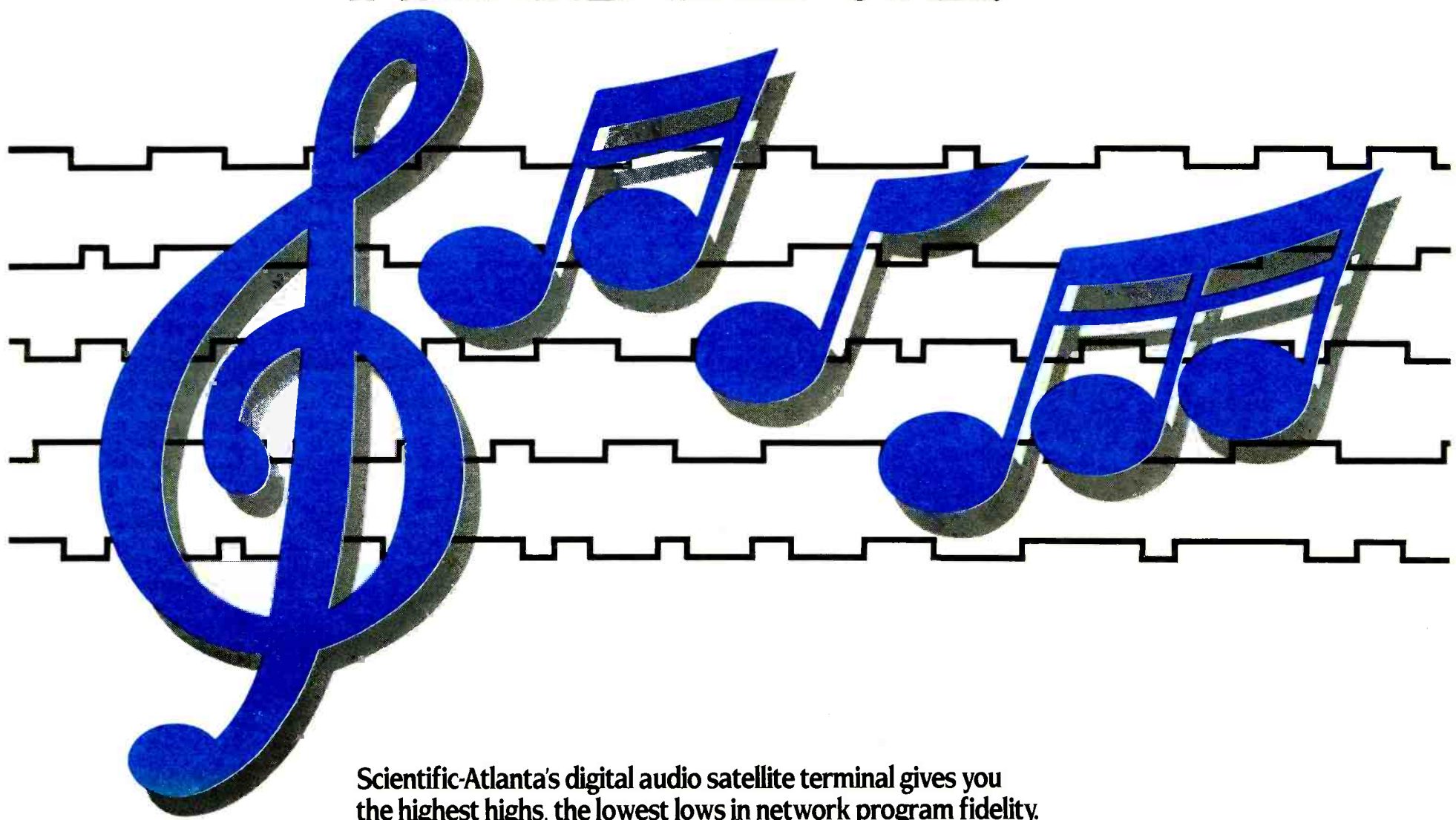
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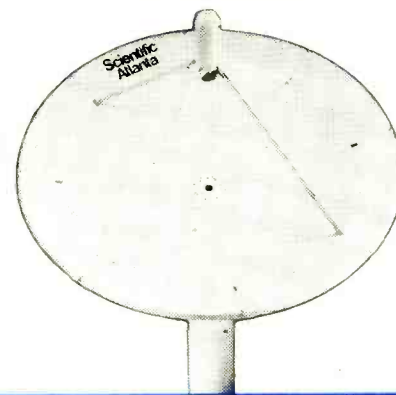
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EASY LISTENING



GAIL MITCHELL

KJOI: On A Ratings Cloud Nine

With some 80 radio signals clamoring for attention, competition is understandably fierce in Los Angeles. Even a tenth of a share point can mean the difference between success or failure. One station enjoying the fruits of its summer labors is KJOI which, after trailing for four books, edged past major rival KBIG 4.7-4.3 (12+) to become the leading Easy Listening/Beautiful Music station in the market.

In the following interview, KJOI VP/GM Gordon Mason (a former KBIG staffer himself) shared his insights concerning the station's current and future success.

R&R: Trace the steps which led to your station's ratings resurgence.



Gordon Mason

GM: Since 1970, KJOI has been a spectacular success, always in the top ten. But in the late '70s Arbitron decided to use ESF, which really made a dramatic difference. We were also worried about both the slow erosion taking place in the format and our considerable competition. So we had to consider some options.

Just over a year ago, we thought about dumping this format for another, but that's hard to do in L.A., with 80 signals running five deep in each format. We'd also be throwing away a very valuable franchise, since KJOI always had an upscale, primarily 35+ audience that was competitive 25-54. Rather than dump it, we decided to expand. We'd been calling ourselves Easy Listening here and there since 1974, and we thought

for the '80s it was really time to put the emphasis on that.

We started with the music. We'd had Schulke for years, and though it did a wonderful job, it hadn't changed much. Since '79, we'd been keeping our eyes on Churchill, which offered a lighter, easier presentation. It's a few more instruments, not all heavy strings... a little more variety, but not a lot of original vocals. We were known for lots of music and we felt we might as well stay with that. We finally switched to Churchill 14 months ago.

R&R: Did your personalities' delivery change, too?

GM: We thought then it was time for our people to sound like people — to have them "get closer" to the listeners and be easy with them. Previously, KJOI had been a highly-structured executional format; i.e., everything an announcer did was written out. The station sounded robot-like. So we took the air talents' security blanket away in favor of a few ground rules. Where we needed replacements, we looked for people with A/C experience. That's because they're at ease in front of a mike, can get in a few original words, and still let the audience know what station they're listening to. We made the execution as easy as the music.

R&R: What's the station's stance on advertising and promotion?

GM: One of the really hard things to do in L.A. is get visibility. TV just burns up dollars instantly; it's why radio is such a good advertising medium when you sit down and think about it. L.A. is an outdoor market, so we bought buses very heavily, which helped sell our "Cloud Nine" approach. That concept has high recall and also relates to "FM 99," so we're selling dial position as well. In fact, studies I've seen gauging the populace's awareness of radio call letters show ours as one of the two highest.

Promotions In Motion

WAIT/Chicago's morning host **Eddie Hubbard** wants some company when he's on the air, so "Wake-Up Calls" have been inaugurated. Listeners send in the names of people they'd like to have awakened by Hubbard. Randomly-chosen participants receive special AM 82 "Wake-Up Packages" ... **KKSN/Portland** cosponsored "Waterfront Classics" concerts, attracting some 50,000 listeners ... **WBBG/Cleveland** presents "Stompin' At The Statler," a production focusing on the music, dance, costumes, and characters of 1943 ... **KQYT/Phoenix** held a "Fall Food Festival" in association with two grocery chains. Consumers were treated to samples of manufacturers' products, cooking demonstrations, and discount coupons ... **WPVA/Petersburg, VA**, participated in the local three-day "Nostalgiafest," operating from a broadcast tower constructed specifically for the event.



KJOI's buscard campaign.

We didn't use TV or newspapers for the summer book, but we did do some concert tie-ins. For someone like **Harry Belafonte**, we'd give away tickets, or have a "KJOI Night," and we'll be doing more of this. Our personalities are getting out more and more, but it's not a rock kind of approach where they're at every shopping center or sock hop.

R&R: Give your philosophy on contests.

GM: Most experts say the Easy listener doesn't care much for them. We did conduct a fairly low-key "Win Cloud Nine" promotion, which earned decent response but not as much as we thought it would. We felt it might bring more former listeners who left when it was the old KJOI and hadn't learned about our incarnation. To a degree, the promotion served its purpose. But the big difference is in the year since we made the fundamental changes. As time passed, many people swept the dial and discovered us. Others came over for other reasons and have stayed.

R&R: Speaking of differences, how are KJOI and KBIG dissimilar?

GM: We have a lot of respect for the folks at KBIG; they're doing a terrific job. There are differences, though. One aspect that's changing the most is the music. KBIG is trying to get younger and younger. As they do, we see them heading into the A/C bag. We'll stay with the 35-54s, and they're coming in increasing numbers. As far as the execution goes, the difference between the two is that KBIG tends to add far more features. This really starts to dilute the impact of the music. When listeners hear world affairs, news, sports, reporters talking about lifestyles and so forth, I feel the format becomes less attractive to them.

We also don't go with the team concept, which I know is very big with (KBIG parent) **Bonneville**. So KJOI doesn't go head-to-head with KBIG in the mornings; that doesn't add an awful lot. They're trying to build what looks like a comedy team. We're pretty straight in the mornings, with a greater frequency of news and sports, financial and calendar. But these short service features don't really get in the way of the music.

R&R: Do you agree with others that Easy Listening's target demo lies in the 35-64 range?

GM: Definitely. Ideally, half of your audience would be in 25-34 and the other half in 35-54. But I don't know anybody who's been completely successful at that, though there may be one or two around the country. The natural inclination is to play music from the last ten years, using more vocals and original arrangements to reach a younger audience. Meanwhile, you must satisfy the older listeners.

What it comes down to is 25-54 encompasses two different generations, and it's very rare that you can satisfy both. The parent could be 54 and the child 30. How many mothers and daughters do you know with exactly the same musical or listening tastes? Furthermore, 35-64 is becoming recognized as the prime market, as the baby boom ages and the greening of America takes place. I think we're positioned correctly to take advantage of what's happening in the 1980s market. We don't have any bag of magic tricks—it's fundamentals. We're excited about what we do and we work hard at it.

Programming Update

Two new services have joined the Easy Listening programming fold. The "Bands Of Gold" library features 200 hours of Big Band music (4000 selections) and claims total elimination of Nostalgia stations' biggest problem of repetition. Complementing the package is "Comedy Corners," 400 short excerpts from radio's past. Denver-based **Wren Langkamp Media Productions, Inc.** is the syndicator. Meanwhile, **Golden Oldies Productions, Inc.** has launched the "Music of America," which encompasses material from the late '30s to the '80s and is described as a nostalgia/non-rock format with a "contemporary" sound. Golden Oldies is headquartered in Akron, OH.

KalaMusic has added "Hot Country Hits" to its programming lineup, and welcomes **WEVZ/Cadillac, MI** as an affiliate ... **Schulke Radio Productions** adds **KNEV/Reno** to its client list ... **WOKY/Milwaukee** now broadcasts live reports from the Midwest Stock Exchange in Chicago ... **WNCN/New York** airs "Sine Qua Non Seven Star Series," programmed entirely from cassette recordings ... **CJCL/Toronto, WQTK/Lansing, and KLUB/Salt Lake City** join **MOYL** ... **WGMS/Washington** recently broadcast a Top 40 Countdown of favorite classical works on its "Sixth Annual Great Musical Weekend." ... Classical outlet **KLEF/Houston** airs "La Musica De Los Grandes Maestros," narrated in Spanish with **Juan Lohmann** ... **KPRZ/Los Angeles** held a special all-day tribute to actor **John Ritter**, who received his star on the Hollywood Walk of Fame.

Flow

Jay Miller is appointed PD of **Taft Broadcasting's Primetime Radio** syndication service. He's been with the firm since April 1982, having previously worked six years at various Florida stations ... **Bill Randle** renews his air personality contract at **WBBG/Cleveland** for another year ... New additions to **WPVA/Petersburg, VA** include PD **Nick Allen**, from OM post at neighboring **WPLZ & WSSV**, and MD **Tim Grogan**, formerly MD at **WQKS/Williamsburg, VA**.

A Classic Approach To Hiring: **KLSK/Santa Fe**, otherwise known as "Classic Radio," hit upon a different way of hiring ten fulltime staffers: choosing all ten from among those who participated in one of two station management-conducted orientation meetings. PD/Corporate Chairman **Bill Sims** said this approach adheres to the station's effort to be as local as possible, rather than bringing in people from outside the community who frequently cannot pronounce local names and must undergo a period of acclimation. Jobs available included six announcer/reporters, three marketing specialists, and one copywriter/production person. Those hired are currently undergoing a month-long training session. **KLSK**, which will program today's "best quality" contemporary/classical/jazz music, plans a late November sign-on.



A PUZZLING PROMOTION — WMAS-Springfield, MA recently sponsored a crossword puzzle contest, with contestants vying for portable color TVs and a grand prize trip to Disney World/Epcot Center. Pictured here is grand prize winner **Jean Glowacki**, second place winner **Jacqueline Barre**, third place winner **Geraldine Dion**, and PD/midday personality **Steve Williams**.

THIS WEEK ADD SOME
FIRE & FEELING
 TO YOUR PLAYLIST!

**EARTH,
 WIND & FIRE**
“Magnetic”



**Black Radio
 NEW & ACTIVE**

**#1 MOST ADDED
 BLACK!**

**CHR
 SIGNIFICANT ACTION**

WGCL	WZLD	KHOP
WABX	WNFI	KHYT
KIQQ	WZYP	KRQ
KFRC	WSFL	103CIR
WVSR	KITY	WERZ
WKEE	WZZR	WQCM
WPST	WHOT	WJBQ
KQMQ	KIKI	KCDQ
WKRZ-FM		

MAKE ROOM FOR IT!

**BARBRA
 STREISAND**

**“The Way
 He Makes Me
 Feel”**



CHR NEW & ACTIVE

KFI 19-10

WXKS-FM deb 31	WFMF 27	WBWB add	WKFR
WNYS 20	WOKI 38-35	KXSS add	KHOP
WCAU-FM 32-29	G100 34	KDZA add	KSKD
PRO-FM on	KRGV 25-13	KBIM 39	WFBG
94Q on	KTFM 38-33	KIST deb 35	WIGY
93FM add	WNAM deb 40	WFLY	WIKZ
WGCL 22-19	KIIK 35-32	WVSR	OK100
KIMN 37	WHOT deb 36	K104	WKHI
Q103 27	KBBK add	WKEE	95XIL
KEARTH 21-18	KQMQ 25	WKRZ-FM	WJBQ
KIIS-FM add	WGUY deb 32	KAMZ	KILE
KIQQ on	103CIR 34-31	WRQK	KNOE-FM
XTRA on	WTSN 29-26	WANS-FM	WIXV
KITS on	WERZ 36	WHHY-FM	KFYR
WTRY 25-22	WQCM add	WSFL	WSPT
WHFM 34-31	13FEA 27	KROK	KYYA
WKFM deb 37	WISE 35	KMGK	KCDQ
Q106 deb 30	KKQV 35	WEBC	KSLY
		WMEE	

TOP TEN A/C CHART 13 to 9

From the original
 motion picture soundtrack “YENTL”

A&M

Continued from Page 3



Al Cafaro Chuck Oliner

Brenner, who has been with A&M for 8 1/2 years, was most recently Associate National Director of Album Promotion based in Atlanta. He previously worked at RCA and Schwartz Brothers distributors before joining A&M. Cafaro served as GM at WRPL/Charlotte before coming to A&M seven years ago, while Oliner worked at A&M and Arista before taking his Chrysalis position.

Merrell

Continued from Page 3

Wichita in 1975 to work at KARD-FM (currently KKR-D-FM), Merrell joined KAKZ two years ago.

Commenting on Merrell's radio contributions, KAKZ OM Bill Miller told R&R, "Johnny was more than a personality; he was a friend to thousands of listeners because of his unique way of communicating. He had that Arthur Godfrey-type charisma where people really felt like he was talking to them. Johnny was a very integral part of our success in the market. He's a tough act to follow."

Williams

Continued from Page 3

ter suffering a stroke. His journalistic background included reporting and editing duties for the old Memphis World, the Tri-State Defender, and the Pittsburgh Courier. NAACP Executive Director Benjamin Hooks and Washington, DC Mayor Marion Barry were among his students at Booker T. Washington High School in Memphis. Earlier this year, Williams's contributions as Beale Street's unofficial ambassador earned him recognition from the Smithsonian Foundation for aiding the rebirth of the blues.

Selcom

Continued from Page 3

along with Senior VP Bill Smither. Crooks and Winther will retain Operations Manager duties for the Western and Midwestern/East Coast regions respectively.

Selcom President Lou Faust also announced several further moves. Bob Tierman, VP/GM of the rep's St. Louis office, segues to a similar position at the Dallas office. Larry Goodman and Scott Donahue, Sales Managers of the New York and Chicago branches, become General Managers of their offices. No replacement has been named for Tiernan in St. Louis.

In announcing the moves, Faust stated that "most signs point to a potential record-breaker year in 1984. These promotions ensure that Selcom's stations will receive the most dynamic sales effort possible."

Transactions

Continued from Page 3

man Morrow owns WRAN/Dover, NJ; WJJB/Hyde Park, NY; WALL & WKGL/Middletown, NY; and WHMP-AM & FM/Northampton, MA. Central Vermont is owned by Sconnix Group Broadcasting, which holds WZZC/East Moline, IL; WKZU & WLNH/Laconia, NH; and WTMA & WSSX/Charleston, SC; as well as a pending takeover of KRKR & KFKF/Kansas City.

WOCB operates on 1240 kHz with 1000 watts daytime, 250 night. WSOX is on 94.9 MHz with 50kw, antenna height 245 feet above average terrain. Keith W. Horton Co. brokered.

Freedman Elevated To GSM At WASH

Renie Freedman has been promoted to General Sales Manager at Metromedia's WASH/Washington. Freedman, who'd been an Account Executive for the station for seven years, replaces the exiting Bill Hopkins.

VP/GM Jim Smith told R&R, "I'm very proud to announce Renie Freedman's promotion. She's been a great asset to our organization, and it's something she really deserves. Her knowledge of the market and abilities made it the right choice to give her the chance to move into management. Renie

is great people, and we're most fortunate to have her."

"I'm tremendously excited and enthusiastic about this new position," said Freedman. "It's something I've worked toward for a long time. I came to Metromedia because of who they are and what this company is, and with a promotion like this, they've not disappointed me. This move speaks so well of the company and Jim Smith. I'm looking forward to building this into the most respected and knowledgeable sales staff in Washington."

WOWO Promotes Roberts To Program Manager

Ten-year WOWO/Ft. Wayne afternoon personality Chris Roberts has been promoted to Program Manager. Roberts succeeds departing VP/Station Operations Chris Witting, who accepted the PD post at KDKA/Pittsburgh last week.

Price Communications Senior VP Frank Osborn commented, "I was extremely pleased to find someone of Chris's caliber already at the station, as I always like to promote from within whenever possible. Having been on the air ten years at WOWO, Chris certainly knows the market. That, combined with his background in programming, his disciplined mind, and knowledge of music, made it quite evident that Chris was the strongest person for this position."

In addition to his decade at WOWO, Roberts's background includes several years of programming, news, and production experience at WINW/Canton, WABQ and WVIZ-TV (both Cleveland), and WCUE/Akron. Roberts told R&R, "We have so many talented people here, all with tremendous longevity. What better arrangement can you have for programming a radio station than people who've been on top for such a long time? I'm just so happy Frank and the staff here have the confidence in me that they do, and I certainly look forward to returning it."

WAVA

Continued from Page 1

ings on the format and Kabrich as well. "We're very excited about this change and I think the market is ripe for it. Randy is a very bright man and he's a specialist in the CHR format, so he fills the bill beautifully. We can provide the type of environment for him to be able to do his thing, and make WAVA the strongest CHR in the market."

Kabrich told R&R, "We're still getting things settled down a bit, but I think there is a big hole in the market. Q107 is a good station, but they can be beaten. We are taking a very current and aggressive approach to music, whereas Q107 is conservative and heavy with oldies."

Unlike other Doubleday format conversions, WAVA will not adopt a commercial-free policy, but Kabrich indicated an aggressive promotional lineup was being readied. Prior to his two years at WDCG, Kabrich programmed WZUU/Milwaukee and worked in Cleveland as an Assistant PD at WZZP and an air talent at WGCL.

Replacing Kabrich as new WDCG PD is Rick Freeman, promoted from his midday air shift.

Gaston

Continued from Page 1

Gaston's ten-year radio background includes the GSM posts at KWK/St. Louis and KOAX/Dallas. He told R&R, "I'm really excited. When I left St. Louis, I was never really sure I'd go back again. I've been gone three years, and the station has come a long way in that time. I'm looking forward to trying to continue the success it's currently having. The station sounds sensational and the revenues are good, so I'm not going to tamper with a good thing."

Childs

Continued from Page 1

ban/Black Music Division." Childs stated, "I look forward with great enthusiasm in assuming my new post, particularly in these challenging times of pivotal changes in the Urban/Black marketplace."

Stakelin

Continued from Page 1

hands of an individual I know will make a major contribution to the future of both the RAB and the radio medium. I'm also looking forward to being free from administrative responsibilities for the first time in 18 years."

R&R
RADIO & RECORDS

213
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Nashville This Week
Adult/Contemporary
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Networks/Program Suppliers
On The Records
HOTTEST
Black Radio
SIGNIFICANT ACTION
BREAKERS
What's New
COUNTRY PARALLEL ONE PLAYLISTS
NATIONAL SUPPLY
MOST ADDED
Ratings Research

News coverage that's always first with the facts

Industry's largest free job opportunities section

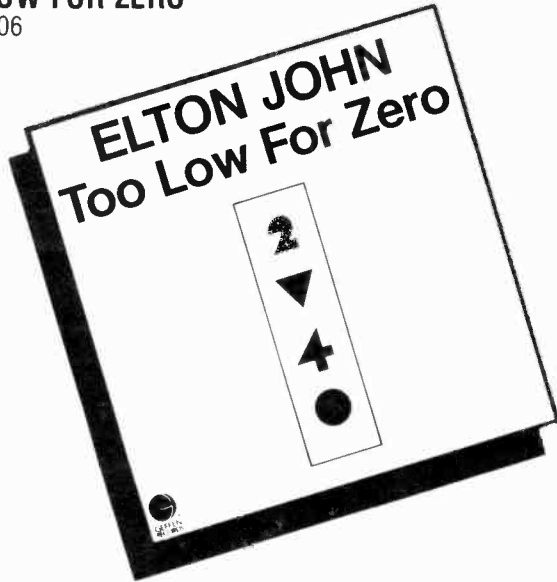
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Produced by Chris Thomas

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



CHR BREAKERS

ELTON JOHN

I Guess That's Why They Call It The Blues (Geffen)

64% of our reporters on it. Moves: Up 42, Debuts 30, Same 43, Down 0, Adds 33 including B104, WHTX, PRO-FM, 94Q, B97, KUBE. See Parallels, debuts at number 40 on the CHR chart.

A/C BREAKERS

ELTON JOHN

I Guess That's Why They Call It The Blues (Geffen)

56% of our reporters on it. Rotations: Heavy 3/0, Medium 42/16, Light 29/14, Extra Adds 2, Total Adds 32 including WSB, KVIL-FM, 97AIA, WQUE-FM, WFYR, KUDL, KS94, KKLK, B100, WAEB, V100 WTIC, WGY, WKGW, and 17 more. Debuts at number 29 on the A/C chart.



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CALENDAR



BRAD MESSER

November's Novel Events

MONDAY, NOVEMBER 7 — The world's longest suspension bridge is the 4200-foot Verrazano-Narrows in New York. The second-longest is San Francisco's Golden Gate. The third-longest suspension bridge *was* in Tacoma, Washington, but 43 years ago today the whole thing fell down (1940). The newly-completed bridge (which locals had nicknamed Galloping Gertie) collapsed during a windstorm. There were no fatalities. The bridge had been swaying so violently that people were afraid to drive onto it, so when it fell, it was empty.

Lewis and Clark sighted the Pacific Ocean in 1805. President Franklin Roosevelt was re-elected to a fourth term in 1944. In 1980 Voyager 1 sent detailed pictures revealing Saturn has thousands of rings and at least 25 satellites.

Nick Gilder is 32. One of the first female rock multi-millionaires, Joni Mitchell, is 40. Johnny Rivers ("Memphis," 1964) is 41. Mary Travers of Peter Paul & Mary is 46. New Orleans jazz legend Al Hirt is 61. Reverend Billy Graham is 65.

TUESDAY, NOVEMBER 8 — Eighty-eight years ago today (1895) an absent-minded professor in Bavaria forgot to turn off a machine which he'd been using for experiments with electricity. The device overheated and began emitting rays, which caused a nearby piece of rock (feldspar) to begin glowing. William Roentgen (RENT'jin) may have been forgetful, but he was also brilliant: within a few hours he deduced the scientific principle involved and took the first x-ray pictures. Although he had discovered something which could have made him immensely rich, Dr. Roentgen refused to patent the machine. He shared the discovery and asked nothing in return. X-rays won him the Nobel Prize in Physics.

The Louvre Museum in Paris opened in 1793. Montana (where cattle easily outnumber the one million people) became the 41st state in 1889.

Bonnie Raitt is 34. Patti Page, whose hits were in the fifties and sixties, is 56. Retired heart transplant pioneer Dr. Christiaan Barnard is 61. Three-time Best Actress Academy Award winner Katharine Hepburn is 74.

WEDNESDAY, NOVEMBER 9 — Before firefighting equipment was improved, every once in a while a whole city would burn down. Chicago incinerated in 1871, San Francisco burned after the earthquake in 1906, and 111 years ago today (1872) Boston began burning. The three-day fire destroyed 800 buildings and killed we-don't-know-how-many people. Some died trying to make firebreaks. Robert Taylor of the Boston Globe says "dynamite was being used [and] a lot of vigilante committees with dynamite were running around the streets blowing up buildings, and blowing themselves up in the process." The Great Boston Fire caused about \$75 million in damages. That's in 1872 dollars, when the average American farm worker made 65¢ a day.

Gail Borden patented evaporated milk in 1853.

Lou Ferrigno is 31. Golfer Tom Weiskopf is 41. Dr. Carl Sagan the astronomer is 49. The man who was forced to resign as Vice President in a plea bargain to avoid tax evasion charges, Spiro Agnew, is 65.

The annual Taurid meteor shower is tonight, but it's not a major event because it usually produces a peak of only 16 shooting stars per hour.

THURSDAY, NOVEMBER 10 — In the cooler climates during fall, an unusually mild and warm stretch of weather is called Indian Summer. Today is the traditional beginning, although obviously Indian Summer doesn't stick to the traditional schedule.

Sixty-six years ago today (1917), 41 women were arrested for demonstrating in front of the White House. Their jail sentences ranged up to six months. They'd been demanding the right to vote.

Today's the 75th anniversary of the Gideon Society placing the first free Bibles in hotel rooms (1908). The first customer-dialed coast-to-coast telephone call was made in 1951: at that time only a dozen major cities were wired for long distance dialing.

Ronnie Hammond of the Atlanta Rhythm Section is 33. Indian activist Russell Means is 44. Actor Roy Scheider is 48. Welsh actor Richard Burton is 58.

FRIDAY, NOVEMBER 11 — You know how Joan Rivers makes fat jokes about Elizabeth Taylor? Claiming Liz gets stuck in McDonald's Golden Arches and has to be lured out with a Twinkie? The olden-days equivalent of that, a half-century ago, was radio comedian Bert Lahr making fun of Kate Smith. She was hurt by the jokes and hated them, but Kate Smith rolled with 'em. She once told Newsweek magazine, "I'm big and I'm fat, but I have a voice . . . and when I sing, boy!, I sing all over!" The song she's best known for "singing all over" is "God Bless America," first performed on her national CBS radio program on this date in 1938. She had asked Irving Berlin for a patriotic song for her Armistice Day program, and he offered one written some 20 years earlier but never performed publicly. "God Bless America" was an instant hit and has become America's unofficial second national anthem.

Armistice Day, observing the end of World War One in 1918, was renamed Veterans Day (in 1954) to honor all the men and women who have served in our armed forces.

Jonathan Winters is 58. Writer Kurt Vonnegut Jr. is 61. Wisconsin Senator William Proxmire is 68.

Tomorrow (11-12) musician Neil Young will be 38, and in prison Charles Manson will turn 49. On Sunday (11-13) Paul Simon reaches 41, and actor Charles Bronson will be 61.



NBC Radio's Young Adult Network

HUEY LEWIS AND THE NEWS LIVE ON RADIO.



Hear Some Old Favorites.

"Working For A Living"
"Do You Believe In Love?"
"Some Of My Lies Are True."
"Who Cares?"

Plus Their Latest.

"Heart And Soul"
"I Want A New Drug"
"The Heart Of Rock 'n' Roll"
And more. From the new LP
"Sports" on Chrysalis Records.

Wednesday, November 9

Broadcast live via satellite. From
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11 PM Eastern
10 PM Central
9 PM Mountain
8 PM Pacific



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Contemporary Hit Radio



JOEL DENVER

SALES/MARKETING VPs COMMENT

CHR Swells Christmas Season Record Sales

When I was in radio, I saw a sign on my sales manager's door which read, "N.H.T.S.S.S." Translation: 'Nothing Happens 'Til Somebody Sells Something.' As we head into the fourth quarter of 1983, I'm certainly happy to report that records are selling, which means things are happening. In fact, 1983 has been the best year for the record industry since 1978-79 when the big slowdown began. This looks to be a "Merry Christmas Season" for the record industry as many people seem ready to "Give the Gift Of Music."

So we can learn a bit from recent history, I thought it worthwhile to explore why record sales have turned around, and determine the impact of CHR. For the facts I called upon a forum of sales and marketing experts, including Elektra-Asylum VP/Marketing Lou Maglia, Columbia VP/Marketing Bob Sherwood, MCA VP/Sales Harold Sulman, PolyGram Sr. VP/Marketing Harry Losk, Capitol/EMI America-Liberty VP/Sales Sam Citro, Warner Brothers VP/Director of Sales Lou Dennis, and RCA VP/Music Operations Gregg Geller.

During these interviews, I learned about the problems "paper adds" present for the sales and marketing teams and how false airplay reports thwart their efforts during this most important record-buying season. And since we're approaching the Christmas holidays, I've also provided a list of some of the hotter CHR Christmas standards to help bring your holiday programming up to speed.



Bob Sherwood Harold Sulman Harry Losk Sam Citro Lou Maglia

A Great Fourth Quarter

There are many reasons why records are selling better, and while Elektra's Lou Maglia agrees things are on an upswing, he feels the economy has little to do with it. "Basically, a couple of major records have brought the consumer back, re-establishing a pattern of frequenting the record stores. It seems to be snowballing," he noted with optimism.

Bob Sherwood remarked, "While I don't have exact figures on how much better we're doing, I do know 1983 will be a great year for CBS. Even though last year wasn't good for the business overall, it was good for us, so you can imagine what kind of year 1983 is going to be. We are finally out of the bad years because we have more control of

the business end of records.

"The quality of product is a major step in our recovery," he added. "In addition, programmers are open to accepting all of the product coming over from the U.K. Musically, it is the center of the universe for us, although how long this will continue I don't know. I'm not sure that our tightening as an industry didn't cause us to bypass some great talent on our own shores which got lost in the shuffle."

MCA's Harold Sulman cited both the economy and a willingness on the part of CHR programmers to play more current music as reasons for increased sales. "Thankfully, there is good product out and the programmers are open to playing it. The economy is still a factor in certain parts of the country. Record companies are again promoting their product in aggressive ways. When CHR kicks in with good airplay, you see a tremendous difference in what happens at the rack level, and that can take an album that's at 200,000 and move it to a million-plus."

How good is the year for PolyGram? Harry Losk, who agreed with everyone about how well things are going, pointed out, "The fourth quarter represents a big hunk of the business for all record companies, especially the retailers and rack jobbers. Traditionally, we used to say 60% of our yearly business can be done in the fourth quarter, if need be. I'm glad this has not been one of those years. The people are definitely back in the stores again, for a number of reasons. The product is better than it has been for a number of years; the novelty of the videogames has worn off considerably; and most importantly, CHR has again taken the position of exposing new product."

Sam Citro said this turnaround is "something that's largely due to the product flow from this and all other companies. With great enthusiasm I must add that CHR's change in programming philosophy from oldies to currents has been a major factor in our healthy return. Of course, we must continue to deliver great product and promote it aggressively."

Continued on Page 28

A Glossary Of Retail Terms

In order to get a better picture of the different elements to the record industry's retail structure, I've provided an explanation of some of the more common terms used in this article.

Manufacturer: The record label itself which presses, sells, markets, and/or distributes the product.

Rack or Rack-jobber: A national operation servicing major non-record store accounts, such as **Sears**, **JC Penney**, **K mart**, which are all major mass-merchandisers. Racks are geared to purchasing and supplying their accounts with only the biggest hit records. The largest racks are **Handleman** and **Lieberman**.

One-stop: A large record account servicing a great number of smaller, isolated retail accounts (sometimes called "Mom & Pop" stores.) They often will service retail chains. One-stops act as a supply source for all types of product for those accounts not dealing directly with the manufacturer.

Retail: Free-standing stores which may be part of a chain. Many are "Mom & Pop" operations which order directly from a one-stop outlet. Some retail outlets have a central purchasing policy if they are part of a chain (such as **Tower Records**), but retailers respond more quickly than racks. Retailers are usually full-service, offering a wide variety of product.

CHR Christmas Checklist

It's not even Thanksgiving, but already retail is gearing up for Christmas. In an effort to give you one less thing to rush around for as the holidays approach, here is a list of some of the more popular Christmas songs for CHR. (Excerpted from "The Green Book" by A/C Editor **Jeff Green**, courtesy **Professional Desk References, Inc.**)

- BLUE CHRISTMAS** | Beach Boys (Capitol)
- BLUE CHRISTMAS** | Elvis Presley (RCA)
- DO YOU HEAR WHAT I HEAR?** | Bing Crosby (Capitol)
- FELIZ NAVIDAD** | Jose Feliciano 4 (RCA)
- FROSTY THE SNOWMAN** | Ronettes; Phil Spector Christmas Album (Pavillion/CBS)
- HAPPY CHRISTMAS-WAR IS OVER** | John Lennon and Yoko Ono (Capitol)
- HAVE YOURSELF A MERRY LITTLE CHRISTMAS** | Bing Crosby (Capitol)
- I SAW MOMMY KISSING SANTA CLAUS** | Ronettes; Phil Spector Christmas Album (Pavillion/CBS)
- JINGLE BELL ROCK** | Bobby Helms (MCA)
- LITTLE DRUMMER BOY** | Mormon Tabernacle Choir (Columbia)
- LITTLE DRUMMER BOY** | Joan Jett (Blackheart/MCA)
- LITTLE SAINT NICK** | Beach Boys (Capitol)
- MERRY CHRISTMAS DARLING** | Carpenters (A&M)
- MY FAVORITE THINGS** | Diana Ross & Supremes (Motown)
- PLEASE COME HOME FOR CHRISTMAS** | Eagles (Elektra)
- ROCKIN' AROUND THE CHRISTMAS TREE** | Brenda Lee (MCA)
- RUDOLPH THE RED-NOSED REINDEER** | Crystals; Phil Spector Christmas Album (Pavillion/CBS)
- SAME OLD LANG SYNE** | Dan Fogelberg (Full Moon/Epic)
- SANTA CLAUS & HIS OLD LADY** | Cheech & Chong (Ode/A&M)
- SANTA CLAUS IS COMING TO TOWN** | Beach Boys (Capitol)
- SANTA CLAUS IS COMING TO TOWN** | Jacksons (Motown)
- SANTA CLAUS IS COMING TO TOWN** | Bruce Springsteen (Columbia)
- SILVER BELLS** | Diana Ross & Supremes (Motown)
- SLEIGH RIDE** | Ronettes; Phil Spector Christmas Album (Pavillion/CBS)
- SNOOPY'S CHRISTMAS** | Royal Guardsmen (Laurie)
- SOMEDAY AT CHRISTMAS** | Stevie Wonder (Motown)
- STEP INTO CHRISTMAS** | Elton John (MCA)
- TWELVE DAYS OF CHRISTMAS** | Bob & Doug McKenzie (Mercury/PolyGram)
- WHITE CHRISTMAS** | Beach Boys (Capitol)
- WHITE CHRISTMAS** | Bing Crosby (MCA)

KEARTH And KHJ Shake 'Em Up

In a dramatic 30-minute demonstration of the effects of what an 8.3 earthquake could do to the population of Southern California, RKO stations KEARTH and KHJ stopped normal programming at 8:50am (10-13) to shake listeners to their senses about earthquakes. While each station aired a slightly different version of the simulation, they both came off as logically, well-produced reminders to the community of the need to be prepared for the grim reality of the inevitable "big one."

The show was assembled by Director/News Operations **Lori Lerner** and her staff of six news people. Together, they worked with the Department of Conservation/Division of Mines & Geology, the City of Los Angeles Civil Defense & Disaster Corps, police, fire, and Public Works officials. The project received the full cooperation of Mayor **Tom Bradley**.



Lori Lerner

Along with 27 disclaimers to avoid public panic, the show was loaded with produced news reports at the scenes of various disasters, complete with sound effects to make this a real theater-of-the-mind event.

Thousands Of Letters And Calls

Lori remarked, "We've received thousands of letters and phone calls about

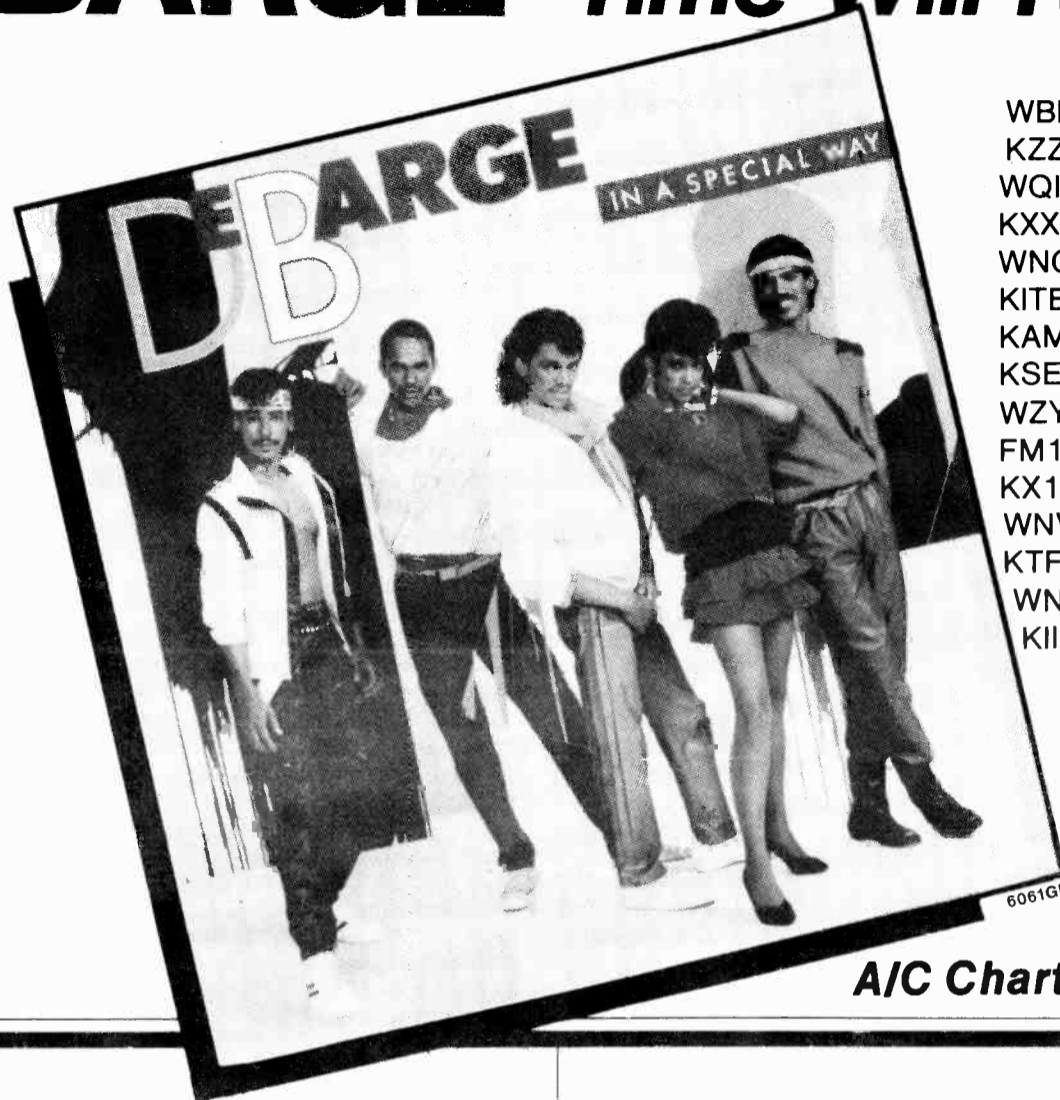
what turned out to be a major radio drama. In an editorial, our GM **Alan Chlowitz** called for an Earthquake Awareness Day, and the City Council eventually passed such a resolution. We covered preparing for a major earthquake, and after one hits, preventing fires from gas leaks, accommodating water shortages, locating missing family members, and bracing for aftershocks. Basically, we reviewed everything needed to survive what will eventually take place.

"We didn't focus on the blood and gore, although we did point out that the quake claimed 10,000 lives and injured 55,000 people. We just gave all the hints necessary to come through it safely. Most of it is just mental preparation and how to avoid panic, which in itself could take a heavy toll. We also urged people to enroll in first aid courses. From the response received, I'd say this was well worth interrupting regular programming in morning drive, especially if it saves lives."

3 Hits In 3 Formats

DeBARGE "Time Will Reveal" 1705GF

B104 deb 27
 WXKS-FM add
 WBLI deb 36
 WPLJ add 37
 Z100 29-19
 WCAU-FM on
 B94 on
 WHTX deb 30
 PRO-FM on
 Z93 deb 25
 I95 deb 30
 Y100 add
 B97 20-16
 Q105 on
 WGCL deb 30
 KIMN on
 Q103 add
 KEARTH deb 28
 KIQQ 35-24
 KMJK add
 XTRA on
 KFRC 39-34
 KITS 36-30
 WPST add



WBBQ 36-30
 KZZB deb 35
 WQID add
 KXX106 add
 WNOK-FM 27-24
 KITE add
 KAMZ 24-14
 KSET-FM 17-16
 WZYP add
 FM100 add 33
 KX104 deb 29
 WNVZ add
 KTFM 40-32
 WNAM deb 32
 KLIK deb 35

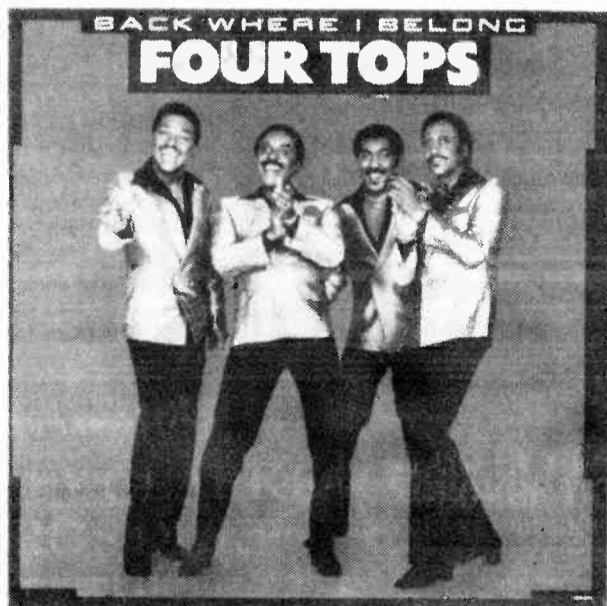
WHOT 32-26
 KKFM deb 34
 KMGX 8-8
 KYNO-FM 19-18
 KQMQ add
 KFI add 34
 KO93 37-26
 KIDD deb 33
 KGGI 20-15
 KHYT deb 31
 KRQ add
 103CIR deb 39
 WERZ deb 40
 WZYQ add
 13FEA 26-20
 WFOX deb 35
 WPFM add
 WAEV deb 33
 Z102 add
 WGLF 31-19
 WAZY-FM add
 WSPT add

A/C Chart **17** Black Chart **5**

THE FOUR TOPS

"I Just Can't Walk Away" 1706MF

WXKS-FM
 WBEN-FM
 WCAU-FM
 Z93
 WGCL
 KEARTH
 KIQQ
 K104
 WKFM
 KAMZ
 WRQK
 WOKI
 WHHY-FM
 KRGV
 WSFL
 KTFM
 WKDD



WHOT
 KMGX
 KQMQ
 KGGI
 WFBG
 WGUY
 WIGY
 WERZ
 WQCM
 OK100
 13FEA
 95XIL
 WJBQ
 WISE
 WJAD
 WIXV

6066ML

A/C **BREAKERS** Black **NEW & ACTIVE**

COMMODORES

"Only You" 1694MF

94Q deb 29
 I95 15-11
 Y100 22-18
 Q105 add
 KITS add
 WXKS-FM on
 WBLI on
 WVSR 12-9
 WBBQ deb 39
 KXX106 24-17
 WZLD 16-13
 KITE add
 KAMZ 7-4
 WANS-FM add
 WOKI 40-37
 WHHY-FM 4-7
 KX104 add
 KITY 26-22
 KTFM 14-9



6054ML

KTSA 13-10
 WNAM 9-8
 WHOT add
 KQMQ deb 35
 KIDD 36-34
 KGGI 30-28
 KSKD add
 KHYT 39-27
 WGUY 25-16
 WIGY add
 103CIR 9-6
 13FEA 25-19
 WOMP-FM 18-15
 WJAD 40-35
 Q104 1-6
 WFOX 20-17
 WAEV add
 KSLY add

A/C Chart **7**
 Black Chart **16**



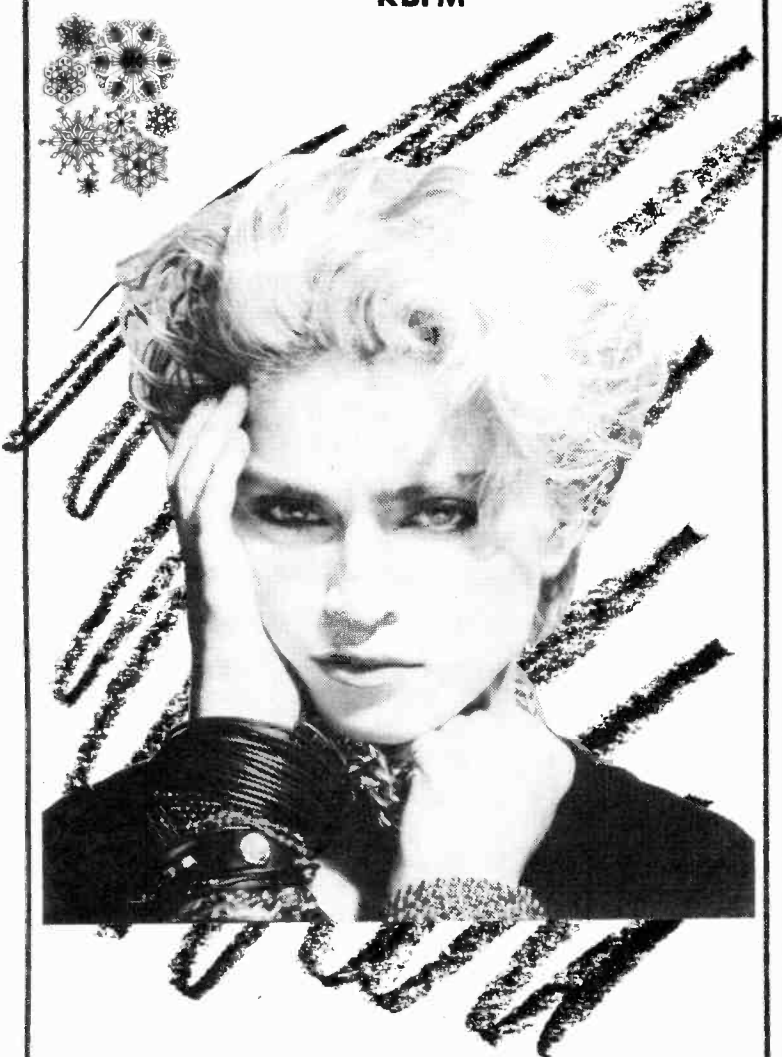
© 1983 Motown Record Corporation

The "Holiday" Season Is Already Here At:

WXKS-FM 30-24
WPLJ 27-22
WCAU-FM deb 35
195 FM deb 30
105 4-4
Y 100 8-5
KFRC 29-23
KITS add
K 104 deb 35
WKFM add
KAMZ 26-21

KHYT 29-24
WGUY add
WERZ add
WJBQ deb 34
KCDQ add
KSLY add
Plus
WABX
WFLY
WVSR
KSET-FM
WFMI
KBFM

KRGV
WSFL
KTFM
KJ 103
WHOT
KSKD
OK 100
95XIL
WJAD
WIXV



MADONNA

"Holiday"

Produced by John "Jellybean" Benitez
for Jellybean Productions Inc.



