N D E:

BEER/WINE RESEARCH SEEMS AMBIGUOUS

Both sides on the beer and wine broadcast ad ban issue are brandishing research studies that support their own conclusions. Brad Woodward sorts through the confusion, while Ron Rodrigues hears what action A/C stations are taking.

Page 4, 44

THE PERILS AND PITFALLS OF STRATEGIC PLANNING

Charles Warner concludes his three-part series on winning strategies with a look at when to attack a vulnerable competitor and the traps to avoid in plotting your approach

Page 20

COUNTRY MOURNING LACK OF MORNING PERSONALITIES

Have three-in-a-row Country formats choked off the supply of morning talent with personality? Country PDs are finding the search uncomfortably tough, Lon Helton discovers.

Page 46

PEOPLE IN THE NEWS THIS WEEK

- Tim Sullivan President/GM at KEZY-AM & FM
- **Bob McKay** PD at WKQZ
- Bob Christopher OM, Dennis Lambert ND at KTAR
- Steve Glueck GM, John Wolfe PD at KONC
- Mike Shanin PD at KCMO
- Rich Meyer PD at WNCI
- John Davidson PD at KYND
- Dan Forth Director, Gloria Briggs Manager of ABC FM net
- Gary Hiatt GSM at KOPA

Page 3, 6, 7

REQUIREMENTS FOR GOOD TALK FORMATS

In two quest essays, KTRH/Houston Station Manager Michael Packer isolates the winning News/Talk philosophies, while consultant Ira Apple pinpoints what makes an effective talk host.

Page 32

REEVALUATING THE TERM "AOR"

Ten years or so after R&R invented the term AOR, it's time to take a new look at how it fits today's formats. Steve Feinstein points out that it's always been an umbrella term for a variety of musical approaches.

MEDIUM MARKET MONOLITHS

Joel Denver profiles two high-scoring medium market CHRs - KHFI/Austin and Q100/Allentown - for insights into their remarkable success stories.

Page 34

Newsstand Price \$3 50



Kelly Comes To KLOS As Program Director

WLS (AM)/Chicago PD Tim Kelly has been named PD at KLOS/Los Angeles, replacing Tommy Hadges, who is leaving to join Jeff Pollack Communications. Kelly previously pro-grammed WLS-FM and WLUP/Chicago.

KLOS VP/GM Bill Sommers told R&R, "I went after Tim, and am delighted to get him. He has AOR experience at the Loop as well as an ABC background, and conducts himself in a businesslike manner."

Kelly commented, "I told Bill Sommers many years that if

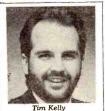
Dick Rakovan

really look forward to it.'

on its success is a great honor

stints as GSM at both WJR/De-

troit and WPAT/New York.



Tomory were ever to leave, I'd love to nervise the job. We're going to Copylinde, forward."
Asked how the field short moving to L.A., he reconfiel, I helped Rendy Newman, write the song."

Rakovan WFYR VP/GM

Dick Rakovan has been apment to the traditions of the pointed VP/GM of RKO's WFYR/Chicago, replacing the exiting Bernie Kvale. Rakovan was most recently Senior VP of **Outlet Communications.**

RKO Radio President Jerry Lyman stated, "Mr. Rakovan has a strong sense of commit-part. The opportunity to build

radio industry. His experience and management record make him extremely qualified to step into this important position."

Rakovan told R&R, "WFYR is a Chicago institution, in which I am delighted to be a

YOUNG JOINS FM

Cohen Upped To VP At WINZ-AM & FM

Stanley Cohen has been given the additional title of VP for both stations. Cohen joined the stations in 1978 as GSM and was upped to GM three years ago. His radio background includes stints as National Sales Manager of ABC-FM Spot Sales and GM of WYNY/New York.

Cohen said he welcomes the 'additional recognition from the company" his promotion represents, and looks forward to continued strength for both stations. With a new tower to overcome a signal deficiency in Broward County Cohen expects WINZ-FM to surpass market leader WHYI (Y-100) "within the next year or two." Despite a soft fall book, he said WINZ (AM) is number one 25-54 and continues to lead other News/Talk stations in 12+

WINZ-AM & FM/Miami GM Young will join WINZ-FM next week as morning news anchor. Most recently PD at News/Talk WCNN/Atlanta, Young was News Director of KMET/Los Angeles for many years previously.

PETERSON VP

TM Sets Four Key **Executives**

As part of four new appointments at TM Communications, Doyle Peterson and R. David Graupner were promoted from within to VP and Operations Director, respectively. Coming aboard as Regional Manager/ West Coast and VP/Director of Marketing are Bob Ardrey and Robert May.

President Pat Shaughnessy remarked, "I'm extremely Cohen announced that Ace pleased that we're able to rec-

ognize our own people's achievements and promote from within, as well as attract such outstanding broadcasting experts from outside. These four positions are key to TM Communications' continued growth and success, and I'm confident that we have the right people in the right place

at the right time." Peterson served as TM's TM/See page 6

WHITE WOOD VP/GM; ROTHFEDER VP/CFC

Grace Sets Lareau As President

Grace Broadcasting has named WOOD-AM & Grand Rapids VP/GM Mike Lareau President/COO. WSPD & WTLQ/Toledo VP/GM Jim White, previously GSM at WOOD for 11 years, rejoins the stations as VP/GM, while WSPD & WTLQ President Tom Girocco has assumed White's managerial duties.

In addition, former Capital Cities Cable VP/Finance Allan Rothfeder assumes the newlycreated position of VP/Chief Financial Officer, and WOOD-AM & FM Chief Engineer Gerald VanderSloot has been promoted



Mike Lareau

to Director Of Engineering for the chain. The moves result from a Grace expansion drive, kicked off by its recent purchase of WNYR & WEZO/Rochester, which closed this week.



Jim White

Chairman Harvey Grace told R&R, "Mike has demonstrated his abilities as an experienced broadcaster at WOOD, and his knowledge expands far beyond GRACE/See page 7

Michaels



Dave Michaels, most recently Assistant PD at Blair's WFLA-AM & FM/Tampa, has been named Program Director at sister WZOU/Boston. He replaces Dave Gariano, who departed two weeks ago over philosophical differences.

WZOU & WHDH VP/GM AI Brady Law commented, "Dave Gariano did build a good staff, so he leaves a good legacy behind. He worked very hard, but I just wasn't sure where we were going to end up.

"Obviously, through our past associations" (Law was GM at WFLA-AM & FM before taking up his current post), "I've been well aware of Dave Michaels's talents. He originally came here to help me through the transition, but he's organized the station so quickly and efficiently, it became apparent he was the right choice for PD. He and I both want a fun-sounding radio station, and to do that requires a tight ship internally so the airstaff can concentrate on entertaining and winning."

Michaels, who did some onair work at WRBQ/Tampa just prior to arriving in Boston, told R&R, "I think I've got the most professional staff I've ever been involved with. We will achieve our goals of winning by doing CHR in the classic sense.'

Michaels's prior program-ming background includes consulting WZKS/Nasvhville, Assistant PD at KLAC/Los Angeles, and the OM position at KROY-AM & FM/Sacramento, KAFY/Bakersfield, and KOBO/Yuba City, CA.

LOW OF THE AIR

AMERICAN MUSIC MAGAZINE



STARRING

Radio stations can now make RICK DEES a part of their air-staff all week long.

"AMERICAN MUSIC MAGAZINE starring RICK DEES"
... five one hour shows, one for each day Monday
through Friday, every week. Ideal for drive time
adjacencies, mid-days or early evenings.

Just as TV's Entertainment Tonight lets everyone know what's happening in the entertainment world, "AMERICAN MUSIC MAGAZINE starring RICK DEES" will let your listeners know what's happening day by day in the world of music . . . from Rick's vantage point in Hollywood—the record capital of the world.

You'll find out the WHO, WHAT, WHERE, WHY AND WHEN of videos, tours, new albums and new projects. Who's hot and who's not.

"AMERICAN MUSIC MAGAZINE starring RICK DEES" is filled with lots of music, Rick's ingenious wit, his irresistable charm and his entire cast of comedic characters who have made his week-end program a giant success. Drop-ins from the actual stars themselves will complete the program.

For station clearance information call our Washington, D.C. office at (703) 556-9870.

For national sales information call our New York office at (212) 869-7444.

The United Stations

AMERICA'S TARGET RADIO NETWORKS

With two tributes to the late Marvin Gaye hitting the No. 1 and 2 positions on the Black/Urban chart, Ken Barnes looks back at how popular music has saluted its stars who've passed on.

Page 26

	1 200
Washington Report 4	A/C: Ron Rodrigues
What's New	Country: Lon Helton46
Ratings & Research: Jhan Hiber	Nashville: Sharon Allen
	Black/Urban Radio: Walt Love
Ratings Results	BIGGIO OTDEST TROUBLE
Networks: Reed Bunzel	Marketplace
Management	Opportunities
Street Talk 23	National Music Formats
On The Records: Ken Barnes 26	Jazz Chart
Calendar: Brad Messer	Country Chart
News/Talk: Brad Woodward 32	A/C Chart
	AOR Chart
CHR: Joel Denver	AOT ORBIT
AOR: Steve Feinstein 40	Black/Urban Chart
	CHR Chart

McKay Joins WKQS As PD

Bob McKay has been named PD at WKQS/Miami. McKay replaces the exiting Mac Allen, taking his new post February 25.

Sunshine Wireless Co. President Dan Cohen commented, "Bob's success while progamming winning Country stations in

Glueck GM. **Wolfe PD** At KONC

Following Affiliated Broadcasting's recent acquisition of Classical-formatted KONC/Phoenix (formerly KHEP-FM), Steve Glueck and John Wolfe have been named GM and PD, respectively. Former PD Bob Christiansen is staying on as morn-ing personality at "Concert 101," which has expanded programming to a full 24-hour schedule; it formerly shut down at 1am.

Before a three-year hiatus in cable TV programming, Glueck worked at KTAR/Phoenix for 11 years, including four as GM. "I'm delighted to be back in radio, he said. "I have a real commitment to this market, and know what it takes to be for a station to be successful." Commenting on Wolfe, Glueck continued, "John is the key. He knows how to communicate with the audience and he'll be an immense help in guiding our staff."

Prior to joining KONC, Wolfe spent 25 years as PD at Classical outlet KVOD/Denver as part of its original staff. "It's a very exciting job," he said, "and I'm very happy to be in Phoenix. We're keeping all the people that had been here for some time, but there's somewhat of a new direction in the informal way we sound, compared to other Classical stations." Added Glueck, "We're not running a music appreciation course - it's a radio station that communicates to people, rather than to a ultraexclusive club."

KONC is no longer the only Classical outlet in town, as suburban KMZK/Sun City recently discontinued its Oldies approach for an automated Classical presentation. Serving as PD there is Gene Benyas.

TRANSACTIONS

Beach Sells WSBH For \$2.15 Million

Faircom, Inc. subsidiary SBH-FM, Inc. has agreed to purchase WSBH/Southampton, NY from Beach Broadcasting Corp. for \$2.15 million. The station is the first acquisition for the buyer; the seller owns no other properties.

WSBH operates with 2.6 kw on 95.3 mHz at 400 feet. Blackburn & Co. brokered the transac-

San Diego and Milwaukee made him our top choice for the position."

McKay most recently spent five months as KUUY/Cheyenne's PD. Earlier he spent four years as PD of KCBQ-AM & FM/San Diego and a year and a half as PD of WBCS/Milwaukee. He told R&R, "I'm looking forward to a great association with Dan Cohen and everybody at Sunshine. They're totally committed to Country and to winning in South Florida."

Meyer New PD At WNCI

Nationwide's CHR-formatted WNCI/Columbus has selected former WMET/Chicago PD Rich Meyer as Program Director. He replaces OM/PD Harry Valentine, and begins his new assignment immediately.

VP/GM Dale Webr told R&R, "Rich brings maturity and enthusiasm to this job. His knowledge in music, research, and promotions qualifies him as the best person for this position."



outlets KAZY/Den-Rich Meyer ver and 91X/San Diego, commented, "We are presently evaluating the state of the market and considering every available positioning option. Regardless of our final determination, I promise you that WNCI will deliver a fresh, aggressive, and extremely exciting product to Columbus. Stay

DAVIDSON NEW PD

KYND Reborn In Houston

KZRQ/Seabrook-Houston will discontinue its CHR format for Easy Listening February 25, picking up call letters KYND. At the same time, John Davidson has joined the station as PD after 13 months as morning man at crosstown KODA. He replaces Clay Gish, who exited four weeks ago.

The KYND call letters were used in the past in Houston by Harte-Hanks for its Beautiful Music outlet (now CHR KKBQ-FM), and Davidson served three years as KYND PD before its switch. He earlier programmed WTAR/Norfolk for eight years.

Explaining the changes, Davidson told R&R, "There are a lot of CHR stations here, and (owner) Roy Henderson's intent has KYND/See Page 7

SALGO FIRM TO CONSULT

PROBESTOLIS AND SERVICE SERVIC

Sullivan Becomes New **KEZY President/GM**

Anaheim Broadcasting President/GM Tim Sullivan has completed his company's \$3.5 million acquisition of Southern California outlets KEZY-AM & FM/Anaheim. The AM will for the present time continue carrying an A/C format supplied by the Satellite Music Network; the automated CHR FM will gradually convert to a fully-staffed live

Joining as consultant is Jeff Salgo, who has formed New Frontier Broadcast Consultants. Salgo, owner of KIVR-AM & FM/Cave Junction, OR and a longtime consultant, will supervise the programming for both stations, succeeding exiting PD Pat Garrett. Also leaving the FM station was GM Dan Mitchell, along with personalities Chuck Martin and Lisa Dillon.

Sullivan, a veteran Los Angeles broadcaster, told R&R, "I'm very excited about taking over the station, and delighted to be back together with Jeff, whom I worked with over at KMGG/Los Angeles. I have a lot of confidence in Jeff, and we feel there's great potential for KEZY and Orange Coun-

Gingold Resigns Birch Post

David Gingold, President of Birch Consumer Research, has resigned. Gingold had been with the Birch Research firm since 1980, and had served as Birch Radio President before taking his most recent position.

Gingold explained, "The Consumer Research division was not as successful as we hoped, only in that we overestimated the market potential for data collection work. I think we're just a couple of years ahead of our time on it, and it will continue to operate." He added that he will "choose from the smorgasbord of opportunities I feel I can qualify for" following his resignation, effective March 15. He will continue as a Birch stockholder and board member. No replacement has been named.

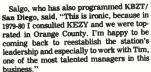
Birch Research Chairman Tom Birch stated. "David's contribution to Birch Radio's success cannot be overestimated. His remarkable sales ability helped put us on the map.'

Shanin Upped To KCMO PD

Veteran local broadcaster Mike Shanin has been promoted from News & Public Affairs Director to the newly-created Program Director's post at KCMO (AM)/Kansas City. In his new capacity, Shanin will be more involved in the station's talk personalities, while also maintaining his pre-

continue as morning cohost, joined KCMO in 1982. His prior radio experience includes 18 months as News & Operations Manager for KFIX-AM & FM/Kansas Ci-

ty, as well as five years in various Mike Shanin posts, including ND and PD, with neighbor KCKN-AM & FM. Indicating that he's planned only "some subtle changes," Shanin told R&R, "As someone who's been interested in station management for some time, I appreciate being able to get more involved with the overall management effort of KCMO."



It was also announced that veteran KFXM/San Bernardino programmer Craig Powers had been named MD.

LAMBERT ND

Christopher Elevated To KTAR OM

KTAR/Phoenix morning news anchor Bob Christopher has been named Operations Manager of the News/Talk outlet. He replaces Bob Grossfeld, who resigned effective January 30.

Predicting no major changes in KTAR's rogramming, Christopher commented, We simply want to build on our established success and market dominance. But you can expect our news department to become a little more aggressive and our talk shows to become even more interesting and ex-

Christopher, who will retain his morning anchor eduties, joined KTAR last May. He had been News Director at WKIS/Orlando and the Florida Radio Network. He also served for eight years in the newsroom at WCFL/Chicago.

In one of his first acts as Operations

Manager, Christopher promoted Managing Editor Dennis Lambert to the position of News Director. Lambert also joined KTAR last May, after eight years as a reporter/anchor at WXYZ/Detroit (now WXYT). "I'd like to see the number one news department in the state get even better in '85," Lambert remarked after his ap-

WCOL Drops Gold For News/Talk

WCOL/Columbus will drop its Gold format on March 4 to become the Columbus market's first News/Talk station. WCOL & WXGT (92X) VP/GM Randy Rahe will continue to oversee the station, and Mike Perkins remains as PD, adding chores as afternoon drive talk host

"There is no News/Talk in Columbus at all. There never has been," Rahe commented. "We thought it was the obvious hole." Rahe says owner Great Trails Broadcasting is ready to make the multi-year commitment usually needed to succeed in the format. WCOL has been Gold for a year, aired a Nostalgia format for the previous three years, and was a CHR force in the market for decades.

Rahe said WCOL will rely on ABC Talkradio middays, overnights and weekends.
Mike Scinto has been hired from WAVI/ Dayton as morning talk host, and an evening host will soon be named. Ed Shane will continue to consult the station, and the existing news staff of six may be expanded

eventually.
WCOL will bring Cleveland Indians baseball into the market this spring, and will air many sporting events from the CBS Radio Network. Rahe said a few of the station's specialty music syndicated shows will be retained on weekends.





Conflicting Research Underscores Elusive Alcohol-Advertising Link

Lobbyists working on Capitol Hill to defeat a proposed ban on broadcast beer and wine ads have found that the idea of a ban seems to gain an immediate, emotional acceptance from most politicians. But that reaction soon fades, they report. It's especially vulnerable to arguments from the broadcast, advertising, and alcoholic beverage industries that what little research has been done in the area points to two conclusions:

Washington Report

Dingell Foresees No Broadcast Deregulation

The powerful Chairman of the House Commerce Committee hinted last week there will be no broadcast deregulation legislation emerging from his panel in 1985. "In the near future I do not see much need for Congress to revisit the broadcast or cable industries," Rep. John Dingell (D-MI) told a Golden Jubilee Commission on Telecommunications symposium in Washington

In an apparent rebuke to the FCC, Dingell attacked "blind adherence to free market ideology" and called for a "pragmatic approach" to regulation, based on "concrete anlysis of the advantages and disadvantages of particular



tages of particular John Dingell
proposals, rather than kneejerk reaction
based upon a regulatory or deregulatory
ideology."

Dingell renewed his defense of the Fairness Doctrine, promising a "swift and sure legislative response" if the FCC continues "its foolish assault on this fundamental protection of free speech."

FCC Eyes Post-Taping Okay To Air Phone Calls

The FCC has proposed relaxing its rule that requires broadcasters to get permission before taping a phone call to he used later on the air. Before they can begin rolling the tape, broadcasters must now get permission to both record and to broadcast the material.

Under the proposed change, they could tape the conversation without prior consent, as long as they subsequently got permission to air it. The rules requiring live broadcasts would stay unchanged, still requiring advance notice before putting a caller on the air live.

Comment is being sought on a wide range of options, including imposition of a beep-tone requirement for call taping without prior permission, and deleting FCC phone rules entirely in favor of other state and federal privacy protections.

Federal wiretapping laws now require that at least one party to a conversation be aware that taping is taking place, although 13 states require awareness on the part of all parties before a phone call is recorded. Comments on Docket 85-37 are due at the FCC by April 29.

NAB Adds Programming Sessions To Las Vegas Convention

For the first time, the NAB spring convention will feature a full day of extra activities (Saturday, April 13) designed specifically for

radio broadcasters, including programmers and air personalities.

Winning with personality radio and conducting talent contract negotiations will be covered in formal sessions, as will a new Reymer & Gersin study on how to push listeners' psychological "hot buttons" with station advertising and promotion.

Broadcasters will have a chance to talk one-on-one with experts in the areas of ratings book analysis, finding the right on-air talent, music and news computerization, lottery and contest legal pitfalls, and minority recruitment.

Local Residence Prevails Over Minority Ownership

Upholding a decision by its Review Board, the FCC last week declined to grant a new FM license in Jonesboro, AR to Whispering Sounds, Inc. despite the firm's strong preference for 100% minority ownership.

It gave the license to MSB Communications, saying its credit for the 100% local residence of its principals outweighed Whispering Sounds' minority enhancement. MSB also was awarded preferences for more integration of owners into management, civil participation, broadcast experience, and for bringing new third and fourth nighttime service to 3616 more people than proposed by Whispering Sounds.

Other Key Developments:

NAB Radio Hall of Fame Awards at this year's spring convention will go to Casey Kasem and radio sales consulting pioneer Fred Palmer, who also owns WATH & WXTQ/Athens, OH. The 1985 Distinguished Educator Service Award from the Broadcast Education Association goes to Forward Communications President Tom Bolger. KWMT/Ft. Dodge, IA chairman William Quarton will receive the Spirit of Broadcasting Award.





Fred Palme

Tom Bolger

 The Emergency Broadcast System was activated 995 times by broadcasters in 1984.
 Most frequent EBS users were KTTS/Springfield, MO (80 times) and WCIL/Carbondale, IL (41 times).

 The FCC's January renewal of license for WDJY/Washington (formerly WOOK) has been appealed to the U.S. Court of Appeals by District Broadcasting. The Commission's decision reversed a Review Board ruling granting the license to District.

- Advertising and alcohol problems are unrelated
- Ad bans imposed elsewhere have had no impact on either consumption levels or abuse.

The success of ban opponents in driving home those points, plus apparent unease about First Amendment implications, may explain why the ad ban still has no congressional sponsor.

But Project SMART (Stop Marketing Alcohol On Radio & Television) has studies of its own, including one done for the U.S. government, to support its viewpoint. Both camps dismiss the other side's research as flawed or biased. Significantly, none of the research on either side has tried to measure the impact of radio advertising. Only TV and magazine ads have been studied.

The lack of hard evidence on the issue is troubling to data-oriented legislators like House Telecommunications Subcommittee Chairman Tim Wirth (D-CO). For the moment, the vacuum tends to favor broadcasters — and the status quo.

Definitive Study May Be Impossible

The difficulty of isolating the precise effect of advertising was perhaps best summed up in 1883 by Project SMART's parent group. It told the Federal Trade Commission, "Because of immense methodological difficulties, little empirical research has been conducted in this area. Moreover, because many factors influence drinking behavior and overall alcoholic beverage consumption, definitive studies on the effects of advertising may be impossible to design."

Strickland Study Exonerates Advertising

The centerpiece of the anti-ban research is a study conducted by Dr. Donald Strickland of Washington University in St. Louis, whose funding comes from many sources, including brewers. Over 1600 seventh, ninth, and eleventh graders were surveyed on their alcohol use and attitudes, mass media exposure, personality and social-psychological conditions, and family environment.

At a recent briefing in Washington, Strickland said the study convinced him that "exposure to alcohol advertising appears to have little relationship to the amount consumed and, more importantly, to abusive alcohol practices."

The study concluded, "Given the presumed vulnerability of youth to mass media influences, and especially for those who hold certain susceptible orientations, the findings fail to sustain the argument that alcohol advertising is a primary factor in drinking behavior."

"The success of ban opponents plus apparent unease about First Amendment implications, may explain why the ad ban still has no congressional sponsor."

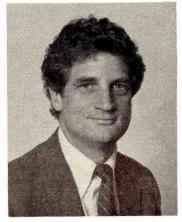
Here are other weapons in the anti-ban

- Per capita alcohol consumption in the U.S. is only half of what it was in 1830, a century before the advent of radio and TV.
- A Strickland study showing that, of 700 alcohol ads examined, few equate drinking with success and wealth, or target women and young people. Most frequent ad themes were "quality of product" (29%) in magazines and "change-of-state relaxation" (41%) for television.
- An Ad Age survey of 1250 adults showing that well-known personalties in beer ads "make little impression on consumers and those who do aren't very believable."
- An increase from 7.6 to 13.5 liters in per capita alcohol consumption in the year after Bulgaria in 1973 banned all alcohol ads and hiked prices 50%.
- A 52% boost in per capita consumption in the four years after Norway banned alcohol ads in 1972.
- A higher rate of beer consumption in Canadian provinces where beer ads are prohibited on radio and TV than in provinces where broadcast ads are allowed.
- Lack of a consumption decrease from 1971-72, when all alcohol advertising was banned in British Columbia.



CHAIRMAN OPPOSES ALCOHOL AD BAN — Broadcasters picked up a key ally in their fight against banning on-air beer and wine ads when Senate Commerce Committee Chairman John Danforth (R-MO) appeared before the NAB Executive Committee earlier this month. Saying a bar would have little impact on alcohol abuse, Danforth said other solutions should be explored. Listening to Danforth (standing) are (left to right) TV Board Vice Chairman Bill Timer; Radio Board Vice Chairman Ed Giller; Radio Board Chairman Ted Snider; Joint Board Chairman Gert Schmidt; TV Board Chairman Jerry Holley; American Advertising Federation (AAF) Sr. VP/Government Relations Dan Jaffe; and AAF President Howard Bell.

Coleman Research vs. The Research Group



Most broadcasters tell us there are really only two top research companies in our business. Here are three reasons many choose Coleman Research.

Jon Coleman, Presiden

1. OUR APPROACH IS SENSITIVE TO YOUR NEEDS.

We work with you to develop research based on your needs. Every market is unique, every station is different. Our research works because we respond to your needs.

2. WE WORK WITH YOU TO DEVELOP A CUSTOMIZED ACTION PLAN.

When the research is complete, our job is only half done. We believe our most important task is helping you implement our research findings. So we help you create a strategic plan that works.

3. WE WON'T WORK FOR YOUR COMPETITION.

Coleman Research believes confidentiality helps establish an on-going relationship that can better serve your long-range marketing concerns.

Best of all, it means we're always personally available to clients to discuss immediate concerns in complete confidence.

That's another big reason broadcasters who research the two leaders choose Coleman Research.

Coleman Research

Forth, Briggs Expand **ABC Duties**

Dan Forth, Director/ABC Rock Network, and Gloria Briggs, the Rock net's Manager/Affiliate Relations, have been assigned the additional duties of Director and Manager of the FM Network, respectively. Forth and Briggs will be responsible for marketing both networks to prospective affiliates and for meeting the day-to-day needs for current stations

VP/ABC Radio Networks John Axton said, "Dan and Gloria have done a superb job with the ABC Rock Network, and I am confident that the FM Network stations will enjoy working with them.'

Prior to joining ABC as Director/Rock Network in January, 1983, Forth was Director/Affiliate Relations at NBC's Source. He previously was GSM at WLOB/ Portland, ME and held the same position at WFTQ & WAAF/Wor-

Briggs was Administrator/ Youth Networks at ABC from December 1982 until late last year, when she became Manager/Affiliate Relations for the Rock network. She joined ABC on a freelance basis in 1982, clearing stations for several network programs and also working on special projects



SUMMER ACCEPTS AWARD — RCA Records President Bob Summer received the Anti-Defamation League of Binai Birith's Music & Performing Arts Division's Human Relations Award at a recent New York banquet. Summer also presented the Per-forming Arts Award to cellist/conductor Mstislav Rostropovich. Pictured at the ceremonies are (i-r) MPA President Al Feilich. event Chairman Cy Leslie, Summer, event Co-Chairman Ira Moss, honorary chairman Walter Yetnikoff, and Co-Chairman Henry Rosenberg

tions at WSTB & WMLO/Sarasota, in addition to a five-year Ardrey is a former NRBA

Chairman who most recently spent seven years as VP/Sales for Drake-Chenault. Before that he served 11 years as VP with Mery Griffin Radio, having also worked on-air and in programming for several stations in Philadelphia.

stint at KFOR/Lincoln.

For the past three years May has been President of FirstCom Broadcast Services. He earlier held GM posts at Shamrock properties in Mem-phis, New Orleans, and Little Rock, and in Houston for Amaturo.



ANIMOTION IN MOTION - Mercury/PolyGram's Animotion recently played two hometown concerts at L.A.'s Roxy. Pictured after the show are (I-r front) PolyGram VP Bill Follett, group's Bill Wadhams and Astrid Plane, and Sr. VP Russ Regan; (I-r rear) Sr. VP Emlel Petrone, label's Kyle Hetherington, PolyGram President Guenter Hensler, group's Frenchy Ö'Brien, Charles Ottavio, and Don Kirkpatrick, manager Larry Ross, group's Greg Smith, and attorney Lindsey Feldman.

TM

Continued from Page 1

Southeast Regional Manager for the past two years, having previously directed TM's Special Projects Division. His background also includes management terms at Dallas stations KNUS and KMGC, and Pittsburgh outlets WKTQ and WSHH.

Graupner has been Director of Programming of the company's TM-O-R format for two years, and he will continue those duties as well as manage overall programming opera-tions. He has handled opera-

MARCH 1985



2-3 John Parr

9-10 Pointer Sisters

16-17 John Fogerty

23-24 **Bryan Adams**

30-31 Debarge



2-3 Kay Starr

9-10 Charlie Barnet

16-17 Nelson Riddle

Liberace

Jack Jones



Continued from Page 1

the boundaries of these stations. With both Allan and Mike I feel we're poised for a bright future as we seek to acquire additional properties."

Lareau, a 30-year WOOD vet-eran, noted, "With Jim's proven track record in Toledo, it's with great pleasure that we welcome him back. With our continued growth it also becomes necessary to keep a sharp eye on the technical needs of our facilities, and Gerald's deftness and abilities to troubleshoot and direct make him perfect to oversee the engineering for the

White, who left WOOD in 1979,

KYND

told R&R, "The key factors in my returning were the excitement of joining a growth-oriented company, moving back to Grand Rapids, and having the chance to work with Mike again. This represents a chance to manage one of Amer-

ica's great radio operations."
Rothfeder commented, "We are poised for further growth, and it makes sense to have someone in this position as we continue expansion in the larger middle markets. We should have another acquisition to announce in the Sunbelt within four months."

Along with WOOD-AM & FM and the new Rochester acquisi-tions, Grace owns KDON-AM & FM/Salinas, CA.

Continued from Page 3

been to bring back KYND because of its long tradition in this market. It'll be somewhat of an unusual Easy Listening station, programming original material primarily vocals - from the '60s to the '80s. I think there's a hole big enough to drive a Mack truck through between the traditional background Beautiful Music station and the Davidson, who will handle the morning airshift, added that a full lineup of per-

Hiatt Named GSM At KOPA

WYCG/Gainesville GM Garv Hiatt has been named GSM at First Media's KOPA-AM & FM/Phoenix. He replaces Jerry Del Core, who transferred to WKKT/Boston. The move marks a return to First Media for Hiatt. who served until recently as WZGC (Z93)/Atlanta's Local

Sales Manager.
KOPA GM Gary Guthrie told

R&R, "He has a tremendous reputation for bringing out the best in his sales staff. I'm happy that KOPA is fortunate enough to be Gary's next plateau within First Media."

Hiatt commented, "We're in great shape already with the sales staff, and it's my hope that I can bring in a few tricks I've learned from Z93 to add to our success at

STAFF

Prior to First Media, Hiatt worked for WSB-TV/Atlanta, NBC-TV Spot Sales, and Telerep in various sales capacities

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Grammy Gathering



Grammy Award winners Kim Carnes and Herbie Hancock helped National Acad Recording Arts & Sciences (NARAS) President Mike Melvoin announce nominations for the 27th annual Grammy Awards, to be presented next week

SUPER WEEKENDS

John Anderson

sonalities is forthcoming.

9-10 Anne Murray

16-17 George Strait

The Bellamy Brothers

30-31 Ronnie McDowell

> THE WEEKLY **COUNTRY MUSIC** COUNTDOWN

Johnny Rivers

Bobby Vinton

16-17 Grassroots

Brook Benton

30-31 Little Anthony

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Chicago



Pacific's "Newsmixer" To Debut



Specifically designed for use in radio newsrooms, the "Newsmixer" is an audio mixing, routing, and monitoring system created to meet the preparation, assembly, and production needs of today's radio news operations. Built by Carlsbad, CA-based Pacific Recorders & Engineering, the unit is small enough to be either rack-mounted or operated on a desk top.

The Newsmixer's dual bus design allows the user to perform several independent tasks simultaneously. For example, you can record a voice track on one bus, while dubbing an actuality on the other. Or you can record from a booth mike, while choosing from a variety of remote sources, such as news feeds

The unit features eight plug-in input modules that will accommodate any combination of tape recorders. (Additional mainframes may be cascaded for even more inputs.) The Newsmixer may also be used as an on-air console, since it sports muting and warning tally lights for precisely this kind of

Standard features include a monitor, headphone, and talkback system for a voice booth, voice and tone slating facilities, equalizer/filter modules, and remote line switcher modules. Output is adjustable for +4 and +8 dBu operation, and both mixing buses have patch points for easier external processor insertion. For more information, contact Pacific at (619) 438-3911.

Stress-Free Cities

There's no such thing as a stressfree city, of course. However, some are less stress-filled than others. Using the 1980 Distress Index, which measures unemployment, poverty, violent crime, age of housing stock, and size of the burg's tax bite, a recent study conducted by the Federal Reserve Bank of Boston discovered which municipalities were the "least distressed cities in the nation

In alphabetical order, the eight areas where the livin' is easiest are: Amarillo, TX; Garden Grove, CA; Honolulu, HI; Huntington Beach, CA; Independence, MO; Parma, OH; Torrance, CA; and Virginia Beach, VA.

Wet's News



If you're an on-the-go-go executive who never does less than two things at once, such as catching the morning news while you splash off, "Wet Tunes" is the AM/FM radio for you. Designed to survive everything but full immersion in water, the item attaches easily to all surfaces, including ceramic tile

"Wet Tunes" is available from Buffalo Grove, IL-based Premium



Ever wonder what your listeners are reading? Magazines, that's what According to a recent issue of Adweek, 1984 was a year of strong growth for the medium, with the ten hottest mags on the market averaging a 32% increase in revenues.

Top of the list was Country Living, up a remarkable 71% from 1983. People placed second in the growth sweepstakes, and its wider circulation enabled the pride of the Time-Life corporate empire to take down a cool \$58 million in ad revenues

As for the runners-up in the fastestgrowing category, they were Gentleman's Quarterly, Sports Illustrated, Venture, House & Garden, Forbes, Inc., Money, and Self. Let's see . that's four finance magazines, one men's fashion bible, a sports bible, a celebrity bible, two home improvement hustles (one for that second house), and one "feel-good" read. Sound like your listeners?

Children Of The Future



"What will I be when I grow up?" may be difficult for future parents to answer. How are you supposed to explain to a five-year-old that he'll probably need occupational training courses every six or seven years, or that his co-workers are likely to be robots?

These predictions and others were collected in a recent USA Today article dealing with the anticipated "baby boomlet." That's demographic jargon for the recent rise in birthrates among the much-heralded "baby boom" (post-WWII) generation. After all, 1984 saw the greatest number of American newborns than any year since 1970, an increase that swelled the U.S. population ranks by slightly more than two million. An estimated 3.6 million babies will be born to U.S. mothers in 1985. The trend is expected to spiral upward until it peaks at 3.8 million in 1988, according to U.S. Census Bureau projections.

These children of the future will inhabit a world radically different than that of their parents. For starters, tomorrow's kids will most likely live in either Texas or California, have a 50-50 chance of getting a divorce. and probably work until retirement at

age 75. Furthermore, the first car they buy will generally be at least ten years old, and the owner will keep it for another ten years.

Bringing up these babies through the age of 18 is estimated to set the average parent back about \$143,000 per child. By the time the class of 2003 graduates from high school, four years of college will set mom and dad back another \$37,000

Although fewer people will be competing for jobs in 2007 and entrylevel positions will be plentiful, the trend toward later retirement means less opportunity for advancement. Most of the available jobs are expected to be in the service industries as only one out of ten workers will be union members, a downward trend that's been gathering momentum for the past 30 years.

Another side effect of this boomlet will be a greater emphasis on daycare centers - an estimated 65% (up from 48%) of American households will be two-income families by 1990. This also follows a trend that dates back to the original baby-boomers' parents. The child is father to the

Available Calls Kit Available

There were 560 call-letter changes last year and 450 new radio and television stations that applied for call letters in the past 12 months. If you were even thinking about changing your station's calls, you probably have the beginnings of a major headache right now.

However, fast-fast-fast relief is in sight, as the Radio Information Center recently put together an "Available Call Letters Kit," the basics of which is described as a 'very current" printout of all available combinations. In other words, what you don't get are all the AM, FM, and TV handles already in use. Subscription TV and Maritime stations are also omitted. (All calls granted up to the week before the list is run, as well as

those applied for, are scratched too.)

The organization can even produce a list of desirable two-letter combina-tions ("EZ," for example) and create a list of all available calls in which these combinations can be included.

Along with the available calls list, the kit features complete, step-bystep information on how to properly apply for call letters and thereby avoid delay or the necessity for resubmission. Also included are the latest FCC rules on the subject. The lists are priced at \$110 for either the "W" or the "K" set. Each two-letter combination selected costs an additional \$20.

For more Information, contact Harry Larson or Maurie Webster at (212) 371-4828.

Say Something!

Twice each month, GALAXY send you fresh new personality bits about the current artists and records you're playing today! Easy to read, easy to use facts for stopsets, intros, special features.

PLUS a clear, concise Calendar, birthdays, scheduled events, fun facts from the past. Written to be used by you!

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PLUS more! From the offbeat to the incredible, every issue of GALAXY gives you something to say, pours out the information you need to enrich your program! The latest trends, the goofy realities . . . a world of steady, reliable information!

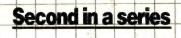
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By providing a serious alternative in radio representation—marketing rather than just selling—HNW&H has achieved the most remarkable growth record in the industry. In less than four years, we've gone from start up to nearly \$65 million!

This growth has taken place for two reasons: First, we have consciously attempted to associate ourselves with the leading broadcasters in each market, ones who have identified their target segments and now dominate them. Secondly, our success in outperforming their previous reps has led to additional responsibilities with their other stations, which is the best recommendation a radio rep can have.

Three factors have fueled this remarkable growth: marketing, aggressive demographic pricing and accountability. In our next ad, we'll explain what our style of marketing can mean to your station's success.

Increase your share. Start using our

The radio viduatry's housest new call letters!

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212/832-8900

Foster Advances To MMR VP/Manager

Catherine Foster has been promoted to VP/Manager of Maior Market Radio's Atlanta office. A nine-year company vet. Foster transferred from the Philadelphia office, which she managed for four years. She was upped to VP in 1982. Foster's background also includes a stint with WCAU/ Philadelphia.



Catherine Foster

Kaplan Partners With Garofolo, Curtiss

Gary Kaplan has been named Executive VP/Partner of executive search firm Garofolo, Curtiss & Company, which has changed its name to Garofolo, Cur-

tiss & Kaplan. He joins GC&K after five years with Korn/Ferry International as Managing VP/Partner, supervising the executive search firm's entertainment snecialty practice. Previous to that he was VP/Personnel Operations at Crocker National Bank in San Francisco and Director of Executive Recruitment for IU Interna-



Gary Kaplan tional in Philadelphia. Kaplan will be based in GC&K's new Pasadena, CA office.

WB Taps Stein, Raumberger





David Stein

Gabrielle Raumberger

David Stein has been upped to Regional Marketing Manager/Chicago at Warner Bros. Records. Prior to this promotion, he was the label's Promotion Marketing Manager for Kansas City. From 1975-78 Stein managed the St. Louis and Kansas City Peaches stores. WB has also named Gabrielle Raumberger as an Art Director. Transferring to the label from her own graphics concern, Raumberger previously held Art Director posts with Hogan Entertainment Design and McCann-Erickson Advertising.

Enrico Directs PAC/West Coast

John Enrico has been appointed Director of West Coast Operations for Professional Advertising Consultants, a record promotion company which recently opened a Los Angeles branch. Before coming to PAC, Enrico (aka John Douglas) held the VP/Production and Director of Promotion post at the Fiction label. As a musician, he's worked with Dizzy Gillespie and the Pointer Sisters. PAC's West Coast office is located at 4344 Laurel Canyon Blvd., Suite 107, Studio City, CA, 91604; (818) 509-1480.

John Blair Elects Leberman VP

Richard Leberman has been elected VP/Chief Financial Officer of John Blair & Company. During the last two years he was Treasurer of Metromedia, Inc. Before that he served as Assistant Treasurer/Administration. Operations for PepsiCo, Inc.



Richard Leberman

Qwest Names Freiser, Brown





Manny Freiser

John Brown

Qwest Records has appointed Manny Freiser as National Director of Marketing and John Brown as Director of A&R. Freiser formerly worked as an independent marketing consultant for several labels, including MCA and PolyGram. He also served as Executive Assistant to the President and Director of Marketing Administration at A&M Records. Prior to joining Qwest, Brown held the East Coast/A&R/Operations Director, Black Music Division post at MCA. He was previously affiliated with A&M, PolyGram, Elektra, and ABC Records.

