

I N S I D E:

**RCPC ANALYSIS & PHOTOS**

The first pictures from the NAB-NRBA convention, plus details and analysis of what went on this week in Los Angeles. Page 10



**MUTUAL CELEBRATES 50TH**

In a three-page pictorial special, Reed Bunzel salutes Mutual's golden anniversary with a historical summary of its achievements and development. Page 15

**THE OVERLOOKED 18-34 MEN**

Jhan Hiber explains why 18-34 men are so elusive to ratings firms, compares Arbitron and Birch's ability to collect usable information from them, and offers some suggestions for improvements. Page 12

**PEOPLE IN THE NEWS THIS WEEK**

- Mike Joseph marketed by TM
- Richard Martin GM at KLZE
- Dottie Dowe KLZE's Station Manager
- Joe Elck OM at KLZE
- Jim Hardy KOME GM
- Bob Harlow PD at KEZR
- Vic Brown, Ron Carter KIRO VPs
- Jim Heath PD at KNU5
- Mike Edwards KSTP's PD
- Luis Nogales President at UPI
- Bob Meyer GM for WKY
- Sandra Kennedy GSM at WSM-AM & FM
- Jim Tice PD at WZZK

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**RADIO TO LOSE BEER & WINE ADS?**

A big concern at the RCPC was a move to ban beer and wine commercials on radio. Brad Woodward reports, and adds coverage of a heated AM stereo panel discussion. Page 4

**KIIZ CONQUERS KILLEEN**

KIIZ/Killøen, TX nearly hit a 20 share last book, a notable Urban Contemporary success in a small market. Sean Ross talks to PD Bill St. John about his triumph. Page 48

**WAQX'S SYRACUSE SUCCESS**

Steve Feinstein interviews WAQX/Syracuse PD Ed Levine, one of AOR's most colorful and (now) successful programmers. Page 36

**A/C'S OVERACHIEVERS**

Ron Rodrigues charts the top 100 A/C's in the nation (by ratings), as well as the highest debuts and the fastest-growing stations in the format. Page 41

Newsstand Price \$3.50



RADIO & RECORDS

**Harte-Hanks Sells Nine Stations For \$75 Million**

Edens Takes Seven; Gannett Buys KKQB-AM & FM

In twin transactions comprising what is believed to be the largest sale of radio properties by a single company in the history of broadcasting, Harte-Hanks Communications will sell its nine radio properties, pending definitive agreements and FCC approval. Terms were not disclosed, but industry sources estimate the total value to be in excess of \$75 million.

Seven of the stations will go to Phoenix-based Edens Broadcasting, a newly-formed company headed by Harte-Hanks Radio Group President/CEO Gary Edens, who will serve as Chairman/CEO. The properties include KOY & KQYT/Phoenix, WRBQ-AM & FM/Tampa, WRVA & WRVQ/Richmond, and WSGN/Birmingham. The

HARTE-HANKS/See Page 24



Pictured at the RCPC in Los Angeles are (l-r) Edens Broadcasting Chairman/CEO Gary Edens, Gannett Radio Division Sr. VP/Programming Jay Cook, KKQB-AM & FM/Houston PD John Lander, and Gannett Radio Division President Joe Dorton.

**Peters Selected As VP/Programming At TK**



Rick Peters

After three years with CBS, WHTT/Boston PD Rick Peters has accepted the newly-created VP/Programming position for Ft. Lauderdale-based TK Communications, beginning October 9. In his new duties, Peters will oversee the programming for the company's flagship WSHE & WSRF/Ft. Lauderdale-Miami and KLUV/Dallas, as well as future acquisitions. TK Executive VP Steve Din-

etz told R&R, "I first became familiar with Rick in 1980 when he was very successful programming A/C outlet Love 94 (now WLVE); our Dallas station uses a similar logo. He's worked at WSHE and (then-

PETERS/See Page 24

**Arbitron Ups Bosley To VP**

Rhody Bosley has been promoted to VP/Sales & Marketing at Arbitron. Bosley, who joined the ratings firm as VP/National Sales, Radio in May, succeeds Bill Livek, who joined ratings rival Birch Radio as VP/Sales & Marketing last week.

Bosley, who was GSM at WMMR/Philadelphia for four years prior to his Arbitron

BOSLEY/See Page 24



RCPC KEYNOTERS: NAB President Eddie Fritts (top center) and NRBA President Bernie Mann (top right) eased association differences at this week's RCPC. Keynote speaker Chuck Blora (top left) spoke at the opening session Sunday afternoon, while radio personalities Gary Owens (below left) and Larry King, who both addressed the convention, are shown during Mutual's "Larry King Show" broadcast from the convention site in Los Angeles.

**Record Crowd Attends First Joint RCPC**

The long-awaited merger of the radio meetings of the National Association of Broadcasters and the National Radio Broadcasters Association finally occurred this week (Sept. 16-19) in Los Angeles, drawing a crowd estimated at over 5000, an apparent programming conference record.

RCPC/See Page 10

**LEONARD, LUDLOW, McFADDEN UPPED**

**Steding Bonneville's Central Division Head**

KAAM & KAFM/Dallas VP/GM Bill Steding has been promoted to Executive VP of parent Bonneville International's newly-created Central Broadcast Division. Steding will continue supervising the Dallas properties, and will now also be responsible for managing sister stations KMBZ & KMBR/Kansas City.

At the same time, three other appointments for KMBZ & KMBR were announced: Paul Leonard, an Account Executive at sister station KIRO/Seattle for the past 18 months, is now Station Manager for both outlets; Andy Ludlow, Managing Editor at KIRO for the past six years, joins KMBZ as Director/News & Programming; and KMBZ & KMBR Business/Personnel Manager Lynn McFadden becomes VP/Business Operations.

Regarding his own advancement, Steding told R&R, "This move reflects the company's desire to develop and promote effective executives within the organization, regardless of their experience and age. It also represents Bonneville's commitment to instituting manage-

ment systems on a consistent basis in both markets."

STEDING/See Page 24

**Hibbitts Manages WZNE**



Don Hibbitts

DKM Broadcasting has selected longtime Tampa broadcaster Don Hibbitts as the new General Manager for its newly-acquired market outlet WZNE, beginning October 1. Hibbitts, who most recently worked nine years at cross-town WSUN (including four as GM), replaces exiting Gary Kines.

DKM President Jim Wesley

HIBBITTS/See Page 24

# RESEARCH THAT WORKS.

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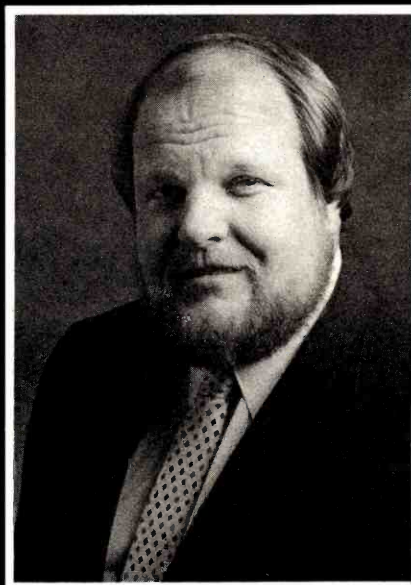
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## COUNTRY "KID STUFF"

Between meetings in Nashville and the RCPC, R&R Country Editor Lon Helton has been up to his eyeballs in work. Fortunately, he has a supportive family, and when he "forgot" to turn in his column this week, his daughter Amanda came to the rescue in one of the most unusual R&R articles you'll ever see.

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## Hardy Hired As KOMÉ's GM

Broadcast veteran Jim Hardy has been named GM at Infinity AOR KOMÉ/San Jose, replacing Dan Tapson, who retired in July. Hardy, who starts October 1, was most recently VP/GM at Sandusky's KBPI & KNUS/Deaver, and earlier held a similar position at the chain's KWFM/Tucson.

Infinity President Mel Karmazin told R&R, "Jim has a proven track record in running successful AOR radio stations, and we look forward to his joining Infinity Broadcasting and leading KOMÉ."

Hardy commented to R&R, "I am very excited about joining Infinity Broadcasting and managing KOMÉ. The accomplishments of the station and its staff in the



Jim Hardy

past give a new General Manager a great foundation to build greater successes in the future."

## SYNDICATES HOT HITS, COMFY

## TM Markets Joseph's Formats

TM Communications, Inc. and programming consultant Mike Joseph have reached an agreement for TM to market and syndicate Joseph's "Hot Hits" and modern MOR "Comfy" formats. The pact also calls for TM to license the trademark phrase Hot Hits for exclusive market use. Plans are to begin offering product shortly after the first of the year.

In making the announcement, TMC President Pat Shaughnessy said, "All of us at TMC are proud to be the marketing agents for such superior properties and to be associated with radio's premier program consultant, Mike Joseph. The joining of the combined forces of TMC, which already programs 270 stations, and Joseph will be truly synergetic magic."

Client stations may choose to go either live cart or automated. The package also in-

cludes on-site consultations as requested by the client. Additional guidance will also be provided via phone, correspondence, and seminars. According to Shaughnessy, both TMC Sr. VP Neil Sargent and TM-O-R Director David Graupner will be involved with Joseph and his music/consulting responsibilities. Initial client announcements and demo tapes will be available in the near future.

## Heath Appointed PD At KNUS

Denver programming veteran Jim Heath has been named PD at Sandusky News/Talk outlet KNUS/Deaver. Heath previously worked at market stations KIMN, KHOW, and KPPL in on-air, programming, and sales positions.

Sandusky Radio President Tony Brooks commented, "Jim comes to us with high recommendations from Denver broadcasters who've worked firsthand with him. I wanted someone who had been behind the mike, had experience in promotion and production, and who could assist the sales department with client presentations. Jim fits the bill."

## KSTP Promotes Edwards To PD

KSTP/Minneapolis afternoon talk show host Mike Edwards has been advanced to Program Director. Although the position had been vacant, those duties were previously supervised by GM Scott Meier.

Meier noted, "It's something Mike's always wanted to do. He has some good ideas, and the other hosts kind of rally around him. Mike's going to be a steady influence, and it's a good opportunity for him."

Before coming to KSTP two and a half years ago, Edwards worked as a talk host

what pleases me most about him is his enthusiasm for winning. He'll be involved in many areas, from public relations and research to marketing and advertising."

A 27-year broadcaster, Martin joins KLZE after a term as an Account Executive.

KPEN/See Page 24

## Harlow Named KEZR PD

Bob Harlow, Group PD for Brandon Communications' KQXR/Bakersfield, KZOZ/San Luis Obispo, and KKQV/Wichita Falls, TX, has rejoined KEZR/San Jose as PD. Harlow had programmed KEZR for four years before joining Brandon two years ago.

Alta Broadcasting President Jim Smith commented, "We've really not had an on-site PD for a while, so Bob is an addition to the staff. We're going to brighten up the sound of the station considerably, but will maintain our A/C format, with a heavy emphasis on currents without the hard-edged CHR titles. And our presentation and contesting will be noticeably different from a CHR station." He went on to note that

HARLOW/See Page 24

## Bremer, Carter New KIRO VPs

In twin promotions at KIRO/Seattle, News & Program Manager Vic Bremer has been named VP/News & Programming, while Local Sales Manager Ron Carter was elevated to the new post of VP/Sales.

VP/GM Joe Abel told R&R, "Both men are eminently qualified. Ron's done an excellent job of positioning our station, pricing it, and getting into the qualitative sell. We're converting about 8% of the listeners into 20% of the money. It's primarily a local success story, and Ron's the guy who makes it happen."

"At the same time," he continued, "Vic has really been the architect of the (News) format, and deserves a lot of the credit for putting out the quality product that's again made us a finalist for the Edward R. Murrow award."

Bremer has been in charge of KIRO programming since 1978, having previously

KIRO/See Page 24

## Cancer Claims WB's Regehr

Bob Regehr, Senior VP/Artist Development & Publicity for Warner Bros. Records, died Sunday (9-16) of cancer at 52. Regehr, who joined WB 13 years ago, had supervised the label's New York operations for the past year in addition to his artist relations duties.

Paying tribute to Regehr, WB Records Chairman Mo Ostin stated, "Bob pioneered a brilliant combination of artist development and publicity, not just for Warners but for the record business as a whole. He invented a role which has been vital to our success and to the success of our artists. His vision, his leadership, his creative talent, his humor, and his intelligence will be missed by Warners and by all of us who have known him."

A novelist and screenplay author, Regehr became a publicist in 1961, forming his own company in 1965 before heading WB's artist relations department in 1971.

## STAFF

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## RETURNS TO INDIE PROMOTION

## Hughes Resigns MCA VP Post

MCA/Nashville VP/Promotion Gene Hughes has resigned for health reasons. He stated, "Although much of corporate life I found appealing, I must confess I was allowing the position to create too much stress in my life, and my health was being affected. Therefore, I've come to the natural and only conclusion that I must do what makes me happiest and do what I do best - independent promotion."

"Further, I would like to add that (MCA President) Irving Azoff, (MCA/Nashville President) Jimmy Bowen, and (MCA/Nashville Sr. VP/GM) Bruce Hinton couldn't have been more supportive of me during my tenure, and they have been most understanding of my decision. My immediate plans are to go on vacation, and after 30 days I'll be reopening an independent operation."

Bowen commented, "Gene is a friend HUGHES/See Page 24



Gene Hughes



Mike Edwards

EDWARDS/See Page 24





**SCAs CATCHING ON** — Broadcasters crowded into a panel on FM subcarriers (SCAs), which, they were told, are being used more and more after a sluggish start. Speakers were (left to right) an official from the Telocator Network of America; Bill Dunnivant, WZYP/Athens, AL; Ken St. John, Johnson Electronics; Joe Meier, Bonneville Telecommunications; Harry Cole, Bechtel & Cole; Bob Switzer, American Diversified; John Kean, NPR; Ray McMartin, McMartin Industries; moderator Tom McCoy, NRBA Sr. VP.



**DAYTIMERS SEE HOPE** — Daytime-only broadcasters in Los Angeles were briefed on the Daytimer Broadcasters Association's new accord with fulltime stations, as well as the progress of Mexican negotiations that are holding up post-sunset operations for daytimers. Seated (l-r) are DBA Chairman Gary Capps; Association for Broadcast Engineering Standards Executive Director Wally Johnson; DBA Counsel Gregg Skali; DBA President Jim Wychor, KWOA/Worthington, MN.

## Washington Report

### WLAC Prevails Over Local Tower Foes

Sudbrink Broadcasting's WLAC/Nashville scored a major victory over unhappy neighbors of its new tower last week when the FCC Mass Media Bureau issued a license to cover the antenna's CP. However, the Commission noted that the tower "does not conform to the specifications" of its construction permit and said the situation is under investigation by the agency's Enforcement Division.

The FCC rejected complaints by neighbors of the new site in Williamson County, TN who argued that Sudbrink misrepresented facts to the FCC and a local zoning board, failed to make proper public notice, submitted a misleading environmental statement, is interfering with radio and TV reception in the area, and is posing dangers from excessive radiation and potential tower collapse.

While generally siding with Sudbrink, the Commission ruled that WLAC is liable to solve any interference problems and conditioned its license grant on "any action deemed appropriate at the conclusion of the Enforcement Division's investigation of the location of the Sudbrink tower."

### Conferences Upcoming On Women, Minorities In Telecommunications

Several meetings over the next several weeks will explore the role of women, blacks and other minorities in broadcasting and the record industry.

Next Friday (9-28) the Congressional Black Caucus will hold a "Communications Braintrust" in Washington. Special attention will be devoted to the problems of black recording artists, with discussion by artists, producers, and radio programmers. An afternoon session will cover non-traditional career opportunities in communications. For further information call Denise Wilson at (202) 225-5006.

A conference on "The Woman Entrepreneur" in communications, sponsored by the FCC and American Women in Radio & Television (AWRT), is set for Washington, October 1-3. A large stable of experts has been lined up to speak, including FCC Commissioner Mimi Dawson. For further information call Patti Grace Smith (202) 632-7260 or Sally Lawrence (202) 254-7674.

### KPRE Asks FCC Haste On Daytimer Reform

The Gene Sudduth Co., operator of daytime-only KPRE/Paris, TX, has petitioned the FCC to give expedited consideration to a proposal to grant daytimers a preference when applying for a new FM channel in their communities.

"For no apparent reason, the Commission has not acted on the daytimer preference issue," KPRE complains, pointing out that the matter has now been lumped in with the Docket 80-90 creation of 684 new FM stations. KPRE asks the FCC to "break the regulatory logjam" and act on the preference issue, by itself, at once.

Anticipating the preference, KPRE and other daytimers successfully petitioned to have new FM channels assigned to their communities. They're now in the midst of comparative hearings but, without the preference, have almost no chance of winning because they'll be assessed a heavy diversity of ownership demerit for already owning an AM in the same market.

### Other Key Developments:

- NRBA's new Director/Membership is James Mackin, a longtime broadcaster who was most recently a media broker with Chapman Associates.

- The Electromagnetic Energy Policy Alliance will hold a technical seminar on the effects of non-ionizing radiation at the Westin Hotel at Chicago's O'Hare Airport, October 31-November 1. Call (202) 452-1070 for details.

## SCAs ON UPSWING

# Los Angeles Conventioneers Warned Of Threat To Wine And Beer Advertising

Washington issues were generally downplayed in favor of programming and bottom line concerns at this week's Radio Convention in Los Angeles. In fact, not a single FCC Commissioner or member of Congress attended.

Nevertheless, several panels focused on matters such as Docket 80-90 FM drop-ins, FM subcarriers, AM stereo, and the legislative and regulatory climate at the FCC and on Capitol Hill.

Although it wasn't the subject of a specific panel, a recurring theme was the new threat to wine and beer advertising. A coalition of groups is trying to get alcoholic beverage advertising off the air. Speakers from NAB President Eddie Fritts to All Pro Broadcasting President Willie Davis sounded a warning that radio faces a real threat of losing one of its biggest sources of revenue.

NAB Sr. VP/Government Relations John Summers said if the prohibition campaign gains momentum, the issue will be NAB's "number one priority next year." NAB is already mobilizing state associations, and Summers said, "I've never seen them respond as well as they have on this one."

Apparently fearing a backlash reaction, however, speakers urged that efforts to preserve beer and wine advertising be coupled with a renewed effort by broadcasters to demonstrate how responsible they are by enlisting in the national campaign against drunk driving.

### SCAs Grow After Slow Start

Several hundred broadcasters at an SCA panel learned that, after a slow start, the FM subcarrier market is picking up, especially for digital data transmission, ethnic programming, and, to a lesser extent, paging.

Ken St. John of Johnson Electronics said radio people are wrong to ask, "What can SCA do for me?" NRBA Sr. VP Tom McCoy warned stations against waiting for "someone to come knocking on the door. That's not going to happen. You have to go out and make it happen for you."

Joe Meier of Bonneville Telecommunications described the company's network of 45 station SCAs now in use by a major grocery chain. And McMartin Industries President Ray McMartin urged, "Don't get greedy." SCA rental prices will soon fall, he predicted, because the market will be glutted with newly available subcarriers from major groups "who are just about to go into SCA." McMartin advised stations to mount their own SCA ventures only if they have a

definite idea and a separate management team for the service. Otherwise, he recommends just leasing SCAs to outside parties.

### Docket 80-90 Minority Debate

Two attorneys at a panel on FM drop-ins under Docket 80-90 warned that white males are unlikely to win licenses under the FCC's minority preference standards. White males suffered a "birth defect," suggested NRBA Counsel David Tillotson. Whether the licenses are awarded by license or comparative hearing, applying groups should include minorities and women, he advised.

Former NAB Sr. VP/General Counsel Erwin Krasnow, now in private practice, warned that a prospective 80-90 lottery could lead to "a lot of abuse and disaster." He foresees "Zorros of the Xerox" merely photocopying other applications, and "gamesmanship" like sham minority partners to win preferences.

### Heated AM Stereo Rhetoric

The four-way AM stereo battle continued, featuring some bitter exchanges at a Sunday panel attended by only a few dozen broadcasters. Motorola, which believes it's building a marketplace victory, didn't hide the impatience and irritation it feels toward the rival firms.

Motorola spokesmen openly questioned competitors' claims of stations on the air with their systems. And the firm's Oscar Kosisio accused his competitors of making "erroneous and highly libelous" charges about the Motorola system, which he flatly stated "will equal or exceed all important performance parameters of all competing systems."

The centerpiece of Leonard Kahn's presentation was the announcement that he's invented circuitry, which will sell for under three dollars, to turn Motorola-only sets into multi-system receivers. He said "trade secret agreements are now being negotiated with a number of major receiver manufacturers" for use of the technology.

Kahn remark about the Harris system brought that company's Norm Parker to his feet to denounce the "damnable lie" and accuse Kahn of "piling bullshit to the ceiling."

Kahn questioned the state of Parker's health, prompting calls of "cheap shot" from the audience.



"HELLO, I'M FROM THE FCC" — That was the title of a panel where FCC staff engineers and other officials discussed the impact of technical deregulation and changes in engineering policy. Panelists included FCC Mass Media Bureau Chief Jim McKinney (second from right).





**Republic Radio**



**Katz Radio**



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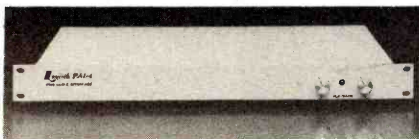
## Fish Chewies: Junk Food Of The Future?

Potato chips lost their crunch? Candy bars bore you? How do "Fish Chewies" sound? Umm-umm, them's eats.

That's if you believe the two Rutgers University officials who've developed what they hope is tomorrow's snack food today. "Fish Chewies" are made from what is only described as "under-utilized" fish, which the inventors claim is more nutritious than a chocolate bar and more versatile than a potato chip.

Cooked at a high pressure and temperature with water and starch, these delectable snacks won't taste fishy. Instead, they will be shaped and flavored like lobster, crab, cheese, or even candy. According to **Steve Bacon** of the **Research Corp.**, a firm that patents inventions, these melt-in-your-mouth morsels are unlike most junk foods because they provide protein balanced with carbohydrates. Yet chewies are still low in calories. Yum! Let's all strap on the feedbags.

## Logitek Unveils Pro Audio Interface, Power Amp



PAI-4

Two accessories have recently been added to the **Logitek** line of products: the "PAI-4" professional audio interface and the "PWR-80" audio power amplifier.

The PAI-4 is designed to bring the performance advantages of balanced audio systems to unbalanced audio and video recorders and similar equipment. Housed in a 1 3/4" rack-mountable package, this unit provides balanced/unbalanced conversion for two incoming record lines and two outbound playback lines. The unit also converts impedances and levels to optimize noise and headroom and includes front-panel playback level controls.



PWR-80

The PWR-80 power amp features 40 watts of RMS power per channel. It also fits in a 1 3/4" rack space and includes fully balanced XLR inputs, built-in audio muting, full overload protection, power and status indicators, and front panel headphone connections.

For further information, contact **Scott Hochberg** at (800) 231-5870.

# Contraceptive Ads On Radio

Contraceptives are one of the last remaining personal products banned by all three major TV networks and most local radio and TV stations. However, this may soon change, as manufacturers and marketers of various contraceptives attempt to move their products out from under-the-counter to over the airwaves.

Earlier this year, the **Warner-Lambert Co.** tested a radio ad for its "Lifestyle"-brand condoms in Columbus, OH. The **Wall Street Journal** described the ad as "low-key," centering on the difficulty people face in choosing a mutually acceptable form of birth control, and noted that 4.5 million couples currently rely on condoms.

Other companies have attempted to battle the ban on contraceptive ads in the past. But the public reaction sent shock waves through stations' switchboards that could've been measured on a Richter scale.

Nevertheless, the **Thompson Medical Company**, manufacturer of the vaginal contraceptive "Encare," and the **Warner-Lambert** firm have their sights set on the broader exposure that only radio and TV can offer. According to a recent Thompson study, only 3% of the women of childbearing age surveyed even knew that contraceptives such as "Encare" existed. As for **Warner-Lambert**, its problem comes in trying to deflate the whopping 90% share of the condom market currently held by **Youngs Drug Products** and

### Schmid Products.

While it's true that ads for sanitary napkins, douches and "jock-itch" sprays are now commonplace, and that such spots are singled out most often by U.S. audiences as distasteful, foreign listening and viewing audiences are apparently much more broad-minded. For example, a Swedish TV commercial opens with a young woman informing Sven that she's just gone off the pill. Sven nonchalantly asks what she's going to

use instead. "Guess," she replies, stretching a condom back like a rubber band and snapping it against his bare bottom.

America certainly isn't ready for that, but the **Thompson** company intends to keep applying the pressure, using letters from independent radio and TV stations as well as cable networks that praise its "Encare" ads as dignified and noncontroversial. Clearly, this is one case where the future is in radio's hands.

## More Singles Setting Up Households

Call it the rugged individualism inherent to the American character or see it as a breakdown of the family unit, but the average size of U.S. households dropped to a record low of 2.71 persons last year. Recently-released Census Bureau statistics show that 1.5 million Americans — most of whom were young, single adults — set up households in 1983.

This 1.5 million represents a considerable gain over 1982's figures, when only 391,000 new households were established. Census officials attributed the increase to an improved economic climate. Among the bureau's other findings: Singles formed half of the new households, and 408,000 households were created by women who have children living with them, but no husband.

The number of married couples sharing a roof dipped to 59% of all households, down from 60% in 1980 and 70% in 1970. On the other hand, the number of unmarried people of the opposite sex living together rose to two million, or 4% of all couples.

### Keypunching Bag



Remember how you felt the last time your "user-friendly" computer crashed? Now you can beat the system or at least throw it a stiff left hook. Simply order yourself a "Mr. Compunch-It," described by its friendly, Brooklyn-based manufacturer as a "computer-shaped pillow designed to be beaten, smashed, sobbed against, thrown at walls, and rolled under passing trucks."

## Clock Radio-Searchlight



Here's a bright promotional item, **Toshiba's** combination digital clock radio-searchlight. Ideal for campers, boaters, travelers, and emergency car use, this battery-operated AM/FM unit takes advantage of radio's role as the go-anywhere medium.

## Sound Advice

Want to look healthier, wealthier, and wiser? Change your voice. So says **Beverly Hills** voice therapist **Lillian Glass**. She claims people spend 80% of the day speaking, but very few do themselves much good by doing so.

Glass isn't talking about mere content, either. In order to maximize your vocal powers, Glass recommends opening your mouth wider when you speak, modulating your voice, making good eye contact, and eliminating all those "ahs" and "ums." You should also take a deep breath before speaking, as Glass observes that most people talk with virtually no air in their lungs.

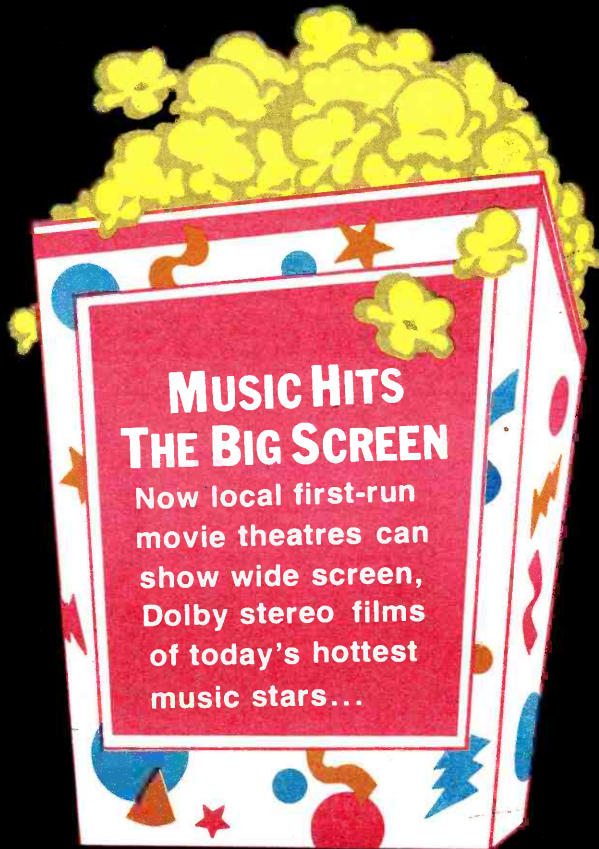
Meanwhile, Boston-based voice therapist **David McClosky** states that women who intend to be taken seriously in the business world should stop trying to sound like men. A woman's voice, he believes, can have all the power and authority of her male peer without mimicking a man's tones. In fact, McClosky contends that using a pitch lower than her natural range actually makes a female sound weaker. The key is to "learn how to use your own voice more effectively."

Jocks, when was the last time you really listened to yourself lately?

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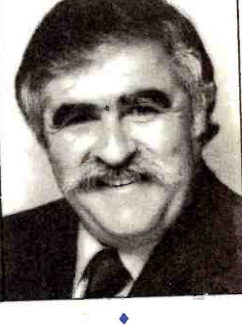
Ralph Guild  
President  
INTEREP



Ellen Hulleberg  
Exec. VP/Marketing & Communications  
INTEREP



Dick Sharpe  
Executive VP/Eastern Division  
McGavren Guild Radio



Anthony Maisano  
Executive VP/Southern Division  
McGavren Guild Radio



Tony Durpetti  
Executive VP/Central Division  
McGavren Guild Radio



Jeff Dashev  
VP/Regional Manager  
McGavren Guild Radio



Les Goldberg  
Executive VP/Western Division  
McGavren Guild Radio



Gary Ahrens  
VP/Regional Manager  
McGavren Guild Radio



Charlye Baumkoetter  
Sales Assistant  
McGavren Guild Radio



Carole Barry  
Collection Manager  
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Bernard Howard  
Chairman of the Board  
Hillier, Newmark, Wechsler & Howard



Betty Lowe  
Treasurer  
Major Market Radio



Michael B. Disney  
Senior VP/Midwest Regional Manager  
Major Market Radio



Elaine Jenkins  
VP/Manager  
Major Market Radio

# Pro:Motions

## Sax Named FirstCom VP

**Fran Sax** has been elevated from Director of Marketing to VP/Marketing at **FirstCom Broadcast Services**. She first joined the company in 1979 as an Account Executive, taking on a similar position with **Great Empire Broadcasting, Inc.** three years later. She returned to FirstCom in January 1984.

## Elektra Promotes Three

**Robin Sloane** has been upped to Director of Video for **Elektra/Asylum Records**. She joined the label last year as National Video Promotion Director. Working with her as Manager/Video Promotion is **Jonathan Jacobson**, who was previously associated with **MTV**. **Victor Chirel** has been promoted to Manager/A&R Administra-



Robin Sloane Victor Chirel Larry Silver

tion from an East Coast A&R rep post with the label. And **Larry Silver** is welcomed aboard as Manager/Finance Administration; he was most recently a senior accountant at **Atlantic Records**.

## McGavren Taps Tuttle, Perez

**Valerie Tuttle** has been appointed Regional Manager of **McGavren Guild Radio's** Detroit office. Prior to accepting this position, she was VP/Detroit Regional Manager at **Hillier, Newmark, Wechsler & Howard**. In other company activity, **Vince Perez** steps up to Regional Manager of McGavren Guild's Minneapolis office. His in-house move follows seven years as an Account Executive in the firm's Chicago office.



Valerie Tuttle

## Maddox WYNY LSM

**Rotha Maddox** joins **WYNY**, New York as Local Sales Manager. Her radio sales career began in 1974 at neighboring **WPLJ**. Three years later she took on a similar position with **CBS-FM National Sales** and was promoted to Detroit Sales Manager for the firm. Maddox returned to New York as National Sales Manager at **WCBS**; in 1982 she segued to **WCAU/Philadelphia** as Local Sales Manager. Just prior to assuming the **WYNY** post, she served as **WCAU's** National Sales Manager.



Rotha Maddox

## Weiss & Powell Reorganizes

**Steve Marriott** has been named Sr. VP/West Coast Divisional Manager at **Weiss & Powell**, based out of San Francisco. In Atlanta **Boots Ballard** has been upped to VP/Southern Regional Manager, **Key Lavsa** to VP/Regional Manager in St. Louis, and **Marian McMechan** to VP/Regional Manager in Detroit. **Christi Taylor** moves



Carol Salter



Jay Berman

from **Republic Radio** to Weiss & Powell as Manager of its Dallas office. **Carol Salter**, a four-year **McGavren Guild** AE veteran, shifts to W&P as Manager of its Los Angeles office. And **Jay Berman** has been appointed Chicago Regional Manager, succeeding **Pam Caldwell**. Prior to this he spent four years as a **Torbet** Account Executive.

## HNW&H/Detroit Appoints O'Brien

**Tom O'Brien** has been named Regional Manager/Detroit by **Hillier, Newmark, Wechsler and Howard**. During the past three and a half years, O'Brien was Local Sales Manager at **WWWW/Detroit**. He succeeds **Valerie Tuttle**, who transferred to **McGavren Guild**.

## Razz Records Launched

**Razz Records**, specializing in dance/pop music, has been formed under the direction of owner/artist **Geoffrey Tozer**. The label will also be working in association with the French recording company **MM Records**. Razz's main office is located at 234 East 70th Street, New York, NY 10021; (212) 737-8098.

## Johnson-Ross Management Bows

**Jon Johnson** and **Larry Ross** have established **Johnson-Ross Management**, which provides support and development services to rock bands. Johnson was formerly with **Fitzgerald-Hartley Management**; Ross previously worked at **Jet Records**. The firm's first signings are **Animation** and **Rebel Faction**.

## Neophonic Label Formed

**Evyen Klean** is founder/President of Los Angeles-based **Neophonic Records**. Working with her are Administrative Assistant **Lorenzo Buford**, Visual Arts Coordinator **Chris Andrews**, Publicist **Bill Clodfelter**, and promotions supervisor **Cynthia Faulkner**. Among the label's first clients is **Zamp Nicall**. Neophonic may be reached at (213) 466-8776.

## Flowers New Halsey VP

**Jerry Flowers** has been raised to VP/Nashville Operations for talent agency **Jim Halsey Company, Inc.** Prior to this he held the Managing Director post for the firm. Flowers's background also includes stints with **RCA** and **ABC-Dot Records**.

## Goodman TBI VP

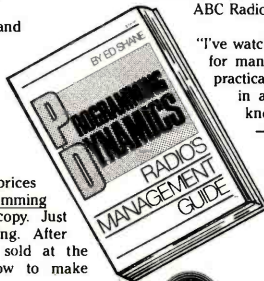
**Dan Goodman** has been appointed VP of **Top Billing International, Inc.** He joined the company three years ago as an agent, following related work experience with **Aucoin Management**, **Ron Delsener Productions**, and **ICM**.

## IN SEARCH OF PROGRAMMING EXCELLENCE....

A commonsense approach to the strategies that help radio stations win. A book for the radio manager in search of excellence. The central theme: if you know your audience, you know your business.

Ed Shane is a broadcast management and programming consultant whose credits include successful stations with Contemporary Hits, Album Rock, Oldies and News-Talk formats. He draws on over 20 years of major market experience to outline strategies to help you beat the competition.

Take advantage of pre-publication prices through September 30, 1984. Order **Programming Dynamics** now and save \$3.00 per copy. Just \$15.95 plus \$2.50 shipping & handling. After September 30, single copies will be sold at the publisher's price of \$18.95. Order now to make your radio station a winner!



"Ed Shane is one of the more perceptive and observant chroniclers of the media of our time. What he writes deserves your careful attention."

— Rick Sklar, Vice President, ABC Radio, and Author, "Rocking America"

"I've watched Ed Shane's developing career in radio for many years. His ideas are both creative and practical, and his track record speaks for his success in applying them. Some things you need to know about radio are in this book. Read it!"

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**RCPC**

Continued from Page 1

Poor planning on the part of Dobson & Associates (the convention firm chosen by NRBA to arrange convention registration and hotel reservations), and incomplete planning on the part of both associations, persistently hampered the overall success of the meeting. Scores of nonexistent hotel reservations, overstocked workshop panels, a general lack of preparation, and the distance between the two convention hotels contributed to some attendee dissatisfaction. Still, the Convention did survive the struggles experienced by any new convention, and the general consensus was that this first attempt at association detente was an overall success.

NAB programming sessions and NRBA management workshops were split between the Biltmore and Bonaventure hotels, and travel between the two was hampered by 100+-degree temperatures and unpredictable shuttle bus service. The sold-out exhibit area was split between three separate floors at the Bonaventure, a situation that left many exhibitors soured with their location and light-to-moderate traffic. Hospitality suite traffic was quite heavy, on the other hand, and fears of sparse attendance turned out to be unfounded. Sunday night suite traffic was moderate, and the crowds on Monday and Tuesday were often SRO.

**"True Synergism"**

Sunday afternoon's opening session featured NAB President Eddie Fritts and NRBA President Bernie Mann sharing the dais. Mann alluded to the "true synergism" of the two groups working together, and Fritts added that "radio dereg, in our way of thinking, is an idea whose time has come." Mutual Broadcasting's Larry King, who hosted the session, praised the merger, commenting that the two organizations "have despised each other for reasons those of us on the air have never understood."

Opening session keynote speaker Chuck Blore addressed the strong qualities of audio in advertising, explaining the immediacy of the medium and the power of the spoken word. "Seeing is believing, but feeling is truth," he told the audience. "You are so much more important than you know," he added. "Radio itself has so little self-esteem, but it can beat the hell out of TV." The session closed with a musical presentation of *Up With People*, composed of youngsters from 15 countries around the world.

**Owens An Ad-Lib Hit**

The unexpected star of Monday's luncheon, from which the press was barred but still attended, was radio personality Gary Owens, who emceed the program. When entertainer Joan Rivers failed to appear on time, Owens humorously ad-libbed until she arrived, receiving a standing ovation. Rivers, who received no such ovation, answered pre-submitted questions from the audience for about 20 minutes, then made a hasty exit.

The luncheon also featured a



Opening session master of ceremonies Larry King of Mutual jokingly emphasized organizational snafus and hotel shortcomings in his remarks.



Al Jarreau entertained radio broadcasters at the Biltmore Hotel Monday night. Tuesday evening it was Melissa Manchester's turn to take the stage. Both concerts were sponsored by Westwood One.



KPRZ/Los Angeles personality Gary Owens upstaged comedienne Joan Rivers at Monday's luncheon. While she was 20 minutes late, Owens's hilarious routine earned him a standing ovation that eluded Rivers.



Monday luncheon entertainer Joan Rivers flanked by ABC's Rick Sklar and McGavren-Guild President Ralph Guild.



The resurgence of Contemporary Hit Radio was dissected by Jo Interrante, President of IS INC; WHZT/New York PD Scott Shannon; Rick Sklar, ABC Radio.



The chief executive officers of major rep firms got together to forecast trends in national business for large market stations. Panelists were John Boden, Blair Radio; Lou Faust, Selcom Radio; Ralph Guild, McGavren-Guild Radio; Frank Boyle, Eastman Radio; Rick Buckley, Buckley Broadcasting; Ray Lockhart.



One session in Los Angeles explored the role of music research in today's radio programming. Panelists included (l-r) Bob Harper of Bob Harper's Co.; Doubleday VP/Programming Dave Martin; Dave Roberts, RKO Networks VP/Programming; WHZT/New York PD Scott Shannon; Jon Coleman, Coleman Research.

live video feed of KIIS/Los Angeles personality Rick Dees receiving his star on Hollywood's Walk Of Fame, an event which drew a large crowd of local fans on site but faced audio and video problems back in the Bonaventure ballroom. Speakers at the presentation included NAB's Fritts, NRBA's Mann, and Los Angeles Mayor Tom Bradley.

At Tuesday's luncheon, ABC's Howard Cosell received The Radio Award, billed as "radio's highest award." In a rambling but humorous acceptance speech, Cosell rebutted a recent statement



Managing a large market AM station to success was the topic addressed by (front, l-r) KGO/San Francisco VP/GM Mickey Luckoff; WTIC/Hartford's Bob Dunn; WTAE & WHTX/Pittsburgh VP/GM Ted Atkins; (back row) NAB board member and KGAS/Carthage, TX GM Bev Brown; Gannett Radio Division President Joe Dor-ton.

made by Mike Wallace in a recent "20/20" Barbara Walters interview that "60 Minutes" scrapped a Cosell segment because Cosell was a "marshmallow." The piece was dropped, Cosell explained, "because I beat Mike Wallace's ass."

Also at the luncheon, KOA/Denver VP/GM Lee Larsen accepted a posthumous award for murdered talk show host Alan Berg. In addition, special Armstrong Foundation Awards were presented to WFMT/Chicago President Ray Nordstrand for "outstanding service to broadcasting," and to WQXR/New York for "technical achievement," which includes becoming the first radio station in the country to broadcast stereo in both FM and AM.

Individual sessions were well attended and generally praised on Monday and Tuesday, and both evenings were capped with well-received concerts provided by Westwood One. Al Jarreau performed at the Biltmore Bowl on Monday, while Melissa Manchester entertained an enthusiastic crowd the following evening.

**Ratings, Recruitings & Formats**

Some additional highlights of the convention:

- At the Syndicators/Program Producers Breakfast Monday morning, attendance was heavy, and most of the breakfast's hosts were pleased with the results of the gathering.

- A selection of seven individual format rooms offered programmers the chance to share information. (Detailed format room coverage is forthcoming in R&R.)

- A well-attended session on Hit Radio addressed the neo-Top 40 phenomenon sweeping through radio, and examined the elements involved in successfully programming CHR.

- The topic of monthly ratings formed the focal point of the "Trends Without Trauma" session. Differences in methodology between Arbitron and Birch were examined, while broadcasters on the panel vocalized speculation about whether rolling average reports are needed. Gilcom Broadcasting President Ed Giller commented, "Is it worth spending more on research that will be used by agencies to get more for less? If we answer in the affirmative it is another example of this industry shooting itself in the foot."

- Recruiting talented professionals was the topic of the "Finding New Blood" panel, in which panelists warned that many of radio's brightest and best employees are being hired away from the medium by services such as cable. The session also looked at four sources of new blood -



# AP has always given you more service for your money. Here's how to make more money from our service.

If your station has the AP Radio Wire, you've got access to the world's most credible, up-to-date, and salable news.

But along with your news, you also get hundreds of authoritative, timely and equally salable feature programs each week.

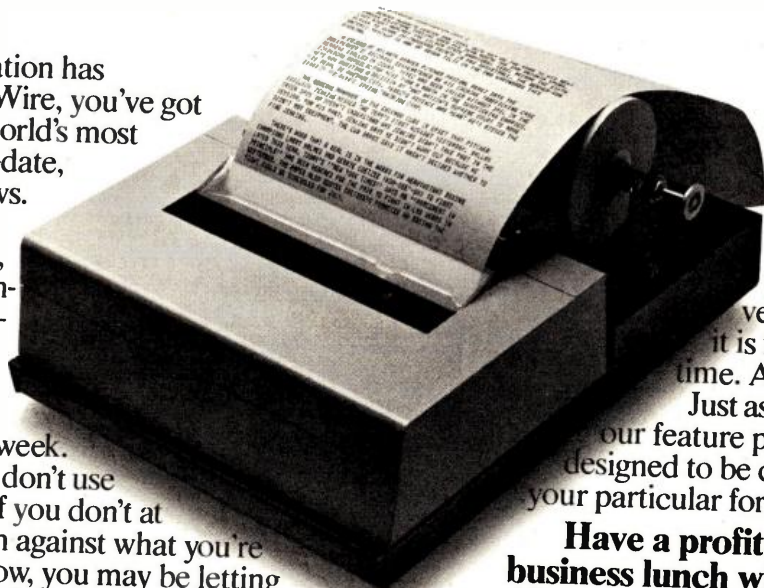
And if you don't use those features, if you don't at least weigh them against what you're programming now, you may be letting thousands of profitable commercial avails slip through your fingers.

## **AP professionalism pays off in audience loyalty, and salability**

The standards of quality that apply to our news scripts also apply to our other programming. Whether it's sports, business, agriculture or lifestyle features.

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That loyalty is what makes AP feature programming such a logical media buy for clothiers and car dealers. For stock brokers and sporting good stores.



And that's important to you.

Because the more your feature programming appeals to prospective advertisers, the easier it is for you to sell time. And boost profits. Just as important, all of our feature programming is designed to be compatible with your particular format.

## **Have a profitable business lunch with your AP Radio Wire Machine this Monday.**

Along with all of the other attractive features of the AP Radio Wire, we feature a list of coming attractions. That's an AP exclusive.