Manufactured and Distributed by Warner Bros. Records

CHR Swells Christmas Season Record Sales

Continued from Page 26

CHR's Impact

While recognized as exposing more new music, how big a sales impact has CHR made? Lou noted, "When a CHR station adds a record, we stock the entire marketplace, filling in any holes not covered by earlier AOR play."

"Generally, the AOR play might give us the indicator we need to begin our advertising and retail sales support. However, when the major CHR in a market goes with a record, the support of co-op advertising, merchandising, and posters are put into gear. With an unknown act it still takes from four to six weeks for sales to kick in if we only have AOR play. Once the concentrated CHR airplay comes in, the real sales start."

RCA's Gregg Geller offered, "While at Epic I saw Adam Ant and the Clash do phenomenally well, and now at RCA I've seen the Eurythmics just explode. The reason is simple: mass appeal CHR is playing the best of this new product and it's having a great impact on the consumer. Were it not for this type of concentrated airplay, we wouldn't be feeling as good about this fourth quarter."

Harry pins the blame for lagging sales on those with direct influence on a considerable number of radio stations. "I think the doldrums which set in for a while were led by certain consultants and their concepts. There was too much timidity among some key stations to play something new. New music is the key to our growth, and airplay supporting that new music is a must. The biggest single problem we suffered through over the past few years was that radio limited their playlists and played it too damn safe. There was too much fear of losing audience."

"Programmers and consultants wrongly assumed that since the audience is getting older, they'd better stick with the older stuff they used to like. I think MTV proved radio to be wrong in their zeal to show they're new and different. CHR responded — not only have they sold a ton of records, but they have improved their ratings as well."

Lou Dennis remarked, "Right now CHR has the best music available in its history. Even in the '50s and '60s, the music wasn't as good as it is currently. Airplay is simply the most important reason people buy records. If you examine the research studies generated by WCI and CBS, the number one reason people buy music is because they heard it on the radio. Now music's also heard through MTV and the other video shows on NBC or TBS."

Harold made a direct correlation between airplay and sales. "Because CHR is playing more current product, the response time from exposure to sales has decreased dramatically. Once a record reaches the top 20 or so in R&R, people are seriously banging it. Retail is also now paying a lot more attention to R&R. They are becoming more aware that airplay is very important in determining how strong a record will become."

"Whenever we get a CHR add," explained Sam, "my first objective is to penetrate the local retail base. Depending on the market size, that could mean shipping a hundred or thousands of records. Airplay triggers demand for that piece of product and you must insure it's available at a retail level. This airplay is backed up with in-store merchandising and advertising to entice listeners into the stores. Additionally, we back up the sales effort through station promotion tie-ins."

Getting Records Into The Stores

The process of getting product into record stores might seem simple enough, but there's more to it than meets the eye. Bob sketches what takes place: "When a major radio station adds a record, the retailer makes a label commitment to purchase a certain number of pieces of that record. It takes time and money for the record company to send a salesperson to the account, just as it does for the retailer, who must take time to listen to the pitch and place the order."

"Next, the record company presses up more copies to keep an inventory ready to move. The paperwork in accounting begins, which causes records to be boxed, shipped, and delivered. From there, someone at a receiving warehouse of a retail account must open those boxes, sort, and send them to the various company outlets. Next, a stock person at the local store opens the boxes, sorts the records, and assigns someone to design a display and put them on shelves. Finally, the records are inventoried, priced, and hopefully sold."

While these steps are the major points, I found there are certain types of record accounts which are easier "sells" than others (see "A Glossary of Retail Terms"). Explaining the difficulty in getting product placed, Harold said, "The major racks, including Handleman, Lieberman, and Pickwick, are often slow to respond to airplay. They're the ones which produce the huge volume, but I can't get them to purchase until I'm sure the record is getting good CHR rotations."

"Many stations in the Midwest," he continued, "are at a disadvantage for gauging local sales. They must look at a national picture because many of these markets rely heavily on the racks. For this reason, stations and manufacturers are now increasingly dependent on free-standing retailers. The racks are just getting tighter and tighter, as they're in the business of mass-merchandising superstar artists, such as the Bee Gees, Elton John, Olivia Newton-John, and Michael Jackson. On the other hand, the retail outlets respond more quickly to the public's tastes for a wider variety of product."

"The effects of paper adds are far-reaching. If there's no airplay, the shipping, display, and accounting processes are reversed, and whatever slim profit there is gets lost. More than the loss of money, paper adds can also hurt an artist." —Bob Sherwood

Lou agreed with Harold, adding, "Rack operations are actually getting tighter than they've been. They're taking fewer new selections than ever, while changing their lists every two or three weeks instead of weekly. Hypothetically, it would be possible for a primarily-racked Midwest market to be without a large amount of product for several weeks, even after establishing heavy local airplay, due to the racks' slow response to that airplay."

Sam painted a scenario of extremes in a record company's efforts to get stock in stores. "When radio adds a record in an isolated market, it could be at least two to three weeks to get the product into the marketplace. Unfortunately, it must then be put into the floor display section, and that in itself can cause further delays. In such cases, we are at the mercy of the individual account."

"Radio can make a difference in how quickly retail buys the product," suggested Bob. "Radio must take the time to work with retail. When a station exposes a record and the retailers don't react, it's because the two simply aren't aware of each other's needs. There's no excuse for ignorance on either side."

Continued on Page 32

Motion

WHSL/Wilmington's Andrew Faw moves from overnights to 7pm-midnight... Marty Osborne joins WJAD/Bainbridge, GA as MD from T94/Port St. John, FL... John Gatlin exits WKNZ/Collins, MS for middays at 94TYX/Jackson... Bob Leonard and Johnny Marks both exit at WZOK/Rockford, IL... For the record Bob O'Neil has been promoted to Operations Director from the Assistant PD slot at KSTN/Stockton... Connie Stewart is morning news anchor on KZZB/Beaumont from across town at K106.

KS103/San Diego's new lineup includes Randy Robbins, formerly Operations Manager at KENI/Anchorage, for nights, Mike Preston late-nights, Kimmo Jenson all-nights, Ron Jordan & Wendy Ross morning drive, Jeff Lucifer middays, and Roger Carry afternoons.

Q102/Cincinnati's lineup has Chris O'Brien & Jim Fox on morning drive, Janeen Coyle middays, Pat Barry afternoon drive, Mark Sebastian evenings, Bobbi Maxwell doing late-nights, and J.C. McCoy all-nights.

WDOQ/Daytona has a current lineup of Eddie Coyle in mornings, middays with Tracey, Tom Winston afternoons, David Lee Michaels nights, Dennis Nelson late-nights, and Glenn Walker overnights.

KGGL/Riverside has a new lineup, with Mary Price in the mornings, John Foxx middays, Steve O'Neil in afternoons, nights with Bill Alexander, and Dave Clarke all-nights.

— 38 SPECIAL —

“IF I’D BEEN THE ONE”

AM-2594

THE POWER AND PASSION OF ROCK AND ROLL.



THE DEBUT SINGLE FROM THE NEXT
PLATINUM-PLUS 38 SPECIAL ALBUM,

— TOUR DE FORCE —

SP-4971



THE HEARTBEAT OF AMERICAN ROCK
ON A&M RECORDS AND CASSETTES.

MANAGEMENT: THE MARK SPECTOR COMPANY.

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PRODUCED BY RODNEY MILLS.

CO-PRODUCED BY DON BARNES AND JEFF CARLISI.

E/P/A **H**EAVIES **I**GN



On MTV

CHR NEW & ACTIVE

ROMANTICS

"Talking In Your Sleep"

AOR Albums: 8 AOR Tracks: 17

- | | | | | | |
|---------------|---------------|------------|---------------|-----------------|-------------|
| WXKS—FM 32-25 | WHYT 11-9 | WZZR 23-15 | WKHI 39-31 | WHTT on | KWSS on |
| PRO-FM add | XTRA add | WJXQ 11-8 | WJBQ 40-33 | WPHD deb 40 | WKFM 36-32 |
| 93FM 22-18 | KNBQ add | WVIC 22-11 | WOMP-FM 30-22 | WCAU-FM on | WRCK 32-28 |
| WABX 11-9 | KHFI add | WRKR 30-24 | KQIZ-FM 7 | WLLOL-FM deb 37 | KITE 40-36 |
| | KSET-FM 28-23 | KLUC 24-18 | Q104 add | KIQQ deb 35 | WGUY deb 29 |
| | WOKI add | KO93 20-12 | WGLF add | KMJK 33-36 | 95XIL 37-26 |
| | WNAM add | KHOP add | KZOZ 38-32 | KITS deb 35 | WIXV 19-15 |
| | WGRD 9-8 | WERZ 31-26 | KIST add | | |



MATTHEW WILDER

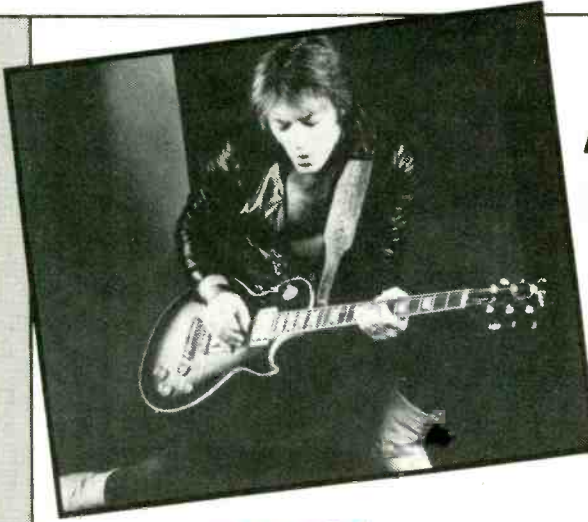
"Break My Stride"



CHR NEW & ACTIVE

- | | | | | |
|----------------|---------------|-------------|-------------|---------------|
| WXKS-FM 22-17 | KIIS-FM 32-29 | WBBQ 37-32 | WACZ 38-33 | WHTT 35 |
| WHTX 15 | KIQQ 24-17 | WBCY add 25 | WGUY 21-18 | WNYS on |
| 94Q 25-13 | KCNR 23 | WOKI add 38 | WKHI 35-26 | PRO-FM deb 30 |
| Z93 18-10 | XTRA 20-18 | KX104 add | WCGQ add | WGCL on |
| KAFM add | KNBQ 30-22 | KTFM 17-14 | WAEV 30-21 | WABX deb 40 |
| WHYT add | KC101 add | WZZR 9-9 | WIXV 11-19 | WNFI 31-27 |
| WLLOL-FM 16-10 | WSPK 28-22 | Z104 23-18 | WBWB 26-22 | WHHY-FM 19-16 |
| Q103 add | WKFM 28-21 | KRQ 29-21 | KTRS add 36 | WJBQ 24-20 |
| KEARTH 19-14 | WPST add | WFBG add | KDZA 40-34 | Z102 17-14 |

A/C Chart: 10



ALDO NOVA

"Always Be Mine"

CHR SIGNIFICANT ACTION

- | | | | |
|------|------|------|------|
| WPHD | WNFI | WHOT | Q104 |
| CKGM | WKDD | WERZ | WYKS |
| WABX | WZZR | WZYQ | KKQV |
| WRCK | WJXQ | WJAD | KZOZ |

AOR Albums: 10



SHIPPING THIS WEEK
SAGA
 "The Flyer"
Portrait

KANSAS

"Everybody's My Friend"



On MTV

"A song everybody should not let go by. Once you hear it, you will add it. It's my favorite cut."
 Steve Ellis, Asst. PD, WAPP/New York

CBS ASSOCIATED RECORDS

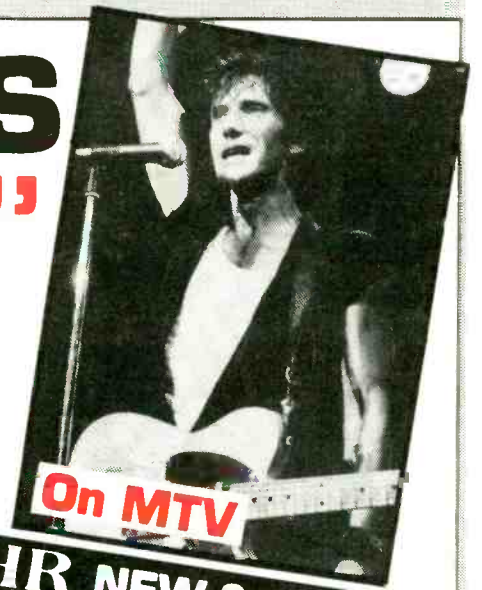
DISTRIBUTED BY

ITE **T** ODDAYS **S**OUND

EDDIE AND THE CRUISERS

From The Hit Movie "EDDIE and the CRUISERS" **"On The Dark Side"**

WXKS-FM 24-18	KITY 33-30	99KG add	KQIZ-FM deb 35	WNFI	WERZ
WPHD 36-33	WKDD 30-27	KCDQ add	WIXV deb 36	WDCG	95XIL
PRO-FM 21-19	WGRD 23-17	KBIM add	WGLF deb 30	KSET-FM	WJBQ
Q105 25-23	WZZR 15-11	CKGM on	KKQV 27-25	WRVQ	WOMP-FM
WABX 22-19	WZPL 35-23	Y100 on	WCIL-FM deb 34	WSTO	WSQV
KHTR 26-22	WHOT deb 38	WGCL on	KCMQ deb 40	WJXQ	WYKS
K104 38-23	KIKI add	WPST 36-33	WAZY-FM deb 40	KFI	WXLK
WKFM add	WGUY add	WRCK 37-34	WLAN-FM	KIDD	WBNQ
WSFL add	WIGY add	WFMI deb 40	WKRZ-FM	KSKD	KSly
	WBWB add	OK 100 deb 34	WZLD	WACZ	KZOZ



CHR NEW & ACTIVE

 Scotti Brothers

Music Performed by **JOHN CAFFERTY** and the **BEAVER BROWN BAND**



HEART

"Allies"

CHR SIGNIFICANT ACTION

WABX	WBCY	WJXQ	WSQV	KFMW
KNBQ	WNFI	WHOT	Q104	KGHO
WTRY	KSET-FM	KSKD	WIXV	KZOZ
K104	KITY	KRQ	WHSL	
WSPK	KTFM	OK100	WBNQ	
WSSX	WKDD	95XIL	KWTO-FM	



CHR SIGNIFICANT ACTION

SURVIVOR

"Caught In The Game"



Y100 add	KQIZ-FM 11-9	WFMI 39-37	WANS-FM
B96 26-21	KZOZ 39-24	WJXQ 23	WKDD
WLS 36-23	WXKS-FM on	WRKR 37	WZZR
WLS-FM 36-23	WPHD 38	KSKD 27	95XIL
KSET-FM 18	K104 deb 38	WERZ 35-32	WHEB
WZPL add 40	WLAN-FM deb 40	OK100 deb 40	WOMP-FM
WVIC 23-18	WRCK 30	WSQV 27-24	WJAD
KZ93 add	WQUT deb 39	WSSX	WYKS
			WIXV
			WHSL
			WBNQ
			KYTN
			WSPT
			KOZE

AOR Albums: #18

AOR Tracks: #18

 Scotti Brothers

ELO

"Stranger"

CHR SIGNIFICANT ACTION

A/C SIGNIFICANT ACTION

CHR:	WQCM	A/C:	WISM-FM	WVBS
Q107	OK100	WFBR	KUGN	WCIL
K104	95XIL	KGW	KKUA	KFSB
WSPK	WIXV	V100	WEIM	KEEZ
WZZR	KYTN	WEZC	WSKI	KTWO
WKFR	KXSS	WSRZ	WSKY	KQSW
		WTRX	WCKQ	KRSB
				KALE





JENNIFER HOLLIDAY

"I Am Love"

7-29525

Produced By
Maurice White
for Kalimba
Productions



The First Single
From The
Geffen LP
FEEL MY SOUL GHS 4014



The Story Continues...

**CHR
SIGNIFICANT ACTION**

B104 25-21	KRGV deb 30
WXKS-FM 27-21	KTFM deb 37
WPLJ add 39	KROK add
Z100 13-11	WFBG add
WCAU-FM deb 39	WGUY 29-22
Z93 add	WIGY add
I95 22-19	WNYS
Y100 25-22	B94
WGCL add	PRO-FM
B94 deb 32	94Q
KMGX 38-34	B97
KFRC 29	Q105
KITS 29	WRQN
WBBQ deb 36	WHOT
KXX106 add	KHOP
KAMZ 30-28	WERZ
WANS-FM add	WJAD
WHHY-FM add	WSPT

**BLACK CHART
#2 HOTTEST!**



Manufactured by Warner Bros. Records Inc.

CHR Swells Christmas Season Record Sales

Continued from Page 28

"In any major market that's not totally racked," Bob concluded, "the accounts need to know about airplay. You cannot depend solely on your promotion rep. I urge stations to make additional calls to let major retailers know what you're playing. When a major station adds records, we can solicit sales and place product in the stores, but a phone call to the major accounts the station receives retail information from can be of great aid to both sides."

Paper Adds Waste Money

We've already established that airplay is directly related to generating sales and have seen how the sales "machine" starts up when airplay is reported. These sales and marketing experts are aware of the practice of "paper adds" by radio, and every one expressed resentment of this tactic used by radio to do favors or reduce promotional pressure.

States Lou, "Paper adds are a situation that's had a cumulatively negative effect on the industry. When we see a lot of regional airplay and no sales, it begins to look funny. We have an operational system that's used to monitor the amount of airplay — much of it done at the branch level. If we find time after time a certain station is guilty of paper adds, we know there'll be little, if any, consumer response to support advertising on that station, so we don't provide any! It's a waste of dollars. The stores then become wary of new adds on that station, which then hurts the station's credibility on a local level as well. We generally put some product in behind all airplay activity, but we're more careful with certain stations."

While not all situations where airplay fails to generate sales indicates a paper add problem, Bob said it can mean one of several things: "First, there isn't enough product to get a feeling on; secondly, the record isn't a hit; thirdly, there isn't enough airplay to generate sales. This latter condition is the biggest problem that hurts a lot of folks, especially when we've been told the airplay is there.

"The damage is multifold," emphasized Bob, "but it's really concentrated into two areas — the station's credibility, and the waste of dollars to a record company and retailers. Stations are charged with the responsibility of playing a record when it is reported. The effects of paper adds are far-reaching. If there's no airplay, the shipping, display, and accounting processes are reversed, and whatever slim profit there is gets lost. More than the loss of money, paper adds can also hurt an artist. It looks bad for an artist to get a lot of 'airplay' and then not have a hit. The next release will raise programmers' eyebrows."

MCA is keenly aware of the dangers of paper adds, as Harold remarked, "If we are led to believe a record is getting played and it isn't, then it's simply a killer from a sales point of view. I stay in touch with our promotion people to find out what kind of rotations we're getting, because this is an area we have to know the truth about! Otherwise, we ship in product and don't see any sales. This is an injurious practice. At an industry level, we are becoming more aware of when this occurs and aren't getting fooled by it as much as we were."

"You've got to be vigilant of radio stations not giving fair rotation to product," warned Gregg. "RCA makes an assessment of the quality of airplay at all levels. I'm very dependent on the promotion department to keep me abreast of where these problem areas exist and how we can get around them. It becomes a matter of timing as to when the best time is to kick in support merchandising, advertising, and videos. Many times, if the marketing effort is strong enough, it alone can stimulate airplay in a market without airplay."

Harry is a big believer in radio airplay. "As a company, we push for heavier rotations at all times. We see through the paper add situations very easily because we hold a weekly sales/promotion/marketing meeting. All of our priorities are identified and everyone's cards are laid on the table. If we see airplay and no sales, we investigate. Ninety-nine times out of 100 we find it is a lack of good rotation. Our promotion department is so on top of it that we don't get fooled too often by paper add situations."

"A lot is set into motion when a radio station adds a record, so we only want the truth," Sam pointed out. "False information is detrimental because it not only affects our own credibility to the retail store owner, but to the manufacturing end, pressing, printing, etc., which costs us extravagant amounts of money. It's difficult to go back to that retailer with egg on your face when you've not been able to back up the

purchase with airplay. Retail hesitates and waits longer and longer as they no longer trust the situation.

"The paper airplay problem defeats every gain we make with retailers and racks. It's very important for a radio programmer to understand the innermost workings of the retail structure within their market. Too few do. You must give a record a fair opportunity to realize its fullest sales potential, and all we ask for is a fair shot. To me, one play a day is not sufficient to generate a reaction. If the record does get an adequate rotation and there is no reaction, then everyone's done their job and it's on to the next project."

While Lou echoed everyone's thoughts on the subject, he sees a light at the end of the tunnel. "Radio isn't making as many paper adds as it used to. One reason is that radio has become so competitive that PDs don't have time to play as many games anymore."

Editor's Comments

It should be noted that as an industry we've made some incredible strides in getting a handle on doing business in an economical, businesslike fashion. The comments from everyone praise CHR and radio in general for being aggressive, helping turn things around, setting the stage for a gangbuster fourth quarter and a bountiful holiday season.

It's also clear there is a need for radio to take the time to learn more about the retail structure of records. Once a working knowledge of this area is attained, it becomes evident that paper adds not only have a negative effect on the industry, but also pose a serious liability for radio programmers' credibility. Let's go into 1984 doing all we can do for each other, not just for ourselves.

Bits

- **KHTR/St. Louis** rocks with "Hot Hits Video." Beginning in October the station will tie in with **KMOX-TV** to produce a weekly one-hour series on today's hottest videos. KHTR's VJs, Casey Allen, John Frost, Bob Scott, and Kevin McCarthy, will share the "Hot Hits Video" hosting honors.

- **KHF1/Austin** has a raft race with Ewoks. It seems that the station's MD Ed Volkman edited the "Ewok Celebration" instrumental from "Return Of The Jedi" and wrote new lyrics to coincide with the annual raft race. Ed won an award from the Texas Association of Broadcasters for the "Best Recorded Large Market Promo" . . . and the raft race was a huge success.

- **KBBK/Boise** has been "driving its listeners out of town." Since many artists don't include Boise on their tours, KBBK is sending listeners to such cities as Seattle to see the Police and Spokane to see Def Leppard and the Little River Band.

- **Q107/Washington** held its "Second Annual End Of Summer Block Party." The day featured three live bands, including Columbia recording act Scandal, a comedy juggling troupe, clowns, and other street performers. Mayor Marion Barry blocked off a few blocks in Northwest Washington from 11am til dusk.

- **WNBC/New York** captures the Russian Flag and sends it back. Last month (9-8) morning man Don Imus pulled down the Russian flag from the pole at the Rockefeller Center in New York, and has finally figured out what to do with it. He is sending it back to Yuri Andropov, Chairman of the Supreme Soviet, and written on it will be the names of all the listeners who donate \$25 or more to New York Senator Alphonse D'Amato's "Soviet Massacre Victims Assistance Fund."

- **CHUM/Toronto** and **CFRW/Winnipeg** use a familiar but successful card. Over 1.5 million "CHUM Cards" have been distributed since the beginning of 1983. Cardholders are eligible to win special giveaways of albums, cash, concert tickets, and much more. The cardholder can also take advantage of special discounts at retail stores and restaurants. The CFRW card is known as the "CFRW Supercard." Special prizes for music and sporting events and travel. Persons holding a Supercard listen for their names or card numbers on the air, and if they call in within 13 minutes (frequency tie-in), they become instant winners.

Linda Ronstadt & THE NELSON RIDDLE ORCHESTRA

Piano: Don Grisnick
Guitar: Tommy Tedesco or Dennis Budimir
Bass: Ray Brown or James Hughart
Drums: John Guerin
Concertmaster: Leonard Athias & Nathan Bass

WHAT'S NEW

"I'VE GOT A CRUSH ON YOU"
(Trumpet Solo by Anthony Terras)

GUESS I'LL HANG MY TEARS OUT TO DRY

CRAZY HE CALLS ME
(Horn Solo Solo by Plas Johnson)

"SOMEONE TO WATCH OVER ME"

I DON'T STAND A CHANCE OF A CHANCE
(Sax Solo by Bob Cooper)

"WHAT'LL I DO"
(Sax Solo by Bob Cooper)

THE MAN (OH WHERE CAN YOU BE)
(Horn Solo by Chancey Welsh)

GOOD-BYE

When I was growing up, my father, who has an infallible ear for a great melody, taught me a lot about these songs and the people who sang them. It is to him that this album is most affectionately dedicated.



F i n d O u t

"What's New." 7-69780

Presenting the single from Linda Ronstadt
 with the Nelson Riddle Orchestra
"What's New" the GOLD album. 60260

Peter Asher Management
 Recorded and mixed by George Massenburg
 Produced by Peter Asher

Available on Asylum Records,
 Music Cassettes, and the Compact Digital Disc.



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STEVE FEINSTEIN

- Considering Cume
- Format Flexibility
- Re-assessing Big Bucks For Promotion
- Market Differences

Doubleday: Attempting To Broaden The Base

Remember the TV quiz show "Jeopardy?" You know, the hippest one to ever grace the tube — the one where they gave contestants the answers, and asked them for the correct questions. Where Art Fleming said "Thank you, Don Pardo." Where they played that spacy music during "Final Jeopardy" while the contestants were writing down their questions. Don Pardo went on to even greater heights as the off-stage announcer for "Saturday Night Live," and when last seen Art Fleming was hawking adjustable beds on the tube. (Don't you think he looks, well, undignified without a jacket and tie?)

All this reminiscing is by way of asking you to play a round of the game with me now. All right, contestants, let's go to the category of "Radio Chain Operators" for \$100 . . .

"With a former WMCA/New York 'Good Guy' as its president, in the last five years this broadcast group has aggressively acquired properties in four of the top ten markets. Its stated goal is to have all its stations in the top ten. The group's been known to invest in heavy promotional campaigns when taking over or starting up stations, including running commercial-free programming during an entire ratings sweep. They're also known for their tight, highly researched, hybrid approach to AOR, and have recently raised a few eyebrows by adding a number of CHR-based records, such as Donna Summer, Lionel Richie, and Michael Sembello at their stations. They're consulted by a fellow who is viewed by some as a *wunderkind*, by others (most notably those in the record business) as an *enfant terrible*.

"You have five seconds to the buzzer, contestants . . . Sorry, your time's up. The correct question, 'What is Doubleday?'"

In addition to all of the above, Doubleday is a company that's feeling "pleased," according to its President, Gary Stevens. All four of its stations rated in the summer Arbitrons reported gains from the spring book in Monday-Sunday, 6am-midnight, 12+ shares:

WAPP/New York 2.8-3.4	WMET/Chicago 3.0-3.6
WLLZ/Detroit 5.4-5.7	WAVA/Washington 3.2-3.6

All the stations surpassed their AOR competitors, except in D.C., where WAVA tied WWDC. But before we discuss the whys and wherefores of the summer showing, let's ask Stevens and that guy with the tricky-to-spell name, consultant Bob Hattrik, why WAVA has defected to CHR in the face of encouraging evidence.

WAVA Waives AOR

Stevens explains, "We knew going in that historically AOR was not a dominant force in Washington. We gambled that we could broaden and increase its reach. The market has not cooperated, and we're in a statistical tie with WWDC. More important, the sum total of the two AOR shares barely equals the CHR station, WRQX, which is presently enjoying its opportunities by itself. In Washington, for us to sit with a cume in the 400,000s in a market of nearly 3,000,000 people is clear evidence that we weren't even in the ballgame. Consequently, we've not been able to maximize our business opportunities there."

Hattrik claims, "WAVA has been having tremendous Birches, but Arbitron's inability to measure time-spent-listening there has caused us to revise formats for a higher cume approach, better able to convert into Arbitron numbers on a consistent basis. There's no doubt that WAVA has a very

large, loyal audience, and is well programmed. However, it's clear in that market you need a huge CHR cume to generate the kind of quarter-hours we need. Also, the CHRs tie or beat the AORs even in men 18-34."

Cume Consciousness

Get the impression that Stevens and Hattrik aren't interested in joining the Arbitron Appreciation Society? You may be on the right track.

Stevens: "I don't believe you can score substantially in an Arbitron without a high cume. With DST and other refinements, the low cume/high quarter-hour station has ceased to exist, as evidenced by the demise of Beautiful Music and, to a lesser degree, some dominant AORs. At the same time, Birch has continued to manifest high quarter hours with a relatively low cume. As a result, we faced constant discrepancies between the two services, particularly in Denver, where Birch consistently showed KPKE as one of the top stations while Arbitron had us in the bottom of the pile. (KPKE subsequently switched to CHR, with Doubleday claiming the market was oversaturated with four AORs.) I don't think there's any doubt that Birch probably comes closer to measuring the real audience for AOR than Arbitron does. Unfortunately, it doesn't have acceptability at the client level. We can't convert his figures into dollars. At some point, you have to ask yourself, 'Is this an intellectual exercise or a business?'"

Hattrik feels AOR suffers from an inherent diary dilemma with its core audience, which he chastises for being irresponsible in its diary *behavior*, as distinct from its actual listening habits. He says if

"There's a lack of loyalty and flagwaving for AOR stations, as we once saw with WMMS/Cleveland, KSHE/St. Louis, and KMET/Los Angeles," ventures Bob. "With currents being of a higher priority now and oldies no longer the focus, a station's tenure and longevity in the market is of less value. Also, rock identity is sociologically just not as big a part of the life of the 20-30 year old male any longer. You won't find as many of them who live and die for their radio stations. They are taken with other life elements at the moment, and are using other types of radio besides AOR now."

Is loyalty and allegiance to the format a consideration for Doubleday? Hattrik says he'll do "whichever format will win in a given market, and any variation in between. It depends on the demographic distribution the ownership feels they have to have to sell the station, and the complexity and structure of the competition. I'm mostly resolved to an allegiance to Arbitron numbers."

As Hattrik sees it, "The goal of CHRs is to be the second favorite station of everybody between the ages of 12 and 34, male and female, with a very high cume. The goal of the AORs that we're doing is to be the favorite station of males 15-30, and the favorite or second favorite of females 15-25, with a slightly lower cume and higher loyalty than CHR."

Gary Stevens says, "We're committed to following the cume, and high cume is our indicator that the format is solid. When you're cuming 1.6 million in New York, 800,000 in Chicago, 600,000 in Detroit, 270,000 in Minneapolis, you're right up there. Both in Denver and Washington, our cume has been substantially lower than the CHR station. We determined that there are limitations to the format in those two markets."

Diagnosis

All was not so rosy at Doubleday earlier this year. After coming on like gangbusters initially, WAPP had begun to resemble the *Marvelous Marv Throneberry*-era Mets of the early '60s, having struck out with a 2.9 in the winter. (Doubleday Corporate now owns the Mets, incidentally, as well as their

classic-conscious, 25-34-year-old male-directed chain. While that's appropriate in some markets with some images, you can't build those quickly. It couldn't generate the kind of shares Doubleday needed in time to get the overall market presence they wanted."

Hattrik also acknowledged the symptom of core library burnout. "The need to freshen, to become a bit exciting again, the boredom that people were feeling with rock radio was uncovered early in market studies and focus groups we were doing."

But wait a minute, Bob, in some quarters consultants such as yourself have been held responsible for bringing AOR to that state of "boredom." Hey, I love ya, but is the pot calling the kettle black? Maybe it's time for a little of the ole *mea culpa* here. Whaddaya think?

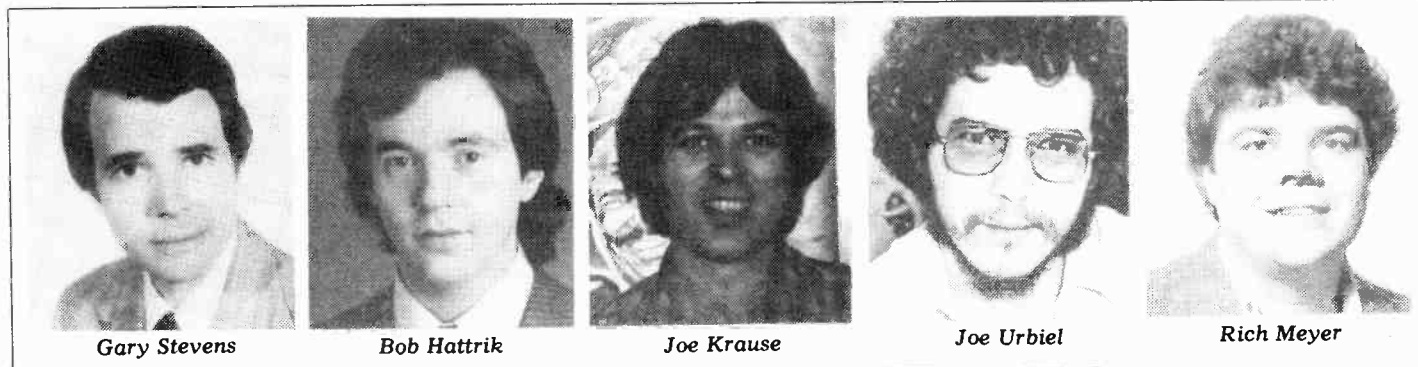
Hattrik admits "we can all share that blame, but I think it was the right thing to do at the time. AOR was, in the late '70s, unfocused, scattered, and unfamiliar. CHRs were lame, and not trying for the youth audience. They weren't playing rock, and left the hole wide open for a clearly organized assault on the 18-24 cell. We did it with library, and brought the cume to AOR. 1980-81 was a time when the risk of getting too narrow was a fair one to take. But a closed-loop system, without a great deal of fresh product, has a limited life expectancy. The scores on the library stuff, on a test-by-test basis, were lower every time. The currents, meanwhile, started coming up once again."

Will the pendulum ever swing back the other way again? "It may, but I doubt you'll ever see stations playing only two currents an hour again."

The Big Fix

OK, we've identified the problem, as well as having vilified Bob. So how'd ya fix it?

In order to cume higher, "we redirected the stations to a more hit-oriented, current approach. We went from about 30% currents to 65-70% in steps, not wanting to jar the audience into believing they were listening to a new radio station the next



Gary Stevens

Bob Hattrik

Joe Krause

Joe Urbiel

Rich Meyer

you do a Thursday-only breakout of Arbitron diaries, you'll find high AOR listening levels. As he sees it, "The problem is getting 18-24 males to fill out their diaries beyond the first page or two. That's always been a problem, and now there's less incentive to do that because they don't feel as strongly about their format as they once did."

Loyalty: Within And Without

This last observation of Hattrik's is one sure to endear him to traditional AOR loyalites everywhere. Clenching my teeth, I asked him to explain further.

home turf, Shea Stadium). WLLZ was grinding to a halt with a 3.9 share in the winter book. KWK was being beaten by arch rival, KSHE, and KDWB/Minneapolis was out in the cold after a poor showing in the fall '82 book.

And then along came Hattrik . . . again. He left the company for the ever-popular "philosophical differences," only to return in February of this year. What ailed Doubleday, Dr. Hattrik?

"They had gotten away from the hit-oriented approach and had become a very

day, as the (Lee) Abrams chain was doing."

Gary Stevens echoes Hattrik, attributing the summer successes "to the mainstreaming of our programming. We cut down significantly on the amount of vertical product, and mixed in a lot of contemporary product that six months to a year ago would not have fallen into the AOR category. The format hasn't changed. We're changing our way of approaching it."

Continued on Page 36



NBC Radio's Young Adult Network

MICHAEL STANLEY BAND ROCKS YOUR TOWN.



Hear

"In The Heartland"
"In Between The Lines"
"Spanish Nights"
"Somewhere In The Night"
"He Can't Love You"

Plus

"My Town"
"Highlife"
"Someone Like You"
"Just How Good (A Bad Woman Feels)"
From their new LP "You Can't Fight Fashion,"
on EMI/America Records.

The weekend of November 4-6

A 90-minute concert recorded live
at The Ritz in New York City by
EDR Entertainment. Exclusively
on The Source.

Sponsored, in part, by Budweiser, Jensen, and The U.S. Navy.

Black Radio



WALT LOVE

WBLS's Frankie Crocker: Urban Radio's Founding Father

With the continuing success of the Urban format around the country, I felt the time was right to talk to the person who did it first — WBLS/New York Program Director Frankie Crocker.

In 1972, when I was working as the afternoon personality on WOR-FM in New York, I can remember people saying WBLS's Disco format wouldn't make it... a comment those people would not especially like to be reminded of. The format has certainly evolved into something much, much more than its humble beginnings in Harlem, at 125th Street & Lenox. Disco self-destructed as a format designation, but the elements evolved into Urban Contemporary, and Frankie, as creative as he is, adjusted before the self-destruct mechanism was engaged. WBLS has been up and down, but has been among the leading New York stations for years now. Frankie and I had a leisurely conversation about the station, his philosophy, and the future.

Urbane Urban Approach

Crocker discussed how he first put WBLS's programming together. "The people we had on the radio at that time were handpicked. I went for a different sound in radio, a sound that was mellow, deep, and sexy. The idea was to appeal to people who wanted a more sophisticated approach to radio. We took off the screaming and shouting on the air, plus we got rid of the bad commercials that were inherent in Black radio. We got away from all the negative things that people wanted to move away from in radio. I think that was our first attraction to the public.



Frankie Crocker

"We also played a mixture of music and we were always open to any music that fit our format. I think people respect that when you have a no-BS policy about what you'll play. I think people also can understand your position when they know you're trying to serve the black community, make money through advertising dollars, and serve the entire New York community. We're a black corporation, but we're also trying to do business like any other New York corporation would. We have close ties with our black audience, but we also want to do business with the general market community. We don't want to be relegated to nickel-and-dime it forever. Our goal at Inner City is to get into the mainstream of broadcasting, because one day we hope to be an ABC, NBC, or CBS as far as broadcasting is concerned."

When I asked Frankie about WBLS's philosophy for the '80s, he replied, "It's the same, except we've moved on to what's next. You have to respond by making sure you give the people what they want. All the youngsters want to hear is music, not much else, so that's what we're doing. Competitors may say they're playing more music; well, we play as much, maybe more, but definitely better."

Flattering Imitations

Urban Contemporary has become such an attractive format umbrella that some stations that don't sound urban or contemporary borrow the term to describe themselves. And that's in addition to all the stations that followed Crocker's original lead and developed their own valid Urban format approaches. I asked Frankie how he feels about the legion of Urban stations that followed in WBLS's wake.

"It doesn't bother me, because imitation is the greatest form of flattery. When you hear things like that, it just makes me get a little bit sharper. I like the competitive aspect of broadcasting, I really do. It makes me reach farther within myself to do what I have to do to stay on top and out front as a leader. When I hear and see others following my lead, it means I had a good idea. If people see positive results for this approach and they start trying to do the format, they're helping me to accomplish what I set out to do with this music. It makes me feel good that I put something out there that was so ear-catching and appealing that other people are getting into it. They're helping me fulfill my place in history using this type of music."

Frankie has always been very progressive in his thinking about music, broadcasting, fashion, etc. So I was curious to know where he thinks our music and Black/Urban radio are headed. "It's open, really. We all feed off each other, and you just can't always get a reading on what's going to happen. For example, Herbie Hancock got with Material and did some 'scratching' (on 'Rockit'). Now other artists who thought his tune was where it's at are starting to do the same. The public is fickle; they may have accepted Herbie's



L.A.'S MAYOR BRADLEY VISITS KDAY — Los Angeles Mayor Tom Bradley visited KDAY to proclaim October 10 "Gordon Family Heart Fund Day" in Los Angeles. The Mayor presented the official proclamation to KDAY GM Edward Kerby during the station's 13-hour Heart Day broadcast. KDAY donated the entire day's commercial revenue (more than \$26,000) to the fund. Pictured (l-r) are fund Chairman Roland Betts, Mrs. Annette Gordon, Mayor Bradley, Black Women's Forum's Carolyn Tolbert, Kerby, and Carl Smith, Media Consultant for the fund. The Gordon family is a local black family with six members suffering from a mysterious heart ailment. One son just had a heart transplant at California's Stanford University Heart Transplant Center.

song, but not another. The public may get tired of scratch music quickly, because some midtempo groove comes along that's more appealing at the time. You've just got to be able to recognize the new trend when it comes along. The first objective is to always be ready to play the radio game first."

Radio On TV?

Since Frankie is such an avid music follower, I asked him if he'd like to run a record company someday. "That's only one thing I'd like to do. I think we've all wanted to find an artist and do that whole thing, but I find television and creating videos very interesting. I think radio is going to be on television someday. I know some of my listeners would love to see me while I'm in here working and having a ball. Things seem to be going in that direction. I've noticed here in New York that the UHF-TV channels are being bought up. These organizations are planning all types of different things to do musically with these fre-

quencies. It will be interesting to see what finally will be aired on these channels."

I asked Frankie to elaborate on the radio on TV idea. "That may be a new approach for people to enjoy radio, television, and music at the same time. I think people have always been interested in knowing what we do, but also what we look like while we're doing it."

Concluding, Frankie spoke up on behalf of the nation's air personalities. "I really think the record industry people should remember the jocks; they should give them more respect. There's a lot of good talented people out there in the radio business and I don't think they get enough credit. They really take the music and radio seriously and don't play any games with people. I just think their dedication should be recognized."

It was nice just rappin' with Frankie, hearing the excitement and earnestness in his voice. Urban Contemporary has experienced a unique evolution, traveling from uptown, downtown, to all around town!

Action

A number of you have told me you would like to see more "Action" news on a regular basis. As I compile bits and pieces of information, I'll try to get them to you as quickly as possible.

We've had some changes on the programming level. **Chris Garner** is out as PD/MD of **WOOK (OK-100) Washington**. **John Turk** is holding down the duties at present; no permanent replacement has been named as of this date.

WGCI/Chicago has promoted **Graham Armstrong** to PD. Congratulations! WGCI's Program Manager **Richard Pegue** is now consulting **WALT/Meridian, MS**. The station is Urban-formatted, with 5000 watts 24 hours, located at 910 on the AM dial. WALT needs record service, so you in the record industry, if you would like to get in touch, they would appreciate it. Contact Assistant PD **Aaron Rayner** at (601) 693-2661.

KJLH/Los Angeles has a new morning air personality. **Bobby Brown**, "The Deadly Doctor," is now doing the 5-9am air shift, and **Charlie Vincent** has been moved to 9-noon. Bobby has worked at stations like **WOOK**, **WAMO/Pittsburgh**, and **WJPC/Chicago**.

Program Director **Larry Tinsley** of **WAOK/Atlanta** asked me to pass along this message to you all. WAOK will be celebrating its 30th anniversary in November. The station is putting together something special, and Larry would like any individuals who have worked on the air there in the past to get in touch with him. For your con-

venience here's the phone number: (404) 659-1380.

The rumors are very hot that **Sheridan Broadcasting** will be purchasing **WJYL/Louisville**. If so, **WLOU** will have its first black music-formatted competitor.

Musical chairs at **WILD/Boston**. I'm now told that **Angela Thomas** is the new Asst. MD at the station.

KMJM/St. Louis has appointed **Mildred Gaddis** News/Public Affairs Director. After four months as acting News Director, she will now supervise the news and public affairs department. Mildred has been with the station since 1981 and has hosted Majic 108 FM's award winning program "Sunday Morning Live" for three years. Mildred was formerly a reporter at **KMOX/St. Louis**. Congratulations.

KJAZ/San Francisco had a minor quake. New PD **Tim Hodges** told us that MD **Dick Conte** has exited. A replacement is expected to be named next week.

If you have any station promotion photos you would like us to print, get them in before the holidays... we've got a couple of picture pages I'd like to fill. Peace!



KASHIF TELLS THE WORLD — Arista recording artist Kashif kicked off a National Black Adoption Awareness Drive. Kashif, who is an orphan himself, has taken a personal interest in developing an awareness of the thousands of parentless children nationally that are waiting to be adopted. He recently completed TV and radio public service announcements on the subject, and since November is National Black Adoption month, he is encouraging stations to run the radio PSA as much as possible and has composed original music for the spot. Any stations that are interested in the spot should call Orchid Public Relations at (213) 462-1485, and a spot will be sent out immediately. Pictured all smiles are (l-r) Kashif, musician Ndugu Chancler, and KGFJ/Los Angeles PD Levi Booker.



Mildred Gaddis

Everybody's Taking 'JOANNA' To HEART!



"JOANNA" (DE829)

The new **SMASH**
single from

KOOL & THE GANG

is shaping up to be
one of their
BIGGEST hits yet!

...One of the most
consistent groups
in the country!