Almo/Irving/Rondor Welcomes Vickers

Tom Vickers, a former independent A&R contractor, has joined Almo/Irving/Rondor Music as a Professional Manager. His independent contracting led to work with a number of labels, including A&M, MCA, EMI, and PolyGram. Vickers's background also lists a stint as West Coast Director of Publicity for A&M.



Tom Vickers

Rapkin Returns To WBTT As LSM

Errol Rapkin has been appointed Local Sales Manager of Hearst Broadcasting's WBTT/Milwaukee. He returns to Hearst after a year as Senior Account Executive at crosstown WMGF. Prior to that he spent 16 years as a salesman at WBTT's AM sister WISN.

Ensenat Segues To Geffen A&R

Teresa Ensenat has moved to Geffen Records' A&R staff. She was most recently an A&R rep at Elektra Records. Ensenat launched her industry career as MD of the University of Louisville's student station WLCV. After that she spent three years with Side One Manage-



Teresa Ensenat

RAB Committee Chairmen Announced; Brandeburg Rejoins As **Regional Director**

Richard Harris, Chairman of the RAB's Board of Directors, has assigned the 1985 committee chairme They are: Nationwide Communications' Steven Berger, Sales Tools & Co-op; Clear Channel Communications' Fred Walker, Research; Smith-Kaye Enterprises' Les Smith, Compensation: Susquehanna Broadcasting's Arthur Carlson, Nominating; Texas Coast Broadcasters' David Morris, By-Laws; NBC Radio's Robert Mounty, Membership; Gannett Radio's Joe Dorton, National Sales; and Shamrock Broadcasting's Bill Clark, Association Liaison

In other organization news, David Brandeburg returns to serve as Regional Director for the Western Region. Based in San Francisco, Brandeburg was most recently General Sales Manager at WIRE/Indianapolis. He formerly held the RAB Regional Director post for the Southwest, headquartered in Dallas

Mack Moves To ABM

Former TM executive Richard Mack is heading Washington, DC-based Advanced Broadcast Management, Inc., a new company providing sales/programming services and products to radio. The phone number is (202) 783-8429.

Changes

RADIO

Charles Bush joins WRIF/Detroit as Account Ex-

Jim Prain named Account Executive WRIF/Detroit.

Renee Johnson appointed Account Executive **KZEW & KRQX/Dallas**

Dan Regala joins KZEW & KRQX/Dallas as Ac-

Doug Hansen named Account Executive KYUU/ San Francisco

Mik Benedik joins KYUU/San Francisco as Account Executive

INDUSTRY

Michael Agovino joins Sales at Katz Radio/New

Jeffrey Stein named to Sales at Katz Radio/New

Silvia Blach appointed Director of Licensing for CBS Songs/Los Angeles.

James Moreno promoted to Manager of Business Operations at CBS Songs/Los Angeles.

Tony Anderson named Account Executive for Hillier, Newmark, Wechsler & Howard/Los Angeles.

Caren Church promoted to Account Executive for Hillier, Newmark, Wechsler & Howard/Los Angeles.

Pete Pilcher joins Sales at Weiss & Powell/Los An-

Say Something!

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facts from the past. Written to be used by you! PLUS fascinating updates, figures and quotes from the entertainment world - TV and movie stars your listeners want to know about . . . from vou!

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Why are more stations than ever choosing Surrey?

In the last year, Surrey Research has been privileged to experience its greatest clientele growth ever. Among reasons most commonly given for choosing Surrey are their superior quality, past performance and vast experience in radio research. Beyond this more general reasoning, some stations are pointing to more specific features. Here are just a few repeated most often.

Clearness of Research

As most programmers will agree, the clarity of research is vital to its usefulness. At Surrey our attempt is to design and display research in its clearest, most concise and easiest to put to use form. One example of this is offered in our A & O Auditorium Music Testing. Results are presented to you alphabetically by artist, in rankorder and also in a page-by-page

cross-

tabulation of each song's

level of appeal to your key audience groups. To assist you in distinguishing the winners from

the losers.

Surrey applies colorcoding to each ranked

title. This exclusive Surrey feature puts an end to the once burdensome task of determining the cut-off point in Music Test results.

Stringent Recruiting Methodologies

One of the most important aspects of

qualified research is the assembly of those individuals whose opinions most reflect that of your core-listener. This approach, as opposed to the often used targeteddemo

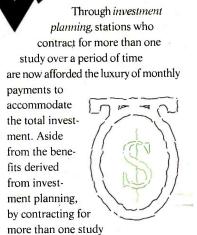
concept, ensures you a representation of people more closely identified to your "perfect" listener. Not only does Surrey encourage this more defined sample of your desired audience, but additionally seeks those types of individuals most prone to participate in a rating study. We call them diary-types. Aside from your study providing you with listener data, this added recruiting technique lends itself well to the one thing you strive for mostratings efficiency.

Affordability

Understandably, cost is a key in determining the amount of research you're able to acquire. Now for

the first time, through Surrey's investment planning and package discounts, many stations are conducting research programs designed

to accommodate their objectives rather than iust their budgets.



discounts are realized. These discounts are determined by the number of projects conducted. These are just a few of the many reasons stations are choosing Surrey.

over the course of a year, additional

Why not let us tell you more? To arrange for a personal visit from one of our representatives, call today (303) 989-9980. We'd like to become your choice.





A/C: A Fall '84 Winner

Adult/Contemporary appears to be the winner in the fall '84 Arbitron ratings derby. While you can fritter away the hours discussing whether AOR, Black/Urban Contemporary, or Country formats are in the throes of decline, there's little opportunity for such talk about A/C. It's what I call the white bread format - acceptable to much of mainstream America. As a result A/C prospers.

After recently conducting focus groups for a leading A/C outlet, I was struck by the images the public associated with the station and its rivals. A CHR competitor was viewed as racy, akin to a Firebird. An Easy Listening facility was burdened with a gray image, likened to a Chevette. However, the A/C station was perceived as comfortable, reliable, stylish without being flashy. An Oldsmobile was the car most often mentioned as best symbolizing the station's image.

A/C may be the Oldsmobile of the radio formats, but that's not all bad. Look at the Olds sales figures for the last several years. Given the nature of the typical A/C listener - 25+, usually living in a multi-person household, fairly well-educated and affluent, non-ethnic - there seems to be a good match between this sound and the Arbitron diarykeepers' profile. Let's examine a cross-section of fall metros and see just how well the format performed.

Six-Market Analysis

In our neverending quest to bring you truth and justice regarding ratings implications, six geographically diverse markets were chosen for this week's data base. Three were what I would call strong A/C metros, while the others were slightly subpar in terms of the format's overall performance:

- Boston
- Birmingham
- Dayton
- · Kansas City Seattle-Tacoma
- Tueson

To determine whether a market's A/C scores were above/below the success criterion, I used R&R's semiannual Ratings Report. Looking at the national among the six chosen markets.

The total week composite percentages broke down as follows:

format preference charts in the last two reports (covering the fall '83 and spring '84 surveys), A/C garnered approximately 22% of the total week's audience among persons 12+. That's the top figure for any format. Three of the markets (Boston, Dayton, and Seattle-Tacoma) are close to or exceed that national norm. Typically, the East is the strongest haven for A/C: Boston notched the most impressive composite score

Boston Fell '83

Kansas City Fell 183 28.8% 28.6% 30.5% Persons 12-13.2% 12.8% Persons 12+ 35.1% Adults 25-54 48.5% 18.8% Adults 25-54 36.7% Birmingham Seattle-Tacoma Fall '83 Fall '83 Spr. '84 Persons 12+ 7.6% 8.0% 10.2% Persons 12+ 21.1% 24.8% 9.8% 12.6% 14.1% Adults 25-54 23.9% 31.5% Adults 25-54 Dayton Tucson Fall '83 Fall '03 25.9% 24.4% 20.9% Persons 12+ 12.4% 8.8% Persons 12+ 12.0% Adults 25-54 29.9% 26.4% Adults 25-54 17.6% 14.1% 26.6%

In order to draw a bead on A/C's relative strengths/weaknesses in fall '84, we'll look at the format through two demos: total persons 12+ and adults 25-54, the dream sales demo. Half of the selected metros saw their composite A/C shares grow among persons 12+ when compared to the fall '83 results. However, looking at the format's target demo, two-thirds of the markets saw A/C increases compared to the fall '83 findings. Similar results were noted

doesn't appear much of that is happening. Fragmentation does seem to be

Another significant piece of good news has to do with the efficiency of the format's demographic delivery. It's hoped that a station's target demo shares will be larger than its 12+ achievement. That sounds great in theory, but how does A/C perform? Quite well, if these markets are any indication.

The adults 25-54 delivery in the six

Week In Review

Birch Unhappy With NAB Task Force

Tom Birch, Chairman of Birch Research, has written the NAB Radio Board expressing displeasure over formation of the NAB's Radio Audience Measurement Task Force. As Birch told R&R, "In essence the letter said, 'We want you to look at the history; before you jump out and commit lots of funds to this thing, take a really careful look at the chances of success for this. Second, what might the real impact be? Are you accomplishing what you want to accomplish, Which is to affect Arbitron?'

"It's so far-fetched," Birch continued, "to think an alternative ratings method could be launched by the NAB, but at best it would compete with Birch and Arbitron. If that were to happen we'd go after it with a full court press. Finally, even if they were successful, at that point you'd have two smaller outfits on the rocks and Arbitron would continue on its merry way with no competition." The bottom line of the Birch letter? "Just let competition thrive. If you really want an alternative to Arbitron, just stop buying Arbitron — and either buy us or don't pay anything to Arbitron."

Arbitrends: No Major Changes

Speculation that there may be major changes or additions to Arbitron's Arbitrends rolling monthly reports may be premature, according to Arbitron's Rhody Bosley. With the first anniversary of the system coming in July, it was thought there could be an expansion of the demos/dayparts offered by the system. Bosley tells R&R, however, that "summer is a little premature for any major changes. We are working on technical bugs, and that's the focus of our attention right now."

when comparing the fall '84 data against the spring '84 numbers.

Key Implications

Given CHR's rise in the last year, you might think A/C's shares would have diminished. However, the numbers above hold good news for A/C: It

markets was notably higher than the format's 12+ score. A/C's 25-54 piece of the pie ranged between 22%-52% higher than its comparable 12+ shares, averaging 36% above the format's total week share for persons 12+. Those are the kind of numbers that warm the cockles of any sales manager's heart (assuming he has one).

So, like old man river, Adult/Contemporary just keeps rolling along.

"A/C may be the Oldsmobile of the radio formats, but that's not bad."

Granted there are vast differences within this format. You have the AM heritage giants such as KDKA/Pittsburgh and WCCO/Minneapolis-St. Paul, with their full-service loads. And at the other end of the spectrum you have a plethora of "soft rock" FMs playing A/C cuts and doing little else. It's a remarkable format that's flexible enough to bring such diverse stations under one tent.

That's not to say A/C is a panacea for soft ratings and revenues. In the South and West, for example, the format isn't as dominant as it is in the East and Midwest. Of course, the market nuances play a part in deciding what formats can - or cannot - prosper. However, the latest Arbitron results certainly indicate A/C is one way to go.

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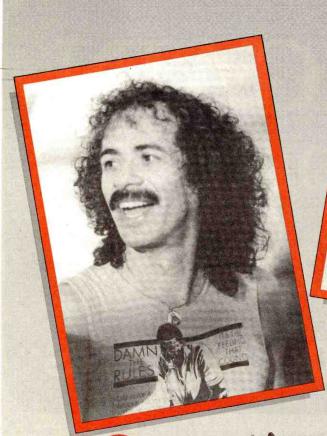
★ LIONEL RICHIE...HOST ★

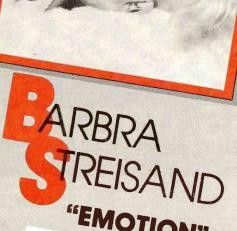
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KAMZ WHOT KBOS KTFM KIKI WKFR WRON WFBG KO93 Q103

WJAD WHSL KCDQ KTRS KHTX KIST

COLUMBIA RECORDS





Fall '84 Birch Ratings

San Antonio

KISS Widens Margin Over Market, AOR Rivals; KTFM Rebounds To Double Digits; A/C's, WOAI Climb; Hispanic Stations Suffer Downward Wobble

Sumr	ner '84	Fall '84
KISS (AOR)	10.4	11.5
KTFM (CHR)	9.4	10.0
KXZL (AOR)	8.8	7.8
KAJA (Ctry)	6.9	7.4
KLLS-FM (AC)	4.4	6.9
WOAI (N/T)	3.6	6.4
KTSA (AC)	4.1	6.0
KITY (CHR)	5.4	. 5.5
KQXT (BM)	5.0	5.3
KKYX (Ctry)	3.1	4.1
KSAQ (CHR)	3.3	3.5
KBUC-FM (Ctry)	3.6	3.4
KCOR (Span)	6.0	2.7
KAPE (Blk)	2.9	2.5
KEDA (Span)	4.4	2.4
KSJL (CHR)	1.0	2.2
KONO (AC)	2.2	2.1
KSLR (Rel)	1.4	1.5
KBUC (Ctry)	1.2	1.2
KESI (AOR)	2.3	1.0

Sacramento

KZAP, KSFM Soften But Hold 1-2; KCTC Nears Double Digits; KWOD Gets Stronger; KRAK Wins Country Contest

	•	
Sw	nmer '84	Fall '84
KZAP (AOR)	12.2	11.2
KSFM (CHR)	11.1	10.8
KCTC (BM)	7.3	9.6
KXOA-FM (AC)	7.4	7.8
KRAK (Ctry)	6.5	7.0
KWOD (CHR)	4.1	5.9
KPOP (CHR)	5.1	5.4
KAER (Ctry)	6.6	4.9
KSAC (AC)	4.9	4.7
KGNR (Talk)	3.1	3.4
KHYL (AC)	3.1	3.3
KFBK (News)	3.4	3.3
KXOA (BBnd).	3.3	3.0
KGO (N/T)	2.2	2.2
KFIA (Rel)	1.1	2.1
KSKK (Ctry)	2.4	1.8
KFRC (CHR)	1.1	1.3
KGMS (Easy)	1.4	1.2

Buffalo

WBEN Crosses Double-Digit Threshold, Retains Crown; WNYS New Runner-up As WJYE Slips; WKBW, WBLK Show Notable Growth

Sumn	ner '84	Fall '84
WBEN (AC)	9.8	10.5
WNYS (CHR)	8.7	9.4
WGRQ (AOR)	8.9	8.3
WJYE (BM)	9.6	8.1
WBUF (AC)	8.2	8.0
WYRK (Ctry)	7.6	6.7
WPHD (CHR)	7.1	5.8
WECK (BBnd)	5.7	5.6
WBEN-FM (CHR)	5.5	5.5
WKBW (AC)	3.9	5.2
WGR (AC)	4.3	4.7
WBLK (Blk)	.2.5	4.5
WRXT (CHR)	2.3	2.3
WYSL (CHR)	1.5	1.8
WUWU (AC)	2.0	1.7

Cincinnati

WKRQ New Number One; WEBN Slips To Second; WCKY Adds Two, Rises To Fourth

	Summer '84	Fall '84
WKRQ (CHR) 10.2	10.7
WEBN (AOR) 10.4	9.6
WBLZ (Urbn)	9.2	9.3
WCKY (N/T)	5.5	7.8
WRRM (AC)	7.3	7.0
WLW (AC)	8.1	6.9
WKRC (AC)	6.6	6.7
WWEZ (BM)	6.2	6.6
WSKS (AOR)	6.0	5.3
WLLT (AC)	3.8	4.8
WUBE (Ctry)	3.7	4.5
WKXF (Ctry)	3.2	3.7
WMLX (BBno	3.0	2.3
WCIN (Blk)	2.0	1.5
WSAI (Ctry)	.7	1.1

Birmingham

WAPI-FM New Leader; WKXX Softer; WZZK, WENN-FM Flipflop; WMJJ Adds Two Shares

Sumn	ner '84	Fall '8
WAPI-FM (CHR)	14.1	16.6
WZZK (Ctry)	13.4	14.3
WENN-FM (Blk)	14.3	13.0
WKXX (CHR)	15.1	12.4
WMJJ (AC)	6.5	8.7
WAGG (Rel)	2.5	3.9
WVOK (Ctry)	2.3	3.8
WSGN (BBnd)	5.3	3.6
WERC (N/T)	2.6	3.5
WDJC (Rel)	2.4	3.3
WATV (Blk)	3.0	2.4
WAPI (AC)	1.6	2.1
WCRT (Rel)	1.9	1.6
WQUS (Ctry)	1.5	1.6
WJLD (Blk)	1.7	1.2
WYDE (Gold)	2.4	1.0

Denver

KOSI Takes Top Rung Despite Slipping; KRXY-FM Debuts Atop CHR Peak; KBPI, KBCO Show Healthy AOR Growth

Summer '84		Fall '84
KOSI (Easy)	9.3	8.6
KRXY-FM (C	HR) 4.8	8.1
KBPI (AOR)	5.2	6.3
KBCO (AOR)	4.2	5.9
KPKE (CHR)	11.0	5.9
KYGO (Ctry)	6.1	5.9
KMJI (AC)	5.1	4.8
KOAQ (CHR)	4.7	4.8
KOA (Talk)	4.4	4.7
KLZ (Ctry)	3.0	4.3
KAZY (AOR)	7.7	4.2
KVOD (Clas)	2.5	4.1
KIMN (CHR)	5.0	4.0
KNUS (N/T)	2.8	3.1
KDKO (Urbn)	3.1	2.6
KHOW (AC)	3.2	2.6
KEZW (BBnd)	1.6	2.0
KDEN (News)	1.4	1.7
KBRQ-FM (Ct	ry) 1.6	1.6
KLTT (Rel)	.4	1:1
KRZN (Gold)	1.1	1.0
KILO (CHR)	.4	1.0
KTCL (AOR)	1.3	1.0

Milwaukee

WQFM Nears 11, Grabs Lead; WTMJ Softer Without Brewers; WOKY Adds Four, Surges To Third; WMIL Cops Country Crown By Edging WBCS-FM

Sumr	ner '84	Fall '84
WQFM (AOR)	10.0	10.9
WTMJ (AC)	13.0	9.7
WOKY (BBnd)	5.1	9.2
WLUM (Urbn)	7.3	7.8
WKTI (CHR)	7.7	6.5
WMIL (Ctry)	2.9	5.6
WBCS-FM (Ctry)	4.2	5.5
WMYX (AC)	4.6	5.4
WEZW (BM)	5.6	4.9
WZUU (CHR)	5.1	3.9
WMGF (AC)	2.4	3.6
WISN (AC)	5.0	3.5
WFMR (Clas)	2.3	2.9
WEMP (Gold)	2.3	2.5
WNOV (Blk)	1.9	2.0
WBTT (CHR)	1.8	1.7
WRKR (CHR)	3.1	1.4
WRJN (AC)	.6	1.2
WGN (Talk)	1.8	1.1

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For The Record

Last week it was incorrectly printed in the fall '84 New Orleans Birch ratings that WQUE-FM had gained the CHR format lead in the market. The headline should have read that the station had risen to third place in the 12+ rankings.

NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

THE WIRED WEBS

Evolution Of The Species

Ask the typical radio news director what a wire service is and his thoughts will drift to the clacking teletype machine in the corner. Dateline Jakarta . . . world news in brief . . . sports update - the wire network is a mainstay of the newsroom, the source of information, a communications link with the rest of the world.

But what is a wire network in today's world of wired and unwired webs? Is it still the ever-present, always-noisy news tool of American lore, or has it passed from antiquity into the growing ranks of state-of-theart broadcast technology? The fact is, wire services aren't just for rip 'n' anymore. News continues to be the primary function, but the utility has extended into sales, programming, management, and even engineering. This week's column takes a look at Associated Press and United Press International, and their attempts to better serve both their wire customers and the information-hungry American public.

A Happy Medium

"Radio listeners want more music." "Today's contemporary audience is starved for news and information." These two apparently opposing - yet valid - diagnoses of the needs of radio users have fueled a growing debate over quality and quantity. While no one questions the importance of news, the duration, content, and target demo are open to criticism and inspection



The fact is, news is a vital part of the broadcast day, and with a proper mixture of music and other features, programmers can find a happy medium.

"If you show me a local radio station that is committed to news and information, I will show you a successful radio station, says Glenn Serafin, Deputy Director/Broadcast Services at AP. "They don't have to be shoving it down the throats of their listeners, and they don't have to do ten minutes on the hour. The market leaders are those stations that have a good, solid news and information program as part of their overall programming package. And," he adds firmly, "the station that doesn't have a service like AP or UPI is not going to be in that group of leading stations.

The mere mention of news is enough to send many PDs into hysteria. Teletype sounders and low, gravelly voices lead to real listener turnoff, right? "The oldfashioned teletype wire clicking away is how a lot of people still think of news," says UPI's VP/Information Services William Adler. "It was viewed as the domain of the news director and news staff, and nobody else would go near it. That attitude is rapidly becoming a thing of the past, because the 'rip and read' mentality really limited what portion of the station staff was making use of the wire. Now more and more departments of every station are beginning to realize the resources available to them.'

Wire Education

Several years ago, both AP and UPI researched radio's commitment to news





and use of wire services. The result: a reassessment of product and a determination to keep pace with - and lead - the station's need for news. More scripts on

KING & THE CHAIRMAN — Mutual Radio's Larry King talked with Frank Sinatra in Washington prior to the Presidential Inaugural gala last month. The interview with the Chairman Of The Board, who produced the affair, was featured on the "Larry King Show" the evening following the inaugural ceremonies. This week the show moved (temporarily) to Hawaii, where King broadcast from the studios of KGU/Honolulu.

sports, people, music, history, business, agriculture, and lifestyles are finding their way onto the wire, and stations are slowly growing accustomed to the changes

"Programmers as well as news directors are discovering the wire," says Adler. "They have found that a lot of the humorous and off-beat lifestyle features can be used outside of the standard newscast. Some of this material actually lends itself to creating a program, and a lot of jocks are integrating it into their shows. Also, the salespeople have found they can take the

hard news, weather, sports, and other features and turn them into revenue.

AP's Serafin agrees that the introduction of new features has contributed to wider overall station use of the wire service. "Not only are we covering just as much news, sports, and agriculture as we have before, he says "but we have added a whole series of programs designed to help local stations in their sales efforts. The key, however, is educating them about what is now available. The industry is just catching on to this valuable programming."

A High-Wire Act

In a high-tech world where things are computerized and mega-measured, speed of communication is vital. A secretary who types 60 wpm is fine for the average office, but that speed is a snail's pace in a state-ofthe art industry. Yet the old wire machines cranked out the news at no more than a word a second . . . and then came the introduction of the high-speed wire. Both AP and UPI have introduced high-speed wire services - NewsPower 1200 and Custom News, respectively. Both are catching on almost as fast as the Philippine flu.

"NewsPower 1200 moves 18 times faster than the regular slow-speed radio wire. The service contains all the same news, but it also has most of the information that a station would receive from the National Weather Service. They also get all the new feature programs we have introduced at the same time every day. NewsPower unclogs our process of delivering information, and allows the station to select a variety of information features. A news director can choose news not only for his home state, but also two surrounding states. Eventually the high-speed wire will completely replace the old machine, and probably a lot sooner than we originally anticipated.

Selectivity and speed are definitely the keys. "The sequential delivery of stories at a slow speed was central to the problems and challenges of the old-fashioned printers," Adler adds. "Even at high speeds you're going to have a limited number of stories come across the wire, but the service is many times faster than before and offers a menu that allows one to select the desired elements for news and programming. One can choose from what is available without having to go through a big pile of paper on

Competitive claims and comparisons between the two systems and services are inevitable; however, that discussion is best left to brochures and marketing reps. What is important is that AP and UPI are produc-'new breeds' of communication services that are becoming the leaders in the field. The tangled paper, snarled purple ribbons, and teletype clatter and clutter are being replaced by quiet, quick, and clean

Network Spots

1040 Tax Tips

To help listeners with their tax preparations, RKO Radio Networks is once again presenting its annual "Tax Tips." The program examines the process of filing tax returns, and is available to all RKO I and II affiliates beginning March 5.

Network Economic Correspondent Dean Shepherd anchors the five-week series, and with tax expert Stuart Becker will examine various areas of tax law and some more-often-than-not confusing laws and loopholes. Some of the topics covered in the short daily reports are the marriage tax penalty, deducting home "offices," IRAs, divorce tax ramifications, and other personal/business deductions

For more information call (212) 575-6122.

Dees Goes To Days

This Monday (2/25) is the kick-off date set by United Stations for its new daily CHR/News fea-"The American Music Magazine Starring Rick Dees.

Each edition of "American Music Magazine" features the latest hit music and entertainment news, with reports on who is working on new albums, concert news, and celebrity gossip. The program will also include Dees's regular cast of comedy characters such as Lena Wayback, John Revolting, Candy Plastique, and Poor Abbie.

Call (212) 869-7444 for more information.

TheatreRadio To "Save" AM

Dallas-based syndicator MasterMedia is introducing "TheatreRadio," a long-form programming service it claims will be the "Savior" of AM radio.

TheatreBadio is a non-music format comprised of radio adaptations of popular movies, talking books featuring music & sound effects and topquality narration, audio articles from major magazines (such as Time and Reader's Digest), and original radio productions. The concept was developed by Tom Dooley, who claims that the only way for AM to survive is to drop music for alternative programming.

"We need to stop talking about technology and start talking about product - and for AM stations that means getting out of the music business. A deejay plaing records on AM is like taking a Sunday drive on a dinosaur.

TheatreRadio, which already has over 300 complete titles ready for airplay (including "The Thornbirds" and "The Wizard Of Oz") is available on a market-exclusive basis. For more information call MasterMedia at (817) 268-4268.

Audiophile Affiliation

A new program previewing the latest high-quality CDs and LPs is slated to begin on National Public Radio on April 7. "Audiophile Audition" is a one-hour sampling of direct discs, high-tech albums, and audiophile tapes of jazz and classics. mixed with short interviews with leading music and recording personalities.

"Audiophile Audition" host and producer is John Sunier, who will translate "high-tech-ese" into understandable concepts for listeners. The program is scheduled to be an on-going weekly series, mastered digitally and delivered via NPR's digital satellite

For further details call (415) 457-2741.

Future Formats

Two new formats announced earlier this week: . Ott & Snead has launched "Rockhit," a new mass-appeal format designed for stations wishing to target an 18-49 adult audience while avoiding the "growing CHR shakeout." "Rockhit" is available immediately, in plenty of time for the Spring Arbitron. For more information call Rick Ott or Martin Snead at (804) 320-5223.

 "Musical Starstreams" is a two-hour program featuring new age/space music targeted to A/C, AOR, Jazz, and Classical stations. Not exactly a new format (but prognosticated by its brainchild to be one shortly), "Musical Starstreams" is offered free to new stations, with an interesting cash/barter situation available. Call (415) 388-0622 for more information.

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Key P-1 Debuts

Debut-30 94Q/Atlanta (in one week)

Debut-31 Z93/Atlanta

Debut-35 Q103/Denver Debut-40 KWOD/Sacramento Key New Adds

WKTU/New York WMMS/Cleveland WRQC/Cleveland

V103/Baltimore

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MUSIC CALENDAR NEWS & INFORMATION FEATURES

The Weekend

*** DOLLO

MARCH 2-3	
The Countdown Wilton Felder/Gladys Knight	(WO)
Countdown America With	
John Leader Cars	(RKO)
Country Report	
Countdown Lynn Anderson/Merie Haggard	(WRN)
Dick Clark's Rock, Roll,	
& Remember	(US)
Johnny Rivers Dr. Demento	(WO)
Alcohol Anthems	(,
Entertainment	
Coast-To-Coast Bruce Springsteen/Jeffrey Osbourn	(CBSR)
Faye Grant	
The Great Sounds Kay Starr	(US)
Hot Ones	(RKO)
Scandal w/Patty Smyth	,
Lee Arnold On A Country Road	(MBS)
Alabama/Steve Wariner/Brenda Lee	
Patsy Cline	(0.0.10)
Metalshop Iron Maiden	(MJI)
Musical!	(WO)
Frank Sinatra/"Camelot"	(000)
Power Cuts Bryan Adems (3/3)	(GSN)
Rare & Scratchy Rock & R	oli (PIA)
Everly Brothers Rick Dees' Weekly Top 46	(US)
John Parr	
Rock Album Countdown Survivor/Pat Benetar	(WO)
Rock Chronicles	(WO)
Rock 'n' Roll Weekend Rock Over London	(RI)
Etton John	(11)
Rock's Leading Ladies	(BRE)
Sheena Easton/Madonna Rock Stars '85	(BRE)
Billy Idol/Bryan Adams/Julian Lenn	on
Scott Shannon's Rockin	(WO)
America Top 30 Teena Marie/Honeydrippers/	(₩0)
Ashford & Simpson	
Solid Gold Saturday Nigh Bobby Darin (3/2)	t (RKO)
Super Gold	(TRAN)
Super Groups of the '50s (3/2)	(CDCE)
Top 30 USA	(CBSR)

The Week Of

(US)

MARCH 4-8

Weekly Country Music

John Anderson

Country Closeup Merle Haggard Part 1	(NP)
Country Music Radio	
Magazine	(CRS)
Gus Hardin	, ,
Earth News	(WO)
Oscar Preview: Dean Pitchford/	
Randy Newman/Dan Aykroyd	
Encore wi	
William B. Williams	(WO)
1950: Bing Crosby/Teresa Brewer	
Gary Owens' Supertracks	(CRS)
Peter, Paul, & Mary	
Live From Gilley's	(WO)
Atlanta	
Music Makers	(NP)
Patti Page	
Off The Record	(WO)
Mick Jagger/LRB/George Thorogood	
Off The Record Special	(WO)
Phil Collins	
Shootin' The Breeze	(WO)
Stephanie Mills/Sade/Commodores	
Special Edition Ashford & Simpson	(WO)
Star Trak	
Bryan Adams/Survivor/Tina Turner	(WO)
Star Trak Profile	(WO)
Billy Joel	(40)
Daily Joon	

Monday MARCH

Behind The Music (RKO2) Checkin' In (RKO2) **Country Report** (WRN) (RKO1) **Private Session** Solid Gold Country (US)

Tuesday MARCH

Eve-Catching Songs

Behind The Music (RKO2) Checkin' In (RKO2) **Country Report** (WRN) (RKO1) Private Session (US) Solid Gold Country

Wednesday

MARCH

Behind The Music	(RKO2
Cars	
Checkin' In	(RKO2
Ricky Skaggs	
Country Report	(WRN
T.G. Sheppard/Dolly Parton	
Private Session	(RKO1
Dan Hartman	
Solid Gold Country	(US
Feature Year: 1970	

Thursday

MARCH

Behind The Music	(RKO2)
Dennis DeYoung	
Checkin' In	(RKO2)
Sylvia	
Country Report	(WRN)
Mickey Gilley/Charley Pride	
Private Session	(RKO1)
Pointer Sisters	
Solid Gold Country	(US)
Group Stars Go Solo	

Friday MARCH

MAITOIT -	
Behind The Music	(RKO2)
Manhattans	
Checkin' In	(RKO2)
Razzy Bailey	
Country Report	(WRN)
Anne Murray/Merle Haggard	
Private Session	(RKO1)
John Waite	
Solid Gold Country	(US)
Mickey Gilley Birthday Salute	

Ray Edwards has been named Director/Planning for the CBS Radio Division, where he will be responsible for a variety of financial analysis and administrative functions. Edwards had been Director/Adminstration & Finance at WEEI and WHTT, both in Boston, since 1975; he has been with CBS since 1973. Prior to joining the company he held auditing positions at American Metal Climax and Engelhard Industries.

More movement at CBS: Judy Muller and Frank Settipani have been named News Correspondents, both based at network headquarters in New York. Muller came to CBS from KHOW/Denver, and also worked at WHWH/Princeton, NJ. Settipani joined the network in 1981 from the Wall Street Journal, and also worked as a reporter at WINS and WNEW, both in New York.

Also, Barbara Sulcov has been named Account Executive in the New York Office of the CBS Radio Networks. She joins the network from CBS Spot Sales, and prior to that was with both Lotus Communications and Savalli Gates.

• United Stations has named three directors to its staft; Joni Silverman has been appointed Director/Creative Services, Debbie Fradin has moved up to Director/Affiliate Relations, and Paula Mankoff has been appointed Technical Director for "The Great Sounds." Silverman joins the network from a similar position at Pepperplatt Productions, and previously worked for Mutual **Broadcasting.** Fradin joined United Stations in 1983 as Station Clearance Rep, coming from Viacom's WMZQ-FM/Washington, where she spent six years with the Research Department. Mankoff comes to the network from the RKO Radio Network, and prior to that had held Production Engineer posts with WRKS-FM/New York and WCTO/Huntington, NY.

• MJI Broadcasting has named Lori Pinkerton Director of Production. She will oversee the production of the company's five current programs, and will also produce several new programs scheduled for a 1985 start-up. Pinkerton comes to MJI from United Stations, where she was Director/Programming Operations. Prior to that she was on-air personality and producer for several New York-area radio stations. She has also worked for BBC in London.

AP has named Ron Loggans to its Broadcast News Center in Washington, DC. Loggans comes to the network from WFTL-WWJF/Ft. Lauderdale, where he was News Director. Prior to that he was Morning Drive Anchor at WGBS/Miami, and also worked at WCBI-TV/Columbus, MS and WKOR/Starkville, MS.

Spencer Levine has been named News Manager for the Mutual Radio Network, replacing Pat Piper, who was promoted to Producer, Levine returns to Mutual, where he was an editor from 1978-1980, after a five-year absence. He formerly served as News Director at KIML/Cheyenne, and also worked in news at KSDO/San Diego and UPI.

Lifestyle

П	Beat The System	(RKO1)
	Energy tips (2/26)	
	Cheaper cosmetics (2/28)	
	Mind Games	(RKO1)
	Technostress (2/25)	
	Paranoia (2/26)	
ч	Unconscious communication(2/27)	
n	Kid dreams (2/28)	
П	Schizophrenia (3/1)	
П	Smart Money	(RKO1)
ij	Financial plans (2/25)	
	Hot real estate markets (2/27)	
ı	Longterm IRAs (3/1)	
	Waldenbooks Review	(WO)
Н	Mary Kay Ash/"Miss Manners"/	
d	"Hollywood Heartbreak"	

General Information

American Focus	(FOY)
Rob Reiner (2/23-24)	
Computer Program	(PRN)
Computer lighting/protecting di security/talkers	ata/
Ed Busch Talk Show	(AP)
Home computers/nutrition brea (2/23)	
Victim's rights/Klaus Barbie/"6	0 Minutes"

(2/24) (PRN) News Blimp News Emm.,
College sex/archaeology/janitors widemand/money madness/future he Sound Advice (PRN) Tape saturation/deck maintenance

backcoating/pirate tapes/car anten

Comedy

10	Daily Feed	(DC
1 6	Postage dew/like a lion/more	budget
	battles/exclusive ranch p	chotos/

Scottie's overcharge Radio Hotline (ASR) Food pervert/Bob's answer machine/ I don't have any friends/when we

Stevens' & Grdnic's (ASR) Comedy Drop-Ins My doctor's doctor/How To Pick Up Girls/

rhythmania pacemaker/big fat Donna/ topless PSA (ASR)

Laugh Machine George Carlin/Rich Little/Robert Klein/ Rowen & Martin/Joan Rivers

(DM) Hiney Wine rsuit/end-of-month Hiney sale

Entertainment

(MBS) Assignment Hollywood

leck (2/25) Judy Davis (2/26) Robert Mandan/Mary Stockard Channing (2/28)

Larry King Show (MBS) Peter McWilliams (2/25) Ronald Shapiro/Ray Benton (2/26) Richard Schubert (2/27) Roger Whittaker (2/28) David Wyman (3/1)



ABCD = ABC Direction Net ABCE = ABC Entertainment Net
ABCR = ABC Rock Net
ABCY = ABC Youth Nets AMS = American Media Services AP = Associated Press ASR = All Star Radio BRE = Barnett-Robbins CB = Continuum Broadcasting
CBS = CBS Radio
CBSR = CBS RadioRadio

CRS = Creative Radio Shows CW - Clauton Webste DIR = DIR Broadcasting

GSN = Global Satellite Net IN = Innervi

LBP = Lee Bailey Prod. LW = London Wavelength MBS = Mutual Broadcasting MF = Multimedia Entertainment NBC = NBC Radio PROGRAM SUPPLIERS KEY

NP = Narwood Productions NRE = NBC Radio Entertainment
NSBA = NSBA Productions
PFM = PFM Inc.

PRN = Progressive Radio Network PG = PG Prod.
PIA = Public Interest Aff.

RCP = Ron Cutler Productions RI - Redio International RKO = RKO Radio Net RKO1 = RKO One RKO2 = RKO Two

SBS = Strand Broadcast SI = Syndicate It SOU = NBC The Source SP = "The Spirit" Productions

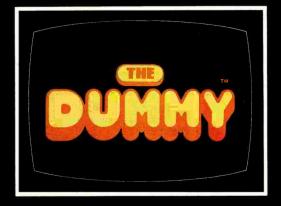
TRAN = Transtar
US = The United Stations WO = Westwood One YRN = York Radio Network



AFRICAN GREEN — In an effort to raise money for the African famine relief effort in Ethiopia, NBC's Source recently auctioned off an original acetate pressing of Band Aid's "Do They Know It's Christmas?" The auction, conducted at New York's Hard Rock Cafe, brought a top bid of \$6000 for the record, which was autographed by Duran Duran's Simon LeBon. Pictured (I-r) are Source Program Manager Rone Elliot, auctioneer Brian Cole, winning bidder Nancy Condon, and Boomtown Rats's Bob Geldof.

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Management

How To Develop A Winning Strategy: Part III By Charles Warner

In developing a strategy, research is needed in order to expand and examine a variety of strategic alternatives. Creating and deciding among these alternatives requires imagination, which requires information about a market, listeners, and competitors. It also requires intuition, which is a combination of creativity and experience. Once the information has been gathered, an overall strategy can be developed based on either differentiation or segmentation.

However, determining the right strategy is the easy part of marketing a radio station. The hard parts are gathering the right information (covered in Part II) and executing the strategy. Doing the necessary research (collecting, compiling, and cataloguing information) is usually drudgery, like watching endless game films is for pro football coaches. Executing the strategy is often painful and tiring, like trap blocking

Steps For Designing A Strategy

Here are guidelines to follow in developing a strategy:

Write a statement on what you think your position is and what you think your competitors' positions

 Research what listeners think these positions are — what are their perceptions, likes/dislikes, and impressions of the stations.

3. Do a competition analysis — a realistic assessment of the competition's strengths and weaknesses in terms of their future goals, assumptions, capabilities, current strategy, and response profile.

4. Decide what your position should be.

5. Determine if you can do it right—can you afford to hire the talent, buy the advertising, conduct the contests/promotions, and sustain the effort long enough to win?

Begin to make your strategic moves.

and tackling are for pro football players. However, all the boredom and pain are forgotten when you win.

The Basics

Time and again in football and business you hear that executing "the basics" is a requisite for winning. The axiom is even more appropriate in radio for several reasons. First, you can't measure talent's ability or test-market a program format beforehand. In radio you have to put the talent in a format on the air and wait for three months to a year (depending on the frequency of rating reports) to see if they're working. The only security you have under these ambiguous circumstances is precise execution of a selected format and a commitment to making it work.

Second, radio is free to its customers. Since listeners don't have to pay to listen, there's no penalty or cost involved with switching stations. In radio it's not a case of making a product sale just once. Stations have to sell constantly; they have to deliver their very best product continuously because it's so easy and cheap to go elsewhere. Under these circumstances, maintaining a high level of execution is vital.

Third, radio is an intangible products, a service. One of the unique things about intangible products is that customers are rarely aware when they're being served well. They're only aware when they're being served poorly or until they're aware of something much better. (Even if they're aware of something better, they re not apt to switch unless they're dissatisfied, because they're usually more comfortable with a current



Charles Warner

choice.) Radio stations must concentrate on executing their format consistently well so that listeners don't have any reasons for feeling dissatisfied.

Next, there are relatively few new ideas in radio, so the execution of the few viable formats is important. It's all been done before in one form or another. Execution is not quite as important in some situations where a station is the only one programming to a particular segment. Announcers on the only Jazz station in a market usually talk poorly and too much, and the music directors of the only Classical station typically don't worry much about music rotation.

"The two keys to developing a winning strategy are good information and good intuition."

However, if the segment a station is alone in serving is big enough to be fairly profitable, someone else is sure to enter the fray. Once there are two or more stations serving a market segment, the game turns to differentiation. Clear differentiation is vital, and execution is the key to establishing a differentiated pro-

Potential Traps

When developing a strategy, there are several traps to avoid:

 Getting greedy — How many stations have you seen do well in a particar market segment with a format, then try to spread out their demos and fall?

2. Group-think — Group-think occurs when people (department heads or the program department) get together and talk about how great they are and how awful the competitors are. Great stations and great football teams lose when they underestimate their competition. Group-think also occurs in a meeting or among a group when they don't encourage dissension, and everyone agrees with an idea. A popular group member will throw out an idea: someone else will agree with it. Suddenly everyone begins agreeing and reinforcing everyone else — dissension is squelched.