If you've never seen it before, check your Radio Wire around noon, on Monday. And brace yourself for a shock.

Because it will do more than just tell you what's in store for the week ahead.

It will convince you that you've been sitting on a gold mine... of information.

To find out more about how our Radio Wire features can help you improve your profit picture, call Glenn Serafin collect at the Broadcast Services Division of The Associated Press (202) 955-7214.

**AP** Associated Press Broadcast Services. Without a doubt.





## Men 18-34: The Forgotten Demo

If the leading ratings service undersurveyed a prime part of your potential audience by 25%, would you be concerned? Would you be mad? Would you decide to move into a less risky sort of work, such as shark training? Choose as many of the above as apply, especially if your station's format relies to a major degree on ratings from men 18-34.

In my examination of the spring Arbitron reports it was not unusual to see the diary count from men 18-34 fall 25% or more below the desired target. Not that this is just an Arbitron problem — Birch has some difficulties too. But they aren't as serious as those faced by Arbitron's diary-based methodology. Given that level of shortfall I'd imagine the consumption of ulcer medicine jumps meteorically at stations appealing to young adult males, especially around ratings results time.

What can be done to better measure and represent in the ratings the opinions and listening habits of men 18-34, who make up what I call the forgotten demo? What stakes are involved in this question? In a typical market how do the two ratings services compare in their success — or lack of it — in terms of getting good response from these young men? Finally, what might the future hold in terms of getting better feedback from the forgotten demo? Let's examine these key issues.

### The Stakes Involved

Just what amount of the 12+ universe is made up of men 18-34, anyway? Are we talking about a big deal or are just a few listeners involved? I suppose it depends on your format perspective. After all, if you're a News/Talk station just how vital are men 18-34 in your scheme of things? In actuality, everyone has a stake in the sampling vagaries of the ratings services since shares can be affected by oversample/undersample in any demographic group.

But let's say your station sees males 18-34 as a big part of its potential audience. How big a piece of the 12+ pie does that group make up? It varies by metro, but you can look on page three of your Arbitron or page one of your Birch to see what percentage of the metro population 12+ is estimated to exist in the male 18-24 and male 25-34 cells. My thumbing through the books showed that usually 15-25% of a metro's 12+ population is made up of men 18-34. Markets with heavy military or student populations will be at



the top of that range, while even older-skewing markets such as the Tampa-St. Petersburg area are close to the 15% figure. Unfortunately, very rarely does Arbitron — and in some cases Birch — match the estimated populations for the 18-24 and 25-34 groups with comparable sample returns. The 25% shortfall I mentioned earlier is significant.

### What Typically Happens

Let's take a market out of middle America — Kansas City — and demonstrate the type of problems the ratings services have in properly representing the 18-34 males. The chart below gives you a look at the strengths/weaknesses each service had in trying to get a reliable handle on the listening habits of young men in the Kansas City metro (figures are from the relevant spring '84 quarterly reports for the two ratings services):

Arbitron			
	Sample Goal (% of 12+)	Sample Achieved (% of 12+ in diary)	Raw Diary Returns
M18/24	6.9%	4.2%	1,376 = 1,400
M25/34	10.7%	9.8%	131
Average Demo Share			
1,090 - 900			
Birch			
	Sample Goal (% of 12+)	Sample Achieved (% of 12+ in diary)	Total Completed Interviews
M18/24	6.9%	7.7%	113
M25/34	10.2%	7.8%	114
Average Demo Share			
681 - 700			
1,044 - 1,000			

As you can see Arbitron got back 187 usable male 18-34 diaries, compared to 227 completed phone interviews from Birch. Since both firms use the same population estimates, the higher return from Birch means more stable ratings for stations that appeal to men 18-34. There is a difference, however. Note that Birch did a much better job of getting usable sample from men 18-24, while Arbitron did better among the 25-34s.

## Week In Review

### Birch Relocates NY Office

Following the recent reorganization of Birch Radio (see R&R 9-14), the firm has moved into larger facilities in the New York area. The new address for Birch's Gotham office is 120 Van Nostrand Ave., Englewood Cliffs, NJ 07024. The new phone number for reaching Birch Radio executives such as Dick Weinstein, Bill Livek, and Craig Harper is (201) 585-7667.

### Arbitron Adds Winter Sweeps

Arbitron Ratings has announced that two markets will have winter surveys added to their sweep schedules, effective January '85. Portland, Oregon (metro #30) and Sacramento (metro #33) are the affected areas, bringing to 25 the number of markets measured three or more times annually by Arbitron.

The sample returns can make a big difference in station estimates. If your station was mentioned in ten Arbitron diaries among men 18-24, for example, it would have a cume of 14,000 from which to project quarter-hour estimates. But as you can see from the chart, the same ten men 18-24 in Birch would only represent a cume of 7000. If you didn't know to look at page three of your Arbitron or page one of your Birch to locate the sample return info, this kind of disparity could drive you nuts (that's a new research term).

The bottom line, as exemplified by this Kansas City breakout, is that both services can often fall notably short of getting sufficient male 18-34 return. Track your books and see what the situation is for your station/market.

### How To Get It Up

Recognizing that Arbitron has more of a problem than Birch in getting enough usable feedback from young adult males, what has the diary-based service done to boost the return rate from these fellows? Over the years several steps have been taken, while tests are still underway to see what more can be done.

Here's a rundown of Arbitron-initiated efforts to get a higher diary return count from 18-34 men:

- The Expanded Sample Frame (ESF) technique, implemented in 1977-82. A system whereby those with non-listed phones (such as young men new to a market or who've moved since the phone book came out) can now be surveyed. Was often a boost for AOR stations.

- Higher premiums to young males (18-24) in areas where their return rates have been poor. This usually amounts to sending these fellows \$1 versus the standard 50¢ premium received by a "typical" diarykeeper.

- Implemented in 1982-83, the Differential Survey Technique (DST) for blacks included premiums of up to \$5 for black males 18-34. Boosted Black stations dramatically in many cases. DST for Hispanics was begun in '83 and involves \$2 premiums for all concerned.

- Has been testing new/different premiums to be used to boost return

rates from non-ethnic 18-34 men. Since DST tests showed the higher (\$5) incentive did help non-ethnic return, there are those who suggest Arbitron take the same steps for non-ethnic males 18-34 as it has for blacks.

To some extent all these steps can only accomplish so much, since what can often be a major chunk of the young male populace is unavailable for surveys. That is because military bases and institutions of higher learning don't allow survey firms access to the barracks/dorm phone listings. Therefore, unless GIs or students live off-base of off-campus, they have no chance to be involved in a survey. However, the local population estimates *do* include these folks in the count — so there is what I'll call a *structural sampling shortfall* built into the current Arbitron and Birch efforts.

In an effort to obtain access to the sometimes sizable populations on military bases or college campuses, the Electronic Media Rating Council (EMRC) has been trying to make some headway with the establishments involved. No dice so far, but at least on page three of the Arbitron you can now see how much of your market is unavailable since it lives in "group quarters" (barracks, dorms or, in some cases, retirement homes).

### What Could Be Done?

Besides the steps outlined above, what else is possible? The telephone methodology, less intrusive than the seven-day diary, could be used universally. However, since that idea will not be welcomed at Arbitron, what can be done to make the diary more successful in obtaining feedback from this vital audience?

Future tests are ongoing to examine the impact of socioeconomic factors and other items that affect diary return. Perhaps a unique premium could induce more cooperation. (I suggested concert tickets be used during an NAB panel three years ago.) Finally, there is always money — a premium comparable to that given blacks. This may not be the most cost-efficient way for Arbitron to go, but at least it might resurrect the forgotten men 18-34 demo.

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# CULTURE CLUB "The War Song"

The new single from  
Culture Club's forthcoming album  
"Waking Up With The House On Fire"



# CYNDI LAUPER "All Through The Night"

Cyndi Lauper's new single  
from her multi-platinum album  
"She's So Unusual"



*Portrait*



# NETWORKS

## PROGRAM SUPPLIERS



REED BUNZEL

A GOLDEN ANNIVERSARY

## Radio Celebrates A Mutual Friendship

It's no secret: Radio today hardly resembles what it was during its infancy. The "golden age" of daily dramas, comedies, soap operas, and live big band programs has shifted to the TV tube, while music, news, and information have moved into the mainstream of radio programming.

Likewise, the structure and role of networks has changed drastically from the early days. In years past, networks thrived on a one-way, take-it-or-leave-it basis, often leaving individual stations wanting for a different features menu. Today, the network-station relationship is one of basic cooperation and understanding, with myriad programming opportunities. The industry has grown up, and the role of networks has evolved accordingly.

Fifty years ago this week, four 50,000-watt radio stations combined forces as an alternative to traditional networks and began broadcasting as a cooperative programming venture. The date was September 25, 1934 when "The Lamplighter, Jacob Tarshish" debuted on the new Quality Group, which was composed of WOR/New York, WLW/Cincinnati, WXYZ/Detroit, and WGN/Chicago. Ten days later the group changed its name to the Mutual Broadcasting System, giving birth to a network that is now in the midst of a half-century celebration. This week's column is a look back at Mutual's history, and a special celebration of its contribution to radio's growth.

This column was researched and written with the considerable assistance of Mark Feldman and the rest of Mutual's Public Relations Department.



**WERE HERE** — Mutual affiliate WERE puts Cleveland, OH on the map.



**SIGN OF THE TIMES** — The affiliation announcement of WPKA/Alexandria and WXRA/Woodbridge, VA flashes across the Mutual Radio Network landmark sign in Times Square.

### The Early Years

"Mutual was a mutual effort by those four flagship stations to furnish each other with programs in order to cut operating

costs," says network Executive VP/GM Jack Clements. "The station in Detroit would feed a show to the other three stations, while the station in New York would do the same thing. As other stations heard about what was going on, they saw it as a way to obtain inexpensive programming, and the network grew."

And Mutual did grow. Its affiliate list blossomed from the four initial flagship stations to 38 by 1936. In just over two years, the network had developed into a coast-to-coast system, with the addition of the Colonial Network of New England and Dan Lee's West Coast network. That same year Mutual also covered the conventions of both political parties, and the network began to enjoy a reputation as a professional, reliable national news service. Commentators such as Gabriel Heater, Arthur Sears Henning, Isabelle Manning, Quin Ryan, and Fulton Lewis Jr. built the network's news department into a respected, solid reportorial force.

On the entertainment side, Mutual created a slate of popular daily and nightly programs. Shows such as "The Lone Ranger" (1934), "Lum 'n Abner" (1934), "Chandu The Magician" (1934), "Dick Tracy" (1935), "Flash Gordon" (1935), and "The Shadow" with Orson Welles (1937) quickly became part of the American radio diet. Every night entire families gathered 'round the old Philco in the living room, waiting for the latest installment of their favorite shows.

In 1935 Bob Elsen and Red Barber announced Mutual's first World Series broadcast, pitting Detroit against Chicago (Detroit won in six games). Two years later the network expanded its coverage to include the Major League All-Star Game, the annual gridiron clash between Army and Navy, and the Indianapolis 500 on Memorial Day.

### The War Years

Toward the end of the '30s war loomed on the horizon, and by the time America entered World War II Mutual had grown into a healthy radio network. By 1942 it claimed 211 affiliate stations, a number that increased to over 380 by the end of 1946. Mutual's correspondents, along with those from other networks, provided the American public with its first taste of same-day wartime coverage. News, commentary, and front-line battle sounds filled the nation's living rooms with an audible picture of the air raids in London, the destruction at Dresden, and the perils of battles in the Pacific.

Gabriel Heater quickly emerged as one of radio's more emotional reporters, beginning many of his broadcasts with the familiar "Ah, yes, there's good news tonight." Even if the Allied forces had taken a tough beating on the battlefield that day, he would always find a positive note in the day's news, often ending his broadcasts with a morale-boosting quotation from the Bible.

After the war's end, Mutual's news team

Continued on Page 16

# Mutual

THE PLUS NETWORK FOR RADIO '53

CATCH THESE NEW MUTUAL SHOWS AND HEAR WHAT WE MEAN

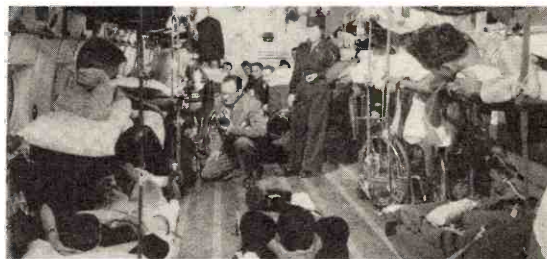
ARCH OBOLER'S PLAYS—by the master of radio drama

CALLING ALL DETECTIVES—a criminologist in every home

QUEEN FOR A DAY—every day a new Cinderella

BETWEEN US GIRLS—one man versus the "weaker" sex

Executives who'd like to hear these and other new MBS programs at any given hour will be promptly provided with recordings on request.



**RADIO GOES TO WAR** — Mutual news correspondent Frank Edwards interviews wounded soldiers as they are evacuated during the Korean War.

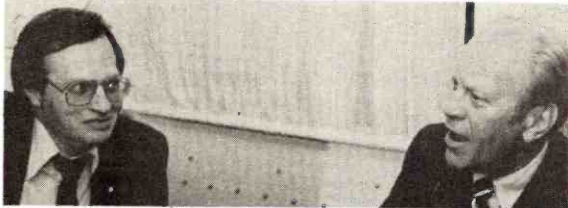


**AFFAIRS OF STATE** — An early segment of Mutual's "Reporters' Roundup," featuring an interview session with New Jersey Governor Robert Meyner.





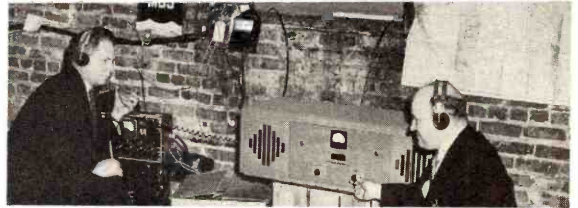
**AT THE BOARD** — Preparing a news broadcast in the Mutual studios are Bill Buffetti (seated), Joe Keating (wearing headphones), and Dick Rosse — who is still a part of the network news team.



**KING OF THE NIGHT** — Late night talk guru Larry King interviews President Gerald Ford about his 1980 campaign on "The Larry King Show."



**FALL CLASSIC** — The Mutual Broadcasting sports team prepares to call the first game of the 1944 World Series. St. Louis defeats St. Louis four games to two.



**MUTUAL-RELAY** — Two Mutual engineers set up a makeshift broadcast relay system, transmitting a signal from WGN/Chicago via telephone lines to the East Coast, where it is subsequently re-transmitted to the Queen Elizabeth at sea.



Continued from Page 15

developed "Meet The Press." The program gained such a following that it quickly moved to the new medium on the block, television, and was replaced by "Reporter's Round-Up" — which still airs today. "The Atom And You," "To Secure These Rights," and other documentaries earned critical acclaim. And Arthur Gaeth's in-person account of the execution of ten Nazi war criminals not only garnered further notoriety, but was also subsequently filed in the National Archives in Washington.

In the 1940s radio's golden age was at its peak. Television was still on the far horizon, and entertainment escapism removed the public from wartime worries and pressures. Programs such as "The Adventures Of Superman" with Clayton Collier and

Joan Alexander helped Mutual's audience grow, as did such offerings as Ripley's "Believe It Or Not," "Junior G-Men," and "Red Ryder."

The decade also saw a surge in the popularity of two Hollywood entertainment standards: the western and the mystery. "The Cisco Kid" with Louis Sorin and Jackson Beck premiered in 1942, and "Tom Mix And The Ralston Straight Shooters," "Wild Bill Hickok," and "Hopalong Cassidy" came along shortly thereafter. Sir Arthur Conan Doyle's Sherlock Holmes and Agatha Christie's Hercule Poirot became regular characters on the network's nightly programming, and other Mutual detectives included "Johnny Modero, Pier 23" with Jack Webb, "Nick Carter, Master Detective," and "The Saint," which starred Vincent Price.

**Chlorophyll And Cold Wave**

The single most important factor to impact on radio in the 1950s was the wonder of television. Gone were the family pow-wows around the console radio; now the American public gathered around primitive monochrome screens to see what they had only heard before. While Mutual introduced "Mark Trail" in 1950, "Dr. Kildare" in 1951, and "Rin-Tin-Tin" in 1954, the golden days were over. Networks began shifting away from entertainment to more news, informa-

tion, and sports, capitalizing on radio's audible strengths.

Mutual seized this opportunity to develop its news department, drawing on the additional talents of H.R. Baukhage, Cedric Foster, Bill Henry, Frank Edwards, and Cecil Brown. In addition, network correspondent Walt Simmons was the only newsmen in Seoul when the North Koreans



**STATE-OF-THE-ART** — A view of Mutual's life uplink facilities, located near the network's Washington offices.

crossed the 38th parallel, and his exclusive reports were the first to acquaint post war America with its latest conflagration. The Korean War, combined with the 1956 presidential election, led to the development of yet another Mutual news feature, "Operation News Beat," which led the pack in us-

ing "actualities" on network broadcasts. This service continues today as "Operation News Line."

Because it was founded as a programming cooperative, Mutual policy was basically set by the governing relationship established between the original flagship stations and subsequent affiliates and groups. As a result of a longterm acquisition policy dating from the '30s and '40s, General Teleradio (later known as RKO Teleradio) held a majority of Mutual stock through the mid-'50s. But in August 1957 a syndicate headed by Dr. Armand Hammer purchased the network, selling it 13 months later to Hal Roach Studios which, following the discovery of several improprieties, sold the network in 1959 to an investment group headed by Malcolm Smith.

Smith turned around in 1960 and sold Mutual to a combine formed by Albert G. McCarthy and Chester Furguson, who sold it later that year to Minnesota Mining and Manufacturing. The 3M Company retained the network for six years, before selling Mutual Industries Inc. for \$3.1 million in 1966. This last move saw an end to ownership instability, with the company changing its name to Mutual Broadcasting Corporation in 1967 and controlling its own destiny until 1977, when it sold out to its present owners, Amway Corporation.



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### Sit-Ins And Me-Ins

The '60s and '70s were largely turbulent and inert, respectively. From sit-ins to massacres, assassinations to moon landings, Mutual news was on the scene. The network was present at President Kennedy's "coastless inauguration" in 1961, and was in Dallas 2½ years later to cover his death. Just as Alan Shepard's short suborbital flight into space was heard over hundreds of Mutual affiliates in 1961, so were Neil Armstrong's history-making words when he stepped out of the lunar module in 1969.

Correspondent Joe Fried helped introduce Vietnam to the American public, reporting the My Lai massacre, the mining of Haiphong harbor, the casualties, and President Nixon's declaration that peace was at hand. Meanwhile, Andy West — another Mutual correspondent — was in Los Angeles on June 4, 1968 when Robert Kennedy was murdered. Interviewing the late Senator after his California primary victory, West recorded the fatal shot and provided an instant eyewitness account.

While social critics point to the 1970s as being both stagnant and nondevelopmental, that aura affected neither the growth of network radio nor the Mutual Broadcasting System. Radio stations were once again beginning to find networks attractive, and insightful executives started exploring future programming venues. "Stations suddenly decided during the early '70s that too much was going on to not need a network," explains Dick Carr, Mutual Vice President/Programming. "This situation has prevailed up through today, but the networks have done more than simply supply stations with the bare necessities. They are reinstating themselves as major suppliers of entertainment programming, including play-by-play sports and a great deal of music-oriented features."

In addition, the Mutual Black Network was formed in 1972, and later Mutual also sported a Spanish network for 26 weeks. The Mutual Black Network eventually spun off to become the Sheridan Broadcasting System, now headquartered in Pittsburgh.

One of the most popular entertainment programs ever featured on network radio premiered on Mutual in 1978 when the "Larry King Show" debuted nationwide. The late-night talk show became a quick success, featuring celebrity interviews and a general "Open Phone America" call-in segment. Other longstanding attractions that hit the airwaves during this time were Notre Dame football, which became part of the network's regular broadcast schedule in 1968, and the introduction of "Monday Night Football" in 1972.

### Of Satellites And Silicon

With the arrival of the '80s came the satellite age. The technology had arrived, and Mutual moved to the program delivery forefront when it developed its satellite distribution system. In June 1981 the network converted its entire broadcast operations from land-line to analog satellite delivery over Westar 4, Transponder 2. Network radio entered the space age.

Today, Mutual programming includes over 50 regular shows, including the politi-

## 1934-1950

# Mutual's Golden Years

• **1934:** The Quality Group debuts on September 15 with the program "The Lamplighter, Jacob Tarshish"; 15 days later the cooperative venture changes its name to **Mutual Broadcasting System** and adds "Lum and Abner" to the program roster. Later that year "The Lone Ranger," which started on **WXYZ/Detroit** a year earlier, becomes part of Mutual's programming.

• **1936:** Mutual becomes a coast-to-coast network with the addition of the **Colonial Network** of New England and **Don Lee's** West Coast chain.

• **1937:** **Shirley Temple** makes her radio debut on Mutual.

• **1938:** "The Green Hornet" comes to Mutual, featuring **Al Hodge** in the title role and **Takaturu Hatashi** as Kato. When the show returns to the air following World War II (1952), Kato's ancestry is changed from Japanese to Korean.

• **1939:** Mutual's longest-running program, "The Lutheran Hour," begins broadcasting. The show is still a part of the network's regular schedule.

• **1940:** Mutual broadcasts its first professional football championship game on December 8. The network hires **Red Barber** to announce the game, and pays \$125,000 for the rights. Chicago defeats Washington 73-0.

• **1941:** Mutual interrupts its regular programming on December 7 to air a brief report by **Wesley Edwards** in Honolulu of the Japanese attack on Pearl Harbor. This was



**ALL-TIME ALL-STARS** — Dick Powell and June Allyson rehearse for a broadcast of Mutual's "Shiner's All Star Show" in May, 1947.

reportedly the first and only broadcast from the islands before non-military communications were halted by authorities.

• **1942:** The youngest performer to ever have his own weekly network program, five-year-old **Bobby Hooley**, hosts "Rocking Horse Rhythms."

• **1945:** **Bert Lahr** comes to Mutual to host the popular "Fresh-Up Show."

• **1947:** **Jack Webb** begins his first "hard-boiled" cop role on Mutual's "Johnny Madero, Pier 23," a program that runs through 1948. Also, Mutual's "Family Theatre" begins broadcasting, popularizing the expression "the family that prays together stays together."

• **1949:** **Vincent Price** plays the title role in "The Saint," which remains on the air until 1950.

• **1950:** Television begins to be part of Americana, signalling the end of radio's Golden Age.



**THE NATURAL** — Baseball legend Jackie Robinson receives an award from O. Elder of McFadden Publications in 1950... and Mutual is there.

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# R&R MUSIC CALENDAR

## NEWS & INFORMATION FEATURES SEPTEMBER 24-30

The Weekend	
SEPTEMBER 29-30	
American Christian Countdown Eddie Lemire	(SP)
American Gospel Rock Countdown O-Jo & Undercover	(SP)
Captured Live Bachman-Turner Overdrive	(RKO)
Coast-To-Coast Top 20 Mergie Joseph	(AMS)
Countdown America w/John Leader Sheena Easton	(RKO)
Dick Clark's Rock, Roll, & Remember Donne Warwick	(US)
Dr. Demento College Songs	(WO)
Gary Owens' Supertracks Bary McGuire/Freddy Cannon	(CRN)
The Great Sounds Art Lund	(US)
Guest DJ Scorpions	(MJJ)
Hot Ones Spandau Ballet	(RKO)
Hot Rocks Missing Persons	(US)
Metashop Kiss	(MJJ)
Music & Memories Kingston Trio/Harry Morgan	(SBS)
On Tour Huey Lewis/U2/Silent Running/ Man Without Hats/Big Country	(SOU)
Rare & Scratchy Rock & Roll Herrman's Hermits	(PIA)
Rick Dees' Weekly Top 40 Cyndi Lauper	(US)
Rock Album Countdown The Fixx/Flock Of Seagulls	(WO)
Rock Chronicles Name Game	(WO)
Rock Over London John Moss	(RI)
Silver Eagle Ricky Skaggs	(ABCE)
Solid Gold Country Tom T. Hall	(US)
Superstars Rock Concert Pretenders	(WO)
Top 30 USA Salute To The Byrds	(CSBR)
Weekly Country Music Countdown Ed Bruce	(US)

The Week Of	
OCTOBER 1-5	
BBC Rock Hour Hitline London/Flock Of Seagulls	(LW)
Country Closeup Country Music Month Special Part I	(NP)
Earth News The Fixx/Aaron Russo/Gary Busey	(WO)
In Concert Kansas	(WO)
Innerview Steve Van Zandt	(INN)
Live From Gilley's Jerry Lee Lewis	(WO)
Music Makers Lorel Hampton	(NP)
Off The Record David Bowie/Survivor/Tina Turner	(WO)
Off The Record Special Billy Squier	(WO)
Special Edition O'Jays	(WO)
Star Trak Profile Chicago Part I	(WO)

Saturday	
29	
SEPTEMBER	
Country Calendar Mickey Gilley	(CW)
Musical Charles Strouse	(ME)
Solid Gold Saturday Night Little Anthony	(RKO)

Sunday	
30	
SEPTEMBER	
Country Calendar Janie Fricke	(CW)
Live From The Record Plant Night Ranger	(RKO)
Radioscope Showcase III	(LBP)
Rolling Stones' Continuous History Of Rock And Roll (ABCR) Talking Heads	(ABCR)

Monday	
1	
OCTOBER	
Country Calendar Razzy Bailey	(CW)
Rare Trax Soft Cell	(CW)
Retro Rock Billy Squier/Pat Benatar	(CW)
Rockline Stephen Stills	(GSN)
Sound Check Kenny Rogers/Kim Carnes/James Ingram	(RKO)

Tuesday	
2	
OCTOBER	
Country Calendar Gene Watson	(CW)
Rare Trax Marshall Crenshaw	(CW)
Sound Check Barbra Streisand	(RKO)

Wednesday	
3	
OCTOBER	
Country Calendar Ed Bruce	(CW)
Rare Trax Big Country	(CW)
Sound Check Chaka Khan	(RKO)

Thursday	
4	
OCTOBER	
Country Calendar Reba McEntire	(CW)
Rare Trax Big Country	(CW)
Sound Check Survivor	(RKO)

Friday	
5	
OCTOBER	
Country Calendar Johnny Duncan	(CW)
Rare Trax Big Country	(CW)
Sound Check Tina Turner	(RKO)

Lifestyle	
Coping With Foul Language (9/24) Noise Pollution (9/25) Critical People (9/28) Love At First Sight (9/27) Being Spontaneous (9/28)	(SOU)
Lifeliness w/ Bill Fantini Greene On Green/pumpkins (9/24)	(ABCR)
Playboy Advisor Oral troubles/affectionate displays in front of the kids/easy exercises/feeling to lose weight/working mother guilt/abortion recovery/soft tennis/workaholic tips/ high school drugs/pregnant legal obligations (9/24-28)	(WO)
Spaces & Places Protecting You And Yours (9/24-28)	(WO)

Comedy	
Daily Feud Debategate continues/caps/ Mondale emergencies/stay the deficit/ Eagleton curse (9/24-28)	(DCA)
Jack Carney's Comedy Show Space (9/24-28)	(CW)
Radio Hotline Uncle Herman/Sally/looney/cheese scare/ you got a license to play this stuff? (9/24-28)	(ASR)
Stevens' & Grdnic's Comedy Drop-Ins Self-improvement/sense of humor/ optimist/Big Fat Donna/PSA-wives (9/24-28)	(ASR)

General Information	
Brad Messer's Daybook Babe Ruth/Disabled President (9/24) Big O Rights/8-Hour Day (9/25) Beale Smith/Korean War (9/26) Henry Comstock/Sante School (9/27) Flagging/Around-World Flight (9/28)	(WO)
Getting Ahead Getting Started: The Key To Getting Ahead (9/23)	(YRN)
Health Care Hip Surgery (9/23)	(PIA)
Medsacan Occupational Noise Levels (9/24) Geographical Stress (9/25) Pregnancy Weight Gain (9/26) Breakdancing Risks (9/27) Kids & Exercise (9/28)	(PIA)
Minding Your Business Outplacement/Bye-Bye Obscure (9/24) Coping With Unemployment (9/25) Corporate Strep/Chase/Wind Power (9/26) Toy Stories (9/27) White House Conference/Silent Radio (9/28)	(NP)
Public Affairs Watching The Watchdog (9/23)	(PIA)
Something You Should Know Healthy Money (9/24-25) What People Value (9/26) Insomnia (9/27)	(SBS)
Sporting News Report David Falk/Michael Jordan/Ulm Rice (9/24-28)	(CW)

Entertainment	
Entertainment Update Tina Turner/Glitter (9/24-28)	(CBS)
Rock Notes With Pat St. John Sound-Alike Records (9/24) John Bonham's death (9/25) Chap Chapco (9/26-30)	(ABCR)
Rock Report Fee Waybill/Psychedic Furs/ Lindsay Buckingham (9/24)	(SOU)



QUEEN OF THE JUNGLE — EMI America recording artist Sheena Easton recently dropped by the studios of IS INC. in San Francisco to record interviews for RKO's "Hot Ones" and "Countdown America." Pictured with Sheena (r) is IS INC. President Jo Interrante.

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CW = Cayton Woodson  
DCA = DC Audio  
DIR = DIR Broadcasting  
GSN = Global Satellite Net  
IN = Innerview  
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LW = London Wavelength  
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Abe Somer  
Jane & Jerry Weintraub  
Ann Van Bebber/  
Coordinator

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Carol Burnett  
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Jim Wiatt

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WKDD deb 38	OK95 25-21
WJXQ 22-14	

### AOR ALBUM CHART 9



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Management: Stephen Prendergast/Head Office Management  
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## Street Talk

SUMMER  
LAST  
21  
DAY



What Midwestern AOR powerhouse is beginning to lay the groundwork for a switch to CHR? This would not be a "format change," per se, because this station already believes itself to be more CHR than AOR. When (and if) this happens, it could have wide-reaching ramifications.

WLS-FM/CHICAGO afternoon duo **STEVE DAHL & GARRY MEIER** were scheduled to debut on the AM side Monday (9-17), and we told you last week they were none too thrilled at the prospects of giving up their FM afternoon slot. Apparently they were so unimpressed with their new show on the AM, they didn't show up for work on Monday (or Tuesday). Since Thursday marks the beginning of the fall rating period, WLS management was hopeful things would work out quickly so the personality pair would return to work. In the meantime, WLS is running taped "Best Of Steve Dahl" shows in the afternoon.



Steve Dahl & Garry Meier

At **STEVIE WONDER's KJLH/LOS ANGELES**, **J.B. STONE** abruptly resigned as VP/GM last week. No new GM has been appointed yet.

Remember the item about **KDIA/OAKLAND** applying for the new calls **KFYI**? Well, owner-to-be **ADAM CLAYTON POWELL III** now says the station will be changing format when he officially takes over in November. Just what the new format will be has not been announced, but the **KFYI** calls don't leave much to the imagination.

A big rumor in Los Angeles this week was that current **KMGG** VP/GM **TIM SULLIVAN** would be resigning to head a group of investors ready to purchase **KEZY-AM & FM/ANAHEIM**. No details on this one at presstime.

**KSTT/DAVENPORT** returns to CHR with the new call letters **KKZX**. **GABE BAPTISTE** is Operations Director/PD for both **KKZX** and its AOR sister **KXLP**.

**KSEA/SEATTLE** VP/GM **WILLIAM KNUDSEN** is the new VP/Sales and Marketing for the Seattle Mariners. That leaves the helm at **KSEA** open.

**BILL MILLER**, who had been Operations Manager of **KJLA/KANSAS CITY**, will join **KLEO/WICHITA** in the same capacity. **KLEO** will debut a **MOYL** format September 24.

Former **KDKA/PITTSBURGH** talk host **ROY FOX** has joined the staff of **KOA/DENVER**. Although not hired specifically to replace the late **ALAN BERG**, Fox does complete the **KOA** staff.

**WABB(AM)/MOBILE** debuted its new format August 27. The station is now running oldies during the daylight hours and **NBC's Talknet** at night. Previously, **WABB** had been Adult/Contemporary.



At **WPDQ/JACKSONVILLE**, **BOB SCOTT** has been named Program Director. Scott, most recently at **WXYV/BALTIMORE**, replaces former **WPDQ** PD **MARC LITTLE**, who's now with **WWWZ/CHARLESTON, SC**.

Last week's item about **COLOR 95/SALT LAKE CITY** changing formats was apparently incorrect. Operations Manager **DAN LOPEZ** tells us no format switch is imminent.

When the once market-dominant **WAYS** call letters became available, you knew they wouldn't stay that way long, right? Well, **WMAZ-FM/MACON** wasted no time in asking the **FCC** to swap **WMAZ-FM** for **WAYS**. On October 1, **WAYS** will once again be the call letters of a market-leading station. Instead of Charlotte, the market will be Macon.

**CHRIS BLAKE** (aka Jeff Blake) is out as PD at **WSKZ/CHATTANOOGA, MD**. **ERIC PAGE** is interim PD. Ops Director **GREG SCHAEFFER** is the man to contact for the vacant program slot.

With **WKSS/HARTFORD** preparing for its CHR debut in October, PD **BOB MITCHELL** needs a killer airstaff immediately. T&Rs to Bob ASAP, or call (203) 243-9577.



**PAM HASLAM** is returning to **CBS** as Director of Communications & Information, **CBS BROADCAST GROUP**. Pam, who had previously served as Director/Press Information for the **CBS Radio Network** and **RadioRadio**, was most recently with the public relations firm **Burson-Marsteller**.

**WLBS/DETROIT** has tapped **GARY JAY** as its new morning drive personality. Gary comes from **WNHC/NEW HAVEN**.

**KMBQ/SHREVEPORT** has fully evolved to CHR from AOR. PD **DICK BASCOM** remains, as does the airstaff.

Longtime CHR station **WTSN/DOVER, NH** has shifted to A/C. PD **JIM SEBASTIAN** is still at the helm.

ROCK & ROLL'S  
MOST EXPLOSIVE MIXTURE

DARYL JOHN

HALL OATES

BAM BOOM

**BREAKERS**

194 STATIONS 80%  
#1 MOST ADDED

EXPLODING AT RADIO THIS WEEK  
"OUT OF TOUCH"  
THE FIRST SINGLE FROM THE FORTHCOMING ALBUM  
BIG BAM BOOM

PRODUCED BY DARYL HALL, JOHN OATES AND BOB CLEARMOUNTAIN  
Management + Direction: Tommy Mottola—Champion Entertainment Organization, Inc.

**RCA**  
Records and Cassettes



# HAGAR CAN'T DRIVE...



## "I Can't Drive 55" SAMMY HAGAR ✓ CHR MOST ADDED

STATE OF CALIFORNIA  
NOTICE TO APPEAR A 18657  
DATE 9/18/84 TIME 1325 W 80 A I-29173  
NAME(S) SAMUEL ROY "SAMMY" HAGAR  
RESIDENCE ADDRESS 9130 SUNSET BLVD. LOS ANGELES CA 90069  
BUSINESS ADDRESS GEFREN RECORDS 24043 CA  
SEX M HAIR BLONDE EYES BRN HT 5'10 WT 140  
DOB 08/17/51 MOBILE STATE CA. LICENSE CLASS 3  
VEHICLE LIC. NO. ROCK-17 MAKE FERRARI MODEL 512 BBI CITY ZIP  
YEAR 84 REGISTRATION OWNER OR LESSEE  
ADDRESS OF OWNER OR LESSEE SAME  
VIOLATION(S) VC2 23103 VC3 22103 VC  
23104  
DESCRIPTION OF VIOLATION(S) EXCESSIVE SPEED, RECKLESS DRIVING, EXCESSIVE  
EMERGENCY OF SPEED, RESISTING ARREST, DRIVING WITH  
A REVOKED LICENSE, ASSAULTING A POLICE OFFICER,  
SUBJECT CLAIMS HE "CAN'T DRIVE 55"  
APPROX SPEED (IF NOT SPEED) 125+ 55  
LOCATION OF VIOLATION(S) I-5  
OFFENSE(S) NOT COMMITTED BY MY PRESENCE CERTIFIED ON INFORMATION  
AND WHILE  
I CERTIFY UNDER PENALTY OF PERJURY THAT THE FOREGOING IS TRUE AND I WERE  
EXECUTED AT THE PLACE AND ON THE DATE SHOWN ABOVE AT SACRAMENTO CA  
ISSUING OFFICER S. TRAPP SERIAL NO. 0098  
ARRESTING OFFICER IF DIFFERENT FROM ABOVE SERIAL NO. N  
WITHOUT ADMITTING GUILT, I PROMISE TO APPEAR AT THE  
AND PLACE CHECKED BELOW  
X JUVENILE COURT TRAFFIC DIVISION LIBRARY AND COURT BUILDING  
ON THE 31 DAY OF OCT 19 84  
BEFORE THE MAGISTRATE OR COURT CLERK OF THE STATE COURT LIBRARY AND  
BUILDING, SACRAMENTO CALIFORNIA AT 8:00 AM  BETWEEN 8:30 PM & 3  
P.M.  JUVENILE COURT TRAFFIC DIVISION LIBRARY AND COURT BUILDING  
BETWEEN 9:30 AM & 11:30 A.M.  BETWEEN 1:30 PM & 3  
P.M.  JUVENILE COURT TRAFFIC DIVISION LIBRARY AND COURT BUILDING  
WHEREEVER YOU WILL BE NOTIFIED BY MAIL  
WHEN AND WHERE TO APPEAR  
 BICYCLE CITATION  
FORM APPROVED BY THE JUDICIAL COUNCIL OF  
CALIFORNIA, NEWS 1178 VC (REVISED) 805/130A FC 8/83

Produced By  
**TED TEMPLEMAN**  
From the *Coffin Album* VBA  
GHS 24043

EL MANAGEMENT/  
ED LEFFLER



# Street Talk

Continued from Page 20

KDVV/TOPEKA has tapped KEVIN RABAT as PD, replacing TONY STEWART. Kevin is from KQCR/CEDAR RAPIDS.

Y100/MIAMI has made JOANNIE MD, replacing FRANK AMADEO, who has become ELEKTRA-ASYLUM's Florida rep.

Eight-year veteran of WGRD/GRAND RAPIDS (also the station's MD) J.J. DULING will try his hand at programming A/C-formatted WXMG/SOUTH BEND.

LOO KATZ has left WPGC/WASHINGTON to become Promotion Director at crosstown rival WAVA. Filling Loo's vacated slot is former WPGC personality and veteran Baltimore-Washington broadcaster DAVEY JONES.

BOB KOFFEE has exited afternoons at 3WS/PITTSBURGH to join WYYD/RALEIGH in morning drive.

GARY DeMARONEY leaves the PD chair at KO93/MODESTO to take on the programming chores at KROW & KNEV/RENO.

CHUCK BARE is the new PD at T94/PANAMA CITY.

KMOK/LEWISTON's new PD is BREW MICHAELS, replacing the exiting STEVE CONRAD.

JAY LIVENGOD has been promoted from Music Director to Program Director at WIHN/BLOOMINGTON, IL. Jay will continue to handle the music at the station.



Jerry Sharell  
needless to say, Dad is proud!

50kw AM KACY/OXNARD-VENTURA, CA says goodbye to 26 years of contemporary music programming, becoming Spanish-formatted KTRO. Directing the new sound of KTRO is ALBERT VERA.

KTMS-FM/SANTA BARBARA is now fully live and has changed calls to KKOO (2KO). Former KTYD/Santa Barbara PD JANE ASHER is handling middays.

Hats off to KWMU/ST. LOUIS MD JIM WALLACE and Promotion Director BEN FOX on their well-deserved status as heroes! The pair came to the rescue of a female mugging victim last week, and not only saved her from further harm, but chased and caught her assailant, holding him until the police arrived.



After more than six years in record promotion at both RSO and A&M, JON KONJOYAN has joined the staff of TV's syndicated "Entertainment Tonight."

WRKR/RACINE-MILWAUKEE's Jon Konjoyan "Outrageous Contest," which was held last June, will be featured on the syndicated TV show "Lifestyles Of The Rich & Famous" due to air the weekend of September 28. Check your local listings for some great laughs.

MARK BASS has moved from his Operations Manager post at WVLD/VALDOSTA, GA to the same slot at crosstown rival WGAF.

Former WLAN-FM/LANCASTER MD TODD HALLIDAY is the new MD/midday man at WKFM/SYRACUSE.

WAJY/NEW ORLEANS has picked up TRANSTAR's "Format 41."

Seven-year market veteran DON MICHAELS has been named MD at KDWB-FM/MINNEAPOLIS, and moves up from middays to become part of the morning show.

Congratulations to COLUMBIA RECORDS Phoenix promotion ace BOB CONRAD on his recent marriage to Lisa Hinton in Las Vegas.

Another "radio romance," as WZZK/BIRMINGHAM afternoon driver RON WALLACE married WZZK evening personality SALLY KAY September 15.



WOR/NEW YORK afternoon cohost (with JOHN GAMBLING) SUSAN MURPHY gave birth to a baby girl on September 17...

KEZB/EL PASO personality CHRIS MICHAELS and his wife Toby welcomed new baby boy, Michael Cole, September 5... August 20, JACK SILVERSTEIN of the JERRY MEYERS ORGANIZATION and his wife Elaine brought Emilee Clair into the world... ARISTA VP/Artist Development ABBEY KONOWITCH and wife Candice became the parents of Alana Joy on September 2... KCBQ-FM/SAN DIEGO PD FUZZY HERRON and his wife, KCBQ (AM) evening personality LAURA WILKINSON, had baby boy Matheson Charles back in July. Mail's a little slow from San Diego to L.A.

AT Capitol®, WE DON'T TAKE BREAKS. WE EARN THEM.

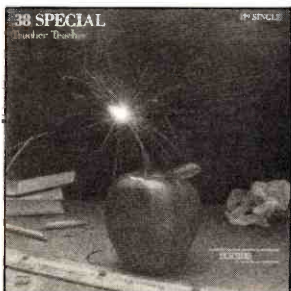


# TINA TURNER

"Better Be Good To Me"

**CHR BREAKER.** 9/14 **Black/Urban BREAKER.** 9/21

**AOR /HOT TRACKS** 41 9/21



# 38 SPECIAL

"Teacher Teacher" From the Original Motion Picture Soundtrack  
TEACHERS An Aaron Russo Production © 1984 United Artists Corporation

**AOR /HOT TRACKS** **BREAKER.** 9/21

**CHR MOST ADDED** 9/21

38 SPECIAL appear courtesy of A&M Records, Inc.



# ANNE MURRAY with Dave Loggins

"Nobody Loves Me Like You Do"

**Country BREAKER.** 9/14 **A/C BREAKER** 9/21



# AMERICA

"Special Girl"

**A/C #1 NEW & ACTIVE** 9/21



# IRON MAIDEN

"2 Minutes To Midnight"

**AOR /HOT TRACKS** 35 9/21

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

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# On The Records



KEN BARNES

## Everlys Wing Their Way Back

The success of a record like the Everly Brothers' A/C Breaker "On The Wings Of A Nightingale" is especially gratifying for the purpose of this column. It's not merely that comeback artists are always natural subjects, but also that the Everlys are such a cornerstone of rock history.

Virtually everyone who harmonizes, from the Hollies to Simon & Garfunkel to the Beatles to Crosby, Stills & Nash to Lindsey Buckingham triple-tracking himself, used Don and Phil Everly as rock & role models. The Everlys were also among the first Nashville-based, country-oriented artists to put their stamp on rock & roll as it developed in the late '50s. They had 23 good-sized hits in a five-year period between 1957 and 1962, and continued to make innovative records for another ten years before going on a dozen-year hiatus until this year's reunion.

### The Hit Run

After a few straight country cuts on Columbia, the Everlys, who'd been singing together since the mid-'40s on their parents' Kentucky radio show, began recording in Nashville for the small Cadence label. "Bye Bye Love" was the first record, and it kicked off that unbroken five-year hit streak, sustained by "Bird Dog," "Wake Up Little Susie," "Til I Kissed You," and other upbeat teen classics, plus ballads like "Let It Be Me" and "All I Have To Do Is Dream."