R&R: 33

BRE: 42 ★

**MICKEY
TURNTABLE: 12** ★

Black Radio

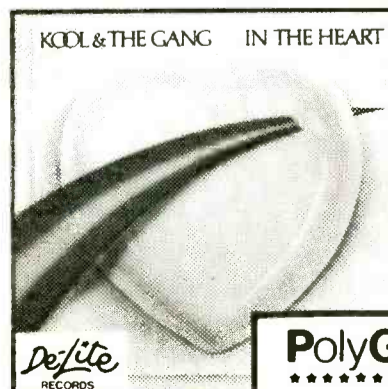
BREAKERS

KOOL & THE GANG
Joanna (De-Lite/PolyGram)

70% of our reporting stations on it. Rotations: Heavy 5/1, Medium 17/4, Light 27/18, Extra Adds 5, Total Adds 28 including WRKS, WKYS, WOOK, WEDR, WBLZ, WDMT, WJMO, WZAK, WZEN-FM, KDAY, XHRM, WKND, WATV, WDAO, KDIA. A Most Added Record, Debuts at number 33 on the Black Radio Chart.

Produced by
Ronald Bell, Jim Bonnefond,
and Kool & The Gang

Marketed by PolyGram



From the
forthcoming
album

**"IN THE
HEART"**

PolyGram Records

De-Lite
RECORDS

(DSR8508)

Not all records were made Some were made



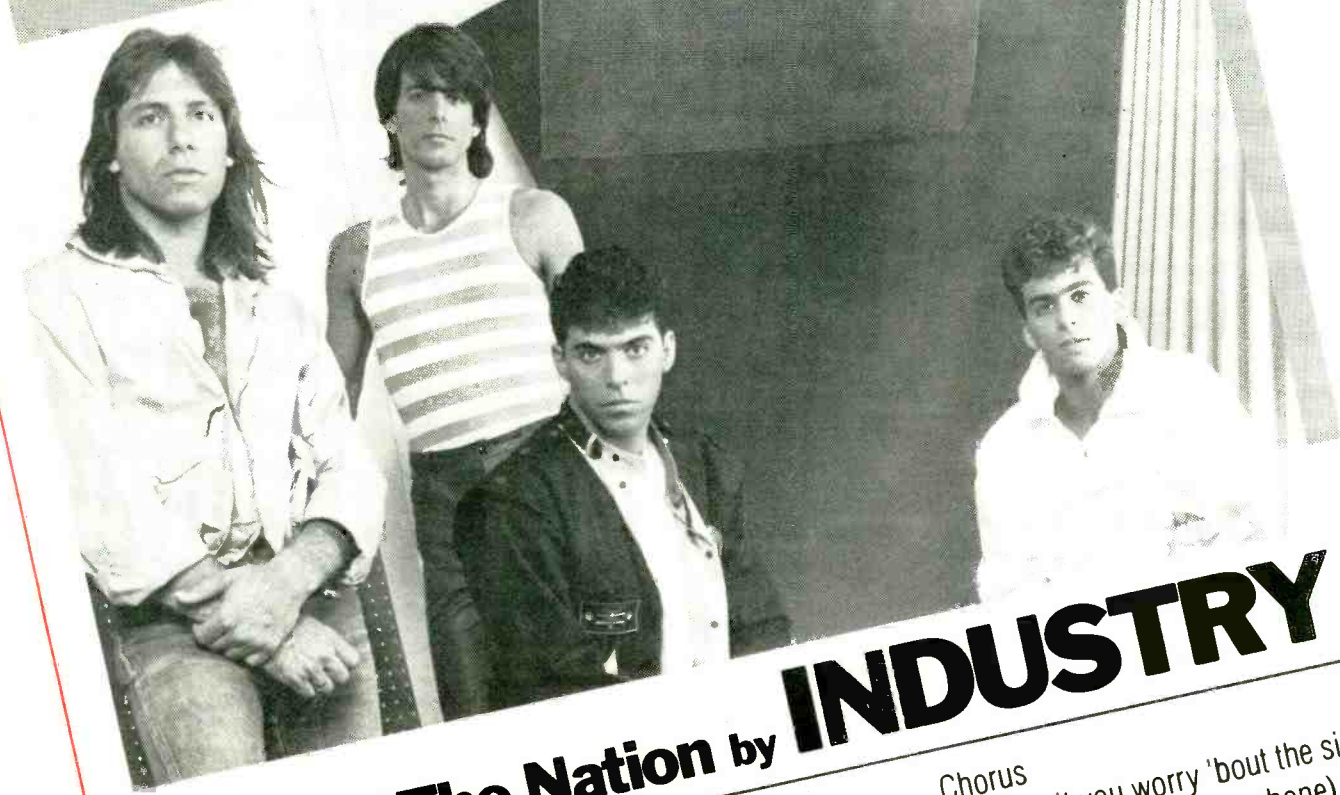
A Little Good News by **ANNE MURRAY**

I rolled out this morning the kids had the mornin' news show on
Bryant Gumbel was talkin' 'bout the fighting in Lebanon
Some senator was squawkin' about the bad economy
It's gonna get worse you see
We need a change of policy.
There's the local paper rolled up in a rubber band
One more sad story's one more than I can stand
Just once how I'd like to see the headline say
Not much to print today
Can't find nothin' bad to say.
(Because) nobody robbed a liquor store on the lower part of town
Nobody OD'd, nobody burned a single building down
Nobody fired a shot in anger, nobody had to die in vain
(We) sure could use a little good news today.

I'll come home this evening, I'll bet that the news will be the same
Somebody takes a hostage, somebody steals a plane
How I wanna hear the anchor man talk about a country fair
And how we cleaned up the air
How everybody learned to care, oh tell me...
Nobody was assassinated in the whole third world today
And in the streets of Dublin all the children had to do was play
Everybody loves everybody in the good 'ol U.S.A.
We sure could use a little good news today.

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made to be listened to. want to be heard.



State Of The Nation by **INDUSTRY**

I see them marching off to war
They're looking so heroic
I'm told they won't be gone for long
But that's a lie and they know it.
Ten thousand gone, they won't return, never to be seen again
Strategic games are all we learn in the end...

Chorus
They say, "Don't you worry 'bout the situation"
(A message from the telephone)
They're out there fighting for the state of the nation
(And waiting for the chance to come home)
They'll always have to fight the alienation
(And realize they're fighting alone)
When nightmare memories fade to dust,
We'll get back on our feet again
This war has nothing to do with us,
But somehow we're so involved in it...

Chorus
Well, don't you worry 'bout the situation
(A message from the telephone)
They're out there fighting for the state of the nation
(And waiting for the chance to come home)
"Don't you worry 'bout the situation"
(A message from the telephone)
They'll always have to fight the alienation
(And realize they're fighting alone)
There's no place like home
There's no place like home
There's no place — I don't wanna be anywhere else
Don't you worry 'bout the situation
They're out there fighting for the state of the nation

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Black Radio Picture Page



K-104's LITTLE RED CORVETTE BACKDROPS NEW EDITION VISIT: After a successful in-store promotion in Dallas, Streetwise artists New Edition posed around K-104FM/Dallas's conversation piece . . . the "Little Red Corvette." K104 MD Terrie Avery (second from left) is shown with the group and two staffers at Big State Record Distributors (behind the car).



CLINTON COMES TO MAJIC 102FM — Capitol's George Clinton visited KMJQ (Majic 102FM)/Houston recently. Pictured (l-r) are station Marketing Director Emilian White, Clinton, and in the background, Clinton's personal masseur.



DIMPLES VISITS KGFJ — Recording artist Richard "Dimples" Fields stopped by KGFJ/Los Angeles recently. Pictured (l-r) are KGFJ PD Levi Booker, Pickwick's Rosie Guevara, Fields, and seated, KGFJ air personality George Moore.



KDAY WELCOMES KENNEDY — Compleat Records artist Jayne Kennedy visited KDAY/Los Angeles while promoting her new single "Steamroom" and her syndicated radio exercise program "Radiorobics." Pictured at the station are (l-r) Kennedy, KDAY MD Greg Mack, and PolyGram's Scott Brill.



WZAK SAYS HELLO TO KATHY SLEDGE — While on a promotional tour, Kathy Sledge of Sister Sledge stopped by the studios of WZAK (93FM)/Cleveland. Kathy is flanked by local Atlantic rep Richard Nash (right) and WZAK PD Lynn Tolliver Jr.



WPDQ DOES IT NBA STYLE — WPDQ/Jacksonville and Dr. Robert Tucker of Memphis presented the "Magic Show" exhibition basketball game, featuring the Lakers' Magic Johnson and other NBA stars, to a capacity crowd in Jacksonville last month to benefit the Boys' Club. Pictured are (l-r front row) announcer Charles Tucker, WPDQ Sports Director J.C. Sims, WPDQ PD Marc Little, Detroit Pistons' Isiah Thomas; (l-r back row) Dallas Chapparals' Mark Aguirre, Indiana Pacers' Herb Williams, Earvin "Magic" Johnson, Atlanta Hawks' Dominique Wilkins, and the New York Knicks' Rudy Macklin. The final score of the game was 174 - 169, Magic's team. Station employees say the after-party was great!



MANHATTAN TRANSFER TO KJLH — Members of Manhattan Transfer hand-delivered a copy of their new Atlantic LP "Bodies and Soul" to KJLH/Los Angeles. Pictured (l-r) are group's Cheryl Bentley, KJLH personality Charlie Vinson, and Tim Hauser of Manhattan Transfer.

AMERICAN RADIO HISTORY



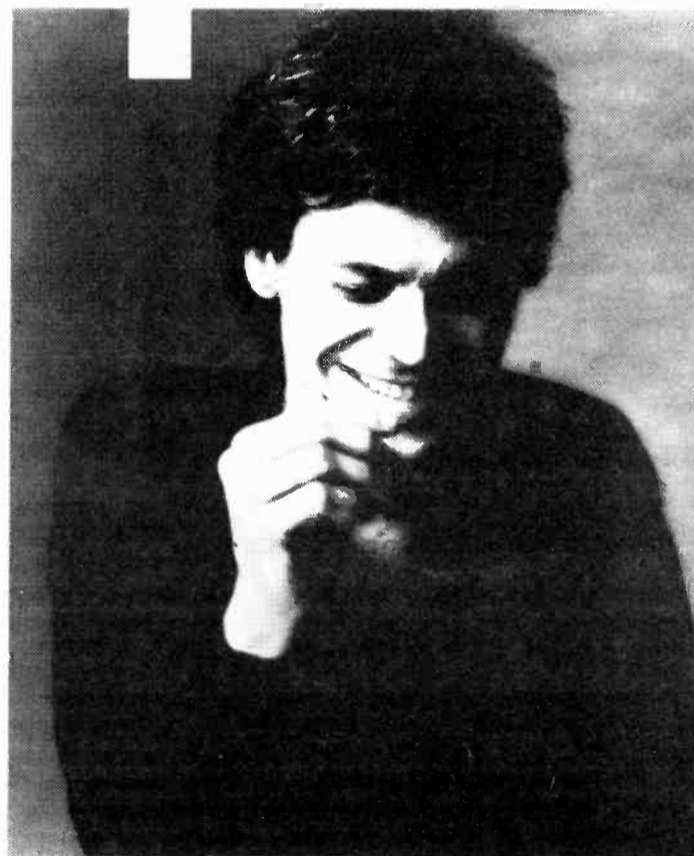
Deco
"Fresh Idea"

Produced by Ollie E. Brown
for Brown Sugar Productions
Executive producer: Quincy Jones
From the Qwest album Fresh Idea



David Sanborn
"Neither One Of Us"

Produced by Marcus Miller, Ray Bardani,
Michael Colina
From the album Backstreet



Madonna
"Holiday"

Produced by John "Jellybean" Benitez
for Jellybean Productions Inc.
From the Sire mini-album Madonna



TOTAL HITS FOR YOUR PLAYLIST

Adult/ Contemporary



JEFF GREEN

AFTERNOON ACES, PART IV

Dan Daniel: From "Goodness" To Greatness

R&R concludes its look at the nation's top afternoon A/C talents with WYNY/New York's Dan Daniel. Dan is listened to by more people than any other A/C afternoon personality in the country (spring '83 Arbitron, 12+ Cume Persons, M-F 3-7pm, MSA).

A 26-year broadcasting veteran, Dan got his "basic training" as a serviceman in Manila on Armed Forces Radio following the Korean War. Returning home to Houston in 1955, Dan worked at KXYZ for 15 months and then moved to Minneapolis for four years to work for Todd Storz at WDG. In 1961, Dan joined WMCA/New York for afternoons as one of the station's original "Good Guys," and stayed until WMCA shifted to Talk in 1970. From there, he cohosted a show called "Monitor" for the NBC Radio Network for two years, and also did some parttime work for WNBC. By then, Dan was ready for something new, and for the next five years he concentrated exclusively on freelance on-camera TV, voiceover, and film narration, including such national accounts as Publisher's Clearing House, Colgate, Alka-Seltzer, Standard Brands, and Anheuser-Busch. Dan then returned to WMCA to handle a telephone talk show for a year, also working a short while at WHN. In 1979, Dan came to WYNY, and he's been there ever since — first in middays, then mornings, and now afternoons.



Dan Daniel

Dan Daniel
Clearing House, Colgate, Alka-Seltzer, Standard Brands, and Anheuser-Busch. Dan then returned to WMCA to handle a telephone talk show for a year, also working a short while at WHN. In 1979, Dan came to WYNY, and he's been there ever since — first in middays, then mornings, and now afternoons.

Making The Full Circle

R&R: What led you to leave radio for so long?

DD: When WMCA went half-talk/half-music (and subsequently all-Talk), they wanted me to stay. I was scared to death, as I didn't think I could do it. Furthermore, I was hating to see the demise of the "Good Guys," as that had been my life for so long.

"You can't allow yourself to believe you're automatically dull just because you've only got 15 seconds to talk."

There were also cultural and social changes occurring: the advent of FM, the Vietnam war, the Monterey Film Festival, dope, and all those changing mores. I wanted to get out of radio for awhile, and it was almost like going through a divorce.

It took a number of years to reconcile with myself that there were many people who remembered me when they were growing up as kids and teenagers, and that it might be nice to be part of their lives a second time. And that's exactly what's happened here at 'YNY. On a daily basis —

97 WYNY FM RADIO

whether on the phone, through the mail, or in the street — someone will say to me, "Dan, I'm grown now, with my own family and career, but I grew up listening to you, and I can't tell you what it means to me to have you a part of my life again." That's been very gratifying.

Knowing Who The Audience Is

R&R: With such a large audience, what sort of listener do you imagine yourself talking to?

DD: It's not that I don't talk to men, but we know 'YNY is more of a female station. So, I basically talk to a 33-year-old woman. Our hot demographic is 25-34, and I'd rather aim high and not "talk under" the audience.



CAMEO APPEARANCE — Among other recordings, WYNY's Dan Daniel made a single for Neil Bogart's Cameo Parkway label back in 1967 while at WMCA. The moody narrative "If Love Is," backed with the peppy "(I Don't Stand) A Ghost Of A Chance," was produced by Terry Knight, later Grand Funk's producer.

I don't flirt with this 33-year-old listener, because I don't want to turn off the woman's husband or boyfriend, and I want to be liked by both of them. So instead, through song lyrics or my own words, I try to communicate things I think she wants her man to say to her, that he might want to say to her, or that they should both be saying to each other.

In the early days at WMCA, I talked to a 19-year-old, then a 27-year-old, and now it's a 33-year-old. There's nothing that happens to them that hasn't happened to me: I'm a father married 25 years with two grown children and an 8-year-old. I have so many life experiences which parallel what's going on in the world, and I try to get those across one way or another.



'YNY "KEYS" INTO LISTENERS — A record 874,000 phone calls boiled down to 97 hopefuls in WYNY's "Key Winners" contest to see if their keys would open the doors to two new red Porsche 944 sports cars. Personalities Dan Daniels and Steve O'Brien (left) emceed the event held in front of Madison Square Garden. Dan is seen calling out the final numbers (above) and calls the play-by-play (below) as one of the winners hits the jackpot.

R&R: Everyone says one-on-one communication is the important technique. How do you develop this skill?

DD: First, be a good listener and stay constantly aware of what's going on. I try to view more than one side of an issue, because I know I have my own prejudices. It's important to let your listeners know that, too. Don't get up on a soapbox and preach, but instead occasionally "leak out" little bits to let them know something about you and that you feel strongly about certain things.

An example of this occurred the morning after John Lennon was shot. To be honest, I went on the air very angry. Following the

your PD won't let you do anything besides give liners. But you can actually bring something to these by learning to say them a number of different ways. On the other hand, you can get lazy by saying, "Well, I'm not allowed to talk anyway, so I'll just read the goddamned liners." That's just wasting your show! I always approach every show as if something was going to happen — that none of the carts would play and I'd have to talk for the whole three hours. The idea is to be prepared, and that's the meaning of a professional. Someday, by really working at it, you'll get to the point where if you're suddenly forced to talk at length, you could do it.

Making Magic

R&R: Didn't that happen to you once?

DD: It came in 1965 during the famous blackout here in the Northeast. I was at WMCA, and I guess I was the only DJ on the air in town. It was 5:27pm when the cart machine began to slow down to a "TTTTT." The next thing I knew, everything went out. We were one of the first stations back on the air, and I stayed to cover my usual 4-7pm shift. I worked by candlelight with a hand mike, operating a single turntable from the auxiliary shop. We played Ramsey Lewis's "The In Crowd," over and over again because it was so dark, we couldn't find any other records! For the most part, I was talking, but every once in a while we'd play that song for a little break.

You'd look out over the city, and there was a beautiful moon that night. There were no accidents, burglaries, murders, or muggings. That night was so special, I stayed on the air until 11pm. Afterwards, I received 18,000 letters, many from people who had never heard the station before. Most just said, "Thanks for helping me through the night." It was absolutely the most fantastic experience I've ever had in radio... the closest I had ever come to intimacy with the listeners. It was complete magic!

"I always approach every show as if something was going to happen — that none of the carts would play and I'd have to talk for the whole three hours."

show, I got some memos from upstairs saying, "Hey, you sounded a little funereal this morning." I'm sorry, but that was just the way I felt that day. It was one time when I let my listeners know I'm a real person.

A Matter Of Discipline

R&R: What would you recommend to today's rising stars?

DD: Get yourself a liberal arts education — not to fall back on, but to use in your radio experience. The more you know, the more you can bring to the microphone — even if you work in a very tight format like ours.

Having only a few seconds to talk on 'YNY is still the biggest challenge for me. Back at WMCA, when there were fewer music stations, we could be more self-indulgent and talk for 38 seconds, as long as we were entertaining. Nowadays, with a station like 'YNY, I must be able to say something worthwhile in six, nine or 14 seconds. With an advanced education and a lot of life experiences, you can relate better in a condensed form. The idea is to make one word do the work of ten.

You can be extremely creative in a short bit. In advertising, some of the most creative concepts are the least wordy. It's a constant challenge, but never think you're going to sound boring, because then you will be! You can't allow yourself to believe you're automatically dull just because you've only got 15 seconds to talk. I went through that myself in the beginning, but I know now it's up to me to be creative within the given framework. Even though I've been successful in this business for 25 years, the same rules apply to me as they do to everyone else.

You really must discipline yourself. You may think you're being disciplined because

Progress

WMJJ/Birmingham parttimer **Bill Barron** is elevated to News Director... **Angela L. Smith** is appointed News Director at WYEN/Des Plaines, IL, formerly of WAUR/Aurora... **Lisa Glasberg** moves from the RKO Radio Network to WPIX/New York for morning news... **KEZR/San Jose** midday man **Joe Roberts** becomes News Director... Former KGW/Portland staffer **Mike Beard** rejoins the station as reporter and anchor... **Cynthia Menzel** comes to KQDI/Great Falls as anchor/reporter, most recently of KNAT-TV/Albuquerque... **KEXO/Grand Junction, CO** names **Steve Marsh** Production Director... **Russ Eckerson** becomes Production Director at KWEB/Rochester, MN... **Dennis Hambley** adds the title of Production Director to his midday duties at KRDO/Colorado Springs.

Marketplace

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Special Issue #5-22 features San Jose-San Francisco! CHR's KFRC, KYUU, KITS, KWSS, KHTT, Urban KSOL, Oldies KYA, AOR's KMEL, KRQR, KQAK, KSJO & KOME, and A/C's K101, KNBR, KLOK, KEZR, and KLHT. 90-minute cassette, \$5.50.

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Opportunities

Openings

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WSMB/WSFM seeks qualified candidates for expected on-air opening. Warm/friendly/human/adult with prod. skills. T&R: Bob Paiva, Box 3433, Harrisburg, PA 17105. No calls. EOE M/F (11-4)

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Openings

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Openings

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KOSY-Y102 is accepting T&R's for immediate openings. Experience necessary. No calls please. Don Rushin, Box 2018, Texarkana, AR 75503. EOE M/F (11-4)

Openings

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Lafayette Hit FM, WAZY is on a talent search. T&R: Jim Stacy, Box 1410, Lafayette, IN 47902. No Calls. EOE M/F (11-4).

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Opportunities

Openings

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Openings

If you're a high energy jock who'd like to work for a CHR/Urban station, send T&R: Bob O'Neil, KSTN, 2171 Ralph Ave., Stockton, CA 95206. EOE M/F (11-4)

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KYGO, Denver's Country leader has an immediate opening for evening personality. T&R: Bob Call, 5350 W. 20th Av., Denver, CO 80204. EOE M/F (11-4)

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Positions Sought

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Morning show, A/C pro. Communication & entertainment. Currently working in West. (415) 586-5830, (213) 306-8430. (11-4)

Proven programmer/consultant for KXYZ, KQUE/Houston, TM stations. Seeking OM/PD spot with A/C, MOR, BM station the rewards ratings leadership. (215) 455-4625. (11-4)

Great pipes for jock, news, commercials. BA in communication & broadcast training. Prefer midwest. Any shift. MICHAEL KIELBON (312) 652-8319. (11-4)

Experienced copywriter/production/MD/announcer. Also news, seeking medium/major market employment. Prefer SW OH or SE PA. MARK WATKINS (717) 334-0653 after 5pm EST. (11-4)

Experienced programmer, air personality, production professional available immediately. Call (214) 581-7625. (11-4)

Announcer trained, serious about career. Good pipes, can do news. Midwest preferred but will consider any offer. Call DENNIS (312) 921-2521. (11-4)

5 yrs. in St. Louis AOR (KSHE, KWK). Would like to move up. Good pipes/production, enthusiastic, creative & dedicated. Make me an offer I can't refuse. KEN (314) 839-4989. (11-4)

Talented, experienced broadcaster with management experience is available. (617) 949-0936. (11-4)

Young newscaster available immediately. 5 yrs. experience, 2 as medium market ND. Journalism degree. Strong anchor, solid reporter, conversational writer. JEFF (815) 663-9173. (11-4)

British CHR personality, 17 year veteran currently PD. Dublin metro looking for break in North America. Are you looking for red hot jock capable of any format and management with music programming? I don't want to be an English voice gimmick with only two months' prospects. If you'd like to talk, phone Dublin, Eire 460310 or write: Robbie Scott, 113 Ashley Rise, Portmarnock, Co Dublin, Eire.

Please rescue a talented, creative OM from impending satellite programming. Present employer will give good references. Will relocate. NEIL (617) 943-1125. (11-4)

STAN BUCHANAN, 8 yrs. in production, 2 in broadcasting desires production/on air position. Will relocate. (213) 845-9848. (11-4)

Seeking position as news personality/talk show host. Professional sound, attitude. Very hard working. (312) 842-4020 am, (312) 264-3955 pm. (11-4)

7 yrs. as MD/DJ. Let's make your station a winner! Great music knowledge. Prefer MI. (313) 373-5586 after 5 pm. DENNIS. (11-4)

Attention consultants! Experienced associate available. 14 yrs. as major PD, MD, DJ. All phases research. Outstanding programming/people skills. (301) 561-3187. (11-4)

Experienced announcer with production ability, writing skills. Excellent knowledge of music. Dependable, hard worker. Love all formats. SCOTT (201) 863-0917. (11-4)

I love radiol! Will go anywhere, prefer SW. Personality jock, production, continuity. Creative, unique, not time & temp. JERRY T. NEUCH (312) 960-1815. (11-4)

Talented newcomer, trained as newscaster/talk show host. Eager for job in Chicago, New Orleans, eastern seaboard. ELLIE (312) 538-8492. (11-4)

Talented, ambitious, reliable female. 1983 broadcasting school grad. seeks entry position in CHR, A/C, MOR, AOR. Announcing/production/news. Michelle, (617) 284-4913. (11-4)

British announcer presently in P2 market. Good production & promotion ideas, seeking on-air position. East coast CHR preferred. (303) 685-5018. (11-4)

Help me help you! 3 yr. radio pro seeks news/sports or other on West coast. BA Communications. Call Dave Rodriguez. (707) 224-9579. (11-4)

5 yrs. experience. Can work any format. Prefer CHR, A/C, AOR. Worked for WQLT/Muscle Shoals. JEFF SCOTT (205) 766-8937. (11-4)

Major market pro looking for PD slot in major or large medium market contemporary Christian music station. RAY (214) 660-3105, before 11am CT. (11-4)

Currently CHR mornings, MD. 3 yrs. experience. Looking for a change. (218) 281-3183. (11-4)

Positions Sought

DENNIS CANNON; WKSW/Cleveland, WINN, WHAS/Louisville seeks large market AM/PM drive. (502) 425-5874. (11-4)

Trapped on-air in Las Vegas looking for fulltime CHR/AC, medium/large market in So. CA. Energetic/talented/hard working. 1 1/2 yrs. experience. KRISTAL (702) 645-4017. (11-4)

10 YEAR PRO

If you want a programmer who is just as concerned with station profits as with quality programming, and you appreciate excellent hard working people, let's talk. BOB RALEIGH, former PD WCGQ/Columbus, GA, 10 year professional is available. Call (404) 563-0702.

Programming plus creative, ambitious pro seeks PD position in small/medium market. Top 50 market air experience, 11 yrs. plus. SEAN O'CONNOR (316) 478-2431. (11-4)

Production specialist, skilled in multi-track & video with synthesizer. Strong writing. Seeking production/on-air position in western USA. DAVE (303) 635-7917. (11-4)

Changes

RADIO

Rick Riley appointed Account Executive at WAXY/Ft. Lauderdale, FL, from WRBQ-FM/Tampa.

Larry Gawthrop promoted to Regional Sales Manager at WMJI/Cleveland, OH.

Steve Streiker named Sales Manager at WMJJ/Birmingham.

Ed Alexander named PD at KOTZ/Kotzebue, AK.

David Woodruff appointed Retail Account Executive at WXYZ/ Detroit.

Keith Trantow joins KVI/Seattle as an Account Executive from Elliott & Trantow Advertising/Los Angeles.

Andrea Simon appointed Account Executive at Weiss & Powell Radio Sales/New York.

Thomas P. Allen joins ABC Radio Networks as Account Executive, Youth Newtorks, from Mutual Broadcasting.

RECORDS

Luella Dright named Manager, A&R administration at Capitol Records/Hollywood.

Judde Hendershott appointed Manager, A&R components and special projects at Capitol Records/Hollywood.

Miscellaneous

WBBK/Blakely needs service from all labels. Norman Tanner, P.D., Box 568, Blakely, GA 31723.

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

R&R Opportunities Advertising

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

	Frequency Rates*		
	1 Week	2 Weeks	3 Weeks
	\$20.00	\$35.00	\$50.00

*Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 35 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (Pacific Time) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

**KISS
990-AM**



**NOW
AM ENTERTAINER•5KW
FULLTIME • SAN FRANCISCO METRO
6A-10A, M-F + 10A-3P SAT.**

MAYBE NOT THE MOST PROFESSIONAL BROADCAST ORGANIZATION ON THE CONTINENT, BUT CLOSE.

**CASSETTE AIR CHECK, PRODUCTION
TO: CHIP MORGAN
KKIS — THE WILLOWS
1475 DIAMOND BLVD.
CONCORD, CA 94520 NO CALLS PLEASE**

The Music Section

National Music Formats Added This Week

Satellite Music Network
 George Williams (214) 343-9205
The Starstation
 JACKSON BROWNE "Tender Is The Night"
 CARPENTERS
 "Make Believe It's Your First Time"
Country Coast-To-Coast
 GUS HARDIN "Loving You Hurts"
 RONNIE McDOWELL
 "You Made A Wanted Man Of Me"
 GAIL DAVIES
 "You're A Hard Dog (To Keep Under The Porch)"
 SHELLY WEST "Another Motel Memory"
 ED BRUCE "After All"

TM Programming
 Cal Casey (214) 634-8511
Stereo Rock
 POLICE "Synchronicity II"
 DURAN DURAN "Union Of The Snake"
 ROLLING STONES "Undercover Of The Night"
 OLIVIA NEWTON-JOHN "Twist Of Fate"
 YES "Owner Of A Lonely Heart"
TM A/C
 ELTON JOHN
 "I Guess That's Why They Call It The Blues"
TM Country
 LOUISE MANDRELL "Runaway Heart"
 MOE BANDY "You're Gonna Lose Her Like That"
 ED BRUCE "After All"
 CHARLY McCLAIN "Sentimental Ol' You"
 WAYLON JENNINGS w/HANK WILLIAMS JR.
 "The Conversation"
 JOE STAMPLEY
 "Double Shot (Of My Baby's Love)"

BPI
 John Iles (800) 426-9082
Adult Contemporary
 MATTHEW WILDER "Break My Stride"
 DeBARGE "Time Will Reveal"
 ELTON JOHN
 "I Guess That's Why They Call It The Blues"
Country Living
 CHARLY McCLAIN "Sentimental Ol' You"
 RAZZY BAILEY "This Is Just The First Day"

Peters Productions, Inc.
 Debbie Welsh (619) 565-8511
Country Lovin'
 JOE STAMPLEY
 "Double Shot (Of My Baby's Love)"
 WAYLON JENNINGS w/HANK WILLIAMS JR.
 "The Conversation"
The Great Ones
 CLIFF RICHARD "Never Say Die"
 FOUR TOPS "I Just Can't Walk Away"
 MELISSA MANCHESTER
 "No One Can Love You More Than Me"
 CRYSTAL GAYLE "The Sound Of Goodbye"

Radio Arts
 John Benedict (213) 841-0225
Country's Best
 CRYSTAL GAYLE "The Sound Of Goodbye"
 SHELLY WEST "Another Motel Memory"
 LOUISE MANDRELL "Runaway Heart"
Soft Contemporary
 FRANK STALLONE & CYNTHIA RHODES
 "I'm Never Gonna..."
 SMOKEY ROBINSON
 "Don't Play Another Love Song"
 KOOL & THE GANG "Joanna"
 BERTIE HIGGINS "When You Fall In Love"

Sound 10
 PAUL SIMON "Allergies"
 OLIVIA NEWTON-JOHN "Twist Of Fate"
 JOURNEY "Send Her My Love"
 KOOL & THE GANG "Joanna"
 JENNIFER WARNES & CHRIS THOMPSON
 "All The Right Moves"

Drake-Chenault
 Bob Laurence (213) 883-7400
XT-40
 ELTON JOHN
 "I Guess That's Why They Call It The Blues"
 POLICE "Synchronicity II"
 YES "Owner Of A Lonely Heart"
 DURAN DURAN "Union Of The Snake"
Contempo 300
 CULTURE CLUB "Church Of The Poison Mind"
 ELTON JOHN
 "I Guess That's Why They Call It The Blues"
Great American Country
 JOHN CONLEE "In My Eyes"
 WAYLON JENNINGS w/HANK WILLIAMS JR. "The Conversation"
 VERN GOSDIN
 "I Wonder Where We'd Be Tonight"
 JOHNNY LEE "My Baby Don't Slow Dance"

Century 21
 Greg Stephens (214) 934-2121
The Z Format
 MELISSA MANCHESTER
 "No One Can Love You More Than Me"
 POLICE "Synchronicity II"
 PAUL SIMON "Allergies"
 OLIVIA NEWTON-JOHN "Twist Of Fate"
 YES "Owner Of A Lonely Heart"
 RUFUS & CHAKA KHAN "Ain't Nobody"
 JENNIFER WARNES/CHRIS THOMPSON
 "All The Right Moves"
 KOOL & THE GANG "Joanna"
 JEFFREY OSBORNE "Stay With Me Tonight"

The A/C Format
 MELISSA MANCHESTER
 "No One Can Love You More Than Me"
 FOUR TOPS "I Just Can't Walk Away"
 JENNIFER WARNES/CHRIS THOMPSON
 "All The Right Moves"
 PAUL SIMON "Allergies"
Super-Country
 MOE BANDY
 "You're Gonna Lose Her Like That"
 ED BRUCE "After All"
 CHARLY McCLAIN "Sentimental Ol' You"
 MEL McDANIEL "I Call It Love"
 JERRY REED "I'm A Slave"
 STEPHANIE WINSLOW "Kiss Me Darling"

Tanner Musical Spectrum
 Kenny Bosak (901) 320-4433
Bright Blue A/C
 ELTON JOHN
 "I Guess That's Why They Call It The Blues"
 MICHAEL JACKSON "P.Y.T. (Pretty Young Thing)"
 BERTIE HIGGINS "When You Fall In Love"
Tanner Country
 DAVID FRIZZELL "A Million Light Beers Ago"
 RONNIE McDOWELL
 "You Made A Wanted Man Of Me"
 GAIL DAVIES
 "You're A Hard Dog (To Keep Under The Porch)"
 WAYLON JENNINGS w/HANK WILLIAMS JR.
 "The Conversation"
 CRYSTAL GAYLE "The Sound Of Goodbye"
 STEPHANIE WINSLOW "Kiss Me Darling"
Red Satin Rock
 CULTURE CLUB "Church Of The Poison Mind"
 JoBOXERS "Just Got Lucky"
 DIONNE WARWICK & LUTHER VANDROSS
 "How Many Times Can..."
 RICK SPRINGFIELD "Souls"
 IRENE CARA "Why Me?"

Bonneville Broadcasting System Dave Verdery (800) 631-1600
Easy Listening
 LINDA RONSTADT "What's New"
 PETER ALLEN "Once Before I Go"



WFMF SPECIAL OLYMPICS A SUCCESS — The 1983 International Special Summer Olympics was held recently in Baton Rouge, and WFMF was there to help out. Shown (l-r) receiving a plaque for the station's participation are Operations Manager Randy Rice, Special Olympics rep Darryl Phillips, and Assistant PD Scott McAllister.



LET'S MONKEY AROUND — Capitol promotion rep Susan Scharf Epstein recently decided to get into some "monkey business" as she went around to promote the Tubes' newest release "The Monkey Time." Shown at KIIS-FM/Los Angeles are (l-r) Capitol sales rep Rob Gordon, MD Mike Schaefer, Epstein, VP/Programming Gerry DeFrancesco, Capitol sales rep Chris Baca, and Public Service Director Gene Sandbloom.



RICK SPRINGFIELD ROCKS THE SOUTH — Getting a taste of Southern hospitality, Rick Springfield played a concert at the Mississippi Coast Coliseum and invited some folks from WQID/Biloxi backstage. Shown in back (l-r) is PD Kirk Cliatt and Ken Clark. Down front (l-r) is News Director Angela Jones, Springfield, and WQID's Janice Cliatt.



HAGAR MAKES MAGIC — Geffen recording artist Sammy Hagar recently stopped by KMJK (Magic 107)/Portland to give away one of his guitars to a lucky listener. Caught backstage after his concert (l-r) are PD Jon Barry and Sammy Hagar chatting about the concert.

M.O.T.O.W.N BREAKERS



6054ML

COMMODORES

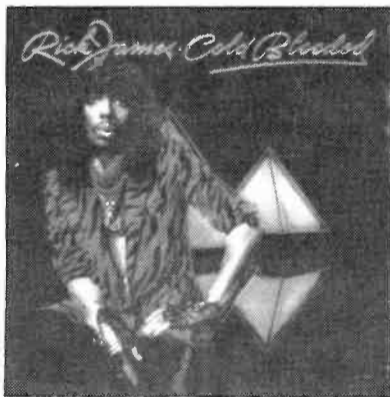
"Only You" ^{1694MF}
BREAKER - 10/7/83
This week #16★

DEBARGE

"Time Will Reveal" ^{1705GF}
BREAKER - 10/14/83
This week #5★



6061GL



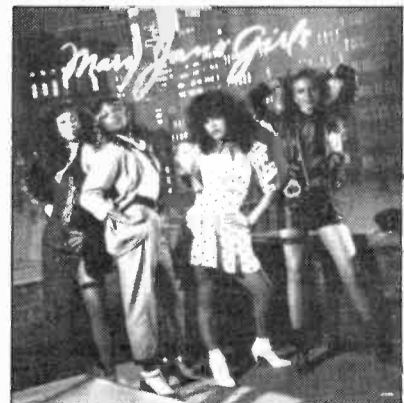
6043GL

Rick James

"U Bring the Freak Out" ^{1703GF}
BREAKER - 10/28/83
This week #17★

Mary Jane Girls

"Boys" ^{1704GF}
BREAKER - 11/4/83
This week #34★



6040GL



Black Radio

BREAKERS

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

KOOL & THE GANG Joanna (De-Lite/PolyGram)

70% of our reporting stations on it. Rotations: Heavy 5/1, Medium 17/4, Light 27/18, Extra Adds 5, Total Adds 28 including WRKS, WKYS, WOOK, WEDR, WBLZ, WDMT, WJMO, WZAK, WZEN-FM, KDAY, XHRM, WKND, WATV, WDAO, KDIA. A Most Added Record. Debuts at number 33 on the Black Radio Chart.

MARY JANE GIRLS Boys (Gordy/Motown)

60% of our reporting stations on it. Rotations: Heavy 8/0, Medium 25/4, Light 12/2, Extra Adds 1, Total Adds 7, WKYS, KKDA-FM, WRDW, KNOW, WJJS, WVOI, KDKO. Heavy: WAIL-FM, WGCI, WZEN-FM, WPEG. Medium: WXYV, WHUR, WZAK, KJLH. Debuts at number 34 on the Black Radio Chart.

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. Indicated one of this week's most added new songs.

STANLEY CLARKE/GEORGE DUKE "Heroes" (Epic) 44/2

Rotations: Heavy 10/0, Medium 17/1, Light 17/1, Extra Adds 0, Total Adds 2, WRDW, KDIA. Heavy: WATV, WGIV, WNOO, WJAX, WPDQ, WTLK, WWWW, KUKQ. Medium: WXYV, KRLY, XHRM, WNHC, WLTH. Moves 36-35 on the Black Radio Chart.

JONES GIRLS "On Target" (RCA) 37/3

Rotations: Heavy 9/0, Medium 23/3, Light 5/0, Extra Adds 0, Total Adds 3, WGCI, WRDW, WAAA. Heavy: WAOK, KRNB, WEDR, KJLH, WLWV, WWWW. Medium: WILD, WHRK, WDMT, KACE, KSOL. Moves 37-36 on the Black Radio Chart.

FOUR TOPS "I Just Can't Walk Away" (Motown) 36/4

Rotations: Heavy 5/0, Medium 19/1, Light 10/1, Extra Adds 2, Total Adds 4, WJMO, WDRQ, WJAX, KDKO. Heavy: WXYV, WVEE, WBMX, KOKY, WLTH. Medium: WILD, WHUR, WHRK, WZAK, WGPR, XHRM.

ONE WAY "Let's Get Together" (MCA) 35/2

Rotations: Heavy 6/0, Medium 14/0, Light 14/1, Extra Adds 1, Total Adds 2, WHUR, WPEG. Heavy: WAOK, WYLD-FM, WZEN-FM, WKXI, KOKA. Medium: WAMO, WDIA, WEDR, WDMT, KDAY, WKND, KNOW, WKWM. Remains at number 40 on the Black Radio Chart.

EARTH, WIND & FIRE "Magnetic" (Columbia) 34/34

Rotations: Heavy 0/0, Medium 7/7, Light 16/16, Extra Adds 11, Total Adds 34 including WDAS, WKYS, WHUR, WAOK, WVEE, KMJQ, KRNB, WDIA, WGCI, WBLZ, WCIN, WJMO, WDRQ, KJLH, KSOL.

ASHFORD & SIMPSON "It's Much Deeper" (Capitol) 34/4

Rotations: Heavy 2/1, Medium 16/1, Light 15/1, Extra Adds 1, Total Adds 4, WOOK, WEDR, WJAX, KHYS. Heavy: WNOO. Medium: WDAS, WHUR, WAOK, WYLD-FM, WJMO, WOIC, WPLZ, WAAA, WLTH, WWWW.

n.y.c. PEECH BOYS "On A Journey" (Island/Atco) 34/4

Rotations: Heavy 0/0, Medium 12/2, Light 21/1, Extra Adds 1, Total Adds 4, WOOK, WBMX, KNOW, WLOU. Medium: WXYV, WILD, WDAS, WHUR, WAOK, WVEE, WDIA, WGCI, WANM, WLTH.

IRENE CARA "Why Me?" (Network/Geffen) 33/11

Rotations: Heavy 3/1, Medium 9/2, Light 19/6, Extra Adds 2, Total Adds 11 including WHUR, WVEE, WBMX, WBLZ, KNOW, WATV, WLOU, WLTH, WWWW. Heavy: WAOK, KOKA. Medium: WDIA, WHRK, WZAK, WPDQ.

ROYALCASH "Radio Activity" (Sutra) 33/2

Rotations: Heavy 8/0, Medium 10/0, Light 15/2, Extra Adds 0, Total Adds 2, KHYS, WVDM. Heavy: KRNB, WAIL-FM, KDAY, WRDW, WPDQ, WLOU, WANM, WTLK. Medium: WAMO, KKDA-FM, KMJQ, WZAK, KACE.

STEPHANIE MILLS "How Come U Don't Call Me Anymore" (Casablanca/PolyGram) 32/15

Rotations: Heavy 5/1, Medium 15/4, Light 11/9, Extra Adds 1, Total Adds 15 including WAOK, KRNB, WGCI, WDMT, WGPR, KDAY, WKND, WENN, WDAO. Heavy: WKYS, WHUR, WHRK, WVOL. Medium: WXYV, KJLH.

TWILIGHT 22 "Electric Kingdom" (Vanguard) 32/9

Rotations: Heavy 4/0, Medium 12/1, Light 14/6, Extra Adds 2, Total Adds 9 including WVEE, WDMT, WJMO, WJLB, KMJM, KJLH, WPDQ. Heavy: WHRK, WEDR, WZAK, WPLZ. Medium: WRKS, KRLY, WDRQ, WKND.

MADONNA "Holiday" (Sire/WB) 32/5

Rotations: Heavy 5/0, Medium 12/1, Light 14/3, Extra Adds 1, Total Adds 5, WJLB, XHRM, WVOL, WVKO, WKWM. Heavy: WRKS, WDAS, WVEE, KRNB, WNHC. Medium: WAMO, WAOK, WDRQ, KSOL, KDIA.

PATTI LABELLE "If Only You Knew" (Philadelphia International/CBS) 31/6

Rotations: Heavy 3/0, Medium 11/1, Light 14/2, Extra Adds 3, Total Adds 6, WOOK, KMJQ, WEDR, WBMX, KMJM, WLTH. Heavy: WKYS, WVEE, WZEN-FM. Medium: WHUR, KRNB, WYLD-FM, WJMO, WDRQ, WNHC.

TYRONE DAVIS "I Found Myself When I Lost You" (Ocean Front) 31/1

Rotations: Heavy 10/0, Medium 10/0, Light 11/1, Extra Adds 0, Total Adds 4, KJLH. Heavy: KRNB, WJMO, WGPR, WGIV, WOIC, WKXI, KJCB, WLOU. Medium: WDAS, WOOK, WAOK, WEDR, WZAK, KSOL.

RAY PARKER JR. "I Still Can't Get Over Loving You" (Arista) 30/30

Rotations: Heavy 0/0, Medium 4/4, Light 15/15, Extra Adds 11, Total Adds 30 including WXYV, WILD, WDAS, WKYS, WAOK, KMJQ, KRNB, WHRK, WBLZ, WCIN, WDRQ, KMJM, KDAY, KSOL, KDIA.

MAZE featuring FRANKIE BEVERLY "We Are One" (Capitol) 30/5

Rotations: Heavy 3/0, Medium 11/0, Light 15/4, Extra Adds 1, Total Adds WPDQ, KKDA-FM, WAAA, WDAO, WWWW. Heavy: WGCI, WATV, WNOO. Medium: WOOK, WHUR, KRLY, WGPR, KJLH, WRDW, KNOW.

DEELE "Body Talk" (Solar/Elektra) 28/16

Rotations: Heavy 0/0, Medium 8/2, Light 18/10, Extra Adds 4, Total Adds 16 including WBLZ, WZAK, WJLB, KJLH, XHRM, WNHC, WPEG, KJCB, WLOU, WDAO, WWWW. Medium: KMJQ, WZEN-FM, WRDW, WATV.

MICHAEL JACKSON "P.Y.T. (Pretty Young Thing)" (Epic) 27/3

Rotations: Heavy 10/0, Medium 12/1, Light 5/2, Extra Adds 0, Total Adds 3, KMJQ, KDAY, WANT. Heavy: WVEE, WRDW, WGIV, WPDQ, WBLX, WLTH, KDIA. Medium: WILD, WZAK, WJJS, WVKO, WDAO.

GRANDMASTER FLASH & MELLE MEL "White Line/Don't Do It" (Sugar Hill) 26/6

Rotations: Heavy 5/0, Medium 7/1, Light 14/5, Extra Adds 0, Total Adds 6, KDAY, WGIV, WOIC, WPDQ, WPLZ, WLTH. Heavy: WDAS, KRNB, WAIL-FM, KJLH, XHRM. Medium: WRKS, WOOK, WBMX, WWWW.

DAVID SANBORN "Neither One Of Us" (WB) 26/3

Rotations: Heavy 2/0, Medium 13/0, Light 9/1, Extra Adds 2, Total Adds 3, WXYV, WDAS, KJLH. Heavy: WGCI, WAAA. Medium: WVEE, WHRK, WZAK, WGIV, WNOO, KJCB, KOKY, WBLX, WLTH, KDIA.

SIGNIFICANT ACTION

BOBBY NUNN "Private Party" (Motown) 25/2

Rotations: Heavy 13/0, Medium 7/1, Light 4/0, Extra Adds 1, Total Adds 2, WXYV, WZAK. Heavy: KKDA-FM, WEDR, WZEN-FM, KDAY, WATV, WPEG, WLWV, WWWW, WANM, WKWM, WTLK, WWWW, KDKO. Medium: XHRM, WKND, WENN, WOIC, WVOL, KUKQ.

TEMPTATIONS "Miss Busy Body (Get Your Body Busy)" (Gordy/Motown) 25/0

Rotations: Heavy 1/0, Medium 17/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WAAA. Medium: WXYV, WHUR, KRNB, WDMT, WZAK, WGPR, WZEN-FM, XHRM, WNOO, WOIC, WKXI, WLOU, WVOL, WANM, WDAO, WLTH, KUKQ.

MAJOR HARRIS "All My Life" (Pop Art/Montage) 24/3

Rotations: Heavy 1/0, Medium 10/0, Light 12/2, Extra Adds 1, Total Adds 3, WPLZ, WWWW, WKWM. Heavy: WEDR. Medium: WDAS, WOOK, WVEE, KRNB, WDIA, WBMX, WKXI, WVOL, WLTH, WWWW.

DARYL HALL & JOHN OATES "Say It Isn't So" (RCA) 23/11

Rotations: Heavy 5/2, Medium 8/1, Light 9/7, Extra Adds 1, Total Adds 11, WVEE, WYLD-FM, WDMT, WZAK, KSOL, WPDQ, WVOL, KHYS, KOKA, WANM, KUKQ. Heavy: WKYS, WOOK, WHRK. Medium: WAIL-FM, WBLZ, WZEN-FM, KNOW, KOKY, WBLX, WMAK.

