

I N S I D E:

**SUPREME COURT UPHOLDS HOME TAPING**

The Supreme Court's "Betamax" decision rules home videotaping legal, which could hurt the record industry's push for a home taping royalty.

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**LATEST RATINGS RESULTS**

- Atlanta: WVEE Extends Edge
- Miami: WLYF, WINZ-FM Improve
- Tampa: WWBA Opens Solid Lead
- Kansas City: AORs KYYS, KKCFM Score
- Portland: KUPL-FM, KMJK, KJIB Strong
- Indianapolis: WIBC Gains, WZPL Up 5
- New Orleans: WYLD-FM, WEZB Dominate Market
- Memphis: WDIA Vaults To Second Plus Arbitron figures from Albany, Birmingham, Columbus, Greensboro, Honolulu, Louisville, Nashville, Norfolk, Oklahoma City, Providence, Rochester, Sacramento, Salt Lake City, San Antonio, and San Jose.

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**REGIONAL CONCENTRATION RULE OVER?**

The FCC wants to abolish its rule prohibiting common ownership of three stations within a 100-mile limit, and regional chains may be the result.

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**RETAIL RESEARCH**

**R&R FOCUS**

**ON RETAIL RESEARCH**

In an R&R special focus, six Editors examine radio's relationship with the retail sector — how to gather useful information, how to safeguard against data distortion, and whether the info is worthwhile.

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**FOUNDATIONS OF PRICING AND INVENTORY**

Kevin Sweeney takes a provocative look at some of radio's cherished pricing practices, and proposes profitable alternatives.

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**PEOPLE IN THE NEWS THIS WEEK**

- Ed Wodka GM at KRLD
- Mac Steen GM for KJR
- Joe Bilotta Buckley Exec. VP
- Tom Bigby PD at KLVU
- Ron Atkins KMJM PD
- Jon Olson PD at WKSX
- Danny Lemos OM for KEZR
- Jim Price Station Manager at KFSD
- Jerry Sharell Sr. VP/MCA Video
- John Jones KTRH & KLOL GSM
- Bob Huntley GSM at WSB-AM & FM
- Catherine Rubenstein GSM for KLIR
- Julie Natichioni KOME's GSM
- Todd Leiser GSM at WUBE & WMLX

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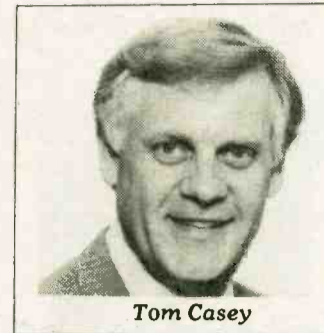
Newsstand Price \$3.50

**R&R**  
RADIO & RECORDS

**Casey Joins Transtar's Country Format**

Transtar Satellite Network has named Tom Casey Operations Manager for the firm's new Country format, set for a February debut in Los Angeles. Casey, who most recently served as Operations Manager for KZLA-AM & FM/Los Angeles, told R&R, "I'm really excited because I believe this is the wave of the future. Transtar has planned it out in such a way that we can really make it work. They are going in to do it right the first time, and it's great to be a part of it."

Transtar VP/Programming Mike Harvey amplified Casey's



Tom Casey

comments, saying, "All elements of the Country format were based on the results of exhaustive research conducted by Bill Moyes and the Research Group. We've got the only Country format in existence that has been so thoroughly pretested on a national basis."

Joining Casey on the new satellite service will be air personalities Beau Weaver (KILT/Houston and KHJ/Los Angeles), Greg Crawford (WGCI and WIND, both Chicago), and Charlie Cook (KHJ and KLAC/Los Angeles). The complete airstaff will be named next week.

**DiLoreto Swanson's New COO**

Tulsa-based Swanson Broadcasting has named WGBS/Miami VP/GM Dan DiLoreto as Chief Operating Officer, effective February 13. DiLoreto, who will report to President Gery Swanson, replaces Ron Blue, who exited the company late last year.

DiLoreto has managed WGBS since 1978, and previously was VP/GM at co-owned WLYF/Miami. "I welcome the opportunity to run a division," DiLoreto commented. "It's a chance that comes along infrequently"

DiLORETO/See Page 25

**R&R Names Bunzel As Networks & Specials Editor**

Reed Bunzel has been named to the new position of Networks & Specials Editor at R&R. Bunzel, most recently the Editor of



Reed Bunzel

NAB's monthly RadioActive magazine, will handle all network and program supplier-related news, and will supervise a significant expansion of the newspaper's coverage in that area. He will also be involved in editing and writing for R&R's

BUNZEL/See Page 25

**Birch Restructuring Sets Gingold As New President**

Effective March 1, Birch Radio will become an operating subsidiary of parent company Birch Research Corporation. Under the new company struc-

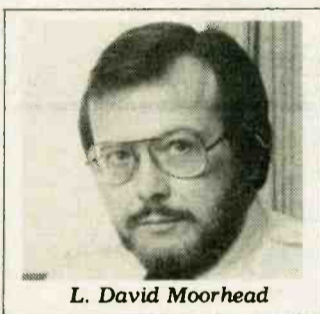
ture, all ratings data acquisition and processing, accounting, personnel, and management functions will be handled by Birch Research, while sales and

marketing of all Birch Radio products will be executed by Birch Radio.

As a result of the reorganization, Birch founder and President Tom Birch becomes Chairman of the Board and Chief Executive Officer of Birch Research, while current Birch Radio VP/Sales & Marketing David Gingold is promoted to President of Birch Radio.

Commenting on the new president, Birch said, "David Gingold has been a cornerstone of our success since his initial hiring in September of 1980. Under his direction, the sales of Birch Radio products have swelled from approximately \$250,000 in fiscal 1980 to an estimated \$4 million in fiscal 1984. His contribution to our overall success cannot be underestimated; his appointment to the position of President is a just reward for an outstanding performance."

Gingold said, "The past three and a half years with Birch Radio have been by far the most exciting and gratifying experience of my business career. I feel deeply honored to be named President of Birch Radio and look forward to maintaining the incredible model of success that Tom's leadership has created for the company."



L. David Moorhead

**All-Pro Appoints Moorhead Exec. VP**

In a move to strengthen its group operations, All-Pro Broadcasting has named L. David Moorhead Executive Vice President and Chief Operating Officer. Moorhead will be in charge of corporate dealings and will oversee the company's five stations, assuming the duties formerly held by Tom Weaver, who resigned recently.

Moorhead, who joins the company from National Broadcasting Consultants, told R&R, "Just as he was a captain of the Green Bay Packers, (All-Pro President) Willie Davis is a magnificent leader to be with in a business enterprise. My fore-

most challenge will be to help All-Pro grow the way he wants it to grow — into the best broadcast group in the country."

While All-Pro stations are predominantly black-oriented, Moorhead feels such labels can be misleading: "Ethnic radio, Black radio, Urban radio — by whatever name you want to call it, it's a misnomer today. When people tune to the radio, they tune to what they want to hear, not because a little light comes

MOORHEAD/See Page 25

**ANDERSON EXEC. VP; SHORE, JUSTICE MOVE UP**

**Park Communications Shifts Management**

Park Communications has announced three changes in its group station management. WNAX/Yankton, SD GM Eddie Anderson has been promoted to VP/Radio at corporate headquarters in Ithaca, NY; KJIB & KWJJ/Portland GM Don Shore replaces Anderson at WNAX; and GSM Jay Justice moves up in Portland to fill the spot vacated by Shore. Former VP/Radio for Park Bill Fowler moves on as managing partner of KNOX/Grand Forks, ND.

Coming on the heels of the best combined book in the history of KJIB & KWJJ, Shore is looking forward to managing the Yankton station. He told

R&R, "WNAX has been a major force in Midwestern radio for the last 50 years and I'm pleased and very proud to be part of the organization. Park Communications is the most exciting company in American broadcasting."

Commenting on his promotion at the Portland station, Justice said, "We have a good product and great people. Having been across town (at KYTE when it was Country), and coming up against these stations, I know they are and will continue to be a powerhouse combination."

Anderson was not available PARKCOM/See Page 25



Jim Snowden

and retains his programming duties at KMJQ.

In appointing Snowden, Radio Division President Monte Lang stated, "Jim has worked closely with me on various corporate projects and is most deserving of this new position. I am confi-

SNOWDEN/See Page 25

851-0871  
Harvey

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# WE KEEP GOOD COMPANY

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As we begin this new year, we wish to thank our partners. These are the people with whom we work on a long-term, on-going basis, most of whom have been clients and partners for many years.

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|--|--|
| ABC  | Landmark Communications                              |
| Affiliated Broadcasting                        | Malrite Communications                               |
| Amaturo Group                                  | Mann Media   |
| Beck-Ross                                      | McClatchy Newspapers                                 |
| Willet & Michael Brown<br>(KGB-FM and KXOA-FM) | Metroplex Communications                             |
| Capital Cities                                 | Mid America  |
| Capitol Broadcasting                           | RKO Radio  |
| Cox Communications                             | Larry J. B. Robinson Broadcasting<br>(WMJI and WBBG) |
| Detroit News Stations                          | Sandusky Radio                                       |
| Dick Broadcasting                              | Sarkes-Tarzian                                       |
| Duffy Broadcasting                             | Shamrock Broadcasting                                |
| Fisher Broadcasting                            | South Central Broadcasting                           |
| Golden Eagle Broadcasters                      | Sunbelt Communications, Ltd.                         |
| Group One Broadcasting                         | Ten-Eighty Corporation (WTIC)                        |
| Hicks Communications                           | Viacom Broadcasting                                  |
| Home Town Newspapers                           | WEAZ Radio   |
| Inside Radio/Radio Only                        | WOOD Broadcasting                                    |
| Jefferson Pilot Broadcasting                   | WVOR Radio   |
| Katz Broadcasting                              | WWSW/WTKN Radio                                      |

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## The Research Group

*Radio's Strategic Research Team*

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### Jackson: Seventh Top Ten Single?

Ken Barnes's "On The Records" column takes a look at Michael Jackson's unprecedented CHR chart achievements on the eve of the seventh single release from the "Thriller" LP.

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## Bilotta Upped To Buckley Exec. VP

Joe Bilotta has been named Executive Vice President of Buckley Broadcasting Corporation in New York. Bilotta will oversee local and national sales for the company, as well as develop an overall sales strategy and general marketing stance for the broadcast group. Bilotta's position is a new one for the corporation.

Bilotta moves up from Director of Sales for Buckley, and had previously been VP/GM at Buckley Radio Sales, the radio rep firm that merged with McGavren Guild in 1981.

In announcing the appointment, BBC President Richard Buckley commented, "This promotion caps a 14-year career with Buckley, and was a natural move. His new position will encompass the creation of an effective marketing strategy and supervision of the sales efforts of our 11 stations."

Bilotta will be working directly with the corporation's general sales managers and three national reps. He told R&R, "I am looking forward to this position because it is

a culmination of 14 years working with Richard and the company, and I will be in a better position to affect the overall marketing of the corporation."

## Olson Tapped To Program WKSX

Jon Olson has been named Program Operations Manager for KS100 (WKSX)/Cleveland, replacing the exiting Mike Scott. He will retain his afternoon drive shift. Prior to joining KS100 in 1981, Olson was MD and jock at WPOC/Baltimore.



Jon Olson

William Enders, VP/GM at KS100, told R&R, "Jon is a good team player, willing to make a contribution in every area. He is very well-liked by everyone at the station and the move has already proven to be a positive one for us."

Olson commented, "I am delighted to assume my new duties as Program Operations Manager. KS100 is now Cleveland's country music leader, and I feel confident that we will be the dominant Country radio station for Northeast Ohio in 1984."

## Arbitron, Masla Reach Piracy Settlement

The \$1 million lawsuit filed by Arbitron against the Jack Masla rep firm for allegedly pirating Arbitron numbers has been settled out of court. Arbitron General Counsel Tony Kelsey told R&R, "Arbitron has settled its suit against Jack Masla & Co. and Telebroadcasters of California (operators of KALI/Los Angeles)." The suit involved copyright infringement (Masla selling KALI by using Arbitron numbers without KALI's subscribing to the ratings service) and misappropriation of ratings estimates.

In the settlement, Kelsey stated, Arbitron received a substantial sum of money "in compensatory damages for Masla's infringement of the spring '83 Los Angeles market report." Official Arbitron spokespeople would not put a figure on the settlement but informed sources told R&R "it was a significant six-figure sum." Jack Masla was unavailable for comment on the matter this week.

# Metromedia Sets New Seattle, Dallas Managers

Metromedia has named new managers at KRLD/Dallas and KJR/Seattle. At KRLD, former KJR VP/GM Ed Wodka transfers to the GM's post, replacing Ken Fairchild, who recently exited the News station to go into ownership. In Seattle, KJR Sales Manager Mac Steen was promoted to GM, immediately filling Wodka's vacancy.

Wodka, who'd been manager at KJR for just nine months, explained to R&R, "Metromedia is going through some very exciting corporate changes now, and I'm very privileged to be a part of those plans. This is a fine radio station, one that this company is very pleased to retain." Metromedia's spinoff of KRLD, following

its purchase of KNBN-TV/Dallas, was called off when the FCC waived its rules on media concentration in November.

Steen, whose career at KJR spans 11 years, told R&R, "I am very excited about this opportunity. In the transition between Ed's leaving and my taking over, we haven't missed a beat. I feel confident that my knowledge of this station and this market, coupled with some hard work, will make 1984 a great year for KJR. I couldn't be happier."

## Bigby Named PD At KLVU

Veteran programmer Tom Bigby has been named PD at KLVU/Dallas. Bigby, who recently joined KLVU as midday personality, fills the vacancy left by former OM Bob Hooper, who departed three weeks ago. Washington, DC-based consultant Gary Balaban, who had been staying in Dallas to assist the station, will return home next month.

Commenting on the appointment, Balaban said, "Tom comes to us with over 15 years of success and experience. I'm sure that as a longtime local resident, Tom can provide local input to make this radio station a successful venture for TK Communications for a long time to come."

The move reunites Bigby with TK President John Tenaglia; they worked together at WIFJ/Philadelphia before Bigby joined

BIGBY/See Page 25

## Herbert Scott Succumbs To Heart Attack

Herbert Scott, owner of Scott Broadcasting, died Monday (1-16) of a heart attack suffered while playing racquetball. Scott, 57, was reportedly the largest individual owner of radio stations in the country. He owned 12, including WPAZ/Pottstown, PA; WFEC/Harrisburg, PA; WFEM/Ellwood City, PA; WKST/Newcastle, PA; WTRY/Troy, NY; WMBO & WPCK/Auburn, NY; WTTM & WCHR/Trenton, NY; and WJWL & WSEA/Georgetown, DE.

He is survived by his wife Faye and five children. The funeral was held Wednesday (1-18) at the Houck Funeral Home in Pottstown.

### TRANSACTIONS

#### Keymarket Acquires WTGI

Keymarket Communications of Louisiana has purchased WTGI/Hammond, LA from Tangi Broadcasting for \$1.8 million.

Keymarket principals Paul Rothfuss and Kerby Confer also own WJBX & WMSI/Jackson, MS; WIZK & WIGL/Orangeburg, SC; WGVL & WSSL/Greenville-Gray Court, SC; and have applied to purchase WTBC & WUOA/Tuscaloosa, AL.

WTGI operates with 100,000 watts on 103.3 MHz with an antenna height of 500 feet above average terrain. Blackburn brokered the transaction, which is subject to FCC approval.

#### Milner Buys WBYG

Gene Milner Broadcasting has agreed to buy WBYG/Kankakee, IL from WKAK, Inc. for \$1.2 million, pending FCC approval.

WKAK, Inc. principals Harry Fitzgerald, Howard Dybedock, and Ben Cervon have owned the station since 1975. Gene Milner is the former owner of WSHE/Ft. Lauderdale.

AOR-formatted WBYG operates with 50,000 watts, polarized horizontally and vertically, at 99.9 MHz with an antenna height of 500 feet above average terrain.

## Atkins Moves To KMJM As PD

Ron Atkins has been named PD at KMJM (Majic 108)/St. Louis. He succeeds Tony Gray, who assumed the programming post at sister Amaturio facility WDRQ/Detroit. Atkins comes aboard following a five-year stint with WBLK/Bufalo, most recently as PD.

Jim Snowden, Amaturio's Group PD/Radio Division, commented, "I have known Ron since my days at WKBW/Bufalo. He was always an energetic, quick-study guy who had his eye on the go all the time. He was prepared for this assignment at KMJM, and I'm confident he will contribute to our continued growth in St. Louis. I must add that he's following Tony Gray, who is also ready and very happy to assist in this transition to make Ron's entry a successful one. Tony put together a staff that could play team ball and knew how to win."

## KEZR Promotes Lemos To OM

KEZR/San Jose Music Director Danny Lemos has been advanced to Operations Manager, filling the vacancy left last November following the departure of former OM Ron Sanchez. Lemos will continue to handle his music duties.

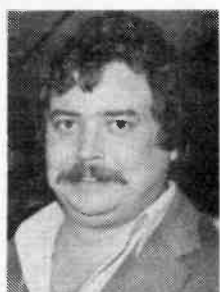
Alta Broadcasting Group PD Mike Wagner stated, "Danny was my Assistant PD at KIIS/Los Angeles for two and a half years. He has proved himself a dedicated, 'take-charge' individual. Since Danny was already on staff at KEZR as MD, when the operations position became available, his appointment turned out to be a very smooth transition."

Lemos joined KEZR as MD seven months ago after his stint with KIIS. He previously worked as Traffic Manager/Assistant Production Manager at KMET/Los Angeles for three and a half years. Lemos told R&R, "I appreciate that (Alta principals) the Levitts have given me a chance to use all my energies for the future success of KEZR. I'm incredibly excited."

## WIL's Wilkinson Killed In Auto Accident

Robert Wilkinson, morning man at WIL/St. Louis under the name "Wilkie In The Morning," was killed in an automobile accident Monday (1-16). Wilkinson, 35, had been with WIL since September, having earlier worked on-air at WWWE/Cleveland and KSD and KXOK/St. Louis.

WIL-AM & FM VP/GM Craig Magee stated, "One of Wilkie's tremendous talents was his ability to make people smile in the morning. He had a very irreverent way of looking at people and things that took themselves too seriously. In addition



Robert Wilkinson WILKINSON/See Page 25

### STAFF

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 Marketplace Coordinator: NINA ROSSMAN  
 Office Manager: NANCY HOFF  
 Administrative Assistant: PAULA PONCE-CHALITAS  
 Controller: MARGARET BECKWITH  
 Washington Bureau: 818 Connecticut Ave., NW, Suite 300, Washington, DC 20006, (202) 496-4960  
 Vice President: JONATHAN HALL  
 National Sales Director: BARRY O'BRIEN  
 Washington Editor: BRAD WOODWARD  
 Account Executive: VIVIAN FUNN  
 Office Manager: CHERYL SOMERS  
 Legal Counsel: JASON SHRINSKY  
 Nashville Bureau: 1610 10th Avenue South, Nashville, TN 37212, (615) 292-8982, 292-8983  
 Bureau Chief: SHARON ALLEN

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# Washington Report

## Amway Fraud Imperils Sale Of WCFL

Mutual's \$8 million sale of WCFL/Chicago to Statewide Broadcasting has been delayed by two petitions to deny. Both cite the November guilty plea in Canada by Amway, Mutual's parent company, to charges of fraudulently evading \$23 million in import duties. Amway was fined \$20 million.

The petitions were filed by two people claiming to be WCFL listeners, Leonard Delano Jr. of Hammond, IN and Anthony Martin-Trigona, who frequently files actions with the FCC. Delano charges that "the misconduct of Mutual's parent corporation and its directors was rampant, intentional, and of long duration." He asks that the WCFL sale be designated for hearing to determine whether Mutual remains qualified to be a licensee. Besides WCFL, Mutual owns WHN/New York.

FCC sources say no action on the petitions is expected until the Commission adopts a new policy statement on the "character" qualifications of licensees. The FCC staff has been working to clarify the murky character policy for several years, and reportedly has an item ready for full Commission action in the near future.

## Stevens Loses NAB Board Seat

Doubleday Broadcasting President Gary Stevens has failed to qualify for a runoff election to retain a seat on the NAB Board of Directors. For the district representing New York and New Jersey, Stevens was edged out by WGHQ/Kingston, NY President Walter Maxwell and WVOX & WRTN/New Rochelle, NY President William O'Shaughnessy. Stevens was running in the district race because his current seat, representing markets of 500,000 or more population, is being phased out.

NAB has a two-tier election process for its board. In the first round of balloting by member stations, the two top vote-getters in each district become nominees. They face each other in a runoff, to be held by mail in February. Twelve of the Radio Board's 31 seats are up for election this year. Winners will be announced March 8 and begin serving two-year terms in June.

In the nominating process, WTRC & WYEZ/Elkhart, IN President John Dille III became the first candidate ever to win automatic election by getting at least 50% of all possible votes in his district. Dille is the incumbent director for Indiana.

## Texas Stations Charge Translator "Warehousing"

Radio broadcasters continue to rebel against applications for FM translators that would bring distant signals into their markets. Last week Hine Broadcasting, owner of KDOK/Tyler, TX and KEYP/Whitehouse, TX, filed a petition to deny a translator sought in Tyler by J&J Broadcasting, owned by John La Tour of Fayetteville, AR.

Hine pointed out that J&J has filed large numbers of translator applications in seven states and charged, "It appears that La Tour is attempting to 'warehouse' FM translator frequencies in hopes the Commission will create a low-power FM radio service."

Hine asked that the Tyler translator be denied outright or designated for hearing to determine whether there are any public interest benefits to be gained. It added, "The Commission must not allow the warehousing of FM translator frequencies and thereby permit speculators to obtain an unfair

and improper advantage over other potential applicants for low-power radio facilities."

## Packwood Slates Hearings On Broadcast Freedoms

Legislation to extend full First Amendment freedoms to radio and television will be debated in three days of hearings in coming weeks by the Senate Commerce Committee. Hearings on Sen. Bob Packwood's (R-OR) "Freedom of Expression Act of 1983" (S. 1917) are planned for January 30, February 1, and February 8 in Washington.

In announcing the hearings, Packwood commented, "While the print media are insulated from government control by the First Amendment, the electronic media have been regulated by the government since the 1920s. This bill will help erase the second-class status of the electronic media."

## Other Key Developments:

- An FCC vote was planned this week (1-19) on setting up a new logging procedure for nonentertainment radio programming. The complete abolition of logs as part of radio deregulation was struck down by the U.S. Court of Appeals.

- NAB has set "You've Got What It Takes" — a national voter education campaign — as the theme for its annual convention, to be held April 29-May 2 in Las Vegas. Paul Anka will entertain and ABC Vice Chairman Elton Rule will receive NAB's 1984 Distinguished Service Award.

- An FCC Review Board decision awarding new Indianapolis FM (107.9 MHz) to Peoples Broadcasting has been affirmed by the full Commission. Competing applicants had challenged the grant after the death of Peoples owner Joseph Cantor.

- NAB VP/Membership Larry Tierney has resigned as part of a restructuring that will transfer his unit's functions to the Radio and Television Departments.

## MARKETPLACE DIVERSITY CITED

# FCC Proposes Opening Door To Regional Broadcast Chains

Regional chains of nearby radio or television stations might spring up under the FCC's proposal last week to abolish its "regional concentration of control" rule. The move comes just as the deadline passes (1-19) for comments on the possible repeal or alteration of the 7-7-7 ownership rule, which holds a single owner to no more than seven AMs, seven FMs, and seven TVs.

The regional concentration rule prohibits common ownership of three stations if any two are within 100 miles of the third, and if any of the stations have overlapping primary service contours. As the rule is now applied, commonly-owned AMs and FMs count as one station if they're licensed to the same community (combos) or the same urban area.

## NAB Hits "Stone Age" Mentality

The suggestion to kill the rule was made in August by NAB, which said it dates back to the "Stone Age of telecommunications." NAB Executive VP/GM John Summers said last week, "We are delighted that the Commission has decided to act on NAB's petition to issue a notice of proposed rule-making in this area. The current regulation has been outdated by the dramatic increase in the number of outlets in the telecommuni-

## RECORD INDUSTRY SETBACK

# Home Taping Ruled Legal By High Court

The record industry reacted with disappointment to Tuesday's 5-4 vote by a sharply divided Supreme Court, which decreed that home videotaping does not violate U.S. copyright laws.

Although home videotaping and audiotaping are separate issues, the ruling is seen as diminishing chances of Congress intervening by placing a copyright tax — either audio or video — on recorders and blank tape. A finding that home taping is illegal would have created a stampede in Congress to declare the popular practice legal — providing openings for copyright taxes to be attached. But now the pressure is off Congress.

## "Time-Shifting" Clearly Legal

Writing for the majority, Justice John Paul Stevens relied mainly on the argument that many uses of VTRs (videotape recorders), especially time-shifting of programs for later viewing, are clearly not an infringement of copyright holders' rights.

"One may search the Copyright Act in vain for any sign that the elected representatives of the millions of people who watch television every day have made it unlawful to copy a program for later viewing at home, or have enacted a flat prohibition against the sale of machines that make such copying possible," wrote Stevens.

"It may well be that Congress will take a fresh look at this new technology, just as it so often has examined other innovations in the past. But it is not our job to apply laws that have not yet been written."

## Music Industry Prods Congress

Stanley Gortikov, President of the Recording Industry Association of America (RIAA) and co-coordinator of the Coalition to Save America's Music, reiterated that home taping costs the music industry an estimated \$1.4 billion annually.

In the wake of the court's decision, he stated, "Only Congress can develop a national comprehensive mechanism for

assuring fair compensation for the creators of America's music. That is why the entire music industry will continue to press for enactment of the Home Recording Act of 1983 (S. 31, H.R. 1030) in this session of Congress.

"This bill is a fair compromise of the interests at issue in the home taping controversy. The legislation would establish a mechanism to provide compensation in the form of a reasonable royalty on blank tape and recording equipment, paid by manufacturers and importers to those whose creative properties are taped. This legislation would preserve the integrity of the American copyright system and the incentive to creativity that are essential to that system."

Jack Wayman, Sr. VP of the Electronics Industries Association's Consumer Electronics Group, expressed "great satisfaction" at the ruling. But he cautioned, "We must now look to Congress to make sure our victory in this case is not taken away by special interest legislation."

## See-Saw Court Decisions

Tuesday's decision marks yet another reversal in a see-saw series of court rulings. The case began in the mid-1970s when Sony began marketing the Betamax. Universal City Studios and Walt Disney Productions sued, claiming some of their copyrighted movies were illegally home taped on the devices. A federal court ruled against the movie companies.

But in 1981 that decision was reversed by the U.S. Court of Appeals, which held Sony liable for "contributory infringement" of copyright laws. Now the Supreme Court has sided with the original ruling that no infringement exists, leaving the issue of copyright royalties for Congress to decide.

such combinations on diversity and levels of competition declines accordingly."

## Regional Programming, Ad Sales

The Commission also reasoned that the 100-mile rule has produced arbitrary and sometimes irrational results, and has denied broadcasters the advantages of "economics of scale," such as greater ad revenues or the sharing of staff and facilities. Saved resources "could then be turned to expanding programming or activating unused allocations that might be viewed as too great an economic risk absent the benefits of multiple ownership," the FCC speculated.

Only Commissioner Henry Rivera dissented from last week's proposal. While conceding the rule might be improved, he criticized the item for focusing only on outright repeal. Rivera said he's worried that total abolition will lead to "further erosion of the FCC's longstanding and meritorious broadcast ownership diversification objectives without substantial countervailing public interest benefits."

Comments on the plan (Docket #84-10) are due February 21 and reply comments on March 7.

## Competition Waters Down Control

A key rationale for dropping the rule is the explosion of new outlets since 1977, including a 19% increase in radio stations, a 37% gain in television stations, and the introduction of new cable, satellite, and other video services. Said the FCC, "As the number of competing voices in the marketplace rises, the potential influence of any given combination of commonly-owned outlets is diluted and our concern with the impact of



## 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.

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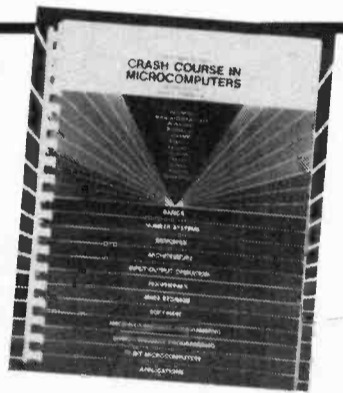


## Plough Purchases American Image

Plough Broadcasting Company, a Schering-Plough Corp. subsidiary, has purchased American Image Productions, Inc. AIP is a Nashville-based firm which specializes in the production of audio/video promotional materials for radio and television stations in the U.S., Australia, and Canada. Former American Image President/founder Jerry Williams takes the helm as General Manager of American Image, as well as being appointed a VP of Plough Broadcasting. According to Plough President H. Wayne Hudson, headquarters will be located in Memphis, with production taking place in both Memphis and Nashville.

## Computer Learning Made Easier

The Howard Sams Books and Software Company, a subsidiary of ITT Corp., has published a new, updated version of its introduction to computers. "Crash Course In Microcomputers — Second Edition," utilizes the same "hand-holding, programmed instruction" of



the first edition. It goes from basic computer concepts for those with no previous experience to software, programming and applications. Suggested retail price \$21.95.

## Lund Launches Market Analysis Service

You say the all-Lost Dog Report format didn't last as long as you thought it would? Eight other stations beat your planned switch to CHR, and now you're searching for your station's niche in the market? Lund Consultants is currently offering a detailed four-step "Radio Marketing Ascertainment" service which they promise will "help project the client station's most rapid gains in radio programming,

the best future selling opportunities, and the greatest profitability." Each study averages 500+ pages and is delivered within six weeks, presented personally by President John Lund and VP June Lund. The ascertainment is available to stations in all markets where Lund doesn't already have client stations. Price is determined by market size. For more information, call (415) 692-7777.

## RTNDF Sets Contest Deadline

The Radio and Television News Directors Foundation (RTNDF), affiliated with the RTNDA, has set April as the deadline for its '84 scholarships competition. Entrants will vie for six undergrad-



uate broadcast journalism scholarships, as well as a graduate level award; each of the seven grants is for \$1000. Another \$1000 grant, the Michele Clark Fellowship, is offered to a working radio or television newscaster with less than three years fulltime experience. Applicants must submit airchecks and a letter explaining their requests for continuing education assistance. Special consideration will be given for this particular award to minority candidates and women. Each applicant's news director must endorse his or her submission before it will be considered by the judges. Applications should be sent to Dean Mell, KHQ Inc., South 4202 Regal, Spokane, WA 99203.

## AAF Seminar Moves West

In answer to requests from the West Coast advertising community, the American Advertising Federation is sponsoring an "Advertising and Public Policy Seminar" in Los Angeles February 23. The conference will be similar to the Washington, DC-based "Law and Public Affairs Conference" AAF has annually sponsored for the past seven years. Among the topics to be addressed: regulatory proposals, pending legislation on advertising, and the new communications developments' impact on advertising. Registration costs are \$175 for AAF members and \$210 for nonmembers. Direct inquiries to Janet Kennedy at (415) 421-6867 or Grace Lynch at (202) 898-0089.

## Cable Audience Profiled

Propensity For Other Media Analyzed; 25-34 Audience Radio's Heaviest Users

As cable continues to make its presence felt, various studies have been and are being conducted to determine the influence on its sister media. One such report, the "Cable Subscribers Profile," evaluates the various factors contributing to the cable audience's propensity for choosing other media. Utilizing cable TV data from an earlier Simmons Market Research Bureau study, the report was produced in cooperation with National Public Radio and published by Frost & Sullivan. A major finding shows that cable subscribers "prefer media that allow content to be chosen from a wide range and that provide content which can be used at their convenience."

The study adds that like television, radio doesn't possess more than average appeal among cable subscribers, and that evidence of their radio usage is seen more clearly through demographic, rather than subscription, factors. For example, cable subscribers in the 25-34 age group are radio's heaviest users, with one-quarter of them in the top usage category. Also showing more-than-average usage tendencies are those aged 18-24. On the other hand, older subscribers who are heavy television viewers listen to radio to a much lighter degree. Professionals, managers, and subscribers in high-income households were described as moderately light users, while working women subscribers fell under the heading of fairly heavy listeners.

In terms of radio formats, Adult/Contemporary and Country were the most frequently chosen by cable subscribers. Soft rock and golden oldies, because of their attraction to the 25-34 year old and college-educated subscriber groups, accounted for a greater than average appeal. As a group, cable subscribers listen to all News, News/Talk, and Black formats "somewhat" less than other adults, possibly because these formats are more prevalent in urban locales versus smaller cities and towns. The opposite holds true for cable availability. Those preferring classical music were generally from high-income homes, college-educated, professionals/managers, homemakers, and working women.

## Aqua Boogie



Crown Japan's Model CH-5

Music wherever you go. That's the intent of the popular personal stereos, several of which have added the extra advantage of waterproofing. Jumping into the personal stereo pool with its own version is Crown Japan. The firm is introducing two water-resistant personal stereos; the CH-4 features a stereo cassette player, while the CH-5 sports an AM/FM stereo radio. Besides the waterproof case, each model comes complete with high fidelity headphones, external DC jack, detachable shoulder strap, single rotary volume control, and auto-stop/fast-forward. Crown Japan is distributed by the UCM Corporation, headquartered in Torrance, CA.

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**abc rock radio network** 

# Networks/Program Suppliers

## MUSIC FEATURES

### ABC Contemporary Net/ Spotlight Special:

The Motels (February 19)

### Rock Net/King Biscuit (DIR):

Robert Plant/Pt. II (February 5)  
Bryan Adams (February 12)  
Eddie Money (February 19)  
Dokken/Girlschool (February 26)

### Lee Bailey Productions

#### Radioscope:

New Edition (February 4-5)  
Mr. T (February 11-12)

### Clayton Webster

#### Country Calendar:

Jeannie Pruett (January 30)  
Rosanne Cash (January 31)  
T.G. Sheppard (February 1)  
David Bellamy (February 2)  
Waylon Jennings (February 3)  
Jeannie C. Riley (February 4)  
Merle Kilgore (February 5)

#### Rare Trax:

Beatles (January 30-31)  
Motorhead (February 1)  
Love Sculpture (February 2)  
Kinks (February 3)

#### Retro Rock:

Saga (January 30)

### London Wavelength

#### BBC Rock Hour:

Van Halen (Week of February 5)

#### Rock Over London:

Haircut 100 (Week of February 6)

### MJI Broadcasting

#### Metalshop:

Randy Rhodes tribute (February 3-5)

### Narwood Productions

#### Country Closeup:

Gary Morris (Week of January 30)  
Anne Murray (Week of February 6)

#### Music Makers:

Ray Anthony (Week of January 30)  
Maynard Ferguson/Chris Connor  
(Week of February 6)

### RKO Networks

#### Countdown America

#### w/John Leader (IS INC):

Christopher Cross (January 21-22)  
DeBarge (January 28-29)

#### Hot Ones (IS INC):

Kool & the Gang (Week of January 30)  
Motels (Week of February 6)

#### Solid Gold Saturday Night

#### (Dick Bartley):

The day the music died (February 4)  
Beatlemania & the British invasion (February 11)

### Rolling Stone Magazine Productions

#### Guest DJ:

Huey Lewis (February 6)  
George Thorogood w/John Lee Hooker  
(February 13)

### Syndicate It, Inc.

Radiorobics w/Jayne Kennedy (daily)

### Music of Black America

#### w/J.J. Johnson:

Four-part "Legend of the Apollo" w/Robert  
Guillaume, Marilyn McCoo  
(Week of January 30 & February 6)  
Eight-part "Story of a People" w/Brock Peters,  
Denise Nicholas-Hill (February 1)

### United Stations

#### Dick Clark's Rock, Roll & Remember:

Marvin Gaye (February 3-5)

#### Rick Dees' Weekly Top 40:

Cyndi Lauper (February 3-5)

#### The Great Sounds:

Andy Williams (February 3-5)

#### Solid Gold Country:

Loretta Lynn (February 3-5)

#### Weekly Country Music Countdown:

Charley Pride (February 3-5)

### Westwood One

#### Earth News:

Ray Parker Jr./Yes/Huey Lewis & News  
(Week of January 30)  
Stevie Nicks/James Ingram & Michael  
McDonald/Madonna (Week of February 6)

#### In Concert:

The Tubes (January 30-February 5)

#### Off The Record:

The Fixx/Genesis/Vandenberg  
(January 30-February 3)  
Pat Benatar/Def Leppard/Aldo Nova  
(February 6-10)

#### Off The Record Specials:

Pat Benatar (January 30-February 5)  
36 Special (February 6-12)

#### Pop Concerts:

Kool & the Gang (February 6-12)



**GETTING IN TOUCH** — While on a promotional tour, RCA recording artist Deborah Allen took time out to chat with Kris Erik Stevens of Kris Stevens Enterprises. The subsequent interview was aired on a segment of CBS RadioRadio's "In Touch" program.



**ON THE RADIO WITH RONSTADT, RIDDLE** — The premiere of "Live From The Record Plant" featured special guests Linda Ronstadt and Nelson Riddle. Pictured following the broadcast are (l-r) co-host Father Guido Sarducci, Ronstadt, Riddle, co-host Jo Interrante, exec. producer Patrick Griffith, and producer Laurie Gorman.



**HEAVY METAL** — To help MJI Broadcasting get its new "Metalshop" feature off to a good start, Twisted Sister guested and offered its insights on the heavy metal music scene. Shown (l-r) are MJI's producer Dave Schulps, group's Dee Snider, MJI's Gary Krantz, and group's J.J. French.

## NEWS & INFORMATION FEATURES

### ABC

#### Rock Net:

"Lifelines" features discussion on graphology  
w/Paul Stauffer, the dangers of cocaine  
(Fantini Prod.) (January 23-27)

"Rocknotes" w/Pat St. John features excerpts from  
John Lennon interview (A Heart Play LP)  
(January 23-24)

### AP

"Tax Break" series (January 28)

### CBS

Winter Olympics Preview reports  
(January 8-February 6)

Newsmark (January 27)

16-part Winter Olympics weekend special; weekday  
and weekend reports (February 4-5, 8-10,  
11-12, 13-17, 18-19)

### Clayton Webster

#### Jack Carney Comedy Show:

The Old West (January 30)

#### Joe Piscopo At Large:

Sports guy & Andy on golf/Koppel & Doug  
Whiner/Steve Martin, Pt. I (January 30)

#### Sporting News Report:

John Walsh/John Bach/Cotton Fitzsimmons/Rick  
McKinney/Stan Albeck (January 30)

### Mutual

Live broadcast coverage of '84 Winter Olympics  
(February 6-19)

### Narwood Productions

#### Minding Your Business:

Business books/U.S. Quotes, Inc. (January 23)  
Prompt payment discounts/continuous pay hikes  
(January 24)

Frank Perdue, Pt. I, II (January 25-26)

401 K plans (January 26)

Fast food scholarships (January 27)

### NBC

#### Newsline Extra:

Martin Luther King Remembered w/Tom McCabe  
(January 16-20)

Campaign '84 — The Democrats w/Sid Davis  
(Week of January 23)

### Progressive Radio Net

#### Computer Program:

Data storage/tape measures/floppy discs/disc  
drives/hard discs (Week of January 23)

#### Laugh Machine:

Rodney Dangerfield/Steve Martin/Kip Adotta/  
Eddie Murphy (Week of January 23)

#### News Blimp:

UFO Museum/humor as medicine/phone orders for  
records/feminine style/shoplifters  
(Week of January 23)

#### Sound Advice:

Bias/speed limits/clean machine/demagnetizing/bulk  
tape erasers (Week of January 23)

### Radio Entertainment Net

#### The Olympic Minute:

U.S. team goes overboard (January 23)

The Brundage blacklist (January 24)

Athletes' divine reward (January 25)

Olympic golden rule (January 26)

Warm words save Olympics (January 27)

#### RKO Radio Networks

Two series of "SportSpecials" geared toward Super  
Bowl XVIII with Curt Chaplin (RKO ONE),  
John Madden (RKO TWO) (January 16-20)

### Strand Broadcast Services

#### Something You Should Know:

Your creative self (January 23)

Eye language (January 24)

Breaking bad habits (January 26)

### Westwood One

#### Brad Messer's Daybook:

"Trieste" dives/poll tax (January 23)

Boy Scouts/canned beer (January 24)

IRAS space telescope/Wedding March (January 25)

Hydroplanes/US Tank Corps (January 26)

Lewis Carroll/Composers' Day (January 27)

#### Playboy Advisor:

Girlfriend's daughter hates him/cold weather skin  
tips/best friends who sleep together  
(January 16-20)

#### Spaces & Places:

People and their pets (January 16-20)



**IN THE PINK** — Global Satellite's "Rockline" caught up with John Cougar Mellencamp at WFBQ(Q-95)/Indianapolis for a recent broadcast. One of the discussion topics was Mellencamp's latest single "Pink Houses." Smiling for the camera are (clockwise) Q-95's Ace Cosby, Mellencamp, Rockline's Rachel Perkoff, MD Robin Luce, PolyGram's George Meier, and station's Mike Rabey.

## PEOPLE

● James Higgins joins United Stations as Director/Corporate Development. He was most recently a Senior Account Executive with Needham, Harper & Steers. Higgins's background also includes a stint as Manager/Market Research for RCA Records.

● Noble Broadcast Consultants and Drake-Chenault Enterprises, Inc. have reached an agreement whereby all services and contracts of Noble's "Great Gold" and Adult Contemporary formats are transferred to Drake-Chenault.

● Soap opera actors John and Sandy Gabriel are hosts of "How To Make Love To Each Other: A Valentine's Day Music Special." The two-hour program spotlights the loving thoughts of such celebrities as Paul McCartney, Lionel Richie, and Michael Murphey. It's produced by New York-based Arielle Produc-

tions, which is headed by President Leslie Corn, former Director/Programming for CBS RadioRadio.

● Walter Malmquist serves as the expert color commentator for ABC Radio Sports' coverage of the '84 Winter Olympics. In related activity, Dave Barrett and Steve McPartlin are the Winter and Summer Olympics anchor team for the ABC FM Network.

● Pat O'Brien makes his debut on the CBS Radio Network when he anchors two 16-part Olympics specials. He has been a reporter for CBS Television Sports.

● Jerry Naylor of the Crickets hosts "The Day The Music Died," a two-hour radio tribute commemorating the 25th anniversary (February 3) of the plane crash that killed Buddy Holly, J.P. "Big Bopper" Richardson, and Ritchie Valens. It's produced by Creative Radio Shows.

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# Pro:Motions



**HAVE YOU BEEN MUGGED TODAY?** — WKTU/New York's morning man Jay Thomas has mugged hundreds of listeners with his specially-designed "Jay Thomas Mugger" mugs. Pictured (l-r) is Jay being mugged by morning newsman Chip Cipolla.



**YOU CAN'T FIGHT FASHION** — After a recent concert Michael Stanley of the Michael Stanley Band was caught backstage talking about their new EMI/America album "You Can't Fight Fashion." Looking semi-fashionable (l-r) are EMI's local promotion manager Dale White Horn, Stanley, KIQQ's MD Robert Moorhead, EMI National Singles Promotion man Jack Satter and EMI VP/Promotion Dick Williams.



**Q102 TAKES THE BUS** — WDOQ/Daytona Beach recently took fans on a bus ride, complete with sub sandwiches, chips, and cold beer, to see Loverboy. Listeners called in to win tickets and bus boarding passes every time they heard a Loverboy record. Pictured is Operations Manager Ralph Wimmer among a busload of fans.



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## E/A Promotes Cline

**Dave Cline** has been promoted to West Coast General Manager of **Elektra/Asylum Records**. Cline, who retains his previous duties as West Coast Regional Marketing Director, is a seven-year veteran and a 27-year member of the music industry, with stops at **Pickwick** and **Capitol**.



Dave Cline

## Brown Strengthens Local Sales Team

At **Brown Broadcasting's WBRU/Providence**, **Rick White** is named Local Sales Manager. He joins the station from **Harte-Hanks** outlets in Portland and Tampa. Also new to local sales are **Andrew Tate** from crosstown **WHIM** and **Manuel Vincente**.

## Butler Boosted At WB

**Larry Butler** has been named Manager/National Artist Development at **Warner Brothers Records**. He was previously Manager/Western Artist Development after joining the company in 1979 as Manager/National College Artist Development.



Larry Butler

## Rauls & Hawks Start Renaissance

**Phillip Rauls** and **Rick Hawks** have launched Memphis-based **Renaissance Records**. The first single on the new label, "Mr. Lee" by ex-**Elvin Bishop Group** vocalist **Reni Grilli**, will be released shortly. Renaissance can be reached at (901)458-4496.

## Perry To Publicize E/P/A

**LaVerne Perry** has been promoted to East Coast Publicity Manager for **E/P/A**. Perry had been Administrative Assistant in the labels' East Coast Publicity Department since 1980 and is a thirteen-year company veteran.



LaVerne Perry

## Harford New Capitol-EMI VP

**Allen Harford** has been promoted to VP/Human Resources & Administration at **Capitol Industries-EMI**. Harford had been Director/Human Resources & Organization for **EMI Music-Europe & International**. He joined **EMI Ltd.** in 1955 and transferred to the **Capitol-EMI** division in 1978.

## Collins To Promote Beantown

**Tessil J. Collins** is appointed National Director/Marketing & Promotions at Boston's **Beantown Music**. Collins was previously in marketing at the Boston branch of **RCA** and has worked for local radio stations **WILD**, **WBCN**, and **WBZ**.



Tessil J. Collins

## Doc Field Forms Own Company

**Doc Field**, President of **Kat Family Public Relations**, has dissolved that operation and opened **Doc Field & Co.** The Field & Co. banner will cover new companies **Plaid Child Management** and **Creative Action Team** public relations. The latter company picks up **Kat Family Records** as one of its initial clients. Field & Co. can be reached at (404) 973-1843.

## Giannini Network SM At HNWH

**Lynne Giannini** has joined rep firm **Hillier, Newmark, Wechsler & Howard** as Network Sales Manager, formerly of **Weiss and Powell** where she served as Account Executive. Giannini also worked for **Pro Radio**, **Pates-Walton** and **Blair Radio**.

## Lansing Promoted In Denver

**Deborah Lansing** has been promoted to National Sales Manager at **Mairite's KLAK & KPPL/Denver**. She is a three-year veteran of the station's sales department, having also worked in sales for the **Intermountain Network**.

## Young Joins United Broadcasting

**Stuart Young** joins **United Broadcasting Co.** as Staff Counsel and Director/Broadcast Standards & Practices. Young was most recently a communications attorney with New York-based **Fly, Schuebruk, Gaguine, Boros, Schulking & Braun**. He also worked as an announcer at **WEEI-FM/Boston** (now **WHTT**), among other stations.

## RCA Names New Latin VP

**Mario De La Higuera** has been advanced to the newly-created position of VP/Latin Music-U.S. at **RCA Records** from his post as Director/Distribution & Inventory. De La Higuera, a 19-year company veteran, will oversee the new **RCA International** label and RCA's licensing/distribution agreement with the Latin music division of **Ariola**.



Mario De La Higuera

## Unicorn Appoints Hecht

**Joseph M. Hecht** has been named Acquisition Consultant for video product at **Unicorn Productions**. Working out of New York, Hecht will be responsible for acquiring existing product, as well as commissioning new videos and serving as liaison between Denver-based Unicorn and its producer/directors.

## Cataneo Functions At CBS

**Mary Ellen Cataneo** is appointed Manager/Artist Functions, Press and Public Information at **Columbia Records**. Cataneo, since 1981, will be responsible for the administration of tickets for all New York appearances by label artists, as well as receptions for roster talent.



Mary Ellen Cataneo

## Klemm Moves To Kent

**Klemm Media** has acquired its own building and has moved to Kent, CT. The consultancy can be reached at Box 647, Kent, CT 06757. (203)927-3581.

## ASCAP Appoints Long

**Tom Long** has been appointed Director/Membership Relations for **ASCAP** in Nashville. Long spent the last two years at **Tree International**, and worked for the **Lowery Music Group** for three years before moving from Atlanta to Nashville. Long is also President of the **Nashville Songwriters Association, International**.



Tom Long

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## Record Sales: A Long-Playing Research Tool

One of radio's most venerable research tools is the tracking of record sales on the local retail level. In the light of today's increasingly sophisticated research methods, however, how does this long-standing approach fare? Do radio station playlist decision-makers still rely on such across-the-counter feedback? If so, to what extent? What might be done to see that this ingredient in the research recipe retains its flavor and usefulness? Let's review these topics.

### Still Important

With the advent of weekly call-outs, large group auditorium tests, and other assorted input such as consultant recommendations, where does the tracking of local record sales fit into the research equation of the '80s? It seems to fit in quite well, thank you, at least if you were privy to information I saw recently regarding what factors affect playlist decisions.

The national study results that passed across my desk showed that personal judgment, based on the taste/instincts of the surveyed PDs/MDs, was the most relied-upon factor in playlist adds/drops. Second, however, was the old standby, local sales data (tied with reliable airplay charts in the trades). Interestingly enough, factors such as recommendations from programming consultants rated lower than feedback from local record retailers. We can thus answer the question above by stating that playlist decision-makers do indeed still rely — and

heavily it would appear in many cases — on tracking record movement over the counter.

### Evaluation Perspectives

If this research tool is still notably relied upon, what can be done to enhance its utility and improve the quality of decisions radio personnel might make based on record store feedback? Some suggestions follow concerning how to evaluate the sales data properly.

Since it is possible that record sales information is just one piece of your music research puzzle, it might be helpful to keep in mind:

- *Local business barometers.* Perhaps, for example, record sales relating to your format are up nicely compared to the year before. That's great, but is that because of generally better economic conditions, or is it related to better product available from the record companies? If the recovery hasn't reached your area yet, but record sales that relate to your format are heating up, then you might put additional stock in that form of feedback.

## Q&A

Tom Owens, Operations Manager for WQMF/Louisville, wrote recently wondering about the "visual shock" syndrome I referred to in a November column on the impact of MTV. Tom asked, "Is it the upper-end females primarily who could be shocked by seeing some of their favorite artists on MTV?"

Not only is it the 35-plus female who's likely to be turned off by some groups' antics on MTV, but also the 18-34 demos. Focus groups in a Midwestern market recently among females in this age bracket, indicated they were just as put off by seeing artists whose music they had previously enjoyed on the radio. Thus, be aware of what's on MTV and other videos in your market and keep in mind the possible female tuneout potential from your station whenever you play a group/artist that might turn off some target females.

## Week In Review

### Peoria Book Reissued

Owing to "a procedural error" at Arbitron, the fall '83 Peoria book is being reissued. WMBD was originally shown as a daytime-only station with a 12+ share of 10.6. However, the station is actually fulltime, and the corrected book will reflect that by showing the station with a 10.1 overall share.

- *Seasonality.* Maybe sales of records within your format are down from three months ago. Does this mean your station is fading, that the record company product/staff aren't up to snuff, or could it be because all the sales clerks at the record stores bear an uncanny resemblance to the Hunchback of Notre Dame? Perhaps there's another item to factor in — namely, a year-to-year tracking. While you might see sales slack off compared to the latter part of 1983, how did things look last January (or whenever)? Compare apples and apples. When the local community is up to its ski masks in snow it's possible that rushing down to the local record parlor is not a life-and-death matter.

- *Artists' Images.* You say you can't figure out why the newest record by the latest recording heartthrob isn't selling like two-for-one Danskins among the local female populace? Perhaps it's an image problem generated inadvertently by the artists, not any fault of the station.

For example, let's say the artist gets married. Or perhaps Ronnie Rocker tries to persuade all his fans that the Dalai Lama is the way to truth, justice, and the American dream. Who knows what subtle or not-so-subtle factors affect buying decisions? It's just as important to keep in touch with your listeners and see what might be affecting — positively or negatively — their record-buying decisions. Sometimes it's the artists, not the stations or stores, that are the problems.

- *Obtain Real Information.* Nothing is worse than your decision to let a record ride for another week based on incorrect information from local record store personnel, a store employee who has a grudge, or incorrect coding by station staffers. Because this problem can damage the utility of record sales info, it's vital that you maintain excellent relations

with your local record stores — at least the ones who you trust for meaningful music input.

### Rapport = Better Research

One of the best steps stations can take to assure the highest quality record sales feedback is to establish a mutually beneficial rapport. This bond can be stronger than 007 if done properly.

Ways to enhance the station-store relationship often revolve around promotional tie-ins. For example, in Florida a number of years ago I was involved in cornering the market for Frisbees in a certain metro. The sales staff and the programming department worked together to have the leading record retailer tied into the distribution of these discs, with the result that all benefitted.

Tradeouts have also been known to be beneficial in cementing the station-retailer rapport. Nothing like a trip to the Caribbean in January to warm the cockles (and perhaps defrost the toes) of your Frostbelt record distributor or retailer. Use your imagination, but don't lose sight of the goal — good music research feedback often depends on a personal rapport that needs to be tended on a consistent basis.

### Useful Part Of Research Effort

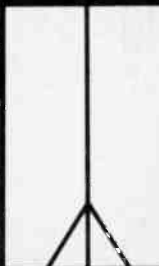
In this age of new-tech, high-tech, and so on it's encouraging to see that broadcasters still place importance in a high-touch research tool like record sales. As the results of the national survey indicated, tracking such product movement still has a vital place in many of your research gameplans. Along with other research tools (depending on your budget and market/competitive situation), I feel that retail feedback, properly nurtured and objectively viewed, can be a useful part of any station's research effort. Make the most of this tool as you carve out larger audience shares for your station this year!

# TUNE IN TO THE REAL FACTS.

*YEAR AFTER  
YEAR, MOST  
OF THE MUSIC  
PLAYED ON RADIO  
IS LICENSED  
BY BMI.*

**BMI**

We bring you the music  
that brings in  
your audience.



A Morning After That's  
As Hot As The Night Before.

# RATINGS REPORT

## Fall '83 Quarterly Results

### ARBITRON RADIO

#### Miami

WLYF Extends Grip On First; WINZ-FM Tightens CHR Race; WWJF Rises To Top A/C's

|                | Spring '83 | Fall '83 |
|----------------|------------|----------|
| WLYF (BM)      | 7.3        | 8.2      |
| WHYI (CHR)     | 7.9        | 7.4      |
| WINZ-FM (CHR)  | 5.6        | 7.2      |
| WQBA (Span)    | 6.7        | 6.3      |
| WWJF (AC)      | 3.2        | 4.4      |
| WNWS (News)    | 4.1        | 4.2      |
| WIOD (AC)      | 4.0        | 4.1      |
| WCMQ-FM (Span) | 3.6        | 4.0      |
| WEDR (Blk)     | 3.9        | 3.8      |
| WRHC (Span)    | 3.3        | 3.7      |
| WKQS (Ctry)    | 3.2        | 3.5      |
| WAIA (AC)      | 3.3        | 3.2      |
| WINZ (News)    | 3.6        | 3.1      |
| WQBA-FM (Span) | 3.4        | 3.0      |
| WSHE (AOR)     | 3.3        | 3.0      |
| WAXY (AC)      | 3.7        | 2.8      |
| WWWL (AC)      | 3.0        | 2.6      |
| WEZI (AC)      | 3.6        | 2.0      |
| WTMI (Clas)    | 1.4        | 1.9      |
| WSUA (Span)    | 1.8        | 1.7      |
| WQAM (Ctry)    | 1.8        | 1.6      |
| WCMQ (Span)    | 1.3        | 1.6      |
| WCKO (AOR)     | 1.4        | 1.5      |
| WRBD (Blk)     | 1.2        | 1.5      |
| WLQY (BBnd)    | 1.0        | 1.4      |
| WGBS (N/T)     | 1.1        | 1.1      |
| WOCN (Span)    | 1.7        | 1.1      |

### ARBITRON RADIO

#### Atlanta

WVEE Sets Pace Again; WZGC Hits Double Digits; AOR, A/C, BM Stations Slip

|               | Spring '83 | Fall '83 |
|---------------|------------|----------|
| WVEE (Urbn)   | 10.1       | 10.8     |
| WZGC (CHR)    | 9.7        | 10.0     |
| WKHX (Ctry)   | 9.7        | 9.2      |
| WQXI-FM (CHR) | 9.4        | 8.1      |
| WPCH (BM)     | 8.6        | 7.3      |
| WSB (AC)      | 9.2        | 7.2      |
| WKLS-FM (AOR) | 7.1        | 6.2      |
| WSB-FM (AC)   | 5.6        | 4.9      |
| WRMM (AC)     | 3.4        | 4.6      |
| WAOK (Blk)    | 3.6        | 4.0      |
| WGST (News)   | 3.3        | 3.9      |
| WPLO (Ctry)   | 2.9        | 2.9      |
| WQXI (Gold)   | 1.8        | 2.3      |
| WIGO (Blk)    | 1.3        | 1.5      |
| WYZE (Rel)    | 1.1        | 1.4      |
| WJYA (BBnd)   | .6         | 1.4      |
| WCNN (News)   | .8         | 1.2      |

### ARBITRON RADIO

#### Tampa

WWBA Stronger Than Ever; WRBQ-FM Slips As WZNE Becomes Bigger Factor; WOJC's Country Sound Nibbles Into WQYK

|                | Spring '83 | Fall '83 |
|----------------|------------|----------|
| WWBA (BM)      | 13.8       | 14.8     |
| WRBQ-FM (CHR)  | 12.7       | 11.7     |
| WDAE (BBnd)    | 6.2        | 6.3      |
| WYNF (AOR)     | 5.6        | 6.1      |
| WQYK (Ctry)    | 8.0        | 5.3      |
| WSUN (Ctry)    | 5.2        | 4.9      |
| WZNE (CHR)     | 3.3        | 4.9      |
| WIFI (AC)      | 4.7        | 4.7      |
| WFLA (AC)      | 3.5        | 3.5      |
| WTMP (Blk)     | 4.0        | 3.3      |
| WLFW (BBnd)    | 2.3        | 3.1      |
| WOJC (Ctry)    | 3.5        | 3.1      |
| WPLP (Talk)    | 3.2        | 3.1      |
| WDUV (BM)      | 1.2        | 2.1      |
| WSRZ (AC)      | 1.4        | 2.0      |
| WVTY (BM)      | 1.4        | 1.9      |
| WRXB (Blk)     | 1.5        | 1.5      |
| WRBQ (CHR)     | 1.8        | 1.3      |
| WGUL-FM (BBnd) | —          | 1.3      |
| WGUL (BBnd)    | 1.3        | 1.1      |

Presenting 7-89709



"MORNING AFTER THE NIGHT BEFORE"

The new single from  
**"Cut Loose"** 80121  
the album by Paul Rodgers

Produced by Paul Rodgers



On Atlantic Records and Cassettes  
© 1984 Atlantic Recording Corp. © A Warner Communications Co.