A switch to Warner Bros. in 1960 produc-



ed "Cathy's Clown" for starters, plus "Ebony Eyes," "Crying In The Rain," and "Walk Right Back" to keep the top ten hits coming. "That's Old Fashioned" in May, 1962 signalled the end of the big hits, but the quality of their records, as anyone who's heard "Love Her," "The Price Of Love," "Man With Money," or "Lord Of The Manor" can attest, did not flag even though the chart success ceased.

A bit desperately, Warners tried a variety of approaches to try to restore the Everlys' hitting touch. Two of the more interesting were the albums "Two Yanks In England" and "Roots." For 1968's "Two Yanks," the label figured if the British Invasion groups could borrow the Everlys sound, the duo could pull a switch and get a little London boost. The Hollies, who based their three-part harmonic structure on the two-part harmonies of the Everlys, were enlisted, providing backing and eight of the album's 12 songs.

For "Roots" in 1968, an all-star L.A. studio cast performed sympathetic, often country-oriented material bookended by vintage excerpts from the Everly Family's radio show. Producer on that album was current Warners President Lenny Waronker.



Very early Everly Brothers, 1950 or so



Scooting off to success, 1957



Everlys through the years



Back together, 1983

### Break Up To Make Up

In 1971, following a summer replacement TV series, the Everlys went to RCA for two albums, and shortly thereafter broke up in a rather unamicable fashion onstage at Knott's Berry Farm in Buena Park, CA. Both recorded solo, Don experiencing a bit of country success and Phil showing a little higher profile, with a 1981 A/C hit, "Dare To Dream Again," and a big British hit last year with "She Means Nothing To Me," duetting with Cliff Richard in the Everlys style. Phil also repaid the Hollies for their "Two Yanks" contributions by recording the first version of the group's 1974 hit "Air

That I Breathe" on his debut solo album. Last year the Everlys finally made up, performing the London shows that made up their HBO special and the double live album taken from it. They decided to stay together, and the hoards of stars who volunteered to help out with their comeback studio recordings, including producer Dave Edmunds and "Nightingale" composer Paul McCartney, is just another testament to the Everlys' prominent place in the heart of rock & roll.

### Holly Producer Petty Dies

Even as the Everly Bros. returned, news came of the death of Norman Petty, producer and songwriting collaborator of Buddy Holly. Holly's early Crickets and solo hits ("That'll Be The Day," "Peggy Sue," etc.) were recorded in Petty's Clovis, NM studios, as were early recordings by Roy Orbison, Buddy Knox, and Jimmy Bowen. Petty also, after Holly's death, added instrumental and vocal overdubs to leftover Holly tracks, and although condemned by many critics, many of these went on to be hits around the world and sound quite faithful to Holly's style. Petty also supervised hits by the Fireballs and their singer Jimmy Gilmer, and remained in radio and recording in Clovis until his death.

Tina Turner's new single, "Better Be Good To Me," was the first (and only) single from Spider's second Dreamland L.P.

In a recent column, I somehow provided the misinformation that "Hound Dog" was Elvis Presley's first RCA hit. As anyone who deals in rock history knows (even I thought I did), "Heartbreak Hotel" holds that distinction, and thanks to a truly eminent rock historian, Grelun Landon, and others who reminded me.

Finally, WPST/Trenton Station Manager Tom Taylor suggests I ask readers to send in their nominations for "The Hits That Should Have Been" — the ones that sounded like smashes to you but somehow didn't make it. I've got a few of those stashed in my memory, and if I get enough candidates from you, I'll print up a bunch.

### UNDERRATED SONGWRITERS

## The Everly Brothers Cover File

Although everyone acknowledges the Everly Brothers' vocal influence, people tend to underrate the duo's songwriting skills. Together and separately, Don and Phil have written a number of memorable songs, recorded by an interestingly varied roster of artists. A representative sample follows:

**Dino Desai & Billy** "Since You Broke My Heart"

**Dave Edmunds** ("Stardust" soundtrack) "When Will I Be Loved"

**Fabulous Poodles** "Man With Money"

**Bryan Ferry** "Price Of Love"

**Emmylou Harris** "So Sad"

**Eddie Hodges** ("Girls Girls Girls) Were Made To Love" (1962 hit)

**Hubb Kapp & The Wheels** "Sigh, Cry, Almost Die"

**Andy Kim** "I Wonder If I Care As Much"

**Gary Lewis & The Playboys** "Til I Kissed You"

**Loni Blü Bojs** (from Iceland) "So Sad"

**Nick Lowe & Dave Edmunds** "When Will I Be Loved"

**Manfred Mann** "When Will I Be Loved"

**Cliff Richard** "It's All Over"

**Linda Ronstadt** "When Will I Be Loved"

**Mickey Rooney Jr.** "When Will I Be Loved"

**Searchers** "Since You Broke My Heart"

**Del Shannon** "Maybe Tomorrow"

**Status Quo** "Price Of Love"

**Surfaris** "Gone Gone Gone"

**Tarney Spencer** "Cathy's Clown"

**Tanya Tucker** "Lover Goodbye"

**Wind In The Willows** (featuring Debbie Harry) "So Sad"

**Tom Wopat** "Til I Kissed You"



### ONE YEAR AGO TODAY

- BOB BENSON VP/SR. EXECUTIVE FOR ABC RADIO
- NEAL PILSON EXEC. VP/SPORTS & RADIO FOR CBS
- JOE KELLY NAMED VP/GM AT WROR/BOSTON
- MIKE HARRISON BECOMES PD AT KMET/LOS ANGELES
- JASON KANE NAMED PD FOR WPXX-AM & FM/WASHINGTON
- CHRIS CROSS NEW PROGRAM MANAGER AT WBZ/BOSTON
- #1 CHR: "Total Eclipse Of The Heart" — Bonnie Tyler (Columbia)
- #1 A/C: "True" — Spandau Ballet (Chrysalis)
- #1 COUNTRY: "Don't You Know How Much I Love You" — Ronnie Milsap (RCA)
- #1 BLACK: "Ain't Nobody" — Rufus & Chaka Khan (WB)
- #1 AOR TRACK: "How Can I Refuse" — Heart (Epic) (2nd week)
- #1 LP: "Synchronicity" — Police (A&M) (15th week)

### FIVE YEARS AGO TODAY

- JACK CRAIGO EXITS AS COLUMBIA VP/GM
- #1 CHR: "Sail On" — Commodores (Motown)
- #1 A/C: "Rise" — Herb Alpert (A&M)
- #1 COUNTRY: "It Must Be Love" — Don Williams (MCA)
- #1 BLACK: "Knee Deep" — Funkadelic (WB)
- #1 LP: "In Through The Out Door" — Led Zeppelin (Swan Song/Atlantic) (3rd week)

### TEN YEARS AGO TODAY

- GEORGE WILSON NAMED EXEC. VP AT BARTELL
- RUSS WITTBARGER NAMED SR. VP/GM AT KCBQ/SAN DIEGO
- #1 CHR: "I Honestly Love You" — Olivia Newton-John (MCA) (2nd week)
- #1 A/C: "Tin Man" — America (WB)
- #1 COUNTRY: "Please Don't Tell Me" — Ronnie Milsap (RCA) (3rd week)
- #1 LP: "Endless Summer" — Beach Boys (Capitol)





## BARBRA STREISAND

### "LEFT IN THE DARK"

On Over 75 CHR Stations!

WXKS-FM	I95
WBLI	Q105
WCAU-FM	WHYT
PRO-FM	KIMN
Z93	Q103

A/C Chart: **17**

One Of The  
**MOST ADDED**



## STEVE PERRY

### "STRUNG OUT"

## CHR BREAKERS

On Over 150 Stations!



## ROMEO VOID

### "A GIRL IN TROUBLE [IS A TEMPORARY THING]"

136 Stations—56%

WXKS-FM 35-26	Q103 deb 34	WVSR 39-32	KILE 33-25
WNYS 28-22	KMJK add	WRCK 33-29	KWES 24-21
WCAU-FM deb 37	FM102 deb 26	KO93 33-28	WHSL 26-23
Z93 28-24	KWSS add	KDON-FM 35-31	WAZY-FM 35-28
B97 deb 30	KPLUS deb 39	KHYT 39-35	KZOZ 36-31
		WIGY 40-35	OK95 37-34
		Q104 32-23	

AOR Tracks: **14** AOR Albums: **16**

## FREDDIE MERCURY

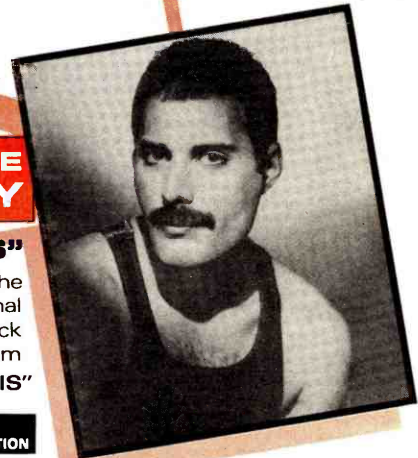
### "LOVE KILLS"

From The  
Original  
Soundtrack  
Album

### "METROPOLIS"

## CHR SIGNIFICANT ACTION

WXKS-FM	WFMI	WIGY	WDBR
WPHD	WRNO	WERZ	KGOT
CKOI	WKDD	OK100	KBIM
WCAU-FM	WJXQ	WKHI	KZOZ
KPLUS	WRQN	WOMP-FM	SLY96
WRCK	KEYN-FM	Q101	OK95
WKRZ-FM	KOXR	KWES	
KWIC	KOMQ	WIXV	
WZLD	KSKD	KKQV	
WANS-FM	KDON-FM	WHSL	
WOKI	WFBG	KWTO-FM	



ON

# COLUMBIA RECORDS

The Symbol Of Quality



The Sound Of Success



# SAM HARRIS

Winner of "Star Search"

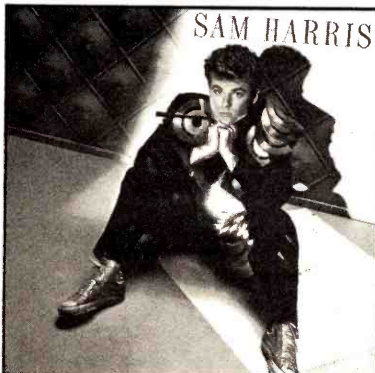
The long-awaited single

## Sugar Don't Bite

### CHR NEW & ACTIVE

WXKS-FM	WZYP	KYNO-FM	KISR
WCAU-FM	WOKI	KSKD	Q104
I95	WFMI	KDON-FM	Q101
Q100	KBFM	WFBG	WPFM
K104	WZKS	WIGY	WIXV
WKEE	WQUE-FM	103CIR	Z102
WKRZ-FM	KTFM	WERZ	KKQV
WQID	Z98	WQCM	WBWB
WJZR	WKDD	OK100	KKRC
WNOK-FM	KMGK	95XIL	WDBR
WZLD	ZZ99	WJBQ	KHTX
KAMZ	WRQN	WOMP-FM	SLY96
KSET-FM	KAY107	WISE	
WANS-FM	KEYN-FM	WCGQ	

From his new album. SAM HARRIS.



6103ML

## A PROVEN WINNER!



© 1984 Motown Record Corporation

## Datebook

**MONDAY, SEPTEMBER 24**
**The Muppets Take The South Bronx**

Well, not yet. **Jim Henson**, who turns 48 today, hasn't yet arranged for his characters to make a breakdance movie . . . but, having done everything else, that may not be too far off. Since the Muppets were taken off of Washington, DC circuit, "Sesame Street" and the three Muppet movies have turned them into rock artists of some standing. Back in 1971, Henson's **Ernie** had the first hit from the TV show with "Rubber Duckie." In 1979, **Kermit the Frog** had a minor hit from the first "Muppet Movie" with "Rainbow Connection" (covered a year later by **John Collins**). In addition to the troupe's veteran status as novelty artists, they've also worked with a number of other rockers, including **Elton John** and **Debbie Harry**, on the "Muppet Show" and the first season of "Saturday Night Live."

Other birthdays: **Linda McCartney** 1943.

**TUESDAY, SEPTEMBER 25**
**Black September #1**

Throughout the year we've run across a couple of days where everything seemed to go wrong. This week, there seems to be two of them. This was the day in 1975 that **Jackie Wilson** collapsed while performing at a revival show in New Jersey and spent eight and a half years as an invalid before dying earlier this year. It's also the fourth anniversary of **Led Zepplin** drummer **John Bonham**'s death. There were also momentous decisions today involving the top acts of the time. On this day in 1954, just as "Good Rockin' Tonight" was being released, **Elvis Presley** made his single, ill-fated appearance on the "Grand Ole Opry," prompting the now infamous comment that he should return to driving trucks. And ten years later, **Brian Epstein** received, and turned down, a \$7 million offer for his management interest in the **Beatles**.

**WEDNESDAY, SEPTEMBER 26**
**Olivia (Found & Turned Out)**

Versatility often leads to some interesting chart facts. **Olivia Newton-John** (who turns 36 today) has, through the various phases of her career, been on all of R&R's major formats . . . though not at once. (She attracted a little airplay in the early days of AOR and "Physical" had moderate success on some Black stations.) ONJ's much-publicized switch from Adult Contemporary to Adults Only developed over a year-and-a-half chart lull in 1977-78 between one of her most MOR-ish singles, "Sam," and the lively **John Travolta** duet, "You're The One That I Want." It's now been three years since Newton-John's last full-fledged album.

Other birthdays: **Bryan Ferry** 1945, **Lynn Anderson** 1947, **George Gershwin** would have been 95, **Marty Robins** would have been 59.


**THURSDAY, SEPTEMBER 27**
**Black September #2**

Maybe it has something to do with the first week of autumn, but the bad luck clouds continue to hover ominously over music history. Going as far back as 1942 we have **Glenn Miller**'s last concert before disappearing during World War II. On this day 30 years later, **Rory Storme**, leader of the **Hurricanes** (**Ringo Starr**'s old group and one of the **Beatles**' main Liverpool competitors), fed himself too many sleeping pills; his suicide was soon matched by that of his mother. Another rocker died on this day in 1979 (the same day that **Elton John** collapsed onstage in Los Angeles), ex-**Wings**/**Small Faces** guitarist **Jimmy McCulloch** (whose last studio LP with the group was "Wings At The Speed Of Sound"). **McCulloch** had replaced the equally ill-fated **Les Harvey** (who died from onstage electrocution) in **Stone the Crows**. He was found dead of undetermined causes at age 26.

Birthdays: **Randy Bachman** 1943, **Meatloaf** 1947.

**FRIDAY, SEPTEMBER 28**
**Ben E. & The Jets**

Whatever help it may give **Donna Summer**, "There Goes My Baby" has already helped launch one career. Former **Drifters** lead singer **Ben E. King** turns 46 today. King was at the helm of a reformed group, put together completely of new members after original lead singer **Clyde McPhatter** left and personnel began fluctuating wildly. "There Goes My Baby" was the "New Drifters" first release and a #1 hit. The **Leiber/Stoller** composition/production — minus the cold opening and some '80s-type lyrics that Summer added — is often cited as the first R&B record with strings. King is on a couple more of the best-known Drifters hits ("Save The Last Dance For Me," "This Magic Moment"), but went solo in 1961, hitting immediately with "Spanish Harlem" and "Stand By Me." King went from 1963 to 1975 without a CHR hit before coming back with "Supernatural Thing."

**SATURDAY, SEPTEMBER 29**
**Grapevine First Heard**

Between **Marvin Gaye**'s death, last year's **Motown** anniversary, and "The Big Chill," you've probably heard a lot of Gaye's "I Heard It Through the Grapevine" over the last 18 months. This is the 17th anniversary of the song's first release by **Gladys Knight & the Pips**. Between Gaye's #1 record and Knight's top five hit, "Grapevine" became, effectively, the **Motown** national anthem. It's been recorded by at least five **Motown** artists, including the **Temptations**, **Rare Earth**, and Detroit garage band the **Rustix**. Oddly enough, well-known instances of covers outside **Motown**, besides the famous version by **Credence Clearwater Revival**, are almost nonexistent.

Birthdays: Depending on who you ask, **Jerry Lee Lewis** turns either 49 or 51 today, **Grand Funk**'s **Mark Farner** 1948, **Marl Wilson** 1957.

**SUNDAY, SEPTEMBER 30**
**Johnny Mathis's Birthday**

After **Deniece Williams** gave **Johnny Mathis** a multi-format comeback in 1978 with "Too Much, Too Little, Too Late," Mathis turned to a series of duet partners in an attempt to keep his momentum alive. Williams both preceded and followed **Jane Oliver** and **Dionne Warwick** on female lead vocals. Although Williams helped Mathis back on the **Black** and **A/C** charts earlier this year with their remake of "Love Won't Let Me Wait," Mathis came back himself with "Simple." All the comeback work was probably unnecessary. Mathis, whose parents were a millionaire's domestics, is said to have been one of the first **black** millionaires. His musical training was in opera; his first recordings were meant to be jazz before he was encouraged by **Columbia** to try pop music. He turns 49 today.

Other birthdays: **Marilyn McCoo** 1943, **Gus Dudgeon** 1942, **Frankie Lymon** would have been 42; **Marc Bolan** would have been 35.

—Sean Ross



# THE PICTURE PAGE

## A Fine, Fine Farewell



Camel/MCA's Night Ranger bade farewell to MCA labelmate Tony Carey with a surprise party after a show in New York. Carey toured with the band for six weeks during a recent national tour. Here with the cake are (l-r): Night Ranger's Kelly Keagy, Jack Blades, and Alan Fitzgerald, Tony Carey, Night Ranger's Brad Gillis and Jeff Watson, and MCA VP Bob Feiden.

## Heatin' Up The Ritz



Southside Johnny and his Jukes recently played NYC's Ritz in support of their "In The Heat" LP. Shown backstage after the concert are (l-r): unidentified, Atlantic's Bruce Tennenbaum, WNBC Asst. PD Lyndon Abell, WNEW-FM MD Jim Monaghan, Southside Johnny, Tower Records' Steve Harmon, Chuck Schwartz of the Source, and WNEW-FM DJ Ken Dashow.

## Mason Assembles Album



Dave Mason's completion of "Some Assembly Required" marked his tenth LP to date. Shown here celebrating are (standing, l-r): Marble Records Sr. VP Paul Black, Jem Records Exec. VP Bill Shaler, album co-producer Ed Cherney, and Marble's Paul Henton. Seated (l-r): Mason's manager Jim Marcotte, Dave Mason, Marble Senior VP Mike Guller, and Marble's John Fry.

## MCA's Lucky Number



San Francisco group Red 7 has signed with MCA Records; their debut album (produced by Genesis member Mike Rutherford) is set for release sometime this month. Shown at the signing are (l-r): MCA VP Thom Trumbo, Red 7's Gene Stashuk, MCA President Irving Azoff, MCA VP Steve Moir, Red 7's Paul Revelli and Michael Becker, band manager Marty Cohn, and MCA Exec. VP Myron Roth.

## The Boss Goes Home



Bruce Springsteen was greeted by label executives after his first show at New Jersey's Byrne Meadowlands. Pictured here are (l-r): Springsteen manager and co-producer Jon Landau, CBS Records Group President Walter Yetnikoff, Springsteen, and Columbia Sr. VP/GM Al Teller.

## A Happy Reunion



The Everly Brothers, together after 11 years, are touring in support of their forthcoming reunion LP, "EB '84." Their single is out, and the album is due shortly. Pictured backstage after a show in New York are (l-r): PG's Al Kooper, Phonogram Int'l VP Bas Hartong, Don & Phil Everly, and PG Sr. VP Jerry Jaffe. In the forefront is PG's Peter Lubin.

## Whitesnake Ain't No Strangers



Geffen recording artists Whitesnake partied with label execs after a recent "Rockline" interview. Pictured here are (l-r): Geffen's Robin Rothman, Whitesnake members John Sykes & Cozy Powell, Geffen's Marko Babineau, and Whitesnake's David Coverdale.

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# CALENDAR



BRAD MESSER

## Brad's (Low-Cost) Reader Survey

At our stations we have to conjure educated guesses about what audiences want, maybe pay big bucks for focus groups and other research, and we end up never being absolutely positive about who out there likes precisely what.

Here in the newspaper I have the advantage of being able to simply ask you-the-reader what I-the-writer can provide each week that is most helpful to you. No guesswork. A tangible direct connection between consumer and provider. More precisely-targeted bang for the buck.

For the price of a stamp, you can give me an instant determination of user preferences, which can define how the today-in-history space below can best be formatted to suit the most readers. Your letter will remain confidential.

If your station uses Calendar material, is it aired by a jock, or a newperson? Same time each day? Usually read verbatim or ad-libbed?

In the week below, items for Monday through Thursday are single-topic features, while Friday contains multiple topics but no details. Which do you prefer, longer single stories

with some details, or multiple topics with no details?

Monday's Babe Ruth story is a then-and-now in which the history topic is supplemented with related current information, while the Thursday Henry Comstock piece contains no reference to contemporary events. Do you prefer a then-and-now tie-in, or just the historic facts?

This week's Calendar items all differ in one way from the usual format, which is one main topic with several shorter items for each date. This week I have gone to opposite extremes, including only one much-more detailed topic, or (Friday) many more topics but no details. Do you prefer the usual old format of one main topic and several shorter ones?

Would it make any difference to you if I left out the celebrity birthdays?

Along with any other comments, please mail your responses to Brad's Survey, R&R, 1930 Century Park West, Los Angeles, CA 90067.

### Babe's Last Yankee Game

**MONDAY, SEPTEMBER 24** — George Herman "Babe" Ruth played his final regular-season game with the New York Yankees 50 years ago today (1934). The homerun king held over 50 records when he retired. Although he never made more than \$80,000 a year, baseball writer John Thorn ("The Hidden Game of Baseball") says that was equivalent to "about \$1,200,000 today. It's not that every benchwarmer on every major league team (today) makes more than Ruth did. Far less money went to federal and state income taxes. Ruth got to keep almost everything he made, unlike today's players." There are at least three \$2 million-a-year players today: Dave Winfield, George Foster, and Gary Carter.

Native American Day. Mean Joe Green 38. Linda McCartney 41. Muppet creator Jim Henson 47. Sportscaster Jim McKay 63.

### Bill Of Rights

**TUESDAY, SEPTEMBER 25** — The first ten Amendments to the Constitution guarantee the right of free speech, right to a speedy trial, right to have guns, and a bunch of other individual rights, which is why we call those ten Amendments the Bill of Rights. On this date in 1789 the U.S. Congress proposed 12 Amendments, but the states refused the ratify #1 and 2 (one which would have prohibited Congressmen from giving themselves raises, the other dealing with reapportionment). The other Amendments were ratified, renumbered 1 through 10, and became part of the Constitution in 1791. Massachusetts, Connecticut and Georgia didn't get around to voting approval of the Bill of Rights until 1939, one-and-a-half centuries after they were proposed.

Barbara Walters 53.

### Bessie Smith's Car Wreck

**WEDNESDAY, SEPTEMBER 26** — Blues singer Bessie Smith was the first black vocalist to cross the color barrier and perform for white audiences. Her hits included "Downhearted Blues" and "Nobody Knows You When You're Down and Out." She died on this date in 1937 following a car wreck near Clarksdale, Mississippi. The following month, *Downbeat* magazine reported she had been refused treatment at a segregated hospital and had died en route to a Negro hospital. The story is widely believed, but biographer Chris Albertson ("Bessie") says it is untrue. "The fact is that she was taken to the black hospital right away. No ambulance driver ever would have taken her to the white hospital because she would have been refused admission, and an ambulance driver knew that better than anybody else!"

Olivia Newton-John 37. Lynn Anderson 37. Julie London 58.

### Gold Mine Finder Was Loser

**THURSDAY, SEPTEMBER 27** — Henry Comstock almost became a multi-millionaire. He and two other men discovered the gold-and-silver deposits in Nevada known as the Comstock Lode, which turned out to be worth over \$300 million. But Comstock didn't know all that was there when he made his strike. Suspecting that it was only a small deposit, Comstock unloaded his shares for a quick profit of only \$11,000. He spent it on a store which went broke, and a mail-order wife who kept leaving him. About ten years after discovering the mine, flat broke and conscious of how much he had lost, on this date in 1870 Henry Comstock aimed a gun at himself and pulled the trigger.

Shaun Cassidy 26. Golfer Kathy Whitworth 45. Jayne Meadows 61. William Conrad 64.

### More Topics But No Details

**FRIDAY, SEPTEMBER 28** — William the Conqueror and the Normans landed in England 1066. Juan Cabrillo discovered California at San Diego Bay 1542. Congress outlawed flogging in the U.S. Navy 1850. 60th anniversary of first around-the-world flight (57 stops, 175 days) completed in 1924 by two American biplanes. The Black Sox scandal: eight Chicago White Sox players indicted in 1920 for throwing 1919 World Series. Bonneville dam on Columbia River dedicated by President FDR in 1937. Don Vesco set motorcycle land speed record 303.8mph on Bonneville Flats in 1975. Pope John Paul I died at age 65 in 1978 after 33 days in office.

Brigitte Bardot 50. Tomorrow (9-29) Madeline Kahn 42. Jerry Lee Lewis 51. Gene Autry 77. Sunday (9-30) Johnny Mathis 49, Angie Dickinson 53.

## Tice Joins WZZK As PD

Jim Tice has been named Program Director for WZZK/Birmingham, joining the Country outlet from WCOS/Columbia, SC, where he had been PD for the past four years. Tice, who starts October 1, replaces Jay Michaels, who asked to return to the Production Director post he held prior to becoming PD one year ago.

WZZK VP/GM Jerdan Bullard commented to R&R, "Jim's exceptional track record speaks for itself, and we're confident that his joining us will mark the beginning of a new era of expanded success for the new 'ZZK.'"

Tice told R&R, "I've used many of the principles I observed on 'ZZK' at WCOS. It's the most exciting Country FM around, and they have a great staff. I can't say enough about the people and ownership at WCOS; they've been very good to me. But I had done

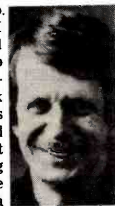
just about everything I could possibly do here."

At WCOS, afternoon personality Doug Enlow has been promoted to Program Director, and Steve Walker fills Tice's morning drive slot, coming from WIGL/Orangeburg, SC.

## UPI Ups Nogales To President

Luis Nogales, who was upped to Exec. VP/GM of UPI a month ago, has been elevated again to President/COO. The former Golden West Exec. VP is presiding over an austerity program designed to return the company to profitability.

UPI Managing Director Douglas Ruhe commented, "Luis Nogales has proven to be a strong leader at UPI, and he is the ideal person to take the helm at this important point in the company's development. We have complete confidence in Luis and in Editor-In-Chief Max McCrohon."

Jim Tice  
for the new  
'ZZK.'

**EIGHTH NYMRRAD LARGEST EVER** — Over 1700 broadcasters, advertisers, and agency executives attended the New York Market Radio Broadcasters Association (NYMRRAD) festival in Manhattan last week, significantly exceeding last year's record turnout. Taking a few moments to enjoy the carnival atmosphere are (l-r): NYMRRAD Chairman and WOR VP/GM Lee Simonson, Festival Chairman and WHITZ VP/GM Dean Thacker, and NYMRRAD Executive Director Maurie Webster.

## FTC WINS INJUNCTION

### Warners/PolyGram Merger Suffers Setback

Future prospects of the Warner Bros./PolyGram merger dimmed this week after the U.S. 9th Circuit Court of Appeals Friday reversed a lower court ruling and granted the FTC a preliminary injunction blocking the two companies' proposed venture. Warners and PolyGram lawyers requested a recess in the administrative trial in Washington that is set to decide the merger's ultimate fate.

Industry observers speculate that PolyGram and particularly Warners might be unwilling to undergo a protracted battle with the FTC, which contends the merger would be anticompetitive and appears determined to wage a strong fight against it. In addition, MCA Records is believed interested in a merger with PolyGram, a move that would be less likely to draw fire from the Commission.

The appeals court's decision stated the FTC had raised "serious, substantial, and difficult questions regarding the anti-competitive effects" of the WB/PolyGram merger plan, and shown that it would "accelerate" a trend toward concentration, with a small number of companies

controlling record distribution channels.

## Meyer Transfers To WKY GM

Bob Meyer has been named General Manager of Gaylor Broadcasting's WKY/Oklahoma City, moving over from his post as GSM for Gaylor's WSM-AM & FM/Nashville, a position he's held the past 2½ years. Prior to joining WSM, Meyer was GSM for WKY & WLRS/Louisville. He replaces the exiting Irene Runnels.

Tom Griscom, Sr. VP/Broadcasting at Gaylor parent company Opryland USA, commented, "Bob has done an excellent job for the WSM radio stations, and we're confident his success will continue at WKY."

Meyer is replaced at the Nashville stations by Local Sales Manager Sandra Kennedy. She is joined by former Account Executive John Padgett, who has been named National Sales Manager.

# E/PIA's Hit Fourmula



**SURVIVOR**  
**"I Can't Hold Back"**

**CHR BREAKERS** 145 STATIONS!

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AOR TRACKS: 11 AOR ALBUMS: 15



**MATTHEW WILDER**  
**"Bouncin' Off The Walls"**

**CHR NEW & ACTIVE**

**90 CHR STATIONS INCLUDING**

WXKS-FM	Z93	KOPA	WLAN-FM	WJZR
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**GIORGIO MORODER with PHILIP OAKEY**  
**"Together In Electric Dreams"**

**CHR**  
**SIGNIFICANT ACTION**

WPHD	K104	WRQN	OK100	WIXV	KIST
CKOI	KWIC	KQXR	95XIL	KKQV	OK95
93FM	WFMI	KQMQ	KTDY	KBIM	

Virgin/Spice



**EDDY GRANT**  
**"Boys In The Street"**

**Already On:**

CKOI	WRQN	KHOP	KGHO
WVSR	KQMQ	WHSL	OK95

Portrait

Distributed by CBS Records



# Contemporary Hit Radio



JOEL DENVER

## Some Parting Shots At Summer '84

September 21 officially starts the beginning of fall, and what better way to usher in the new season than with a last look at summer '84. Here are some of the better pictures that somehow missed making it into the paper. They're just too good to leave behind!



**A BIKINI BONANZA** — WLKI/Angola, IN held its eighth annual Bikini Spectacular. Shown is female winner Linda Gibson from Ft. Wayne, who won over \$2000 in cash and prizes. Over 3000 attended for an afternoon of beer, music, and fun. Also shown is WLKI's Andy St. John with the unidentified male winner.



**CQ102 IS "TAN-FASTIC"** — Another tanning competition found CQ102/Geneva, NY's Trevor Joe Lennon in front of the station van with the finalists in this year's contest. It was part of CQ102's "102 Days Of Summer" festivities.

## Programming Leadership: The Front Line Of Success

Whenever I hear about an issue with broad appeal, I look for the opportunity to give it some ink. When I read what **Cary Pall** sent in, it was obvious his thoughts warranted consideration from all levels in radio and records. Cary is formerly PD at **WHTX/Pittsburgh** and has worked on-air at neighboring **B94, 13Q, and WTAE**, as well as **99X/New York**. See if this scenario doesn't sound all too familiar:

My message to station managers is simple — find a PD you believe in, and then let him do his job!

By far the most important quality of a PD is his effectiveness as a leader. This is a point that far too often is compromised, due to factors the PD should have a margin of control over, but is not allowed to (owing to internal policies or sheer paranoia on the part of his superiors.)

Before a PD can be perceived as a leader, a number of processes must take place. First, he should either have a serious measure of control over the station's direction, or he should be entirely convinced that those in control are absolutely on the money. Otherwise, the programmer will surely lack the total conviction necessary for good leadership. Ob-

Continued on Page 34

## A Long Look At The Legs Of Summertime



**NOW THAT'S A TAN** — KFRC/San Francisco, along with Hawaiian Tropic, held a tanning contest at nearby Santa Cruz. Shown in front of all the rest is the obvious winner, Linda Dufour, who's won the competition two years in a row. She went on to compete for a trip for two to Barbados in the national final's in Daytona Beach.



**MUST BE MILLER TIME AGAIN** — WLS/Chicago and Miller Beer set out to select "Miss Miller High Life" 1984. The competition, held at Chicago's North Avenue Beach, attracted over 20,000 folks who checked out the entries and watched the Miller High Life Pro Volleyball Tournament. It's a dirty job, and somebody had to do it, so WLS late night rocker Jeff Davis drew the short straw and ended up being surrounded by the winner and runner-ups. Pictured (l-r) are runner-up Eileen Griffin, winner Marlis Espinosa, Davis, last year's winner Nancy Benson, and runner-up Helen Elerts.

# "I FEEL FOR YOU"

The  
New  
Single  
From

**CHAKA KHAN.**

Produced

By

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Mardin.

From

I Feel

For

You

The

Forthcoming

Album

By

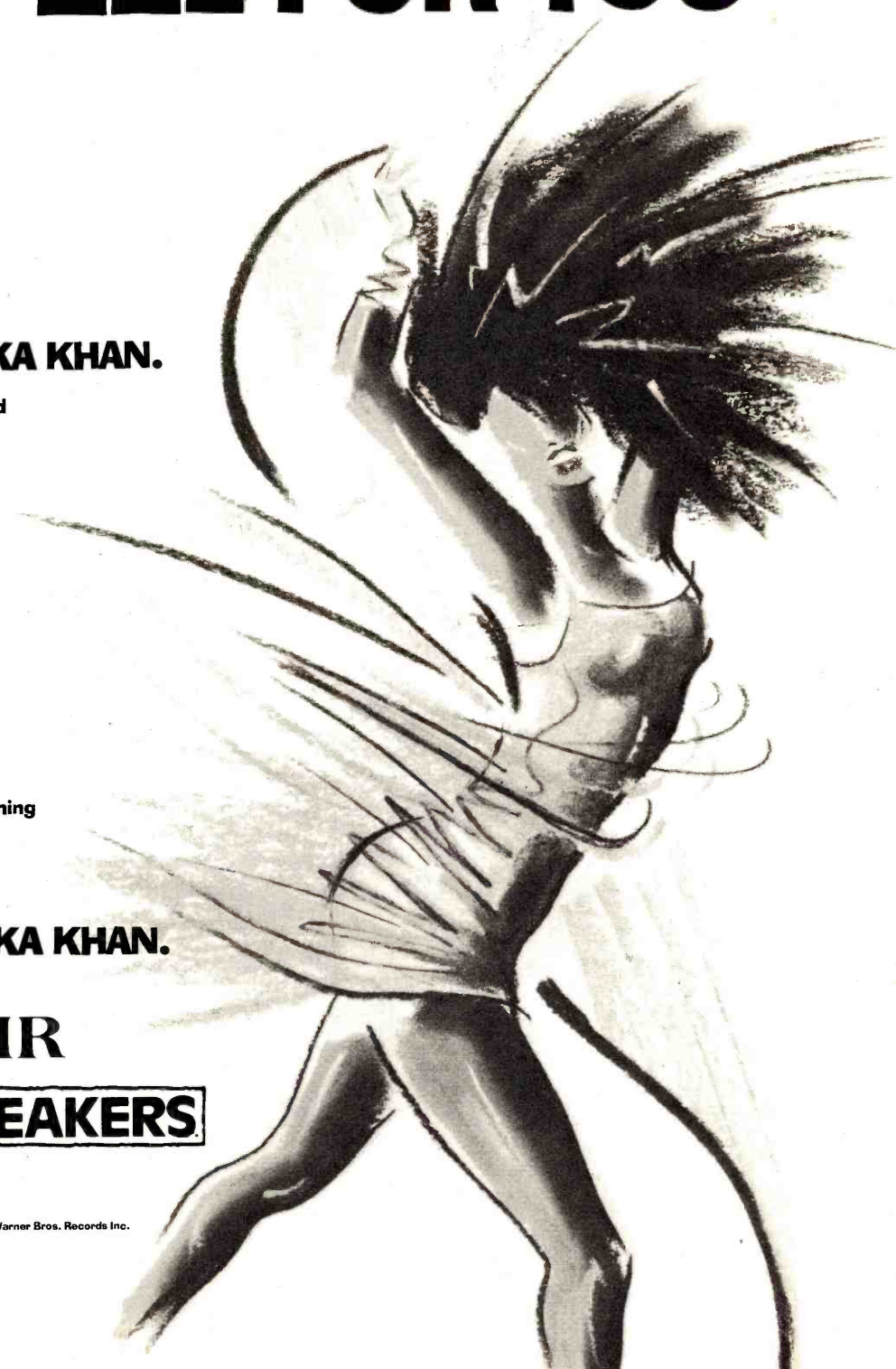
**CHAKA KHAN.**

**CHR**

**BREAKERS**



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# Getting "High" While On-Air



**THERE'S MAGIC IN THE AIR** — KMGK/Des Moines had lofty aspirations when it lifted morning personality Steve Dahman high into the air next to the freeway. During his show, Steve asked listeners what was inside the box. A few complaints to City Hall about using city property for commercial purposes prompted a lot of publicity in the papers and on TV. Well, City Hall okayed the stunt, but made the station remove its calls! So several hundred listeners were invited to spray fluorescent orange paint over the calls, and the contest continued. What was in the box? Two round-trip tickets to Sydney, Australia, plus \$930 in Australian cash.



**ARE WE ON THE AIR YET?** — When KPKE/Denver grabbed Steven B. and the Hawk away from competitor KBPI, it decided to see if the Hawk could really fly. So, Steven B. went along for the ride in KCNC-TV's Friendship 4 hot-air balloon, as the pair broadcast their morning show.



**HINES & BERGLUND STUMP FOR TWINS** — With the threat of the Minnesota Twins leaving for another city (subsequently resolved), WLOL-FM/Minneapolis morning maniacs John Hines & Bob Berglund decided to take action. They broadcast their show live from the Metrodome stadium and then took along a busload of 50 fans to see the Twins play. Here are (l-r) Berglund & Hines, decked out in tuxes and tails, no less.



**THAT'S A LOT OF HOT AIR** — KMJK/Portland hosted its annual Water Ski show at the local Waterfront Park as part of the city's summer Rose Festival. A huge crowd gathered to watch the first-ever "ten person pyramid" water-skiing on the Willamette River. PD Jon Barry later participated in a "Hound & Hare" hot-air balloon race, riding in KMJK's own balloon.

## Motion

Scott Throver returns as morning man at **KKFM/Colorado Springs** after doing a brief PM drive stint at **KEGL/Dallas**. . . Chris O'Brien leaves mornings at **WKHI/Ocean City** to join **WSTW/Wilmington, DE**. . . Steve Anderson from **KONO/San Antonio** to **KRRG/Laredo** as Assistant PD. . . R.P. McMurphy shifts from afternoons to mornings at **KNBQ/Tacoma-Seattle**, Jay Philpott from **WLOL-FM/Minneapolis** takes on nights, and Jeff Randall moves to afternoons. . . Steve Christl to mornings at **WZKS/Nashville** from **WYDE/Birmingham**. . . **KWES/Odessa** night rocker Peter O'Brien moves to nights at **KOPA/Phoenix**.

**WAFI-FM/Birmingham** has named Brad Riegl as MD for the AOR-turned-CHR station. . . Laurie Gaston from **KFXM/San Bernardino** joins **KCAQ/Oxnard-Ventura** for morning news, and sister AM station **KACY** goes Spanish, changing calls to **KTRO**. **KCAQ** picks up Jim Morales for all-nights, replacing Steve Sharp. Parttimers Susan O'Neil and Gary Butterworth also join **KCAQ**. . . **KOFM/Oklahoma City** midday man Charlie Cooper takes on MD duties. . . **Y106/Olando** welcomes Production Director Gary Van Allen from cross-town **WDZ**.

Terry Hendrix moves to afternoon drive at **KXX106/Nashville** from **WTIC/Hartford**. . . Former **WCKX** air personality Steve Stuart joins overnights at **WQID/Biloxi**, replacing Don Filter.

## Programming Leadership:

Continued from Page 32

visually, there are times when compromises are necessary to serve the station's goals. At those times, logical, friendly give-and-take should occur on both sides of the desk. And yes, there are those times when even the most seasoned programmers take a wrong turn; someone's got to be there to make the proper corrections. Overall, however, as a manager, you should be confident enough in your programmer to let him handle the load of programming without interruption.

In this kind of relationship, the programmer has your needed support. With your confidence as a base, he can now generate a solid base of enthusiasm from which to work. Without this genuine feeling of enthusiasm, his ability to convince, motivate, and support his airstaff and office personnel is greatly limited. As manager, you don't have the time to do those things for him, as you have too many fires to put out. A consultant may have the greatest ideas in the world, but he can't motivate the airstaff every day. The PD is your man on the front line.

As a 13-year radio veteran, having worked as a programmer and air talent, I can assure you that the airstaff can tell in seconds whether the PD is enthusiastic about what he's doing or if he's simply purveying the company line. I have worked in situations where,

despite obvious product deficiencies, the winning attitude of the PD spread throughout the staff, bringing the station its best-ever results. Because of this attitude, the staff not only gave him respect but unbounded enthusiasm for the product. That's what differentiates winners from losers. The auto industry is a perfect parallel, and it's easy to see why Japanese products have made such inroads in the markets of the world. The quality of the pro-

## Contemporary Hit Radio

duct is better because the attitude of the worker is better.

A positive mental attitude is crucial to anyone's success, but it is especially important in radio, due to the heavy emotional and creative stresses on everyone on the front line, including salespeople. Just as your sales manager must be the coach for the sales department, your PD must be the coach for your air talent. If you give him the kind of confidence he needs from his superiors, the winning attitude will spread from the hallways to the microphones, resulting in better ratings and larger billings. Give it some thought . . . it's your station's productivity that's at stake.

## Bits

• **Rock 'N' Roll Vacation.** **WABB-FM/Mobile**, along with Schlitz Breweries, sent two happy listeners on a truly "Rock 'N' Roll Vacation." The trip included airfare to Honolulu, hotel accommodations at the Sheraton, concert tickets to see Huey Lewis & The News, a beach party, and admission to all of the top Waikiki rock clubs. What a fun way to go!

• **Torture Is The Name Of The Game!** **KAFM/Dallas**, **WPLJ/New York**, and **WKDD/Akron** have found a way to join the "Jacksons' Generation." **KAFM** was chosen by Burger King and Pepsi to be the official Jacksons information station during their swing through Dallas. Air personalities appeared at local Burger Kings to hold contests, plus give away posters and tickets. **WPLJ** flew two listeners, all expenses paid, to the Jacksons' Dallas show. And last, but definitely the most unusual, is **WKDD's** "I Can't Afford The Jacksons' Concert" concert. A \$3 admission price gets listeners into the event, which includes air personalities, music, and a sequined glove sacrifice spoof. Proceeds go to fight muscular dystrophy.



# 100

TM

**August 2, 1983:**  
**Z-100 (WHTZ) signs on the air.**

**August 2, 1984:**  
**Z-100 is the most listened to  
radio station in America.**

Source:  
Arbitron Radio, Spring 1984,  
Top twenty markets,  
Total cume persons 12+,  
Monday-Sunday 6:00 AM-12:00 Midnight.  
Subject to survey limitations.



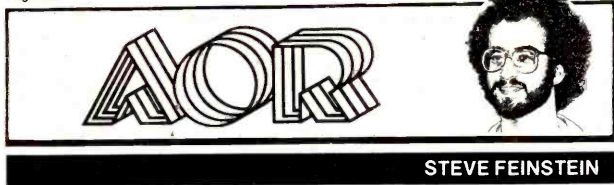
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Represented nationally by



MALRITE MARKETS: NEW YORK/WHTZ (NEWARK, NJ) · CLEVELAND/WHK/WMS · SAN FRANCISCO/KNEW (OAKLAND)/KSN · DENVER/KRXY (LAKEWOOD) ·  
KRXY-FM (LAKEWOOD) · MINNEAPOLIS-ST. PAUL/KEEY (ST. PAUL)/KLBB (ST. PAUL) · MILWAUKEE/WZUU/WLZZ (GREENFIELD) · ROCHESTER/WNYR/WEZO/WUHF-TV · JACKSONVILLE/WAWS-TV ·  
W. PALM BEACH/WFLX-TV · CINCINNATI/WXIX-TV (NEWPORT, KY) · MALRITE TELEVISION PRODUCTIONS · CLEVELAND BROWNS RADIO NETWORK (CITY OF LICENSE)





STEVE FEINSTEIN

**THE REAL ED LEVINE**

# WAQX: The Little Station That Could

Why is WAQX/Syracuse PD Ed Levine thought of as a brazen, arrogant character? He acquired that bad rap while waging a bitterly personal war in public with then-competitor WSYR. Now that 'SYR's long since out of the format and Levine's led 'AQX 7.6-12.3 in the spring for its highest-ever 12+ share, it's time for the real Ed Levine to emerge.