Adds & Hots . . . See Page 54



NATIONAL AIRPLAY/40

November 4, 1983

Three Weeks	Two Weeks	Last Week	
1	1	1	1 LIONEL RICHIE/All Night Long (All Night) (Motown)
11	9	4	2 JEFFREY OSBORNE/Stay With Me Tonight (A&M)
32	13	5	3 PAUL McCARTNEY and MICHAEL JACKSON/Say Say Say (Columbia)
2	2	2	4 JENNIFER HOLLIDAY/I Am Love (Geffen)
24	11	6	5 DeBARGE/Time Will Reveal (Gordy/Motown)
27	18	9	6 S.O.S. BAND/Tell Me If You Still Care (Tabu/CBS)
8	5	3	7 ARETHA FRANKLIN/Every Girl (Wants My Guy) (Arista)
17	15	12	8 TOM BROWNE/Rockin' Radio (Arista)
-	31	16	9 ATLANTIC STARR/Touch A Four Leaf Clover (A&M)
23	16	13	10 D. WARWICK & L. VANDROSS/How Many Times Can We Say... (Arista)
33	22	15	11 ZAPP/Heartbreaker (WB)
9	8	8	12 MTUME/Would You Like To (Fool Around) (Epic)
40	27	22	13 MIDNIGHT STAR/Wet My Whistle (Solar/Elektra)
7	7	10	14 ANITA BAKER/Angel (Beverly Glen)
38	24	21	15 JAMES INGRAM/Party Animal (Qwest/WB)
22	21	20	16 COMMODORES/Only You (Motown)
-	38	27	17 RICK JAMES/U Bring The Freak Out (Gordy/Motown)
18	17	17	18 TEENA MARIE/Fix It (Part I) (Epic)
-	37	31	19 SHALAMAR/Over And Over (Solar/Elektra)
31	30	29	20 RENE & ANGELA/My First Love (Capitol)
3	3	11	21 KLIQUE/Stop Doggin' Me Around (MCA)
6	6	7	22 DONNA SUMMER/Unconditional Love (Mercury/PolyGram)
-	-	33	23 CON FUNK SHUN/Baby, I'm Hooked (Right Into Your...) (Mercury/PG)
21	19	18	24 LAKESIDE/Real Love (Solar/Elektra)
4	4	14	25 TAVARES/Deeper In Love (RCA)
-	-	35	26 MELBA MOORE/Keepin' My Lover Satisfied (Capitol)
5	10	23	27 RUFUS & CHAKA KHAN/Ain't Nobody (WB)
-	39	34	28 POINTER SISTERS/I Need You (Planet/RCA)
12	12	24	29 SLAVE/Shake It Up (Cotillion/Atco)
20	20	19	30 ANDRE CYMONE/Make Me Wanna Dance (Columbia)
35	33	30	31 SKYY/Show Me The Way (Salsoul/RCA)
28	28	26	32 MANHATTANS/Forever By Your Side (Columbia)
DEBUT	DEBUT	33	33 KOOL & THE GANG/Joanna (De-Lite/PolyGram)
DEBUT	DEBUT	34	34 MARY JANE GIRLS/Boys (Gordy/Motown)
-	-	36	35 STANLEY CLARKE/GEORGE DUKE/Heroes (Epic)
-	40	37	36 JONES GIRLS/On Target (RCA)
29	29	28	37 MANHATTAN TRANSFER/Spice Of Life (Atlantic)
14	14	25	38 MICHAEL WYCOFF/Tell Me Love (RCA)
34	32	38	39 PRINCE/Delirious (WB)
-	-	40	40 ONE WAY/Let's Get Together (MCA)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

MOST ADDED

- EARTH, WIND & FIRE (34)
- RAY PAKRER JR. (30)
- KOOL & THE GANG (28)
- GEORGE CLINTON (19)
- DEELE (16)
- STEPHANIE MILLS (15)

HOTTEST

- LIONEL RICHIE (59)
- JENNIFER HOLLIDAY (23)
- JEFFREY OSBORNE (18)
- DeBARGE (16)
- ANITA BAKER (15)

BILLY GRIFFIN "Respect" (Columbia) 23/2

Rotations: Heavy 4/0, Medium 9/0, Light 9/1, Extra Adds 1, Total Adds 2, WOIC, KHYS. Heavy: WRDW, WGIV, KOKA, WAAA. Medium: WVEE, WJMO, KJLH, XHRM, KSOL, WKXI, WPDQ, WLTH, KUKQ.

DECO "Fresh Idea" (Qwest/WB) 21/8

Rotations: Heavy 1/1, Medium 4/1, Light 11/2, Extra Adds 4, Total Adds 8, WXYV, KRNB, WAIL-FM, WJMO, WGPR, WPEG, WLOU, WVOI. Medium: WVOL, WAAA, WTLK.

SHANNON "Let The Music Play" (Mirage/Atco) 21/5

Rotations: Heavy 6/0, Medium 6/1, Light 8/3, Extra Adds 1, Total Adds 5, KMJQ, WJAX, WLTH, KDIA. Heavy: WRKS, WDAS, WHRK, WBMX, WGCI, WNHC.

SKOOL BOYZ "Before You Go" (Crossroad) 21/2

Rotations: Heavy 1/0, Medium 9/0, Light 11/2, Extra Adds 0, Total Adds 2, WYLD-FM, KHYS. Heavy: WTLK. Medium: WEDR, WZAK, WGPR, WJLB, WZEN-FM, WPDQ, WDAO, WLTH, WKWM.

PEABO BRYSON & ROBERTA FLACK "Maybe" (Capitol) 21/1

Rotations: Heavy 2/0, Medium 6/0, Light 13/1, Extra Adds 0, Total Adds 1, WATV. Heavy: WGIV, WCIN. Medium: WGPR, KACE, WNOO, WOIC, WJMI, WVOL.

GARLAND GREEN "Tryin' To Hold On" (Ocean Front) 21/1

Rotations: Heavy 2/0, Medium 8/0, Light 10/0, Extra Adds 1, Total Adds 1, WAIL-FM. Heavy: KJCB, KOKA. Medium: WILD, WOOK, WAOK, WEDR, WYLD-FM, WGPR, WKXI.

GEORGE CLINTON "Nubian Nut" (Capitol) 19/19

Rotations: Heavy 0/0, Medium 2/2, Light 10/10, Extra Adds 7, Total Adds 19, WILD, WRKS, WDAS, WAOK, KMJQ, KRLY, KRNB, WHRK, WGCI, WCIN, WGPR, WJLB, WZEN-FM, WDRW, WOIC, WLWV, WWWW, WTLK, WWWW.

MILLIE JACKSON "I Feel Like Walking In The Rain" (Spring) 19/5

Rotations: Heavy 2/0, Medium 7/1, Light 9/3, Extra Adds 1, Total Adds 5, WOOK, WOIC, KOKA, WWWW, KDKO. Heavy: WEDR, WYLD-FM. Medium: WVEE, WBMX, WDMT, WZAK, WDAO, WLTH.

INSTANT FUNK "(Just Because) You'll Be Mine" (Salsoul/RCA) 19/3

Rotations: Heavy 0/0, Medium 6/0, Light 11/1, Extra Adds 2, Total Adds 3, KSOL, WNHC, WJJS. Medium: KRNB, WHRK, WEDR, WKND, WVOL, WAAA.

NEW ORDER "Confusion" (Streetwise) 19/2

Rotations: Heavy 2/0, Medium 4/1, Light 13/1, Extra Adds 0, Total Adds 2, WVEE, WENN. Heavy: WAOK, WEDR. Medium: WDAS, WLWV, WVOL.

RON BANKS "Truly Bad" (CBS) 19/0

Rotations: Heavy 2/0, Medium 8/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WBMX, WWWW. Medium: WKYS, WDRQ, WGPR, WRDW, WNOO, WKXI, WWWW, WTLK.

P. FUNK ALL-STARS "Generator Pop" (Uncle Jam/CBS) 19/0

Rotations: Heavy 7/0, Medium 8/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WBMX, KJLH, WPEG, WJMI, WKXI, WWWW, WTLK. Medium: KMJQ, KRLY, WCIN, WZEN-FM, KDAY, WATV, KOKA, KUKQ.

TOM SCOTT "Come Back To Me" (Atlantic) 17/3

Rotations: Heavy 0/0, Medium 4/1, Light 12/1, Extra Adds 1, Total Adds 3, WAOK, WOIC, KUKQ. Medium: WVOL, KOKA.

G.L.O.B.E. & WHIZ KID "Play That Beat Mr. DJ" (Tommy Boy) 17/3

Rotations: Heavy 0/0, Medium 10/0, Light 6/2, Extra Adds 1, Total Adds 3, WAOK, WAAA, WKWM. Medium: WRKS, WDAS, WVEE, KRNB, WHRK, WEDR, WAIL-FM, WDMT, WZAK, WNHC.

THREE MILLION "I've Been Robbed" (Cotillion/Atco) 16/9

Rotations: Heavy 0/0, Medium 1/1, Light 13/8, Extra Adds 2, Total Adds 9, WXYV, WHRK, WDMT, WNHC, WJMI, KJCB, WTLK, WWWW, KUKQ.

LILLO "Who Do You Think You Are" (Capitol) 16/4

Rotations: Heavy 1/0, Medium 4/0, Light 10/3, Extra Adds 1, Total Adds 4, WKND, WNHC, WLOU, WVOI. Heavy: KJLH. Medium: KACE, WPEG, KJCB, WLWV.

ACTIVE FORCE "Give Me Your Love" (A&M) 15/3

Rotations: Heavy 1/0, Medium 4/0, Light 9/2, Extra Adds 1, Total Adds 3, KKDA-FM, KOKA, WDAO. Heavy: WWWW. Medium: WYLD-FM, WDRQ, WGPR, WOIC.



Columbia Hero-Gram

FROM:

COLUMBIA BLACK MUSIC PROMOTION
AND GLADYS KNIGHT & THE PIPS

TO:

OUR HEROES
(BLACK & URBAN CONTEMPORARY PROGRAMMERS)

MESSAGE:

30 YEARS IS A LONG TIME TO HAVE ANYONE'S SUPPORT. STOP. THANK YOU FOR THE PAST, THANK YOU FOR THE PRESENT, AND MOST OF ALL, THANK YOU FOR OUR FUTURE. STOP. YOU'RE OUR HEROES! DON'T STOP! "SAVE THE OVERTIME," "YOU'RE NUMBER ONE (IN MY BOOK)," AND NOW OUR "HERO" — ON YOUR DESK THIS WEEK.



Black Radio Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WXYW/Baltimore
Tim Watts

BOBBY NUNN
RAY PARKER JR.
MELBA MOORE
WILL POWERS
MIDNIGHT STAR
BRENDA JONES
CHERYL LYNN
DAVID SANBORN
WRECKIN' CREW
THREE MILLION
DECO
SPANDAU BALLET
Hottest:
LIONEL RICHIE
PRINCE
JEFFREY OSBORNE
TEENA MARIE
MCCARTNEY & JACKS

WILD/Boston
Elroy R.C. Smith

GEORGE CLINTON
COMMODORES
RAY PARKER JR.
STACY LATTISAW
CON PUNK SHUN
Hottest:
LIONEL RICHIE
RUFUS & CHAKA
KLIOUE
STEPHANIE MILLS
MTUME

WKND/Hartford
Jordan/McLean

KOOL & THE GANG
LILLO
STEPHANIE MILLS
Hottest:
LIONEL RICHIE
PHILIP BAILEY
JENNIFER HOLLIDAY
MCCARTNEY & JACKS
MIDNIGHT STAR

WNHC/New Haven
James Jordan

FIXX
QUANDO QUANGO
KINKY FOXX
DEELE
THREE MILLION
EW&F
LILLO
G.T.
10 SPEED
HAWKEYE
NEW EDITION
INSTANT FUNK
Hottest:
KLIOUE
JENNIFER HOLLIDAY
LIONEL RICHIE
DONNA SUMMER
MADONNA

WRSK/New York
Mays/Quartrone

KOOL & THE GANG
HERB ALPERT
GEORGE CLINTON
Hottest:
LIONEL RICHIE
BONNIE TYLER
SHANNON
MADONNA
MCCARTNEY & JACKS

MIDWEST

WBMX/Chicago
Lee Michaels

GLORIA GAYNOR
SOS BAND
RICK JAMES
NYC PEACH BOYS
THIRD WORLD
WRECKIN' CREW
IRENE CARA
PATTI LABELLE
Hottest:
LIONEL RICHIE
ANITA BAKER
ARETHA FRANKLIN
STONE CITY BAND
COMMODORES

WGCI/Chicago
Richard Pegue

STEPHANIE MILLS
JONES GIRLS
EW&F
GEORGE CLINTON
O'BRYAN
Hottest:
LIONEL RICHIE
RUFUS & CHAKA
ANITA BAKER
SOS BAND
RICK JAMES

WBLZ/Cincinnati
Brian Castle

EW&F
RAY PARKER JR.
DEELE
KOOL & THE GANG
IRENE CARA
Hottest:
LIONEL RICHIE
MIDNIGHT STAR
ARETHA FRANKLIN
JEFFREY OSBORNE

WAS/Philadelphia

Joe Tamburro

EW&F
RAY PARKER JR.
LTD
BRENDA JONES
WOMACK & WOMACK
DAVID SANBORN
HERBIE HANCOCK
GEORGE CLINTON
TIERRA
CUBA GOODING
SHADES OF LOVE
AFRICALI
Hottest:
LIONEL RICHIE
DEBARGE
GRANDMASTER FLASH
SOS BAND
SHANNON

WAMO/Pittsburgh
J.C. Floyd

JUNIOR
SHALAMAR
STEVE WOODS
CUBA GOODING
RAY PARKER JR.
STACY LATTISAW
CON PUNK SHUN
Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
SOS BAND

WKYS/Washington, DC
Donnie Simpson

STACY LATTISAW
NEWCLUES
MARY JANE GIRLS
KOOL & THE GANG
NONA HENDRYX
EW&F
RAY PARKER JR.
PRINCE
HOTTEST:
LIONEL RICHIE
NEW EDITION
KLIOUE
RUFUS & CHAKA
SOS BAND

WOOK/Washington, DC
Chris Gardner

KOOL & THE GANG
ASHFORD & SIMPSON
GAP BAND
LIONEL RICHIE
JIMMY CASTOR
PATTI LABELLE
PRINCE
NYC PEACH BOYS
ZAPP
Hottest:
JENNIFER HOLLIDAY
MCCARTNEY & JACKS
DONNA SUMMER
LIONEL RICHIE
WEST STREET MOB

WHUR/Washington, DC
Oscar Fields

IRENE CARA
RAY PARKER JR.
ONE WAY
ROY AYERS
Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
KLIOUE
GAP BAND
SOS BAND

WCM/Cincinnati

Sid Kennedy

GAP BAND
SPANDAU BALLET
HAWKEYE
EW&F
GEORGE CLINTON
RAY PARKER JR.
AL MCCALL
Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
LIONEL RICHIE
GARY BYRD & G.B.
BRYSON & FLACK

WDAO/Dayton
Lankford Stephens

DEELE
MAZE
STEPHANIE MILLS
KOOL & THE GANG
MOTIVATION
ACTIVE FORCE
GLORIA GAYNOR
BOHANNON
CASHMERE
RONNIE MCNEIR
Hottest:
MTUME
RENE & ANGELA
RAY PARKER JR.
SLAVE
JENNIFER HOLLIDAY

WJMO/Cleveland
Erik Stone

DECO
MIDNIGHT STAR
CON PUNK SHUN
KOOL & THE GANG
TWILIGHT 22
FOUR TOPS
EW&F
STEVE WOODS
Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
ANITA BAKER
DONNA SUMMER
ARETHA FRANKLIN

SOUTH

WAOK/Atlanta
Larry Tinsley

EW&F
GEORGE CLINTON
TOM SCOTT
GLOBE & WHIZ KID
RAY PARKER JR.
BRENDA JONES
STEPHANIE MILLS
CUBA GOODING
WRECKIN' CREW
Hottest:
LIONEL RICHIE
KLIOUE
WARRICK & VANDROS
COMMODORES
MTUME

WVEE/Atlanta
Scotty Andrews

HALL & OATES
SMOKEY ROBINSON
IRENE CARA
EW&F
MIDNIGHT STAR
TWILIGHT 22
JEFFREY OSBORNE
MTUME
NEW ORDER
EURYTHMICS
Hottest:
LIONEL RICHIE
MTUME
DEBARGE
WARRICK & VANDROS
BRYSON & FLACK

WRD/WAugusta
Teddy Black

PHILIP BAILEY
MCCARTNEY & JACKS
JONES GIRLS
ENCHANTMENT
MARY JANE GIRLS
CLARKE & DUFE
GARRETT'S CREW
KWICK
TEENA MARIE
DARNELL WILLIAMS
J. BLACKFOOT
JEROME JETSON
GEORGE CLINTON
RAY PARKER JR.
Hottest:
ARETHA FRANKLIN
LAKESIDE
BILLY GRIFFIN
JAMES INGRAM
MCCARTNEY & JACKS

WGIV/Charlotte
Hal Harrell

NEW EDITION
GRANDMASTER FLASH
KOOL & THE GANG
SMOKEY ROBINSON
Hottest:
ARETHA FRANKLIN
LAKESIDE
BILLY GRIFFIN
JAMES INGRAM
MCCARTNEY & JACKS

WZAK/Cleveland

Lynn Tolliver

GEORGE CLINTON
STEPHANIE MILLS
HERB ALPERT
AL MCCALL
SMOKEY ROBINSON
MOTIVATION
G.T.
WRECKIN' CREW
DECO
JUNIOR
STEVE WOODS
Hottest:
LIONEL RICHIE
RENE & ANGELA
DEBARGE
LAKESIDE

WVKO/Columbus
Lyles/Jones

MADONNA
STEVE WOODS
SHALAMAR
Hottest:
COMMODORES
LIONEL RICHIE
SOS BAND
JENNIFER HOLLIDAY
ANITA BAKER

WDRD/Detroit
Brian White

EW&F
FOUR TOPS
JUNIOR
KAPP IVORY PROJ.
NEW EDITION
RAY PARKER JR.
Hottest:
ANITA BAKER
DOLBY'S CUBE
JEFFREY OSBORNE
KRAFTWERK
LIONEL RICHIE

KNOW/Austin

Selby Edwards

NYC PEACH BOYS
G.T.
SW&F
IRENE CARA
MARY JANE GIRLS
Hottest:
LIONEL RICHIE
MIDNIGHT STAR
JENNIFER HOLLIDAY
TOM BROWNE
ARETHA FRANKLIN

WENN/Birmingham
Michael Star

RAY PARKER JR.
STACY LATTISAW
STEPHANIE MILLS
EW&F
HERB ALPERT
NEW ORDER
KOOL & THE GANG
Hottest:
GLADYS KNIGHT
ANITA BAKER
KLIOUE
RUFUS & CHAKA
PRINCE

WATV/Birmingham
Ron January

IRENE CARA
KOOL & THE GANG
JUNIOR
O'BRYAN
BRYSON & FLACK
STACY LATTISAW
RAY PARKER JR.
Hottest:
LIONEL RICHIE
MIDNIGHT STAR
JEFFREY OSBORNE
JAMES INGRAM

WVIC/Columbia
Nicky Arnold

TOM SCOTT
WEATHER GIRLS
GRANDMASTER FLASH
CURTIS HAIRSTON
BILLY GRIFFIN
CON PUNK SHUN
EW&F
GEORGE CLINTON
KASHIF
STEVE WOODS
MILLIE JACKSON
Hottest:
LIONEL RICHIE
MIDNIGHT STAR
LYDIA MURDOCK
TYRONE DAVIS

WKDA-FM/Dallas
Terri Avery

STACY LATTISAW
MARY JANE GIRLS
POINTER SISTERS
MAZE
ACTIVE FORCE
BERNARD KRIGIT
DEBARGE
LIONEL RICHIE
TOM BROWNE
BOBBY NUNN

WGRP/Detroit

Joe Spencer

GEORGE CLINTON
STEPHANIE MILLS
HERB ALPERT
AL MCCALL
SMOKEY ROBINSON
MOTIVATION
G.T.
WRECKIN' CREW
DECO
JUNIOR
STEVE WOODS
Hottest:
LIONEL RICHIE
RENE & ANGELA
DEBARGE
LAKESIDE

WJLB/Detroit
James Alexander

DEELE
GEORGE CLINTON
TWILIGHT 22
MADONNA
CHILLOWN
NAKED EYES
THIRD WORLD
Hottest:
ORBIT
MARY JANE GIRLS
RENE & ANGELA
MIDNIGHT STAR
GLADYS KNIGHT

WLTH/Gary
Dana Huskisson

SHANNON
JUNIOR
RAY PARKER JR.
STEVE WOODS
POINTER SISTERS
IRENE CARA
GRANDMASTER FLASH
DEELE
PATTI LABELLE
Hottest:
DEBARGE
SOS BAND
LIONEL RICHIE
ANITA BAKER
SHALAMAR

(J) indicates Black reporters also contributing to Jazz Chart

WPEG/Charlotte

Lee Norman

POINTER SISTERS
RENE & ANGELA
CON PUNK SHUN
ONE WAY
DEELE
NEW EDITION
ARHENTA
DECO
Hottest:
LIONEL RICHIE
ANITA BAKER
P. FUNK ALL-STARS
TOM BROWNE

WNOO/Chattanooga
Smokin' Sam Ervin

EW&F
KASHIF
RANDY CRAWFORD
RAY PARKER JR.
SMOKEY ROBINSON
LTD
Hottest:
JENNIFER HOLLIDAY
LIONEL RICHIE
MIDNIGHT STAR
JEFFREY OSBORNE
ROYALCASH

WVIC/Columbia
Nicky Arnold

TOM SCOTT
WEATHER GIRLS
GRANDMASTER FLASH
CURTIS HAIRSTON
BILLY GRIFFIN
CON PUNK SHUN
EW&F
GEORGE CLINTON
KASHIF
STEVE WOODS
MILLIE JACKSON
Hottest:
LIONEL RICHIE
MIDNIGHT STAR
LYDIA MURDOCK
TYRONE DAVIS

WKDA-FM/Dallas
Terri Avery

STACY LATTISAW
MARY JANE GIRLS
POINTER SISTERS
MAZE
ACTIVE FORCE
BERNARD KRIGIT
DEBARGE
LIONEL RICHIE
TOM BROWNE
BOBBY NUNN

WVWK/Grand Rapids

Frank Grant

ENCHANTMENT
GLOBE & WHIZ KID
MAJOR HARRIS
KOOL & THE GANG
MADONNA
O'BRYAN
WILL POWERS
Hottest:
LIONEL RICHIE
SOS BAND
BERNARD KRIGIT
KA'YA
DEBARGE

WTLI/Indianapolis
Jay Johnson

EW&F
GEORGE CLINTON
THREE MILLION
REAL TO REEL
LATEST
AL MCCALL
Hottest:
LIONEL RICHIE
ANDRE CYMONE
BOBBY NUNN
LAKESIDE
P. FUNK ALL-STARS

WLUM/Milwaukee
Rich Guzman

none
Hottest:
MIDNIGHT STAR
RICK JAMES
MCCARTNEY & JACKS
LYDIA MURDOCK
DEBARGE

WVWS/Saginaw
Kermit Crockett

DEELE
IRENE CARA
MAZE
THREE MILLION
CURTIS HAIRSTON
CORTEZ
KASHIF
GEORGE CLINTON
RAY PARKER JR.
Hottest:
TOM BROWNE
WARRICK & VANDROS
ORBIT
RENE & ANGELA
JEFFREY OSBORNE

WVVO/Toledo

Maxx Myrick

STEPHANIE MILLS
SMOKEY ROBINSON
RAY PARKER JR.
KOOL & THE GANG
NONA HENDRYX
COMMODORES
DEELE
G.T.
TWILIGHT 22
LILLO
KWICK
DECO
MARY JANE GIRLS
Hottest:
LIONEL RICHIE
TOM BROWNE
ZAPP
RENE & ANGELA
ANITA BAKER

KRLY/Houston

Mike Cavie

GEORGE CLINTON
STEVE WOODS
JUNIOR
Hottest:
GAP BAND
RICK JAMES
SHALAMAR
SOS BAND

KMJQ/Houston
Jim Snowden

MICHAEL JACKSON
POINTER SISTERS
DOLBY'S CUBE
EW&F
SHANNON
DREAMBOY
MANHATTANS
PATTI LABELLE
RAY PARKER JR.
GEORGE CLINTON
Hottest:
PRINCE
MCCARTNEY & JACKS
DEELE
ROYALCASH

WJMJ/Jackson
Carl Haynes

STEPHANIE MILLS
STACY LATTISAW
KOOL & THE GANG
DEELE
THREE MILLION
Hottest:
JENNIFER HOLLIDAY
RICK JAMES
COMMODORES
P. FUNK ALL-STARS
TOM BROWNE

WKKX/Jackson
Tommy Marshall

CON PUNK SHUN
WILL POWERS
SOS BAND
JIMMY CLIFF
REAL TO REEL
AL MCCALL
RAY PARKER JR.
EW&F
Hottest:
LIONEL RICHIE
TYRONE DAVIS
LAKESIDE
ARETHA FRANKLIN
MTUME

WLOU/Louisville

Neal O'Ree

SHALAMAR
HAWKEYE
ZAPP
CUBA GOODING
DECO
SPANDAU BALLET
BOHANNON
MCCARTNEY & JACKS
WRECKIN' CREW
DEELE
IRENE CARA
LILLO
MATTHEW WILDER
NYC PEACH BOYS
Hottest:
LIONEL RICHIE
TOM BROWNE
ROYALCASH
JEFFREY OSBORNE
DONNA SUMMER

WZEN-FM/St. Louis
Rod King

THIRD WORLD
THIRD WORLD
RANDY CRAWFORD
KOOL & THE GANG
MOTIVATION
GEORGE CLINTON
Hottest:
LIONEL RICHIE
RENE & ANGELA
BOBBY NUNN
LYDIA MURDOCK
JENNIFER HOLLIDAY

WVOI/Toledo
Maxx Myrick

STEPHANIE MILLS
SMOKEY ROBINSON
RAY PARKER JR.
KOOL & THE GANG
NONA HENDRYX
COMMODORES
DEELE
G.T.
TWILIGHT 22
LILLO
KWICK
DECO
MARY JANE GIRLS
Hottest:
LIONEL RICHIE
TOM BROWNE
ZAPP
RENE & ANGELA
ANITA BAKER

WVVO/Toledo

Maxx Myrick

STEPHANIE MILLS
SMOKEY ROBINSON
RAY PARKER JR.
KOOL & THE GANG
NONA HENDRYX
COMMODORES
DEELE
G.T.
TWILIGHT 22
LILLO
KWICK
DECO
MARY JANE GIRLS
Hottest:
LIONEL RICHIE
TOM BROWNE
ZAPP
RENE & ANGELA
ANITA BAKER

WJAX/Jacksonville

Steve Fox

ENCHANTMENT
REAL TO REEL
KOOL & THE GANG
FOUR TOPS
STEPHANIE MILLS
SHANNON
ASHFORD & SIMPSON
STACY LATTISAW
SW&F
Hottest:
LIONEL RICHIE
ATLANTIC STARR
CLARKE & DUFE
DEBARGE
SOS BAND

WPDQ/Jacksonville
Marc Little

JIMMY CASTOR
STEPHANIE MILLS
GRANDMASTER FLASH
MAZE
JUNIOR
KOOL & THE GANG
RAY PARKER JR.
SBALAMAR
TWILIGHT 22
HALL & OATES
MOTIVATION
Hottest:
KLIOUE
LIONEL RICHIE
JEFFREY OSBORNE
LAKESIDE

KJCB/Lafayette
Beatrice Evans

IRENE CARA
DEELE
ATLANTIC STARR
KOOL & THE GANG
MOTIVATION
THREE MILLION
GENERATION BAND
Hottest:
LIONEL RICHIE
MIDNIGHT STAR
GAP BAND
RUFUS & CHAKA
ZAPP

KOKY/Little Rock
Paul Todd

STEPHANIE MILLS
J. BLACKFOOT
DECO
FOUR TOPS
ARETHA FRANKLIN
POINTER SISTERS
MCCARTNEY & JACKS
MANHATTAN TRANSFE

WLOU/Louisville

Neal O'Ree

SHALAMAR
HAWKEYE
ZAPP
CUBA GOODING
DECO
SPANDAU BALLET
BOHANNON
MCCARTNEY & JACKS
WRECKIN' CREW
DEELE
IRENE CARA
LILLO
MATTHEW WILDER
NYC PEACH BOYS
Hottest:
LIONEL RICHIE
TOM BROWNE
ROYALCASH
JEFFREY OSBORNE
DONNA SUMMER

WZEN-FM/St. Louis
Rod King

THIRD WORLD
THIRD WORLD
RANDY CRAWFORD
KOOL & THE GANG
MOTIVATION
GEORGE CLINTON
Hottest:
LIONEL RICHIE
RENE & ANGELA
BOBBY NUNN
LYDIA MURDOCK
JENNIFER HOLLIDAY

WVOI/Toledo
Maxx Myrick

STEPHANIE MILLS
SMOKEY ROBINSON
RAY PARKER JR.
KOOL & THE GANG
NONA HENDRYX
COMMODORES
DEELE
G.T.
TWILIGHT 22
LILLO
KWICK
DECO
MARY JANE GIRLS
Hottest:
LIONEL RICHIE
TOM BROWNE
ZAPP
RENE & ANGELA
ANITA BAKER

WVVO/Toledo

Maxx Myrick

STEPHANIE MILLS
SMOKEY ROBINSON
RAY PARKER JR.
KOOL & THE GANG
NONA HENDRYX
COMMODORES
DEELE
G.T.
TWILIGHT 22
LILLO
KWICK
DECO
MARY JANE GIRLS
Hottest:
LIONEL RICHIE
TOM BROWNE
ZAPP
RENE & ANGELA
ANITA BAKER

WJLS/Lynchburg

Lad Goins

INSTANT FUNK
CON PUNK SHUN
RAY PARKER JR.
WARRICK & VANDROS
MARY JANE GIRLS
Hottest:
RUFUS & CHAKA
LIONEL RICHIE
HERBIE HANCOCK
GAP BAND
RICK JAMES

KRNB-FM/Memphis
Floyd Blackwell

STEPHANIE MILLS
STACY LATTISAW
STEVE WOODS
CASHMERE
DECO
RAY PARKER JR.
GAP BAND
SMOKEY ROBINSON
GEORGE CLINTON
EW&F
Hottest:
CON PUNK SHUN
LIONEL RICHIE
JENNIFER HOLLIDAY
COMMODORES
MCCARTNEY & JACKS
MIDNIGHT STAR

WVOK/Nashville
Doug Ellis

MELBA MOORE
NEW EDITION
BALL & OATES
CULTURE CLUB
TOM BROWNE
Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
COMMODORES
MCCARTNEY & JACKS
MIDNIGHT STAR

WVOK/Nashville
Frad Harvey

EW&F
DEELE
RAY PARKER JR.
TWILIGHT 22
CUBA GOODING
MADONNA
HALL & OATES
ATLANTIC STARR
Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
JEFFREY OSBORNE
MCCARTNEY & JACKS
MIDNIGHT STAR
RICK JAMES

WVOK/Nashville
Frad Harvey

EW&F
DEELE
RAY PARKER JR.
TWILIGHT 22
CUBA GOODING
MADONNA
HALL & OATES
ATLANTIC STARR
Hottest:
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JENNIFER HOLLIDAY
JEFFREY OSBORNE
MCCARTNEY & JACKS
MIDNIGHT STAR
RICK JAMES

WVOK/Nashville

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WVOK/Nashville
Frad Harvey

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Frad Harvey

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HALL & OATES
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Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
JEFFREY OSBORNE
MCCARTNEY & JACKS
MIDNIGHT STAR
RICK JAMES

WLVW/Moncks Corn

Ron Pinckney

KOOL & THE GANG
GEORGE CLINTON
EW&F
OLIVER CHEATHAM
SERGE PONSAR
GAP BAND
MOTIVATION
BILL SUMMERS
Hottest:
TEENA MARIE
ANITA BAKER
LAKESIDE
MICHAEL JACKSON
JONES GIRLS

WMAK/Nashville
Doug Ellis

MELBA MOORE
NEW EDITION
BALL & OATES
CULTURE CLUB
TOM BROWNE
Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
COMMODORES
MCCARTNEY & JACKS
MIDNIGHT STAR

WVOK/Nashville
Frad Harvey

EW&F
DEELE
RAY PARKER JR.
TWILIGHT 22
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WVOK/Nashville
Frad Harvey

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MIDNIGHT STAR
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WVOK/Nashville

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JEFFREY OSBORNE
MCCARTNEY & JACKS
MIDNIGHT STAR
RICK JAMES

WVOK/Nashville
Frad Harvey

EW&F
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RAY PARKER JR.
TWILIGHT 22
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JEFFREY OSBORNE
MCCARTNEY & JACKS
MIDNIGHT STAR
RICK JAMES

WVOK/Nashville

Frad Harvey

EW&F
DEELE
RAY PARKER JR.
TWILIGHT 22
CUBA GOODING
MADONNA
HALL & OATES
ATLANTIC STARR
Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
JEFFREY OSBORNE
MCCARTNEY & JACKS
MIDNIGHT STAR
RICK JAMES

WPLZ/Petersburg

Hardy Jay

GRANDMASTER FLASH
KOOL & THE GANG
RENE & ANGELA
MAJOR HARRIS
CON PUNK SHUN
Hottest:
SOS BAND
MANHATTAN TRANSFE
RICK JAMES
MIDNIGHT STAR

KHYS/Port Arthur
Mark Petry

ONE WAY
CON PUNK SHUN
MELBA MOORE
ASHFORD & SIMPSON
BALL & OATES
POINTER SISTERS
BILLY GRIFFIN
ROYALCASH
SKOOL BOYZ
BOBBY PATTERSON
Hottest:
RICK JAMES
MCCARTNEY & JACKS
MIDNIGHT STAR

WANT/Richmond
Kirby Carmichael

MICHAEL JACKSON
JAMES INGRAM
IRENE CARA
Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
JEFFREY OSBORNE
ARETHA FRANKLIN
MCCARTNEY & JACKS

WVOK/Roanoke
Riley Wynn

RICK JAMES
SHALAMAR
CON PUNK SHUN
POINTER SISTERS
MELBA MOORE
RENE & ANGELA
Hottest:
LIONEL RICHIE
KLIOUE
LAKESIDE
RUFUS & CHAKA
STEPHANIE MILLS
LIONEL RICHIE

WVOK/Roanoke
Riley Wynn

RICK JAMES
SHALAMAR
CON PUNK SHUN
POINTER SISTERS
MELBA MOORE
RENE & ANGELA
Hottest:
LIONEL RICHIE
KLIOUE
LAKESIDE
RUFUS & CHAKA
STEPHANIE MILLS
LIONEL RICHIE

WVOK/Roanoke

Riley Wynn

RICK JAMES
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LAKESIDE
RUFUS & CHAKA
STEPHANIE MILLS
LIONEL RICHIE

WVOK/Roanoke
Riley Wynn

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SHALAMAR
CON PUNK SHUN
POINTER SISTERS
MELBA MOORE
RENE & ANGELA
Hottest:
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KLIOUE
LAKESIDE
RUFUS & CHAKA
STEPHANIE MILLS
LIONEL RICHIE

WVOK/Roanoke

Riley Wynn

RICK JAMES
SHALAMAR
CON PUNK SHUN
POINTER SISTERS
MELBA MOORE
RENE & ANGELA
Hottest:
LIONEL RICHIE
KLIOUE
LAKESIDE
RUFUS & CHAKA
STEPHANIE MILLS
LIONEL RICHIE

WEST

KDKA/Englewood
Carlos Lando

SHALAMAR
MARY JANE GIRLS
FOUR TOPS
MILLIE JACKSON
G.T.
SOS BAND
Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
DONNA SUMMER
BOBBY NUNN
PRINCE

KDAY/Los Angeles
Jack Patterson

EW&F
KOOL & THE GANG
HALL & OATES
DEELE
TOM SCOTT
THREE MILLION
Hottest:
NEW EDITION
LIONEL RICHIE
TAVARES
ANDRE CYMONE
CLARKE & DUFE

XHRM/San Diego
Harris/Lindsey

MADONNA
KOOL & THE GANG
REAL TO REEL
STEVE WOODS
ENCHANTMENT
Hottest:
LIONEL RICHIE
JENNIFER HOLLIDAY
TEENA MARIE
TAVARES
ANDRE CYMONE
TWILIGHT 22
EW&F
DEELE
Hottest:
ZAPP
DEBARGE
JONES GIRLS
REAL TO REEL
JEFFREY OSBORNE

KACE/Los Angeles
Miller/Wiggins

none
Hottest:
MIDNIGHT STAR
ZAPP
KLIOUE
LIONEL RICHIE
SOS BAND

WVOK/Roanoke

Riley Wynn

RICK JAMES
SHALAMAR
CON PUNK SHUN
POINTER SISTERS
MELBA MOORE
RENE & ANGELA
Hottest:
LIONEL RICHIE
KLIOUE
LAKESIDE
RUFUS & CHAKA
STEPHANIE MILLS
LIONEL RICHIE

WVOK/Roanoke
Riley Wynn

RICK JAMES
SHALAMAR
CON PUNK SHUN
POINTER SISTERS
MELBA MOORE
RENE & ANGELA
Hottest:
LIONEL RICHIE
KLIOUE
LAKESIDE
RUFUS & CHAKA
STEPHANIE MILLS
LIONEL RICHIE

WVOK/Roanoke

Riley Wynn

RICK JAMES
SHALAMAR
CON PUNK SHUN
POINTER SISTERS
MELBA MOORE
RENE & ANGELA
Hottest:
LIONEL RICHIE
KLIOUE
LAKESIDE
RUFUS & CHAKA
STEPHANIE MILLS
LIONEL RICHIE

KDIA/Oakland

Jeff Harrison

CLARKE & DUFE
MAURICE CHEEKS
KOOL & THE GANG
RAY PARKER JR.
SHANNON
EW&F
Hottest:
MICHAEL JACKSON
ANDRE CYMONE
JEFFRE

THE HIT STREAK CONTINUES

**Keepin' My Lover
Satisfied**

The new single by
MELBA MOORE



is now
26*

RENE & ANGELA
My First Love

20*



**ASHFORD
AND SIMPSON**
It's Much
Deeper

**SIGNIFICANT
ACTION**

MAZE
featuring
Frankie
Beverly
We Are One



**SIGNIFICANT
ACTION**

**GEORGE
CLINTON**
Nubian Nut

**ONE OF THE MOST
ADDED**



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BREAKERS

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

DAVID FRIZZELL

A Million Light Beers Ago (Viva)

On 64% of reporting stations. National Summary: Up 52, Same 21, Down 0, Debuts 14, Adds 12. Moves 44-40 on the Country Chart.

JOE STAMPLEY

Double Shot Of My Baby's Love (Epic)

On 61% of reporting stations. National Summary: Up 23, Same 30, Down 0, Debuts 22, Adds 17. Debuts at number 47 on the Country Chart.

MOST ADDED

- RONNIE MILSAP (75)
Show Her (RCA)
- CRYSTAL GAYLE (43)
The Sound Of Goodbye (WB)
- MOE BANDY (28)
You're Gonna Lose Her Like That (Columbia)
- SHELLY WEST (27)
Another Motel Memory (Viva)
- ED BRUCE (27)
After All (MCA)
- CHARLY McCLAIN (27)
Sentimental Ol' You (Epic)

HOTTEST

- KENNY ROGERS with DOLLY PARTON (86)
Islands In The Stream (RCA)
- LEE GREENWOOD (67)
Somebody's Gonna Love You (MCA)
- EARL THOMAS CONLEY (65)
Holding Her And Loving You (RCA)
- ANNE MURRAY (47)
A Little Good News (Capitol)
- GEORGE JONES (37)
Tennessee Whiskey (Epic)
- JOHN ANDERSON (37)
Black Sheep (WB)

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.

- MARK GRAY "Wounded Hearts" (Columbia) 87/16**
National Summary: Up 26, Same 28, Down 0, Debuts 17, Adds 16, WXXW, WWVA, WCOS-AM-FM, WFNC, WTQR-FM, WSLR, WHK, WWWW-FM, WKMF, WIRE, WITL-FM, WDGY, WTHI-FM, KIK-FM, KKAL, KWJJ. Debuts at number 48 on the Country chart, based on its strength where played.
- RONNIE MILSAP "Show Her" (RCA) 85/75**
National Summary: Up 2, Same 5, Down 0, Debuts 3, Adds 75 including WYRK, WHN, WMZQ, WCOS-AM, WSIX-FM, WSM, WQYK-FM, WTQR-FM, WCXI-AM-FM, WIRE, KLZ, KNIX-FM, KCBO, KSAJ, KMPS-AM-FM. Debuts at number 50 on the Country chart, based on its strength where added.
- STEPHANIE WINSLOW "Kiss Me Darling" (Curb/MCA) 85/10**
National Summary: Up 47, Same 18, Down 0, Debuts 10, Adds 10, WIXL-FM, WKYG, WRNL, WHK, KRRK, WFMS-FM, WDGY, KCJB, KKAL, KEEN, KIX106 30-25, WZZK-FM 27-24, WLWI-FM 10-9, KSO 10-9, KGA 15-13. Moves 50-43 on the Country, based on its strength where played.
- LOUISE MANDRELL "Runaway Heart" (RCA) 82/20**
National Summary: Up 10, Same 33, Down 0, Debuts 19, Adds 20 including WPOC-FM, WKYG, WILQ, KEAN-AM-FM, KHEY-AM, WLWI-FM, WHK, WMNI, WKMF, WWJO, WTOD, KFDI-AM-FM, KKAL, KCCY-FM, KCUB.
- SHELLY WEST "Another Motel Memory" (Viva) 78/27**
National Summary: Up 9, Same 34, Down 0, Debuts 8, Adds 27 including WKYG, WNYR, WSOC-FM, WNOX, WRNL, WUSQ-FM, WSLR, WMAQ, WGEE, WTSO, WTHI-FM, KTKP-FM, KKCS, KSOP-FM, KSON-FM.
- KATHY MATTEA "Street Talk" (Mercury/PolyGram) 69/9**
National Summary: Up 23, Same 27, Down 0, Debuts 10, Adds 9, WFNC, WONE, WTSO, WDGY, WIL-AM-FM, KIK-FM, KUZZ, KMAK, KSON-FM, KIX106 d-39, WSOC-FM d-34, KYXX d-35, WPAP-FM d-44, WOW d-38, KVOO d-48.
- LACY J. DALTON "Windin' Down" (Columbia) 65/4**
National Summary: Up 31, Same 24, Down 0, Debuts 6, Adds 4, WIXY, WRNL, WKMF, KCJB, WGNA-FM 37-32, WBGW-FM d-48, KLVI 18-16, WFNC d-38, WSIX-FM 26-19, KRMD-AM-FM 23-19, WQYK-FM d-36, WDAF d-38, WTSO 43-38, KUZZ d-45, KGA d-37.
- CHARLY McCLAIN "Sentimental Ol' You" (Epic) 63/27**
National Summary: Up 5, Same 23, Down 0, Debuts 8, Adds 27 including WVAM, WEEP, WNYR, WMZQ, WSOC-FM, WDAK, WESC-AM-FM, WSIX-FM, KRMD-AM-FM, KSO, WXCL, KIK-FM, KVEG, KNIX-FM, KMPS-AM-FM.
- MOE BANDY "You're Gonna Lose Her Like That" (Columbia) 61/28**
National Summary: Up 2, Same 26, Down 0, Debuts 5, Adds 28 including WVAM, KXYL, WSOC-FM, KLRA, WSIX-FM, WTQR-FM, WDAF, KIOV-FM, KFDI-AM-FM, KYGO-FM, KUGN-FM, KVEG, KWJJ, KMPS-AM-FM, KCUB.
- MEL McDANIEL "I Call It Love" (Capitol) 58/22**
National Summary: Up 4, Same 22, Down 0, Debuts 9, Adds 22 including WPOR-FM, WNYR, WIXY, WSOC-FM, WMC-AM, WPAP-FM, WRNL, WIRK-FM, KSO, WFMS-FM, KIOV-FM, KRST-FM, KGEJ/KJOT, KMAK, KSON-FM.
- RAZZY BAILEY "This Is Just The First Day" (RCA) 57/10**
National Summary: Up 11, Same 30, Down 0, Debuts 7, Adds 10, WGNA-FM, WIXY, WQYK-FM, WTQR-FM, KBMR, KWMT, WITL-FM, KIK-FM, KEIN, KSOP-FM, WSEN-AM-FM 44-39, KMML d-48, WNOX d-43, WXCL d-50, KFDI-AM-FM d-47.
- REX ALLEN JR. "The Air That I Breathe" (Moon Shine) 56/10**
National Summary: Up 14, Same 25, Down 0, Debuts 7, Adds 10, WBGW-FM, WKYG, KIX106, WEZL-FM, KWMT, WFMS-FM, WIRE, WOW, KKAL, KEIN, WGTO d-47, WFNC d-39, KLRA d-47, KKYX d-49, WHBF d-49.
- MEL TILLIS "She Meant Forever When She Said..." (MCA) 56/7**
National Summary: Up 15, Same 25, Down 0, Debuts 9, Adds 7, WFNC, WOKK, WHBF, KIOV-FM, KEIN, KWJJ, KGA, KASE d-39, WYNK-FM d-50, WESC-AM-FM d-44, WPAP-FM d-50, KBMR d-41, WCXI-AM-FM 23-17, WFMS-FM d-45, KKCS d-48.
- ED BRUCE "After All" (MCA) 52/27**
National Summary: Up 3, Same 19, Down 0, Debuts 3, Adds 27 including WXXW, WHN, WPOR-FM, WMZQ, WWVA, KLVI, WEZL-FM, WESC-AM-FM, WWOD/WKZZ, WKSJ-FM, KRMD-AM-FM, WQYK-FM, KFGO, WXCL, KUGN-FM, KRWO-FM.
- THOM SCHUYLER "Brave Heart" (Liberty) 50/9**
National Summary: Up 8, Same 26, Down 1, Debuts 6, Adds 9, WGNA-FM, WXXW, WNYR, WYNK-FM, WEZL-FM, WSOC-FM, KYXX, WHBF, KEIN, KMML d-45, WFNC d-40, WOKK d-49, KRMD-AM-FM d-47, WTOD d-39, KVOO d-50.
- JAN GRAY "Before We Knew It" (Jamex) 48/4**
National Summary: Up 18, Same 20, Down 0, Debuts 6, Adds 4, WFNC, WESC-AM-FM, WWOD/WKZZ, KWMT, WGNA-FM 31-26, WYII d-50, WEZL-FM 48-37, WJQS 28-24, WSIX-FM 23-20, WCMS-FM d-48, WIRK-FM d-48, WTOD d-38, KIK-FM d-48, KVEG d-40, KSOP-FM 49-43.
- DARRELL CLANTON "Lonesome 7-7203" (Audiograph) 47/7**
National Summary: Up 15, Same 19, Down 0, Debuts 6, Adds 7, WIXL-FM, WMC-AM, WIRE, KKAL, KUGN-FM, KRWO-FM, Q92, WGNA-FM d-43, KASE 40-34, WJQS 20-18, WLWI-FM d-40, KKYX d-50, WHBF d-44, KUZZ 30-22, KTOM d-48.
- DAVID WILLS "Miss Understanding" (RCA) 45/23**
National Summary: Up 2, Same 16, Down 0, Debuts 4, Adds 23 including KMML, WYNK-FM, WSOC-FM, WIRK-FM, KBMR, KSO, KRRK, KWMT, KFDI-AM-FM, KIK-FM, KUGN-FM, KMAK, KCBO, WMC-AM d-27, WSIX-FM d-37.