### ARBITRON RADIO

#### Providence

WLKW-FM, WPRO-FM Strong 1-2 Punch; WHJY Slips, Holds Third; WHJJ, WHIM Move Into Contention

|               | Spring '83 | Fall '83 |
|---------------|------------|----------|
| WLKW-FM (BM)  | 12.3       | 12.0     |
| WPRO-FM (CHR) | 9.4        | 9.3      |
| WHJY (AOR)    | 8.5        | 7.3      |
| WPRO (AC)     | 6.3        | 6.2      |
| WHJJ (AC)     | 4.3        | 6.1      |
| WHIM (Ctry)   | 1.9        | 4.6      |
| WMYS (AC)     | 3.4        | 4.5      |
| WPJB (AC)     | 3.5        | 4.0      |
| WLKW (BBnd)   | 4.9        | 3.6      |
| WSNE (AC)     | 4.8        | 3.4      |
| WEAN (News)   | 3.9        | 2.8      |
| WHTT (CHR)    | 1.2        | 2.5      |
| WBRU (AOR)    | 3.4        | 2.3      |
| WBZ (AC)      | 1.3        | 2.3      |
| WGNG (Ctry)   | 1.3        | 2.2      |
| WXKS-FM (CHR) | 2.3        | 2.0      |
| WBSM (Talk)   | 2.8        | 1.7      |
| WALE (AC)     | 1.3        | 1.6      |
| WCOZ (AC)     | 1.2        | 1.2      |
| WADK (AC)     | .9         | 1.0      |

### ARBITRON RADIO

#### Kansas City

WDAF Slips, Holds Double Digits; AORs Up, KYYS Now Second Overall; KMBR Gains As KCEZ Becomes KCMO-FM, Changes Format

|                | Spring '83 | Fall '83 |
|----------------|------------|----------|
| WDAF (Ctry)    | 10.9       | 10.6     |
| KYYS (AOR)     | 6.0        | 8.7      |
| KBEQ (CHR)     | 8.6        | 7.7      |
| KLSI (AC)      | 7.0        | 7.7      |
| KMBR (BM)      | 4.9        | 7.0      |
| KCMO (N/T)     | 8.6        | 6.6      |
| KPRS (Blk)     | 5.7        | 6.2      |
| KUDL (AC)      | 5.3        | 5.9      |
| KKCI-FM (AOR)  | 3.8        | 5.6      |
| KFKF-FM (Ctry) | 6.1        | 5.0      |
| KJLA (BBnd)    | 4.5        | 4.9      |
| WHB (AC)       | 4.1        | 4.5      |
| KCMO-FM (Ctry) | —          | 3.1      |
| KMBZ (AC)      | 4.9        | 2.9      |
| KZZC (CHR)     | 2.9        | 2.0      |
| KPRT (Rel)     | 1.8        | 1.9      |
| KCCV (Rel)     | .6         | 1.0      |
| KCNW (Rel)     | .3         | 1.0      |

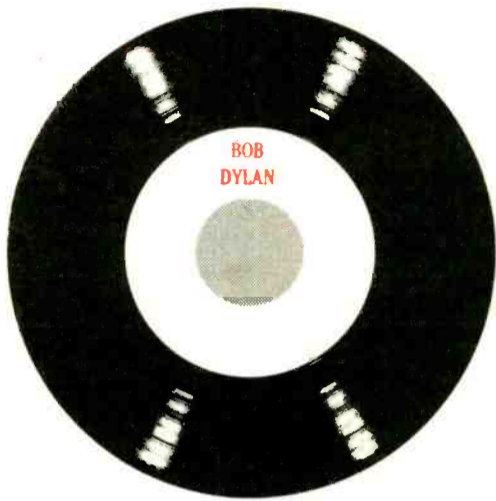
### ARBITRON RADIO

#### Portland, O

KUPL-FM Surfaces As Number One; KMJK Moves Into Strong Second; KJIB Surges As KYTE Goes A/C; KRCK Tumbles

|                | Spring '83 | Fall '83 |
|----------------|------------|----------|
| KUPL-FM (Easy) | 6.9        | 8.8      |
| KMJK (CHR)     | 5.0        | 7.8      |
| KJIB (Ctry)    | 4.3        | 7.0      |
| KGW (AC)       | 7.9        | 6.7      |
| KCNR-FM (CHR)  | 7.5        | 6.3      |
| KINK (AOR)     | 6.3        | 5.9      |
| KUPL (BBnd)    | 4.4        | 5.7      |
| KEX (AC)       | 6.2        | 5.2      |
| KXL-FM (BM)    | 5.7        | 5.1      |
| KRCK (AOR)     | 9.9        | 4.8      |
| KGON (AOR)     | 4.9        | 4.6      |
| KWJJ (Ctry)    | 4.1        | 4.5      |
| KKSN (AC)      | 2.5        | 3.4      |
| KXL (News)     | 3.4        | 3.4      |
| KYXI (News)    | 3.4        | 3.0      |
| KKRZ (AC)      | 2.5        | 1.8      |
| KSKD (CHR)     | 1.7        | 1.6      |
| KPDQ-FM (Rel)  | 1.1        | 1.6      |
| KKEY (Talk)    | 2.0        | 1.4      |
| KYTE (AC)      | 2.7        | 1.4      |
| KPDQ (Rel)     | .5         | 1.1      |

# The Winning Moves Are On Columbia Records



## BOB DYLAN "Sweetheart Like You"

### CHR NEW & ACTIVE

|             |             |                |
|-------------|-------------|----------------|
| WPHD 32-30  | KIHK 33     | OK 100 33      |
| K104 25     | WZPL deb 34 | WKHI deb 38    |
| WKFM add    | ZZ99 add    | WSQV deb 27    |
| KSET-FM add | KJ103 33    | KQIZ-FM deb 40 |
| WOKI 29-26  | WHOT 36     | WISE 38-35     |
| G100 32     | KLUC 33     | KTDY 30-27     |
| KTFM add    | KHYT add    | KNOE-FM 37-34  |
| WKDD add    | WTSN add    | WPFM 24-18     |

|                |         |         |
|----------------|---------|---------|
| WXLK 40-36     | WKEE    | 13FEA   |
| WAEV add       | WSPK    | 95XIL   |
| WISV 32        | WPST    | WJBQ    |
| WHSL 29        | WRCK    | WOMP-FM |
| KYTN 26        | WKRZ-FM | WCGQ    |
| KRNA 29-27     | WSSX    | KISR    |
| KWTO-FM deb 28 | WNOK-FM | WYKS    |
| KTRS 28-26     | WRQK    | WBWB    |
| KDZA add       | KROK    | Y94     |
| KSly 27        | WJXQ    | KKLS-FM |
| KZOZ 35-31     | WRQN    | 99QG    |
| WXKS-FM        | KQMQ    | WSPT    |
| WCAU-FM        | KSKD    | KGOT    |
| KITS           | KRQ     | KCDQ    |
| KNBQ           | WGUY    | KKAZ    |
| WFLY           | 103CIR  | KBIM    |
| WYCR           | WERZ    | KIST    |

## BLUE OYSTER CULT "Shooting Shark"

### CHR SIGNIFICANT ACTION



|      |         |      |
|------|---------|------|
| WPHD | WFBG    | WIXV |
| K104 | WIGY    | KKQV |
| WRCK | WERZ    | WBNQ |
| WZLD | OK100   | KCDQ |
| WNFI | 95XIL   | KOZE |
| WJXQ | KQIZ-FM | KZOZ |
| WHOT | WYKS    |      |

### CHR NEW & ACTIVE

One Of The  
MOST ADDED

**99/88**  
Including:

|         |      |      |
|---------|------|------|
| WBEN-FM | WHTX | KIMN |
| WNYS    | KAFM | Q103 |
| WPHD    | WGCL | KIQQ |
| WBLI    | WKTI | XTRA |
| WCAU-FM | KHTR | KWSS |
|         |      | KNBQ |

## KENNY LOGGINS "Footloose"

|         |      |      |
|---------|------|------|
| WFLY    | WBCY | WJXQ |
| WTRY    | WZLD | WKFR |
| K104    | WNFI | KKXX |
| WYCR    | WRQK | KBBK |
| WTIC-FM | WKDD | KQMQ |
| WKEE    | WKDQ | KIDD |
| KZZB    | WGRD | KWOD |
| WSSX    | WZPL | KSKD |



# Across-the-Board Music From the Label You Depend On



# Hit Power From E/P/A

## RON BANKS

"Make It Easy On Yourself"

**Black**

**NEW & ACTIVE**

Black/Urban  
Chart: 34 to 24

|      |         |         |      |      |
|------|---------|---------|------|------|
| WXYV | WHRK    | WZAK    | WGIV | WANM |
| WILD | WAIL-FM | WDRQ    | WJMI | WAAA |
| WDAS | WYLD-FM | WGPR    | WKXI | WDAO |
| WOOK | WBMX    | WZEN-FM | WJJS | WLTH |
| WAOK | WGCI    | KACE    | WVOL | WTLC |
| WVEE | WJAX    | KJLH    | WPLZ | WWWS |
| KMJQ | WDMT    | XHRM    | KHYS | KDKO |
| KRNB | WJMO    | WRDW    | KOKA | KDIA |
|      |         |         | WWDM | KUKQ |

**CBS ASSOC. RECORDS**

# TEENA MARIE

"Midnight Magnet"

**Black**

**NEW & ACTIVE**

Black/Urban  
Chart: Debut 37

|      |         |      |      |
|------|---------|------|------|
| WXYV | KRLY    | KSOL | WPLZ |
| WDAS | WHRK    | WRDW | KHYS |
| WHUR | WYLD-FM | WATV | KOKA |
| WAOK | WDRQ    | WENN | WAAA |
| KMJQ | KMJM    | WNOO | WDAO |
|      | WZEN-FM | WKXI | WTLC |
|      | KACE    | WPDQ | WVOI |
|      | KDAY    | KJCB | KDKO |
|      | KJLH    | WJJS | KDIA |
|      | XHRM    | WBLX | KUKQ |



Distributed by CBS Records

# RATINGS REPORT

## Fall '83 Quarterly Results

### ARBITRON RADIO

#### New Orleans

WYLD-FM Still Strong Leader; WEZB Adds Three, Hits Double Digits; WNOE-FM Up Two, Takes Fourth

|                | Spring '83 | Fall '83 |
|----------------|------------|----------|
| WYLD-FM (Blk)  | 13.2       | 14.1     |
| WEZB (CHR)     | 9.2        | 12.5     |
| WAIL (Urbn)    | 8.8        | 7.1      |
| WNOE-FM (Ctry) | 4.4        | 6.6      |
| WRNO (AOR)     | 8.8        | 6.5      |
| WBYU (BM)      | 8.2        | 5.7      |
| WAJY (AC)      | 6.7        | 5.3      |
| WBOK (Rel)     | 3.8        | 5.2      |
| WWL (Talk)     | 4.1        | 4.9      |
| WQUE-FM (AC)   | 4.6        | 4.2      |
| WSMB (AC)      | 3.9        | 4.2      |
| WNOE (Ctry)    | 3.4        | 3.7      |
| WTIX (AC)      | 3.7        | 3.7      |
| WYLD (Blk)     | 2.5        | 2.6      |
| WYAT (Gold)    | 2.3        | 2.2      |
| WWIW (BBnd)    | 2.4        | 2.1      |
| WSHO (BBnd)    | .6         | 1.6      |
| WQUE (CHR)     | 3.1        | 1.1      |

### ARBITRON RADIO

#### San Jose

KBAY Adds Two, Tops Turbulent Book; KWSS Widens CHR Lead; KARA Surges; KSJO Plunges

|   | Spring '83 | Fall '83 |
|---|------------|----------|
| KBAY (BM)                               | 4.5        | 6.4      |
| KGO (N/T)                               | 7.6        | 5.7      |
| KWSS (CHR)                              | 3.6        | 5.0      |
| KCBS (News)                             | 4.9        | 4.7      |
| KARA (AC/Gold)                          | 2.2        | 3.9      |
| KYUU (CHR)                              | 3.3        | 3.5      |
| KEZR (AC)                               | 4.7        | 3.4      |
| KLOK (AC)                               | 3.5        | 3.3      |
| KSJO (AOR)                              | 7.3        | 3.3      |
| KLIV (BBnd)                             | 2.5        | 3.2      |
| KOME (AOR)                              | 3.7        | 3.2      |
| KSOL (Urbn)                             | 2.7        | 3.1      |
| KEEN (Ctry)                             | 3.6        | 2.9      |
| KSAN (Ctry)                             | 3.7        | 2.9      |
| KIBE/KDFC (Clas)                        | .9         | 2.6      |
| KFRC (CHR)                              | 3.6        | 2.6      |
| KBLX (Urbn)                             | 1.4        | 2.5      |
| KIOI (AC)                               | 3.1        | 2.4      |
| KOIT-FM (Easy)                          | 3.1        | 2.2      |
| KAZA (Span)                             | 0          | 2.1      |
| KNBR (AC)                               | 2.3        | 2.1      |
| KABL-FM (BM)                            | 1.3        | 1.9      |
| KITS (CHR)                              | 1.0        | 1.7      |
| KSFO (AC)                               | 2.2        | 1.7      |
| KQAK (AOR)                              | 1.0        | 1.7      |
| KOIT (Easy-KYA/ Gold for most of sweep) | .9         | 1.5      |
| KFOG (AOR)                              | .9         | 1.4      |
| KABL (BM)                               | 1.2        | 1.4      |
| KNEW (Ctry)                             | .6         | 1.3      |
| KMEL (AOR)                              | 1.5        | 1.2      |
| KGO-FM (Talk)                           | 1.2        | 1.2      |

### ARBITRON RADIO

#### Norfolk

WCMS-FM Rolls Along In First; WNOR-FM Ties WFOG For Second; A/C, Black Stations Improve

|                | Spring '83 | Fall '83 |
|----------------|------------|----------|
| WCMS-FM (Ctry) | 10.6       | 10.6     |
| WFOG (BM)      | 10.9       | 9.5      |
| WNOR-FM (AOR)  | 8.6        | 9.5      |
| WLTY (AC)      | 7.2        | 8.1      |
| WOWI (Blk)     | 7.0        | 7.8      |
| WNVZ (CHR)     | 5.3        | 6.8      |
| WRAP (Blk)     | 4.3        | 5.2      |
| WTAR (AC)      | 3.8        | 5.0      |
| WWDE (AC)      | 4.3        | 4.3      |
| WMYK (AOR)     | 5.5        | 3.5      |
| WNIS (News)    | 2.8        | 3.3      |
| WPCE (Blk)     | 3.4        | 2.7      |
| WXRI (AC)      | 1.5        | 2.4      |
| WNSY-FM (AC)   | 2.4        | 2.2      |
| WQKS (Urbn)    | 2.3        | 2.1      |
| WCMS (Ctry)    | 2.0        | 1.8      |
| WNSY (Gold)    | 3.0        | 1.8      |
| WKEZ (Ctry)    | 1.6        | 1.7      |
| WTJZ (BBnd)    | 2.2        | 1.6      |
| WNOR (Blk)     | 2.0        | 1.5      |

### ARBITRON RADIO

#### Birmingham

WZZK Stable On Top; WKXX Up Three To Second Place; WENN Slips As WATV, WJLD Increase

|               | Spring '83 | Fall '83 |
|---------------|------------|----------|
| WZZK (Ctry)   | 12.5       | 12.3     |
| WKXX (CHR)    | 8.5        | 11.3     |
| WENN (Blk)    | 10.4       | 9.8      |
| WAPI-FM (AOR) | 8.6        | 7.9      |
| WATV (Blk)    | 6.3        | 7.6      |
| WJLD (Blk)    | 3.7        | 4.9      |
| WMJJ (AC)     | 7.4        | 4.9      |
| WERC (N/T)    | 3.4        | 4.8      |
| WAGG (Blk)    | 5.1        | 4.2      |
| WVOK (Ctry)   | 3.1        | 3.7      |
| WTWG (Easy)   | 1.6        | 3.6      |
| WAPI (AC)     | 1.4        | 3.1      |
| WSGN (AC)     | 3.8        | 3.0      |
| WDJC (Rel)    | 2.5        | 2.8      |
| WYDE (Gold)   | 1.9        | 2.3      |
| WRKK (Ctry)   | 2.8        | 2.2      |
| WCRT (BBnd)   | 5.5        | 1.5      |
| WHMA-FM (AC)  | 1.6        | 1.0      |

### ARBITRON RADIO

#### Sacramento

KXOA-FM Retakes Lead As KZAP Slips Again; KSFM Jumps With CHR Sound; KAER Cops Country Crown

|              | Spring '83 | Fall '83 |
|--------------|------------|----------|
| KXOA-FM (AC) | 7.4        | 9.1      |
| KSFM (CHR)   | 4.5        | 7.2      |
| KAER (Ctry)  | 6.3        | 6.8      |
| KEWT (BM)    | 8.2        | 6.8      |
| KZAP (AOR)   | 7.9        | 6.8      |
| KCTC (BM)    | 6.5        | 6.6      |
| KRAK (Ctry)  | 6.7        | 6.3      |
| KWOD (CHR)   | 4.9        | 5.3      |
| KGNR (Talk)  | 4.2        | 5.0      |
| KROY (AOR)   | 4.8        | 4.6      |
| KHYL (AC)    | 3.1        | 3.3      |
| KPOP (AOR)   | 3.7        | 3.2      |
| KFBK (News)  | 5.2        | 3.1      |
| KGO (Talk)   | 1.6        | 2.7      |
| KXOA (BBnd)  | 4.8        | 2.3      |
| KNBR (AC)    | 1.0        | 2.2      |
| KFRC (CHR)   | 3.2        | 1.6      |
| KGMS (Easy)  | 1.5        | 1.5      |

### ARBITRON RADIO

#### Columbus, O

WLVQ, WBNS-FM Hold 1-2; WTVN Posts Usual Good Fall Book; WXGT Grabs CHR Crown

|              | Spring '83 | Fall '83 |
|--------------|------------|----------|
| WLVQ (AOR)   | 12.6       | 12.6     |
| WBNS-FM (BM) | 10.4       | 11.0     |
| WTVN (AC)    | 9.0        | 10.6     |
| WXGT (CHR)   | 8.2        | 9.7      |
| WVNO (AC)    | 7.0        | 8.4      |
| WVVO (Urbn)  | 9.1        | 7.7      |
| WNCI (CHR)   | 8.9        | 5.9      |
| WCOL (BBnd)  | 4.1        | 4.9      |
| WRMZ (Ctry)  | 4.3        | 4.6      |
| WBNS (AC)    | 5.1        | 3.9      |
| WMNI (Ctry)  | 3.2        | 3.6      |
| WHOK (Ctry)  | 3.0        | 2.6      |
| WBBY (Jazz)  | 2.5        | 1.5      |
| WRFD (AC)    | 1.2        | 1.3      |
| WLOH (AC)    | .5         | 1.1      |

### Format Legend

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

**RATINGS REPORT**

**Fall '83 Quarterly Results**

**ARBITRON RADIO**

**Indianapolis**

WIBC Up Again, Remains First; WZPL (Formerly WIKS) Adds Five, Soars To Second; WIRE Takes Country Lead

|             | Spring '83 | Fall '83 |
|-------------|------------|----------|
| WIBC (AC)   | 14.3       | 15.9     |
| WZPL (CHR)  | 9.6        | 14.6     |
| WFBQ (AOR)  | 9.1        | 9.9      |
| WXTZ (BM)   | 9.7        | 8.6      |
| WTLC (Urbn) | 9.7        | 7.7      |
| WIRE (Ctry) | 6.5        | 7.6      |
| WFMS (Ctry) | 8.5        | 6.6      |
| WENS (AC)   | 7.7        | 6.0      |
| WNAP (AC)   | 5.6        | 3.9      |
| WMLF (BBnd) | 2.0        | 3.6      |
| WNDE (AC)   | 3.2        | 1.7      |
| WGTC (Ctry) | 1.2        | 1.6      |
| WATI (BM)   | 1.5        | 1.1      |
| WXIR (Rel)  | .8         | 1.0      |

**ARBITRON RADIO**

**San Antonio**

KTFM Surges Back Into First; KQXT Drops From Double Digits; KCOR Up 4 For Second

|                | Spring '83 | Fall '83 |
|----------------|------------|----------|
| KTFM (CHR)     | 6.1        | 9.3      |
| KCOR (Span)    | 5.2        | 9.1      |
| KXZL (AOR)     | 8.2        | 8.0      |
| KQXT (BM)      | 10.2       | 7.9      |
| KAJA (Ctry)    | 7.2        | 7.4      |
| KISS (AOR)     | 5.9        | 6.0      |
| KTSA (CHR)     | 6.3        | 6.0      |
| KKYX (Ctry)    | 6.2        | 5.3      |
| WOAI (N/T)     | 7.3        | 5.0      |
| KLLS-FM (AC)   | 5.9        | 4.9      |
| KONO (AC)      | 3.8        | 4.8      |
| KBUC-FM (Ctry) | 4.4        | 4.6      |
| KITY (CHR)     | 4.0        | 4.1      |
| KEDA (Span)    | 1.9        | 2.6      |
| KVAR (Span)    | 1.4        | 2.1      |
| KESI (AOR)     | 1.6        | 1.4      |
| KAPE (Blk)     | 2.6        | 1.3      |
| KSLR (Rel)     | 2.2        | 1.3      |
| KGNB (AC)      | 1.2        | 1.0      |

**ARBITRON RADIO**

**Rochester**

WEZO, WVOR, WCMF Remain Strong 1-2-3; WPXY-FM Widens CHR Lead; WLYF Doubles

|               | Spring '83 | Fall '83 |
|---------------|------------|----------|
| WEZO (BM)     | 13.5       | 14.4     |
| WVOR (AC)     | 10.7       | 11.2     |
| WCMF (AOR)    | 10.0       | 10.0     |
| WHAM (AC)     | 8.7        | 8.4      |
| WPXY-FM (CHR) | 6.9        | 8.0      |
| WLYF (BBnd)   | 3.3        | 6.8      |
| WMJQ (CHR)    | 6.1        | 6.5      |
| WBBF (AC)     | 4.3        | 6.2      |
| WNYR (Ctry)   | 5.0        | 5.2      |
| WHFM (CHR)    | 5.1        | 3.4      |
| WDKX (Blk)    | 4.3        | 3.1      |
| WRTK (Ctry)   | 1.6        | 1.4      |
| WFLC (Ctry)   | 1.6        | 1.2      |

**ARBITRON RADIO**

**Memphis**

WMC-FM Latches On To Top Spot; WZXR Loses Three; WDIA Up Two, New Runner-up; WGKX Takes Country Lead In First Full Book; WLVS Rises

|              | Spring '83 | Fall '83 |
|--------------|------------|----------|
| WMC-FM (CHR) | 10.4       | 9.6      |
| WDIA (Blk)   | 7.7        | 9.5      |
| WZXR (AOR)   | 11.5       | 8.6      |
| WHRK (Urbn)  | 10.5       | 8.5      |
| WGKX (Ctry)  | 8.5        | 8.4      |
| WRVR (AC)    | 8.8        | 7.8      |
| WMC (Ctry)   | 7.6        | 7.2      |
| WLOK (Blk)   | 5.6        | 6.8      |
| KRNB (Blk)   | 7.3        | 6.1      |
| WLVS (BM)    | 3.1        | 5.7      |
| WREC (BBnd)  | 5.4        | 4.3      |
| WKDJ (Blk)   | 1.8        | 3.4      |
| WHBQ (N/T)   | 2.2        | 3.2      |
| KWAM (Rel)   | 2.7        | 2.3      |
| WWEE (Talk)  | 1.9        | 1.4      |
| WMSO (Misc)  | .6         | 1.3      |

**ARBITRON RADIO**

**Salt Lake City**

KSFI, KSL Remain 1-2; KRSP-FM Approaches Double Digits; Country Stations Improve

|                | Spring '83 | Fall '83 |
|----------------|------------|----------|
| KSFI (BM)      | 11.3       | 11.5     |
| KSL (AC)       | 11.9       | 10.8     |
| KRSP-FM (AOR)  | 8.2        | 9.9      |
| KSOP-FM (Ctry) | 5.9        | 6.6      |
| KLCY (AC)      | 5.5        | 5.9      |
| KLUB (BM)      | 3.5        | 5.1      |
| KALL (AC)      | 4.9        | 4.8      |
| KZAN (Ctry)    | 4.2        | 4.8      |
| KISN (AC)      | 5.2        | 4.7      |
| KCPX-FM (CHR)  | 6.0        | 3.8      |
| KBUG (AC)      | 2.6        | 3.3      |
| KDAB (AC)      | 2.6        | 3.2      |
| KFMY (CHR)     | 2.6        | 3.1      |
| KRSP (CHR)     | 2.7        | 2.4      |
| KLRZ (AC)      | 2.9        | 2.3      |
| KSOP (Ctry)    | 1.9        | 2.1      |
| KZJO (Talk)    | 1.0        | 2.1      |
| KRGO (Ctry)    | 2.9        | 2.0      |
| KDYL (News)    | 1.2        | 1.5      |
| KLO (BBnd)     | 1.1        | 1.0      |
| KWHO-FM (BBnd) | .6         | 1.0      |

**Format Legend**

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

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# RATINGS REPORT

## Fall '83 Quarterly Results

### ARBITRON RADIO

#### Louisville

WAMZ Climbs Into First As WLOU Slips; WQMF Achieves Double Digits; WHAS, WCII Stronger

|             | Spring '83 | Fall '83 |
|-------------|------------|----------|
| WAMZ (Ctry) | 11.7       | 12.2     |
| WLOU (Blk)  | 13.1       | 11.4     |
| WQMF (AOR)  | 8.1        | 10.0     |
| WHAS (AC)   | 8.6        | 9.7      |
| WVEZ (BM)   | 8.5        | 8.6      |
| WCII (Ctry) | 4.7        | 6.2      |
| WKJJ (AC)   | 5.6        | 5.9      |
| WRKA (AC)   | 7.2        | 5.4      |
| WAKY (Gold) | 4.4        | 4.4      |
| WAVG (AC)   | 7.7        | 4.3      |
| WLRS (AOR)  | 4.5        | 4.3      |
| WJYL (AC)   | 1.7        | 3.3      |
| WXVW (Easy) | 2.6        | 2.8      |
| WINN (Ctry) | 1.1        | 1.7      |
| WXLN (Rel)  | 1.1        | 1.6      |
| WFIA (Rel)  | .7         | 1.3      |
| WDGS (Rel)  | 2.0        | 1.0      |

### ARBITRON RADIO

#### Oklahoma City

KATT-FM Rises Two, Cements Lead; KTOK, KKNG Still Solid 2-3; KEBC Down Two; KLTE Rebounds

|                | Spring '83 | Fall '83 |
|----------------|------------|----------|
| KATT-FM (AOR)  | 12.3       | 14.2     |
| KTOK (N/T)     | 11.1       | 12.6     |
| KKNG (BM)      | 10.0       | 10.4     |
| KJYO (CHR)     | 9.0        | 8.0      |
| KXXY-FM (Ctry) | 7.5        | 7.8      |
| KZBS (AC)      | 7.3        | 7.6      |
| KEBC (Ctry)    | 8.5        | 6.6      |
| KLTE (AC)      | 3.7        | 5.4      |
| KOMA (Ctry)    | 7.1        | 5.3      |
| KOFM (AC)      | 5.6        | 3.7      |
| KJIL (Rel)     | 1.9        | 3.5      |
| WKY (Gold)     | 3.7        | 3.4      |
| KAEZ (Blk)     | 1.5        | 2.6      |
| KATT (AOR)     | .9         | 1.2      |
| KXXY (Ctry)    | .6         | 1.1      |

### ARBITRON RADIO

#### Greensboro

WTQR Widens Lead; WMAG Doubles In First Full Book; WKZL Up Three, Passes CHRs

|             | Spring '83 | Fall '83 |
|-------------|------------|----------|
| WTQR (Ctry) | 16.1       | 16.6     |
| WQMG (Blk)  | 9.2        | 8.5      |
| WMAG (AC)   | 3.6        | 7.2      |
| WSJS (News) | 5.8        | 6.7      |
| WKZL (AOR)  | 3.4        | 6.5      |
| WGLD (BM)   | 7.1        | 6.4      |
| WSEZ (CHR)  | 7.4        | 4.8      |
| WRQK (CHR)  | 5.4        | 4.1      |
| WDCG (CHR)  | 3.2        | 3.6      |
| WEAL (Blk)  | 3.3        | 3.5      |
| WAAA (Blk)  | 3.5        | 3.3      |
| WBIG (BBnd) | 3.3        | 2.5      |
| WHPE (Rel)  | 1.8        | 2.4      |
| WAIR (Blk)  | 3.1        | 2.2      |
| WPCM (Ctry) | .7         | 2.2      |
| WWMO (Rel)  | 1.5        | 2.0      |
| WSMX (Ctry) | 1.0        | 1.9      |
| WMFR (AC)   | 2.5        | 1.7      |
| WBUY (AC)   | .7         | 1.2      |
| WTNC (Misc) | .7         | 1.2      |

### ARBITRON RADIO

#### Nashville

WSM-FM Bolts To Lead, Jumps Five; WKDF Now No. 2; WZEZ Up To Third; WLAC-FM Takes A/C Title

|                | Spring '83 | Fall '83 |
|----------------|------------|----------|
| WSM-FM (Ctry)  | 8.2        | 13.0     |
| WKDF (AOR)     | 12.9       | 11.7     |
| WZEZ (BM)      | 7.9        | 10.8     |
| WWKX (CHR)     | 9.5        | 8.0      |
| WSIX-FM (Ctry) | 7.4        | 6.8      |
| WLAC-FM (AC)   | 4.6        | 6.4      |
| WMAK (Urbn)    | 5.4        | 5.8      |
| WSM (Ctry)     | 5.0        | 5.1      |
| WVOL (Blk)     | 4.6        | 5.0      |
| WLAC (Talk)    | 5.3        | 4.0      |
| WYHY (AC)      | 6.4        | 3.6      |
| WAMB (BBnd)    | 1.4        | 3.4      |
| WMDD (Misc)    | 0          | 2.7      |
| WSIX (Urbn)    | 3.2        | 2.0      |

### ARBITRON RADIO

#### Albany-

#### Schenectady-

#### Troy

WGY, WPYX Softer, Still 1-2; CHRs, WFLY, WGFM Show Strength; WROW-FM, WQBK Keep Climbing

|               | Spring '83 | Fall '83 |
|---------------|------------|----------|
| WGY (AC)      | 13.9       | 12.1     |
| WPYX (AOR)    | 13.4       | 11.9     |
| WFLY (CHR)    | 5.9        | 7.5      |
| WROW (AC)     | 8.5        | 7.3      |
| WROW-FM (BM)  | 6.3        | 7.3      |
| WQBK (Talk)   | 5.7        | 6.7      |
| WGFM (CHR)    | 4.9        | 6.0      |
| WPTR (Ctry)   | 5.0        | 5.7      |
| WWOM (AC)     | 4.3        | 5.3      |
| WTRY (CHR)    | 5.8        | 4.1      |
| WABY (BBnd)   | 2.9        | 3.9      |
| WGNA (Ctry)   | 3.4        | 3.5      |
| WQBK-FM (AOR) | 3.4        | 2.6      |
| WHRL (BM)     | 1.4        | 1.6      |
| WCSS (AC)     | 1.0        | 1.3      |
| WKAJ (CHR)    | -          | 1.0      |

### ARBITRON RADIO

#### Honolulu

KSSK Adds 10, Soars To First Place; KULA Jumps To Double Digits; CHRs Suffer

|               | Spring '83 | Fall '83 |
|---------------|------------|----------|
| KSSK (AC)     | 9.0        | 19.1     |
| KULA (AC)     | 7.9        | 13.1     |
| KPOI-FM (AOR) | 9.1        | 9.0      |
| KUMU-FM (BM)  | 7.6        | 7.4      |
| KKUA (AC)     | 6.3        | 6.3      |
| KQMQ (CHR)    | 9.9        | 5.9      |
| KCCN (Misc)   | 5.4        | 5.0      |
| KIKI (CHR)    | 7.1        | 4.3      |
| KORL (BBnd)   | 2.5        | 4.3      |
| KHVH (News)   | 5.2        | 4.0      |
| KMAI (Misc)   | 6.0        | 3.6      |
| KDEO (Ctry)   | 3.9        | 3.4      |
| KGU (N/T)     | 2.4        | 2.2      |
| KSHO (Jazz)   | 1.3        | 1.9      |
| KUMU (BM)     | 2.9        | 1.7      |
| KZOO (Misc)   | .7         | 1.5      |
| KOHO (Misc)   | 2.6        | 1.2      |

#### Format Legend

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

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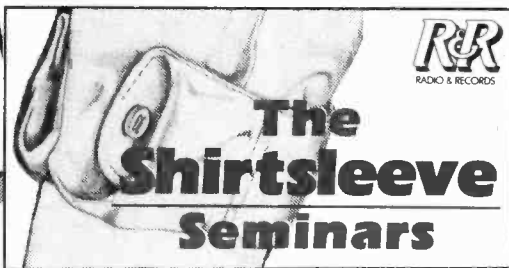
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# Management

## The Six Million Dollar Manager, Part IV By Kevin B. Sweeney

This week's installment in our periodic serialization covers, in full and provocative detail, key areas of successful station selling. Following are some unorthodox ideas on elastic rate cards, sellouts, expanding your sales force, and much more.

★ ★ ★

Here are some conclusions I have arrived at during the last few years:

### Four Foundation Stones

1. He must believe in the huge dividends that result from a sustained sellout of his inventory.

2. He must maintain a local sales force large enough to do direct business at all levels from the \$200 to the \$200,000 order.

3. He must have a grid card elastic enough to cover all conceivable situations with a structure that may permit selling inventory on the lowest grid for 10-15 percent of what the highest grid offers that inventory for.

4. He must be a comprehensive early-warning system that allows him to manage his inventory no less than 60 days ahead, preferably 90-120 days ahead. And a willingness to price it boldly in advance.

"Creating a sellout is one thing. Creating it well in advance is incalculably better."

We're now going to talk about the rationale for each of the above. And to point out the analogies with other businesses which are senior to radio and wiser in the ways of moving inventory. Starting with . . . (1) *the importance of the sellout.*

We had a client station that was permanently mired in the 2-3 percent share in ARB. The station was suburban to a very large market, had poor agency acceptance, a sales department that was a hard three on a scale of 10.

In 18 months, without any increase in share, the business increased two and one-half times. Many factors contributed, but the most important contribution was rate manipulation to produce a sustained sellout of inventory.

There is a very strong human desire to buy merchandise that is scarce, sometimes regardless of intrinsic value. The Broadway show that is a sellout, the restaurant with the line in front create a desire among potential customers to get in, regardless of cost, sometimes regardless of value.

When a radio station is sold out, the same thing occurs.

Creating a sellout is one thing. Creating it well in advance, even months in advance, is incalculably better. That will drive prices up faster than anything else, even increased ARB shares.

Just one four-week total sellout of inventory on a very important station changed that station's total direction. Within a year, with no increase in share, it was doing almost 50 percent more business, largely because of higher, firmer rates.

### Effect On Salespeople

A sellout's most critical effect is not on agencies or advertisers. It is on your own salesperson.

To be blunt: it makes salespeople out of them instead of "honest brokers" who are all too ready to see the buyer's arguments about lower rates. It frightens salespeople into selling the rate rather than coming in to the sales manager to negotiate a lower rate.

And both you and the sales manager manage better, more confidently, from strength.

Now about (2), *the sales force large enough to execute a sellout* and, more important, maintain the station in a sold-out position.

How many? I don't know exactly but I'll lay out some estimates: stations with less than eight units an hour — minimum of nine. Stations with more than twelve units — at least ten, preferably eleven. (Not all at once but ultimately.)

The above estimates are for stations that do substantial national business. For those who don't, a rule of thumb would be to increase the above minimum about 20-25 percent.

I stress these are minimum manning tables. Maximum? One of the most successful stations I worked with in the past decade had 14!

The station had huge national business and one of the five largest profits in U.S. radio.

More on this subject later in this series.

Now on to (3) . . . *the grid card*, perhaps the most useful pricing tool invented in this generation of broadcasters.

And one that most radio stations have few skills in using. I'm not zapping you. I was among the ignorant until I began working with television stations six or seven years ago. I'm not a quick study so it took several TV stations and, finally, watching one real artist

with a grid card, before I understood.

A grid card is simply a device that permits a station to have an infinite number of prices for the same merchandise, depending on the demand.

The grid card gives you the same flexibility that Joe, the produce merchant, has when he puts new price signs on the peaches as the day grows later and the fruit grows older.

You know all this, right?

But, if you do, why do you use this tool so inflexibly? Why do you have a maximum of five, even only two, grids that don't permit fine-tuning of your price six or eight times between \$95 and \$80?

Too much work, right?

"A sellout's most critical effect is not on agencies or advertisers. It's on your own salesperson."

### TV Stations' 20 Grids

Some television stations, some very successful television stations, have as many as 20 grids. One of my favorites shows a grid card where the price for a 30-second announcement in one period can range between \$50 and \$1000.

And why do radio stations persist in quoting a grid for all time periods for a whole day or week? Aren't there shadings in demand between morning drive on Tuesday and morning drive on Friday? Between afternoon drive on Thursday and 8pm-midnight on Monday?

It's when you see a television sales manager play the grid card like Isaac Stern plays his fiddle — simultaneously on seven or eight grids for next week's inventory, a different grid for prime time, prime access, morning before 9am, after 9am, early news, late news — that you realize how useful a grid with infinite variations can be.

The grid card, with ten to a dozen grids, is the ultimate tool for responding to the realities of the marketplace.

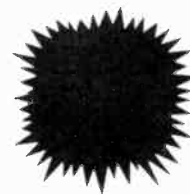
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| WRCK      | WOMP-FM | B96               |
| WOKI      | WSQV    | KHTR              |
| WJXQ      | KKQV    | KMJK              |
| WRQN      | WBNQ    | K104              |
| KBBK      | KSLY    | WLAN-FM           |
| KSKD      | KZOZ    | WKRZ-FM           |
|           |         | WRKR              |
|           |         | WIGY              |
|           |         | OK100             |
|           |         | 95XIL             |
|           |         | WIXV              |
|           |         | WHSL              |
|           |         | KCDQ              |

# Toni Basil

## "Over My Head" VS4 42753

From the new LP "Toni Basil"

#4 Billboard Dance Chart

|           |             |         |
|-----------|-------------|---------|
| Added At: | Already On: | WHFM    |
| WHTT      | CKGM        | WZLD    |
| WFLY      | CFTR        | WRVQ    |
| KKXX      | 93FM        | KJ103   |
|           | I95         | WRKR    |
|           | KIIS-FM     | OK100   |
|           | K104        | 95XIL   |
|           |             | WOMP-FM |
|           |             | WIXV    |



**Chrysalis**  
Records & Cassettes



# STREET TALK

Street Talk's ears in San Francisco report no startling revelations from the Superstars Convention held there this week . . . certainly nothing as sweeping as last year's 80% new music edict. Consultant Lee Abrams, indicating he felt AOR had generally become too predictable, was encouraging programmers to get their creative juices flowing again . . . to get more creative and adventurous in their presentation. Musically, the Superstars emphasis is on "quality rock" such as Police, Genesis, and Fixx.

While Abrams was talking AOR in San Francisco, he was also a principal player in the hottest rumor in Detroit. We hear that Inner City's WLBS/Detroit will be adopting a new "Adult Top 40" format under the guidance of consultant Abrams. This sounds like something new, doesn't it?

Citing tax reasons, KIXI-FM/Seattle President Wally Nelskog has announced the proposed sale of the station to Duffy Broadcasting (R&R 12-9-83) has been cancelled.

Also in the Northwest, veteran programmer Norm Gregory has joined A/C leader KOMO/Seattle for afternoons. Norm previously worked at crosstown KJR as PM drive/MD.

Nationwide is looking for new buyers for its Pittsburgh properties, WJAS & WSHH. Reportedly, the sale of WJAS to BENI has been rescinded owing to default by the purchasers. The WSHH sale will not be consummated either. Both stations are now back "on the market."

Don't be surprised when PD Howie Castle and WDVE/Pittsburgh part ways soon over the usual "philosophical differences," even though Castle just took the station to its highest share in its 14-year history.

Following Jim Robinson's departure as KZOK/Seattle PD, morning man Rick Shannon is serving as interim programmer.

Steve Sutton will be going from WMMR/Philadelphia middays over to mornings on competitor WYSP, but not until March 4, after he sits out a 90-day no-compete clause being enforced by a judge. WMMR had sought to keep WYSP from even mentioning Sutton on the air until March 4, but that request was not granted. Thus, WYSP is playing song parodies that mention Sutton, doing club nights with him, and has printed "Steveski rocks 94 YSP" bumper stickers, even though he's still not on the air yet. These legal maneuvers began when Sutton sat in on WYSP's morning show for a week and WMMR sent cease and desist orders, which Sutton read on the air!

Congratulations to longtime KRLA/Los Angeles Assistant PD/MD Rick Stancato, now the new PD at Houston's newest station KTUN/Humble. KTUN will hit the air March 1 with an A/C format. KTUN is 10kw days/1kw nights at 1180 kHz.

Speaking of Houston . . . did you hear the rumor that KRBE-AM & FM would drop A/C for CHR? According to the stations, that one is completely false.

Now that King Broadcasting has taken over KSFO/San Francisco, Fred Schumacher has been appointed GM.

The clash between San Francisco broadcasters and Arbitron over how to show the fall estimates for KYA's Gold format when the station became KOIT (Beautiful Music) on the last day of the book has led to invocation of the Electronic Media Rating Council's mediation procedure. Bill Clark of Beautiful Music competitor KABL-AM & FM has spurred the action, to which Arbitron President Rick Aurichio has responded, "We will be pleased to participate in those proceedings." In the meantime, Arbitron has put a note on the cover of the fall '83 San Francisco report alerting users to the call letter and format change at the former KYA.

Bruce Foster is the new President/GM at WWCT/Peoria, as his Central Illinois Broadcasting takes over the station from Peoria Broadcasting. Ex-GM Rich Fruin becomes Sales Manager/Promotions Director.

In Nashville, with WSM-FM taking over the top ratings spot, WSIX has announced a reexamination of its programming and will be making major changes in its sound soon. A couple of those changes happened this week when MD Beau Kent and personality Marcie (no last name) exited.

After ten years, Dan Martin exits the programming post at WTRY/Albany (not WFLY as we mistakenly printed last week) to take over afternoons at WELI/New Haven. Current WTRY Operations Manager Bill Cahill will take over Dan's PD chores.

Jonah Cummings is the new PD at KEZE/Spokane, coming from evenings at KZAP/Sacramento. KEZE is his first programming gig.

At KFRC/San Francisco, Harry Nelson returns from the Double K-FM Superstation to fill Mark McKay's afternoon drive vacancy (Mark exited last week). Also Chuck Geiger slides into nights with Jack Armstrong moving to late nights.

One of the longest running syndicated Country shows is ending. Multimedia, producers of the "Ralph Emery Show," notified some 350 affiliates by mailgram that the show they had just received would be the last. This left most of the stations in the lurch, trying to find other ways to fill the five hours of weekly programming. Multimedia indicated a desire to concentrate on its TV activities was the reason for Emery's cancellation. The show began in 1971.

MORE STREET TALK/Page 22

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# RICK JAMES AND SMOKEY ROBINSON "EBONY EYES"



**MOVES:** WXKS-FM 21-17, WBEN-FM 36-31, WNYS 25-23, WHTX 19-11, KIQQ 19-17, KFRC 38-32, WKEE 31-29, WOKI 32-29, WFMI 38-32, FM100 26-21, KMGX 7-3, KYNO-FM 11-9, KGGI 23-20, 103CIR 38-34, WCGQ 29-26, Q104 25-22, Q101 26-22, Z102 13-11, WCIL-FM 20-18, KDZA 40-36, KIST 33-28

**DEBUTS:** WCAU-FM deb 37, KXX106 deb 30, WZLD deb 40, KAMZ deb 30, G100 deb 40, KTFM deb 29, WJAD deb 40, KXSS deb 35, KFMW deb 40, KSLY deb 40

**ADDS:** WKBW, WKFM, WDCG, KISR, WXLK

**P-1'S:** B104, WBLI, Z93, I95, WGCL, KIIS-FM, KITS

From The Rick James' Album

## COLD BLOODED

Written, Arranged & Produced by Rick James

# ROCKWELL

## "Somebody's Watching Me"

### Out Of The Box At:

|         |         |       |
|---------|---------|-------|
| WXKS-FM | WZLD    | 13FEA |
| 93FM    | WNFI    | WJBQ  |
| I95     | KAMZ    | KISR  |
| Y100    | G100    | Z102  |
| KIQQ    | WSFL    | KXSS  |
| KFRC    | KITY    | WSPT  |
| WTIC-FM | KYNO-FM | KFMW  |
| KC101   | KHYT    | KDZA  |
| WSPK    | WGUY    | KZOZ  |
| WQID    | WERZ    |       |



On Motown Records

## Natichioni KOME's GSM

WBCN/Boston National Sales Manager Julie Natichioni has transferred to the GSM post at Infinity sister station KOME/San Jose. Natichioni replaces David Plowden, who became GSM at WBBM-FM/Chicago last week.

KOME GM Dan Tapson commented, "We're pleased Julie is with us. She's performed well for us at WBCN, and her talents will be well displayed here at KOME."

She certainly has all the qualifications."

Natichioni joins KOME after five years with WBCN, working her way up from Account Executive to Local Sales Manager to NSM. She told R&R, "I'm very excited to be here. Infinity is one of the best radio chains that exists right now, and KOME seems to have a tremendous amount of potential."



## STREET TALK

Continued from Page 20

**ZZ99(KZZC)/Kansas City PD Johnny Rowlands** is out. Anyone interested in the programming post should contact GM **Connie Wodlinger** at the station.

**KUPL-AM & FM/Portland** will shift to Country within the next 30-60 days. They are building new studios and hiring a complete staff.

**WFOX/Gainesville** has tapped **WSB-FM/Atlanta GSM Martin Sherry** to fill its newly created General Manager position. **WFOX Station Manager Linda Guest** remains in place.

Onetime **WMET/Chicago PD Ron Dennington** has been named PD at **WBOW/Terre Haute**.

**Barry Bruce** has been promoted from Station Manager to GM at **WQXA(Q106) & WNOW/York, PA**, and **WNOW PD Joyce McSherry** has been promoted to Operations Manager for the Country outlet. **Dan Steele** continues as PD at Q106.

**Satellite Music Network's "Rock America,"** the CHR format which was delayed by up-link problems in Dallas, hit the air loud and clear last Thursday (1-12). **SMN VP George Williams** happily reports, "All is well."

Meanwhile, **Transtar's** announced foray into the CHR marketplace has been put "on hold." **Transtar** officials, who had originally hoped to have the new 24-hour service on the air this month, will now wait for the results of a recently completed research study before proceeding.

Is a station in Birmingham feeling around for programmers to change its format to CHR?

Hollywood turned out in force to help **Genesis** celebrate its tenth anniversary with **Atlantic Records** last week. Hosted by **Atlantic Chairman Ahmet Ertegun**, the post-concert bash attracted everyone from **Bette Midler** and **Jackson Browne** to **Prince** and **Ray Parker Jr.** It was an old fashioned music industry party reminiscent of "the good old days."



**GENESIS BEGINS IN CHICAGO** — Genesis opened their 1983-84 American tour in Chicago with a live national radio press conference. The broadcast originated from **WXRT/Chicago's** studios and was syndicated by **DIR Broadcasting**. Shown at **WXRT** are, from left: Genesis tour drummer **Chester Thompson** and tour guitarist **Daryl Stuermer**, **WXRT MD John Mrvos**, **Genesis's Mike Rutherford & Tony Banks**, **WXRT PD Norm Winer**, **Genesis's Phil Collins**, **WXRT's Chris Marsh** and **Johnny Mars**, **Atlantic Associate National Album Promotion Director Danny Buch**, **Atlantic local promotion rep Rick Sudakoff**.

# CALENDAR



BRAD MESSER

## Mystery Radio Stations

Sweeping the AM radio dial from 540 kHz up through 1600 we find an easily-predictable variety of recognized formats — A/C, Talk, Country, CHR, and so on — which we know are commercial stations, operating "in the public interest," trying their darndest to make a profit. These familiar garden-variety stations are a far cry from the weird ones a few kHz farther up the dial.

When one tunes beyond 1600 kHz, into the spectrum above AM radio but below Citizens Band and the lower television FM audio frequencies, a sort of *Twilight Zone* is encountered, wherein unauthorized mystery stations transmit a bewildering hodgepodge of materials that defy easy explanation.

Stations that broadcast the same letter over and over. Unidentified stations on which unidentified people read numbers endlessly. There are lots of letters-only and numbers-only stations. For instance, at unpredictable times, a "K station" comes on (using frequencies including 4005, 5795, 5890, and 5920 kHz) broadcasting only the letter K in Morse Code. Dash-dot-dash, dash-dot-dash hour after hour. Why? For whom?

**William Poundstone**, in his briskly-selling new book "Big Secrets" (William Morrow, NYC), lists dozens of frequencies which carry thoroughly-puzzling formats. What do you make of the mysterious female broadcaster who often transmits on 3060 kHz reading only numbers in Spanish, or her Serbo-Croatian-speaking count-

erpart on 3365 kHz? And how would you explain the man on 4740 kHz who, when he takes a break from reading numbers in Spanish and Portuguese, always puts on musical interludes from Giuseppe Verdi's 1879 opera "Aida?"

These stations which are too bashful to identify themselves are baffling. **Poundstone** tells me that checks with the **FCC** and **International Telecommunications Union** authorities reveal no authorizations for use of these frequencies (and a great many more I haven't listed), and laments that the U.S. Intelligence community hasn't been helpful. "Presumably people like the National Security Agency in Washington have done systematic [studies]," he says, "but they're not talking about what they may or may not know."

Consider the case of the one-letter Morse stations. **Poundstone** rather wistfully admits "it's hard to see how any information could be transmitted by a single letter of Morse Code. There are directional navigation beacons that do that, the whole globe is criss-crossed with beacons, and it's hard to see how any one organization would want to have their own set of beacons. One [theory] says it's the time interval in between successive letters, and you measure it precisely to decode some sort of message."

Whose messages to whom, I haven't the foggiest. Perhaps somewhere among our subscribers there's a person who understands what's happening on the radio just above the broadcast band, and will share the explanation?

### Deepest Sea Dive

**MONDAY, JANUARY 23** — During the world record deep-sea dive of 35,820 feet in 1960, two men inside the U.S. Navy bathyscaphe "Trieste" gathered data that supported the theory of continental drift. **International Oceanographic Foundation President F.G. Walton-Smith** says, "North America, for instance, is drifting away from Europe at the rate of possibly two inches a year," and "in maybe 25 or 30 million years, part of California will be an island off the coast of Washington state."

**Browning, Montana**, set the record for 24-hour temperature variation in 1916, dropping exactly 100 degrees: it was +44 on the 23rd and dropped to -56 the next day.

### Boy Scouts Played War Games

**TUESDAY, JANUARY 24** — The Boy Scouts exist because boys like to play soldier. **British military officer Robert Baden-Powell** organized the Boy Scouts 76 years ago today (1908) to capitalize on a war-game fad he had unwittingly touched off among youngsters in London. His published essays on military camping, tracking and scouting during the Boer War had started a fad among civilian boys, who formed makeshift troops and patrols in imitation of Her Majesty's regular forces. (Source: **Raul Chavez**, Communications Director, Boy Scouts of America, Dallas, TX).

**Neil Diamond** 43. **Ray Stevens** also 43. **Cajun fiddler Doug Kershaw** 48. **Ernest Borgnine** 67. (And **John Belushi**, 1949-1982.)

### "Wedding March" Out Of Fashion

**WEDNESDAY, JANUARY 25** — The here-comes-the-bride song, **Mendelssohn's "Wedding March,"** was composed for a royal wedding 126 years ago today, the marriage of **Queen Victoria's daughter** in 1858. It was a mainstay of American weddings for over a century, until according to **Barbara Tober**, Editor of *Brides* magazine, "people began to put unfortunate words to it, like here comes the bride, big fat and wide, and [the Wedding March] fell out of favor." **Tober** says the current fashion in wedding music is away from pop tunes such as "You Light Up My Life," toward standard classical music.

**Dean Jones** 49.

### Ben Franklin For Wild Turkey

**THURSDAY, JANUARY 26** — Exactly 200 years ago today **Ben Franklin** wrote a letter supporting the turkey as America's national symbol, complaining the eagle is a "bird of bad moral character" while "the turkey is a much more respectable bird."

**Michigan** 26th state 1837. **Louisiana** became Confederate state 1861. First American seaplane "Flying Fish" flew 1911. **India** became independent of Great Britain 1950.

**Cartoonist Jules Feiffer** 55. **Eartha Kitt** 56. **Paul Newman** 59.

### Mozart The Has-Been

**FRIDAY, JANUARY 27** — Child prodigy **Wolfgang Mozart**, born in 1756, wrote operas and symphonies before he was ten years old. "He was very famous as a child," says **Sam Brylawski** of the Library of Congress, "but through a set of circumstances he was almost unknown when he died. In fact, we don't even know where Mozart is buried."

First all-U.S. daylight bombing raids over Germany 1943. Three astronauts died in launch pad fire 1967. **Vietnam peace treaty** signed 1973.

**Dancer Mikhail Baryshnikov** 36. **Troy Donahue** 47. **Donna Reed** 63. **Skitch Henderson** 66.

**Tomorrow** (1-28) **Alan Alda** 48. **Sunday** (1-29) **John Forsythe** ("Dynasty") 66.

# On The Records



KEN BARNES

## Thriller — Michael's Lucky Seventh?

Michael Jackson continues to rewrite the record books with his "Thriller" album and the singles pulled from it. The latest track in the spotlight is the title cut, first because of its lavish video (plus the video of the making of the video, to be followed no doubt by the video of the planning of the video of the making of the video) and now because of the song itself.

Last week "Thriller" became only the fourth song ever to reach CHR Breaker status without being released as a single. (The others were Elton John's "Pinball Wizard," which reached No. 9 in 1975; the Bee Gees' "More Than A Woman," No. 21 in 1978; and Led Zeppelin's "All My Love," No. 10 in 1979.) "Thriller" will not get much of a chance to break Elton's record for highest position achieved by a nonsingle, because it will be issued as a single January 31.

This development allows "Thriller" to set a new record, or more likely extend one the album has already set. "Thriller" (the song) becomes the seventh single from "Thriller" (the album). To my knowledge, there's never been an album (excluding hits compilations and various artists collections) from which six singles were culled (before "PYT" put "Thriller" in that category). There are a few five-single albums ("Toto IV" and Blondie's "Parallel Lines" spring immediately to mind). Seven is another league entirely, and judging from "Thriller"'s high debut last week, there's a very good chance that all seven of the Jackson album's singles will go top 10.



Just one of Michael's lucky seven

### An Aside About B-Sides

When seven singles are pulled from an album, it's only natural to wonder what the label's been using for flip sides. Here's the "Thriller" rundown:

- "The Girl Is Mine"/"Can't Get Outta The Rain" (track not available on LP)
- "Billie Jean"/"Can't Get Outta The Rain" (again; they should have called it

## UNROMANTIC HITS

# The Topical Top Ten, Part III

Once again a new crop of hits has arrived, and it's time for the ever-popular more-or-less quarterly On The Records survey of song topics outside the realm of romance and partying down. Lyrical concerns are becoming more wideranging and (in some cases) bizarre than ever before, as this quarter's top ten roster illustrates:

- "Undercover Of The Night" — Political unrest in Latin America
- "Major Tom" — Outer space disaster
- "Pink Houses" — An ode to the common man
- "Wrapped Around Your Finger" — Submission and dominance (the Police, as usual, are a mainstay in this category, with the just-departed "Synchronicity II" treating the Jungian precept of cosmic coincidence)
- "Middle Of The Road" — Third world exploitation, hassling by fans, and so forth
- "Thriller" — Boy/ghoul relationships
- "99 Luftballons" — Lighter-than-air transportation
- "Union Of The Snake" — No idea what this means; somehow I doubt that reptilian labor movements is the right answer
- "Karma Chameleon" — See "Union Of The Snake"; for that matter, throw "Church Of The Poison Mind" into this new category of apparently meaningless British new wave lyrics
- "The Curly Shuffle" — Nuclear disarmament (just kidding).

"Still Can't Get Outta The Rain")

- "Beat It"/"Get On The Floor" (track from "Off The Wall")
- "Wanna Be Startin' Somethin'"/Same (instrumental version)
- "Human Nature"/"Baby Be Mine" (track from "Thriller" that somehow escaped becoming an A-side)
- "PYT"/"Working Day And Night" (track from Jackson's live album)
- "Thriller"/Same (instrumental version)

### Laura — Third Time Lucky

Christopher Cross's "Think Of Laura" has an interesting history. It was first released as a single as the follow-up to "All Right" . . . for about two days, until the label pulled it and replaced it with "No Time

For Talk." Then it came out again as the follow-up to "No Time For Talk" . . . and generated little action outside of A/C. Then came the "General Hospital" airplay, and eventual hit status. "General Hospital" thus augments its status as America's leading TV hitmaker (not counting MTV), with Austin/Ingram's "Baby Come To Me," Rick Springfield's "Jessie's Girl," and the Afternoon Delights' "General Hospital" also to its direct or indirect credit.

Speaking of James Ingram, his latest hit "Yah Mo B There" adds to the successful string of America's leading guest vocalist (pop division), Michael McDonald. Michael also made prominent contributions to Christopher Cross's "Ride Like The Wind," Kenny Loggins's "Heart To Heart," Amy Holland's "How Do I Survive," Nicolette Larson's "Let Me Go Love," Carly Simon's "You Belong To Me" (with the rest of the Doobie Bros.), Lauren Wood's "Please Don't Leave," and likely a few more the giant R&R research department has failed to dredge up from its memory banks. We're still waiting for Michael's duet with America's leading country guest vocalist, Willie Nelson.

## Best Of The Worst



L.A.-based indie label Rhino Records has done the music community a great service by compiling an anthology of "The World's Worst Records." The selection criteria are not made entirely clear, and the integrity of the collection is somewhat marred by the inclusion of several new recordings by resident Rhino zanies. But it's a terrific idea (prominent British DJ Kenny Everett compiled a similar anthology a few years ago), and some of the authentic oldies are truly excruciating ("Fluffy" by Gloria Balsam and "I Want My Baby Back" by Jimmy Cross are particularly grisly).

But what I thought might be interesting is to find out just which records radio people consider to be the worst waxings of all time. So I'm opening the mail lines for your nominations — the songs you regard as quintessentially hideous, enduringly loathsome, terminally repulsive, and so forth. (All nominations will be kept confidential, so you need not fear retribution from angry artists.) A consensus list will be published here, and I'm eagerly anticipating your input.



### ONE YEAR AGO TODAY

- ROB WALKER PD AT Y100/MIAMI
- STEVE SANDS WAIT/CHICAGO'S PD
- BILL FORD PD AT KEX & KQFM/PORTLAND
- NUMBER ONE CHR: "Down Under" — Men At Work (Columbia) (3rd week)
- NUMBER ONE A/C: "Heart To Heart" — Kenny Loggins (Columbia)
- NUMBER ONE COUNTRY: "Talk To Me" — Mickey Gilley (Epic)
- NUMBER ONE BLACK: "Bad Boy" — Ray Parker Jr. (Arista) (2nd week)
- NUMBER ONE AOR TRACK: "Hungry Like The Wolf" — Duran Duran (Capitol)
- NUMBER ONE LP: "The Distance" — Bob Seger (Capitol) (2nd week)



### FIVE YEARS AGO TODAY

- BOB SHERWOOD PHONOGRAM/MERCURY PRESIDENT
- FRANKIE CROCKER RETURNS TO WBLS/NEW YORK
- RCA DISTRIBUTES A&M
- ED HYNES VP/NATIONAL PROMOTION AT COLUMBIA
- RICK LEE VP/GM AT KMEL/SAN FRANCISCO
- AL WILSON WABX/DETROIT'S VP/GM
- NUMBER ONE CHR: "Too Much Heaven" — Bee Gees (RSO) (2nd week)
- NUMBER ONE A/C: "Too Much Heaven" — Bee Gees (RSO) (2nd week)
- NUMBER ONE BLACK: "I'm So Into You" — Peabo Bryson (Capitol)
- NUMBER ONE COUNTRY: "Baby I'm Burnin'" — Dolly Parton (RCA)
- NUMBER ONE LP: "Blondes Have More Fun" — Rod Stewart (WB) (2nd week)



### TEN YEARS AGO TODAY

- NEIL BOGART SETS CASABLANCA OPERATION
- HAROLD CHILDS VP/PROMOTION AT A&M
- NUMBER ONE CHR: "The Way We Were" — Barbra Streisand (Columbia)
- NUMBER ONE COUNTRY: "I Love" — Tom T. Hall (Mercury) (2nd week)



Michael McDonald: Anyone got a duet?