 Throwing money at a problem — The best money spent to support a strategy is for good managers. The right strategy that's economically and well executed will win.

4. Lack of commitment — Some companies have a track record of giving a challenge — always pick on them. Some companies have a greater commitment to their television divisions than to their radio divisions — pick on them. Some companies have an enormous amount of pride and commitment to their people, values, and formats — avoid picking on them. Stations and managers who refuse to lose can't be beaten.

duct. Therefore, even if you're alone in a market segment, you had better execute your format well to discourage competition.

Another reason that radio is unique is that stations produce a product that consists of ingredients or raw material over which they have little or no control. Music stations are at the mercy of what records are released, and News stations at the mercy of current events. If the ingredients can't be controlled, all that can be controlled is the format execution.

Finally, execution is vital in a business that deals with creative talent (e.g., DJs and talk show hosts). People who aren't highly creative need rules and discipline to keep them consistent. Highly creative people need a structured framework to give their efforts initial shape and discipline, which, of course, they can change to fit their unique talents.

What To Attack

When deciding how to formulate a strategy and position a station, you want to attack a competitor based on the following priorities: weak management, weak financial resources, weak execution, weak corporate commitment, and weak signals (although signal is not as important as it once was due to the rise in dominance of FM stations and the decline of AM). One word of advice: Don't put so much pressure on a weak competitor that it switches formats. Tell the losing PD that his or her station sounds great, and do what you can to keep it in the format. It's better to have a weak competitor who will pose little threat than to knock him out and invite competition from a potentially strong ri-

Next, attack the most profitable market segment. Too many owners and managers look for a market programming hole. Usually,

the best thing a hole is good for is pouring money down. Remember, for segmentation to be a viable strategy, the segment must be measurable and sizable. A programming hole may well exist be-cause there aren't enough listeners to support a particular format. The largest segment (Contemporary Hits) may be overcrowded with well-heeled competitors, thus nonprofitable to enter. All-News might be an option, but there are typically only between six to ten share points in a market for such listening. That's enough to support one or two stations in the top four or five markets, but not enough in medium and small markets, particularly considering that all-News is the most expensive of all formats. (For more strategy development tips and potential traps to avoid, see the accompanying sidebars.)

To be successful, a strategy must be clear, simple, and able to be expressed in no more than a short paragraph. The strategy must define what's to get done and how to do it. Once you have decided on making a strategic move, you must communicate to everyone (advertisers and competitors) that you are unequivocally committed to sticking with the move and retaliating against any counter move.

The two keys to developing a winning strategy are good information and good intuition. Both will help you recognize industry trends early, a requisite to continued success.

Charles Warmer is a mido industry verteral whose beotypound michaels VPrGM poets with WRBC/New York, WMAO & WKOXIChi-tago, and DSS Radio Spot Seles. He currently lives in Palo Alto, CA and is Director of the Mass Communication program all Meric College, He is also a consultant, specificating in sharingy, management development, and seles training.

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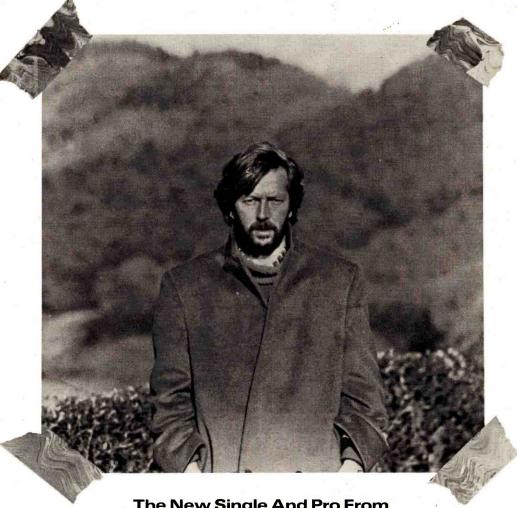
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Produced by Ted Templeman and Lenny Waronker From the forthcoming album Behind The Sun



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AVE YOU HEARD THE WORD

Nick Bazoo KMEL: "The word is 'Smash'! Exploding in San Francisco."

Jeff McCartney 940: "This record has been top 10 at Turtles since mid-November, and has now totally crossed over and still has top 5 single sales. This is more than just a great R&B record, it is a total CHR smash which gets immediate requests."

> Sunny Jo White WXKS: "It's got a life of its own. It won't stop selling. The word is out, Jermaine Stewart is hot!'

Rob Walker Y100: "A total smash at Y100 (5*-4*) and in the Miami market."

Mark Shands 195: "Top 5 single sales in less than 5 weeks."

Greg Roland B97: "The first sleeper of 1985. Immediate phones 12-24 male and female. I had to put it in full time rotation."

Rick Gillette FM102: "The word is out and sales and requests are definitely in!"

John Shomby/Pam Steele KAFM: "For us it's been a long love affair with this record. The word is out on the streets that this record is a hit."

Gary Wall WTIC FM: "Had huge street base, then popped it, now it's fast becoming one of our most active records."

Jim Payne WMAR: "Jermaine will happen! You've got to give him a shot!"

Bob Kaghen Z98: "In less than a week of airplay, I'm already getting huge phones."

Bruce Stevens WBBQ: "Great R&B cross over smash-immediate sales and requests. Totally right for CHR radio."

Catch Jermaine on American Bandstand, Saturday, March 2.

CHR NEW & ACTIVE 84/20

With This Week's Action:

KMEL 18-13 B104 deb 30 940 22-17 WGCL add KKHR add Y100 3-3 93FM deb 30 WHYT 33-29 Y106 32-26 WXKSFM **KBEO 34-30** B97 29-22 T94 22-7 WNYS add FM102 24-21 Z93 26-18 **WCILFM 17-9** WTICFM 17-12

WBBO 33-26

JERMAINE STEWART

JERMAINE STEWART. "THE WORD IS OUT"... AND IT'S SPREADING LIKE WILDFIRE.

THERE'S NO STOPPING A HIT RECORD: ON ARISTA.



Street Talk

The Detroit Free Press has the Motor City buzzing since it reported a string of rumors last week about nearly every morning personality or team preparing to change stations. All those involved deny anything is up, so one wonders where it's all coming from.

Out on the West Coast, the L.A. Times have been taking a lot of potshots at KIIS-AM & FM morning ace RICK DEES in features. And all this came before Rick, ATLANTIC RECORDS, and WCI were slapped last week with a \$5 million copyright infringement and disparagement lawsuit. Rick's comedy LP contains a song called "When Sonny Sniffs Glue," which composer MARVIN FISHER and MARVIN MUSIC CO. allege is melodically identical to the first seven bars of Fisher's pop standard "When Sunny Gets Blue." According to the suit, the parody has diminished the value of his copyright by using "obscene, indecent, and scandalous words and meaning."

While Rick grapples with his lawsuit, veteran programmer and personality **BUCK BUCHANAN** and his mother Mildred emerged victorious in their own \$263,000 ownership case against former KZHI/Honolulu executive **HENRY WALLS.** Buck's relocated to L.A., and is now ready to work: (213) 463-8768.

WLS-AM & FM/CHICAGO will cease simulcasting with the exception of LARRY LUJACK's morning show. This creates an evening opening on WLS-FM, so contact PD DALLAS COLE for that choice slot. Other changes include CHUCK BRITTON moving from afternoons on the FM to evenings on WLS (AM), while BRANT MILLER shifts to afternoons from evenings at WLS-FM. And with WLS (AM) PD TIM KELLY exiting for KLOS/LOS ANGELES as PD (see Page 1), OM JOHN GEHRON will handle all the programming duties until a successor is named.

Eight-year company veteran JACK KIERNAN has resigned as Exec. VP/Sales & Marketing at POLYGRAM. No major changes are expected as a result of his departure.

Over in MOTOWN's Pop Department, West Coast Regional R&B rep JESUS GARBER will take on new duties with CHR crossovers. Taking over in the Northeast Region is MEL ZULKER, joining after five years in that area with A&M. And more announcements and promotions are on the way.



BOTTOM DRAWERS DEPT. — When Z100/New York News Director/moming cohost Claire Stevens needed a special something to dress up her visibility, the station created her own line of black "Newsbriefs." With the Z100 logo on the front, the clever unmentionables are sure to leave nearly everything to the listener's imagination.

Scratch **WESTWOOD ONE** from those in the running to buy the **RKO RADIO NETWORKS.** Inside sources tell us WW1 has decided not to pursue a deal.

Although details could not be confirmed at presstime, it appears that WNYR/ROCHESTER PD BOBBY HATFIELD will be leaving to program crosstown WHFM under arriving GM JIM MELTZER. In light of Bobby's Country experience and WHFM's forthcoming call-letter change to WZKC, there's little speculation about what direction the CHR will take.

Not far away, **STEVE BECKER** has been named PD at **WKFM/SYRACUSE**. He comes from the Promotion Director/midday slot at crosstown AOR outlet **95X (WAQX)**.

At nearby WYSL & WPHD/BUFFALO, word has it that OM HARV MOORE and MD JOHN PICCILLO have moved up to GM and OM, respectively. WMMS/CLEVELAND OM JOHN GORMAN is now consulting the stations.

PD TIM SMITH has exited WYNF/TAMPA and can be reached at (305) 465-8694. CAREY CURELOP, who had programmed 'YNF before moving across the hall to Country WSUN, will oversee programming at 'YNF until a new PD is appointed.

Continued on Page 25



Alons Alones Alones Alones Alones Alones Alones

The new

single

CHR BREAKERS

from

the

triple

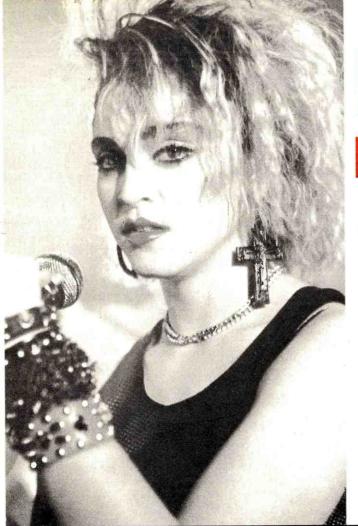
Platinum

album

Chicago 17



Produced by David Foster © 1985 Warner, Bros. Records Inc.



for Jellybean Productions, Inc.

Arranged by Stephen Bray

Management: Weisner-DeMann

#1 MOST ADDED 145 STATIONS OUT OF THE BOX 57%

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"ALL SHE WANTS TO DO IS DAN

Produced By Don Henley, Danny Kortchmar & Greg Ladanyi

From the Ip, BUILDING THE

PERFECT BEAST GHS/M5G 24026

CHR BREAKERS

169/72 66% ONE OF THE MOST ADDED

AOR TRACKS: 5

Management: Front Line

"I WANNA HEAR IT FROM YOUR LIPS"

Produced By Bob Gaudio & Don Gehman

from the album, ERIC CARMEN







Street Talk

Continued from Page 23



After nearly eight years with Q105/TAMPA,
Research Director/
personality BOBBY RICH has moved up to Music
Director.

In San Diego, MIKE BRADY has been upped from KSON (AM) MD to Asst. PD for both KSON-AM & FM. FM MD NICK UPTON has been named

Bobby Rich UPTON has been named MD for both stations . . . At KPKE/DENVER, CHRIS KNIGHT steps up to MD.

KIKK-AM & FM/HOUSTON evening personality DAN STEVENS will add his cast of character voices to the stations' morning team of RON FOSTER and PAM IVEY. Taking over Dan's 6-9pm shift is former crosstown KRBE-FM midday man RON SELDON.

More changes on the way at WLAV-AM & FMIGRAND RAPIDS, as TOM GILL has been named GSM, while former WSHE/Miami OM DAVE LANGE joins up as PD.

A nice Valentine's Day gift came to CHR outlet KHIT/
SEATTLE, which with a flip of the switch nearly tripled its broadcasting strength from 35 to 100 kw. At an elevation of 2000 feet, KHIT now covers most areas of Western Washington.

Look for **DC101/WASHINGTON** morning maniac **GREASEMAN** in the "Lookout" section of the February 25 *People* magazine.

And **I95/ MIAMI** morning man **DON COX's** acting career continues to blossom. For the next few months he'll be costarring as a detective on NBC-TV's "Miami Vice," after playing a smaller role in the show for the past few weeks.



lim Day

Hats off to WVAF
(V100)/CHARLESTON GM
JIM DAVIS on his
promotion to VP/GM.

Upstate, WANJ/ WHEELING is now WZMM with a new CHR format under Operations Director/PD ROB FORSTER. The MD is CHIICK McGEF

In Pennsylvania, **DAVE LONDON** takes over the PD chair at AOR **WEZX/SCRANTON** from **SHAWN WATERS**, who moves to Shamrock Communications sister station **KMYZ/TULSA**. KMYZ is currently simulcasting with Country AM sister **KGCR**, but might a change of direction be in the offing?

Meanwhite, over at Q106/YORK, OM/PD MARK McKENZIE steps down to concentrate on his midday airwork, as afternoon driver/Assistant PD TOM SHANNON takes over Mark's duties . . . DOUG NEVEL moves from PD at K104/ERIE to program sister station OK100/ITHACA, which sends PD BILL WESTON to the new post OM at co-owned WIXV/SAVANNAH.

Former WMAQ/Chicago MD JAY PHILLIPS is the new Music and Research Manager for WSM-AM & FM/NASHVILLE. Preceding MD CATHY MARTINDALE moves to a fulltime air shift, taking over afternoons on WSM-FM.

Radio consultant **JAY MITCHELL** has a new name and address. Jay Mitchell Associates, Broadcast Consulting can be reached at P.O. Box 1285, Fairfield, IA 52556; (515), 472-4087.

OM JIM RAY is out at KTKT & KLPX/TUCSON. He can be reached at (602) 881-5088.

A speedy recovery is on the agenda for RTNDA President LOU ADLER of WOR/NEW YORK, who underwent surgery last week wto repair an Achilles tendon.

Get-well wishes also go out to MTV VP/Programming LES GARLAND, who's taking it easy after recent surgery.

Nuptial Notes: Best wishes to **B100/SAN DIEGO** PD **BOBBY RICH** and **DEBBIE SISCO**,
who were hitched last Saturday (2-16) in San
Diego. The best man was Debbie's twin
brother **ROB**, while Rob's wife **JO INTERRANTE** served as maid of honor.

Just about the same time that day, TM COMMUNICATIONS President PAT SHAUGHNESSY and fiancee Nancy Martin surprised friends at their intimate dinner party when a Dallas justice of the peace arrived at the door and married them right in the living room. Congrats to Pat and Nancy, who weren't expected to tie the knot for a couple of weeks.



Baby Talk: WYNF/TAMPA MD RON DIAZ and wife Susan are happy parents of daughter Leeann Marie . . . KSL/SALT LAKE CITY

GM TOM GLADE and wife Sandy gave birth to daughter Katherine Elizabeth last weekend . . . WNOX/KNOXVILLE morning man STEVE HARRISON and wife Linda welcomed Emily Elizabeth on Valentine's Day . . Consultant LEE ABRAMS and wife Sandra proudly produced Shawn Marie . . . And last but not least, congrats to PAT BENATAR and NEIL GERALDO on the birth of their daugther Haley (2-16).

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On The Records



KEN BARNES

TRIBUTE SONGS

Pop Music Honors Its Heroes

Diana Ross isn't the only one missing Marvin Gaye. On the Black/ Urban chart for February 15, the No. 1 and No. 2 songs were tributes to the great vocalist who was killed last April, with Ross's Lionel Richiecomposed and produced "Missing You" topping the chart and the Commodores' "Nightshift" jumping ten places to the runner-up position.

Along with George Harrison's tribute to John Lennon, "All Those Years Ago," the Ross and Commodores records represent the commercial peak of a longstanding musical tradition. Ever since Jimmie Rodgers died young in the '30s, there have been musical memorials; few, however, are hits.

Especially in the last 20 years, it's been more common for artists to salute their peers who'd passed on by recording theme albums (for instance, the Supremes' "We Remember Sam Cooke"). Songs specifically dealing with an artist's death grew rather rare during the late '60s/early '70s; my memory may be impaired, but I can't call to mind any songs memorializing Janis Joplin, Jimi Hendrix, Jim Morrison, or Brian Jones. (If I've ever opened myself up to readers' corrections, the preceding sentence was the one.)

Earlier, the 1959 Buddy Holly/Big Bopper/Ritchie Valens plane crash inspired the Top 20 hit "Three Stars" by Tommy Dee. Bobby Vee & the Crickets later did "Buddy's Song," a collection of Holly song titles reportedly assembled by Waylon Jennings and later covered by Fleetwood Mac. Eddie Cochran's 1960 death was commemorated three years later in a big British hit called "Just Like Eddie" by Heinz, a former member of the Tornados of "Telstar" fame ("Just Like Eddie" was issued here too, but went nowhere)

Tribute To A King

Otis Redding was the apparent exception to the dearth of '60s memorials. William Bell's "Tribute To A King" was probably the best-known salute, but there were at least three more, including "Otis Sleep On" by Redding's protege Arthur Conley and "We're Gonna Miss You, Otis" by one A. Friend (actually blues singer Earl Gaines).



Otis Redding inspired many tributes, including this one

Redding was also honored in tandem with Sam Cooke and Nat King Cole on Wilson Pickett's revision of "Abraham, Martin & John," "Cole, Cooke & Redding." That consolidated approach also brings to mind the "Heaven" concept: "Hillbilly Heaven" by Tex Ritter, following the plane crash deaths of Patsy Cline and Hawkshaw Hawkins; "Soul Heaven," by the Dixie Drifter, referring to a number of past stars; and "Rock & Roll Heaven," a 1974 hit by the Righteous Bros., immortalizing a "hell of a band."







Marvin Gaye remembered

The Commodores' current hit is also of compound interest; in addition to its Gaye tribute, it contains a verse about the late Jackie Wilson. Gaye was also the subject of songs by Teena Marie ("My Dear Mr. Gaye") and Edwin Starr ("Dear Marvin." released only in England). Aside from the Harrison tribute, John Lennon was also saluted by Paul McCartney in "Here Today" and by a few much less well-known artists Jagger: Stone Alone



Mick Jagger's new single, "Just Another Night," is not just another record from a group member on a solo sabbatical. The Rolling Stones as a whole have been stingy with solo projects, and Jagger's album, "She's The Boss," is his first away from the group.

There is a previous Jagger solo single, however. In late 1970 the soundtrack to Jagger's film "Performance" was released. It contained one Jagger solo track, "Memo From Turner," which was released in Europe as a single (a Stones version of the song was later released on the "Metamorphosis" album).

As for the other Stones, Bill Wyman has been the most active on his own. He was first to break free, on a technicality, when the "Satanic Maiesties" track "In Another Land," the first Stones song written by a group mem ber other than Jagger and Richards, was credited to Wyman alone on a 1967 single. In the



Bill Wyman doubles as a solo artist

'70s Wyman did a couple of solo albums, and later scored the film "Green Ice" and recorded Ron Wood has three solo albums to his

RUN RUDOLPH RUN

Keith Richards and a seasonal solo

KEITH RICHARDS

RS 19313 Aub. St. Nicholm Marie Sec. ASCAP

credit, the first two recorded while he was still a Face before Stonedom beckoned. Charlie Watts has played on a few other sessions, like the Stones spinoff "Rocket 88." And Keith Richards, although a track from "Some Girls," "Before They Make Me Run," was credited to him on a promotional-only single, has just one real solo single to his credit, the Christmas 1978 release "Run Rudolph Run"/"The Harder They Come." It will be interesting to see if Jagger's new release spurs other members toward solitary means of artistic expression.

(including one former member of the Cyrkle of "Red Rubber Ball" fame, recording with his wife as Full Circle). Bobby Vinton also saluted Lennon. And Bob Marley was honored by name on Sue Chaloner's recent "Missing Mr. Marley," while Sister Sledge rerecorded their "He's Just A Runaway" in reggae style as a tribute to

Of course the king of tribute records was Elvis Presley, whose 1977 death prompted a deluge of memorials ranging from the maudlin to the more tasteful. The latter category included two sizable country hits,



One of countless Elvis Presley salutes "The King Is Gone" by Ronnie McDowell and "From Graceland To The Promised Land" by Merle Haggard, plus "Hound Dog Man" by Lenny LeBlanc and later Glen Campbell. Other Elvis tributes probably add up to over a hundred, far too many even to begin to list.

The tribute record is often a tough type of song to carry off within the boundaries of good taste, but it is usually an expression of honest emotion and, as Ross and the Commodores illustrate, it can be done with



ONE YEAR AGO TODAY

- DICK PENN NAMED SR. VP/NBC RADIO NETWORKS
- JOHN BECK JR. NAMED GM AT KSHE/ST. LOUIS
- RICHARD MC INTOSH NEW VP/GM AT WLUM & WAWA/MILWAUKEE ● DAN O'NEIL SET AS PD AT WDJY/WASHINGTON
- KENNY PUVOGEL WARNERS NATIONAL LP PROMOTION DIRECTOR
- •#1 CHR: "Jump" Van Halen (WB) (2nd week)
- •#1 A/C: "This Woman" Kenny Rogers (RCA) (2nd week)
- #1 Black: "Somebody's Watching You" Rockwell (Motown) (2nd week)
- •#1 Country: "Roll On (18 Wheeler)" Alabama (RCA) (3rd week)
- #1 AOR Track: "Jump" Van Halen (WB) (7th week)
- •#1 LP: "1984" Van Halen (WB) (5th week)

FIVE YEARS AGO TODAY

- DAN HALYBURTON NAMED PD AT WQAM/MIAMI
- #1 CHR: "Crazy Little Thing Called Love" Queen (Elektra) (2nd week)
- •#1 A/C: "September Morn" Neil Diamond (Columbia) (4th week) • #1 Black: "And The Beat Goes On" - Whispers (Solar/RCA) (2nd week)
- #1 Country: "I Ain't Livin' Long Like This" Waylon Jennings (RCA)
- #1 LP: "The Wall" Pink Floyd (Columbia) (3rd week)

TEN YEARS ÁGÔ TODAY

RICK SKLAR NAMED VP/PROGRAMMING AT ABC RADIO

STAN MONTEIRO VP/PROMOTION AT COLUMBIA

h ● #1 CHR: "Have You Never Been Mellow" — Olivia Newton-John (MCA) #1 A/C: "Have You Never Been Mellow" — Olivia Newton-John (MCA) (2nd week)

• #1 Country: "Linda On My Mind" — Conway Twitty (MCA)

• #1 LP: "Blood On The Tracks" - Bob Dylan (Columbia) (3rd week)

CATCH TWO NEW RISING STARS!



ROBEY "One Night In Bangkok"

CHR NEW & ACTIVE

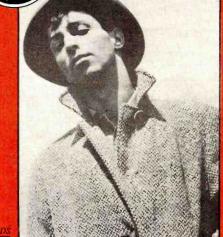
WXKS-F	M WKFM	WRNO	KITE	WJXQ	KHYT	KQCR
WCAU-F	M WKRZ-FM	Y106	WANS-FM	KJ103	OK100	KKXL-FM
93FM	WILQ	KITY	WOKI	WRQN	95XIL	WAZY-FN
195	WHTF	KTFM	WFMI	KEYN-FM	WOMP-FM	99KG
Y100	KZZB	KZIO	WRNO	KKRD	WSQV	KBOZ-FM
ZZ99	WZŁD	WZPL	Y106	KSND	WHAD	KCDQ
KPLUS	KITE	WJXQ	KITY	KQMQ	KISR	KHTX
Q100	WANS-FM	WHTF	KTFM	KO93	Q101	KBIM
K104	WOKI	KZZB	KZIO	KCAQ	WIXV	SLY96
WERZ	WFMI	WZLD	WZPL	KSKD	WHSL	KIST
						OK95



NORMAN NARDINI AND THE TIGERS "If You Don't Want Me"



CBS ASSOC, RECORD.



Don't let your competition beat you to the turntable!

ON YOUR DESK TODAY!

Datebook

SEAN ROSS

Cover Me

These days the cover process — when it even exists —seems to be a CHR hit covered by a black or country artist. The New Jersey Mass Choir apparently got tired of being in the background on Foreigner's "I Want To Know What Love Is" and has released its own version, which, at this writing, is ahead of the original on the Black/Urban page. More than 11 years ago, another gospel group pressed into service for a secular recording, the Dixie Hummingbirds, also went into the lower reaches of the R&B charts with their version of Paul Simon's "Loves Me Like A

Thirty years ago, the opposite situation existed with one pop-styled white version of a black original following another. When Lavern Baker had her "Tweedle Dee" covered by Georgia Gibbs and Vicki Young, she wrote her Congressman. On February 26, 1955, Baker asked Charles Diggs to support revisions in the Copyright Act that would have prevented note-for-note pop covers of R&B hits. Baker's legislation never came about — it was somewhat questionable from a First Amendment standpoint, for one thing — but cover versions eventually gave way within a few years. Baker had her other well-known original, "Jim Dandy," covered by Black Oak Arkansas, but they were, at least, courteous enough to give her a 16-year lead time.

MONDAY, FEBRUARY 25

1957/Buddy Holly records "That'll Be The Day."

1975/The long wait ends. Led Zeppelin releases "Physical Graffiti."

1977/British Polydor signs the Jam.

Birthdays: George Harrison 1943, Stuart Wood (Bay City Rollers) 1957.

TUESDAY, FEBRUARY 26

1977/In an era when Billy Joel, Cyndi Lauper, and Prince can all milk their LPs for five or six hit singles, it's hard to imagine a period when record companies were worried about the success of second and third singles. Eight years ago today, two follow-ups to number-one hits were released. Leo Sayer's "When I Need You" and the Eagles' "Hotel California" both made it to #1 and stayed there for at least a week longer than their predecessors. As an indicator of how different record company thinking was back then, the "Hotel California" LP stopped at three singles, and a number of CHR stations ended up charting various songs from the LP — "Victim Of Love" was the most common one — on

1979/The Sex Pistols and Malcolm McLaren end up in court to divvy up the band's earnings. Out of an estimated one and a half million dollars, only \$60,000 is left.

Birthdays: Fats Domino 1928, Johnny Cash 1932, Paul Cotton (Poco) 1943, Mitch Ryder 1944.

WEDNESDAY, FEBRUARY 27

1967/Pink Floyd records first British single, "Arnold Layne." Within a month the record is #20 in the UK. Like its followup, "See Emily Pl'y," it becomes known to Americans retroactively as part of the "Relics" LP.

1970/Jefferson Airplane is fined \$1000 for singing "fuck" on stage in Oklahoma City. Eleven years later, the Starship will blurt it out on record as part of "Stairway To Cleveland" and some AQR stations will play it intact (a few may have done so when the Airplane included the word on "We Can Be Together" and "Volunteers" in late 1969)

1977/Keith Richards arrested for heroin in Toronto.

Birthdays: Steve Harley, whose "Make Me Smile" was enough of a hit to end up in Duran Duran's onstage act, 1951. Paul Humphreys (OMD) 1960.



THURSDAY, FEBRUARY 28

1968/Frankle Lymon dies of a heroin overdose

1974/Bobby Bloom dies of self-inflicted — but possibly accidental — gunshot wounds at age 28.

1975/Russ Ballard leaves Argent to go solo.

Birthdays: Barbara Acklin 1943, Joe South 1942. Brian Jones would have been 43.

FRIDAY, MARCH 1

1952/Sun Records releases its first single, Johnny London's "Driving Slow."

1957/Chuck Berry's "School Days" and Muddy Waters's "Got My Mojo Working" are released.

1968/Johnny Cash & June Carter are married.

1969/Jim Morrison exposes himself to Miami.

1977/Bob and Sara Dylan divorced. 1980/Patti Smith and Fred Smith marry

Birthdays: Roger Daltrey 1944, Harry Belafonte 1927, Sonny James 1929, Jim Ed Brown 1934. Glenn Miller would be 81

SATURDAY, MARCH 2

1964/Beatles begin work on "A Hard Day's Night"

1968/Box Tops' "Cry Like A Baby" released.

1969/The song "Let It Be" is premiered, via a film clip, on "Ed Sullivan."

1975/Paul & Linda McCartney are busted for pot in Los Angeles.

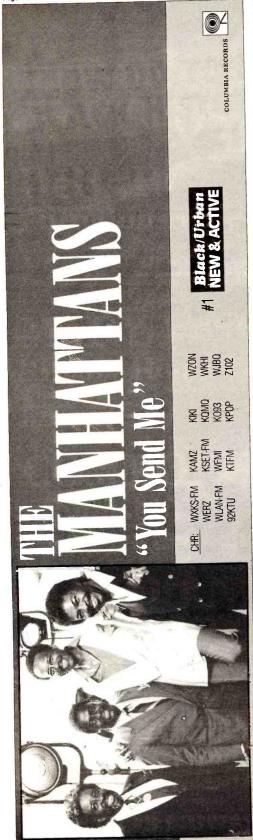
Birthdays: Lou Reed 1944. Karen Carpenter would be 35

SUNDAY, MARCH 3

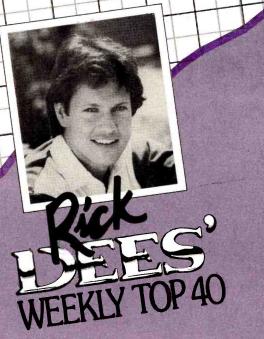
1972/Nilsson gets gold for "Without You"

1979/Mike Patto of Boxer dies.

1983/British singer Beki Bondage leaves her group Vice Squad to do benefit concerts for animals. Birthday: Shakin' Stevens 1947.



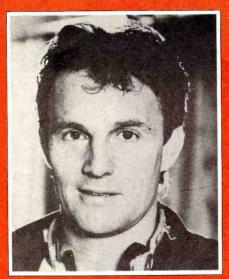
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WOKI
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WKZL

WZPL KKRD WJXQ KLUC KJ103 KO93 WRQN KCAQ

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RC/I Records



CALENDAR



BRAD MESSER

Elusive Dream Newsroom

build the best newsroom there ever was, precisely what would you put in it? What floor plan? Where exactly would all the equipment be installed?

Designing a newsroom is a once in a lifetime opportunity for most of us, but when it comes to actually doing it, no two people define "ideal" identically.

You'd have the cart decks over there but I believe they'd work better over here. I'd have the

ven the opportunity and resources to reel-to-reel horizontal for easy splicing: -you can lay an open newspaper on top! But you're certain it should be upright to take less space: vertical, it's immune to coffee spills!

A board with multiple inputs or dedicated channels? Sliders or turn pots? And so on.

The dream newsroom is so much easier talked about than designed. If granted three wishes, I might squander one of them by asking for a big, thick, richly detailed book called Standard Newsroom Plans.

The Gun That Won The West

MONDAY, FEBRUARY 25 - Samuel Colt patented what he called the "revolving pistol" 149 years ago today (1836). The Colt Revolver (or "six-shooter") was the first successful multiple-shot semi-automatic pistol, and the most significant small-arms invention of the 19th century

1964 — Cassius Clay won his first world heavyweight boxing championship when Sonny Liston couldn't answer the bell for the beginning of the 7th round. (Clay announced his name change to Muhammad Ali the following day.)

1919 - Oregon 1st state to tax gasoline. 1913 - Sixteenth Amendment effective, power to levy income tax. 1901 - J.P. Morgan incorporated United States Steel, world's first billion-dollar company. 1885 — Congress outlawed fencing public lands in the West. 1859 — First legal plea of temporary insanity.

George Harrison 42. Bobby Riggs 67. Jim Backus 72.

Worst Disaster At Sea

TUESDAY, FEBRUARY 26 - The world's worst marine disaster occured 69 years ago today in the Mediterean Sea (1916), when the French cruiser "Province" sank with the loss of 3100 lives

The first airplane to fly nonstop around the world, took off 36 years ago today (1949). It was a US Air Force B-50 bomber named "Lucky Lady II," with a cruise speed of 250 mph. Air tankers refueled it several times during the 94-hour flight. (No airplane has ever flown nonstop around the world withour refueling. Circumnavigating "on one tank of gas" is the last remaining significant frontier in aviation.)

1953 — First book by photo-typesetting. 191 — James Jones's novel "From Here To Eternity" published. 1919 — Grand Canyon became a national park. 1861 — Vassar College opened. 1846 — Buffalo Bill Cody born. 1829 — Bluejean magnate

Johnny Cash 53. Fats Domino 57. Tony Randall 61. Jackie Gleason 69.

Packmaker Recall

WEDNESDAY, FEBRUARY 27 — Ten years ago, the FDA announced a recall of 1241 pacemakers, some of which had already been put inside people (1975). Doctors had to call their heart patients and schedule surgery to remove the potentially-faulty electronic heartbeat regulators. Congress then passed tighter laws on pacemaker quality control, and there ve been no recalls since.

1982 — Wayne Williams convicted of two Atlanta child murders. 1973 — Wounded Knee SD takeover by American Indian Movement. 1964 — City of Pisa, Italy, issued an emergency request for \$1 million in federal funds, to prop up the Leaning Tower of Pisa. The top was 11 feet off-center and in danger of falling over.

1932 — Neutron discovery announced. 1883 — Cigar-rolling machine patented. 1879 — Saccharin discovered

Ralph Nader 51. Elizabeth Taylor 53. Joanne Woodward 55. Ex-Texas Gov. John Connally 65. Actor Guy Mitchell National Bachelors' Day

THURSDAY, FEBRUARY 28 - One of the railroads on the Monopoly board, the B-and-O, was incorporated on this date in 1827. The Baltimore and Ohio was the first railroad in America authorized to carry passengers and

1983 — TV series "M.A.S.H." ended. 1940 — First live TV basketball game. 1933 — Hitler issued decree suspending civil liberties in Germany. 1871 — Yellowstone became the first national park. 1854 — Republican party founded. 1849 — The California Gold Rush. The first shipload of Forty Niners sailed into San Francisco Bay. Crewmen abandoned ship to join the engers heading for the hills to hast gold around Sutters Mill.

Bernadette Peters 37. Mario Andretti 45. Tommy Tune 46.

Civil Rights Act

FRIDAY, MARCH 1 — Congress passed a national Civil Rights Act in 1875, guaranteeing Negroes equal access to theaters, restaurants, and all public accommodations. Eight years later the U.S. Supreme Court ruled it unconstitutional

1980 —Gerald Ford invited a draft movement, saying Ronald Reagan was unelectable in November. 1962 — First K-mart store opened. 1961 — Peace Corps established by President Kennedy. 1932 — Baby Charles Lindbergh Jr. kidnapped: later found dead. 1867 — Nebraska 37th state. 1803 — Ohio 17th state. 1790 — Congress authorized first national census. 1791 — American colonies adopted Articles of Confederation, paving way for a federal union. 1638 — First Swedish settlers arrived in America: builders of first log cabins here.

Ron Howard 31. Roger Daltrey 41. Herb Alpert 50. Harry Belafonte 58. Dinah Shore 64.

Saturday (3-2) 1972 — Pioneer-10 launched toward becoming first manmade object to leave solar system. 1901 — U.S. Forest Service formed. Desi Arnaz 65. Theodore "Dr. Seuss" Geisel 81.

Sunday (3-3) is National Anthem Day: the Star-Spangled Banner (written by Francis Scott Key during the War of 1812)

The dyssey File WITTY, WISE, BUT WEIRD Call Jim Brown **Call Jim Brown Productions**

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News/Talk



BRAD WOODWARD

TWO MANAGEMENT VIEWPOINTS

News/Talk Springs Ahead In Fall Book

It's a pleasure to report that the fall 1984 Arbitron numbers hold some good news for the format. A majority of stations showed improvement, not only over their most recent sweeps, but also over their fall '83 shares. And a number of stations posted gains that would be the envy of broadcasters in any format!

Format Growth Chart

Among the News/Talk stations up at least a full share from their last books were:

- WNIR/Akron (4:3-6.7)
- WQBK/Albany (6.6-8.3)
- WCKY/Cincinnati (5.3-6.5)
 WERE/Cleveland (3.5-4.6)
- KOA/Denver (5.7-6.7)
- WHO/Des Moines (9.6-12.5)
- WWJ/Detroit (4.6-5.8)
- KMJ/Fresno (8.2-9.4)
- KGU/Honolulu (3.1-4.8)
- WIOD/Miami (3.0-4.0)
- WOCN/Miami (1:9-3.1)
 WWL/New Orleans (4.9-5.9)
- WKIS/Orlando (5.0-6.2)
- WWDB/Philadelphia (3.4-4-5)
- KTAR/Phoenix (9.1-10.4)
- KGO/San Francisco (7.4-9.0)
- KiRO/Seattle (7.8-10.7)
- WJNO/West Palm Beach (6.4-8.5)

Comparing 12+ ratings for 109 stations to their most recent prior books, 53% picked up strength, 42% were off, and 5% were unchanged. When measured against their fall 1983 ratings, fully half of the stations were up, while 45% slipped and 5% were level.

Programming, Host Management Tips

Elsewhere on this page, you'll find thought-provoking ideas on News/Talk management from two of the format's experts, Ira Apple and Michael Packer. Both of their viewpoints are well worth passing along.

Apple keys in on what makes a skillful talk host, with special emphasis on management's duty to provide leadership and guidance for hosts. Now a media consultant based in the Baltimore suburb of Reisterstown, Apple has 30 years in information radio, including countless house behind the mike, as well as programming stints at WBAL/Baltimore, KDKA/Pittsburgh, WBZ/Boston and the former WGSO/New Orleans.

Eight Tips For News/Talk Excellence

By Michael Packer

If you're searching for an excellent News or Talk programmer, look for these eight philosophies and traits that are shared by many of America's best broadcasters:

- They have a bias for action. Even though they're analytical in their approach to decisionmaking, they're not paralyzed by that.
 They do it, they fix it, they try it. They're not afraid to experiment.
- They know the audience comes first.
 Their decisions on what goes into the product, promotion, and sales is based on audience needs. If you have an audience, you have something to seli.
- They stick close to their audience. They learn from the people they serve, they maintain ongoing contact with core listeners. They find out why those people listen and figure out ways to get them to listen longer.
- They encourage autonomy. They foster leaders and innovators throughout their organizations. Develop those champions in your organization the writers, producers, directors, talk hosts, news people, sports people. Give them all a chance to be innovative. In order to keep ahead of your competition, you've got to make sure you generate a fair number of mistakes. By taking reasonable risks and learning what works from what doesn't, the champions develop audience-grabbing programming first.
- They garner productivity through people. Excellent programmers treat the rankand-file as the root source of quality and productivity. They respect the individual and see each person in every area of programming as a source of ideas.



 They are hands-on, value-driven. The program director, news director, and sports director must be hands-on programmers. And they must instill within all who report to them the importance of providing quality programming, always putting the listener first.

- They run a cost-efficient operation. I'm just amazed every time I walk into an operation at how much fat and dead wood there is. I think it's important to keep a simple form, a lean staff. Avoid building a bureaucracy. You've got to be able to make decisions quickly.
- They run simultaneously loose-tight properties. It's important to push autonomy down to the talent, the producers, the writers. On the other hand, you've got to be a fanatic centralist around core programming values that you hold dear.

Packer is Station Manager of KTRH/ Houston, which he joined last year after serving as Operations Director of WXYZ/- Detroit (now WXYT). He offers eight attributes that distinguish excellent News/Talk programmers.

MANAGING TALK HOSTS

Talk Needs More From Management Than "Lip Service" By Ira Apple

Many broadcasters are looking to the future for answers about Talk radio when the answers lie in the *present*. The truth is that very few are *now doing* what should be done to make the Talk format as successful as it deserves to be. Before worrying about inventing some new and revolutionary kind of Talk, examine how you conduct your own programming now. Is it what it should be?

If Talk is to play a true role in saving AM radio (or become a factor in FM), those responsible for its production must realize what many as yet don't want to recognize—that successful talk requires commitment by the host, management, and staff!

This commitment is not just that ownership is willing to go two or three years with the format. The manager and program director must give support and leadership, both technical and moral, to the hosts. But where is that leadership going to come from? Where are the people qualified to help train and work with hosts? Not every station that programs talk shows can afford consulting, and there are only a few experienced Talk consultants available.

It's thus crucial for every person involved in every facet of Talk programming to become aware of the multitude of questions facing them, and then work toward learning the answers that apply to their specific stations, markets, and circumstances.

How are the topics for discussion chosen? When do they burn out and how does the host change them? How are the opens of each show prepared? When and why are the guests put on the air, and for how long?

Hosts Need Critiquing

Who from the station is listening to the talk shows? Often there is no one in the station who seems to care about the Talk programming. Do you have someone qualified to critique your hosts and act as a sounding heard for ideas?

Do members of the staff like talk shows?
Does the sales staff listen? What is the relationship between the hosts and sales department? Are all the spots during the talk hour prerecorded or does the host have a real role in being part of the message? How are shows and hosts promoted? Are programs planned ahead of time to take advantage of promotional opportunities? At the same time, are you flexible enough to change a program when circumstances call for it?