SIGNIFICANT ACTION

- JERRY REED "I'm A Slave" (RCA) 35/13**
National Summary: Up 3, Same 13, Down 0, Debuts 6, Adds 13, WPOR-FM, WYII, KRRV, KMML, WGTO, WJQS, KLRA, WCXI-AM-FM, WAXX, WXCL, KTTS-AM-FM, KUZZ, KUGN-FM.
- DEAN DILLON "Famous Last Words Of A Fool" (RCA) 34/9**
National Summary: Up 2, Same 20, Down 0, Debuts 3, Adds 9, WIXY, WWVA, WOKK, WLWI-FM, KBMR, WHBF, KFDI-AM-FM, KRST-FM, KVEG, KRMD-AM-FM d-48.

Adds & Hots . . . See Page 57



NATIONAL AIRPLAY/50

November 4, 1983

Three Weeks Last

Weeks	Two	Last	Week
2	1	1	1 K. ROGERS with D. PARTON/Islands In The Stream (RCA)
6	3	3	2 LEE GREENWOOD/Somebody's Gonna Love You (MCA)
8	6	4	3 BARBARA MANDRELL/One Of A Kind Pair Of Fools (MCA)
14	11	6	4 EARL THOMAS CONLEY/Holding Her And Loving You (RCA)
13	9	5	5 GEORGE JONES/Tennessee Whiskey (Epic)
12	10	7	6 MICKEY GILLEY/Your Love Shines Through (Epic)
17	13	8	7 ANNE MURRAY/A Little Good News (Capitol)
18	15	10	8 DEBORAH ALLEN/Baby I Lied (RCA)
26	16	12	9 JANIE FRICKE/Tell Me A Lie (Columbia)
21	17	14	10 MICHAEL MURPHEY/Don't Count The Rainy Days (Liberty)
27	19	16	11 CONWAY TWITTY/Heartache Tonight (WB)
30	24	17	12 JOHN ANDERSON/Black Sheep (WB)
22	18	15	13 JIM GLASER/The Man In The Mirror (Noble Vision)
4	2	2	14 RICKY SKAGGS/You've Got A Lover (Epic)
33	27	23	15 LARRY GATLIN & GATLIN BROTHERS/Houston... (Columbia)
23	21	19	16 BANDANA/Outside Lookin' In (WB)
25	22	20	17 BELLAMY BROTHERS/Strong Weakness (Curb/WB)
35	30	25	18 ATLANTA/Dixie Dreamin' (MDJ)
28	25	22	19 SISSY SPACEK/Lonely, But Only For You (Atlantic America)
31	28	24	20 WHITES/When The New Wears Off Our Love (Curb/WB)
5	4	9	21 STEVE WARINER/Midnight Fire (RCA)
38	32	28	22 HANK WILLIAMS JR./Queen Of My Heart (Curb/WB)
41	33	29	23 GEORGE STRAIT/You Look So Good In Love (MCA)
46	37	33	24 T.G. SHEPPARD/Slow Burn (Curb/WB)
32	29	27	25 KENDALLS/Movin' Train (Mercury/PolyGram)
44	36	30	26 WILLIE NELSON & WAYLON JENNINGS/Take It To The Limit (Columbia)
39	34	31	27 NITTY GRITTY DIRT BAND/Dance Little Jean (Liberty)
9	7	13	28 GARY MORRIS/The Wind Beneath My Wings (WB)
10	8	11	29 EDDIE RABBITT/You Put The Beat In My Heart (WB)
49	44	38	30 CHARLEY PRIDE/Every Heart Should Have One (RCA)
48	41	35	31 VERN GOSDIN/I Wonder Where We'd Be Tonight (Compeat/PolyGram)
-	46	39	32 OAK RIDGE BOYS/Ozark Mountain Jubilee (MCA)
42	38	36	33 GUS HARDIN/Loving You Hurts (RCA)
1	5	18	34 ALABAMA/Lady Down On Love (RCA)
50	45	40	35 JOHNNY LEE/My Baby Don't Slow Dance (WB)
15	14	21	36 SYLVIA/The Boy Gets Around (RCA)
-	47	43	37 JOHN CONLEE/In My Eyes (MCA)
-	45	38	38 RONNIE McDOWELL/You Made A Wanted Man Of Me (Epic)
-	48	46	39 GAIL DAVIES/You're A Hard Dog... (WB)
-	49	44	40 DAVID FRIZZELL/A Million Light Beers Ago (Viva)
-	49	41	41 CRYSTAL GAYLE/The Sound Of Goodbye (WB)
-	50	47	42 WAYLON JENNINGS with HANK WILLIAMS JR./The Conversation (RCA)
-	50	43	43 STEPHANIE WINSLOW/Kiss Me Darling (Curb/MCA)
11	12	26	44 STATLER BROTHERS/Guilty (Mercury/PolyGram)
7	23	32	45 REBA McENTIRE/Why Do We Want... (Mercury/PolyGram)
3	20	37	46 DON WILLIAMS/Nobody But You (MCA)
DEBUT	47	43	47 JOE STAMPLEY/Double Shot Of My Baby's Love (Epic)
DEBUT	48	46	48 MARK GRAY/Wounded Hearts (Columbia)
34	31	34	49 EXILE/High Cost Of Leaving (Epic)
DEBUT	50	43	50 RONNIE MILSAP/Show Her (RCA)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

- KATY MOFFATT "Under Loved And Over Lonely" (Permian) 33/5**
National Summary: Up 5, Same 19, Down 0, Debuts 4, Adds 5, WGTO, KHEY-AM, KLLL, WHBF, KGA, WBGW-FM d-48, WOKK d-50, KFGO d-48, WTSO 35-32, KKCS d-50.
- RANDY BARLOW "Don't Leave Me Lonely Loving..." (Gazelle) 32/9**
National Summary: Up 3, Same 14, Down 0, Debuts 6, Adds 9, WBGW-FM, WIXL-FM, WWVA, WYII, WYNK-FM, WDAK, WESC-AM-FM, WOKK, WITL-FM, KBMR d-44.
- FAMILY BROWN "We Really Got A Hold On Love" (RCA) 31/2**
National Summary: Up 7, Same 19, Down 0, Debuts 3, Adds 2, WCMS-FM, KYAK, WWVA d-40, KHEY-AM 35-30, KLRA d-48, WKSJ-FM 34-29, WSIX-FM 25-18, WXCL 41-37, WHBF d-46, KSOP-FM 39-34.
- MERLE HAGGARD "It's All In The Game" (MCA) 30/0**
National Summary: Up 19, Same 10, Down 0, Debuts 1, Adds 0, WKHK 29-25, WMZQ 26-21, WYNK-FM 31-26, KIKK-FM 19-17, KLRA 35-31, WKSJ-FM 25-21, WSM d-34, WCMS-FM 26-19, WKIX 26-21, WWWW-FM 32-29.
- KENNY ROGERS "You Were A Good Friend" (Liberty) 25/25**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 25 including WNYR, WMZQ, WYNK-FM, KIKK-FM, WLWI-FM, WIRK-FM, WCXI-AM-FM, WWWW-FM, KRSY, KCKC.
- JOHNNY RODRIGUEZ "Back On Her Mind Again" (Epic) 25/25**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 25 including WPOR-FM, KASE, KIKK-FM, WKSJ-FM, WAXX, WFMS-FM, KMAK, KSOP-FM, KMPS-AM-FM, KGA.
- RAY PRICE "Coors & Colorado" (Viva) 24/6**
National Summary: Up 3, Same 15, Down 0, Debuts 0, Adds 6, WSNO, WIXY, WJQS, WUSQ-FM, KRRK, KTOM, WVAM 45-40, KKYX 50-47, KSOP-FM 43-38.
- PENNY DeHAVEN "Only The Names Have Been Changed" (Main Street) 24/4**
National Summary: Up 5, Same 13, Down 0, Debuts 2, Adds 4, WIXY, KLRA, WHBF, KGA, WVAM 43-37, WKYG 40-33, WOKK 50-44, KRMD-AM-FM 49-42, KFGO d-49, KFDI-AM-FM 50-45.
- JOE WATERS "Harvest Moon" (New Colony) 20/12**
National Summary: Up 0, Same 8, Down 0, Debuts 0, Adds 12, WGNA-FM, WVAM, WBGW-FM, CHOW, KEAN-AM-FM, WWOD/WKZZ, WUSQ-FM, WITL-FM, KIOV-FM, WWJO, KRWO-FM, KSOP-FM.
- MASON DIXON "Every Breath You Take" (Texas) 19/3**
National Summary: Up 8, Same 6, Down 0, Debuts 2, Adds 3, KLLL, KWMT, KUGN-FM, KMML 33-27, KIKK-FM d-38, WJQS 29-25, KRMD-AM-FM 47-43, KTTS-AM-FM 45-42, KIK-FM d-47.
- CRYSTAL GAYLE "Keepin' Power" (Columbia) 19/0**
National Summary: Up 11, Same 5, Down 2, Debuts 1, Adds 0, WVAM 37-32, WRKZ-FM 26-22, WMZQ 25-20, WPAP-FM 28-21, KRMD-AM-FM 15-14, WMAQ on, WMNI 39-35, KUZZ 29-24, KCBO d-28.
- LANE BRODY "It's Another Silent Night" (Liberty) 18/10**
National Summary: Up 0, Same 7, Down 0, Debuts 0, Adds 10, WSEN-AM-FM, KRRV, WEZL-FM, WNOX, KRMD-AM-FM, WCXI-AM-FM, WAXX, KIOV-FM, KVOO, KRSY.
- LARRY WILLOUGHBY "Heart On The Line" (Atlantic America) 18/4**
National Summary: Up 3, Same 9, Down 0, Debuts 2, Adds 4, WWVA, KMML, WOKK, WTSO, WBGW-FM d-49, WGTO 49-45, WKSJ-FM 39-35, WPAP-FM d-40.
- CANNONS "One Step Closer" (Compeat/PolyGram) 18/4**
National Summary: Up 2, Same 10, Down 0, Debuts 2, Adds 4, WIXY, WSEN-AM-FM, KLLL, KKYX, WKYG 36-29, WGTO d-49, WNOX d-48, KRMD-AM-FM 50-45.
- LORETTA LYNN "Walking With My Memories" (MCA) 17/3**
National Summary: Up 3, Same 8, Down 0, Debuts 3, Adds 3, WTOD, KTKP-FM, KTOM, WVAM 46-39, WNOX d-47, KKYX 44-41, WCXI-AM-FM 34-27, WXCL d-48, KUZZ d-48.
- SIERRA "Old Fashioned Lovin'" (Cardinal) 16/1**
National Summary: Up 4, Same 11, Down 0, Debuts 0, Adds 1, WIXY, WGNA-FM 40-35, CHOW 42-39, WYII 45-40, KXYL 49-48, KRRK on, KKAL on, KIGO on.
- DAN SEALS "You Really Go For The Heart" (Liberty) 15/15**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 15 including WSNO, WYII, KMML, WEZL-FM, WSIX-FM, WIRK-FM, WOW, KUUY, KUGN-FM, Q92.



Regional Adds & Hits

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST, HOTTTEST. Includes station names like Ronnie Milsap (RCA), Crystal Gayle (WB), Rogers & Parton (RCA).

Main grid of radio stations and their programming. Columns include station call letters (e.g., WQNA-FM, WJZZ-FM), city/location, and the name of the program or artist being added.

Continuation of the radio station grid, covering stations from the West Coast to the Southeast, including call letters, locations, and program details.

Hottest Tracks: "Haunted House" (WB) JOHN ANDERSON. COUNTRY ALBUMS: JOHN ANDERSON - All The People Are Talkin' (WB), EARL THOMAS CONLEY - Don't Make It Easy For Me (RCA), GAIL DAVIES - What Can I Say (WB).

Most Requested: K. ROGERS with D. PARTON "Islands In The..." (RCA), JOHN ANDERSON "Black Sheep" (WB), EARL THOMAS CONLEY "Holding Her And..." (RCA), ANNE MURRAY "A Little Good News" (Capitol), LEE GREENWOOD "Somebody's Gonna Love..." (MCA), GEORGE JONES "Tennessee Whiskey" (Epic), GEORGE STRAIT "You Look So Good In Love" (MCA), T.G. SHEPPARD "Slow Burn" (Curb/WB).

149 Current Reports: The following station did not report this week and therefore its playlist was frozen: KEBC-FM/Oklahoma City. Airplay/50... See Page 56

Adult/Contemporary

Continued from Back Page

BREAKERS

ELTON JOHN

I Guess That's Why They Call It The Blues (Geffen)

56% of our reporters on it. Rotations: Heavy 3/0, Medium 42/16, Light 29/14, Extra Adds 2, Total Adds 32 including WSB, KVIL-FM, 97AIA, WQUE-FM, WFYR, KUDL, KS94, KKL, B100, WAEB, V100 WTIC, WGY, WKGW, and 17 more. Debuts at number 29 on the A/C chart.

MELISSA MANCHESTER

No One Can Love You More Than Me (Arista)

53% of our reporters on it. Rotations: Heavy 1/0, Medium 37/5, Light 33/7, Extra Adds 0, Total Adds 12, WFBR, WSB-FM, 97AIA, KGW, KEZR, WBEN, V100, WEZC, WGOW, WMAZ, WSRZ, KRNT. Debuts at number 30 on the A/C chart.

FOUR TOPS

I Just Can't Walk Away (Motown)

51% of our reporters on it. Rotations: Heavy 3/0, Medium 36/6, Light 30/4, Extra Adds 0, Total Adds 10, WFBR, WSB, KUDL, Y97, WBT, WRVR, KRNT, WFMK, KRDO, WVBS. Will debut next week on the A/C chart.

NEW & ACTIVE

CRYSTAL GAYLE "The Sound Of Goodbye" (WB) 59/19

Rotations: Heavy 1/0, Medium 28/5, Light 29/13, Extra Adds 1, Total Adds 19, WSB, WOMC, WHB, KHOW, KGW, B100, WICC, WKGW, WTMA, WHHY, WRVA, WFMK, WISM-FM, KBOI, KISN, WCPI, KVIC, KEXO, KRNO. Heavy: KORQ. Medium: WFBR, WCCO, KFMB, KEY103, WBT, WMAZ, KRNT, KKUA, KEX, WEIM, WTKO, WSKI, WTN, WCKQ, WGSV, WLVA, WCIL, KFSB, WJON, KKJO, KFQD, KRBS, KALE.

JOE "BEAN" ESPOSITO "Lady Lady Lady" (Casablanca/PolyGram) 54/7

Rotations: Heavy 2/0, Medium 23/3, Light 29/4, Extra Adds 0, Total Adds 7, KUDL, WGY, KEY103, WIVY, WING, KRDO, WVBS. Heavy: WEZC, KRNO. Medium: WFBR, WROR, WLTT, WSB-FM, WARM98, WMAZ, WHHY, WLAC-FM, KRNT, WISM-FM, KUGN, WEIM, WSKI, WTN, WCKQ, WVLA, WCIL, KFSB, KEXO, KALE.

JOURNEY "Send Her My Love" (Columbia) 52/12

Rotations: Heavy 1/0, Medium 27/3, Light 23/8, Extra Adds 1, Total Adds 12, WQUE-FM, WMJI, KKL, WAFB, WHHY, 3WM, WEIM, KORQ, KVIC, WHNN, KEXO, KRNO. Heavy: WFMK. Medium: WFBR, WOMC, KPPL, WGY, KEY103, WMAZ, WLAC-FM, WSRZ, KRNT, KSTT, KRDO, KUDO, KMG, KWAV, WSKI, WSKY, WCKQ, WCHV, WVBS, WCIL, KEEZ, WBOW, KFQD, KQSW.

JENNIFER WARNES/CHRIS THOMPSON "All The Right Moves" (Casablanca/PolyGram) 42/19

Rotations: Heavy 1/1, Medium 13/4, Light 27/13, Extra Adds 1, Total Adds 19, WCCO, KGW, KEZR, WKGW, WIVY, WHBY, WFMK, KOIL, KWAV, WNNR, WTN, WCPI, WGSV, KVIC, WVBS, WCIL, KEEZ, KTWO, KRNO. Medium: KBEST, WHBC, KUGN, WEIM, WSKY, WCKQ, WJON, KRBS, KALE.

KOOL & THE GANG "Joanna" (De-Lite/PolyGram) 37/21

Rotations: Heavy 0/0, Medium 11/5, Light 24/14, Extra Adds 2, Total Adds 21, 97AIA, WQUE-FM, WAHR, WMAZ, WHBC, WISM-FM, KOIL, KKUA, KUDO, WNNR, WTKO, WCPI, WCKQ, WGSV, WVBS, WJBC, WHNN, KKJO, WBOW, KEXO, KRBS, KALE. Medium: WHHY, WEIM, KORQ, WCKQ, WVIC, WJON.

PAUL SIMON "Allergies" (WB) 35/19

Rotations: Heavy 0/0, Medium 16/4, Light 19/15, Extra Adds 0, Total Adds 19, WLTT, WGY, WMJJ, WAHR, WFMK, WISM-FM, KRDO, KKUA, KMG, WNNR, WEIM, WCPI, WCKQ, WNGS, WJBC, WCIL, KFSB, KFQD, KQSW. Medium: WCCO, KHOW, KGW, WHHY, WSRZ, KUGN, WSKI, KORQ, WSKY, KVIC, KRNO, KRBS.

BERTIE HIGGINS "When You Fall In Love" (Kat Family/CBS) 32/5

Rotations: Heavy 1/0, Medium 8/0, Light 23/5, Extra Adds 0, Total Adds 5, WHHY, WEZS, WNNR, KORQ, WVBS. Heavy: WAHR. Medium: WMAZ, WRVR, KSL, WSKI, WCKQ, WCIL, KFSB, KEXO.

SIGNIFICANT ACTION

JIMMY BUFFETT "One Particular Harbour" (MCA) 28/15

Rotations: Heavy 0/0, Medium 8/2, Light 18/11, Extra Adds 2, Total Adds 15, KGW, KEY103, WHBY, WHBC, KKUA, WSKY, WCKQ, WJBC, KFSB, WJON, WBOW, KFQD, KEXO, KQSW, KRBS. Medium: 97AIA, WCCO, WMAZ, WHHY, WRVA, WSRZ. Light: WAHR, WEIM, WKNE, WSKI, WGSV, WNGS, KTWO.

MICHAEL JACKSON "P.Y.T. (Pretty Young Thing)" (Epic) 26/5

Rotations: Heavy 5/0, Medium 17/3, Light 4/2, Extra Adds 0, Total Adds 5, GR55, 97AIA, WLAC-FM, KSTT, KRDO. Heavy: WRIE, WGY, WCKQ, WVBS, KALE. Medium: WROR, WPRO, WSB-FM, WAXY, WMJI, KGW, KMG, KWAV, WSKI, WCHV, KEEZ, KFQD, KQSW, KRBS.

CARLY SIMON "You Know What To Do" (WB) 24/0

Rotations: Heavy 8/0, Medium 9/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: B100, KEZR, KWAV, WKNE, WCIL, KKJO, KFQD, KALE. Medium: 97AIA, KGW, KBEST, WKGW, WHBY, KEX, WCHV, WLVA, KEEZ. Light: WZZP, WRVA, WSRZ, WGSV, KVIC, WNGS, KTWO.

SMOKEY ROBINSON "Don't Play Another Love Song" (Tamla/Motown) 22/19

Rotations: Heavy 0/0, Medium 5/4, Light 15/13, Extra Adds 2, Total Adds 19, WCCO, WSM, WAHR, WMAZ, WRVA, WHBC, KWAV, WSKI, WCKQ, WCHV, WCIL, KFSB, WBOW, KFQD, KTWO, KEXO, KQSW, KRBS, KALE. Medium: WEIM. Light: KKUA, WGSV.

ELO "Stranger" (Jet/CBS) 21/16

Rotations: Heavy 0/0, Medium 6/2, Light 14/13, Extra Adds 1, Total Adds 16, WFBR, V100, WEZC, WTRX, WISM-FM, KUGN, KKUA, WEIM, WSKI, WSKY, WCKQ, WVBS, WCIL, KEEZ, KTWO, KQSW. Medium: WSRZ, KFSB, KALE. Light: KRBS.

MINOR DETAIL "Hold On" (Polydor/PolyGram) 21/5

Rotations: Heavy 0/0, Medium 7/3, Light 14/2, Extra Adds 0, Total Adds 5, KUDL, KEY103, WTRX, KVIC, KKJO. Medium: WCCO, WTN, WCKQ, KRBS. Light: WAHR, WHHY, WHBC, KOIL, KUDO, WEIM, WTKO, WSKI, WSKY, KEEZ, WBOW, KQSW.

SPANDAU BALLET "Gold" (Chrysalis) 19/19

Rotations: Heavy 0/0, Medium 1/1, Light 14/14, Extra Adds 4, Total Adds 19, WCCO, WHBC, WFMK, KKUA, KUDO, KEX, WEIM, WSKI, KORQ, WSKY, WCKQ, WCHV, WCIL, KFSB, KEEZ, WJON, KKJO, WBOW, KTWO.

MOST ADDED

ELTON JOHN (32)
I Guess That's Why They Call It... (Geffen)
KOOL & THE GANG (21)
Joanna (De-Lite/PolyGram)
MOTELS (20)
Suddenly Last Summer (Capitol)
6 Tied With 19 Adds Each:
CRYSTAL GAYLE
SMOKEY ROBINSON
LINDA RONSTADT & NELSON RIDDLE...
PAUL SIMON
SPANDAU BALLET
JENNIFER WARNES/CHRIS THOMPSON

HOTTEST

LIONEL RICHIE (106)
All Night Long (All Night) (Motown)
BILLY JOEL (98)
Uptown Girl (Columbia)
KENNY ROGERS with DOLLY PARTON (73)
Islands In The Stream (RCA)
P. McCARTNEY and M. JACKSON (70)
Say Say Say (Columbia)
MANHATTAN TRANSFER (32)
Spice Of Life (Atlantic)
COMMODORES (26)
Only You (Motown)

PASADENA ROOF ORCHESTRA "Looney Tunes" (Reward/CBS) 15/4

Rotations: Heavy 0/0, Medium 2/0, Light 12/3, Extra Adds 1, Total Adds 4, WSRZ, WTRX, KOIL, WCIL. Medium: WCCO, KEX. Light: WVLC, WEIM, WSKI, WCHV, WJBC, KEEZ, KWEB, WJON, KQSW.

STACY LATTISAW "Miracles" (Cotillion/Atco) 15/0

Rotations: Heavy 3/0, Medium 10/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WRIE, WEZC, KEXO. Medium: WFBR, WSB-FM, KVIL-FM, WQUE-FM, WZZP, KOST, WICC, Y107, WEZS, KMG. Light: Y97, WAHR.

BETTE MIDLER "Favorite Waste Of Time" (Atlantic) 14/0

Rotations: Heavy 0/0, Medium 4/0, Light 10/0, Extra Adds 0, Total Adds 0. Medium: WMAZ, WTN, KORQ, WCIL. Light: WAHR, WVLC, KSTT, WKNE, WSKI, WCKQ, WCHV, KWEB, WBOW, KRNO.

GEORGE BENSON "In Your Eyes" (WB) 13/13

Rotations: Heavy 0/0, Medium 4/4, Light 8/8, Extra Adds 1, Total Adds 13, WOMC, WCCO, WBEN, WSM, WSRZ, WISM-FM, KUGN, KORQ, WCKQ, WGSV, WJON, KKJO, KRBS.

MOODY BLUES "Blue World" (Threshold/PolyGram) 13/13

Rotations: Heavy 0/0, Medium 5/5, Light 6/6, Extra Adds 2, Total Adds 13, WCCO, KPPL, WSRZ, WISM-FM, KUDO, KEX, WSKI, WCKQ, KVIC, WNGS, KEEZ, KTWO, KALE.

CULTURE CLUB "Church Of The Poison Mind" (Virgin/Epic) 13/2

Rotations: Heavy 1/0, Medium 5/1, Light 7/1, Extra Adds 0, Total Adds 2, WTN, KEEZ. Heavy: WSKY. Medium: WHHY, KUDO, WSKI, WVBS. Light: WCZY, V100, WSRZ, KOIL, KSTT, KRNO.

OLIVIA NEWTON-JOHN "Twist Of Fate" (MCA) 12/6

Rotations: Heavy 0/0, Medium 6/2, Light 5/3, Extra Adds 1, Total Adds 6, W101, WGY, WFMK, KUDO, WSKY, WVBS. Medium: WFBR, KHOW, WSKI, KVIC. Light: WCCO, KQSW.

STRAY CATS "I Won't Stand In Your Way" (EMI America) 12/5

Rotations: Heavy 0/0, Medium 4/0, Light 8/5, Extra Adds 0, Total Adds 5, WHHY, KOIL, KUDO, WCHV, WCIL. Medium: WFBR, WSKI, WSKY, KRBS. Light: WFMK, KEEZ, KWEB.

PAUL ANKA "Give Me The Word" (Columbia) 11/3

Rotations: Heavy 0/0, Medium 4/1, Light 7/2, Extra Adds 0, Total Adds 3, WAHR, WEIM, KFQD. Medium: WTKO, KVIC, WCIL. Light: WHBY, WCKQ, KEEZ, WJON, KKJO.

NAKED EYES "When The Lights Go Out" (EMI America) 10/1

Rotations: Heavy 0/0, Medium 1/0, Light 9/1, Extra Adds 0, Total Adds 1, KMG. Medium: WFMK. Light: WCZY, WCCO, WTRX, WSKI, WSKY, WCHV, KEEZ, WBOW.

JOHN DENVER "Hold On Tightly" (RCA) 10/0

Rotations: Heavy 0/0, Medium 6/2, Light 4/0, Extra Adds 0, Total Adds 0. Medium: WMAZ, KSL, WKNE, WLVA, KEXO, KALE. Light: WAHR, WGSV, KFQD, KTWO.

ASIA "The Smile Has Left Your Eyes" (Geffen) 9/0

Rotations: Heavy 0/0, Medium 6/0, Light 3/0, Extra Adds 0, Total Adds 0. Medium: WQUE-FM, WOMC, WSKI, WCKQ, WVBS, KEEZ. Light: WCZY, KRDO, WTKO.

KLIQUE "Stop Doggin' Me Around" (MCA) 9/0

Rotations: Heavy 3/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: 97AIA, WBEN, WHHY. Medium: WFBR, WEZS, WEIM. Light: WSKI, KKJO, KRBS.

RAY PARKER JR. "I Still Can't Get Over Loving You" (Arista) 7/7

Rotations: Heavy 0/0, Medium 6/2, Light 5/3, Extra Adds 1, Total Adds 7, WISM-FM, KEX, KORQ, WSKY, KEEZ, KKJO, KQSW.

TOM SCOTT "Come Back To Me" (Atlantic) 6/2

Rotations: Heavy 0/0, Medium 0/0, Light 6/2, Extra Adds 0, Total Adds 2, WEIM, WCKQ. Light: WCCO, WKNE, WNGS, WJON.

IRENE CARA "Why Me?" (Network/Geffen) 6/1

Rotations: Heavy 0/0, Medium 3/0, Light 3/1, Extra Adds 0, Total Adds 1, KFQD. Medium: WSKI, WTN, WVBS. Light: WCZY, KRAV.

TACO "Cheek To Cheek" (RCA) 6/0

Rotations: Heavy 0/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0. Medium: WMAZ, 55KRC, WCHV. Light: WAHR, WJBC, KFQD.

CAROLE KING "Crying In The Rain" (Atlantic) 5/5

Rotations: Heavy 0/0, Medium 1/1, Light 4/4, Extra Adds 0, Total Adds 5, WPIX, WCCO, WNGS, WCIL, KKJO.

KENNY ROGERS "You Were A Good Friend" (Liberty) 5/1

Rotations: Heavy 1/0, Medium 1/1, Light 3/0, Extra Adds 0, Total Adds 1, KSL. Heavy: WRIE. Light: WJON, KKJO, KTWO.

RUFUS & CHAKA KHAN "Ain't Nobody" (WB) 5/1

Rotations: Heavy 0/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, KMG. Medium: WOMC, WSKI. Light: WCZY, KRBS.

STEVIE WOODS "Ain't That Peculiar" (Cotillion/Atco) 5/1

Rotations: Heavy 0/0, Medium 0/0, Light 5/1, Extra Adds 0, Total Adds 1, WSKI. Light: WSKY, WCKQ, KRNO, KRBS.

NEW & ACTIVE includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

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

Opportunities

Openings

WJJK/WBIZ needs fulltime news anchor/reporter. T&R: M. Sullivan, Box 24, Eau Claire, WI 54702. EOE M/F (11-4)

Chief Engineer position for Directional AM and Automated FM. Management, supervisory and maintenance abilities required. Must have detailed broadcasting experience and FCC license. Send resume to:

**Mr. Boyd E. Arnold, VP/IGM
WGMZ/WKMF Radio
P.O. Box 1080, Flint, Michigan 48501**

Need high energy personality for nighttime opening. Top music station in St. Louis. T&R: Bob Garrett, KHTR, 1 Memorial Dr., St. Louis, MO 63102. EOE M/F (11-4)

If you've got the talent, we've got the bucks and programming. Wanted: male and female morning team or world's funniest single, male or female. Going for number 1! Tape and resume to: Paul Christy & Associates, 20760 Coolidge Rd., Suite 300, Detroit, Michigan 48237

The Chicago A/C's are our competition & we need an experienced ND immediately. T&R: Jim Holly, 2107, Box 311, Lowell, IN 46356 EOE M/F (11-4)

TOP PD

For leading AM A/C in Top 100. Manage plus PM Drive. Computer literacy and research a must. T&R, references, salary to: Radio & Records, 1930 Century Park West, #572, Los Angeles, CA 90067. Equal Opportunity Employer M/F/H.

WEST

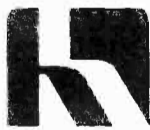
West Coast medium market. Our new Country format needs a morning drive sensation. Our money is equally sensational. If you can be the talk of the town, send tape and resume: Radio & Records, 1930 Century Park West, #571, Los Angeles, CA 90067.

RCA is looking for someone with experience as a Product Manager/Artist Development specialist to work in the Hollywood office. Call Don Wardell (213) 468-4115. (11-4)

NORTH TO ALASKA!

One of our growing clients is looking for a PD to lead its up-and-coming A/C operation. Developing AM station in young, energetic market of Anchorage. Excellent company, good potential for experienced administrator/motivator/air personality. Resumes (no calls) to:

**Mr. Jhan Hiber
President
Hiber, Hart & Patrick
P.O. Box 1220
Pebble Beach, CA 93953**



Openings

If you're a high energy jock who'd like to work for a CHR/Urban station, send T&R: Bob O'Neil, KSTN, 2171 Ralph Ave., Stockton, CA 95206. EOE M/F (11-4)

Reporter/anchor willing to work hard to dig up local stories. No calls. T&R only: Rosalie Fox, KERN, Box 2700, Bakersfield, CA 93303. EOE M/F (11-4)

Morning person needed for Salt Lake City. Able to talk to 18-34 market. Intelligent & entertaining. T&R: Mike Droubay, 385 24th St., Ogden, UT 84401. EOE M/F (11-4)

Opening for air talent/production. KORD-KZZK/Tri-Cities, WA. Contact Dan Springer 10a-2p weekdays. (509) 547-9791 EOE (11-4)

KBEST 95 FM

Looking For A Morning Talent

A warm personality able to communicate concisely to an adult audience. If you can entertain without drop-ins, phone bits and one liners . . . enjoy doing public appearances and do quality production send your cassette, photo & resume to: A.J. Roberts, 9191 Towne Centre Dr., #350, San Diego, CA 92122. No calls. EOE M/F

Central coast CHR looking to fill all positions. Enthusiastic, hard workers. T&R: Christie Moore, KLOM, Box 697, Lompoc, CA 93438. EOE M/F (11-4)

KYGO, Denver's Country leader has an immediate opening for evening personality. T&R: Bob Call, 5350 W. 20th Av., Denver, CO 80204. EOE M/F (11-4)

Big Horn Productions' cable radio seeks eager salesperson to start immediately. 20% commission. If you can sell time, your time will be worth it. (213) 352-7152 EOE M/F (11-4)

KC152/Oxnard-Ventura is looking for weekend & fill-in help. T&R: John Simmons, Box 1520, Oxnard, CA 93035. EOE M/F (11-4)

Positions Sought

Young, witty, energetic, with MD & on-air experience. Looking for CHR or A/C on-air. Not afraid to break a sweat. STEVE (213) 368-4403. (11-4)

Time you and JANET LYNCH made music together! Janet has 4 1/2 years related experience, including 2 1/2 in research. Currently freelancing, formerly with WQMF, WAKY, WLCV. Seeking Broadcasting position with advancement. The University of Louisville broadcast grad has excellent oral, written skills, public contact, public speaking experience, RRT. Prefers southern, surrounding states. Contact JANET LYNCH (502) 895-5208. 3743 Deep Dale Lane, Louisville, KY 40207.

Born-again Christian with 7 years experience seeks work as PD of Christian station. Call BILL (603) 224-4351. (11-4)

Numbers-proven communicator with strong production seeks medium market AOR/CHR home. Will consider all serious offers, prefer MW. DAVE (417) 782-7680 after 6p CST. (11-4)

Tight CHR evening/overnight talent. Six years experience in medium/large markets. Ready now in FL, East coast. Call (305) 721-0582. (11-4)

Positions Sought

WENDY WHITE, black female announcer, news, talk show host. 9 yrs experience, past 3 yrs in major market. Seeking news position. (213) 388-2853. (11-4)

Get me out of here!!! Personality with a year's experience seeking a place to learn & grow. DAN GORHAM (914) 647-3234. (11-4)

Morning show, A/C pro. Communication & entertainment. Currently working in West. (415) 586-5830, (213) 306-8430. (11-4)

Proven programmer/consultant for KXYZ, KQUE/Houston, TM stations. Seeking OM/PD spot with A/C, MOR, BM station the rewards ratings leadership. (215) 455-4625. (11-4)

Great pipes for jock, news, commercials. BA in communication & broadcast training. Prefer midwest. Any shift. MICHAEL KIELBON (312) 652-8319. (11-4)

Experienced copywriter/production/MD/announcer. Also news, seeking medium/major market employment. Prefer SW OH or SE PA. MARK WATKINS (717) 334-0653 after 5pm EST. (11-4)

Experienced programmer, air personality, production professional available immediately. Call (214) 581-7625. (11-4)

Announcer trained, serious about career. Good pipes, can do news. Midwest preferred but will consider any offer. Call DENNIS (312) 921-2521. (11-4)

5 yrs. in St. Louis AOR (KSHE, KWK). Would like to move up. Good pipes/production, enthusiastic, creative & dedicated. Make me an offer I can't refuse. KEN (314) 839-4989. (11-4)

Talented, experienced broadcaster with management experience is available. (617) 949-0936. (11-4)

Young newscaster available immediately. 5 yrs. experience, 2 as medium market ND. Journalism degree. Strong anchor, solid reporter, conversational writer. JEFF (815) 663-9173. (11-4)

British CHR personality, 17 year veteran currently PD. Dublin metro looking for break in North America. Are you looking for red hot jock capable of any format and management with music programming? I don't want to be an English voice gimmick with only two months' prospects. If you'd like to talk, phone Dublin, Eire 460310 or write: Robbie Scott, 113 Ashley Rise, Portmarnock, Co Dublin, Eire.

Please rescue a talented, creative OM from impending satellite programming. Present employer will give good references. Will relocate. NEIL (617) 943-1125. (11-4)

STAN BUCHANAN, 8 yrs. in production, 2 in broadcasting desires production/on air position. Will relocate. (213) 845-9848. (11-4)

Seeking position as news personality/talk show host. Professional sound, attitude. Very hard working. (312) 842-4020 am, (312) 264-3955 pm. (11-4)

7 yrs. as MD/DJ. Let's make your station a winner! Great music knowledge. Prefer MI. (313) 373-5586 after 5 pm. DENNIS. (11-4)

Attention consultant! Experienced associate available. 14 yrs. as major PD, MD, DJ. All phases research. Outstanding programming/people skills. (301) 561-3187. (11-4)

Experienced announcer with production ability, writing skills. Excellent knowledge of music. Dependable, hard worker. Love all formats. SCOTT (201) 863-0917. (11-4)

I love radio! Will go anywhere, prefer SW. Personality jock, production, continuity. Creative, unique, not time & temp. JERRY T. NEUCH (312) 960-1815. (11-4)

Talented newcomer, trained as newscaster/talk show host. Eager for job in Chicago, New Orleans, eastern seaboard. ELLIE (312) 538-8492. (11-4)

Talented, ambitious, reliable female. 1983 broadcasting school grad. seeks entry position in CHR, A/C, MOR, AOR. Announcing/production/news. Michelle, (617) 284-4913. (11-4)

British announcer presently in P2 market. Good production & promotion ideas, seeking on-air position. East coast CHR preferred. (303) 685-5018. (11-4)

Help me help you! 3 yr. radio pro seeks news/sports or other on West coast. BA Communications. Call Dave Rodriguez. (707) 224-9579. (11-4)

5 yrs. experience. Can work any format. Prefer CHR, A/C, AOR. Worked for WQLT/Muscle Shoals. JEFF SCOTT (205) 766-8937. (11-4)

Major market pro looking for PD slot in major or large medium market contemporary Christian music station. RAY (214) 660-3105, before 11am CT. (11-4)

Currently CHR mornings, MD. 3 yrs. experience. Looking for a change. (218) 281-3183. (11-4)

Positions Sought

DENNIS CANNON; WKSW/Cleveland, WINN, WHAS/Louisville seeks large market AM/PM drive. (502) 425-5874. (11-4)

Trapped on-air in Las Vegas looking for fulltime CHR/AC, medium/large market in So. CA. Energetic/talented/hard working. 1 1/2 yrs. experience. KRISTAL (702) 645-4017. (11-4)

10 YEAR PRO

If you want a programmer who is just as concerned with station profits as with quality programming, and you appreciate excellent hard working people, let's talk. BOB RALEIGH, former PD WCGQ/Columbus, GA, 10 year professional is available. Call (404) 563-0702.

Programming plus creative, ambitious pro seeks PD position in small/medium market. Top 50 market air experience, 11 yrs. plus. SEAN O'CONNOR (316) 478-2431. (11-4)

Production specialist, skilled in multi-track & video with synthesizer. Strong writing. Seeking production/on-air position in western USA. DAVE (303) 635-7917. (11-4)

Changes

RADIO

Rick Riley appointed Account Executive at WAXY/Ft. Lauderdale, FL, from WRBQ-FM/Tampa.

Larry Gawthrop promoted to Regional Sales Manager at WMJ/Cleveland, OH.

Steve Streiker named Sales Manager at WMJJ/Birmingham.

Ed Alexander named PD at KOTZ/Kotzebue, AK.

David Woodruff appointed Retail Account Executive at WXYZ/ Detroit.

Keith Trantow joins KVI/Seattle as an Account Executive from Elliott & Trantow Advertising/Los Angeles.

Andrea Simon appointed Account Executive at Weiss & Powell Radio Sales/New York.

Thomas P. Allen joins ABC Radio Networks as Account Executive, Youth Newtorks, from Mutual Broadcasting.

RECORDS

Luella Dright named Manager, A&R administration at Capitol Records/Hollywood.

Judde Hendershott appointed Manager, A&R components and special projects at Capitol Records/Hollywood.

Miscellaneous

WBBK/Blakely needs service from all labels. Norman Tanner, P.D., Box 568, Blakely, GA 31723.

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

R&R Opportunities Advertising

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

	Frequency Rates*		
	1 Week	2 Weeks	3 Weeks
	\$20.00	\$35.00	\$50.00

*Must run consecutive weeks.

Payable In Advance

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

**KISS
990-AM**



NOW
AM ENTERTAINER•5KW
FULLTIME • SAN FRANCISCO METRO
6A-10A, M-F + 10A-3P SAT.

MAYBE NOT THE MOST PROFESSIONAL BROADCAST ORGANIZATION ON THE CONTINENT, BUT CLOSE.

CASSETTE AIR CHECK, PRODUCTION
**TO: CHIP MORGAN
KKIS — THE WILLOWS
1475 DIAMOND BLVD.
CONCORD, CA 94520 NO CALLS PLEASE**

The Music Section

National Music Formats Added This Week

Satellite Music Network
 George Williams (214) 343-9205
The Starstation
 JACKSON BROWNE "Tender Is The Night"
 CARPENTERS
 "Make Believe It's Your First Time"
Country Coast-To-Coast
 GUS HARDIN "Loving You Hurts"
 RONNIE McDOWELL
 "You Made A Wanted Man Of Me"
 GAIL DAVIES
 "You're A Hard Dog (To Keep Under The Porch)"
 SHELLY WEST "Another Motel Memory"
 ED BRUCE "After All"

TM Programming
 Cal Casey (214) 634-8511
Stereo Rock
 POLICE "Synchronicity II"
 DURAN DURAN "Union Of The Snake"
 ROLLING STONES "Undercover Of The Night"
 OLIVIA NEWTON-JOHN "Twist Of Fate"
 YES "Owner Of A Lonely Heart"
TM A/C
 ELTON JOHN
 "I Guess That's Why They Call It The Blues"
TM Country
 LOUISE MANDRELL "Runaway Heart"
 MOE BANDY "You're Gonna Lose Her Like That"
 ED BRUCE "After All"
 CHARLY McCLAIN "Sentimental Ol' You"
 WAYLON JENNINGS w/HANK WILLIAMS JR.
 "The Conversation"
 JOE STAMPLEY
 "Double Shot (Of My Baby's Love)"

BPI
 John Iles (800) 426-9082
Adult Contemporary
 MATTHEW WILDER "Break My Stride"
 DeBARGE "Time Will Reveal"
 ELTON JOHN
 "I Guess That's Why They Call It The Blues"
Country Living
 CHARLY McCLAIN "Sentimental Ol' You"
 RAZZY BAILEY "This Is Just The First Day"

Peters Productions, Inc.
 Debbie Welsh (619) 565-8511
Country Lovin'
 JOE STAMPLEY
 "Double Shot (Of My Baby's Love)"
 WAYLON JENNINGS w/HANK WILLIAMS JR.
 "The Conversation"
The Great Ones
 CLIFF RICHARD "Never Say Die"
 FOUR TOPS "I Just Can't Walk Away"
 MELISSA MANCHESTER
 "No One Can Love You More Than Me"
 CRYSTAL GAYLE "The Sound Of Goodbye"

Radio Arts
 John Benedict (213) 841-0225
Country's Best
 CRYSTAL GAYLE "The Sound Of Goodbye"
 SHELLY WEST "Another Motel Memory"
 LOUISE MANDRELL "Runaway Heart"
Soft Contemporary
 FRANK STALLONE & CYNTHIA RHODES
 "I'm Never Gonna..."
 SMOKEY ROBINSON
 "Don't Play Another Love Song"
 KOOL & THE GANG "Joanna"
 BERTIE HIGGINS "When You Fall In Love"

Sound 10
 PAUL SIMON "Allergies"
 OLIVIA NEWTON-JOHN "Twist Of Fate"
 JOURNEY "Send Her My Love"
 KOOL & THE GANG "Joanna"
 JENNIFER WARNES & CHRIS THOMPSON
 "All The Right Moves"

Drake-Chenault
 Bob Laurence (213) 883-7400
XT-40
 ELTON JOHN
 "I Guess That's Why They Call It The Blues"
 POLICE "Synchronicity II"
 YES "Owner Of A Lonely Heart"
 DURAN DURAN "Union Of The Snake"
Contempo 300
 CULTURE CLUB "Church Of The Poison Mind"
 ELTON JOHN
 "I Guess That's Why They Call It The Blues"
Great American Country
 JOHN CONLEE "In My Eyes"
 WAYLON JENNINGS w/HANK WILLIAMS JR. "The Conversation"
 VERN GOSDIN
 "I Wonder Where We'd Be Tonight"
 JOHNNY LEE "My Baby Don't Slow Dance"

Century 21
 Greg Stephens (214) 934-2121
The Z Format
 MELISSA MANCHESTER
 "No One Can Love You More Than Me"
 POLICE "Synchronicity II"
 PAUL SIMON "Allergies"
 OLIVIA NEWTON-JOHN "Twist Of Fate"
 YES "Owner Of A Lonely Heart"
 RUFUS & CHAKA KHAN "Ain't Nobody"
 JENNIFER WARNES/CHRIS THOMPSON
 "All The Right Moves"
 KOOL & THE GANG "Joanna"
 JEFFREY OSBORNE "Stay With Me Tonight"
The A/C Format
 MELISSA MANCHESTER
 "No One Can Love You More Than Me"
 FOUR TOPS "I Just Can't Walk Away"
 JENNIFER WARNES/CHRIS THOMPSON
 "All The Right Moves"
 PAUL SIMON "Allergies"
Super-Country
 MOE BANDY
 "You're Gonna Lose Her Like That"
 ED BRUCE "After All"
 CHARLY McCLAIN "Sentimental Ol' You"
 MEL McDANIEL "I Call It Love"
 JERRY REED "I'm A Slave"
 STEPHANIE WINSLOW "Kiss Me Darling"

Tanner Musical Spectrum
 Kenny Bosak (901) 320-4433
Bright Blue A/C
 ELTON JOHN
 "I Guess That's Why They Call It The Blues"
 MICHAEL JACKSON "P.Y.T. (Pretty Young Thing)"
 BERTIE HIGGINS "When You Fall In Love"
Tanner Country
 DAVID FRIZZELL "A Million Light Beers Ago"
 RONNIE McDOWELL
 "You Made A Wanted Man Of Me"
 GAIL DAVIES
 "You're A Hard Dog (To Keep Under The Porch)"
 WAYLON JENNINGS w/HANK WILLIAMS JR.
 "The Conversation"
 CRYSTAL GAYLE "The Sound Of Goodbye"
 STEPHANIE WINSLOW "Kiss Me Darling"
Red Satin Rock
 CULTURE CLUB "Church Of The Poison Mind"
 JOBOXERS "Just Got Lucky"
 DIONNE WARWICK & LUTHER VANDROSS
 "How Many Times Can..."
 RICK SPRINGFIELD "Souls"
 IRENE CARA "Why Me?"