Levine is bright, funny, and full of spit — an opinionated, high-energy radio enthusiast. He accepts responsibility for his abrasive image, claiming there was a method behind his maddening personality. "There was no war in Syracuse; WSYR was clearly the dominant rock station," he admits. "The idea was to draw them out and be such a pain in the ass that they elevated me to their level."

"By taking shots back at me, they acknowledged that 'AQX was a competitor. Consequently, record guys were leery of handing every promotion to 'SYR automatically, though 'SYR was actually killing us."

**The Syracuse Saga**

WAQX signed on as Syracuse's first AOR in August, '78. After three successive up books leading to a 6.8 in the fall of '79, 'AQX faced its first format competitor. In January 1980, WSYR came on with 100 kw against WAQX's 410 watts. 'SYR debuted at an 8.7, while 'AQX dropped to a 5.4

In a classic illustration of how multiple stations in the same format can increase the format's market share instead of fragmenting it, 'SYR's breakthrough 12.1 book in spring '81 found 'AQX back up to a 6.4, only 0.4 below where it had been without any direct competition. 'SYR had created almost 12 additional AOR shares in the market.



Ed Levine

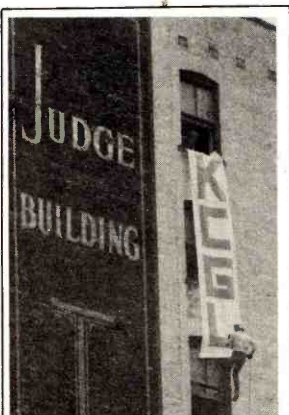
**Fate Steps In**

Though 'AQX was managing to hold its own, Levine changed to an adult rock approach that proved disastrous. 'AQX fell to a 3.6, while 'SYR shot to number one with a 13.8. Levine then received three strokes of good fortune over the next year: he didn't get fired, 'AQX upped its power to 3 kw, and 'SYR was sold to Katz and switched out of AOR. Though 'SYR was still #1, research indicated an even more profitable hole for an FM A/C.

**Soaring In Syracuse**

Neighboring WSCY then turned to AOR, losing to 'AQX twice before reverting to Beautiful Music after the fall of '83. Though 'AQX was once again the lone AOR in Syracuse, Levine saw some problems that needed to be corrected going into the spring '84 book. "Our cumes had been decreasing steadily. We were soft with young females, who were listening to WYYY (the old 'SYR), which is now a CHR-leaning A/C. Also, 25-28 year-old males were only giving us ten percent of their listening time. I was dominating teens and 18-24 males, but not beyond that."

Ed chose to remedy the station's image as a heavy metal rock station by changing its promotional profile. "Sure, the music's



**AN ABSOLUTELY RAPPPELLING STUNT —** KCGL/Salt Lake City's "Ultimate Fan Contest" asked listeners to proclaim their love for the modern music outlet by displaying its call letters so they'd be seen by the greatest number of people. The winner, pictured above, hung a banner down an eight-story downtown building and then rappelled all the way down as a local TV news crew filmed the action. The prize was VIP treatment at all KCGL functions and concerts through the rest of the year.



**SUMMER MEANS FUN IN SEATTLE —** KISW/Seattle livened up Seattle's summer with two lighthearted promotions. In the top picture afternoon team Gary Crown and Mike West enjoy their segment of an eight-hour live remote from a water theme park. An estimated 3500 fans enjoyed the park's water slides, as well as skydivers and July 4th fireworks.

Below, an unfortunate fellow who was born with only a head tells Mike West how he hopes to generate a torso and limbs by floating in a tank filled four feet deep with 800 gallons of jello. Though this young man's personal prayers to Bill Cosby went unanswered, a concurrent jello jump did yield one of 34 other contestants the winning key to a motorcycle.



better researched and more dayparted, but more important, we've moved beyond doing only rock promotions. We're gaining such acceptability and respectability that it's no longer embarrassing for a 28-year-old to listen to us.

"Certain CHRs are #1 partly because of the music, but the real heavy hitters are mass appeal; they cover all the bases and do all kinds of things that appeal to all kinds of people. Too many AORs are still caught up in the hipness factor." Levine considers having a Syracuse University football player on the air every week and copromoting a John McEnroe-Bjorn Borg tennis match the types of activities that broaden his station's appeal.

**Cash Giveaway**

A cash contest was done with small amounts — \$95 a day — to appeal to the average listener, rather than only the avid contest player. His forced-listening secret-song contest used a two-hour window (between 3-5pm, for example), and always asked for the tenth caller. Levine remarks, "Most stations say they'll play the song sometime during the day. What kind of idiot is going to sit by the radio all day?"

The contest was the focal point of a TV spot that, in an effort to broaden the station's appeal, never mentioned the phrase "rock 'n' roll." Levine explains, "Everybody who listens to us knows we're rock 'n' roll. I wanted to attract people who had never listened to us or hadn't for a couple of years."

**Results; Future**

While still tops in teens and men 18-34, Levine can point to significant gains in women 18-34 (third place), cumes (fourth place), and upper-demo males (second in men 25-34).

To skeptics who would attribute his station's gains to being the lone AOR, Levine points to the fall '83 scores — WAQX's 7.6 and WSCY's swan-song 3.0 — to remind us that WAQX's 12.3 represents almost two additional shares over and above those inherited from 'SCY.

**Closing Shots**

Just to let you know that Ed is as forthright as ever, I'll leave you with some of his thoughts on music research, of which he is a staunch advocate. "A/C programmers, and those in CHR to a degree, seem to be a lot more astute than AOR PDs in understanding song-to-song strength. Too many AOR programmers who've reached a certain level in their careers are afraid to ask how to do research. Everybody thinks (WLLZ/Detroit PD) Lee Arnold wins because he's an obnoxious, aggressive lunatic. And he is... but he wins because he does extensive callout research."

## Music Monitor

Here's an hour of afternoon drive at WAQX:

- Scorpions *Big City Nights*
- Eagles *The Long Run*
- Zebra *Wait Until The Summer's Gone*
- 3B *Special Hold On Loosely*
- Cars *Drive*
- Robert Plant *Other Arms*
- Twisted Sister *We're Not Gonna Take It*
- Rod Stewart *Infatuation*
- Dakota *Runaway*
- Bob Seger *Still The Same*
- ZZ Top *Leps*
- Night Ranger *When You Close Your Eyes*

## WAQX Ratings Rise

	Sprg	Fall	Sprg	Fall	Sprg
#1	8.2	8.2	8.3	8.3	8.4
WAQX	4.4	6.2	8.2	7.6	12.3

#1 men 18-34 and 18-49, also in teens.  
#2 adults 18-34 and 18-49; also in men 25-34, 25-49, 25-54.

THE FIRST SOLO SINGLE  
"GIRLS WITH GUNS" AM-2676  
FROM STYX GUITARIST

T O M M Y S H A W



G I R L S W I T H G U N S SP-5020

HIS FIRST SOLO ALBUM

READ HIS REVEALING Q&A "PLAYBACK INTERVIEW"  
IN NEXT WEEK'S ISSUE OF BILLBOARD.

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**AOR / ALBUMS**  
**BREAKERS.**

31

CHR MOST ADDED

AOR MOST ADDED

**AOR HOT TRACKS**  
**BREAKERS.**

37





**PUT A KATT IN THE WHITE HOUSE** — He promises to be a catalyst for change . . . he vows to never embezzle funds from the campaign kitty . . . he's the darling of the Moral Majority since pledging to close down every cathouse in the land. I refer to "The KATT" — KATT/Oklahoma City's mascot — the presidential candidate leading all the polls in feline appeal.

This is one candidate who knows how to deliver the vote — he buys it. The station is linking with the clients to give away more than \$25,000 in cash and merchandise. Listeners sign up for the campaign by stopping into participating sponsors who are listed on a special "KATT Campaign Hotline." Campaign cards entitle holders to free admissions to station events and discounts on clients' products. Cars spotted with campaign bumper stickers are eligible for prizes, and clients' members can win up to \$1000 when their names are read on the air. Also, for every Thursday's "Platform Prize," the KATT's money advisor pays a supporter's monthly expense, such as a mortgage, rent, or car payment.

You can be assured that the KATT stands for equal opportunity, even for nerds. At a screening of "Revenge Of The Nerds," everyone dressed as a nerd paid a child's admission price and registered for a "Nerdmobile" — a 1974 Plymouth Duster given away after the show.

## RADIO ACTIVITY

### Just Causes

- Linking with Billy Squier for a blood drive, KSHE/St. Louis had over 600 listeners show up to "give the 'Sign Of Life.'" Donors got thank yous that included "I Gave And Got Signs Of Life" T-shirts, as well as Squier albums, cassettes, and tickets.

- WBCN/Boston's annual blood drive yielded 581 pints, marking a decade of drives at which more than 5000 pints have been raised for the American Red Cross. The station was also issued a proclamation by Mayor Raymond Flynn.

- WEZX/Scranton asked its listeners to run away for runaways. Members of Dako-

ta, whose album is titled "Runaway," also competed in the three-and-a-half mile run, which raised \$3300 for the National Foundation For Runaways' hotline service.

- WRIF/Detroit duked it out with welter-weight boxing champ Tommy Hearns recently. The battle was on a softball diamond rather than in a boxing ring, thankfully, as the RIFF "Flamingos" played the Hearns' "Hitmen" team in a game that raised \$1300 for Muscular Dystrophy.

- WLIR/Long Island is helping keep area beaches clean with a "Cans Festival." Each can and bottle can be redeemed for six cents' credit, to be put toward station T-shirts, tickets, and albums.

## SEGUES

WRDU/Raleigh will be advised by Burkhardt/Abrams/Michaels/Douglas. The station's morning team is set: Steve Reynolds and partner Kevin Silva from WMAS/Springfield, MA, and News Director Gayle Rancer from WQDR/Raleigh.

Scott Morgan joins KOMP/Las Vegas evenings from the same at KWFM/Tucson.

Jim Seagull soars from KTYD/Santa Barbara to weekends at KMBY/Monterey.

KAMT-AM/Takoma signs with consultant Jim Trapp for an adult AOR approach.

Matt Morgan leaves WYDD/Pittsburgh for mornings at WDMT/Cleveland. Contact PD Michael Konecko at (412) 362-2144 for a shot at the 'YDD evening slot.



**PAUL YOUNG MEETS UP WITH A PHOENIX STORM** — Backstage after the crooner's show are (l-r) KSTM/Phoenix-Mesa PD Jeff Parets, personality Wendy Weston, and Young.



**ACOUSTIC COUGAR COFFEBREAK CONCERT** — John Cougar Mellencamp did a solo acoustic set for WMMS/Cleveland's series of noontime live broadcasts. Pictured afterwards are personality and host Matt The Cat, Operations Manager John Gorman, Promotion & Advertising Director Jim Marchyshyn, MD Kid Leo, Mellencamp, and personality/series producer Dia.



**WE'RE ALL BOZZIOS ON THIS BUS** — Not the most original caption heading, perhaps, but they most original caption heading, perhaps, but they can't be a Pulitzer Prize winners. After a Phoenix concert, Missing Persons found themselves at KDKB, and lined up thusly: From left, MD Doug Gondek, the group's Terry and Dale Bozzio, and PM driver Steve Trella.



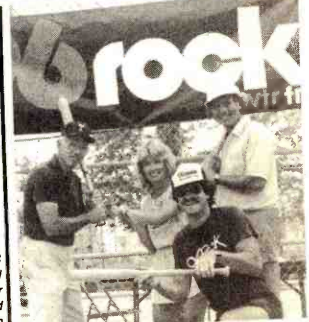
**IDOL WORSHIP REPORTED IN MIAMI** — Billy Idol stopped by WCKO/Miami to snarl at Assistant PD Brian Illies (left). After exchanging quips and whips, the pair shook hands and agreed that profanity on the radio is bad form.



**IT'S A RATT RACE** — KXZL/San Antonio conducted an a-maze-ing field experiment that proved Ratts are capable of navigating minicars over a treacherous Malibu Grand Prix course if the right reward awaits them at the end. The rodent-rockers performed at their best when enticed by either of two incentives: Cheeze Puffs or continued airplay. Celebrating in the name of behavioral psychology (seated, l-r): staffer Chris Knight, Ratt's Warren DeMartini and Robbin Crosby, MD Angela Wright, the band's Stephen Pearcy, and PD Ray St. James. Standing in the rear (l-r): Atlantic Associate National Album Director David "Flash" Fleischman, morning team Left and Dave, and Ratt's Juan Croucier.



**THE OFFICIAL PARTY STATION OF OLYMPIC ATHLETES** — KTYD/Santa Barbara staged three medal-winning nights of partying for foreign athletes at the Olympic Rowing and Canoeing Village on the University Of Southern California's Santa Barbara campus. The station set up a "Finishline Cafe" disco, with athletes from four countries dancing their sweats off. Artists such as the Bus Boys and Martha Reeves also appeared. Pictured are (l-r) two Swedish competitors and Promotion Director/mastermind/diplomat David Hefferman.



**BASEBALL BEEN BERY BERY GOOD TO ME** — WWTR/Ocean City held a baseball clinic with Hall Of Famer Brooks Robinson and former Texas Rangers manager Billy Hunter. From left, Hunter, VP/GM Tincy Crouse, PD Richard Rensberg, and Robinson.



**HEAR WHAT RADIO HAS TO SAY ABOUT . . .**



# SANTERS

**PRODUCED BY RIK EMMETT**

"This is a song that if Foreigner had recorded it, they'd still have a career. . . . If you don't play it, someone else in your market will, so hurry up and put it on . . ."

—Lee Arnold, WLLZ, Detroit

"When Lee says it's happening, you gotta listen. We did. This time he's right. . . ."

—Ted Edwards, KGB-fm, San Diego

. . . With Rik Emmett taking the band under his wing, and with a solid rocker like "Can't Shake You" under their belts, this power trio is ready to bust wide open . . ."

—Paul Heine, WGRQ, Buffalo

"Can't Shake You" is the place to get rolling down GUITAR ALLEY.

—Steve Driscoll, KUFO, Odessa

## AOR NEW & ACTIVE



PB 6036

### ALREADY ON:

**KGB, KTXQ, WLLZ, WGRQ, WCMF, WDHA,  
WIQB, KMOD, WLVQ, KISS, WKLC, KUFO,  
KNCN, WLSQ, WPGU, WRCN, WAAL, WMGM,  
WGLU, KSQY, WZEW, KFMG, WHJY, KQDS,  
WXKE, KFMQ**

**WENDY O. WILLIAMS WILL BE W.O.W.ING AUDIENCES IN THE FOLLOWING CITIES!**



September 22 — Broadway Jack's, Chicago  
September 26 — The Ritz, Dallas  
September 27 — Daddy's, San Antonio  
September 28 — Night Moves, Houston  
September 30 — Liberty Lunch, Austin  
October 6 — Abbey Road, Lubbock  
October 8 — DJ's, Colorado Springs  
October 9 — Rainbow, Denver  
October 10 — Gram Central Station, Albuquerque

HER LATEST LP.



PB 6034

**ON PASSPORT RECORDS  
AND CASSETTES**



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# AOR

## Picture Page



**PRIEST TAKES THE CAKE** — DC101/Washington's Ernie D'Kaye (left) presented Judas Priest's Rob Halford with this custom cake after the band's area appearance.



**HEAD OVER HEELS AT KMET** — The Go-Go's stopped by KMET/Los Angeles for a talk (show) with PD Mike Harrison. From left, the band's Belinda Carlisle, Harrison, and Go-Go Jane Wiedlin.



**GOING OUT ON A LIMB** — WKLS/Atlanta got a leg up on the competition with a couple of promotions guaranteed to turn heads. At left, midday man John Boy Bryant keeps in touch with a young lass who was chosen for her great gams in a Van Halen "Drop Dead Legs" contest. At right morning man Mark McCain croons "That Ghoul Of Mine" at a party held for syndicated TV's "Movie Macabre" hostess "Elvira — Mistress Of The Dark."



**MY BODYGUARD** — Ted Nugent (right) returned to the Motor City to taunt a photographer and let WRIF/Detroit personality Arthur Penhallow act as his protector.



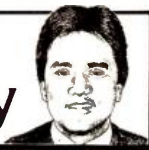
**KING CRIMSON AND KROQ CRONIES** — KROQ/Los Angeles gave two winners an audience with the members of King Crimson. From left, the band's Robert Fripp, winner, Crimson's Tony Levin, winner, the group's Bill Bruford and Adrian Belew, and KROQ's Promotions Director and noon-3pm personality Mike Evans.



**GENESIS GETS THEIR KICKS IN CALGARY** — Pictured after a Genesis concert are (l-r) KIK/Calgary morning man Humble Howard, MD Jaime Wohl, the band's Mike Rutherford, Daryl Stuermer, Phil Collins, Tony Banks and Chester Thompson, and Promotions Coordinator Joe Pullano.



# Adult/ Contemporary



RON RODRIGUES



## Looking At A/C's Hottest Performers

Twice a year we list the country's best performing A/C stations. There are some impressive showings from the spring book here - of the 2600 stations which call themselves A/C, the top 100 are truly the cream of the crop. Also listed are the most improved stations, the top-debating A/C facilities, and the markets most receptive to A/C radio. Next week, we'll take an "up close and personal" look at the top performers in each of those categories.

The Arbitron figures we'll look at are 25-49 adults, Mon-Sun, 6a-Mid, MSA. Since 25-49 demos aren't available in condensed markets, 25-54 figures are used. We're not allowed to print precise shares in those demos, so you'll find them rounded off (@=approximate). In the "most improved" category, we use the whatever book was issued for that market prior to the spring '84 results. In some markets, that could go as far back as spring '83.

### A/C's Top 100

Station/Market	12+ Pop.	Share
1. WTNV/Watertown, NY	72,600	@49
2. WJBC/Bloomington, IN	104,500	@32
3. KBOI/Boise	226,700	@25
4. KIDX/Billings	94,100	@24
4. WVOR/Rochester	822,100	@24
6. KSTR/Grand Junction	77,200	@24
7. KWLO/Waterloo	115,200	@23
8. WASK-FM/ Augusta, ME	94,100	@22
9. KTWO/Casper	65,700	@21
9. WYYY/Syracuse	539,100	@21
11. WWMJ/Bangor	61,700	@20
11. WVAF/Charleston, WV	226,100	@20
13. WGAN/Portland, ME	186,000	@20
14. KOB-FM/Albuquerque	410,600	@20
15. WROK/Rockford	230,500	@19
16. WFBC-FM/Greenville,	498,000	@19
17. KNAN/Monroe, LA	116,800	@19
18. KYKZ/Lake Charles, LA	142,600	@19
19. WICC/Bridgeport	337,300	@19
20. KSTP-FM/Minneapolis	1,815,300	@18
21. KULA/Honolulu	659,000	@18
22. WAVE/Sarasota	357,700	@18
23. WHNN/Saginaw	183,800	@17
23. KHOO/Waco	150,600	@17
25. WMT-FM/Cedar Rapids	141,400	@17
26. WEZS/Richmond	556,200	@17
27. WIZM/La Crosse	222,900	@17
28. KATF/Dubuque	205,200	@17
28. KTYL/Tyler	367,800	@17
30. WAYV/Atlantic City	170,400	@17
31. WRMF/ West Palm Beach	582,900	@17
32. KLXX/Bismarck	71,900	@16
33. WNFL/Green Bay	147,500	@16
34. WIVY/Jacksonville	641,000	@16
35. KRAV/Tulsa	616,200	@16
36. WXUS/Lafayette, IN	106,000	@16
36. KDES/Palm Springs	114,000	@16
38. KAAK/Great Falls	65,800	@16
39. WKWK/Wheeling	155,900	@16
40. KEYI/Austin	507,300	@15
40. WTKO/Ithaca	78,900	@15
42. WSGW/Saginaw	183,800	@15
42. KKPL/Spokane	351,600	@15
44. WKYE/Johnstown	220,800	@15

44. KMGQ/Santa Barbara	154,900	@15
46. WLEV/Allentown	554,300	@15
46. WCHV/ Charlottesville, VA	87,800	@15
46. WKAV/ Charlottesville, VA	87,800	@15
46. WOWO/Ft. Wayne	313,100	@15
50. KOTA/Rapid City	76,800	@15
51. WCIB/Cape Cod	158,300	@15
52. WIBC/Indianapolis	971,700	@15
53. KVIL-FM/Dallas	2,672,800	@15
54. WTIC/Hartford	826,300	@14
55. KBOZ-FM/ Bozeman, MT	39,500	@14
55. KBMN/Bozeman, MT	39,500	@14
55. KFAB/Omaha	470,400	@14
55. KGOR/Omaha	470,400	@14
59. KFQD/Anchorage	157,600	@14
59. KLYF/Des Moines	286,100	@14
59. KRLB/Lubbock	182,700	@14
59. KSEL-FM/Lubbock	182,700	@14
63. KWAV/Monterey	256,300	@14
64. WOVV/Ft. Pierce	87,300	@14
64. WSFM/Harrisburg	389,500	@14
64. WGY/Schenectady	679,900	@14
67. WASK/Lafayette, IN	106,000	@14
67. WIRL/Peoria	305,200	@14
69. WCCO/Minneapolis	1,815,300	@14
70. WLAD/Danbury, CT	126,300	@13
70. WMAJ/ Greensboro, NC	721,500	@13
70. WJYO/Orlando	667,400	@13
70. WVBS/Wilmington	441,700	@13
74. KQDI/Great Falls, MT	65,800	@13
74. KSSK/Honolulu	659,000	@13
74. WRVA/Richmond	556,200	@13
77. KXRO/Aberdeen, WA	55,600	@13

### Most Improved A/C's

Station/Market	Share	Improvement
1. KNAN/Monroe, LA	@19	+15.3
2. WKAV/ Charlottesville, VA;	@15	+13.5
3. KSTR/Grand Junction	@24	+12.7
4. WTNV/Watertown	@49	+11.1
5. KIDX/Billings	@24	+10.3
6. KLXX/Bismarck, ND	@16	+10.1
7. WSNE/Providence	@13	+9.3
8. WXUS/Lafayette, IN	@16	+9.1
9. KRLB/Lubbock	@14	+8.4
10. KBOI/Boise	@24	+8.2
10. KDUK/Eugene	@9	+8.2
12. KBMN/Bozeman, MT	@14	+7.6
13. WFBC-FM/Greenville	@19	+6.8
14. KYKZ/Lake Charles	@19	+6.1
15. KEYI/Austin	@15	+5.7
16. WVOR/Rochester	@24	+5.5
17. WIRL/Peoria	@14	+5.4
18. WJBC/Bloomington, IN	@32	+5.3
19. WSNE/Providence*	@16	+5.0
20. WLEV/Allentown	@15	+4.9
21. WMJJ/Birmingham	@12	+4.4
21. WCIB/Cape Cod	@15	+4.4
23. KBOZ-FM/ Bozeman, MT	@14	+4.3
23. KATF/Dubuque	@17	+4.3
23. WVAS/Wilmington	@13	+4.3

\* New Bedford Book

77. KLMS/Lincoln	171,200	@13
77. WRCC/Ft. Meyers	212,500	@13
80. WWPA/Williamsport	99,700	@13
80. WKGW/Utica	264,200	@13
82. WHYN-FM/ Springfield, MA	494,500	@13
82. WBGW/Tallahassee	148,000	@13
84. WWOM/Albany	679,900	@13
84. WAIV/Jacksonville	641,000	@13
86. WMT/Cedar Rapids	141,400	@13
87. WSNE/Providence*	404,600	@13
87. WHEN/Syracuse	539,100	@13
87. WFTQ/Worcester	320,500	@13
90. KXOA-FM/Sacramento	1,019,000	@13
90. WSBA/York	333,800	@13
90. WSBA-FM/York	333,800	@13
93. WMJJ/Birmingham	717,900	@12
93. WCOD/Cape Cod	145,000	@12
93. WMAS/Springfield	494,500	@12
96. WRRM/Cincinnati	1,158,600	@12
97. KVKI/Shreveport	315,800	@12
98. KUGN/Eugene	235,700	@12
98. WOOD/Grand Rapids	507,400	@12
100. WMGJ/Gainesville, FL	140,400	@12

\* New Bedford Book

### Top Debating A/C's

Station/Market	Debut
1. WCKS/Melbourne, FL	@16
2. WKYE/Johnstown, PA	@15
3. WBGW/Tallahassee	@13
4. WQXY/Baton Rouge	@13
5. WSFL/Greenville	@12
6. WKBW/Buffalo	@9
7. WLHT/Grand Rapids	@9
8. KKCW/Portland	@7
9. WAMJ/Wheeling	@7
10. KLZI/Phoenix	@4

### Markets Most Receptive To A/C

Market	A/C Share
1. Watertown, NY	49.0
2. Ithaca, NY	44.2
3. Salt Lake City	42.7
4. Springfield, MA	41.1
5. Cedar Rapids	40.9
6. Hartford	40.5
7. Charlottesville, VA	40.2
8. Buffalo	39.3
9. Cape Cod	38.8
10. Bloomington, IN	38.6
10. Cincinnati	38.6
12. Boston	38.5
13. Springfield, MA	38.4
14. Omaha	38.1
15. San Diego	37.8
16. Honolulu	37.2
17. Lubbock	37.0
18. Greenville-Spart.-HP, NC	36.9
19. Pittsburgh	36.8
20. New Bedford, MA	35.9
21. Miami	35.4
22. Portland, OR	35.2
23. Rochester	35.0



# Country



LON HELTON

## PENNANT RACE SPECIAL

# Kiddin' Around

Hi. My name is Amanda Helton and I'm nine years old. I'm writing the column for my dad this week 'cause ever since we got the Cubs on cable he's spent an awful lot of time on the couch yelling at the TV set. Mom won't let us in the living room — something about stunting our growth.

So, me and my brother Brad were lookin' through the stuff piled on his desk (his friend Bob calls it a fire hazard) to see if there was something he was s'posed to be doin', when sure enough, we found a message from somebody named Ken wondering how Dad was gonna fill the white space next week. We didn't worry about it too much, 'til the guy at the door was talking to Mom about something called foreclosure. With Mom cryin' and the Cubbies tied in the bottom of the ninth with two on and nobody out, we figured it was up to us. So we sent Ken a bunch of pictures that reminded us of a lot of the weird stuff my dad drug us to when he was in radio.



Here's one of Bert Morris who works at WUSQ/Winchester, VA. We hope Bert had better luck in his elephant race than Dad did. He complained for weeks about those short elephant hairs sticking him. Mom complained for weeks about the smell not coming out of his favorite jeans. He still doesn't know the garbagemen wouldn't even take them. But the next door neighbor's gardener did, and we sure can tell when he's working in the back yard.



For a while there, Mom was gettin' worried about all the beauty contests Dad said he had to judge. She calmed down a lot after we showed her this picture of a pageant run by WDXE/Lawrenceburg, TN. Even on a bad day Mom's got these bowlers beat. PD Dan Hollander is shown in the front row with judges Mike Borchetta of Mike Borchetta Promotions and Chuck Dixon of Stargem Records. Surrounded by the contestants, Dan is explaining they're not allowed to bark during the talent portion of the "Woman-less Beauty Review."



"Beat it . . . Just beat it." . . . Awesome . . . finally a picture of someone we recognize. Michael is so totally rad (really neat, for those of you like my dad who need translation). It's hard to understand why any radio station wouldn't play Michael Jackson, but these guys at KLLL/Lubbock made a whole special deal out of it with prizes and everything. They ran a "No Michael Jackson" weekend and every hour that the listeners didn't hear a MJ record, they could call in to win a Country album and an empty record sleeve of the "Thriller" album. In the middle of Michael's records are PD Chuck Luck and morning man Johnny Walker, who said that one of the CHR stations in town mentioned KLLL's call letters on the air and condemned what it was doing. KLLL was so upset by this that it immediately followed with a "No Boy George" weekend, giving away his empty sleeves plus "Where's The Dress?" singles. OM Jon Steele reports that the audience response was tremendous, and he wants to thank the rocker for the publicity.



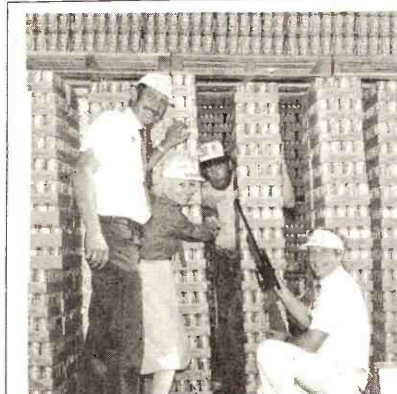
We sent in this one 'cause of WMAQ and Michael Martin Murphey. We recognized Michael 'cause me and my brother look at the pictures when we play his old song "Wildfire." Michael has a new song out called "Radio Land" that he and a record guy dropped off at MAQ. Me and Brad wanted to put in this picture 'cause Nancy Turner was real nice to us when Dad worked there — although we're not real sure why (from left) MD Jay Phillips, Michael, OM Ted Cramer, and Liberty's Bob Walker are lifting her up in the air. Maybe Michael did such a good job as guest DJ that he was replacing her. Maybe he's just taking her home.



This one reminded me and Brad of the first time Dad took us to see the La Brea tar pits. We over-shot the parking lot a little bit and even the AAA had a heck of a time finding a tow truck to get our van out. It looks like WQYK/Tampa was expecting the same kind of trouble when it let Allan "Hudson" Brady enter the station van in the "Mud-Boggin'" contest it sponsored. Four thousand people and 300 entrants showed up for a couple days of dirty fun and to watch Allan get towed out by a front loader. At least he was prepared, and we bet Allan didn't make his kids wash the truck, either.



This picture was taken in the world-famous Palomino club in Hollywood. Eddy Raven was there to celebrate the success he's been having with his records. Helping him party are (l-r) RCA's Carson Schreiber, KLAC/Los Angeles MD Cathy Hahn, the Transtar Country Network's OM Tom Casey, Drake-Chenault's VP/Programming Jay Albright. In front are KLAC PD Rudy Uribe and Maryanne Swartz of RCA. I wonder how come Dad's not in this picture. He told Mom and us that's where he was going a few nights ago.



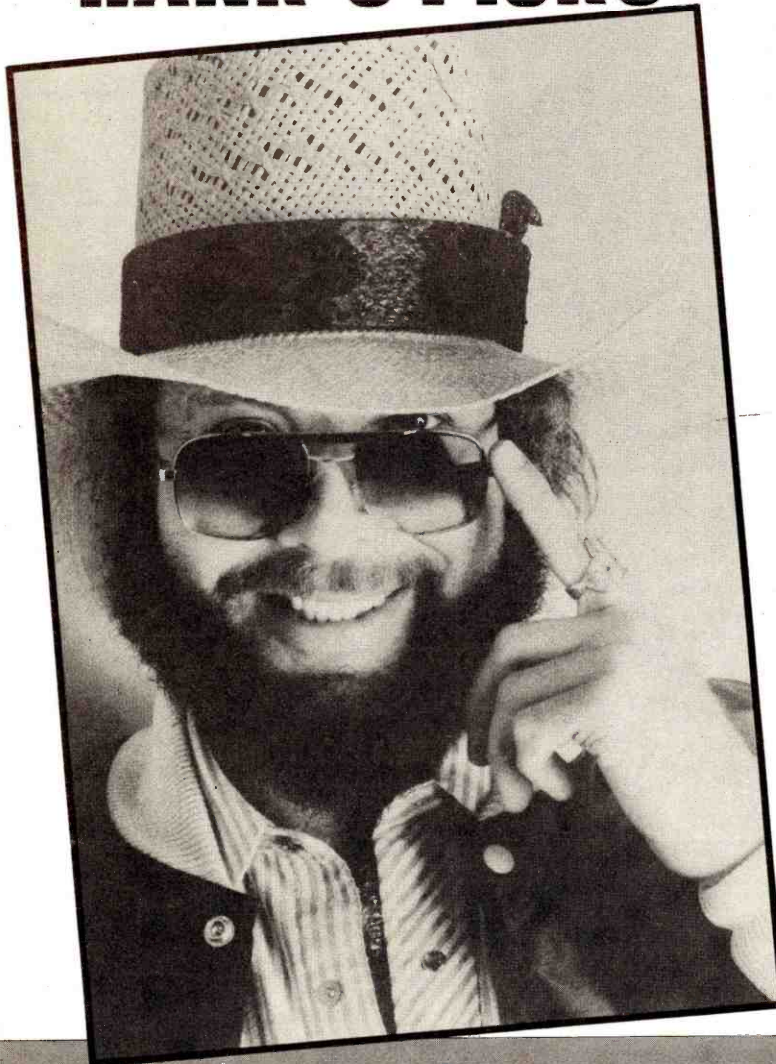
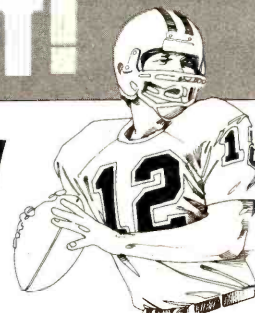
Dick Renkes (left photo center) of KVEG/Las Vegas and KKYN/Plainview PD Kim Cross (right photo) are involved in the same stuff Dad used to do in Denver. Or, was it Galesburg? Maybe it was Chicago or L.A.; it's tough to keep the cities and stations straight. Anyway, Dick and Kim had to stay in their "jail" until all the stuff was bought. The money they made went to charity.





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## Nashville This Week



SHARON ALLEN

### Barbara Mandrell Update:

By now you've heard Barbara Mandrell and her two children, Matthew and Jamie, were injured in a head-on collision in Hendersonville, TN which left a fourth person dead. They were taken to Hendersonville Hospital, where Jamie was treated and released. Barbara's 14-year-old son Matthew was admitted for treatment of numerous cuts and abrasions, and Barbara was transported to Baptist Hospital in Nashville, where she is recovering from a broken right leg, injured right knee, lacerations, and mild concussion.

Cause of the accident has yet to be determined, although alcohol, drugs, or speeding by either party have been ruled out.

"She's going to be all right," says Jeanie Ghent of Mandrell management. They were returning home from buying school clothes at Rivergate Mall when the accident occurred. Police credit seatbelts with saving the lives of Barbara and her children. In fact, they say she had buckled her own seatbelt moments before the accident, and told her children to do likewise.

Barbara and her 7-piece band were scheduled to leave for a concert swing through Kansas, Colorado, and Wyoming, but those and other September performances were cancelled.

Since the accident, the Nashville Network has taken over the task of handling Barbara's mail. FYI — All messages should be addressed to Barbara Mandrell, c/o The Nashville Network, 2806 Opryland Dr., Nashville, TN 37214.



Barbara Mandrell:  
Recovering

Jessi Colter, Harlan Howard, George Jones, Merle Kilgore, Kris Kristofferson, Red Lane, Basil MacDavid, Roger Miller, Willie Nelson, Mickey Newbury, Webb Pierce, Shel Silverstein, Billy Swan, Mack Vickery, Hank Williams Jr., and Faron Young. Waylon will perform as well as host the show. The special will air in 1985.

Proceeds from the concert will be used to establish the Sue Brewer Fund, which is being established to continue to help and assist new songwriters. The fund will be administered by the Songwriters Guild Foundation. They, in conjunction with Waylon Jennings, will be establishing a set of guidelines for unpublished songwriters, who will be able to make demos and have their demos critiqued by a panel of industry professionals.

#### Medley Hits With '50s Club

Bill Medley just reopened his nightclub in Orange County. The Hop spots a fifties motif and has waitresses dressed as cheerleaders. There are two bars and a diner within the complex and a 35-foot dance floor fashioned after a basketball court. The Righteous Brothers will perform at the club when they're in the area. If you find an opportunity, just see if you can stump Bill Medley on '50s/'60s trivia. That guy is amazing!... Though several artists were approached to audition for the male lead in La Boheme in New York, we've heard through the grapevine that Gary Morris landed the part.

#### A Million Pounds Of Food — Strictly For Hunger

Here's an update on the Kenny Rogers food drive: On August 25, Rogers announced to a sold-out audience at Nassau Veterans Memorial Coliseum that its donations had helped bring the total to over one million pounds. He then asked Sandy Chapin, the widow of his friend and inspiration, Harry Chapin, to stand and take a bow. "It was especially gratifying," Rogers later said, "to reach our million-pound goal at Nassau Coliseum. This is virtually Harry Chapin's hometown and he was instrumental in the establishment of the Food Bank that provided the volunteers who collected the food at the show. It was Harry's urging that propelled Marianne and me to found the World Hunger Media Awards, which in turn led to this food drive effort. It was a very emotional and satisfying night for all of us."

Best wishes from all of us at R&R to Nashville-based independent promoter Doug Block, who has recently been in the hospital with a serious illness.

Just thought you'd like to know!

#### Sue Brewer Benefit

In an earlier column (R&R 9-7) dealing with activities during Country Music week, we mentioned a special TV concert, titled "The Door Is Always Open," taping Oct. 10 at the Opry House. Last week, Waylon Jennings announced the details.

The show is a tribute to Sue Brewer, a former columnist for the Music City News, who died of cancer in 1981. She was instrumental in helping Nashville songwriters in the '60s and '70s with a place to sleep, something to eat, and needed encouragement.

"A lot of people make music, but some people make music happen. Sue was one of those people who make music happen," Waylon said.

The show will be taped in two segments: a concert setting taped on October 10, and a guitar pullin' taped on October 11. The concert segment is open to the public. Tickets are \$10 for general admission and \$25 for reserved seats, and will be available at the Opry House box office on Oct. 8. The guitar-pullin' segment will be closed to the public and will feature these performers who also benefitted from Sue Brewer's hospitality: Richie Albright, Hank Cochran,



Waylon Jennings:



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**2nd WEEK  
BREAKER!**

**A**

**LABAMA**



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**BB**  
6\*  
**CB**  
6\*

*"Roll On" this one and light up the charts.  
"If You're Gonna Play In Texas" PB-13840*

**D**

**DOLLY PARTON**



**R&R**  
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**BB**  
47\*  
**CB**  
43\*

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**2nd WEEK  
BREAKER!**

**R**

**RONNIE MILSAP**



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29\*

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# Black/Urban Radio



WALT LOVE

## KIIZ: An "Off-Base" Study In Double Digits

Even in the South, you don't find many Black/Urban-formatted stations flourishing in small markets. Either owners feel there aren't enough potential listeners or the markets are so under-radioed that "mainstream" formats dominate the few available signals. Black music fans outside major and medium markets often must settle for block programming, college radio, or whatever they can get from CHR.

KIIZ/Killeen, TX is an anomaly. Not only does the station lead the Killeen/Temple market (pop: 235,000) in the Arbitron with a 19.5 share 12+, KIIZ does it with a 250-watt daytime signal! Not even 100 kw CHR FM sister station KIXS (18.1) can match that figure. This week, R&R's Sean Ross discusses the surprise success of KIIZ with recently-promoted PD Bill St. John.

KIIZ gets a lot of help from the Army and nearby Ft. Hood, the western world's largest military installation. Blacks are less than a fifth of the area's total population, but black soldiers and their dependents account for roughly 30% of the 75-85,000 persons estimated to be living at or around the base.

Killeen, located two counties north of Austin and one south of Waco, is, according to St. John, "your typical military town. There are a lot of pawnshops, fast-food chains, and quick-money businesses. The city is so transient because of the military that we get new listeners every day. People stationed overseas hear our station on tapes. When they get here, they check us out and stay with us until they leave Ft. Hood."

### KIIZ's Veteran Staff

St. John's family was one of those that eventually settled in Killeen after numerous other stops. A self-described "Army brat," St. John says that being raised that way gave him a multiracial perspective that helps keep the station mass appeal. "Growing up in a military community throughout my life, I was always exposed to black people, so I didn't look at people racially. I just viewed it as people living together in a community, especially overseas.

"When I got here, I started seeing a lot of bigotry in the high schools and everywhere else. Then I saw lines emerge. Black people were supposed to be listening to black music, and white music was for white people. But I never believed in that."

St. John wasn't the only one who brought a combination of outside perspective and military-base experience to KIIZ. The Z's other two fulltime jocks, midday man Jimmy Carrow and afternoon jock Hozie Mack, are former servicemen. "Master mixer" Curtis Wilson, who handles weekends as well as late afternoons during the summer, is a sergeant at Ft. Hood and pulls an amazing 38.2 share 12+ on Saturday afternoons.

The bulk of KIIZ's jocks are former big-city residents. Judging from the calls St. John gets, so are a lot of its listeners. "People from New York or Philadelphia listen to our blend of music and say, 'You guys sound just like home.' That makes me feel good, being the only Black station in this market."

### Military Strategy

Being near an Army base can also have its drawbacks. Despite the military interest

(like college students in campus dorms) are ratings nonentities. KIIZ's market share, impressive as it is, must come entirely from fulltime Killeen/Temple residents and military listeners who live off-base.



Bill St. John

St. John bemoans Arbitron's position of not giving diaries to those listeners living in barracks. "If Ft. Hood was rated, our market share would increase maybe ten points. We have a large listenership which doesn't get rated; it's too bad, but it's one of those things you have to live with."

Programming in a military community, with residents from all over the country, also obliges a programmer to walk a very fine line musically. Imagine, for instance, trying to compile any sort of good library when you can't be certain, without extensive testing, that your listeners will recognize many of the titles. There are also psychological dichotomies between permanent residents and outsiders and between young soldiers and career servicepeople.

One thing that St. John does, besides trying to balance his music by alternating between regional genres of music, is to augment KIIZ's local research by monitoring the many home towns of his listeners. Asked what stations he makes a point of listening to, he says, "I like WRKS/New York; Barry Mayo does a heck of a job there. I also track WUSL/Philadelphia, WGCI/Chicago, KMJQ/Houston, and KKDA-FM/Dallas.



KIIZ airstaff (l-r): Curtis Wilson, MD Hozie Mac, Jimmy Carrow, Geno Burgess, PD Bill St. John.

"I get tapes of Los Angeles stations KJLH and KDAY once in a while. I figure if we play a little East Coast music, some from the West Coast, and mix in some Southern soul, we've got a good blend."

different, per se. Curtis has a voice like (WBLS/New York jock) Gerry Bledsoe and people just enjoy listening to him. Being in the service, he knew a lot of people at Ft. Hood; that helped us out, too."

### Kicking It Live

A former A/C outlet, KIIZ became the area's first full-fledged Black/Urban station in early 1981 upon its acquisition by Citimed. For the first three years, the station was programmed with TM's "Urban 1" format, which it discontinued several months ago out of a desire to more closely match the musical biorhythm of the market.

Despite running a relatively tight list of 30+ titles, KIIZ manages to hit a number of records early, including some independent-label product on occasion. For a current example, the Z is making a local hit out of Egyptian Lover's "Egypt Egypt." KIIZ was also playing Madonna's "Lucky Star" months before its official release. St. John says that by the time that song came out as a single, it was ready for the recurrent stack.

Of course, being in a military town doesn't automatically guarantee success for a Black station. Besides musical changes and what he regards as a much more favorable direct placement in 1984, St. John credits street involvement for his station's 14.3-8.5-19.5 rebound. KIIZ also runs a promotional schedule that many stations in big cities don't match.

"We did a lot of Z-nights in clubs and staged rollerskate night at Ft. Hood; we were always out in the streets. I don't care what anybody says — if you get out there in the community, you become a successful station. We proved that this year, and will continue to do so, even though we get rated only once a year."

As for the 38.2 share on Saturday afternoons, St. John says, "We don't do anything

### Slow Dance On The Killeen Ground

KIIZ's success brings to mind that many small towns and/or cities throughout the West (where Black stations are not expected to do well) have "hidden" constituencies built around military personnel, journeymen workers, non-ethnic listeners, etc., who don't surface until somebody draws them out. Could other stations in untapped markets repeat KIIZ's success? "That's hard to say," St. John replies. "Take KHYS/Port Arthur. I didn't think there were that many blacks there, but they're pulling those high numbers."

One person who definitely has been inspired by the Z is its former owner from the pre-Urban days who, according to St. John, is getting ready to take nearby Country outlet KTON/Belton to a Black format before the next spring book. St. John and GM Doug Raab both expect their station to hold up, even against a fulltime FM. "We've got a step up on them," asserts St. John. "I've been in this market since 1972: I went to high school and college here. If they have somebody come in from outside, we'd have an advantage over them already. As long as we stay out in the streets and keep doing the things that made us number one, we'll remain on top."