### Right Words, Wrong Time

A&M's new Australian signing the Expression encountered a classic problem of timing with a song on their LP. The track is called "Total Eclipse," and its chorus revolves around the phrase "total eclipse of the heart." It was pressed up and ready to go as a single in Australia when, one week before its scheduled release, Bonnie Tyler's record came out and caused a total eclipse of potential airplay for the Expression. I think it's safe to say that it's not a likely choice for the Expression's American single either.

The Rolling Stones' "Too Much Blood" track includes the appetizing tale of a man who kills his girlfriend, cuts her remains up and stores them in the freezer, and eats them. This folk tale, which makes the

Continued on Page 24

# RE-FLEX

## RE-FLEX

### RE-FLEX

#### THE POLITICS OF DANCING

89/21

- WBTT 30-20
- WXKS-FM 28-25
- WBEN-FM 37-19
- WBYS deb 30
- WPHD 14-9
- CKGM 23-17
- WHTX 21-18
- CFTR 25-18
- CHUM add
- 195 add
- WGCL add
- KHTR 29-20
- WLOL-FM add 32
- KIIS-FM 35-26
- KIQQ 30-28
- WYCR deb 39
- WSPK 33-29
- 98PXY add
- WKFM add
- WRCK 28-25
- WKRZ-FM 28-26
- KZZB 18-16
- WNOK-FM add
- KSET-FM 9-6
- WRQK deb 39
- G100 add
- WSFL deb 40
- KMGK add
- ZZ99 add
- WHOT deb 40

- WGUY 29-24
- WIGY 31-28
- WERZ 30-24
- OK100 deb 40
- WKHI 24-20
- WOMP-FM add
- KQIZ-FM 32-28
- WISE deb 39
- WJAD add
- WCGQ add
- WYKS 30-25
- Q101 add
- WXLK 23-19
- WIXV deb 35
- WBWB add
- KCMQ add
- 99KG add
- KWTO-FM add
- WSPT add
- KFMW add
- KGHO add



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### On The Records



KEN BARNES

Continued from Page 23

Buoys' 1970 ode to cannibalism, "Timothy," sound as innocent as "You Light Up My Life," was actually first set down in song a couple of years ago in England by the Stranglers, on a single called "La Folie." They somewhat blunted the impact of the story, however, by singing about it in French.

Alabama's new single, "Roll On (18 Wheeler)," was recorded on the same label (RCA) in 1982 by Randy Parton, Dolly's younger brother.

By The Numbers: Yes's "90125" album is named after the LP's Atlantic catalog number. It thus joins a select group of albums that includes Peter, Paul & Mary's "Album 1700" and Dave Davies's "AFLI-3603," which went even further by reproducing its bar code symbol for its front cover art.

### Record News

In the wake of Dennis Wilson's death, the Beach Boys have postponed a dozen concert dates, but will definitely continue. Leader Brian Wilson says he's writing a song about his late brother... Grace Slick's new single "All The Machines" was written by her and ex-J. Geils Band singer Peter Wolf... The Animals, after a brief reunion in 1983, have apparently split up again... Toni Tennille is recording her first album without the Captain - but with a 35-piece orchestra. The album will consist of standards from the '30s and '40s.

### TV News



"Solid Gold" for the week of Jan. 20 stars ABC, Deborah Allen, Duran Duran, Juice Newton, Jeffrey Osborne, Pablo Cruise, and Rick Springfield... The Everly Bros. reunion concert repeats on HBO Jan. 20, 23, and 26... The Glaser Bros. are on TNN's "Offstage" Jan. 20, with Charlie Daniels guesting Jan. 23... Paul Simon's "Album Flash" episode is rerun on Cinemax Jan. 20 and 22... The Eric Martin Band appears on "American Bandstand" Jan. 21... New Edition and Ray Parker Jr. are on "Soul Train" the weekend of Jan. 21... Frank Sinatra's Showtime concert re-airs Jan. 22 and 25.

Barry Manilow sings the National Anthem at the Super Bowl Jan. 22... Earl Thomas Conley is on "Nashville After Hours" on TNN Jan. 23... Alabama is spotlighted on "Album Flash" Jan. 24... Golden West will be syndicating "New York Hot Tracks," a local NYC series featuring videos by black artists.



PARKER ON VIDEO SOUL — Black Entertainment Television's "Video Soul" program featured Ray Parker Jr. as special guest recently. Pictured on the set are (l-r) Parker and cohosts Shella Banks and Donnie Simpson.

### Datebook

MONDAY, JANUARY 23

#### Chicago's Kath Dies

On this day in 1978, Chicago guitarist and lead vocalist Terry Kath shot and killed himself in Los Angeles while trying to convince friends that the gun he was playing with wasn't loaded. The 32-year-old Kath's death was a setback from which his band wouldn't recover for several years.

Birthdays: The second Doobie Brother to chart as a solo, Patrick Simmons, is 34.

TUESDAY, JANUARY 24

#### Diamond's Rough Beginnings

Brooklyn-born Neil Diamond turns 43 today. He cut his first single for Columbia, "Clown Town," in 1963, after two singles as half of the duo of Neil & Jack. Starting in 1966 he turned out a series of hits (i.e., "Cherry Cherry," "You Got To Me," "I Got The Feelin'") for Bang Records, and wrote two hits for The Monkees, "I'm A Believer," and "A Little Bit Me, A Little Bit You." 1969's "Brother Love's Traveling Salvation Show" and "Sweet Caroline" launched him toward his present level of mass stardom.

Birthdays: Warren Zevon 1947, Producer/songwriter Mike Chapman 1948.



WEDNESDAY, JANUARY 25

#### Instant Controversy

Two months after the release of the "White Album," John Lennon finally finds out what people won't accept from a Beatle when he and Yoko issue their freeform noise album "Two Virgins." On this day, Ohio's chief prosecutor declares the cover "obscene," thereby making any Ohio merchandiser who carries the LP a prospective felon, and police in Union County, NJ ban the sale of the album and seize more than 22,000 covers from a warehouse. The LP, which Capitol wants nothing to do with, is eventually issued on Bill Cosby's Tetragrammaton label in a plain brown wrapper.

Birthdays: Keith Richards's ex Anita Pallenberg 1943, Grace Slick & Paul Kantner's kid China (originally named God) 1971, Oingo Boingo's Leon Schneiderman 1954.

THURSDAY, JANUARY 26

#### Instant Karma

If you've been wondering what the difference between "Nobody Told Me" and "Instant Karma" is, the answer is probably Phil Spector. On this day in 1970, the latter track was written and recorded with Spector, who was also remixing the "Let It Be" tracks at the time, putting his reverb-heavy sound on Lennon's lyrics for the first time.

Birthdays: Eddie Van Halen 1957, Huey "Plano" Smith 1934, "Catwoman" turned disco-diva Eartha Kitt 1928.

FRIDAY, JANUARY 27

#### The Long Wait

This is the day in 1978 when Paul Davis's "I Go Crazy" finally made it into the R&R Top 30 after an unusually long breaking period. Bang issued the single in June, 1977 and had some stations listing the record in the top five (mostly in the South) by September, but the song continued to break in one or two cities at a time for months. Despite going top ten in most cities, it only made it to #18 in these pages because its action was so spread out.

SATURDAY, JANUARY 28

#### Elvis & Who Debut

Two famous first TV appearances on this date. In 1956, Elvis Presley does the first of six stints singing "Heartbreak Hotel" on the normally docile "Dorsey Brothers Stage Show" on CBS, thereby confirming what much of the nation had only heard rumored about his pelvic gyrations. In 1965, the Who make their first appearance on British TV rock standard-setter "Ready, Steady, Go." The group's manager Kit Lambert has packed the audience with "mods" who've been ordered to throw their scarves in the air when their heroes appear. The group's appearance is generally credited with making "I Can't Explain" a hit. Most of the performance remains extant today in the "Kids Are Alright" documentary.

Birthdays: Corky Laing 1948.

SUNDAY, JANUARY 29

This was the day in 1979 when San Diego teenager Brenda Spencer randomly shot 11 people, killed two, and offered only her dislike of Mondays as an explanation. In early August, the Boomtown Rats hit #1 in Britain with "I Don't Like Mondays," based on Spencer's case. Spencer's parents sue the group, claiming that the song adversely affected her chances for a fair trial.



**ABANDONS ROCK OF THE '80s**

**KPOP Debuts  
"Pop-Hits" CHR**

Following the transfer of KPOP & KPIP/Sacramento from KPOP Inc. to the Fuller-Jeffries Group (1-2), the station has abandoned consultant Rick Carroll's "Rock Of The '80s" approach in favor of "Pop-Hits," its customized version of CHR.

Bill Jeffries, who programmed the station's Rock Of The '80s format as well as the previous Urban Contemporary approach, continues as PD. He explained to R&R why he feels there is room for a third CHR in the market. "Rick and I had put together what I thought to be the showcase Rock Of The '80s station. But the broadening of CHR has knocked out many of the principles which were once exclusive to Rock Of The '80s. I feel the marketplace is still lacking a true CHR station, as KWOD and FM102 both place too much emphasis on oldies and re-currents. KPOP will service this market with the top hits of today in the winning style of the Fuller-Jeffries Group."

GM Hank Gonzales, who is stay-

ing on under the new ownership, remarked, "This change in format was a decision of all parties concerned, namely myself, principals (President) Bob Fuller and (First Executive VP) J.J. Jeffries, and PD Bill Jeffries. We gave Rock Of The '80s a try, and it just didn't go over in the market. I think the difference between our format and others in the market is our 'more hit-music approach.' It's been carefully developed by Bill specifically for Sacramento, and we have some great promotional surprises for everyone."

**KSL's Gaylon Rowan Dies**

17-year KSL/Salt Lake City personality Gaylon Rowan died January 11 after a brief battle with viral encephalitis. Rowan was 57.

Rowan joined KSL in 1967 as evening personality, and shifted to the midnight-5am show in 1979 when the station began programming nostalgia/big band music overnights. Rowan's broadcast background also includes terms at neighbors KLUB and KALL.

KSL Operations Manager George Lemich said, "It caught everyone here by surprise and has given us a great deal of sadness. Gaylon was a senior staffer and helped train many of our younger people here. His pride and professionalism were characteristics he tried to transfer to everyone... those are the things we'll remember about him. The listeners are letting us know he'll never be forgotten."

Rowan is survived by his wife Jan and five children. No replacement for Rowan has been named, but swing personality Dave Hebertson has temporarily taken over the overnight shift.

**Jones GSM At KTRH & KLOL**

Rusk Corporation VP John Jones has taken on additional duties as General Sales Manger for KTRH & KLOL/Houston in a major restructuring of the stations' sales staff. As VP, a title he retains, Jones has primarily been responsible for station operations.

"I'm not going to be a hands-on sales manager," Jones told R&R. "Rather, I'll be the main liaison between programming and the sales department, the senior manager in charge of sales. The buck stops here." Jones explained that changing dem-



John Jones

ographics are opening up new opportunities to sell News/Talk KTRH and AOR-formatted KLOL in combination. Sports programming is helping to attract younger demos to KTRH while the AOR audience is maturing.

Other staff changes include the promotion of Don La Chance from Local Sales Manager to National Sales Manager for both stations. Teamed up as dual Local Sales Managers are Muriel Funches, an Account Executive at the stations, and Adria Hillebrand, former Account Executive with Warner/Amex Cable. Joining the stations as Account Execs are Mel Jones from KJOI/Los Angeles, Joe Simmons from KSCS/Ft. Worth, and Ben Wilson of KMJQ/Houston.

**Bunzel**

Continued from Page 1

special issues.

R&R Publisher Dwight Case commented, "To be able to add someone of Reed's dedication and experience to the R&R team gives us all a great deal of pleasure. With our desire to increase coverage in the important networks/program suppliers area, and our expanded schedule of specials for 1984, Reed's industry expertise will be put to good use. We're glad to have him."

Bunzel spent four years at NAB, editing RadioActive and serving as editor or writer for a number of NAB publications covering radio promotion, management, programming, and copywriting, including the organization's "Syndicated Radio Programming Directory." Earlier in his career, he was PD of WBOR/Brunswick, ME.

**DiLoreto**

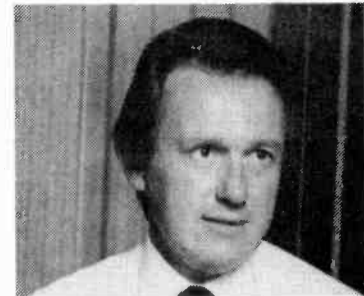
Continued from Page 1

for a GM. Working with Swanson's four fine facilities, all in excellent markets, poses a whole new list of challenges." DiLoreto predicts an in-house replacement for himself at WGBS, saying Jefferson-Pilot has a "deep bench of middle management" talent from which to choose.

The Swanson radio properties are KKNG/Oklahoma City, KRMG/Tulsa, KKYX/San Antonio, and WBYU/New Orleans.

**Price Selected As KFSD Station Manager**

Jim Price, former GM of KGB & KPQP/San Diego, has moved crosstown to Classical-formatted KFSD as Station Manager. Price spent ten years at the management helm of KGB & KPQP before resigning (R&R 11-11-83); prior to that he served as President/GM of KAFY/Bakersfield and Station Manager of another San Diego outlet, KSDO.



Jim Price

Commenting on the newly-created position, Price remarked, "I get to stay in San Diego, sell a quality station, and do some of the hands-on things I haven't been able to do for years. For the first time in a long time, I finally get to do the

things I like to do." Price will report to VP/GM Hal Rosenberg.

**Rubenstein New KLIR GSM**

Catherine Rubenstein has been appointed General Sales Manager at Duffy Broadcasting's KLIR/Denver. Rubenstein replaces former GSM Don Nelson, who has departed the station to pursue personal business interests.

Newly-appointed KLIR VP/GM Jim Teeson commented, "Catherine has had a stellar media career. I have the utmost respect for her abilities and feel Catherine possesses the positive image it will take to be GSM for KLIR."

Rubenstein joins KLIR from crosstown KPKE, where she had been GSM for the past two and a half years. Her background also includes terms as National Sales Manager at neighbor KBPI and as Account Executive at competitor KHOW.

She told R&R, "I think Duffy is one of the most dynamic, rapidly-growing broadcast companies around, and I'm intrigued with the challenges this opens up to career-oriented people like me. I'm thrilled at the opportunity to work with Jim Teeson."

**Moorhead**

Continued from Page 1

on the radio and says, "That's Black radio.' You always try to program to as many people in your target audience as you can."

Moorhead will be based at WLUM & WAWA/Milwaukee until All-Pro finds a new general manager for the AM-FM combo.

**Parkcom**

Continued from Page 1

for comment regarding his move. Park owns 14 radio stations, including KEZX/Seattle, KJJO & KRSI/Minneapolis, and WNCT-AM & FM/Greenville, NC.

**Snowden**

Continued from Page 1

dent that under his leadership our stations will continue to increase audience levels and prosper."

Snowden commented, "I am looking forward to the future and having the opportunity to work even closer with Detroit (WDRQ) and St. Louis (KMJM). I appreciate the recognition and will do my best to help keep our properties extremely competitive."

**Leiser Upped To GSM At WUBE & WMLX**

Todd Leiser has been promoted to GSM at WUBE & WMLX/Cincinnati, moving up from the Sales Manager position at WUBE. He has been with the Plough-owned stations since 1976.

WUBE & WMLX GM Terry Dean commented to R&R, "Todd has been a key factor in the sales marketing success that has been enjoyed by WUBE. His expertise will be a tremendous asset to the stations, both on the local and national level."

**Wilkinson**

Continued from Page 3

to making people smile, he believed in helping people. He did a lot of charity work. He had a tremendous following in St. Louis, and he is going to be missed by a whole lot of people."

Wilkinson had been ill and was returning from a doctor's appointment when the accident occurred. He is survived by his wife Kay and two small children.

**Bigby**

Continued from Page 3

KFI/Los Angeles in 1981, where he spent two years as Director/Operations & Programming. Bigby's background also includes three years as an air personality at WXYZ/Detroit, four years as VP/GM of John Rook & Associates, as well as programming positions at KTLK/Denver and WLS/Chicago. Bigby told R&R, "I'm happy to be home again in the market I love so dearly. One of my biggest successes was while working with John Tenaglia, and I'm glad to be back with him." Bigby added that no changes are planned.

# EASY LIKE JUST LIKE LAST WEEK! LAKE-BREAKER-BREAKER



## QUIET RIOT "Bang Your Head (Metal Health)"

**CHR BREAKERS** 141/20

**QUIET RIOT**  
**Bang Your Head (Metal Health) (Pasha/CBS)**  
 62% of our reporters on it. Moves: Up 45, Debuts 26, Same 50, Down 0, Adds 20 including WBEN-FM, Y100, WHYT, WGFM, WQID, WSTO, KRNA. Complete airplay in Parallels.



Heavy Rotation  
MTV



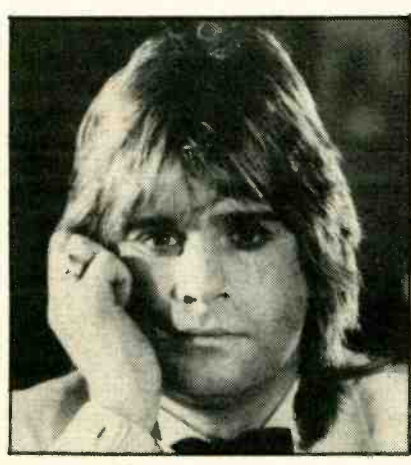
## PATTI LABELLE "If Only You Knew"

#1 Black Chart 3rd Week In A Row!!

**CIIR**  
SIGNIFICANT ACTION

Now Crossing At:

|             |             |             |            |
|-------------|-------------|-------------|------------|
| WBBQ 36-25  | KTFM add    | KAMZ        | KQMQ       |
| B104 add    | 94Q add     | WHOT add    | 94TYX      |
| KXX106 add  | WZLD add    | WFOX add    | KBFM       |
| WXKS-FM on  | Z93 25-16   | WNFI add    | Q101 add   |
| WPLJ add 15 | I95 deb 27  | WANS-FM add | Z102 34-25 |
| Z100 18-13  | Y100 add 28 |             |            |

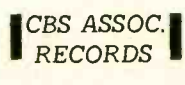


## OZZY OSBOURNE "Bark At The Moon"

AOR Albums: #15 AOR Tracks: #12

Billboard: 19\* Cashbox: 15\*

**CIIR**  
SIGNIFICANT ACTION



Heavy Rotation  
MTV

WRCK KQMQ WERZ KIST  
 WOKI WZON KKQV  
 WJXQ WIGY KZOZ

## DAN FOGELBERG

ON YOUR DESK THIS WEEK From The Album

**/A--E/P/A--E/P/A--E/P/A--E/**

# BREAKER--BREAKER--BREAKER



## CYNDI LAUPER

### "Girls Just Want To Have Fun"

**CHR BREAKERS** 160/56

CYNDI LAUPER

Girls Just Want To Have Fun (Portrait/CBS)

70% of our reporters on it. Moves: Up 49, Debuts 33, Same 22, Down 0, Adds 56 including WNYS, B94, Q107, 94Q, B97, WLOL-FM, KIMN. See Parallels, debuts at number 36 on the CHR chart.

One Of The  
MOST ADDED

*Portrait*

Heavy Rotation

MTV



## ADAM ANT

### "Strip"

JUST SHIPPED!

CHR  
SIGNIFICANT ACTION

Look for Adam Ant's national tour starting January 27 in Atlanta

*Epic*

Watch On MTV



## NENA

### "99 Luftballons (99 Red Balloons)"

**CHR BREAKERS** 1/13/84 CHR CHART: **28** 181/32

B104 deb 27

WHTT 20-10

WXKS-FM 26-20

WBEN-FM 13

WNYS add

WPHD deb 37

WBLI add

CKGM add

Z100 on

WCAU-FM on

B94 30-21

PRO-FM deb 29

CHUM add

Q107 29-26

94Q 19-9

Z93 14-8

KAFM 30-23

I95 19-9

Y100 21-15

B97 8-5

Q105 13-8

B96 38-30

WLS add

WLS-FM add

WGCL 11-9

WHYT deb 35

KBEQ add 30

WKTI 20-12

KHTR deb 30

WLOL-FM 25-18

KIMN deb 38

Q103 deb 33

KOPA 25-22

KZZP deb 25

KMJK 37-32

KFRC 27-16

KITS 36

KWSS deb 25

KUBE 1-1

KNBQ 12-4

*Epic*

Watch On MTV

## "The Language Of Love"

"Language Of Love" Shipping January 26



Distributed by CBS Records

P/A--E/P/A--E/P/A--E/P/A--E/F



JOEL DENVER



## SURVEYING THE ACTIVE AUDIENCE

# Retail Record Sales Become A Growing Factor

If you've spent any time in a local record store on a Saturday afternoon, then you know people of all ages are doing what they used to do; they are buying records in record numbers!

The reasons are pretty obvious. Radio is emphasizing current product again, and in doing so has taken a hard look at the tastes of the active audience. Are record sales a product of what radio plays? The programmers and retailers I've spoken to think so, and as a result both are paying more attention to what product is making the cash register ring and who's buying it.

Callouts, for many programmers, are out. They were found to be not only time-consuming but self-limiting in scope if used as the only criteria for adding records. In 1984 many programmers are using a combination of callouts and retail sales information, with good results. The problem some PDs and MDs face is determining the correct procedures for setting up a productive retail research system.



Steve Perun

I talked with three experts, two from large markets: WLS-AM & FM/Chicago MD Steve Perun and KIIS-FM/Los Angeles MD Mike Schaefer; and, for the smaller-market perspective, Q104/Gadsden MD Leo Davis. To round out the story, I collected some thoughts from three retail executives who welcome the refocused attention on their end of the business with open arms.

### Establishing A Relationship

While others may have relinquished their retail ties, "WLS has always relied on retail record sales as an integral part of our record research," said Steve. WLS maintains contact with nearly 100 retail outlets a week. "Callouts became the thing for a while, but even through that period retail sales remained important. We've had a great rapport with a lot of these stores for

"The stores are weighted according to where they are located, and what type of product is dominant. Those stores located in zip codes where we are most likely to have listeners have the highest weighting."

—Steve Perun

many years, and they realize this is a cooperative effort. In smaller markets, I'd suggest a personal visit to key stores to establish a good working relationship."

Leo Davis agrees. "In Gadsden there is only one retail record store, a Record Bar. To supplement this, we also call stores in Huntsville, Birmingham, and Anniston, for a total sample of eight stores. Even though this is a small sample, my relationship with these retailers helps me get an accurate report each week."

Los Angeles has become such an active



Mike Schaefer

buying market for new product that KIIS-FM MD Mike Schaefer, although he uses requests, trade, and record company information, relies primarily on retail sales to determine playlist adds. "We've discontinued our callout program since our retail information has become so accurate. We're calling about 60 locations a week, which includes five chains, and the rest are individual retail locations. We're looking at retail more because it's where we're finding trends being established. It's like it was years ago when a new record would break and sales would happen almost instantly."

### Watching Patterns Form

Research is only useful if interpreted properly. Steve Perun says, "We look for a sales pattern to develop, especially on records already getting airplay in town. When we see this early pattern develop it tips us to keep an eye on the record. Because we control so much come between our two stations, it's pretty tough for a record to chart on our survey without our airplay. WLS has always been a major factor in retail record sales in Chicago and the region."

"There is no easy way to do store reports. It's a time-consuming process which has a lot of built-in subjectivity. Again, the best way to keep the subjectivity out of the survey is to keep your sample as broad as possible."

—Mike Schaefer

## Retail Cooperation

Mitch Perliss is Director Of Purchasing For Show Industries, which owns the 29 Music Plus retail outlets and City Onestop, serving as a source of product for between 600 and 700 'mom and pop' retail outlets in 11 Western states. Mitch is quite excited about the renewed attention to retail from radio.

"I can tell you that in upstate areas especially, we have developed some very close relationships with particular radio stations. Not only do we depend on them for accurate airplay information, but we've done successful promotions with many of them as a result of our exchange of information."

Mitch agreed with a growing number of professionals in radio and records that reality is the best way of looking at the relationship. "As long as we are supplying the information from our central office, I guarantee accuracy in reporting. I know what's been sold and feel it's important this information is as accurate as possible. We don't do individual local store reports, as it's time-consuming, and I wouldn't be able to assure a credible report for the 27 stations which call every week. With a centralized report, we're also able to pinpoint a breakout in sales of a newer piece of product, which is valuable information for a station."

Like Mitch, Howard Appelbaum, VP/Kemp Mill Records, with 24 outlets in and around Washington DC, prefers to handle the reports to radio from a central location. "I personally handle the reports to the radio stations myself from the warehouse because all the stock comes from here. Because I also oversee the buying and the advertising, I know what's selling. While I don't give piece-counts, I can be specific as to where a record is really getting the most reaction as well as who's doing the buying.

"Any retailers not working with radio are hurting themselves, which gives me a competitive edge. Exposure sells records, and radio is still the biggest source for my money. Beyond that is MTV, concerts, newspapers, etc. I also send out a list of records to all of my stores that should receive in-store airplay. This list of 15 to 20 records is based upon my feedback as to what the manufacturers are pushing, what radio is playing, and what I think will become a big hit."

### Pushing Past The Hype

When the subject turned to hyped retail reports, Los Angeles-based Licorice Pizza's VP/Marketing Lee Cohen told me, "Certainly, we get considerable pressure from the record vendors as to how their records are selling and how they are going to be reported. We've also



Lee Cohen

received a lot of credit from the record companies for our help in getting airplay established. Of late, the whole direction of the pressure syndrome to report everything in the top 10 has slacked off, much to the credit of the record companies. They are not making grandiose offers to us for these reports. What they are doing is putting things on sale, and making attractive displays to capture the consumer's attention. In other words, there is less hype and more creative marketing taking place.

"We respond to any pressure for top 10 reports by being totally honest. If it's number three in sales, then that's what it is. If it's stiffer, then so be it. But, if it's a breakout causing a lot of consumer reaction, we'll pass that along as well. I'm willing to share our charts with the radio stations and the record companies. There are 34 Licorice Pizza stores, and we'll accept individual store research in the smaller markets because generally the relationship is more one-to-one. Here in Los Angeles, we have a centralized report which is available to the stations."

Addressing the same subject, Mitch said, "The hype is something that does go on at some retail companies, but our reports are generated by computer, based on what is shipped out to our accounts. When we see a reorder pattern develop, it's reflected in that report. Our inventories are updated twice weekly, including all of our stores and accounts."

### Setting Up A Good System

Going into retail research, you should know up front it takes a lot of work. Mike admitted, "There is no easy way to do store reports. It's a time-consuming process which has a lot of built-in subjectivity. Again, the best way to keep the subjectivity out of the survey is to keep your sample as broad as possible. The stronger your relationships are, the less hype you're liable to encounter."

"My assistant, Gene Sandbloom, works very closely with the same person at each

Continued on Page 30



Leo Davis



"Got A Hold On Me"  
is the first  
single from  
Christine McVie's  
long-awaited  
solo album.

It is the work  
of an artist  
at the height  
of her career.

Christine McVie On



- A documentary on the making of her new solo album airs this Sunday, 1/22, at 11 pm EST
- Watch the world premier of "The Christine McVie Concert Special" next Saturday, 1/28, at 11 pm EST
- The video of her new single debuted 1/13

C H R I S T I N E M c V I E

*Produced by*  
Russ Titelman

*First Week Breaker  
and #1 Most Added*



On Warner Bros. Records and Cassettes © 1984 Warner Bros. Records Inc.

## Motion

At WFXZ/Saginaw, MI, Gary L. Ballard joins as Station Manager from WIBQ/Peru, IL and Ross Holland becomes PD from KZIO/Duluth. Annette Ellis becomes Promotion Director at KKHR/Los Angeles from KFI & KOST/Los Angeles. Jay D. Morgan is doing weekends at WSEZ/Winston-Salem. CK101/Cocoa Beach welcomes Tim Phillips from WRQC/Cleveland. Kim Jones becomes PD at WRQK/Greensboro, NC. Dennis Evans exits KENI/Anchorage for mornings at KJ103/Oklahoma City.

KPKE/Denver takes on all-night rocker Jay Walker from KOFM/Oklahoma City. KMGK/Des Moines promotes Paul Garvin to Sales Manager. Alan Kable moves from KHFI/Austin to nights at Q105/Tampa. Morning man Gary Michaels resumes PD duties at WQCM/Hagerstown, MD. Don Cook becomes MD at WKAU/Appleton-Oshkosh.

# Retail Review

If you're looking to set up a good retail research system for your station, keep the following ideas in mind.

1. Establish good communication with a broad sample of retail accounts.
2. Categorize your accounts by geographic locations, and by the type of product sold.
3. Weight these accounts according to your specific format needs.
4. Make sure all your stores are fully acquainted with your requirements for filing an accurate report. You can choose either a 0 to 5 scale, a ranking system, or an inverse point structure, whichever suits you best.
5. Call every week at the appointed time and talk with the same person.
6. Be aware of special sale items, concerts, and special sales incentives which may affect your surveys.
7. Ask what cuts are selling an album; it might not be the single.
8. Mail your station playlist to your retail accounts every week.
9. Spend time in a record store making firsthand observations of who is buying what.
10. Drop retail accounts which continue to hype you. Pay attention to trends. A record is rarely hyped two weeks running.

## Bits

• **The Mayor Got His Fantasy!** Q103/Denver PD/morning man Jack Regan was scanning the Denver paper for newsworthy items for his show when he discovered an article stating that Denver's Mayor Pena's fantasy was to be a radio announcer. Regan extended an invitation to the Mayor to become part of the "Q Crew" for a day.

• **Who's The Most Outrageous?** KWSS/San Jose recently held the "Most Outrageous Act" contest with a \$1000 prize and a \$500 second prize. The morning team of Kelly & Kline selected 10 finalists from listeners who wrote to detail the most outrageous thing they would do for the prize money. Among the finalists were such acts as bathing in spaghetti and drinking motor oil.

• **"HIT"-Notizing You!** WHYT/Detroit's "Kid" Cassidy is offering hundred-dollar bills to anyone who comes up with good ideas to help recruit listeners. Some of the suggestions have included "HIT"-Notizing people, WHYT video games, and graffiti on bathroom walls.

• **Let's Get Serious!** KKHR/Los Angeles MD Dave Hall was featured in the new Columbia pictures film "Deal Of The Century" starring Chevy Chase. Hall plays a Vietnam vet who works in a gun warehouse with Ray Manzarek (keyboard player with the Doors).

• **No Place Like Home!** When you can't be home for Christmas it's nice to receive some of it in the mail. KMJK/Portland sent a tape to be aired over Armed Forces Radio on Christmas Day. The tape comprised two hours of the morning show with Kevin Ross and Brian Thomas, greetings from Oregon Governor Vic Atiyeh, Portland Mayor Frank Ivancie, and wishes from parents of Oregon Marines who are stationed in Beirut. WPST/Trenton, NJ began an on-air campaign several months ago to send greetings and Christmas cards to the station for delivery to the USS New Jersey stationed outside Beirut. Included in the package was a tape of seasonal music and New Jersey residents voicing their greetings.

• **On The First Day Of Christmas:** Actually for the 12 days of Christmas beginning December 14th, Q107/Washington gave away a concert trip for two to England to see the Police in their New Year's Eve performance at Wembley Arena. Listeners phoned in when they heard two Police songs back to back.

# Retail Record Sales A Growing Factor

Continued from Page 28

store week after week to insure consistency. We place a lot more emphasis on singles than albums, so we ask for a rating on a scale from 1 to 5 on each specific title. For albums we ask for the outlet's top 10, which is about as deep as we need to go. We also ask about the hottest selling 12-inch records. Unfortunately, we very rarely get piece-counts from these stores, as they prefer to rate each title."

While Mike mainly deals with a rating system, Steve is able to obtain piece-counts from many of his accounts. "Since we talk to so many stores each week, we deal with the majority of them on a firsthand basis, while some others prefer to mail in their survey information. We ask about every song on our survey and how it's selling. A majority of our stores will give us piece-counts, and those that don't will rank their top 30 songs in order of activity. Every six months or so we reevaluate our stores to see who's doing the shopping at these locations.

"The stores are weighted according to where they are located, and what type of product is dominant. Those stores located in zip codes where we are most likely to have listeners have the highest weighting. We do call stores specializing only in black product for a feel for crossovers, and are especially impressed when this product shows up in predominantly white stores."

Even though Gadsden is a small market, Leo's system and ideas about retail research parallel those of Mike and Steve, which should serve as inspiration to those with only a limited sample of stores to work with. "Luckily I'm able to get piece-counts from my Record Bar outlet, but the rest of my stores give me a score on a scale from zero to five, with five being the best, and zero meaning no stock. When I see a no-stock situation, I make the record companies aware of the problem.

"I inquire about every title on the playlist, and some which have captured our interest due to national attention. Finally, we ask about anything else which is moving in that store." Leo went on to offer a timesaving idea. "While we are asking about singles we get the corresponding album information at the same time. It seems to go quicker that way for the retailers."

### Assuring Accuracy

As did Mike, Steve stresses the need to communicate with the same person each week. "I solicit information from a specific person at each location weekly. When selecting those people, make sure they are informed and knowledgeable not only about music, but the product within their own stores. Problems arise when you can't get

reliable information, and that usually happens when the regular person you talk to isn't available. If the person has left the store, try to establish a new contact. Should the absence be temporary, then I'd pass on using the report that week."

In keeping your store reports accurate, look for product that sticks out as an obvious exaggeration. In a very short time you'll be able to separate fact from fiction. Steve suggested another trick for keeping the hype in check. "From time to time we rotate stores on a random basis to help keep it accurate. Having such a large sample base to work from helps round out any hype. After all, it would be pretty hard to hype all of the retailers we call."

"When I see a no-stock situation, I make the record companies aware of the problem."

—Leo Davis

### Getting Hung Up On Racks

The majority of the records sold in America are sold in racked operations such as Sears, J.C. Penney's, Zody's, or any other major discount store. They are generally serviced by racks, firms with the most conservative buying patterns in the industry.

Don't call your local Sears or J.C. Penney's for record information! The person working in the record department today may have been selling shoes yesterday. Instead, call the racks themselves. Mike told me, "Every week we call the rack operators like Lieberman, Pickwick, and Handleman. I mainly use them for confirmation of a record being a hit since the racks rarely have the product until we're already banging it. Thankfully we have more retail outlets than rack operations in L.A."

The Midwest, however, is the most heavily racked region of the country. "The only way to get a real accurate idea of what's selling regionally is to call the rack operators," Steve says. "This area may be as much as 50% rack-controlled, which has a bearing on how quickly we can move on product. If the people can't buy it, how are we to know if it's necessarily right to play?"

### Digging Deeper

As with anything, you can take your final retail tabulations and rankings and accept them as they are. But from time to time it might be a good idea to probe a bit deeper when the obvious pieces don't fit the puzzle. Leo told me, "In cases where we find a single isn't selling but the album is, we then in-

vestigate what's making the album fly out of the store. Many times the customers will ask for the cut they like, which tips off the retailer as to the real hit cut. Requests will help maintain airplay for a cut that doesn't have great single sales, but comes from a hot-selling album."

Mike not only has to survey stores for black crossovers but, he mentions, "We also survey a few stores in East L.A. for sales in the high-density Spanish areas. KIIS-FM is really strong in Orange County as well, so we've got to do our homework over a very widespread area. Our stores will also volunteer information about what was on special sale over the previous week. If we see something unexpectedly start pulling fives across the board, we'll inquire if there was a special deal from the manufacturer, or find out what's behind the sudden jump in popularity."

As you can see, there is more to retail research than calling up your local record store and asking for the hottest records of the week. With a little time and patience, plus some of these tips, you should be able to set up your own workable retail research system, using your own staff or in combination with interns from a local college. Make it work for you.

# Retail Cooperation

Continued from Page 28

### Proud Of Its Contribution

"The adversarial relationship which exists between radio, retail, and manufacturing is really 'stupid!' remarked Howard. "We are all on the same side. The radio folks wrongly think we're just hyping them, and manufacturers feel retail is out to screw them, and retail often feels manufacturers are out to bury them with strict return policies. Let's all work together with honest information and no one will get burned.

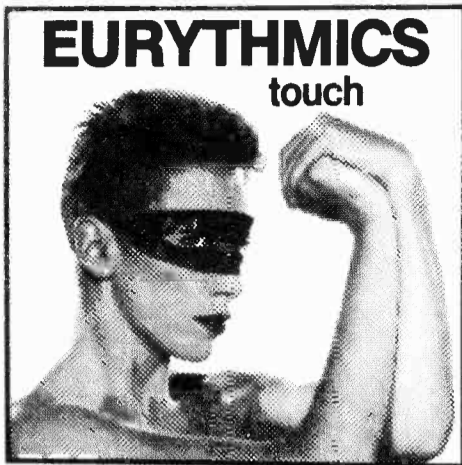
"If a manufacturer wants to hype me about something that isn't selling, that's wasted effort. If radio wants to print a phony playlist to appease the record companies, who are they really helping? I want to know a station is serious about playing its new product. Because this market as a whole doesn't get sucked into the games, we've been a breakout market for a number of years, and I'm proud of the role my stores have played in this effort."

### Good Advice

How about some tips for radio when surveying a retail account? Mitch suggested, "Finding out what product is on sale and keeping aware of what acts are in town for concerts will give clues to unusual jumps in sales. Since we never discount 45s, you're more likely to get the quickest feedback on singles from the one-stop or one of its accounts, since these are generally smaller operations. They depend on every customer's input, whereas a manager of a chain might not be able to pick up on that information."

"To help establish a good relationship," concluded Howard, "I suggest radio take the time to get to know the accounts and the type of product each store sells. Those that hype you, you can do without. Go meet the people, hang out in the stores. I have great research for radio. Believe me, there is nothing more sincere on the part of a consumer than walking into my store or anyone else's and putting down \$6 for an album. That's hard-earned money, and to buy it they've got to like it."

# RAPID CHR ACTION



**EURYTHMICS**  
touch

## EURYTHMICS

"Here Comes The Rain Again"

**CHR NEW & ACTIVE**

**FIRST WEEK —  
Added At Over 111 Stations!**

From The Brand New Album "TOUCH"



**DEBORAH ALLEN**  
CHEAT THE NIGHT MINI LP  
RCA

## DEBORAH ALLEN

"Baby I Lied"

**CHR Chart: 27**

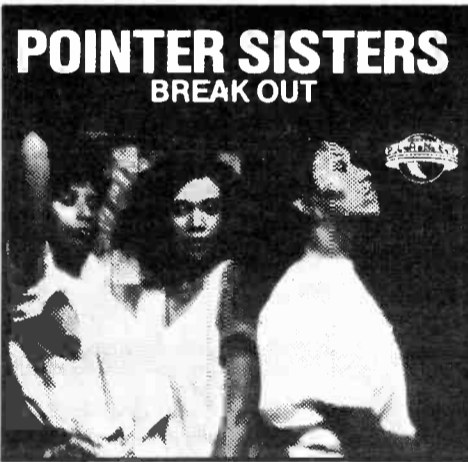
From The Current Album  
"CHEAT THE NIGHT"

B104 10  
WBEN-FM 10  
WKBW 25-20  
WNYS 21-19  
WBLI add  
WCAU-FM add  
B94 25-17  
WHTX 15-10

PRO-FM 30-26  
94Q 6-5  
Z93 1-1  
KAFM 27-22  
93FM 24-20  
Y100 add  
B97 30-26  
Q105 add

WGCL 28  
WHYT add  
KIMN 23-20  
Q103 16  
KOPA 21-18  
KCNR 5-5  
XTRA 29  
KUBE deb 23  
KNBQ 22-19

Includes: BABY, I LIED  
CHEAT THE NIGHT  
I HURT FOR YOU



**POINTER SISTERS**  
BREAK OUT

## POINTER SISTERS

"Automatic"

**CHR  
SIGNIFICANT ACTION**

Second Smash Single  
From The Album "BREAKOUT"

One Of The  
MOST ADDED

Out of the Box Adds At:

PRO-FM  
XTRA  
KFRC  
K104

WTIC-FM  
WKEE  
KC101  
98PXY

94TYX  
WFMI  
KRGV  
KROK

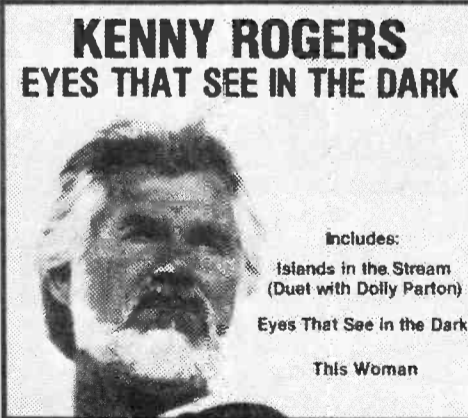
WKFM  
WPST  
WKRZ-FM  
WNFI  
KAMZ  
94TYX  
WFMI  
KRGV  
KROK

WKDD  
KJ103  
WHOT  
KIKI  
KQMQ  
KHOP  
KSKD  
WGUY

WZYQ  
OK100  
WKHI  
95XIL  
KQIZ-FM  
WJAD  
WCGQ  
WFOX

KNOE-FM  
WPFM  
WIXV  
WSPT  
KGOT  
KCDQ

Produced by Richard Perry



**KENNY ROGERS**  
EYES THAT SEE IN THE DARK

## KENNY ROGERS

"This Woman"

From The  
3 Million-Plus Album

"EYES THAT SEE  
IN THE DARK"

**A/C Chart: 13**

**CHR BREAKERS**

**KENNY ROGERS**  
This Woman (RCA)

63% of our reporters on it. Moves: Up 29, Debuts 36, Same 58, Down 0, Adds 19 including WXKS-FM, KZZP, Q100, WSKZ, KO93, KCMQ, KGHO. Complete airplay in Parallels.



THE GREAT PRETENDER

## DOLLY PARTON

"Save The Last Dance For Me"

**CHR NEW & ACTIVE** A/C Chart: 18

From "THE GREAT PRETENDER" Album

On Your Desk This Week!

WNYS add  
WCAU-FM deb 36  
Z93 36-32  
KIMN 29  
XTRA 24

WTRY 23-21  
K104 22-13  
WKFM add  
WKRZ-FM deb 39  
WRQK 27-20

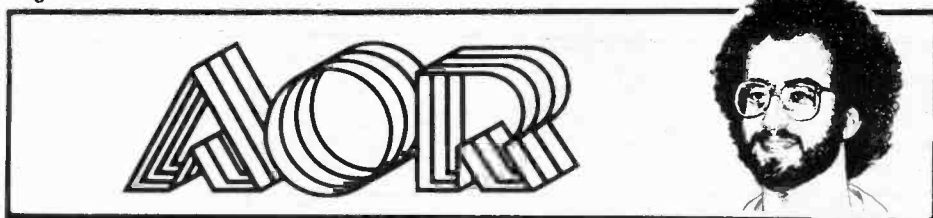
94TYX 24-20  
KTFM deb 30  
KIIK deb 30  
KYNO-FM 27-21  
103CIR 40-33  
13FEA deb 30

WOMP-FM 29-25  
KQIZ-FM 39-34  
WXLK deb 40  
WAEV add 34  
WIXV 35-27  
KYA 28-24  
KGHO 31-27  
KDZA deb 38  
KCBN 18-15

KSLY add  
KZOZ add  
KIST add  
B104 on  
WKBW on  
WHTX on  
WGCL on  
Q103 on  
KEARTH on  
KNBQ on  
WYCR 38-36  
WKEE 39-36  
WBBQ 33-31  
WOKI 26-23

FM100 27-25  
G100 31-27  
WHY-FM 21  
KTSA 29  
WEBC 26  
KKFM 30  
KO93 28  
KHOP 28-25  
Q101 21  
KFYR 16





STEVE FEINSTEIN



KNOWING YOUR FRIENDLY LOCAL RECORD DEALER

# The Retail/Radio Relationship

Who better to offer insight into the radio/retail relationship than a man who's been in both ends of the business? Ron Phillips spent five years in AOR radio, holding a number of posts at stations such as WMAD/Madison and WQDR/Raleigh, where he was PD. His concerns turned from broadcasting to browsers (record bins) when he became National Promotions Manager for Record Bar, a North Carolina-based retail chain with 150 stores in 32 states.

## Radio/Retail Promotions

Ron's job involves setting up chain-wide promotions, coordinated with manufacturers and often involving outside media. Does he have a sentimental attachment to tying in his promotions with his medium of yesteryear? Ron explains, "I lean towards radio for helping us break developing artists, which our industry must do in order to survive. Print can't do that. Print can help you once you've got a superstar. We spend the majority of our co-op money on radio. If it's being played on the radio and we support it with good pricing and aggressive promotion at retail, then we can build that artist into a major."



Ron Phillips

For years, a good chunk of AOR radio's revenues came from record company buys. The days of hearing at least one record spot per cluster ended when record sales sagged, and stations now have to actively pursue record business rather than writing orders. Frequently time buys are made on a co-op basis, in which a record company pays for a time buy, but the retailer chooses which radio stations get the buy. How does Ron decide which station gets the spots? After compatibility of product with the station's format, "how well they are willing to work with us on promotions is the deciding factor. I see it as a two-way street. I don't think either one of us can operate and depend on the other to come up with all the good ideas. I expect aggressive radio stations to call me up when they have an exciting promotion, as they should expect me to contact them when we have something exciting."

Ron's first priority when setting up a promotion with a radio station is "making sure that both parties are getting equal mileage out of a promotion. It shouldn't be beneficial to just one of the two."

After a promotion, such as an in-store appearance or a contest, Ron meets with people on his side to discuss whether they met their goals. They review the amount of in-store traffic created and units moved.

As an example of a promotion that worked well, he cites a Men At Work "Cargo" promotion he did with WNOR/Norfolk. "We had a crate of unidentified cargo shipped from Australia. It went to ten Record Bar

stores in ten states. The object was to guess when it would hit Norfolk, with the grand prize being a cruise. Its route was mapped out as it went along by WNOR, which up-

dated people on its progress and did a good job at keeping up the suspense over a long-term promotion. The response was tremendous." **Building Rapport**

At 'QDR, he took sales information seriously, yet considered his actual sales chart an "extremely secondary tool. Most of the important information was in my head, from just building up relationships with the store managers."

Ron put "a lot of credence in personal conversations with managers of the record

stores. The information I got from them was actually much more valuable than the specific figures of unit sales."

Rather than call a broad sample of stores, he elected to get to know four or five retailers on a personal basis. He nurtured the relationships by stopping in the stores regularly, and felt confident the information he received was more accurate and credible.

The information Ron sought went beyond how well obvious top sellers such as Michael Jackson were doing. Chewing the fat with the people who watch consumers fork over their cash gave him the lowdown on exactly who was buying a record. "If I found out Toni Basil was selling to 13-14 year olds, I knew not to deal with it."

Ron also made it a point to ask about reaction to in-store play. "Somebody being motivated to spend eight bucks simply by hearing a record in a store says something. If four copies walked out while it was being played, that's valuable information."

Aware of the difference in clientele from store to store, he selected stores with clienteles that complemented one another: a college campus crowd, a heavy rocker set, suburban types, office workers.

## Retail Research: Ways And Means

Gloria Johnson at KGON/Portland and Bob Bailey at WKLS/Atlanta are MDs who believe in the virtues of following record sales. For Gloria, "It's one of the tools. We're not going to add a record just because it's selling, nor are we going to drop a record because it's not. But it's important for us to know what the people in Portland who do buy records are buying."

Gloria's apt to use record sales as a tie-breaker, explaining, "Retail sales may have the deciding vote if we like two records equally and only have room for one. If one of them's selling and the other one's not, generally we'll go with the one that's selling."

Bob Bailey goes as far as saying that if he doesn't have sales info in his music meeting, "It's (the meeting) seriously crippled. We definitely do believe in it and use it every week. Other than the initial decision whether or not a song is appropriate, it's the #1 factor."

Retail data's importance to Bob is illustrated by this hypothetical situation: "If a 38 Special record is outselling a Yes record, all other things being equal, I assume that the 38 Special is a bigger hit than the Yes."

### Modus Operandi

KGON's sample covers every store in Portland with 12 calls, says Gloria. That includes the Roundup chain, which has close to 50 stores and whose central buyer offers a computerized, composite list for the stores in their area. Also surveyed is a Lieberman One-Stop, which covers a number of small stores in the Northwest area.

Bob handles the dominant chain in Atlanta, Turtles, by getting input from over 30 stores with one call to the central buyer. Also included in his mix of stores are a number of campus stores and an artsy, new wave store. He has chosen not to survey any one-stops or rack jobbers, though. His experience was that the "information was not

"You can't go deep on an album . . . if only one cut is selling the album."

—Gloria Johnson



Gloria Johnson

current. Records that were over for us would continue to be strong items for them. There was a lag of several months."

Every record store may be created equally, but not every one sells the same volume of records. Gloria weights her reporters by finding out approximately how many units they move of a top seller in a week, and gives each store an appropriate weighting. For instance, a "store that sells 200 copies of their #1 record is weighted 10 times as heavily as one that sells 20."

Gloria and Bob get similar information on their calls. They ask stores for their Top 20 sellers, and then for info on any records on their playlists that the stores haven't mentioned. The figures they get incorporate combined cassette and album sales. Gloria notes, "Especially with hard rock, a lot of kids are buying the cassette before the album."

Bob's tabulation then involves assigning points to each record — #1 gets 20 points, and #20 gets one point. He also notes on his final chart the number of different stores reporting each record, thereby avoiding any skewing of the list by records that sell phenomenally well at a limited number of outlets.

### Trust

The guy on the other end of the line who's giving you information you're basing your

"I lean towards radio for helping us break developing artists. Print can't do that." —Ron Phillips

The objective was to "stay three or four weeks ahead so I could see something coming before it slapped me in the face." His close ties with retail, he feels, enabled him to see a shift toward artists such as Prince and Eurythmics early on.

The weekly store call should be a dialogue, according to Ron, rather than just a factfinding mission on the part of the radio station. "If you're not sharing information to each other's benefit, then you're not using the call to its fullest potential. Retail appreciated me telling them what I was getting reaction to. It would affect their ordering patterns." With a retailer better able to predict demand, a new artist's sales pattern can develop momentum.

Another benefit from developing close ties with retail bears fruit when a store employee will call you, rather than your competition, when he receives a nifty new import or a stock copy of a 45 with a flip side that's not on the 12-inch you received from the record company. Having these people work for you is like having a field staff. Their loyalties may extend to making sure their favorite station is played in-store when the turntable is silent. Talk about a captive audience!

Often the proprietor of a shop, or a manager with some clout, will give you a substantial discount or even free goods when you need a freebie that's unavailable through record company channels. In return for a brief mention of where the record's available, you can score material you need for special programming such as artist A-Z Weekends, or some goodies for a giveaway or auction.

Continued on Page 34

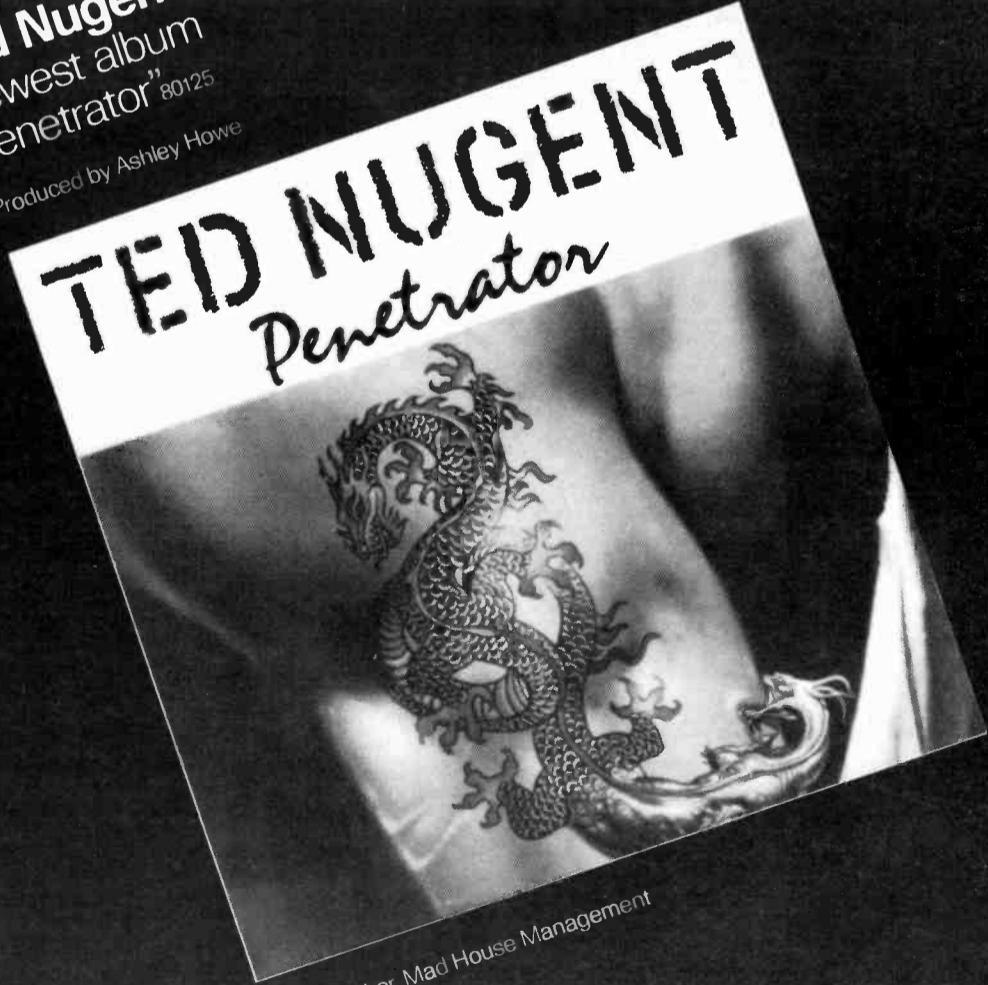


P R E S E N T I N G

# "Tied Up In Love"

7-89705

The first single from  
**Ted Nugent's**  
newest album  
"Penetrator" 80125  
Produced by Ashley Howe



Doug Banker, Mad House Management



On Atlantic Records and Cassettes

1984 Atlantic Recording Corp. A Warner Communications Co.

## The AOR Trend Is Obvious



# ABC

Is Happening!



R&R Debut 28-22

**BREAKERS**

Bill Hard Debut 36-29

Album Network Debut  
47-28-23

**THIS WEEK**  
"That Was Then  
But This Is Now"  
Hits CHR!



Direction: Bill Gerber, Lookout Mgmt.

Manufactured and Marketed by  
PolyGram Records

## Retail Research

Continued from Page 32

music decisions on may not be a saint. A free record or concert ticket from a record rep goes a long way in getting an inflated report. Even more likely, the store person just may be a backseat programmer with a burning desire to see you play more of the latest opus by his fave rave artist.

Gloria Johnson is nobody's fool, though. "You can pinpoint when a label person who's been bugging me about a record figures if he calls all the retail guys and gets them to put it on their list, we'll add it. Generally, those are one-shot deals that don't carry over from week-to-week. We watch trends, and track a record's progress over three or four weeks."

Gloria finds the way to avoid the over-zealous fan is "to know the retailer you're talking to. I understand the guy at Tower is into Todd Rundgren, and is going to put him on his list whether or not he's selling. But then again, it also means he's going to put extra effort into selling Todd Rundgren albums."

For Bob Bailey, the solution lies in dealing with store managers or head buyers "who are more professional and responsible than a 19-year-old kid who always

weeks. If you've still got strong enough songs and the band still has image value to you, add another cut."

He does note, though, "If there are no other cuts, then the hell with it. Time marches on. You could keep playing *Dark Side Of The Moon* in current for ten years. You've got to be realistic. There's no way to understate the value of good judgment."

Gloria cautions, "You can't go deep on an album just because a lot of people have it if only one cut is selling the album. Your ears tell you when there's more than one cut."

"Other than the initial decision whether or not a song is appropriate, (sales) is the #1 factor."

—Bob Bailey

### Cult Scare

One of the most deceptive sales phenomena is the meteoric rise to the chart's upper regions by artists with loyal followings who will purchase virtually anything their heroes commit to vinyl. A few weeks later, if the product isn't sufficiently commercial to sell beyond the already converted, sales peter off.

Bob observes, "You'll find a real quick upward sales curve, and then the record almost automatically falls off your sales report. You then have to look for the curve to move upwards again, as the music reaches the consumer who doesn't go out and buy it automatically."

"If there's a significant core of sales and you feel the artist's following is diffused throughout your audience, then it's to your benefit to go ahead and play a cult act even if its life is fairly short. You please the person whose loyalty to you is going to be that much greater because you have played their hero and become part of their social circle."

### Active/Passive Axis

No one would suggest that charting retail sales is necessarily the most scientific or accurate form of research. But there's a plain and simple logic to the notion that someone spending seven or eight of his "dollar votes" on an artist's record is demonstrating a loyalty to that artist. That "active" person has been moved to "act," and indeed that makes him a different animal than the typical passive person. But maybe it stands to reason that he also is more likely to demonstrate loyalty and action in relation to your radio station.

Ron Phillips proposes that this active listener will be more likely to "support the advertisers on your radio station, show up at your promotions." The active-type shouldn't be your only concern, but if you're looking to engender a loyal, responsive audience, you'd hardly want to completely ignore his habits.



Bob Bailey

wanted to turn people on to his favorite music. But there really is no way around it. The only thing we've got to alleviate that is the number of stores we call. 50% of our research comes from a chain (Turtles) which I believe in with no qualifications."

### Airplay

The basic premise behind doing sales research is to find out if the records involved are hits or misses. How long will you give a record before it comes home, Bob Bailey, before it comes home? "If there's no response after five or six weeks, and I haven't gotten wind of any great callout results either, then we'll probably go off it. We may stay on it if there's some chart movement in the trades, but if there's still no sales activity after ten weeks, then it's over for us."

On the other hand, what about those records with extraordinary staying power that continue to sell forever? Bob opines, "I don't think it's a good idea to drop a record that's still a real strong seller after 16

## SEGUES

KBBK/Boise switches to AOR from CHR with PD Les Sarnoff from KXIQ/Bend, OR. KRQR/San Francisco's new MD/afternoon driver is Ron Garrett from KGB/San Diego. Lisa Novak is upped to middays from parttime, and Liz St. John is new to weekends.

Stephanie Bernstein is the new Promotions Director at WPYX/Albany.

Gary Wolter replaces Tom Wheeler on the midday shift at KTCL/Ft. Collins. A jock flip-flop at KLPX/Tucson, with Bryan Miller moving to afternoons and Larry Miles going to nights.

Mike McDonald and Paul Nelson have departed weekends at WMET/Chicago.

# THE PRETENDERS



**1st Week BREAKER**

**# 1 Most Added**

**Debut 4**

## LEARNING TO CRAWL

**Middle Of The Road • Back On The Chain Gang • Time The Avenger  
• Watching The Clothes • Show Me • Thumbelina • My City Was Gone •  
Thin Line Between Love And Hate • I Hurt You • 2000 Miles**

**Produced by Chris Thomas. On Sire Cassettes and Records. Marketed by Warner Bros. Records Inc.**



© 1984 WEA Records Ltd.

# Black/Urban Radio



WALT LOVE



## Store Reports—Are They Necessary For Black/Urban Radio?

Black music has always been a major selling force in the record business. Black radio must be aware of music trends to succeed. Therefore, the importance of local store reports to check the sales progress of current music is an issue worth discussing. Some broadcasters couldn't care less about store reports, while others can't live without them. On the record industry side, there are those who would think nothing of hyping stores so their product would receive more airplay. On the other hand, most want to really know the truth about the potential of their product and not fool themselves.

We all know that it's imperative to have accurate information. Radio needs to know which are the proper records to be played, just as retailers need radio's guidance and cooperation regarding what radio's playing or not playing. This week, I contacted a leading music director and a record distributor to see how radio and retail work together in their respective markets.



Doug Ellis

### Research Methods

WMAK/Nashville Assistant PD/MD Doug Ellis, a 13-year radio veteran, shared how he handles retail store-report research. When asked how many outlets he uses on a weekly basis, Doug said, "It varies weekly, but usually we check a half dozen or so, never less. For us the proper stores to use are those which are more in tune with our audience and show a sales pattern for the music we're interested in tracking.