Bonneville Broadcasting System Dave Verdery (800) 631-1600
Easy Listening
 LINDA RONSTADT "What's New"
 PETER ALLEN "Once Before I Go"



WFMF SPECIAL OLYMPICS A SUCCESS — The 1983 International Special Summer Olympics was held recently in Baton Rouge, and WFMF was there to help out. Shown (l-r) receiving a plaque for the station's participation are Operations Manager Randy Rice, Special Olympics rep Darryl Phillips, and Assistant PD Scott McAllister.



LET'S MONKEY AROUND — Capitol promotion rep Susan Scharf Epstein recently decided to get into some "monkey business" as she went around to promote the Tubes' newest release "The Monkey Time." Shown at KIIS-FM/Los Angeles are (l-r) Capitol sales rep Rob Gordon, MD Mike Schaefer, Epstein, VP/Programming Gerry DeFrancesco, Capitol sales rep Chris Baca, and Public Service Director Gene Sandbloom.



RICK SPRINGFIELD ROCKS THE SOUTH — Getting a taste of Southern hospitality, Rick Springfield played a concert at the Mississippi Coast Coliseum and invited some folks from WQID/Biloxi backstage. Shown in back (l-r) is PD Kirk Cliatt and Ken Clark. Down front (l-r) is News Director Angela Jones, Springfield, and WQID's Janice Cliatt.



HAGAR MAKES MAGIC — Geffen recording artist Sammy Hagar recently stopped by KMJK (Magic 107)/Portland to give away one of his guitars to a lucky listener. Caught backstage after his concert (l-r) are PD Jon Barry and Sammy Hagar chatting about the concert.

A/C Regional Adds & Hots

EAST Parallel One

WFBH/Baltimore
Andy Szulinski

MOTELS
ELC
FOUR TOPS
MELISSA MANCHESTE
Hottest:
LIONEL RICHIE
SHEENA EASTON
BILLY JOEL
DEBORAH ALLEN
MCCARTNEY & JACKS

WROR/Boston
Gary Berkowitz

MOTELS
ANNE MURRAY
Hottest:
LIONEL RICHIE
ROGERS & PARTON
WARWICK & VANDROS
BILLY JOEL
BARBRA STREISAND

GR55/Buffalo
Joe Galuski

MICHAEL JACKSON
Hottest:
LIONEL RICHIE
BILLY JOEL
MCCARTNEY & JACKS
ROGERS & PARTON
BONNIE TYLER

WPXK/New York
Alan Anderson

LINDA RONSTADT
CAROLE KING
PETER ALLEN
LIONEL RICHIE
Hottest:
MCCARTNEY & JACKS
ROGERS & PARTON
WARWICK & VANDROS
MANHATTAN TRANSPSE
LIONEL RICHIE

WTAE/Pittsburgh
Don Berns

BARBRA STREISAND
DEBARGE
Hottest:
ROGERS & PARTON
SPANDAU BALLET
LIONEL RICHIE
BILLY JOEL
MCCARTNEY & JACKS

WWSW (3WS)/Pittsburgh
Crowe/Waltz

MATTHEW WILDER
AL JARREAU
DEBARGE
Hottest:
LIONEL RICHIE
ROGERS & PARTON
SHEENA EASTON
MCCARTNEY & JACKS

WPRO/Providence
Tom Cuddy

none
Hottest:
SHEENA EASTON
BILLY JOEL
WARWICK & VANDROS
MANHATTAN TRANSPSE
BARBRA STREISAND

WLTT/Washington, D.C.
Bob Cummings

ANNE MURRAY
PAUL SIMON
WARWICK & VANDROS
BARBRA STREISAND
HALL & OATES
CARPENTERS
Hottest:
DEBORAH ALLEN
LIONEL RICHIE
SPANDAU BALLET
COMMODORES
MCCARTNEY & JACKS

Parallel Two

WAEN/Alientown
Mike Chapman

DEBARGE
HALL & OATES
ELTON JOHN
Hottest:
MANHATTAN TRANSPSE
ROGERS & PARTON
LIONEL RICHIE
BILLY JOEL
MCCARTNEY & JACKS

WICC/Bridgeport
Panlano/Broadbin

POINTNER SISTERS
CRYSTAL GAYLE
Hottest:
LIONEL RICHIE
ROGERS & PARTON
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS

WBEN/Buffalo
Roger Christian

GEORGE BENSON
MELISSA MANCHESTE
Hottest:
LIONEL RICHIE
ROGERS & PARTON
MCCARTNEY & JACKS
BILLY JOEL
BARBRA STREISAND
MATTHEW WILDER

V100/Charleston, WV
Spence/Jarvis

MELISSA MANCHESTE
ELTON JOHN
ELO
LINDA RONSTADT
Hottest:
LIONEL RICHIE
BILLY JOEL
MCCARTNEY & JACKS
SHEENA EASTON
COMMODORES

WRNE/Erie
Ted Abbott

none
Hottest:
ALABAMA
BRYSON & FLACK
MCCARTNEY & JACKS
LIONEL RICHIE
ROGERS & PARTON

WSFM/Harrisburg
Bob Paiva

STALLONE & RHODES
GEORGE BENSON
RONNIE MILSAP
SMOKEY ROBINSON
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
BARBRA STREISAND
MATTHEW WILDER

WTIC/Hartford Ginny Jesionke

LINDA RONSTADT
MOTELS
ELTON JOHN
Hottest:
LIONEL RICHIE
MANHATTAN TRANSPSE
ANNE MURRAY
COMMODORES
AL JARREAU

Y97/Pittsburgh
Jay Cresswell

CARPENTERS
LINDA RONSTADT
FOUR TOPS
Hottest:
BONNIE TYLER
LIONEL RICHIE
BILLY JOEL
MANHATTAN TRANSPSE
ROGERS & PARTON

WVOR/Rochester
Gary Smith

MCCARTNEY & JACKS
Hottest:
BRYSON & FLACK
ROGERS & PARTON
SPANDAU BALLET
LIONEL RICHIE
GEORGE BENSON

WGTV/Schenectady
Walter Fritz

JOE ESPOSITO
ELTON JOHN
ONJ
PAUL SIMON
Hottest:
WARWICK & VANDROS
LINDA RONSTADT
MATTHEW WILDER
HALL & OATES
BARBRA STREISAND

WJVI/Cleveland
McVay/Ilvers

DEBARGE
JOURNEY
MICHAEL MURPHY
BARBRA STREISAND
CARPENTERS
Hottest:
ROGERS & PARTON
BILLY JOEL
MCCARTNEY & JACKS
JACKSON BROWNE
MOTELS

WHEN/Syracuse
Karan Gallagher

none
Hottest:
LIONEL RICHIE
BILLY JOEL
MCCARTNEY & JACKS
BRYSON & FLACK
MOTELS

WKGW/Utica-Rome
Carpenter/Keller

CRYSTAL GAYLE
ELTON JOHN
WARWICK & THOMPSON
Hottest:
LIONEL RICHIE
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
ROGERS & PARTON

WZZP/Cleveland
Dunphy/Georgeson

HALL & OATES
JACKSON BROWNE
MATTHEW WILDER
Hottest:
BONNIE TYLER
BRYSON & FLACK
LIONEL RICHIE
BILLY JOEL
BARBRA STREISAND

WCZY/Detroit
Lee Douglas

none
Hottest:
BONNIE TYLER
BILLY JOEL
ROGERS & PARTON
SHEENA EASTON
MCCARTNEY & JACKS

WNNR/Beckley
Baily/Shea

ELTON JOHN
BETTIE HIGGINS
WARWICK & THOMPSON
KOO & THE GANG
PAUL SIMON
Hottest:
LIONEL RICHIE
BILLY JOEL
COMMODORES
SHEENA EASTON
MCCARTNEY & JACKS

WEM/Fitchburg
Jack Raymond

PAUL SIMON
PAUL ANKA
RODNEY DANGERFIELD
SPANDAU BALLET
ELO
Hottest:
LIONEL RICHIE
ANNE MURRAY
MOTELS
MICHAEL MURPHY
MCCARTNEY & JACKS

WTKO/Hinaca
Wayne Flisk

KOO & THE GANG
Hottest:
BILLY JOEL
ANNE MURRAY
WARWICK & VANDROS
MATTHEW WILDER
MCCARTNEY & JACKS

WKNE/Keene, NH
Howard Corday

none
Hottest:
CARLY SIMON
BILLY JOEL
LIONEL RICHIE
ANNE MURRAY
MANHATTAN TRANSPSE

WSKJ/Montpelier, VT
Bruce Stebbins

ELTON JOHN
STEVIE WOODS
SPANDAU BALLET
INDUSTRY
SMOKEY ROBINSON
MOODY BLUES
THOM HENRY
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
MATTHEW WILDER

WNYI/Waterdown, NY
Jay Donovan

MOTELS
ELTON JOHN
WARWICK & THOMPSON
CULTURE CLUB
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
MATTHEW WILDER
CARPENTERS

WCPH/Wheeling, WV
Den McGraht

ELTON JOHN
CRYSTAL GAYLE
WARWICK & THOMPSON
KOO & THE GANG
PAUL SIMON
Hottest:
LIONEL RICHIE
ROGERS & PARTON
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS

KS94/St. Louis
Morgan/Watermann

JACKSON BROWNE
CARPENTERS
ELTON JOHN
LINDA RONSTADT
Hottest:
MANHATTAN TRANSPSE
BILLY JOEL
LIONEL RICHIE
COMMODORES
WARWICK & VANDROS

MIDWEST Parallel One

WCLR/Chicago
Gary Price

BILLY JOEL
POINTNER SISTERS
MOTELS
Hottest:
LIONEL RICHIE
ROGERS & PARTON
AIR SUPPLY
MCCARTNEY & JACKS
BILLY JOEL

WFYR/Chicago
John Wetherbee

ELTON JOHN
DEBARGE
Hottest:
ROGERS & PARTON
LIONEL RICHIE
SPANDAU BALLET
MOTELS

WARM88/Cincinnati
Tom Walker

BARBRA STREISAND
HALL & OATES
Hottest:
ROGERS & PARTON
LIONEL RICHIE
BILLY JOEL
COMMODORES
CRYSTAL GAYLE

58KRC/Cincinnati
Dave Mason

HALL & OATES
Hottest:
ROGERS & PARTON
LIONEL RICHIE
BILLY JOEL
COMMODORES
CRYSTAL GAYLE

610TV/Columbus
FitzGerald/James

MOTELS
MCCARTNEY & JACKS
Hottest:
SPANDAU BALLET
NAKED EYES
LIONEL RICHIE
ROGERS & PARTON
GEORGE BENSON
CARPENTERS

WJMG/Cleveland
McVay/Ilvers

DEBARGE
JOURNEY
MICHAEL MURPHY
BARBRA STREISAND
CARPENTERS
Hottest:
ROGERS & PARTON
BILLY JOEL
MCCARTNEY & JACKS
JACKSON BROWNE
MOTELS

WZZP/Cleveland
Dunphy/Georgeson

HALL & OATES
JACKSON BROWNE
MATTHEW WILDER
Hottest:
BONNIE TYLER
BRYSON & FLACK
LIONEL RICHIE
BILLY JOEL
BARBRA STREISAND

WCZY/Detroit
Lee Douglas

none
Hottest:
BONNIE TYLER
BILLY JOEL
ROGERS & PARTON
SHEENA EASTON
MCCARTNEY & JACKS

WNNR/Beckley
Baily/Shea

ELTON JOHN
BETTIE HIGGINS
WARWICK & THOMPSON
KOO & THE GANG
PAUL SIMON
Hottest:
LIONEL RICHIE
BILLY JOEL
COMMODORES
SHEENA EASTON
MCCARTNEY & JACKS

WEM/Fitchburg
Jack Raymond

PAUL SIMON
PAUL ANKA
RODNEY DANGERFIELD
SPANDAU BALLET
ELO
Hottest:
LIONEL RICHIE
ANNE MURRAY
MOTELS
MICHAEL MURPHY
MCCARTNEY & JACKS

WTKO/Hinaca
Wayne Flisk

KOO & THE GANG
Hottest:
BILLY JOEL
ANNE MURRAY
WARWICK & VANDROS
MATTHEW WILDER
MCCARTNEY & JACKS

WKNE/Keene, NH
Howard Corday

none
Hottest:
CARLY SIMON
BILLY JOEL
LIONEL RICHIE
ANNE MURRAY
MANHATTAN TRANSPSE

WSKJ/Montpelier, VT
Bruce Stebbins

ELTON JOHN
STEVIE WOODS
SPANDAU BALLET
INDUSTRY
SMOKEY ROBINSON
MOODY BLUES
THOM HENRY
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
MATTHEW WILDER

WNYI/Waterdown, NY
Jay Donovan

MOTELS
ELTON JOHN
WARWICK & THOMPSON
CULTURE CLUB
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
MATTHEW WILDER
CARPENTERS

WCPH/Wheeling, WV
Den McGraht

ELTON JOHN
CRYSTAL GAYLE
WARWICK & THOMPSON
KOO & THE GANG
PAUL SIMON
Hottest:
LIONEL RICHIE
ROGERS & PARTON
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS

KS94/St. Louis
Morgan/Watermann

JACKSON BROWNE
CARPENTERS
ELTON JOHN
LINDA RONSTADT
Hottest:
MANHATTAN TRANSPSE
BILLY JOEL
LIONEL RICHIE
COMMODORES
WARWICK & VANDROS

Parallel Two

WHBY/Appleton
Rob Shannon

JACKSON BROWNE
JIMMY BUFFETT
WARWICK & THOMPSON
MARILYN MCCOO
Hottest:
ROGERS & PARTON
MANHATTAN TRANSPSE
LIONEL RICHIE
BILLY JOEL
BARBRA STREISAND

WHBC/Canton
Mike Don

SPANDAU BALLET
KOO & THE GANG
SMOKEY ROBINSON
JIMMY BUFFETT
Hottest:
ROGERS & PARTON
LIONEL RICHIE
SPANDAU BALLET
BRYSON & FLACK
BILLY JOEL

WJBC/Bloomington, IL
Stew Salowitz

JIMMY BUFFETT
PAUL SIMON
KOO & THE GANG
J. BIRD
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
LINDA RONSTADT
BARBRA STREISAND
CARPENTERS

58KRC/Cincinnati
Dave Mason

HALL & OATES
Hottest:
ROGERS & PARTON
LIONEL RICHIE
BILLY JOEL
COMMODORES
CRYSTAL GAYLE

610TV/Columbus
FitzGerald/James

MOTELS
MCCARTNEY & JACKS
Hottest:
SPANDAU BALLET
NAKED EYES
LIONEL RICHIE
ROGERS & PARTON
GEORGE BENSON
CARPENTERS

WJMG/Cleveland
McVay/Ilvers

DEBARGE
JOURNEY
MICHAEL MURPHY
BARBRA STREISAND
CARPENTERS
Hottest:
ROGERS & PARTON
BILLY JOEL
MCCARTNEY & JACKS
JACKSON BROWNE
MOTELS

WZZP/Cleveland
Dunphy/Georgeson

HALL & OATES
JACKSON BROWNE
MATTHEW WILDER
Hottest:
BONNIE TYLER
BRYSON & FLACK
LIONEL RICHIE
BILLY JOEL
BARBRA STREISAND

WCZY/Detroit
Lee Douglas

none
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BILLY JOEL
ROGERS & PARTON
SHEENA EASTON
MCCARTNEY & JACKS

WNNR/Beckley
Baily/Shea

ELTON JOHN
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WARWICK & THOMPSON
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COMMODORES
SHEENA EASTON
MCCARTNEY & JACKS

WEM/Fitchburg
Jack Raymond

PAUL SIMON
PAUL ANKA
RODNEY DANGERFIELD
SPANDAU BALLET
ELO
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ANNE MURRAY
MOTELS
MICHAEL MURPHY
MCCARTNEY & JACKS

WTKO/Hinaca
Wayne Flisk

KOO & THE GANG
Hottest:
BILLY JOEL
ANNE MURRAY
WARWICK & VANDROS
MATTHEW WILDER
MCCARTNEY & JACKS

WKNE/Keene, NH
Howard Corday

none
Hottest:
CARLY SIMON
BILLY JOEL
LIONEL RICHIE
ANNE MURRAY
MANHATTAN TRANSPSE

WSKJ/Montpelier, VT
Bruce Stebbins

ELTON JOHN
STEVIE WOODS
SPANDAU BALLET
INDUSTRY
SMOKEY ROBINSON
MOODY BLUES
THOM HENRY
Hottest:
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS
MATTHEW WILDER

WNYI/Waterdown, NY
Jay Donovan

MOTELS
ELTON JOHN
WARWICK & THOMPSON
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MCCARTNEY & JACKS
WARWICK & VANDROS
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WCPH/Wheeling, WV
Den McGraht

ELTON JOHN
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KOO & THE GANG
PAUL SIMON
Hottest:
LIONEL RICHIE
ROGERS & PARTON
BILLY JOEL
MCCARTNEY & JACKS
WARWICK & VANDROS

KS94/St. Louis
Morgan/Watermann

JACKSON BROWNE
CARPENTERS
ELTON JOHN
LINDA RONSTADT
Hottest:
MANHATTAN TRANSPSE
BILLY JOEL
LIONEL RICHIE
COMMODORES
WARWICK & VANDROS

3WM/Toledo King/North

JOURNEY
HALL & OATES
Hottest:
LIONEL RICHIE
SHEENA EASTON
BILLY JOEL
MCCARTNEY & JACKS
MOTELS

KRAV/Tulsa
Gary Reynolds

MATTHEW WILDER
Hottest:
ROGERS & PARTON
LIONEL RICHIE
SPANDAU BALLET
BRYSON & FLACK
BILLY JOEL

WJBC/Bloomington, IL
Stew Salowitz

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ROGERS & PARTON
GEORGE BENSON
CARPENTERS

WJMG/Cleveland
McVay/Ilvers

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WZZP/Cleveland
Dunphy/Georgeson

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Baily/Shea

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MATTHEW WILDER
MCCARTNEY & JACKS

WKNE/Keene, NH
Howard Corday

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WSKJ/Montpelier, VT
Bruce Stebbins

ELTON JOHN
STEVIE WOODS
SPANDAU BALLET
INDUSTRY
SMOKEY ROBINSON
MOODY BLUES
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MATTHEW WILDER
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WCPH/Wheeling, WV
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ELTON JOHN
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WARWICK & THOMPSON
KOO & THE GANG
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LIONEL RICHIE
ROGERS & PARTON
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MCCARTNEY & JACKS
WARWICK & VANDROS

KS94/St. Louis
Morgan/Watermann

JACKSON BROWNE
CARPENTERS
ELTON JOHN
LINDA RONSTADT
Hottest:
MANHATTAN TRANSPSE
BILLY JOEL
LIONEL RICHIE
COMMODORES
WARWICK & VANDROS

SOUTH Parallel One

WEZC/Charlotte
Ralph Rhoades

MELISSA MANCHESTE
POINTNER SISTERS
ELO
Hottest:
BILLY JOEL
STACY LATTISAK
MCCARTNEY & JACKS
POLICE
LIONEL RICHIE

WGOW/Chattanooga
Schaefer/Deason

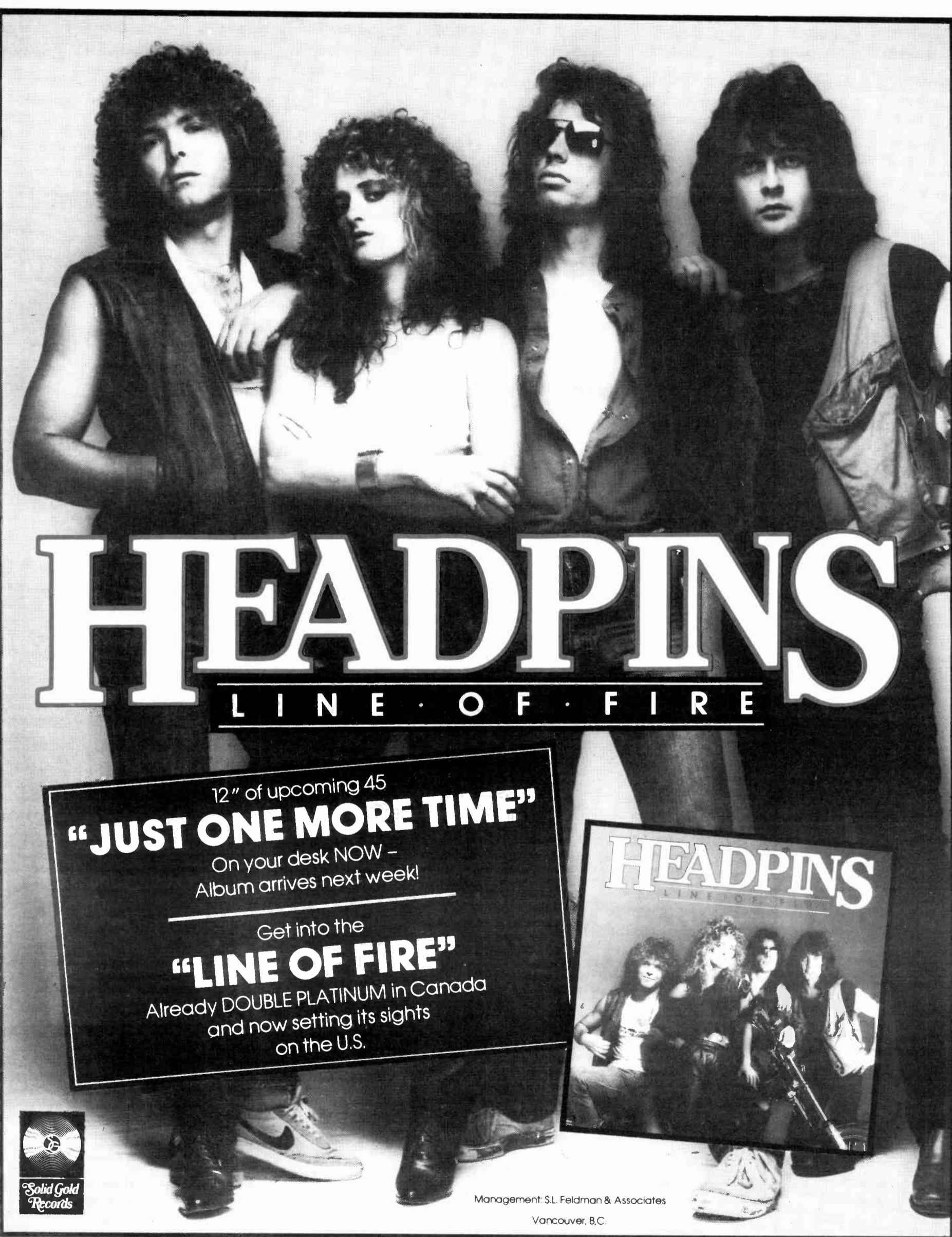
CARPENTERS
MELISSA MANCHESTE
POINTNER SISTERS
HOTTEST:
LIONEL RICHIE
SHEENA EASTON
MATTHEW WILDER
BILLY JOEL
COMMODORES

KMGQ/Dallas-Ft. Worth
Larry James

MATTHEW WILDER
HALL & OATES
WARWICK & VANDROS
LINDA RONSTADT
Hottest:
LIONEL RICHIE
ROGERS & PARTON
BONNIE TYLER
SPANDAU BALLET
BILLY JOEL

WSB/Atlanta
Greg Picciano

FOUR TOPS
LINDA RONSTADT
CRYSTAL GAYLE
ELTON JOHN
Hottest:

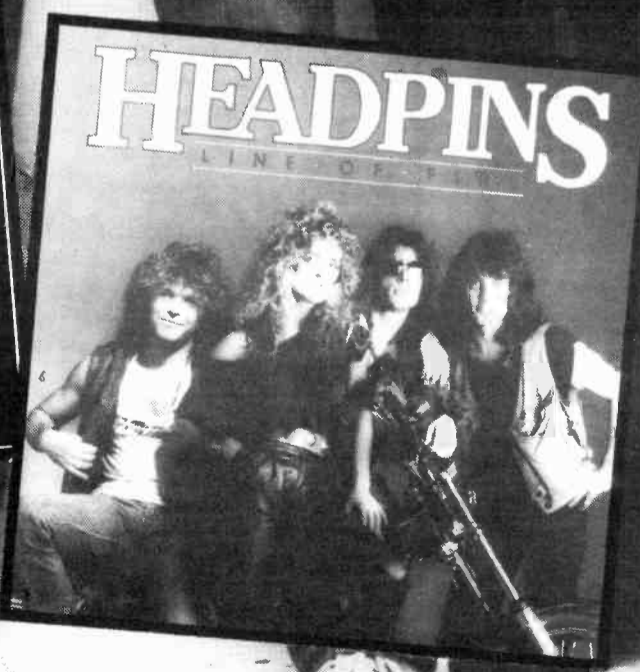


HEADPINS

LINE OF FIRE

12" of upcoming 45
"JUST ONE MORE TIME"
On your desk NOW -
Album arrives next week!

Get into the
"LINE OF FIRE"
Already DOUBLE PLATINUM in Canada
and now setting its sights
on the U.S.



Management: S.L. Feldman & Associates
Vancouver, B.C.

Distributed by MCA Records



AOR / ALBUMS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Continued From the Back Page

November 4, 1983

166 REPORTERS

Three Weeks Last
Weeks Weeks Week

				Total Reports	Heavy Rotation	Medium Rotation	Adds All Rotation	Total Adds All Rotations
7	4	1	1	162	143+	19-	0=	1-
4	2	2	2	163	132+	30-	1+	5-
3	3	3	3	160+	137=	21-	2+	3+
1	1	4	4	146-	135-	11-	0=	0=
2	5	5	5	142-	99-	42+	1+	3+
8	6	6	6	141-	81-	58-	2+	2=
10	7	7	7	131-	100-	31+	0-	1=
18	14	10	8	142+	57+	83-	2=	9+
19	12	9	9	134-	48-	86-	0-	0-
14	13	12	10	125-	48-	76-	1+	2=
-	23	18	11	135+	25+	106+	4-	9-
13	11	11	12	115-	69-	46-	0=	1-
15	15	15	13	114=	61+	52-	1=	2=
6	8	8	14	104-	67-	36-	1+	2-
17	17	14	15	116-	58-	57+	1=	1-
22	22	19	16	120+	34-	84+	2=	5+
20	20	17	17	113-	47-	66=	0-	1-
21	21	16	18	116-	41-	74-	1-	3-
-	35	24	19	113+	27+	74+	11-	16-
-	-	32	20	113+	11+	91+	9-	32-
9	10	13	21	96-	41-	55-	0=	0-
12	16	21	22	93-	36-	57+	0-	2-
-	-	27	23	92+	33+	55+	4-	13-
11	19	22	24	76-	39-	37-	0=	0=
5	9	20	25	76-	33-	43-	0=	0=
DEBUT	-	31	26	92+	13+	67+	12-	30-
-	-	40	27	90+	8+	76+	5-	16-
-	-	33	28	77+	31+	45+	1-	7-
16	18	23	29	86+	17=	57+	12-	27=
26	25	25	30	58-	26-	32+	0-	0-
37	33	37	31	62-	13-	48-	1+	1-
-	34	36	32	62-	9+	53=	0-	3-
27	27	26	33	66-	7+	58-	0-	1-
-	39	39	34	43-	26-	16-	1+	1+
DEBUT	DEBUT	DEBUT	35	63-	3=	58=	2-	6+
23	24	29	36	55+	8+	47=	0=	3+
-	38	-	37	43-	20-	23-	0=	0-
28	28	30	38	60-	4=	55+	1-	9+
DEBUT	DEBUT	DEBUT	39	38-	25-	13-	0=	1+
			40	68+	6+	35+	27+	67+

BREAKERS

DARYL HALL & JOHN OATES
Rock N Soul Part 1 (RCA)

"Say It Isn't So" "Adult Education." 55% of our 12-24 reporters on it. Total reports: 92. Hot 33, Medium 55, Extra Adds 4, Total Adds 13. Moves 27-23 on the AOR Albums chart.

BLUE OYSTER CULT
The Revolution By Night (Columbia)

"Take Me Away" "Shooting Shark." 55% of our 12-24 reporters on it. Total reports: 92. Hot 13, Medium 67, Extra Adds 12, Total Adds 30. Debuts at #26 on the AOR Albums charts.

STREETS
1st (Atlantic)

"If Love Should Go." 54% of our 12-24 reporters on it. Total reports: 90. Hot 8, Medium 76, Extra Adds 5, Total Adds 16. Moves 31-27 on the AOR Albums chart.

NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

PAUL KANTNER/The Planet Earth Rock And Roll Orchestra (RCA) "Planet Earth Rock..."
Total Reports: 53(60)/Total Adds: 5(7); Hots: 3(4)/Hot Adds: 0(0); Mediums: 48(52)/Medium Adds: 3(3)/Extra Adds: 2(4).

BOB DYLAN/Infidels (Columbia) "Neighborhood Bully"
Total Reports: 48(38)/Total Adds: 17(33); Hots: 11(6)/Hot Adds: 1(4); Mediums: 28(15)/Medium Adds: 7(12)/Extra Adds: 9(17).

PAUL McCARTNEY/Pipes Of Peace (Columbia) "Say Say Say"
Total Reports: 47(47)/Total Adds: 8(4); Hots: 16(17)/Hot Adds: 0(0); Mediums: 27(28)/Medium Adds: 4(3)/Extra Adds: 4(1).

MANFRED MANN'S EARTH BAND/Somewhere In Afrika (Arista) "Demolition Man"
Total Reports: 46(37)/Total Adds: 17(20); Hots: 1(2)/Hot Adds: 0(0); Mediums: 35(18)/Medium Adds: 8(5)/Extra Adds: 9(15).

More AOR Music Information See Page 62

MOST ADDED

Rolling Stones
"Undercover" (151)
38 Special "If" (130)
Alan Parsons (76)
Billy Idol "Rebel" (74)
Duran Duran "Union" (33)

HOTTEST

All Stations
John C. Mellencamp (150)
Huey Lewis (148)
Genesis (143)
Pat Benatar (140)
Motels (109)

EURHYTHMICS/Sweet Dreams (Are Made Of This) (RCA) "Love Is A Stranger"
Total Reports: 45(45)/Total Adds: 0(4); Hots: 11(16)/Hot Adds: 0(3); Mediums: 34(28)/Medium Adds: 0(0)/Extra Adds: 0(1).

C.S. ANGELS/Land (Jive/Arista) "Will You Stay Tonight?"
Total Reports: 44(38)/Total Adds: 5(4); Hots: 2(2)/Hot Adds: 0(0); Mediums: 39(35)/Medium Adds: 2(4)/Extra Adds: 3(0).

SIMON TOWNSHEND/Sweet Sound (21/PolyGram) "I'm The Answer"
Total Reports: 40(30)/Total Adds: 14(16); Hots: 1(1)/Hot Adds: 0(0); Mediums: 30(20)/Medium Adds: 5(8)/Extra Adds: 9(8).

BILLY JOEL/An Innocent Man (Columbia) "Uptown Girl"
Total Reports: 37(34)/Total Adds: 3(2); Hots: 19(18)/Hot Adds: 0(0); Mediums: 15(16)/Medium Adds: 0(2)/Extra Adds: 3(0).

KROKUS/Headhunters (Arista) "Stayed Awake All Night"
Total Reports: 37(30)/Total Adds: 3(5); Hots: 5(6)/Hot Adds: 0(0); Mediums: 30(22)/Medium Adds: 1(4)/Extra Adds: 2(1).

JoBOXERS/Like Gangbusters (RCA) "Just Got Lucky"
Total Reports: 36(38)/Total Adds: 2(3); Hots: 8(8)/Hot Adds: 0(0); Mediums: 27(27)/Medium Adds: 1(0)/Extra Adds: 1(3).

QUEENSRYCHE/Queensryche (EMI America) "Queen Of The Reich"
Total Reports: 32(35)/Total Adds: 3(1); Hots: 5(5)/Hot Adds: 1(0); Mediums: 27(30)/Medium Adds: 2(1)/Extra Adds: 0(0).

DON FELDER/Airborne (Elektra) "Bad Girls"
Total Reports: 26(0)/Total Adds: 25(0); Hots: 1(0)/Hot Adds: 1(0); Mediums: 9(0)/Medium Adds: 8(0)/Extra Adds: 16(0).

EDDIE AND THE CRUISERS/Eddie & Cruisers Sndtrk (Scotti Bros.) "On The Dark Side..."
Total Reports: 26(24)/Total Adds: 3(4); Hots: 6(6)/Hot Adds: 0(0); Mediums: 19(16)/Medium Adds: 2(2)/Extra Adds: 1(2).

PAUL SIMON/Hearts And Bones (WB) "Allergies"
Total Reports: 21(19)/Total Adds: 10(19); Hots: 3(1)/Hot Adds: 0(1); Mediums: 11(6)/Medium Adds: 3(6)/Extra Adds: 7(12).



AOR /HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	166 REPORTERS	Total	Heavy	Medium	Add	Total Adds
4	2	1	1 JOHN COUGAR.../Crumblin' Down (Riva/Pg)	155-	139+	16-	0=	0-
1	1	2	2 PAT BENATAR/Love Is A Battlefield (Chrysalis)	143-	135-	8-	0=	1+
3	3	3	3 HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis)	145-	128-	16+	1+	2+
-	-	15	4 YES/Owner Of A Lonely Heart (Atco)	151+	80+	64+	5-	18-
5	5	4	5 RAINBOW/Street Of Dreams (Mercury/PolyGram)	139-	79-	58-	2+	2=
6	6	5	6 BIG COUNTRY/In A Big Country (Mercury/PolyGram)	129-	97-	32+	0-	1=
DEBUT	DEBUT	DEBUT	7 ROLLING STONES/Undercover Of The Night (RS/Atco)	147+	80+	33+	34+	143+
-	19	13	8 JOHN COUGAR MELLENCAMP/Pink Houses (Riva/Pg)	119+	81+	38+	0-	5-
13	8	7	9 SAGA/Flyer (Portrait/CBS)	129-	48-	81-	0-	0-
10	9	9	10 ALDO NOVA/Monkey On Your Back (Portrait/CBS)	120-	47=	73-	0=	0-
-	-	28	11 DURAN DURAN/Union Of The Snake (Capitol)	123+	53+	54+	14-	31-
11	10	10	12 MICHAEL STANLEY BAND/My Town (EMI America)	114-	57-	57+	0-	0-
14	11	12	13 PETER SCHILLING/Major Tom (Coming Home) (Elektra)	113-	47-	66=	0-	1-
51	29	16	14 GENESIS/Just A Job To Do (Atlantic)	97+	68+	29-	0-	2-
18	13	14	15 KISS/Lick It Up/Mercury/PolyGram	117+	33-	82+	2=	5+
2	4	6	16 MOTELS/Suddenly Last Summer (Capitol)	96-	75-	21+	0=	1=
35	27	22	17 ROMANTICS/Talking In Your Sleep (Nemperor/CBS)	112+	49+	60+	3+	13+
15	12	11	18 SURVIVOR/Caught In The Game (Scotti Bros./CBS)	114-	41-	72-	1-	3-
DEBUT	DEBUT	DEBUT	19 38 SPECIAL/If I'd Been The One (A&M)	131+	22+	65+	44+	127+
39	22	18	20 HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)	92+	61+	30-	1+	3-
-	48	23	21 DOORS/Gloria (Elektra)	107+	27+	69+	10-	15-
7	7	8	22 GENESIS/Mama (Atlantic)	85-	67-	18-	0=	1+
-	-	38	23 NIGHT RANGER/(You Can Still) Rock In... (Camel/MCA)	108+	11+	89+	7-	31-
31	20	19	24 JACKSON BROWNE/Tender Is The Night (Asylum)	89+	54+	35=	0=	1-
20	18	21	25 QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)	76-	50=	26-	0=	0-
-	55	32	26 DARYL HALL & JOHN OATES/Say It Isn't So (RCA)	87+	33+	51+	3-	11-
21	17	17	27 MOODY BLUES/Blue World (Threshold/PolyGram)	82-	35-	47-	0-	0-
43	39	31	28 POLICE/Synchronicity II (A&M)	66+	46+	19+	1+	2-
-	46	36	29 STREETS/If Love Should Go (Atlantic)	89+	8+	75+	5-	16-
37	33	25	30 MOTELS/Little Robbers (Capitol)	74+	44-	30+	0=	1=
-	-	56	31 GENESIS/That's All (Atlantic)	68+	51+	16+	0-	7+
-	-	51	32 PAUL RODGERS/Cut Loose (Atlantic)	87+	5+	67+	15-	28-
25	25	26	33 ROMANTICS/Rock You Up (Nemperor/CBS)	63-	26+	37-	0=	0=
-	44	33	34 ASIA/The Smile Has Left Your Eyes (Geffen)	72+	26-	46+	0-	3-
-	60	42	35 CULTURE CLUB/Church Of The Poison Mind (Virgin/Epic)	68+	25+	42+	1-	5-
-	-	49	36 EDDIE MONEY/Where's The Party? (Columbia)	72+	14+	54+	4-	8-
27	26	27	37 GENESIS/It's Gonna Get Better (Atlantic)	49-	39-	10-	0=	0=
41	34	34	38 QUIET RIOT/Slick Black Cadillac (Pasha/CBS)	59-	20-	39-	0-	1-
28	24	29	39 DOKKEN/Breaking The Chains (Elektra)	62-	13-	48-	1+	1-
47	43	43	40 IRON MAIDEN/Cross-Eyed Mary (Capitol)	62+	9+	53+	0-	4-
9	15	24	41 HEART/How Can I Refuse (Epic)	50-	28-	22-	0=	0=
DEBUT	DEBUT	DEBUT	42 BILLY IDOL/Rebel Yell (Chrysalis)	74+	4+	40+	30+	72+
-	45	48	43 GENESIS/Illegal Alien (Atlantic)	48+	33+	14=	1=	2-
12	14	20	44 STEVIE NICKS/If Anyone Falls (Modern/Atco)	53-	25-	28+	0-	0-
DEBUT	DEBUT	DEBUT	45 ZZ TOP/TV Dinners (WB)	62+	8+	44+	10-	27=
-	-	59	46 BRIAN MAY & FRIENDS/Star Fleet (Capitol)	61+	5+	49+	6-	8-
22	23	37	47 ROBERT PLANT/In The Mood (Es Paranza/Atlantic)	43-	26-	17-	0=	0-
-	51	50	48 BLACK SABBATH/Trashed (WB)	56-	3=	52-	1-	5=
17	21	30	49 JACKSON BROWNE/For A Rocker (Asylum)	39-	23-	16-	0=	0-
DEBUT	DEBUT	DEBUT	50 ALAN PARSONS PROJECT/You Don't Believe (Arista)	67+	6+	34+	27+	66+
38	37	41	51 BLUE OYSTER CULT/Take Me Away (Columbia)	51+	8+	37+	6-	15-
29	36	44	52 Y&T/Mean Streak (A&M)	48-	6-	41-	1+	2+
32	40	45	53 POLICE/Wrapped Around Your Finger (A&M)	34-	24-	10-	0=	0=
DEBUT	DEBUT	DEBUT	54 FIXX/One Thing Leads To Another (MCA)	32-	23-	9=	0=	1+
DEBUT	DEBUT	DEBUT	55 BLUE OYSTER CULT/Shooting Shark (Columbia)	50+	6+	37+	7-	19-
DEBUT	DEBUT	DEBUT	56 TOMMY TUTONE/Get Around Girl (Columbia)	49-	6+	42-	0-	0-
-	56	55	57 MOTLEY CRUE/Looks That Kill (Elektra)	41-	7+	34-	0=	2-
-	58	-	58 P. McCARTNEY and M. JACKSON/Say Say Say (Col.)	43-	16-	24-	3+	4=
36	35	40	59 EURYTHMICS/Love Is A Stranger (RCA)	42-	11-	31+	0-	0-
			60 JOE JACKSON/Memphis (A&M)	44-	13-	31-	0=	0-

AOR /ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25+.

Last Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
4	1	JACKSON BROWNE... Lawyers... (Asylum)	"Tender"																	
1	2	GENESIS... Genesis (Atlantic)	"Mama" "All" "Taking"																	
2	3	MOODY BLUES... The Present (Threshold/PolyGram)	"Blue World" "Sitting"																	
7	4	HUEY LEWIS... Sports (Chrysalis)	"Heart" "R&R"																	
3	5	MOTELS... Little Robbers (Capitol)	"Suddenly"																	
5	6	POLICE... Synchronicity (A&M)	"Synch. II" "Wrapped" "King"																	
13	7	BOB DYLAN... Infidels (Columbia)	"Sweetheart" "Man" "I And I"																	
6	8	J. COUGAR MELLENCAMP... Uh-Huh (Riva/PolyGram)	"Crumblin'" "Houses"																	
8	9	CULTURE CLUB... Colour By Numbers (Virgin/Epic)	"Church" "Chameleon"																	
10	10	BIG COUNTRY... The Crossing (Mercury/PolyGram)	"Big Country"																	
14	11	D. HALL & J. OATES... Rock 'N Soul Part 1 (RCA)	"Say"																	
DEBUT	12	PAUL SIMON... Hearts And Bones (WB)	"Allergies" "Hearts"																	
15	13	DOORS... Alive, She Cried (Elektra)	"Gloria"																	
DEBUT	14	PAUL McCARTNEY... Pipes Of Peace (Columbia)	"Say" "Pipes"																	
9	15	JOE JACKSON... Mike's Murder St. (A&M)	"Cosmopolitan" "Memphis"																	
11	16	PAT BENATAR... Live From Earth (Chrysalis)	"Love Is A Battlefield"																	
19	17	ROBERT PLANT... The Principle... (Es Paranza/Atlantic)	"Arms" "Log" "Mood"																	
16	18	EURYTHMICS... Sweet Dreams (Are Made...) (RCA)	"Love Is A Stranger"																	
DEBUT	19	INDUSTRY... Industry (Capitol)	"State Of The Nation"																	
DEBUT	20	ELVIS COSTELLO... Punch The Clock (Columbia)	"Everyday I Write The Book"																	

CHART PARTICIPANTS: WECM/Clearmont, WERI/Westerly, WXRT/Chicago, KLYV/Dubuque, WCPZ/Sandusky, KLBJ/Austin, WIZD/Ft. Pierce, KSPN/Aspen, KBCO/Boulder, KTCL/Fr. Collins, KINK/Portland, KFOG/San Francisco, KTMS/Santa Barbara, KREM-FM/Spokane.

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 BOLD. 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 BOLD. 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+'s 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

- ROLLING STONES**
Undercover Of The Night (Rolling Stones/Atco)
89% of our 12-24 reporters on it. Total reports: 147. Hot 80, Medium 33, Extra Adds 34, Total Adds 143. Debuts at #7 on the AOR Hot Tracks chart.
- 38 SPECIAL**
If I'd Been The One (A&M)
79% of our 12-24 reporters on it. Total reports: 131. Hot 22, Medium 65, Extra Adds 44, Total Adds 127. Debuts at #19 on the AOR Hot Tracks chart.
- NIGHT RANGER**
(You Can Still) Rock In America (Camel/MCA)
65% of our 12-24 reporters on it. Total reports: 108. Hot 11, Medium 89, Extra Adds 7, Total Adds 31. Moves 38-23 on the AOR Hot Tracks chart.
- DARYL HALL & JOHN OATES**
Say It Isn't So (RCA)
52% of our 12-24 reporters on it. Total reports: 87. Hot 33, Medium 51, Extra Adds 3, Total Adds 11. Moves 32-26 on the AOR Hot Tracks chart.
- STREETS**
If Love Should Go (Atlantic)
53% of our 12-24 reporters on it. Total reports: 89. Hot 8, Medium 75, Extra Adds 5, Total Adds 16. Moves 36-39 on the AOR Hot Tracks chart.
- PAUL RODGERS**
Cut Loose (Atlantic)
52% of our 12-24 reporters on it. Total reports: 87. Hot 5, Medium 67, Extra Adds 15, Total Adds 28. Moves 51-32 on the AOR Hot Tracks chart.

SIGNIFICANT ACTION

- JOURNEY/Frontiers (Columbia) "Send Her My Love"**
Total Reports: 19(19)/Total Adds: 0(1); Hots: 13(13)/Hot Adds: 0(1); Mediums: 6(6)/Medium Adds: 0(0)/Extra Adds: 0(0).
- JOHN HIATT/Riding With The King (Geffen) "I Don't Even Try"**
Total Reports: 18(18)/Total Adds: 5(3); Hots: 2(2)/Hot Adds: 0(0); Mediums: 12(12)/Medium Adds: 1(1)/Extra Adds: 4(2).
- ORPHAN/Lonely At Night (CBS) "Lonely At Night"**
Total Reports: 17(19)/Total Adds: 4(7); Hots: 2(1)/Hot Adds: 0(0); Mediums: 14(12)/Medium Adds: 3(1)/Extra Adds: 1(6).
- RODNEY DANGERFIELD/Rappin' Rodney (RCA) "Rappin' Rodney"**
Total Reports: 15(16)/Total Adds: 11(10); Hots: 1(1)/Hot Adds: 0(1); Mediums: 6(6)/Medium Adds: 3(1)/Extra Adds: 8(8).
- KIM CARNES/Cafe Racers (EMI America) "Invisible Hands"**
Total Reports: 14(7)/Total Adds: 10(4); Hots: 0(0)/Hot Adds: 0(0); Mediums: 10(4)/Medium Adds: 6(2)/Extra Adds: 4(2).
- CLARENCE CLEMONS AND RED BANK ROCKERS/Rescue (Columbia) "Rock 'N Roll DJ"**
Total Reports: 14(12)/Total Adds: 4(4); Hots: 0(0)/Hot Adds: 0(0); Mediums: 12(9)/Medium Adds: 2(2)/Extra Adds: 2(2).
- X/More Fun In The New World (Elektra) "New World"**
Total Reports: 14(13)/Total Adds: 1(2); Hots: 4(3)/Hot Adds: 0(0); Mediums: 8(8)/Medium Adds: 0(0)/Extra Adds: 1(2).
- INDUSTRY/Industry (Capitol) "State Of The Nation"**
Total Reports: 13(6)/Total Adds: 7(0); Hots: 2(1)/Hot Adds: 0(0); Mediums: 7(5)/Medium Adds: 3(0)/Extra Adds: 4(0).
- JIMMY BUFFETT/One Particular Harbour (MCA) "Brown-Eyed Girl"**
Total Reports: 11(10)/Total Adds: 0(0); Hots: 1(1)/Hot Adds: 0(0); Mediums: 10(9)/Medium Adds: 0(0)/Extra Adds: 0(0).
- ALARM/The Alarm (IRS/A&M) "The Stand"**
Total Reports: 10(9)/Total Adds: 0(1); Hots: 1(1)/Hot Adds: 0(0)/Mediums: 6(8)/Medium Adds: 0(0)/Extra Adds: 3(0).
- ELVIS BROTHERS/Movin' Up (Portrait/CBS) "Fire In The City"**
Total Reports: 10(11)/Total Adds: 0(1); Hots: 3(3)/Hot Adds: 0(0); Mediums: 7(7)/Medium Adds: 0(0)/Extra Adds: 0(1).
- LIONEL RICHIE/Can't Slow Down (Motown) "All Night Long (All Night)"**
Total Reports: 9(5)/Total Adds: 5(0); Hots: 3(2)/Hot Adds: 0(0); Mediums: 2(3)/Medium Adds: 1(0)/Extra Adds: 4(0).