St. John has spent most of his career and his life in and around Killeen. He began on KIXS as a parttimer, transferring to KIIZ as a jock. St. John moved up to MD/Assistant PD, and three months ago was advanced to PD. "I've been in this community for so long," he says. "I'd like to do something positive for this town... I want to help Killeen become something more than just a military community."





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BREAKERS**

Black/Urban Chart: 29

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**DREAMBOY**

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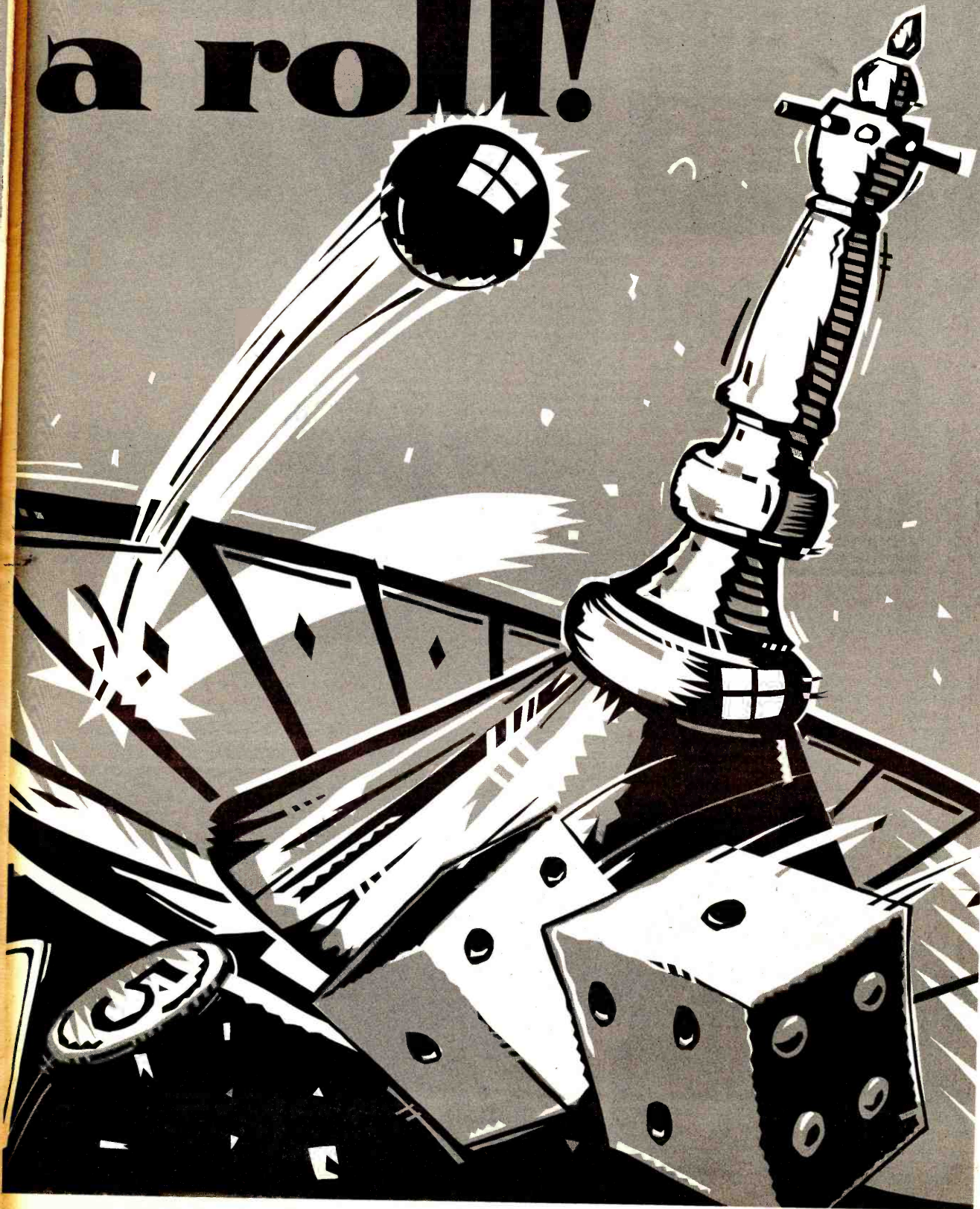
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BLACK/URBAN CHART: DEBUT **36**



Distributed By CBS Records

## Black/Urban Picture Page

### Looking Around Before The Summer Ends!!

#### Tina's Backstage Gathering



New Cotillion recording artist Janet Wright was among the backstage visitors on hand to congratulate Tina Turner during her recent sold-out shows at the Ritz in New York. Shown backstage are (l-r): Janet, Capitol Records' Rod Butler, Tina, WBLB MD Maye James, and Betty Bissram of Colette Productions.

#### WKYS Opens Up To Ramsey Lewis



While touring the nation's capital, Ramsey visited 'KYS. Shown from left: Columbia Records' Doug Wilkins and Freddie Richardson, WKYS staffer Candy Shannon, and Ramsey.

#### KACE Mixes With KoKo-PoP



KoKo-PoP stopped by KACE/Los Angeles and paused for a pose with the staff. From left: Recco Philmore and Chris Powell of KoKo-PoP, Motown Western Regional Promotion Director Jesus Garber, KACE air personality Marsha "Ebony Sunset" Robinson, KACE PD Alonzo Miller, the group's Eric O'Neal, KACE midday talent Brad Larey, and KoKo-PoP's Keith Alexander.

#### KDAY Hosts Muscular Dystrophy Skate Party



Pictured is (l) KDAY/Los Angeles Assistant PD/MD Greg Mack talking with muscular dystrophy poster child Steve Jones (middle) and MDA's Program Coordinator Jane Warner at L.A.'s "World On Wheels" skating rink during a promotion that raised \$4000 for the charity.

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## PERSONALITY

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# Opportunities

## Openings

## Openings

## Openings

## Openings

### NATIONAL

#### NATIONAL... The Radio Placement Leader

We have jobs for:

- Programmers
- News People
- Announcers
- Production Pros

Male & Female... All size markets... Coast-to-Coast NATIONAL makes the presentation for you! For complete details and registration form enclose \$2 postage & handling.

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**NATIONAL BROADCAST TALENT COORDINATORS**  
Dept. R, P.O. Box 20551,  
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(205) 822-9144  
Act Now!

#### Texas Association Of Broadcasters

Has immediate opening for the newly-funded Assistant Executive Director post. Longterm opportunity. Extensive field work with emphasis on new membership solicitation, convention exhibitor/sponsorship sales, and some lobbying. Interest in the broadcast field a must, with trade association or actual broadcasting background preferred. Send resume and specific compensation requirements to: TAB, Box 14787, Austin, TX 78761. EOE M/F

Capital Radio is looking for a traffic reporter. Interested parties must be willing to relocate. T&R: David Briggs, Box 194, London, England NW13DR. M/F (9-14)

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

### EAST

KC-101 is seeking midday personality with strong production skills & AM drive news anchor. T&R/samples: Mike Scatzi, 59 Quintrac Ave., North Haven, CT 06473. (9-21)

Part & fulltime anchor/reporter with on-air experience needed immediately. Strong delivery & writing skills a must. T&R: Shawn Marsh, W.J.K., Asbury Park, NJ 07712. EOE M/F (9-21)

### ★ ★ ★ ★ ★

#### MIDDAY ANNOUNCER/ ASSISTANT PD

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

### ★ ★ ★ ★ ★

Fun morning man needed at Eastern sea coast A/C. Up-tempo personality & community involvement wanted. T&R: Roseanne Armstrong, WGBX, Box 971, Portsmouth, NH 03801. (9-21)

9830X needs PD, announcers & salesman for CHR in Burlington. T&R/salary: John Nicholas, GM, WXXX-FM, 16 Weyburn Rd., Colchester, VT 05448. EOE M/F (9-21)

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

#### News Director Wanted:

WCCC, Hartford seeks individual with 2-3 years news writing/editing experience at a music radio station. Reporting skills a must! Tape & resume to: David Grossman, WCCC, 243 S. Whitney, Hartford, CT 06105. EOE M/F

Premier medium market FM rocker seeks top talents. Programming/FM drive & morning news anchor. T&R: WKLC, 100 Kanawha Terrace, St. Albans, WV 25177. EOE M/F (9-21)

WAVA/Washington seeks top-rated, proven CHR air personality for current & future openings. T&R: Tom Kent, 5232 Lee Hwy., Arlington, VA 22207. EOE M/F (9-21)

Midday market FM needs morning mstr. News anchor with jack experience preferred. Females encouraged. C&R/photo: WZZD, Ste. #206, West Gate Mall, Bethlehem, PA 18017. EOE M/F (9-21)

#### New Northeast FM-CHR

Looking for aggressive, creative proven winners. Great opportunity to join a new company committed to the same. Searching for talent who will do whatever it takes to win. Flip card readers and beginners urged not to apply. If you're right for us, the money will be right for you. Females and minorities encouraged to apply. T&R to: Bob Mitchell, KISS-FM, 60 Washington St., Hartford, CT 06106. No calls please. EOE M/F

Portland's top-rated A/C needs news editor for morning programming. T&R: Hank Dole, OM, Box FM99, Portland, ME 04112. EOE M/F (9-21)

Up-beat A/C station looking for friendly, fun, morning jock. T&R: WEOX, Box 416, Poughkeeps, NY 12602. EOE M/F (9-21)

WAEB/Alltown is seeking parttime announcers. Call: (215) 434-4424 EOE M/F (9-21)

Midday announcer needed at A/C station. Must have good voice & production skills. PEP a plus. T&R: WLBR, Box 1270, Lebanon, PA 17042. EOE M/F (9-21)

#### ANNOUNCER

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

WRNR is seeking ND. One year minimum experience as reporter. Prefer WV or neighboring reporter, all considered. T&R: Steve Richards, Box 709, Martinsburg, WV 26401. EOE M/F (9-14)

WPLR is looking for parttime help with 3-5 years AOR experience. Join the family. T&R: Eddie Haskell, 1294 Chapel St., New Haven, CT. 06511. EOE M/F (9-14)

983XL need rock 'n' roll animal 6pm-midnight. T&R: Paul Demille, Box 1228, Parkersburg, WV 26101. EOE M/F (9-14)

### WANTED: 7-Mid. A/C Air Talent

With good knowledge of oldies for Pittsburgh's #1 A/C station. Send T&R to: Herb Crowe, WWSW-FM, 1 Allegheny Center, Pittsburgh, PA 15212. Women and minorities encouraged to apply. EOE

Present & future full & parttime opening at top-rated operation. T&R: Bob Sheridan, WELM/WVLY, 1706 Lake St., Elmira, NY 14901. No calls. EOE M/F (9-14)

Overnights. Can you be happy doing some news, production & running Talent? Great MOR station with future opportunity. T&R: WJTN, Jamestown, NY 14702-1139. (9-14)

### WHCN NEWS

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

Seeking weekend & vacation relief announcer. T&R: Johnny Dark, WCAO, 8001 Park Heights Ave., Baltimore, MD 21208. No calls. EOE M/F (9-14)

Current opening for morning drive at top-rated, 50k A/C FM station. T&R: Rod Kof, Box 5824, Wheeling, WV 26003. EOE M/F (9-14)

Parttime anchor/reporter needed. Recent college graduate with journalism degree & area resident preferred. T&R: ND, WNLK, Box 1350, Norwalk, CT 06852. (9-14)

### SOUTH

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

CE needed for AM/FM in Laurel/Hartlesburg market. Excellent pay for the right person. Call Bob Holiday: (801) 545-1822 (9-21)

Anchor/reporter needed for AM/FM & state network. Conversational delivery a must. T&R: Don Grady, Box 498, Baton Rouge, LA 70821. EOE M/F (9-21)

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

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

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



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

AOR needs experienced midday female personality immediately. Rare opening. Production skills a must. T&R: Nat Lamp, KFMX, 5613 Villa Dr., Lubbock, TX 79452. (9-21)

Experienced news person needed for afternoons on FL coastal CBS affiliate. AM with strong news commitment. T&R/salary: WNLK, Box 1318, Melbourne, FL 32935. EOE M/F (9-21)

#### EXPERIENCED MORNING MAN PERSONALITY

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

Medium market ambulet stations looking for experienced news reporter/anchor. T&R: John Walsh, ND, Box 3067, Lake Charles, LA 70602. EOE M/F (9-21)

Friendly morning personality needed at Country FM. Minimum two years experience plus production. T&R: KSF, Box 166, St. Joseph, MO 64502. EOE M/F (9-21)

Need good-sounding female announcer to work with male in AM drive. T&R/photo: Brock Bouletts, WYV-FM, Box 222, Jackson, MS 39205. (9-21)

Two news people needed! Anchor/reporter now, street reporter soon. Both must be enthusiastic & self-motivated. T&R: Bill Stevens, WRCC, Box 189, Cape Coral, FL 33910. EOE M/F (9-21)

Production, copywriting & daytime airshift opening at full-service A/C. Minimum two years experience. T&R: KJJD, Box 166, St. Joseph, MO 64502. EOE M/F (9-21)

Anchor/reporter needed at WHYY-TV-102. One year experience needed. Contact Margret Mehaerg: (206) 264-2288 (9-21)

Fulltime ND & CHR personalities wanted for up-tempo AM/FM in North Texas. Females encouraged. T&R: Mac Murphy, KKCV, Box 4647, Wichita Falls, TX 76708. EOE M/F (9-21)

### WBCY-108FM

June 1981

That's the last time we had a full-time opening! Now, we have a need for an individual for the overnight shift. Personality-oriented CHR in beautiful Charlotte, 39th (and fastest-growing) market in the country. Your chance to get in on the ground floor of Jefferson Pilot Broadcasting, one of the best. No calls please. Tapes and resumes to Bob Kagan, WBCY, One Julian Price Place, Charlotte, NC 28208. EOE M/F.

Eagle 97/Dallas has two openings. PM drive & overnights. T&R: Randy Brown, KEGL, 5915 W. Pioneer Pkwy., Arlington, TX 76013. EOE M/F (9-21)

Unique opportunity for unique personality with distinctive & varied AOR. Afternoon/heavy production. T&R: Bob Linden, Star 106-FM, Box 20107, San Antonio, TX 78220. No calls. (9-14)

ABC owned KERR seeks fulltime AOR personality. Major market experience required. C&R: Andy Baschlen, 1020 Holcomb, Suite 1201, Houston, TX 77030. EOE M/F (9-14)

### 14.40 KEYS

GREAT OLDIES & A WIDE VARIETY OF TODAY'S BEST MUSIC

You're a great morning entertainer - we're a company that appreciates and rewards talent... you're excellent with phones, and has lots of local content - we're in need of what you've got! Medium market A/C, great facility, progressive and supportive management. Send your tape, resume, and picture to: Tony Stone, KEYS Radio, P.O. Box 9917, Corpus Christi, TX 78469. EOE

Medium market CHR rocker is looking for key air position in AR-American college town. T&R: Bill Brown, KRUS, Box 430, Ruston, LA 71270. EOE M/F (9-14)

Top-rated Country station looking for overnight DJ. Females encouraged. T&R: Steve McInee, Q102, Box 2889, Winchester, VA 22601. EOE M/F (9-14)

KISS-FM needs fulltime AOR personality. No beginners. T&R: Greg Stevens, 1100 N. Main Ave., San Antonio, TX 78212. EOE M/F (9-14)

Medium market looking for MOR personality/news anchor. Superior attitude & experience necessary. T&R: KQSA, City Hall Plaza, San Angelo, TX 78903. (815) 653-3387 EOE M/F (9-14)

Morning drive anchor/reporter with credible, authoritative, contemporary & distinctive style. T&R: Jim Allison, WLAP-AM-FM, Box 11670, Lexington, KY 40577. EOE M/F (9-14)

Medium college market AM/FM seeks experienced ND. Emphasis on local reporting. T&R: KRUS, Box 430, Ruston, LA 71270. EOE M/F (9-14)

WRVW FM, A/C needs AM drive/ND/personality & reporter/anchor yesterday! T&R: Jim Robertson, 5904 Ridgeview Pkwy., Memphis, TN 38119. No calls. EOE M/F (9-14)

150, we're the ones looking for a bright, entertaining pro for future opening in sunny central FL. T&R/salary: Scott St. John, WXVQ, Box 1777, Deland, FL 32720. EOE M/F (9-14)

### MIDWEST

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

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

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

#### MAJOR MARKET MIDWEST AM COUNTRY AIR TALENTS, JOCKS & NEWS & PROMOTION PERSON

Send T&R to: Radio & Records, 1930 Century Park West, #788, Los Angeles, CA 90067. Females encouraged. EOE

Sales Manager needed KDTH. Should have degree plus six years radio sales/management. Contact: Jane Walker, Box 888, Debuque, IA 52001. EOE M/F (9-21)

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

Wanted: Aggressive ND for area leading News station. New equipment & top dollar for right person. T&R: KOLT # Box 960, Scotsbluff, NE 69361. EOE M/F (9-21)

#### NEWS DIRECTOR

WJMO/Altoona, IL has a major commitment to news. With ABC, AP and a four-person full-time news staff, we need an experienced ND to continue this effort. If you have the qualifications and are ready to make a long-term commitment, we offer a starting salary up to \$18,000, a professional working environment, and the opportunity to be a significant part of this successful organization. Tell to: Pym Hanners, WJMO, 1506 E. Jackson, Macomb, IL 61455. EOE



# Opportunities

## Openings

### WNIC/Detroit Fulltime/Swing Air Shift

We have an immediate opening for a swing jock on Detroit's leading Adult/Contemporary station. The shift is fulltime, weekends and vacations. Send tape and resume to:

**Operations Director,  
WNIC Radio**  
P.O. Box 1310, Dearborn, MI 48121

CHR with monitor numbers in big P-3 market needs evening jock who also does great production. T&R: Mike Schmidt, KWTO-FM, Box 4568 C-5, Springfield, MO 65804. EOE M/F (9-21)

WCV's needs evening A/C personality/production pro. T&R: Greg Thomas, Box 2989, Springfield, IL 62708. EOE M/F (9-21)

### MORNING COMMUNICATOR

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

Album rocker needs talented promotion whiz, production genius & straight-shooter to one, & pronto. T&R: Jeff Murphy, WWCT, 414 Hamilton, Peoria, IL 61602. (9-21)

KDLS, 100kw regional FM south of Tulsa, is seeking ND/Narrator. Contact: Randy Pritchard (918) 756-3880 EOE M/F (9-21)

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

NOV/NOB is reviewing tapes for future openings. T&R: Reid Holsten, 3206 S. Meadow, Sioux Falls, SD 57108. EOE M/F (9-21)

We need experienced, talented newspeople for immediate openings. Work in a news-oriented market in the Midwest. Great company in a beautiful community. Send resume & salary history to: Radio & Records, 1930 Century Park West, #794, Los Angeles, CA 90067.

KBFA is seeking air & programming talent for possible future openings. T&R: Steve Michtaoh, 104 S. Emporia, Wichita, KS 67202. EOE M/F (9-14)

A/C morning talent needed. Great opportunity! Three years of successful experience needed. T&R: Geoff Vargo, WFWO, 2280 Lake Ave. #230, Ft. Wayne, IN 46805. EOE M/F (9-14)

Top-rated station is looking for hard working, creative, promotion-oriented PD. Successful 104 S. Emporia, Wichita, KS 67202. EOE M/F (9-14)

### MORNING PERSONALITY

Are you currently a successful small to medium market morning personality?  
Do you love community involvement?  
Are you a warm, friendly adult communicator?  
Are you looking for a great job and great dollars?

Express mail an unedited skimmer, resume, and brief description of what makes you special to:

**Geoff Vargo**  
Box 5555, Ft. Wayne, IN 46895  
EOE M/F No Calls Please.

## Openings

Afternoon character wanted at top-rated Q-102. First prime opening in 10 years. T&R: Jim Fox, 1908 Highland Ave., Cincinnati, OH 45242. EOE M/F (9-14)

Metro FM looking for morning personality who can help our multiple format grow. T&R: Jeff Crowe, WMMQ, 230 N. Washington St., Lansing, MI 48933. EOE M/F (9-14)

### STATION RELATIONS DIRECTOR

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

Morning news anchor/reporter for top-rated CHR station in competitive MW college town. Salary negotiable. T&R: Jim Stacey, Box 1410, Lafayette, IN 47902. EOE M/F (9-14)

### OPERATIONS MANAGER

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

### WEST

PD needed ASAP. Motivator needed to program top Country station in eastern Idaho's largest market. T&R: Jim Fox, KWIK, Box 998, Coatsville, IL 82304. (9-21)

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

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

Production Director wanted. Aggressive Country wants best voice/talent, straight-shooter. T&R: Chuck Gillespie, KFMR, 555 W. Benjamin, Suite 312, Stockton, CA 95207. (9-21)

Entire ADR staff needed. Sales, programming, production & personalities. Fred Moore, Rocky Mountain Wireless, Box 1085, Vail, CO 81668. (303) 949-4834 EOE M/F (9-21)

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

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

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

Rare opportunity to entertain the 35-64 adult. We have fantastic morning opening for you. T&R: Ted Brown, KYMO, Box 6028, Fresno, CA 93703. EOE M/F (9-21)

Killer CHR PD needed. Resume/station composite: Don Hoffman, KNBO, Box 6200, Tacoma, WA 98405. (9-21)

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

Experienced CHR drive air talent with strong production. T&R: Dave Ware, KHMT, 1420 Koll Cr., San Jose, CA 96112. (9-21)

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

### EXPERIENCED ANNOUNCER

For morning drive position at Sunbelt Country station. Need a communicator not a beginner. Send T&R to Radio & Records, 1930 Century Park West, #797, Los Angeles, CA 90067.

KENZ needs morning announcer. Pleasant delivery, good voice & entry level pay. C&R: Jone Durz, Box 2424, Sacramento, CA 95811. (9-21)

Leading L.A. Easy Listening station looking for on-air OM. Must have major market experience. Robert Griffin: (213) 279-5990 EOE M/F (9-21)

Openings for personalities at Country AM/FM. Future openings too. T&R: Doug MacKinnon, KRGO, 5085 W. 2100 South, Salt Lake City, UT, 94120. No calls/telemark. (9-21)

K-98 is looking for an afternoon drive entertainer. Good bucks. T&R: Scott Genery, Box 980, Provo, UT 84603. EOE M/F (9-21)

50 KFXM is looking for cranking CHR jocks. Females encouraged. T&R: Craig Powers, Box 50005, San Bernardino, CA 92412. EOE M/F (9-14)

## Openings

PM drive/Production Director needed for metro Country station in UT. Must have good voice. T&R: George Feala, Box 155, Tremonton, UT 84337. No calls. EOE M/F (9-14)

Experienced air talent needed for 50kw FM. Contact David Krahn. KHOP: (208) 526-8900 (9-14)

Resort area needs air personality. Strong production skills necessary. Lots of work & recreation for right person. T&R: Box 772489, Steamboat Springs, CO 80477. EOE M/F (9-14)

Morning announcer wanted for A/C news combo. Mature voice, production & copy skills a must. Also seeking salesmen. T&R: Dean Burns, Box 1176, Los Alamos, NM 87544. EOE M/F (9-14)

### ACCOUNT EXECUTIVE

Top salesman just left for Top 50 market. I needed you yesterday. Please call Dean Burns, (505) 662-4342, or write KRSN, Box 1176, Los Alamos, NM 87544. Salary plus commission! Self-starter only need apply.

NFLS has immediate fulltime opening as News/Public Affairs Director. Also seeking parttime announcers. T&R: Charlie Van Hall, Box 1460, Klamath Falls, OR 97601. No calls. EOE M/F (9-14)

KLPO needs a warm, reliable & experienced air talent. T&R: 329 S. 200 East, Salt Lake City, UT 84106. (9-14)

Looking for MD & air personality. T&R: Bill O'Brien, KRKT, 1207 E. 9th, Albany, OR 97321. (503) 926-8628 EOE M/F (9-14)

KDQJ-FM is still looking for afternoon drive/Production Director. Really T&R: Bill Bauman, 66 E. Tropicals, Las Vegas, NV 89108. EOE M/F (9-14)

If you have a natural delivery & sharp production skills, I have an adult CHR opening. \$1200 per month. T&R: Tom Greenleigh, KJLJ, 1506 Gibson, Ogden, UT 84404. EOE M/F (9-14)

## Positions Sought

Professional communicator, wit, humor, sometimes outrageous & reliable to your market. Great production. Available to a winning company. TOMMY: (203) 368-3338 (9-21)

Energetic AOR rocker. Former GM, three years on-air experience. Talented, versatile, promotions-oriented & hard working. Prefer SW/SE. STEVE: (818) 345-9360 (9-21)

Boobustlers! We ain't afraid of no boob. Topical, wacky & entertaining major market morning team currently in Seattle. (208) 838-1308 (9-21)

Experienced afternoon talent seeking professional organization. Currently MD/afternoon drive in Cincinnati CHR. JON SCOTT: (319) 358-4212 (9-21)

It's a bird... Transair! WNSY PD PHIL BECKMAN needs CHR. Oldies or A/C jock. 18 years major market in East/South. (804) 871-8906 or 826-1310 (9-21)

ALINT ELOUISE LOURIE looking for new sugar daddy. Memphis top-rated morning show for eight books in a row. (801) 382-0788 (9-21)

Major market news anchor formerly WNEW, KR & KFRC. (802) 958-8677 (9-21)

Broadcast graduate will go anywhere for immediate entry level. Excellent voice, news production, P/B & copywriting. (319) 358-4212 or 926-2454 (9-21)

Got an opening? Small/medium market AOR: I'm your man. Have degrees, five years campus rocker experience & will rock anywhere. DAVE: (618) 883-5924 (9-21)

I can do it all. I have done it for two years and went to do it in Albany. JIM: (818) 346-0442 (9-21)

PD/MD/Production Director has medium market AOR/CHR experience. Format change force move. RICH: (804) 743-0460 (9-21)

Young seasoned veteran is looking to move up. Currently top 3 market, would like top 50. Prefer sunset. DOUG: (319) 359-4824 (9-21)

STEVE CASSIDY, formerly Century 21 & Concepts Production programming, looking for A/C or CHR PD/MD position. Available immediately & will work automation. (918) 722-8908 (9-21)

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

18 years in Country as PD/MD/jock. Plenty of major market experience and accomplishments. I'm ready for more! R.T.: (313) 348-8900 (9-21)

Former on-air KFRC, now parttime top-rated country, desires lead market fulltime challenge. Any contemporary format. Energetic female will relocate. JERI: (415) 1080-9828 (9-21)

Currently working cities at the Super 1000/XPRS. Prefer West, but willing relocate. DARRYL EVANS: (818) 789-9881, after 5pm pdt (9-21)

Broadcast school graduate. Three years parttime experience seeking fulltime in small/medium market. Great pipes. BOB BENNETT: (414) 654-2058 or 522-9483 (9-24)

## Positions Sought

Top-notch PD/production looking for a chance. Proven track record, CHR/AOR/Country experience. DAVE LOUISE: (913) 825-7808 (9-21)

Rockhills University of Texas graduates ready to go anywhere to work. Knowledge & background in ADR production, promotion and performance. GENE: (408) 892-9480 (9-21)

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

14 years, three C/bs & lots of ideas. I write, produce, do creative air work and end a new challenge. (808) 338-7404, after 5pm pdt (9-21)

Experienced female morning drive personality. Versatile, great voice, numbers & production. Ready to move & possibly team up on mornings. LAURA: (718) 832-9861 (9-21)

**Attention  
Mid-Atlantic/Northeast**  
PD/Promo/Jock, 8 years experience in A/C, MOR, CHR, & Country, now available! Awards for community involvement, good numbers, stable, creative, bottom-line sense. Five years current company, ready to move. Message (617) 366-4333.

Medium market jock. Five years experience, looking to relocate in SW. Good air work, strong production & can do any format. CHAZ: (713) 691-8830 (9-21)

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

LEE GORDON. Over four years experience AM drive, MD & specialty. One-to-one approach. (817) 689-0614 (9-21)

Black female reporter/talk host/announcer looking to do news. Experience in major markets. Will relocate in S/W/M/W. JANET CONNER: (215) 424-3021 or (809) 394-2784 (9-21)

TV/radio newswoman wants to get back into radio fulltime. Six years news/anchoring experience in medium market. (318) 818-8977 (9-21)

I want to work. Excellent voice/production/DJ/PB. Interested in MW. SCOTT: (818) 258-8281 (9-21)

I know the difference between the innocents and the innocent. Oldies DJ/news/production experience, ready for medium market. ROB: (312) 677-5771 (9-21)

Young flexible pro can handle all aspects of radio. Seeking medium/major market jock. Prefer AOR/CHR, will travel. RUSS: (806) 773-3816 (9-21)

Station add. I'm out. 20 years news, four as state network MD. Prefer MW. BILL BARNES: (318) 332-9856 (9-21)

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

Always the best morning pro in the market. Great production, seeking medium/major market. SHAWN: (800) 533-9002 evenings (9-21)

Goals? Ambition? Seven years here, now out. 15 years experience, enjoy talking news on phones or doing interviews. Prefer mornings. (702) 871-7686 (9-21)

Prevent a tragedy! Station sold. Medium market jock looking for any format. Immediate delivery for strong A/C or CHR. Full or part-time. MARTY: (618) 785-3463 or 828-6076 (9-21)

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

DAVE MATTHEWS in the morning. Proven CHR & A/C numbers at WHFM, KAAV, Y-100 & Q-102. (804) 687-3717 (9-21)

Six-year pro looking for deal. MD/afternoon on American Forces Radio in Italy. My specialty: one-to-one. GENERAL: (801) 453-4093 (9-21)

Ten years PD/MD with A/C experience. Great production, first period looking for medium market spot. MICHAEL: (214) 389-0555 (9-21)

Working AM drive at medium market. Looking for Jimmy airshift/singoff/promotions/music air. JIM: (718) 359-7835 (9-21)

I have versatility, personality, creativity and imagination. Experienced in mornings and afternoons. Prefer promotion-oriented CHR/AOR. DWAYNE: (704) 963-5565 (9-21)

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

Parttime professional desires fulltime CHR. GINA T.: (305) 949-2558

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

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

So tired of eating frozen dinners & listening to bad jocks. I need radio as much as I need me. CHRIS: (208) 357-6836 (9-14)

Ten year A/C veteran looking for professional announcer slot. Willing to move anywhere for the right money. LORNE DEAN SWONKER: (612) 993-8387 (9-14)

# Opportunities

## Positions Sought

## Positions Sought

## Positions Sought

## Changes

**Music Video Programs/Programming:**  
I am seeking a position in a music video production-TV cable. Programming, promotion, studio operations... will consider all inquiries. Over 5 years experience in Boston market, in TV/radio and college Emerson College Grad (Broadcasting). Exceptional knowledge in most areas of TV. Super knowledge and experience in music and industry. Highly organized, motivated and responsible. Will consider all areas of the country. California, East & Northeast especially. Willing to relocate. Mr. Stevens, c/o P.O. Box 35, Waban, MA 02168. (617) 322-4423.

Wining PD available. A team player who understands the bottom-line. NE preferred. JOHN: (703) 685-8044 or 948-8271 (9-14)

Attention medium & major markets: 15 years experience as PD/ND/production/mornings. Married, stable & need permanent home. LARRY KAY: (717) 853-2500 (9-14)

DJ with two years experience seeks fulltime position at innovative CHR or A/C small market station. Will relocate. CHRIS: (617) 232-8353 (9-14)

News anchorman/reporter available. Dedicated & dependable with seven years experience in Baltimore area. JAY: (301) 484-8615 (9-14)

I'm being strangled by time & temperature. Set me free. Nine years in radio, two years fulltime. CHRIS: (616) 776-2782 (8-31)

I'm young, energetic, experienced & looking for ADR work. I'll bust my tail for you if you treat me right. Prefer MW. AL LATAL: (312) 366-0242 (9-14)

ND/anchorman currently employed at Top 5 market. Seeks return to management and/or daily anchorman at network O + D. (418) 776-1990 (9-14)

PAUL RAANN seeks position in Rocky Mt. or NW. Experienced AOR PD/jock/production/promotion. Proven track record. Motivated family-man. (303) 861-0848 (9-14)

Morning drive/PD looking for change after four years at Texas AOR. Experienced in all aspects of radio. J. MICHAEL SCOTT: (915) 367-7508 (9-14)

13 years national ad voicing experience. B.A. degree & three Cilas. Class act seeks same. Production/copy/wr. West preferred. ROGER: (803) 998-8162. Leave message. (9-14)

Looking for my first job as DJ/newsreader. Good pipes, graduate of broadcasting school. Will relocate. ROGER: (312) 821-7486 (9-14)

Ready to make your morning show go. 15 years major/medium market experience. DAVE: (218) 368-1159 (9-14)

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

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

Fill-ins-American broadcast graduate with one year CHR experience seeks DJ/newsreader position. Will relocate. SAL: (213) 834-3101 (9-14)

Looking for jock gig in mid-October. WABC, Q107, network, production engineer and board experience, will relocate. Serious only please. PETER: (212) 886-2704 (9-14)

Sports/news/DJ with three years experience and B.S. Communications degree. Very enthusiastic & dedicated. Will relocate. JEFF: (916) 944-3271 (9-14)

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

14-year pro looking for major market A/C, CHR or Country. Great voice & talented. CHUCK RILEY: (314) 686-2403 or 686-3018 (9-14)

DAVE SCOTT, formerly WLLZ/WMLC looking for major market on-air or medium market PD, ADR or A/C. (313) 362-9601 (9-14)

Looking for first DJ/news job. Trained at broadcasting school. Great tape & personality, mature & responsible. GARY: (312) 389-0648 (9-14)

I cook, but I don't do whatever I do it all, DJ, production, copy and news. Winning attitude with 10 years CHR experience. BARRY SCOTT: (212) 221-3703 (9-14)

This newswoman has a rich, dynamic voice with writing & reporting skills. Loves street-beat and live reports. BRIAN M. JOHNSON: (619) 234-1377 (9-14)

Victim of circumstances, extenuation & now sour grape. 16 years experience, seven years at last station. Humorous & mature individual. (702) 871-7595 (9-14)

KOPA partner seeks fulltime CHR airshift. Two years radio experience, ready to go yesterday. KURT: (602) 947-3279 (9-14)

JOHN ST. JOHN, former afternoon drive at WGH/Norfolk, seeking drive time position in Top 20 market. 10-year pro with hot production skills. (617) 285-3458 (9-14)

BIG JIM, 20 years in all formats as PD, DJ & news. Prefer Country. Resume & aircheck on tape to save you time. (419) 982-4481 (9-14)

## ENTRY LEVEL POSITION EMERSON COLLEGE GRAD

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

People person. I motivate! PD seeks future with strong company. A/C, CHR. Talk with pipes, production and results. On air okay. JOHN: (617) 283-2479 (9-7)

Versatile announcer seeks fulltime air personality gig/PBP position. Currently working parttime. DAVE MURDOCK: (308) 276-8054 (9-7)

Black female reporter looking to work in small, medium or large market. Will relocate. JAMET CANNON: 6815 N. 17th, Trenton, NJ 19126. (215) 424-3021 or (609) 394-2764 (9-7)

My friends say radio is a trivial pursuit. I say... start your monopoly with me. The competition will be yours. A/C or CHR. CHRIS: (208) 367-6936 (9-7)

Eight year pro looking for new operations/programming challenge. Strong on people management, promotion & having fun at the same time. CHARLIE: (617) 527-1785 (9-7)

38th market top-rated morning man looking for a place to make history. Unique, diligent worker, six years experience including majors. DAVID: (801) 328-3001 (9-7)

## Changes

## RADIO

Berry Levin appointed Account Executive WKLS-FM/Atlanta.

Greg Seddler appointed Account Executive WKLS-FM/Atlanta from WTAO/Norfolk.

William Abele appointed Account Executive WSPD/Toledo.

Brewster Allison appointed Account Executive WPOH/Henrieville, VA.

## RECORDS

Andrew T. Dullis appointed Associate Director, Inventory Planning CBS Records/New York.

## INDUSTRY

Bill Denton appointed Account Executive McGovern Guild Radio/Los Angeles from Cristal Radio.

Robert Bordenon appointed Account Executive McGovern Guild Radio/Dallas from KJXX.

## Miscellaneous

KTSJ/New Haven needs CHR record service. Contact: Bill Elliot, 71 Bay Path Way, Branford, CT 06406. (203) 481-7245 (9-21)

Country & Gospel record service needed. Contact: Mike St. John, WAXI, Route 4, Box 20, Rockville, IN 47872. (317) 569-2026 (9-21)

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

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

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

## R&R Opportunities Advertising

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

### Deadline

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

### Display Advertising

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

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

### Payable In Advance

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

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

## YOUR NEW PERSONALITY...

Is just a phone call away. Male morning pro currently pulling a 44 share in six-station market. What can I do for you? Prefer Texas or Midwest. Call Chris at (915) 267-6391.

Attention medium and local. Put my four years commercial experience and dedication to work for you. Prefer East. MARK: (308) 342-2090 (9-14)

I am creative, talented, incredibly dependable & available for AOR & CHR. Over 500 voices. JIM: (408) 866-8449 (9-14)

Black female announcer with production skills is looking to relocate to an Urban or A/C in South, SW or MW. OCTAVIA: (215) 424-3021 or (809) 394-2764 (9-14)

MIKE McCOY in the ultimate search for a CHR station that needs a personality. Proven winner, eight years experience including WNCI, K96 & KLLC. (614) 459-3483 (9-14)

Jock with five years experience looking for a new challenge. Prefer CHR, but will consider all offers. Willing to relocate. RICH STEVENS: (306) 583-3825 (9-14)

Announcer/reporter with eight years CHR, four years PBP southern Rockies. West coast. Leave message: (303) 851-1187 (9-14)

# ROCK TRAX™

## ELECTRONIC RADIO PRODUCTION LIBRARY

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

## BROWN BAG PRODUCTIONS

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





# The Music Section

## National Music Formats Added This Week

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

SURVIVOR "I Can't Hold Back"  
PRINCE "Purple Rain"  
DARYL HALL & JOHN OATES "Out Of Touch"  
CHAKA KHAN "I Feel For You"

#### TM A/C

ELTON JOHN "Who Wears These Shoes"

#### TM Country

RAZZY BAILEY "Knock On Wood"

### BPI

John Sherman/Bob English (206) 624-8651

#### Adult Contemporary

BARBRA STREISAND "Left In The Dark"  
ELTON JOHN "Who Wears These Shoes"  
IRENE CARA "You Were Made For Me"  
DENNIS DeYOUNG "Desert Moon"

#### Modern Country

GEORGE STRAIT  
"Does Fort Worth Ever Cross Your Mind"  
EVERLY BROTHERS "On The Wings Of A Nightingale"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

FRIZZELL & WEST "It's A Be Together Night"  
RAY CHARLES w/B.L. THOMAS "Rock & Roll Shoes"  
WAYLON JENNINGS "America"

#### The Great Ones

AMERICA "Special Girl"  
BARBRA STREISAND "Left In The Dark"  
SERGIO MENDES "Real Life"  
JOHN WAITE "Missing You"

### Concept Productions

Dick Wagner (916) 782-7754

#### CHR

DENNIS DeYOUNG "Desert Moon"  
KENNY ROGERS w/KIM CARNES & JAMES INGRAM  
"What About Me"  
SURVIVOR "I Can't Hold Back"  
SAMMY HAGAR "I Can't Drive 55"

### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

WHAM! "Wake Me Up Before You Go-Go"  
SERGIO MENDES "Real Life"  
SHEENA EASTON "Strut"

#### Country Coast-To-Coast

REX ALLEN JR. "Dream On Texas Ladies"  
JUCE NEWTON "Ride 'Em Cowboy"  
ANNE MURRAY w/DAVE LOGGINS  
"Nobody Loves Me Like You Do"

#### Rock America

PRINCE "Purple Rain"  
WHAM! "Wake Me Up Before You Go-Go"

### Transtar

Chick Watkins (303) 578-0700

#### Adult Contemporary

JOHN WAITE "Missing You"  
STEVIE WONDER "I Just Called To Say I Loved You"

#### Country

Tom Casey (213) 460-6383

RAZZY BAILEY "Knock On Wood"  
JOHNNY LEE "You Could've Heard A Heart Break"  
WHITES "Pins And Needles"  
STATLERS "One Takes The Blame"  
BRENDA LEE "A Sweeter Love (I'll Never Know)"  
JANIE FRICKE "Your Heart's Not In It"  
BILL MEDLEY  
"I've Always Got The Heart To Sing The Blues"

### Drake-Chenault

Bob Laurence (818) 883-7400

#### XT-40

WHAM! "Wake Me Up Before You Go-Go"

#### Contempo 300

BARBRA STREISAND "Left In The Dark"

#### Great American Country

KAREN BROOKS  
"Tonight I'm Here With Someone Else"  
NITTY GRITTY DIRT BAND "I Love Only You"  
LOUISE MANDRELL "Goodbye Heartsache"  
GEORGE JONES "She's My Rock"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

CHAKA KHAN "I Feel For You"  
SURVIVOR "I Can't Hold Back"  
MATTHEW WILDER "Bouncing Off The Walls"  
DARYL HALL & JOHN OATES "Out Of Touch"  
TINA TURNER "Better Be Good To Me"  
COREY HART "It Ain't Enough"

#### The A/C Format

DARYL HALL & JOHN OATES "Out Of Touch"  
JUDY COLLINS w/T.G. SHEPPARD "Home Again"  
SERGIO MENDES "Real Life"  
RICKIE LEE JONES "The Real End"

#### Super-Country

VINCE GILL "Turn Me Loose"  
WAYLON JENNINGS "America"  
EDDIE RABBITT "The Best Year Of My Life"  
GEORGE STRAIT  
"Does Ft. Worth Ever Cross Your Mind"  
PINKARD & BOWDEN "Mama She's Lazy"

### Media General Broadcast Services

Bob Dumala (901) 320-4433

#### Action

AMERICA "Special Girl"  
THOMPSON TWINS "You Take Me Up"  
ROD STEWART "Some Guys Have All The Luck"

#### Your Country

DOLLY PARTON "God Won't Get You"  
PINKARD & BOWDEN "Mama She's Lazy"  
BANDANA "All I Wanna Do (Is Make Love To You)"  
GEORGE JONES "She's My Rock"  
NITTY GRITTY DIRT BAND "I Love Only You"  
ATLANTA "Wishful Drinkin'"  
DAVID ALLEN COE "It's Great To Be Single Again"

#### Hit Rock

WHAM! "Wake Me Up Before You Go-Go"  
TINA TURNER "Better Be Good To Me"  
KENNY ROGERS w/KIM CARNES & JAMES INGRAM  
"What About Me"  
CHAKA KHAN "I Feel For You"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

DOLLY PARTON "God Won't Get You"  
GEORGE JONES "She's My Rock"  
NITTY GRITTY DIRT BAND "I Love Only You"  
CHARLY McCLAIN "Some Hearts Got All The Breaks"  
FRIZZELL & WEST "It's A Be Together Night"

#### Soft Contemporary

JOYCE KENNEDY & JEFFREY OSBORNE  
"The Last Time I Made Love"  
JUDY COLLINS w/T.G. SHEPPARD "Home Again"

#### Sound 10

RICKIE LEE JONES "The Real End"  
SERGIO MENDES "Real Life"  
JOYCE KENNEDY & JEFFREY OSBORNE  
"The Last Time I Made Love"  
THOMPSON TWINS "You Take Me Up"  
JUDY COLLINS w/T.G. SHEPPARD "Home Again"









# YOUNG BLACK PROGRAMMERS COALITION, INC.

## YBPC Seventh Annual Meeting

**NOVEMBER 16, 17, & 18, 1984**

HYATT REGENCY HOTEL

1200 LOUISIANA STREET • HOUSTON, TEXAS 77002

[713] 654-1234

Special YBPC Room Rates 52.00 per day/per room

Theme: **TALK, TALK, " ACTION FOR 85"**

- I. Radio and Record Promotions
  - A. Programming - How To Program A Winning Format
  - B. Promotions - A Lasting Relationship
    - 1. Problems Each Encounters (Radio Personnel & Promotional Personnel)
    - 2. Solutions To The Problems
    - 3. How Radio And Promotional People Affect Each Other
- II. Trade Publications And How They Work
  - A. Charting Records
  - B. Accurate And Consistent Reports
- III. Is Their Life After Arbitron
  - A. Selling Stations By The Numbers (Good/Bad)
  - B. Getting Maximum From The Numbers
  - C. Selling Stations Without The Numbers

### EARLY BIRD REGISTRATION FEES

Members.....	\$50.00
Non-Members.....	\$60.00
Late Fee After October 31.....	\$10.00
Spouse Regular or Banquet Ticket.....	\$40.00

CONTACT: SONDRA FREELS.....[504] 822-1945  
 BARBARA A. LEWIS.....[504] 242-3131

### SOUVENIR BOOKLET INFORMATION

★ Ads Page Size Based on 8½ x 11 Trim

\$400.00.....	Full Page - Inside Front & Back
\$300.00.....	Full Page
\$200.00.....	Half Page
\$150.00.....	Fourth Page
\$75.00.....	Eighth Page
\$50.00.....	Professional Card And Name
Non Camera Ready Art Work.....	\$100.00

CONTACT: A. D. WASHINGTON, 10835 PHANTOM HILL  
 DALLAS, TEXAS 75217 • [214] 556-2002

### THE SEVENTH ANNUAL YBPC NATIONAL MEETING '84

YBPC, INC. • c/o Ms. Sondra Freels • 7011 Salem Dr.  
 New Orleans, Louisiana 70127  
 [504] 822-1945

NAME \_\_\_\_\_

RADIO/TV STATION \_\_\_\_\_

COMPANY \_\_\_\_\_

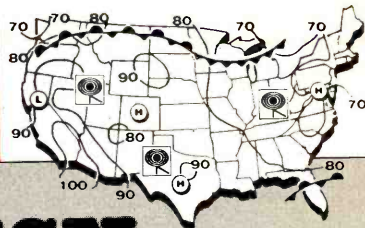
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ \$ \_\_\_\_\_

[CHECKS OR MONEY ORDERS ONLY]



The National Weather Forecast Shows Columbia Records As Hot!