"When selecting our retailer research base, I'll go out to the stores and just hang out as a customer to watch the average traffic flow to see what type of demographics the store's attracting to make sure the outlet is a correct one for us. We always do this before deciding to include a particular retailer."

Ellis continued, "Afterwards, I try very hard to visit the stores regularly, but sometimes we get so busy that we must ask for the information by phone."

Just what product does WMAK research weekly? "Singles, albums, 12-inchers, and jazz. The reason we check jazz sales is because we insert 10% jazz into our music rotations. Urban music is packaged in a variety of marketing techniques. If we were to only track the sales progress of, say, 7-inch singles, we wouldn't know anything about the other music packaged in different ways."

### The Dreaded Hype Game

Misleading information is what no one needs when it comes to store reports. I asked Doug how WMAK guards against the

"Pay close attention to what's being said to you and how it's being said!"

dreaded hype game. "After a certain period of time, you get to know the people well enough to know if what they're telling you seems to be out of line. You can never gauge anything by only asking what the top 20-selling albums are. You have to get in there and talk music, so they understand you know what you're talking about. By spending some time with these stores and digging for the information you need, sometimes you can even get a bit of an edge.

"When you get into a conversation for five or ten minutes you'll usually hear a comment like, 'Oh, by the way, the new so-and-so album has picked up some sales with us this week.' Pay close attention to what's being said to you and how it's being said! By working with the people on a personal

level, they'll be honest and work with you in a positive manner."

Doug then explained how he backs up his personal communication. "The record outlets here get our best cooperation. We send our weekly playlist to all the stores we research and also to the ones we don't use. We want them to know what we've added and what we're playing in regular rotations. It's been very gratifying for me to go into record stores and see our music list posted either in the front or in the R&B and Dance Music sections."

While "mom and pop" retailers are part of the lifeblood of black music's overall revenue, those with frozen ("on hold") accounts may not have sufficient stock (or a representative enough selection) to serve as useful research resources. How does Doug work with such stores? "That's a very hard question. We do use some of the mom and pop stores and we're aware this problem does exist. If they don't have the product, I ask them if anyone has inquired about whatever music I'm interested in knowing about. We feel even if they can't tell me how many pieces they sold this week, they can still tell me if there is customer interest."

Ellis described why he avoids certain retailers. "There are some large chain stores in our area we never use, because we know 1) in most cases they don't carry some of the product we would be interested in knowing about, and 2) our audience doesn't patronize these stores because of location and other reasons."

My next call went to Gwen Kasler of Tara Records & Tapes Distributing in Atlanta.

Gwen, a 36-year industry veteran, explained her company's relationships with Black radio. "We have excellent lines of communications with the Black radio stations here. Years ago, the program directors told us that they would like to communicate on a regular basis. Not only do most of them call once a week, they also report their adds to us, send us their playlists, and sometimes take the time to come by later in the week just to check on additional information which we might have obtained since we last

"By working with the people on a personal level, they'll be honest and work with you in a positive manner."

talked. There are times when I am personally on the phone giving out record sales information to all the stations in the city."

Gwen went on to say, "For whatever reasons, we don't seem to have some of the problems that exist in other parts of the country when it comes to sales reports, particularly hyping. The people here, both at the radio station and retail level, are pretty honest. In most cases you can get truly accurate sales information from everyone."

Black/Urban radio will always need to know what's happening in the streets. There's no such thing as too much research data, and the key to success is knowing what information to use and then utilizing it effectively.



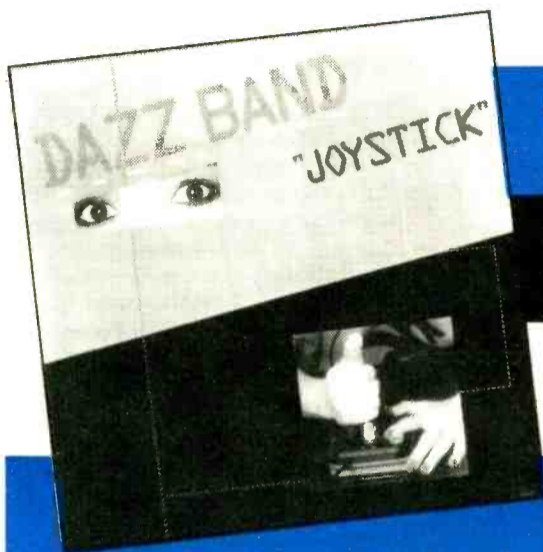
WKTU WELCOMES KOOL & THE GANG — Two members of vocal group Kool & the Gang stopped by 92KTU to promote their new De-Lite/PolyGram LP "In The Heart." Pictured at the outlet are (l-r) PD Carlos De Jesus, Robert "Kool" Bell, James "J.T." Taylor, and MD Frankie Blue.



ATLANTIC/COTILLION COALITION AT BMA — During the recent BMA Conference in New York City, a contingent of Atlantic/Cotillion artists and personnel were on hand to show their support. Taking time out for a photo session were (l-r) Steve Arrington Hall of Famer Charles Carter, Atlantic/Cotillion VP/GM Hank Caldwell, singer Ronnie Dyson, new Atlantic artist and former C-Bank vocalist Jenny Burton, and WBMX/Chicago MD Marco Spoon.

# WELCOME 84

# MOTOWN'S READY!



**"JOYSTICK" 10**

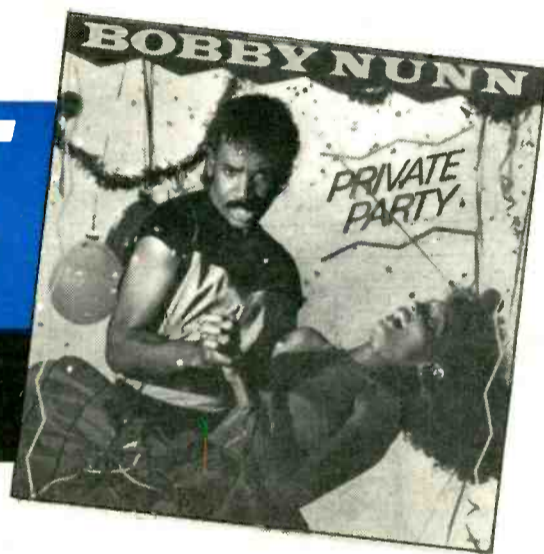
**DAZZ BAND**

1701 MF

**"HANGIN' OUT  
AT THE MALL"**

**BOBBY NUNN**

1711 MF



SOME OF OUR EARLY HANGERS

WJLB ■ WDRQ ■ WGPR ■ WZAK ■ V103 ■ WAIL ■ WEDR ■ WRBD ■ KRNB  
WKXI ■ KDAY ■ KACE ■ KJLH ■ WDAS ■ KSOL ■ WGCI ■ XHRM ■ WBMX

**AND**

**JUST WHEN YOU THOUGHT IT WAS SAFE  
TO GO BACK TO THE STATION!**

**"SOMEBODY'S WATCHING ME"**

★ **ROCKWELL** ★

1702 MF


**JUST THINK-IT'S ONLY JANUARY!**

**MOTOWN DELIVERS,  
ALWAYS HAS,  
ALWAYS WILL!!!**



© 1984 Motown Record Corporation

**Adult / Contemporary**



**JEFF GREEN**



# Tracking Adult Sales Trends

Measuring retail record sales is one of radio's oldest methods of checking on a song's popularity. And since record industry executives now agree that A/C is selling more records than ever before, it became timely for R&R's Ron Rodrigues to interview programmers who use retail research and find out how and why they do it.

## Gathering The Information

Methods used to collect retail data seem as varied as the stations doing it. In Leesburg, VA, WAGE MD Steve Porter began doing sales research to validate his music decisions. Although Steve contacts three to four stores weekly, he relies primarily on one key outlet.

When visiting a retailer, Steve first asks



Steve Porter

the manager to give him his 15 best-selling singles. Steve then compares this information against his own 35-record playlist. He also logs comments next to each song. Steve said, "At first, getting the sales figures was no easy project. The managers didn't want to give out information that might leak to their competitors. But after I'd explain what I was doing, they were even willing to give me individual piece counts."

Meanwhile, KFI/Los Angeles MD Steve LaBeau had to sort through hundreds of record outlets to find the 25-30 stores he uses each week. Steve uses a blend of stores selected according to geography and ethnic distribution, and gives extra weight to outlets which sell a larger proportion of A/C product. Steve said it's important to first establish a relationship with only one person at the store. "We don't talk with just

"My main reason for doing retail studies is not so much to determine my adds as it is to find records that I'm *not* playing which are selling well among adults."  
—Steve Porter

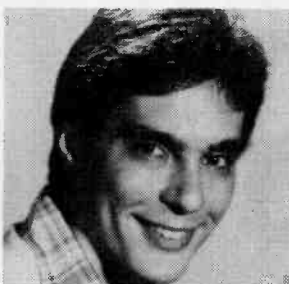
anyone who answers the phone. We have a specific contact set up at each location, (usually the singles and LP buyer), and we speak only with him. If he's not in, that store is dropped from the sample that week."

Steve has arranged for his stores to provide him with rankings of their 25 top-selling LPs and the top 20 singles. Steve feels this method provides more accurate results than a one to five-point scoring system because retail employees tend to be more careful assembling such information.

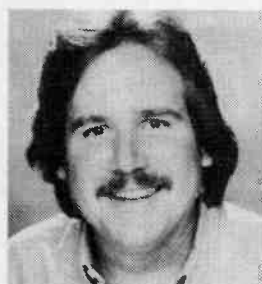
On the other hand, 97AIA/Miami PD Chris Gable surveys 25 stores, and *does* use

the one to five-point system. For those records which are sold out, he scores them according to the number of requests the retailer receives.

Up the road in Ft. Lauderdale, WAXY PD Rick Shaw has developed such a close relationship with his store contacts that they provide him with piece counts of records sold.



Chris Gable



Steve LaBeau



Rick Shaw

## Seeking The Adult Buyers

Sifting through the research to find those sales which went to adults was a task none of the programmers found easy. Chris's method required extra footwork. "We stratify adult record sales store-by-store. We visit three to four stores weekly and constantly reinforce our relationships with them. They can tell us who's buying a record and when, as well as if the buying habits are being affected by what's on sale, the weather, holidays, or other factors."

Rick Shaw considers album sales to be of increasing importance in gauging adult interest. "We look at LP sales as a very important tool. Rather than checking single

sales exclusively, an album by a particular artist might outsell his single tenfold."

## Getting The Facts Straight

Acquiring reliable reports was a primary concern among all four programmers. Steve Porter's first step was to match record outlets to his station's target audience. "Look around and see who the store is catering to. If they have Def Leppard posters up and are selling head shop supplies, then I wouldn't give that store as much weight. The store I care about concentrates more along the lines of Kenny Rogers and Billy Joel."

Steve LaBeau wishes he could reward his stores for their honesty. "We worry about accuracy from our stores, but you really have to depend on the honesty of the person you contact. That's why it's important to develop a relationship with those store people and talk specifically to them when making weekly calls. Good ways to develop a better rapport, besides visiting them, include buying them lunch occasionally and providing them with some of the freebies record people give us, such as concert tickets. It's best to find those exceptional people who will go the extra mile to give you cuts off an album that customers are mentioning, or provide you with a profile of people who buy their records."

## Finding The Right Reason

While all of these programmers find retail sales research valid, Rick Shaw warned that caution must be used in interpreting results. He said, "Because we are looking specifically at 25-44 demos, the

"We don't talk with just anyone . . . We have a specific contact at each location. If he's not in, that store is dropped from the sample that week."

—Steve LaBeau

research has to be dealt with carefully. You must be selective about your choices because you can be easily led astray if you just study those raw numbers. We can check figures on 'Thriller' and see it's a killer album, but how far do we want to go with Michael Jackson on a radio station like ours? Another example is Linda Ronstadt's best-selling album. According to our callouts, the single 'What's New' was not right for us."

Expanding on the reciprocal of this point, Steve Porter suggested, "My main reason for doing retail studies is not so much to determine my adds as it is to find records that I'm *not* playing which are selling well among adults."

Chris Gable pointed out, "The whole argument of too much research and not enough emotion, or vice-versa, is constantly battered about. Carefully blend the two. The research is there to guide your instincts."

Steve LaBeau summed up the programmers' consensus by saying, "I'm most concerned in looking at sales to measure trends. As with any other research, sales information should be used as a tool, *not* as a bible."

## STATIONS' PROBLEM, SAY LABELS

### Stock Shortage Snags Studies

One of the problems A/C stations face when conducting record retail research is that product frequently is not stocked from A/C airplay alone. So how can an A/C station be expected to do comprehensive retail research when there's no stock? You might be surprised to find that labels say the ball's in *radio's* court.



**Mike Martucci**  
National A/C-Secondary  
Markets Promotion Manager,  
Columbia



"A/C stations don't work closely enough with retail. It's radio's responsibility to build credibility with stores by sending them playlists, meeting their employees, and identifying the varying profiles of the record outlets. Besides, it's not the label's responsibility to get stock into a store; that job belongs to the retailer. We cannot force them to carry stock! Occasionally, when a CHR station goes on a record, we provide a few copies to several area stores to test the song's potential. This could be done with an A/C station, if that station is known to be a selling force in the market."



**Rick Bisceglia**  
National Singles  
Promotion Director,  
Arista



"It's up to the radio station to communicate more with the record stores. The more this happens, the more you'll see retail carrying A/C product; that's already been proven in CHR and AOR. If I see several A/Cs in a market go on an active record such as a **Meco** or a **Louise Tucker**, I'll be on top of the retail situation. But I can't do it every time on passive-sounding songs. Even if stores aren't stocked with a particular song or album, an A/C station should at least be calling them to find out if they're getting requests for it."

**Vicki Leben**  
National Promotion Manager, Motown



"The lack of stock is not the record company's fault! It's radio's job to develop a rapport with retail. There are stores in some cities that do stock from A/C airplay because such a relationship exists. For example, in Atlanta, **WSB-AM & FM** will sell records."

"Another problem is that most stations won't let record companies know what stores they call because they're so afraid of having their outlets hyped. That happens much less frequently than you'd think. Moreover, if we don't know which stores they're calling, how can we get the product in so it can be measured?"



LON HELTON



# Researching The Retailers

Retail record sales research is just one of the tools successful PDs and MDs utilize when compiling their playlists and setting rotations. It was part of the mix long before callout research was in vogue but has taken a back seat lately, at least as far as the limelight is concerned.

This week, three broadcasters who use sales input to a large degree share their thoughts with us. Joe Ladd, MD of KIKK/Houston, offers his ideas from a market with a high degree of country visibility; Barry Mardit, PD of WWWW/Detroit, discusses gathering valid input in a market where country is not exactly dominant; and KRAK/Sacramento PD Don Langford, former PD of KLAC/Los Angeles, relates his experiences in gathering research in both types of situations.

## Relationships: The Key

The recurring theme throughout all of the interviews was that one of the most important things you can do is establish as strong a relationship as possible with the record store. As a matter of fact, I doubt you can get the quantity and quality of input you want without it. As Don put it, "Developing a rapport with the store owner or person you get the reports from each week is critical. The PD or MD should get out and meet

"If the singles buyers understand your station stimulates record sales, they are going to be careful what they give you because they know it ultimately affects what people coming in the front door will buy."

—Don Langford

these people. Get to know them as real people; get to know what their store looks like. The better the relationship you have, the more they help you get through the hype. If the singles buyers understand your station stimulates record sales, they are going to be careful what they give you because they know it ultimately affects what people coming in the front door will buy. We make them feel as if they're a part of the station and are really doing something valuable for us — because they are. They are actually working for us, and making the relationship more comfortable for all involved is a great way to keep the hype to a minimum. Plus, of course, a happy reporter will give you a greater amount of more accurate information."

"You don't want to just milk them for information," Barry Mardit adds. "It's a two-way street. Develop that relationship! It may sound old-hat, but setting up in-store promotions and other activities really does help. Get a corner of the store and turn it into a 'country corner' where you have your chart posted or other station paraphernalia."

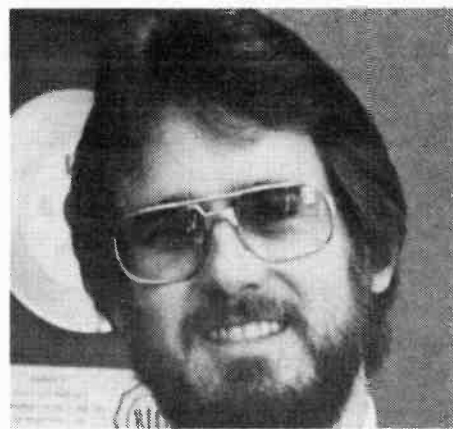
Joe Ladd told me, "We take 'em to lunch, invite 'em to station functions, give 'em concert tickets, whatever. We are on a one-to-one basis with these people — we get to know them and they know the station. Because of this closeness, many times we get

demographic information on songs and we even discuss album cuts. We also talk about what the customers are talking about — they have a wealth of information. We can't get it from the customer, but they (the record store) can and, with a good relationship established, they will pass it along to you."

There's no question this takes time and effort, but think of it as an investment towards accurate and bountiful research information. You won't get what you want if you don't lay the groundwork.

## Don Langford, PD KRAK/Sacramento

"We have two major record outlets in our coverage area that give us a unit count on their best-selling top twenty records each



Don Langford

week. I like to get unit counts from the larger stores because it is a bit different from how they normally give reports. Doing it this way throws them off and they have trouble 'faking' the report as easily. This acts as a check-and-balance system. The stores may fudge when asked for the top five, but when you request unit counts, they usually are opening company inventory books, and that's one piece of information that is not going to be tampered with. Also, if reporting by rank, these locations might

tend to fudge in the direction of the product they want to push that week. Unit counts help minimize that fudge factor.

"We also have 15 smaller locations which give us their top five sellers by rank, not by unit count. Since they are not reporting to any trade publications, they have no axe to grind. The smaller dealers are more interested in what is really happening in the market and you don't usually have to be as wary of their reports.

"I really like the very small store that moves a lot of product. Here you talk to real people who are doing this as a business. The guy running a small store can almost tell me the buyer demographics on a particular record.

"We also track the distributors in the area. Of course, the larger the city, the easier it is. In L.A., I could handle the main jukebox operators with two phone calls. I don't track the initial jukebox order — just the reorder. The reorder means the record has gotten a few hundred plays — and I think it's very meaningful in that these are plays where people have put in their hard-earned money to hear a particular song."

## No Rack, No Play

"I'm reluctant to play a record that's not available for sale in my market. One reason is that I wouldn't be able to get all the feedback resources I rely on to decide if a record is a hit in my market. I also feel an obligation to my listeners in that they should be able to buy the songs they hear on my station. If I feel strongly about playing a record that is not available, I will put the retailer in contact with someone in Nashville who can get them product. You can help the retailers tremendously and show them you do care about them whenever you go out of your way to tell them what's going on at your station so they can sell more records."

Don offered a few more points to remember when gathering and evaluating sales input. "An important aspect of retail research is that it increases my research sample size. I can reach more listeners through sales research than I can through callouts.

"Hyping normally occurs to push an already-successful record to a higher chart number. So, if there is a bit of fluff in the re-

ports, a good report still indicates the song is a fairly successful record.

"When you have the ability to rely on more than one research source, you can use any discrepancies like 'red flags' to draw your attention to a song you may want to check out a little further."

## Joe Ladd, MD KIKK/Houston

Joe's methodology includes sending a 40-record playlist to a number of stores and a complete station playlist to a few "select"



Joe Ladd

stores. He asks each outlet he calls to rank the records according to sales. He is a little leery on asking for unit sales, feeling they can be hyped more readily than the rankings. He also rotates his store panel. "We have 35 or 40 record stores who we can call, but we may only use 12 or so in any given

"Sales research is just another tool to check out the performance of a record we are playing."

—Joe Ladd

week. This way we can minimize outside factors which try to influence the stores' reports to us."

As you might imagine, being in a market where country record sales are strong can

Continued on Page 40

## Have You Heard?

Before I get into this week's litany of who is going where, let me remind you that this year's **Country Radio Seminar** is just around the corner. The date for 1984's confab (as they say in Hollywood) is March 1-3. If you register soon you can take advantage of discount deals on everything from airfare to hotel rooms. If you've never been to one, or don't know much about it, I urge you to call **Frank Mull** or **Susan Roberts** at the **Country Radio Broadcasters** office. The phone number is (615) 327-4488 or 329-4487. This is a learning seminar and there are some excellent panels lined up. If you are serious about Country radio — from programming to sales to management to engineering — it's a tool that I've found indispensable. I'm looking forward to seeing you there!

Now, down to the people business. Some

changes at **KSOP/Salt Lake City** as **Larry Larson** joins the station for overnights while "**Skinny**" **Johnny Mitchell** moves into morning drive . . . **Scott Douglas** shifts from **KYKY/Longview, TX** to the evening slot at **KYGO/Denver** . . . Speaking of the West, look for **KUPL/Portland** to unplug the automation as well as the current formats at both the AM and FM. They should be live and kickin' Country in the next 60 days. Could be some good opportunities there . . . **KWKH/Shreveport** ups one and adds one as **Pete Briar** moves from MD to PD and **Lee Shannon** comes aboard as MD . . . **KSKX/Topeka MD Betty Lou Pardue** has just been promoted to Asst. PD. As long as we're there, here's the on-air lineup: **Marshall Barber** does mornings followed by **Betty Lou**, **Maxwell T. Montana** (can't you just hear an ID for him by

**W.C. Fields?**) takes over from 2-6pm, **Roger Randall** covers the evening show, **Patti Gentry**, **Beau Rivers**, and **John Jensen** hold down the fort weekends while **Charlie Douglas** and the **Music Country Network** entertain 'em overnight . . . **Rod Colvin** has been upped to ND at **WOW-AM & FM/Omaha** . . . Some changes at another **Great Empire** station has **Scotty Benson** being upped to Production Director and midday personality at **KBRQ/Denver**. **J.Z. Russell** takes over the evening shift . . . The new Promotion Director of **KEZC & KJJJ/Phoenix** is afternoon news anchor **Kathy Meris** . . . **John Olson**, afternoon driver at **KS100/Cleveland**, is the new PD. Former PD **Mike Scott** has exited and is looking. Contact Mike at (216) 888-1946 . . . When you hear something good, don't tell anybody 'til you tell me!

# Nashville This Week



SHARON ALLEN

## Daniels And The Olympics

The Charlie Daniels Band taped a performance of "In America" for NBC's "The Stars Salute The Olympics," a three-hour variety show slated to air in March 1984. Also featured are — Diahann Carroll, Brooke Shields, and Muhammad Ali.

This show is the first of three benefit concerts for the U.S. Olympic team. The two remaining concerts featuring other performers will take place this month in Los Angeles and Ft. Worth.



Charlie Daniels Band:  
Olympics benefit

Reacting to his involvement Daniels says, "I spend more time in front of my TV when the Olympics are on than at any other time. Winter, summer, makes no difference. I love 'em all. I'm proud to be a part of this show which will enable the youth of America, the finest athletes in the world, to demonstrate their talent for the world."

### Radio, Records, Video & Alabama

Alabama will debut four songs from their album "Roll On" via an HBO-Cinemax presentation entitled "Album Flash." The show, produced by DIR Broadcasting, will be simulcast in 50 radio markets (beginning air date Jan. 24).

But the group doesn't stop there. They've attempted to create a "real-life, intimate portrait of a small Southern town" for their audience.

After returning to New York from seven days of interviewing Ft. Payne citizens and the members of the band, DIR's Bob Kaminsky noted that, "The townspeople seem to take Alabama in stride." He added, "They really are straightforward hometown boys. What you see is what you get."

### In Memory Of . . .

February 3, 1984 marks the 25th anniversary of the fatal plane crash that claimed the lives of Buddy Holly, J.P. "Big Bopper" Richardson, and Ritchie Valens.

Creative Radio Shows put together "The Day The Music Died," a two-hour special that pays tribute to the life and career of the legendary Buddy Holly. Guest artists will include all of the former Crickets and an array of Holly's associates and friends including Dick Clark, the late Alan Freed, Waylon Jennings, Valens, Little Richard, and Bobby Vee. Jerry Naylor, who went on to play with the Crickets following Holly's death, will be the host.

### Cash On The Mend

Johnny Cash will resume touring in late February or early March after literally experiencing the age-old cliché — when it rains, it pours.

It all started while he was touring Europe. He got a spider bite on his hand . . . didn't think much about it . . . then developed a staph infection. By the time he got back to New York City his hand had swollen to twice its normal size.

He chartered a jet to Nashville and went immediately to Baptist Hospital. The result — surgery on his hand, Nov. 16.

While recuperating from that surgery, an ulcer that had been giving him problems on and off for more than five years, started acting up. After he received seven pints of blood, his doctor once again insisted on surgery Nov. 22 for his bleeding ulcer. While administering ten additional pints of blood, doctors removed the ulcer in his upper stomach, one near the lower intestine, the spleen, and 35% of Johnny's stomach.

Needless to say, he was forced to take time to recuperate. However, his message (this week) to you is, "I'm feeling great, and when I get back to work I want to see all my buddies . . . and that includes all my fans and all my friends in radio."

Steve "Tebes" Douglas, keyboard and harmonica player for McGuffy Lane, was fatally injured in a car accident last Friday night while driving home from a concert in Dayton, OH. Atco Records spokesman Bill Heltemes said, "He apparently fell asleep and hit a utility pole. He was unconscious until his death Thursday (1-12) at 2:30am."

In lieu of flowers, the band requests donations be made to: Community Center For the Deaf, 854 West Towns St., Columbus, OH 43222.

**BITS & PIECES:** T.G. Sheppard and Clint Eastwood teamed up to sing "Make My Day." The title is the catch phrase from "Sudden Impact" which stars Eastwood . . . Nashville rates with SAGE (Society for the Advancement of Good English) in its 3rd annual Dunce Cap of the Year Awards. The Nashville Songwriters Assoc. won a runner-up spot for its "tendency toward increasingly horrible uses of the language," as Lawrence Casler, President and founder of SAGE puts it. Could such phrases as "Don't Put No Headstone On My Grave," "My Heart Won't Pay Me No Mind," or "That Ain't No Way To Treat A Lady," have anything to do with it???

Just thought you'd like to know.



Johnny Cash:  
Recovering

## Researching The Retailers

Continued from Page 39

be a real plus. Joe said, "A major advantage of being in a 'country' market is that your listeners are active record buyers. This makes your sales research even more accurate and means you can depend on this particular tool even more heavily. It's amazing how closely our callout and sales research correlate — they are almost identical."

With regard to having a record in the market before adding it to the station, Joe responded, "That is an old cop-out from the old school when there was no other in-house research going on. Because we do callouts, we don't necessarily need stock in the marketplace. Album cuts are not singles, but the audience doesn't know that. Sales research is just another tool to check on the performance of a record we're on. Your research input is only as good as the songs you're playing."

Here again is an advantage to researching a strong country market. I don't think I ever worked in a market where the record stores had country product at the front of the store.

### Barry Mardit, PD, WWWW/Detroit

"We call record stores with a list of 25 titles or so that either we or our competition are playing. The record store rates the



Barry Mardit

sales of each record on a one-to-four scale. We also ask them for any records they're getting requests for but aren't selling because they have no stock. For additional input, we also ask about their hot-selling albums.

"You always have to keep an eye on sales of crossover records to see if they are valid for your country audience. We also keep a close watch on a lesser-known artist or one on a small label that may not get as much distribution. If it is selling, we may weigh it more heavily, because it's harder for such songs to sell and it may mean more when they do.

"As part of our check-and-balance system, we occasionally throw in 'ringer' titles. We have dropped stores because they have positively responded to fake titles over a period of weeks."

Barry, of course, is in the exact opposite position of Joe in Houston, and being in a market where country is just kind of "there" in many record stores causes its share of problems.

"Keep an eye on crossover sales because they tend to be inflated and may not be totally valid for your country audience."

—Barry Mardit

"I wish I could walk into a store and hear country on the sound system," Barry began. "One of the things we are doing, though, is trying to get the record stores to be a little more aware of country product. We believe they could sell a lot more if they knew it better. I also think they could sell more product if it were available to sell; they only stock 15 or 20 records at any one time. The background of most store managers is rock or AOR or A/C, so they really don't have much interest in selling country records — although you'd think they'd want to sell records of any kind."

"Another problem comes in gathering the research. We don't get the cooperation from a Sears or a K mart that I'd like to see. Since country is not the bread and butter of the major record chain stores here, we sometimes experience a lack of cooperation from them, too. It sure doesn't help us when they look at a pile of records and say 'Yeah, it's selling pretty good.'"

### Editor's Comments

Without question, the key to retail record sales research is obtaining information you know is as accurate as can be. The retailer needs to know that you believe both of you are in this together and can both benefit from an honest, open exchange of information. For those of you in markets that aren't exactly hotbeds of country record sales, go out of your way to set up in-store promotions or any other effort to increase record sales. The old saw from radio folks has always been, "We're not here to sell records." That may be so, but anything you do along that line will also go a long way towards giving you stronger input in determining the strength of a record in your market. As Don Langford mentioned to me, "Anyone who says they don't have time for retail research is saying they don't want any more input to help make decisions."



MILE HIGH ROGERS — KYGO/Denver was part of a promotion that sent two winners to the Reunion Tour concert, featuring Kenny Rogers, the Oak Ridge Boys, and the Righteous Brothers. The winners had front-row seats, backstage passes, dinner, limo service and hotel accommodations for the evening. Pictured backstage are Lisa Call, KYGO PD Bob Call, winner James Elliott, Kenny Rogers, winner Pauline Elliott, KYGO MD Rick Jackson, and Rick's wife Gina.



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Classic Issue #C-39 features Denver-1974 with KIMN/Scott Kenyon, KTLK/Big Ron O'Brien & KLZ-FM/Max Floyd, plus KRKD/Huggie Boy-1966, 10Q/Jack Armstrong-1978, KKD/Jay Stevens-1975, KHJ/Walt Baby Love-1972, KGB/Michael Spears, KFI/Lohman & Barkley-1978, and CKLW/Bob Savage-1973. Cassette, \$10.50.

Special Issue #S-26 features Dallas-Ft. Worth! A/C's KVIL, KMGC & KLVU, Oldies KAAM & KRQX, CHR KAFM, AOR's KEGL, KZEW & KTXQ, Urban KKDA & KNOK, 90-minute cassette, \$5.50.

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Box 20093R, Long Beach, CA 90801

**DIAL-L-G**

Free sample from radio's complete show prep service!  
HUMOR, CONVERSATION, CALLS, CALENDAR & MORE

Write on station letterhead or call! 5727 Indianola Dr.  
**(804) 270-7206** 9AM-5PM EST Richmond, VA 23228

**Poor (announcer's name)'s Almanac**

Your own staff of writers and researchers do it all for you. Concise stories, timely quotes, celebrity profiles, meaningful facts, sports anecdotes, fresh, relevant material. For a **Free Sample** — P.A.N.A., P.O. Box 85152, San Diego, CA 92138.

**Disk Jockey Comedy**

Hilarious 30-90 sec. comedy bits — 25 pages per month delivered to your mouth. For sample & info on **FREE** book of 100 Funny Commercials, write **HYPE INK** . . . Box 69581 . . . LA, CA 90069

**SEXY SOAP OPERA FOR RADIO**

Daily one-minute drama on tape.  
A sophisticated daily drama of love and conflict between the sexes. **BILLBOARD** calls it a one-minute soap opera "fix."

**PARTY LINE** — All the action takes place in daily one-minute episodes. Call for free demo: **FULLER (312) 579-9578**

**ELECTRIC WEENIE**

**RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970**

**RICK DEES KIIS FM:** "I use your lines constantly and forget to give The Weenie credit while the people are laughing!"

FOR FREE SAMPLES WRITE  
**The Electric Weenie, P.O. Box 25-866**  
**Honolulu, Hawaii 96825 (808) 395-9600**

**Columbia School of Broadcasting**

**FREE PLACEMENT SERVICE**  
Takes the Headache out of Hiring . . .

- Qualified pre-screened graduates trained as DJ's, Account Executives, Writers, Engineers
- Trained beginners • Experienced Pros
- Offices Nationwide

Call me, **Michele A. Becker, Job Placement Director**  
(213) 469-8321  
**COLUMBIA SCHOOL OF BROADCASTING**  
(not affiliated with CBS Inc.)  
6290 Sunset Blvd., Hollywood, CA 90078

**"Phantastic Phunnies"**

Highly Respected! Hilarious! Original!  
Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS' . . . Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

**DIAL FILE NOTES**

New & Improved for 1984. Ad-lib material for your show from topical short stories, interview prospects, and music people to trivia and daily calendars and more. Coming to a mailbox near you . . . hopefully yours! Send for free sample on station letterhead to:

**DIAL PRODUCTIONS**  
P.O. Box 50702, Indianapolis IN 46250

**R&R MARKETPLACE ADVERTISING**

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

|               | Per Insertion |
|---------------|---------------|
| 1 Time        | \$50.00       |
| 6 Insertions  | \$45.00       |
| 13 Insertions | \$40.00       |
| 26 Insertions | \$35.00       |

Volume Rates Available

Additional \$10.00 per week charge for Blind Box ads.  
Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

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

Terry Marshall's

**daily insider**

• Entertainment News For Radio •

CHR AOR AC  
Call for a free trial subscription  
**(415) 564-5800**

**O'Liners**

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

**The Cat's Pajamas**

"The other services are burning out, THE CAT'S PAJAMAS gets better every month." Steve Finnegan, Z93/Winston-Salem

**Topical, Useable, Workable Humor.**

For sample write:  
P.O. Box 5591, Wilmington, NC 28403-4155  
**(919) 763-5356**

**THE FUNNY BUSINESS**

Things you can do with "THE FUNNY BUSINESS" humor service:

1. Sell it to a loud steamfitter for \$69.95
2. Wrap shunk cabbage.
3. Increase bodily vigor.
4. Attract female type women.
5. Nothing whatsoever.

Circle your favorite and return this ad with \$2.00 for a never to be forgotten issue. (Unless you don't remember it.)  
**210 Hollywood Street, Fitchburg, MA 01420**

**10,000 RADIO, TV JOBS**

1. Over 10,000 Radio & TV jobs are published every year. Up to 98% of the nationwide openings can be found in **THE AMERICAN RADIO JOB MARKET** weekly paper.
2. The most current and complete radio and television job publication in America.
3. Subscribed to by nearly every major broadcast school, Jr. colleges, colleges and universities.
4. Complete listings for DJs, Program Directors, News people, Salesmen, engineers, Production Directors.
5. All major, medium & small markets.
6. All formats: AOR, COUNTRY, MOR, CHR, BEAUTIFUL MUSIC, NEWS, TALK.
7. Many openings for those men and women with little experience.
8. **Money Back Guarantee.**

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

**American Radio**  
**JOB MARKET**  
6215 Don Gaspar, Dept. R, Las Vegas, NV 89108

# Marketplace

## PROFESSIONAL CHEAP COMEDY

Market exclusivity is just one reason why we're the best in the market. For free sample, write on company letterhead to:

P.O. Box 6344, Virginia Beach, VA. 23456

## KNOCKERS!\*

The only pre-recorded comedy service in the world. Guests for your show; gags; comedy news reports; sounds; gimmicks; features; exclusive material.

**No Free Samples.** Your **KNOCKERS!** sample cassette costs \$5 and gets you started right away with top-quality professional material. Catalog included with tape.

**Send \$5 to KNOCKERS!\***  
Box 153 La Grange, IL 60525

## Contemporary COMEDY

Hundreds renewed again!  
**Free sample!**

Write on station letterhead to  
**Contemporary Comedy**  
5804-D Twineing  
Dallas, TX 75227

## Funny In 10 Seconds

... or Less!

For this month's **comedy** issue write on your station letterhead to:

**FINE LINES**



**Scotchcart Aristocart Sales Audiopak Fidelipac Reconditioning**  
**BROADCAST CARTRIDGE SERVICE**  
Brochure: (714) 898-7224

## Increase Sales Results

The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?

It's a sure way to generate qualified sales leads.

Just call **(213) 553-4330**  
for more information.

# Opportunities

## Openings

### EAST

**Conversational street smart newsmen & women.** We want some T&R! Forward yours to Long Island's top AOR. WBAB, Box J, Long Island, NY 11702. No calls. EOE (1-20)

**Clearance Representative.** Entry level. Strong communication & organizational skills needed. Contact Ruth Presslaff, United Stations, 6867 Elm St., #101, McLain, VA 22101. (1-20)

**OK 100/theca** - monster CHR signal. T&R's for future openings. Bill Weston, PD, 292 Tompkins, Courtland, NY 13045. (1-20)

**Maryland CHR FM** needs midday & night air personalities. Rush T&R: Mary Goldman, 8403 Charleton Rd., Randallstown, MD 21133. EOE M/F (1-20)

### TOP 50 MARKET CHR

Seeks dynamite morning personality . . . humor and creativity within a tight format. Top bucks, a great place to live and work. Send tape and resume to: Radio & Records, 1930 Century Park West, #610, Los Angeles, CA 90067.

**WLAM, full-service A/C** has fulltime opportunity for experienced 'personality' with excellent production skills. Charlie Phillips, PD, (207) 784-5401, 10a-Noon. (1-20)

**WCAV needs full & parttime jock.** Country experience preferred. T&R: Bill Hess, WCAV, 60 Main St., Brockton, MA 02403. EOE M/F (1-20)

### YOUR GOLDEN OPPORTUNITY

Top 10 broadcast company seeks professional air talent for a Top 10 market. Need Top-notch Contemporary morning man and other personalities to communicate one-on-one with masses. Creativity and the ability to work phones a must. Even if you're not presently looking . . . you owe it to yourself to drop a tape and resume in the mail. All replies strictly confidential. Send to: Radio & Records, 1930 Century Park West, #612, Los Angeles, CA 90067.

**Market leader looking for dominant kick-ass Sales Mgr.** Ability to motivate others absolutely important. You got it? Come get it! Mrs. Banning, (302) 945-3422. EOE M/F (1-20)

**Sales executive** with some sales experience for Central NJ AM. Also need fulltime newswoman with good writing & reporting skills. Vera, (201) 755-1590. EOE M/F (1-20)

**Conversational, streetwise rock jocks.** We want some T&R. Forward yours to Long Island's top AOR. WBAB, Box J, Long Island, NY 11702. No calls. EOE (1-20)

**Excellent opportunity!** One fulltime & parttime employee needed. Top rated Country station WPTR. T&R: J. W. Wagner, Box 12279, Albany, NY 12212. EOE M/F (1-20)

### CHR POWERHOUSE

Has rare opening for exciting personality. Great pay and benefits. Tape & resume to: Radio & Records, 1930 Century Park West, #611, Los Angeles, CA 90067.

**Immediate parttime opportunity** for experienced A/C performers. No beginners. Rush T&R: Chuck Bradley, WWYZ, One Broadcast Lane, Waterbury, CT 06706. EOE M/F (1-20)

**WILD seeks newswoman.** 2 yrs experience. T&R: Elroy R.C. Smith, 90 Warren St., Boston, MA 02119. (617) 427-2222. EOE (1-20)

## Openings

### SOUTH

**Fastest growing suburban NYC A/C** is accepting T&R for future consideration. Top island signal. Pros only. Sean Casey, WALK-FM, Box 230, Patchogue, NY 11772. No calls. EOE (1-20)

**Z-104, Hot Hits/Norfolk** needs fulltime personality. Possible production director. Rush T&R: Steve Kelly, 160 Newtown Rd., Virginia Beach, VA 23462. No calls. EOE (1-20)

**A/C in NE Texas** needs morning man/production director. T&R: Bucky Albright, KIKT, Box 1015, Greenville, TX 75401. EOE M/F (1-20)

**Q93 is accepting T&R's for future openings.** Contact Kris O'Kelly, PD, WQUE-FM, 1440 Canal St., New Orleans, LA 70112. EOE M/F (1-20)

**Talented, enthusiastic evening professional** needed yesterday. Country or A/C background. Good bucks. T&R: Joe Benson, KROZ-FM, Box 4248, Tyler, TX 75712. EOE M/F (1-20)

## WDNG AM 1450

**Looking for an experienced communicator to follow a strict full service A/C format.** No Master Card readers. Great bucks and benefits. Tape and resume: J.J. Dark, Box 1450, Anniston, AL 36202. No calls. EOE M/F

**Top-10 market combo** seeks creative, organized production director. Writing & editing magic gets good bucks. T&R: Andy Lockridge, Comm. Center, Dallas, TX 75202. EOE M/F (1-20)

**Middays at North FL CHR FM.** Dependable adult jock with solid production. T&R: Brian Philips, Gulf 104, Box 1815, Tallahassee, FL 32301. EOE M/F (1-20)

**WXQR AOR, WLAS Country** expanding news departments. If you eat, drink, sleep local news, rush T&R: Kris Kelly, Box 760, Jacksonville, NC 28541. EOE M/F (1-20)

**Production Director/Middays,** to work at new Houston state of the art facility. T&R: Rick Stancato, KTUN, Box 1237, Humble, TX 77338. (1-20)

**WPAP-FM/Country** needs midday air personality. Production a must. T&R: Kevin O'Neal, Box 2288, Panama City, FL 32402. (1-20)

**KRZI-AM** interested in air personality with strong production. Contact Russ at (817) 772-0930. T&R: Box 8093, Waco, TX 76714. (1-20)

**Newswoman.** Mature, self motivator, 2 yrs. experience for Central KY AM/FM. If you're ready to move up, send T&R: Larry Miller, Box 11845, Lexington, KY 40578. EOE (1-20)

**Morning man needed.** Country/Pop format. Mike Street, KVRN, Box 1216, Sonora, TX 76950. EOE M/F (1-20)

**FM99 is looking for experienced PD** for its new easy AC format. T&R: Logan Birdsong, GM, Box 3168, Tallahassee, FL 32315. EOE M/F (1-20)

**A/C morning personality** wanted for Houston AM. Must be a warm, witty, adult communicator. T&R: Rick Stancato, KTUN, Box 1237, Humble, TX 77338. (1-20)

**WAAY, 50kw AM stereo CHR** seeks creative nut for AM drive to continue winning tradition. T&R: Jim Kendrick, Box 2041, Huntsville, AL 35804. EOE M/F (1-20)

**Wanted: Overnight talk host** for South FL's premiere N/T station. T&R: Dave Ryder, PD, WINZ, Miami, FL 33055. No calls. EOE M/F (1-20)

**ABC O&O seeks experienced AOR** personality fulltime. T&R: Andy Bearbin, 1020 Holcombe Bl. #1201, Houston, TX 77030. EOE M/F (1-20)

## Openings

### MORNINGS

Are available at 100kw FM; Southern Top 100 market. 18-49, CHR station seeks personality, humor, experience, team player and promoter. Growth situation excellent. Salary negotiable with benefits. Talent earnings unlimited. T&R: Radio & Records, 1930 Century park West, #609, Los Angeles, CA 90067.

### MIDWEST

**Top rated AOR needs weekend jock.** T&R: Warren Williams, KATT, Box 25787, Oklahoma City, OK 73125. EOE M/F (1-20)

**Wanted, experienced radio reporter.** Strong on-air & on-street with good writing skills. Competitive market, Fox River Valley, WI. WBBY, Appleton, WI 54913. EOE (1-20)

# 1

of America's growth oriented radio companies, Capitol Broadcasting Corporation, is looking for talent in all areas including:

## AIR PERSONALITIES NEWS PRODUCTION CREATIVE/COPYWRITER

Send Material to Dan O'Toole, National Program Director, 10001 Linn Station Road, Louisville, Kentucky 40223  
NO CALLS PLEASE  
AN EQUAL OPPORTUNITY EMPLOYER.

**Ft. Wayne market A/C FM** accepting C&R. WKSJ, Box 11266, Ft. Wayne, IN 46856. Or contact Gail McKnight, (219) 625-4415. EOE M/F (1-20)

## KOFM 104

KOFM, Oklahoma City is looking for top talent. Tapes and resumes accepted now. Send to John Jenkins, P.O. Box 14806, Oklahoma City, OK 73113.

**CHR air talent/production** for 100kw P3 FM. T&R: Tom Fricke, Box 1638, Grand Forks, ND 58201. EOE M/F (1-20)

**Medium market personality CHR** accepting T&R for future openings. Include photo: Mike Schmidt, KWTO-FM, Box 4568-GS, Springfield, MO 65804. EOE M/F (1-20)

**KZ93, top CHR** seeks upbeat morning drive personality with good production. Good money & benefits. T&R: Keith Edwards, 131 N. University, Peoria, IL 61604. No calls. EOE M/F (1-20)

## Openings

WXLP will have full & parttime openings soon, & we'd like to hear your stuff. T&R: Gabe Baptiste, PD, WXLP, 11111 E. River Dr., Davenport, IA 52803. EOE M/F (1-20)

# WMEE WQHK

**Attention:** New York, Chicago, Los Angeles, Philadelphia  
**Wanted:** Radio General Sales Manager.

Tired of the rat race? The traffic? The high cost of living? The coldness of a big city? Come back home . . . to the Midwest. Raise your children where life is peaceful, comfortable and safe. You won't have to sacrifice money or position to do it. The market leader is looking for a General Sales Manager who can motivate, organize and manage. This number one station in a medium market has its community image and dominance firmly intact. Send resume and all details to Robert H. Elliott, WQHK/WMEE, P.O. Box 6000, Fort Wayne, IN 46896.

## Great Opportunities In Five Markets

Immediate openings. The Lund Consultants are conducting a nationwide search for goal oriented, highly motivated PDs and Adult talents (all time periods). It doesn't matter what type of music you've played, if you can communicate and entertain we'd like to hear from you by next Friday. Rush T&R, photo, station profile and rating history to Dan Spice.  
**THE LUND CONSULTANTS, INC.**  
Midwest Headquarters  
P.O. Box 50389  
Tulsa, OK 74150  
EOE M/F No calls please.

# Opportunities

## Openings

**OM. Strong on promotions. CHR format. Immediate opening. Rush T&R: WCLU, Box 1320, Cincinnati, OH 45201. Attn: Irv Schwartz (606) 581-4950. (1-20)**

**WCLR  
102FM**  
MOVIN'  
EASY

We are looking for a new Program Director to fill the very big shoes of our current Program Director, who will assume a corporate position with Doubleday Broadcasting. If you've got the creativity, research orientation, people skills, competitiveness, administrative ability and business acumen to program one of the nation's most successful A/C stations in one of the most competitive markets, we'd like to hear from you.

Send all information ASAP to Chet Redpath, WCLR, 8833 Gross Point Road, Skokie, Illinois 60077. No calls please.

WCLR is an Equal Opportunity Employer

**Fulltime engineer needed. Prefer combo engineer/announcer. Excellent facilities & benefits. T&R: Jack Swart, WKFR, 612 American Bldg., Battle Creek, MI 49017. EOE M/F (1-20)**

## Openings

**Versatile staff announcer needed immediately. T&R: 2700 Pineview Lane, Minneapolis, MN 55441. EOE M/F (1-20)**

Bloomington Broadcasting's new 50,000-watt FM in Grand Rapids is looking for entertainers! If you know the difference between reading from the joke sheet and being truly entertaining, show us your stuff. Proper compensation for great talent, plus a new facility in a beautiful area of Michigan. Tape (cassette) and resume to:

**Jim Owen**

**KLO**

1005 Peoples Building, Grand Rapids, MI 49503

EOE M&F EOE M/F

**Talented beginner considered. Country evenings. Rare opportunity if you want to learn. T&R: Carl Drake, KRPT, Box 1360, Anadarko, OK 73005. No calls. EOE M/F (1-20)**

**Parttime air personality needed. Contact Rob Shannon. WHBY, (414) 733-6639. Appleton, WI. EOE M/F (1-20)**

## Openings

**KROI, Reno's oldest A/C station seeks news & air talent. Excellent benefits. C&R: Jim McClain, 680 Greenbrae Dr., #240, Sparks, NV 89431. EOE M/F (1-20)**

**Q105, Ventura & Santa Barbara County CHR has weekend openings. C&R: Brian Thomas, KCAO, 3434 Dodge Rd., Oxnard, CA 93034. EOE M/F (1-20)**

## Positions Sought

**Employed by seeking an aggressive company where I can be active in the community. 13 yrs. drivetime, WTIC, K100, KCBO, KDWB, KIMN. Mike Burts (303) 444-5600. 694-3324. (1-20)**

**Former college SID wants back in radio sports. PBP in minor league baseball, college football, basketball. Will consider combo, can relocate. VINCE (305) 862-6252. (1-20)**

**Team communicator and winner available now to make your station #1. WSPR/Springfield, WRCH/Hartford, WJBQ/Portland, ME. NE preferred. DAVE MACK (603) 335-1311. (1-20)**

### MORNING MOUTH!

Don Imus, Steve Dahl, The Greaseman all rolled into one. Phone bits, character voices, outrageous humor. Major market experience. Big rating increases.

A "Wild & Crazy" morning show that will create a lot of excitement in your market.

**JEFF CONRAD (305) 392-1916**

**Energetic jock. Also 2 yrs experience in PBP. Willing to relocate. I'm no superstar, I'm a hard worker! DAVE (412) 731-9444. (1-20)**

**14 yr. pro morning man, production, newsmen. Relaxed, natural & authoritative. Married, stable. Seeks medium or better market station. LARRY KAY (717) 653-2500. (1-20)**

**DJ/sports announcer seeks small beginning station. 2 yrs. experience. Willing to relocate, especially in MI. CARL (313) 256-6828. (1-20)**

**13-year veteran of many major Top 40 wars. Exciting programming challenge sought... on-air considered for the right team. CHR, AOR, Urban, A/C experienced.**

**CARY PALL  
(412) 863-5994**

**Milwaukee personality plus 5 yrs. experience. PD/MD/Production Director. On-air in A/C & CHR. BYRON NELSON, (414) 633-5501. (1-20)**

**Major market morning man looking for creative home. Format change left me speechless. RICK (414) 637-1102.**

**Sick of the mediocrity infiltrating the airwaves? Plug in a dynamic female rocker & get radio active! Call TERRY (704) 254-8474 now. (1-20)**

### DEDICATED PRO

Seeks exciting programming and/or on-air position. Experience includes KIQQ, KGIL, WDRQ, KMBY, WSNY/WMBR, CHR, A/C and News/Talk. For tape and full story, contact: CRAIG HINES at (805) 528-0600. Your reply will be in strict confidence.

**Black male newsperson with some DJ experience looking for work. Contact STEVE (713) 493-0256. (1-20)**

**Marketing degree, great pipes, AOR, CHR, & A/C experience. Will relocate. Call STU (313) 653-2935. (1-20)**

**Adult communicator with 5 yrs. experience seeks top-50 market A/C or Country. WONE, WING, Magic 104, & KFOR. FRED TOMLINSON (513) 238-6799. (1-20)**

### Billboard Award Winner

Billboard AOR Personality Of The Year for Small Markets seeks career opportunity. Presently Asst. PD at "Superstars" outlet. Over 7 years experience on-air; programming; production; promotions. BSC. Stable one-on-one communicator. MARK LAPIDUS (919) 347-1836.

**Award winning newsmen. 10 yrs. experience. Looking for ND position, upper MW preferred. PETER MACK, 930 1/2 15th St., North Virginia, MN 55792. (1-20)**

**Versatile 3 yr. pro wants small market PD or medium market airshift. I can do it all! Call D.A. (313) 744-3598. Leave message. (1-20)**

**Aggressive go getter with experience & a great attitude seeking a fulltime position in small or medium market radio as announcer. DEAN SEVERANCE (617) 872-3530. (1-20)**

**Wendy White, black female announcer, newscaster, talk host. 8 yrs. experience, past 3 in majors looking to do news. (213) 388-2853. (1-20)**

## Positions Sought

**Dedicated pro. with 4 yrs. experience from CHR, soft rock and Country. Good production skills. Medium or large market. Call STEVE (617) 632-1239. (1-20)**

**Reputable account executive. Recently with WV's top adult rock station. Seeking sales in MI's metro area. If you're seeking ambition, enthusiasm, call TOM (313) 385-5687. (1-20)**

**Professional CHR. A/C, Country disc jockey. 15+ years, good production, available now! Greater Cincinnati. (513) 528-5793. (1-20)**

### It's Only Rock N' Roll!

Billboard award winner with lifetime #1 target demographic record of 39-2 wants New York or Los Angeles. Hungry? Need 25-49? What the hell, it's only Rock N' Roll. Call "SHANE" (Max Gibson) (716) 837-3466.

**Major market experience. Programming, promotion, jockeying. Ready to move. Call anytime. Harve Alan (518) 293-7947. (1-20)**

**Wasting away part time. Willing to learn if you'll give me a break. Hardworking air talent seeks PBP job in midwest. 1 yr. experience. JEFF (319) 355-4212. (1-20)**

**Available - active air talent. Production, 2 yrs. experience. Entertaining, reliable. Prefer CHR/AOR/AC. JOHN CATCHINGS (415) 332-9205. (1-13)**

## Changes

### RADIO

**Stuart Layne becomes Director, National Sales for Emmis Broadcasting/Indianapolis.**

**Jon. D. Riggs appointed Account Executive at WTOD-WKLR/Toledo.**

### RECORDS

**George Gotsulias promoted to Director of Accounts Payable, Atlantic-Elektra Records/New York.**

**Debbie Carmody named Manager, Office Services, Capitol Records/New York.**

### Miscellaneous

**MOR formatted WADV/Buffalo (formerly WUWU) seeks record service from all labels. Contact: Gary Storm, 2442 Clinton St., West Seneca, NY 14224. (716) 827-7000. (1-20)**

**New So. California FM needs CHR oldies & currents. All sources. Contact: Brad, (619) 243-4636. (1-20)**

**Needs record service, country news & country music's top ten. 324 Bayview Dr., Hermosa Beach, CA 90254. C/O Charlie Cook. (1-20)**

**Tight morning show needs comedy material. Jim Zippo, KITE, 441 Laguna, Corpus Christi, TX 78401. (1-20)**

**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 listings by phone on **Wednesday, Thursday & Friday 9am-5pm (PST)**.

### Deadline

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

### Display Advertising

**Display:** \$20 per inch per week (maximum 35 words per inch). Includes border and logo.

**Blind Box:** \$35 per inch per week (maximum 35 words per inch). \$20 for border, box number, \$15 for postage/handling.

### Payable In Advance

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

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

## MAJOR MARKET A/C AM Drive Host/Team

Well respected AM station has not had an AM Drive opening in over 8 years. Our company is searching for a Host/Team that possesses the energy, talent and humor to create a truly Adult morning show. Outstanding compensation and environment. You will be surrounded by profession-

als and be treated like one. Send an unedited 1-hour aircheck, resume, and a one-page synopsis on how you feel an AM Drive show should be structured to: Radio & Records, 1930 Century Park West, #608, Los Angeles, CA 90067.

## WEST

**Arizona FM 40 miles from Tucson needs country personality. No PD types. KAVV, Box 42977, Tucson, 85733. EOE (1-20)**

### HELP WANTED NEWS

News Director position in beautiful Napa Valley, California. 45 miles from San Francisco. Replacing retiring 16-year veteran. Experienced writing and reporting. Mature voice helpful. To head four person department. Send cassette and resume to: Tom Young, KVON Radio, P.O. Box 2250, Napa, CA 94558.

**KSFQ/KYA seeks a Business Manager. CPA/MBA preferred. Resume: Personnel, 300 Broadway, San Francisco, CA 94133. EOE M/F/H (1-20)**

**KIMN**

KIMN is seeking a killer midday personality: A pro who is warm, relatable, understands listener involvement, is entertaining, uses phones concisely, is a real person who enjoys personal contact with the community. Style should be up, quick and concise. No "jocks," comedians and beginners please. This is a rare opportunity to join a great radio station known for its personalities and stability. Tape, resume and photo (no calls) to: Doug Erickson, KIMN, 5350 West 20th Avenue, Denver, CO 80214. EOE

**Boise Broadcasting Ltd. seeks intelligent, creative & entertaining air personalities for future. T&R: Tom Simmons, KFXD, Box 107, Boise, ID 83701. EOE M/F (1-20)**

**KEZR-FM/San Jose seeks a Chief Engineer. Automation system & some computer experience necessary. Contact Danny Lemos, (408) 287-5775. (1-20)**

**Announcers needed for CHR, AOR. All size markets. T&R: Jeff Pollack Communications, 984 Monument St., #204, Pacific Palisades, CA 90272. (1-20)**

### AOR MORNING PERSONALITY WANTED

Leave the cold and come and join the top AOR in a growing Southwestern city. The wilder you are, the better! T&R to: Radio & Records, 1930 Century Park West, #605, Los Angeles, CA 90067. EOE M/F

**KINQ, suburban San Francisco market, needs production/engineering person to produce great spots. T&R: Chip Morgan, 1975 Diamond Bl, Concord CA 94520. No calls. EOE M/F (1-20)**

**990-KISS needs weekend and parttime A/C performers. T&R: Chip Morgan, 1975 Diamond Bl., Concord, CA 94520. No calls. EOE (1-20)**

## PROMOTION DIRECTOR

Great opportunity to join the most visible, promotion-oriented station in America — KIMN. Must be creative, enthusiastic, an implementer who does not hear "NO"; five years experience minimum. Resume and photo to: Doug Erickson, KIMN, 5350 West 20th Avenue, Denver, CO 80214. EOE

**KLKT/Lake Tahoe is expanding. Well rounded experienced A/C personality needed now. T&R: Barry Black, Box 6063, Incline Village, NV 89450. (702) 832-1000. (1-20)**

# The Music Section

## National Music Formats Added This Week

### Drake-Chenault

Bob Laurence (213) 883-7400

#### XT-40

JOHN LENNON "Nobody Told Me"  
HUEY LEWIS & THE NEWS "I Want A New Drug"  
CYNDI LAUPER "Girls Just Want To Have Fun"

#### Contempo 300

JOHN LENNON "Nobody Told Me"

#### Great American Country

JOHN ANDERSON "Let Somebody Else Drive"  
KENNY ROGERS "Buried Treasure"  
WHITES "Give Me Back That Old Familiar Feeling"  
RAY CHARLES & GEORGE JONES  
"We Didn't See A Thing"  
ALABAMA "Roll On (Eighteen Wheeler)"  
JANIE FRICKE "Let's Stop Talkin' About It"  
EARL THOMAS CONLEY "Don't Make It Easy For Me"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

VAN HALEN "Jump"  
HUEY LEWIS & THE NEWS "I Want A New Drug"  
DURAN DURAN "New Moon On Monday"  
HOWARD JONES "New Song"  
CYNDI LAUPER "Girls Just Want To Have Fun"  
QUIET RIOT "Bang Your Head (Metal Health)"  
MANFRED MANN'S EARTH BAND "Runner"  
TINA TURNER "Let's Stay Together"  
KIM CARNES "You Make My Heart Beat Faster"

#### The A/C Format

JOHN LENNON "Nobody Told Me"  
MELISSA MANCHESTER  
"I Don't Care What The People Say"  
MICHAEL SEMBELLO "Talk"

#### Super-Country

DEBORAH ALLEN "I've Been Wrong Before"  
JIM GLASER "If I Could Dance With You"  
MICHAEL MURPHEY "Will It Be Love By Morning"  
JOHNNY RODRIGUEZ "Too Late To Go Home"

### Media General Broadcast Services

Bob Dumais (901) 320-4433

#### Action

KENNY ROGERS "This Woman"  
POLICE "Wrapped Around Your Finger"  
DONNA SUMMER "Love Has A Mind Of Its Own"  
JOHN LENNON "Nobody Told Me"

#### Your Country

ALABAMA "Roll On (Eighteen Wheeler)"  
KENNY ROGERS "Buried Treasure"  
GUS HARDIN "Fallen Angel (Flyin' High Tonight)"  
JANIE FRICKE "Let's Stop Talkin' About It"

#### Hit Rock

JOHN LENNON "Nobody Told Me"  
MICHAEL JACKSON "Thriller"  
JAMES INGRAM w/MICHAEL McDONALD  
"Yah Mo B There"

### Transtar

Chick Watkins (303) 578-0700

ROMANTICS "Talking In Your Sleep"  
YES "Owner Of A Lonely Heart"  
BARRY MANILOW "Read 'Em And Weep"  
KOOL & THE GANG "Joanna"

### Rock America

George Williams (214) 343-9205

#### The Starstation

POLICE "Wrapped Around Your Finger"  
KENNY ROGERS "This Woman"

#### Country Coast-To-Coast

LEE GREENWOOD "Going Going Gone"  
ALABAMA "Roll On (Eighteen Wheeler)"  
KENNY ROGERS "Buried Treasure"  
JANIE FRICKE "Let's Stop Talkin' About It"  
JUDDS "Had A Dream (For The Heart)"  
EARL THOMAS CONLEY "Don't Make It Easy For Me"  
JOHN ANDERSON "Let Somebody Else Drive"

#### Rock America

MICHAEL JACKSON "Thriller"  
HUEY LEWIS & THE NEWS "I Want A New Drug"  
DURAN DURAN "New Moon On Monday"

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

HUEY LEWIS & THE NEWS "I Want A New Drug"  
JOHN LENNON "Nobody Told Me"  
QUIET RIOT "Bang Your Head (Metal Health)"  
NENA "99 Luftballons (99 Red Balloons)"

#### TM A/C

POLICE "Wrapped Around Your Finger"  
KENNY ROGERS "This Woman"  
DOLLY PARTON "Save The Last Dance For Me"

#### TM Country

JANIE FRICKE "Let's Stop Talkin' About It"  
LEON EVERETTE "I Could'a Had You"  
MICKEY GILLEY "You've Really Got A Hold On Me"  
OSMOND BROTHERS  
"Where Does An Angel Go When She Cries"  
BILL MEDLEY "Till Your Memory's Gone"  
ALABAMA "Roll On (Eighteen Wheeler)"  
MICHAEL MURPHEY "Will It Be Love By Morning"  
JOHNNY RODRIGUEZ "Too Late To Go Home"  
MARK GRAY "Left Side Of The Bed"

### BPI

John Iles (800) 426-9082

#### Adult Contemporary

JOHN LENNON "Nobody Told Me"  
PEABO BRYSON & ROBERTA FLACK  
"You're Looking Like Love To Me"

#### Country Living

EARL THOMAS CONLEY "Don't Make It Easy For Me"  
JOHN ANDERSON "Let Somebody Else Drive"  
KENNY ROGERS "Buried Treasure"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

STEPHANIE WINSLOW "Dancin' With The Devil"  
JOHN ANDERSON "Let Somebody Else Drive"  
ALABAMA "Roll On (Eighteen Wheeler)"  
DEBORAH ALLEN "I've Been Wrong Before"  
ANNE MURRAY  
"That's Not The Way (It's S'posed To Be)"  
KENDALLS "Thank God For The Radio"

#### Soft Contemporary

KENNY ROGERS "This Woman"  
RICK JAMES "Ebony Eyes"  
MICHAEL SEMBELLO "Talk"

#### Sound 10

JOHN LENNON "Nobody Told Me"  
DONNA SUMMER "Love Has A Mind Of Its Own"  
MICHAEL SEMBELLO "Talk"



FROM TORONTO TO SASKATOON — CKOM/Saskatoon, Saskatchewan welcomed Solid Gold artists Toronto on a recent tour promoting their new album "Girls Night Out." Showing off (l-r) are Toronto member Scott Krever and mid-day man Brad Doyle.