Station Listings . . . See Page 64

Hot Tracks!

"GENESIS" 80116



Virtually Unprecedented
Airplay Action On The
AOR Hot Tracks Chart

"MAMA" 22

"JUST A JOB TO DO" 14

"IT'S GONNA GET BETTER" 37

"ILLEGAL ALIEN" 43

"THAT'S ALL" 31

AND

2 On The AOR Albums Chart

GOLD AIRPLAY — GOLD SALES

Produced by:
Genesis with Hugh Padgham.



On Atlantic Records and Cassettes

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Management:
Tony Smith, Hit & Run Music.

CHR REPORTERS

13FEA(WFEA)/Manchester, NH (3-E)
 92X(WXGT)/Columbus, OH (2-M)
 93FM(KKBB-FM)/Houston, TX (1-S)
 94Q(WQXI-FM)/Atlanta, GA (1-S)
 94TYX(WTYX)/Jackson, MS (2-S)
 95XIL(WXIL)/Parkersburg, WV (3-E)
 98PXY(WPXY)/Rochester, NY (2-E)
 99KG(KSKG)/Salina, KS (3-M)
 B94(WBZZ)/Pittsburgh, PA (1-E)
 B96(WBBM-FM)/Chicago, IL (1-M)
 B97(WEZB)/New Orleans, LA (1-S)
 B104(WBSB)/Baltimore, MD (1-E)
 BJ105(WBJW)/Orlando, FL (2-S)
 CFTR/Toronto, Canada (1-E)
 CHUM/Toronto, Canada (1-E)
 CKGM/Montreal, Canada (1-E)
 FM100(WRCM-FM)/Memphis, TN (2-S)
 G100(WKGF-FM)/Mobile, AL (2-S)
 I95(WINZ-FM)/Miami, FL (1-S)
 K96(KFMY)/Provo, UT (2-W)
 K104(WCCQ)/Erie, PA (2-E)
 K107(KAYI)/Tulsa, OK (2-M)
 KAFM/Dallas, TX (1-S)
 KAMZ/E Paso, TX (2-S)
 KBBK/Boise, ID (2-W)
 KBEQ/Kansas City, MO (1-M)
 KBFM/McAllen-Brownsville, TX (2-S)
 KBIM/Roswell, NM (3-W)
 KC101(WKCI)/New Haven, CT (2-E)
 KCBN/Reno, NV (3-W)
 KCDQ/Bozeman, MT (3-W)
 KCMQ/Columbia, MO (3-M)
 KCNR/Portland, OR (1-W)
 KDVI/Topeka, KS (3-M)
 KDZA/Pueblo, CO (3-W)
 KEARTH(KRTH)/Los Angeles, CA (1-W)
 KEYN-FM/Wichita, KN (2-M)
 KFII/Los Angeles, CA (2-W)
 KFMW/Waterloo, IA (3-M)
 KFCJ/San Francisco, CA (1-W)
 KFRX/Lincoln, NE (3-M)
 KFVR/Bismarck, ND (3-M)
 KGGI/Riverside-San Bernardino, CA (2-W)
 KGHO/Hoquiam, WA (3-W)
 KGOT/Anchorage, AK (3-W)
 KHFI/Austin, TX (2-S)
 KHOP/Modesto-Stockton, CA (2-W)
 KHRT/St. Louis, MO (1-M)
 KHYY/Tucson, AZ (2-W)
 KIDD/Monterey, CA (2-W)
 KIKI/Davenport, IA (2-M)
 KIIS-FM/Los Angeles, CA (1-W)
 KIKI/Honolulu, HI (2-W)
 KILE/Galveston, TX (3-S)
 KIMN/Denver, CO (1-W)
 KIQQ/Los Angeles, CA (1-W)
 KISR/Ft. Smith, AR (3-S)
 KIST/Santa Barbara, CA (3-W)
 KITE/Corpus Christi, TX (2-S)
 KITS/San Francisco, CA (1-W)
 KITY/San Antonio, TX (2-S)
 KJ103(KJYO)/Oklahoma City, OK (2-M)
 KKAZ/Cheyenne, WY (3-W)
 KKFM/Colorado Springs, CO (2-W)
 KKL-FM/Rapid City, SD (3-M)
 KKQV/Wichita Falls, TX (3-S)
 KKRC/Sioux Falls, SD (3-M)
 KKXL-FM/Grand Forks, ND (3-M)
 KXXI/Bakersfield, CA (2-W)
 KKYK/Little Rock, AR (2-S)
 KLUC/Las Vegas, NV (2-W)
 KMGK/Des Moines, IA (2-M)
 KMGX/Fresno, CA (2-W)
 KMJK/Portland, OR (1-W)
 KNBQ/Tacoma-Seattle, WA (1-W)
 KNOE-FM/Monroe, LA (3-S)
 K093(KOSO)/Modesto, CA (2-W)
 KOPA/Phoenix, AZ (1-W)
 KOZE/Lewiston, ID (3-W)
 KQIZ-FM/Amarillo, TX (3-S)
 KQKQ/Omaha, NE (2-M)
 KQM/Q/Honolulu, HI (2-W)
 KRGV/McAllen-Brownsville, TX (2-S)
 KRNA/Iowa City, IA (3-M)
 KROK/Shreveport, LA (2-S)
 KRQ(KRQQ)/Tucson, AZ (2-W)
 KRSP/Salt Lake City, UT (2-W)
 KSET-FM/E Paso, TX (2-S)
 KSKD/Salem, OR (2-W)
 KSLY/San Luis Obispo, CA (3-W)
 KTDY/Lafayette, LA (3-S)
 KTFM/San Antonio, TX (2-S)
 KTRS/Casper, WY (3-W)
 KTSA/San Antonio, TX (2-S)
 KUBE/Seattle, WA (1-W)
 KWOD/Sacramento, CA (2-W)
 KWSS/San Jose, CA (1-W)
 KWT0-FM/Springfield, MO (3-M)
 KX104(WKWX)/Nashville, TN (2-S)
 KXSS/Lincoln, NE (3-M)
 KXX106(WKXX)/Birmingham, AL (2-S)
 KYNO-FM/Fresno, CA (2-W)
 KYTN/Grand Forks, ND (3-M)
 KYUU/San Francisco, CA (1-W)
 KYAA/Billings, MT (3-W)
 KZ93(WKZW)/Peoria, IL (2-M)
 KZFM/Corpus Christi, TX (2-S)
 KZOZ/San Luis Obispo, CA (3-W)
 KZZB/Beaumont, TX (2-S)
 KZZP/Phoenix, AZ (1-W)
 OK100(WOKW)/Ithaca, NY (3-E)
 PRO-FM(WPRO-FM)/Providence, RI (1-E)
 Q100(WQQQ)/Allentown, PA (2-E)
 Q101(WJDO)/Meridian, MS (3-S)
 Q102(WKRQ)/Cincinnati, OH (1-M)
 Q103(KOAO)/Denver, CA (1-W)
 Q104(WQEN)/Gadsden, AL (3-S)

Q105(WRBO-FM)/Tampa, FL (1-S)
 Q106(WQXA)/York, PA (2-E)
 Q107(WQXX)/Washington, DC (1-E)
 U93(WNDU-FM)/South Bend, IN (2-M)
 WABB-FM/Mobile, AL (2-S)
 WABX/Detroit, MI (1-M)
 WACZ/Bangor, ME (3-E)
 WAEV/Savannah, GA (3-S)
 WANS-FM/Greenville, SC (3-S)
 WAZY-FM/Lafayette, IN (3-M)
 WBBQ/Augusta, GA (2-S)
 WBCY/Charlotte, NC (2-S)
 WBEN-FM/Buffalo, NY (1-E)
 WBLI/Long Island, NY (1-E)
 WBNQ/Bloomington, IL (3-M)
 WBWB/Bloomington, IN (3-M)
 WCAU-FM/Philadelphia, PA (1-E)
 WCGQ/Columbus, GA (3-S)
 WCIL-FM/Carbondale, IL (3-M)
 WCIR/Beckley, WV (3-E)
 WDCG/Durham-Raleigh, NC (2-S)
 WDOQ/Daytona Beach, FL (2-S)
 WEBC/Duluth, MN (2-S)
 WERZ/Exter, NH (3-E)
 WFBG/Altoona, PA (3-E)
 WFLY/Albany, NY (2-E)
 WFMF/Baton Rouge, LA (2-S)
 WFMJ/Lexington, KY (2-S)
 WFOX/Gainesville, GA (3-S)
 WGCL/Cleveland, OH (1-M)
 WGFN/Schenectady, NY (2-E)
 WGLT/Tallahassee, FL (3-S)
 WGRD/Grand Rapids, MI (2-M)
 WGUY/Bangor, ME (3-E)
 WHBB/Portsmouth, NH (3-E)
 WHFM/Rochester, NY (2-E)
 WHHY-FM/Montgomery, AL (2-S)
 WHOT/Youngstown, OH (2-M)
 WHSL/Wilmington, NC (3-S)
 WHTT/Boston, MA (1-E)
 WHTX/Pittsburgh, PA (1-E)
 WHYT/Detroit, MI (1-M)
 WIGY/Bath, ME (3-E)
 WIKZ/Chambersburg, PA (3-E)
 WISV/Ashville, NC (3-S)
 WIXV/Savannah, GA (3-S)
 WJAD/Bainbridge, GA (3-S)
 WJBJ/Portland, ME (3-E)
 WJXQ/Jackson, MI (2-M)
 WKAU/Appleton-Oshkosh, WI (2-M)
 WKBW/Buffalo, NY (1-E)
 WKDD/Akron, OH (2-M)
 WKDQ/Evansville, IN (2-M)
 WKEM/Huntington, WV (2-E)
 WKFF/Syracuse, NY (2-E)
 WKFR/Kalamazoo, MI (2-M)
 WKHI/Ocean City, MD (2-E)
 WKHQ/Chicago, IL (1-M)
 WKRZ-FM/Wilkes-Barre, PA (2-E)
 WKTI/Milwaukee, WI (1-M)
 WLAN-FM/Lancaster, PA (1-E)
 WL0L-FM/St. Paul, MN (1-M)
 WLS/Chicago, IL (1-M)
 WLS-FM/Chicago, IL (1-M)
 WMEE/Ft. Wayne, IN (2-M)
 WNAM/Appleton-Oshkosh, WI (2-M)
 WNFI/Daytona Beach, FL (2-S)
 WNOK-FM/Columbia, SC (2-S)
 WNVZ/Norfolk, VA (2-S)
 WNY5/Buffalo, NY (1-E)
 WOKI/Knoxville, TN (2-S)
 WOMP-FM/Wheeling, WV (3-E)
 WPFM/Panama City, FL (3-S)
 WPHD/Buffalo, NY (1-E)
 WPLJ/New York, NY (1-E)
 WPST/Trenton, NJ (2-E)
 WQCM/Hagerstown, MD (3-E)
 WQID/Biloxi, MS (2-S)
 WQUT/Johnson City, TN (2-S)
 WRCK/Utica, NY (2-E)
 WRKR/Racine-Milwaukee, WI (2-M)
 WRQK/Greensboro, NC (2-S)
 WRQN/Toledo, OH (2-M)
 WRVQ/Richmond, VA (2-S)
 WSEZ/Winston-Salem, NC (2-S)
 WSFL/New Bern, NC (2-S)
 WSKZ/Chattanooga, TN (2-S)
 WSPK/Poughkeepsie, NY (2-E)
 WSPT/Stevens Point, WI (3-M)
 WSQV/Williamsport, PA (3-E)
 WSSX/Charleston, SC (2-S)
 WSTO/Evansville, IN (2-M)
 WTC-FM/Hartford, CT (2-E)
 WTRY/Albany, NY (2-E)
 WTSN/Dover, NH (3-E)
 WVIC/Lansing, MI (2-M)
 WVSR/Charleston, WV (2-E)
 WXXK-FM/Boston, MA (1-E)
 WXLK/Roanoke, VA (3-S)
 WYCR/Hanover-York, PA (2-E)
 WYFM/Youngstown, OH (2-S)
 WYKS/Gainesville, FL (3-S)
 WZLD/Columbia, SC (2-S)
 WZOK/Rockford, IL (2-M)
 WZPL/Indianapolis, IN (2-M)
 WZYP/Chattanooga, AL (2-S)
 WZYQ/Frederick, MD (3-E)
 WZZR/Grand Rapids, MI (2-M)
 XTRA(XETRA)/San Diego, CA (1-W)
 Y94(WDAY-FM)/Fargo, ND (3-M)
 Y100(WHYI)/Miami, FL (1-S)
 Z93(WZGZ)/Atlanta, GA (1-S)
 Z100(WHTZ)/New York, NY (1-E)
 Z102(WZAT)/Savannah, GA (3-S)
 Z104(WZEE)/Madison, WI (2-M)
 ZZ99(KZZC)/Kansas City, MO (2-M)

Hot Hits in 105KITS San Francisco

PD: Jeff Hunter
 MD: Michelle Meisner

1 LIONEL RICHIE/All Right Long(All Hi)
 2 ROBERTA FLATT/Islands In The Stream
 3 BILLY JOEL/Only The Good
 4 HOOKER & PATTON/Islands In The Stream
 5 RUBY LEWIS & HENRY/Heart And Soul
 6 PAT BENATAR/Love Is A Battlefield
 7 STEVIE NICKS/If Anyone Falls
 8 DAVID BOWIE/Modern Love
 9 DAVID BOWIE/Modern Love
 10 QUIET RIO/On Feel The Boize
 11 DAVID BOWIE/Modern Love
 12 HENRY LUCAS/Heart And Soul
 13 HENRY LUCAS/Heart And Soul
 14 HENRY LUCAS/Heart And Soul
 15 HENRY LUCAS/Heart And Soul
 16 HENRY LUCAS/Heart And Soul
 17 HENRY LUCAS/Heart And Soul
 18 HENRY LUCAS/Heart And Soul
 19 HENRY LUCAS/Heart And Soul
 20 HENRY LUCAS/Heart And Soul

ROLLING STONES/Undercover Of The...
 18 SPECIAL/If I'd Been The One
 MADONNA/Holiday
 PAUL SIMON/Afternoon
 KOO & THE GANG/Joanna
 COMEDORES/Only You

KIQQ 100FM Los Angeles

PD: Paula Matthews
 MD: Robert Moorhead

1 LIONEL RICHIE/All Right Long(All Hi)
 2 ROBERTA FLATT/Islands In The Stream
 3 BILLY JOEL/Only The Good
 4 HOOKER & PATTON/Islands In The Stream
 5 RUBY LEWIS & HENRY/Heart And Soul
 6 PAT BENATAR/Love Is A Battlefield
 7 STEVIE NICKS/If Anyone Falls
 8 DAVID BOWIE/Modern Love
 9 DAVID BOWIE/Modern Love
 10 QUIET RIO/On Feel The Boize
 11 DAVID BOWIE/Modern Love
 12 HENRY LUCAS/Heart And Soul
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 19 HENRY LUCAS/Heart And Soul
 20 HENRY LUCAS/Heart And Soul

KWSS 94.5FM San Jose

PD: Dave Van Stone
 MD: Chris Knight

1 LIONEL RICHIE/All Right Long(All Hi)
 2 ROBERTA FLATT/Islands In The Stream
 3 BILLY JOEL/Only The Good
 4 HOOKER & PATTON/Islands In The Stream
 5 RUBY LEWIS & HENRY/Heart And Soul
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KISFM 102.7 Los Angeles

PD: Gerry De Francesco
 MD: Mike Schaefer

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KISFM 102.7 Los Angeles

PD: Doug Erikson
 MD: Gloria Avila

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KISFM 102.7 Los Angeles

PD: Bob Hamilton
 MD: David Grossman

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KISFM 102.7 Los Angeles

PD: Reggie Blackwell
 MD: Art Morales

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KISFM 102.7 Los Angeles

PD: Charlie Quinn
 MD: Steve Goddard

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KISFM 102.7 Los Angeles

PD: Bob Case
 MD: Tom Hutlyer

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KISFM 102.7 Los Angeles

PD: Jim Richards
 MD: Steve Sande

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KISFM 102.7 Los Angeles

PD: Gerry Cagle
 Music Assistant: Lynette Abraham

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EAST
Most Added Hottest

Rolling Stones
38 Special
Police
Lionel Richie
McCartney & Jackson
Billy Joel

CHRADD & 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.

SOUTH
Most Added Hottest

Rolling Stones
38 Special
Yes
Lionel Richie
McCartney & Jackson
Billy Joel

EAST

PARALLEL TWO

WFLY/Albany, NY
Jack Lawrence

POLICE
ROLLING STONES (dp)
YES
KOO & THE GANG
RICK SPRINGFIELD
38 SPECIAL
Hottest:
LIONEL RICHIE 1-1
PRINCE 5-2
DAVID BOWIE 7-3
BILLY JOEL 12-7
HALL & OATES 21-16

WTRY/Albany, NY
Bill Cahill

ROLLING STONES (dp)
RODNEY DANGERFIELD
RICK SPRINGFIELD
YES
38 SPECIAL (dp)
Hottest:
QUIET RIOT 3-1
LIONEL RICHIE 9-4
FIXX 10-6
PAT BENATAR 13-7
MICHAEL JACKSON 15-9

Q100/Alentown, PA
Dillon/Freeman

JACKSON BROWNE
POLICE
ONJ
DURAN DURAN
ELTON JOHN
Hottest:
QUIET RIOT 1-1
ROGERS & PARTON 3-2
MCCARTNEY & JACKS 15-9
PAT BENATAR 18-10
MICHAEL JACKSON 26-18

WVSR/Charleston, WV
Dave Carlisle

NAKED EYES
MEMBERS
ONJ
DURAN DURAN
ROLLING STONES (dp)
38 SPECIAL (dp)
Hottest:
ROGERS & PARTON 1-1
BILLY JOEL 5-3
MCCARTNEY & JACKS 11-8
COMMODORES 12-9
MICHAEL JACKSON 13-10

K104/Erie, PA
Bill Shannon

POLICE
ROLLING STONES
IRENE CARA
HUMAN LEAGUE
38 SPECIAL
DURAN DURAN
RAY PARKER JR.
Hottest:
QUIET RIOT 1-1
JOURNEY 8-5
BILLY JOEL 10-7
ASIA 16-8
MCCARTNEY & JACKS 23-16

WYCR/Hanover, York, PA
Mark Richards

38 SPECIAL
MOODY BLUES
PAUL YOUNG
ROLLING STONES
LINDA RONSTADT (dp)
SPANDAU BALLET
MOTELS 1-1
QUIET RIOT 15-5
LIONEL RICHIE 19-7
MSB 21-11
PAT BENATAR 37-27

WTIC-FM/Hartford, CT
Mike West

SHANNON
RAY PARKER JR.
Hottest:
LIONEL RICHIE 1-1
MCCARTNEY & JACKS 5-3
RUFUS & CHAKA 10-6
HUEY LEWIS & NEWS 12-7
HALL & OATES 24-14

WKEE/Huntington, WV
Gary Miller

38 SPECIAL (dp)
YES (dp)
ROLLING STONES (dp)
ALAN PARSONS
RODNEY DANGERFIELD
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 2-2
FIXX 3-3
PRINCE 5-4
MOTELS 7-5

WLAN-FM/Lancaster, PA
Todd Halliday

ROLLING STONES
PAUL SIMON
MOODY BLUES
38 SPECIAL (dp)
SPANDAU BALLET
STRAY CATS
NAKED EYES
Hottest:
BILLY JOEL 2-2
JOURNEY 10-6
PAT BENATAR 11-7
MCCARTNEY & JACKS 23-16
JOHN COUGAR 27-18

KC101/New Haven, CT
Stef Rybak

ONJ
DURAN DURAN
PAUL SIMON
MATTHEW WILDER
MANHATTAN TRANSPSE
RAY PARKER JR.
Hottest:
LIONEL RICHIE 1-1
ROGERS & PARTON 2-2
MCCARTNEY & JACKS 14-4
PAT BENATAR 12-8
QUIET RIOT 19-11

WBP/K/Poughkeepsie, NY
Chris Laide

YES
JEFFREY OSBORNE
RICK SPRINGFIELD
STRAY CATS
DURAN DURAN
INDUSTRY
RAY PARKER JR.
POLICE
DEBORAH ALLEN
BIG COUNTRY (dp)
Hottest:
LIONEL RICHIE 1-1
BILLY JOEL 8-2
HUEY LEWIS & NEWS 4-4
JACKSON BROWNE 7-5
JOHN COUGAR 23-16

WVFM/Rochester, NY
Cherley Lake

ROLLING STONES
MADONNA & VANDROS
STRAY CATS
RUFUS & CHAKA
RAINBOW
Hottest:
QUIET RIOT 1-1
LIONEL RICHIE 6-5
PAT BENATAR 11-6
MCCARTNEY & JACKS 17-11
BILLY JOEL 16-13

98PY/Rochester, NY
Tom Mitchell

ROLLING STONES
38 SPECIAL
ONJ
Hottest:
LIONEL RICHIE 2-1
BILLY JOEL 4-2
MCCARTNEY & JACKS 6-3
QUIET RIOT 9-4
MICHAEL JACKSON 7-5

WQFM/Schenectady, NY
Tom Parker

ROLLING STONES
MADONNA & VANDROS
NAKED EYES
Hottest:
ROGERS & PARTON 2-1
QUIET RIOT 10-8
MCCARTNEY & JACKS 15-9
PAT BENATAR 19-12
JOHN COUGAR 25-22

WKFM/Syracuse
John Carucci

ONJ
KIM CARNES
ROLLING STONES
38 SPECIAL (dp)
ALAN PARSONS
JUICE NEWTON (dp)
MOODY BLUES
SPANDAU BALLET
MADONNA
EDDIE & THE CRUIS
Hottest:
ROGERS & PARTON 2-1
LIONEL RICHIE 6-2
MOTELS 8-3
BILLY JOEL 12-6
MCCARTNEY & JACKS 15-8

WPST/Trenton, NJ
Tom Taylor

DEBARGE
EWF
MOODY BLUES
ONJ
JEFFREY OSBORNE
ROLLING STONES
38 SPECIAL
MATTHEW WILDER
Hottest:
ROGERS & PARTON 13-5
MCCARTNEY & JACKS 18-6
PAT BENATAR 15-10
QUIET RIOT 22-15
JOHN COUGAR 27-19

WRCK/Utica, NY
Jim Reitz

ROLLING STONES
38 SPECIAL
MOODY BLUES
ALAN PARSONS
KANSAS
SPANDAU BALLET
MARSHALL CRENSHAW
Hottest:
QUIET RIOT 1-1
PAT BENATAR 8-3
HUEY LEWIS & NEWS 12-7
JOHN COUGAR 18-10
MCCARTNEY & JACKS 23-15

WKRZ-FM/Wilkes-Barre
Jim Rising

DOKK
RUFUS & CHAKA
ROLLING STONES
ONJ
MOODY BLUES
ALAN PARSONS
RAY PARKER JR.
38 SPECIAL
EWF
DEBORAH ALLEN
Hottest:
JOHN COUGAR 21-14
EURYTHMICS 35-19
HALL & OATES 39-22
WARWICK & VANDROS 33-28
MSB 40-35

Q108/York, PA
Dan Steele

ROLLING STONES (dp)
KOO & THE GANG
MELISSA MANCHESTE
Hottest:
LIONEL RICHIE 2-1
BONNIE TYLER 1-2
ROGERS & PARTON 3-3
BILLY JOEL 11-5
MICHAEL JACKSON 15-8

PARALLEL THREE

WFBG/Altoona, PA
Tony Booth

ROLLING STONES
RAY PARKER JR.
38 SPECIAL
SPANDAU BALLET
POLICE
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 3-2
MCCARTNEY & JACKS 20-13
JOHN COUGAR 23-16
HALL & OATES 36-26

OK100/Ithaca, NY
Denny Alexander

KIM CARNES
ROLLING STONES
POLICE
RICK JAMES
HUMAN LEAGUE
DURAN DURAN
Hottest:
RODNEY DANGERFIELD
DURAN DURAN
POLICE
YES
CYNDI LAUPER
ROLLING STONES
38 SPECIAL
ELTON JOHN
ONJ
KISS
Hottest:
POLICE 1-1
DEF LEPPARD 5-3
QUIET RIOT 19-9
JOHN COUGAR 29-20
MICHAEL JACKSON 35-26

WACZ/Bangor, ME
Michael O'Hara

ROLLING STONES
RAY PARKER JR.
38 SPECIAL
SPANDAU BALLET
PAUL RODGERS
MATTHEW WILDER
JENNIFER HOLLIDAY
Hottest:
QUIET RIOT 13-1
BILLY JOEL 6-4
MICHAEL JACKSON 12-5
MCCARTNEY & JACKS 17-7
HUEY LEWIS & NEWS 15-10

WGUY/Bangor, ME
Jim Randall

DURAN DURAN
SPANDAU BALLET
MADONNA
KOO & THE GANG
CYNDI LAUPER
ROLLING STONES
INDUSTRY
EDDIE & THE CRUIS
Hottest:
LIONEL RICHIE 4-1
BILLY JOEL 8-3
PAT BENATAR 9-6
MCCARTNEY & JACKS 10-7
QUIET RIOT 19-9

WIGY/Bath, ME
Scott Robbins

ONJ
YES
ROLLING STONES
38 SPECIAL
COMMODORES
FOUR TOPS
JENNIFER HOLLIDAY
EDDIE & THE CRUIS
SPANDAU BALLET
Hottest:
QUIET RIOT 10-1
HUEY LEWIS & NEWS 13-7
PAT BENATAR 15-8
MCCARTNEY & JACKS 19-9
JOHN COUGAR 21-15

103CIR/Beckley, WV
Bob Spencer

DAVID BOWIE
ALABAMA
DEBORAH ALLEN
EWF
ONJ
ROLLING STONES
RUFUS & CHAKA
ELTON JOHN
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 4-2
MOTELS 7-5
COMMODORES 9-6
BILLY JOEL 11-8

WIKZ/Chambersburg, PA
Matthew/Alexander

POLICE
ROLLING STONES
38 SPECIAL
Hottest:
ROGERS & PARTON 1-1
QUIET RIOT 3-2
BILLY JOEL 6-5
MICHAEL JACKSON 15-9
PAT BENATAR 19-11

WTSN/Dover, NH
Jim Sebastian

CULTURE CLUB
ELTON JOHN
ROLLING STONES
KIM CARNES
ONJ
POLICE
JEFFREY OSBORNE
Hottest:
ROGERS & PARTON 13-5
MCCARTNEY & JACKS 18-6
PAT BENATAR 15-10
QUIET RIOT 22-15
JOHN COUGAR 27-19

WRZ/Exeter, NH
Scott MacKey

POLICE
ROLLING STONES
ONJ
ALAN PARSONS
KOO & THE GANG
SPANDAU BALLET
KISS
EWF
MADONNA
REAL LIFE
CYNDI LAUPER
STREETS
Hottest:
LIONEL RICHIE 5-1
BILLY JOEL 12-7
JOHN COUGAR 20-15
PETER SCHILLING 23-19
BIG COUNTRY 25-20

WERZ/Exeter, NH
Scott MacKey

POLICE
ROLLING STONES
ONJ
ALAN PARSONS
KOO & THE GANG
SPANDAU BALLET
KISS
EWF
MADONNA
REAL LIFE
CYNDI LAUPER
STREETS
Hottest:
LIONEL RICHIE 5-1
BILLY JOEL 12-7
JOHN COUGAR 20-15
PETER SCHILLING 23-19
BIG COUNTRY 25-20

WZYQ/Fredrick, MD
Kemosabi Joe

STEVIE NICKS
DEBORAH ALLEN
Hottest:
JOHN COUGAR 7-4
MCCARTNEY & JACKS 12-8
HALL & OATES 16-9

WQCM/Hagerstown, MD
Will Kauffman

RAY PARKER JR.
ROLLING STONES
38 SPECIAL
ELO
STRAY CATS
DEBORAH ALLEN
EWF
BARBRA STREISAND (dp)
Hottest:
ROGERS & PARTON 1-1
QUIET RIOT 2-2
LIONEL RICHIE 4-3
MICHAEL JACKSON 11-6
ROGERS & PARTON 20-11

OK100/Ithaca, NY
Denny Alexander

KIM CARNES
ROLLING STONES
POLICE
RICK JAMES
HUMAN LEAGUE
DURAN DURAN
Hottest:
RODNEY DANGERFIELD
DURAN DURAN
POLICE
YES
CYNDI LAUPER
ROLLING STONES
38 SPECIAL
ELTON JOHN
ONJ
KISS
Hottest:
POLICE 1-1
DEF LEPPARD 5-3
QUIET RIOT 19-9
JOHN COUGAR 29-20
MICHAEL JACKSON 35-26

13FEA/Manchester, NH
Rick Ryder

HUEY LEWIS & NEWS
HALL & OATES
JOE ESPOSITO
LINDA RONSTADT
KOO & THE GANG
HUMAN LEAGUE
FOUR TOPS
JEFFREY OSBORNE
KIM CARNES
Hottest:
ROGERS & PARTON 1-1
MOTELS 5-2
LIONEL RICHIE 9-5
JACKSON BROWNE 16-8
BILLY JOEL 12-10

WKHI/Ocean City, MD
Jack Gillen

HALL & DATES
POLICE (dp)
ELTON JOHN
ONJ
BIG COUNTRY (dp)
DURAN DURAN
Hottest:
LIONEL RICHIE 1-1
DAVID BOWIE 11-7
HUEY LEWIS & NEWS 12-8
RUFUS & CHAKA 16-10
COMMODORES 24-17

WSSX/Charleston
BM Martin

DURAN DURAN
STRAY CATS
ROLLING STONES
38 SPECIAL
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 2-2
BILLY JOEL 9-9
MANHATTAN TRANSPSE 15-15
JOHN COUGAR 25-25

98XIL/Parkeburg, WV
Paul DeMille

DOORS
ROLLING STONES
POLICE
FOUR TOPS
RAY PARKER JR.
DURAN DURAN
38 SPECIAL
HUMAN LEAGUE
KISS (dp)
RICK JAMES
LOVERBOY 1-1
JOURNEY 3-2
BILLY JOEL 9-4
RICK SPRINGFIELD 10-5
DAVID BOWIE 16-8

WJBO/Portland, ME
Phoebus O'Neil

SPANDAU BALLET
KOO & THE GANG
ROLLING STONES
DEBORAH ALLEN
INDUSTRY
REAL LIFE
EWF
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 4-2
PAT BENATAR 7-6
QUIET RIOT 20-12
HUEY LEWIS & NEWS 19-17

WHBE/Portsmouth
Rick Bean

ROLLING STONES
POLICE
DURAN DURAN
Hottest:
DAVID BOWIE 3-1
HUEY LEWIS & NEWS 5-3
LOVERBOY 8-6
EURYTHMICS 11-9
JOHN COUGAR 25-21

WOMP-FM/Wheeling, WV
Dwayne Bonds

ROLLING STONES
DURAN DURAN
RAY PARKER JR.
ONJ
YES
MELISSA MANCHESTE
PAUL SIMON
JUICE NEWTON
38 SPECIAL
Hottest:
BILLY JOEL 3-1
QUIET RIOT 9-3
FIXX 7-4
MCCARTNEY & JACKS 13-7
PAT BENATAR 22-13

WSQV/Williamsport, PA
Frank Bell

ROLLING STONES
38 SPECIAL
ONJ
MOODY BLUES
EDDIE MONEY
GENESIS
Hottest:
QUIET RIOT 2-1
PAT BENATAR 4-2
JOHN COUGAR 7-4
MCCARTNEY & JACKS 12-8
HALL & OATES 16-9

WZYG/Fredrick, MD
Kemosabi Joe

STEVIE NICKS
DEBORAH ALLEN
Hottest:
JOHN COUGAR 7-4
MCCARTNEY & JACKS 12-8
HALL & OATES 16-9

KHFI/Austin, TX
Volkan/Garrett

ROLLING STONES
RAY PARKER JR.
ROMANTICS
JOE JACKSON
NAKED EYES
Hottest:
LIONEL RICHIE 1-1
BILLY JOEL 3-2
MCCARTNEY & JACKS 17-5
QUIET RIOT 14-9
JOHN COUGAR 18-13

WFMF/Baton Rouge, LA
Rice/Ahsyan

none
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 3-3
BILLY JOEL 9-9
BRYSON & PLACK 10-10
MCCARTNEY & JACKS 12-12

KZZB/Beaumont, TX
Murphy/Harrison

38 SPECIAL
ALAN PARSONS
NAKED EYES
POLICE
MEN WITHOUT HATS
Hottest:
LIONEL RICHIE 5-1
DAVID BOWIE 6-3
BILLY JOEL 19-9
JOHN COUGAR 21-14
MCCARTNEY & JACKS 27-17

WQID/BHoxl, MS
Kirk Clatt

POLICE
ELTON JOHN
JOBKERS
WARWICK & VANDROS
BIG COUNTRY
DEBARGE
Hottest:
LIONEL RICHIE 3-1
MOTELS 5-2
ROGERS & PARTON 8-5
MCCARTNEY & JACKS 10-6
QUIET RIOT 32-23

KXX106/Birmingham, AL
Kevin McCarthy

MSB
DEBARGE
JENNIFER HOLLIDAY
ROLLING STONES
STRAY CATS
HEART
KISS (dp)
Hottest:
HERBIE HANCOCK 2-1
PAT BENATAR 7-5
RICK SPRINGFIELD 12-7
LIONEL RICHIE 18-13
NAKED EYES 22-17

WSSX/Charleston
BM Martin

DURAN DURAN
STRAY CATS
ROLLING STONES
38 SPECIAL
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 2-2
BILLY JOEL 9-9
MANHATTAN TRANSPSE 15-15
JOHN COUGAR 25-25

WBCY/Charlotte, NC
Bob Kagan

MATTHEW WILDER
BIG COUNTRY
DURAN DURAN
COMMODORES
JENNIFER HOLLIDAY
38 SPECIAL
STRAY CATS
ROLLING STONES
Hottest:
LIONEL RICHIE 3-1
BILLY JOEL 8-3
MCCARTNEY & JACKS 18-14
HALL & OATES 25-17
JOHN COUGAR 32-24

WSKZ/Chattanooga, TN
Blake/Page

QUIET RIOT
ONJ
DURAN DURAN
ROLLING STONES
38 SPECIAL
EWF
Hottest:
LIONEL RICHIE 1-1
ROGERS & PARTON 4-2
MCCARTNEY & JACKS 8-5
HUEY LEWIS & NEWS 10-7
JOHN COUGAR 13-9

WNOK-FM/Columbia, SC
Tom Kent

POLICE
JOURNEY
YES (dp)
ROLLING STONES (dp)
RUFUS & CHAKA
ELTON JOHN
Hottest:
ROGERS & PARTON 2-1
LIONEL RICHIE 3-2
PRINCE 4-3
BRYSON & PLACK 8-7
DAVID BOWIE 27-15

WZL/D Columbia, SC
Chuck Finley

38 SPECIAL
KANSAS
EWF
SPANDAU BALLET (dp)
ROLLING STONES (dp)
Hottest:
LIONEL RICHIE 3-1
MCCARTNEY & JACKS 13-9
COMMODORES 16-13
QUIET RIOT 19-18
PETER SCHILLING 22-19

KITE/Corpus Christi, TX
Zippo/Tucker

QUIET RIOT
POLICE
ONJ
DURAN DURAN
LINDA RONSTADT
38 SPECIAL
MOODY BLUES
RAY PARKER JR.
REAL LIFE
ROMANTICS
Hottest:
POLICE 1-1
LIONEL RICHIE 11-3
PAT BENATAR 7-4
BILLY JOEL 17-8
JOHN COUGAR 19-13

KZFM/Corpus Christi
Chuck Baker

MCCARTNEY & JACKS
MOTELS 5-1
PRINCE 2-2
ATL SUPPLY 4-4
MEN AT WORK 8-6
HUEY LEWIS & NEWS 13-8
BRYSON & PLACK 17-9

WDOQ/Daytona Beach, FL
Ralph Wilmer

ROLLING STONES
YES
PAUL SIMON
STRAY CATS
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 3-2
QUIET RIOT 8-5
HALL & OATES 25-20
PETER SCHILLING 39-24

WNFI/Daytona Beach, FL
Brian Douglas

ROLLING STONES
ALABAMA
HEART
CLIFF RICHARD
MEN WITHOUT HATS
HOTTENROT
PAUL RODGERS
CARPENTERS
REAL LIFE
ALDO NOVA
Hottest:
LIONEL RICHIE 4-3
BILLY JOEL 10-6
PAT BENATAR 13-7
QUIET RIOT 16-10
MCCARTNEY & JACKS 19-12

WDCG/Durham-Raleigh
Randy Kabrich

POLICE
ONJ
DURAN DURAN
POINTERS SISTERS
Hottest:
LIONEL RICHIE 3-1
MICHAEL JACKSON 11-4
CULTURE CLUB 28-19
HALL & OATES 30-24

KAMZEI/Paso, TX
West/Saylor

LINDA RONSTADT
ALABAMA
MARY JANE GIRLS
POLICE 1-1
LIONEL RICHIE 3-1
ROGERS & PARTON 5-2
COMMODORES 7-4
MICHAEL JACKSON 10-7
DEBARGE 24-14

KSET-FM/EI Paso, TX
Cat Simon

MCCARTNEY & JACKS
ASIA
YES
ROLLING STONES
HEART
KISS (dp)
Hottest:
HERBIE HANCOCK 2-1
PAT BENATAR 7-5
RICK SPRINGFIELD 12-7
LIONEL RICHIE 18-13
NAKED EYES 22-17

WRGK/Greensboro, NC
Wes Jones

none
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 2-2
BILLY JOEL 9-9
MANHATTAN TRANSPSE 15-15
JOHN COUGAR 25-25

WANS-FM/Greenville, SC
Rod Metts

ROLLING STONES
DURAN DURAN
PAUL SIMON
COMMODORES
JENNIFER HOLLIDAY
38 SPECIAL
STRAY CATS
ROLLING STONES
Hottest:
LIONEL RICHIE 3-1
BILLY JOEL 8-3
MCCARTNEY & JACKS 18-14
HALL & OATES 25-17
JOHN COUGAR 32-24

WZYP/Huntsville, AL
Scott Mitchell

38 SPECIAL
ROLLING STONES
KOO & THE GANG
NAKED EYES
MANHATTAN TRANSPSE
DEBARGE
EWF
Hottest:
LIONEL RICHIE 2-1
BILLY JOEL 8-2
BRYSON & PLACK 9-6
MICHAEL JACKSON 20-11
JOHN COUGAR 19-15

MTYX/Jackson, MS
Jim Chlick

ALABAMA (dp)
YES (dp)
ROLLING STONES (dp)
RUFUS & CHAKA
ELTON JOHN
Hottest:
ROGERS & PARTON 2-1
LIONEL RICHIE 3-2
PRINCE 4-3
BRYSON & PLACK 8-7
DAVID BOWIE 27-15

CHR ADDS & HOTS

MIDWEST Most Added Hottest

Rolling Stones
Yes
Duran Duran

Lionel Richie
Billy Joel
Quiet Riot

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

Rolling Stones
Yes
38 Special
Duran Duran

Lionel Richie
McCartney & Jackson
Rogers w/Parton

MIDWEST PARALLEL TWO

WKDD/Akron, OH

Matt Patrick
ROLLING STONES
YES
ALAN PARSONS
PAUL SIMON
MOODY BLUES
PETER SCHILLING
Hottest:
LIONEL RICHIE 2-1
STEVIE NICKS 6-4
BILLY JOEL 9-7
PRINCE 11-8
HALL & OATES 23-19

WKAU/Appleton-Oshkosh

Rosa/Allen
STRAY CATS
ONJ
YES
RUFUS & CHAKA
POLICE (dp)
ROLLING STONES (dp)
Hottest:
LIONEL RICHIE 4-1
MCCARTNEY & JACKS 11-6
QUIET RIOT 18-9
RICK SPRINGFIELD 21-16

WNAM/Appleton-Oshkosh

Chris Caine
ROMANTICS
ELTON JOHN
ALABAMA
ROLLING STONES
WARNES & THOMPSON
MELISSA MANCHESTE
Hottest:
ROGERS & PARTON 1-1
BRYSON & FLACK 2-2
MICHAEL JACKSON 18-10
HALL & OATES 27-16
ASIA 30-19

22X/Columbus, OH

Teri Nutter
38 SPECIAL
ROLLING STONES
HUMAN LEAGUE
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 2-2
BILLY JOEL 9-4
MICHAEL JACKSON 20-15
QUIET RIOT 21-16

KIHK/Davenport, IA

Jim O'Hara
PAUL SIMON
POINTERS SISTERS
RUFUS & CHAKA
POLICE (dp)
Hottest:
LIONEL RICHIE 1-1
QUIET RIOT 16-14
PAT BENATAR 22-15
MICHAEL JACKSON 21-16
HALL & OATES 33-22

KMGK/Des Moines, IA

Jim Roberts
POLICE
YES
MANHATTAN TRANSFE
ROLLING STONES
ALAN PARSONS
Hottest:
LIONEL RICHIE 1-1
ROGERS & PARTON 4-2
BILLY JOEL 11-4
MCCARTNEY & JACKS 19-6
HALL & OATES 33-16

WEEB/Duluth, MN

Dick Johnson
POLICE (dp)
ONJ
JOBXERS (dp)
Hottest:
LIONEL RICHIE 2-1
BILLY JOEL 4-2
MOTELS 6-4
MCCARTNEY & JACKS 7-5
BRYSON & FLACK 12-7

WKDQ/Evanville, IN

Hobbs/Payne
MSB
EURYTHMICS
ROLLING STONES
ONJ
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 5-2
MOTELS 6-4
MICHAEL JACKSON 9-5
MCCARTNEY & JACKS 13-8

WSTO/Evanville, IN

Chris Taylor
JACKSON BROWNE
PRINCE
Hottest:
MCCARTNEY & JACKS 17-12
JOHN COUGAR 20-15
HUEY LEWIS & NEWS 24-16
QUIET RIOT 25-18
HALL & OATES 27-20

WMEE/Fort Wayne

Tony Richards
PAUL SIMON
STRAY CATS
BIG COUNTRY
YES
POLICE
ONJ
DURAN DURAN
KISS
Hottest:
ROGERS & PARTON 1-1
JOHN COUGAR 12-6
QUIET RIOT 19-7
MICHAEL JACKSON 21-17
ASIA 30-23

WGRD/Grand Rapids, MI

J.J. Duling
ROLLING STONES
38 SPECIAL
RAINBOW
YES
RUFUS & CHAKA
ONJ
Hottest:
LIONEL RICHIE 5-1
JOHN COUGAR 8-5
BILLY JOEL 10-7
QUIET RIOT 16-9
MCCARTNEY & JACKS 17-10

WZZM/Grand Rapids, MI

Don Schuller
38 SPECIAL
ROLLING STONES (dp)
ELO
EW&F
SPANDAU BALLE
KANSAS
Hottest:
HUEY LEWIS & NEWS 1-1
BILLY JOEL 10-2
GLENN SHORROCK 5-3
LIONEL RICHIE 8-7
PAT BENATAR 11-10

WZPL/Indianapolis, IN

Hoffmann/Browning
JACKSON BROWNE
JOURNEY
YES
SURVIVOR
ALAN PARSONS
ROLLING STONES
Hottest:
LIONEL RICHIE 2-1
ROGERS & PARTON 10-3
BILLY JOEL 7-5
HUEY LEWIS & NEWS 12-9
PAT BENATAR 15-12

WJXQ/Jackson, MI

Ryan/Cheeks
KANSAS
GENESIS
ROLLING STONES
38 SPECIAL
INDUSTRY (dp)
HEART (dp)
MOODY BLUES (dp)
FIREBALL (dp)
Hottest:
QUIET RIOT 1-1
HUEY LEWIS & NEWS 17-3
ROMANTICS 11-8
POLICE 19-11
JACKSON BROWNE 31-16

WKFR/Kalamazoo, MI

Swarz/Chapman
ROLLING STONES (dp)
DURAN DURAN (dp)
KIM CARNES (dp)
STRAY CATS
NAKED EYES
Hottest:
LIONEL RICHIE 1-1
MCCARTNEY & JACKS 9-4
BILLY JOEL 11-6
JOHN COUGAR 26-15
HALL & OATES 27-18

ZZ99/Kansas City, MO

Rowlands/Benson
EURYTHMICS
ALAN PARSONS
RUFUS & CHAKA (dp)
ONJ
ROLLING STONES
38 SPECIAL
Hottest:
QUIET RIOT 1-1
LIONEL RICHIE 2-2
BILLY JOEL 3-3
MCCARTNEY & JACKS 4-4
JOHN COUGAR 8-5

WVIC/Lansing, MI

Jay Stevens
RAINBOW
ELTON JOHN
YES
ONJ
Hottest:
HUEY LEWIS & NEWS 8-4
JOURNEY 11-8
ROMANTICS 22-11
ASIA 21-12
SURVIVOR 23-18

WZEE/Madison, WI

Littler/Hudson
BRYSON & FLACK
JOBXERS
ONJ
ROLLING STONES (dp)
Hottest:
QUIET RIOT 1-1
BONNIE TYLER 2-2
PAT BENATAR 4-3
ROGERS & PARTON 13-7
DEF LEPPARD 21-11

KJ103/Oklahoma City, OK

Dan Wilson
ALAN PARSONS
ROLLING STONES
SPANDAU BALLE
38 SPECIAL
Hottest:
QUIET RIOT 1-1
LIONEL RICHIE 5-2
PAT BENATAR 10-6
HALL & OATES 23-14
JOHN COUGAR 22-16

KQKQ/Omaha, NE

Taylor/Dean
POLICE
YES
DURAN DURAN
STRAY CATS
RUFUS & CHAKA
Hottest:
LIONEL RICHIE 2-1
QUIET RIOT 9-2
BILLY JOEL 7-3
PAT BENATAR 12-9
JOHN COUGAR 15-11

KZ93/Peoria, IL

Mark Maloney
ROLLING STONES
ELTON JOHN
POLICE
ONJ
DURAN DURAN
YES
38 SPECIAL
RAINBOW
PETER SCHILLING
BIG COUNTRY
QUIET RIOT
JOBXERS
SURVIVOR
STRAY CATS
Hottest:
POLICE 1-1
MCCARTNEY & JACKS 5-2
BILLY JOEL 7-6
JOURNEY 11-9
LOVERBOY 15-11

WRKR/Racine-Milwaukee

Pat Martin
ROLLING STONES
RUFUS & CHAKA
GENESIS
38 SPECIAL
Hottest:
QUIET RIOT 1-1
MCCARTNEY & JACKS 15-4
JOHN COUGAR 21-14
PAT BENATAR 27-15
DURAN DURAN D-27

WCIL/FM/Carbondale, IL

Tony Waitkus
ROLLING STONES
BRYSON & FLACK (dp)
POLICE
ONJ
Hottest:
ROGERS & PARTON 1-1
QUIET RIOT 2-2
NEW EDITION 4-3
PAT BENATAR 15-5
CULTURE CLUB 25-13