# CHAMPAIGN

"Off And On Love"

**Black/Urban BREAKERS**

Black/Urban Chart: **27** Billboard **41**

**#2 MOST ADDED**

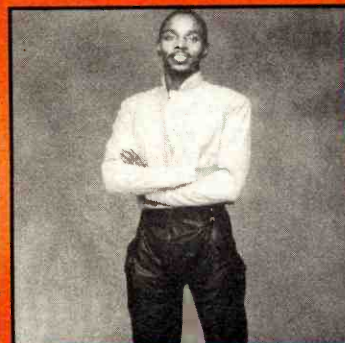


# REBBIE JACKSON

"Centipede"

Black/Urban Chart: **24** to **14**

Billboard: **43** to **29**



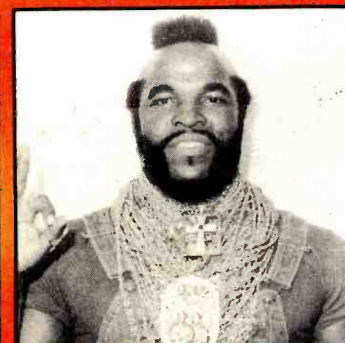
# PHILIP BAILEY

"Photogenic Memory"

- |         |      |      |
|---------|------|------|
| WDAS    | KSOL | WJAX |
| WAMO    | WATV | WPDQ |
| WACK    | WENN | WQQK |
| KMJQ    | WPEG | WPLZ |
| KYOK    | WFXC | KOKA |
| KRNB    | WQMG | WQKS |
| WZEN-FM | WKXI | WWWS |

Billboard: **81**

**CHR SIGNIFICANT ACTION**



# Mr. "T"

"Mr. 'T's Commandment"

- |         |       |      |
|---------|-------|------|
| WACK    | WPEG  | KAPE |
| KYOK    | JET94 | KOKA |
| WDIA    | WFXC  | WVDM |
| WYLD-FM | WKXI  | WANM |
| WZAK    | KJCB  | WAAA |
| WJLB    | WQQK  | WVOI |
| WNHC    |       |      |

Billboard: **85**

**CHR SIGNIFICANT ACTION**

Forecast For This Coming Week:

The New **DENIECE WILLIAMS** Single

"Black Butterfly"



# Black/Urban Regionalized Adds & Hots

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

## EAST

**WVON/Philadelphia**  
Joe Tamburro

**WVON-FM/Baltimore**  
Keith Newman

**BILLY JOEL**  
ASHFORD & SIMPSON

**ASHFORD & SIMPSON**  
JEFFREY OSBORNE

**KASBIE**  
SCOOLO BOYZ

**DIANNE REEVES**  
ROGAN

**EMOTIONS**  
HOTTEST:

**JEFFREY OSBORNE**  
ALICIA MYERS

**DAN HARTMAN**  
STEVIE WONDER

**ALBEM**

**WVYV/Baltimore**  
Roy Sampson

**DAN HARTMAN**  
PRIME TIME

**JEFFREY OSBORNE**  
NEW EDITION

**RICHARD D. FIELDS**  
GLEN JONES

**ASHFORD & SIMPSON**  
RONIMONICS

**STAPLE SINGERS**  
CIRCUIT

**NADONNA**  
HOTTEST:

**MTUNE**  
BILLY OCEAN

**ALICIA MYERS**  
KENNEDY & OSBORNE

**JANET JACKSON**

**WJLT/Boston**  
Eroy R.C. Smith

**CHAKA KHAN**  
JANET JACKSON

**ASHFORD & SIMPSON**  
LATOYA JACKSON

**EUGENE WILDE**  
CHAMPAIGN

**MAMA**  
HOTTEST:

**BILLY OCEAN**  
ALICIA MYERS

**KENNEDY & OSBORNE**  
CERBERELLE

**PRINCE**

**WKND/Hartford**  
Jordan McLean

**RICHARD D. FIELDS**  
T.M.S.

**CONTROLERS**  
SMOKEY ROBINSON

**CHAMPAIGN**  
JAZZ JAY

**ASHFORD & SIMPSON**  
T.H.S.

**MTUNE**  
SOS BAND

**ALICIA MYERS**  
STEVIE WONDER

**NEW EDITION**

**WVHC/Haven**  
James Jordan

**KENNY ROGERS**  
CREAMY MAMA

**PALMER POWERS TWO**  
CHAMPAIGN

**ASHFORD & SIMPSON**  
WHODINI

**FACE TO FACE**  
BLOODSTONE

**EVELYN THOMAS**  
BRENDA LEE EAGER

**HOTTEST:**  
BONNIE PATTER

**LILLO THOMAS**  
LATTIVAW & GILL

**SOS BAND**  
RICK JAMES

**WVY/New York**  
Tyler Quatarone

**CHAMPAIGN**  
FAT BOYS

**KURTIS BLOW**  
DONNA SUMMER

**HOTTEST:**  
TINA TURNER

**PRINCE**  
FORCE MD'S

**ALICIA MYERS**  
CONYDINI

**WUSL/Philadelphia**  
WeslyBuggs

**LATOYA JACKSON**  
JERMAINE JACKSON

**NEXT MOVEMENT**  
ASHFORD & SIMPSON

**JEFFREY OSBORNE**  
HOTTEST:

**MTUNE**  
SOS BAND

**NADONNA**  
DEBARCARE

**REBBIE JACKSON**  
T.L.A. ROCK & JAZZ

## WVON/Philadelphia

**ASHFORD & SIMPSON**  
PHILIP BAILEY

**JAZZ JAY**  
LAKESIDE

**TEAR ME UP**  
GLEN JONES

**TINA TURNER**  
JEFFREY OSBORNE

**STAPLE SINGERS**  
R.J.'S LATEST ARRIV

**DRUM**  
KAGNY

**WEKRECIN' CREW**  
SOS BAND

**JACKSONS**  
STEVIE WONDER

**STEPHANIE MILLS**  
REBBIE JACKSON

**WAMOP/Pittsburgh**  
Allen Harrison

**PRINCE**  
TINA TURNER

**ASHFORD & SIMPSON**  
CIRCUIT

**KORO POP**  
CHAMPAIGN

**PHILIP BAILEY**  
KENNY ROGERS

**BAR-KATS**  
PRINCE

**LEON HAYWOOD**  
HOTTEST:

**SOS BAND**  
PRINCE

**TINA TURNER**  
HOTTEST:

**WVUR/Washington, DC**  
Libby Lawson

**ASHFORD & SIMPSON**  
JEFFREY OSBORNE

**KENNY ROGERS**  
GOODIE

**BAR-KATS**  
APOLLONIA 6

**LEON HAYWOOD**  
BROTHERS JOHNSON

**HOTTEST:**  
SOS BAND

**PRINCE**  
TINA TURNER

**PHILIP BAILEY**  
KENNY ROGERS

**BAR-KATS**  
PRINCE

**ALICIA MYERS**  
RUN D.M.C.

**CHAKA KHAN**

## WVON/Washington, DC

**LAURA BRANIGAN**  
RICK SPRINGFIELD

**PHILIP BAILEY**  
VANITY

**CERBERELLE**  
GAYLE ADAMS

**HOTTEST:**  
TIME

**MADONNA**  
CHAKA KHAN

**BILLY OCEAN**  
ALICIA MYERS

**WVUR/Washington, DC**  
Libby Lawson

**ASHFORD & SIMPSON**  
JEFFREY OSBORNE

**KENNY ROGERS**  
GOODIE

**BAR-KATS**  
APOLLONIA 6

**LEON HAYWOOD**  
BROTHERS JOHNSON

**HOTTEST:**  
SOS BAND

**PRINCE**  
TINA TURNER

**PHILIP BAILEY**  
KENNY ROGERS

**BAR-KATS**  
PRINCE

**ALICIA MYERS**  
RUN D.M.C.

**CHAKA KHAN**

## SOUTH

**WAOK/Atlanta**  
Larry Titland

**ASHFORD & SIMPSON**  
PHILIP BAILEY

**TIME**  
DETROIT

**EVELYN KING**  
APOLLONIA 6

**KASHIF**  
BRENDA LEE EAGER

**DIVINE SOUNDS**  
PRETTY POISON

**HOTTEST:**  
STEVIE WONDER

**BILLY OCEAN**  
CHAKA KHAN

**PRINCE**  
RAY PARKER JR.

**WVEE/Atlanta**  
Scott Andrews

**PRETTY POISON**  
MIDWAY

**BAR-KATS**  
EVELYN THOMAS

**JAZZ JAY**  
JAY NOVELLE

**JOHNNIE TAYLOR**  
RODNEY SAULSBERRY

**GLEN JONES**  
JUNIOR

**BRASS CONSTRUCTION**  
STAPLE SINGERS

**CHAMPAIGN**  
LAKESIDE

**GLEN JONES**  
HOTTEST:

**MADONNA**  
DAVID LASLEY

**MTUNE**  
BILLY OCEAN

**CHAKA KHAN**

## WVFX/Durham

**Ken Rush**

**GIL SCOTT-HERON**  
ASHFORD & SIMPSON

**MADONNA**  
CHAMPAIGN

**JOCELYN BROWN**  
PRIME TIME

**CONTROLERS**  
TINA TURNER

**KASHIF**  
VANITY

**HOTTEST:**  
PRINCE

**CHAKA KHAN**  
BILLY OCEAN

**WVFX/Durham**  
Avin Stow

**GIL SCOTT-HERON**  
ASHFORD & SIMPSON

**MADONNA**  
CHAMPAIGN

**JOCELYN BROWN**  
PRIME TIME

**CONTROLERS**  
TINA TURNER

**KASHIF**  
VANITY

**HOTTEST:**  
PRINCE

**CHAKA KHAN**  
BILLY OCEAN

## WVFX/Durham

**KNOR-94.1/Ft. Worth**  
Kenny Byrd

**JOYCE KENNEDY**  
TEMPER

**MADONNA**  
KURTIS BLOW

**DEBBIE DEB**  
SOS BAND

**STEVIE WONDER**  
KURTIS BLOW

**VALENTINE BROS.**  
EUGENE WILDE

**ASHFORD & SIMPSON**  
HOTTEST:

**STEVIE WONDER**  
JANET JACKSON

**CHAKA KHAN**  
RODNEY SAULSBERRY

**WMOG/Greensboro**  
Doc Foster

**TINA TURNER**  
APOLLONIA 6

**TIME**  
JERMAINE JACKSON

**PHILIP BAILEY**  
STAPLE SINGERS

**ASHFORD & SIMPSON**  
SCOOLO BOYZ

**BAR-KATS**  
DREAMBOY

**BILLY OCEAN**  
ALICIA MYERS

**MENUDO**  
JANET JACKSON

**RUN D.M.C.**  
HOTTEST:

**STEVIE WONDER**  
VANITY

**KENNY & OSBORNE**  
STEVIE WONDER

**ASHFORD & SIMPSON**  
BEATRICE YETTE

**CAPTAIN ROCK**  
PRINCE

**EGYPTIAN LOVER**  
SCOTT JAMES

**WVBN/Birmingham**  
Michael Star

**ASHFORD & SIMPSON**  
DIVINE SOUNDS

**APOLLONIA 6**  
GOODIE

**BARBARA MITCHELL**  
HOTTEST:

**KENNEDY & OSBORNE**  
PRINCE

**RUN D.M.C.**  
ALICIA MYERS

**WVBN/Birmingham**  
Michael Star

**ASHFORD & SIMPSON**  
DIVINE SOUNDS

**APOLLONIA 6**  
GOODIE

**BARBARA MITCHELL**  
HOTTEST:

**KENNEDY & OSBORNE**  
PRINCE

**RUN D.M.C.**  
ALICIA MYERS

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Avin Stow

**GIL SCOTT-HERON**  
ASHFORD & SIMPSON

**MADONNA**  
CHAMPAIGN

**JOCELYN BROWN**  
PRIME TIME

**CONTROLERS**  
TINA TURNER

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PRINCE

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VANITY

**HOTTEST:**  
PRINCE

**CHAKA KHAN**  
BILLY OCEAN

## MIDWEST

**WVON/Chicago**  
Lee Michaels

**JACKLYN & HYDE**  
NUANCE

**ROSE ROYCE**  
LIONEL RICHIE

**T.H.S.**  
HOTTEST:

**KENNEDY & OSBORNE**  
RICK JAMES

**WVON/Chicago**  
Graham Armstrong

**DAN HARTMAN**  
PRIME TIME

**CARS**  
LAKESIDE

**JACKLYN & HYDE**  
HOTTEST:

**KENNEDY & OSBORNE**  
ALICIA MYERS

**PRINCE**  
SOS BAND

**WVON/Chicago**  
Graham Armstrong

**DAN HARTMAN**  
PRIME TIME

**CARS**  
LAKESIDE

**JACKLYN & HYDE**  
HOTTEST:

**KENNEDY & OSBORNE**  
ALICIA MYERS

**PRINCE**  
SOS BAND

## WVON/Chicago

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Graham Armstrong

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SOS BAND

## WV



# R&R Country NATIONAL AIRPLAY/50

## September 21, 1984

These Weeks	Last Weeks	Rank	Song	Label	Total Reports/Addds	Heavy	Medium	Light
5	4	1	CONWAY TWITTY/I Don't Know A Thing About Love (WB)		153/0	132	18	3
4	3	2	BARBARA MANDRELL & LEE GREENWOOD/To Me (MCA)		149/0	122	19	8
11	6	4	L. GATLIN & THE GATLIN BROS./The Lady Takes The... (Columbia)		152/1	122	23	7
12	7	5	ALABAMA/If You're Gonna Play In Texas (RCA)		149/2	125	22	2
13	8	6	EDDY RAVEN/I Could Use Another You (RCA)		156/1	117	29	10
15	11	9	WILLIE NELSON/City Of New Orleans (Columbia)		154/0	114	38	2
14	9	7	RICKY SKAGGS/Uncle Pen (Epic)		144/0	107	25	12
16	13	10	GARY MORRIS/Second Hand Heart (WB)		152/1	103	45	4
19	14	11	EXILE/Give Me One More Chance (Epic)		154/0	88	62	4
1	1	3	OAK RIDGE BOYS/Everyday (MCA)		137/0	106	24	7
24	17	13	JOHN SCHNEIDER/I've Been Around Enough To Know (MCA)		151/1	82	58	11
25	20	14	JOHN ANDERSON/She Sure Got Away With My Heart (WB)		151/6	73	61	17
23	19	16	VERN GOSDIN/What Would Your Memories Do (Compeat/PG)		140/2	72	54	14
21	18	15	DAN SEALS/The Wild Side Of Me (Liberty)		149/4	61	64	24
37	28	18	JOHNNY LEE/You Could've Heard A Heart Break (Full Moon/WB)		150/6	38	91	21
26	22	17	EMMYLOU HARRIS/Pledging My Love (WB)		144/3	46	80	18
30	24	19	LEE GREENWOOD/Fool's Gold (MCA)		141/2	33	96	12
39	34	21	RONNIE MILSAP/Prisoner Of The Highway (RCA)		148/5	31	94	23
44	39	23	JANIE FRICKE/Your Heart's Not In It (Columbia)		150/7	21	93	36
34	32	22	STATLERS/One Takes The Blame (Mercury/PG)		135/4	29	85	21
45	36	25	DON WILLIAMS/Maggie's Dream (MCA)		145/11	18	89	38
29	26	24	KAREN BROOKS/Tonight I'm Here With Someone Else (WB)		121/5	31	56	34
2	2	8	MERLE HAGGARD/Let's Chase Each Other Around The Room (Epic)		115/0	66	36	13
32	30	26	MOE BANDY/Woman Your Love (Columbia)		125/3	33	69	23
-	45	29	EARL THOMAS CONLEY/Chance Of Lovin' You (RCA)		144/5	14	87	43
33	31	28	BILL MEDLEY/I've Always Got The Heart To Sing The Blues (RCA)		122/4	19	75	28
3	5	12	CRYSTAL GAYLE/Turning Away (WB)		103/1	59	25	19
38	35	30	JUICE NEWTON/Ride 'Em Cowboy (Capitol)		128/4	11	87	30
46	42	32	MICKEY GILLEY/Too Good To Stop Now (Epic)		143/12	6	91	46
35	33	31	RAZZY BAILEY/Knock On Wood (MCA)		104/4	18	61	25
-	48	39	A. MURRAY with D. LOGGINS/Nobody Loves Me Like You Do (Capitol)		134/14	11	72	51
40	37	33	R. CHARLES (w/B.J. THOMAS)/Rock And Roll Shoes (Columbia)		109/3	18	66	25
42	40	34	WHITES/Pins And Needles (MCA/Curb)		128/4	11	82	35
41	38	35	LOUISE MANDRELL/Goodbye Heartache (RCA)		124/1	6	82	36
47	44	37	MICHAEL MARTIN MURPHEY/Radio Land (Liberty)		130/9	7	68	55
43	41	38	BRENDA LEE/A Sweeter Love (I'll Never Know) (MCA)		110/5	14	60	36
31	29	27	REX ALLEN JR./Dream On Texas Ladies (Moon Shine)		89/2	28	39	22
-	45	40	TOM T. HALL/P.S. I Love You (Mercury/PG)		111/10	3	55	53
-	44	41	DOLLY PARTON/God Won't Get You (RCA)		117/17	3	46	68
BREAKER	42	43	GEORGE JONES/She's My Rock (Epic)		109/40	4	33	72
BREAKER	43	44	NITTY GRITTY DIRT BAND/I Love Only You (WB)		108/34	1	30	77
BREAKER	44	45	PINKARD & BOWDEN/Mama She's Lazy (WB)		101/17	1	22	78
DEBUT	45	46	BELLAMY BROTHERS/World's Greatest Lover (MCA/Curb)		92/36	1	26	65
6	10	20	JIM GLASER/You're Gettin' To Me Again (Noble Vision)		58/0	22	20	16
10	12	36	RONNIE McDOWELL/I Got A Million Of 'Em (Epic)		50/0	19	17	14
DEBUT	46	47	DAVID FRIZZELL & SHELLY WEST/It's A Be Together Night (Viva)		92/24	1	29	62
DEBUT	47	48	DAVID ALLAN COE/It's Great To Be Single Again (Columbia)		69/3	6	30	33
DEBUT	48	49	ATLANTA/Wishful Drinkin' (MCA)		83/15	0	32	51
7	15	40	JOHN CONLEE/Way Back (MCA)		47/0	8	25	14
DEBUT	49	50	CHARLY McCLAIN/Some Hearts Get All The Breaks (Epic)		81/22	0	23	58

### MOST ADDED

- GEORGE JONES (40) She's My Rock (Epic)
- WAYLON JENNINGS (39) America (RCA)
- EDDIE RABBITT (38) The Best Year Of My Life (WB)
- GEORGE STRAIT (36) Does Fort Worth Ever Cross... (MCA)
- BELLAMY BROTHERS (36) World's Greatest Lover (MCA/Curb)
- NITTY GRITTY DIRT BAND (34) I Love Only You (WB)
- JUDDS (32) Why Not Me (RCA/Curb)
- D. FRIZZELL & S. WEST (24) It's A Be Together Night (Viva)
- HANK WILLIAMS JR. (24) All My Rowdy Friends Are... (WB/Curb)
- CHARLY McCLAIN (22) Some Hearts Get All The Breaks (Epic)

### HOTTEST

- ALABAMA (74) If You're Gonna Play In Texas (RCA)
- CONWAY TWITTY (65) I Don't Know A Thing About Love (WB)
- B. MANDRELL & L. GREENWOOD (62) To Me (MCA)
- WILLIE NELSON (54) City Of New Orleans (Columbia)
- OAK RIDGE BOYS (47) Everyday (MCA)
- JOHN SCHNEIDER (44) I've Been Around Enough To Know (MCA)
- L. GATLIN & GATLIN BROS. (40) The Lady Takes The Cowboy... (?)
- RICKY SKAGGS (34) Uncle Pen (Epic)
- EXILE (27) Give Me One More Chance (Epic)
- EDDY RAVEN (27) I Could Use Another You (RCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS

**GEORGE JONES**  
She's My Rock (Epic)

On 70% of reporting stations. Rotations: Heavy 4, Medium 33, Light 72, Total Adds 40 including WIXY, KIX106, KMML, KLRA, KKYX, WGAR-FM, WOW, KVOC, KSOP, KXAN. A Most Added Record. Moves 50-40 on the Country chart.

**NITTY GRITTY DIRT BAND**  
I Love Only You (WB)

On 69% of reporting stations. Rotations: Heavy 1, Medium 30, Light 77, Total Adds 34 including WCAO, WNYR, WEZL, WMC, WUSQ, WDGY, KOMA, KYAK, KLZ, KVEG. A Most Added Record. Debuts at number 41 on the Country chart.

**PINKARD & BOWDEN**  
Mama She's Lazy (WB)

On 65% of reporting stations. Rotations: Heavy 1, Medium 22, Light 78, Total Adds 17 including WDNA, WXTU, WIXY, WKLO, WCMS, WMNI, WMIL, KCJB, KUZ, KVOC. Moves 46-42 on the Country chart.



# HANK'S PICKS For Weekend Of Sept. 22nd

Last Week 80% correct

## COLLEGE

- TENNESSEE over ARMY
- BOSTON COLLEGE over NORTH CAROLINA
- ALABAMA over SOUTHWEST LOUISIANA
- NEBRASKA over UCLA
- MICHIGAN over WISCONSIN

## PROS

- ATLANTA FALCONS over HOUSTON OILERS
- SAN FRANCISCO 49ERS over PHILADELPHIA EAGLES
- MIAMI DOLPHINS over INDIANAPOLIS COLTS
- DALLAS COWBOYS over GREENBAY PACKERS
- NEW YORK GIANTS over TAMPA BAY BUCCANEERS



# Country

## NEW & ACTIVE

- ✓ **BELLAMY BROTHERS** "World's Greatest Lover" (MCA/Curb) 92/36  
Rotations: Heavy 1, Medium 26, Light 65, Total Adds 36 including WCAO, WYR, WIXY, WSO, WMC, WCMS, WUSO, WMNI, WCJZ, WBCS, WXCL, KTKP, KIK-FM, KKCS, KGA. Debuts at number 43 on the Country chart.
- ✓ **DAVID FRIZZELL** "SHELL WEST "It's A Be Together Night" (Viva) 92/24  
Rotations: Heavy 1, Medium 29, Light 62, Total Adds 24 including WCAO, WKYG, WYVA, WMM, WEZL, WKLO, WSM, KYXX, WITL, WOV, WTR, KRST, KVEG, KCCY. Debuts at number 46 on the Country chart.
- ATLANTA** "Wishful Drinkin'" (MCA) 83/15  
Rotations: Heavy 1, Medium 32, Light 51, Total Adds 15, WCAO, WIXY, WYVA, WKLO, WMC, WKX, WSLR, WGE, WMIL, WOV, WTD, KTKP, KFDD, KIK-FM, KEIN. Debuts at number 48 on the Country chart.
- CHARLY McCLAIN** "Some Hearts Get All The Breaks" (Epic) 81/22  
Rotations: Heavy 0, Medium 23, Light 58, Total Adds 12 including WRKZ, WXL, KEAN, WXBO, KLRA, WUSQ, WSLR, WMMW, KWMT, WTSO, KOMA, KYAK, KKCS, KVEG, KWJL, KCCY. Debuts at number 50 on the Country chart.
- VINCE GILL** "Turn Me Loose" (RCA) 73/19  
Rotations: Heavy 1, Medium 19, Light 53, Total Adds 19 including WPTR, WAJR, WXL, WPOP, WILQ, WXBO, WMC, WPAF, WMNI, KWMT, KCJB, KOMA, KIX-FM, KVEG, KGA.
- DAVID ALLAN COE** "It's Great To Be Single Again" (Columbia) 69/3  
Rotations: Heavy 8, Medium 30, Light 33, Total Adds 3, WGN, WMC, KUZZ. Heavy: WTVY, KIKK, KYXX, KKYX, KSO, KVOD, Medium: WYVA, WYR, WONE, KTT, KRSY, KSOP.
- ✓ **WAYLON JENNINGS** "America" (RCA) 68/39  
Rotations: Heavy 2, Medium 14, Light 62, Total Adds 39 including WRKZ, WAJR, WKYG, WSO, WAMZ, KISS-FM, WCMS, KYXX, WRK, WGAR-FM, KTT, WIL, KUZZ, KLZ, KGA.
- STEVE WARINER** "Don't You Give Up On Love" (RCA) 64/20  
Rotations: Heavy 2, Medium 14, Light 68, Total Adds 20 including WXL, WYVA, WLO, KEAN, KHEY, WMC, WKIX, WQYK, KFOD, WYJ, WTD, KKCS, KVEG, KTM, KGA.
- JIMMY BUFFETT** "When The Wild Life Betrays Me" (MCA) 60/10  
Rotations: Heavy 2, Medium 17, Light 41, Total Adds 10, WEZL, WGT, KLRA, KYXX, KWMT, WITL, KIOV, WTD, KKCS, KVEG, KRSY, KISS-FM, KKKY, Medium: WBGW, WSN.
- ✓ **GEORGE STRAIT** "Does Fort Worth Ever Cross Your Mind" (MCA) 57/36  
Rotations: Heavy 2, Medium 11, Light 44, Total Adds 36 including WGN, WYVA, WXL, KASE, WYK, WSO, KPLX, KSSN, KKYX, WRK, KSO, WXL, KYGO, KFRY, KTKM, KMPS.
- KATHY MATTEA** "That's Easy For You To Say" (Mercury/PolyGram) 52/9  
Rotations: Heavy 0, Medium 21, Light 31, Total Adds 9, WCAO, WYVA, WMC, WMNI, WITL, WLO, WBCS, KMAK, KGA. Medium: WAJR, WTVY, WCMS, KRMD, WCAJ, WFRS.
- BANDANA** "All I Wanna Do..." (WB) 52/3  
Rotations: Heavy 3, Medium 28, Light 20, Total Adds 3, WBCS, K102, KFTN. Heavy: WILQ, WTVY, KIOV, Medium: WBGW, WOKG, WYI, WEZL, WCXJ, KFRY.
- TOM JONES** "All The Love Is On The Radio" (Mercury/PolyGram) 51/4  
Rotations: Heavy 2, Medium 21, Light 28, Total Adds 4, KRRV, KLL, WMC, WKIX, Heavy: WPAF, KKYX, Medium: WKXW, WSN, WTVY, KEB, KTT, KVOD, KRKT, KJCN, KSOP.
- MARK GRAY** "Diamond In The Dust" (Columbia) 47/20  
Rotations: Heavy 0, Medium 8, Light 39, Total Adds 20 including WYVA, WPOP, WSO, WTVY, KLRA, WKIX, KKYX, WAXX, WKX, KVOD, KGH, KMAK, KWJL, KRSY, KSOP.

## SIGNIFICANT ACTION

- KEITH STEGALL** "Whatever Turns You On" (Epic) 43/12  
Rotations: Heavy 0, Medium 8, Light 37, Total Adds 12 including WYI, WEZL, WSO, WTVY, KISS-FM, WKIX, WQYK, WTD, KSOP, KGA.
- HILLARY KANTER** "Good Night For Falling In Love" (RCA) 43/0  
Rotations: Heavy 1, Medium 16, Light 26, Total Adds 0, Heavy: KISS-FM, Medium: WGN, WYK, WEZL, WTVY, KBR, WGAR-FM, WYI, WYI, KRKT, KQIL.
- ✓ **EDDIE RABBITT** "The Best Year Of My Life" (WB) 39/38  
Rotations: Heavy 2, Medium 6, Light 31, Total Adds 38 including WCAO, WSN, KASE, WTVY, WNOX, WLWI, WIRE, KVOD, KUZZ, KNIX.
- GAIL DAVIES** "Jagged Edge Of A Broken Heart" (RCA) 39/21  
Rotations: Heavy 0, Medium 6, Light 33, Total Adds 21 including WOKG, KMM, WTVY, KLRA, KKYX, WBCS, KOMA, KTKP, KVOD, KGA.
- McGUFFEY LANE** "The First Time" (Atlantic America) 38/0  
Rotations: Heavy 2, Medium 13, Light 23, Total Adds 0, Heavy: WKYG, KISS-FM, Medium: WPTR, WAJR, WTVY, WUSQ, WONE, WOV, KUY, KRWD.
- ✓ **HANK WILLIAMS JR.** "All My Rowdy Friends Are Coming..." (WB/Curb) 37/24  
Rotations: Heavy 0, Medium 7, Light 30, Total Adds 24 including WYK, KMM, WSO, WAMZ, WLWI, KSO, KVOD, KWJL, KSOP, KCCY.
- ✓ **JUDDS** "Why Not Me" (RCA/Curb) 34/32  
Rotations: Heavy 1, Medium 11, Light 22, Total Adds 32 including WSN, WYK, KXYL, WAMZ, WMC, WCXJ, KFDD, KFRY, KWJL, KMPS.
- JUDY COLLINS** with T.G. SHEPPARD "Home Again" (Elektra) 34/12  
Rotations: Heavy 0, Medium 8, Light 25, Total Adds 12 including WYVA, WYI, WMC, WKIX, KKYX, KBR, WAXX, WOV, KWMT, KJOT, KLZ, KSON.

- BECKY HOBBS** "Pardon Me..." (EMI America) 34/8  
Rotations: Heavy 0, Medium 13, Light 21, Total Adds 8, WYVA, WGT, WAMZ, WMC, WLWI, WCMS, KWMT, KTKP, Medium: WKX, KSOP.
- TONY ARATA** "Come On Home" (Noble Vision) 34/5  
Rotations: Heavy 0, Medium 7, Light 27, Total Adds 5, WSN, WKYG, WYOD, KVEG, KIGO, Medium: WYI, KHEY, KBR, WITL, KIOV.
- KAREN TAYLOR-GOOD** "We Just Got To Dance" (Mesa) 31/1  
Rotations: Heavy 0, Medium 13, Light 18, Total Adds 1, WCAO, Medium: WGN, WYVA, WML, WCMS, KRMD, WTD, KRKT, KEIN, KSOP.
- EVERLY BROTHERS** "On The Wings Of A Nightingale" (Mercury/PolyGram) 26/7  
Rotations: Heavy 0, Medium 3, Light 23, Total Adds 7, WYI, WYI, KISS-FM, WQYK, WOV, K102, KQIL, Medium: WGN, WONE, WYJ.
- KEITH WHITLEY** "Turn Me To Love" (RCA) 23/9  
Rotations: Heavy 0, Medium 3, Light 20, Total Adds 9, WKYG, WYVA, WPAF, KKYX, KIOV, KTT, KFDD, KMAK, KSOP, Medium: KUZZ.
- SAWYER BROWN** "Leone" (Capitol/Curb) 20/10  
Rotations: Heavy 0, Medium 1, Light 18, Total Adds 10, WPTR, WYVA, WSN, WPOP, KBR, KECK, KOMA, WTD, KRWD, KTM.
- CHRIS HILLMAN** "Somebody's Back In Town" (Sugar Hill) 20/8  
Rotations: Heavy 0, Medium 3, Light 17, Total Adds 8, KRRV, WYI, KFOD, WBCS, KOMA, WOV, KTT, KTM, Medium: WGN, KFDD.
- DOTIE WEST** "What's Good For The Goose" (Perman) 20/2  
Rotations: Heavy 0, Medium 3, Light 17, Total Adds 2, WYI, KBR, Medium: WCXJ, KRKT, KMPS, Light: WOKG, WTVY, KISS-FM, WTR, KCB.
- TERRI GIBBS** "Rocky Top" (MCA) 20/1  
Rotations: Heavy 0, Medium 6, Light 14, Total Adds 1, KRRV, Medium: WPTR, WSN, CHOW, WPAF, WCXJ, KTT, Light: KSO, KRKT, KRSY.
- ZELLA LEHR** "All Heaven Is About To Break Loose" (Complet/PolyGram) 19/10  
Rotations: Heavy 0, Medium 1, Light 18, Total Adds 10, WYI, KHEY, KKYX, KBR, KWMT, KJOT, KMAK, KEIN, KWJL, KTM.
- BARBARA MANDRELL** "Crossword Puzzle" (MCA) 17/17  
Rotations: Heavy 1, Medium 3, Light 13, Total Adds 17 including WBGW, WSN, KXYL, WTVY, WCXJ, KFDD, KTM, KMAK, KRKT, WRK.
- NARVEL FELTS** "I'm Glad You Couldn't Sleep Last Night" (Evergreen) 17/5  
Rotations: Heavy 0, Medium 4, Light 13, Total Adds 5, WSN, WAXZ, WBL, WBCS, WTD, KTM, Medium: KMM, WLWI, WPAF, KVOD.
- MASON DIXON** "Gettin' Over You" (Texas) 15/4  
Rotations: Heavy 0, Medium 5, Light 10, Total Adds 4, WCAO, KFOD, WTD, KFDD, Medium: KMM, KLVI, KXYL, KKYX, Light: KRMD, KGA.
- FLOYD BROWN** "Kiss Me Just One More Time" (MCA) 14/4  
Rotations: Heavy 0, Medium 1, Light 13, Total Adds 5, WBGW, WYI, KRRV, WCMS, KRKT, Medium: WYK, Light: KKYX, KEB, WOV, KRSY.
- MOE BANDY & JOE STAMPLEY** "The Boy's Night Out" (Columbia) 12/11  
Rotations: Heavy 0, Medium 2, Light 10, Total Adds 11, WPTR, WBGW, WPAF, KSO, WCXJ, KXY, KFDD, KMAK, KRWD, KTM.
- RONNIE DUNN** "Jessie" (MCA) 10/6  
Rotations: Heavy 1, Medium 0, Light 8, Total Adds 6, WYVA, WSN, KRRV, WPAF, WOV, KVOD, Light: KEB, KRKT, KRWD, KRSY.
- KIMBERLY SPRINGS** "Old Memories Are Hard To Lose" (Capitol) 8/6  
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 6, WGN, WYVA, WSN, WYVA, KRMD, KQIL, Medium: WCXJ, Light: KRWD.

## COUNTRY ALBUM TRACKS

cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
GEORGE JONES/Learning To Do Without... (Epic)	You've Still... The First Word In Me
JANIE FRICKE/Another Man Like That (Columbia)	Solo
DAVID FRIZZELL/Country Music Love Affair (Viva)	Eye Of A Hurricane
JOHN ANDERSON/Red Georgia Clay (WB)	New Patches
M. TILLIS w/W. NELSON/Texas On A Saturday Night (MCA)	Letter To Home
GLEN CAMPBELL/Letter To Home (At. America)	Restless Heart
JUICE NEWTON/Restless Heart (RCA)	Plain Dirt Fashion
NITTY GRITTY DIRT BAND/High Horse (WB)	Easy Street
WRIGHT BROTHERS/Eight Days A Week (Mercury/PG)	Eye Of A Hurricane
JOHN ANDERSON/Eye Of A Hurricane (WB)	The Power Of Love
CHARLEY PRIDE/Stagger Lee (RCA)	Major Moves
HANK WILLIAMS JR./Country Relaxin' (WB/Curb)	Never Could Toe The...
WAYLON JENNINGS/Settin' Me Up (RCA)	What About Me
KENNY ROGERS/Crazy (RCA)	I'm Not Through...
LOUISE MANDRELL/This Bed's Not Big Enough (RCA)	



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# AOR / ALBUMS

September 21, 1984

162 AOR REPORTERS

Chart	Week	Artist/Album	Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
1	1	1 BRUCE SPRINGSTEEN/Born In The... (Columbia)	150	144	6	0 =
4	2	2 FIXX/Phantoms (MCA)	155	132	23	0 =
24	17	3 J. CAFFERTY & THE.../Eddie & The... (Scotti Bros./CBS)	143	123	20	3 =
2	3	4 JOHN WAITE/No Brakes (EMI America)	147	83	64	2+
7	5	5 LINDSEY BUCKINGHAM/Go Insane (Elektra)	137	103	33	1 =
6	7	6 SCANDAL f/PATTY SMYTH/The Warrior (Columbia)	138	77	58	11+
5	6	7 BILLY SQUIER/Signs Of Life (Capitol)	135	78	56	2 =
15	10	8 BILLY IDOL/Rebel Yell (Chrysalis)	126	90	36	2+
13	12	9 HONEYMOON SUITE/Honeymoon Suite (WB)	134	57	75	3+
9	9	10 SAMMY HAGAR/OA (Geffen)	123	67	56	3+
3	4	11 CARS/Hearbeat City (Elektra)	120	80	40	2+
20	20	12 KROKUS/The Blitz (Arista)	123	51	71	3+
13	12	13 METROPOLIS/Soundtrack (Columbia)	126	41	84	2+
17	16	14 PRINCE/Purple Rain (WB)	110	88	22	0 =
31	21	15 SURVIVOR/Vital Signs (Scotti Bros./CBS)	131	33	94	18 =
22	21	16 ROMEO VOID/Instincts (415/Columbia)	116	42	71	4+
10	15	17 PETER WOLF/Lights Out (EMI America)	102	43	59	2 =
11	14	18 NIGHT RANGER/Midnight Madness (Camel/MCA)	90	59	31	0 =
21	22	19 DIO/The Last In Line (WB)	101	29	70	3+
12	11	20 STEPHEN STILLS/Right By You (Atlantic)	105	33	70	4+
8	8	21 DAVE EDMUNDS/Riff-Raff (Columbia)	105	19	84	8 =
8	8	22 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	86	52	34	1+
DEBUT	23	23 KISS/Animalize (Mercury/PG)	104	17	80	14
32	27	24 DENNIS DEYOUNG/Desert Moon (A&M)	100	33	64	8 =
27	27	25 ELTON JOHN/Breaking Hearts (Geffen)	93	29	63	10 =
19	22	26 VARIOUS ARTISTS/Every Man Has A... (Polydor/PG)	100	12	70	46 =
18	19	27 TWISTED SISTER/Stay Hungry (Atlantic)	76	33	41	5+
36	31	28 ZEBRA/No Tellin' Lies (Atlantic)	89	8	76	18+
37	29	29 STEVE PERRY/Street Talk (Columbia)	75	24	47	22 =
26	26	30 WHITESNAKE/Slide It In (Geffen)	74	18	53	4 =
DEBUT	28	31 TOMMY SHAW/Girls With Guns (A&M)	89	9	52	89
19	23	32 RATT/Out Of The Cellar (Atlantic)	62	27	35	3 =
34	34	33 IRON MAIDEN/Powerslave (Capitol)	75	5	67	6 =
35	35	34 TINA TURNER/Private Dancer (Capitol)	71	27	39	15 =
24	28	35 Y&T/In Rock We Trust (A&M)	69	10	58	2 =
DEBUT	36	36 DOKKEN/Tooth And Nail (Elektra)	80	5	60	36
38	34	37 ROD STEWART/Camouflage (WB)	66	22	43	2 =
25	30	38 LOU REED/New Sensations (RCA)	59	16	43	0 =
16	18	39 A FLOCK OF SEAGULLS/The Story Of A... (Jive/Arista)	59	18	40	1+
DEBUT	40	40 RED ROCKERS/Schizophrenic Circus (415/Columbia)	56	7	41	13 =

## BREAKERS

**KISS**  
Animalize (Mercury/PolyGram)

64% of our reporters on it. 104/14 including adds at WNEW, WHJY, WMET, KBPI, KZAP, WAAL, WFYV, WXLN, KGGG, WFBQ. Debuts at #23 on the Albums chart.

**VARIOUS ARTISTS**  
Every Man Has A Woman (Polydor/PolyGram)

61% of our reporters on it. 100/46 including adds at WIYY, WAPP, KZEW, WYFN, WMET, WEBN, KSHE, KAZY, KDKB, KOMA. Moves 40-26 on the Albums chart.

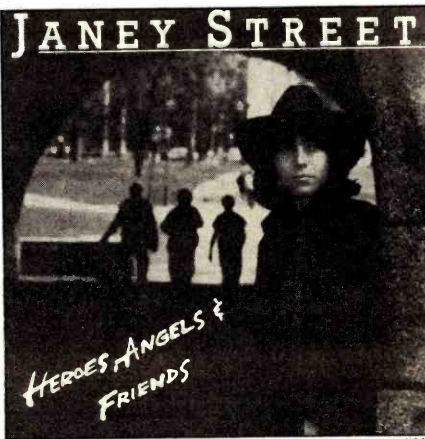
**ZEBRA**  
No Tellin' Lies (Atlantic)

54% of our reporters on it. 89/18 with adds at: KKCI, KFOG, WPYX, WAAL, WWCK, WLAV, KATT, KMOD, KIDQ. Moves 31-28 on the Albums chart.

**TOMMY SHAW**  
Girls With Guns (A&M)

54% of our reporters on it. 89/89 including adds at: WIYY, WBCN, WMMR, WKLS, KZEW, WLUP, WLLZ, KMET, KGB, KOMA. Debuts at #31 on the Albums chart.

BEFORE JANEY STREET MADE HER FIRST ALBUM  
...SHE LIVED IT.



ALB-8219

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**ARISTA**

AOR BREAKERS — Records in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.



# THE POLYGRAM BREAKERS C O L U M N

## "Every Man Has A Woman"

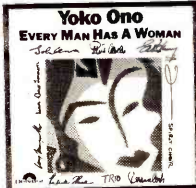
**ALBUMS**  
BREAKERS. 26

JOHN LENNON "Every Man  
Has A Woman Who Loves Him"

#1 **HOT TRACKS** NEW & ACTIVE

EDDIE MONEY  
"I'm Moving On"

HOT TRACKS DEBUT 38

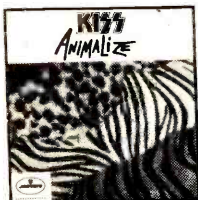


ALSO FEATURING ELVIS COSTELLO, ROSANNE CASH, HARRY NILSSON, ROBERTA FLACK, TRIO, ALTERNATING BOXES, SPIRIT CHOIR, AND SEAN ONO LENNON

# KISS

## "ANIMALIZE"

**ALBUMS**  
BREAKERS. 23



PolyGram Records

"HEAVEN'S  
ON FIRE"

HOT TRACKS 19

ALREADY OVER  
300,000 SOLD!

WATCH THIS SPACE  
FOR MORE BREAKERS!