BILLY & ROSE HAVE "BABY DIVINE" FOR BREAKFAST — KIXK/Dallas's Billy Hayes & Rose Wright recently welcomed Bette Midler to their "Breakfast Show" to discuss her new book "The Saga Of Baby Divine." Shown (l-r) are Billy, Bette, and Rose.



DON'T FEED THE ANIMALS — Graham Dene, host of London Wavelength's "Rock Over London," recently visited Z100/New York, where he was captured and forced to guest-host the morning Zoo show. Shown (l-r) are newscaster Claire Stevens, PD Scott Shannon, Dene, and Z100's "minister of mayhem and madness" Ross Brittain.

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

JOHN ANDERSON "Let Somebody Else Drive"  
LEON EVERETT "I Could'a Had You"  
EXILE "Woke Up In Love"  
WHITES "Give Me Back That Old Familiar Feeling"  
JOHNNY LEE "Say When"

#### The Great Ones

JOHN LENNON "Nobody Told Me"  
KENNY ROGERS "This Woman"

### Concept Productions

Dick Wagner (916) 782-7754

#### Adult Rock

JOHN LENNON "Nobody Told Me"  
NENA "99 Luftballons (99 Red Balloons)"  
KENNY ROGERS "This Woman"  
CYNDI LAUPER "Girls Just Want To Have Fun"  
QUIET RIOT "Bang Your Head (Metal Health)"  
KENNY LOGGINS "Footloose"  
MANFRED MANN'S EARTH BAND "Runner"

# Black/Urban

## BREAKERS

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

**ANITA BAKER**

**You're The Best Thing Yet (Beverly Glen)**

67% of our reporting stations on it. Rotations: Heavy 10/0, Medium 30/2, Light 8/2, Extra Adds 2. Total Adds 6, WDAS, WHUR, WVEE, WBMX, WANT, WTLC. Heavy: KKDA-FM, WZEN-FM, XHRM. Moves 37-20 on the Black/Urban chart.

## NEW & ACTIVE

**DONNA SUMMER "Love Has A Mind Of Its Own" (Polydor/PolyGram) 44/0**  
 Rotations: Heavy 12/0, Medium 20/0, Light 12/0, Extra Adds 0, Total Adds 0. Heavy: WOOK, KJLH, XHRM, KSOL, WOIC, WJMI, WKXI, WPLZ, KOKA. Medium: WXYV, WCIN, WLOU, KHYS. Moves 31-30 on the Black/Urban chart.

**JEFFREY OSBORNE "Plane Love" (A&M) 42/12**  
 Rotations: Heavy 9/1, Medium 18/5, Light 14/5, Extra Adds 1, Total Adds 12 including WXYV, WHRK, WDCI, KACE, KDAY, XHRM, WKND, WRDW. Heavy: WHUR, WAO, WZEN-FM, KDIA. Medium: KKDA-FM, KRLY, KMJM. Debuts at number 29 on the Black/Urban chart.

**RON BANKS "Make It Easy On Yourself" (CBS) 42/4**  
 Rotations: Heavy 18/0, Medium 18/2, Light 8/2, Extra Adds 0, Total Adds 4, KHYS, KDKO, KDIA, KUKQ. Heavy: WOOK, WVEE, WBMX, WGR, WJMI, WANM, WTLC. Medium: WDAS, KACE, KJLH, WJAX. Moves 34-24 on the Black/Urban chart.

**RUN D.M.C. "Hard Times" (Profile) 42/3**  
 Rotations: Heavy 16/0, Medium 16/2, Light 10/1, Extra Adds 0, Total Adds 3, WZEN-FM, WLOU, WLTH. Heavy: WILD, WAO, KRNB, WHRK, WJLB, KACE, WRDW, KOKA, WWWWS. Medium: WDMT, XHRM, WENN, WJAX. Debuts at number 25 on the Black/Urban chart.

**SHALAMAR "Deadline U.S.A." (MCA) 41/21**  
 Rotations: Heavy 1/0, Medium 9/2, Light 29/17, Extra Adds 2, Total Adds 21 including WXYV, WAMO, KRNB, WEDR, WAIL-FM, WYLD-FM, WGCI, WZEN-FM, XHRM, WKND, WNHC, WOIC, WKXI, WPDQ, KJCB, KHYS, WANT, KOKA, WDAO, WWWWS, WVOL. Heavy: WANM.

**PHILIP BAILEY "Trapped" (Columbia) 41/4**  
 Rotations: Heavy 8/0, Medium 22/1, Light 10/2, Extra Adds 1, Total Adds 4, WXYV, WILD, WCIN, KACE. Heavy: WJMI, KJLH, WKND, WGV, KUKQ. Medium: WDAS, WBMX, WDMT, XHRM, WOIC, WKWM. Debuts at number 35 on the Black/Urban chart.

**MELBA MOORE "Livin' For Your Love" (Capitol) 40/16**  
 Rotations: Heavy 5/1, Medium 15/2, Light 18/11, Extra Adds 2, Total Adds 16, WDAS, WAMO, KKDA-FM, WJMI, WGR, WNHC, WENN, WOIC, WJAX, WPDQ, KJCB, WJJS, WLWV, KHYS, WANT, WVOL. Heavy: WAO, WZAK, KJLH. Debuts at number 38 on the Black/Urban chart.

**STEVE ARRINGTON'S HALL OF FAME "Hump To the Bump" (Atlantic) 40/10**  
 R Rotations: Heavy 1/0, Medium 18/3, Light 17/3, Extra Adds 4, Total Adds 10, WAMO, WEDR, WAIL-FM, WBMX, WJMI, WGR, XHRM, WLOU, WMAK, KDKO. Heavy: WAO. Medium: WDAS, WHRK, WGCI, WKWM.

**GRANDMIXER D. ST. "Crazy Cuts" (Island/Atco) 39/4**  
 Rotations: Heavy 9/0, Medium 20/2, Light 10/2, Extra Adds 0, Total Adds 4, WJAX, KHYS, WANT, WLTH. Heavy: WDAS, KRNB, WJIA, WGCI, WDMT, WTLC. Medium: WAO, WEDR, WZAK, WDRQ, WJLB. Moves 36-33 on the Black/Urban chart.

**DREAMBOY "Don't Go" (Qwest/WB) 38/5**  
 Rotations: Heavy 23/0, Medium 8/0, Light 6/4, Extra Adds 1, Total Adds 5, WILD, WJMI, KJLH, WJJS, WTLC. Heavy: KRNB, WHRK, WZAK, KACE, WRDW. Medium: KMJM, WPDQ, WBLX, WLWV. Debuts at number 27 on the Black/Urban chart.

**JENNY BURTON "Remember What You Like" (Atlantic) 37/5**  
 Rotations: Heavy 8/0, Medium 15/2, Light 14/3, Extra Adds 0, Total Adds 5, WVEE, WGCI, KSOL, WLTH, KUKQ. Heavy: WRKS, WHRK, WBMX, WDRQ, WGR. Medium: WDAS, WDMT, KDAY, WAAA, WWWWS. Debuts at number 36 on the Black/Urban chart.

**PEABO BRYSON & ROBERTA FLACK "You're Looking Like Love To Me" (Capitol) 37/2**  
 Rotations: Heavy 5/1, Medium 19/0, Light 12/0, Extra Adds 1, Total Adds 2, WBMX, WJMI. Heavy: WVEE, KRNB, WCIN, WGIV. Medium: WAO, KKDA-FM, WJMI, WZAK, WZEN-FM, KNOW, WVOL, WWDW, WTLC. Debuts at number 39 on the Black/Urban chart.

**DIANA ROSS "Let's Go Up" (RCA) 36/1**  
 Rotations: Heavy 5/0, Medium 21/0, Light 9/0, Extra Adds 1, Total Adds 1, WBMX. Heavy: WOOK, WAO, KJLH, KJCB, KUKQ. Medium: KRNB, WCIN, KMJM, WZEN-FM, XHRM, WLOU, KHYS, WWDW, WWWWS. Debuts at number 40 on the Black/Urban chart.

**INDEEP "The Record Keeps Spinning" (Sound Of New York) 35/8**  
 Rotations: Heavy 3/0, Medium 14/2, Light 17/5, Extra Adds 1, Total Adds 8, KKDA-FM, KMJM, KACE, KDAY, WJJS, WPLZ, KOKA, WWDW. Heavy: WVEE, WYLD-FM, WJMI. Medium: WXYV, WZAK, WZEN-FM, KJLH, XHRM.

**TEENA MARIE "Midnight Magnet" (Epic) 35/5**  
 Rotations: Heavy 9/0, Medium 14/1, Light 12/4, Extra Adds 0, Total Adds 5, WXYV, WJJS, KHYS, KDKO, KDIA. Heavy: WAO, WYLD-FM, KMJM, WZEN-FM, KACE, WATV, WKXI. Medium: WDAS, KRLY, WJLB. Debuts at number 37 on the Black/Urban chart.

**ROCKWELL "Somebody's Watching Me" (Motown) 33/24**  
 Rotations: Heavy 1/0, Medium 10/6, Light 15/11, Extra Adds 7, Total Adds 24, WILD, WRKS, WHUR, KMJQ, KRLY, WJIA, WHRK, WAIL-FM, WBMX, WDRQ, WGR, WJLB, KMJM, WZEN-FM, XHRM, KSOL, WKND, WRDW, WPDQ, WMAK, WLTH, WKWM, WWWWS, KDKO. Heavy: WLUM.

**LENNY WILLIAMS "Love Soldier" (Rocshire) 33/2**  
 Rotations: Heavy 3/0, Medium 16/1, Light 14/1, Extra Adds 0, Total Adds 2, KDAY, WAAA. Heavy: KRNB, WOIC, KUKQ. Medium: WXYV, WEDR, WJMI, KJLH, XHRM, WGV, WNOO, KOKA, WDAO, WLTH.

**DELLS "You Just Can't Walk Away" (Private I/CBS) 31/26**  
 Rotations: Heavy 2/1, Medium 7/6, Light 17/14, Extra Adds 5, Total Adds 26, WDAS, WVEE, KRNB, WHRK, WEDR, WAIL-FM, WYLD-FM, WBMX, WGCI, WDMT, WJMI, WZEN-FM, WKND, WATV, WOIC, WPDQ, WBLX, WVOL, KOKA, WWDW, WANM, WAAA, WLTH, WKWM, WTLC, WWWWS.

**BOBBY NUNN "Hangin' Out At The Mall" (Motown) 30/4**  
 Rotations: Heavy 8/0, Medium 13/2, Light 8/1, Extra Adds 1, Total Adds 4, KDAY, WOIC, WJAX, WAAA. Heavy: WEDR, WGCI, XHRM, WRDW, WATV, KDKO. Medium: KRNB, WBMX, WZAK, WGR, WZEN-FM.

**EARTH, WIND & FIRE "Touch" (Columbia) 29/21**  
 Rotations: Heavy 2/0, Medium 11/6, Light 14/13, Extra Adds 2, Total Adds 21, WAO, WCIN, WDMT, WJMI, WDRQ, KDAY, KJLH, WNHC, WENN, WNOO, WOIC, WKXI, WJAX, WPDQ, WBLX, WVOL, KOKA, WAAA, WVVO, WTLC, KUKQ. Heavy: WVEE.

**DIONNE WARWICK "Got A Date" (Arista) 28/13**  
 Rotations: Heavy 2/1, Medium 8/3, Light 16/7, Extra Adds 2, Total Adds 13 including WDAS, WAMO, WHUR, WJIA, WEDR, WJMI, WGR, XHRM, KUKQ. Heavy: WOOK, WVEE. Medium: WILD, KRNB, WCIN, WDMT.

**CHIC "Give Me The Lovin'" (Atlantic) 28/6**  
 Rotations: Heavy 1/0, Medium 14/2, Light 12/2, Extra Adds 1, Total Adds 5, WXYV, WJIA, KJLH, WMAK, KHYS. Heavy: KUKQ. Medium: KRNB, WHRK, WYLD-FM, WDMT, WZAK, WZEN-FM, WJMI, KOKA.

**KLIQUE "Flashback" (MCA) 28/2**  
 Rotations: Heavy 1/0, Medium 14/0, Light 13/2, Extra Adds 0, Total Adds 2, WLOU, WWDW. Heavy: WBMX. Medium: WEDR, WZEN-FM, XHRM, KSOL, KNOW, WPDQ, KJCB, WLWV, WVOL, KOKA, WLTH, WTLC.

**JONES GIRLS "2 Win U Back" (RCA) 28/0**  
 Rotations: Heavy 7/0, Medium 13/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WOOK, WVEE, WEDR, WPEG, KJCB, KHYS, KOKA. Medium: WBMX, WGCI, XHRM, KSOL, WGV, WPLZ, WWDW, WWWWS.

**MICHAEL JACKSON "Thriller" (Epic) 26/10**  
 Rotations: Heavy 11/3, Medium 5/1, Light 8/4, Extra Adds 2, Total Adds 10 including WAO, WBMX, WZAK, WATV, WJAX, WPDQ, WBLX. Heavy: WVEE, KKDA-FM, KRLY, WBLZ, WMAK, WWDW. Medium: WKWM, WLUM.

**TOM BROWNE "Cruisin'" (Arista) 26/6**  
 Rotations: Heavy 2/0, Medium 11/1, Light 13/5, Extra Adds 0, Total Adds 6, WZEN-FM, WNHC, WJAX, KHYS, WWWWS, KDKO. Heavy: KJLH, WNOO. Medium: WHUR, KRNB, XHRM, WJMI, WAAA, WLTH, KDIA.

## SIGNIFICANT ACTION

**TINA TURNER "Let's Stay Together" (Capitol) 25/24**  
 Rotations: Heavy 1/1, Medium 4/4, Light 15/14, Extra Adds 5, Total Adds 24, WILD, WDAS, WAO, WVEE, KKDA-FM, KRNB, WJIA, WHRK, KACE, KJLH, WNHC, KNOW, WNOO, WOIC, WKXI, WPDQ, KJCB, WJJS, WMAK, WWDW, WAAA, WTLC, WWWWS, KDIA.

**IRENE CARA "The Dream (Hold On To Your Dream)" (Network/Geffen) 25/4**  
 Rotations: Heavy 3/1, Medium 10/2, Light 12/1, Extra Adds 0, Total Adds 4, WOOK, WGCI, WCIN, KDAY. Heavy: WVEE, WMAK. Medium: WAIL-FM, KSOL, WGV, WKXI, WVOL, KOKA, WLTH, WLUM.

**PLANET PATROL "I Didn't Know I Loved You" (Tommy Boy) 25/1**  
 Rotations: Heavy 5/0, Medium 12/0, Light 8/1, Extra Adds 0, Total Adds 1, WPDQ. Heavy: WDAS, KRNB, WGR, WWDW, WANM. Medium: WAO, WHRK, WEDR, WDRQ, XHRM, WNHC, WVOL, WTLC.

**CUBA GOODING "Happiness Is Just Around The Bend" (Streetwise) 24/1**  
 Rotations: Heavy 7/0, Medium 9/0, Light 8/1, Extra Adds 0, Total Adds 1, WZEN-FM. Heavy: WOOK, WGCI, WLWV, WPLZ, KHYS, WAAA, WTLC. Medium: WXYV, WHUR, WEDR, WBMX, KSOL, KNOW, WENN, WNOO, WLTH.

## MOST ADDED

- DELLS (26)**  
You Just Can't Walk Away (Private I/CBS)
- ROCKWELL (24)**  
Somebody's Watching Me (Motown)
- TINA TURNER (24)**  
Let's Stay Together (Capitol)
- SHALAMAR (21)**  
Deadline U.S.A. (MCA)
- EARTH, WIND & FIRE (21)**  
Touch (Columbia)
- IMAGINATION (21)**  
This Means War... (Elektra)

## HOTTEST

- PATTI LABELLE (53)**  
If Only You Knew (Phil. Int./CBS)
- SHANNON (36)**  
Let The Music Play (Mirage/Atco)
- "D" TRAIN (20)**  
Something's On Your Mind (Prelude)
- DeBARGE (20)**  
Time Will Reveal (Gordy/Motown)
- J. INGRAM with M. McDONALD (19)**  
Yah Mo Be There (Qwest/WB)
- DEELE (18)**  
Body Talk (Solar/Elektra)
- KOOL & THE GANG (18)**  
Joanna (De-Lite/PolyGram)

**IMAGINATION "This Means War (Shoobedoodah Dah)" (Elektra) 23/21**  
 Rotations: Heavy 1/1, Medium 2/2, Light 14/12, Extra Adds 6, Total Adds 21, WRKS, WDAS, WAMO, WHUR, WAO, WVEE, WBMX, WGCI, WJMI, KSOL, WKND, WRDW, WJAX.

**TEDDY PENDERGRASS "I Want My Baby Back" (Philadelphia International/CBS) 23/2**  
 Rotations: Heavy 5/1, Medium 13/0, Light 5/1, Extra Adds 0, Total Adds 2, KRNB, KACE. Heavy: WILD, WZEN-FM, WJMI, WANM. Medium: WDAS, WJIA, WGR, KMJM, KDAY, WKND, WNHC, WNOO, WOIC, WKXI, WVOL, KOKA, WLTH.

**RACE "What Is Race" (Ocean Front) 23/2**  
 Rotations: Heavy 4/0, Medium 7/0, Light 11/1, Extra Adds 1, Total Adds 2, WDAS, WPLZ. Heavy: WJMI, WOIC, KJCB, KOKA. Medium: WJIA, WAIL-FM, WGCI, WGR, KSOL, WVOL, WDAO.

**TYRONE BRUNSON "Fresh" (Believe In A Dream/CBS) 22/17**  
 Rotations: Heavy 1/1, Medium 4/4, Light 14/9, Extra Adds 3, Total Adds 17, WHUR, WAO, KMJQ, KRLY, WHRK, WYLD-FM, WZEN-FM, KDAY, WKND, WRDW, WATV, WLTH, WTLC.

**TYRONE DAVIS "Let Me Be Your Pacifier" (Ocean Front) 22/12**  
 Rotations: Heavy 1/0, Medium 6/2, Light 13/8, Extra Adds 2, Total Adds 12, KRNB, WEDR, WJMI, WZAK, WGR, WENN, WGV, WOIC, WKXI, KOKA, WDAO, WKWM. Heavy: KJCB. Medium: WAO, WATV, WVOL, WANM.

**FREEZE "Pop Goes My Love" (Streetwise) 21/3**  
 Rotations: Heavy 4/0, Medium 5/0, Light 11/2, Extra Adds 1, Total Adds 3, WBMX, WZEN-FM, KSOL. Heavy: WDAS, WEDR, WKND, KOKA. Medium: WAO, WJMI, WPDQ, WLOU, WTLC.

**YES "Owner Of A Lonely Heart" (Atco) 21/2**  
 Rotations: Heavy 8/0, Medium 7/0, Light 6/2, Extra Adds 0, Total Adds 2, WGCI, KDIA. Heavy: KKDA-FM, KRNB, WHRK, WAIL-FM, WBLZ, WDMT, WZAK, WLUM. Medium: WHUR, KRLY, WBLX, WANM, WKWM, WWWWS, KUKQ.

**STACY LATTISAW "Million Dollar Babe" (Cotillion/Atco) 21/1**  
 Rotations: Heavy 6/0, Medium 9/1, Light 8/0, Extra Adds 0, Total Adds 1, WRDW. Heavy: WOOK, WBMX, WATV, WENN, WPDQ, KUKQ. Medium: XHRM, KSOL, KNOW, WPEG, WLOU, WTLC.

**RUFUS & CHAKA KHAN "One Million Kisses" (WB) 20/16**  
 Rotations: Heavy 3/2, Medium 4/3, Light 12/10, Extra Adds 1, Total Adds 16, WXYV, WVEE, KRNB, WEDR, WBMX, KDAY, WNHC, WGV, WJMI, WPDQ, WVOL, WLTH, WWWWS. Heavy: KJLH. Medium: WHUR.

**MTUME "Green Light" (Epic) 20/2**  
 Rotations: Heavy 1/0, Medium 10/0, Light 9/2, Extra Adds 0, Total Adds 2, WJJS, WWDW. Heavy: WAO. Medium: WJIA, WKND, WNHC, KNOW, WATV, WNOO, WJMI, WKXI, WDAO.

**POINTER SISTERS "Automatic" (Planet/RCA) 18/13**  
 Rotations: Heavy 5/2, Medium 3/2, Light 8/7, Extra Adds 2, Total Adds 13, WDAS, WAMO, KKDA-FM, KMJQ, WCIN, KACE, KSOL, WNHC, WKXI, WVOL, KOKA, WTLC, KDIA. Heavy: WOOK, KDAY, KJLH. Medium: WWWWS.

**MAVIS STAPLES "Love Gone Bad" (Phonorecords) 18/1**  
 Rotations: Heavy 1/0, Medium 9/1, Light 8/1, Extra Adds 0, Total Adds 1, WILD. Heavy: WKXI. Medium: WJIA, WCIN, WJMI, WZAK, WGR, WATV, WKWM, WTLC, WWWWS.

**DAYTON "Out Tonight" (Capitol) 17/1**  
 Rotations: Heavy 3/0, Medium 8/0, Light 6/1, Extra Adds 0, Total Adds 1, WLOU. Heavy: WRDW, WOIC, WLWV. Medium: KKDA-FM, WEDR, WENN, KJCB, WWDW, WAAA, WDAO.

**ZAPP "Spend My Whole Life" (WB) 16/3**  
 Rotations: Heavy 2/0, Medium 9/3, Light 5/0, Extra Adds 0, Total Adds 3, WJIA, KDAY, WLTH. Heavy: WKXI, WWDW. Medium: WENN, WGV, WOIC, WJMI, KJCB, WLWV.

**MALCOLM McLAREN "World Famous" (Island/Atco) 16/2**  
 Rotations: Heavy 1/0, Medium 7/0, Light 7/1, Extra Adds 1, Total Adds 2, KRLY, WJAX. Heavy: KACE. Medium: WRKS, WDMT, WDRQ, KDAY, WOIC, WWWWS, KUKQ.

**BARBARA MASON "Another Man" (West End) 16/1**  
 Rotations: Heavy 3/0, Medium 5/0, Light 8/1, Extra Adds 0, Total Adds 1, WILD. Heavy: WRKS, WNHC, WANM. Medium: WEDR, WZAK, WDRQ, WJLB, WWDW.

**SPOONIE GEE "The Big Beat" (Tuff City/CBS) 16/1**  
 Rotations: Heavy 0/0, Medium 6/0, Light 10/1, Extra Adds 0, Total Adds 1, KRNB. Medium: WDMT, WJMI, WPDQ, WLOU, WVOL, WTLC.

**ISLEY BROTHERS "Let's Make Love Tonight" (T-Neck/CBS) 15/3**  
 Rotations: Heavy 0/0, Medium 8/2, Light 7/1, Extra Adds 0, Total Adds 3, WDRQ, WENN, KDKO. Medium: WJLB, KDAY, WNOO, WJMI, WANM, WLTH.

**GEORGE KRANZ "Trommeltanz (Din Daa Daa)" (Personal) 15/1**  
 Rotations: Heavy 2/0, Medium 2/0, Light 11/1, Extra Adds 0, Total Adds 1, WVEE. Heavy: WDAS, WYLD-FM. Medium: KJLH, WNHC.

**DAVID WILLIAMS "Take The Ball And Run" (Ocean Front) 15/1**  
 Rotations: Heavy 1/0, Medium 7/1, Light 7/0, Extra Adds 0, Total Adds 1, WVEE. Heavy: KJCB. Medium: WEDR, WJMI, WGR, KSOL, KOKA, WDAO.

**PRINCE "Let's Pretend We're Married" (WB) 15/0**  
 Rotations: Heavy 4/0, Medium 6/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WHRK, WDMT, WBLX, WWDW. Medium: WATV, WENN, WPEG, WANM, WLTH, WLUM.

**BILLY GRIFFIN "Serious" (Columbia) 14/7**  
 Rotations: Heavy 1/0, Medium 5/2, Light 8/5, Extra Adds 0, Total Adds 7, WJMI, KMJM, XHRM, WPDQ, KDKO, KDIA, KUKQ. Heavy: KJLH. Medium: KACE, KDAY, WLWV.

**MALCOLM X "No Sell Out" (Tommy Boy) 14/5**  
 Rotations: Heavy 0/0, Medium 6/0, Light 7/4, Extra Adds 1, Total Adds 5, WDAS, WJAX, WAAA, WTLC, WWWWS. Medium: WDMT, WZAK, KDAY, XHRM, WNHC, WWDW.

**SOUTHSIDE JOHNNY & THE JUKES "Get Your Body On The Job" (Mirage/Atco) 13/1**  
 Rotations: Heavy 4/0, Medium 5/0, Light 4/1, Extra Adds 0, Total Adds 1, WJJS. Heavy: WVEE, WKND, WLOU, WVOL. Medium: WEDR, WKXI, WPDQ, WMAK, WAAA.

**PRINCE "Irresistible Bitch" (WB) 13/0**  
 Rotations: Heavy 7/0, Medium 3/2, Light 8/7, Extra Adds 0, Total Adds 0. Heavy: WDMT, WZAK, KDAY, KJLH, WJAX, KDIA, KUKQ. Medium: WHUR, KKDA-FM, KMJQ, WDRQ, WJLB.

**SHALAMAR "You Can Count On Me" (Solar/Elektra) 12/10**  
 Rotations: Heavy 0/0, Medium 3/2, Light 8/7, Extra Adds 1, Total Adds 10, WILD, WVEE, WJMI, WZEN-FM, WRDW, WNOO, WBLX, WLWV, WANM, WDAO. Medium: KMJM.

**STANLEY CLARKE & GEORGE DUKE "The Good Times" (Epic) 12/5**  
 Rotations: Heavy 0/0, Medium 4/1, Light 8/4, Extra Adds 0, Total Adds 5, KRNB, WRDW, WWDW, WANM, KDKO. Medium: WKND, WNOO, WJMI.

**WARP 9 "Beat Wave" (Prism) 12/2**  
 Rotations: Heavy 1/0, Medium 5/1, Light 5/0, Extra Adds 1, Total Adds 2, WVEE, WBMX. Heavy: WAO. Medium: WXYV, WENN, WPEG, WDAO.

**KRAFTWERK "Tour De France" (WB) 12/1**  
 Rotations: Heavy 3/0, Medium 4/0, Light 5/1, Extra Adds 0, Total Adds 1, WRDW. Heavy: KACE, KDAY, KJLH. Medium: WAIL-FM, WLWV, WANM, KUKQ.

**SUN "Dance, Let's Shake It Tonight" (Air City) 12/1**  
 Rotations: Heavy 1/0, Medium 6/0, Light 5/1, Extra Adds 0, Total Adds 1, WKWM. Heavy: WWWWS. Medium: WAO, KRNB, WJIA, WJMI, WLWV, WDAO.

**ONE WAY "So Afraid It's Over" (MCA) 12/0**  
 Rotations: Heavy 0/0, Medium 7/0, Light 5/0, Extra Adds 0, Total Adds 0. Medium: KKDA-FM, XHRM, WKXI, WANM, WDAO, WLTH, KDKO.

**SLAVE "Steppin' Out" (Cotillion/Atco) 12/0**  
 Rotations: Heavy 2/0, Medium 6/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: KJLH, WTLC. Medium: WYLD-FM, WBMX, XHRM, WKND, WPEG, WLTH.

**BILL SUMMERS & SUMMERS HEAT "It's Over" (MCA) 11/0**  
 Rotations: Heavy 0/0, Medium 2/0, Light 9/0, Extra Adds 0, Total Adds 0. Medium: WYLD-FM, KOKA.

**LANCE WEBB "Life's Charade" (Unknown) 10/5**  
 Rotations: Heavy 0/0, Medium 1/0, Light 8/4, Extra Adds 1, Total Adds 5, WJIA, WCIN, WJMI, WKXI, WKWM. Medium: WYLD-FM.

**KC "Give It Up" (Meca) 10/3**  
 Rotations: Heavy 0/0, Medium 6/1, Light 3/1, Extra Adds 1, Total Adds 3, WZAK, WJAX, WMAK. Medium: WVEE, KRNB, WHRK, WLUM, WDMT.

**ROMANTICS "Talking In Your Sleep" (Nemperor/CBS) 10/2**  
 Rotations: Heavy 3/0, Medium 5/2, Light 2/0, Extra Adds 0, Total Adds 2, WDRQ, KMJM. Heavy: WVEE, KRLY, WHRK. Medium: KKDA-FM, WBLZ, KUKQ.

**SYLVESTER "Too Late" (Megatone) 10/2**  
 Rotations: Heavy 0/0, Medium 4/0, Light 6/2, Extra Adds 0, Total Adds 2, WILD, WTLC. Medium: WHUR, WZEN-FM, WNHC, WDAO.

**STEVIE WOODS "Ain't That Peculiar" (Cotillion/Atco) 10/0**  
 Rotations: Heavy 3/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WEDR, KNOW, WWWWS. Medium: WVEE, KJLH, XHRM, WGV.

# Black/Urban Regionalized Adds & Hots

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

| EAST   | WV/Philadelphia   | SOUTH   | KNOW/Austin   | WNOO/Chattanooga  | WJAX/Jacksonville  | WEDR/Miami   | WVOL/Nashville   | WANT/Richmond   | WEST  | KDAY/Los Angeles  | KUKO/Phoenix  |
|--|---|---|---|---|--|--|--|---|---|---|---|
| <b>WXYV/Baltimore</b><br>Tim Watts<br>TROUBLE FUNK<br>PHILIP BAILEY<br>TEENA MARIE<br>ART OF NOISE<br>CHIC<br>WORLD PREMIERE<br>JEFFREY OSBORNE<br>SHALAMAR<br>RUFUS & CHAKA<br>TROUBLE FUNK<br>DAVID ASTRY<br>G.T.<br>Hottest:<br>PATTI LABELLE<br>SHANNON<br>KOOL & THE GANG<br>D TRAIN<br>TWILIGHT 22 | <b>WDAS/Philadelphia</b><br>Joe Tamburro<br>POINTER SISTERS<br>NEW GUYS ON THE B<br>PATTI AUSTIN<br>TINA TURNER<br>ASHFORD & SIMPSON<br>DIONNE WARWICK<br>ANITA BAKER<br>MELBA MOORE<br>CURTIS HAIRSTON<br>IMAGINATION<br>DELLS<br>CHERYL LYNN<br>E.P.M<br>GEM<br>ROCKERS REVENGE<br>DAZZ BAND<br>BRIAN LOREN<br>HOMI & JARVIS<br>MALCOLM X<br>RACE<br>SAPPHIRE<br>Hottest:<br>PATTI LABELLE<br>SHANNON<br>LUTHER VANDROSS<br>LIONEL RICHEL<br>XENA | <b>WVEE/Atlanta</b><br>Scotty Andrews<br>RUFUS & CHAKA<br>RICK JAMES<br>TINA TURNER<br>STYLIE NICKS<br>SON ROCK<br>DELLS<br>SHALAMAR<br>POLICE<br>DAVID WILLIAMS<br>IMAGINATION<br>WARP 9<br>GEM<br>KOOL & THE GANG<br>ANITA BAKER<br>GEORGE KRANZ<br>MICHAEL JACKSON<br>PAT BENATAR<br>CHRIS CROSS<br>Hottest:<br>PATTI LABELLE<br>MICHAEL JACKSON<br>D TRAIN<br>J. BLACKFOOT<br>SHANNON | <b>KNOW/Austin</b><br>Selby Edwards<br>JEFFREY OSBORNE<br>PHILIPPE WYNNIE<br>TINA TURNER<br>LILLO THOMAS<br>G.T.<br>Hottest:<br>J. BLACKFOOT<br>DREAMBOY<br>ANITA BAKER<br>JESSE INGRAM<br>JAMES BOYCE<br>PHILIPPE WYNNIE<br>RUN D.M.C. | <b>WNOO/Chattanooga</b><br>Smokin' Sam Ervin<br>IMAGINATION<br>EWF<br>BOBBY NUNN<br>TINA TURNER<br>GRANDMIXER D.ST.<br>MALCOLM X<br>TWO SISTERS<br>MICHAEL JACKSON<br>PUMPKIN<br>MELBA MOORE<br>KC<br>TOM BROWNE<br>Hottest:<br>D TRAIN<br>DEELE<br>JENNY BURTON<br>PRINCE<br>PATTI LABELLE | <b>WJAX/Jacksonville</b><br>Steve Fox<br>IMAGINATION<br>EWF<br>BOBBY NUNN<br>TINA TURNER<br>GRANDMIXER D.ST.<br>MALCOLM X<br>TWO SISTERS<br>MICHAEL JACKSON<br>PUMPKIN<br>MELBA MOORE<br>KC<br>TOM BROWNE<br>Hottest:<br>D TRAIN<br>DEELE<br>JENNY BURTON<br>PRINCE<br>PATTI LABELLE | <b>WEDR/Miami</b><br>Jackson/Jones<br>MESSINGER SERVICE<br>INNER LIFE<br>DIONNE WARWICK<br>BYRON LAUREN<br>SHALAMAR<br>RUFUS & CHAKA<br>STEVE ARRINGTON'S<br>HURT 'EM BAD<br>SON ROCK<br>DELLS<br>G.T.<br>ELBOW BONES & RAC<br>TYRONE DAVIS<br>Hottest:<br>RICK JAMES<br>D TRAIN<br>DEELE<br>STEVE WOODS<br>RAY PARKER JR. | <b>WVOL/Nashville</b><br>Fred Harvey<br>EWF<br>DELLS<br>TYRONE BRUNSON<br>POINTER SISTERS<br>RUFUS & CHAKA<br>ROCKERS REVENGE<br>ZAPP<br>PATTI LABELLE<br>J. BLACKFOOT<br>RUN D.M.C.<br>TWILIGHT 22<br>DEELE | <b>WANT/Richmond</b><br>Kirby Carmichael<br>ANITA BAKER<br>MELBA MOORE<br>J. BLACKFOOT<br>ASHFORD & SIMPSON<br>JUNIOR<br>GRANDMIXER D.ST.<br>SHALAMAR<br>PHILIPPE WYNNIE<br>Hottest:<br>PATTI LABELLE<br>DEBARGE<br>SHANNON<br>KOOL & THE GANG<br>DEELE | <b>WEST</b><br><b>KDKO/Englewood</b><br>Carlos Lando<br>ATLANTIC STARR<br>PIECES OF A DREAM<br>ISLEY BROTHERS<br>ROW BANKS<br>BILLY GRIFFIN<br>ENCHANTMENT<br>STEVE ARRINGTON'S<br>CLARKE/DUKE<br>DAMARIS<br>TEENA MARIE<br>ROCKWELL<br>TOM BROWNE<br>Hottest:<br>DEBARGE<br>SHANNON<br>DONNA SUMMER<br>LUTHER VANDROSS<br>BOBBY NUNN | <b>KDAY/Los Angeles</b><br>Jack Patterson<br>INDEEP<br>LENNY WILLIAMS<br>BARBARA MITCHELL<br>GIFT OF DREAMS<br>IRENE CARA<br>RUFUS & CHAKA<br>ZAPP<br>EWF<br>JEFFREY OSBORNE<br>TYRONE BRUNSON<br>PEABO BRYSO<br>MAZE<br>KEITH & DARRELL<br>RODNEY DANGERFIELD<br>BOBBY NUNN<br>Hottest:<br>PATTI LABELLE<br>CHERYL LYNN<br>TWILIGHT 22<br>KRAFTWERK<br>D TRAIN | <b>KUKO/Phoenix</b><br>Rick Nuhn<br>DIONNE WARWICK<br>EWF<br>PHILIPPE WYNNIE<br>RON BANKS<br>BILLY GRIFFIN<br>JENNY BURTON<br>Hottest:<br>SHANNON<br>PATTI LABELLE<br>CHERYL LYNN<br>JAMES INGRAM<br>RICK JAMES<br>XHRM/San Diego<br>Harris/Lindsey<br>STEVE ARRINGTON'S<br>JEFFREY OSBORNE<br>ROCKWELL<br>SHALAMAR<br>STEVE HARVEY<br>DIONNE WARWICK<br>BILLY GRIFFIN<br>MARTIN SCOTT<br>Hottest:<br>SHANNON<br>KOOL & THE GANG<br>PATTI LABELLE<br>DEELE<br>DAZZ BAND |

(J) indicates Black reporters also contributing to Jazz Chart

## JAZZ RADIO

# NATIONAL AIRPLAY/30

January 20, 1984

| Last Week | Rank | Artist/Track   |
|-----------|------|--|
|           | 2    | 1 SADAO WATANABE/Fill Up The Night (Musician/Elektra)        |
|           | 1    | 2 DAVID SANBORN/Backstreet (WB)                              |
|           | 5    | 3 AZYMUTH/Rapid Transit (Milestone)                          |
|           | 4    | 4 MICHAEL FRANKS/Passionfruit (WB)                           |
|           | 3    | 5 GENERATION BAND/Soft Shoulder (Palo Alto)                  |
|           | 11   | 6 PIECES OF A DREAM/Imagine This (Elektra)                   |
|           | 16   | 7 DAVE VALENTIN/Flute Juice (GRP)                            |
|           | 8    | 8 RAMSEY LEWIS TRIO/Reunion (Columbia)                       |
|           | 14   | 9 WAYNE JOHNSON TRIO/Grasshopper (ITI)                       |
|           | 10   | 10 DAVID MATTHEWS ORCHESTRA/Grand Connection (GNP Crescendo) |
|           | 12   | 11 JIMMY SMITH/Keep On Comin' (Musician/Elektra)             |
|           | 6    | 12 TOM SCOTT/Target (Atlantic)                               |
|           | 13   | 13 BOB JAMES/Foxie (Columbia)                                |
|           | 7    | 14 HUBERT LAWS/Make It Last (Columbia)                       |
|           | 9    | 15 DAVID BENOIT/Digits (AVI)                                 |
|           | 22   | 16 FREDDIE HUBBARD/Sweet Return (Atlantic)                   |
|           | 18   | 17 HANK CRAWFORD/Indigo Blue (Milestone)                     |
|           | 19   | 18 ANDY NARELL/Light In Your Eyes (Hip Pocket)               |
|           | 23   | 19 MARCIO MONTARROYOS/Carioca (Columbia)                     |
|           | 15   | 20 STEVE TURNER/Harbor Place (Booman/AVI)                    |
|           | 17   | 21 LES McCANN/The Longer You Wait (JAM)                      |
| DEBUT     | 22   | 22 LEE RITENOUR/On The Line (Musician/Elektra)               |
| DEBUT     | 23   | 23 BILL MAYS QUINTET/Tha's Delights (Trend)                  |
| DEBUT     | 24   | 24 STEVE KHAN/Eyewitness (Antilles)                          |
| DEBUT     | 25   | 25 MANHATTAN TRANSFER/Bodies & Soul (Atlantic)               |
| DEBUT     | 26   | 26 BOBBY ENRIQUEZ/Live! In Tokyo (GNP Crescendo)             |
| DEBUT     | 27   | 27 BERT LIGON & CONDOR/Dancing Bare (Sea Breeze)             |
|           | 28   | 28 RANDY CRAWFORD/Nightline (WB)                             |
|           | 26   | 29 DON LATARSKI/Lifeline (Pausa)                             |
|           | 30   | 30 JOSE ROBERTO BERTRAMI/Blue Wave (Milestone)               |

JAZZ REPORTING STATIONS: WYBC/New Haven, Art Russell; KSAX/Dallas-Ft. Worth, Willie Culton; WMGI/Gainesville, FL, Bill Harman; WLOO/Orlando, Paul Gerardi; WBBY/Columbus, OH, Zoot Strider; WNOP/Cincinnati, Geoffrey Nimmo; WJZZ/Detroit, John Hill; KKGQ/Los Angeles, Cal Milner; KJAZ/San Francisco, Bob Parlocha; KJZZ/Seattle, Carol Handley.

|  |   |  |   |  |  |  |  |  |  |  |  |
|--|---|--|---|--|--|--|--|--|--|--|--|
| <b>WVOK/Pittsburgh</b><br>J.C. Floyd<br>POINTER SISTERS<br>MELBA MOORE<br>IMAGINATION<br>RICK JAMES<br>MUSICAL YOUTH<br>STEVE ARRINGTON'S<br>DIONNE WARWICK<br>LILLO THOMAS<br>SHALAMAR<br>Hottest:<br>SHANNON<br>D TRAIN<br>PATTI LABELLE<br>J. BLACKFOOT<br>TWILIGHT 22<br>RICK JAMES<br>LUTHER VANDROSS | <b>WVOK/Washington, DC</b><br>John Turk<br>DIONNE WARWICK<br>IRENE CARA<br>Hottest:<br>SHANNON<br>MCCARTNEY & JACKS<br>FREEZE<br>EVELYN KING<br>CHERYL LYNN | <b>WVOK/Washington, DC</b><br>Oscar Fields<br>ANITA BAKER<br>TYRONE BRUNSON<br>SLIM<br>HOMI & JARVIS<br>ROCKWELL<br>IMAGINATION<br>DIONNE WARWICK<br>Hottest:<br>SHANNON<br>KOOL & THE GANG<br>DEBARGE<br>ATLANTIC STARR | <b>WVOK/Washington, DC</b><br>John Turk<br>DIONNE WARWICK<br>IRENE CARA<br>Hottest:<br>SHANNON<br>MCCARTNEY & JACKS<br>FREEZE<br>EVELYN KING<br>CHERYL LYNN | <b>WVOK/Washington, DC</b><br>Oscar Fields<br>ANITA BAKER<br>TYRONE BRUNSON<br>SLIM<br>HOMI & JARVIS<br>ROCKWELL<br>IMAGINATION<br>DIONNE WARWICK<br>Hottest:<br>SHANNON<br>KOOL & THE GANG<br>DEBARGE<br>ATLANTIC STARR | <b>WVOK/Washington, DC</b><br>Oscar Fields<br>ANITA BAKER<br>TYRONE BRUNSON<br>SLIM<br>HOMI & JARVIS<br>ROCKWELL<br>IMAGINATION<br>DIONNE WARWICK<br>Hottest:<br>SHANNON<br>KOOL & THE GANG<br>DEBARGE<br>ATLANTIC STARR | <b>WVOK/Washington, DC</b><br>Oscar Fields<br>ANITA BAKER<br>TYRONE BRUNSON<br>SLIM<br>HOMI & JARVIS<br>ROCKWELL<br>IMAGINATION<br>DIONNE WARWICK<br>Hottest:<br>SHANNON<br>KOOL & THE GANG<br>DEBARGE<br>ATLANTIC STARR | <b>WVOK/Washington, DC</b><br>Oscar Fields<br>ANITA BAKER<br>TYRONE BRUNSON<br>SLIM<br>HOMI & JARVIS<br>ROCKWELL<br>IMAGINATION<br>DIONNE WARWICK<br>Hottest:<br>SHANNON<br>KOOL & THE GANG<br>DEBARGE<br>ATLANTIC STARR | <b>WVOK/Washington, DC</b><br>Oscar Fields<br>ANITA BAKER<br>TYRONE BRUNSON<br>SLIM<br>HOMI & JARVIS<br>ROCKWELL<br>IMAGINATION<br>DIONNE WARWICK<br>Hottest:<br>SHANNON<br>KOOL & THE GANG<br>DEBARGE<br>ATLANTIC STARR | <b>WVOK/Washington, DC</b><br>Oscar Fields<br>ANITA BAKER<br>TYRONE BRUNSON<br>SLIM<br>HOMI & JARVIS<br>ROCKWELL<br>IMAGINATION<br>DIONNE WARWICK<br>Hottest:<br>SHANNON<br>KOOL & THE GANG<br>DEBARGE<br>ATLANTIC STARR | <b>WVOK/Washington, DC</b><br>Oscar Fields<br>ANITA BAKER<br>TYRONE BRUNSON<br>SLIM<br>HOMI & JARVIS<br>ROCKWELL<br>IMAGINATION<br>DIONNE WARWICK<br>Hottest:<br>SHANNON<br>KOOL & THE GANG<br>DEBARGE<br>ATLANTIC STARR | <b>WVOK/Washington, DC</b><br>Oscar Fields<br>ANITA BAKER<br>TYRONE BRUNSON<br>SLIM<br>HOMI & JARVIS<br>ROCKWELL<br>IMAGINATION<br>DIONNE WARWICK<br>Hottest:<br>SHANNON<br>KOOL & THE GANG<br>DEBARGE<br>ATLANTIC STARR |
|--|---|--|---|--|--|--|--|--|--|--|--|



# Country

## NATIONAL AIRPLAY/50

January 20, 1984

| Two Weeks    | Last Week |   | Total Reports/Adds | Heavy | Medium | Light |
|--------------|-----------|---|--------------------|-------|--------|-------|
| 5            | 2         | 1 <b>RONNIE MILSAP/Show Her (RCA)</b>                                     | 154/1              | 118   | 25     | 11    |
| 6            | 3         | 2 <b>MERLE HAGGARD/That's The Way Love Goes (Epic)</b>                    | 153/0              | 126   | 22     | 5     |
| 12           | 5         | 3 <b>DON WILLIAMS/Stay Young (MCA)</b>                                    | 160/0              | 119   | 35     | 6     |
| 8            | 4         | 4 <b>CHARLY McCLAIN/Sentimental Ol' You (Epic)</b>                        | 147/0              | 110   | 29     | 8     |
| 15           | 7         | 5 <b>RICKY SKAGGS/Don't Cheat In Our Hometown (Epic)</b>                  | 152/0              | 98    | 45     | 9     |
| 13           | 8         | 6 <b>ED BRUCE/After All (MCA)</b>   | 148/2              | 102   | 34     | 12    |
| 14           | 9         | 7 <b>GARY MORRIS/Why Lady Why (WB)</b>                                    | 153/1              | 92    | 50     | 11    |
| 21           | 10        | 8 <b>B.J. THOMAS/Two Car Garage (Clev.Int/Col)</b>                        | 148/4              | 82    | 53     | 13    |
| 2            | 1         | 9 <b>CRYSTAL GAYLE/The Sound Of Goodbye (WB)</b>                          | 146/0              | 107   | 25     | 14    |
| 22           | 15        | 10 <b>SYLVIA/I Never Quite Got Back (From Loving You) (RCA)</b>           | 155/5              | 61    | 79     | 15    |
| 16           | 12        | 11 <b>MEL McDANIEL/I Call It Love (Capitol)</b>                           | 145/1              | 69    | 61     | 15    |
| 23           | 14        | 12 <b>STEVE WARINER/Lonely Women Make Good Lovers (RCA)</b>               | 155/4              | 58    | 80     | 17    |
| 25           | 18        | 13 <b>LEE GREENWOOD/Going Going Gone (MCA)</b>                            | 155/7              | 52    | 87     | 16    |
| 26           | 19        | 14 <b>EXILE/Woke Up In Love (Epic)</b>                                    | 150/3              | 48    | 80     | 22    |
| -            | 27        | 15 <b>ALABAMA/Roll On (Eighteen Wheeler) (RCA)</b>                        | 151/24             | 44    | 63     | 44    |
| 32           | 21        | 16 <b>STATLER BROTHERS/Elizabeth (Mercury/PG)</b>                         | 137/9              | 47    | 68     | 22    |
| 4            | 6         | 17 <b>JOHN CONLEE/In My Eyes (MCA)</b>                                    | 123/1              | 71    | 30     | 22    |
| 35           | 25        | 18 <b>DOLLY PARTON/Save The Last Dance For Me (RCA)</b>                   | 140/8              | 33    | 83     | 24    |
| 33           | 23        | 19 <b>EDDIE RABBITT/Nothing Like Falling In Love (WB)</b>                 | 140/8              | 44    | 65     | 31    |
| -            | 30        | 20 <b>KENNY ROGERS/Buried Treasure (RCA)</b>                              | 141/11             | 31    | 70     | 40    |
| 29           | 24        | 21 <b>GENE WATSON/Drinkin' My Way Back Home (MCA)</b>                     | 135/9              | 43    | 61     | 31    |
| 45           | 32        | 22 <b>MICKEY GILLEY/You've Really Got A Hold On Me (Epic)</b>             | 148/20             | 19    | 82     | 47    |
| 42           | 31        | 23 <b>CONWAY TWITTY/Three Times A Lady (WB)</b>                           | 136/11             | 23    | 72     | 41    |
| 43           | 34        | 24 <b>RAY CHARLES &amp; GEORGE JONES/We Didn't See A Thing (Columbia)</b> | 133/9              | 25    | 72     | 36    |
| 38           | 35        | 25 <b>REBA McENTIRE/There Ain't No Future (Mercury/PG)</b>                | 124/8              | 33    | 68     | 23    |
| 44           | 33        | 26 <b>WILLIE NELSON/Without A Song (Columbia)</b>                         | 135/11             | 16    | 75     | 44    |
| 9            | 11        | 27 <b>RONNIE McDOWELL/You Made A Wanted Man Of Me (Epic)</b>              | 104/1              | 55    | 28     | 21    |
| -            | 38        | 28 <b>JANIE FRICKE/Let's Stop Talkin' About It (Columbia)</b>             | 137/16             | 15    | 74     | 48    |
| 39           | 36        | 29 <b>WHITES/Give Me Back That Old Familiar Feeling (WB/Curb)</b>         | 128/8              | 21    | 71     | 36    |
| -            | 41        | 30 <b>EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)</b>              | 135/14             | 12    | 66     | 57    |
| 47           | 39        | 31 <b>JUDDS/Had A Dream (For The Heart) (RCA/Curb)</b>                    | 125/13             | 11    | 69     | 45    |
| 1            | 13        | 32 <b>T.G. SHEPPARD/Slow Burn (WB/Curb)</b>                               | 92/1               | 39    | 35     | 18    |
| 11           | 20        | 33 <b>JOE STAMPLEY/Double Shot (Of My Baby's Love) (Epic)</b>             | 96/1               | 39    | 33     | 24    |
| 18           | 16        | 34 <b>SHELLY WEST/Another Motel Memory (Viva)</b>                         | 108/0              | 30    | 54     | 24    |
| 50           | 40        | 35 <b>L. ANDERSON &amp; G. MORRIS/You're Welcome To Tonight (Permian)</b> | 120/13             | 14    | 64     | 42    |
| 3            | 17        | 36 <b>CHARLEY PRIDE/Ev'ry Heart Should Have One (RCA)</b>                 | 90/0               | 41    | 26     | 23    |
| -            | 44        | 37 <b>JOHN ANDERSON/Let Somebody Else Drive (WB)</b>                      | 113/17             | 12    | 48     | 53    |
| 20           | 26        | 38 <b>KENNY ROGERS/You Were A Good Friend (Liberty)</b>                   | 83/0               | 23    | 34     | 26    |
| 10           | 29        | 39 <b>GEORGE STRAIT/You Look So Good In Love (MCA)</b>                    | 65/0               | 26    | 23     | 16    |
| -            | 47        | 40 <b>KENDALLS/Thank God For The Radio (Mercury/PG)</b>                   | 108/22             | 5     | 38     | 65    |
| -            | 48        | 41 <b>CRAIG DILLINGHAM/Have You Loved Your Woman Today (Curb/MCA)</b>     | 95/9               | 9     | 44     | 42    |
| -            | 46        | 42 <b>BILL MEDLEY/Till Your Memory's Gone (RCA)</b>                       | 87/7               | 7     | 43     | 37    |
| 17           | 22        | 43 <b>LOUISE MANDRELL/Runaway Heart (RCA)</b>                             | 83/1               | 22    | 39     | 22    |
| 7            | 28        | 44 <b>OAK RIDGE BOYS/Ozark Mountain Jubilee (MCA)</b>                     | 74/1               | 22    | 29     | 23    |
| -            | 49        | 45 <b>GUS HARDIN/Fallen Angel (Flyin' High Tonight) (RCA)</b>             | 94/10              | 3     | 51     | 40    |
| <b>DEBUT</b> |           | 46 <b>TOM JONES/I've Been Rained On, Too (Mercury/PG)</b>                 | 82/12              | 11    | 39     | 32    |
| 24           | 37        | 47 <b>EMMYLOU HARRIS/Drivin' Wheel (WB)</b>                               | 63/1               | 16    | 32     | 15    |
| 41           | 43        | 48 <b>RICK &amp; JANIS CARNES/Does He Ever Mention My Name (WB)</b>       | 68/0               | 10    | 34     | 24    |
| <b>DEBUT</b> |           | 49 <b>MICHAEL MURPHEY/Will It Be Love By Morning (Liberty)</b>            | 85/58              | 3     | 20     | 62    |
| <b>DEBUT</b> |           | 50 <b>DEBORAH ALLEN/I've Been Wrong Before (RCA)</b>                      | 82/58              | 5     | 17     | 60    |

### MOST ADDED

- DEBORAH ALLEN (58)**  
I've Been Wrong Before (RCA)
- MICHAEL MURPHEY (58)**  
Will It Be Love By Morning (Liberty)
- JIM GLASER (46)**  
If I Could Only Dance  
With You (Noble Vision)
- JOHNNY RODRIGUEZ (26)**  
Too Late To Go Home (Epic)
- LEON EVERETTE (25)**  
I Could'a Had You (RCA)
- ALABAMA (24)**  
Roll On (Eighteen Wheeler) (RCA)
- MARK GRAY (23)**  
Left Side Of The Bed (Columbia)
- KENDALLS (22)**  
Thank God For The Radio (Mercury/PG)
- BURRITO BROTHERS (21)**  
Almost Saturday Night (Curb/MCA)

### HOTTEST

- RONNIE MILSAP (60)**  
Show Her (RCA)
- MERLE HAGGARD (55)**  
That's The Way Love Goes (Epic)
- CHARLY McCLAIN (51)**  
Sentimental Ol' You (Epic)
- CRYSTAL GAYLE (44)**  
The Sound Of Goodbye (WB)
- RICKY SKAGGS (43)**  
Don't Cheat In Our Hometown (Epic)
- ALABAMA (41)**  
Roll On (Eighteen Wheeler) (RCA)
- DON WILLIAMS (35)**  
Stay Young (MCA)
- STATLER BROTHERS (34)**  
Elizabeth (Mercury/PolyGram)
- ED BRUCE (33)**  
After All (MCA)

## BREAKERS

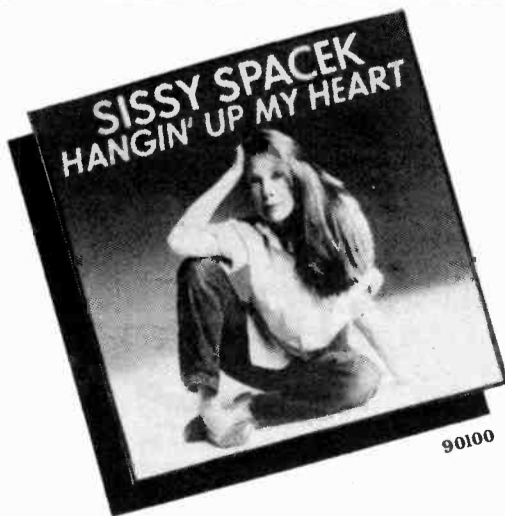
### KENDALLS

#### Thank God For The Radio (Mercury/PolyGram)

On 67% of reporting stations. Rotations: Heavy 5, Medium 38, Light 65, Total Adds 22, WIXY, WIXL, WSEN, WWVA, WILQ, KEAN, KASE, KLL, KYXX, WHOO, WONE, WKKQ, KRRK, KCJB, WXCL, WIL, K102, WTHI, KYGO, KUGN, KSN, KCUB. Moves 47-40 on the Country chart.

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 1/16/84.

**NEW & ACTIVE** includes songs reported by at least 30% of our Country reporting stations. The two numbers following the artist/title (label) designation indicate how many Country reporters are on the record this week and, of those, how many added it for the first time this week. Country stations report their playlists by rotations (Heavy, Medium, and Light). The two numbers following each rotational designation indicates how many stations have the record in that particular rotation.