KCMQ/Columbia, MO

Dave McCormick
POLICE
ROLLING STONES
DURAN DURAN
STRAY CATS
PAUL SIMON
38 SPECIAL
Hottest:
ROGERS & PARTON 2-1
BILLY JOEL 8-3
MOTELS 9-5
MCCARTNEY & JACKS 14-8
QUIET RIOT 30-17

Y94/Fargo, ND

Collins/Anderson
ROLLING STONES
DURAN DURAN
ONJ
STRAY CATS
Hottest:
LIONEL RICHIE 2-1
ROGERS & PARTON 3-2
BILLY JOEL 11-4
MOTELS 10-6
MCCARTNEY & JACKS 14-8

US3/South Bend, IN

J.K. Dearing
QUIET RIOT
PRINCE
JACKSON BROWNE
Hottest:
ROGERS & PARTON 2-1
LIONEL RICHIE 3-2
BILLY JOEL 7-6
SHEENA EASTON 12-7
QUIET RIOT D-8

WRQN/Toledo, OH

Buck Williams
RUFUS & CHAKA
ALAN PARSONS
MOODY BLUES
STRAY CATS
YES
PAUL SIMON
INDUSTRY
Hottest:
LIONEL RICHIE 3-1
MOTELS 4-2
BILLY JOEL 8-4
MCCARTNEY & JACKS 20-10
BRYSON & FLACK 18-16

KAYI/Tulsa, OK

Phil Williams
ONJ
YES
DURAN DURAN
STRAY CATS
ROLLING STONES
Hottest:
HUEY LEWIS & NEWS 1-1
LIONEL RICHIE 6-2
DAVID BOWIE 11-7
PAT BENATAR 14-10
MICHAEL JACKSON 16-12

KEYN-FM/Wichita, KS

Taylor/Pearman
38 SPECIAL
POLICE
ONJ
Hottest:
LIONEL RICHIE 2-1
MOTELS 7-3
ROGERS & PARTON 11-6
MCCARTNEY & JACKS 13-7
BILLY JOEL 16-10

WHOT/Youngstown

Dick Thompson
SPANDAU BALLE
KISS
ALAN PARSONS
EW&F
ROLLING STONES
COMMODORES
RAY PARKER JR.
38 SPECIAL
CHEAP TRICK
Hottest:
LIONEL RICHIE 1-1
ROGERS & PARTON 2-2
QUIET RIOT 21-11
HALL & OATES 25-16
POLICE D-27

WYFF/Youngstown

Jeff Tobin
FIXX
Hottest:
QUIET RIOT 3-1
BILLY JOEL 5-3
LIONEL RICHIE 8-5
AIR SUPPLY 7-7
ROGERS & PARTON 15-8

WBNO/Bloomington

Mike Justin
ROLLING STONES (dp)
HEART (dp)
KISS (dp)
Hottest:
BILLY JOEL 4-1
MOTELS 5-2
MCCARTNEY & JACKS 7-3
PAT BENATAR 10-7
JOHN COUGAR 15-8

WBWB/Bloomington

John Heilmann
BARBRA STREISAND (dp)
POLICE
DURAN DURAN (dp)
ALAN PARSONS
EDDIE & THE CRUIS (dp)
ROLLING STONES
ONJ
Hottest:
MOTELS 4-1
LIONEL RICHIE 6-2
JOHN COUGAR 20-14
CULTURE CLUB 28-24
HALL & OATES 35-25

WCIL-FM/Carbondale, IL

WZOK/Rockford
Tim Fox
MICHAEL JACKSON
ROLLING STONES
HUMAN LEAGUE
YES
DURAN DURAN
Hottest:
BILLY JOEL 9-1
LIONEL RICHIE 10-2
ROGERS & PARTON 3-3
MCCARTNEY & JACKS 14-8
PAT BENATAR 13-9

US3/South Bend, IN

J.K. Dearing
QUIET RIOT
PRINCE
JACKSON BROWNE
Hottest:
ROGERS & PARTON 2-1
LIONEL RICHIE 3-2
BILLY JOEL 7-6
SHEENA EASTON 12-7
QUIET RIOT D-8

WRQN/Toledo, OH

Buck Williams
RUFUS & CHAKA
ALAN PARSONS
MOODY BLUES
STRAY CATS
YES
PAUL SIMON
INDUSTRY
Hottest:
LIONEL RICHIE 3-1
MOTELS 4-2
BILLY JOEL 8-4
MCCARTNEY & JACKS 20-10
BRYSON & FLACK 18-16

KAYI/Tulsa, OK

Phil Williams
ONJ
YES
DURAN DURAN
STRAY CATS
ROLLING STONES
Hottest:
HUEY LEWIS & NEWS 1-1
LIONEL RICHIE 6-2
DAVID BOWIE 11-7
PAT BENATAR 14-10
MICHAEL JACKSON 16-12

KEYN-FM/Wichita, KS

Taylor/Pearman
38 SPECIAL
POLICE
ONJ
Hottest:
LIONEL RICHIE 2-1
MOTELS 7-3
ROGERS & PARTON 11-6
MCCARTNEY & JACKS 13-7
BILLY JOEL 16-10

WHOT/Youngstown

Dick Thompson
SPANDAU BALLE
KISS
ALAN PARSONS
EW&F
ROLLING STONES
COMMODORES
RAY PARKER JR.
38 SPECIAL
CHEAP TRICK
Hottest:
LIONEL RICHIE 1-1
ROGERS & PARTON 2-2
QUIET RIOT 21-11
HALL & OATES 25-16
POLICE D-27

WYFF/Youngstown

Jeff Tobin
FIXX
Hottest:
QUIET RIOT 3-1
BILLY JOEL 5-3
LIONEL RICHIE 8-5
AIR SUPPLY 7-7
ROGERS & PARTON 15-8

WBNO/Bloomington

Mike Justin
ROLLING STONES (dp)
HEART (dp)
KISS (dp)
Hottest:
BILLY JOEL 4-1
MOTELS 5-2
MCCARTNEY & JACKS 7-3
PAT BENATAR 10-7
JOHN COUGAR 15-8

WBWB/Bloomington

John Heilmann
BARBRA STREISAND (dp)
POLICE
DURAN DURAN (dp)
ALAN PARSONS
EDDIE & THE CRUIS (dp)
ROLLING STONES
ONJ
Hottest:
MOTELS 4-1
LIONEL RICHIE 6-2
JOHN COUGAR 20-14
CULTURE CLUB 28-24
HALL & OATES 35-25

KKLS-FM/Rapid City, SD

Sherwin/Piper
POLICE
YES
STRAY CATS
ONJ
Hottest:
POLICE 1-1
PAT BENATAR 15-8
BILLY JOEL 17-9
MCCARTNEY & JACKS 21-13
JOHN COUGAR 26-20

99KQ/Salina, KS

Danny Collier
ONJ
MOODY BLUES
EDDIE & THE CRUIS
ALAN PARSONS
POLICE
DEBORAH ALLEN (dp)
ROLLING STONES
38 SPECIAL
Hottest:
ROGERS & PARTON 3-1
PRINCE 2-2
LIONEL RICHIE 5-4
BILLY JOEL 10-6
QUIET RIOT 30-18

KKRC/Sioux Falls

Don Kieley
ROLLING STONES
BIG COUNTRY
DURAN DURAN
IRENE CARA
Hottest:
MOTELS 6-4
HUEY LEWIS & NEWS 10-6
MCCARTNEY & JACKS 13-7
ROGERS & PARTON 18-8
DAVID BOWIE 15-10

KWTO-FM/Springfield, MO

Bob Hammond
POLICE
ALAN PARSONS
HEART
DURAN DURAN
ROLLING STONES (dp)
STRAY CATS
Hottest:
ROGERS & PARTON 2-1
LIONEL RICHIE 7-2
DAVID BOWIE 6-4
HUEY LEWIS & NEWS 8-6
MCCARTNEY & JACKS 11-7

WSP/STevens Point, WI

Fuhr/Tracy
ROLLING STONES
38 SPECIAL
ELTON JOHN
NAKED EYES
DEBARGE
Hottest:
ROGERS & PARTON 1-1
BILLY JOEL 11-2
LIONEL RICHIE 13-3
MICHAEL JACKSON 29-19
MCCARTNEY & JACKS 30-20

KDVV/Topeka, KN

Tony Stewart
LOVERBOY
POLICE
STRAY CATS
RAY PARKER JR.
ROLLING STONES
38 SPECIAL
ALAN PARSONS
Hottest:
ROGERS & PARTON 4-1
QUIET RIOT 5-2
HUEY LEWIS & NEWS 11-7
BILLY JOEL 13-8
PAT BENATAR 15-11

KFMW/Waterloo, IA

Mark Potter
ROLLING STONES (dp)
KANSAS
DURAN DURAN
Hottest:
LIONEL RICHIE 6-1
PAT BENATAR 19-12
MCCARTNEY & JACKS 26-16
ASIA 28-22
JOHN COUGAR 35-25

KHOP/Modesto-Stockton

David Kraham
ELTON JOHN
EW&F
ALAN PARSONS
DURAN DURAN (dp)
KOOL & THE GANG
ROMANTICS (dp)
38 SPECIAL
Hottest:
LIONEL RICHIE 1-1
MCCARTNEY & JACKS 11-3
ASIA 16-11
HUMAN LEAGUE 20-15
MICHAEL JACKSON 32-24

KIDD/Montgomery, CA

Rick Boyd
BIG COUNTRY
YES
ELTON JOHN
Hottest:
LIONEL RICHIE 1-1
BILLY JOEL 6-4
MICHAEL JACKSON 13-10
JOHN COUGAR 20-14
ASIA 23-15

KBBK/Boise, ID

Tom Evans
ROLLING STONES
NAKED EYES
BARBRA STREISAND (dp)
38 SPECIAL
PAUL SIMON
Hottest:
QUIET RIOT 5-1
ROGERS & PARTON 7-3
PAT BENATAR 9-4
BILLY JOEL 20-16
PETER SCHILLING 23-18

KKFM/Colorado Springs, CO

Finney/Ryan
POLICE
RUFUS & CHAKA
ROLLING STONES
38 SPECIAL
Hottest:
LIONEL RICHIE 1-1
MCCARTNEY & JACKS 15-8
ROGERS & PARTON 11-9
JACKSON BROWNE 16-12
PAT BENATAR 26-14

KMGX/Fresno, CA

Carey Edwards
none
Hottest:
BONNIE TYLER 1-1
DEF LEPPARD 3-3
ROGERS & PARTON 5-5
PAT BENATAR 6-6
DEBARGE 8-8

KYNO-FM/Fresno

Walker/Davis
JEFFREY OSBORNE
DURAN DURAN
ROLLING STONES
RAY PARKER JR.
PAUL SIMON
Hottest:
DEF LEPPARD 2-1
LIONEL RICHIE 3-2
JOURNEY 4-3
JOE ESPOSITO 6-4
PAT BENATAR 7-5

KIKI/Honolulu, HI

Kong/Shahid
PETER SCHILLING
LINDA RONSTADT
POLICE
SPANDAU BALLE
ONJ
STALLONE & RHODES
MOODY BLUES
CAROLE KING
ROLLING STONES
EDDIE & THE CRUIS
PAUL SIMON
EW&F
Hottest:
LIONEL RICHIE 1-1
MEN AT WORK 12-9
MANHATTAN TRANSFE 16-10
MCCARTNEY & JACKS 19-13
MICHAEL SEMBELLO 28-19

KQMO/Honolulu, HI

Kimo Akane
QUIET RIOT
DEBARGE
RAY PARKER JR.
SPANDAU BALLE
MEN WITHOUT HATS
FOUR TOPS
PETER SCHILLING
Hottest:
LIONEL RICHIE 1-1
MICHAEL SEMBELLO 11-3
ELVIS COSTELLO 6-4
MCCARTNEY & JACKS 14-5
JAMES INGRAM 12-7

KLUC/Las Vegas, NV

Dave Anthony
DURAN DURAN (dp)
ROLLING STONES (dp)
STRAY CATS (dp)
PAUL SIMON (dp)
ALAN PARSONS (dp)
MOODY BLUES (dp)
Hottest:
BONNIE TYLER 1-1
JOURNEY 17-11
MCCARTNEY & JACKS 21-15
ROMANTICS 24-18
CULTURE CLUB 26-22

KFI/Los Angeles

Steve LaBeau
WARWICK & VANDROS
DEBARGE
ANNE MURRAY
Hottest:
LIONEL RICHIE 4-1
BARBRA STREISAND 19-10
HALL & OATES 31-11
CULTURE CLUB 28-14
LINDA RONSTADT 33-17

KOBO/Modesto, CA

Ausham/Main
MICHAEL JACKSON
RICK SPRINGFIELD
ASIA
DEBORAH ALLEN
Hottest:
ROGERS & PARTON 1-1
LIONEL RICHIE 3-2
CULTURE CLUB 29-17
PAT BENATAR 31-18
DEBARGE 37-26

KHOP/Modesto-Stockton

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KOOL & THE GANG
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38 SPECIAL
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KKFM/Colorado Springs, CO

Finney

(Quiet Riot continued)

POINTERS SISTERS / I Need You (Planet/RCA) LP: Break Out

ROMANTICS / Talking In... (Nemperor/CBS) LP: In Heat

PAUL SIMON / Allergies (WB) LP: Hearts And Bones

STRAY CATS / I Won't Stand... (EMI America) LP: Rant 'N Rave

LIONEL RICHIE / All Night Long... (Motown) LP: Can't Slow Down

RUFUS & CHAKA KHAN / Ain't Nobody (WB) LP: Rufus & Chaka Live...

RICK SPRINGFIELD / Souls (RCA) LP: Living In Oz

BARBRA STREISAND / The Way He Makes... (Columbia) LP: Soundtrack YENTL

MATTHEW WILDER / Break My... (Private I/CBS) LP: I Don't Speak The Language

ROLLING STONES / Undercover Of The Night (Rolling Stones/Atco) LP: Undercover

PETER SCHILLING / Major Tom... (Elektra) LP: Error In The System

MICHAEL STANLEY BAND / My Town (EMI America) LP: You Can't Fight Fashion

38 SPECIAL / If I'd Been The One (A&M) LP: Tour De Force

QUIET RIOT / Cum On Feel... (Pasha/CBS) LP: Metal Health

YES / Owner Of A Lonely... (Atco) LP: 90125

DAVID BOWIE / Let's Dance (Mercury) LP: Let's Dance

THE POLICE / Synchronicity II (A&M) LP: Synchronicity

THE POLICE / Synchronicity II (A&M) LP: Synchronicity

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ARBITRON® RATINGS

 ARBITRON RATINGS COMPANY
a Control Data Company



Contemporary Hit Radio

Continued from Back Page

BREAKERS

POLICE Synchronicity II (A&M)

82% of our reporters on it. Moves: Up 16, Debuts 60, Same 57, Down 0, Adds 57 including WNYS, WCAU-FM, Q107, 93FM, WGCL, KIIS-FM, KUBE. See Parallels, debuts at number 36 on the CHR chart.

OLIVIA NEWTON-JOHN Twist Of Fate (MCA)

79% of our reporters on it. Moves: Up 12, Debuts 57, Same 55, Down 0, Adds 58 including WBLI, KAFM, KBEQ, KHTR, KZZP, KMJK, KNBQ. See Parallels, debuts at number 39 on the CHR chart.

YES

Owner Of A Lonely Heart (Atco)

73% of our reporters on it. Moves: Up 7, Debuts 39, Same 56, Down 0, Adds 66 including B104, Z93, Y100, Q105, KHYT, KIQQ, XTRA. See Parallels, will debut next week on the CHR chart.

DURAN DURAN Union Of The Snake (Capitol)

71% of our reporters on it. Moves: Up 6, Debuts 52, Same 38, Down 0, Adds 69 including Z100, CFTR, B96, WKTI, WLOL-FM, KIMN, KUBE. See Parallels, debuts at number 38 on the CHR chart.

ROLLING STONES Undercover Of The Night (Rolling Stones/Atco)

68% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 157 including WPHD, WHTX, 94Q, WLS, KEARTH, KMJK, KITS. See Parallels, will debut next week on the CHR chart.

ELTON JOHN

I Guess That's Why They Call It The Blues (Geffen)

64% of our reporters on it. Moves: Up 42, Debuts 30, Same 43, Down 0, Adds 33 including B104, WHTX, PRO-FM, 94Q, B97, KUBE. See Parallels, debuts at number 40 on the CHR chart.

PETER SCHILLING Major Tom (Coming Home) (Elektra)

63% of our reporters on it. Moves: Up 71, Debuts 21, Same 37, Down 2, Adds 14 including Z93, WGCL, KFRC, KUBE, WBBQ, WKDD, KQMQ. See Parallels, debuts at number 34 on the CHR chart.

NEW & ACTIVE

RUFUS & CHAKA KHAN "Ain't Nobody" (WB) 137/18

Moves: Up 53, Debuts 18, Same 42, Down 6, Adds 18 including WGCL, WHFM, WKRZ-FM, KROK, WKAU, KLIK, WGRD, Z299, KQKQ, KKF, 103CIR, WFOX, KTDY, KOZE, KZQZ.

STRAY CATS "I Won't Stand In Your Way" (EMI America) 123/34

Moves: Up 18, Debuts 24, Same 47, Down 0, Adds 34 including WCAU-FM, Z93, WGCL, Q103, WLAN-FM, WHFM, WDOQ, KRGV, WKFR, KEYN-FM, KLUC, WQCM, WCGQ, KRNA, KGOT.

PAUL SIMON "Allergies" (WB) 115/33

Moves: Up 5, Debuts 16, Same 61, Down 0, Adds 33 including WBLI, WCAU-FM, WABX, Q103, KMJK, KITS, KC101, KZZB, FM100, KROK, KLIK, KYNO-FM, WKHI, KISR, KCMQ.

DeBARGE "Time Will Reveal" (Gordy/Motown) 97/20

Moves: Up 18, Debuts 18, Same 40, Down 1, Adds 20 including WXXS-FM, WPLJ, Y100, Q103, KMJK, WPST, KXX106, KITE, WZYP, WNVZ, KQKQ, KRO, WZYQ, WPFM, WSPT.

NAKED EYES "When The Lights Go Out" (EMI America) 90/18

Moves: Up 20, Debuts 8, Same 44, Down 0, Adds 18 including B104, KAFM, Q103, WLAN-FM, WGF, KHFI, WZYP, KX104, KROK, WKFR, KBBK, WKHI, KILE, WHSL, WSPT.

POINTER SISTERS "I Need You" (Planet/RCA) 88/4

Moves: Up 37, Debuts 8, Same 38, Down 0, Adds 4, WDCG, KLIK, Q104, WPFM, KOPA 18-15, KFRC 28-25, KITS 23-20, WTC-FM 30-27, WSPK 29-21, WKFM 40-34, KITE 39-35, KRGV 27-20, KTFM 36-31, WNAM 36-31, WJAD 28-24.

MATTHEW WILDER "Break My Stride" (Private I/CBS) 85/11

Moves: Up 39, Debuts 7, Same 27, Down 1, Adds 11, KAFM, WHYT, Q103, KC101, WPST, WBCY, WOKI, KX104, WFBG, WCGQ, KTRS, 94Q 25-13, Z93 18-10, WLOL-FM 16-10, WAEV 30-21.

38 SPECIAL "If I'd Been The One" (A&M) 80/78

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 78 including WPHD, Q102, WABX, XTRA, KITS, KNBQ, WYCR, WKRZ-FM, WZLD, WJXQ, KHOP, WQCM, WCGQ, KCMQ, KOZE.

ROMANTICS "Talking In Your Sleep" (Nemperor/CBS) 80/10

Moves: Up 34, Debuts 11, Same 24, Down 1, Adds 10, PRO-FM, XTRA, KNBQ, KHFI, WOKI, WNAM, KHOP, Q104, WGLF, KIST, WXXS-FM 32-25, 93FM 22-18, WABX 11-9, WHYT 11-9, KSET-FM 28-23.

BARBRA STREISAND "The Way He Makes Me Feel" (Columbia) 74/7

Moves: Up 21, Debuts 7, Same 39, Down 0, Adds 7, 93FM, KIIS-FM, WQCM, WBWB, KXSS, KDZA, WCAU-FM 32-29, WGCL 22-19, WHFM 34-31, WOKI 38-35, KRGV 25-13, KTFM 38-33, KFI 19-10, WERZ 40-36.

MANHATTAN TRANSFER "Spice Of Life" (Atlantic) 72/6

Moves: Up 30, Debuts 4, Same 31, Down 1, Adds 6, XTRA, KC101, WZYP, KMGK, WCGQ, KQOV, WPLJ 39-36, B97 28-25, KIQQ 23-18, WLAN-FM 24, WFMI 28-24, WRKR 23-17, KIKI 16-10, KO93 30-23, KDZA 23-19.

JEFFREY OSBORNE "Stay With Me Tonight" (A&M) 69/13

Moves: Up 14, Debuts 8, Same 34, Down 0, Adds 13, WHTX, PRO-FM, Z93, WHYT, KIQQ, WSPK, WPST, WOKI, KX104, KYNO-FM, WTSN, 13FEA, KILE, KFRC 27-22, KITS 33-24.

KLIQUE "Stop Doggin' Me Around" (MCA) 66/0

Moves: Up 27, Debuts 6, Same 32, Down 1, Adds 0, B104 19-17, WXXS-FM 25-19, Z100 17-15, 94Q 18-16, WBBQ 21-16, WOKI 25-22, KX104 30-24, WRVQ 16-11, KTFM 30-24, WHOT 40-34, WGUY 16-10, WOMP-FM 34-27, WISE 40-37, Q101 27-21, WAEV 15-9.

MOST ADDED

ROLLING STONES (157)
Undercover Of The Night
(Rolling Stones/Atco)
38 SPECIAL (78)
If I'd Been The One (A&M)
DURAN DURAN (69)
Union Of The Snake (Capitol)
YES (66)
Owner Of A Lonely Heart (Atco)
OLIVIA NEWTON-JOHN (58)
Twist Of Fate (MCA)
POLICE (57)
Synchronicity II (A&M)

HOTTEST

LIONEL RICHIE (164)
All Night Long (All Night)(Motown)
P. McCARTNEY & M. JACKSON (122)
Say Say Say (Columbia)
BILLY JOEL (112)
Uptown Girl (Columbia)
KENNY ROGERS W/DOLLY PARTON (92)
Islands In The Stream (RCA)
QUIET RIOT (85)
Cum On Feel The Noize (Pasha/CBS)
PAT BENATAR (67)
Love Is A Battlefield (Chrysalis)

EDDIE & THE CRUISERS "On The Dark Side" (Scotti Bros./CBS) 59/9

Moves: Up 15, Debuts 9, Same 25, Down 1, Adds 9, WKFM, WSFL, KIKI, WGUY, WIGY, WBWB, 99KG, KCDQ, KBIM, WXXS-FM 24-18, PRO-FM 21-19, WABX 22-19, KHTR 26-22, K104 38-23, WGRD 23-17.

COMMODORES "Only You" (Motown) 50/10

Moves: Up 20, Debuts 3, Same 15, Down 2, Adds 10, Q105, KITS, KITE, WANS-FM, KX104, WHOT, KSKD, WIGY, WAEV, KSLY, I95 15-11, Y100 22-18, KXX106 24-17, KAMZ 7-4, WGUY 25-16.

SIGNIFICANT ACTION

KOOL & THE GANG "Joanna" (De-Lite/PolyGram) 49/25

Moves: Up 1, Debuts 4, Same 19, Down 0, Adds 25 including WPLJ, Z100, PRO-FM, KFRC, KITS, WFLY, Q106, WZYP, KX104, KITY, KTFM, KHOP, KRQ, KGOT, KBIM.

RAINBOW "Street Of Dreams" (Mercury/PolyGram) 43/12

Moves: Up 7, Debuts 3, Same 21, Down 0, Adds 12, PRO-FM, WHFM, WGRD, WVIC, KZ93, KHYT, WZYP, WIXV, KKQV, KYTN, KRNA, KSLY, WLOL-FM d-30, KQIZ-FM 31-22, WSQV 23-17.

MELISSA MANCHESTER "No One Can Love You More Than I Do" (Arista) 43/8

Moves: Up 4, Debuts 5, Same 26, Down 0, Adds 8, Q106, KRGV, WNAM, WOMP-FM, KSLY, KIST, KQMQ 38-34, KIDD d-32, K96 d-34, KKQV d-39, KCDQ d-40, KTRS 32-30, KCBN 40-33.

SURVIVOR "Caught In The Game" (Scotti Bros./CBS) 39/3

Moves: Up 11, Debuts 4, Same 19, Down 2, Adds 3, Y100, WZPL, KZ93, WLS 39-23, WSL-FM 36-23, K104 d-38, WLAN-FM d-40, WVIC 23-18, KSKD 25-27, WERZ 35-32, WSQV 27-24, KQIZ-FM 11-9, KZOZ 39-34.

DEBORAH ALLEN "Baby I Lied" (RCA) 36/18

Moves: Up 5, Debuts 5, Same 7, Down 1, Adds 18, WKBW, Q107, WSPK, WKRZ-FM, WSFL, KO93, 103CIR, WZYQ, WQCM, WJBO, KISR, Q104, KILE, KTDY, KGHO.

JENNIFER HOLLIDAY "I Am Love" (Geffen) 35/9

Moves: Up 9, Debuts 4, Same 13, Down 0, Adds 9, WPLJ, Z93, WGCL, KXX106, WANS-FM, WHHY-FM, WFBG, WIGY, WXXS-FM 27-21, Z100 13-11, I95 22-19, Y100 25-22, KRGV d-30, WGUY 29-22.

MADONNA "Holiday" (Sire/WB) 34/6

Moves: Up 6, Debuts 4, Same 17, Down 1, Adds 8, KITS, WKFM, WGUY, WERZ, KCDQ, KSLY, WXXS-FM 30-24, I95 4-4, Y100 8-5, KAMZ 21-18, KHYT 29-24, WJBO d-34.

FOUR TOPS "I Just Can't Walk Away" (Motown) 33/7

Moves: Up 5, Debuts 2, Same 19, Down 0, Adds 7, WBN-FM, WCAU-FM, WGCL, KRGV, KQMQ, WIGY, 13FEA, Z93 d-29, KEARTH 23-22, K104 39-34, KGGI 29-26, OK100 d-32, WIXV 38-30.

CLIFF RICHARD "Never Say Die (Give A Little Bit More)" (EMI America) 33/2

Moves: Up 11, Debuts 3, Same 16, Down 1, Adds 2, WNFI, KTDY, KFRC 34-30, K104 36-30, WSPK 32-25, KMGK 28-27, KYNO-FM d-31, KO93 26-22, 103CIR 24-14, OK100 39-30, 95XIL d-33, WIXV 30-25.

ALAN PARSONS PROJECT "You Don't Believe" (Arista) 31/25

Moves: Up 1, Debuts 0, Same 5, Down 0, Adds 25 including WPHD, WKEE, WRCK, KZZB, WKDD, WZPL, KJ103, WHOT, KHOP, KSKD, WERZ, KQIZ-FM, KKQV, KDVV, KBIM.

RAY PARKER JR. "I Still Can't Get Over Loving You" (Arista) 30/29

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 29 including WXXS-FM, KFRC, WTC-FM, WKRZ-FM, KHFI, WHOT, KYNO-FM, KHYT, OK100, WOMP-FM, WJAD, KKQV, WAZY-FM, KTRS, KCBN.

HEART "Allies" (Epic) 27/6

Moves: Up 3, Debuts 2, Same 16, Down 0, Adds 6, WNFI, KSET-FM, KTFM, WJXQ, WBNQ, KWTO-FM, K104 d-37, WBCY 25-23, OK100 d-31, WSQV 24-22, WIXV 39-31.

MOODY BLUES "Blue World" (Threshold/PolyGram) 26/22

Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 22 including WPHD, CHUM, KEARTH, WLAN-FM, WPST, WKRZ-FM, KX104, WKDD, WRQN, KIKI, KSKD, WSQV, WJAD, 99KG, KOZE.

MEN WITHOUT HATS "I Like" (MCA) 26/9

Moves: Up 0, Debuts 1, Same 16, Down 0, Adds 9, KZZB, WNFI, KRGV, KQMQ, KSKD, KHOT, KCDQ, KBIM, KIST, WHTT on, WABX on, WRKR d-40, WGUY on, KKQV on.

SPANDAU BALLET "Gold" (Chrysalis) 25/25

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 25 including WPHD, CKGM, WABX, KIQQ, WLAN-FM, WRCK, WZZR, KIKI, KSKD, WGUY, WJBO, WISE, KNOE-FM, WXLK, KCDQ.

EARTH, WIND & FIRE "Magnetic" (Columbia) 25/17

Moves: Up 0, Debuts 2, Same 6, Down 0, Adds 17 including KIQQ, KFRC, WPST, WKRZ-FM, WZLK, WZYP, WSFL, KITY, WZZR, WHOT, KIKI, KHOP, KRQ, WERZ, WJBO.

KISS "Lick It Up" (Mercury/PolyGram) 25/12

Moves: Up 2, Debuts 5, Same 6, Down 0, Adds 12, KSET-FM, WOKI, KITY, WMEE, WHOT, WACZ, WERZ, WZYQ, WBNQ, KCDQ, KZQZ, 94TYX d-32, KJ103 29-24, KQIZ-FM d-34.

LINDA RONSTADT & THE NELSON RIDDLE ORCHESTRA "What's New" (Asylum) 23/7

Moves: Up 7, Debuts 2, Same 7, Down 0, Adds 7, WYCR, KAMZ, WOKI, KTFM, KIKI, 13FEA, KTRS, 94Q 13-8, Z93 34-22, KEARTH 28-25, WBBQ 35-25, KFI 33-17, WTSN 31-28, Q104 d-31, WAEV 34-31.

EYE TO EYE "Lucky" (WB) 21/1

Moves: Up 2, Debuts 0, Same 18, Down 0, Adds 1, KRGV, WRCK on, KZZB 35-31, WMEE on, WCGQ on, WHSL on, KCBN 39-35.

JUICE NEWTON "Dirty Looks" (Capitol) 20/2

Moves: Up 0, Debuts 0, Same 18, Down 0, Adds 2, WKFM, WOMP-FM, WOKI on, WHOT on, KSKD on, WERZ on, WIXV on, WCIL-FM on, KCDQ on, KZOZ on.

REAL LIFE "Send Me An Angel" (Curb/MCA) 19/9

Moves: Up 0, Debuts 1, Same 9, Down 0, Adds 9, WPHD, WABX, KIQQ, WNFI, WOKI, KHYT, WERZ, WJBO, KQIZ-FM, WQID on-dp, KRGV d-27, WZZR on, WJAD on, WIXV on.

JENNIFER WARNES/CHRIS THOMPSON "All The Right Moves" (Casablanca/PolyGram) 17/3

Moves: Up 0, Debuts 2, Same 12, Down 0, Adds 3, WNFI, WNAM, WFOX, KIQQ on, WKFM on, KQMQ d-37, WIGY on, 13FEA on, WJBO on, KKQV d-37, KCDQ on.

ALABAMA "Lady Down On Love" (RCA) 16/6

Moves: Up 5, Debuts 0, Same 5, Down 0, Adds 6, WNFI, KAMZ, 94TYX, KRGV, WNAM, 103CIR, Q105 30-29, KITY 21-16, KTFM 20-15, KTSa 6-4, Q104 5-5, WFOX 27-23.

ALDO NOVA "Always Be Mine" (Portrait/CBS) 16/6

Moves: Up 1, Debuts 2, Same 7, Down 0, Adds 6, CKGM, WNFI, WZYQ, WYKS, KKQV, KZOZ, WPHD d-39, WRCK on, WZZR d-39, WJXQ 37-34, WERZ on, WJAD on.

HERBIE HANCOCK "Rockit" (Columbia) 15/0

Moves: Up 4, Debuts 0, Same 5, Down 6, Adds 0, CKGM 22-17, KQMQ 23-19, KLUC 35-31.

INDUSTRY "State Of The Nation" (Capitol) 12/7

Moves: Up 2, Debuts 0, Same 3, Down 0, Adds 7, WXXS-FM, WSPK, KTFM, WJXQ, WRQN, WGUY, WJBO, WABX 39-38, WZLD on, WZZR 18-12, WERZ on.

STREETS "If Love Should Go" (Atlantic) 12/3

Moves: Up 2, Debuts 0, Same 7, Down 0, Adds 3, WERZ, WYKS, KZOZ, WPHD on, WKFM on, WJXQ 39-37, KQIZ-FM 34-27, KYTN on, KDVV on, KFMW on.

ELO "Stranger" (Jet/CBS) 11/3

Moves: Up 1, Debuts 2, Same 5, Down 0, Adds 3, WSPK, WZZR, Q107 20-18, K104 d-31, WKFR on, 95XIL on, WIXV d-37, KYTN on, KXSS on.

PAUL RODGERS "Cut Loose" (Atlantic) 10/4

Moves: Up 1, Debuts 0, Same 5, Down 0, Adds 4, WPHD, WNFI, WFBG, WYKS, WRCK on, WJXQ 36-33, KQIZ-FM on, 99KG on, KCDQ on.

More CHR Music Information See Page 68

**HITS
THAT LOOK
LIKE A
MILLION.**

**BARRY
MANILOW**

READ 'EM AND WEEP



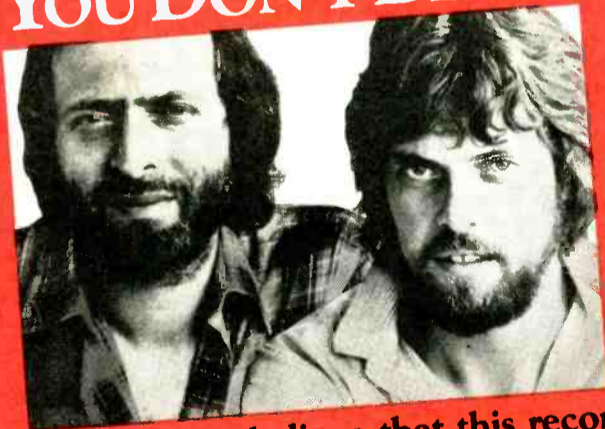
Written & Produced
by Jim Steinman

The world's top pop vocalist meets
today's #1 writer/producer. The
result is a landmark record and
an unstoppable smash!

On your desks
by Nov. 7.

**ALAN
PARSONS PROJECT**

YOU DON'T BELIEVE



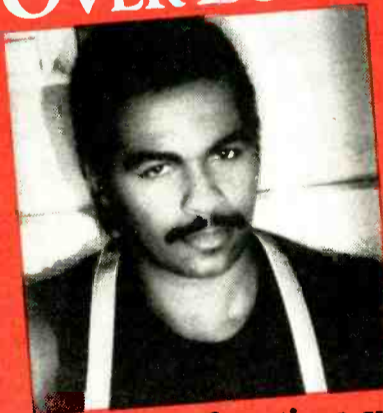
You'd better believe that this record
is going to be the biggest yet by the
modern masters of musical innovation.

CHR

ALAN PARSONS PROJECT "You Don't Believe" (Arista) 31/25
Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 28 including WPHD, WKEE, WRCK, KZZB, WKDD, WZPL, KJ103, WHOT, KHOP,
KSKD, WERZ, KQZ-FM, KQOV, KDVV, KBIM.

**RAY
PARKER JR.**

**I STILL CAN'T GET
OVER LOVING YOU**



From the first time you hear it, you
know it's a solid winner. The man
who's topped the charts time after time
is guaranteed to do it again.

CHR

RAY PARKER JR. "I Still Can't Get Over Loving You" (Arista) 30/29
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 29 including WXS-FM, KPRC, WTC-FM, WKRZ-FM, KHFI,
WHOT, KYNO-FM, KHYT, OK100, WOMP-FM, WJAD, KQOV, WAZY-FM, KTRS, KCBH.

Black 2nd Most Added

**THREE SINGULAR SENSATIONS.
FROM ARISTA.**

Contemporary Hit Radio

Three Weeks Last
Weeks Weeks Week

5	2	1	1	LIONEL RICHIE/All Night Long (All Night) (Motown)
15	10	5	2	BILLY JOEL/Uptown Girl (Columbia)
24	15	8	3	P. McCARTNEY and M. JACKSON/Say Say Say (Columbia)
6	5	2	4	K. ROGERS with D. PARTON/Islands In The Stream (RCA)
12	8	6	5	MOTELS/Suddenly Last Summer (Capitol)
4	3	3	6	FIXX/One Thing Leads To Another (MCA)
26	18	14	7	PAT BENATAR/Love Is A Battlefield (Chrysalis)
18	17	13	8	HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis)
8	7	7	9	PRINCE/Delirious (WB)
-	28	16	10	QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)
1	1	4	11	POLICE/King Of Pain (A&M)
13	13	12	12	DAVID BOWIE/Modern Love (EMI America)
10	9	9	13	STEVIE NICKS/If Anyone Falls (Modern/Atco)
38	26	20	14	JOHN COUGAR MELLENCAMP/Crumblin' Down (Riva/PolyGram)
33	23	18	15	MICHAEL JACKSON/P.Y.T. (Pretty Young Thing) (Epic)
30	21	19	16	JOURNEY/Send Her My Love (Columbia)
-	-	27	17	DARYL HALL & JOHN OATES/Say It Isn't So (RCA)
2	6	10	18	BONNIE TYLER/Total Eclipse Of The Heart (Columbia)
23	19	17	19	P. BRYSON & R. FLACK/Tonight I Celebrate My Love (Capitol)
3	4	11	20	SPANDAU BALLET/True (Chrysalis)
28	22	21	21	EURHYTHMICS/Love Is A Stranger (RCA)
36	30	24	22	JACKSON BROWNE/Tender Is The Night (Asylum)
9	11	15	23	SHEENA EASTON/Telefone (Long Distance...) (EMI America)
-	39	34	24	CULTURE CLUB/Church Of The Poison Mind (Virgin/Epic)
39	34	29	25	HUMAN LEAGUE/Mirror Man (Virgin/A&M)
40	35	33	26	ASIA/The Smile Has Left Your Eyes (Geffen)
-	40	38	27	IRENE CARA/Why Me? (Network/Geffen)
34	31	28	28	MICHAEL SEMBELLO/Automatic Man (WB)
37	33	32	29	MICHAEL STANLEY BAND/My Town (EMI America)
-	38	37	30	RICK SPRINGFIELD/Souls (RCA)
-	32	31	31	LOVERBOY/Queen Of The Broken Hearts (Columbia)
-	36	35	32	JoBOXERS/Just Got Lucky (RCA)
-	37	36	33	D. WARWICK & L. VANDROSS/How Many Times Can... (Arista)
BREAKER	-	-	34	PETER SCHILLING/Major Tom (Coming Home) (Elektra)
-	-	39	35	BIG COUNTRY/In A Big Country (Mercury/PolyGram)
BREAKER	-	-	36	POLICE/Synchronicity II (A&M)
-	-	40	37	KIM CARNES/Invisible Hands (EMI America)
BREAKER	-	-	38	DURAN DURAN/Union Of The Snake (Capitol)
BREAKER	-	-	39	OLIVIA NEWTON-JOHN/Twist Of Fate (MCA)
BREAKER	-	-	40	ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)

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Adult/Contemporary

1	1	1	1	LIONEL RICHIE/All Night Long (All Night) (Motown)
8	4	3	2	BILLY JOEL/Uptown Girl (Columbia)
2	2	2	3	K. ROGERS with D. PARTON/Islands In The Stream (RCA)
14	9	6	4	P. McCARTNEY and M. JACKSON/Say Say Say (Columbia)
6	5	5	5	MANHATTAN TRANSFER/Spice Of Life (Atlantic)
17	13	10	6	D. WARWICK & L. VANDROSS/How Many Times Can... (Arista)
9	8	8	7	COMMODORES/Only You (Motown)
3	3	4	8	SPANDAU BALLET/True (Chrysalis)
-	19	13	9	BARBRA STREISAND/The Way He Makes Me Feel (Columbia)
25	17	12	10	MATTHEW WILDER/Break My Stride (Private I/CBS)
4	6	7	11	P. BRYSON & R. FLACK/Tonight I Celebrate My Love (Capitol)
12	10	9	12	JARREAU/Trouble In Paradise (WB)
15	14	14	13	ANNE MURRAY/A Little Good News (Capitol)
20	16	15	14	DEBORAH ALLEN/Baby I Lied (RCA)
-	-	23	15	DARYL HALL & JOHN OATES/Say It Isn't So (RCA)
11	11	11	16	SHEENA EASTON/Telefone (Long Distance...) (EMI America)
30	23	20	17	DeBARGE/Time Will Reveal (Gordy/Motown)
-	26	21	18	CARPENTERS/Make Believe It's Your First Time (A&M)
-	29	24	19	MOTELS/Suddenly Last Summer (Capitol)
5	7	16	20	GEORGE BENSON/Lady Love Me (One More Time) (WB)
21	18	18	21	MICHAEL MURPHEY/Don't Count The Rainy Days (Liberty)
29	25	22	22	LANI HALL/Never Say Never Again (A&M)
-	-	28	23	L. RONSTADT & N. RIDDLE ORCHESTRA/What's New (Asylum)
-	28	25	24	ALABAMA/Lady Down On Love (RCA)
-	30	26	25	CLIFF RICHARD/Never Say Die (Give A Little...) (EMI America)
-	-	27	26	JACKSON BROWNE/Tender Is The Night (Asylum)
7	12	17	27	BONNIE TYLER/Total Eclipse Of The Heart (Columbia)
-	-	30	28	POINTER SISTERS/I Need You (Planet/RCA)
BREAKER	-	-	29	ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
BREAKER	-	-	30	MELISSA MANCHESTER/No One Can Love You More... (Arista)

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AOR / HOT TRACKS

Three Weeks Last
Weeks Weeks Week

4	2	1	1	JOHN COUGAR.../Crumblin' Down (Riva/PG)
1	1	2	2	PAT BENATAR/Love Is A Battlefield (Chrysalis)
3	3	3	3	HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis)
-	-	15	4	YES/Owner Of A Lonely Heart (Atco)
5	5	4	5	RAINBOW/Street Of Dreams (Mercury/PolyGram)
6	6	5	6	BIG COUNTRY/In A Big Country (Mercury/PolyGram)
BREAKER	-	-	7	ROLLING STONES/Undercover Of The Night (RS/Atco)
-	19	13	8	JOHN COUGAR MELLENCAMP/Pink Houses (Riva/PG)
13	8	7	9	SAGA/Flyer (Portrait/CBS)
10	9	9	10	ALDO NOVA/Monkey On Your Back (Portrait/CBS)
-	-	28	11	DURAN DURAN/Union Of The Snake (Capitol)
11	10	10	12	MICHAEL STANLEY BAND/My Town (EMI America)
14	11	12	13	PETER SCHILLING/Major Tom (Coming Home) (Elektra)
51	29	16	14	GENESIS/Just A Job To Do (Atlantic)
18	13	14	15	KISS/Lick It Up/Mercury/PolyGram
2	4	6	16	MOTELS/Suddenly Last Summer (Capitol)
35	27	22	17	ROMANTICS/Talking In Your Sleep (Nemperor/CBS)
15	12	11	18	SURVIVOR/Caught In The Game (Scotti Bros./CBS)
BREAKER	-	-	19	38 SPECIAL/If I'd Been The One (A&M)
39	22	18	20	HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)
-	48	23	21	DOORS/Gloria (Elektra)
7	7	8	22	GENESIS/Mama (Atlantic)
BREAKER	-	-	23	NIGHT RANGER/(You Can Still) Rock In... (Camel/MCA)
31	20	19	24	JACKSON BROWNE/Tender Is The Night (Asylum)
20	18	21	25	QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)
BREAKER	-	-	26	DARYL HALL & JOHN OATES/Say It Isn't So (RCA)
21	17	17	27	MOODY BLUES/Blue World (Threshold/PolyGram)
43	39	31	28	POLICE/Synchronicity II (A&M)
BREAKER	-	-	29	STREETS/If Love Should Go (Atlantic)
37	33	25	30	MOTELS/Little Robbers (Capitol)

AOR / ALBUMS

7	4	1	1	JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PG)
4	2	2	2	GENESIS/Genesis (Atlantic)
3	3	3	3	HUEY LEWIS & THE NEWS/Sports (Chrysalis)
1	1	4	4	PAT BENATAR/Live From Earth (Chrysalis)
2	5	5	5	MOTELS/Little Robbers (Capitol)
8	6	6	6	RAINBOW/Bent Out Of Shape (Mercury/PolyGram)
10	7	7	7	BIG COUNTRY/The Cross (Mercury/PolyGram)
18	14	10	8	ROMANTICS/In Heat (Nemperor/CBS)
19	12	9	9	SAGA/Heads Or Tales (Portrait/CBS)
14	13	12	10	ALDO NOVA/Subject . . . Aldo Nova (Portrait/CBS)
-	23	18	11	EDDIE MONEY/Where's The Party? (Columbia)
13	11	11	12	JACKSON BROWNE/Lawyers In Love (Asylum)
15	15	15	13	QUIET RIOT/Metal Health (Pasha/CBS)
6	8	8	14	POLICE/Synchronicity (A&M)
17	17	14	15	MICHAEL STANLEY.../You Can't Fight... (EMI America)
22	22	19	16	KISS/Lick It Up (Mercury/PolyGram)
20	20	17	17	PETER SCHILLING/Error In The System (Elektra)
21	21	16	18	SURVIVOR/Caught In The Game (Scotti Bros./CBS)
-	35	24	19	DOORS/Alive, She Cried (Elektra)
-	-	32	20	NIGHT RANGER/Midnight Madness (Camel/MCA)
9	10	13	21	MOODY BLUES/The Present (Threshold/PolyGram)
12	16	21	22	ASIA/Alpha (Geffen)
BREAKER	-	-	23	DARYL HALL & JOHN OATES/Rock 'N Soul Part I (RCA)
11	19	22	24	HEART/Passion Works (Epic)
5	9	20	25	ROBERT PLANT/The Principle Of... (Es Paranza/Atlantic)
BREAKER	-	-	26	BLUE OYSTER CULT/The Revolution By Night (Columbia)
BREAKER	-	-	27	STREETS/1st (Atlantic)
-	40	28	28	CULTURE CLUB/Colour By Numbers (Virgin/Epic)
-	-	33	29	ZZ TOP/Eliminator (WB)
16	18	23	30	STEVIE NICKS/The Wild Heart (Modern/Atco)
26	25	25	31	DOKKEN/Breaking The Chains (Elektra)
37	33	37	32	IRON MAIDEN/Piece Of Mind (Capitol)
-	34	35	33	TOMMY TUTONE/National Emotion (Columbia)
27	27	26	34	DEF LEPPARD/Pyromania (Mercury/PolyGram)
-	39	39	35	BLACK SABBATH/Born Again (WB)
DEBUT	-	-	36	MOTLEY CRUE/Shout At The Devil (Elektra)
23	24	29	37	KANSAS/Drastic Measures (CBS)
-	38	-	38	WAS (NOT WAS)/Born To Laugh At Tornadoes (Geffen)
28	28	30	39	FIXX/Reach The Beach (MCA)
DEBUT	-	-	40	ALAN PARSONS PROJECT/Best Of The Alan... (Arista)

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