# AOR/ALBUMS

## MOST ADDED

**TOMMY SHAW (89)**  
Girls With Guns (A&M)  
**VARIOUS ARTIST (46)**  
Every Man Has A Woman (Polydor/PolyGram)  
**DOKKEN (36)**  
Tooth And Nail (Elektra)  
**BLACKFOOT (25)**  
Vertical Smiles (Atco)  
**STEVE PERRY (22)**  
Street Talk (Columbia)  
**ZEBRA (18)**  
No Tellin' Lies (Atlantic)  
**SURVIVOR (18)**  
Vital Signs (Scotti Bros./CBS)

## MOST HOTS

**BRUCE SPRINGSTEEN (144)**  
Born In The U.S.A. (Columbia)  
**FIXX (132)**  
Phantoms (MCA)  
**J. CAFFERTY & THE BEAVER BROWN BAND (123)**  
Eddie & The Cruisers (Scotti Bros./CBS)  
**LINDSEY BUCKINGHAM (103)**  
Go Insane (Elektra)  
**BILLY IDOL (90)**  
Rebel Yell (Chrysalis)  
**PRINCE (88)**  
Purple Rain (WB)  
**JOHN WAITE (83)**  
No Brakes (EMI America)

## NEW & ACTIVE

- BLACKFOOT/Vertical Smiles (Atco) 56/25 (39/39)**  
Add: include WIYY, KYYS, KAZY, KRQR, WFYV, WIMZ, KMJX, KICT, KKDJ, KOMP. Hots: 1 WDHA. Mediums 48 include WBCN, WDVE, WKLS, WYFN, WMMS, WLLZ, WRIF, WQFM, KMET.
- RICKIE LEE JONES/The Magazine (WB) 53/8 (0/0)**  
Add: KYYS, KLAQ, WFYV, KKDJ, KMBY, WHMD, KUFO, KFMF. Hots: 9 WXRT, KBCO, KINK, WDHA, KIDO, WOBK, WPCZ, KSPN, KTCL. Mediums: 38 include WBCN, WBAB, WNEW, WLUP, WIMZ, WOOS, WLAV, KILO.
- BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 48/2 (51/8)**  
Add: KGB, KICT. Hots: 13 include WXRT, WMMS, KBCO, KAZY, KINK. Mediums: 34 include WBCN, WLUP, WLLZ, KLOS, WPHY, WZZO, WAQY, WOUR, KLAQ.
- THOMPSON TWINS/Into The Gap (Arista) 46/1 (47/4)**  
Add: WGIR. Hots: 13 include WBCN, WLIR, WLUP, WMMS, KCAL, KOAK, WDHA, WPDH, WOOS. Mediums: 32 include WBAB, WNEW, WYSP, WXRT, WIMZ, WTUE, WIOT.
- KEATS/Keats (EMI America) 38/15 (25/20)**  
Add: WLUP, WMET, WTPA, KGGG, KQDS, WLAV. Hots: 2 KAZY, WKQQ. Mediums: 31 include WIYY, WKLS, WYFN, WQFM, KBCO, KINK, WDJZ, WRXL.
- TALKING HEADS/Stop Making Sense (Sire/WB) 36/9 (35/22)**  
Add: WHJY, KTXQ, WPDH, KLAQ, WLAV, WWCT, WIOT, KILO, WGIR. Hots: 16 include WBCN, WBAB, WMMR, WXRT, KBCO, WCMF, WBLM. Mediums: 15 include WNEW, WLUP, KMET, WAAF, WLVO, KZEL.
- JIM CAPALDI/One Man Mission (Atlantic) 34/5 (31/12)**  
Add: WFYV, WOOS, WRUF, KUFO, KFMF. Hots: 1 KBCO. Mediums: 30 include WHJY, WYFN, WLUP, WXRT, WMMS, KSHE, KAZY, WAQY, KILO.
- CHICAGO/Chicago 17 (WB) 34/3 (33/3)**  
Add: KDKB, WXLN, WIOB. Hots: 17 include KYYS, KINK, WZZO, WIMZ, KMJX, KGGG, KSMB, KLYV. Mediums: 17 include WYFN, WMMS, KKCI, WAAL, WZXR, WKDF, WRXL, WOOS.
- BANANARAMA/Bananarama (London/PolyGram) 32/8 (26/1)**  
Add: WWCT, WIZN, WXCS, KUFO, KSQY, WPCZ, WZZO, KZOO. Hots: 14 include WBCN, WLUP, WXRT, WZZO, KMJX, WKDF, KSMB. Mediums: 15 include WLIR, KROQ, KOAK, WAAL, WTPA, WIMZ, KTYD.
- BAXTER ROBERTSON/Vanishing Point Two (RCA) 22/9 (0/0)**  
Add: WBCN, KUPD, KZOK, KLBJ, WOOS, WLAV, WQBK, KUFO, WYER. Hots: 0. Mediums: 18 include KBCO, KAZY, KSJO, WCMF, WQMF, WWCK.
- EVERLY BROTHERS/EB84 (Mercury/PolyGram) 22/5 (0/0)**  
Add: WLUP, KFIV, WHMD, WBYG, KFMF. Hots: 3 WKQQ, WQBK, KSPN. Mediums: 15 include WXRT, WMMS, WZZO, WTPA, KILO, WWWW, KLYV.
- DRAGON/Body And The Beat (Polydor/PolyGram) 19/0 (19/0)**  
Add: 0. Hots: 5 KROQ, KOAK, WAAF, CITI, WIZN. Mediums: 14 include KAZY, WTPA, WAQY, WTUE, KOMP, WGIR, KTYD.
- HANOI ROCKS/Two Steps From The Move (Epic) 18/10 (9/9)**  
Add: include WBCN, WYSP, KMET, WPLR, KQDS, WIOT, WIOB. Hots: 0. Mediums: 9 WBAB, WHCN, WPDH, WAQY, WAQX, WAPL.
- RUPERT HINE/The Wildest Wish To Fly (Island) 18/3 (16/2)**  
Add: KAZY, KDKB, CFOX. Hots: 4 KBCO, CHEZ, CITI, WHMD. Mediums: 14 include WBAB, WXRT, WTPA, KLBJ, WIMZ.
- THE SWIMMING POOL O' S/The Swimming Pool O' s (A&M) 18/2 (23/11)**  
Add: WKLC, KLAQ. Hots: 1 WBCN. Mediums: 16 include WKLS, WXRT, WFYV, WIMZ, KQDS, WLAV, WIOT.
- FAST FORWARD/Living In Fiction (Island) 16/7 (15/14)**  
Add: WHJY, WEBN, KGB, WPHY, KNCN, KLFX, WHMD. Hots: 0. Mediums: 14 include WDVE, CHEZ, CITI, KEZE, WYER.
- BANGLES/All Over The Place (Columbia) 16/1 (16/0)**  
Add: WNR. Hots: 7 WLIR, WXRT, KBCO, 91X, CHEZ, KSPN, KTYD. Mediums: 8 include WBCN, WLUP, KMET, KROQ.
- EUROGLIDERS/This Island (Columbia) 15/13 (3/3)**  
Add: include WBCN, WXRT, KUPD, WYDD, KMOD, KLYV, KSPN. Hots: 1 KUFO. Mediums: 7 include WDVE, WCKO, KBCO, WFYV, WQBK.
- JANEY STREET/Heroes, Angels, & Friends (Arista) 15/5 (0/0)**  
Add: WPHY, WTPA, WPDH, WIMZ, KSPN. Hots: 0. Mediums: 12 include WHJY, WSHE, WMMS, KAZY, WZZO, WOUR.
- QUEENSRYCHE/The Warning (EMI America) 14/5 (13/13)**  
Add: WHJY, WLLZ, KZOK, KNCN, KLFX. Hots: 0. Mediums: 11 include KZEW, KMET, KRCK, KFMG, KEZE.
- SANTERS/Guitar Alley (Passport) 13/1 (16/4)**  
Add: KQDS. Hots: 1 WLLZ. Mediums: 11 include WHJY, KTXQ, KGB, KNCN, WLVO, KFMG, KFMO.
- GARY O'/Strange Behavior (RCA) 12/4 (10/3)**  
Add: KTXQ, KRQR, WZZO, WIZN. Hots: 3 CFOX, CITI, K97. Mediums: 8 include CHOM, CHUM, KBCO, CHEZ.

**AOR ALBUMS** — Compiles album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulletted.



# R&R AOR /HOT TRACKS

Three Weeks Ago	Two Weeks Ago	Last Week's Position	162 AOR REPORTERS	Total	Hot	Medium	Total Adds
2	2	2	1 <b>FIXX/Are We Ourselves? (MCA)</b>	151	-	128	23-0
-	12	4	2 <b>DAVID BOWIE/Blue Jean (EMI America)</b>	158	+ 95	63	3-
1	1	1	3 <b>BRUCE SPRINGSTEEN/Cover Me (Columbia)</b>	136	- 131	5	0=
24	11	5	4 <b>J. CAFFERTY &amp; THE.../On The Dark... (Scotti Bros./CBS)</b>	143	+ 123	20	3-
-	24	7	5 <b>U2/(Pride) In The Name Of Love (Island)</b>	155	- 79	76	2-
4	3	3	6 <b>LINDSEY BUCKINGHAM/Go Insane (Elektra)</b>	129	- 103	25	1+
10	6	6	7 <b>BILLY IDOL/Flesh For Fantasy (Chrysalis)</b>	126	- 90	36	2+
23	20	9	8 <b>JOHN WAITE/Tears (EMI America)</b>	127	+ 57	70	5-
11	7	8	9 <b>HONEYMOON SUITE/New Girl Now (WB)</b>	127	- 55	71	3+
18	19	10	10 <b>KROKUS/Midnite Maniac (Arista)</b>	123	+ 49	73	3-
-	37	22	11 <b>SURVIVOR/Can't Hold Back (Scotti Bros./CBS)</b>	131	+ 32	95	18-
20	18	13	12 <b>SAMMY HAGAR/I Can't Drive 55 (Geffen)</b>	110	+ 58	52	4-
17	13	11	13 <b>JON ANDERSON/Cage Of Freedom (Columbia)</b>	115	- 32	82	3+
22	21	17	14 <b>ROMEO VOID/A Girl In Trouble (Is A...) (415/Columbia)</b>	116	- 42	71	4+
15	14	16	15 <b>BILLY SQUIER/All Night Long (Capitol)</b>	95	- 51	43	3=
8	9	12	16 <b>NIGHT RANGER/When You Close Your... (Camel/MCA)</b>	86	- 58	28	0=
DEBUT	DEBUT	DEBUT	17 <b>38 SPECIAL/Teacher Teacher (Capitol)</b>	125	+ 12	83	125+
46	34	24	18 <b>DAVE EDMUNDS/Something About You (Columbia)</b>	104	+ 19	83	8-
-	39	28	19 <b>KISS/Heaven's On Fire (Mercury/PG)</b>	104	+ 17	80	14-
-	43	30	20 <b>SCANDAL f/P. SMYTH/Beat Of A Heart (Columbia)</b>	93	+ 36	52	21-
5	5	15	21 <b>CARS/Drive (Elektra)</b>	78	- 60	18	1+
19	23	20	22 <b>PRINCE/Let's Go Crazy (WB)</b>	83	- 64	19	0-
37	36	27	23 <b>PRINCE/Purple Rain (WB)</b>	79	+ 49	28	3-
-	41	31	24 <b>DENNIS DeYOUNG/Desert Moon (A&amp;M)</b>	96	+ 33	60	7-
6	8	18	25 <b>SCANDAL f/PATTY SMYTH/The Warrior (Columbia)</b>	73	- 56	17	0=
35	31	29	26 <b>DIO/Mystery (WB)</b>	86	+ 23	62	8+
13	10	14	27 <b>STEPHEN STILLS/Stranger (Atlantic)</b>	86	- 27	58	2+
-	56	38	28 <b>ELTON JOHN/Who Wears These Shoes? (Geffen)</b>	82	+ 26	53	15-
40	33	32	29 <b>FIXX/Sunshine In The Shade (MCA)</b>	70	- 37	33	3-
3	4	19	30 <b>JOHN WAITE/Missing You (EMI America)</b>	62	- 47	15	0=
16	22	25	31 <b>TWISTED SISTER/We're Not Gonna Take It (Atlantic)</b>	64	- 30	34	2+
-	46	32	32 <b>STEVE PERRY/Strung Out (Columbia)</b>	73	+ 23	46	22-
30	29	33	33 <b>WHITESNAKE/Love Ain't No Stranger (Geffen)</b>	70	- 16	50	5-
-	54	24	34 <b>ZEBRA/Bears (Atlantic)</b>	79	+ 7	67	31+
59	42	37	35 <b>IRON MAIDEN/2 Minutes To Midnite (Capitol)</b>	75	+ 5	67	6-
-	50	36	36 <b>DOKKEN/Into The Fire (Elektra)</b>	79	+ 5	60	37-
DEBUT	DEBUT	DEBUT	37 <b>TOMMY SHAW/Girls With Guns (A&amp;M)</b>	82	+ 7	50	82+
34	30	36	38 <b>PETER WOLF/Crazy (Mercury/PG)</b>	75	+ 7	52	41+
9	16	21	39 <b>HUEY LEWIS &amp; THE NEWS/If This Is It (Chrysalis)</b>	64	- 24	40	2-
-	45	41	40 <b>BILLY TURNER/Better Be Good To Me (Capitol)</b>	54	- 36	18	0=
7	17	26	41 <b>TINA TURNER/Better Be Good To Me (Capitol)</b>	65	+ 23	37	17-
29	28	35	42 <b>BILLY SQUIER/Rock Me Tonight (Capitol)</b>	52	- 32	20	0-
12	15	23	43 <b>Y&amp;T/Don't Stop Runnin' (A&amp;M)</b>	60	- 6	53	1-
25	26	34	44 <b>A FLOCK OF SEAGULLS/The More You... (Jive/Arista)</b>	58	- 18	40	0=
-	59	41	45 <b>LOU REED/ Love You, Suzanne (RCA)</b>	57	- 15	42	0-
29	28	35	46 <b>ROD STEWART/Some Guys Have All The Luck (WB)</b>	57	- 22	34	2-
DEBUT	DEBUT	DEBUT	47 <b>HALL &amp; OATES/Out Of Touch (RCA)</b>	61	+ 15	24	61+
55	46	43	48 <b>RED ROCKERS/Eve Of Destruction (415/Columbia)</b>	56	+ 7	41	13-
50	47	37	49 <b>CARS/It's Not The Night (Elektra)</b>	45	- 16	29	1+
47	50	49	50 <b>BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)</b>	39	+ 26	13	2+
-	58	53	51 <b>SAMMY HAGAR/Two Sides Of Love (Geffen)</b>	38	- 21	17	0=
-	59	59	52 <b>BRUCE SPRINGSTEEN/No Surrender (Columbia)</b>	32	- 24	8	2-
DEBUT	DEBUT	DEBUT	53 <b>RICKIE LEE JONES/The Real End (WB)</b>	44	- 13	30	1-
52	45	48	54 <b>BLACKFOOT/Morning Dew (Atco)</b>	50	+ 6	38	8-
53	53	52	55 <b>BRUCE 'N' BLUE/Hold On To 18 (Geffen)</b>	48	+ 1	40	26-
21	27	40	56 <b>BRUCE COCKBURN/Lovers In A... (Gold Mtn./A&amp;M)</b>	38	- 5	32	2-
DEBUT	DEBUT	DEBUT	57 <b>PETER WOLF/Lights Out (EMI America)</b>	44	- 11	32	2-
28	35	51	58 <b>RATT/Wanted Man (Atlantic)</b>	33	- 22	11	0=
			59 <b>DIO/The Last In Line (WB)</b>	34	+ 11	22	7-
			60	32	- 11	20	2+

## MOST ADDED

- 38 SPECIAL (125)  
Teacher Teacher (Capitol)  
TOMMY SHAW (82)  
Girls With Guns (A&M)  
HALL & OATES (61)  
Out Of Touch (RCA)  
EDDIE MONEY (41)  
I'm Moving On (Polydor/PolyGram)  
DOKKEN (37)  
Into The Fire (Elektra)  
ZEBRA (31)  
Bears (Atlantic)  
BLACKFOOT (26)  
Morning Dew (Atco)

## MOST HOTS

- BRUCE SPRINGSTEEN (131)  
Cover Me (Columbia)  
FIXX (28)  
Are We Ourselves? (MCA)  
J. CAFFERTY & THE BEAVER BROWN BAND (123)  
On The Dark Side (Scotti Bros./CBS)  
LINDSEY BUCKINGHAM (103)  
Go Insane (Elektra)  
DAVID BOWIE (95)  
Blue Jean (EMI America)  
BILLY IDOL (90)  
Flesh For Fantasy (Chrysalis)  
U2 (79)  
(Pride) In The Name Of Love (Island)

# BREAKERS

## 38 SPECIAL

### Teacher Teacher (Capitol)

77% of our reporters on it. 125/125 including adds at: WNEW, WQVE, KLOL, KSRR, WMET, WMMS, WLLZ, KLOS, KMET, KGB, KOME. Debuts at #17 on the Hot Tracks chart.

## SCANDAL FEATURING PATTY SMYTH

### Beat Of A Heart (Columbia)

57% of our reporters on it. 93/21 including adds at: KTXQ, KSRR, WNOR, WMET, KZAP, KOME, WAAL, WAQY, WFVY. Moves 30-20 on the Hot Tracks chart.

## DIO

### Mystery (WB)

53% of our reporters on it. 86/8 with adds at: CHOM, KDKB, KGON, WPHY, WCMF, WCKN, WFVY, WZZQ. Moves 29-26 on the Hot Tracks chart.

## ELTON JOHN

### Who Wears These Shoes? (Geffen)

50% of our reporters on it. 82/15 including adds at: WGRQ, WAPP, WMMR, KYYS, WPHY, WFVY, KXZL, WSKS, WLVO, KFMG. Moves 38-28 on the Hot Tracks chart.

## TOMMY SHAW

### Girls With Guns (A&M)

50% of our reporters on it. 82/82 including adds at: WBCN, WBAB, WYSP, KLOL, WCKO, WSHE, KKCI, KYYS, KSHE, KMET, KGB. Debuts at #37 on the Hot Tracks chart.

# NEW & ACTIVE

## JOHN LENNON "Every Man Has A Woman" (Polydor/PolyGram) 41/18 (29/27)

Adds: include WAPP, DC101, WSHE, KAZY, WAQY, WOUR, KEZE. Hots: 5 include WBCN, WXRK, KCCL, WPDH, KQDS. Mediums: 25 include WBAB, WMMR, WKLS, WLUP, WMMS, KQBO, KMET.

CHICAGO "Hard Habit To Break" (WB) 34/3 (33/3)  
Adds: KDKB, WFLP, WIOB. Hots: 17 include KYYS, KINK, WZZO, WIMZ, KMJX, KGGG. Mediums: 18 include WYNY, WMMS, WQFM, WZXR, WKDF, WRXL, WOODS.

JIM CAPALDI "I'll Keep Holding On" (Atlantic) 32/4 (30/11)  
Adds: WYNY, WOODS, WRUF, KUFO. Hots: 1 KBCO. Mediums: 29 include WHLY, WLUP, WXRK, WMMS, KSHE, KAZY, KBPI, WAQY, KILQ.

KEATS "Turn Your Heart Around" (EMI America) 31/13 (19/15)  
Adds: WLUP, WNET, WTPA, WHCN, KGGG, KQDS, KEZO. Hots: 1 WKQQ. Mediums: 25 include DC101, WKLS, WYNY, WQFM, KJJO, WKLC, WOIZ, WRXL.

BANANARAMA "Cruel Summer" (London/PolyGram) 30/8 (25/1)  
Adds: WWCT, WIZN, WKCS, KUFO, KSOY, WCPZ, WZZO, KZQO. Hots: 14 include WBCN, WLIR, WLUP, WXRK, WZZO, KMJX, WKDF. Mediums: 13 include WTPA, WIMZ, WRXL, KTTYD.

XAVION "Eat Your Heart Out" (Mirage/Asylum) 30/1 (33/3)  
Adds: WOODS. Hots: 2 KSJQ, KILQ. Mediums: 28 include WHLY, WKLS, KTXQ, KZAP, KOME, WKLC, WTPA, WAQY, WOUR, KNCN, WZXR, KQDS, WLAV, KATT, WIOT, KFMG.

BILLY SQUIER "Can't Get Next To You" (Capitol) 27/4 (25/4)  
Adds: KSRR, KZAP, WOUR, WKQD. Hots: 16 include WYNY, WNEW, WHLY, KZEW, WLLZ, KLOS, KMET, KUPD, KROR, WCMF, WAPL, WLAV, KILQ. Mediums: 11 include WNOR, KDKB, KGB, KOME, KFMC.

BRUCE SPRINGSTEEN "Bobby Jean" (Columbia) 27/2 (29/2)  
Adds: WOUR, WTKX. Hots: 15 include WBAB, WYSP, WHLY, WSHE, WYNY, WMET, KROR, WAAF. Mediums: 12 include WQVE, WKLS, WMMS, KGB, WPHY, KGGG, KQDS.

JEFFERSON STARSHIP "Sorry Me, Sorry You" (GrunT/RCA) 26/3 (28/0)  
Adds: KMET, KLB, KCT. Hots: 5 KVIC, KLOS, KROR, KLPX, WRUF. Mediums: 21 include WHLY, WNOR, KSHE, KGB, KOME, WRKL, KATT.

LINDSEY BUCKINGHAM "Loving Cup" (Elektra) 25/6 (20/10)  
Adds: WHLY, KZEW, KOKB, WQFM, KMBY, KSPN. Hots: 8 include WXRK, KILQ, WIZN, WYER. Mediums: 18 include WQVE, WEBN, KLOS, KISS, WTUE, KEZO, KFMC.

STEPHEN STILLS "50/50" (Atlantic) 25/6 (20/2)  
Adds: KMET, KRCK, WAQY, WOUR, WLAV, KMDD. Hots: 5 include KAZY, WTKX, WAPL, WWWV. Mediums: 20 include WLUP, WXRK, WPHY, WCMF, WRXL, KATT.

HUEY LEWIS & THE NEWS "Finally Found A Home" (Chrysalis) 25/1 (22/2)  
Adds: KISS. Hots: 12 include WYNY, WBAB, KZEW, KSRR, WYNY, WLLZ, WRIF, KATT. Mediums: 13 include KLOL, WEBN, WQFM, KLOS, KSJQ, WFVY.

MICHAEL FURLONG "Use It Or Lose It" (Atlantic) 23/12 (14/13)  
Adds: include WQVE, WEBN, KBPI, WOUR, KNCN, KLAQ, KFMC. Hots: 0. Mediums: 18 include WAPP, KZEW, WMMS, WOODS.

HUEY LEWIS & THE NEWS "Walking On A Thin Line" (Chrysalis) 23/1 (23/1)  
Adds: WAQX. Hots: 16 include WYNY, WBAB, WQVE, KSRR, WSHE, WLUP, WLLZ, KDKB, KFOG, WAAF, WOIZ, KGGG. Mediums: 7 include WGRQ, WAPP, WMET, WEBN, WYNY, KUPO.

CARS "Hello Again" (Elektra) 22/8 (14/2)  
Adds: WEBN, KGO, KGON, KRCK, WIBA, WYFE, WWTR, KLYV. Hots: 11 include WHLY, KLOS, KMET, KDKB, KFOG, WCMF, KRSP. Mediums: 10 include KORS, KROR, WAAF.

TALKING HEADS "Burning Down The House" (Sire/WB) 21/5 (20/12)  
Adds: WHLY, KTXQ, WPDH, WWCT, KILQ. Hots: 10 include WXRK, KFOG, WCMF. Mediums: 9 include WBAB, WYNY, WMMR, WLVO.

BAXTER ROBERTSON "Green Light" (RCA) 20/8 (13/12)  
Adds: WBCN, KUPD, KZOK, KLB, WOODS, WLAV, KUFO, WYER. Hots: 0. Mediums: 16 include KBCO, KAZY, KBPI, WCMF, WQFM, WYNY.

WHERRY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 20/3 (18/1)  
Adds: WLUP, WHMD, WBYG. Hots: 3 WKQD, WQDK, KSPN. Mediums: 14 include WXRK, WMMS, WZZO, WTPA, KILQ.

DAVID BOWIE "Dancing With The Big Boys" (EMI America) 20/2 (23/7)  
Adds: KZAP, WSKS. Hots: 11 include WAPP, WMMR, WXRK, KROQ, KFOG, WAPL. Mediums: 9 include WKLS, WOODS.

TWISTED SISTER "I Wanna Rock" (Atlantic) 19/7 (14/1)  
Adds: WYSP, WYNY, WDMA, WZXR, KQDS, KFMC, KUFO. Hots: 6 include WBAB, KMET, KUPD, WTPA, KNCN. Mediums: 11 include KZEW, KLOS, KRCK, WCMF, WAQX, KRSP.

DRAGON "Rain" (Polydor/PolyGram) 19/0 (19/0)  
Adds: 0. Hots: 5 KROQ, KQAK, WAAF, CITI, WIZN. Mediums: 14 include KAZY, WTPA, WAQY, WTUE, KOMP.

HONEYMOON SUITE "Burning In Love" (WB) 16/10 (9/1)  
Adds: include KDKB, KCAL, WDMA, WLVO, KQDS, KIDQ, KFV, KMBY, KUFO. Hots: 3 KZOK, CFOX, WAPL. Mediums: 10 include KZEW, KSJQ, WOUR.

HANOI ROCKS "Up Around The Bend" (Epic) 16/9 (8/8)  
Adds: include WBCN, WYSP, WAQX, KQDS. Hots: 0. Mediums: 9 include WBAB, WHCN, WAQY, WAPL.

GLENN FREY "The Allnighter" (MCA) 16/4 (14/4)  
Adds: WMMS, KMBY, KUFO, KLYV. Hots: 2 KBCO, WBYG. Mediums: 13 include KLB, WLVO, WYCT.











WEST (continued)

91X/San Diego (619) 291-8191

KRON/San Francisco (415) 765-4097
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KRON/San Francisco (415) 765-4097
91X/San Diego (619) 291-8191

KUPD/Phoenix (602) 438-5055

KUPD/Phoenix (602) 438-5055
KUPD/Phoenix (602) 438-5055
KUPD/Phoenix (602) 438-5055

MOS/Seattle (206) 557-7520

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MOS/Seattle (206) 557-7520

OPQR/Vancouver (604) 684-7221

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OPQR/Vancouver (604) 684-7221

KPD/Denver (303) 936-2313

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KRON/San Francisco (415) 765-4097

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KQFS/San Francisco (415) 865-1245

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KQFS/San Francisco (415) 865-1245

KJSJ/San Jose (408) 288-5400

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OPQR/Vancouver (604) 684-7221

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KPD/Denver (303) 936-2313

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DAVID BONIE
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KROQ/Pasadena (310) 376-0330

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KROQ/Pasadena (310) 376-0330

KZAP/Sacramento (916) 923-7300

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KZAP/Sacramento (916) 923-7300

KMBY/Salis-Monterey (408) 394-9000

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162 Reporters

157 Current Playlists

2 stations reported frozen playlists this week:

KWFM/Tucson

WEFZ/Scranton

3 stations failed to report this week. Their rotations were frozen.

KISW/Seattle

WHB/Portsmouth

WRXT/Buffalo

The following station is no longer an AOR Reporter:

KMBQ/Shreveport

When three or more tracks from the same album are reported in medium, the album itself will receive credit as being in hot, and will appear in the hot listings. The individual tracks will continue to receive credit as being played in a medium rotation.

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He was involved in the most exciting and explosive period ever in radio history. ROCKING AMERICA is his story of that era.

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First hand and entertaining, ROCKING AMERICA is filled with anecdotes of madcap promotional stunts; all-out ratings wars; surprising stories of how top hits were chosen and aired; and the rise of the supergroups and superstars whose early records Rick Sklar played and turned into gold.

With implications for what is happening in the industry today, Sklar draws a parallel between the explosion of the "Top 40" format and the boom in the recording industry then, to the impact of music video, the current rise in popularity of all-hit radio, and the accompanying growth of the recording industry now.

These people have already read ROCKING AMERICA—Join them!

"Without question, Rick Sklar is the Dean of Contemporary Radio Programmers, and the man most responsible for making the term 'Top 40' a household word. This book represents a remarkable compilation of facts and anecdotes, and is a chronicle of the evolution of what today's programmers call 'Contemporary Hit Radio.' The man who set the standard for 'Top 40' has written the fascinating autobiography of the most respected programmer ever to walk into a radio station."

—Michael L. Eskridge, President, NBC Radio

"For years the term 'Top 40' and the name Rick Sklar were synonymous. They both meant the best in rock music. If you are fascinated by the world of music, its stars, its jungle warfare, its fights for survival, then read Rick Sklar's autobiography of the rise of rock radio in America."

—Clive Davis, President Arista Records

"Having been involved with making rock & roll records before and during the rock & roll explosion of the 60s, it is most fascinating to read Rick Sklar's account of this exciting period from the radio programmer's point of view."

—Ahmet M. Ertegun, Chairman of the Board, Atlantic Recording Corporation

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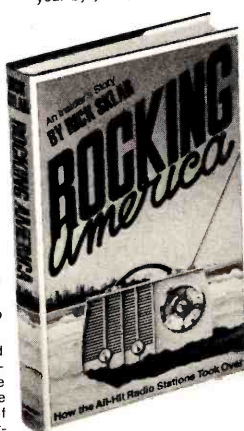
NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

with photographs and year-by-year playlists



Rick Sklar is a vice-president of ABC Radio and is a consultant for ABC-TV's music video programs. He has been program director at New York radio stations WINS, WMMG, and at WABC, which he built into "the most listened-to station in the nation." An adjunct professor of communication arts at St. John's University, he has also lectured at radio symposia at Cornell University, The New School, New York University, Princeton, Yale and UCLA.

WEST Continued from Page 77

Seattle's Hit Radio K-PIUS FM 101.5

- PD: Jeff King Seattle MD: Damien
1. PETER DINKlage's Go Crazy
2. JONAS MEKEL/The Marlin
3. JAMES EARL RAY/Johnny
4. CHRIE LAYNE/Run Run Run
5. THE BEACH BOYS/Smile
6. SHEILA E./The Glasshouse Life
7. BILLY IDOL/Flash For Fantasy
8. BRUCE SPRINGSTEEN/Cover Me
9. CIGARETTE ANTHEM/You Close Your E
10. JACQUES POT/Just Called to Say
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Los Angeles Hit Radio K-MJJK Portland MD: Steve Naganuma

- 1. PETER DINKlage's Go Crazy
2. JONAS MEKEL/The Marlin
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Hot Hits for 103KITS San Francisco

- PD: Bob Garrett MD: Craig Roberts
1. PETER DINKlage's Go Crazy
2. JONAS MEKEL/The Marlin
3. JAMES EARL RAY/Johnny
4. CHRIE LAYNE/Run Run Run
5. THE BEACH BOYS/Smile
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KS 103.1 FM HOT HITS! San Diego

- PD: Dave Parks MD/Assist. PD: Mike Preston
1. PETER DINKlage's Go Crazy
2. JONAS MEKEL/The Marlin
3. JAMES EARL RAY/Johnny
4. CHRIE LAYNE/Run Run Run
5. THE BEACH BOYS/Smile
6. SHEILA E./The Glasshouse Life
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Denver PD: Doug Erickson MD: Gloria Avila

- 1. PETER DINKlage's Go Crazy
2. JONAS MEKEL/The Marlin
3. JAMES EARL RAY/Johnny
4. CHRIE LAYNE/Run Run Run
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KWSS 94.5 FM San Jose PD: Dave Van Stone MD: Robin Kippis

- 1. PETER DINKlage's Go Crazy
2. JONAS MEKEL/The Marlin
3. JAMES EARL RAY/Johnny
4. CHRIE LAYNE/Run Run Run
5. THE BEACH BOYS/Smile
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KVOD 105 Sacramento PD: Tom Chase MD: Mr. Ed

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2. JONAS MEKEL/The Marlin
3. JAMES EARL RAY/Johnny
4. CHRIE LAYNE/Run Run Run
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Denver KPKE PD: Tim Fox Asst. PD: Mark Bolke

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KUBE 93.1 FM Seattle PD: Bob Case MD: Wendy Christopher

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2. JONAS MEKEL/The Marlin
3. JAMES EARL RAY/Johnny
4. CHRIE LAYNE/Run Run Run
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Phoenix PD: Charlie Quinn MD: Steve Goddard

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**MIDWEST**  
Most Added Hottest  
Daryl Hall & John Oates  
Chicago Hart  
Sammy Hagar

# CAR & RIDE & ROT

**WEST**  
Most Added Hottest  
Daryl Hall & John Oates  
Sammy Hagar  
Tina Turner  
Survivor

Musical 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.

**MIDWEST**

**Parallel Two**

**WDRD/Grand Rapids, MI**  
Swar/Duling  
SAMMY HAGAR  
HALL & OATES  
GLENN FREY  
COREY HART  
ROBERT LAY  
PRINCE 3-1  
CASE 9-2  
BANANARAMA 8-4  
CHICKA 11-6  
TWISTED SISTER 18-11  
WJZP/Indianapolis, IN  
Jim Miles  
MARIA VIDAL  
HALL & OATES  
PRINCE 3-1  
38 SPECIAL  
CHICKA 7-2  
COREY HART  
POINTER SISTERS 15-11  
PRINCE D-26  
TINA TURNER 38-27

**WABC/Applenton-Oakshoh, WI**  
Chris Calne  
HALL & OATES  
THOMPSON TWINS  
KENNY ROGERS  
DAVID HOWIE  
WHAM!  
HOTTET: 7-3  
PRINCE 7-3  
CASE 11-6  
MADONNA 16-10  
BILLY IDOL 21-12  
CHICKA 25-13

**WAKU/Applenton-Oakshoh, WI**  
Rous/Breslaph  
TINA TURNER  
HALL & OATES  
CHICKA 15-9  
COREY HART  
PRINCE (dp)  
KROKUS (dp)  
TOMMY STUBBINS 1-2  
SCANDAL 7-6  
MADONNA 16-10  
RICK SPRINGFIELD 26-23

**COX/Columbia, OH**  
Coke/Cuba  
STEVE MONDER  
HALL & OATES  
MARIA VIDAL  
KROKUS  
HOTTET: 15-9  
PRINCE 4-1  
CHICKA 15-9  
SHEILA E. 23-14  
POINTER SISTERS 27-21  
BILLY OCEAN 9-25

**KIM/Davenport IA**  
Jim O'Hara  
JOHN CAFFERTY 1-1  
CNDI LAUPER 4-1  
STEVE MONDER 13-13  
WHAM! 22-22  
JOHN CAFFERTY & B 28-28

**WOTZ/Dartmouth, OH**  
King/Robertson  
BILLY OCEAN  
TINA TURNER  
HALL & OATES (dp)  
WHAM! (dp)  
SAMMY HAGAR (dp)  
HOTTET: 4-1  
CHICKA 17-8  
MADONNA 16-10  
STEVE MONDER 17-11  
ROD STEWART 23-19

**HKGK/Des Moines, IA**  
Al Brock  
PRINCE  
HALL & OATES  
38 SPECIAL  
GLENN FREY  
MATTHEW MIDLER  
COREY HART  
HOTTET: 4-1  
CASE 9-2  
CAR 5-9  
BRUCE SPRINGSTEEN 13-7  
JOHN CAFFERTY & B 25-14

**KZIO/Dubuque, MN**  
Bery Knight  
PRINCE  
CHICKA 14-8  
JANET STREET  
GLENN FREY  
COREY HART  
HOTTET: 1-1  
SHEILA E. 10-6  
STEVE MONDER 20-9  
MADONNA 16-10  
SHEENA EASTON 26-17

**WKDQ/Evanston, IL**  
Payne/Chase  
PRINCE  
SAMMY HAGAR (dp)  
HALL & OATES (dp)  
SURVIVOR (dp)  
HOTTET: 1-1  
CASE 10-1  
SCANDAL 8-6  
SHEILA E. 9-7  
CHICKA 14-8

**WFOI/Evanston, IL**  
Paylor/Aahon  
POINTER SISTERS  
JACKSONS  
ELTON JOHN  
MADONNA  
HOTTET: 1-1  
NIGHT RANGER 2-1  
CHICKA 9-5  
SHEILA E. 13-6  
WMEE/Ft. Wayne  
Scott Dugan  
HALL & OATES  
SURVIVOR  
HOTTET: 1-1  
PRINCE 2-1  
CNDI LAUPER 1-2  
CHICKA 6-4  
SHEILA E. 9-5

**KZSP/Peoria, IL**  
Edwards/Meloney  
none  
HOTTET: 1-1  
ROBY LEMIS & NEMS 1-1  
JOHN WAITE 3-3  
CASE 4-4  
SCANDAL 6-6  
CHICKA 9-9  
WZOK/Rockford, IL  
Geoff Davis  
SHEILA E.  
HALL & OATES  
HOTTET: 1-1  
PRINCE 3-1  
JOHN WAITE 4-2  
CHICKA 6-4  
SCANDAL 8-6  
CASE 7-6  
US3/South Bend, IN  
J.J. Dearing  
JERMANIE JACKSON  
NIGHT RANGER  
HOTTET: 1-1  
SHEILA E. 11-6  
BANANARAMA 16-10  
WJXX/Jackson, MI  
Ryan/Cheeks  
SAMMY HAGAR  
THOMAS 5-5  
38 SPECIAL  
HALL & OATES  
COREY HART (dp)  
DRAGON (dp)  
DIO (dp)  
JANET STREET (dp)  
HOTTET: 1-1  
SCANDAL 2-1  
CASE 3-2  
ROD STEWART 13-7  
JERRY BRONSON STARRS 21-11  
HONEYMOON SUITE 22-14

**WKRF/Kalamazoo, MI**  
WRFN/Chapman  
SURVIVOR (dp)  
ROMEO VOID  
HALL & OATES  
HOTTET: 1-1  
PRINCE 2-1  
CASE 4-3  
CHICKA 12-8  
STEVE MONDER 23-17  
LINDSEY BUCKINGHAM 24-20

**Z28H/Kansas City, MO**  
Collin/Walsh  
HALL & OATES  
PRINCE  
TOMMY STUBBINS  
SAMMY HAGAR  
SAM HARRIS  
CHICKA 11-6  
38 SPECIAL  
BRUCE SPRINGSTEEN 13-8  
MADONNA 14-10  
JOHN CAFFERTY & B 26-16  
DIANA ROSS 23-20  
JOHN CAFFERTY & B 35-31

**WVIC/Lansing, MI**  
Martin/Kitredge  
SURVIVOR  
JEFFERSON STANISH  
BONEYMOUN SUITE  
TINA TURNER  
HOTTET: 1-1  
NIGHT RANGER 5-2  
BRUCE SPRINGSTEEN 6-3  
PRINCE 5-5  
JOHN CAFFERTY & B 15-8  
2104/Medison, WI  
Litts/Hudson  
HALL & OATES  
POINTER SISTERS  
38 SPECIAL  
COREY HART  
HOTTET: 1-1  
CASE 10-4  
CHICKA 14-5  
MADONNA 13-10  
STEVE MONDER 26-17

**286/Milwaukee, WI**  
Michael/Kelly  
HALL & OATES  
TOMMY STUBBINS (dp)  
LIONEL RICIE  
HOTTET: 1-1  
PRINCE 2-2  
CASE 8-4  
KJHO/Oklahoma City, OK  
Chico/Johnson  
CHICKA 8-8  
SHEENA EASTON  
SURVIVOR  
HOTTET: 1-1  
CASE 4-5  
CHICKA 12-8  
BRUCE SPRINGSTEEN 17-11  
NIGHT RANGER 15-12

**WYFM/Wyoming, WY**  
Jeff Tobin  
DENNIS DEYOUNG  
STEVE MONDER  
ROD STEWART  
LINDSEY BUCKINGHAM  
HOTTET: 1-1  
CASE 4-5  
CHICKA 12-8  
BRUCE SPRINGSTEEN 17-11  
NIGHT RANGER 15-12

**WYFM/Wyoming, WY**  
Jeff Tobin  
DENNIS DEYOUNG  
STEVE MONDER  
ROD STEWART  
LINDSEY BUCKINGHAM  
HOTTET: 1-1  
CASE 4-5  
CHICKA 12-8  
BRUCE SPRINGSTEEN 17-11  
NIGHT RANGER 15-12

**WYFM/Wyoming, WY**  
Jeff Tobin  
DENNIS DEYOUNG  
STEVE MONDER  
ROD STEWART  
LINDSEY BUCKINGHAM  
HOTTET: 1-1  
CASE 4-5  
CHICKA 12-8  
BRUCE SPRINGSTEEN 17-11  
NIGHT RANGER 15-12

**WYFM/Wyoming, WY**  
Jeff Tobin  
DENNIS DEYOUNG  
STEVE MONDER  
ROD STEWART  
LINDSEY BUCKINGHAM  
HOTTET: 1-1  
CASE 4-5  
CHICKA 12-8  
BRUCE SPRINGSTEEN 17-11  
NIGHT RANGER 15-12

**WYFM/Wyoming, WY**  
Jeff Tobin  
DENNIS DEYOUNG  
STEVE MONDER  
ROD STEWART  
LINDSEY BUCKINGHAM  
HOTTET: 1-1  
CASE 4-5  
CHICKA 12-8  
BRUCE SPRINGSTEEN 17-11  
NIGHT RANGER 15-12

**WYFM/Wyoming, WY**  
Jeff Tobin  
DENNIS DEYOUNG  
STEVE MONDER  
ROD STEWART  
LINDSEY BUCKINGHAM  
HOTTET: 1-1  
CASE 4-5  
CHICKA 12-8  
BRUCE SPRINGSTEEN 17-11  
NIGHT RANGER 15-12

**WVBC/Bloomington, IN**  
Bob Leonard  
TINA TURNER  
HALL & OATES  
SAMMY HAGAR (dp)  
COREY HART  
CHICKA 11-6  
CHICKA 9-9  
ROD STEWART 26-18  
WCLM/Fairbanks, AL  
Tony Walkatus  
SAMMY HAGAR (dp)  
WHAM!  
SKOOL BOYZ  
HOTTET: 1-1  
STEVE MONDER 2-1  
CHICKA 13-7  
CHICKA 5-4  
BILLY OCEAN 10-12  
PRINCE 15-13  
KGCJ/Cedar Rapids, IA  
Gary Dixon  
GLENN FREY  
COREY HART  
SURVIVOR  
BILLY OCEAN  
RATT  
HOTTET: 1-1  
JOHN CAFFERTY & B 4-1  
MADONNA 16-8  
BILLY IDOL 23-11  
SHEILA E. 27-13  
CHICKA 13-7  
KCMQ/Columbia, MO  
Dave McCormick  
TINA TURNER  
HOTTET: 1-1  
STEVE MONDER 20-13  
CHICKA 5-4  
YMF/Flag, ND  
Collin/Madison, WI  
HALL & OATES  
TINA TURNER  
CHICKA 15-9  
PRINCE 2-1  
CHICKA 9-4  
MADONNA 18-11  
STEVE MONDER 21-13

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**WVBC/Bloomington, IN**  
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PRINCE 2-1  
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MADONNA 18-11  
STEVE MONDER 21-13

**WVBC/Bloomington, IN**  
Bob Leonard  
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HALL & OATES  
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COREY HART  
CHICKA 11-6  
CHICKA 9-9  
ROD STEWART 26-18  
WCLM/Fairbanks, AL  
Tony Walkatus  
SAMMY HAGAR (dp)  
WHAM!  
SKOOL BOYZ  
HOTTET: 1-1  
STEVE MONDER 2-1  
CHICKA 13-7  
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BILLY OCEAN 10-12  
PRINCE 15-13  
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BILLY OCEAN  
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JOHN CAFFERTY & B 4-1  
MADONNA 16-8  
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STEVE MONDER 20-13  
CHICKA 5-4  
YMF/Flag, ND  
Collin/Madison, WI  
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SKOOL BOYZ  
HOTTET: 1-1  
STEVE MONDER 2-1  
CHICKA 13-7  
CHICKA 5-4  
BILLY OCEAN 10-12  
PRINCE 15-13  
KGCJ/Cedar Rapids, IA  
Gary Dixon  
GLENN FREY  
COREY HART  
SURVIVOR  
BILLY OCEAN  
RATT  
HOTTET: 1-1  
JOHN CAFFERTY & B 4-1  
MADONNA 16-8  
BILLY IDOL 23-11  
SHEILA E. 27-13  
CHICKA 13-7  
KCMQ/Columbia, MO  
Dave McCormick  
TINA TURNER  
HOTTET: 1-1  
STEVE MONDER 20-13  
CHICKA 5-4  
YMF/Flag, ND  
Collin/Madison, WI  
HALL & OATES  
TINA TURNER  
CHICKA 15-9  
PRINCE 2-1  
CHICKA 9-4  
MADONNA 18-11  
STEVE MONDER 21-13

**WVBC/Bloomington, IN**  
Bob Leonard  
TINA TURNER  
HALL & OATES  
SAMMY HAGAR (dp)  
COREY HART  
CHICKA 11-6  
CHICKA 9-9  
ROD STEWART 26-18  
WCLM/Fairbanks, AL  
Tony Walkatus  
SAMMY HAGAR (dp)  
WHAM!  
SKOOL BOYZ  
HOTTET: 1-1  
STEVE MONDER 2-1  
CHICKA 13-7  
CHICKA 5-4  
BILLY OCEAN 10-12  
PRINCE 15-13  
KGCJ/Cedar Rapids, IA  
Gary Dixon  
GLENN FREY  
COREY HART  
SURVIVOR  
BILLY OCEAN  
RATT  
HOTTET: 1-1  
JOHN CAFFERTY & B 4-1  
MADONNA 16-8  
BILLY IDOL 23-11  
SHEILA E. 27-13  
CHICKA 13-7  
KCMQ/Columbia, MO  
Dave McCormick  
TINA TURNER  
HOTTET: 1-1  
STEVE MONDER 20-13  
CHICKA 5-4  
YMF/Flag, ND  
Collin/Madison, WI  
HALL & OATES  
TINA TURNER  
CHICKA 15-9  
PRINCE 2-1  
CHICKA 9-4  
MADONNA 18-11  
STEVE MONDER 21-13

**WVBC/Bloomington, IN**  
Bob Leonard  
TINA TURNER  
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SAMMY HAGAR (dp)  
COREY HART  
CHICKA 11-6  
CHICKA 9-9  
ROD STEWART 26-18  
WCLM/Fairbanks, AL  
Tony Walkatus  
SAMMY HAGAR (dp)  
WHAM!  
SKOOL BOYZ  
HOTTET: 1-1  
STEVE MONDER 2-1  
CHICKA 13-7  
CHICKA 5-4  
BILLY OCEAN 10-12  
PRINCE 15-13  
KGCJ/Cedar Rapids, IA  
Gary Dixon  
GLENN FREY  
COREY HART  
SURVIVOR  
BILLY OCEAN  
RATT  
HOTTET: 1-1  
JOHN CAFFERTY & B 4-1  
MADONNA 16-8  
BILLY IDOL 23-11  
SHEILA E. 27-13  
CHICKA 13-7  
KCMQ/Columbia, MO  
Dave McCormick  
TINA TURNER  
HOTTET: 1-1  
STEVE MONDER 20-13  
CHICKA 5-4  
YMF/Flag, ND  
Collin/Madison, WI  
HALL & OATES  
TINA TURNER  
CHICKA 15-9  
PRINCE 2-1  
CHICKA 9-4  
MADONNA 18-11  
STEVE MONDER 21-13

**WVBC/Bloomington, IN**  
Bob Leonard  
TINA TURNER  
HALL & OATES  
SAMMY HAGAR (dp)  
COREY HART  
CHICKA 11-6  
CHICKA 9-9  
ROD STEWART 26-18  
WCLM/Fairbanks, AL  
Tony Walkatus  
SAMMY HAGAR (dp)  
WHAM!  
SKOOL BOYZ  
HOTTET: 1-1  
STEVE MONDER 2-1  
CHICKA 13-7  
CHICKA 5-4  
BILLY OCEAN 10-12  
PRINCE 15-13  
KGCJ/Cedar Rapids, IA  
Gary Dixon  
GLENN FREY  
COREY HART  
SURVIVOR  
BILLY OCEAN  
RATT  
HOTTET: 1-1  
JOHN CAFFERTY & B 4-1  
MADONNA 16-8  
BILLY IDOL 23-11  
SHEILA E. 27-13  
CHICKA 13-7  
KCMQ/Columbia, MO  
Dave McCormick  
TINA TURNER  
HOTTET: 1-1



# PARALLELS

**Parallel I:** Selected stations in major markets that are formal dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are formal dominant and/or exert a significant local or regional influence. These parallel dominant and/or exert a significant local or regional influence. These parallel dominant and/or exert a significant local or regional influence. These parallel dominant and/or exert a significant local or regional influence.