# SISSY SPACEK

## "IF I CAN JUST GET THROUGH THE NIGHT"

7-99801

### NEW & ACTIVE

56 R&R Reporters 15 New Adds



**ON ATLANTIC AMERICA RECORDS AND CASSETTES**  
Division of Atlantic Recording Corp.

Produced By Rodney Crowell



**NEW & ACTIVE**

- CRAIG DILLINGHAM "Have You Loved Your Woman Today" (Curb/MCA) 95/9**  
Rotations: Heavy 9, Medium 44, Light 42, Total Adds 9, WMNI, KSO, WIRE, KCJB, WXCL, KIOV, KVOO, KRST. Heavy: WKYG, WMC, WOKK, KRMD, WDAF, KRKT. Medium: WVAM, WPOR, CHOW, WSOC, WITL, KTKP, KIK-FM, KSOP. Moves 48-41 on the Country chart.
- GUS HARDIN "Fallen Angel (Flyin' High Tonight)" (RCA) 94/10**  
Rotations: Heavy 3, Medium 51, Light 40, Total Adds 10, WIXY, KIX106, KLVI, WXBX, WTVY, WNOX, KYXX, KWMT, KKAL, KKCS. Heavy: WCXI, WWJO, KRST. Medium: WBGW, WYII, WGTO, WAMZ, KRMD, KBMR, WXCL, KVOO, KQIL, KCBO, KCUB. Moves 49-45 on the Country chart.
- BILL MEDLEY "Till Your Memory's Gone" (RCA) 87/7**  
Rotations: Heavy 7, Medium 43, Light 37, Total Adds 7, WKMF, KWMT, KXXY, KYAK, KUIZ, KKCS, KLZ. Heavy: WSEN, WKSJ, WSIX, KKYX, KEBC, KIGO. Medium: WWVA, KRRV, KLVI, WSOC, KRMD, WIRK, WOW, WHBF, KFRY. Moves 46-42 on the Country chart.
- MICHAEL MURPHEY "Will It Be Love By Morning" (Liberty) 85/58**  
Rotations: Heavy 3, Medium 20, Light 62, Total Adds 58 including WPTR, WCAO, WHN, WKHK, KIX106, WSOC, WCMS, WRNL, WTQR, WHK, WAXX, WFMS, WIL, K102, KTKP, KVOO, KUZZ, KYGO, KWJJ, KSON. Heavy: WSEN, KASE, WHOO. Medium: WAJR, KLLL, WKKQ, WCUZ, KUUY, KNIX. Debuts at number 49 on the Country chart.
- DEBORAH ALLEN "I've Been Wrong Before" (RCA) 82/58**  
Rotations: Heavy 5, Medium 17, Light 60, Total Adds 58 including WPOC, WSNO, WMZQ, WWVA, WYII, KMML, WSOC, WAMZ, WMC, WKSJ, WLWI, WUSQ, WSLR, WFMS, WXCL, KUZZ, KUGN, KCKC, KMPS, KCUB. Heavy: WPTR, WSEN, KASE, WJQS, WCXI. Medium: WHOO, KTKP, KRKT, KTOM. Debuts at number 50 on the Country chart.
- TOM JONES "I've Been Rained On, Too" (Mercury/PolyGram) 82/12**  
Rotations: Heavy 11, Medium 39, Light 32, Total Adds 12, WKHK, WSM, WHOO, WKIX, WHK, KWMT, WHBF, WTHI, KLZ, KUGN, KEIN, KMPS. Heavy: WTVY, WESC, WLWI, KKYX, KFGO, KEBC, KFDI. Medium: WSEN, WMC, KYXX, WIRK, WMNI, WONE, WXCL. Debuts at number 46 on the Country chart.
- JIM GLASER "If I Could Only Dance With You" (Noble Vision) 73/46**  
Rotations: Heavy 5, Medium 17, Light 60, Total Adds 46 including WOKQ, WKYG, KRVR, WX80, WTVY, WJQS, WNOX, WQYK, WIRK, KBMR, KJYY, WAXX, WFMS, WXCL, WWJO, WTOD, KUUY, KFRY, KEIN, KMPS, KGA. Heavy: WSEN, KIGO. Medium: KHEY, WLWI, KKYX, WCXI, KRST, KRSY.
- STEPHANIE WINSLOW "Dancin' With The Devil" (Curb/MCA) 66/9**  
Rotations: Heavy 0, Medium 26, Light 40, Total Adds 9, WPTR, WSNO, WIXL, KIX106, WEZL, WTVY, WQYK, WIRK, WKKQ. Medium: WBGW, WWVA, KMML, KRMD, KSO, WHBF, WTOD, KSOP.
- BOXCAR WILLIE "The Man I Used To Be" (Main Street) 60/7**  
Rotations: Heavy 0, Medium 24, Light 36, Total Adds 7, WIXY, KLLL, WKMF, WXCL, KIOV, KFRY, KRWQ. Medium: WAJR, WEZL, KFGO, KFDI, KQIL, KGA.
- SISSY SPACEK "If I Can Just Get Through The Night" (Atlantic America) 56/15**  
Rotations: Heavy 2, Medium 17, Light 37, Total Adds 15, WIXY, WIXL, WWVA, WYNK, WSOC, KLLL, KBMR, WTHI, KUUY, KFRY, KEIN, KSOP, KCKC, KGA. Heavy: WSNO, KIGO. Medium: WGNB, KXYL, KHEY, KKYX.
- OSMOND BROTHERS "Where Does An Angel Go When She Cries" (WB/Curb) 54/16**  
Rotations: Heavy 0, Medium 13, Light 41, Total Adds 16, WBGW, WIXY, WSEN, CHOW, WJQS, WOKK, WLWI, WUSQ, WTQR, KRKK, KFGO, WXCL, WTOD, KUGN, KRWQ, KEIN. Medium: WWJO, KVOO, KRST, KUIZ, KMPS.
- JOHNNY RODRIGUEZ "Too Late To Go Home" (Epic) 53/26**  
Rotations: Heavy 0, Medium 13, Light 40, Total Adds 28, WCAO, WPOR, WSEN, KIX106, WMZQ, KRRV, KASE, WYNK, WMC, WCMS, KYXX, WUSQ, KVOO, KRST, KUGN, KMAK, KNIX, KFTN, KRST, KFRY. Medium: WGTO, KHEY, WCXI, KEBC, KFDI, KEIN.
- DAVID ALLAN COE "Ride 'Em Cowboy" (Kat Family/CBS) 53/10**  
Rotations: Heavy 0, Medium 13, Light 40, Total Adds 10, WPTR, KIX106, WFNC, WQYK, WUSQ, KBMR, WKKQ, KRST, KMAK, KGA.
- BIG AL DOWNING "The Best Of Families" (Team Entertainment) 51/10**  
Rotations: Heavy 0, Medium 8, Light 43, Total Adds 10, WKYG, WSOC, WJQS, WITL, WXCL, KUUY, KKCS, KRWQ, KEIN, KRSY. Medium: WOKK, KBMR, WHBF.
- BURRITO BROTHERS "Almost Saturday Night" (Curb/MCA) 48/21**  
Rotations: Heavy 0, Medium 9, Light 39, Total Adds 21, WGNB, WCAO, WBGW, WIXL, WSEN, KHEY, WCMS, WHOO, KBMR, WFMS, WITL, KEBC, WHBF, WWJO, KKAL, KUGN, KFRY, KMAK, KRWQ, KGA, KCCY. Medium: KRKT, KRST, KTOM.

- ROBIN LEE "Angel In Your Arms" (Evergreen) 31/10**  
Rotations: Heavy 1, Medium 3, Light 27, Total Adds 10, WGNB, WPTR, WWVA, KMML, WJQS, WUSQ, KFGO, WXCL, WTOD, KUGN. Heavy: WKQS. Medium: WGTO, WSIX. Light: WCAO, WIRK, WHBF, KSOP.
- KAREN TAYLOR-GOOD "Handsome Man" (Mesa) 30/3**  
Rotations: Heavy 0, Medium 4, Light 28, Total Adds 3, WVAM, WXCL, KRKT. Medium: WGNB, KHEY, KRMD, KVOO. Light: WXXW, WWVA, KMML, WEZL, WOW, KIK-FM, KWJJ.
- MARGO SMITH "Please Tell Him I Said Hello" (Moon Shine) 28/12**  
Rotations: Heavy 1, Medium 3, Light 24, Total Adds 12, WGNB, WBGW, WSNO, WSEN, WYII, KHEY, WIRK, KFGO, KRKT, Q92, KTOM, KGA. Heavy: WWJO. Medium: WLWI, KSOP. Light: WKYG, KRRV, KLRA.
- LARRY WILLOUGHBY "Building Bridges" (Atlantic America) 27/15**  
Rotations: Heavy 0, Medium 4, Light 23, Total Adds 15, WSNO, WPOR, WSEN, KRRV, WGTQ, WTVY, WUSQ, KBMR, WCXI, KIOV, WTOD, KTKP, Q92, KRSY, KSOP. Medium: WJQS, KRST. Light: WBGW, KRRK, KMAK, KRWQ.
- LEON EVERETTE "I Could'a Had You" (RCA) 25/25**  
Rotations: Heavy 0, Medium 6, Light 19, Total Adds 25, WBGW, WXXW, WKYG, WYII, KLVI, KXYL, WSOC, WGTO, WTVY, WJQS, WKSJ, WIRK, WTQR, WCXI, KRKT, KRST, KJOT, KUUY, KMAK, KRWQ, KQIL, Q92, KRSY, KTOM, KSOP.
- JIM STAFFORD "Little Bits And Pieces" (Columbia) 25/17**  
Rotations: Heavy 1, Medium 3, Light 23, Total Adds 17, WBGW, WSNO, WSEN, WWVA, WTVY, WAMZ, WOKK, WCMS, WIRK, WAXX, KFGO, KTKP, KVOO, KJOT, KEIN, Q92, KSOP. Medium: KQIL. Light: WVAM, WKSJ, WKKQ, KRKT, KFRY.
- SAM NEELY "Old Photographs" (MCA) 25/3**  
Rotations: Heavy 0, Medium 4, Light 21, Total Adds 3, WSNO, WITL, KRWQ. Medium: WVAM, KMML, WWJO. Light: WMZQ, KHEY, WCMS, WQYK, WUSQ, KGA.
- JACK GRAYSON "Lean On Me" (AMI) 17/1**  
Rotations: Heavy 0, Medium 1, Light 18, Total Adds 1, WXCL. Medium: KSOP. Light: WCAO, WNYR, KRMD, WOW, Q92.
- LEFTY FRIZZELL "This Just Ain't No Good Day For Leavin'" (Columbia) 16/3**  
Rotations: Heavy 0, Medium 3, Light 13, Total Adds 3, CHOW, KUZZ, Q92. Medium: WKKQ, WOW. Light: WSNO, WIRK, KFDI, KIK-FM, KKAL, KWJJ.
- WICKLINE "Ski Bumpus" (Cascade Mountain) 15/7**  
Rotations: Heavy 0, Medium 1, Light 14, Total Adds 7, WSEN, WHBF, KRKT, KRWQ, KQIL, KWJJ, Q92. Medium: WONE. Light: WSOC, KFDI, KIK-FM, KUGN.
- JIMMY BUFFETT "Brown Eyed Girl" (MCA) 14/6**  
Rotations: Heavy 1, Medium 1, Light 12, Total Adds 6, WAJR, WJQS, WCMS, WHOO, Q92, KSN. Light: WKZZ, WKSJ, K102, KFRY, KSON.
- RUSSELL SMITH "Where Did We Go Right" (Capitol) 14 /3**  
Rotations: Heavy 0, Medium 4, Light 10, Total Adds 3, KYXX, Q92, KMPS. Medium: WSEN, WMC, WLWI, KWJJ. Light: KMML, WGTO, KFDI.
- JOHNNY LEE "Yellow Rose" (Full Moon/WB) 13/13**  
Rotations: Heavy 0, Medium 3, Light 10, Total Adds 13, WPTR, WBGW, WJQS, WAMZ, WHOO, WMNI, WAXX, WCUZ, KEBC, KUUY, KNIX, KWJJ, KIGO.
- KENNY DALE "Two Will Be One" (Republic) 13/2**  
Rotations: Heavy 1, Medium 3, Light 9, Total Adds 2, WPTR, WTOD. Heavy: KKYX. Medium: KMML, KLVI, KBMR. Light: WOW, KVOO, Q92.
- JOHNNY CASH "Johnny 99" (Columbia) 13/2**  
Rotations: Heavy 0, Medium 2, Light 11, Total Adds 2, WIXL, WUSQ. Medium: WSNO. Light: WGNB, WILQ, KTTS, KFDI, KRWQ, KRSY.
- RAY STEVENS "My Dad" (Mercury/PolyGram) 13/1**  
Rotations: Heavy 0, Medium 3, Light 10, Total Adds 1, KVOO. Medium: KMML, Q92, KSOP. Light: WOKQ, WYII, WTVY, WKSJ, KKAL, KIGO.
- ANNE MURRAY "That's Not The Way (It's S'posed To Be)" (Capitol) 12/11**  
Rotations: Heavy 0, Medium 1, Light 11, Total Adds 11, WVAM, WCAO, WYII, KMML, KXYL, WSOC, WKSJ, WRNL, WHK, KUUY, KCBQ.
- TONY JOE WHITE "Lady In My Life" (Columbia) 12/1**  
Rotations: Heavy 2, Medium 1, Light 9, Total Adds 1, WHOO. Heavy: WJQS, WPAP. Medium: WTVY. Light: WOKQ, WX80, WUSQ, WTSO, KFRY.
- CHANTILLY "Baby's Walkin'" (F&L) 12/1**  
Rotations: Heavy 0, Medium 0, Light 12, Total Adds 1, Q92. Light: WEZL, WIRK, KSO, WHBF, KTOM.
- KIX BROOKS "Make A Little Hay" (Avion) 11/4**  
Rotations: Heavy 0, Medium 0, Light 11, Total Adds 4, WQYK, WMNI, WHBF, Q92. Light: WGNB, WJQS, KRMD, WAXX, KSOP.
- WYVON ALEXANDER "The Look Of A Lovin' Lady" (Gervasi) 10/1**  
Rotations: Heavy 0, Medium 2, Light 8, Total Adds 1, Q92. Medium: WKQS, WSIX. Light: WPTR, KRRV, WUSQ, KRRK, WTSO.
- STEVE EARLE "Squeeze Me In" (Epic) 9/0**  
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 0. Light: WOKQ, WSOC, KKYX, KFGO, KRWQ.
- IAN TYSON "Alberta's Child" (Columbia) 8/1**  
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 1, KFGO. Light: WSNO, KLRA, WOKK, KEBC, WIL, KUUY, KQIL.

**SIGNIFICANT ACTION**

- BILLIE JO SPEARS "Midnight Blue" (Parliament) 47/6**  
Rotations: Heavy 1, Medium 17, Light 29, Total Adds 6, WCAO, WGTO, WUSQ, KFGO, WXCL, KRWQ. Heavy: KSOP. Medium: WPTR, WTVY, KRMD, KSO, WFMS, KVOO, KUZZ, KTOM.
- DAVID FRIZZELL "Black And White" (Viva) 46/5**  
Rotations: Heavy 0, Medium 15, Light 31, Total Adds 5, WFNC, KLLL, WQYK, KBMR, KRWQ. Medium: WVAM, WSEN, KLRA, WITL, WTOD, KRST, Q92, KSOP, KGA.
- JAMES & MICHAEL YOUNGER "Shoot First, Ask Questions Later" (MCA) 45/2**  
Rotations: Heavy 0, Medium 18, Light 27, Total Adds 2, WSEN, KIK-FM. Medium: WESC, KBMR, WCXI, KIOV, WWJO, KRKT, KRWQ.
- NARVEL FELTS "Fool" (Evergreen) 43/2**  
Rotations: Heavy 1, Medium 20, Light 22, Total Adds 2, WQYK, KEIN. Heavy: KSOP. Medium: WGNB, KMML, WLWI, KKYX, WONE, WITL, WOW, WTOD, KQIL.
- MARK GRAY "Left Side Of The Bed" (Columbia) 40/23**  
Rotations: Heavy 0, Medium 4, Light 36, Total Adds 23, WKYG, WPOR, WSEN, KRRV, WYNK, WSOC, WTVY, WKSJ, WCMS, WIRK, WUSQ, WTQR, WKMF, WXCL, KVOO, KKAL, KUZZ, KKCS, KRWQ, Q92, KTOM, KCKC, KIGO. Medium: KLVI. Light: WRNL, WAXX, KEBC, KGHL, KGA.
- MIKE CAMPBELL "Sweet And Easy To Love" (Columbia) 37/4**  
Rotations: Heavy 2, Medium 6, Light 29, Total Adds 4, WFNC, KRKT, KFRY, KQIL. Heavy: KKYX, KRMD. Medium: WSNO, WSIX, Q92, KMPS. Light: WYNK, WKQS, WXCL, WHBF, KFDI, KLZ.
- JIM REEVES "The Image Of Me" (RCA) 35/7**  
Rotations: Heavy 0, Medium 11, Light 24, Total Adds 7, WLWI, KFGO, KRWQ, KQIL, KEIN, Q92, KIGO. Medium: WSNO, KSO, WCXI, WWJO, KUZZ.
- JOHNNY LEE "Say When" (Full Moon/WB) 33/16**  
Rotations: Heavy 0, Medium 8, Light 25, Total Adds 16, WGNB, WOKQ, WAJR, WFNC, WCMS, WMNI, WKMF, K102, WTHI, KUZZ, KUUY, KWJJ, Q92, KSOP, KCKC, KCUB. Medium: WVAM, KIOV, KRWQ, KRSY.
- JAN GRAY "Bad Night For Good Girls" (Jame) 32/5**  
Rotations: Heavy 0, Medium 8, Light 24, Total Adds 5, KHEY, WLWI, KSO, WTOD, KTOM. Medium: WJQS, KBMR, KRKT, KSOP, KIGO.

**COUNTRY ALBUM TRACKS**

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

| ARTIST/Song Title (Label)                           | Album Title                    |
|---|--------------------------------|
| EXILE/Take Me To The River (Epic)                   | Exile                          |
| GEORGE JONES/Radio Lover (Epic)                     | Jones Country                  |
| RICKY SKAGGS/Uncle Pen (Epic)                       | Don't Cheat In Our Hometown    |
| ALABAMA/I'm Not That Way Anymore (RCA)              | Roll On                        |
| HANK WILLIAMS JR./Lovesick Blues (WB/Curb)          | Man Of Steel                   |
| ALABAMA/The End Of The Lyin' (RCA)                  | Roll On                        |
| ALABAMA/Carolina Mountain Dew (RCA)                 | Roll On                        |
| ALABAMA/If You're Gonna Play In Texas (RCA)         | Roll On                        |
| GEORGE STRAIT/Right Or Wrong (MCA)                  | Right Or Wrong                 |
| MICKEY GILLEY/Then You Can Tell Me Goodbye (Epic)   | You've Really Got A Hold On Me |
| HANK WILLIAMS JR./Man Of Steel (WB/Curb)            | Man Of Steel                   |
| EMMYLOU HARRIS/On The Radio (WB)                    | White Shoes                    |
| BARBARA MANDRELL/Overnight Sensation (MCA)          | Spun Gold                      |
| WILLIE NELSON/As Time Goes By (Columbia)            | Without A Song                 |
| GENE WATSON/The Chesapeake Bay (MCA)                | Little By Little               |
| CRYSTAL GAYLE/Victim Or A Fool (WB)                 | Cage The Songbird              |
| JIM GLASER/Woman, Woman (Noble Vision)              | The Man In The Mirror          |
| OAK RIDGE BOYS/I Guess It Never Hurts To Hurt (MCA) | Deliver                        |

**DID YOU KNOW THAT CMA:**

...Conducts an annual survey of all licensed radio stations to determine the amount of Country Music programmed daily, and compiles a comprehensive list of all of those stations?



For information on joining, write to:  
Country Music Association  
P. O. Box 22299-R  
Nashville, TN 37202





Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Each column lists station names and artist names.

Main grid of regional adds and hot tracks. Columns include station call letters, city, and artist/track information. Includes sections for EAST, MIDWEST, SOUTH, and WEST.

WEST section of the regional adds and hot tracks table, listing stations and artists in the western United States.

161 Reports
137 Current Reporters
The following stations reported frozen playlists:
KYYX/San Antonio
The following stations failed to report and therefore their playlists were frozen:
WCOS/Columbia
WESC/Greenville
WKQS/Miami
WPAP/Panama City
WSIX/Nashville
WLRB/Shreveport
KIKK/Houston
KRAK/Sacramento
KVEG/Las Vegas
WNYR/Rochester
WRKZ/Hershey
WYRK/Bufalo
WBCS/Milwaukee
WDKF/Kansas City
WDGY/Minneapolis
WLLR/Davenport
WOW/Omaha
WTSO/Madison
WWWV/Detroit
KECK/Lincoln
KFDI/Wichita
KTTS/Springfield

# Adult / Contemporary

Continued from Back Page

## BREAKERS

### POLICE

#### Wrapped Around Your Finger (A&M)

58% of our reporters on it. Rotations: Heavy 4/0, Medium 38/9, Light 31/11, Extra Adds 3, Total Adds 23 including WFBR, W101, WCLR, WHB, WMYX, KKL, B100, KBEST, KEZR, WAEB, WICC, WRKA, WHBC, WFMK, KUDO, and 8 more. Debuts at number 27 on the A/C chart.

### FRANK STALLONE & CYNTHIA RHODES

#### I'm Never Gonna Give You Up (RSO/PolyGram)

58% of our reporters on it. Rotations: Heavy 4/0, Medium 46/7, Light 25/8, Extra Adds 1, Total Adds 16, WSB-FM, WOMC, WHB, WISN, KHOW, KFMB, WGY, WRKA, WRVR, WHY, WING, WENS, WFMK, 3WM, KEX, KCRG. Debuts at number 26 on the A/C chart.

### PEABO BRYSON/ROBERTA FLACK

#### You're Looking Like Love To Me (Capitol)

54% of our reporters on it. Rotations: Heavy 2/0, Medium 45/15, Light 24/11, Extra Adds 0, Total Adds 26 including WPIX, WSB, WSB-FM, KVIL-FM, KS94, KOST, KKL, KGW, B100, KBEST, KFMB, WBEN, WTIC, WHBC, WING, and 11 more. Debuts at number 25 on the A/C chart.

## CHART EXTRAS

Chart Extras are those songs which have achieved Breaker status, yet do not have sufficient airplay strength to chart.

No songs qualified for A/C Chart Extra status this week.

## NEW & ACTIVE

### LANI HALL "Send In The Clowns" (A&M) 59/15

Rotations: Heavy 0/0, Medium 28/5, Light 30/9, Extra Adds 1, Total Adds 15, WFBR, WSB, WSB-FM, WISN, KHOW, WBEN, Y97, WTMA, WRVR, WSRZ, WTRX, WFMK, KRDO, WTN, WVBS. Medium: WCCO, WMAZ, WRVA, WHBY, WHBC, KRNT, KEX, KSL, WNNR, WEIM, WKNE, WSKI, WSKY, WCKQ, WGSV, WAGE, WCIL, KCRG, KWEB, WJON, KRNO, KRSB, KALE.

### JOHN LENNON "Nobody Told Me" (Polydor/PolyGram) 58/30

Rotations: Heavy 0/0, Medium 25/10, Light 29/18, Extra Adds 2, Total Adds 30, W101, WCYZ, KKL, KBEST, V100, WRIE, Y97, WKGW, WEZS, WHBY, WTRX, WENS, WMGN, KOFM, KUDO, KWAV, K108, WEIM, WTKO, WKNE, WCHV, WAGE, KVIC, WVBS, WJBC, WHNN, WBOW, KTWO, K99, KRNO. Heavy: WFBR, WAEB. Medium: WTAE, KGW, WICC, WRKA, WHY, WSRZ, KRDO, WSKI, WPPA, WSKY, WCKQ, WNGS, WJON, KQSW, KRBS.

### DONNA SUMMER "Love Has A Mind Of Its Own" (Mercury/PolyGram) 51/22

Rotations: Heavy 1/0, Medium 24/8, Light 25/13, Extra Adds 1, Total Adds 22, WPIX, WOMC, WCCO, WTMA, WBT, WRVA, WTRX, WFMK, KOIL, KBOI, KRDO, KISN, WTN, WAGE, WVBS, KFSB, KWEB, KKJO, KFOD, K99, KALE. Heavy: 97AIA. Medium: WFBR, KUDL, WHBY, WHBC, KRNT, KKUA, WSKI, WPPA, KORQ, WSKY, WCKQ, WCHV, WCIL, KRNO, KRSB.

### RICK JAMES & SMOKEY ROBINSON "Ebony Eyes" (Gordy/Motown) 50/7

Rotations: Heavy 2/0, Medium 20/1, Light 28/6, Extra Adds 0, Total Adds 7, WPIX, WISN, WGOW, WSRZ, WTRX, KOIL, WJBC. Heavy: KWAV, WEIM. Medium: WTAE, 97AIA, WCYZ, KGW, WGY, WMAZ, WHY, KFI, KSL, WNNR, WKNE, WSKI, KORQ, WCKQ, WCHV, WAGE, WCIL, KRNO, KQSW.

### MICHAEL SEMBELLO "Talk" (WB) 40/20

Rotations: Heavy 0/0, Medium 10/5, Light 30/15, Extra Adds 0, Total Adds 20, WCCO, V100, WKGW, WAHR, WIVY, WRVA, WHBY, WENS, WMGN, WNNR, WPPA, WCHV, WGSV, WCIL, KFSB, WHNN, KKJO, KRNO, KQSW, KALE. Medium: WMAZ, KUGN, WSKI, WAGE, KRBS.

### STEVIE NICKS with SANDY STEWART "Nightbird" (Modern/Atco) 37/7

Rotations: Heavy 1/0, Medium 25/8, Light 11/1, Extra Adds 0, Total Adds 7, 3WS, KEZR, WAHR, 610TVN, KUDO, WCHV, KFSB. Heavy: WHY. Medium: WFBR, KPPL, WRIE, WSRZ, WMGN, KRDO, KWAV, WEIM, WKNE, WSKI, WPPA, WSKY, WCKQ, WAGE, WNGS, WVBS, WCIL, K99, KQSW.

### OLIVIA NEWTON-JOHN "Twist Of Fate" (MCA) 35/2

Rotations: Heavy 14/0, Medium 18/0, Light 4/1, Extra Adds 1, Total Adds 2, WIVY, WFMK. Heavy: WFBR, 3WS, KVIL-FM, WAXY, WCYZ, WAEB, WRIE, WLAC-FM, KFI, WSKI, WTN, WPPA, KVIC, KQSW. Medium: WROR, 97AIA, WFYR, WMJI, WGY, WTMA, KMGC, Y107, 3WM, KRAV, KRDO, KUDO, KISN, KRLB-FM, WVBS, WHNN.

### CHRISTINE McVIE "Gotta Hold On Me" (WB) 33/33

Rotations: Heavy 1/1, Medium 8/8, Light 22/22, Extra Adds 2, Total Adds 33, WFBR, WQUE-FM, KGW, WBEN, V100, WKGW, WAHR, WIVY, WRKA, WRVR, WHY, WSRZ, WHBY, WMGN, KUGN, KWAV, WTKO, WKNE, WSKI, KORQ, WSKY, WCKQ, WGSV, KVIC, WNGS, KFSB, KEEZ, KWEB, WJON, KFOD, KTWO, K99, KRBS.

### BOB DYLAN "Sweetheart Like You" (Columbia) 31/10

Rotations: Heavy 0/0, Medium 9/2, Light 22/8, Extra Adds 0, Total Adds 10, WTMA, WAHR, WMAZ, WHY, WHBY, KOIL, KKUA, WNNR, WPPA, WHNN. Medium: WGY, WSRZ, KUDO, WSKI, WCKQ, KQSW, 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

- CHRISTINE McVIE (33)  
Gotta Hold On Me (WB)
- JOHN LENNON (30)  
Nobody Told Me (Polydor/PolyGram)
- KENNY ROGERS (27)  
This Woman (RCA)
- PEABO BRYSON & ROBERTA FLACK (26)  
You're Looking Like Love To Me (Capitol)
- GENESIS (23)  
That's All (Atlantic)
- POLICE (23)  
Wrapped Around Your Finger (A&M)

## HOTTEST

- CULTURE CLUB (87)  
Karma Chameleon (Virgin/Epic)
- ELTON JOHN (69)  
I Guess That's Why They Call It... (Geffen)
- LIONEL RICHIE (68)  
Running With The Night (Motown)
- CHRISTOPHER CROSS (51)  
Think Of Laura (WB)
- KOOL & THE GANG (45)  
Joanna (De-Lite/PolyGram)
- BILLY JOEL (43)  
An Innocent Man (Columbia)

## SIGNIFICANT ACTION

ROMANTICS "Talking In Your Sleep" (Nemperor/CBS) 26/6  
Rotations: Heavy 8/0, Medium 12/4, Light 8/2, Extra Adds 0, Total Adds 6, 3WS, WAXY, 610TVN, K108, WNNR, WCHV. Heavy: WCYZ, WAEB, KRDO, WEIM, WSKI, WPPA. Medium: WQUE-FM, KPPL, WIVY, WRVR, KRAV, WTN, WSKY, WAGE. Light: 97AIA, WICC, V100, WEZC, WSRZ, KQSW.

ANNE MURRAY "That's Not The Way (It's S'posed To Be)" (Capitol) 24/21  
Rotations: Heavy 0/0, Medium 5/3, Light 17/16, Extra Adds 2, Total Adds 21, WAHR, WMAZ, WHBC, KEX, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, WAGE, WCIL, KFSB, KEEZ, WJON, KFOD, KTWO, KRNO, KQSW, KRBS. Medium: WCCO, K99. Light: WGSV.

MELISSA MANCHESTER "I Don't Care What The People Say" (Arista) 23/18  
Rotations: Heavy 0/0, Medium 4/2, Light 19/16, Extra Adds 0, Total Adds 18, WCCO, WTMA, WRVR, WHBY, WNNR, WEIM, WKNE, WSKI, KORQ, WCHV, WAGE, KVIC, WCIL, KWEB, KFOD, K99, KRBS, KALE. Medium: WAEB, WCKQ. Light: WPPA, KEEZ, KKJO.

EDDIE RABBITT "Nothing Like Falling In Love" (WB) 23/1  
Rotations: Heavy 2/0, Medium 8/0, Light 13/1, Extra Adds 0, Total Adds 1, WICC. Heavy: WHBY, KSL. Medium: WRMM, KGW, WHY, KRNT, WNNR, WKNE, KWEB, KQSW. Light: WAHR, WTRX, KBOI, KKUA, KORQ, WJBC, WCIL, WJON, WBOW, KFOD, KTWO, KRBS.

MICHAEL JACKSON "Thriller" (Epic) 21/7  
Rotations: Heavy 3/0, Medium 7/3, Light 11/4, Extra Adds 0, Total Adds 7, WFYR, WAEB, WTMA, WSRZ, WSKI, WCKQ, KQSW. Heavy: WAXY, KFI, WPPA. Medium: WFBR, WRKA, KWAV, WVBS. Light: 97AIA, WCYZ, V100, WKGW, Y107, WSKY, WCHV.

JIM GLASER "If I Could Only Dance With You" (Noble Vision) 20/16  
Rotations: Heavy 0/0, Medium 4/3, Light 14/11, Extra Adds 2, Total Adds 16, WAHR, WRVA, WHBY, WSKI, WCKQ, WCHV, WAGE, KVIC, WCIL, KFSB, KKJO, KTWO, WQSW, KALE, WKNE, WJON. Medium: WCCO. Light: WHBC, WTKO, KRBS.

EARTH, WIND & FIRE "Touch" (Columbia) 19/16  
Rotations: Heavy 0/0, Medium 1/0, Light 17/15, Extra Adds 1, Total Adds 16, WKGW, KKUA, WEIM, WSKI, WPPA, KORQ, WSKY, WGSV, WAGE, WVBS, WCIL, KFSB, WJBC, KTWO, KRBS, KFOD. Medium: KQSW. Light: WCCO, KKJO.

COMMODORES "Turn Off The Lights" (Motown) 18/8  
Rotations: Heavy 0/0, Medium 2/1, Light 16/7, Extra Adds 0, Total Adds 8, WCCO, WMAZ, WPPA, WAGE, KEEZ, KKJO, KQSW, KRBS. Medium: WSB-FM. Light: 97AIA, WAHR, WRKA, WHY, WNNR, WCKQ, WGSV, KVIC, KFSB.

IRENE CARA "The Dream (Hold On To Your Dream)" (Network/Geffen) 17/2  
Rotations: Heavy 1/0, Medium 9/2, Light 7/0, Extra Adds 0, Total Adds 2, KGW, WTN, Heavy: WCKQ. Medium: WHY, WSKI, WPPA, WAGE, WVBS, KEEZ, WJON. Light: Y107, KUDO, KKJO, KTWO, K99, KRNO, KRBS.

PETER ALLEN "You And Me (We Wanted It All)" (Arista) 15/12  
Rotations: Heavy 0/0, Medium 3/1, Light 12/11, Extra Adds 0, Total Adds 12, WAHR, WHBC, KKUA, WEIM, WPPA, WAGE, WCIL, KFSB, KEEZ, WHNN, KFOD, KRBS. Medium: WCCO, KRNT. Light: WHBY.

MOTELS "Remember The Nights" (Capitol) 11/3  
Rotations: Heavy 0/0, Medium 4/0, Light 7/3, Extra Adds 0, Total Adds 3, WICC, V100. Medium: WFBR, WCYZ, WSKI, WVBS. Light: WSB-FM, KUDO, WPPA, WAGE.

JEFFREY OSBORNE "Stay With Me Tonight" (A&M) 11/0  
Rotations: Heavy 2/0, Medium 6/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WQUE-FM, KFI. Medium: KVIL-FM, WCYZ, WEZS, WPPA, WSKY, WVBS. Light: WLAC-FM, Y107, KORQ.

RYAN PARIS "Dolce Vita Part I" (Carrere/CBS) 9/3  
Rotations: Heavy 0/0, Medium 2/0, Light 7/3, Extra Adds 0, Total Adds 3, KBOI, WAGE, WHNN. Medium: KFOD, KRBS. Light: WCCO, WEIM, WCKQ, KQSW.

HOMI & JARVIS "I'm In Love Again" (GRP) 8/7  
Rotations: Heavy 0/0, Medium 0/0, Light 8/7, Extra Adds 0, Total Adds 7, WCCO, WHBC, KUGN, WEIM, WAGE, WNGS, KEEZ. Light: WCKQ.

KC "Give It Up" (Meca) 8/3  
Rotations: Heavy 1/0, Medium 3/0, Light 4/3, Extra Adds 0, Total Adds 3, WHY, WEIM, KEEZ. Heavy: WQUE-FM. Medium: KFI, WSKI, WPPA. Light: WAGE.

SHALAMAR "You Can Count On Me" (Solar/Elektra) 8/3  
Rotations: Heavy 1/0, Medium 2/0, Light 5/3, Extra Adds 0, Total Adds 3, KWAV, WCIL, WHNN. Heavy: 97AIA. Medium: WAXY, WCCO. Light: KTWO, KQSW.

JOHN COUGAR MELLENCAMP "Pink Houses" (Riva/PolyGram) 8/2  
Rotations: Heavy 3/0, Medium 3/1, Light 2/1, Extra Adds 0, Total Adds 2, WTN, WVBS. Heavy: WQUE-FM, WCYZ, WSKI. Medium: KUDO, WSKY. Light: KOIL.

EURYTHMICS "Here Comes The Rain Again" (RCA) 7/7  
Rotations: Heavy 0/0, Medium 2/2, Light 5/5, Extra Adds 0, Total Adds 7, WFBR, WCCO, WMGN, KRDO, KWAV, WEIM, KORQ.

PETER SCHILLING "Major Tom (Coming Home)" (Elektra) 7/1  
Rotations: Heavy 1/0, Medium 5/1, Light 1/0, Extra Adds 0, Total Adds 1, 3WS. Heavy: WMJI. Medium: WCYZ, WSKI, WTN, KEEZ. Light: WQUE-FM.

LEE GREENWOOD "Going, Going, Gone" (MCA) 6/1  
Rotations: Heavy 2/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, WEIM. Heavy: WAHR, KKJO. Medium: WCCO. Light: WTRX, KTWO.

(J.) BIRD "(You're) That Song" (Bermuda Dunes) 6/0  
Rotations: Heavy 1/0, Medium 1/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WCCO. Medium: WEIM. Light: WAHR, WSKI, KWEB, WBOW.

MADONNA "Holiday" (Sire/WB) 6/0  
Rotations: Heavy 2/0, Medium 4/0, Light 0/0, Extra Adds 0, Total Adds 0. Heavy: WSKI, WPPA. Medium: WQUE-FM, WCYZ, WHY, KFI.

KENNY LOGGINS "Footloose" (Columbia) 5/3  
Rotations: Heavy 0/0, Medium 0/0, Light 5/3, Extra Adds 0, Total Adds 3, WQUE-FM, WEIM, WPPA. Light: WSRZ, WSKI.

HOWARD JONES "New Song" (Elektra) 5/2  
Rotations: Heavy 0/0, Medium 2/0, Light 3/2, Extra Adds 0, Total Adds 2, WHY, WSKY. Medium: WCCO, WMGN. Light: 97AIA.

NENA "99 Luftballons (99 Red Balloons)" (Epic) 5/2  
Rotations: Heavy 0/0, Medium 1/0, Light 4/2, Extra Adds 0, Total Adds 2, WMJI, KEEZ. Medium: WCYZ. Light: 97AIA, KUDO.

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.





# AOR / ALBUMS

January 20, 1984

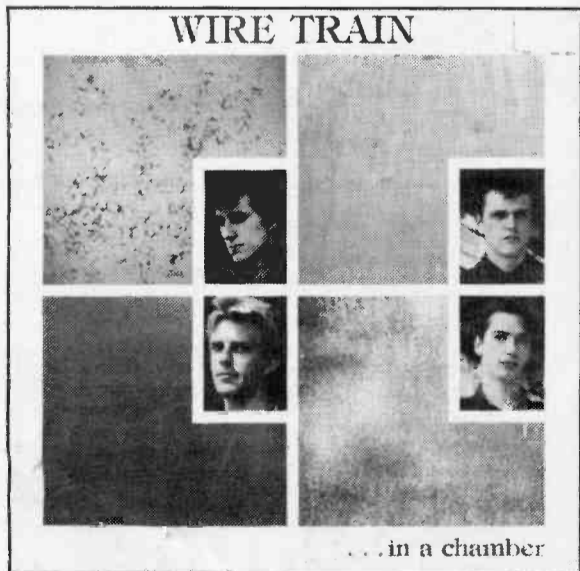
Two Last Weeks Week

|       |    |    |   |
|-------|----|----|---|
| 1     | 1  | 1  | GENESIS/Genesis (Atlantic)                          |
| -     | 3  | 2  | VAN HALEN/1984 (WB)                                 |
| 2     | 2  | 3  | YES/90125 (Atco)                                    |
| DEBUT |    | 4  | PRETENDERS/Learning To Crawl (Sire/WB)              |
| 4     | 4  | 5  | 38 SPECIAL/Tour De Force (A&M)                      |
| 3     | 5  | 6  | JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PG)             |
| 5     | 6  | 7  | ROLLING STONES/Undercover (RS/Atco)                 |
| 6     | 7  | 8  | TWO OF A KIND/Soundtrack (MCA)                      |
| 9     | 9  | 9  | DURAN DURAN/Seven And The Ragged Tiger (Capitol)    |
| 10    | 10 | 10 | HUEY LEWIS & THE NEWS/Sports (Chrysalis)            |
| 8     | 8  | 11 | BILLY IDOL/Rebel Yell (Chrysalis)                   |
| 11    | 11 | 12 | OZZY OSBOURNE/Bark At The Moon (CBS Assoc.)         |
| 19    | 14 | 13 | MANFRED MANN'S.../Somewhere In Afrika (Arista)      |
| 17    | 15 | 14 | MOTLEY CRUE/Shout At The Devil (Elektra)            |
| 7     | 12 | 15 | ROMANTICS/In Heat (Nemperor/CBS)                    |
| 20    | 16 | 16 | MOTELS/Little Robbers (Capitol)                     |
| 13    | 13 | 17 | NIGHT RANGER/Midnight Madness (Camel/MCA)           |
| 30    | 20 | 18 | REAL LIFE/Heartland (Curb/MCA)                      |
| 12    | 17 | 19 | BLUE OYSTER CULT/The Revolution By Night (Columbia) |
| -     | 25 | 20 | A NIGHT IN HEAVEN/Soundtrack (A&M)                  |
| DEBUT |    | 21 | JUDAS PRIEST/Defenders Of The Faith (Columbia)      |
| 21    | 19 | 22 | RE-FLEX/The Politics Of Dancing (Capitol)           |
| 14    | 18 | 23 | BOB DYLAN/Infidels (Columbia)                       |
| 28    | 22 | 24 | ABC/Beauty Stab (Mercury/PG)                        |
| -     | 34 | 25 | EURYTHMICS/Touch (RCA)                              |
| 18    | 21 | 26 | U2/Under A Blood Red Sky (Island/Atco)              |
| 24    | 23 | 27 | HEADPINS/Line Of Fire (Solid Gold/MCA)              |
| 35    | 31 | 28 | FIXX/Reach The Beach (MCA)                          |
| 27    | 27 | 29 | POLICE/Synchronicity (A&M)                          |
| 15    | 24 | 30 | ALAN PARSONS PROJECT/Best Of The Alan... (Arista)   |
| 29    | 28 | 31 | VANDENBERG/Heading For A Storm (Atco)               |
| 34    | 29 | 32 | STEVIE NICKS/The Wild Heart (Modern/Atco)           |
| DEBUT |    | 33 | UTOPIA/Oblivion (Passport)                          |
| 40    | 36 | 34 | QUIET RIOT/Metal Health (Pasha/CBS)                 |
| 22    | 32 | 35 | STREETS/1st (Atlantic)                              |
| 23    | 26 | 36 | DON FELDER/Airborne (Elektra)                       |
| -     | 37 | 37 | CYNDI LAUPER/She's So Unusual (Portrait/CBS)        |
| 31    | 33 | 38 | HEAVEN/Where Angels Fear To Tread (Columbia)        |
| 16    | 30 | 39 | EDDIE MONEY/Where's The Party? (Columbia)           |
| DEBUT |    | 40 | ACCEPT/Balls To The Wall (Portrait/CBS)             |

178 REPORTERS

|   | Total Reports | Heavy Rotation | Medium Rotation | Total Adds All Rotations |
|---|---------------|----------------|-----------------|--------------------------|
| "All" (139) "Job To Do" (86) "Home" (57)        | 172-          | 154-           | 18+             | 1=                       |
| "Jump" (162) "Panama" (112) "Wait" (78)         | 165+          | 157+           | 7-              | 3-                       |
| "Happen" (122) "Owner" (111) "Changes" (101)    | 169-          | 148-           | 21+             | 2+                       |
| "Middle . . ." (163) "Avenger" (81) "Show" (24) | 172+          | 138+           | 32-             | 21+                      |
| "Back . . ." (129) "If" (109) "Century" (19)    | 158+          | 128-           | 30+             | 1-                       |
| "Houses" (114) "Guitar" (70) "Business" (30)    | 148-          | 116-           | 32-             | 2=                       |
| "Hot" (120) "Tough" (81) "Undercover" (56)      | 150-          | 106-           | 44-             | 2+                       |
| "Ask The Lonely" (138)                          | 140-          | 108-           | 32-             | 0=                       |
| "New Moon" (112) "Union" (50) "Reflex" (21)     | 144+          | 88+            | 55+             | 9-                       |
| "Drug" (112) "R&R" (21) "Heart" (18)            | 129-          | 80-            | 49-             | 1-                       |
| "Yell" (125) "Highway" (14)                     | 130-          | 65-            | 64+             | 2=                       |
| "Bark" (116) "Rock 'N Roll" (65) "Tired" (25)   | 134-          | 51-            | 83+             | 1-                       |
| "Runner" (117) "Demolition Man" (40)            | 143+          | 32+            | 103+            | 23-                      |
| "Looks" (108) "Shout" (32)                      | 119+          | 47+            | 71-             | 3-                       |
| "Talking" (79) "Rock" (29) "Million" (10)       | 97-           | 57-            | 40-             | 2+                       |
| "Remember The Night" (97)                       | 104+          | 59+            | 43-             | 6-                       |
| "Rock" (71) "Rumours" (68)                      | 114-          | 36-            | 74=             | 4-                       |
| "Send Me An Angel" (112)                        | 112+          | 31+            | 78+             | 18-                      |
| "Shark" (69) "Take" (58)                        | 103-          | 30-            | 72+             | 4+                       |
| "Heaven" (103)                                  | 103+          | 32+            | 66+             | 20-                      |
| "Heads" (78) "Freewheel" (29) "Heavy" (23)      | 111+          | 12+            | 92+             | 30-                      |
| "Politics Of Dancing" (91)                      | 92-           | 23-            | 67+             | 3-                       |
| "Sweetheart" (51) "Bully" (34) "Sundown" (18)   | 81-           | 32-            | 49-             | 2-                       |
| "That Was Then," (46) "Power" (40)              | 89=           | 14-            | 72+             | 9=                       |
| "Here Comes The Rain Again" (87)                | 89+           | 23+            | 53+             | 36+                      |
| "11 O'Clock" (53) "Follow" (25)                 | 75-           | 22-            | 52-             | 2-                       |
| "Just One" (71) "Mine" (16)                     | 85-           | 10=            | 72-             | 4-                       |
| "The Sign Of Fire" (75)                         | 77+           | 17=            | 59+             | 7-                       |
| "Wrapped" (44) "Synch. II" (18)                 | 58-           | 27-            | 30-             | 2-                       |
| "You Don't Believe" (58)                        | 58-           | 26-            | 32-             | 0-                       |
| "Friday Night" (75)                             | 76-           | 8+             | 67-             | 2-                       |
| "Nightbird" (68)                                | 69+           | 21=            | 48+             | 3-                       |
| "Crybaby" (72) "Itch" (10)                      | 77+           | 8+             | 57+             | 30-                      |
| "Bang" (35) "Don't Wanna" (12) "Cum" (11)       | 54+           | 16+            | 37+             | 7+                       |
| "If Love Should Go" (41)                        | 52-           | 17+            | 35-             | 1-                       |
| "Bad Girls" (51)                                | 58-           | 10-            | 47-             | 2+                       |
| "Girls" (40) "Time" (17)                        | 51+           | 15+            | 34+             | 9-                       |
| "Rock School" (58)                              | 61-           | 3+             | 58-             | 2=                       |
| "The Big Crash" (41)                            | 51-           | 14-            | 37-             | 1-                       |
| "Balls To The Wall" (57)                        | 58+           | 2+             | 37+             | 47+                      |

## WIRE TRAIN



...in a chamber

Arriving At Your Station On These Tracks —

"CHAMBER OF HELLOS"  
"I'LL DO YOU"



(ADVERTISEMENT)

## CHART EXTRAS

- ALCATRAZZ  
No Parole From Rock & Roll (Rocshire)
- CULTURE CLUB  
Colour By Numbers (Virgin/Epic)
- PAUL RODGERS  
Cut Loose (Atlantic)
- ZZ TOP  
Eliminator (WB)

## BREAKERS

- PRETENDERS  
Learning To Crawl (Sire/WB)  
97% of our reporters on it. 172/21, including adds at WAPP, WSKS, KTXQ, WXRT, WSKS, KBCO, KINK, KOME. Debuts at #4 on the Albums chart.
- JUDAS PRIEST  
Defenders Of The Faith (Columbia)  
62% of our reporters on it. 111/30, including adds at WGRO, WKLS, WYNF, WQFM, KRCK, KKCI. Debuts at #21 on the Albums chart.
- A NIGHT IN HEAVEN  
Soundtrack (A&M)  
58% of our reporters on it. 103/20, including adds at KZEW, KSRR, KYYS, KBPI, KOLA, KCAL, WCKN. Moves 25-20 on the Albums chart.
- EURYTHMICS  
Touch (RCA)  
50% of our reporters on it. 89/36, including adds at WMMR, KEGL, WLLZ, KBCO, KROO, KUPD, WAMX, WCMF, WOUR, WKTM, WKDF, WRNO, WIOT, KREM. Moves 34-25 on the Albums chart.

# RIOT

## BORN IN AMERICA

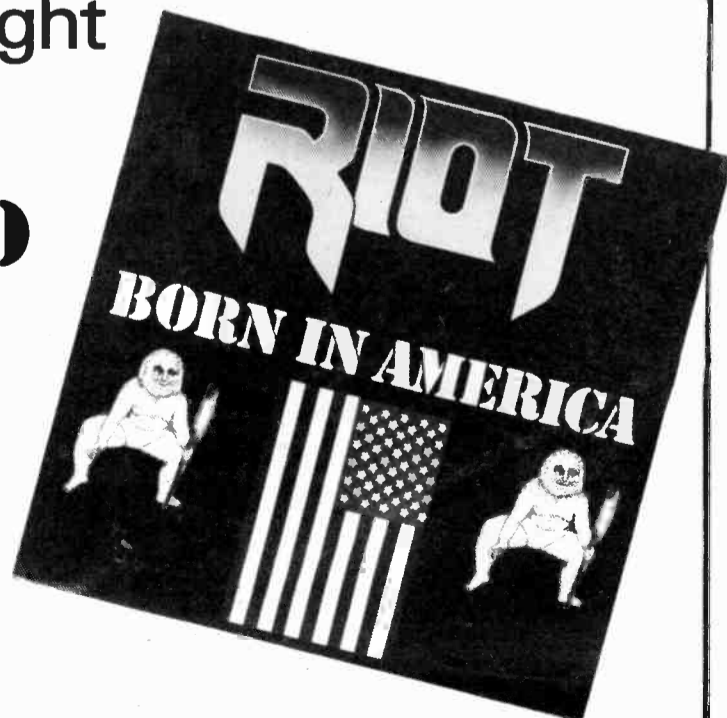
### IS GROWING UP MEAN!

The only independent AOR record on the Billboard LP Chart #184! And it's also New & Active in R&R, and 86-74 in Album Network!

See  "Born In America" video on MTV and Night Flight

 **HITS THE ROAD**

|                     |                                    |
|---------------------|------------------------------------|
| 1/18 Houston        | 1/29 Fresno                        |
| 1/19 Corpus Christi | 1/31 Reno                          |
| 1/21 El Paso        | 2/1 San Francisco                  |
| 1/23 Odessa         | 2/2 Bakersfield                    |
| 1/25 Denver         | 2/3 San Bernardino                 |
| 1/27 Long Beach     | 2/5 Salt Lake City                 |
| 1/28 Las Vegas      | ... And onto Seattle and Portland! |



**Quality** RECORDS  
OF AMERICA LIMITED

The Independent With A MAJOR Commitment

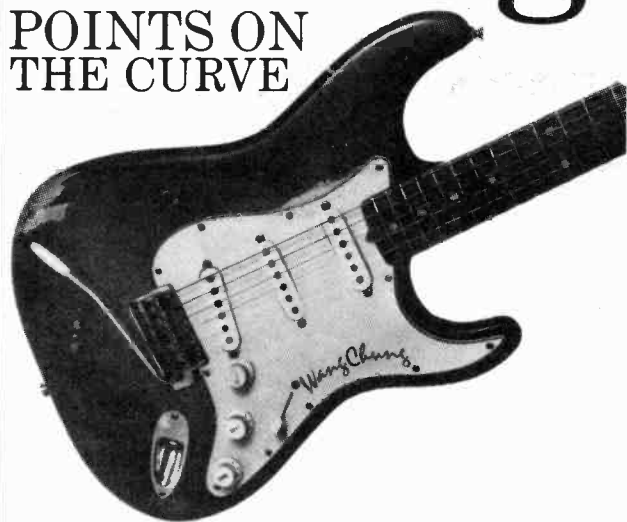
(RIOT) (P) (E) (V) (A)

**THE SOUND OF A GUITAR - WANG chung**

**THE ALBUM TO PLAY  
AT YOUR RADIO STATION!**

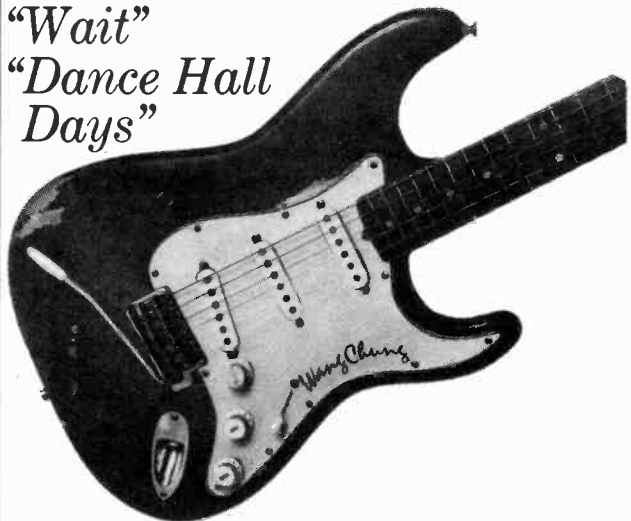
# WANG chung

**POINTS ON  
THE CURVE**



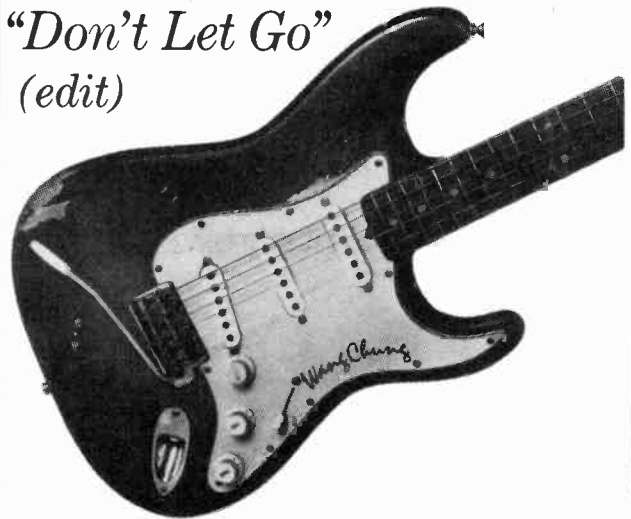
**THE PRO FOR AOR RADIO  
FEATURING:**

*"Don't Let Go"*  
*"Wait"*  
*"Dance Hall  
Days"*



**THE SINGLE FOR CHR RADIO**

*"Don't Let Go"*  
(edit)



**PRODUCED BY**

*Chris Hughes and Ross Cullum*

**MANAGEMENT**

*David Massey at  
Domino Directions LTD, London*

**WANG chung**

**DEBUT ALBUM RELEASE  
ON GEFLEN RECORDS AND CASSETTES**

Manufactured By Warner Bros. Records.



## AOR/ALBUMS

### MOST ADDED

ACCEPT (47)  
Balls To The Wall (Portrait/CBS)  
BON JOVI (41)  
Bon Jovi (Mercury/PolyGram)  
EURYTHMICS (36)  
Touch (RCA)  
UTOPIA (30)  
Oblivion (Passport)  
JUDAS PRIEST (30)  
Defenders Of The Faith (Columbia)  
WANG CHUNG (27)  
Points On The Curve (Geffen)

### MOST HOTS

VAN HALEN (157)  
1984 (WB)  
GENESIS (154)  
Genesis (Atlantic)  
YES (148)  
90125 (Atco)  
PRETENDERS (138)  
Learning To Crawl (Sire/WB)  
38 SPECIAL (128)  
Tour De Force (A&M)  
JOHN COUGAR MELLENCAMP (116)  
Uh-Huh (Riva/PolyGram)

### NEW & ACTIVE

**HYTS/Hyts (Gold Mtn./A&M) 62/22 (44/34)**

Adds including WGRQ, WDVE, WHJY, KSRR, WQFM, KRCK, KZOK, WAAL, WQDR, WTUE, KATT, KWXL, KLPX. Hots: 0. Medium: 46 including KEGL, KZEW, WEBN, KSHE, KLOS, KRQR, KSJO, WCCC, WPDH, WCMF, WKTM, KISS, WAPL, WLAV, KMOD, KFMG, KZAP.

**PREVIEW/Preview (Geffen) 42/2 (42/5)**

Adds: KATT, WGIR. Hots: 5 KZEW, WYNF, KLOS, KRCK, WMGM. Medium: 36 including WBAB, KQRS, KISW, WDHA, WIMZ, WKZL, WLVO, KQDS, KFMG, KZAP.

**BON JOVI/Bon Jovi (Mercury/PolyGram) 41/41 (0/0)**

Adds: WYSP, WDVE, WSKS, WLLZ, WRIF, KWK, KGON, KOME, KSJO, WSCY, WQDR, WRXL, WXLP, KMOD. Hots: 0. Medium: 22 including KWRS, KUPD, KZOK, WMGM, WRUF, KSMB, KWHL.

**ENGLISH BEAT/What Is Beat? (IRS/A&M) 32/2 (32/6)**

Adds: WNEW-FM, WHJY. Hots: 4 KNAC, WQBK, WAAF, KTCL. Medium: 27 including WBCN, WCKO, WLUP, WXRT, KSHE, KBCO, KROQ, 91X, KGB, KQAK, WAAL, WQDR, KISS, WTUE, KQDS, WLAV.

**BAXTER ROBERTSON/Panorama View (RCA) 31/7 (27/7)**

Adds: WMET, KQAK, WCCC, WKZL, KFMG, KLPX, WBYG. Hots: 0. Medium: 29 including WDVE, KSHE, KBCO, KUPD, KGB, WPLR, WQMF, WLAV.

**ELTON JOHN/Too Low For Zero (Geffen) 30/2 (29/3)**

Adds: WNEW-FM, WROQ. Hots: 17 including WBAB, WAPP, KEGL, WLUP, WMET, WSKS, WMMS, KKCI, KWK, KBPI, K97, WZXY, KGGO, WXKE, KWFM. Medium: 12 including WMMR, WYNF, WIMZ, KMJX, WKZL.

**WANG CHUNG/Points On The Curve (Geffen) 27/27 (0/0)**

Adds including WRXT, WBAB, WYSP, WMMS, KBCO, KQAK, WDHA, KNCN, KQDS, WWTR, KUFO, KSQY, WCPZ, KSPN. Hots: 1 KROQ. Medium: 9 including CHUM-FM, KCAL, WCMF, WSCY, WKZL, WMGM, KTCL, KTMS, KTYD.

**ADAM ANT/Strip (Epic) 27/2 (26/3)**

Adds: WYMX, WRUF. Hots: 10 including WLIR, KNAC, 91X, KQAK, WPDH, WMYK. Medium: 15 including WBAB, WDVE, CHUM-FM, WKLS, WCKO, KBCO, KBPI, KCAL, WCKN, WIMZ.

**MICHAEL JACKSON/Thriller (Epic) 26/7 (19/5)**

Adds: WRXT, K97, 91X, WROQ, WRNO, WKZL. Hots: 12 including WBCN, WMET, WMMS, KWK, WAMX, WZXY, WIMZ. Medium: 11 including WSKS, WKLC, WYMX, WKTM, WQDR, WWCK.

**LIONEL RICHIE/Can't Slow Down (Motown) 24/2 (21/0)**

Adds: WROQ, WXKE. Hots: 11 including WMET, WMMS, K97, WAMX, WZXY, WIMZ. Medium: 13 including WLUP, KWK, WQBK, WYMX, WRNO, KGGO, KREM.

**WIRE TRAIN/In A Chamber (415/Columbia) 21/17 (6/2)**

Adds including WBCN, WGRQ, KZEW, WXRT, KBCO, KNAC, KFOG, WAAF, KNCN, KQDS, WLAV. Hots: 4 WLIR, KROQ, 91X, KTCL. Medium: 7 including KQAK, KTYD.

**KIND/Pain And Pleasure (360) 19/7 (12/5)**

Adds: KSHE, KOME, KZOK, WCCC, KMJX, WAPL, KSQY. Hots: 0. Medium: 16 including WLUP, WXRT, WEBN, WSKS, WQFM, KRCK, KSJO.

**MINK DEVILLE/Whara Angels Fear To Tread (Atlantic) 18/4 (20/6)**

Adds: WZXY, KMJX, KMOD, KICT. Hots: 3 WXRT, KNAC, WDEK. Medium: 11 including WBCN, WNEW-FM, CHUM-FM, KBCO, WQBK, WTKX, KQDS.

**PAUL YOUNG/No Parlez (Columbia) 17/5 (15/1)**

Adds: WRXT, KBCO, WPDH, KMJX, KLYV. Hots: 3 WXRT, CHEZ-FM, KSPN. Medium: 10 including WBAB, WLUP, WMMS, KQAK, WDHA, WTKX, WWCT.