Is the host prepared? Does he (or she) know what people are interested in? What is he doing to find out? Many hosts read a lot but remain isolated from the everyday world. Does your host get out and mingle?

Is the host interested (or does he at least sound interested) in what the callers are talking about? Is there interplay between the host and the callers or does he sound bored by the whole thing? If most of his conversation is made up of "uh-huh"s and grunts, his mind is not in tune with his audience

During conversations with callers, does the host listen for and capitalize on cues to segue into other subjects? A sharp host will look for new topics to dovetail into to bring fresh information and stimulation into the program.

Who's In Charge Here?

Does the host control the show or do the callers control the host and the show? The host is responsible for maintaining the vitality, change of direction, and leadership. If he normally cannot keep control with finesse, humor, and dignity, he should seek another line of work.

Is there enough variety of topics, guests, and pace to keep the program out of a rut? Many hosts worry so much about the next call being there that they're afraid to let go of a dull one. The quantity of calls is not as important as the quality, although there should be enough to allow movement. Does he depend on regular callers and allow "in" conversations and the formation of audience cliques?

Open-Line Pitfalls

Does the host begin with a strong open that will capture attention and set several possible directions for the hour? A weak statement such as, "Well, we'll have an open discussion this hour about anything you want to talk about..." usually attracts the same old callers with the same axes ground down to the handles.

This kind of opening indicates at least three probabilities: 1) that management is failing to be intelligently concerned with its most potentially powerful program and profit base; 2) the host has not prepared; 3) the program is not going to be a wide-open, stimulating, free-for-all covering what the audience really wants to talk about.

What this actually does is allow the first two or three callers to decide the direction of the show. The odds are stacked against a good one. Yet, as you listen up and down the dial, as many as 50% of the talk shows you pick up may open with the host throwing open the phones to "anything you want totalk about."

Anyone can answer the phone, but how many can make a high percentage of calls really work? A successful host will understand that each call is in itself a mini-program. Each should have a catchy beginning, some rising expectations, occasionally a little drama, and a satisfactory climax.

The ability to weave through the calls, the controversy, and the information; the sensitivity to know when and how to end the poor calls; the judgment to cut losses and move on; and the skill to take the program from hot to trivial — these take more than a scholar or a showman. They require a host who works at always being interested, and alert management that's willing to pay more than lip service to Talk radio.

How interesting is your radio station on the weekend?

TED KOPPEL
RON LUCIANO
MARINA OSWALD
DR. LENDON SMITH
HOWARD JARVIS
ED MCMAHON
HELOISE
RALPH NADER
JERRY LEWIS
SID CAESAR
ANGELA DAVIS
MILTON FRIEDMAN

HOWARD RUFF
LEO BUSCAGLIA
SIMON WEISENTHAL
CANDY LIGHTNER
SAM DONALDSON
CARLTON FREDRICKS
CLEVELAND AMORY
DR. KENNETH COOPER
MADALYN MURRAY O'HAIR
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Associated Press Broadcast Services

ontemporary Hit Radio



JOEL DENVER

PROFILING KHFI AND Q100

A Look At Some Medium-Market Monsters

Ah, for a return to the good life. You know, a market where hits are hits, and scoring big in the book means scoring really big. Such is the way of radio at KHFI (K98)/Austin, which leaped 11.6-16.0 for its highest 12+ share in years. And then there's Q100 (WQQQ)/Allentown, PA, which jumped 7.2-10.8. But those numbers aren't even the half of it (see "Devastating Demos").

But who are the programming geniuses behind this new-found station popularity? At KHFI, it's Waylon Richards, who arrived in September following a personality stint at B104/Baltimore. Waylon previously spent a year programming against B104 at WQSR, and earlier worked afternoons for five years with WPGC/Washington. Q100's Bryan Geronimo arrived last July after programming WAYV/Atlantic City, where he also handled afternoons and some AE duties. Bryan replaced Dave Dillon, who left for A/C-formatted WEZS/Richmond.

State Of Confusion

Nothing is worse than coming into a radio

station that's been without a PD for a number of weeks or (gulp, and gulp again) months. This was the scenario at KHFI, as Waylon succeeded Roger W. Garrett, who'd returned to KRBE-AM & FM/Houston three months earlier.

Despite input from consultant Ed Shane, Waylon found "a lot of confusion, misdirec-tion, and very little positioning at KHFI, despite the fact that it was the only CHR in the market. Other stations, such as A/C KEYI and KOKE, as well as AOR KLBJ, were eating into us. Something had to be done." he recalled.

To make matters worse, longtime KFHI MD/morning man Ed Volkman had resign-



Q100 Cleans Up With Aggressive Music

When Bryan Geronimo joined Q100, he observed that the market sounded pretty much the same from station to station. To further define a distinction between stations, Bryan bucked the formerly-held idea that the area didn't like Black crossovers. "This market is just up the road from Philadelphia, and they love to dance there. We've always been influenced by that market, but many programmers chose to ignore this fact," he noted.

By mixing these crossovers into an aggressively-positioned playlist, Bryan's been able to key right in to the active listeners. He uses high-visibility methods to maintain their attention. "Our van is always out there; we blitzed every high school in a single month. While other stations charge money for their concert trips, we do it all for free. We took busloads to Philadelphia to see concerts with the Jacksons, Huey Lewis, Bruce Springsteen, and several others. We did so many promotions with our jocks that they were close to burning out, but they hung in and have felt the re-

"Our morning guy, Uncle Bob, is really off the wall; he's the David Letterman of radio. Uncle Bob's like a clean bad boy. He tried to get nuns to listen, so he called a convent. He's even called Nancy Reagan for a date. Bob once told the audience that a new subway was opening, and handed out free tokens to this nonexistent subway

Regarding contests, Q100 gave away over



\$15,000 in cash for "messing up" on their "Music Guarantee" of ten songs in a row at \$100 a shot, doubling the money on Thursday. Q100 has an album coming out called "Future Flamethrowers," featuring local bands who vie for an MCA recording contract as the grand prize. The station takes entire offices to lunch and just about anything else that's fun to do. "I've been called a bit of a maverick. I may get shot down a bunch, but we are really trying to go for whatever we can get. All the long hours have paid off."

KHFI (Almost) Owns Austin



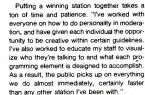
How do you turn heads quickly in a market the size of Austin? PD Way-Ion Richards simply made KHFI "the most fun-sounding station in town. If (Country) KASE hadn't also had a great book (12.7-17.5), we'd have been on top of the whole market. We did 'Quick Cash' each hour and after-work parties. There were K98 'Coffee Breaks,' where we send coffee and donuts over to an office. We had a 'Joke Of The Day' and everything else that would put a smile on people's faces."

On a larger scale, KHFI was involved in a Halloween House promotion which drew over 100,000 folks; the event closed off 12 blocks of the downtown area one evening, "It took me 20 minutes to walk from my car," joked Waylon. "And with a van coming, there is more visibility on the way. I'm really pleased, since we didn't even have everything in place in the last book. I think Austin was a town waiting for something exciting to happen.

"We do a lot of outside appearances such as raft races and kite-flying contests. My personalities realize they can't be paid for every appearance. Rather, they see each one as an investment in their future, where it be here or anywhere else.

Learning How To Win

Within the realm of formatics, Waylon combined six stopsets an hour into four to allow for a higher music profile. He also convinced management to spend money on TV spots. Competitors KASE, KOKE, and KVET were on the tube as well, and all of them outspent KFHI. With billboards Waylon was able to ex-



tend his impact, and he plans to keep the

momentum rolling. "If someone picks up a

rock. I want K98 to be visible under it.



ed shortly after Waylon's arrival to do mornings at KITS/San Francisco. So what does a guy from the East Coast do when he's never lived in Austin before and one of his most valuable supporters moves on? He just falls back on his gut, digs in, and goes

All The Hits And More

Realizing that KHFI was in the midst of a downward trend (15.5-13.6-11.6), Waylon knew it was time to reposition things. Waylon adopted the statement "All Hit Music And More" for starters, and then revitalized the on-air staff with some new faces, fresh energy, and a determination to develop a winning attitude in the station. Part of the repositioning included the music, which became slightly more broad-based in that some logical dayparting was instituted, but not enough to make the station sound radically different from one daypart to another. Waylon describes his station as "conservative, but not waiting for 'Breaker' for the

Part of the airstaff rejuvenation included bringing in Famous Amos for afternoons from KCAQ/Oxnard, and Johnny Edwards (known as "J.R. In The Morning") for mornings from KKRZ/Portland. J.R. (what better name for Texas?) became the focal point of a Zoo-type approach. In addition, Darlene Lewis was added as a side-kick, and the wit of News Director Steve Nikazy became a vital part of the mixture.

To complete the package, KHFI became promotionally active. Adding helicopter traffic, a van, billboards, TV spots, and

Devastating Demos

How well are KHFI and Q100 doing in the ratings? Both are solid number two in the 12+ category. In teens, KHFI has an unbelievable domination with better than a 62 share! Q100 is no slouch either, with just shy of a 50 share in teens. With such huge teen shares and the solid adult demos listed below, both stations should be bringing in plenty of revenue.

	18-34	25-49
KHFI	#1	#1
Q100	#2	#2

some creative, theater-of-the-mind contests, Waylon managed to take K98 to number two in just one book, reestablishing a winning tradition for the station.

Q100: Stirring A Stagnant Market

Bryan assessed the problem with Q100 as being "just another station in the middle of a stagnant market." His first move was to "shake things up a bit and let the people know we were here. After all, the market can hear CHR from Philadelphia, New York, Trenton, and nearby Wilkes-Barre if they want to. We had to wake 'em up and make sure the folks in the Lehigh Valley tuned us in." Continued on Page 36

Two Of The Year's Biggest Stories!



SADE "Smooth Operator"

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Q100	KSET-FM	KQMQ 🐣	Z102	KCDQ
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94Q	WLAN-FM	KJ103
Z93	WTLQ	KOFM
THE RESERVE OF SHARE	WBBQ	KF95
WCZY	KWIC	KKFM
KKRZ	KZZB	KSND
KMEL	WJZR	KMGX
KDITIC	WNOK-FM	KIKI

WJBQ WYKS T94 WGLF WHSL

CBS ASSOC. RECORDS

A Look At Medium-Market Monsters

Continued from Page 34

In analyzing the fruits of his staff's labor, he added, "We really hit (A/C) WLEV (11.5-9.7) and (AOR) WZZO (11.3-9.2) hard this book. On the streets, it came back to us that WZZO got a bit panicky. Both stations moved a little closer toward us in sound (getting a bit more CHR), which was a mistake, as they both fell in the numbers."

Bryan gave credit not only to "a great airstaff," but also to GM Jim Shea. "He's a young, aggressive guy whose thoughts on promotion often run parallel with mine. Jim



hates to lose as much as I do. He's very enthusiastic and puts a lot of trust in the programming department." Jim was previously GM at WKRZ-FM/Wilkes-Barre, which under his guidance also skyrocketed in the ratings.

Staying In His Own Backyard

While pointing out how competitors moved closer in sound to attack Q100, Bryan remained very careful not to overreact to them. "I tell my staff to stay in their own backyards. We're not going to beat anyone by looking over our shoulders. The other guys can do what they want; I just want to keep doing what we're doing, Q100 is out to bury everyone. Next time, I want to beat everyone by three or four shares."



UP TO THEIR ARMPITS — WMAR PD Ralph Wimmer and morning man Mike Frazer found themselves literally up to their armpits in votes when WMAR sponsored a High School Spirit Contest. The winning school turned out 37,000 votes in its favor and won a three-hour dance featuring local Baltimore band Vision.



ITTLE	AFRET
Want To Know What love is	Foreignes
You're My Inspiration	Chicago
Easy Love	Fortio Bak
Dice A Verofia	Maderea
Roys Of Suremer	Don Henley
Careless Whisper	Wham
1 Would Die 4 U	Prince
Loverboy	Bally Ocean
Sugar Wells	Sheem Ex
Methos Of Modern Leve	Mak & Gat
Navenn Dance	Pointer Srs
Can't Featt This Feeling	REO Speed
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To five Award Others

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Bits

- Guessing The Crime CHUM/Toronto is sponsoring a "Celebrity Suspect Contest." Every day, "James Bond" goes on-air to give out four clues that describe a crime committed in a hit song. When the song is played, some lucky listener gets the chance to guess the artist, title, and crime committed. A correct answer wins \$5000.
- Working For The Weekend WKAU/
 Appleton-Oshkosh is working on weekend
 listenership by hosting all kinds of contests
 and special themes lasting Friday through
 Sunday. The station first aired a "Rock
 Quiz" weekend, then a "Mystery Power
 Play" weekend (listeners must find the clue
 linking two songs played back-to-back; e.g.,
 "Footloose" & "Let's Hear It ..."). The
 latest is an "Autograph Autograph" Weekend, during which WKAU awards an LP by
 RCA's Autograph every hour; every fifth
 winner receives an autographed Autograph
 LP.
- Cheerio! Q107/Washington D.C. is sending two listeners to Great Britain to meet Duran Duran and sit in on a taping of the band's new TV special. The winners, who were randomly chosen from hundreds of registered listeners, will spend five days and four nights in London.
- It's The Year Of The Woman KAAM
 & KAFM/Dallas are cosponsoring "Year
 Of The Woman" with the help of various
 local and national participants. The plan
 features a series of monthly programs held
 throughout 1985. Topics include nutrition,
 marriage, time management, safety,
 stress, motherhood, careers, divorce, and
 many others.
- Got Any Favorites? KIIS-FM/Los Angeles is playing L.A.'s favorites in a nightly feature called the "Top Eight At Eight." a countup to the number one request of the day. Listeners are encouraged to call in the songs of their choice, and an hour or so before 8pm, the requests are tabulated into a formation of sizzlin' Hot Hits.



KPKE/Denver weekender Cliff Brothers is promoted to overnights, while afternoon driver Chris Knight is promoted to MD.

Tim Peters moves across town from KEYN-FMIWichita to KKRD's AM drive ... Steve "Iron-man" Williams is promoted to Assistant PD at WIXV/Savannah ... With Roger Gaither becoming PD at KXX106/Birmingham, MD Leo Davis is now PD/MD at Q104/Gadsden ... Pete Nininger is overseeing operations at Viriginia Broad-cast Group's newest acquisition, WKDG/Evans-ville. Corporate consultant Bruce Clarke is acting PD, former PD Rom Payne is keeping an afternoon airshift, and former Assistant PD Dave Westridge is staying on for middays ... WROK/Rockford parttimer Rilley O'Neil takes on 2-6pm fulltime at the station. He replaces Bill Shannon, who moves to WLTE-FMMMinneapolis for PM drive/Production Manager.

KDSR/Williston, ND names Pat McCrummen PD, Scott Oachs MD, and Mark Allen Production WCZY/Detroit hires four new parttimers: Paul Richards from WTWR-FM/Monroe, Shelly James from WCRZ/Flint, "Dancin" Danny Schaefer from WRQN/Toledo, and Mark Hamlin from WKLQ/Grand Rapids WJZR/Charlotte, Panama Jack leaves 6-10pm for the Production Director slot, and the new lineup begins with "The Animals and Jack Daniels" in the morning, David Stone from Z104/Frederick in middays, PD Bob Chrysler on afternoons, "Van Man" Radford in the evenings, Sonny Chase handling nights, and Mike Stevens working overnights. New to news at the station is Tony Wike from crosstown CHR WROQ Congratulations to KBFM/McAllen-Brownsville GM Lon Bason, whose wife Chris gave birth to Patrick Neal on January 17

Former KHJ/Los Angeles legend the Real Don Steele debuts March 4 on KRLA/Los Angeles in afternoons, and PD Mike Wagner will do morn-



Real Don Stee

Mike Wagner

ings on the Gold outlet ... Michael Foxx leaves nights at FM102/Sacramento to become the night rocker at Z98/Tampa ... Steve Ketelaar adds Promotion Director duties to his evening shift at KKR0/Ilowa City-Cedar Rapids, IA ... Kevin Gossette joins WNCI/Columbus for middays/production from KEYN-FM/Wichita ... Rick Allen to KKLS-FM/Rapid City for PM drive, replacing Charlie Douglas who moves across town for afternoons at brand new CHR KGGG.

Bay Area veteran Steve Taylor joins KWSS/San Jose for afternoon drive ... Dave Laurie returns to 99KG/Salina, KS as Director/Station Operations ... Kevin McCormick leaves mornings at KJ103/Oklahoma City for overnights at K101 San Francisco. Replacing him is Bo Chase, former morning man at KELITulsa ... Bob Gelms is working PM drive at KIIK/Davenport ... Larry DuPois is promoted to Operations/PD at KSXO/Redding ... KMGX/Fresno morning team member Deborah Catlin moves to fulltime production/weekends; Richard Cano relocates from KC139/Modesto to fill her slot.



RADIO AID — Z106/Philadelphia recently conducted a "\$1000 Band Aid Weekend." Each time "Do They Know It's Christmas" was played, Z106 awarded \$106 to the 50th caller and matched that figure with a donation to the Red Cross Ethiopian Famine Relief Fund. Pictured at the check presentation are (I-1) Z106 Promotion Director Matt Farber, Red Cross member David Denton, Z106 GM Bill Phippen, and PD-Steve Davis.



LISTEN FOR THE LICENSE NUMBER — This listener won a brand new Toyota truck during WLOL-FM/Minneapolis's "Super Sticker Giveaway," which so far has produced over 100 winners. The gifts include cash, vacations, shopping sprees, and all kinds of other goodies, including this truck and a porsche 94th.



BAILEY VISITS KPKE — Philip Balley visited the KPKE/Denver studios to promote his single "Easy Lover." Shown here (I-r) are KPKE PD Mark Bolke, Bailey, and former KPKE PD Tim Fox (now programming WKTI/Milwaukee).

GEORGE BEOSCH "IJST WANNA HANG AROUND YOU"



THE SECOND SINGLE FROM THE SMASH LP 20/20

FEATURING MICHAEL SEMBELLO AND PATTI AUSTIN · PRODUCED BY RUSS TITELMAN FOLLOWING THE TOP TEN SUCCESS OF "20/20" ON A/C AND BLACK/URBAN CHARTS



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CHR PICTURE PAGE



HELLO DOWN THERE! — KKBQ/Houston's Tookie Bird spent some time above his immediate world recently when he danced, waved, and stopped freeway traffic to show them Houston's newest billboards — a la KKBQ! It took over two hours to convince the Tookie Bird that life does not revolve around billboards, and he didn't give in until he was promised a larger-than-life hamburger!



ALL CASED IN — WITZ/Jasper, IN, in conjunction with the Jasper Optimist Club, sponsored a March OI Dimes fundraiser that included the sale of over 911 cases of Coke products! PD Gene Kuntz is shown trapped inside the "Coke Prison," where he remained until enough cases were sold to release him.



LOOKING FOR MR. PUNIVERSE — KIMN/Denver found the puniest man in Colorado and crowned him Mr. Puniverse! Gathered together after the coronation are (I-r) the KIMN Chicken, Mr. Puniverse 1985, first runner-up Christopher Carroll, and KIMN emcee Steve Keiley.



MEET THE BOOZE BROTHERS! — WZOK/Rockford held an outdoor concert to thank the town for its number one ratings. Partying backstage with opening act the "Booze Brothers" are (i-r) WZOK PD Geoff Davis, Joe Larson, Steve Summers, John St. John, Lisa Dent, Chuck Doyle, Ted Schultz, and John Ar-



IT'S HER NIGHT — Y106/Orlando PD/MD Jim Steal emceed the New Year's Eve show at Walt Disney World's Epcot Center and had the pleasure of introducing a number of guests, including Chaka Khan. Here they are toasting the everling with some help from Chaka's dancers.



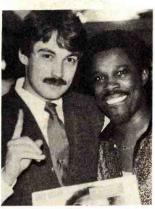
WBNO HELPS LISTENERS GET LEIED —
WBNO/Bloominglon sponsored a "Follow The Leader To Hawaii" contest where five lucky listeners won a Honda Spree, and then registered for a vacation in Hawaii. Pictured here (+r) are WBNO Promotion Director J.D. Scott, grand prize winner Janice Workman, Midwest Travel rep Connie Kentner and Alan Bruehi of Southgate Honda-BMW.



FOOTBALL FANS CONNECT — KFRC/San Francisco helped keep Forty-Niner fever high by sending a lucky listener to Super Bow XIX. The winner was also awarded an official NFL football autographed by Super Bowl MVP Joe Montana. Shown here is KFRC Creative Services Director Vicki Mann (I) with winner Jeff Duffy and his daughter.



JOCK LOSES HAIR OVER LISTENERS — WLRW/Champaign, IL challenged its listeners to donate at least \$500 in an evening to the Muscular Dystrophy Association. In return, jock Dave Fulgham promised to shave his head if the goal was reached. Here are the results with WLRW morning personality Ian Case testing out the new surface.



BILLY OCEAN IS #11 — One of Billy Ocean's first stops during his current tour was WKRZ/ Wilkes-Barre. Shown here (I-r) are WKRZ PD Don Hallett and Billy Ocean.



OCEAN FLOWS IN COLUMBUS — Billy Ocean was greeted by several Columbus friends after a recent performance. Pictured (I-r) are Robbie Carroll, WCGQ PD Ralph Carroll, Ocean, and Arista local rep William Leroy Lemmons.



I WANT CRUNCHBERRIES, NOT BRANI—Here'S 92-KTU/New York morning man Jay Thomas (I) sort of smiling with his favorite militiaman, Sgt. Slaughter. Okay, give me 100 stups and 50 pushups on the double, or you're on KP for the week. We hear Slaughter is helping 92-KTU put the muscle on the competition. It's ratings or else, eh guys?!



FINALLY, A RESPECTABLE GUEST America's Invalid properties in-vited Q107/Washington's morning team, Elitot & Woodside, to an after-inauguration party in honor of all the celebrities involved in the inaugural proceedings. Here's Q107's Jim Elliot meeting with the celebrity of the day, President Ronald Reagan.

Double CHR Breakers

OU CHOSE THE WAY
YOU WANTED TO PROGRAM





DeBARGE "Rhythm of the Night"

CHR BREAKERS

189/45-74% CHR CHART: DEBUT S A/C BREAKERS @



COMMODORES

"Nightshift"

A/CBREAKERS 10 CHR BREAKERS

Black/Urban: 2

155/30-61%



HEN YOU CONSIDERED YOUR LISTENERS, YOU CONSIDERED MOTOWN BECAUSE....

MOTOWN DELIVERS, ALWAYS HAS. . . ALWAYS WILL.





STEVE FEINSTEIN

WHAT'S IN THE NAME

Rethinking What "AOR" Means

There seems to be confusion in some quarters as to what it means to be an AOR (Album Oriented Rock) station these days. The confusion reflects the turmoil and self-questioning the format's been through recently.

Musical adjustments made by some stations have left them wondering if they even should still be considered AOR stations. In particular, some that play a fair amount of CHR hits feel they're different from most AOR stations and are not sure they fit in with the format anymore.

To compound matters, some PDs and GMs are uncomfortable with the term "AOR" because to them it connotes a hard rock headbanging approach that paints all stations under its banner into a 12-24 demographic corner. They don't want to be associated with that style of radio when they're concerned with broadening their stations' appeal in order to capture upscale advertisers.

The term also strikes some people as outmoded and inaccurate. Outmoded because the days of the format heavily favoring album cuts over singles are long gone. Inaccurate because the music comes from many sources other than just albums — CDs, singles, 12°s, carts, tapes, etc.

Combine these concerns with the badrapping the format's suffered at the hands and pens of vindictive detractors and it might seem that calling the format by another name would be a timely idea. Perhaps a new name would wipe the slate clean and make for a fresh start.

Would the simple, straightforward "Rock Radio" do the trick? Nope — too general. CHR plays rock; couldn't it be considered "Rock Radio," too? Other phrases that have been bandied about — "Rock Hits," "Contemporary Rock Radio," "Hit Oriented Rock," "Selected Hit Radio," "Contemporary Album Rock" — are either unwieldy or too close to CHR.

Actually, changing the name of the format isn't addressing the real problem, which doesn't lie with the term itself but in how it's come to be interpreted. We need to remind ourselves of what AOR was originally intended to mean. Rather than signi-



HAGEN DAZE — Nina Hagen's "Salute To Glitter" shows in Los Angeles inspired a meeting of the minds among (I-r) Devo's Mark Motherbaugh, Hagen, and KROQ's Rodney Bingenheimer, who M.C.'d the event

fying any one particular music mix, it was meant to be an umbrella term that took in a variety of different musical approaches within the rock arena.



WINTER WONDERS — Famous for its "best bodies on the beach" summer contests, WWTR/Ocean City moved the festivities indoors for a "July in January" competition. Winners copped cruises to the Bahamas. From left, personality Batman (in background), a runner-up, PD Richard Remsberg, and the two corporeal cuties.

Somewhere along the line we got confused and lost sight of the fact that the AOR community has always included a wide variety of approaches. These pages have fea-

tured reporters of every stripe, from "soft rock" stations to tight-listed hybrids to freeform progressives.

Unfortunately, when the format took a turn for the modal in the late "70s, the term "AOR," to most observers, became synonomous with a hard rock approach. But stations outside the modal arena didn't shrivel up and die, they continued with their own style of AOR.

In fact, much like the Adult/Contemporary format includes variations ranging from full-service AM giants to "more music, less talk" light rock offerings, AOR comes in a variety of styles, including:

- Hard-Rockin' (KGB/San Diego; WRIF/Detroit)
- AOR/CHR Hybrid (WMMS/Cleveland; WIMZ/Knoxville)
- Eclectic (KBCO/Boulder; WXRT/Chiago)
- 25+ (KINK/Portland; WIOQ/Philadelphia)
- Modern Rock (KROQ/Los Angeles; WLIR/Long Island)

The music these stations play may vary dramatically from one another, but they're all AOR because of one common characteristic – they play more than just the "hits." Regardless of its approach to the format, an AOR station employs a body of music – tracks other than those released as singles

 that other formats' structures generally restrict them from playing.

The Crossover Question

The most searching questions about format designation concern stations that have adopted a hybrid stance and play a high percentage of CHR crossovers. Does that automatically make them more CHR than AOR?

No. Playing CHR crossovers in and of itself doesn't turn an AOR into a CHR, just as a CHR that plays many a record that started on AOR radio doesn't automatically become an AOR. It's the context in which those crossovers are presented that separates an AOR from a CHR.

Besides substantial differences between the two formats in jock style and overall station tone, most CHRs will play strictly single releases, while an AOR will be likely to continue playing album cuts in addition to CHR crossovers. Also, AOR plays more library material than CHR, including classic album tracks that have stood the test of time and upper demo appeal.

How important are these format labels anyhow? If all format designations were thrown out the window, the radio industry would still roll merrily along. I'll not disagree with the contention that trade papers and record companies benefit from the convenience of format labels more than stations themselves do. I also look kindly on the notion that truly great radio stations are

Continued on Page 42

Reporting Status Criteria: Why & How

As the fall ratings are reviewed and the list of AOR reporters updated, it's a good time to clarify the criteria used to determine reporting status. Understanding the criteria will give you a clearer picture of R&R's methodology and the part it plays in providing you with the most accurate and useful music information available.

Reasons For Having Criteria

First, why have criteria; why doesn't R&R take reports from every AOR station? There are practical reasons, of course — we only have so much time and manpower to take reports over the phone, and only so many pages in the paper on which to print station playlists. (Note that we print the playlist of all our AOR reporters, from the largest market to the smallest.)

More important, though, are the philosophical reasons for the criteria. R&R's reporter policy has always been to focus primarily on ratings dominant stations in markets surveyed

We concentrate on stations that are successful in attracting the biggest audiences in their markets; therefore our charts reflect the music heard by the greatest amount of listeners. This makes our music information all the more valuable to both sides of the industry—radio stations, which rely upon it as a tool for programming decisions, as well as record companies, which use it to gauge their promotional efforts and as a guide for their marketing campains.

Arbitron: The Main Criterion

Reporting status is determined primarily by the most objective yardstick available — Arbitron ratings results. We use Arbitron numbers because they're the industry standard by which station performance is generally judged and the majority of advertising purchased as well as careers advanced or derailed.

Since R&R concentrates on stations in the most populous markets, it follows that the vast majority of our reporters are in markets that Arbitron deems profitable enough to survey. Other than to provide for geographical representation of a large area (usually an entire state) that would otherwise have no reporters, rarely will a new reporter in an unrated market be admitted, Most of the tenured AOR reporters in unrated markets were admitted in an era when the format was unrepresented in their region.

Ratings Review

After each sweep the ratings of both stations applying for reporting status and current reporters are reviewed. Applicants for reporting status must demonstrate that they we made a significant impact in their market before being admitted. Current reporters must continue their track records of healthy ratings in order to maintain their reporting status.

New Reporters

Stations that have switched formats must wait until they've achieved one book of significant ratings in their new format before they're admitted as reporters. Stations that have recently signed on the air must also have a full book under their belt. This applies regardless of market size — in the CHR ranks, for instance, WKTU/New York was admitted only after its first full book after switching to CHR, while on the AOR side of life, WRDU/Raleigh waited to become a reporter until it received its first book after signing on.

Current Reporters

If a current reporter's ratings position drops dramatically or declines steadily over a number of books, the station may be lowered a parallel or have its reporting status suspended. Also, a station at a significant ratings disadvantage to its in-format competitors in the market may be lowered a parallel. A station's reporting status or higher parallel is restored as soon as its ratings improve.

Ratings Requirements

Both 12+ share and demographic rankings are considered when reviewing a station's ratings. Generally, reporters are expected to meet at least one of the following conditions:

- Achieve a 12+ share competitive with their market's other contemporary stations.
- Rank #1 or #2 in a key AOR demo.
 Additionally, a station is expected to have at least ratings parity with out-of-the-market AOR signals that show in its book.

Meet some of rock's greatest minds over breakfast



CHR NEW & ACTIVE 83/32

AOR Track 16 AOR Album Debut The first single from

BREAKFAST

The original motion picture soundtrack.

An A&M Films/Channel Production. A Universal Picture.

*Produced by Keith Forsey/David Anderle/Steve Goldstein/Gary Chang

On A&M Records, compact discs and BASF chrome cassettes. See the SIMPLE MINDS video on MTV



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Rethinking What "AOR" Means

Continued from Page 41

one-of-a-kind animals that transcend format labels anyway.

These format designations are simply a form of shorthand to describe the general ballpark in which a station is playing. Like

Reporting

Continued from Page 41

Other Considerations

Though ratings are the primary determinant of reporting status, they are not absolute. Other considerations include:

 Market size — A station in a fragmented, competitive major market can still have a significant audience and qualify for reporting status while not necessarily being ratings-dominant.

In smaller markets with two AORs, one of which is significantly ahead of the other, generally only the leader will have reporting status.

 Uniqueness of format — Occasionally, a state of the desired of the desired of the desired as a reporter even though it's not ratings-dominant. However, the station's ratings must either be on an upward trend or show stability over a number of books.

Usually limited to stations in market sizes of P-1 and P-2, these stations are assigned a parallel lower than their market size would otherwise dictate — stations in P-1 markets become P-2s and those in P-2 markets become P-3s.

« Geographical balance — In order to represent a region, a station with less than dominant ratings may be admitted as a reporter. These stations will also be classified a parallel lower than their market size would otherwise dictate.

Fairness

These criteria are guidelines rather than absolute laws, and their application is often a matter of interpretation rather than rigid adherence. We appreciate that reporting status is important to all stations and critical to many, and try to balance being as generous and compassionate as possible while maintaining the standards that keep our music information credible. To insure that the criteria are applied fairly and dispassionately, all decisions are reviewed with the paper's senior editors. If you ever have questions regarding R&R policy, please feel free to discuss them with use

most labels, they're imperfect. But AOR still works because the "A" — albums and the musical depth a station obtains from playing tracks other than just hit singles — represents the characteristic that both separates the format from others and unites the various approaches within the format. As a bonus, "AOR" also lends itself nicely to another phrase that describes the format's emerging demographic direction — Adult Oriented Rock.

In short, the term AOR allows for a number of different presentations, and in no way should be construed to represent only what was once called the "modal" approach. And membership in the AOR club isn't determined solely by whether or not you embrace CHR crossovers. It's how AOR frames those records that gives the format its backbone and sense of musical heritage.



WARRIORS WACKINESS — CHUM-FM MD Wayne Webster is flanked by two reps prepared to Battle for Toronto's Warriors. Attic Records Ralph Alfonso is ready on the left and A&M Canada's Pat Ryan-stands guard on the right.



MAIDEN SLAVES MINE IRON GOLD — KISW/ Seattle gave two confest winners the gift of gold — gold Iron Maiden albums. From left, a winner, Capitol's Stan Foreman, winner, MD Steve Slaton, and the band's Bruce Dickinson.

SEGUES

John Sebastian signs KEZX/Seattle as his first major market EOR client with a full signal KSHE'St. Louis inks Bob Hattlik for research services, while retaining Jeff Pollack as programming consultant . . . KRKN/Anchorage returns to AOR after a Coold spell as Country.

KGGO/Des Moines midday man Bryan Jeffries leaves for a programming post at KFMZ/Columbia, MO ... KROR/San Francisco MD Lisa Novak upped to Assistant PD ... WCCC/Hartord MD Gregg Neavins exits. Cail PD David Grossman for a shot at an Assistant PD post ... Kerl Garden named KUFO/Odessa MD ... Keren Hewko appointed CFOX/Mancouver MD

... MD Jay Sisson has left WOWE/Chattanoogoa and can be reached at (404) 733-9724

Alan Dumas joins KBPI/Denver mornings from sister KNUS, while Cindy Spicer leaves KBPI nights for crosstown KPKE . . . Dan Mitchell from KADE/Boulder takes on KAZY/Denver middays

. Beth Kepple leaves her midday/Assistant MD

Feedback & Follow-Up

What you read in these columns is never the final word on a subject. Here's some additional thoughts on recent topics.

Diary Dilemna

After reading the 11/30/84 column on whether Arbitron methodology hurts AOR, WIYY/Baltimore PD Chuck DuCoty called to say he's wary of higher premiums for 18-24 males as the solution to the undersampling of that demo. "I don't think putting five dollars in a 20-year-old's hands is going to make him fill out the diary. He may be more likely to return it, but if he doesn't fill it out, we're in worse shape than we were when he didn't return it.

"We're better off with well-filled-out diaries from four or five people than a larger number of diaries with very little or no listening in them. If we get more returns from 18-24 males and that per-person diary value lowers, and the amount of quarter-hours written in doesn't increase proportionately, then our shares will go down."

Callout Comments

A staunch defender of callout research, WQFM/Milwaukee PD Andy Bloom responded to the 11/23 column in which promotion execs decried stations that drop records by artists who sell but don't research well. Bloom feels record companies should work harder to boost the sales of turntable hits by new artists and not spend as much time bemoaning established acts like U2 not getting enough airplay when they research poorly.

"Record companies should be spending more time listening to radio guys who tell them an act is researching well." says Bloom. He claims that strong concert promotions in Milwaukee for the debut albums by Dokken and Streets boosted local sales

for these two acts well above the more modest levels in the rest of the country.

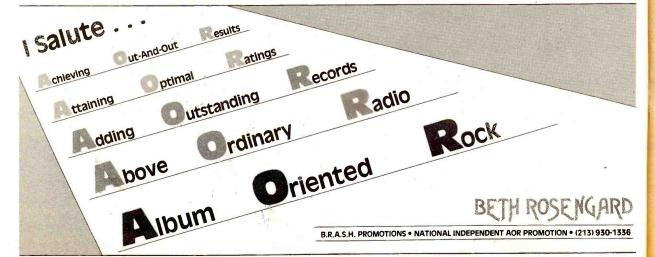
He also points to Bryan Adams and Whitesnake as artists who took time for sales to catch up to initial positive callout results. "Record companies can bring these kinds of acts home and make them more than just callout records if they provide the right image support."

As to why high-profile artists such as U2 and Pretenders sometimes test poorly relative to their record sales, Bloom feels "they're love-hate bands. The people who love the bands are likely to buy an album, but they don't necessarily make up-a majority of the radio listening audience."

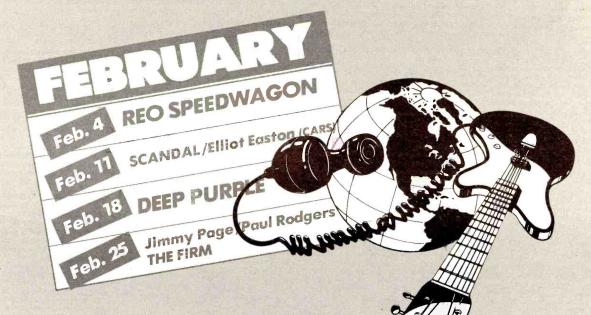
On the other side of the fence, Arista National Album Promotion Director Sean Coakley is concerned that stations which rely on callouts pick the correct hook to play down the phone. He recalled how INXS's "The One Thing" tested poorly at stations that used the chorus, but that scores were positive when the song's signature guitar riff was excerpted instead.

Getting Carted

Stuart McRae, Regional Manager of Century 21, read about AOR stations using carts instead of discs (12/7/84) and called to tell of his company's SuperCart service. Instead of your station converting its music library onto cart in-house, Century 21 will perform that task at its Dallas facility. He claims the service offers more consistent start times, balanced levels, and a three-year guarantee on the cartridges. Packages are also available which will provide regular shipments of current tracks on cart. Call McRae at (800) 582-2100.



"The First And Only HOTLINE To The Stars!"



The Only Place Your Listeners Can Talk To Their Favorite Rock Stars On Your Station Is

ROCKLINE

The Original And Longest Running Satellite Delivered Rock Radio Show In The World

Hosted by Bob Coburn

A Presentation Of STELLITE NETWORK

For Information, Call: (818) 906-1888



"The proposed legislation ban-

ning beer and wine advertising, which singles out broadcasters over print and outdoor media,

creates a terribly unfair economic and competitive burden on us.

Over \$28 million in lost advertising revenue will happen in Illinois alone if such legislation is pass-

Adult/ Contemporary

RON RODRIGUES

Beer And Wine On The Radio: Will It Last?

The topic of beer and wine advertising, and its connection with drunk driving, is being discussed with increasing fervor these days. Groups such as Mothers Against Drunk Driving (MADD) have influenced a tidal wave of alcohol-related legislation in dozens of state-houses. The subject is now "top-of-mind" among broadcasters.

As the campaign continues, many have wondered just what effect televison and radio advertising has on consumers. Do beer and wine ads persuade people to drink more? Or rather, are they designed to merely influence brand preference?

To broadcasters, beer and wine advertising is no small potatoes. Its loss would create a \$750-million hole that cannot be replaced. Some stations (particularly AORs) derive as much as 50% of their billing from beer and wine spots. And, if your facility carries major league sports, I don't have to tell you how much it means to you. The amount of beer and wine money towards A/C radio has increased significantly in recent years. The manufacturers, desirous of the female market, have developed "light" beers, and most recently, "low alcohol" brews, to reach them.

Don't be surprised if someone knocks on your door soon and asks questions about the beer and wine issue. Your GM shouldn't be the only one to have to deal with this; everyone needs to be thoroughly aware of the facts and fully prepared to answer questions.

There's not enough room in this column to fully tackle all aspects of this matter, so use your resources to learn as much as you can about it. The subject has been dealt with in virtually every issue of R&R in '85 so far. This, alongside what's been written in the consumer press, will provide you with pertinent facts.

Even in this atmosphere of deregulation, remember your responsibility to your community. Beer and wine advertising may not influence consumers to drink more (no more than automobile advertising encourages them to drive more), but it will help the cause of broadcasters if you teach your listeners about the responsibility of safe consumption. Remind them that any amount of alcohol in the bloodstream impairs one's driving ability.



MADD ABOUT DRUNK DRIVERS — WBLM/ Lewiston, ME PD Jose Diaz presents MADD representative Colleen Rioux money collected at a listener gathering. Rather than hosting a "weekend warmup"-style party, the station encouraged the use of non-alcoholic drinks and sold snacks at a club.

At WCIL/Carbondale, IL PD Matt McCann turned the issue of beer and wine
advertising into a local issue. His first step
was to write federal legislators who could
ultimately decide the issue. Matt then distributed news releases to surrounding
media to generate local dialogue. Part of
his letter is reproduced above.



• WQPO/Harrisonburg conducted a media campaign called by local authorities "one of the most successful ever used in the area." During December and January, the station (along with co-owned AM WSVA) ran 750 spots asking people not to drink and drive. They were voiced by state and local police, emergency room doctors, local legislators, and station personalities. During the intense holiday period (second week in December through the second week of January), the station, in connection with police

con the development of the control o

LEGISLATIVE LETTER — WCIL/Carbondale, IL PD Matt McCann let his Congressman know about his feelings toward the beer and wine issue. Since it is Congress which could ultimately decide whether to allow beer and wine advertising on the airwaves, Matt encourages everyone to write. A copy of his letter is available by reaching him at (618) 457-8114.