**Parallel III:** Selected stations in smaller markets that are formal dominant and/or exert a significant local influence. These parallel dominant and/or exert a significant local influence. These parallel dominant and/or exert a significant local influence. These parallel dominant and/or exert a significant local influence.

## 242 Reports

**JOHN DOE**  
Hit Song (Anylabel)  
LP: Hit Song  
Regional 100/25 44% Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**EXAMPLE**  
100/25 — 100 CHR reporting stations on this week including 25 new  
44% — percentage of this weeks reports playing R  
Regional Resch — Percentage of reporters playing the song within each region  
National Summary  
Up 31 — Number of stations moving it up on the charts  
Debut 20 — Number of stations debuting the song this week  
Same 24 — Number of stations reporting no movement this week. (On to Ch. Add. On 31-31)  
Down 2 — Number of stations moving it down on the charts  
Add 25 — Total number of stations adding it this week.

**BANANARAMA**  
Cape Summer (London/PolyGram)  
LP: Bananarama  
Regional 2100 87% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**LAURA BRANIGAN**  
The Lucky One (Atlantic)  
LP: Sell Country  
Regional 203/5 84% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**JOHN CAFFERY & THE BEAVER BROWN BAND**  
On The Dark... (Scotti Bros./CBS)  
LP: Edge & The Cruisers  
Regional 218/10 90% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**LAURA BRANIGAN**  
The Lucky One (Atlantic)  
LP: Sell Country  
Regional 203/5 84% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**LINDSEY BUCKINGHAM**  
Go Insane (Elektra)  
LP: Go Insane  
Regional 201/6 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**LINDSEY BUCKINGHAM**  
Go Insane (Elektra)  
LP: Go Insane  
Regional 201/6 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**JOHN CAFFERY & THE BEAVER BROWN BAND**  
On The Dark... (Scotti Bros./CBS)  
LP: Edge & The Cruisers  
Regional 218/10 90% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**LAURA BRANIGAN**  
The Lucky One (Atlantic)  
LP: Sell Country  
Regional 203/5 84% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**LINDSEY BUCKINGHAM**  
Go Insane (Elektra)  
LP: Go Insane  
Regional 201/6 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DAVID BOWIE**  
Blue Jean (EMI America)  
LP: Tongue  
Regional 200/14 83% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**CHICAGO**  
Hard Habit To Break (WB)  
LP: Chicago 7  
Regional 238/2 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**CHICAGO**  
Hard Habit To Break (WB)  
LP: Chicago 7  
Regional 238/2 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**CHICAGO**  
Hard Habit To Break (WB)  
LP: Chicago 7  
Regional 238/2 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**CHICAGO**  
Hard Habit To Break (WB)  
LP: Chicago 7  
Regional 238/2 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DENNIS DEYOUNG**  
Desert Moon (A&M)  
LP: Desert Moon  
Regional 212/13 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DENNIS DEYOUNG**  
Desert Moon (A&M)  
LP: Desert Moon  
Regional 212/13 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DENNIS DEYOUNG**  
Desert Moon (A&M)  
LP: Desert Moon  
Regional 212/13 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**DENNIS DEYOUNG**  
Desert Moon (A&M)  
LP: Desert Moon  
Regional 212/13 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**SHEILA E**  
The Glamorous Life (WB)  
LP: The Glamorous Life  
Regional 214/3 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**SHEILA E**  
The Glamorous Life (WB)  
LP: The Glamorous Life  
Regional 214/3 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**SHEILA E**  
The Glamorous Life (WB)  
LP: The Glamorous Life  
Regional 214/3 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**SHEILA E**  
The Glamorous Life (WB)  
LP: The Glamorous Life  
Regional 214/3 88% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**SHEENA EASTON**  
Street (EMI America)  
LP: A Private Heaven  
Regional 177/11 73% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**SHEENA EASTON**  
Street (EMI America)  
LP: A Private Heaven  
Regional 177/11 73% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**SHEENA EASTON**  
Street (EMI America)  
LP: A Private Heaven  
Regional 177/11 73% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**SHEENA EASTON**  
Street (EMI America)  
LP: A Private Heaven  
Regional 177/11 73% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**EVERY BROTHERS**  
On The Wings Of... (Mercury/Pg)  
LP: EBBs  
Regional 90/12 37% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**EVERY BROTHERS**  
On The Wings Of... (Mercury/Pg)  
LP: EBBs  
Regional 90/12 37% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**EVERY BROTHERS**  
On The Wings Of... (Mercury/Pg)  
LP: EBBs  
Regional 90/12 37% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**EVERY BROTHERS**  
On The Wings Of... (Mercury/Pg)  
LP: EBBs  
Regional 90/12 37% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**EVERY BROTHERS**  
On The Wings Of... (Mercury/Pg)  
LP: EBBs  
Regional 90/12 37% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**EVERY BROTHERS**  
On The Wings Of... (Mercury/Pg)  
LP: EBBs  
Regional 90/12 37% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**EVERY BROTHERS**  
On The Wings Of... (Mercury/Pg)  
LP: EBBs  
Regional 90/12 37% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%

**EVERY BROTHERS**  
On The Wings Of... (Mercury/Pg)  
LP: EBBs  
Regional 90/12 37% National Summary  
Resch 100  
E 33%  
M 21% Same 4  
Down 0  
S 56%  
W 19%







Bay Ocean Continued

Album listings for Bay Ocean including titles like 'Let's Go Crazy (WB)', 'I'm So Excited (P)', and 'Steve Perry Stung Out (Columbia)'. Includes regional and national sales figures.

Pointer Sisters Continued

Album listings for Pointer Sisters including 'I'm So Excited (P)', 'Let's Go Crazy (WB)', and 'Purple Rain (WB)'. Includes regional and national sales figures.

Rogers, Carnes & Ingram Continued

Album listings for Rogers, Carnes & Ingram including 'What About Me? (RCA)', 'Kenny Rogers w/Carnes & Ingram', and 'Chart Extra'. Includes regional and national sales figures.

Tommy Shaw

Album listings for Tommy Shaw including 'Let's Go Crazy (WB)', 'Some Guys Have All The... (WB)', and 'Rick Springfield Top 10 You Drop (RCA)'. Includes regional and national sales figures.

Bruce Springsteen Continued

Album listings for Bruce Springsteen including 'The Seeger Sessions', 'The Rising', and 'The Ghost of Tom Cochrane'. Includes regional and national sales figures.

Survivor Continued

Album listings for Survivor including 'Survivor', 'The Underdog World Tour', and 'The Seventh Seal'. Includes regional and national sales figures.

Donna Summer

Album listings for Donna Summer including 'The Gelfin', 'The Gelfin', and 'The Gelfin'. Includes regional and national sales figures.

Steve Perry

Album listings for Steve Perry including 'Stung Out (Columbia)', 'The Seeger Sessions', and 'The Rising'. Includes regional and national sales figures.

Roméo Voud

Album listings for Roméo Voud including 'A Girl In Trouble (A&M/Columbia)', 'The Seeger Sessions', and 'The Rising'. Includes regional and national sales figures.

Rick Springfield

Album listings for Rick Springfield including 'Top 10 You Drop (RCA)', 'The Seeger Sessions', and 'The Rising'. Includes regional and national sales figures.

Barbra Streisand

Album listings for Barbra Streisand including 'Left In The Dark (Columbia)', 'The Seeger Sessions', and 'The Rising'. Includes regional and national sales figures.

Bruce Springsteen

Album listings for Bruce Springsteen including 'The Seeger Sessions', 'The Rising', and 'The Ghost of Tom Cochrane'. Includes regional and national sales figures.

Donna Summer

Album listings for Donna Summer including 'The Gelfin', 'The Gelfin', and 'The Gelfin'. Includes regional and national sales figures.

Pointer Sisters

Album listings for Pointer Sisters including 'I'm So Excited (P)', 'Let's Go Crazy (WB)', and 'Purple Rain (WB)'. Includes regional and national sales figures.

Dianna Ross

Album listings for Dianna Ross including 'Sweet Away (RCA)', 'The Seeger Sessions', and 'The Rising'. Includes regional and national sales figures.

Bruce Springsteen

Album listings for Bruce Springsteen including 'The Seeger Sessions', 'The Rising', and 'The Ghost of Tom Cochrane'. Includes regional and national sales figures.

Survivor

Album listings for Survivor including 'Survivor', 'The Underdog World Tour', and 'The Seventh Seal'. Includes regional and national sales figures.

Donna Summer

Album listings for Donna Summer including 'The Gelfin', 'The Gelfin', and 'The Gelfin'. Includes regional and national sales figures.

Barbra Streisand

Album listings for Barbra Streisand including 'Left In The Dark (Columbia)', 'The Seeger Sessions', and 'The Rising'. Includes regional and national sales figures.

Pointers Sisters

Album listings for Pointers Sisters including 'I'm So Excited (P)', 'Let's Go Crazy (WB)', and 'Purple Rain (WB)'. Includes regional and national sales figures.

Kenny Rogers w/Carnes & Ingram

Album listings for Kenny Rogers w/Carnes & Ingram including 'What About Me? (RCA)', 'The Seeger Sessions', and 'The Rising'. Includes regional and national sales figures.

Bruce Springsteen

Album listings for Bruce Springsteen including 'The Seeger Sessions', 'The Rising', and 'The Ghost of Tom Cochrane'. Includes regional and national sales figures.

Survivor

Album listings for Survivor including 'Survivor', 'The Underdog World Tour', and 'The Seventh Seal'. Includes regional and national sales figures.

Donna Summer

Album listings for Donna Summer including 'The Gelfin', 'The Gelfin', and 'The Gelfin'. Includes regional and national sales figures.

Barbra Streisand

Album listings for Barbra Streisand including 'Left In The Dark (Columbia)', 'The Seeger Sessions', and 'The Rising'. Includes regional and national sales figures.

Thompson Twins

Album listings for Thompson Twins including 'You Take Me Up (Live/Arista)', 'The Seeger Sessions', and 'The Rising'. Includes regional and national sales figures.



New & Active Continued

Thompson Twins Continued

**W**

**WHAM**  
*Wake Me Up Before You Go-Go* (Columbia)  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**TINA TURNER**  
*Better Be Good To Me* (Columbia)  
 LP: Private Dancer  
 Regional 100/26 81% National  
 # 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**MATTHEW WILDER**  
*Bouncin' Off...* (Private/CBS)  
 LP: Bouncin' Off The Walls  
 Regional 100/43 37% National  
 # 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**MARIA VIDAL**  
*Body Rock* (Epic America)  
 LP: Sdkrk, Body Rock  
 Regional 122/27 61% National  
 # 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**STEVIE WONDER**  
*I Just Called To...* (Tamla/Motown)  
 LP: The Warm In Red Soundtrack  
 Regional 231/0 88% National  
 # 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**FEADO BRYSON**  
*Slow Danah's* (Elektra)  
 LP: Straight From The Heart  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**GO-GO'S**  
*You Or Me* (IRS/A&M)  
 LP: Talk Show  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**HELIK**  
*About You* (Capitol)  
 LP: Walkin' The Razor's Edge  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**DRAGON**  
*Body (Polydor/PolyGram)*  
 LP: Body & The Beat  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**RICKIE LEE JONES**  
*The Real End* (WB)  
 LP: The Magazine  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**MICHAEL FURLONG**  
*Use It Or Lose It* (Atlantic)  
 LP: Use It Or Lose It  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

# PARALLELS SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

**GO-GO'S**  
*You Or Me* (IRS/A&M)  
 LP: Talk Show  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**FEADO BRYSON**  
*Slow Danah's* (Elektra)  
 LP: Straight From The Heart  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**HELIK**  
*About You* (Capitol)  
 LP: Walkin' The Razor's Edge  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**DRAGON**  
*Body (Polydor/PolyGram)*  
 LP: Body & The Beat  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**RICKIE LEE JONES**  
*The Real End* (WB)  
 LP: The Magazine  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**MICHAEL FURLONG**  
*Use It Or Lose It* (Atlantic)  
 LP: Use It Or Lose It  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**GO-GO'S**  
*You Or Me* (IRS/A&M)  
 LP: Talk Show  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**FEADO BRYSON**  
*Slow Danah's* (Elektra)  
 LP: Straight From The Heart  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**HELIK**  
*About You* (Capitol)  
 LP: Walkin' The Razor's Edge  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**DRAGON**  
*Body (Polydor/PolyGram)*  
 LP: Body & The Beat  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**RICKIE LEE JONES**  
*The Real End* (WB)  
 LP: The Magazine  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**MICHAEL FURLONG**  
*Use It Or Lose It* (Atlantic)  
 LP: Use It Or Lose It  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**FREDDIE MERCURY**  
*Love Kills* (Columbia)  
 LP: Soundtrack Metropole  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**GIORGIO MORODER**  
*Together In...* (Virgin/Epic)  
 LP: Soundtrack Electric  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**NEW EDITION**  
*Cool It Now* (MCA)  
 LP: New Edition  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**RICKIE LEE JONES**  
*The Real End* (WB)  
 LP: The Magazine  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**MICHAEL FURLONG**  
*Use It Or Lose It* (Atlantic)  
 LP: Use It Or Lose It  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**MICHAEL FURLONG**  
*Use It Or Lose It* (Atlantic)  
 LP: Use It Or Lose It  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**S.O.S. BAND**  
*Just The Way You...* (Tabu/CBS)  
 LP: Just The Way You Like It  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**FRANK STALLONE**  
*If We Ever Get Back* (Polydor)  
 LP: Frank Stallone  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**JANET STREET**  
*Say Hello To Ronnie* (Arista)  
 LP: Ronnie, Angie & Friends  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**NEW EDITION**  
*Cool It Now* (MCA)  
 LP: New Edition  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**RICKIE LEE JONES**  
*The Real End* (WB)  
 LP: The Magazine  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

**MICHAEL FURLONG**  
*Use It Or Lose It* (Atlantic)  
 LP: Use It Or Lose It  
 Regional 100/24 62% National  
 # 41 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

Continued On Next Column





# Contemporary Hit Radio

Continued from Back Page

## CHART EXTRAS

Chart Extras are those songs which have achieved greater status, yet do not have sufficient airplay strength to chart.

### KENNY ROGERS with K. CARNES & J. INGRAM What About Me?

72% of our reporters on it. Moves: Up 50, Debuts 42, Same 66, Down 0, Adds 17 including WASH, WAVA, KAFM, WCZY, KNBQ, 93Q, WAHC. Complete airplay in Parallels.

## BREAKERS

### DARYL HALL & JOHN OATES Out Of Touch (RCA)

80% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 19 including B104, Z100, Z93, B96, KWK, KPKE, FM102. Complete airplay in Parallels.

### CHAKA KHAN I Feel For You (WB)

65% of our reporters on it. Moves: Up 36, Debuts 38, Same 57, Down 0, Adds 27 including WHTT, CKGM, Z100, WAVA, 93FM, WLS-FM, KITS. Complete airplay in Parallels.

### STEVE PERRY Strung Out (Columbia)

61% of our reporters on it. Moves: Up 38, Debuts 21, Same 69, Down 0, Adds 19 including PRO-FM, KAFM, XTRA, KWSS, WMAA, KHFI, KBOS. Complete airplay in Parallels.

### SURVIVOR I Can't Hold Back (Scotti Bros./CBS)

60% of our reporters on it. Moves: Up 9, Debuts 15, Same 70, Down 0, Adds 51 including WHTT, WNYS, WBLL, B94, B97, WCZY, KOPA. Complete airplay in Parallels.

## NEW & ACTIVE

### ROMEO VOID "A Girl In Trouble (Is A Temporary Thing)" (415/Columbia) 136/12

Moves: Up 37, Debuts 19, Same 68, Down 0, Adds 12, KMJK, KWSS, Z106, WZKS, WKFR, KF96, 95XIL, WHTT 36-35, WPHD 29-28, FM102 d-26.

### PRINCE "Purple Rain" (WB) 134/37

Moves: Up 35, Debuts 29, Same 33, Down 0, Adds 37 including B104, PRO-FM, Q107, WGCL, WCZY, KOWB-FM, KPKE, Q103, KZPP, KWOD, KWSS, WBSN-FM, WKDD, WIGY, KKRC. Debuts at number 37 on the CHR chart.

### JOYCE KENNEDY & JEFFREY OSBORNE "Last Time I Made Love" (A&M) 129/11

Moves: Up 51, Debuts 14, Same 53, Down 0, Adds 11, WBLL, B94, KUBE, WBSN-FM, WKFM, KBOS, KYNO-FM, KKOV, KF9Y, KCMQ, KYAA, WXXS-FM 29-24, 94Q 13-9, B97 18-13, KZDZ 34-29.

### MARIA VIDAL "Body Rock" (EMI America) 123/27

Moves: Up 11, Debuts 15, Same 70, Down 0, Adds 27 including CKOI, CHUM, 94Q, Z93, 93FM, KDWB-FM, KMJK, Z106, KAMZ, WHOT, KKKX, KCAQ, WIKZ, WYKS, KWTO-FM.

### MATTHEW WILDER "Bouncin' Off The Walls" (Private/CBS) 90/43

Moves: Up 0, Debuts 4, Same 43, Down 0, Adds 43 including WXXS-FM, CKOI, Z93, WCZY, Q103, KUBE, Z106, WJZR, KMJK, KRQ, WOCM, KISR, Y94, K96, OK95.

### EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 90/12

Moves: Up 21, Debuts 8, Same 49, Down 1, Adds 12, 93FM, B97, WHTF, WSKZ, Z98, Z104, KKRD, KQMG, K093, T94, WGLF, KFMW, WPST 35-32, WZON 40-33, KTDY 38-34.

### COREY HART "It Ain't Enough" (EMI America) 75/5

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 75 including WXXS-FM, WNYS, WPHD, WCAU-FM, Q107, Y100, WCZY, WKTI, KPLUS, WSPK, KHYY, WOCM, WXLK, WDBR, KGHO.

### HONEYMOON SUITE "New Girl Now" (WB) 73/9

Moves: Up 12, Debuts 10, Same 40, Down 0, Adds 9, WXXS-FM, KAFM, 93FM, KUBE, WKRZ-FM, WVIC, 95XIL, T94, KXLS-FM, WPHD 28-25, KPLUS d-37, K104 38-29, WRCK 36-33, WJXQ 22-14, OK100 37-33.

### BARBRA STREISAND "Left In The Dark" (Columbia) 72/17

Moves: Up 2, Debuts 10, Same 43, Down 0, Adds 17 including WBLL, I95, Q105, KIMN, WMAA, 93Q, KZBZ, WZLD, KAMZ, KKFM, KBOS, KMGX, WPFM, KOZE.

### 38 SPECIAL "Teacher Teacher" (Capitol) 68/68

Moves: Up 0, Debuts 0, Same 0, Adds 68 including WNYS, WPHD, WCAU-FM, Z93, WKEE, WOUT, KROK, WZPL, KQMG, KDON-FM, WOCM, KISR, WAZY-FM, KIST.

### SAMMY HAGAR "I Can't Drive 55" (Geffen) 64/64

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 64 including WNYS, WPHD, KWK, KMJK, KPLUS, 98PKY, KX104, WKAU, Z299, KF95, OK100, KNOE-FM, KWTO-FM, KCBN, SLY96.

### JEFFERSON STARSHIP "Layin' In On The Line" (GrunT/RCA) 60/5

Moves: Up 13, Debuts 8, Same 34, Down 0, Adds 9, KBFM, KTFM, WVIC, WFBG, 103CIR, WLS d-38, K104 25-20, WRCK 30-28, WJXQ 21-11, KKFM 29-24, 95XIL 22-17, WOMP-FM 35-31, WIXY 35-30, WCIL-FM 35-25, OK95 d-30.

## MOST ADDED

### DARYL HALL & JOHN OATES (194)

Out Of Touch (RCA)  
COREY HART (75)

It Ain't Enough (EMI America)

38 SPECIAL (68)

Teacher Teacher (Capitol)

SAMMY HAGAR (64)

I Can't Drive 55 (Geffen)

GLENN FREY (57)

The Allnighter (MCA)

TOMMY SHAW (56)

Girls With Guns (A&M)

## HOTTEST

PRINCE (173)  
Let's Go Crazy (WB)  
CHICAGO (128)  
Hard Habit To Break (WB)  
MADONNA (102)  
Lucky Star (Sire/WB)  
CARS (102)  
Drive (Elektra)  
STEVIE WONDER (96)  
I Just Called To Say I Love You (Motown)  
J. CAFFEY & BEAVER BROWN BAND (49)  
On The Dark Side (Scotti Bros./CBS)  
CYNDI LAUPER (49)  
She Bop (Portrait/CBS)

### GLENN FREY "The Allnighter" (MCA) 57/57

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 57 including WNYS, WPHD, WCAU-FM, Z93, K104, WBBQ, WOKI, WZPL, KDON-FM, WDAY, WKHI, T94, WIXY, 99KX, KBIM.

RALPH MacDONALD featuring BILL WITHERS "In The Name Of Love" (Polydor/PolyGram) 57/10  
Moves: Up 7, Debuts 5, Same 34, Down 0, Adds 10, FM102, XTRA, WKRZ-FM, WKDD, KMGX, K093, KSKD, KKOV, KGHQ, SLY96, Q100 40-32, KTFM 36-31, KHYY 32-27, Z102 36-33, WGLF 39-36.

### TOMMY SHAW "Girls With Guns" (A&M) 56/56

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 56 including WXXS-FM, WNYS, WPHD, B97, B96, WKTI, KWSS, KPLUS, 98PKY, WZYP, Z95, 95XIL, WCGO, WSPF, KGHO.

KROKUS "Midnite Maniac" (Arista) 56/12  
Moves: Up 5, Debuts 5, Same 33, Down 1, Adds 12, WKEE, WKRZ-FM, WKAU, 92X, WKZ, WSOV, WYKS, T94, WGLF, K96, KCBN, KRSP, WPHD 36-32, WRCK 38-34, KKRC d-29.

SAM HARRIS "Sugar Don't Bite" (Motown) 54/8  
Moves: Up 7, Debuts 3, Same 36, Down 0, Adds 8, I95, WQID, WANS-FM, WZYP, WZKS, Z299, WOCM, W9WB, K104 40-33, WJZR 38-34, Z98 d-25, WCGO 38-31, Q104 17-12, Q101 39-33, KKRC d-34.

## SIGNIFICANT ACTION

### FREDDIE MERCURY "Love Kills" (Columbia) 39/15

Moves: Up 0, Debuts 1, Same 23, Down 0, Adds 15, WXXS-FM, CKOI, WCAU-FM, KPLUS, WZLD, WANS-FM, WKDD, WKHI, WOMP-FM, Q101, KKOV, WHSL, WDBR, KGOT, SLY96.

### WANG CHUNG "Don't Be My Enemy" (Geffen) 34/5

Moves: Up 1, Debuts 1, Same 27, Down 0, Adds 8, WJZR, KROK, WRQN, T94, KKOV, WPHD 38-34, WCAU-FM on, WYVR on, WZLD on, WJXQ on-dp, KFOR on, KQMG on, OK95 d-37.

### RICKIE LEE JONES "The Real End" (WB) 28/6

Moves: Up 1, Debuts 3, Same 18, Down 0, Adds 6, CKOI, KTFM, WKDD, KHOP, 99KX, KIST, WPHD on, WRCK on, WOKI on, WFM on, KZIO d-35, KQXR on, WJBO d-35, KZDZ d-37, OK95 38-32.

### GO GO'S "Yes Or No" (IRS/A&M) 27/7

Moves: Up 0, Debuts 3, Same 17, Down 0, Adds 7, WZLD, KTFM, KQXR, WHSL, K96, KZDZ, OK95, WPHD d-36, WSPK on, WRCK d-40, KWIC on, WNOK-FM d-38, KMJK on, KSKD on.

### JANEY STREET "Say Hello To Ronnie" (Arista) 22/22

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 22 including WCZY, Q100, K104, WBBQ, WOKI, FM100, KTFM, KROK, KZIO, WJXQ, WRQN, KBOS, KQMG, WERZ, KBIM.

### NEW EDITION "Cool It Now" (MCA) 22/18

Moves: Up 2, Debuts 0, Same 2, Down 0, Adds 18 including Z100, WCAU-FM, PRO-FM, 94Q, FM102, WRLY, Z106, KXX106, KX104, WZKS, Z98, KHYY, WERZ, T94, Z102.

### VANITY "Pretty Meas" (Motown) 21/0

Moves: Up 3, Debuts 3, Same 15, Down 0, Adds 0, WXXS-FM on, CKOI on, I95 d-36, WHYY on, FM102 d-30, WJZR on, WOKI 37-34, WRQN on, KQMG 38-34, KCAQ 35-32, KILE d-39.

### PEABO BRYSON "Slow Dancin'" (Elektra) 18/6

Moves: Up 0, Debuts 0, Same 12, Down 0, Adds 6, WXXS-FM, KWIC, KROK, WFBG, WDAY, KIST, WYVR on, KTFM on, WRQN on-dp, KQMG on, KHYY on.

### GIORGIO MORODER with PHILIP OAKEY "Together In Electric Dreams" (Virgin/Epic) 17/3

Moves: Up 2, Debuts 2, Same 10, Down 0, Adds 3, KWIC, WRQN, KKOV, WPHD 38-33, CKOI on, 93FM on, K104 d-40, WFM on, KQXR on, OK100 d-40, 95XIL 37-33.

### LIONEL RICHIE "Penny Lover" (Motown) 16/8

Moves: Up 1, Debuts 5, Same 2, Down 0, Adds 8, KWOD, WVIC-FM, KHFI, WQID, KAMZ, Z95, 103CIR, WXLK, WHTX 25-24, WCTI d-29, K104 d-37, Q100 on, KKRD d-36, 95XIL d-39, WIXY d-39.

### MICHAEL FURLONG "Use It Or Lose It" (Atlantic) 16/8

Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 6, KTFM, WERZ, WHSL, KHXX, KZDZ, OK95, WPHD on, K104 on, WRCK on, WFM on, S9IC on-dp, KOZE on.

### S.O.S. BAND "Just The Way You Like It" (Tabu/CBS) 15/0

Moves: Up 8, Debuts 3, Same 4, Down 0, Adds 0, WXXS-FM 34-33, WASH 23-21, WCZY d-39, FM102 29-22, KAMZ 19-17, KSET-FM 25-19, Y106 on, Z98 17-14, KMGX 29-19, KDON-FM d-39, WDAY 26-24, WJBO d-40.

### RATT "Wanted Man" (Atlantic) 13/13

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 13, WPHD, KPLUS, WRCK, KWIC, WFM, WFBG, WZON, 103CIR, WERZ, KNOE-FM, WHSL, KQCR, KBIM.

### SERGIO MENDES "Real Life" (A&M) 13/2

Moves: Up 0, Debuts 1, Same 10, Down 0, Adds 2, KROK, KDON-FM, K104 on, WKEE on, KIKI on, KQMG on, KTDY on, WAZY-FM on, KBIM on-dp.

### FRANK STALLONE "If We Ever Get Back" (Polydor/PolyGram) 13/1

Moves: Up 0, Debuts 1, Same 11, Down 0, Adds 1, WLAH-FM, WCAU-FM d-38, Q100 on, WSPF on, WJZR on, Q101 on.

### HELVY "Rock You" (Capitol) 13/0

Moves: Up 3, Debuts 1, Same 9, Down 0, Adds 0, WRCK 25-24, WKRZ-FM on, WHTF d-37, WJXQ 19-16, WRQN on, 95XIL 35-31, WCGO on.

### DRAGON "Rain" (Polydor/PolyGram) 10/9

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 9, WZLD, WOKI, KTFM, WJXQ, WRQN, WSOV, WJAD, Q101, KBIM, WAZY-FM on-dp.

### LUBA "Everytime I See Your Picture" (Capitol) 10/0

Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 0, WPHD on, WSPK on, WJZR on, WRQN on-dp, KHYY on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist (title label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, 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.



WARNER BROS. RECORDS  
IS PROUD TO ANNOUNCE THE RELEASE OF

# "Purple Rain"

THE THIRD SINGLE  
FROM THE ALBUM PURPLE RAIN  
PRODUCED AND PERFORMED BY  
PRINCE AND THE REVOLUTION

THE REIGN HAS JUST BEGUN . . .



Photograph: Annie Leibovitz



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**Contemporary Hit Radio**

Three Weeks  
Two Weeks  
Last Week

- 6 3 1 **1 PRINCE/Let's Go Crazy (WB)**
- 7 6 4 **2 CARS/Drive (Elektra)**
- 1 1 2 **3 JOHN WAITE/Missing You (EMI America)**
- 17 12 7 **4 CHICAGO/Hard Habit To Break (WB)**
- 3 2 3 **5 CYNDI LAUPER/She Bop (Portrait/CBS)**
- 24 16 12 **6 MADONNA/Lucky Star (Sire/WB)**
- 8 7 6 **7 SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)**
- 13 10 9 **8 SHEILA E./The Glamorous Life (WB)**
- 19 15 11 **9 BRUCE SPRINGSTEEN/Cover Me (Columbia)**
- 29 22 15 **10 STEVIE WONDER/I Just Called To Say I Love You (Motown)**
- 4 5 5 **11 HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)**
- 15 13 10 **12 BANANARAMA/Cruel Summer (London/PG)**
- 16 14 13 **13 NIGHT RANGER/When You Close Your Eyes (Camel/MCA)**
- 22 18 16 **14 JACKSONS/Torture (Epic)**
- 2 5 8 **15 TINA TURNER/What's Love Got To Do With It (Capitol)**
- 34 25 **16 BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)**
- 26 23 19 **17 LAURA BRANIGAN/The Lucky One (Atlantic)**
- 30 25 21 **18 DONNA SUMMER/There Goes My Baby (Geffen)**
- 33 26 **19 JOHN CAFFERTY.../On The Dark Side (Scotti Bros./CBS)**
- 39 31 24 **20 ROD STEWART/Some Guys Have All The Luck (WB)**
- 32 26 22 **21 LINDSEY BUCKINGHAM/Go Insane (Elektra)**
- 35 28 23 **22 RICK SPRINGFIELD/Bop 'Til You Drop (RCA)**
- 12 11 14 **23 JERMAINE JACKSON/Dynamite (Arista)**
- 37 32 28 **24 FIXX/Are We Ourselves? (MCA)**
- 35 31 **25 POINTER SISTERS/I'm So Excited (Planet/RCA)**
- 21 20 20 **26 TWISTED SISTER/We're Not Gonna Take It (Atlantic)**
- 40 34 **27 ELTON JOHN/Who Wears These Shoes? (Geffen)**
- 5 8 17 **28 LIONEL RICHIE/Stuck On You (Motown)**
- 37 33 **29 BILLY IDOL/Flesh For Fantasy (Chrysalis)**
- 39 35 **30 DIANA ROSS/Swept Away (RCA)**
- 9 9 18 **31 PETER WOLF/Lights Out (EMI America)**
- 38 32 **32 DENNIS DeYOUNG/Desert Moon (A&M)**
- 38 36 **33 NAKED EYES/ (What) In The Name Of Love (EMI America)**
- 39 34 **34 SHEENA EASTON/Strut (EMI America)**
- DEBUT** **35 DAVID BOWIE/Blue Jean (EMI America)**
- DEBUT** **36 WHAM!/Wake Me Up Before You Go-Go (Columbia)**
- DEBUT** **37 PRINCE/Purple Rain (WB)**
- 40 **38 BARRY GIBB/Shine Shine (MCA)**
- DEBUT** **39 THOMPSON TWINS/You Take Me Up (Arista)**
- DEBUT** **40 TINA TURNER/Better Be Good To Me (Capitol)**

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**Adult/Contemporary**

- 2 1 1 **1 CARS/Drive (Elektra)**
- 7 5 2 **2 STEVIE WONDER/I Just Called To Say I Love You (Motown)**
- 10 6 4 **3 CHICAGO/Hard Habit To Break (WB)**
- 9 8 6 **4 JOHN WAITE/Missing You (EMI America)**
- 5 3 3 **5 HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)**
- 8 7 7 **6 NEIL DIAMOND/Turn Around (Columbia)**
- 1 2 5 **7 BILLY JOEL/Leave A Tender Moment Alone (Columbia)**
- 25 13 **8 K.ROGERS w/K.CARNES & J.INGRAM/What About Me (RCA)**
- 17 14 11 **9 R. MacDONALD f/B. WITHERS/In The Name... (Polydor/PG)**
- 3 4 8 **10 LIONEL RICHIE/Stuck On You (Motown)**
- 20 17 12 **11 IRENE CARA/You Were Made For Me (Network/Geffen)**
- 21 14 **12 BARRY GIBB/Shine Shine (MCA)**
- 22 15 **13 LAURA BRANIGAN/The Lucky One (Atlantic)**
- 6 10 10 **14 TINA TURNER/What's Love Got To Do With It? (Capitol)**
- 22 20 16 **15 DONNA SUMMER/There Goes My Baby (Geffen)**
- 4 9 9 **16 JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)**
- 25 **17 BARBRA STREISAND/Left In The Dark (Columbia)**
- 20 **18 EVERLY BROTHERS/On The Wings Of A... (Mercury/PG)**
- BREAKER** **19 ELTON JOHN/Who Wears These Shoes? (Geffen)**
- BREAKER** **20 A. MURRAY with D. LOGGINS/Nobody Loves Me... (Capitol)**
- BREAKER** **21 DENNIS DeYOUNG/Desert Moon (A&M)**
- BREAKER** **22 BILLY OCEAN/Caribbean Queen (No More Love...)(Jive/Arista)**
- DEBUT** **23 MADONNA/Lucky Star (Sire/WB)**
- 14 19 24 **24 DAN HARTMAN/I Can Dream About You (MCA)**
- 18 18 18 **25 JAMES INGRAM/She Loves me (The Best That I...) (Qwest/WB)**

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**AOR/HOT TRACKS**

Three Weeks  
Two Weeks  
Last Week

- 2 2 2 **1 FIXX/Are We Ourselves? (MCA)**
- 12 4 **2 DAVID BOWIE/Blue Jean (EMI America)**
- 1 1 1 **3 BRUCE SPRINGSTEEN/Cover Me (Columbia)**
- 24 11 5 **4 J. CAFFERTY & THE.../On The Dark... (Scotti Bros./CBS)**
- 24 7 **5 U2/(Pride) In The Name Of Love (Island)**
- 4 3 3 **6 LINDSEY BUCKINGHAM/Go Insane (Elektra)**
- 10 6 6 **7 BILLY IDOL/Flesh For Fantasy (Chrysalis)**
- 23 20 9 **8 JOHN WAITE/Tears (EMI America)**
- 11 7 8 **9 HONEYMOON SUITE/New Girl Now (WB)**
- 18 19 10 **10 KROKUS/Midnite Maniac (Arista)**
- 37 22 **11 SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)**
- 20 18 13 **12 SAMMY HAGAR/I Can't Drive 55 (Geffen)**
- 13 13 11 **13 JON ANDERSON/Cage Of Freedom (Columbia)**
- 22 21 17 **14 ROMEO VOID/A Girl In Trouble (Is A...) (415/Columbia)**
- 15 14 16 **15 BILLY SQUIER/All Night Long (Capitol)**
- 8 9 12 **16 NIGHT RANGER/When You Close Your... (Camel/MCA)**
- BREAKER** **17 38 SPECIAL/Teacher Teacher (Capitol)**
- 46 34 24 **18 DAVE EDMUNDS/Something About You (Columbia)**
- 39 28 **19 KISS/Heaven's On Fire (Mercury/PG)**
- BREAKER** **20 SCANDAL f/P. SMYTH/Beat Of A Heart (Columbia)**
- 5 5 15 **21 CARS/Drive (Elektra)**
- 19 23 20 **22 PRINCE/Let's Go Crazy (WB)**
- 37 36 27 **23 PRINCE/Purple Rain (WB)**
- 41 31 **24 DENNIS DeYOUNG/Desert Moon (A&M)**
- 6 8 18 **25 SCANDAL f/PATTY SMYTH/The Warrior (Columbia)**
- BREAKER** **26 DIO/Mystery (WB)**
- 13 10 14 **27 STEPHEN STILLS/Stranger (Atlantic)**
- BREAKER** **28 ELTON JOHN/Who Wears These Shoes? (Geffen)**
- 40 33 32 **29 FIXX/Sunshine In The Shade (MCA)**
- 3 4 19 **30 JOHN WAITE/Missing You (EMI America)**

Complete Tracks  
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**Black/Urban**

- 7 5 3 **1 PRINCE/Let's Go Crazy (WB)**
- 4 2 1 **2 J. KENNEDY/J. OSBORNE/The Last Time I Made... (A&M)**
- 11 9 4 **3 STEVIE WONDER/I Just Called To Say I... (Motown)**
- 20 10 7 **4 JACKSONS/Torture (Epic)**
- 22 16 9 **5 DIANA ROSS/Swept Away (RCA)**
- 9 7 6 **6 ALICIA MYERS/You Get The Best From Me... (MCA)**
- 33 15 **7 CHAKA KHAN/I Feel For You (WB)**
- 1 1 2 **8 S.O.S. BAND/Just The Way You Like It (Tabu/CBS)**
- 17 15 10 **9 JANET JACKSON/Don't Stand Another Chance (A&M)**
- 2 3 5 **10 BILLY OCEAN/Caribbean Queen (No More...)(Jive/Arista)**
- 33 18 13 **11 STEPHANIE MILLS/The Medicine Song (Casablanca/PG)**
- 27 19 **12 NEW EDITION/Cool It Now (MCA)**
- 6 6 8 **13 JERMAINE JACKSON/Dynamite (Arista)**
- 39 24 **14 REBBIE JACKSON/Centipede (Columbia)**
- 30 21 18 **15 PATRICE RUSHEN/Get Off (You Fascinate Me) (Elektra)**
- 29 20 16 **16 DONNA SUMMER/There Goes My Baby (Geffen)**
- 30 23 **17 MacDONALD w/WITHERS/In The Name... (Polydor/PG)**
- BREAKER** **18 TIME/Jungle Love (WB)**
- 3 4 11 **19 MTUME/You, Me And He (Epic)**
- 40 26 **20 LEON HAYWOOD/Tenderoni (Modern/Atco)**
- 39 24 21 **21 PEABO BRYSON/Slow Dancin' (Elektra)**
- 27 **22 TEDDY PENDERGRASS/You're My Choice... (Asylum)**
- 12 12 12 **23 DENIECE WILLIAMS/Next Love (Columbia)**
- 14 14 14 **24 R. HALL/I've Been Watching You (Jamie's...)(MCA)**
- 21 17 22 **25 NUANCE f/VICKI LOVE/Take A Chance (4th & Brdwy/Isi)**
- 34 **26 CONTROLLERS/Crushed (MCA)**
- BREAKER** **27 CHAMPAIGN/Off And On Love (Columbia)**
- 38 31 **28 CHERRELLE/Fragile...Handle With Care (Tabu/CBS)**
- BREAKER** **29 VANITY/Pretty Mess (Motown)**
- 13 13 26 **30 RUN D.M.C./30 Days (Profile)**
- 8 8 17 **31 LILLO THOMAS/Your Love's Got A Hold On Me (Capitol)**
- DEBUT** **32 MADONNA/Lucky Star (Sire/WB)**
- BREAKER** **33 LAKESIDE/Make My Day (Solar/Elektra)**
- 5 11 20 **34 RICK JAMES/17 (Gordy/Motown)**
- 35 **35 HERB ALPERT/TIJUANA BRASS/Bullish (A&M)**
- BREAKER** **36 STAPLE SINGERS/Slippery People (Private I/CBS)**
- DEBUT** **37 LATOYA JACKSON/Hot Potato (Private I/CBS)**
- BREAKER** **38 TINA TURNER/Better Be Good To Me (Capitol)**
- DEBUT** **39 NEWCLEUS/Computer Age (Push The...) (Sunnyview)**
- DEBUT** **40 PRIME TIME/I Owe It To Myself (Total Exper./RCA)**

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