**BILL NELSON/Vistamix (Portrait/CBS) 16/7 (9/8)**

Adds: KBCO, KROQ, WPDH, KWXL, KSQY, KSPN, KTYD. Hots: 2 WQBK, KTCL. Medium: 10 including WLIR, WCKO, WXRT, KNAC, KFOG.

**NICK HEYWARD/North Of A Miracle (Arista) 15/0 (17/2)**

Adds: 0. Hots: 3 WXRT, KSPN, KTCL. Medium: 12 including WBCN, KBCO, KCAL, WKLC, WQDR.

**LET'S ACTIVE/Afoot (IRS/A&M) 14/4 (10/1)**

Adds: WBCN, KBCO, KUFO, KFMF. Hots: 4 WLIR, 91X, KTCL, KTYD. Medium: 7 including WBAB, WXRT, KNAC, KROQ, KQAK, WPDH.

**RIOT/Born In America (Quality) 14/2 (16/2)**

Adds: KWXL, KUFO. Hots: 2 WQFM, KZOK. Medium: 11 including Q107, KMET, KRCK, KRQR, KSJO, KISW.

**HELIX/No Rest For The Wicked (Capitol) 14/2 (12/1)**

Adds: WHJY, WCCC. Hots: 4 WQFM, KLOS, KRCK, KZOK. Medium: 10 including KSHE, KGON, KOME, KISW, KRIX, KISS.

**MATTHEW WILDER/I Don't Speak The Language (Private I/CBS) 13/2 (10/4)**

Adds: WAMX, KTMS. Hots: 6 WMMS, KWK, WRNO, KGGO, KSMB, KSPN. Medium: 7 including WAPP, WMET, WZXY.

**UB40/Labour Of Love (Virgin/A&M) 13/1 (11/0)**

Adds: WMMS. Hots: 9 including CHUM-FM, KBCO, K97, KNAC, 91X, KQAK. Medium: 3 including WCKO, KROQ.

**TSUNAMI/Tsunami (Enigma) 11/6 (5/1)**

Adds: WRXT, KSHE, KGB, KFMG, KSMB, KUFO. Hots: 2 KSJO, KZOK. Medium: 4 including WQFM, KRCK, KOME.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting for the first time. Numbers indicate total reports/adds; for instance, 40/20 means 40 stations reported a record, and of those, 20 added it that week. Figures in parentheses are last week's data.













WEST (continued)

KAZY/Denver (303) 759-5800
KBPI/Denver (303) 936-2313
KBCO/Boulder (303) 444-5600
KCAL/San Bernardino (714) 825-5020

KMEL/San Francisco (415) 391-8400
K-97/Edmonton (403) 428-8597
KGON/Portland (503) 855-8181
KRSP/Salt Lake City (801) 285-5541

KWXL/Albuquerque (505) 265-5400
KZEL/Eugene (503) 484-4304
KSPN/Arapahoe (303) 925-5776
KREM/Spokane (509) 448-2000

KILO/Colorado Springs (303) 634-4896
KIDQ/Boise (208) 338-0939
KFIV-FM/Modesto (209) 527-4100
KLVX/Tucson (602) 622-4711

Parallel Two
KDJJ/Fresno (209) 228-5991
KROV/Sacramento (916) 441-4950
KFMG/Albuquerque (505) 265-8811

Parallel Three
KZAP/Sacramento (916) 925-3700
KFOG/San Francisco (415) 885-1045
KOME/San Jose (408) 246-8811

KKJW/Fresno (209) 228-5991
KFOG/San Francisco (415) 885-1045
KOME/San Jose (408) 246-8811

KKJW/Fresno (209) 228-5991
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KKJW/Fresno (209) 228-5991
KFOG/San Francisco (415) 885-1045
KOME/San Jose (408) 246-8811

The following stations failed to report this week and therefore their lists were frozen:

- KDKB/Phoenix
KEZE/Spokane
KMEL/San Francisco
KOZZ/Reno
KFMX/Lubbock
WLRS/Louisville
DC101/Washington
WZZO/Allentown

The following stations reported their lists as frozen this week:

- WYFE-FM/Rockford
WAPI-FM/Birmingham
KLOL/Houston
WTPA/Harrisburg





CHR REPORTERS

13FEA(WFEA)/Manchester, NH (3-E)
93FM(WXGT)/Columbus, OH (2-M)
93FM(WXGT)/Columbus, OH (2-M)
94Q(WXQX)/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(WEBB)/New Orleans, LA (1-S)
B104(WBSS)/Baltimore, MD (1-E)
B105(WBJW)/Orlando, FL (2-S)
CFTR/Toronto, Canada (1-E)
CHUM/Toronto, Canada (1-E)
CKGM/Montreal, Canada (1-E)
FM100(WMG-FM)/Memphis, TN (2-S)
G100(WKR-FM)/Mobile, AL (2-S)
I95(WINZ-FM)/Miami, FL (1-S)
K98(KFMY)/Provo, UT (2-W)
K104(WCCB)/Erie, PA (2-E)
K107(KAYI)/Tulsa, OK (2-M)
KAFM/Dallas, TX (1-S)
KAMZ/EI 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)
KDVV/Topeka, KS (3-M)
KZAA/Pueblo, CO (3-W)
KEART(HKRT)/Los Angeles, CA (1-W)
KEYN-FM/Wichita, KN (2-M)

KFMW/Waterloo, IA (3-M)
KFRS/San Francisco, CA (1-W)
KFRX/Lincoln, NE (3-M)
KFYR/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)
KHTR/St. Louis, MO (1-M)
KHYT/Tucson, AZ (2-W)
KIDD/Monterey, CA (2-W)
KIIK/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)
KITV/San Antonio, TX (2-S)
KJ103(KJOY)/Oklahoma City, OK (2-M)
KKAZ/Cherryvale, WY (3-W)
KKFM/Colorado Springs, CO (2-W)
KKLS-QM/Rapid City, SD (3-M)
KKQV/Wichita Falls, TX (3-S)
KKRC/Sioux Falls, SD (3-M)
KKXL-FM/Grand Forks, ND (3-M)
KKXX/Bakersfield, CA (2-W)
KXKY/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(KSOJ)/Modesto, CA (2-W)
KOPA/Phoenix, AZ (1-W)
KOZE/Lewisville, 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/EI 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)
KTRC/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(WKX)/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)
KYVA/Billings, MT (3-W)
KZ93(WKZV)/Peoria, IL (2-M)
KZFP/Corpus Christi, TX (2-S)
KZQZ/San Luis Obispo, CA (3-W)
KZBZ/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(WJQQ)/Meridian, MS (3-S)
Q102(WKRO)/Cincinnati, OH (1-M)
Q103(KOARQ)/Denver, CA (1-W)

Q104(WQEN)/Gadsden, AL (3-S)
Q105(WRBQ-FM)/Tampa, FL (1-S)
Q106(WOXA)/York, PA (2-E)
Q107(WROX)/Washington, DC (1-E)
U93(WNDU-FM)/South Bend, IN (2-M)
WABB-FM/Mobile, AL (2-S)
WAEV/Savannah, GA (3-S)
WANS-FM/Greenville, SC (3-S)
WAZY-FM/Lafayette, LA (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)
WFMI/Lexington, KY (2-S)
WFOX/Gainesville, GA (3-S)
WGCL/Cleveland, OH (1-M)
WGFMSchenectady, NY (2-E)
WGLF/Tallahassee, FL (3-S)
WGRD/Grand Rapids, MI (2-M)
WGUW/Bangor, ME (3-E)
WHBY/Portsmouth, NH (3-E)
WHFM/Rochester, NY (2-E)
WHYY-FM/Montgomery, AL (2-S)
WHOT/Youngstown, OH (2-M)
WHSL/Wilmington, NC (3-S)
WHTT/Boston, MA (1-E)
WHYI/Pittsburgh, PA (1-E)
WHYT/Detroit, MI (1-M)
WIGY/Bath, ME (3-E)
WIKZ/Chambersburg, PA (3-E)
WISE/Asheville, NC (3-S)
WIXV/Savannah, GA (3-S)
WJAD/Bainbridge, GA (3-S)
WJBO/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)
WKEE/Huntington, WV (2-E)
WKFM/Syracuse, NY (2-E)
WKFR/Kalamazoo, MI (2-M)
WKHI/Ocean City, MD (2-E)
WKRZ-FM/Wilkes-Barre, PA (2-E)
WKTU/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)
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/Iutca, 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)
WTIC-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)
WVKS-FM/Boston, MA (1-E)
WXLK/Roanoke, VA (3-S)
WYCR/Hanover-York, PA (2-E)
WYFMI/Youngstown, OH (2-M)
WYKS/Gainesville, FL (3-S)
WZLD/Columbia, SC (2-S)
WZOK/Rockford, IL (2-M)
WZON/Bangor, ME (3-E)
WZPL/Indianapolis, IN (2-M)
WZPY/Huntsville, AL (2-S)
WZYQ/Frederick, MD (3-E)
XTRA(XETRA)/San Diego, CA (1-W)
Y94(WDAY-FM)/ Fargo, ND (3-M)
Y100(WHYI)/Miami, FL (1-S)
Z93(WZGC)/Atlanta, GA (1-S)
Z100(WHTZ)/New York, NY (1-E)
Z102(WZAT)/Savannah, GA (3-S)
Z104(WZEE)/Madison, WI (2-M)
ZZ99(KZCZ)/Kansas City, MO (2-M)

Hot Hits in 105 KITS San Francisco
PD: Jeff Hunter
H 1 1 MCCARTNEY & JACOBS/Say Say Say
2 2 LIONEL RICHIE/All Night Long(All NI)
3 3 DURAN DURAN/Union Of The Snake
4 4 THE OWNER OF A Lonely Hea
5 5 CULTURE CLUB/Sarna Chameleon
6 6 JUMP IN THE BUDDLE/The Curly Shuffle
7 7 RALPH & GERTIE/Say It Isn't So
8 8 BONAPARTE/If I'd Been The One
9 9 BELLY HAMILTON/Read 'Em And Weep
10 10 POLICE/Wrapped Around Your F
11 11 MICHAEL JACKSON/Thriller
12 12 JEFFREY OSBORNE/Stay With Me Tonight
13 13 JAMES DEAN/Tah No B There
14 14 PHOTHEADS/In The City
15 15 JEFFREY OSBORNE/Stay With Me Tonight
16 16 POLICE/Wrapped Around Your F
17 17 POLICE/Wrapped Around Your F
18 18 POLICE/Wrapped Around Your F
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36 36 POLICE/Wrapped Around Your F
37 37 POLICE/Wrapped Around Your F
38 38 POLICE/Wrapped Around Your F
39 39 POLICE/Wrapped Around Your F
40 40 POLICE/Wrapped Around Your F
ON CYNDI LAUPER/Girls Just Want To Be
BOB DYLAN/Sweetheart Like You
RICK JAMES/Body Eyes
ROBEY CARL/The Dream Hold On To
RUBY LUTSIS & NEWS/What A New Drug
JOHN LEMON/Who's Your Man
SPENCER BALLEW/Gold
PAUL McCARTNEY/So Sad
ROBERT PLANT/In The Hood
HOTELS/Remember The Nights
REAL LIFE/Send Me An Angel
STEVE NICKS/Nightbird

RIQQ 100FM Los Angeles
PD: Paula Matthews
MD: Robert Moorhead
H 1 1 MICHAEL JACKSON/Thriller
2 2 MADONNA/Holiday
3 3 CYNDI LAUPER/Girls Just Want To Be
4 4 SHARON/Let The Music Play
5 5 ROX & THE GANG/Joanna
6 6 THE OWNER OF A Lonely Hea
7 7 CULTURE CLUB/Sarna Chameleon
8 8 JEFFREY OSBORNE/Stay With Me Tonight
9 9 POLICE/Wrapped Around Your F
10 10 POLICE/Wrapped Around Your F
11 11 MICHAEL JACKSON/Thriller
12 12 PHOTHEADS/In The City
13 13 JEFFREY OSBORNE/Stay With Me Tonight
14 14 POLICE/Wrapped Around Your F
15 15 POLICE/Wrapped Around Your F
16 16 POLICE/Wrapped Around Your F
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36 36 POLICE/Wrapped Around Your F
37 37 POLICE/Wrapped Around Your F
38 38 POLICE/Wrapped Around Your F
39 39 POLICE/Wrapped Around Your F
40 40 POLICE/Wrapped Around Your F
ON MICHAEL JACKSON/Thriller
JEFFREY OSBORNE/Stay With Me Tonight
CYNDI LAUPER/Girls Just Want To Be
JOHN COUGAR/Pink Houses
POLICE/Wrapped Around Your F
RICK JAMES/Body Eyes
DURAN DURAN/Union Of The Snake
RUBY LUTSIS & NEWS/What A New Drug
WENDY HAMILTON/Read 'Em And Weep
BELLY HAMILTON/Read 'Em And Weep
VAM WALKER/Jump
STEVIE NICKS/Nightbird
JAMES DEAN/Tah No B There
REAL LIFE/Send Me An Angel
DURAN DURAN/New Moon On Monday
CHRISTINE NEVILL/Gotta Hold On To
CYNDI LAUPER/Girls Just Want To Be
KENNY ROGERS/This Woman
CHRISTINE NEVILL/Gotta Hold On To

KISFM 102.7 Los Angeles
PD: Gerry De Francesco
MD: Mike Schaefer
H 1 1 MICHAEL JACKSON/Thriller
2 2 MICHAEL JACKSON/Thriller
3 3 DURAN DURAN/Union Of The Snake
4 4 RALPH & GERTIE/Say It Isn't So
5 5 CULTURE CLUB/Sarna Chameleon
6 6 JEFFREY OSBORNE/Stay With Me Tonight
7 7 POLICE/Wrapped Around Your F
8 8 POLICE/Wrapped Around Your F
9 9 POLICE/Wrapped Around Your F
10 10 POLICE/Wrapped Around Your F
11 11 POLICE/Wrapped Around Your F
12 12 POLICE/Wrapped Around Your F
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36 36 POLICE/Wrapped Around Your F
37 37 POLICE/Wrapped Around Your F
38 38 POLICE/Wrapped Around Your F
39 39 POLICE/Wrapped Around Your F
40 40 POLICE/Wrapped Around Your F
ON CYNDI LAUPER/Girls Just Want To Be
RICK JAMES/Body Eyes

KWSS 94.5 FM San Jose
PD: Dave Van Stone
MD: Robin Kippis
H 1 1 THE OWNER OF A Lonely Hea
2 2 CULTURE CLUB/Sarna Chameleon
3 3 MICHAEL JACKSON/Thriller
4 4 ELTON JOHN/Guess That's Why Th
5 5 GENE/That's All
6 6 WATSON WILSON/Break My Stride
7 7 CULTURE CLUB/Sarna Chameleon
8 8 LIONEL RICHIE/Running With The Hig
9 9 POLICE/Wrapped Around Your F
10 10 POLICE/Wrapped Around Your F
11 11 RAY PARKER JR./I Will Can't Get Ove
12 12 ROLAND & THE GANG/Joanna
13 13 JOH COUGAR/Pink Houses
14 14 CHRIS CROSS/Think Of Laura
15 15 JEFFREY OSBORNE/Stay With Me Tonight
16 16 MICHAEL JACKSON/Thriller
17 17 RALPH & GERTIE/Say It Isn't So
18 18 JAMES DEAN/Tah No B There
19 19 PHOTHEADS/In The City
20 20 FILE/The Sign Of Fire
21 21 VAN WALKER/Jump
22 22 STEVE NICKS/Nightbird
23 23 POLICE/Wrapped Around Your F
24 24 POLICE/Wrapped Around Your F
25 25 POLICE/Wrapped Around Your F
26 26 POLICE/Wrapped Around Your F
27 27 POLICE/Wrapped Around Your F
28 28 POLICE/Wrapped Around Your F
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36 36 POLICE/Wrapped Around Your F
37 37 POLICE/Wrapped Around Your F
38 38 POLICE/Wrapped Around Your F
39 39 POLICE/Wrapped Around Your F
40 40 POLICE/Wrapped Around Your F
ON JOHN LEMON/Who's Your Man
CHRISTINE NEVILL/Gotta Hold On To
KENNY ROGERS/This Woman
RE-FILE/The Politics Of Danci
SHARON/Let The Music Play

Denver
PD: Doug Erikson
MD: Gloria Avila
H 1 1 CULTURE CLUB/Sarna Chameleon
2 2 THE OWNER OF A Lonely Hea
3 3 MICHAEL JACKSON/Thriller
4 4 WATSON WILSON/Break My Stride
5 5 ELTON JOHN/Guess That's Why Th
6 6 GENE/That's All
7 7 JEFFREY OSBORNE/Stay With Me Tonight
8 8 MICHAEL JACKSON/Thriller
9 9 POLICE/Wrapped Around Your F
10 10 POLICE/Wrapped Around Your F
11 11 POLICE/Wrapped Around Your F
12 12 POLICE/Wrapped Around Your F
13 13 POLICE/Wrapped Around Your F
14 14 POLICE/Wrapped Around Your F
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36 36 POLICE/Wrapped Around Your F
37 37 POLICE/Wrapped Around Your F
38 38 POLICE/Wrapped Around Your F
39 39 POLICE/Wrapped Around Your F
40 40 POLICE/Wrapped Around Your F
ON PAUL McCARTNEY/So Sad
KENNY ROGERS/This Woman
RE-FILE/The Politics Of Danci
SHARON/Let The Music Play

KEARNEY 101 FM Los Angeles
PD: Bob Hamilton
MD: David Grossman
H 1 1 THE OWNER OF A Lonely Hea
2 2 CULTURE CLUB/Sarna Chameleon
3 3 MICHAEL JACKSON/Thriller
4 4 ELTON JOHN/Guess That's Why Th
5 5 GENE/That's All
6 6 WATSON WILSON/Break My Stride
7 7 CULTURE CLUB/Sarna Chameleon
8 8 LIONEL RICHIE/Running With The Hig
9 9 POLICE/Wrapped Around Your F
10 10 POLICE/Wrapped Around Your F
11 11 RAY PARKER JR./I Will Can't Get Ove
12 12 ROLAND & THE GANG/Joanna
13 13 JOH COUGAR/Pink Houses
14 14 CHRIS CROSS/Think Of Laura
15 15 JEFFREY OSBORNE/Stay With Me Tonight
16 16 MICHAEL JACKSON/Thriller
17 17 RALPH & GERTIE/Say It Isn't So
18 18 JAMES DEAN/Tah No B There
19 19 PHOTHEADS/In The City
20 20 FILE/The Sign Of Fire
21 21 VAN WALKER/Jump
22 22 STEVE NICKS/Nightbird
23 23 POLICE/Wrapped Around Your F
24 24 POLICE/Wrapped Around Your F
25 25 POLICE/Wrapped Around Your F
26 26 POLICE/Wrapped Around Your F
27 27 POLICE/Wrapped Around Your F
28 28 POLICE/Wrapped Around Your F
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36 36 POLICE/Wrapped Around Your F
37 37 POLICE/Wrapped Around Your F
38 38 POLICE/Wrapped Around Your F
39 39 POLICE/Wrapped Around Your F
40 40 POLICE/Wrapped Around Your F
ON JOHN LEMON/Who's Your Man
CHRISTINE NEVILL/Gotta Hold On To
CYNDI LAUPER/Girls Just Want To Be
KENNY ROGERS/This Woman
CHRISTINE NEVILL/Gotta Hold On To

KOPA Phoenix
PD: Reggie Blackwell
MD: Art Morales
H 1 1 MICHAEL JACKSON/Thriller
2 2 THE OWNER OF A Lonely Hea
3 3 MICHAEL JACKSON/Thriller
4 4 ELTON JOHN/Guess That's Why Th
5 5 GENE/That's All
6 6 WATSON WILSON/Break My Stride
7 7 CULTURE CLUB/Sarna Chameleon
8 8 LIONEL RICHIE/Running With The Hig
9 9 POLICE/Wrapped Around Your F
10 10 POLICE/Wrapped Around Your F
11 11 RAY PARKER JR./I Will Can't Get Ove
12 12 ROLAND & THE GANG/Joanna
13 13 JOH COUGAR/Pink Houses
14 14 CHRIS CROSS/Think Of Laura
15 15 JEFFREY OSBORNE/Stay With Me Tonight
16 16 MICHAEL JACKSON/Thriller
17 17 RALPH & GERTIE/Say It Isn't So
18 18 JAMES DEAN/Tah No B There
19 19 PHOTHEADS/In The City
20 20 FILE/The Sign Of Fire
21 21 VAN WALKER/Jump
22 22 STEVE NICKS/Nightbird
23 23 POLICE/Wrapped Around Your F
24 24 POLICE/Wrapped Around Your F
25 25 POLICE/Wrapped Around Your F
26 26 POLICE/Wrapped Around Your F
27 27 POLICE/Wrapped Around Your F
28 28 POLICE/Wrapped Around Your F
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35 35 POLICE/Wrapped Around Your F
36 36 POLICE/Wrapped Around Your F
37 37 POLICE/Wrapped Around Your F
38 38 POLICE/Wrapped Around Your F
39 39 POLICE/Wrapped Around Your F
40 40 POLICE/Wrapped Around Your F
ON SHARON/Let The Music Play
CYNDI LAUPER/Girls Just Want To Be
RICK JAMES/Body Eyes
REAL LIFE/Send Me An Angel
JOHN LEMON/Who's Your Man
RUBY LUTSIS & NEWS/What A New Drug
KENNY ROGERS/This Woman
IRISBE CARA/The Dream Hold On To
QUEST NOY/Bring Your Head(Neta)
POLICE/Wrapped Around Your F
JOHN LEMON/Who's Your Man
RUBY LUTSIS & NEWS/What A New Drug
KENNY ROGERS/This Woman
RE-FILE/The Politics Of Danci
SHARON/Let The Music Play
ON MICHAEL JACKSON/Thriller
IRISBE CARA/The Dream Hold On To
QUEST NOY/Bring Your Head(Neta)
POLICE/Wrapped Around Your F

KZZP Phoenix
FM 104
PD: Charlie Quinn
MD: Steve Goddard
H 1 1 THE OWNER OF A Lonely Hea
2 2 CULTURE CLUB/Sarna Chameleon
3 3 MICHAEL JACKSON/Thriller
4 4 ELTON JOHN/Guess That's Why Th
5 5 GENE/That's All
6 6 WATSON WILSON/Break My Stride
7 7 CULTURE CLUB/Sarna Chameleon
8 8 LIONEL RICHIE/Running With The Hig
9 9 POLICE/Wrapped Around Your F
10 10 POLICE/Wrapped Around Your F
11 11 RAY PARKER JR./I Will Can't Get Ove
12 12 ROLAND & THE GANG/Joanna
13 13 JOH COUGAR/Pink Houses
14 14 CHRIS CROSS/Think Of Laura
15 15 JEFFREY OSBORNE/Stay With Me Tonight
16 16 MICHAEL JACKSON/Thriller
17 17 RALPH & GERTIE/Say It Isn't So
18 18 JAMES DEAN/Tah No B There
19 19 PHOTHEADS/In The City
20 20 FILE/The Sign Of Fire
21 21 VAN WALKER/Jump
22 22 STEVE NICKS/Nightbird
23 23 POLICE/Wrapped Around Your F
24 24 POLICE/Wrapped Around Your F
25 25 POLICE/Wrapped Around Your F
26 26 POLICE/Wrapped Around Your F
27 27 POLICE/Wrapped Around Your F
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36 36 POLICE/Wrapped Around Your F
37 37 POLICE/Wrapped Around Your F
38 38 POLICE/Wrapped Around Your F
39 39 POLICE/Wrapped Around Your F
40 40 POLICE/Wrapped Around Your F
ON JOHN LEMON/Who's Your Man
CHRISTINE NEVILL/Gotta Hold On To
CYNDI LAUPER/Girls Just Want To Be
KENNY ROGERS/This Woman
CHRISTINE NEVILL/Gotta Hold On To

KUBE 93 FM Seattle
PD: Bob Case
MD: Tom Huttyler
H 1 1 MICHAEL JACKSON/Thriller
2 2 THE OWNER OF A Lonely Hea
3 3 MICHAEL JACKSON/Thriller
4 4 ELTON JOHN/Guess That's Why Th
5 5 GENE/That's All
6 6 WATSON WILSON/Break My Stride
7 7 CULTURE CLUB/Sarna Chameleon
8 8 LIONEL RICHIE/Running With The Hig
9 9 POLICE/Wrapped Around Your F
10 10 POLICE/Wrapped Around Your F
11 11 RAY PARKER JR./I Will Can't Get Ove
12 12 ROLAND & THE GANG/Joanna
13 13 JOH COUGAR/Pink Houses
14 14 CHRIS CROSS/Think Of Laura
15 15 JEFFREY OSBORNE/Stay With Me Tonight
16 16 MICHAEL JACKSON/Thriller
17 17 RALPH & GERTIE/Say It Isn't So
18 18 JAMES DEAN/Tah No B There
19 19 PHOTHEADS/In The City
20 20 FILE/The Sign Of Fire
21 21 VAN WALKER/Jump
22 22 STEVE NICKS/Nightbird
23 23 POLICE/Wrapped Around Your F
24 24 POLICE/Wrapped Around Your F
25 25 POLICE/Wrapped Around Your F
26 26 POLICE/Wrapped Around Your F
27 27 POLICE/Wrapped Around Your F
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36 36 POLICE/Wrapped Around Your F
37 37 POLICE/Wrapped Around Your F
38 38 POLICE/Wrapped Around Your F
39 39 POLICE/Wrapped Around Your F
40 40 POLICE/Wrapped Around Your F
ON JOHN LEMON/Who's Your Man
CHRISTINE NEVILL/Gotta Hold On To
CYNDI LAUPER/Girls Just Want To Be
KENNY ROGERS/This Woman
CHRISTINE NEVILL/Gotta Hold On To

THE MIGHTY 690 XTRA San Diego
amradio
PD: Jim Richards
MD: Steve Sande
H 1 1 CULTURE CLUB/Sarna Chameleon
2 2 MICHAEL JACKSON/Thriller
3 3 ELTON JOHN/Guess That's Why Th
4 4 GENE/That's All
5 5 THE OWNER OF A Lonely Hea
6 6 WATSON WILSON/Break My Stride
7 7 MICHAEL JACKSON/Thriller
8 8 MADONNA/Holiday
9 9 CYNDI LAUPER/Girls Just Want To Be
10 10 ELTON JOHN/Guess That's Why Th
11 11 CHRS CROSS/Think Of Laura
12 12 GENE/That's All
13 13 DURAN DURAN/Union Of The Snake
14 14 JEFFREY OSBORNE/Stay With Me Tonight
15 15 POLICE/Wrapped Around Your F
16 16 POLICE/Wrapped Around Your F
17 17 LIONEL RICHIE/Running With The Hig
18 18 JOH COUGAR/Pink Houses
19 19 POLICE/Wrapped Around Your F
20 20 POLICE/Wrapped Around Your F
21 21 RALPH & GERTIE/Say It Isn't So
22 22 ROLAND & THE GANG/Joanna
23 23 SHARON/Let The Music Play
24 24 DOLLY PARTON/Save The Last Dance P
25 25 BELLY HAMILTON/Read 'Em And Weep
26 26 FILE/The Sign Of Fire
27 27 PAUL McCARTNEY/So Sad
28 28 DURAN DURAN/New Moon On Monday
29 29 POLICE/Wrapped Around Your F
30 30 KENNY ROGERS/This Woman
31 31 RIGHT MARGIE/(You Can Still)Rock I
32 32 POLICE/Wrapped Around Your F
33 33 POLICE/Wrapped Around Your F
34 34 POLICE/Wrapped Around Your F
35 35 POLICE/Wrapped Around Your F
36 36 POLICE/Wrapped Around Your F
37 37 POLICE/Wrapped Around Your F
38 38 POLICE/Wrapped Around Your F
39 39 POLICE/Wrapped Around Your F
40 40 POLICE/Wrapped Around Your F
ON BELLY HAMILTON/Read 'Em And Weep
JOHN LEMON/Who's Your Man
REAL LIFE/Send Me An Angel
RE-FILE/The Politics Of Danci
SHARON/Let The Music Play
ON MICHAEL JACKSON/Thriller
IRISBE CARA/The Dream Hold On To
QUEST NOY/Bring Your Head(Neta)
POLICE/Wrapped Around Your F

610 KFRS San Francisco
PD: Gerry Cagle
Music Assistant: Lynette Abraham
H 1 1 MICHAEL JACKSON/Thriller
2 2 THE OWNER OF A Lonely Hea
3 3 MICHAEL JACKSON/Thriller
4 4 ELTON JOHN/Guess That's Why Th
5 5 GENE/That's All
6 6 WATSON WILSON/Break My Stride
7 7 CULTURE CLUB/Sarna Chameleon
8 8 LIONEL RICHIE/Running With The Hig
9 9 POLICE/Wrapped Around Your F
10 10 POLICE/Wrapped Around Your F
11 11 RAY PARKER JR./I Will Can't Get Ove
12 12 ROLAND & THE GANG/Joanna
13 13 JOH COUGAR/Pink Houses
14 14 CHRIS CROSS/Think Of Laura
15 15 JEFFREY OSBORNE/Stay With Me Tonight
16 16 MICHAEL JACKSON/Thriller
17 17 RALPH & GERTIE/Say It Isn't So
18 18 JAMES DEAN/Tah No B There
19 19 PHOTHEADS/In The City
20 20 FILE/The Sign Of Fire
21 21 VAN WALKER/Jump
22 22 STEVE NICKS/Nightbird
23 23 POLICE/Wrapped Around Your F
24 24 POLICE/Wrapped Around Your F
25 25 POLICE/Wrapped Around Your F
26 26 POLICE/Wrapped Around Your F
27 27 POLICE/Wrapped Around Your F
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36 36 POLICE/Wrapped Around Your F
37 37 POLICE/Wrapped Around Your F
38 38 POLICE/Wrapped Around Your F
39 39 POLICE/Wrapped Around Your F
40 40 POLICE/Wrapped Around Your F
ON SHARON/Let The Music Play
CYNDI LAUPER/Girls Just Want To Be
RICK JAMES/Body Eyes
REAL LIFE/Send Me An Angel
JOHN LEMON/Who's Your Man
RUBY LUTSIS & NEWS/What A New Drug
KENNY ROGERS/This Woman
IRISBE CARA/The Dream Hold On To
QUEST NOY/Bring Your Head(Neta)
POLICE/Wrapped Around Your F
JOHN LEMON/Who's Your Man
RUBY LUTSIS & NEWS/What A New Drug
KENNY ROGERS/This Woman
RE-FILE/The Politics Of Danci
SHARON/Let The Music Play
ON MICHAEL JACKSON/Thriller
IRISBE CARA/The Dream Hold On To
QUEST NOY/Bring Your Head(Neta)
POLICE/Wrapped Around Your F

**EAST Most Added® Hottest**

Christine McVie Culture Club  
Kenny Loggins Yes  
Eurythmics Michael Jackson

**CHR ADDS & HOTS**

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

**SOUTH Most Added® Hottest**

Christine McVie Culture Club  
Eurythmics Yes  
Cyndi Lauper Michael Jackson

**EAST**

**PARALLEL TWO**

WFLY/Albany, NY  
Jack Lawrence

IRENE CARA  
CHRISTINE MCVIE  
YONI BASIL  
HOWARD JONES  
MANFRED MANN  
KENNY LOGGINS  
Hottest:  
ELTON JOHN 1-1  
ROMANTICS 2-2  
MADONNA 7-4  
LIONEL RICHIE 8-6  
NENA 21-14

WTRY/Albany, NY  
Bill Cahill

CHRISTINE MCVIE  
KENNY LOGGINS  
JAMES INGRAM  
Hottest:  
YES 1-1  
ELTON JOHN 5-2  
GENESIS 4-3  
ROMANTICS 7-4  
CHRIS CROSS 8-5

Q100/Albany, NY  
Dillon/Freeman

POLICE  
JAMES INGRAM  
KENNY LOGGINS  
BRYAN ADAMS  
Hottest:  
CULTURE CLUB 5-1  
MATTHER WILDER 9-4  
ROMANTICS 10-6  
KIM CARNES  
KIM CARNES 14-10  
MICHAEL JACKSON 24-18

WVSR/Charleston, WV  
Tim Larson

none  
Hottest:  
DEBORAH ALLEN 1-1  
YES 3-3  
LIONEL RICHIE 6-6  
GENESIS 13-13  
DEBARGE 16-16

K104/Erie, PA  
Bill Shannon

KENNY LOGGINS  
POINTNER SISTERS  
SHALAMAR  
38 SPECIAL  
MOTLEY CRUE (dp)  
CHRISTINE MCVIE  
BRYAN ADAMS  
Eurythmics  
Hottest:  
JOURNEY 3-1  
ELTON JOHN 8-2  
JOHN COUGAR 15-5  
BILLY JOEL 10-6  
GENESIS 13-7

WYCR/Hanover-York, PA  
Mark Richards

KC  
JACKSON BROWNE  
Eurythmics  
CHRISTINE MCVIE  
UB40  
KENNY LOGGINS  
MANFRED MANN  
Hottest:  
CULTURE CLUB 3-1  
LIONEL RICHIE 9-5  
KIM CARNES 10-6  
GENESIS 20-13  
VAN HALEN 32-26

WTC-FM/Hartford, CT  
Mike West

HUEY LEWIS & NEWS  
CHRISTINE MCVIE  
POINTNER SISTERS  
ROCKWELL  
Hottest:  
CULTURE CLUB 2-1  
CHRIS CROSS 8-3  
NENA 14-5  
MICHAEL JACKSON 19-14  
CYNDI LAUPER 24-18

WKEE/Huntington, WV  
Gary Miller

KIM CARNES  
CHRISTINE MCVIE  
Eurythmics  
KENNY LOGGINS  
POINTNER SISTERS  
UB40 (dp)  
Hottest:  
CHRIS CROSS 1-1  
MATTHER WILDER 3-2  
ROMANTICS 4-3  
LIONEL RICHIE 8-4  
RAY PARKER JR. 10-5

WLAN-FM/Lancaster, PA  
Todd Halliday

KENNY LOGGINS  
CHRISTINE MCVIE  
TINA TURNER  
HUEY LEWIS & NEWS  
NENA  
Eurythmics  
JOHN CAFFERTY  
Hottest:  
YES 1-1  
CULTURE CLUB 5-3  
CHRIS CROSS 8-4  
GENESIS 14-8  
KIM CARNES 22-15

KC101/New Haven, CT  
Stef Rybek

ROCKWELL  
KENNY LOGGINS  
Eurythmics  
HUEY LEWIS & NEWS  
POINTNER SISTERS  
Hottest:  
YES 1-1  
CULTURE CLUB 4-2  
VAN HALEN 24-4  
KIM CARNES 17-7  
MICHAEL JACKSON 28-14

WSPK/Poughkeepsie, NY  
Chris Leide

PAUL MCCARTNEY  
ROCKWELL  
TINA TURNER  
MANFRED MANN (dp)  
JACKSON BROWNE  
Eurythmics  
UB40  
CHRISTINE MCVIE  
Hottest:  
GENESIS 2-1  
BILLY JOEL 9-5  
MOTELS 13-6  
POLICE 24-15  
MICHAEL JACKSON 27-17

WHFM/Rochester, NY  
Charly Lake

BILLY JOEL  
CHRISTINE MCVIE  
UB40  
Eurythmics  
Hottest:  
YES 1-1  
CULTURE CLUB 8-6  
SHANNON 12-8  
MADONNA 13-9  
PRETENDERS 15-13

98PX/Rochester, NY  
Tom Mitchell

NENA  
CYNDI LAUPER  
CHRISTINE MCVIE  
POINTNER SISTERS  
RE-FLEX  
Hottest:  
MICHAEL JACKSON 1-1  
CULTURE CLUB 5-2  
CHRIS CROSS 11-8  
MADONNA 13-9  
PRETENDERS 15-10

WGFM/Schenectady, NY  
Tom Parker

MICHAEL JACKSON  
JOHN LENNON  
SHANNON  
HUEY LEWIS & NEWS  
QUIET RIOT  
KENNY LOGGINS  
Eurythmics  
JACKSON BROWNE  
CHRISTINE MCVIE  
Hottest:  
CULTURE CLUB 4-1  
MATTHER WILDER 5-4  
LIONEL RICHIE 8-7  
JOHN COUGAR 10-9  
KIM CARNES 11-10

WKFC/Syracuse, NY  
Chuck Lakefield

STRAY CATS  
RE-FLEX (dp)  
POINTNER SISTERS  
Eurythmics  
TINA TURNER  
DOLLY PARTON  
RICK JAMES  
AMERICAN COMEDY N  
BOB DYLAN  
CHRISTINE MCVIE  
Hottest:  
ELTON JOHN 1-1  
VAN HALEN 33-19  
LIONEL RICHIE D-20  
NENA D-27  
CYNDI LAUPER D-28

WIKZ/Chambersburg, PA  
Matthews/Alexander

Eurythmics  
CHRISTINE MCVIE  
MANFRED MANN  
ADAM ANT  
Hottest:  
CULTURE CLUB 4-1  
SHANNON 24-19  
MICHAEL JACKSON D-20  
VAN HALEN D-21  
QUIET RIOT D-27

WTSN/Dover, NH  
Jim Sebastian

SHEENA EASTON  
HOWARD JONES  
KC  
KENNY LOGGINS  
MANFRED MANN  
CHRISTINE MCVIE  
MADONNA 15-11  
QUIET RIOT (dp)  
Hottest:  
YES 1-1  
MATTHER WILDER 9-3  
NENA 20-11  
BILLY JOEL 29-21  
VAN HALEN 40-27

WRCK/Utica, NY  
Jim Reitz

MICHAEL JACKSON  
Eurythmics  
CHRISTINE MCVIE  
BILLY IDOL  
BOC  
KIM CARNES  
AB  
BOYS BRIGADE  
Hottest:  
GENESIS 2-1  
CULTURE CLUB 4-3  
CHRISTINE MCVIE 7-4  
POLICE 20-14  
HUEY LEWIS & NEWS 24-15

WKZZ-FM/Wilkes-Barre  
Jim Reising

HOWARD JONES  
MOTLEY CRUE (dp)  
CHRISTINE MCVIE  
POINTNER SISTERS  
Eurythmics  
KENNY LOGGINS  
MANFRED MANN  
MICHAEL JACKSON  
DURAN DURAN  
AMERICAN COMEDY N  
Hottest:  
CULTURE CLUB 8-1  
ELTON JOHN 3-2  
KIM CARNES 10-6  
PRETENDERS 21-13  
JOHN LENNON 31-25

Q106/York, PA  
Dan Steele

STEVIE NICKS  
PRETENDERS  
DURAN DURAN  
Eurythmics  
Hottest:  
ELTON JOHN 1-1  
BRYAN ADAMS 2-2  
CULTURE CLUB 6-3  
KIM CARNES 8-4

WKRZ-FM/Wilkes-Barre  
Jim Reising

SHANNON  
CHRISTINE MCVIE  
AMERICAN COMEDY N  
CRACK THE SKY  
MANFRED MANN  
POINTNER SISTERS  
Hottest:  
MATTHER WILDER 1-1  
DEBARGE 25-19  
VAN HALEN 31-20  
KIM CARNES 30-21  
STEVIE NICKS 30-25

WQCM/Hagerstown, MD  
Will Kauffman

JACKSON BROWNE  
PAUL MCCARTNEY  
Eurythmics  
MANFRED MANN  
KENNY LOGGINS  
CHRISTINE MCVIE  
CYNDI LAUPER  
Hottest:  
U2 (dp)  
PRETENDERS  
RAY PARKER JR. 1-1  
CULTURE CLUB 9-2  
JOHN COUGAR 8-3  
MATTHER WILDER 18-4  
SHANNON 28-19

OK100/Ithaca, NY  
Bill Weston

38 SPECIAL  
ABC  
BRYAN ADAMS  
Eurythmics  
CHRISTINE MCVIE  
CYNDI LAUPER  
MOTLEY CRUE (dp)  
SHALAMAR  
POINTNER SISTERS  
KENNY LOGGINS  
Hottest:  
JOHN COUGAR 2-2  
BILLY JOEL 20-11  
NENA 22-13  
MICHAEL JACKSON 32-17  
JOHN LENNON D-30

13FEA/Manchester, NH  
Rick Ryder

JAMES INGRAM  
SHANNON  
CHRISTINE MCVIE  
AMERICAN COMEDY N  
ROCKWELL  
MICHAEL JACKSON  
JOHN CAFFERTY  
Hottest:  
HALL & OATES 1-1  
ONJ 6-3  
JOHN COUGAR 8-5  
ELTON JOHN 9-6  
KIM CARNES  
Hottest:  
YES 1-1  
ELTON JOHN 2-2  
GENESIS 11-9  
IRENE CARA 21-14  
MICHAEL JACKSON D-17

WGUY/Bangor, ME  
Jim Randall

ONJ  
MICHAEL JACKSON  
BILLY JOEL  
CHRISTINE MCVIE  
AMERICAN COMEDY N  
JOHN CAFFERTY  
POINTNER SISTERS  
ROCKWELL  
PRINCE  
KIM CARNES  
Hottest:  
YES 1-1  
ELTON JOHN 2-2  
GENESIS 11-9  
IRENE CARA 21-14  
MICHAEL JACKSON D-17

WZON/Bangor, ME  
Michael O'Hara

HEAVEN (dp)  
CHRISTINE MCVIE  
KENNY LOGGINS  
IRENE CARA  
AMERICAN COMEDY N  
Eurythmics  
Hottest:  
YES 9-1  
ELTON JOHN 11-5  
MICHAEL JACKSON D-36  
VAN HALEN D-37

WIGY/Bath, ME  
Scott Robbins

HALL & OATES  
Eurythmics  
ABC  
CHRISTINE MCVIE  
KENNY LOGGINS  
38 SPECIAL  
BOC  
MANFRED MANN  
AMERICAN COMEDY N  
JOHN CAFFERTY  
Hottest:  
ROMANTICS 3-1  
CULTURE CLUB 6-2  
JOHN COUGAR 11-5  
RAY PARKER JR. 19-9  
MICHAEL JACKSON 38-16

WCIR/Beckley, WV  
Jim Martin

HUEY LEWIS & NEWS  
MANFRED MANN  
CHRISTINE MCVIE  
HINK DEVILLE  
MUSICAL YOUTH (dp)  
UB40  
Hottest:  
YES 1-1  
ROMANTICS 2-2  
CULTURE CLUB 3-3  
CULTURE CLUB 8-4  
GENESIS 7-6

WIKZ/Chambersburg, PA  
Matthews/Alexander

Eurythmics  
CHRISTINE MCVIE  
MANFRED MANN  
ADAM ANT  
Hottest:  
CULTURE CLUB 4-1  
SHANNON 24-19  
MICHAEL JACKSON D-20  
VAN HALEN D-21  
QUIET RIOT D-27

WTSN/Dover, NH  
Jim Sebastian

SHEENA EASTON  
HOWARD JONES  
KC  
KENNY LOGGINS  
MANFRED MANN  
CHRISTINE MCVIE  
MADONNA 15-11  
QUIET RIOT (dp)  
Hottest:  
YES 1-1  
MATTHER WILDER 9-3  
NENA 20-11  
BILLY JOEL 29-21  
VAN HALEN 40-27

WRCK/Utica, NY  
Jim Reitz

MICHAEL JACKSON  
Eurythmics  
CHRISTINE MCVIE  
BILLY IDOL  
BOC  
KIM CARNES  
AB  
BOYS BRIGADE  
Hottest:  
GENESIS 2-1  
CULTURE CLUB 4-3  
CHRISTINE MCVIE 7-4  
POLICE 20-14  
HUEY LEWIS & NEWS 24-15

WKZZ-FM/Wilkes-Barre  
Jim Reising

HOWARD JONES  
MOTLEY CRUE (dp)  
CHRISTINE MCVIE  
POINTNER SISTERS  
Eurythmics  
KENNY LOGGINS  
MANFRED MANN  
MICHAEL JACKSON  
DURAN DURAN  
AMERICAN COMEDY N  
Hottest:  
CULTURE CLUB 8-1  
ELTON JOHN 3-2  
KIM CARNES 10-6  
PRETENDERS 21-13  
JOHN LENNON 31-25

Q106/York, PA  
Dan Steele

STEVIE NICKS  
PRETENDERS  
DURAN DURAN  
Eurythmics  
Hottest:  
ELTON JOHN 1-1  
BRYAN ADAMS 2-2  
CULTURE CLUB 6-3  
KIM CARNES 8-4

WKRZ-FM/Wilkes-Barre  
Jim Reising

SHANNON  
CHRISTINE MCVIE  
AMERICAN COMEDY N  
CRACK THE SKY  
MANFRED MANN  
POINTNER SISTERS  
Hottest:  
MATTHER WILDER 1-1  
DEBARGE 25-19  
VAN HALEN 31-20  
KIM CARNES 30-21  
STEVIE NICKS 30-25

WQCM/Hagerstown, MD  
Will Kauffman

JACKSON BROWNE  
PAUL MCCARTNEY  
Eurythmics  
MANFRED MANN  
KENNY LOGGINS  
CHRISTINE MCVIE  
CYNDI LAUPER  
Hottest:  
U2 (dp)  
PRETENDERS  
RAY PARKER JR. 1-1  
CULTURE CLUB 9-2  
JOHN COUGAR 8-3  
MATTHER WILDER 18-4  
SHANNON 28-19

OK100/Ithaca, NY  
Bill Weston

38 SPECIAL  
ABC  
BRYAN ADAMS  
Eurythmics  
CHRISTINE MCVIE  
CYNDI LAUPER  
MOTLEY CRUE (dp)  
SHALAMAR  
POINTNER SISTERS  
KENNY LOGGINS  
Hottest:  
JOHN COUGAR 2-2  
BILLY JOEL 20-11  
NENA 22-13  
MICHAEL JACKSON 32-17  
JOHN LENNON D-30

13FEA/Manchester, NH  
Rick Ryder

JAMES INGRAM  
SHANNON  
CHRISTINE MCVIE  
AMERICAN COMEDY N  
ROCKWELL  
MICHAEL JACKSON  
JOHN CAFFERTY  
Hottest:  
HALL & OATES 1-1  
ONJ 6-3  
JOHN COUGAR 8-5  
ELTON JOHN 9-6  
KIM CARNES  
Hottest:  
YES 1-1  
ELTON JOHN 2-2  
GENESIS 11-9  
IRENE CARA 21-14  
MICHAEL JACKSON D-17

WGUY/Bangor, ME  
Jim Randall

ONJ  
MICHAEL JACKSON  
BILLY JOEL  
CHRISTINE MCVIE  
AMERICAN COMEDY N  
JOHN CAFFERTY  
POINTNER SISTERS  
ROCKWELL  
PRINCE  
KIM CARNES  
Hottest:  
YES 1-1  
ELTON JOHN 2-2  
GENESIS 11-9  
IRENE CARA 21-14  
MICHAEL JACKSON D-17

WGUY/Bangor, ME  
Jim Randall

ONJ  
MICHAEL JACKSON  
BILLY JOEL  
CHRISTINE MCVIE  
AMERICAN COMEDY N  
JOHN CAFFERTY  
POINTNER SISTERS  
ROCKWELL  
PRINCE  
KIM CARNES  
Hottest:  
YES 1-1  
ELTON JOHN 2-2  
GENESIS 11-9  
IRENE CARA 21-14  
MICHAEL JACKSON D-17

WKHU/Ocean City, MD  
Jack Gillen

CHRISTINE MCVIE  
CYNDI LAUPER  
Eurythmics  
JACKSON BROWNE  
TINA TURNER  
KENNY LOGGINS  
POINTNER SISTERS  
Hottest:  
YES 9-1  
CULTURE CLUB 5-1  
DEBARGE 7-4  
GENESIS 9-5  
RAY PARKER JR. 10-7  
DEBORAH ALLEN 16-10

96XII/Parkersburg, WV  
Paul DeMille

Eurythmics  
POINTNER SISTERS  
MOTLEY CRUE (dp)  
SHALAMAR  
CHRISTINE MCVIE  
KENNY LOGGINS  
CYNDI LAUPER  
38 SPECIAL  
Hottest:  
JOURNEY 2-1  
GENESIS 4-2  
CULTURE CLUB 5-3  
CHRIS CROSS 9-4  
ONJ & TRAVOLTA 17-10

WJBO/Portland, ME  
Phoenix/O'Neil

CHRISTINE MCVIE  
PAUL YOUNG  
MICHAEL JACKSON  
KENNY LOGGINS  
MANFRED MANN  
ROCKWELL  
JOHN CAFFERTY  
AMERICAN COMEDY N  
Hottest:  
YES 1-1  
CULTURE CLUB 7-2  
GENESIS 9-5  
PRETENDERS 19-12  
NENA 28-16

WHEB/Portsmouth  
Rick Bean

MICHAEL JACKSON  
CHRISTINE MCVIE  
Eurythmics  
JAMES INGRAM  
Hottest:  
ELTON JOHN 3-1  
RAY PARKER JR. 5-2  
LIONEL RICHIE 23-18  
POLICE 34-26  
MICHAEL JACKSON D-30

WZLJ/Columbia, SC  
Chuck Finley

WANG CHUNG  
KENNY LOGGINS  
BOC  
CHRISTINE MCVIE  
PATTI LABELLE  
Eurythmics  
MOTLEY CRUE (dp)  
ROCKWELL  
JOHN CAFFERTY  
Hottest:  
YES 2-1  
MICHAEL JACKSON D-25  
PRETENDERS D-31  
VAN HALEN D-35  
POLICE D-36

WOMP-FM/Wheeling, WV  
Dwayne Bonds

MICHAEL JACKSON  
CHRISTINE MCVIE  
BOB DYLAN  
Eurythmics  
KENNY LOGGINS  
TINA TURNER  
BILLY IDOL  
RE-FLEX  
HINK DEVILLE  
MANFRED MANN  
ABC  
Hottest:  
CULTURE CLUB 1-1  
DURAN DURAN 5-4  
38 SPECIAL RL 7-5  
MOTELS 11-9  
PRETENDERS 14-8

WQMP-FM/Wheeling, WV  
Dwayne Bonds

MICHAEL JACKSON  
CHRISTINE MCVIE  
BOB DYLAN  
Eurythmics  
KENNY LOGGINS  
TINA TURNER  
BILLY IDOL  
RE-FLEX  
HINK DEVILLE  
MANFRED MANN  
ABC  
Hottest:  
CULTURE CLUB 1-1  
DURAN DURAN 5-4  
38 SPECIAL RL 7-5  
MOTELS 11-9  
PRETENDERS 14-8

WQMP-FM/Wheeling, WV  
Dwayne Bonds

MICHAEL JACKSON  
CHRISTINE MCVIE  
BOB DYLAN  
Eurythmics  
KENNY LOGGINS  
TINA TURNER  
BILLY IDOL  
RE-FLEX  
HINK DEVILLE  
MANFRED MANN  
ABC  
Hottest:  
CULTURE CLUB 1-1  
DURAN DURAN 5-4  
38 SPECIAL RL 7-5  
MOTELS 11-9  
PRETENDERS 14-8

KITE/Corpus Christi, TX  
ZippoGonzalez

none  
Hottest:  
YES 1-1  
ROLLING STONES 8-8  
CULTURE CLUB 10-10  
MADONNA 18-18  
SHANNON 36-36

KZFM/Corpus Christi, TX  
Glenn Beck

SHANNON  
KENNY LOGGINS  
CHRISTINE MCVIE  
CYNDI LAUPER  
BILLY IDOL (dp)  
Hottest:  
YES 1-1  
VAN HALEN  
BILLY JOEL  
STEVIE NICKS  
Hottest:  
ELTON JOHN 6-2  
ROMANTICS 8-4  
ROMANTICS 13-6  
GENESIS 14-7  
MICHAEL JACKSON 21-14

WDOQ/Daysona Beach, FL  
Ralph Wimmer

DURAN DURAN  
CHRISTINE MCVIE  
Eurythmics  
CYNDI LAUPER  
TINA TURNER  
Hottest:  
LIONEL RICHIE 1-1  
KIM CARNES 2-2  
CULTURE CLUB 7-3  
CHRIS CROSS 6-4  
YES 2-6

KHFI/Austin, TX  
Volkman/Garrett

none  
Hottest:  
YES 1-1  
ONJ 2-2  
CULTURE CLUB 4-4  
MOTLEY CRUE 5-5  
MATTHER WILDER 11-11

WFME/Baton Rouge  
Rice/Ahlyson

JOHN LENNON  
Hottest:  
ELTON JOHN 2-1  
GENESIS 6-6  
ROMANTICS 8-8  
MATTHER WILDER 11-10  
MICHAEL JACKSON D-23

KZZB/Beechmont, TX  
Murphy/Harrison

Eurythmics  
KENNY LOGGINS  
B.E. TAYLOR GROUP  
CHRISTINE MCVIE  
Hottest:  
GENESIS 5-1  
REAL LIFE 12-4  
CHRIS CROSS 15-9  
QUIET RIOT 23-14  
MICHAEL JACKSON 36-18

KXX108/Birmingham, AL  
Kevin McCarthy

CHRISTINE MCVIE  
MANFRED MANN  
SHEENA EASTON  
PATTI LABELLE  
Hottest:  
CHRIS CROSS 1-1  
ROMANTICS 8-3  
LIONEL RICHIE 11-7  
CULTURE CLUB 7-5-17  
BILLY JOEL 28-12

WSSX/Charleston  
Bill Martin

JAMES INGRAM  
CHRISTINE MCVIE  
KIM CARNES (dp)  
HOWARD JONES  
Eurythmics  
CYNDI LAUPER  
RAY PARKER JR.  
Hottest:  
MATTHER WILDER 2-1  
ROMANTICS 13-6  
CULTURE CLUB 17-11  
CULTURE CLUB 7-5-17  
BILLY JOEL 28-18

WRQK/Greensboro, NC  
Jones/Conrad

JAMES LOGGINS  
CHRISTINE MCVIE  
SHALAMAR  
MANFRED MANN  
Eurythmics  
Hottest:  
MATTHER WILDER 2-1  
ROMANTICS 13-6  
CULTURE CLUB 17-11  
CULTURE CLUB 7-5-17  
BILLY JOEL 28-18

WANS-FM/Greenville, SC  
Rod Metta

KENNY LOGGINS  
TINA TURNER  
Eurythmics  
CHRISTINE MCVIE  
PATTI LABELLE  
Hottest:  
ROMANTICS 1-1  
YES 2-2  
LIONEL RICHIE 7-5  
BILLY JOEL 9-7  
CHRIS CROSS 13-10

WZYP/Huntsville, AL  
Scott Mitchell

CHRISTINE MCVIE  
MANFRED MANN  
CYNDI LAUPER  
TINA TURNER  
UB40  
Hottest:  
ROMANTICS 4-1  
KIM CARNES  
BILLY JOEL 9-7  
CHRIS CROSS 13-10

WTKX/Jackson, MS  
Jim Chick

PRINCE  
CYNDI LAUPER (dp)  
POINTNER SISTERS (dp)  
Eurythmics  
Hottest:  
CHRIS CROSS 1-1  
JEFFREY OSBORNE 2-2  
MCCARTNEY & JACKS 3-3  
KIM CARNES 6-4  
RAY PARKER JR. 7-5

WQUU/Johnson City, TN  
Rod Hampton

PAUL MCCARTNEY  
DURAN DURAN  
IRENE CARA  
QUIET RIOT (dp)  
Hottest:  
DURAN DURAN 7-4  
JEFFREY OSBORNE 16-9  
ROMANTICS 20-13  
CHRIS CROSS 25-17  
MICHAEL JACKSON D-30

WOKI/Knoxville, TN  
Gary Adkins

ABC  
CHRISTINE MCVIE  
OZZY OSBORNE  
STRAY CATS  
Eurythmics  
CYNDI LAUPER  
UB40  
BILLY JOEL  
HUEY LEWIS & NEWS  
Hottest:  
YES 1-1  
ROLLING STONES 8-8  
CULTURE CLUB 10-10  
MADONNA 18-18  
SHANNON 36-36

KZFM/Corpus Christi, TX  
Glenn Beck

SHANNON  
KENNY LOGGINS  
CHRISTINE MCVIE  
CYNDI LAUPER  
BILLY IDOL (dp)  
Hottest:  
YES 1-1  
VAN HALEN  
BILLY JOEL  
STEVIE NICKS  
Hottest:  
ELTON JOHN 6-2  
ROMANTICS 8-4  
ROMANTICS 13-6  
GENESIS 14-7  
MICHAEL JACKSON 21-14

WFMJ/Lexington, KY  
Fox/Moaley

SHANNON  
DURAN DURAN  
CHRISTINE MCVIE  
POINTNER SISTERS  
B.E. TAYLOR GROUP  
UB40  
MANFRED MANN  
Hottest:  
YES 2-1  
ROMANTICS 7-2  
CHRIS CROSS 11-4  
LIONEL RICHIE 13-9  
MICHAEL JACKSON 24-10

KMYK/Little Rock, AR  
Mark McCall

KIM CARNES  
HUEY LEWIS & NEWS (dp)  
CHRISTINE MCVIE  
SHEENA EASTON (dp)  
Hottest:  
ROMANTICS 4-1  
YES 5-2  
CULTURE CLUB 7-5  
SHANNON 10-7  
DEBARGE 17-10

KTFM/San Antonio, TX  
Thorman/Neaty

SHEENA EASTON  
BOB DYLAN  
MUSICAL YOUTH  
MANFRED MANN  
TINA TURNER  
Eurythmics  
PATTI LABELLE  
Hottest:  
MICHAEL JACKSON 3-1  
YES 11-4  
DEBORAH ALLEN 9-6  
DEBARGE 18-15

MIDWEST Most Added Hottest

Christine McVie Eurythmics Kenny Loggins

Culture Club Michael Jackson Genesis

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Christine McVie Eurythmics Kenny Loggins

Culture Club Michael Jackson Romantics

MIDWEST PARALLEL TWO

WKDD/Akron, OH Matt Patrick... KENNY LOGGINS... POINTER SISTERS...

WKAU/Appleton-Oshkosh, WI Ross/Cook... CYNDI LAUPER... JAMES INGRAM...

92X/Columbus, OH Joel Cella... CHRIS CROSS... KOOL & THE GANG...

KIHK/Davenport, IA Jim O'Hare... NENA... QUIET RIOT...

KMGK/Des Moines, IA Jim Roberts... CHRISTINE MCVIE... HUEY LEWIS & NEWS...

WEBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WKDQ/Evansville, IN Hobbs/Payne... KC... CYNDI LAUPER (dp)...

WSTO/Evansville, IN Chris Taylor... RAY PARKER JR... KOOL & THE GANG...

WMEE/Ft Wayne, IN Tony Richards... SHANNON... PAUL MCCARTNEY...

JJRD/Grand Rapids, MI J.J. Duling... EURYTHMICS... CHRISTINE MCVIE...

WZPL/Indianapolis, IN Hoffmann/Browning... JACKSON BROWNE... KENNY LOGGINS...

WJXQ/Jackson, MI Ryan/Cheeks... BILLY IDOL... KENNY LOGGINS...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WZOK/Rockford, IL Geoff Davis... JOHN LENNON... HUEY LEWIS & NEWS...

U93/South Bend, IN J.K. Dearing... CHRIS CROSS... RAY PARKER JR...

WRN/Toledo Buck McWilliams... EURYTHMICS... KENNY LOGGINS...

WYFM/Youngstown Jeff Tobin... ELTON JOHN... GENESIS...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WZOK/Rockford, IL Geoff Davis... JOHN LENNON... HUEY LEWIS & NEWS...

U93/South Bend, IN J.K. Dearing... CHRIS CROSS... RAY PARKER JR...

WRN/Toledo Buck McWilliams... EURYTHMICS... KENNY LOGGINS...

WYFM/Youngstown Jeff Tobin... ELTON JOHN... GENESIS...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

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WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WCIL-FM/Carbondale, IL Tony Waltekus... VAN HALEN... KENNY LOGGINS...