WCIL AM

and Blue Cross/Blue Shield of Virginia, distributed SoberTest ampules to area restaurants and bars. City police also made testers available for private parties. Police confirmed that drunk driving arrests were substantially down during the campaign.

Radio 1100 WWWE

WWWE/Cleveland organized an advisory panel of government, business, and citizen representatives to address the problem of drunk driving. In addition to station personnel, panelists included the Ohio Highway Patrol, MADD, Traffic Safety Council, beer and wine distributors, and legislators. Ideas generated through the campaign will be used on-air in 1985.

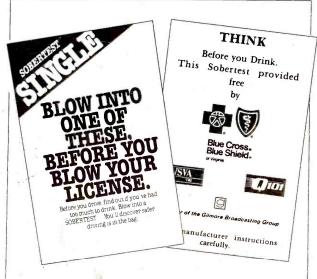


 WBLM/Lewiston, ME raised money at local clubs to combat drunk driving. A listener party was held which deemphasized alcohol, and emphasized food and snacks.

MAGIC IO4 FM The Greatest Hits of All Time!

 WMJK/Chicago fought drunk driving by promoting a "designated driver" program. The station encouraged one member in a group of partygoers to remain sober, providing a safe way home after a gathering. Aside from numerous on-air mentions, WMJC also distributed 10,000 buttons promoting the concept of "responsible drinking."

Since this issue is so important to broadcasters, the editors at R&R will be focusing on it throughout the year. Continued input from your station is important, and I'd like to spread the good ideas around.



WQPO & WSVA/Harrisonburg, local police authorities, and Blue Cross/Blue Shield passed out Sobertest caplets to restaurants and bars. Police also made the testers available to private parties. For more information on the testers, contact Sobertest, P.O. Box 29051, Greensboro, NC 27408.

Progress

Yet another A/C joins the crowded field in western Idaho — the latest is brand-new 100-kw KICX/Boise ... KKLV/Anchorage PD Jay Noble earns OM stripes. MD

Chris Owens is the new PD, Greg Wilkinson is now MD ... Former KGRC/Hannibal PD Ed Clay segues to WGEM/Quincy, IL for PM drive/production ... Bill Morris is new ND at KTLT/Wichita Falls, TX ... Joining WRNR/Martins-



burg, WV as MD/proTom Walsh
mo/middays from WJEJ & WWMD/hagerstown is
JIM Evans. Also at WRNR, Jan Ingram returns
from maternity leave as ND, Paddi Alter is promoted to PD/mornings, and Bob Morgan is now
doing aftern

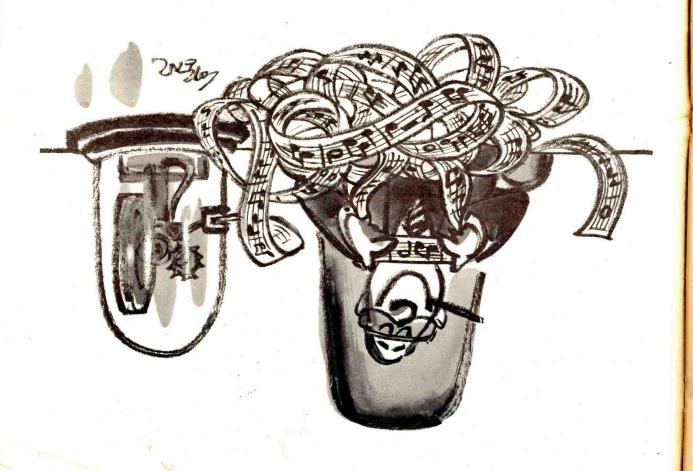
MAJOR MARKET RADIO

Good People Business!

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Even a blue chip stock can be a gamble. But your BMI payments are an investment with a guaranteed return—an investment in the future of music.

These payments go to songwriters and allow them to keep creating music, and also encourage fresh talent. The bottom line: an uninterrupted supply of the kinds of music your

audience wants to hear.

at k is Her-Pro-

word i run-eater street

zingo novan Don't

What's good for music is good for your station. Now and in the future.

Wherever there's music, there's BMI.

Nashville This Week



SHARON ALLEN

VOA Carries The Opry Worldwide

For years the voices on the Grand Ole Opry have been heard throughout the United States and parts of Canada. But recently the Opry was broadcast to a worldwide audience via 15 Voice of America correspondents. The VOA is the radio broadcasting service of the United States Information Agency, broadcasting programming from and about America to listeners around the world in English and 42 other languages. VOA correspondents who visited the Opry work in Arabic, Bengali, Chinese, French, Hindi, Indonesian, Polish, Portuguese, Spanish, and five languages from the Soviet Union, including Armenian, Georgian, Russian, Ukranian, and Uzbek.

While in town, the VOA inaugurated a mobile studio called the Voyager for broad-cast of the Charlie Daniels Volunteer Jam. And the crew also taped part of the Opry for use in "Country Music U.S.A." The show's producer, writer, and host, Judith Massa, director of music for the VOA, said the 30-minute show is the only global broadcast devoted to American country music.

Hank's Prank

Hank Williams Jr. and a few friends couldn't resist the opportunity to pull a fast one on the master prantster himself, Merle Kilgore. So when Merle visited Hank and his manager J.R. Smith in Panama City, FL, Hank and the gang waited until Merle went to bed and then took the tires off his Lincoln Continental, set it on blocks, and put posterboard signs all over it. Since Merle has quite an attachment to his car, he was furious when he discovered what happened and insisted the police be called.

So Hank called a friend on the force to go along with the prank. He investigated the "theft" and informed Merle that it had been done by professionals in broad daylight. The next day Hank offered to buy Merle a new set of itres. But he actually had the old tires put back on the car. When Merle saw them he said, "Hank, you've been had by the tire store. These are worse than the ones I had." It took another 24 hours to convince him that those were the same tires that he had driven down there on. With friends like that, who needs enemies?

Finger-Pickin' Good

Columbia Records, Earl Scruggs, Gibson Guitars, and the 87 affiliates of the Music Country Radio Network sponsored an "American Made-World Played" contest celebrating the new "Earl Scruggs Edition" Gibson banjo. Earl picked the winners from a total of 4165 cards received by MCRN. Grand prize winner Troy Vinson of West Jefferson, OH received a new Scruggs Gibson banjo with case (a retail value of over \$1700) and also an "Earl Scruggs & the Five String Banjo" instructional book with record.

Second-place winner Frank Kendrick of Benton Harbor, MI won the entire Earl Scruggs catalog on Columbia. The 25 thirdplace runners-up were each sent a copy of Scruggs's new album, "American Made-World Played."



COUNTRY CONTRIBUTES TO FAMINE RELIEF—
RCA arist Vince Gill (left) and singer/songwing
Dave Loggins were among those who performed
at a benefit concert in Nashville to provide assistance for the Red Cross Ethiopian Drought Fund/
Famine Relief Program. Among the others who
helped raise over \$12,000 were Ricky Skaggs,
the Nitty Gritty Diri Band, John Prine, and the New
Grass Relvide.

Oaks Named NCPCA Chairmen

As you know, the Oak Ridge Boys have always been involved in preventing child abuse. And now they will even take a more active role in the cause, as they've been named 1985 Honorary Chairmen of the National Committee for Prevention of Child Abuse. Their role will be to promote awareness of the problem of the NCPCA.

The guys are making educational materials available through their fan club newsletter. And in their 1985 tour program you'll find an information request form with the NCPCA's address. They are also planning their 6th "Stars for Children Concert," a star-studded event that takes place at Dallas's Reunion Arena. Through ticket sales, corporate donations, and your support, the show has contributed over \$500,000 to the cause.

The Oak's Joe Bonsall said, "Our stand on the issue is really very simple. We feel that children have the right to be children—not to be bothered with adult pressures and responsibilities."

Country Music's Top Ten
Proudly Welcomes
WWKA-FM/Orlando @
WCRJ-FM/Jacksonville

131 Ocean Park Blvd., Santa Monica, CA 90405 (213) 392-8743



DIRT BAND & FRIENDS — Concertgoers at the Nitty Gritty Dirt Band's annual "hometown git down" at Aspen's Wheeling Opera House were given a special treat when the NGDB were joined by fellow Coloradoans Jimmy Buffett, John Denver, and Dan Fogelberg. Also pictured are Dirtbanders Jeff Hanna, Jimmie Fadden, and Jimmy Ibbotson.

ACM Ballots Issued

The Academy of Country Music just mailed the initial ballots for the 20th annual "Hat" Awards. If you're a voting member, be looking for your ballot. Winners will be announced at the ACM's Annual "Hat" Awards Show May 6 at Knotts Berry Farm in Buena Park, CA. The Pioneer Award, a special award voted by the ACM Board of Directors for oustanding achievement, will also be presented during the show's live broadcast on NBC.

BITS AND PIECES: Looks like the stork will be paying Barbara Mandrell a visit. She and husband Ken Dudney expect their third child in October... Look for new product soon from Mel Tillis on RCA Records... John Schneider and Kent Crawford, VP Product Development, MCA Records, are slated to be the featured speakers at the third Academy of Country Music "Celebrity Speakers" luncheon March 5 at the Los Angeles Press Club. It is open to the public and media as well as academy members

... Look for Larry Gatlin & The Gatlin Brothers to appear on ABC-TV's "Night of 100 Stars," benefitting the Actor's Fund. The show will air March 10 ... Randy Travis just signed with Warner Bros. . . CBS has inked Allen Frizzell.

Look for Ricky Skaggs in an upcoming segment of "Nightwatch" on CBS . . . When Sawyer Brown filmed their video for their new single "Step That Step," Converse shoes got in on the act by outfitting the group and

their crew with tennis shoes for the filming ... Tammy Wynette and Lee Greenwood have been selected as country music special correspondents for "Entertainment Tonight" 's "Grammy Awards Preview" show, which will air the weekend of Feb. 23-24... Tom Wright of the Wright Brothers and his wife Christie are the proud parents of a new baby girl born on February 7th.

Margo Smith thinks that a faulty heat pump may have started the fire that destroyed her log home in Brentwood on Log Cabin Trail last week. She was out shopping Wednesday afternoon, only to learn, over the phone around 6pm, that her home had burned. The fire destroyed an estimated \$100,000 worth of jewelry along with memorabilia from her music career. Losses could total up to \$500,000.



FRICKE IN EXILE? — Janie Fricke and Exile are currently on tour in the North U.S. and Canada. Pictured expressing approval of the first night in Bloomington, MN are (I-r) Exile's Sonny Lemaire and J.P. Pennington, Fricke, and Exile's Les Taylor, Steve Geotzman, and Marion Hargis.



Billy Ocean has taken the music world by storm. His first album on Jive/Arista has soared past platinum, and now...

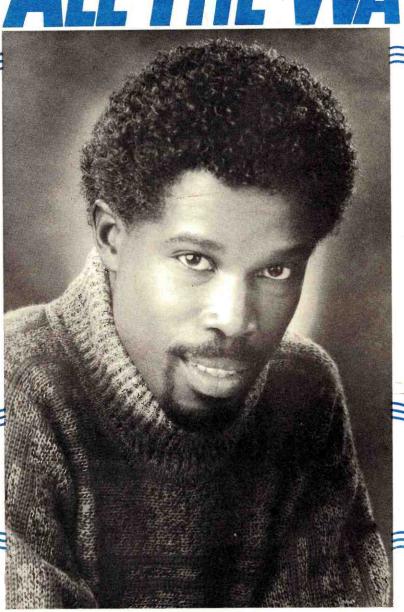
SUDDENLY?

The third straight smash single from Billy Ocean's breakthrough LP.

Thanks to radio for making this Ocean voyage such an eventful one.

Enclosed for your convenience.





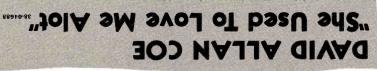


On Columbia Records.

"Seven Spanish Angels" RAY CHARLES/WILLIE NELSON

of this hit. Currently the hottest record at Country radio. Nobody can deny the strength Produced by Billy Sherrill

K&KB BB8* CB16*



great Coe record. This is David's most "Coe-lossal" single ever. Warm up your listeners with this Produced by Bill Sherrill

BB 15* CB 51* R&R 😎

JANIE FRICKE

"The First Word in Memory"

sensational love ballad. No surprise here as this proven hit-maker continues to burn up the airwaves with a Produced by Bob Montgomery

BB 16∗ CB 5∜∗ R&R 🚳

MARK GRAY/TAMMY WYNETTE

"Sometimes When We Touch"

One of the most added records at radio this week. Watch this one steam to the top Produced by Steve Buckingham

of the charts.

K&R NEW & ACTIVE 73/20 BB 55* CB 65*













Gadio

Black/Urban

WALT LOVE

qihzishwO wsN diiW pninniW:E9S

with a 12.5 share. The latest ratings show Z93 holding onto third place #I with a 15.3 share 12+. However, in spring '84 the station fell to third esting story involving Z93 (WWWZ)/Charleston, SC. In fall '83 Z93 was While poring over the fall '84 Arbitron books, I came across an inter-



P/Programming Marc Little —

"We started by cutting the music playlist to a comfortable level. When I got here, Shorter Playlist

I asked Little for more details about Z93's stayed, which makes us all quite happy with ments and gave us a listen. And the teens year-olds discovered the musical improverents. By adding in the oldies, the 25-49 oldies and began actively using our recurize 50 active records. We also added a few 65-70 songs were being played. Now we util-

ing of adding oldies, take the time to re-search what songs best fit the market. mention. I will say this: If anyone is thinkother things involved that I'd rather not calls for one oldie per hour. But there are oldies programming, "The key lies in specific placement, For example, our format

Avoiding Clutter

tried to make people happy. During Christmas we had a dinner and toy Thanksgiving and Christmas. We sincerely Little answered. "We fed the needy at things that most Black/Urban stations do," Urban is community support. And Z93 is no exception. "We did all of the traditional Another important aspect of Black/

Picture Yourself In R&R

Urben outlets across the country, and we'd like to hear from everybody. Remember, you don't have to be a reporter to contribute. There are 353 Black/ forward these and other promotion photos to supplement our format coverage. plenty of pictures you'd like to share with our readers. We encourage you to With Black History Month quickly drawing to a close, I'm sure you have

(213) 553-4330. The sooner you send the pictures, the sooner they will 90067. If you have any questions, call me or Associate Editor Sean Ross at Send the photos to me at 1930 Century Park West, Los Angeles, CA

stereotype of what Black radio should

programming because we disagree with the

to do something different with Black/Urban

Fletcher, came from Arbitron. He wanted

crease, Little said, "Our owner, Cliff Jacksonville.
When asked what contributed to Z83's in-

that he was PD at Black/Urban WPDQ/

with Z93 for the past seven months. Prior to

ing. He's a 12-year industry vet who's been

Programming for Millennium Broadcast-

future plans, I talked to Mare Little, VP/ What adds more spice to the story is the fact that the fall survey was Ze3's first under new ownership and management. To learn the station's reaction to the ratings and its sufficients of the section to the ratings and its

of teen listeners, earning over a 20 share.

and emerged second only to WSSX in terms

Despite remaining in third place, Z93 posted a significant adults 25-49 increase

MEST (CPA)

M22X (CHH)

(U/B) JAYW

(U/B) ZWWW

12.7 14.3 13.2 13.5

3.81 3.51 8.7 8.11

9.4 15.3 12.5 13.0

0.7 1.8 B.11

6.8

GÁOT HEM --

Al Wilson, Asst. PD/Production Director MICRAM LYNN, 1 Oam-2pm anotiomora & sniettA mqe-8 ,flatt, 6-9pm Kathy Jackson, Public

pete with anyone in this market and the flexibility of having lengthy music sweeps. "When I first arrived, we used Sheridan

air public service announcements until we have the budget for a professional news we only play music. And we'll continue to work out. So far we're pleased. After ioam ing for the time being and see how it would ed we'd rather try local news in the mornonce per hour the entire day. But we decid-

Personality Incentive

grow it'll get better." everything the best way we can. As we motion you've heard of, but we're doing ed, "I know that may not be the biggest promas, with \$500 spending money. Little adda three-day weekend in the Baha-During the fall 293 presented one promo-

ment has established an incentive program ity." Little also mentioned that manageknown and respected in the communwent smooth. Our personalities are wellnot take away their personality, everything in. Once they found out we wanted to teach them more about effective presentation and know them. They also had to gain an appreciation for the type of radio we believe here have been great. They had to get to know Cliff and myself, and we had to get to The last thing we discussed pertained to the airstaff Little inherited. "The people and aver a people are a people and a people and a people and a people are a p

programming approach, agree with Z93. management, plus a positive, professional It appears that new ownership and tor the personalities.

world file morning and ended

PD Milite Roberts, who donated blood while

Among the many who gave the "gift of life" was

NAACP and the local Red Cross organization.

PD James Alexander is certainly keeping the heat on in Detroit ... WIGO/Attents held a blood drive on in Detroity 16, in sesociation with the

Orth of state-of-the-art mixing equipment. WJLB

stes. The grand prize winner will receive \$5000

best mixer, rapper, or acratcher in the Detroit

rently sponsoring a contest that's looking for the

The Promotional Front: WJLB/Detroit is cur-

canse of the fire was attributed to a faulty heater.

and now KYOK has moved to new facilities. The

destroyed by fire. Thenkfully, no one was injured

KYOK/Houston's offices and studios were

dusted off its "Pick Hit Of The Week" concept.

Sunday morning oldies program. WBLS has also

Chairman Hai Jackson is now hosting a WBLS

ing between 4-6em . . . Here's some news from the Big Apple, Inner City Broadcasting Vice-

KAOK Mejocutes: Y contije oj meejos sõo

New Orleans, has left the station to take on mid-Brown, who was doing afternoons at WYLD-FMI .. AllohoMIWOW is bessd ad lilw bris appointed National PD of Willie Communications secksonville. Former PD Chris Turner has be Tony Mann is Acting PD at WJAX-AM & FMI ew PD J.C. Floyd is stready on the scene WOOK/Neshville PD Fred Harvey has exited. overs and Shakers: Longtime WVOL &

minutes. That gave us the latitude to com-

ahead to cut the commercial load back to 12

minutes an hour. Cliff Fletcher gave the go-

time this station had 16 commercial

In terms of Z93's music, commercial, and news balance, Little remarked, "At one

Too many Black/Urban stations continue to

that's now becoming a popular crossover.

cause we've since stopped playing a song

watch them take our listeners away be-

bit before playing some songs. We're not go-ing to be so foolish as to make hits, and later

then they add them. We decided to wait a

popular hits on the Black/Urban stations;

95SX waits until black records have become

some precautions. Like most CHR stations,

cause 955X has a music playlist that's approximately 35-40% black, we had to take

ed by CHR WSSX(96SX), he noted, "Be-

Crossover Competition

things turned out the way we envisioned

made sure our listeners still got enough music to keep them satisfied. Thank God

end up with too much clutter on the air. We

community involvement and no broad-caster should. But you can become lax and

munity involvement. I have nothing against

radio has to have an overabundance of com-

station, but it was good for us as human be-

Not only was this promotion good for the

giveaway for children at a local orphanage.

"Some people say that Black/Urban

When I asked Little about the threat pos-

sctivity, Milke Kilgore moves from afternoons to Billy D. from WYNN/Florence, SC. He will be WWDM/Sumfer, SC has acquired air personality He comes from local college station WMSE

named an "Account Executive of the Year" for concentrate on programming, V103 (WVEE)Ar-lants Sr. Account Executive Ratph Crossley was of the sir to semon wash arrain OR bus sysbim

NOILDA

make that mistake."

benio; sari naiA neiO . . . MoteDaW ts yes benios; sa hats weekender. ... WLUM:MIMeukee sirstsif as a weekender.

readds, Goepel programming to its weekdays, air-Programming Update: WEAS/Savannah

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Highly Respected! Hilarious! Original!

Proven worldwide audience builder!

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*Indicate COUNTRY or CONTEMPORARY Format

calendar more!

notes, star facts

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Pyramid Broadcasting

Is seeking on-air talent and production/copy talent. Please send tape & resume to: Sunny Joe White, WXKS-FM, Medford, MA 02155. Pyramid Broadcasting is an Equal Opportunity Employer

EAST

Immediate opening: Afternoon newscaster/sports director for Eastern shore AM/FM. Degree & experience preferred. T&R Amy Johns, WICO, Box 909, Salisburg, MD 21801. EOE M/f (2-22)

WWHB

Seeks FM qualified fulltime news personality for morning drive. To anchor, write the news, and cover meetings. Includes one airshift. Send cassette and resume to: 252 Montauk Highway, Hampton Bays, NY 11946. EOE

Openings

Super 102/WVSR is looking to complete morning team. You should be crazy & uninhibited like usl T&R: Chris Bailey, 1538 Summit Dr., Charleston, WV 25302. No calls. EOE M/F (2-22)

Promotions Director for 50kw Connecticut CHR. Send qualifications to: Curt Hansen, WEBE, Box 108, Westport, 06881. EOE M/F (2-22)

MAJOR NORTHEAST A/C POWERHOUSE

Anticipates fulltime opening for an upbeat, mature personality. Great bucks, benefits, and company. Reply in confidence ASAP: Radio & Records, 1930 Century Park West, #926, Los Angeles, CA 90067. EQUAL OPPORTUNITY EMPLOYER.

Immediate opening: Sharp & experienced news reporter/anchor for top-rated AM/FM in the Poconos. T&R: Greta Kreuz, WVPO, 22 S. 6th St., Stroudsburg, PA 18360. EOE M/F (2-22)

* * * * * * * * * * * * * * * WANTED ... ALIVE ONLY ... MORNING MOUTH

For major New York state market. Professional communicator for Adult Personality station features, bits, humor . . . whatever you need to communicate. Group operator, great bucks and benefits. T&R to: Radio & Records, 1930 Century Park West, #938, Los Angeles, CA 90067 FOE M/F

*********** 98 FAME is looking for an experienced, self-starting acexecutive. Performance outline, cover letter & resume: GM, 319 Mill St., Poughkeepsie, NY 12601. EOE M/F (2-22)

porate promotion creates overnight jock position at winning W. Could be your first good job. T&R: Greg Price, WCVR (249, Randolph Center, VT 05061. EOE M/F (2-22)

WTNY AM needs reporter/newscaster with at least experience for smaller market in NE. T&R: Brian As Mullen St., Watertown, NY 13601. EOE M/F (2-22)

Long Island's news station seeks aggressive ND, C involvement & motivational skills a must. T&R: Bill WGBB, Box 130, NY 11566. EOE M/F (2-22)

Mature, outgoing & professional wake-up antertainer who is community involved wanted. Cover letter, T&R: Manager, WCLI, 99 W. 1st St., Corning, NY 14830. EOE M/F (2-22)

790 WINH

Has immediate opening for humorous, articulate, morning host to join the staff of America's top-rated A/C station. Best pay, benefits, and facilities for the right profes-sional who can help us hold our 48 share! No calls. T&R to: George Neher, PD, 134 Mullin Street, Watertown, NY 13601.

High energy experienced Individual for fulltime fill-in position at WLAN FM. T&R: 97FM, 252 N. Queen St., Lancaster, PA 17603. EOE M/F (2-15)

Needed: Account Executive for local agencies in top 50 market, Experienced in TV & radio, Tom Shipentiko, WFLY, Box 12779, Albany, NY 12122. (518) 456-1144 EDE M/F (2-15)

Openings

Experienced Country personality needed for WDOT. Great town near snow, skiing & Montreal. T&R: Joe Loverro, 395 College St., Burlington, VT 05401. EOE M/F (2-15)

Promotion Director, WSYR Radio

Rare opportunity for someone with media skills who'll help initiate and direct the communications thrust of Central New York's most pres-tigious radio station. Work with Program and Sales Managers. Everything from Advertising to Press to Community Activities to Contests.

Qualifications:

Excellent verbal and writing skills. You will be tested.

Creative Flair. Ability to organize detail. Socially compatible and skillful,

Self-motinated

Energetic.

Highly aware

Sense of responsibility. Advertising knowledge & media experience

radio preferred.

Please send example of writing, resume, description of qualifications as you see them, to: Hugh Barr, General Manager WSYR, 2 Clinton Square, Syracuse, NY 13202, WSYR is at EQUAL OPPORTUNITY EMPLOYER.

PD needed for small market A/C Oldies in NY metro with heavy doses of local news. Keep it the winner that it is, Towns, Box 40, Newton, NJ 07860, EOE M/F (2-15)

Presently working in Charlotte radio? Like to move up partime to the highest rated station? T&R: Bill Martin, WBCY, 1 Julian Price Pl., NC 28208. EOE M/F (2-8)

Future fulltime opening at 97WK, Wheeling's premiere A/C. Good production & adult delivery needed. T&R: Bill Celler, Box 6624, WV 26003. EOE M/F (2-15)

Parttime enterteiners wanted for adult personality station in Syracuse market. C&R: WSEN, 8ox 1050, Baldwisville, NY 13207. EOE M/F (2-15)

Dominant Adult FM

Needs morning talent. Looking for experienced morning personality to entertain adults. Also news director with experience setting up morning news operation. T&R to: Ken Johnson, WYRK, 500 Rand Building, Buffalo, NY 14203.

ND needed with total commitment to local news. T&R: Gary James, WARE, Box 210, Ware, MA 01082. EOE M/F (2-15)

NE broadcast station needs chief engineer with AM directional experience for two great locations. Resume: Gary James, WARE, Box 210, Ware, MA 01082. EOE M/F (2-15)

WAMO is looking for T&R's for all shifts. Females encouraged. Allen Harrison, 1500 Chamber of Commerce Bidg., Pittsburgh. PA 15219. EOE M/F (2-15)

News opening in four-person department for aggressive reporter with good delivery. T&R: ND, WBNR/WSPK, Box 511, Beacon, NY 12508. EOE M/F (2-15)

WYST AM/FM seeks experienced morning news personality. T&R: Scott Harris, 1111 Park Ave., Baltimore, MD 21201. (301) 523-6900 EDE M/F (2-15)

Dominant adult FM needs morning voices. Looking for experienced personality & NO. T&R: Ken Johnson, WYRK, 500 Rand Bldg., Buffelo, NY 14203. EOE M/F (2-15)

Openings

SOUTH

Creative radio director needed to head three-person department. Must have proven media writing skills. Salary, T&R: Dan Brown, WSKZ/WGOW, Chattanooga, TN 37405. EOE MJF (2-22)

DJ's & salesmen: If you're tired of drifting, I have a Country AM & A/C FM in East NC. If you want to settle, T&R: John Moore, Box 229, Farmville, NC 27828. EOE,M/F (2-22)

Tired of the cold? Coastal FL FM needs experienced PM d person for A/C format. T&R: Marty Rowland, 99 Arapa Ave., St. Augustine, 32086. EOE M/F (2-22)

Z104/Norfolk needs uptempo CHR air personality. T&R: Bob Canada, WNVZ, 160 Newtown Rd., Virginia 8each, VA 23462. EOE M/F (2-22)



WRBQ-AM/Tampa looking for America's next superstar! We're looking for talent and a desire to be the best! If that's your goal rush tape and resume to: Steve Rivers, PD, WRBQ-FM/AM, 5510 Gray St., Tampa, FL 33609. No calls, EOE M/F

Aggressive, progressive Sunbelt chain is looking for people now! Rush T&R: Bob Shannon, Box 2727, Longview, TX 75606. (214) 757-2662 EOE M/F (2-22)

Experienced announcer wanted for fastest growing A/C station in Mobile. T&R: Bob Mitchell, 1639 Gentilly Blvd., New Orleans, LA 70119. EOE M/F (2-22)

NUMBER ONE 100,000-WATT CHR

In large North Carolina market, now accepting T&Rs for rare PM drive opening. No beginners or screamers. Immediate opening. Professionals with proven records send best to: Radio & Records, 1930 Century Park West, #921, Los Angeles, CA 90067. EOF

Miami's continuous Country KISS needs mature personality who can deliver quick humor & enthusiastic liners. T&R: Mac Allen, 9881 Sheridan St., Hollywood, FL 33024. EOE M/F (2-22)

Highly-rated AM/FM combo needs experienced newspeople. T&R: Jim Beasley, WSKZ, Box 11202, Chattanooga, TN 37405. EOE M/F (2-22)

KAPE is looking for a newsperson. T&R: Mike Kelly, 3900 Martin Luther King Dr., San Antonio, TX 78220. EOE M/F (2-22)

esperson, with experience in outside broadcast sales, needed with FL driver's license. Resume: Diane Rosenthal, WINK, Box 331, Ft. Myers, FL 33902. EOE M/F (2-22)

WGTO/Cypress Gardens is looking for a news production person. T&R: Box 123, FL 33880. EOE M/F (2-22)

Wanted: Right A/C volces & production skills for openings at WAVE 104, the fastest growing station in Myrtle Beach, T&R: Box 799, Conway, SC 29526. EOE M/F (2-22)

Opportunities

Openings

Sunbelt stereo Country needs ND/anchor. Light load requires quality, not quantity. TäR: WKJN, 3029 S. Sherwood Forest, Beton Rouge, LA 70816. EOE M/F (2-22)

AM/FM merket leader seeking middey announcer with production experience. Selery history, T&R: Rues Ceeidy, WCMS, 900 Commonwealth PL, Virginia Beach, VA 23484. EQE M/F (2-22)

Help wanted: WDXI has an immediate opening for jock/engineer, T&R: Mike Turner, Box WDXI, Jackson, TN 38301, EOE M/F (2-22)

Continuous Country KSCS is looking for experienced pertrime talent. T&R: Andy Holt, 1 Broadcast HM, Ft. Worth, TX 76103. No calls. EOE M/F (2-22)

Immediate openings: A/C, CHR stations in growing market need good one-to-one personalties. T&R: WVLD/WLGA, Box 1327, Valdosta, GA 31803. EOE M/F (2-22)

WBCY-108гт

One of the Southeast's more respected CHR's has an overnight opening. Good pay for the right hardworking individual. Rush T&R to: Bill Martin, WBCY, 1 Julian Price Pt. Charlotte, NC 28208. EOE M/F

8E USA capitol city needs pro morning communicator & Country talent. T&R: South Com. 2334 Bay Woods Court, Bay City, MI 48706. EOE M/F (2-15)

Need ASAP: Middey & afternoon drive talent/seles combo. Local list wide open. Also need ND. T&R: John Parker, Box 8980, Perry, GA 36109, EOE M/F (2-15)

WMLO/WEPS needs A/C eir personalities for future full & pertime openings. T&R: Mile Saxton, 111 City Island Rd., Serssots, FL 33577. EOE M/F (2-15)

Needed: Afternoon drive & Production Director for FM A/C in East TX Piney Woods. T&R: Phil McKey, KSAM/KHUN, Box 330, Huntsville, TX 77340. EOE M/F (2-15)

Easy communicator wanted for future fulltime opening. T&R: Rod Pode, WXVO, Box 1777, Delend. FL 32721. EOE M/F (2-15)

Great rare opportunity for right morning personality at hot southern CHR. T&R: Deve Delgado, Box 3784; McAllen, TX 78501. EOE M/F (2-15)

Middey air personality with production abilities needed for 100kw modern Country FM in Monroe market. T&R: Gary Mc-Kenney, ICKIZ, Box 430, Plueton, LA 71270. EQE M/F (2-15)

Hot CHR station expanding! Looking for T&R's for all shifts. Deve Parks, KTE 105, 441 Leguns Ave., Corpus Christi, TX 48401. EOE M/F (2-15)

WHITY has an opening, 7-midnight, for a DJ with two years air & production experience, T&R: Alan DuPriest, Y102, 3435 Normen Bridge Rd., Montgomery, AL 36105. EOE M/F (2-15)

894 FM seeks crazy & zany personality to head up morning team. T&R: Ron Heney, KEZB, 2501 N. Mesa Ave., El Paso, TX 79902. (915) 533-9400 EOE M/F (2-15)

MIDWEST

Creative morning personality needed who has voices & can work phones. Excellent money. No beginners or calls. T&R: Jack Swart, WRDD, 122 Lyon NW, Grand Repide, MI 49503. EOE M/F (2-15)

Successful small market station is looking for an on-air PD with one to two years experience. T&R: GM, WLBK, 711 N. 1st St., DeKelb, IL 60115. EOE M/F (2-22)

Stable personality AM in Lincoln offers a chance to grow on our nightshirt. T&R: Jim Miller, KLIN, Box 30181, NB 68503. EOE M/F (2-22)

3WM, sop-rated A/C, is seeking sir telent. Voice & meturity a must! T&R: Jerry King, Box 7581, Toledo, OH 43616. EOE M/F (2-22)

1290 KOIL AM stereo is accepting T&R's for future opening. Personality, A/C former. Terry Meson, 3000 Fernern St., Omeha, NB 68131. (402) 345-1290 EOE M/F (2-22)

MAJOR MIDWEST ROCKER

Seeks exciting, creative talent to complement currently, successful morning show. Production skills and sense of humor a must. Tapes & resumes to: Radio & Records, 1930 Century Park West, #934, Los Angeles, CA 90067. EOE M/F

Openings

Take-charge, experienced PD/six talent needed for top-ranked Country, Must have sales background. T&R: Jarrett Day, 3900 N.E. Broadway, Des Moines, IA 50317. EOE M/F (2-22)

WYFE is seeking experienced AOR/CHR sir personality for immediate opening, C&R: Was Davis, 1901 Relatern Rd., Rockford, IL 61111. No cells please, EOE M/F (2-22)

KILLER CHR PERSONALITIES

Needed for top 20 market. Prime daypart positions. Dynamite production a must. T&R to: Radio & Records, 1930 Century Park West, #936, Los Angeles, CA 90067. EOE M/F

293 is seeking an experienced professional news communicator. T&R: Peter Petitione, WIZM, Box 99, La Crosse, WI 54601, EOE M/F (2-22)

KZ93, top-reted CHPL is looking for PM drive personality. Good voice & personable delivery required. T&R: Keith Edwards, 3131 N. University, Peorie, IL 61604, EOE M/F (2-22)

If you have sperk, ambition & creativity, be our PM drive announcer with top-notch organization. T&R: Brad Hartman, KFOR, Box 80209, Lincoln, NS 68501, EOE M/F (2-22)

Informative entertainer wanted for morning drive for mature audience. Music presentation secondary. T&R: Carl Mann, KCRG, Box 816, Ceder Repide, IA 52401. EOE M/F (2-22)

WEAQ & WIAL is seeking an experienced & creative copywriter/producer. Writing samples, T&R: Don Smith, Box 1, Eau Claire, WI 54702, EOE M/F (2-22)

Production Director plus air shift at Dubuque's only news & Information station. Experience required. C&R: Drew Bentley, KDTH AM, Box 659, IA 52001. EOE M/F (2-22)

Need experienced quality for future opening. Air shift with strong production for this adult CHR. C&R: Tim Murphy, KJF, Box 89, Cadillec, MI 49801. EOE M/F (2-22)

High profile & drive time CHR personality needed. You'll inherit a 20 share. Experience & creativity a must. T&R: Jim Wnek, WLRW, Box 3369, Chempeign. II. 61821. EOE M/F (2-15)

PD's considered for client stations in medium & smaller markets throughout U.S. Salary, T&R: JMA, Box 1285, Fairfield, IA 52556. EOE M/F (2-15)

WFWQ needs of talent/production/creative services. T&R: Lee Tobin, 2260 Lake Ave., Suite 230, Pt. Wayne, IN 46805, (219) 423-3676 EOE M/F (2-15)

Oldshorms's top-rated news station seeks aggressive ND to motivate seven-person staff, T&R: Kelly Carls, 74KRMG, 7135 S. Yale St., Tulss, 74136. EOE M/F (2-15)

Another WROK vet hits a top 20 mentet, creeting a rare middey/MD opening. Rush C&R: Kipper B. McGee, Box 6186, Rockford, IL 61125. EOE M/F (2-15)

15WLXR has an opening for an outgoing, team-pleying Country communicator, Aggressive company needs aggressive person. T&R: Don Erickson, Box 2017, Le Croses, WI 54601. EOE M/F (2-15)

MIDWESTERN MEDIUM MARKET COUNTRY POWERHOUSE

Looking for an exceptional morning man. Entertaining, personality, and above all, a team player. Send cassette and resume to: Radio & Records, 1930 Century Park West, #930, Los Angeles, CA 90067. EOE

Chicago FM A/C is looking for a ND/morning anchor. No beginners. T&R: Laurie Schaefer, WZVN, 1000 E. 80th Pl., Merrill-ville, IN 48410. EOE M/F (2-15)

Looking for energetic, motiveted people who want to be stars! Personality emphasis for Lansing area rockin' CHR. T&R: WJXQ, 1700 Glershire Dr., Jackson, MI 49201. EQE M/F (2-16)

Experienced seleoperson needed for aggressive 25,000+ market. Benefits, salary & commissions. Resume: GM, KODY, Box 1085, North Platte, NB 69103. EOE M/F (2-15)

If you're a team player that can follow directions, I want to hear from you. Good pay, benefits & no ego, T&R: Brian. Bruns, KODY, Box 1085, North Plette, NB 69103. EOE M/F (2-15)

C97 FM now accepting T&R's. Good pay for good people. Kevin Lein, Box 798, Gerden City, KS 67846. No cells. EOE M/F (2-15)

New Midwest contemporary now staffing, Success-oriented talent should send photo, T&R: Bo Jegger, Box 1867, Joplin, MO 84802, EOE M/F (2-16)

Pittsburgh's newset AVC, all day-parts, needs morning show tiller immediately. C&R: Mark Rivers, WWCO), 232 North Ave. Pittsburgh, PA 15206. EOE M/F (2-16)

Presilve moming personality needed who Hije voices & can work phones. Excellent money. No beginners or calls. T&R: eck Swart, WGRD, 122 Lyon NW, Grand Rapids, MI 49503. OF MMF 12-151.

Openings

WEST

Experienced ND needed for 5 1/2 hours of news delity, Good pay, T&R: KPQ, Box 159, Wenestchee, WA 98801. EOE M/F (2-22)

KNBA/Vallejo is seeking an on-air news reporter & a PD who axcells in on-air, production & promotions. Cell Lou Ripe: (707) 644-8944 EOE M/F (2-22)



Adult AOR DJ

One of our client stations, one of America's leading adult AOR aufiels, is looking for a major oir fallent. Must be knowledgeable about a variety of AOR. Super desirable top 25 market, brand new facility. Candidates must want to Join a fear addicated to winning with a quality product. EOR MAY (NO CALLS) Tible:

Jhan Hiber President Jhan Hiber & Associates P.O. Box 1220 Pebble Beach, CA 93963

NW top-reted CHR is looking for future air talent. Join a greet teem in an expanding company. Täft: Bill Stains, KZZU, 5505 5. Regal Ave., Spokana, WA 99203. EOE M/F (2-22)

ND/morning anchor, with strong delivery, reporting & menegement skills, needed for KCEE/KWFM. T&R: Brad Behan, 2100 N. Säverbell, Tucson, AZ 85745. No cells. EOE M/F (2-22)

Dynamic personality needed! First opening in three years. T&R: Rich Terry, 95 ALIVE. Box 670, Pocatello, ID 83201. (408) 233-7020 EOE M/F (2-8)

Z

Wanna wake up California's Capital city? We need a great moming jock new! If you're a moming pro, get a T&R to: Tom Cale, PD, KZAP, P.O. Box 15985-1985, Sacramento, CA 95852-1985. EOE

Two weekend slots open at KCIN/Victorville, Contact Rick Mesters: (619) 245-8635 EOE M/F (2-22)

Southern CO powerhouse FM has opening for experienced & professional account executive, Good list & excellent benefits. Cell Stave Rivers: (303) 547-3990 EOE M/F (2-22)

KVEG/Lee Veges has a rare opening, 7-midnight, for a great voice & communicator. T&R: Doug Shane, Box 15223, NV 89114. No calls. EOE M/F (2-15)

New AOR in central CA has immediate openings for mature & talented jocks, news & production. T&R: Jerry Longdon, KKDJ, 3636 N. 1st St., Suits 135, Freeno, CA 93726, EOE M/F (2-15)

KMET 943

The Might Met, KMET, is looking for the best Rock 'n' Roll Production Director in the country. Major market and minimum 5 years experience a must. Cassettes & resumes to: George Harris, Program Director, KMET, 5746 Sunset Blvd., Los Angeles, CA 90028.