U93/South Bend, IN J.K. Dearing... CHRIS CROSS... RAY PARKER JR...

WRN/Toledo Buck McWilliams... EURYTHMICS... KENNY LOGGINS...

WYFM/Youngstown Jeff Tobin... ELTON JOHN... GENESIS...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

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WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

99KG/Salina, KS Denny Collier... CHRISTINE MCVIE... EURYTHMICS...

U93/South Bend, IN J.K. Dearing... CHRIS CROSS... RAY PARKER JR...

WRN/Toledo Buck McWilliams... EURYTHMICS... KENNY LOGGINS...

WYFM/Youngstown Jeff Tobin... ELTON JOHN... GENESIS...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

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WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

KYNO-FM/Fresno Walker/Davis... CYNDI LAUPER... STRAY CATS...

U93/South Bend, IN J.K. Dearing... CHRIS CROSS... RAY PARKER JR...

WRN/Toledo Buck McWilliams... EURYTHMICS... KENNY LOGGINS...

WYFM/Youngstown Jeff Tobin... ELTON JOHN... GENESIS...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

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WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

KRSP/Salt Lake City, UT Carlson/Moll... NENA... CYNDI LAUPER...

U93/South Bend, IN J.K. Dearing... CHRIS CROSS... RAY PARKER JR...

WRN/Toledo Buck McWilliams... EURYTHMICS... KENNY LOGGINS...

WYFM/Youngstown Jeff Tobin... ELTON JOHN... GENESIS...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

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WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

KGHO/Hoquiam, WA Steve Larson... ROLLING STONES... CHRISTINE MCVIE...

U93/South Bend, IN J.K. Dearing... CHRIS CROSS... RAY PARKER JR...

WRN/Toledo Buck McWilliams... EURYTHMICS... KENNY LOGGINS...

WYFM/Youngstown Jeff Tobin... ELTON JOHN... GENESIS...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

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WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

WVBC/Duluth Dick Johnson... PRETENDERS (dp)... REAL LIFE (dp)...

PARALLEL THREE

KGOT/Anchorage, AK Kay Taylor... JACKSON BROWNE... EURYTHMICS...

KCBN/Reno, NV Jim O'Neal... NENA... TINA TURNER...

KBYA/Billings, MT Charlie Fox... EURYTHMICS... CHRISTINE MCVIE...

KDOQ/Bozeman Greg Williams... CHRISTINE MCVIE... KENNY LOGGINS...

KKID/Monterey, CA Johnny Morgan... EURYTHMICS... KENNY LOGGINS...

KKAZ/Cheyenne John Ramsey... VAN HALEN... JOHN LENNON...

KIST/Santa Barbara, CA Dick Williams... MANFRED MANN... OZZY OSBOURNE (dp)...

WVSR/Charleston WBCY/Charlotte KITE/Corpus Christi

WVSR/Charleston WBCY/Charlotte KITE/Corpus Christi

Note: WZZR/Grand Rapids is no longer a CHR reporter.

WEST PARALLEL TWO

KKXX/Bakersfield, CA Squires/Kemper... FENNY LOGGINS... EURYTHMICS...

KBBK/Boise, ID Tom Evans... CHRISTINE MCVIE... BILLY IDOL (dp)...

KKFI/Riverside-S. Bern., CA Volpe/O'Neill... MATTHEW WILDER... BARBRA STREISAND...

KKFM/Colorado Springs, CO Flinn/Ryan... CYNDI LAUPER... CHRISTINE MCVIE...

KKXX/Bakersfield, CA Squires/Kemper... FENNY LOGGINS... EURYTHMICS...

KKXX/Bakersfield, CA Squires/Kemper... FENNY LOGGINS... EURYTHMICS...



PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence.

227 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song National Summary: Reach 100/25, 44%, Debut 51, etc.

EXAMPLE 100/25 - 100 CHR reporting stations on it this week including 25 new adds.

IRENE CARA "The Dream (Network/Geffen) LP: Soundtrack D.C. Cab National Summary: Reach 151/13, 67%, Debut 34, etc.

IRENE CARA (Continued) Station lists for various markets.

DEBORAH ALLEN "Baby I Lied (RCA) LP: Cheat The Night National Summary: Reach 147/9, 65%, Debut 21, etc.

DEBORAH ALLEN (Continued) Station lists for various markets.

KIM CARNES "You Make My... (EMI America) LP: Cafe Racers National Summary: Reach 51/18, 22%, Debut 11, etc.

KIM CARNES (Continued) Station lists for various markets.

BOB DYLAN "Sweetheart Like You (Columbia) LP: Infidels National Summary: Reach 75/10, 33%, Debut 15, etc.

CULTURE CLUB "Karma Chameleon (Virgin/Epic) LP: Colour By Numbers National Summary: Reach 226/0, 100%, Debut 1, etc.

CULTURE CLUB (Continued) Station lists for various markets.

BOB DYLAN (Continued) Station lists for various markets.

CULTURE CLUB (Continued) Station lists for various markets.

CULTURE CLUB (Continued) Station lists for various markets.

GENESIS "That's All (Atlantic) LP: Genesis National Summary: Reach 221/2, 97%, Debut 3, etc.

GENESIS (Continued) Station lists for various markets.

MICHAEL JACKSON "Thriller (Epic) LP: Thriller National Summary: Reach 212/22, 93%, Debut 13, etc.

MICHAEL JACKSON (Continued) Station lists for various markets.

BILLY JOEL "An Innocent Man (Columbia) LP: An Innocent Man National Summary: Reach 203/4, 88%, Debut 14, etc.

BILLY JOEL (Continued) Station lists for various markets.

DURAN DURAN "New Moon On... (Capitol) LP: Seven And The Ragged Tiger National Summary: Reach 171/23, 76%, Debut 39, etc.

DURAN DURAN (Continued) Station lists for various markets.

CHRISTOPHER CROSS "Think Of Laura (WB) LP: Another Page National Summary: Reach 202/6, 89%, Debut 7, etc.

CHRISTOPHER CROSS (Continued) Station lists for various markets.

EURYTHMICS "Here Comes The Rain Again (RCA) LP: Touch National Summary: Reach 111/106, 48%, Debut 1, etc.

EURYTHMICS (Continued) Station lists for various markets.

JAMES INGRAM "Yah Mo B There (Qwest/WB) LP: It's Your Night National Summary: Reach 188/14, 83%, Debut 19, etc.

JAMES INGRAM (Continued) Station lists for various markets.

BILLY JOEL (Continued) Station lists for various markets.

JACKSON BROWNE "For A Rocker (Asylum) LP: Lawyers In Love National Summary: Reach 71/20, 31%, Debut 20, etc.

JACKSON BROWNE (Continued) Station lists for various markets.

CHRISTOPHER CROSS (Continued) Station lists for various markets.

CHRISTOPHER CROSS (Continued) Station lists for various markets.

GENESIS (Continued) Station lists for various markets.

JAMES INGRAM (Continued) Station lists for various markets.

BILLY JOEL (Continued) Station lists for various markets.

MICHAEL JACKSON "Thriller (Epic) LP: Thriller National Summary: Reach 212/22, 93%, Debut 13, etc.

MICHAEL JACKSON (Continued) Station lists for various markets.

BILLY JOEL (Continued) Station lists for various markets.

BILLY JOEL (Continued) Station lists for various markets.

JACKSON BROWNE (Continued) Station lists for various markets.

CHRISTOPHER CROSS (Continued) Station lists for various markets.

CHRISTOPHER CROSS (Continued) Station lists for various markets.

GENESIS (Continued) Station lists for various markets.

MICHAEL JACKSON (Continued) Station lists for various markets.

BILLY JOEL (Continued) Station lists for various markets.

JACKSON BROWNE (Continued) Station lists for various markets.

CHRISTOPHER CROSS (Continued) Station lists for various markets.

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MICHAEL JACKSON (Continued) Station lists for various markets.

BILLY JOEL (Continued) Station lists for various markets.

JACKSON BROWNE (Continued) Station lists for various markets.

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GENESIS (Continued) Station lists for various markets.

MICHAEL JACKSON (Continued) Station lists for various markets.

BILLY JOEL (Continued) Station lists for various markets.

CHRISTOPHER CROSS (Continued) Station lists for various markets.

CHRISTOPHER CROSS (Continued) Station lists for various markets.

GENESIS (Continued) Station lists for various markets.

(Elton John continued)

Radio station listings for Elton John's album 'New Song (Elektra)'. Includes station call letters, frequencies, and program details.

Radio station listings for Howard Jones' album 'New Song (Elektra)'. Includes station call letters, frequencies, and program details.

Radio station listings for Cyndi Lauper's album 'Girls Just Want... (Portrait/CBS)'. Includes station call letters, frequencies, and program details.

Radio station listings for KC's album 'Give It Up (Meca)'. Includes station call letters, frequencies, and program details.

Radio station listings for John Lennon's album 'Nobody... (Polydor/PolyGram)'. Includes station call letters, frequencies, and program details.

Radio station listings for Koala & The Gang's album 'Joanna (De-Lite/PolyGram)'. Includes station call letters, frequencies, and program details.

(Kool & The Gang continued)

Radio station listings for Huey Lewis & The News' album 'I Want A New Drug (Chrysalis)'. Includes station call letters, frequencies, and program details.

Radio station listings for Paul McCartney's album 'So Bad (Columbia)'. Includes station call letters, frequencies, and program details.

Radio station listings for Kenny Loggins' album 'Footloose (Columbia)'. Includes station call letters, frequencies, and program details.

Radio station listings for Madonna's album 'Holiday (Sire/WB)'. Includes station call letters, frequencies, and program details.

Radio station listings for Christine McVie's album 'Got A Hold On Me (WB)'. Includes station call letters, frequencies, and program details.

Radio station listings for Nena's album '99 Luftballons (Epic)'. Includes station call letters, frequencies, and program details.

(Christine McVie continued)

Radio station listings for Manfred Mann's Earth Band's album 'Runner (Arista)'. Includes station call letters, frequencies, and program details.

Radio station listings for John C. Mellencamp's album 'Pink Houses (Riva/PolyGram)'. Includes station call letters, frequencies, and program details.

Radio station listings for Stevie Nicks' album 'Nightbird (Modern/Atco)'. Includes station call letters, frequencies, and program details.

Radio station listings for Motels' album 'Remember The Night (Capitol)'. Includes station call letters, frequencies, and program details.

Radio station listings for Night Ranger's album 'You Can Still Rock (MCA)'. Includes station call letters, frequencies, and program details.

Radio station listings for Ray Parker Jr.'s album 'I Still Can't Get Over... (Arista)'. Includes station call letters, frequencies, and program details.

(Christine McVie continued)

Radio station listings for Manfred Mann's Earth Band's album 'Runner (Arista)'. Includes station call letters, frequencies, and program details.

Radio station listings for John C. Mellencamp's album 'Pink Houses (Riva/PolyGram)'. Includes station call letters, frequencies, and program details.

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Radio station listings for Ray Parker Jr.'s album 'I Still Can't Get Over... (Arista)'. Includes station call letters, frequencies, and program details.

(Nena continued)

Radio station listings for Huey Lewis & The News' album 'I Want A New Drug (Chrysalis)'. Includes station call letters, frequencies, and program details.

Radio station listings for Paul McCartney's album 'So Bad (Columbia)'. Includes station call letters, frequencies, and program details.

Radio station listings for Kenny Loggins' album 'Footloose (Columbia)'. Includes station call letters, frequencies, and program details.

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Radio station listings for Nena's album '99 Luftballons (Epic)'. Includes station call letters, frequencies, and program details.

(Christine McVie continued)

Radio station listings for Manfred Mann's Earth Band's album 'Runner (Arista)'. Includes station call letters, frequencies, and program details.

Radio station listings for John C. Mellencamp's album 'Pink Houses (Riva/PolyGram)'. Includes station call letters, frequencies, and program details.

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Radio station listings for Night Ranger's album 'You Can Still Rock (MCA)'. Includes station call letters, frequencies, and program details.

Radio station listings for Ray Parker Jr.'s album 'I Still Can't Get Over... (Arista)'. Includes station call letters, frequencies, and program details.

(Continued on Next Column)

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(Ray Parker Jr. continued)

Table listing radio stations and their coverage for Ray Parker Jr. songs like 'Middle Of The Road' and 'I'm Learning To Crawl'.

PRETENDERS 193/7 85% National Summary. Middle Of The Road (Sire/WB). LP: Learning To Crawl.

REAL LIFE 171/8 76% National Summary. Send Me An Angel (Curb/MCA). LP: Heart Land.

KENNY ROGERS 142/19 63% National Summary. This Woman (RCA). LP: Eyes That See In The Dark.

TINA TURNER 66/28 29% National Summary. Let's Stay Together (Capitol).

MATTHEW WILDER 172/2 76% National Summary. Break My... (Private I/CBS). LP: I Don't Speak The Language.

Table listing radio stations and their coverage for Dolly Parton's 'Save The Last Dance...'.

Table listing radio stations and their coverage for Prince's 'Let's Pretend We're Married'.

Table listing radio stations and their coverage for Re-Flex's 'The Politics...'.

Table listing radio stations and their coverage for Shannon's 'Let The Music...'.

Table listing radio stations and their coverage for Van Halen's 'Jump'.

Table listing radio stations and their coverage for Yes's 'Owner Of A Lonely Heart'.

DOLLY PARTON 107/7 47% National Summary. Save The Last Dance... (RCA).

PRINCE 60/8 26% National Summary. Let's Pretend We're Married (WB). LP: 1999.

RE-FLEX 89/21 39% National Summary. The Politics... (Capitol). LP: The Politics Of Dancing.

SHANNON 164/25 72% National Summary. Let The Music... (Mirage/Atco).

VAN HALEN 208/14 92% National Summary. Jump (WB). LP: 1984.

YES 217/0 96% National Summary. Owner Of A Lonely... (Atco). LP: 90125.

Table listing radio stations and their coverage for Quiet Riot's 'Bang Your Head'.

Table listing radio stations and their coverage for Lionel Richie's 'Running With A Knife'.

Table listing radio stations and their coverage for Tina Turner's 'Let's Stay Together'.

Table listing radio stations and their coverage for Kenny Rogers's 'This Woman'.

Table listing radio stations and their coverage for Van Halen's 'Jump'.

Table listing radio stations and their coverage for Yes's 'Owner Of A Lonely Heart'.

POLICE 212/8 93% National Summary. Wrapped Around... (A&M). LP: Synchronicity.

QUET RIOT 141/20 62% National Summary. Bang Your Head... (Pasha/CBS). LP: Metal Health.

LIONEL RICHIE 213/1 94% National Summary. Running With... (Motown). LP: Can't Slow Down.

SHANNON 164/25 72% National Summary. Let The Music... (Mirage/Atco).

VAN HALEN 208/14 92% National Summary. Jump (WB). LP: 1984.

YES 217/0 96% National Summary. Owner Of A Lonely... (Atco). LP: 90125.

Table listing radio stations and their coverage for Quiet Riot's 'Bang Your Head'.

Table listing radio stations and their coverage for Lionel Richie's 'Running With A Knife'.

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Table listing radio stations and their coverage for Kenny Rogers's 'This Woman'.

Table listing radio stations and their coverage for Van Halen's 'Jump'.

Table listing radio stations and their coverage for Yes's 'Owner Of A Lonely Heart'.

Make Sure You're Among the Best and Brightest Sales Managers in Radio... At the 1984 RAB MANAGING SALES CONFERENCE DALLAS January 28-31

# PARALLELS

# SIGNIFICANT ACTION

### SONGS WITH LESS THAN 50 STATION REPORTS

#### A

**ABC**  
*That Was Then... (Mercury/PG)*  
LP: Beauty Stab

| Region         | Station                           |
|----------------|-----------------------------------|
| <b>P1</b>      | KLDA a<br>WRCK a                  |
| <b>EAST</b>    | WPHD a<br>CFTR 6-27<br>CRIM 22-19 |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on                 |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on                 |
| <b>WEST</b>    | WYDZ a<br>WYDZ on                 |
| <b>P2</b>      | WYDZ a<br>WYDZ on                 |
| <b>P3</b>      | WYDZ a<br>WYDZ on                 |

#### ADAM ANT

*Strip (Epic)*  
LP: Strip

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>B94 a   |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### AMERICAN COMEDY NETWORK

*Breaking Up Is Hard... (Critique)*

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### B

**TONI BASIL**  
*Over My Head (Chrysalis)*  
LP: Toni Basil

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### BLUE OYSTER CULT

*Shooting Shark (Columbia)*  
LP: Revolution By Night

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### C

**P. BRYSON & R. FLACK**  
*You're Looking Like... (Capitol)*  
LP: Born To Love

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### JOHN CAFFERTY & BEAVER BROWN BAND

*Tender Years (Scotti Bros./CBS)*  
LP: Eddie & The Cruisers

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### H

**HEADPINS**  
*Just One... (Solid Gold/MCA)*  
LP: Line Of Fire

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### I

**BILLY IDOL**  
*Rebel Yell (Chrysalis)*  
LP: Rebel Yell

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### J

**JOURNEY**  
*Ask The Lonely (MCA)*  
LP: Soundtrack Two Of A Kind

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### K

**EVELYN KING**  
*Action (RCA)*  
LP: Face To Face

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### L

**PATTI LABELLE**  
*If Only You... (Phila. Inter./CBS)*  
LP: I'm In Love Again

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### M

**MIDNIGHT STAR**  
*Wet My... (Solar/Elektra)*  
LP: No Parking On The Dance Floor

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### MINK DEVILLE

*Each Word's A Beat... (Atlantic)*  
LP: Where Angels Fear To Tread

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### MOTLEY CRUE

*Shout At The Devil*  
LP: Shout At The Devil

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### MUSICAL YOUTH

*She's Trouble (MCA)*  
LP: Different Style

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### O

**OZZY OSBOURNE**  
*Bark At The... (CBS Associated)*  
LP: Bark At The Moon

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### STRAY CATS

*Look At That... (EMI America)*  
LP: Rant N' Rave

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### P

**POINTER SISTERS**  
*Automatic (Planet/RCA)*  
LP: Break Out

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### ROCKWELL

*Somebody's... (Motown)*  
LP: Somebody's Watching Me

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### S

**SHALAMAR**  
*You Can Count... (Solar/Elektra)*  
LP: The Look

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### STRAY CATS

*Look At That... (EMI America)*  
LP: Rant N' Rave

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### STRAY CATS

*Look At That... (EMI America)*  
LP: Rant N' Rave

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### P

**DONNA SUMMER**  
*Love Has... (Mercury/PolyGram)*  
LP: She Works Hard For The Money

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### T

**B.E. TAYLOR GROUP**  
*Vitamin L (Sweet City/MCA)*  
LP: Love On The Fight

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### U

**UB40**  
*Red Red Wine (Virgin/A&M)*  
LP: Labour Of Love

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### U2

*I Will Follow (Island/Atco)*  
LP: Under A Blood Red Sky

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

#### Y

**PAUL YOUNG**  
*Come Back And Stay (Columbia)*  
LP: No Parlez

| Region         | Station           |
|----------------|-------------------|
| <b>P1</b>      | WYDZ a<br>WYDZ on |
| <b>EAST</b>    | WYDZ a<br>WYDZ on |
| <b>SOUTH</b>   | WYDZ a<br>WYDZ on |
| <b>MIDWEST</b> | WYDZ a<br>WYDZ on |
| <b>WEST</b>    | WYDZ a<br>WYDZ on |
| <b>P2</b>      | WYDZ a<br>WYDZ on |
| <b>P3</b>      | WYDZ a<br>WYDZ on |

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John Young, PD  
Z93/Atlanta

#### NORTHEAST

KEITH ABRAMS WHIX  
DENNY ALEXANDER WOKW  
RICK ALEXANDER WINZ  
DALE ANDREWS WFBP  
CHRIS BAILEY WKPE  
JOHN BARAB WAYV  
RICK BEAN WHEB  
MARIE BONACCI CONS  
JOHN CARUCCI WPFM  
COLLEEN CASSIDY WASH  
BOBBY CHRISTIAN CONS  
ROGER CHRISTIAN WBEH  
MARC W. CRONIN WPFM  
DAVE DEAN WMBX  
ANGELA FERRAILO RKO  
GARY FRANKLIN WMBR  
JEFF FREEMAN WUOG  
JACK GILLEN WMBZ  
WILL KAUFFMAN WBOH  
BRUCE KELLY WBZZ  
STEVE KINGSTON WBFM  
CHARLIE LAKE WBFM  
CHUCK LAKEFIELD WFTY  
JACK LAWRENCE WFLY  
BARRY LUCHOWICZ WFLY  
SCOTT MCELROY WFLY  
JIM MARTIN WFLY  
BILL McMEATH WFLY  
BOB McNEIL WFLY  
TOM MITCHELL WFLY  
HARV MOORE WFLY  
JOE MOSS WFLY  
MICHAEL O'HARA WFLY  
ION O'SHEA WFLY  
CARY PALL WFLY  
JIM PAYNE WFLY  
BRIAN PHOENIX WFLY  
JOHN PICCILLO WFLY  
JIM REITZ WFLY  
WAYLON RICHARDS WFLY  
SCOTT ROBBINS WFLY  
PAUL ROBERTS WFLY  
RICK RYDER WFLY  
BOB SAINT WFLY  
RAY ST. JAMES WFLY  
SANDY SANDERSON WFLY  
SCOTT SHANNON WFLY  
BILL SHANNON WFLY  
BOB SPENCER WFLY  
DAN STEELE WFLY  
JAY STONE WFLY  
DON TANDLER WFLY

TOM TAYLOR WFST  
BILL TERRY WBLI  
HENRY Van DEN HOOGEN CFTR  
PAGE BEAL WHYW  
LARRY WACHS WBLI  
GARRY WALL WVIC  
DOUG WELLDON WXTU  
MIKE WEST WVIC  
JEFF WHITEHEAD WFHG

#### SOUTHEAST

LEE ADAMS WZQX  
CHRIS ANDREWS WZYP  
SNIP BISHOP WPFM  
AL BROCK WBFM  
LARRY CANNON WFLB  
RALPH CARROLL WCGO  
STEVE DAVIS WZNE  
LEO DAVIS WQEN  
KENNY DAVIS WFLY  
SNIP ELTON WFLY  
STEVE FINNEGAN WFLY  
DAVE FOSTER WFLY  
LESLEY FRAM WFLY  
ROGER GAITHER WQEN  
DAVE HARGROVE WAAY  
J.J. HENINGWAY WFLY  
J.P. HUNTER WFLY  
J.J. JACKSON WFLY  
ELLEN R. JAFFE WFLY  
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STEVE KELLY WFLY  
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SCOTT LEE WFLY  
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BILL MARTIN WFLY  
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KEVIN MCCARTHY WFLY  
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BILL PHIPPS WFLY  
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MARK ST. JOHN WFLY  
DAVE SCOTT WFLY  
EDWARD F. SEEGER WFLY  
MARK SHANDS WFLY

RANDI SOMMERS WZAI  
BRUCE STEVENS WRBU  
CHRIS THOMAS WZGC  
SHANNOW WEST WMPZ  
RAY WILLIAMS WZAT  
RALPH WIMMER WDOO  
DAVE WRIGHT WBJW  
JOHN YJUNG WZGC

#### SOUTH

GARY ADKINS WOKI  
FAST EDDIE ASHTON WSTO  
NICK EZOO WFLY  
JOHN FEITZ WFLY  
CHRIS FLAME WFLY  
CHRIS GRYN WFLY  
DAVE BURGERNE WFLY  
JEFF EDMAN WFLY  
CHARLIE FOX WFLY  
TOM FRICKE WFLY  
ROGER GARRETT WFLY  
JAY GLESS WFLY  
JIM GLENN WFLY  
PATTY HAMILTON WFLY  
ROD HAMPTON WFLY  
RICHARD HARKER WFLY  
NEIL HARRISON WFLY  
RICK HAYES WFLY  
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RON FAYNE WFLY  
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MARK SEGER WFLY  
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SCOTT TAYLOR WFLY  
SCOTT TAYLOR WFLY  
CHRIS TAYLOR WFLY  
DOMINIC TESTA WFLY  
PETE THOMPSON WFLY  
BILL THORMAN WFLY  
ED VOLKMAN WFLY  
FRANK WALSH WFLY  
WAYNE WATKINS WFLY  
DAN WILSON WFLY

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MICHAEL AINGER CONS  
SCOTT ALEXANDER KWK  
RICH ALLEN WGHF  
CINDY BARTON KRUZ  
JACK BELL KYVA  
MIKE BENSON KZZC  
JAY BOULEY WSPT  
DOUG BURTON WILS  
PAUL CHRISTY WABX  
DENNIS D. COLLIER KNGG  
JERRY DEAN NQKQ  
J.K. DEARING WBDU  
J.J. DULLING WGRU  
TOM EVANS KRKK  
BILL FLINT WLSO  
TIM FOX WZUK  
BRADLEY FUHR CONS  
PETER J. GEORGESON WZZP  
BART A. GOYNSHOR KRNA  
TAC HAMMER WLLO  
BOB HAMMOND WMTD  
JOHN HELMANN WMTD  
JACK HICKS WZEE  
MATT HUDSON WZEE  
JOHN HUTCHINSON WZEE  
DICK JOHNSON WZEE  
TRACY JOHNSON WZEE  
CARRIE KANKA WZEE  
TIM KELLY WZEE  
KURT KELLY WZEE  
DAN KIELEY WZEE  
KEE KREBERGE WZEE  
DOUG KOENIG WZEE  
DENE KUNTZ WZEE  
GREG MACDONALD WZEE  
MARK MARBLE WZEE  
PAUL MCKAY WZEE  
CHUCK MORGAN WZEE  
DON NORRIM WZEE  
JOHN O'HARA WZEE  
LORRIE PALANI WZEE  
DAN PEARSON WZEE  
ROGER PERRY WZEE  
ELIAN RABAT WZEE  
TOM RICHARDS WZEE  
RON ROSS WZEE  
DAN SHERMAN WZEE  
RANDY SHERWYN WZEE  
GREGG SWEDBERG WZEE  
RON ERIC TAYLOR WZEE  
JAY TAYLOR WZEE  
DIANE TRACY WZEE  
KATIE VANPELT WZEE

TONY WAITEKUS WCIL  
STEVE WARREN CONS  
PAUL WESTRY KELO

#### WEST

GLORIA AVILA-PEREZ KIMN  
RIP AVINA KDZA  
JON BARRY KMJK  
BILL BRADY KZTR  
TODD CAVANAH KTAG  
SHERMAN COHEN KHYT  
SUSS COLEMAN KZOK  
GARY CUMMINGS NRPL  
JEFF DAVIS KYNO  
DOUG DEROO KQXR  
JIM DONOVAN NTRS  
DOUG ERICKSON KIMN  
ERIC GESSNER NATA  
STEVE GODDARD KZZP  
STEVE GRAZIANO WFMQ  
DAVID GROSSMAN KRTH  
GARY GUTHRIE KOFA  
GEINA HORTON KSKS  
TOM HUBBARD KZOK  
JEFF HUNTER KITS  
TOM HUTYLER KUBE  
ELVIN ICHIYAMA CONS  
KIMO KAIUWAILANI NDMQ  
KAMASAMI KONG KIKI  
KIMBERLEE A. KRABE KENI  
STEVE LARSON KQHO  
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RILEY MARBLE WFLY  
LILIA MILLER WFLY  
ART MURRALS WFLY  
NILLY NORDIE WFLY  
MIKE PERRY WFLY  
JAMES P. NEAL WFLY  
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BILL RICHARDS WFLY  
MIKE SCHAEFER WFLY  
ROB SHERWOOD WFLY  
MICHAEL T. SHISHIDO WFLY  
BRIAN THOMAS WFLY  
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DAVE VAN STONE WFLY  
JOHN LEE WALKER WFLY  
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WEEK

6

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6PM, Wednesday, January 25, 1984.

| #    | TITLE                 | ARTIST                    | LABEL      |
|------|-----------------------|---------------------------|------------|
| 2124 | AUTOMATIC             | POINTER SISTERS           | PLANET/RCA |
| 2125 | IT'S GOT A HOLD ON ME | CHRISTINE McVIE           | WB         |
| 2126 | RUNNER                | MANFRED MANN'S EARTH BAND | ARISTA     |
| 2127 | FOOTLOOSE             | KENNY LOGGINS             | COLUMBIA   |
| 2128 | NEW SONG              | HOWARD JONES              | ELEKTRA    |

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# Contemporary Hit Radio

Continued from Back Page

## BREAKERS

### CYNDI LAUPER

#### Girls Just Want To Have Fun (Portrait/CBS)

70% of our reporters on it. Moves: Up 49, Debuts 33, Same 22, Down 0, Adds 56 including WNYS, B94, Q107, 94Q, B97, WLOL-FM, KIMN. See Parallels, debuts at number 36 on the CHR chart.

### CHRISTINE McVIE Got A Hold On Me (WB)

68% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 154 including WCAU-FM, 94Q, Y100, B96, WKTI, KIIS-FM, KNBQ. Complete airplay in Parallels.

### HUEY LEWIS & THE NEWS I Want A New Drug (Chrysalis)

67% of our reporters on it. Moves: Up 33, Debuts 35, Same 47, Down 0, Adds 37 including WBEN-FM, Z100, 93FM, WLOL-FM, KEARTH, KOPA, KMJK. Complete airplay in Parallels.

### KENNY ROGERS This Woman (RCA)

63% of our reporters on it. Moves: Up 29, Debuts 36, Same 58, Down 0, Adds 19 including WXKS-FM, KZZP, Q100, WSKZ, KO93, KCMQ, KGHO. Complete airplay in Parallels.

### QUIET RIOT

#### Bang Your Head (Metal Health) (Pasha/CBS)

62% of our reporters on it. Moves: Up 45, Debuts 26, Same 50, Down 0, Adds 20 including WBEN-FM, Y100, WHYT, WGFM, WQID, WSTO, KRNA. Complete airplay in Parallels.

## NEW & ACTIVE

### EURHYTHMICS "Here Comes The Rain Again" (RCA) 111/106

Moves: Up 1, Debuts 1, Same 3, Down 0, Adds 106 including WPHD, WCAU-FM, WHTX, 94Q, Z93, 93FM, WGCL, WHYT, Q103, KNBQ, WHFM, WANS-FM, WKHI, KBIM.

### SHEENA EASTON "Almost Over You" (EMI America) 108/15

Moves: Up 39, Debuts 15, Same 39, Down 0, Adds 15, WBLL, PRO-FM, KIQQ, WPST, KXX106, WDCG, KRGV, KITY, KTFM, Z299, KBBK, WTSN, WGLF, KOZE.

### DOLLY PARTON "Save The Last Dance For Me" (RCA) 107/7

Moves: Up 49, Debuts 7, Same 43, Down 1, Adds 7, WNYS, WKFM, K96, WAEV, KSLY, KZOZ, KIST, Z93 36-32, K104 22-13, WPST 34-31, WNFI 40-37, WSLF 38-35, KYNO-FM 27-21, WFBG 39-36, KQIZ-FM 39-34.

### KC "Give It Up" (Meca) 103/8

Moves: Up 58, Debuts 7, Same 29, Down 1, Adds 8, 94Q, KMJK, WYCR, WPST, WKDD, WPFM, KCMQ, KDVV, WCAU-FM 25-18, PRO-FM 23-18, Z93 20-10, WGCL 30-10, WFLY 26-19, KKYK 24-19, KXX 23-20.

### KENNY LOGGINS "Footloose" (Columbia) 98/88

Moves: Up 1, Debuts 4, Same 5, Down 0, Adds 88 including WBEN-FM, WNYS, WPHD, WBLI, WCAU-FM, WHTX, KAFM, WGCL, WKTI, KHTR, KIMN, Q103, KIQQ, XTRA, KWSS.

### MANFRED MANN'S EARTH BAND "Runner" (Arista) 94/51

Moves: Up 3, Debuts 6, Same 34, Down 0, Adds 51 including WCAU-FM, Z93, WGCL, Q103, WYCR, WKRZ-FM, WOKI, Z299, K107, KMGX, K96, 103CIR, KISR, KKXL-FM, KBIM.

### RICK JAMES & SMOKEY ROBINSON "Ebony Eyes" (Gordy/Motown) 90/5

Moves: Up 33, Debuts 10, Same 41, Down 1, Adds 5, WKBW, WKFM, WDCG, KISR, WXLK, WXKS-FM 21-17, WBEN-FM 36-31, WHTX 19-11, KFRC 38-32, WKEE 31-29, WPMI 38-32, FM100 26-21, KMGK 7-3, KGGI 23-20, KDZA 40-36.

### RE-FLEX "The Politics Of Dancing" (Capitol) 89/21

Moves: Up 26, Debuts 8, Same 33, Down 1, Adds 21 including CHUM, I95, WGCL, WLOL-FM, 98PX, WKFM, WNOK-FM, G100, KMGK, Z299, WOMP-FM, WJAD, WCGQ, KCMQ, KGHO.

### NIGHT RANGER "(You Can Still) Rock In America" (Camel/MCA) 84/2

Moves: Up 24, Debuts 4, Same 53, Down 1, Adds 2, WZON, KYA, K104 27-24, WRCK 12-10, KZZB 22-19, WOKI 24-21, KBBK 18-15, KSKD 35-29, WERZ 32-29, 95XIL 23-21, WYKS 23-20, KYTN 28-20, KKRC 17-15, KBIM 33-31, KZOZ 33-29.

### BOB DYLAN "Sweetheart Like You" (Columbia) 75/10

Moves: Up 14, Debuts 5, Same 42, Down 0, Adds 10, WKFM, KSET-FM, KTFM, WKDD, Z299, KHYT, WTSN, WOMP-FM, WAEV, KDZA, WPHD 32-30, WOKI 29-26, WISE 38-35, WPFM 24-18, WXLK 40-36.

### JACKSON BROWNE "For A Rocker" (Asylum) 71/20

Moves: Up 13, Debuts 12, Same 28, Down 0, Adds 20 including WYCR, WSPK, WGFM, KMGK, WZPL, K107, KXX, KSKD, WQCM, KQIZ-FM, WHSL, WBNQ, Y94, KXSS, KGOT.

### TINA TURNER "Let's Stay Together" (Capitol) 66/28

Moves: Up 0, Debuts 6, Same 32, Down 0, Adds 28 including WKBW, PRO-FM, 94Q, Z93, I95, KEARTH, XTRA, WKFM, WBBQ, WZYP, KMGX, KLUC, WKHI, Q104, KOZE.

### HOWARD JONES "New Song" (Elektra) 62/24

Moves: Up 2, Debuts 3, Same 33, Down 0, Adds 24 including WHTT, Z93, WFLY, WPST, WKRZ-FM, WSSX, FM100, WKDD, WHOT, KBBK, WCGQ, Z102, KKXL-FM, KFMW, KGOT.

### PRINCE "Let's Pretend We're Married" (WB) 60/8

Moves: Up 13, Debuts 7, Same 32, Down 0, Adds 8, Q107, KHTR, KEARTH, WNFI, 94TYX, Z299, K107, WGUY, WXKS-FM d-37, KBQ 25-23, WLOL-FM 16-13, KIIS-FM 36-33, KZZB 24-20, KYNO-FM 14-11, KIKI 22-17.

### KIM CARNES "You Make My Heart Beat Faster (And That's All That Matters)" (EMI America) 51/18

Moves: Up 1, Debuts 15, Same 17, Down 0, Adds 18 including WKEE, WRCK, WNOK-FM, KRGV, KMGK, WHOT, KYNO-FM, WGUY, KTDY, WHSL, WAZY-FM, KXSS, KHOT, KZOZ.

## MOST ADDED

CHRISTINE McVIE (154)  
Got A Hold On Me (WB)  
EURHYTHMICS (106)  
Here Comes The Rain Again (RCA)  
KENNY LOGGINS (88)  
Footloose (Columbia)  
CYNDI LAUPER (56)  
Girls Just Want To Have... (Portrait/CBS)  
MANFRED MANN'S EARTH BAND (51)  
Runner (Arista)  
HUEY LEWIS & THE NEWS (37)  
I Want A New Drug (Chrysalis)  
POINTER SISTERS (37)  
Automatic (Planet/RCA)

## HOTTEST

CULTURE CLUB (130)  
Karma Chameleon (Virgin/Epic)  
MICHAEL JACKSON (87)  
Thriller (Epic)  
YES (85)  
Owner Of A Lonely Heart (Atco)  
ROMANTICS (84)  
Talking In Your Sleep (Nemperor/CBS)  
GENESIS (74)  
That's All (Atlantic)  
CHRISTOPHER CROSS (72)  
Think Of Laura (WB)

## SIGNIFICANT ACTION

### UB40 "Red Red Wine" (Virgin/A&M) 43/22

Moves: Up 3, Debuts 2, Same 15, Down 1, Adds 22 including WXKS-FM, WYCR, WSPK, WHFM, WZYP, WOKI, WFMI, WSFL, WHOT, 103CIR, WISE, Q104, WAEV, KKQV, KZOZ.

### HEADPINS "Just One More Time" (Solid Gold/MCA) 40/2

Moves: Up 4, Debuts 1, Same 33, Down 0, Adds 2, WXKS-FM, WFMI, WPHD 40-38, CKGM d-37, CFTR on, CHUM on, WGCL on, KIQQ on, WRCK 35-33, WKDD on, KQIZ-FM 40-39, KZOZ 39-37.

### POINTER SISTERS "Automatic" (Planet/RCA) 39/37

Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 37 including PRO-FM, XTRA, KFRC, K104, WTIC-FM, WKEE, KC101, 98PX, WKFM, WFMI, KRGV, KROK, WKDD, KJ103, WHOT.

### JOURNEY "Ask The Lonely" (MCA) 38/1

Moves: Up 19, Debuts 3, Same 13, Down 2, Adds 1, KZZP, Q107 24-23, WKTI d-30, WLOL-FM 19-15, KNBQ 16-10, K104 3-1, WLAN-FM 36-29, WSSX 25-17, KBBK 11-10, KRQ 18-16, WIGY 15-10, 95XIL 2-1, WSQV 10-6, WIXV 7-5.

### MUSICAL YOUTH "She's Trouble" (MCA) 37/17

Moves: Up 9, Debuts 1, Same 10, Down 0, Adds 17 including WCAU-FM, WNFI, KAMZ, KTFM, KQM, KIDD, WISE, KISR, WGLF, KKQV, WBWB, WCIL-FM, KCDQ, KZOZ, KIST.

### U2 "I Will Follow" (Island/Atco) 34/2

Moves: Up 5, Debuts 0, Same 27, Down 0, Adds 2, WQCM, WIXV, WXKS-FM on, WPHD 37-32, WCAU-FM on-dp, WHFM 35-32, WRCK 37-35, WZLD on, KQIZ-FM 38-31, KYTN 37-35.

### BILLY IDOL "Rebel Yell" (Chrysalis) 32/16

Moves: Up 6, Debuts 1, Same 9, Down 0, Adds 16 including WPHD, Z100, WRCK, WOKI, WJXQ, WRQN, KBBK, KSKD, KHYT, WERZ, WOMP-FM, WSQV, KKQV, WBNQ, KZOZ.

### PEABO BRYSON & ROBERTA FLACK "You're Looking Like Love To Me" (Capitol) 31/1

Moves: Up 3, Debuts 3, Same 24, Down 0, Adds 1, WHTX, WXKS-FM d-39, WCAU-FM d-40, PRO-FM on, Q103 on, KFRC 33-31, WRQK on, KROK on, KLIK on, KO93 33-30, KGGI 25-22.

### ROCKWELL "Somebody's Watching Me" (Motown) 29/27

Moves: Up 0, Debuts 2, Same 0, Down 0, Adds 27 including WXKS-FM, 93FM, Y100, KIQQ, KFRC, WTIC-FM, KC101, WSPK, WQID, WZLD, WNFI, KAMZ, KITY, KYNO-FM, KHYT.

### PATTI LABELLE "If Only You Knew" (Philadelphia International/CBS) 28/12

Moves: Up 4, Debuts 1, Same 10, Down 1, Adds 12, B104, WPLJ, 94Q, Y100, KXX106, WZLD, WNFI, WANS-FM, KTFM, WHOT, WFO, Q101, Z100 18-13, Z93 25-16, I95 d-27.

### DONNA SUMMER "Love Has A Mind Of Its Own" (Mercury/PolyGram) 27/0

Moves: Up 7, Debuts 2, Same 18, Down 0, Adds 0, WXKS-FM d-33, I95 26-22, Y100 30-24, WYCR 33-32, WNOK-FM on, KITY d-37, WKFR on, KYNO-FM 31-25, KIKI 29-26, KHYT on, WGUY 34-27, KXSS 33-31.

### STRAY CATS "Look At That Cadillac" (EMI America) 24/24

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 24 including KMJK, WKFM, WNFI, WOKI, KROK, WZPL, Z299, WRQN, KYNO-FM, KLUC, KHOP, KSKD, WFBG, KILE, WBWB.

### MIDNIGHT STAR "Wet My Whistle" (Solar/Elektra) 24/2

Moves: Up 10, Debuts 1, Same 8, Down 3, Adds 2, XTRA, KRSP, WXKS-FM 31-29, PRO-FM on, Q107 d-28, KEARTH 21-19, KIQQ 18-16, KFRC 24-20, WTIC-FM 22-19, WSPK 38-34, WZLD 16-14, KGGI 16-13.

### ABC "That Was Then This Is Now" (Mercury/PolyGram) 21/18

Moves: Up 1, Debuts 2, Same 0, Down 0, Adds 18 including WPHD, K104, WRCK, WOKI, WJXQ, WRQN, WIGY, OK100, 95XIL, WOMP-FM, WCGQ, KILE, WBWB, 99KG, KCDQ.

### BLUE OYSTER CULT "Shooting Shark" (Columbia) 20/15

Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 15, WPHD, WRCK, WZLD, WNFI, WJXQ, WHOT, WFBG, WIGY, WERZ, KQIZ-FM, KKQV, WBNQ, KCDQ, KOZE, KZOZ.

### B.E. TAYLOR GROUP "Vitamin L" (Sweet City/MCA) 19/5

Moves: Up 3, Debuts 0, Same 10, Down 1, Adds 5, KZZB, KSET-FM, WFMI, WKDD, Q101, WXKS-FM on, WGCL on, WNFI on, WFBG 40-35, WOMP-FM 7-5, WSQV 15-10.

### TONI BASIL "Over My Head" (Chrysalis) 18/3

Moves: Up 4, Debuts 2, Same 8, Down 1, Adds 3, WHTT, WFLY, KXX, CKGM on, CFTR on, I95 30-29, KIIS-FM on, K104 d-38, WHFM 29-27, OK100 d-32, WOMP-FM 15-14.

### MOTLEY CRUE "Looks That Kill" (Elektra) 17/9

Moves: Up 2, Debuts 2, Same 4, Down 0, Adds 9, WCAU-FM, KHTR, K104, WKRZ-FM, WZLD, OK100 95XIL, KYTN, KKLS-FM, B96 on-dp, WRCK d-37, WRKR 31-26, KXX d-31.

### JOHN CAFFERTY & BEAVER BROWN BAND "Tender Years" (Scotti Bros./CBS) 15/15

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 15, WXKS-FM, PRO-FM, KHTR, WLAN-FM, WZLD, WOKI, WZPL, KIDD, WGUY, WIGY, WERZ, 13FEA, WJBO, Q101, KZOZ.

### SHALAMAR "You Can Count On Me" (Solar/Elektra) 14/5

Moves: Up 1, Debuts 0, Same 7, Down 1, Adds 5, K104, WRQK, OK100, 95XIL, WIXV, I95 on, WNFI on, KITY 36-30, KGGI on.

### AMERICAN COMEDY NETWORK "Breaking Up Is Hard On You" (Critique) 12/11

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 11, WXKS-FM, B97, WKFM, WKRZ-FM, WGUY, WZON, WIGY, WERZ, WZYO, 13FEA, WJBO, WHTX on.

### PAUL YOUNG "Come Back And Stay" (Columbia) 12/9

Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 9, 93FM, KIQQ, WOKI, WSFL, KRQ, WJBO, KISR, WPFM, WAEV, OK100 d-37, 95XIL on, WIXV on.

### ADAM ANT "Strip" (Epic) 11/7

Moves: Up 3, Debuts 0, Same 1, Down 0, Adds 7, WPHD, B94, WZPL, KSKD, WIKZ, WERZ, KYTN, KJ103 24-21, WRKR 20-15, K107 on, KCBN 37-31.

### MINK DEVILLE "Each Word's A Beat Of My Heart" (Atlantic) 11/4

Moves: Up 0, Debuts 1, Same 6, Down 0, Adds 4, 103CIR, WOMP-FM, WPFM, KDZA, KLUC on, WJBO d-39, KYTN on, KZOZ on.

### OSZY OSBOURNE "Bark At The Moon" (CBS/Associated) 10/4

Moves: Up 1, Debuts 1, Same 4, Down 0, Adds 4, WOKI, KQM, KKQV, KIST, WRCK d-40, WJXQ 33-32, WERZ on.

### EVELYN "CHAMPAGNE" KING "Action" (RCA) 10/1

Moves: Up 1, Debuts 2, Same 6, Down 0, Adds 1, WNFI, I95 on, Y100 on, KIQQ d-32, KFRC 26-23, KYNO-FM d-27.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week: Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

# STEVIE NICKS



## SUPERSTAR CONCERT SERIES

*On Saturday night, January 28, Stevie Nicks kicks off Rock Radio's most successful concert series on more than 400 stations with a stellar performance from "The Wild Heart" tour.*

*This year WESTWOOD ONE presents 26 ninety-minute concerts featuring only the biggest performing acts in Rock.*

*We'll feature **first** performances of the year and the **only** performances of the year by superstars on tour.*

*The biggest concert acts in the business ... and when we say **exclusively**, we mean **exclusively**.*

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**WESTWOOD ONE**

New York • Los Angeles • London

# Contemporary Hit Radio

Two Last Weeks Weeks

- |         |    |    |   |
|---------|----|----|---|
| 6       | 2  | 1  | CULTURE CLUB/Karma Chameleon (Virgin/Epic)                    |
| 1       | 1  | 2  | YES/Owner Of A Lonely Heart (Atco)                            |
| 9       | 5  | 3  | GENESIS/That's All (Atlantic)                                 |
| 5       | 3  | 4  | ROMANTICS/Talking In Your Sleep (Nemperor/CBS)                |
| 7       | 4  | 5  | ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen) |
| 11      | 7  | 6  | LIONEL RICHIE/Running With The Night (Motown)                 |
| 18      | 17 | 7  | CHRISTOPHER CROSS/Think Of Laura (WB)                         |
| 13      | 10 | 8  | KOOL & THE GANG/Joanna (De-Lite/PG)                           |
| 10      | 9  | 9  | MATTHEW WILDER/Break My Stride (Private I/CBS)                |
| 17      | 12 | 10 | JOHN COUGAR MELLENCAMP/Pink Houses (Riva/PG)                  |
| 15      | 13 | 11 | RAY PARKER JR./I Still Can't Get Over Loving You (Arista)     |
| 4       | 6  | 12 | OLIVIA NEWTON-JOHN/Twist Of Fate (MCA)                        |
| -       | 23 | 13 | MICHAEL JACKSON/Thriller (Epic)                               |
| 24      | 19 | 14 | BILLY JOEL/An Innocent Man (Columbia)                         |
| 20      | 17 | 15 | MADONNA/Holiday (Sire/WB)                                     |
| 2       | 8  | 16 | DURAN DURAN/Union Of The Snake (Capitol)                      |
| 3       | 15 | 17 | P. McCARTNEY and M. JACKSON/Say Say Say (Columbia)            |
| -       | 39 | 18 | VAN HALEN/Jump (WB)   |
| 28      | 22 | 19 | PRETENDERS/Middle Of The Road (Sire/WB)                       |
| -       | 34 | 20 | POLICE/Wrapped Around Your Finger (A&M)                       |
| 19      | 18 | 21 | BARRY MANILOW/Read 'Em And Weep (Arista)                      |
| 14      | 16 | 22 | 38 SPECIAL/If I'd Been The One (A&M)                          |
| 34      | 26 | 23 | STEVIE NICKS with S. STEWART/Nightbird (Modern/Atco)          |
| 40      | 31 | 24 | PAUL McCARTNEY/So Bad (Columbia)                              |
| 8       | 14 | 25 | DARYL HALL & JOHN OATES/Say It Isn't So (RCA)                 |
| 38      | 29 | 26 | SHANNON/Let The Music Play (Mirage/Atco)                      |
| 33      | 28 | 27 | DEBORAH ALLEN/Baby I Lied (RCA)                               |
| -       | 38 | 28 | NENA/99 Luftballons (99 Red Balloons) (Epic)                  |
| 36      | 30 | 29 | REAL LIFE/Send Me An Angel (Curb/MCA)                         |
| -       | 35 | 30 | J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)          |
| 27      | 25 | 31 | JEFFREY OSBORNE/Stay With Me Tonight (A&M)                    |
| 29      | 27 | 32 | FIXX/The Sign Of Fire (MCA)                                   |
| 39      | 33 | 33 | MOTELS/Remember The Nights (Capitol)                          |
| 22      | 21 | 34 | DeBARGE/Time Will Reveal (Gordy/Motown)                       |
| DEBUT   |    | 35 | JOHN LENNON/Nobody Told Me (Polydor/PG)                       |
| BREAKER |    | 36 | CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)       |
| 12      | 20 | 37 | ROLLING STONES/Undercover Of The Night (RS/Atco)              |
| DEBUT   |    | 38 | IRENE CARA/The Dream (Hold On To Your...) (Network/Geffen)    |
| DEBUT   |    | 39 | DURAN DURAN/New Moon On Monday (Capitol)                      |
| 16      | 24 | 40 | PETER SCHILLING/Major Tom (Coming Home) (Elektra)             |

N&A Begins on Page 70

# Adult/Contemporary

- |         |    |    |   |
|---------|----|----|---|
| 9       | 5  | 1  | KOOL & THE GANG/Joanna (De-Lite/PG)                           |
| 6       | 3  | 2  | CULTURE CLUB/Karma Chameleon (Virgin/Epic)                    |
| 1       | 1  | 3  | ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen) |
| 12      | 7  | 4  | CHRISTOPHER CROSS/Think Of Laura (WB)                         |
| 10      | 6  | 5  | LIONEL RICHIE/Running With The Night (Motown)                 |
| 4       | 4  | 6  | O. NEWTON-JOHN & J. TRAVOLTA/Take A Chance (MCA)              |
| 18      | 9  | 7  | BILLY JOEL/An Innocent Man (Columbia)                         |
| 2       | 2  | 8  | BARRY MANILOW/Read 'Em And Weep (Arista)                      |
| 11      | 10 | 9  | RAY PARKER JR./I Still Can't Get Over Loving... (Arista)      |
| 17      | 12 | 10 | SHEENA EASTON/Almost Over You (EMI America)                   |
| 3       | 8  | 11 | MATTHEW WILDER/Break My Stride (Private I/CBS)                |
| -       | 17 | 12 | PAUL McCARTNEY/So Bad (Columbia)                              |
| -       | 21 | 13 | KENNY ROGERS/This Woman (RCA)                                 |
| -       | 23 | 14 | GENESIS/That's All (Atlantic)                                 |
| 21      | 16 | 15 | SPANDAU BALLET/Gold (Chrysalis)                               |
| 22      | 18 | 16 | N. SEDEKA with D. SEDEKA/Your Precious Love (Curb/MCA)        |
| 24      | 17 | 17 | J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)          |
| 30      | 20 | 18 | DOLLY PARTON/Save The Last Dance For Me (RCA)                 |
| 5       | 11 | 19 | P. McCARTNEY and M. JACKSON/Say Say Say (Columbia)            |
| 26      | 22 | 20 | NICK HEYWARD/Whistle Down The Wind (Arista)                   |
| 8       | 13 | 21 | DARYL HALL & JOHN OATES/Say It Isn't So (RCA)                 |
| 13      | 15 | 22 | CRYSTAL GAYLE/The Sound Of Goodbye (WB)                       |
| 7       | 14 | 23 | BARBRA STREISAND/The Way He Makes Me Feel (Columbia)          |
| 28      | 25 | 24 | RONNIE MILSAP/Show Her (RCA)                                  |
| BREAKER |    | 25 | P. BRYSON/ROBERTA FLACK/You're Looking Like... (Capitol)      |
| BREAKER |    | 26 | F. STALLONE & C. RHODES/I'm Never Gonna Give... (RSO/PG)      |
| BREAKER |    | 27 | POLICE/Wrapped Around Your Finger (A&M)                       |
| -       | 29 | 28 | JIMMY BUFFETT/One Particular Harbour (MCA)                    |
| 16      | 19 | 29 | J. WARNER/C. THOMPSON/All The Right Moves (Casablanca/PG)     |
| 29      | 27 | 30 | GLADYS KNIGHT & THE PIPS/Hero (Columbia)                      |

N&A Begins on Page 50

N&A Begins on Page 45

# AOR/HOT TRACKS

Two Last Weeks Weeks

- |         |    |    |  |
|---------|----|----|--|
| 11      | 1  | 1  | VAN HALEN/Jump (WB)                            |
| 5       | 2  | 2  | PRETENDERS/Middle Of The Road (Sire/WB)        |
| -       | 8  | 3  | JOHN LENNON/Nobody Told Me (Polydor/PG)        |
| 1       | 3  | 4  | GENESIS/That's All (Atlantic)                  |
| 4       | 4  | 5  | JOURNEY/Ask The Lonely (MCA)                   |
| 2       | 5  | 6  | YES/Owner Of A Lonely Heart (Atco)             |
| 3       | 6  | 7  | JOHN COUGAR MELLENCAMP/Pink... (Riva/PG)       |
| 9       | 9  | 8  | ROLLING STONES/She Was Hot (RS/Atco)           |
| 6       | 7  | 9  | 38 SPECIAL/If I'd Been The One (A&M)           |
| 17      | 13 | 10 | 38 SPECIAL/Back Where You... (A&M)             |
| 13      | 12 | 11 | YES/It Can Happen (Atco)                       |
| 8       | 10 | 12 | BILLY IDOL/Rebel Yell (Chrysalis)              |
| 10      | 11 | 13 | HUEY LEWIS & THE NEWS/I Want A... (Chrysalis)  |
| BREAKER |    | 14 | VAN HALEN/Panama (WB)                          |
| 15      | 14 | 15 | OZZY OSBOURNE/Bark At The Moon (CBS Assoc.)    |
| 45      | 21 | 16 | DURAN DURAN/New Moon On Monday (Capitol)       |
| 23      | 18 | 17 | MOTLEY CRUE/Looks That Kill (Elektra)          |
| 18      | 15 | 18 | YES/Changes (Atco)                             |
| 49      | 29 | 19 | MANFRED MANN'S EARTH.../Runner (Arista)        |
| 35      | 25 | 20 | REAL LIFE/Send Me An Angel (Curb/MCA)          |
| 26      | 19 | 21 | MOTELS/Remember The Night (Capitol)            |
| BREAKER |    | 22 | BRYAN ADAMS/Heaven (A&M)                       |
| 14      | 17 | 23 | GENESIS/Just A Job To Do (Atlantic)            |
| 7       | 16 | 24 | ROMANTICS/Talking In Your Sleep (Nemperor/CBS) |
| 21      | 20 | 25 | ROLLING STONES/Too Tough (RS/Atco)             |
| -       | 43 | 26 | VAN HALEN/I'll Wait (WB)                       |
| 24      | 23 | 27 | RE-FLEX/The Politics Of Dancing (Capitol)      |
| DEBUT   |    | 28 | PRETENDERS/Time The Avenger (Sire/WB)          |
| -       | 48 | 29 | EURYTHMICS/Here Comes The Rain Again (RCA)     |
| 31      | 27 | 30 | JOHN COUGAR MELLENCAMP/Play Guitar (Riva/PG)   |

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# Black/Urban

- |         |    |    |   |
|---------|----|----|---|
| 1       | 1  | 1  | PATTI LABELLE/If Only You Knew (Phil. Int./CBS)       |
| 13      | 7  | 2  | J. INGRAM w/M. McDONALD/Yah Mo B... (Qwest/WB)        |
| 4       | 2  | 3  | SHANNON/Let The Music Play (Mirage/Atco)              |
| 7       | 4  | 4  | LUTHER VANDROSS/I'll Let You Slide (Epic)             |
| 10      | 6  | 5  | "D" TRAIN/Something's On Your Mind (Prelude)          |
| 11      | 8  | 6  | LIONEL RICHIE/Running With The Night (Motown)         |
| 23      | 12 | 7  | CHERYL LYNN/Encore (Columbia)                         |
| 8       | 5  | 8  | DEELE/Body Talk (Solar/Elektra)                       |
| 3       | 3  | 9  | KOOL & THE GANG/Joanna (De-Lite/PolyGra)              |
| 24      | 16 | 10 | DAZZ BAND/Joystick (Motown)                           |
| 15      | 14 | 11 | ANGELA BOFILL/I'm On Your Side (Arista)               |
| 29      | 15 | 12 | EVELYN "CHAMPAGNE" KING/Action (RCA)                  |
| 26      | 18 | 13 | PIECES OF A DREAM/Fo-Fi-Fo (Elektra)                  |
| 30      | 17 | 14 | JENNIFER HOLLIDAY/Just Let Me Wait (Geffen)           |
| 36      | 23 | 15 | J. BLACKFOOT/Taxi (Sound Town/Alle)                   |
| 17      | 13 | 16 | TWILIGHT 22/Electric Kingdom (Vanguard)               |
| 6       | 9  | 17 | RAY PARKER JR./I Still Can't Get Over Loving (Arista) |
| 34      | 24 | 18 | JAMES & ROBINSON/Ebony... (Gordy/Motown)              |
| 25      | 21 | 19 | HOWARD JOHNSON/Let's Take Time Out (A&M)              |
| BREAKER |    | 20 | ANITA BAKER/You're The Best Thing Yet (Beverly Glen)  |
| 2       | 10 | 21 | DeBARGE/Time Will Reveal (Gordy/Motown)               |
| 5       | 11 | 22 | CON FUNK SHUN/Baby, I'm Hooked... (Mercury/PG)        |
| 39      | 33 | 23 | HERBIE HANCOCK/Autodrive (Columbia)                   |
| -       | 34 | 24 | RON BANKS/Make It Easy On Yourself (CBS)              |
| DEBUT   |    | 25 | RUN D.M.C./Hard Times (Profile)                       |
| 40      | 29 | 26 | MUSICAL YOUTH/She's Trouble (MCA)                     |
| DEBUT   |    | 27 | DREAMBOY/Don't Go (Qwest/WB)                          |
| 32      | 32 | 28 | JUNIOR/Unison (Casablanca/PG)                         |
| DEBUT   |    | 29 | JEFFREY OSBORNE/Plane Love (A&M)                      |
| 35      | 31 | 30 | DONNA SUMMER/Love Has A Mind... (Polydor/PG)          |
| -       | 35 | 31 | PHILIPPE WYNNE/Wait Until Tomorrow (Fantasy)          |
| 19      | 19 | 32 | GEORGE CLINTON/Nubian Nut (Capitol)                   |
| 28      | 28 | 33 | GRANDMIXER D.ST./Crazy Cuts (Island/Atco)             |
| DEBUT   |    | 34 | TAVARES/Words And Music (RCA)                         |
| DEBUT   |    | 35 | PHILIP BAILEY/Trapped (Columbia)                      |
| DEBUT   |    | 36 | JENNY BURTON/Remember What You Like (Atlantic)        |
| DEBUT   |    | 37 | TEENA MARIE/Midnight Magnet (Epic)                    |
| DEBUT   |    | 38 | MELBA MOORE/Livin' For Your Love (Capitol)            |
| DEBUT   |    | 39 | P. BRYSON/R. FLACK/You're Looking... (Capitol)        |
| DEBUT   |    | 40 | DIANA ROSS/Let's Go Up (RCA)                          |

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Handwritten notes at the bottom of the Adult/Contemporary section.

Box 81460 Suburban 93912