Stereo Country needs drive talent. Females encouraged for ran opening in great location, Photo/T&R: Chuck Gilespie, KFMR 1120 Sen Jusquin Ave., Stockton, CA 95202. EOE M/F (2-08

Country Information station seeks morning personality, T&R: CIM Somers, KARS, Box 860, Belen, NM 87002. (505) 864-7447. EOE M/F (2-15)

Openings

KNEW 91 AM

A Malrite Station

Rare opportunity at Bay Area's #1 Country music station for production director. Creative production and voice skills a must. Minimum 5 years experience, AFTRA position. No phone calls; T&R to: Bob Guerra, PD, P.O. Box 910 Oakland, CA 94604. EDE MIF/H

KMET 94J

The Mighty Met, KMET, has a once-in-a-lifetime opening for a 10PM-2AM full-time personality. Major market and minimum 5 years experience a must. Cassettes & resumes to: George Harris, Program Director, KMET, 5746 Sunset Blvd., Los Angeles, CA 90028. EOE

neded immediately: Fulltime promotions/sir shift at RNO/Reno. Call Larry Irons: (702) 826-1355 EOE M/F (2-15)

Get out of the anow! Top-rated Phoenix AOR seeks aggressive experienced Account Executive. Resume: Tom Duran, KSTM PM, 525 W. Southern, Mess. AZ 85202. EOE M/F (2-15)

KATI needs CHR teen idol for 7-midnight. Excellent market for career growth. T&R: Fred Leemhule, Box 2006, Casper, WY 82802. EOE M/F (2-15)

AOR/CHR PROS

Needed for future openings. Morning and afternoon drive personalities especially encouraged to apply. If you can do more than read liner cards, if you have the ability to communicate and entertain, then great pay and benefits await. Rush tape & resume to: Radio & Records, 1930 Century Park West, #919, Los Angeles, CA 90067. All replies are strictly confidential. EOE M/F

PRODUCTION DIRECTOR

California area. Looking for a production pro who loves creating effective radio commercials. Send T&R to: Radio & Records, 1930 Century Park West, #939, Los Angeles, CA 90067. EOE

PROGRAM DIRECTOR/ OPERATIONS MANAGER

AM/FM So. Calif. Growth Market Top stations seek an on-air team player to maximize programming, promotions and internal operations. Great facilities. Top management team. Growth company. T&R to Radio & Records, 1930 Century Park West, #940, Los Angeles, CA 90067. EOE M/F

KXOA seeks "audio journellet" to fill street/feature reporter slot. T&R: Ken Hunt, Box 1677, Secremento, CA 95808. EOE M/F (2-15)

Immediate opening for chief engineer at Polson, Montana stations KERR/KO92. Would consider ability to handle board shift. Cell A.L. Anderson: (701) 255-1234 EOE M/F (2-15)

Opportunities

Openings

New AM contemporary station in Eugene, OR, seeking MD, air talent & production. T&R: KRXX, Box 21, Corte Medere, CA 94925. EOE M/F (2-15)

THE SEARCH IS ON

For CHR morning personalities. Top 5 market. Killer facility and opportunity. Rush resume to Radio & Records, 1930 Century Park West, #937, Los Angeles, CA 90067.

Positions Sought

For Sele: One five-year pro currently doing afternoon drive/MD CHR gig, Looking for a new chellenge. JAY: (512) 576-6111 (2-22)

men staff: Experienced on-air, production, pro irch. Am hard-working & a team player. Lookin #W/S markets. DEAN: (616) 454-4118 (2-22)

I'm natural sounding & responsible with a sed market. Team player with PD experienc try or A/C. MARK: (205) 759-2936 (2-22)

erough, entimelectic, accurate & objective ND for a NW tion. I can be the same for you. JANA WAHL: (712) 362-3647 (2-22)

Attention A/C & **Country Stations**

Seeking Operations or Program Director position. 15 years programming experience in CHR, A/C and Country formats, in large markets. Call RON at (314) 428-3132.

Dependable, hard-working Country or A/C personality for youl JOHN: (901) 767-1666 (2-22)

Cleaning house? Dynamic duo ready to take over as your ND & PD or join a winning team in news & programming capacities in southern medium markets, DAVE: (512) 443-6440 (2-22)

Free agent announcer will play any day-part. Three-year veteran of Country/CHR. Prafer SW. Call America's jock, JOHN: (305)

Weekend DJ, with two years experience, looking for fulfilline learning job in small market outside Houston. Prefer A/C. For T&R, cell TROY: (713) 977-9052 (2-22)

Partitime job immediately wanted in research, consulting, pro-duction, air work or other areas for stations or firms. Weekends, too, Leeve message. (213) 851-0285 (2-22)

GM position wanted in small market, Experienced OM with sales background looking for permanent family home. DON: (404) 234-8039 (2-22)

Controversial talk show host with sense of humor is seekir radio market willing to take chances with a proven talent, inte ested? GARY: (814) 539-4353 T&R evallable. (2-22)

Want Improved Rankings 24-44?

I'll program your U/C or A/C with a classy, unduplicated approach for new adult highs Three previous successes in Top 10 mari Air shift too. (516) 979-0767,

Femele, with 10 years experience in major market, se

rts directing, PBP, hoet, talk show, etc . . . Four years ma ket experience & am willing to do board work. Relocatab market experience & am willing CHRIS: (801) 265-1117 (2-22)

Energetic air talent/production whiz seeking amail/medium market gig in West states. Have good pipes & experience. BILL BOWEN: (805) 498-4738 after 6 pst.

jor market experience desires air shift. Went to make mo your station. CLIFF CROCKER: (216) 391-3289 (2-22)

Creative broadcasting school grad with strong sales interest seeks sales/airshift position with Urban, CHR, or A/C station. Ready to relocate. TROY SAVAGE: (215) 455-2229)(2-22)

Give your news a boosti. Creative KFRCer available. ANDY FRIEDMAN, 2424 Haste Ave., A-15, Berkeley, CA 94704.

Dependable & professional CHR & A/C DJ/PD/OM with 20 years experience has great voice, delivery & production. Greater Cincinnati area. (513) 528-5793 (2-22)

Get me eut of Nebreekal Seeking poeition with music station, possibly programming. 20 months experience with P-3 CHR. ED: (402) 477-4696 (2-22)

Positions Sought

tural sounding contemporary personality with fielr seeks ma-/medium market midday/afternoon slot. I get numbers. Call 16. STEVE O'CONNOR: (219) 264-7617 (2-22)

ed personality with good pipes & the ability to bring in a high book. For a teet track, DON: (213) 542-3263 (2-22)

Looking for talk show formet. Can handle strong phones & heve culture, humor & six years on-eir experience. RICH ALCOTT: (707) 984-7277 (2-22)

PD/OM Needed?

I've worked for winners most of my career. I've kept my eyes and ears open. Now it's time to apply what I've learned. I'm currently employed on air, well-paid, but not challenged. I'll take perennial doormat to the top! Qualifications:

- Experience in Country, AOR, Beautiful Music.
- Knowledge of research techniques
 Able to train and motivate people.

- Good Pipes.
 Write: Boxholder, P.O. Box 386, Davis, CA 95617

Inning ND in metro NYC seeks major merket. Ex e. (516)420-0586 (2-22)

Male DJ with personality plus now available for rock, A/C, Oldles or Country station in major market. Will relocate. D.J. FOSTER: (703) 823-3011 (2-22)

ALBERT LEWIS does CHR. AOR or new music. Now on NYC hit radio. (212) 887-7221 (2-22)

Looking for air work . . . all positions in West Coast medium/ major merket, JiM KIRK: (209) 221-9320 (2-22)

Veteran oldice expert, GERRY "JIM DIAMONO" WHITEHEAD, is suffering from "changle formatis." Needs gig ASAPI Prefer S. CA. (805) 395-1106 (2-22)

Urgenti Enthusiastic, knowledgeable & reloca

Young & aggressive communicator ready to challenge vo tion. I'm big enough; no station too small. Prefer A/C or CHR evenings. GARY RICHARDS: (904) 799-0354 (2-22)

LEE ABRAMS (I've metl), KLOL, 96X; DON YORK, reedy to rock your merket. (512) 578-7035 or 576-2556 (2-22)

Entertain with the lighter side of news . . . Heve gags, drops, skillful production, phones & three years experience. STEVEN-CRAIG: (409) 384-4553 (2-22)

PM drive/Production Director with eight years experience in medium merkets looking for position as PD/MD/Production Dir-ector. SHAWN: (505) 722-9025 or (713) 728-1348 (2-22)

Want Improved renkings 25-44? I'll program your Urban or A/C with a classy, unduplicated approach. Three previous successful top 10 merkets. (516) 979-0767 (2-22)

ebie Immediately: Great voice with experience lookin k into ameli market, even full or parttime work on L d. CRAIG: (915) 267-1126 or (718) 343-2192 (2-22)

nelity redio? How about 16 of them? Abus a child, multiple personality looking for ratings che jor market. (312) 828-0197 (2-15)

Seeking mornings at personality CHR/AOR. Prefer Midwest/ East Atlantic. Have five years experience. JERRY: (219) 933-7600 (2-22)

m, conversational personality wants to work now R, A/C & hybrids needing enthusiastic & creative sld call JOHN: (419) 729-3262 or 878-7583 (2-22)

KEN SCARBOROUGH, Country music person available. Call DIANE: (213) 454-4276 (2-22)

ed MARC is seeking "the Great Opportunity" t Lakes ares. Cell for a demo today: (813)

On-air jook with good production, news, operations & same ex-periences as a GM enjoys working hard to be #1. Team-orient-ed. SASCHA ROSEN: (619) 873-7792 (2-22)

teer in top 55 merket with two drive time gigs & MD ex-ce seeking major AOR, A/C or CHR in South, West, west or Hewell. CRAIG: (305) 755-1292 or 746-8032

Positions Sought

Versetfle female jock seeks fulltime radio gig. West Coest pre-ferred, but will consider all offers. ROSALYN: (415) 333-5908 (2-22)

Meture & experienced CHR/Country communication award winner seeks air shift with added respite Upper Midwest. KEN: (701) 232-2184 (2-22)

nergetic & humorous nine year Country drive pro seeks future vith strong Midwest company, DON: (612) 253-5974 (2-22)

17 year pro looking for challenging programming/on-air position. Will relocate. BRENT ALBERTS: (404) 794-5007 (2-22) yeer outlew is looking for FM that lan't afraid to be Country. stifled in NY & want to go West. NICK: (607) 849-6063, ore 3 pm est (2-22)

Young, dependable & energetic broadcaster with MD/on-eir ex-perience seeks CHR slot. Not afraid to break a sweet. STEVE: (818) 368-4403 (2-22)

etic & creative individual seeking entry level position as er, Prefer AOR/CHR. Skilled in all phases of station n. TOM; (319) 355-4212 (2-22)

.....

Troubleshooter ... efficiency expert ... coach... researcher...marketing and promotion...
music expert...production wizard...accomplished air talent...radio historian...rnotivator , track record. An effective programmer must have a good measure of all of these qualiti One is available now. Cary Pall...(412) 863-5994. Your goals are more important than vour morket size

Ambitious & young ennouncer looking to move up. Will relocate. JIM: (717) 597-9239 (2-22)

Enthuelestic & young personality easts any announcing posi-tion. DARYL LUBINSKY: (213) 545-8204 or 545-9764 (2-22)

Veteren rock jock/Production Director is tooking for ADR gig. CLAY: (505) 292-1975 (2-22)

Seattle, why haven't you called? RAB/TAB award-winning copywriter/production person is now available. SHARDAN: (501) 922-1355 (2-22)

enced air telent with good production skills and acting in beckground will relocate. ARTHUR: (213) 472-4166

CHIEF ENGINEER

Needs to locate in Midwest, 12 years experience: High-power AM/FM. Excellent with audio. Studio and transmitter construction. Satellite and automation. P.O. Box 550004, Birmingham, AL

MATTHEWS & MORRS in the morning are spending their mornings at home. Would rather spend them at your station. Call TREY: (615) 383-8196 (2-1)

College grad in music/broadcasting, with over 20 months time experience with CHR, is seeking position with musicion. Interest in programming. ED: (402) 477-4696 (2-1)

Air treffic talent with three years experience, is willing & reedy to relocate, JAMET YACKLE: R.R. #4, Esterville, IA 51334. (712) 362-2033 (1-18)

Need outrageous momings? One of America's finest, ROGER CARY, now svalleble. KS103/Sen Diego, KZZP/Phoenix, & KOY/Phoenix, (619) 282-8000 (2-15)

ble broadcast echool ared is looking f

Positions Sought

Looking for someone? I'm RICH STEVENS. Relocatable C jock with experience. Reedy to mold my personality with a gr PD. Partiel air check on machine:(306) 583-3825 (2-15)

Young air personality with major market experi WRQC, WHCG) is looking for position in medium/ TIM: (216) 624-2452 (2-15)

DAVID MATTHEWS in the moming. 17 year pro (WHFM/Rester, KAAY/Little Rock) looking for medium/large market (or A/C. (904) 245-0390 (2-15)

I Want To Create A Winner!

Currently working top cume station on Long Island. Experienced programming, promotion, production, air. I want to create a winner or help you win bigger. Contact HARVE (516)

ung energetic broadcaster with on-eir & MD experience sits CHR position. Not afraid to break a sweet. Am college id & dependable. STEVE: (818) 368-4403 (2-15)

Budget outs me out, Herd-working, responsible, relocatable with good references (WGRX, WMET). Available yesterday. PAUL NELSON: (301) 386-3126 (2-15)

oduction Manager at KMET with eight years experi-oking for similar work, GUS: (213) 472-9509 Leave

Looking for Mildweet CHR or A/C station who wants to spice up their evenings, I've got a show that will make your evenings breaze! TiM: (314) 341-2151 (2-15)

Are you toolding for an expertenced female for your CHR/AOR? Current partitimer wants fulltime. (306) 229-3754 (2-15)

Q102/Dee Moinee morning man. JACK DANIELS, seeks larger market opportunity, 13 years A/C-CHR veteran with strong pro-duction & good pipes. (515) 270-8290 (2-15)

child, multiple personality looking for ratings challenge in me-r market. (312) 828-0197 (2-15)

DAVID GARIANO, formerly with WZOU, WCOZ/Boston, seek-ing medium/mejor AOR/CHR programming opportunity. Ready to build enother killer. (617) 437-0055 (2-15)

Top 100 market PD, Marketing/Promotions Director & jock with experience in Country, is available now. References rent employer, STEWART: (504) 923-0295 (2-15)

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 let-

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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 nun ber and poetage/handling.

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

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A Guide to by Jhan Hiber **Radio Ratings** and Research

Here's what you get in simple, easy to read and useable form.

Radio Research Overview

- a history of research Chapter 2

Focus On Focus Groups

- Definition, use, do-it-yourself

Telephone Studies

strengths/weaknesses, do's and don'ts

Other Market

Research Techniques Mail, in-person, when/how to

Chapter 5

A Look Inside Arbitron Intro and production

The Almighty Diary evolution, longevity, history

Diary Analysis

how to get the other 75% of information

Quarterly Measurement - how to succeed, history and problems

Birch Radio

 background, methodology, comparison with ARB Chapter 10

Sales Research - a key to better revenues

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HIBERNETICS | National Music Formats Added This Week

BPI

b English (206) 624-8651 Adult Contemporary

DeBARGE "Rhythm Of The Night" BRUCE SPRINGSTEEN "I'm On Fire"

Modern Country

GLEN CAMPBELL "A Lady Like You" HANK WILLIAMS JR. "Major Moves" LACY J. DALTON "If That Ain't Love" ALABAMA "There's No Way"

Satellite Music Network

The Starstation

PHIL COLLINS "One More Night" KENNY ROGERS "Crazy" DAN HARTMAN "Second Nature" DeBARGE "Rhythm Of The Night"

Country Coast-To-Coast

HANK WILLIAMS JR. "Major Moves" MICKEY GILLEY

"I'm The One Mama Warned You About"
SHELLY WEST "Now There's You"
REBA MCENTIRE "Somebody Should Leave"

Rock 'N' Hits

PRINCE "Take Me With U" BRUCE SPRINGSTEEN "I'm On Fire" GREG KIHN "Lucky JEFFREY OSBORNE "The Borderlines"

Century 21

The Z Format

DON HENLEY "All She Wants To Do Is Dance" ALAN PARSONS PROJECT "Let's Talk About Me" The A/C Format

DeBARGE "Rhythm Of The Night" BRUCE SPRINGSTEEN "I'm On Fire" DENNIS DeYOUNG "Dear Darling" BARBRA STREISAND "Emotion"

Super-Country

R.B.

BERNETIC!

RONNIE McDOWELL "In A New York Minute"

JOHN CONLEE "Working Man"
MARK GRAY & TAMMY WYNETTE "Sometimes When We Touch

FORESTER SISTERS "(That's What You Do) When You're in Love"
MAINES BROTHERS BAND

"Everybody Needs Love On Saturday Night"

Transtar

(303) 578-0700

Adult Contemporary

JULIAN LENNON "Too Late For Goodbyes" REO SPEEDWAGON "Can't Fight The Feeling" Country

COUNTY
Tom Casey (2/3)/460-6383
HANK WILLIAMS JR. "Major Moves"
DAVID ALLAN COE "She Used To Love Me A Lot"
ALABAMA "There's No Way"
WAYLON JENNINGS "Waltz Me To Heaven"

Media General **Broadcast Services**

ALAN GORRIE "Dairy Of A Fool" MANHATTANS "You Send Me" DeBARGE "Rhythm Of The Night"

Your Country

NICOLETTE LARSON "Only Love Will Make It Right"
RONNIE McDOWELL "In A New York Minute"
GAIL DAVIES "Nothing Can Hurt Me Now"
MARK GRAY & TAMMY WYNETTE

"Sometimes When We Touch"
JOHN CONLEE "Working Man"

Hit Rock

AUTOGRAPH "Turn Up The Radio" CARS "Why Can't I Have You?" DAVID BOWIE with THE PAT METHENY GROUP "This is Not America"

ANIMOTION "Obsession" SCANDAL featuring PATTY SMYTH "Beat Of A Heart"
JEFFREY OSBORNE "The Borderlines
DeBARGE "Rhythm Of The Night" Radio Arts

Country's Best

CHARLY McCLAIN "Radio Heart" KENDALLS "Four Wheel Drive" JOHN CONLEE "Working Man" RONNIE McDOWELL "In A New York Minute" SAWYER BROWN "Step That Step" T.G. SHEPPARD "You're Going Out Of My Mind" SYLVIA "Fallin' in Love"

Soft Contemporary

BARBRA STREISAND "Emotion"

Sound 10

CHICAGO "Along Comes A Woman" DeBARGE "Rhythm Of The Night" MADONNA "Material Girl"

Concept Productions

Dick Wagner (916) 782-7754

CHR

DAN HARTMAN "Second Nature" CHICAGO "Along Comes A Woman" FOREIGNER "That Was Yesterday"
JEFFREY OSBORNE "The Borderlines"

JOHN CONLEE "Working Man"
MARK GRAY & TAMMY WYNETTE

'Sometimes When We Touch' RONNIE McDOWELL "In A New York Minute"
MAINES BROTHERS BAND

"Everyone Needs Love On A Saturday Night" GENE WATSON "One Hell Of A Heartache" GAIL DAVIES "Nothing Can Hurt Me Now"

Peters Productions, Inc.

Country Lovin'

JOHN SCHNEIDER "Country Girls" KENDALLS "Four Wheel Drive"
JOHN CONLEE "Working Man"

The Great Ones

MANHATTANS "You Send Me" DOLLY PARTON "Don't Call it Love"

JOHN FOGERTY "The Old Man Down The Road"

TM Programming

Stereo Rock

DeBARGE "Rhythm Of The Night" SCANDAL featuring PATTY SMYTH "Beat Of A Heart" ANIMOTION "Obsession" BRUCE SPRINGSTEEN "I'm On Fire" GREG KIHN "Lucky"

TM A/C

ERIC CARMEN "I Wanna Hear It From Your Lips"

TM Country

EDDIE RABBITT "Warning Sign" CHARLY McCLAIN "Radio Heart" FORESTER SISTERS

"(That's What You Do) When You're In Love"
JOHN FOGERTY "Big Train (From Memphis)"
SYLVIA "Fallin" In Love"
RESTLESS HEART "Let The Heartache Ride"

Drake-Chenault

· (818) 883-7400 XT-40

SCANDAL featuring PATTY SMYTH "Beat Of A Heart"
COMMODORES "Nightshift" CHICAGO "Along Comes A Woman" ANIMOTION "Obsession"

Contempo 300

DeBARGE "Rhythm Of The Night"

Great American Country

CHARLY McCLAIN "Radio Heart" EDDIE RABBITT "Warning Sign" SYLVIA "Fallin' In Love" FORESTER SISTERS

"(That's What You Do) When You're In Love"

DO PROGRAM DIRECTORS **BUY ON-AIR BROADCAST CONSOLES?**

Apparently, most manufacturers don't think so.

Look through the pages of this week's Radio & Records (or any other "programmer's" magazine). We're betting that it's probably like last week's and every other issue before, in that you won't see any ads for broadcast boards.

You see, the traditional wisdom is that only engineers understand consoles and make console buying decisions. So, manufacturers save their ad dollars to buy space in "engineering magazines." And their ads usually talk about distortion levels, slew rate, db gain and other technical eccentricities.

The Whole Story

As we all know, there's an entire other side to the successful use of a broadcast console. It's the side that the operator sits at. Your disc jockeys, air talent, news and sports personnel have to live with this console 24 hours a day, long after the engineer has bought the board because it met his technical requirements.

Little things, items that may not even have been on the engineer's checklists, become very big things over the months and years of use. Do the buttons "feel" right? Is there a place to rest your hands, or set copy? Does the angle of the meters match the operator's line of sight, or does he have to strain to see them? Is there a sufficient number of input and output busses for all your sources? Is the console truly attractive so you can create a positive working environment?

Make your own checklist with your programming concerns in mind. Chances are, it will contain some very important items that weren't considered before.

"Human Enginéering"

That's a tired, overused term by now. But it was invented to try to address the operational features that are built into some broadcast consoles. Some broadcast consoles. Many boards that spec out beautifully are a nightmare to use. Or at least offer none of the operational benefits that can help your talent use the console to sound better on the air.

Our Story

We're Radio Systems. And, obviously, we manufacture a console that we'd like operators to know more about.

Like everybody else, we advertise in engineering magazines—because our board is very impressive from an engineering standpoint. In fact, it's got better technical specifications than almost any other board on the market.

But our consoles are also a joy to use from the other side, your side. They're attractive, cleanly designed, and built to assist an operator with programmable, automatic functions.

Our Price

One thing you should know is that the rules are changing as far as what consoles does cost much more than most stations could afford. Programmers wouldn't get the consoles they wanted because of

The 10 channel console pictured below is less than \$10,000, and, costs about the same as many of the no-frills compromises you had to live with before. By force of habit, some engineers might not even look in our direction, assuming our style consoles cost much more money.

Our Ads

Marketing people call this type of advertising going for a "secondary buying influence." But we believe that in many well-run stations, your opinion on equipment is taken very seriously, and is far from "secondary."

If your station is in the market for a console, make sure your engineer is considering a Radio Systems' board. If he needs some encouragement, call our tollfree number or write us for a catalog and users list.

We'll be running ads in Radio and Records all year highlighting the operational features of the console. Because your "secondary buy" is of primary importance to us.



Black/Urban

CHART EXTRAS

DIONNE WARWICK & GLENN JONES

Finder Of Lost Loves (Arista)

65% of our reporting stations on it. Rotations: Heavy 2/0, Medium 20/0, Light 29/3, Total Adds 3, WJJS, WPLZ, WAAA. Heavy: WPDQ, WANM.

BREAKERS

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

DeBARGE

Rhythm Of The Night (Gordy/Motown)

72% of our reporting stations on it. Rotations: Heavy 3/0, Medium 24/4, Light 30/18, Total Adds 22 including WRKS, WAMO, KRNB, WYLD-FM, WTMP, WZAK, KACE, KJLH, XHRM, KSOL. A most added record. Debuts at number 31 on the Black/Urban chart.

NARADA MICHAEL WALDEN with PATTI AUSTIN Gimme, Gimme, Gimme (WB)

67% of our reporting stations on it. Rotations: Heavy 3/0, Medium 18/1, Light 32/16, Total Adds 17 including WAMO, WHUR, KMJQ, WGCI, WBLZ, WDMT, KMJM, WENN, WLOU, WWWS. A most added record. Debuts at number 40 on the Black/Urban chart.

JENNY BURTON Bad Habits (Atlantic)

65% of our reporting stations on it. Rotations: Heavy 4/0, Medium 26/3, Light 21/7, Total Adds 10, WAMO, WDJY, KQXL, WENN, WFXC, KJCB, WORL, WEAS, KOKA, KUKQ. Debuts at number 34 on the Black/Urban chart.

GRANDMASTER FLASH

Sign Of The Times (Elektra) 65% of our reporting stations on it. Rotations: Heavy 3/0, Medium 22/0, Light 26/7, Total Adds 7, WDMT, KJLH, KQXL, WXOK, WLOU, WWDM, WQMG. Heavy: KYOK, WEDR, KDAY, Debuts at number 37 on the Black/Urban chart.

PRINCE

Take Me With U (WB)

65% of our reporting stations on it. Rotations: Heavy 9/1, Medium 23/6, Light 19/10, Total Adds 17 including WWIN, KYOK, WEDR, WBMX, KJLH, XHRM, WJAX, WPDQ, WDAQ, KDKO. A most added record. Debuts at number 32 on the Black/Urban chart.

MARY JANE GIRLS

In My House (Gordy/Motown)

63% of our reporting stations on it. Rotations: Heavy 3/0, Medium 21/2, Light 26/10, Total Adds 12 including WDRQ, WNHC, WFXC, WQMG, WPDQ, WJJS, WBLX, WANT, WQKS, WKWM.

NEW & ACTIVE

MANTHA I I ANS TOU Send me 1 LOUIDMB 47/2.5

Rotation: Heavy 30. Medium 1741, Light 27/19, Total Adda 5 including WWIN, WXYV, WYEE, KHOK-FM, WZAK, WJLB, XHRM, KSDL, WKND, WNHC, WDIMG, WBLX, WANT, WTOY, KAPE, WDAG, Heavy, WILD, WACK, KRNB, Medium: WDAS, WAND, WDLX, WGC, KACE, WFEE, WWDIM, WANN, WDKS, WAAA, WWWS, KDV.

RUN D.M.C. "King Of Rock" (Profile) 47/10

NUN D. M. D. SING O'T HOEK, "TOTING 9-71). REGISTRATE AND THE MEMORY OF THE MEMORY OF

WPEG, WFXC, WKXI, WBIX, WORL, WTOY, KOKA, WWDM, WANN, WDAO, 293.
KLIQUE "Be Ready For Love" (MCA) 45.7
Rotelons: Heavy 30, Medium 131, Light 2916, Total Adds 7, WDAS, WDJY, WLUM, KDAY, WLOU, WEAS, WDAO, Heavy: WYLD-FM,
WGCL WTLC, Medium: WAOK, WJLB, KSOL, WKND, WPEG, WPDO, WORL, KAPE, KOKA, WWWS, WVOI, WEDR.
KURTIS BLOW "Basketball" (Mercury/PolyGram) 41/6
Rotelons: Heavy 117, Medium 141, Light 161, Total Adds 6, WXYV, WNHC, WXOK, WEAS, KOKA, WAAA, Heavy: WDAS,
WVEE, KKDA-FM, XYOK, WEDR, WRDW, WATV, WNDM, WOKS, WDIA.

**CORCEL-MIXTOC: "Servision Med. Girl" (TORAY) ROYA 41/5.

WVEE, KKOA-FM, KYOK, WEDR, WRDW, WATV, WWDM, WOKS, WDIA.
FORCE MD'S "Forgive Me Glin" (Tommy Boy) 41/5
Rotations: Heavy 6/0, Medium 17/0, Light 18/6, Total Adds 5, WEDR, KACE, WPDQ, K94, WTLC. Heavy: WXYV, WDIA, KDAY,
KCB, WHZ. WWWS. Medium: WWIN, WILD, WVEE, KRNB, WORTH, WZAK, XHRM, KSOL, WNHC, WATV, WPEG, WKXI,
WANT, WEAS, KOKA, WWDM. WGKS.
SHALAMAR "My Girl Loves Me" (Solar/Elektra) 39/10
Rotations: Heavy 1/0, Medium 17/1, Light 21/9, Total Adds 10, WXYV, WAOK, WJLB, XHRM, WATV, WENN, Z93, WGMG,
WTOY, WVKO, Heavy, WERR. Medium: WWIN, WDAS, WUSL, WYLD-FM, WDRG, WZEN-FM, KACE, KSOL, KQXL, WFXC,
WPDQ, WORK, KAFE, WTLC, WYON, KDKO.

WPDQ, WORL, KAPE, WTLC, WYOL KDKO.

AL JARREAU "Raging Waters" (WB) 37/37

Bottoines: Heavy Olo, Medium 77, Light 30/30, Total Adds 37 including WDAS, WAMO, WHUR, WAOK, WYEE, KYOK, WDA, WEDR, WTMP, WOMT, WAZK, WLIJM, KMAM, KACE, KSOL.

MIDNIGHT STAR "Scientific Love" (Solar/Elektra) 37/12

Rotations: Heavy 8/1. Medium 14/3, Light 17/8. Total Adds 12, WUDM, KYOK, WBLZ, WJLB, KSOL, WKND, WJMI, WPDQ, WQGK, KAPE, WWKQ, WYOL Heavy, WEDR, KMJM, KIZ, WWDM, WANM, Medium: WXYV, WDAS, WTMP, WZAK, WZEN-FM, KDAY, WEXC, WOMG, WTOY, WOKS, WD

KIDAT, WFAC, WURNE, WIDT, WURN, WIDA, DAO, S. PENIE ISLEY, CHRIS JASPER, MARVIN ISLEY "Kiss And Tell" (CBS Associated) 37/4 Rotations: Heavy 7/1, Medium 15/1, Light 15/2, Total Adds 4, WDJY, XHRM, WKND, WPD. Heavy: WXYV, WAMO, WATV, WEE, WORR, WTO, MEDIUM, KORD, WHIS, KOR, WIDE, WEE, WTMP, WZEH-M, KSOL, WENI, KJGB, WBLX, WQQK.

ALEXANDER O'NEAL "Innocent" (Tabu/CBS) 35/9
Rotetions: Heavy 3/0, Medium 13/1, Light 19/8, Total Adds 9, WXYV, WUSL, KMJQ, WBMX, WFXC, WLOU, WTOY, WQKS, WAAA, Heavy: WAMO, KKDA-FM, WJLB. Medium: WDAS, WHUR, KNOK-FM, WZAK, WDRQ, KMJM, KDAY, WJMI, KAPE, WVDM, WWWS, KDKO.

WYDM, WWWS, KDKO.

THIRD WORLD. "Sense Of Purpose" (Columbia) 34/13
Rotations: Heavy 0.0. Medium: Biol. Light 26/13. Total Adds 13, WXYY, WILD, WAMO, WAOK, WYLD-FM, WBMX; WGCI, KQXI, WGMG, KAPE, WWOM, WTCI, WYOO, Medium: RHIS, WRDOW, WFKC, WJMI, WKXI, WPDQ, WIDU, WWWS.

JEFF LORBER 1/AUDREY WHEELER "Step By Step" (Arista) 34/8
Rotations: Heavy 10, Medium: 121, Ught 21/17, Total Adds 8, WWM, WUSI, WAIB, WPDQ, KIIZ, WWKO, WYOI, KUKO, Heavy: WKND, Medium: KKDA-FM, KMJM, WZEN-FM, KACE, KSQL, WRDW, WFXC, WLOU, WANM, WTLC, WWWS.

MOST ADDED ®

AL JARREAU (37) Raging Waters (WB) MANHATTANS (23) You Send Me (Colum DeBARGE (22) Rhythm Of The Night (Gordy/Motown)

MELBA MOORE (22) GLENN JONES (20) Bring Back Your Love (RCA)

HOTTEST

Missing You (RCA) COMMODRES (31) Nightshift (Motown) PHILIP BAILEY W/PHIL COLLINS (26) Easy Lover (Columbia)
READY FOR THE WORLD (24) UTFO (20) Roxanne, Roxanne (Select)

RAY, GOODMAN & BROWN "Who's Gonna Make The First Move" (Panoramic) 33/4
Rotations: Heavy 2:0, Medium 14:0, Light 17:4, Total Adds 4, WHUR, KRIB, WEDR, WGCI. Heavy: WBMX, WNHC. Medium:
WWIN, WAMO, WAZK, WJB, KSOO, WKND, WRDW, WFC, WFC, WFKC, WGMG, WEAS, KOKA, WWWS.
ROXANNE SHANTE" "Boxanne's Revenge" (Pop Art) 33/2
Rotations: Heavy 8/1, Medium 19:0, Light 8/1, Total Adds 2, WTOY, KUKC, Heavy: WDAS, WHUR, WYEE, KMJM, KDAY, WKXI.
WCOL, Medium: WUSL, WARW, WDDY, KNOK, FM, MAD, WGCI, WDMT, WATV, WENN, WFEG, WQDK, WPLZ, KHYS, WANT.

WANM WAAA, WTI C

WCA3, WYDUM, WAND, WILL, WARD, WILL, WARD, LILLO THOMAS "Settle Down" (Capitol) 32/5
Rotations: Heavy OlD, Medium 15/0, Ught 17/5, Total Adds 5, WWIN, WDAS, KNOK-FM, WEDR, WENN. Medium: WILD, WAMO, KRNB. WOIA. WTMP. WDMT. WKND. WHILD, WDW. WFKC, KJCB, KAPE. KOKA, WWWS, WVOI.

NEW JERSEY MASS CHOIR "I Want To Know What Love Is" (Savoy) 30/12

Rotations: Heavy 7/1, Medium 9/3, Light 14/8, Total Adds 12, WDAS, KMUO, WZAK, WZEN-TM, KACE, XHRM, WFXC, KIIZ, WFZ, WTOY, WWD, WAMM, Heavy: WWIN, WXYV, WYD-FM, WBMX, WGG, WFDO, Medium: WILD, WRISS, WYEE, KRINB,

JB. B. KING "Into The Night" (MCA) 29/17

Rotations: Heavy 1/0, Medium 8/4, Light 20/13, Total Adds 17, WDAS, KYOK, WDIA, WZAK, KMJM, KJLH, WATV, 293,

G, WPDO, KJOE, WORL, WTOY, KARE, WWDM, WAAA, WWWS, Heavy, KRNB, Medium: WYEE, WTMP, WJLB, KOKA. WTEA, NTEAL, NO.C., WILL, WILL, NACE, WILL, WALL, WALL, WALL, NEWS, HERVE, KIND, WELLEN, WILL, WALL, KAR. SIEDAH GARRETT "DO YOU Want It Right Now" (Quest/WB) 29/6
Rotations: Heavy 0.0. Medium 10/0, Light 19/6, Total Adds 6, WDJY, KDXL, WENN, 293, WQMG, WWWS. Medium: WACK, KNRI, WDIA, WACK, WALL, WALL, KACK, KSOL, WMI, KOKA, WALNA, WALL, WA

GREG PHILLINGANES: "Behind The Mask" (Planet/RCA) 28/11
Rotations: Heavy 0,0, Medium 3/1, Light 23/10, Total Adds 11, WXYV, WDJY, WADK, WEDR, WBMX, WZAK, KSOL, WKND, WKAS, WWDM, WVOI. Medium* KRRB, WTIC.

SIGNIFICANT ACTION

J. BLACKFOOT "Don't You Feel It (Like I Feel It)" (Sound Town) 23/7 Rotations: Heavy Old, Medium 11/3, Ught 12/4, Total Adds 7, WILD, WDAS, WYLD-FM, WZAK, WKXI, WORL, KHYS, Medium: WAOK, KKDA FM, KRINB, WXOK, WBLX, KAPE, WWWS, KDKO.

MADONNA "Material Girl" (Sire/WB) 23/6

INNA MATERIAI GIR Isi: Heavy 2/0, Medium 9/0, Light 12/6, Total Adds 6, WVEE, KNOK-FM, KACE, KDAY, WNHC, JET94, Heavy: WDJY, Medium: WXYY, WBLZ, KSOL, WFXC, WJAX, K94, WWDM, WWWS, KUKQ.

WOKS, Medium: WXYV, WBLZ, KSOL, WFXC, WJAX, KSS, WWDM, WWWS, UKUL.

ROXANNE W/UTFO "The Real Roxanno" (Select) 22/6

Rotations: Heavy 2.0. Medium 10/2, Light 10/4, Total Adds 6, KKDA-FM, KNOK FM, KMJQ, WEDR, WENN, WEAS, Heavy: KDAY,

KIIZ, Medium: WUSL, LWAMO, WDJY, WDMT, WZAK, WORD, WXOK, KJCB.

ALFONSO RIBEIRO "Not Too Young (To Fall In Love)" (Prism/Island) 21/17

Rotations: Heavy 00, Medium 5/2, Light 16/15, Total Adds 17, WWNW, WXYV, WILD, WDAS, WAMD, KKDA-FM, WDIA,

WEDR, WZAK, WJLB, WWHC, WPEG, WBLX, WQQK, WORL, KHYS, WWWS, Medium: KRNB, KDAY, WPDQ.

CAROL LYNN TOWNES "Believe In The Beat" (Polydor/PolyGram) 21/10
Rotations: Heavy QiO, Medium 4/1, Light 17/8, Total Adds 10, WWIN, WDJY, KMJG, KMJM, WKXI, KJCB, WLOU, WBLX, WANM.
WWWS, Medium WDIA, KSOL, WORL.

MAGNUM FORCE "Cool Out" (Paula) 21/5
Rotations: Heavy 4/6. Medium 8/1, Light 9/4, Total Adds 5, WHUR, WAOK, KRNB, WBLX, WTLC. Heavy: WQQK, KOKA, WKWM.
WWWS. Medium: WILD, KYOK, WDLA, WKND, WXOK, WLOU, KHYS.

GLENN JONES "Bring Back Your Love" (RCA) 20/20

GRENN JONES "Bring Back Your Love" (RCA) 20/20

MINI, WOOL KLIH, WKNN, KOKL, WKNX, KSS) WESS, WKNN, KINS, KRING WILD, WDAS, KKDA.FM. KNOK-FM.

WEMIX, WOOL KLIH, WKNN, KOKL, WKNX, KSS) WESS, WKNN, KINS

JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Curb/MCA) 18/9

Rotations: Hency O.O. Medium 31, Light 18/8, Total Add s 9, WZEHM, WXOK, WENN, WKXI, WJJS, WBLX, KHYS, WWDM.

WVFF. WANM

WILL: Medium: WVEL WARM.
KEVIN WELLS: "Never Too Late" (Beverly Glen) 18/3
Rotations: Heavy 0.0, Medium 3.0, Light 15/3, Total Adds 3, KACE, WINHC, WENN. Medium: WDIA, KDAY, WLDU.
FATBACK "Gliss On Imy Mind" (Cottlion/Atco) 17/10
Rotations: Heavy 1.0, Medium 6/2, Light 10/8, Total Adds 10, WDAS, KNOK-FM, KYOK, WEDR, WTMP, KMJM, WJMI, WLOU,
WORL, WTOY, Heavy: WANM, Medium: KMJA, KRMS, KDAY, WWS.

MICK JAGGER "Just Another Night" (Columbia) 15/5
Rotations: Heavy 0,0. Medium 20, Light 13/6, Total Adds 5, KJLH, WJAX, WQKS, WKWM, WWWS, Medium: KSOL. K94.
CONTROLLERS w/VALERIE DeNECE "Just For You" (MCA) 15/1
Rotations: Heavy 30, Medium 50, Light 7/1, Total Adds 1. KQXL. Heavy: WATV. WENN, WBLX. Medium: WILD. KKDA-FM.

"(Coco Plum) 15/1
Medium S/O, Light 10/1, Total Adds 1, WVEE, Medium: WHUR, KRNB, WZEN-FM, WPDQ, WBLX.

Notations: neary vi Down On The Street" (Polydor/PolyGram) 14/2
Rotations: Heavy 1/0. Medium 7/0, Light 6/2, Total Adds 2, WQMG, WTOY, Heavy: WGCI, Medium: WXYV, WILD, KRNB, WBMX.

LEGACY "Don't Waste The Night" (Private I/CBS) 13/9
Rotations: Heavy 0/0, Medium 3/2, Light 10/7, Total Adds 9, WEDR, WNHC, WXOK, WATY, WPEG, WBLX, WEAS, KOKA, WANM. Medium: WDIA. SADE "Smooth Operator" (Portrait/CBS) 13/9

is: Heavy 2/0, Medium 2/1, Light 9/8, Total Adds 9, WAMO, WDIA, KACE, WKXI, WPDQ, KJC8, WWDM, WANM, Heavy: WQMG, KUKO. Medium: KOKA.

WWWS. Heavy: WUMS, KNRL Medium: RURA.
SHERTY, LEE RALPH "You're SO Romantic" (New York Music) 13/3
Rotations: Heavy 0/0, Medium: 2/0. Light 11/3, Total Adds 3, KMJM, 293, WWDM. Medium: WTLC, KOKA.
HAROLD FALTMEYER "Awale I" (MCA) 12/7
Rotations: Heavy 2/0, Medium 6/3, Light 4/4, Total Adds 7, KKDA-FM, WJLB, KMJM, WKND, KIIZ, WLOU, WQQK. Heavy: WRKS.
WYLD-FM. Medium: KNOK-FM, KGCK, KJLH.

WYLU-FM, Medium: KNU-FM, KALE, KULH.
FREDERICK "Gentie (Calling Your Name)" (Heat) 12/4
Rotations: Heavy 4/0, Medium 3/0, Light 154. Total Adds 4, KKDA-FM, KSOL, KQXL, WVKO. Heavy: WAMO, WZAK, WJLB.
WJOU. Medium: WOMT, KUMM, WYOI.

JAN LESLIE HOLMES "I'm Your Superman" (Jay Jay) 12/3

Notations: Heavy 0,00, Medium 1/0, Light 11/3, Total Adds 3, WXYV. WEDR. KHYS. Medium: WEAS.
FOREIGNER "I Wan'T O Know What Love Is" (Atlantic) 12/1

Rotations: Heavy 4/0, Medium 7/1, Light 1/0, Total Adds 1, KDKO. Heavy; WDJY, WBLZ, WLUM, KACE. Medium: WUSL, WHRK, LEF94, WJAX, WJJS, WPLZ. JAK "I Go Wild" (Epic) 12/1

4/0, Light 8/1, Total Adds 1, WENN. Medium: KRNB, WJMI, KAPE, KOKA.

WHITNEY HOUSTON "You Give Good Love" (Arista) 11/11
Rotations: Heavy O/O, Medium 1/1, Light 10/10, Total Adds 11, WILD, KNOK-FM, KRNB, WDIA, WDMT, WZEN-FM, KDAY,

WRHC, WANT, WKWM, WWWS.
DAVID SANBORN "Love And Happiness" (WB) 11/3

"Samborn Medium 3/1. Light 8/2, Total Adds 3, WFXC, WQMG, WPDQ, Medium: KACE, XHRM. BATTOD SANBORN LOVE AIM Happiness (VVF) 117.6

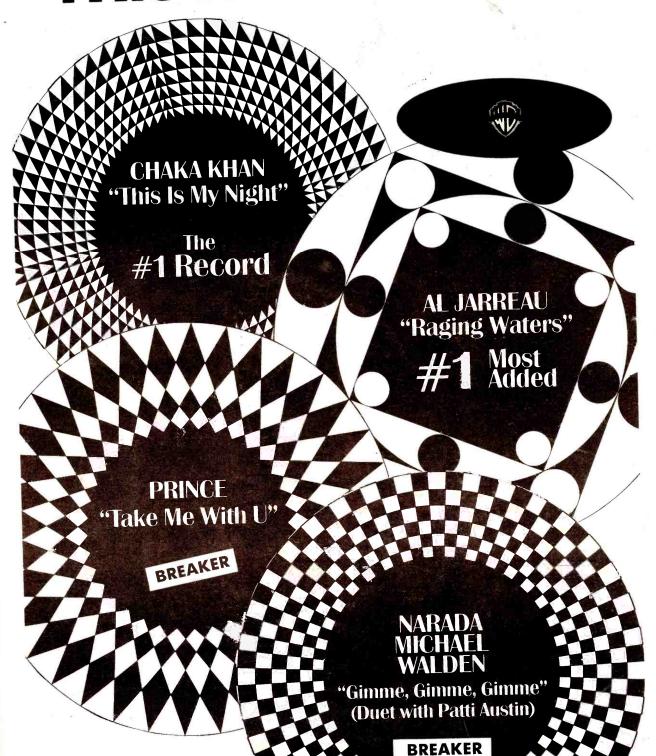
Rotations: Heavy 0,0, Medium 3/1, Light 8/2, Total Adds 3, WFXC, WQMG, WPDQ. Medium: K/

BELTONS "Teddy Bear" (CBS Associated) 11/1

Rotations: Heavy 0,0, Medium 4/0, Light 7/1, Total Adds 1, WDIA. Medium: KRNB, KDAY, WNH

MAN PARRISH f/FREZE FORCE "Boogie Down (Bronx)" (Sugarscoop) 10/2
Rotations: Heavy 0;0. Medium 40, Light 6;2. Total Adds 2, WENN, WKXI. Medium: WGCI, WZAK, WEAS, WTLC.
REO SPEEDWAGON "Can't Fight This Feeling" (Epic) 10/2
Rotations: Heavy 3/1, Medium 30, Light 4/1, Total Adds 2, WPG, WCKS. Heavy: WLUM, WJAX. Medium: 293, JET94, KOKA.

THIS IS OUR WEEK!



Black/Urban

WRKS/New York Tony Quertarone

TONY Questarone
ROM D.M.C.,
MREJBA MOORE
DEBARGE
SOS BAMD
GLADYS RWIGHT
HOUTEST
DIAMA ROSS
WHAM!
MADORNA
READY FOR THE MOR
UTPO

JEFF LORBER ALEXANDER O'MEAL SOS BAND MOTEST: UTFO WEAR! TIME MOLAN THOMAS WEISPERS

Regional Adds & Hots

EVELYH RING HAIE BAROLD PALTEMEYER RUN D.M.C. ANGELA BOPILL

PATBACR HARADA MICHAEL WA CAROL LYMN TOWNES ALEXANDER O'NEAL ELIQUE GRANDMASTER FLASE

GRADMASTER PLABE BOTEST: ROOL 5 THE GARG WISE SOCE HASTER SCOTT DIAMA ROSS HADONNA

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

EAST

LILLO THOMAS
JEFF LORSEN
GLESS COLUMN
JUNE
GLESS COLUMN
G

WXYV/Beltimore Roy Semoson

WDAS/Philadelphia Joe Tamburro CHERYL LYNN MELDA MOORE
HATOGE
HATO ALERN
JAN LESLIE HOLMES
GREG PHILLINGAMES
ALEXANDER O'MEAL
TRELMA HOUSTON
GLAD'S KHIGHT
KEDDS & THE BOYS
SHALAMAR THEODS & THE BOYS
SHALAMAR
EURPIS BLOW
PAT BOYS
ALPONSO RIBBIRO
THIRD WORLD
AMIL STEWART
EUGHRE WILDE
MANBATTANS
HOCLES:
COMMODORS:
HOW JEMEST MASS C
SHEEMA RESTON
LUTHER VANDROSS

Alen Herison

ALFOSSO RIBBINO

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FEIRD WORLD

FEIRD WORLD

FOLD THE GAMG

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FOLD THE GAMG

ANARADA MICHAEL MA

PANGRI & VARIATIO

HOLDST LIFERS

ALEKANDER O'HERAL

DARE SAMO

DARE SAMO

LORD SAMO ENDY P.C. SHWEN
ALPOMBO RIBEIRO
THIRD WORLD
J. BLACKFOOT
WHITWEY BOUSTON
GLERNE JOHES
HOUTES:
ROOL & THE GANG
HEN EDITION
HOLAN THOMAS
READY FOR THE WOR
COMMODORIES

HAROLD FALTEMEYER WDJY/Washingtor Dan O'Nell

AMII STEMART WHISPERS MARY JAME GIRLS EURTIS BLOW MADONNA MADONNA LEGACY ALPONSO RIBEIRO MAMMATTANS DEBANGE PRIMITATION DEBANCE
WHITHEY MOUSTON HELBA MOORE
SERGIO MENDES
EEVIN MELLS
HOCCAS;
KOOL & THE GANG
TERNA MARIE
GEORGE BEHSON

SOUTH

SHALAMAR HOUSTON THEELMA HOUSTON RUN D.M.C. AL JARREAU THIND MORLD MELDA MOCHO PHILLIMGAN HOUSE BOTTON STRVIE MONDER PHILIP BAILEY PATT! LABRILE MANNEY MANN

HAIE HAMMATTAMS GLADYS ENIGHT WAR HELBA HOORE AL JARKEAU MADOWNA AL JARREAU
MADOWNA
MATONIE
SENGIO MEMDES
SOCTES
FORTI LABELLE
SHEEMA EASTON
RLYMAXI
PHILIP BAILEY
PRINCE

WRDWAugusts Charlotte Logan Hottest: NEW EDITION WEAM! PHILIP BAILEY GAP BAND DIAMA NOSS

DIAMA MOSS
KOYLENDA PROPE
Gaybord Boyd
WHISTERS
HILLAR ACORE
PERSON
PARENTE FORD
FAT BOYS
JERNY SEPTON
CONTROLLERS
STEMA GARRIETT
TEXON PROPERTY
TEXON PROPE

AI Wellace
MAATE
PRINCE
BUGHER WILDE
EUGHTE BLOW
EUGHTE BLOW
HAMMATATHE
GLENN JOWES
LEGACY
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LAGACY
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HER EDITION

WATV/Birming Ron January

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MICHOEL
PATTI LABRILE
PATTI LAB

Merc Little
PRINCE
DESARICE
HABRATAHS
SHEATAL LEE BALPH
SIGNAH GARETT
GLENN JOHES
HOTELET
PRILIP BALLBY
JEPPREY GESONE
CHARA KHAN
SHESHA KAATON
WOLAN TROMAS

Carl Haynes
MEISPERS
MIDMIGHT STAR
MIDMIGHT STAR
THELMA HOUSTON
ROCKIE ROBBINS
DEBARGE
PATBACK
JOHNNY GILL
BOTTES
SEEKEMA EASTON
SADE
WILTON FELDER
READY FOR THE WOR WPEG/Charlotte Mike Rossi MMAR MOSSI
TIMA TURNER
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JET94/Chettene Rich Phillips UTPO MADOMNA Nottest: SHEEMA HASTON COMMODORES TIME DIAMA NOSS POREIGHER KKDA-FM/Delles Terri Avery

PAUL HARDCASTLE BOXANNE & UTPO_ STEPNANTE HILLS GETPHANTE HILLS FREDERICK GLENN JOHES ALFONSO REBIRO FREDERICK TIMA TURNER HOTGEST HAR TURNER HER EDITION UTPO PHILIP BALLEY WILTON FELORE TERM MARIE WFXC/Durham

HOLLEST: GAP BAND DIAMA ROSS GEORGE BENSO JONSUN CREW COMMODORES

WJAXJacks

Tony Menn

KLYMAIX

HICE JAGGER

MHODINI

FRINCE

REBRIE JACKSON

JOHNNY GILL

HOTTER SISTERS

PHILIP BAILEY

BILLY CCEAN

KOOL & THE GANG

UTPO

Bob Scot
ISLEY, JASPER &
REBRIE JACKEON
REBRIE JACKEON
REBRIE JACKEON
REDGER RELLAMAY
REDDG & THE BOTS
RIDNIGHT STAR
AL JARREAU
DEBABAGE
RAMMATTAMS
RAMMATTAMS
B.B. RING
PORCE NO'S
RAMMATTAMS
RAMMATT

Nottest: LUTHER VAMDROSS JESSE JOHNSON

READY FOR THE WOR

JUNEY BUSTON
SADE
CAROL LYMN TORRES
RUM D.N.C.
NARADA MICHARL MA
B.S. RING
MELBA MOORE
AL JARREAU
HAMMATTANS
BOGER KELLAMAY

BOGER KELLA Bottest; UTFO MEM EDITION READY FOR T DIAMA ROSS GAP BAND

ANN SHOWS

ALEXANDER O'MEAL

RELAA MOORE
AL JAREAU

BERRY SUNTON

MARY JAKE GIRLS

REMY SUNTON

MARY JAKE GIRLS

REMY JESSY MASS C

READY FOR THE MOR

GLENN JOESSY MASS

CLEUN JOESSY MASS

GENORGE BERRON

CHARA REAM

MISH

SHEEMA EASTON

KNOK-FM/Ft. Worth Kenny Byrd

ROMANNE & UTFO
PATRACE
HANNATTANS
HELDA MOORE
LILLO THOMAS
TREMAM BOUSTON
MADONNA
LSVERT
JOYCE REMNEDY
TREMTATIONS
MNITHER BOUSTON
32 RILL
GLENN JONES
BOTTON GLEMM JOHES Sottest: WILTON PHLDER DIAMA ROSS POINTER SISTERS WEW HOTTON COMMODORIES

SOS BAND SEALANAR SHALAMAR DAVID' SAMBOUM CHAMBONASTER FLASH SAMBONASTER FLASH MARY JAMF GIRLS SIEDAM GARRET GLEMM JORES THIRD WORLD HAMMATTAMB BOCKCOCK DIAMA ROSS JEFFREY GESOWNE CONCECCORS

KYOK/Houston Steve Hedgewood

Seeve Hedgewood
HIDWIGHT STAR
PRINCE
PRINCE
PATRACE
APOLLOWIA 6
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DIAMA ROSS

RALOAPhouston

Bruts Boley

RALOAPhouston

BAN BOSTIC

CAROL LIPST TOWERS

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LOTERS VANDROGS

RALL 1 ONES

ROXAMES TOWEAL

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HOLAN TROWAS

HOLAN ROSS

UTFO

UTFO WJJ8/Lynchb Led Coine

LUTERE VARIBOOS
SOE BAND
HART JAME GIRLE
EVELIN EING
SACORA SACROMA
MARMICE & JOHES
MARM
JEFFREY OSDORNE
DIAMA ROSS
HEW SDITION
BRILLEY
GROUNE BENSON WJMWJeckson Carl Haynes

Jerry Macon
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MACHINE FORCE
MACHINE FORCE
RAY GOODMAN 6 BR
WHITHEY HOUSTON
MHISPRING
INFRANCE
FOR THE FORCE
READ NOORE
FAT BOYS
G.T. HUSH
REITER FOLE
HONGRAD
FOR THE FORCE
FORCE
FOR THE FOR

TIME WILTON PELDER WDIA/Memphis Bobby O'Jey

Bobby O'Asy
BOUNTE POIFTER
READT FOR THE MOR
B.B. KING
B.B. KING
B.B. KING
AL JARKHAN
WHITHET HOUSTON
WHITHET HOUSTON
SAM BOSTIC
JANICS CHRISTIE
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none Hottest: PHILIP BAILBY DIAMA ROSS WHAM! ROOL & THE GANG SHEENA BASTON

JECTION JOHNS
ALFONDO RIBEIRO
GERG PHILIHOANES
MELBA MOORE
PRINCE
WHISPERS
FATBACK
JAN LESLIE HOLMES
DAY GOODMAN 5 BR
ROLAMER 5 BR
ROLAMER 5 BP
TOWN THE STATEMACK
LEGACY
AL JARREAN
BOLTES
LEGACY
AL JARREAN
BOLTES
HOTES
HOT HOTTEST:
HEN EDITION
GROUGE MEMBOR
DIAMA BOSS
KLYMAXX
JEFFREY OSSOSSE

DEBARGE HEW JERSEY MASS C JEFF LORSER WHODINI RUW D.M.C. HARDLD FALTEMEYER BOTTEST: UTFO

B.J. Taylor

CAROL LYTHN TORRIES
LEGACY
LAGACY
LAGACY
ALFORNO RIBBIRO
RAHRATYARS
ROCERE HILDE
RAHT JAME GIRLS
RAHT JAME GIRLS
RAHT JAME GIRLS
RANGE PORCE
RANGE PORCE
RANGE PORCE
ROCERE

WOOK/No JC Floyd

EUGERE WILDE DESANGE J. BLACKPOOT THIRD WORLD SOTTEST WHAM! CHARA RHAM DIAMA BOSS PHILIP BAILEY BALL & OATES

LOTHER VAHIBOO PRINCE PONCE ND'S PRETTY TONY RUN D.M.C. BOTCOST PHILIP BALLEY TERMA MARIE RALL & OATES SHEEMA FARRE RALL & OATES TO THA TURNER

WORL/Orlando Earl James

Earl Lupmon
MALE
J. BLACETOM
SERILLA ELDE
SE

WPLZ/Petersburg Hardy Jay

NEW JERSEY HASS C MEN JERSEY WASS CICT MANDICK SOURCE MANDICK SOURCE MERSIES IN JACKSON SOUR DAND GIRLS ROUND JACKSON FOR THE SOUR DAND CONTROL FOR THE SOURCE FOR THE SOURCE FOR THE SOURCE FOR THE MOST OF THE MOST OF

KHYS/Port Arthur Mark Petry

MeAR PORY
TIME
CASHERE
LATTER VANDROGS
ALFORNO RIBETRO
JAM LESLIE BOLDES
MARADA MICHAEL MA
AL JARREAL
STLVERS
JACKSON
JACKSON
JACKSON
TREELAN BOOSTON
HOCKOCK
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GANG
KLYMALY

Riby Cormiched
RUM D.H.C.
GOOL & THE GAMG
CULTURE CLUB
MARKATHAN
MARKY JAME GIRLS
THEFTAT JOH
ENGTHER
MITHEY BOUSTOM
ENGTHER
JEFFERY COSONOM
DIAMA ROSS
TIMA TURNER

Dube Ellinghon
CHAMPAIGH
AUTUNE
AUTUNE
MILLOR
MARADA MICHARL MA
9.5. KIMP
BORAMER SHAMPE
ALEXAMER O'HEAL
HAYODE
SHAKATAR
HAMMATTANS
HEW JERST MASS C
PATRACK SHALAMAR Hottest: DIAMA ROSS CHAKA KHAM GRONGE BEND JEFFREY OSD COMMOTORDES

NAME AGBY

HAMHATTANS
GLERM JOHES
GLERM JOHES
GLERM JOHES
THEN WORLD
SOR BAND
HELBA MODER
AL JARREAD
MIDNIGHT STAR
SERGIO NEMBER
GOTLOGIE
GOTLOGIE
COMMODORES
COMMODORES
GOTLOGIE
GOTLO

WEAS/Sevenneh Don Jones

B.B. Devis

AL JARREAU
AL JARREAU
AL JARREAU
AL JENNY BURTON
HELBA HOORE
O.T. BUSE
ROY AYERS
LEGACY
EURTIS BLON
BOCCOST
DIANA BOSS
PHILIP BAILEY
COMMODORES
CHAIA REAM
GAP BAND

WWDM/Sum Mays/Hart

GREG PHILLIMEANES SHERYL LEE RALPH
AL JARKEAU
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SADE
LADORA 6 JACKSON
MEN JERSEY WASS C
HOTCES:
DIAMA ROSS
UTFO
READY FOR THE WOR
LUTHER VARDEOSS
COMMODORES WANN/Tallel Joe Bullerd

Lynn Tollwer

MEM JERSEY MASS C
J. BLACKTOOT
PHIL COLLING
MASE
B.B. KING
MARKER
B.B. KING
MARHATTANS
SPARRY D
AL JARREAU
GREG PHILLINGAMES
AL JARREAU
VAMESSA NOLMES
HAYOBE
HOCKOST
FREDERIC
FREDERIC
FREDERIC
WHOOLH WHAN! WHODINI COMMODORES

LEGACY
HEW JERSEY MASS C
PRINCE
HELDA MOORE
JOYCE REMEEDY
CAROL LYMM TOMMES CABOL LYNN TOWN
SADE
LISA DAMIRLE
AL JARREAU
DUMB GUTS
GOTOS GENROS
UTFO
POINTER SISTERS
WILTON FELDER
HALL & OATES

WTMP/Yampa Michaels/Moon

AL JARREAU MELSA MOORE FATSACK DEBANGE BOTTOM DIAMA ROSS JEFFREY OSBORNE GEORGE BENSON SEERMA EASTON

BROW Crumbley

BIO SPEEDMAGON
JULIAN LEMBOUN

JULIAN LEMBOUN

PATTI LANGLE

CRICAGO

AL JANGHAN

HICE JAGGEN

ALEKANDEN O'MEAL

DEBANGE

BACKLINS

ROTERAD

BOTERAD

WAAA/Winston-S Eric St. James MART JAHE GIRLS WANNICK & JONES B.B. KING MELBA MOORE BUGKHE WILDE DEBANGE AL JARREAD KUNTIS BLOW ALEXARDER O'HEAL MOOTANIA ALEXARDER O'M Mottest; DIAMA MOSS PHILIP BAILEY COMMODORNY

MIDWEST

WGCVChicago Graham Armetr

Grahem Armetrong
TENTPAYIONS
TENTPAYIONS
TENTPAYIONS
MARADA NICHAEL MA
DEBAMBOY
RAY GOODMAN & BR
THIRD WORLD
VAMESSA BOLMES
INSIDE OUT
BOCKERLI
THERO FOR THE WOR
DIAMAN THOMAS
THAN THOMAS
THAN TOMBER
COMMODORES

MIDNIGHT STAR PATTI LABBLLE

PATTI LABELLE JOHNNY GILL GREG PHILLINGAL HARADA MICHAEL SHEEMA EASTON DIAMA ROSS POREZGUER GAP BAMD TINA TURNER

WDMT/Cleveland Dean Dean

GRAIDMASTER FLASE
LUTHER VANDROGS
SOS BAND
SOS BAND
GLADYS KWIGHT
HARADA HICHAEL WA
WHITWHE BOUSTON
RELBA MOORE
RELBA MOORE
DIAMA ROSS
SHEENA EASTON
UTFO

K.C. Jones
LUTHER VANDBOSS
HALE
HALE
SHALAMAR
HIDWIGHT STAR
AUTYUMB
LOMBER HILL
GLADYS ENIGHT
JEFF LORBER
PREDERICE
BOTTOMER
TIME
SHEENA EASTON
MEANI
COMMODORES

WDAO/Dayton Lankford Stepi

PRINCE HAMBATTARS HTUME DEBANGE ELIQUE MOCEOSI READY FOR THE WOR ELIYMAXI MULAN THOMAS DIAMA BOSS COMMODORES

Journe Alexander
MIDWIGHT STAR
BAROLD FALTWHNITER
SHALAMAN
SHALAMAN
DOKE
ALFEAT BOCK
JEFF LORGER
HAMMATTAMS
HELBA MOORE
ALFORDO RIBETHO
BOTTOST
FILLIP BALLEY
SHESHA EMPTON
FILLIP SHESHA EMPTON
TYREMERICE
DIAMS BOOS
UTFO

MEMCLEOS
PRINCE
PRINCE
PRINCE
PRINCE
ALBEANDER O'HEAL
GLENN JOHNS
JESSE JOHNSON
TEIRD WOOLD
RUM D. H.C.
HYPRICOS
HOCLORY
DIVERGE
PADL HARCCASTLE
ROCK HASTER SCOTT
MACHUN FORCE

PAUL HARDCASTLE MARY JAHE GIRLS L.L. ROOL JAY DAIZ BAND BOTTEST: DIAMA ROSS PATTI LABELLE WKWM/Grand Ra Frank Grant

Fronk Greek
COLUMET HOUSTON
WHITHER HOUSTON
WHITHER HOUSTON
HANT JAME GIRLS
HARK JAME GIRLS
HARRADA NICHAEL HA
WHISPERS
HICK JAGGER
SERGIO NENDES
DIAMA HOSS
DIAMA HOSS
USEN HARRADA HICKARLS
WHEN EDITION
TERMA MARIE
WHEAM

Jey Johnson
THIRD WORLD
LEVERY WORLD
LEVERY FORCE
WILTON FELDER
LEADURA 5 JACKEGH
GAP SAND
ACL JACKEGH
GAP SAND
ACL JACKEGH
HARDAN HICEREL WA
STEPHANIE IN ILLS
HOLLOST OSBORGE
ERADY FOR THE WOR
COMMODORSE
FAT BOYS

WLUMMIW Jim Brown

JAM BROWN

LUTHER VANDROSS
JESSE JOHNSON
AL JARKEAU
THEKAM BOUSTON
KLIQUE
JASHINE
GLADYS KNIGHT
BOTCOS:
WEAM!
COMMODORES
GLEMM FREY
READY FOR THE MOR
WILTON FELDER

WWWS/Saginav Kermit Crockett

Kermit Crochett
SIEDAB GARRETT
MITTHEY MOUTON
ALFORD RIBEID
HICK JAGGER
HICK JAGGER
JOYCE REBREDY
B.B. RIMG
STLVERS
EUGERSW MILDE
HARADAD HICKARE, MA
CARDL LITHE TOWNES
BOLLOR
LIANT MORE
ASTRON
LIANT MORE
ASTRON
THA TORRET
CORRODORS
COR

KMJM/St. Louis Ron Alkins HAROLD PALTEMEYER MASE PATBACE B.B. KING MARADA MICHAEL WA

B.B. RING
BARADA MICHAEL WA
CAROL LYNN TONNESS
SHERYL LEE BALPH
AL JARREAD
BOTCEST
DIAMA ROSS
UTFO
NIDNIGHT STAR
WHAM!
MARY JAME GIRLE

WZEN/St. Louis Doug Herns
MUANI
HASE
HEM JERSEY MASS C
HEM JERSEY MASS C
HEM JERSEY BOOSTON
SADORA 5 JACKSON
EOCTOR
EOCTOR
BILLY CCEMB
READY FOR THE WOR
DIAMA ROSS
PRILIP BAILEY
COMMODORES

79 Reporting Stations 78 Current Reports

wing station reported a fro playlist this week:

WHRK/Memphis

WEST KDKOÆngle

PATTI LABELE
JENGAINE STEMART
FOREIGNER
BILLY JOEL,
PRINCE
SENGIO NEMDES
GLEME JOWES
ROCLES
GLEME JOWES
ROCLES
GLEME JOWES
ROCAN
ROCAN
ROCAN
REPORT
REMONAS
CEALA REAM
ASSECRED & SIMPRON
READY FOR THE WOR

JECH PAND ELIQUE WELTWEY HOUSTON HADDHMA SUGAR HILL GAMG SOGARD JOHNSON BOCKEST READY FOR THE WOR WEASH STADE

KACE/Los Angeles

NAMES-PRODUCED OF SERVICE OF SERV

K.J.HfLos Angeles Jim Meddox

JM Meddon

PRINCE

DESAMUE

GRANGWASTER FLASH

B.B. EING

JACK MAGMER

GLESS JOKES

RALL 6 AGGER

RALL 6 AGGER

TREFTYE TORS

PRILIP BALLEY

READY FOR THE WOR

UTFO

UTFO

HUGANCE HORANGE SHAPTE JEMMY BURTON HASE JEFF LORBER READY FOR THE WOR BOTTEST: HODE

KSOL/Sen Fro

DOWLINGSHIP
PRINCE
DESANGE
TEELAM NOUSTON
SHALAMAN
MANNEATHNE
HEN JERSEY NASS C
ANIMOTION
SON BAND
JESSEY NASS C
ANIMOTION
DIALY, JAPER 6
HEADY FOR THE MOR
DIAMA NOSS
JEFFREY OSSONER
ELTHALK
HOLLINGSHIP
ELT

OW DO YOU CELEBRATE ACK HISTORY MONTH?

DeBARGE "Rhythm of the Night

... in the soon-to-be-released Motown motion picture, "Berry Gordy's The Last Dragon"

Black/Urban: 31 A/C: 22 CHR BREAKERS 189/45-74% DEBUT S



66In My House 1741GF









"Nightshift"

Black/Urban: 2 A/C BREAKERS 10 CHR BREAKERS 155/30-61%

DAZZ BAND

"Heartbeat" 1775MF

The heartbreaker continues Black/Urban to jump high on the charts!! BREAKERS







WN GIVE HITS FROM SOME OF THE ACK ARTISTS TODAY!

AND EVERBODY KNOWS

MOTOWN DELIVERS, ALWAYS HAS. . . ALWAYS WILL



February 22, 1985

- DAVID SANBORN/Straight To The Heart (WB) 33
- SCOTT COSSU/Islands (Windham Hill)
- 0 SKYWALK/Silent Witness (Zebra)
- PAQUITO D'RIVERA/Why Not! (Columbia)
- RODNEY JONES/When You Feel The Love (Timeless/Zebra)
- BOB THOMPSON/7 In 7 Out (Rainbow)
- MANHATTAN TRANSFER/Bop Doo-Wopp (Atlantic)
- GEORGE BENSON/20/20 (WR)
- BORRY HUTCHERSON/Good Bait (Landmark) 23
- JAMES WILLIAMS/Aiter Ego (Sunnyside) 13
- ARTHUR BLYTHE/Put Sunshine In It (Columbia)
 - DAVE GRUSIN/One Of A Kind (GRP)
- PAT METHENY/First Circle (WB)
- JACKSON/BROWN/WALTON/ROKER/It Don't Mean A Thing If You...(Pablo
 - ART BLAKEY & JAZZMESSENGERS/Album Of The Year (Timeless/Zebra) 16 CLAUDE BOLLING TRIO/Jazz A' La Française (Columbia)
- 16 17
- JOE FARRELL/LOUIS HAYES QUARTET/Vim 'N' Vigor (Timeless/Zebra) 1
- VICTOR FELDMAN/Fiesta (Palo Alto) 10
- DIANE SCHUUR/Deedles (GRP) 12
- LAUREL MASSE/Alone Together (Pausa) 14
- 21 E. FITZGERALD/D. ELLINGTON/Stockholm Concert, 1966 (Pablo Live)
- 2 ROSEANNA VITRO/Listen Here (Texas Rose) 28
- 25 1 L. SUBRAMANIAM & S. GRAPPELLI/Conversations (Milestone/Fantasy)
- 22 COTTON CLUB/Soundtrack (Geffen)
- BARRY MANILOW/2:00 AM Paradise Cafe (Arista) DEBUT >3
- SHADOWFAX/The Dreams Of Children (Windham Hill) 20
- IN SYNC/Sync Or Swim (Silver Seven) DEBUT 2 RED GARLAND/So Long Blues (Galaxy)
 - 29 29 AL JARREAU/High Crime (WB)
 - WYNTON MARSALIS/Hot House Flowers (Columbia)

Black/Urban stations contributing to Jazz:

WKND/Hartford, Melonae McClean; WGIV/Charlotte, Hal Harrill; KJCB/Lafavette, Beatric Evans: WYLD-FM/New Orleans, Dell Spencer: WGCI/Chicago, Graham Armstrong; WDMT leveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey

NEW PULSE JAZZ BAND "Boogie Man" (Kilmarnock) 13/4
Rotations: Heavy 1/0, Medium 5/1, Light 7/3, Extra Adds 0, Total Adds 4, WUWM, KCSC, KUOP, WHRO. Heavy: WVPE. Medium

JAY LEONHART w/JOE BECK "There's Gonna Be Trouble..." (Sunnyside) 12/5 Rotations: Heavy 20, Medium 4/1, Light 4/2, Extra Adds 2, Total Adds 5, WMOT, KTCJ, KUOP WHRO, KLSK. Heavy: WYRS. KLON. Medium: WFAE, WUSF, KLON.

RECOIL "The Fantasy Continues" (Pausa) 11/7
Rotations: Heavy 171, Medium 4/2, Light 4/2, Extra Adds 2, Total Adds 7, KERA, WZAM, WBBY, KJZZ, WFSS, WMGI,

BOBBY SHEW QUARTET "Breakfast Wine" (Pausa) 10/10
Rotations: Heavy 2/2, Medium 2/2, Light 3/3, Extra Adds 3, Total Adds 10, WNOP, WBBY, WKSU, KKGO, KJZZ, KJAZ,

FUSE ONE "Ice" (GNP Crescendo) 10/2
Rotations: Heavy 3/0, Medium 3/1, Light 3/0, Extra Adds 1, Total Adds 2, KERA, WNOP, Heavy: KBEM, KPLU, KRML. Medium:

LARRY CHERNICOFF "Gallery Of Air" (Muse/Art) 10/1
Rotetions: Heavy 1/0, Medium 5/1, Light 4/0, Extra Adds 0, Total Adds 1, WFSS, Heavy: WNUR. Medium: WMOT, WZAM, KCSC,

BUDDY TATE & AL GREY "Just Jazz" (Uptown) 9/5

Rosions: Heavy 1/1, Medium 7/3, Light 1/1, Extra Adds 0, Total Adds 5, WGBH, KBEM, KADX, KJAZ, WNUR. Medium:
WGGO. WKSU, WSS, WHRO.

DUKE ELLINGTON & HIS ORCHESTRA "Featuring Paul Gonsalves" (Fantasy) 9/2
Rotations: Heavy 1/1, Medium 7/1, Light 1/0, Extra Adds 0, Total Adds 2, KLON, WYBC, Medium: WGBH, WB

SHORTY ROGERS/BUD SHANK "Back Again" (Choice/Bainbridge) 9/0

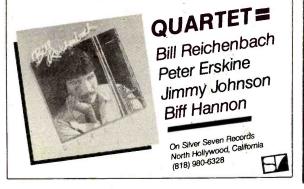
n 3/0. Light 4/0. Extra Adds O. Total Adds O. Heavy: KADX, WHRO, Medium: WBBY, WUSF, XHRM

TANIA MARIA "The Real Tania Maria: Wild!" (Concord Picante) 8/5
Rotations: Heavy 3/1, Medium 3/2, Light 1/1, Extra Adds 1, Total Adds 5, KJZZ, KPLU, KRML, KIFM, WKND. Heavy: WYRS,

YUSEF LATEEF "In Nigeria" (Landmark) 8/4
Rotations: Heavy 1/0, Medium 2/1, Light 4/2, Extra Adds 1, Total Adds 4, WYBC, KRVS, WNUR, KLCC. Heavy: WRTi. Med

NCU.
JOE PASS & J.J. JOHNSON "We'll Be Together Again" (Pablo) 8/4
Rotations: Heavy 3/1, Medium 2/1, Light 1/0, Extra Adds 2, Total Adds 4, WBEE, WUWM, KADX, KLON, Heavy: WBBY, WNUR.

CHARLIE ROUSE "Social Call" (Uptown) 8/2
Rotations: Heavy 1/0, Medium 4/1, Light 2/0, Extra Adds 1, Total Adds 2, KJAZ, KXPR. Heavy: WHRO. Medium: KADX, WFSS,



MOST ADDED.

BOBBY HUTCHERSON (14) Good Bait (Landmark) BARRY MANILOW (11) 2:00 AM Paradise Cafe (Arista) **BOBBY SHEW QUARTET (10)** Breakfast Wine (Pausa) DAVE GRUSIN (9) One Of A Kind (GRP) RECOIL (7)

The Fantasy Continues (Pausa)

DAVID SANBORN (21) Straight To The Heart (WB) SCOTT COSSU (18) Islands (Windham Hill) GEORGE BENSON (14) 20/20 (WB) SKYWALK (13) Silent Witness (Zebra) PAQUITO D'RIVERA (11) Why Not! (Columbia) BOBBY HUTCHERSON (11)

Good Bait (Landmark)

NYLONS "One Size Fits All" (Open Air) 8/1
Rotations: Heavy 3/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, KWMU. Heavy: WLOQ, KTCJ, KCSC, Medium: WMOT

GEORGE ADAMS/DON PULLEN QUARTET "Decisions" (Timeless/Zebra) 8/0
Rotations: Heavy 2/0, Medium 2/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: KUHF, KLCC, Medium: WGBH, KXPR.

Rotations: Heavy 2/0, Medium 2/0, Light 4/0, Estra Adds 0, Total Adds 0, Heavy: KUHF, KLCC. Medium: WGBH, KXPR.
TONY DuPUS: "Night Visions: "ARD) 7/4
Rotations: Neavy 0/0, Medium 2/1, Light 5/3, Estra Adds 0, Total Adds 4, WGBH, KERA, WUWM, KCSC, Heavy: KIFM.
ANDREAS VOLLENWEIDER "White Winds" (Columbia) 6/6
Rotations: Heavy 1/1, Medium 1/1, Estra Adds 00, Estra Adds 4, Total Adds 6, WFAE, WMOT, WZAM, WNOP, KTCJ.

RED HOLLOWAY "Nicas Dreams" (SteepleChase) 6/3
Rotations: Heavy 2/0, Medium 3/2, Light 1/1, Extra Adds 0, Total Adds 3, WGBH, WUWM, KLCC. Heavy: KADX, WVPE. Medium:

JEFF LORBER "Step By Step" (Arista) 6/2 Rotations: Heavy 1/0, Medium 3/0, Light 2/2, Extra Adds 0, Total Adds 2, WJZZ, KTCJ, Heavy: WZAM, Medium: WNOP, KIFM,

WYOI.

"BOOM "Collage" (Soul Note) 6/2

Rotations: Heavy 5/1, Medium 1/1, Light 100, Extra Adds 0, Total Adds 2, WNUR. KLCC. Heavy: WBGO. WDET, WKSU, WYBC.

ARCHIE SHEPP "Down Home New York" (Soul Note) 6/2

Rotations: Heavy 1.0, Medium 4/1, Light 1/1, Extra Adds 0, Total Adds 2, KWMU, KLCC. Heavy: WYBC. Medium: WRTI, WDET,

FALCON & THE SNOWMAN Soundtrack (EMI America) 6/1

Light 1/0, Extra Adds 0, Total Adds 1, WFSS. Heavy: WMOT, KRVS, KIFM. Medium: KTCJ.

WASJU.

MAXINE SULLIVAN "'Great Songs From Cotton Club" (Stash) 6/0
Rotations: Heavy 2/0, Medium 1/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WBG0, WYRS. Medium: WFSS.

DAVE BRUBECK QUARTET "For Iola" (Concord) 5/4
Rotations: Heavy 2/2, Medium 1/0, Light 0/0, Total Adds 2, Total Adds 4, WM0T, KPLU, WVPE, KXPR, Medium: WYRS.

Roations: Heavy 2/2, Medium 10, Light 100, Total Adds 2, Total Adds 4, WMOT, KPLU, WVPE, KXPR, Medium: WYRS. ROB. McCONNELL & BOSS BRASS "Live In Digital" ("Palo Atto) 5/4.

Rotations: Heavy 0/0, Medium 11, Light 2/1, Earta Adds 2, Total Adds 4, WBGO, WNOP, WFSS, KXPR.

STEVEN SCHOENBERG "Pianoworks" (Quabbin) 5/4.

Rotations: Heavy 0/0, Medium 10, Light 4/3, Earta Adds 1, Total Adds 4, KERA, KJZZ, KMHO, KLCC.

JOE NEWMAN & JOE WILDER "Hangin" Out" (Concord) 5/2.

BILL BARRON "Variations In Blue" (Muse) 5/1

Rotations: Heavy 10, Medium 10, Light 1/2, Earta Adds 1, Total Adds 1, KJAZ, Heavy, KJZZ, Medium: WHRO, WKND.

MORGANA KING "Portraits" (Muse) 5/1

MORGANA KING "Portraits" (Muse) 5/1

MORGANA KING "Portraits" (Muse) 5/1

Light 10, Light 10, Editor 20, Light 110, Earta Adds 1, Total Adds 1, KJAZ, Medium: WHRO, WKND.

0/0, Medium 3/0, Light 1/0, Extra Adds 1, Total Adds 1, KJAZ. Medium: WBEE, WFSS, WKND.

LISA RICH "Listen Here" (Discovery) 5/1
Rotations: Heavy 3/0, Medium 1/0, Light 0/0, Extra Adds 1, Total Adds 1, WBGO, Heavy: WYRS, KJAZ, WHRO, Medium: KKGO.

PATRICK WILLIAMS "Dreams & Themes" (Allegiance) 5/1
Rotations: Heavy 2/0, Medium 2/1, Light 1/0, Extra Adds 0, Total Adds 1, WVPE, Heavy; KTCJ, KRVS, Medium: KLSK.

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

FITKESALD & SELT DAVE GRISSEL HAPPTON HOMES DEBAN MASHERITON AST PAREN SCHAMES

MEZ. TOPME DAVE COLUEN DAVE COLUEN

52 Reporting Stations

WLOG/Orlando Paul Gerardi

JAMES WILLIAMS

HOCKMENT I VICTOR PELLIPAN DAVID SAMBORN SCHOOLS SCHOO

BED CARLAND
ARTHER SILVINE
SCITTE INCOORD
DAYID SANBORN
BOTCOCK
LONEY MUTCHES
LONEY MUTCHES
SCITT COSSU
ART SLAPEY
PRE MUTHENY

KPLU/Tecoma-Charles Toma

MILIT DAYSON
MESSICA PARLISM
NEW PLASE DAIS IN
LINY LECONARY
HOT DAIS WILLIAMS
NOCUTE D'SI WESA
LAUSE, MAGGE
TOMBY MITOGRADIA

KJAZISan Francisc Bob Parlocha (*)

KLSK/Santa Fe (*

AST IMBoston Jackson J	GREG PACIONA	WRTEPhiladerphie Peter Gouzoussia nome Bosteret: Bosteret: BOSTERET MUTDOSIN BURBY MUTDOSIN MUTDOSINON MUTDOSINON MUTDOSINON WYRS/Stambord Rick Petrons (*) CLAIRE BOKLDISH CHAIRE BOKLDISH DAYED SARGEN	SOUTH WHARCHA-lotte Peus Stribbling NOBY HITTORESKIN ANEROSK VOLLESHIT BOXTH CORREC LANCE LANCE LANCE LONGE KERADBIRSH PEU WORTH	WESSIFE Tom Henri ROSSANA L. SUSSAN PALCON & LARRY CO DAVE CREI ROSSY SH ROSS HODO CANADASSAN HOREAS HOREAS HOREAST DAVID SA
S WILLIAMS S WILLIAMS UN BLYTTE T COSSU JOHNS BELLIATION OFBWHATO MOUNT MALMENOS SETT D SANGERO S WILLIAMS TTO D THUMBHA CESPALLS ALE	ARONE SEEP LICENT RETIRES ANDERAS VOLLINATI WESGOTHERS ROBINATION RESIDENT ROBINATION RO	GERRACE INSERTS STONELLE ROCK-SER I ROCK-SER I ROCK-SER I ROCK JAN LEISBAUT PALL SECTIO CUANE PISCODE	LO BUSINESSE THERE CORE PERCOTE PERCO	SKYNOLIK ARTHER B KCKSZANAN WMGUK BIII Han PRODEL DAYTO O JEANSE SKYNOLIK S
IDWE			PAGETTO D'REVERA BOS THEMESON RECORDY JONES	

CLACOE BOLLING

HAY HANTII AMINA CLAI TONY SCOTT

SOUTH COSSISSION OSSISSION OSSISSION

WEST

CEMBY NEGETOS CASE ELLINATON PASS & JUDICION HICHARL ORBANI ESDANY CALCAR RECHELY JORES STERMANE GRAIP HOCKWILL JOHN MODD

SASKY HANDE STEVEN SCH BORRY SKEN

The following station called in a frozen playlist:

WRTI/Philadelphia The following station failed to report this week; its playlist was frozen

KKSN/Portland

Editor's Note: WJAX/Jacksonville is no longer a reporting station.



NATIONAL AIRPLAY/50

4	_	=	- OY	repruary	4,	1900	
	Two Leet			Total			
	Wenks We	0	EVILE/Cross, For Vers Love /Enje)	Reports/Adds	Heav		Light
5	2 2	ĕ	EXILE/Crazy For Your Love (Epic)	160/1	139	17	4
10		_	LEE GREENWOOD/You've Got A Good Love Comin' (MCA)	159/0	130	25	4
8	4 1		GLEN CAMPBELL/A Lady Like You (Atlantic America)	156/0	126	23	7
13			STEVE WARINER/What Didn't Do (MCA)	161/0	117	36	8
16		_	KENNY ROGERS/Crazy (RCA)	160/3	117	33	10
3	3 3	ò	DAN SEALS/My Baby's Got Good Timing (EMI America)	154/1	122	20	12
18		=		162/0	101	58	3
20			RAY CHARLES w/WILLIE NELSON/Seven Spanish Angels (Columbi		102	48	_ 11
9	6 5	0	THE STATLERS/My Only Love (Mercury/PG) MICHAEL MARTIN MURPHEY/What She Wants (EMI America)	150/1	118	23	9
15	13 12 22 18	=	BELLAMY BROTHERS/I Need More Of You (MCA/Curb)	153/0	77	62	14
	18 15		JOHN SCHNEIDER/Country Girls (MCA)	162/0 159/1	59	92	11
24			EARL THOMAS CONLEY/Honor Bound (RCA)	161/1	63	79	17
	21 19		NITTY GRITTY DIRT BAND/High Horse (WB)		63	85	13
	1 9		GARY MORRIS/Baby Bye Bye (WB)	160/3	61	80	19
2	28 20		ALABAMA/There's No Way (RCA)	163/2	84 39	30	17
	25 23		JOHNNY LEE/Rollin' Lonely (Full Moon/WB)	159/3	42	100	24
	27 24		ANNE MURRAY/Time Don't Run Out On Me (Capitol)	159/3	42	95 98	22 21
	23 21		GEORGE JONES w/BRENDA LEE/Hallelujah, I Love You So (Epic)	143/1	45	80	18
	24 22	ã	JANIE FRICKE/The First Word In Memory Is Me (Columbia)	154/3	34	100	20
	29 25	=	JUDDS/Girls Night Out (RCA/Curb)	159/2	33	102	24
	12 11		VERN GOSDIN/Slow Burning Memory (Compleat/PG)	123/0	66	41	16
	31 28		DOLLY PARTON/Don't Call It Love (RCA)	152/5	26	91	35
1	5 13		MEL McDANIEL/Baby's Got Her Blue Jeans On (Capitol)	111/0	59	33	19
	30 27		DAVID ALLAN COE/She Used To Love Me A Lot (Columbia)	138/5	32	71	35
39			GEORGE STRAIT/The Cowboy Rides Away (MCA)	153/6	23	84	46
	33 30		WAYLON JENNINGS/Waltz Me To Heaven (RCA)	148/5	29	81	38
	38 31		MICKEY GILLEY/I'm The One Mama Warned You About (Epic)	149/2	14	81	54
12	10 14		GUS HARDIN w/EARL THOMAS CONLEY/All Tangled Up In Love (I		47	41	20
	35 32		HANK WILLIAMS JR./Major Moves (WB/Curb)	144/7	22	76	46
43	39 34		B, MANDRELL/L. GREENWOOD/It Should've Been Love By Now (M		13	84	46
_	43 37		REBA McENTIRE/Somebody Should Leave (MCA)	134/10	3	69	62
-	44 38		SAWYER BROWN/Step That Step (Capitol/Curb)	130/9	3	71	56
44	40 36		SHELLY WEST/Now There's You (Viva)	123/4	10	68	45
19	17 16	35	LACY J. DALTON/If That Ain't Love (Columbia)	110/0	42	46	22
47	42 39	3	RESTLESS HEART/Let The Heartache Ride (RCA)	125/9	9	63	53
_	- 41		EDDIE RABBITT/Warning Sign (WB)	121/16	3	55	63
7	15 26	38	ED BRUCE/You Turn Me On (Like A Radio) (RCA)	72/0	26	28	18
-	- 42	39	SYLVIA/Fallin' In Love (RCA)	110/6	. 2	46	62
BRE	AKER	40	CHARLY McCLAIN/Radio Heart (Epic)	109/19	1	45	63
-	46 43	0	JOHN FOGERTY/Big Train (From Memphis) (WB)	93/3	4	49	40
-	48 44	B	FORESTER SISTERS/(That's What You Do) When You're (WB)	105/9	4	48	53
	20 33		JOHN ANDERSON/Eye Of A Hurricane (WB)	74/0	23	37	14
DE	BUT	4	RONNIE McDOWELL/In A New York Minute (Epic)	87/33	0	19	68
4	16 35		OAK RIDGE BOYS/Make My Life With You (MCA)	49/0	16	22	11
-	- 50		MAINES BROTHERS BAND/Everybody Needs Love (Mercury/PG)	78/9	2	31	45
			EDDY RAVEN/She's Gonna Win Your Heart (RCA)	45/0	9	24	12
-	BUT		JOHN CONLEE/Working Man (MCA)	75/38	2	20	53
_			T.G. SHEPPARD/One Owner Heart (WB/Curb)	43/0	9	18	16
[_DE	BUT	600	NICOLETTE LARSON/Only Love Will Make It Right (MCA)	81/11	1	24	56

MOST ADDED ®

JOHN CONLEE (38)
Working Man (MCA)
KENDALLS (35)
Four Wheel Drive (Mercury/PolyGram)
RONNIE MCDOWELL (33)
In A New York Minute (Epic)
GENE WATSON (29)
One Hell Of A Heartache (MCA/Curb)
MARK GRAY & TAMMY WYNETTE (20)
Sometimes When We Touch (Columbia)
CHARLY McCLAIN (19)
Radio Heart (Epic)
BILL MEDLEY (19)
Is There Anything I Can Do (RCA)
T.G. SHEPPARD (16)
You're Going Out Off My Mind (WB/Curb)
GALL DAVIES (16)
Nothing Can Hurt Me Now (RCA)
EDDIE RABBITT (18)
Warning Sign (WB)

HOTTEST

RAY CHARLES with WILLIE NELSON (68) Seven Spanish Angels (Columbia)
GLEN CAMPBELL (51) A Lady Like You (Atlantic America) **EXILE (49)** Crazy For Your Love (Epic) THE STATLERS (43) My Only Love (Mercury/PolyGram) KENNY ROGERS (35) Crazy (RCA) . LEE GREENWOOD (35) You've Got A Good Love Comin' (MCA) STEVE WARINER (32) What I Didn't Do (MCA) DAN SEALS (28) My Baby's Got Good Timing (EMI America) MEL MCDANIEL (21)
Baby's Got Her Blue Jeans On (Capitol) **GARY MORRIS (21)** Baby Bye Bye (WB)

MOST ADDED & MOTTES! list those song achieving the most adds nationally, and the song reported mottes: compiled from all our reporters. The number is parentnesses immediately relicioning the songs in Most Added a Hottest Indicate the total number of country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS.

CHARLY McCLAIN Radio Heart (Epic)

On 67% of reporting stations. Rotations: Heavy 1, Medium 45, Light 63, Total Adds 19 including WCAO, WAJR. CHOW, WYNK, WUSY, KIKK, KYXX, WSLR, WUBE, WIRE, WTHI, KTPK, KGHL, KMAK, KEIN. Moves 46-40 on the Country chart.

The Information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Friday, 2-15-85.

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HOLLYWOOD, CA 90028

213-462-2351



NEW & ACTIVE

RONNIE McDOWELL "In A New York Minute" (Epic) 87/33

KRND, WMM. WFMS, WOAF, KAXY, KUSN, KRAK, Debus at number 44 on the Country chart.

NICOLETTE LARSON "Only Love Will Make It Right" (MCA) 81/11

Rotations: Heavy 1, Medium 24, Light 65, Total Adds 11, WSEN, WILD, KIKK, KYKX, KILL, WSLR, WIRE, KFKF, WMIL, KCJB, KRST, Heavy: WOKK, Medium: WGAA, WSGW, WCXI.

"(McARRIVE) (MCARRIVE) (MC

KISS. Resery: WUKK. Medium: WINA. WISUW. W.-XI.

MAINES BROTHERS BAND "Everybody Needs Love..." (Mercury/PolyGram) 78/9

Rotations: Heavy 2, Medium 31, Light 45, Total Adds 9, WPOR, WXBD, KXYL, WWOD, WNNI, KSO, KXXY, KGA, KCUB. Heavy:

KIKK, KLLL. Medium: WSNO, WWVA, WUSQ, KRSY. Moves 50-46 on the Country chert.

KEITH STEGALL "California" (Epic) 76/13
Rotations: Heavy 2, Medium 28, Light 46, Total Adds 13, WGNA, WAJR, CHOW, WVMI, KXYL, KHEY, WESC, WGEE, WFMS, WIRE, WMIL. WTHI, KRKT, Heavy, KYKY, WWJO.

JOHN CONLEE "Working Mann" (MCA) 75/38
JOHN CONLEE "Working Mann" (MCA) 45/38
Rotations: Heavy 2, Medium 20, Light 53, Total Adds 38 including KASE, WFMS, KEBC, WXCL, KTPK, KRKT, KUGN, KFRE, KCUB, Obbuts at number 48 on the Country chart.

KCUB, Obbuts at number 48 on the Country chart.

KCUB. Debuts at number 48 on the Country chart.

MARK GRAY & TAMMY WYNETTE "Sometimes When We Touch" (Columbia) 73/20

Rotations: Heavy 2, Medium 18, Light 53, Total Adds 20 including WPOR, WWVA, KMML, KXYL, KYKX, WLWI, WMNI, WONE, WAXX, KWMT, WFMS, KXXY, KTPK, KMAK, KRSY.

GAIL DAVIES "Nothing Can Hurt Me Now" (RCA) 70/16
Rotetions: Heavy 0, Medium 18, Light 52, Total Adds 16, WGNA, WAJR, WXBQ, WUSY, KSSN, WUSQ, KWMT, WITL, WTSO, WMIL, KCJB, KXXY, WXCL, KTPK, KKCS, KUGN.

WMIL. KCJB. KXXY, WXCL. KTPK, KKCS. KUGN.

BENNY WILSON "Acres Of Diamonds" (Columbia) 53/6

Rottonics: Henry 1, Medium 15, Light 37, Total Adds 6, WPOR, KXYL, WEZL. KBMR, WCUZ, KMAK.

Rottonics: Henry 1, Medium 14, Light 35 including WGNA, WPOR, WYII, WEZL. WLWI, KKYX, WMNI, WOW. WTOD, KYOT, KKCS. MAK. KTOM. KGA.

SIGNIFICANT ACTION

MARIE OSMOND "Until I Fall In Love Again" (Capitol/Curb) 47/2 Rotations: Heavy 2, Medium 13, Light 32, Total Adds 2, KOIL, KEIN. Heavy: KKYX, WCUZ. Medium: KMML, WEZL, KBMR, WXCL, KTOM. KIOO.

KTOM, KIGO.

GENE WATSON "One Hell Of A Heartache" (MCA/Curb) 45/29

Rotations: Heavy 1, Medium 9, Light 35, Total Adds 29 including WCAO, WPOR, WEZL, KIKK, KSSN, KRMD, KSO, KEBC,

TONY ARATA "Sure Thing" (Noble Vision) 45/0
Rotations: Heavy 0, Medium 12, Light 33, Total Adds 0. Medium: WVAM, WBGW, WYII, KMML, WDXE, KYKX, KKYX, KBMR, WITL, KRSY.

TARI HENSLEY "I'm The One Who's Breaking Up" (Mercury/PolyGram) 32/3 Rotations: Heavy O, Medium: 5, Light 27, Total Adds 3, WWVA, WESC, WWOD, Medium: WWYI, KMMIL, KKYX, KFGO, WTOD.

BILL MEDLEY "Is There Anything I Can Do?" (RCA) 31/19
Rotations: Heavy 0, Medium 6, Light 25, Total Adds 19 including WDSY, WWVA, WDXE, WLWI, WIRK, WOW, WXCL, KKCS, KCCY, KGA.

KCCY, KGA.

ZELLA LEHR "You Bring Out The Lover In Me" (Compleat/PolyGram) 31/2

Routions: Heavy 1, Medium 6, Light 24, Total Adds 2; WTOD, KWJJ. Heavy: KKYX. Medium: WGNA, WYII, KRMD, KBMR, KIGO.

DAVID FRIZZELL "Country Music Love Affair" (Viva) 30/13
Rotations: Heavy 0, Medium 5, Light 25, Total Adds 13 including CHOW, WYII, KKYX, KRMD, KFGO, WOW, WTOD, KVOO, KRKT, KGA.

TOM JONES "Give Her All The Roses" (Mercury/PolyGram) 30/11
Rotations: Heavy O, Medium 3, Light 27, Total Adds 11 including WTSV, WYII, KMML, WESC, WWOD, WLWI, KRMD, WTSO,

KEITH WHITLEY "A Hard Act To Follow" (RCA) 30/3
Rotations: Heavy O, Medium 2, Light 28, Total Adds 3, KRWO, KQIL, KFTN. Medium: WWJO, KFDI. Light: WTSV, WYII, WWOD.

DEL SHANNON "In My Arms Again" (WB) 21/14
Rotations: Heavy O, Medium 1, Light 20, Total Adds 14 including WVAM, CHOW, WYII, KRRV, KMML, KKYX, WTSO, KVOO.

KIKKI, KRSY.

MARGO SMITH "Take Your Memory When You Go" (Bermuda Dunes) 21/2

Rotations: Heavy O, Medium O, Light 21, Total Adds 2, WONA, KOIL, Light: WVAM, WOKK, KRMD, KBMR, WTOD, KEIN, KRSY.

BILL ANDERSON "Wino The Clown" (Swanes) 20/4

Rotations: Heavy O, Medium 3, Light 17, Total Adds 4, WCAO, KMML, WAXX, KMAK, Medium: KKYX. WITL.

CARLETTE "Any Way You Want Me" (Oak) 20/1
Rotations: Heavy O, Medium 3, Light 17, Total Adds 1, KIGO, Medium: KMML, WTOD, KVOO, Light: WYII, KRRV, KFGO, WOW,

GARY WOLF "'It's My Life" (Mercury/PolyGram) 18/8
Rotations: Heavy O, Medium O, Light 1B, Total Adds B, WTSV, KRRV, WOKK, KRMD, KBMR, KEGO, KTOD, KQIL, Light: WSNO.

MASON DIXON "Only A Dream Away" (Texas) 18/3
Rotations: Heavy 0, Medium 5, Light 13, Total Adds 3, WXCL, KTOM, KGA, Medium: KMML, KLVI, KKYX, KRMD, Light: WWVA,

KRRY, WOW.
LOBO "Am I Going, Crazy" (Evergreen) 18/3
Rotations: Heavy 0, Medium 2. Light 16, Total Adds 3, WTSV, WTOD, KRKT. Medium: WVAM, WCUZ. Light: WYII, KRRV, WDXE.
KRMD, KRWD. KRSY.

ADAM BAKER "I Can See Him In Her Eyes" (Signature) 18/3
Rotations: Heavy O, Medium 1, Light 17, Total Adds 3, WWOD, WOKK, WTOD. Medium: KIGO. Light: WBGW, WSNO, WYIII,

NATA: REDU. NOST.

T.G. SHEPPARD "You're Going Out Of My Mind" (WB/Curb) 17/16
Rotations: Heavy O, Medium 3, Light 14, Total Adds 16 including WVAM, WILQ, WAMZ, WGKX, WIRK, WCXI, WCUZ, KXXY,

CARL JACKSON "All That's Left For Me" (Columbia) 17/7 Rotstions: Heavy O, Medium 1, Light 16, Total Adds 7, WGNA, WOKK, KKYX, KRMD, KFGO, WTOD, KFRE.

Rotations: Heavy O, Medium 1, Light 16, Total Adds 7, WGNA, WOKK, KKYX, KRMD, KFGO, WTOD, KFRE.

LEON RAINES "It Happens Every Time" (Atlantic Americal 12/1
Rotations: Heavy O, Medium 1, Light 11, Total Adds 1, KFGO, Medium 1, LVL, Light: WSNO, KRRV, KKYX, KRMD, WAXX, KVOO,
ROTATION CONTROL OF THE ACTION OF T

WHITES "If It Ain't Love" (MCA/Curb) 11/11
Rotations; Heavy O, Medium 2, Light 9, Total Adds 11 including WVAM, KMML, WDXE, WUSQ, WCXI, KRWQ, KQIL, KWJJ,

Rotations: Heavy 0, Medium 2, Lyun 4, KRSY, KTOM.
SIERRA "The Almighty Lover" (Awesome) 11/0
SIERRA "The Almighty Light 10, Total Adds 0. Light: W

DIERMA I THE AHMIGHTY LOVER | JAWESOME) I I/O
Rotations: Heavy 0, Medium 1, Light 10, Total Adds 0, Light: WKYG, WMNI, WIRE, WITL, KEIN.
WOLVERINE CANYON "Two People Making Love" (MCA) 8/1
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, WOW, Medium; KIGO, Light: WVAM, WEZL, WKSJ, KRMD, KRKT, KRSY

COUNTRY ALBUM TRACKS

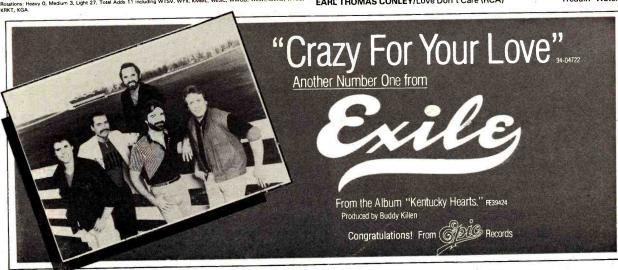
Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)

Album Title

Does Fort Worth Ever ... GEORGE STRAIT/Any Old Time (MCA) Don't Make Me Wait... SHELLY WEST/I'll Dance The Two-Step (Viva) 40 Hour Week ALABAMA/Forty Hour Week (RCA) Does Fort Worth Ever... GEORGE STRAIT/The Fireman (MCA) 40 Hour Week ALABAMA/Down On Longboat Key (RCA) SHELLY WEST/Don't Make Me Wait On... (Viva) Don't Make Me Wait... Why Not Me JUDDS/Drops of Water (RCA/Curb) EMMYLOU HARRIS/Rhythm Guitar (WB) The Ballad Of Sally Rose Country Boy RICKY SKAGGS/Country Boy (Epic) One Good Night Deserves Another STEVE WARINER/Heart Trouble (MCA) GEORGE JONES w/BARBARA MANDRELL/Daisy Chain (Epic) Lady's Choice JANIE FRICKE/Another Man Like That (Columbia) The First Word In Memory... Real Love DOLLY PARTON & KENNY ROGERS/Real Love (RCA) Where Is A Woman To Go GAIL DAVIES/Break Away (RCA) Why Not Me JUDDS/Bye Bye Baby Blues (RCA/Curb)

EARL THOMAS CONLEY/Love Don't Care (RCA) Treadin' Water





Regional Adds & Hots

MOST ADDED Kendalls (Mercury/PG) Del Shannon (WB) Ronnie McDowell (Epic)

HOTTEST EAST Glen Campbell (Atlantic America) Exile (Epic)

MOST ADDED Kendalis (Mercury/PG) John Conlee (MCA) MIDWEST HOTTEST

MOST ADDED John Conlee (MCA) Ronnie McDowell (Epic)

SOUTH HOTTEST R. Charles w/W. Nelson (Columbia Glen Campbell (Atlantic America MOST ADDED

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GENE WOTSON
NITTES
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DAN STALS
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STEVE WARNER
XERRY NO CENS WAJR
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TON JONES
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GENT VARIER
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GAZ CHARLES WDAF
Kensae CRy, MO
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EDDIE RAMBITT
JOHN SCHWEIDER
KEMNY ROCKES
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CARY HONELS
RECHY SHAZZES KFKF Kansas City, MO WKSMF
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SILL MEDIAT
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BELLANY SHOTHERS
SELTEY GRITTY DIRT
ANDER HUBBATT
COLLY PARTON

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DEMNIS HODOMELL
DEM, SHAMMON
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VERICE GILL
VERNAULS
T.G. SHEPPARE
STEVE BALLE
ECTAGE:
STATLEM
EXILE
BILLARY SHOTHERS
JOENS
REVER GRETTY DERY WBCS Milwaukee, Wi none Not t est : KTTS-AM/FM Springfield, MO Nottest: WDGY Minnespolis none Nottest: HOCTOR: KCJB Minot, ND Minot, ND
DAVID MALAM CDE
STODLETTE LA RECU
GAIL GAVIES
HOTSHOT
DAM MEALS
LACY J. DALTOS
LEE GREENHOOD
REMNY ROCENS
DOS WILLIAMS WIL-AMIFM St. Louis, MO name Nost est : K102 St. Paul, MN KEBC-FM Oklahoma City, OK Oklahome City, source & recomme. John concer Gray & Willette Gene War Ech Hotself : NEL HODANI EL RAY CHARZE STATLERS STATLERS WTHEFM Terre Heute, IN TOTAL PROUSE, IN
JOSES CONLER
CHARLY MOCLADE
EXITE STEGALL
ROCKOS!
LIKE GAZENHOUD
STEVE WARRING
RAY CHARLES
ANNE HORRAY KXXY Oxiahoma City, OK CHAINMAN CHY, G CRAY & WHATTER DOWNE M. CONCOMELL GAIL DAYIES T.G. SKEPPAND JAKIE FRICKE HADDES SMOTHERS MACLENIE: JOHN MITHELIDER MAYLON LIMEIROS RAY CHARLES LEE GREENHOOD MAZADAN ANTE MORALY
WYOD
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JOHN CORLE
ESPONALS
ROWNER ROCKERS
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ROC WOW-AMFM Omeshe, WE GENE WATSON FERNALIS MADURENTE CANT DEL SAMMIN BALL REDGET ANY DELEGAT ANY DELEGAT ANY DELEGAT ANY DELEGAT ANY DELEGAT ANY DELEGAT ENNY NOCES ENNY ENNY NOCES ENNY NOCES ENNY NOCES ENNY NOCES ENNY NOCES ENNY NOCES ENNY NOCE KTPK-FM
Topeks, KS
CHARLY ROCLADM
REPONLES
STAVIA
GRAY & MYMETTE
GAIL DAVIES
ROCKEST:
HOL HONDELL
VERW GOEDIN
LOAS BELLE
GASY NORNIE
GASY NORNIE KMPS-AMFM Souttle, WA Sectio, WA

ANNE REMAIN
EDGIE MARSITY
REFELENCE MARSITY
REFELENCE MARSING
FORTH MARSING
STATLESS
STATL Tules, OK
JOHN CENTER
JOHN CENTER
JOHN WESTON
BACKTHACK
ENDOLLS
BAYTHACK
ENDOLLS
BAYTOSTELL
BAYTOST KRPM Tacoma, WA BODIE RABBITT FORDTER BISTER BETLE STEVE WARINES BAY CRARLES MANAGE JOHNS KWEN Tulsa, OK MAYLON JERNIN BOCLAST, EXILE LEE GREENWOOD DON WILLIAMS STEVE WARRES RAY CHARLES KGA Spokene, WA Spokane, WA
JOHN COMMES
RUMDALLY
HARGH DIRON
GONT HIS SOM
NILL HERLEY
HADDES
ROWING
REAL
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SOUTH WAMZ-FM Louisville, KY WSIX-FM Nashville, TN CHARLES HOUSELL
GAIL DAVIES
HONGE HODOWALL
TOTIONS
STATIONS
GLEN CHARLES
ALMANA
FORESTER EISTER none Nottest: WCOS-AM/FM Columbia, SC WCMS-FM Norfolk, VA Alexandria, LA
CERT MATEOR
DAVID PRIZITELL
KENDALLE
DEL SOLMHON
GNAY & WINETTE
GARY WOLF
GARY WOLF
ROTTER
HOTOLET
CIEM COMPREL
DAM SEALS
PAY CHARLES
BETWEE WANDERE
KENNY POCEPS CONUMBIA, SC REBA HGENTIRE CHARLT HCCLADS JOHN FOCKBRY RESTLESS HEART HOHNIE RODRILL BOTTAGE HUMPHET DAN MEALS JOHN SCHWEIDER GLES CAMPBELL ED BRICE ED BRICE ED BRICE ED BRICE ED BRICE Hottest: Lubbock, TX
JOHN COMES
ROWLE MCDOWELL
ETGE HAMSTY
HICOLOTYE LABOR
BULLANT SHOTHERS
GEORES JOHNS
JOHNS LEE
RAY CHARLES
DOR WILLIAMS NOME

KYXX

Odmens, TX

SANTER SKOWN

DOLLY PARTON

ETO IS ALBS:TY

CHARLY PACLADE

RATCHER

FRATCHER

FRA KAMAL
AMBETRO, TX
MELTEE
JOHN CORLER
DEL SALANDER
GRAY & MYSETT
TON JOHNE
BILL PROTIET
BILL PROTIET
BILL ANDERSON
HOTELE
STATUR BE
GLEN CARREST
EXTERNOOD
DOB WILLIAMS WWOO Lynchburg, VA Lynchburg, VA
MADRES MOTHERS I
THEN HEMELEY
ADDA DATES
BILL REDLAY
JORY COMMER
EXHIBALS
GERE MAE DOR
HOCKERS
HOCKERS
STATLERS
BAND, THOMAS COMME
SELLE
MAY COMMERS
BAND, THOMAS COMME
MESTER WPAP-FM Paneme City, FL none Notteet: KPLX-FM Dalles/Fi. Worth come not task i WKLO Denville, KY KASE Austin, TX Denville, KY ECOIS RABBITY JOHN COMER JOHNY LEE HOTE-EN: SIELE STATLE NS REMY SOCIES NAT CHARLES NEL HIDWO EL JORN COMLER HOLLES : HAY CHARLES GBORGE STRAIT SEBA RETWINE LEE GREENWOOD JOHNLY LES WMC-AM Memphis, TN T.C. BHEPPARD ROTLERS: HEL HOLANI EL SITTY EXITTY DERT CEDEST STALLT SELLANY ROTTYERS RAY CHARLES WYNK Baton Rogue, LA WTVY Dothan, AL none Botteet: JOHN CORLE NORTH MEDOWELL TOR JOHES CHARLY MEST GRAY MOCKAS SMELLY WEST GRAY E MINETE BAY GARLES EARL TRONGS CONCE WISTY GRITT BURN BELLANT BOTHERS GEOFGE STRAIY KHEY El Paso, TX EI PARO, TX
CHARLY HOCLAIN
XEITH STECALL
HOCKER:
GARY HORRIS
DAN MALS
EXILS
EXILS
LEE GREENWOOD
RAY CHARLES KKYX
San Antonio, TJ
JOHN CHALET
COME WAS SON
HAVE OF SURELL
CAME, JACKSON
FROMELO
SELL HODEY
CLIFFOR JAMES'
ROTAGE
BICHARL
HODEY
CAME BEALE
BICHARL
MAY OWNER
MAY OWN T.G. SHEPPARD HEMMY ROCKIS ROCKING I STEVE WARRING GOS HARDDI PAY CHARLES AL MEANS Beaumont, TX
PRETLY ES HER PT
SERLELY WEST
LOTHE POCKETS
HONCE PYCOMECL
CAN'S WHETTE
BOTTAKE
JUDGE
DOW VILLIAMS
HATLON JENNINGS
RAWE WILLEAMS, JR. none Nottest: WESC-AMPIN Greenville, SC TARI MONELEY JOHN CONLEE HONGE MCCOMBLE TOK JONES EXTENS STROLL STATLE SE RAY CHARLES EXHIP FOCENS JOHN SCHORLING HANDSHLL & GREE Metidian, MS

NOWITE HIDDINEL

BILL MEDILEY

KENDALLS

GARY WOLF

CARL JACESON

ADAN SALVER

BOSTORY

ROSTORY

BOSTORY

BOSTORY

BOSTORY

JERON

FEMPLESS FEART

DAN SEALIS KRMO-AMFM
Shrawport, LA
GARY WOLF
TON JOHE
CARL MICHEM
CARL MICHEM
CARL MICHEM
CARL MICHEM
CARL MICHEM
CARL MICHEM
MICHAELE
CHIL WEFSON
MICHAELE
STORMALE
STORMALE
STORMALE
STORMALE
JAMES A MICHEM
MICHAELE
JAMES A MICHEM
MICH
MICHEM
MICHEM WVMI Biloxi, MS CHARLY MCCIAIN BANDY & STAMPLEY KETTH STEGALL HOTERST GIRN CHAPPELL FYATLE ME KENEY MODERS FYEVE MÄRINER RAY CHARLES KIKK-FM Houston, TX NO COLETTY LANS COME WATSON JOHN COWLER CHARLY HOCLARY MOTERAL MOTERAL MOTERAL WZZK-FM Birmingham, AL STAVIA ROTTORI DAY BEALS RAY CHARLES EXILS KXA9-FM Houston, TX none Nottest : WXBQ-FM Bristol, VA WNOX Knoxville, TN Bristol, VA
MADESE SHOTHESE
GATE, DAVISE
NOMES ROCCOMBLE
SOLU-ST.
HOL NOTOMEL
EDISTROCKES
RAY CHARLES
KXYL
Brownwood, TX NOOS ROTTEST : Lawrenceburg, TN
MRITES
SILL HEDLEY
DEL SELMEON
WENCE CILL
HOTLES!
STRILES
HICHLE, HUTSPREY
LEX CREENWOOD
HUNSY MODERS
HITTY GRETTY DIRT WILWIFM
Montgomery, A
RESTLESS WERN
RESTORATE
GRAY A MY METT
JOHN DOMES
TOM JONES
BILL MEDIATY
HOTLEST,
GLEN JANGERE
RAT CHARLES
KENNY DOES
REVILLE
MARZE GRACHO Brownwood, TX

GRAY & WHETTE
HADRES BROTTERES
RESERVE STEGAL
ROSCOPE:
RVILE
DAN MEALE
LEE GREENWOOD
STEWN WARRES
CLES CAMPBELL Winchester, V
GAIL GRVIES
GERE WESSON
EDBOALLE
WHITEE
SOCIESE:
WELL WODANTEL
EANYER SHOW
NAME WILLIAMS
GLEN CHAPPELL
ALBANYER
ALB EMPORALS
JOHN CONTES
JOHN CONTES
GENE - NOT SCH
STLE, NEDLEY
SIDEN WILSON
STLE, NEDLEY
SIDEN
SID KYKX
LONGHOW, TX
CORT 6 WHETTE
HORSE B HODOWELL
HT COLETTE LANGE
HOUSENER, VERN CORDER
HER CORDER
HER CORDER
HER HODARD EL
WAYLOR JUNIOR HER
HAY CORRERS

> Due to the Presidents' Day holiday, 26 stations reported no change in their rotations and 19 stations failed to report and thus their playlists were frozen

dult/Contemporary Continued from Back Page

BREAKERS.

DeBarge Rhythm Of The Night (Motown)

64% of our reporters on it. Rotations: Heavy 1/0, Medium 44/15, Light 46/17, Total Adds 32 including WKBW, WPJB, WSB, KVIL-FM, WLTS, 55KRC, KLSI, KUDL, WMYX, KOST, B100, KFMB, WAWB, K106, WBT, and 17 more. Debuts at number 22 on the A/C chart.

NEW & ACTIVE

MANHATTANS "You Send Me" (Columbia) 83/23

Renarion: Heavy 2:0. Medium 47:10. Lish 34:13. Total Adds 23. WPRO, WRMM, 97AIA, WARM98, KGW, KFMB, WKYE, WCY, K105, WBT, WMON, KYUU, KDU, KWAY, KSE, WTNY, KORO, KRB, WMFPM, WBOW, KFGD, KRNO, KKLV, Heavy, WKBW, KALE, Medium, YMSR, WFR, WFR, WTN, WTN, WSK, WGKY, WGKC, WCHV, WGSV, WAEV, WZLQ, WFFX, KTY, WTRX, WSN, WNNN, KOY, WWNN, WSW, WGK, WGKC, WCHV, WGSV, WAEV, WZLQ, WFFX, KTYL, WJBC, WCIL, KEEZ, WJON, KGWSW, KMGD, Dot belowy aribing vertivity, debus at number 23 on the AC chart.

DOLLY PARTON "Don't Call It Love" (RCA) 81/11
ROUS, MRT-M, Reav, 51,1, Medium 413, Light 357. Total adds 11, WSB, WGY, WKGW, K106, WIVY, WRVR, KOIL, KBOI, KBUI, WHITEM, KSP, Meey, WKSW, WCCO, WRT-M, WISN, Medium: WFBR, WRIMM, KVIL-FM, 97AIA, WARMSB, KGW, KFMB, WAEB, WKYE, WMAZ, WIAC-FM, WSFL, WRIVA, KIOA, KRNT, WMGN, WHINN, KWAY, KSL, WEIM, WTKO, WKNE, WSKI, WINN, WSKY, WGSV, WAHR, WAGE, WASY, WGSV, WFFK, WISS, WCILL, WXIS, KEEZ, KTWO, KRSE, KMGD, Due to besty with with the company of the company airplay activity, debuts at number 24 on the A/C chart.

DAN HARTMAN "Second Nature" (MCA) 75/12

Postations: Heavy 3/0, Medium 34/4, Light 38/8. Total Adds 12, Y97, KGW, KFMB, V100, WGY, WENS, WHB, 3WM, KRAV, KBEST, WTNY, WAEV, Heavy: WKBW, WSFI, KALE, Medium: WFBR, KVIL-FM, KHOW, WAEB, WKYE, WMAZ, WHBC, KRNT, WMGN, WISN, WHNN, KDUK, WNNR, WENE, WSKI, KORQ, WSKY, WCKQ, WCHV, WAGE, KRE, WZLQ, WFFX, KTYL. W.IBC. WCIL. KEEZ. KOSW. KRSB

JANEY STREET "Under The Clock" (Arista) 75/8
Rotations: Heavy 3/0, Medium 42/1, Light 30/5, Total Adds 6, WPIX, WHBC, KLYF, KBEST, WAEV, KEEZ, Heavy: WSB, WWNR,
WBM, Medium: WCCO, KHOW, KGW, KFMB, WAEB, WKYE, WGY, WKGW, K106, WBT, WMAZ, WSFL, WRDA, WMAM, KRNT,
WMGN, WHNN, 3WM, KSL, KIPM, WKNE, WSGI, WTNY, WGSV, WAHR, WAGE, WZLQ, WFFX, KTYL, WVBS, WJBC, WCIL,
WMT-FM, WXUS, KWEB, WJON, KKLV, KTWO, KGDW, KRSS, KALE

KIM CARNES "Invitation To Dance" (EMI America) 70/3
Rotations: Heavy 9/0, Medium 44/0. Light 17/3, Total Adds 3, WCCO, KEY103, KBOI, Heavy: WKBW, WGY, WWNR, WEIM,
WKNE, WCHY, WJON, KRSB, KALE, Medium: KGW, K101, WAEB, WKYE, WBT, CK101, WMAZ, WSFL, WRVA, WNAM, WING,
KIOA, KRNT, MYTR, WMGN, WSN, WSNN, WSNN, KSN, WSKI, WWPA, KORQ, WSKY, WCKQ, WGSV, WAHR, WKYX, WZLQ, WFFX, KTYL, WVBS, WJBC, WCIL, KFSB, KEEZ, WBOW, KFQD, KKLV, KTWO, K99, KQSW, KMGQ,

POINTER SISTERS "Neutron Danca" (Planet/IRCA) 67/4.

Rossing: Hany 2811. Median 2701, List 10.3.7 cats Adas 4.4 WRSV, VLT.F. WKGW, KEY10.3. Heavy: WTAE, WPJB, KVII. F.M.
2WD, KMGG, KJB, WKYE, WMAJ, CK101. WHAE, WKJJ, WRKA, WSFL, WMGN, KKUA, WWNR, WSFL, WTNY, WWPA, WSFY,
WKCA, WCHV, KRIB, WKYX, WAEV, KTVL, KKIV, KGSW, Mediam: WTAE, Y97, WNGC, WGHX, KIS, KYK, P100, KMEM,
WAEB, WICC, WIYY. WRAL, WAVE, WTRX, WENS, KRAV, KVUU, KDUK, KWAV, KBEST, KEZR, WGLQ, WVSS, KFSB, KEZR,
KMGQ, Due to behavy arigibly activity, moves 23-19 on the AVC chart.

CHERYL LYNN "At Last You're Mine" (Private I/CBS) 64/7
Rotations: Heavy 1:0. Medium 24/2. Light 39/5, Total Adds 7, WRMM, WSNY, KUDL, WKYE, WGY, KLYF, WEIM. Heavy: WKBW.
Medium: WFBR, WPIX, KFMB, WMAZ, WRVA, WHAN, KWAV, WWNR, WTKO, WKNE, WSKI, WTNY, WSKY, WGSV, WAHR,
WAGE, WFFX, KTYL, WCILL, WMT-FM, KRSB, KAILE.

ALAN GORRIE "'Diary Of A Foot" (A&M) 57/3
Rotations: Heavy 010, Medium 23/0, Light 34/3, Total Adds 3, WKYE, KEY103, WISN, Medium: WRMM, WCCO, K106, WBT.
WMAZ, WRVA, WHBC, KRNT, KSL, KKPL, WWNR, WEM, WKNE, WSKI, WAGE, WKYX, WFFX, WCIL, WMT-FM, KWEB, KTWO,
KMGC, KALE.

BARBRA STREISAND "Emotion" (Columbia) 54/30
Rotations: Heavy 10,0 Medium 18/8. Light 35/22, Total Adds 30, WLTF, WCCO, KOST, KFMB, WWOM, WKYE, K108, WKXJ, WRKA, WSFL, WRVA, KOIL, KFM, KWAV, KSL, WTKO, WWPA, WSKY, WCKQ, WAEY, WZLQ, WVBS, WMT-FM, KFOD, KKLY, KTWO, K99, KRNO, KAILE Heavy, WSN, Medium: WFBR, KVIL-FM, WMAZ, WTRX, WMGN, WCHV, WGSV, KTYL.

ROTATION BREAKOUTS

	Total Reports/Adds			
	Heports/Adds	Heavy	Medium	Ligi
1 WHAM!	137/0	125	12	0.
@ REO SPEEDWAGON	138/2	117	18	3
3 JULIAN LENNON	141/2	91	47	3
BILLY JOEL	135/2	101	29	5
6 KENNY ROGERS	131/0	93	32	6
6 FOREIGNER	116/0	82	32	2
7 STEVE PERRY	114/0	62	49	3
PHIL COLLINS	134/4	34	84	16
9 DIANA ROSS	. 116/1	68	44	4
© COMMODORES	125/3	50	62	13
11 CHICAGO	100/0	36	53	11
12 GEORGE BENSON	99/0	55	38	6
DARYL HALL & JOHN OATES	98/4	43	49	6
ERIC CARMEN	116/2	27	71	18
ANNE MURRAY	104/2	41	52	11
16 PHILIP BAILEY W/PHIL COLLINS	89/1	49	33	7
D DIONNE WARWICK & GLENN JONES	100/6	17	63	20
1B ELTON JOHN	71/0	20	42	9
POINTER SISTERS	67/4	28	27	12
20 STEVIE WONDER	64/0	12	39	13
21 JACK WAGNER	62/0	5	43	14
2 DEBARGE	91/32	1	44	46
MANHATTANS	83/23	2	47	34
DOLLY PARTON	81/11	5	41	35
25 BARBRA STREISAND W/KIM CARNES	52/0	9	32	11

MOST ADDED ®

Rhythm Of The Night (Motown) BARBRA STREISAND (30) Emotion (Columbi MANHATTANS (23) You Send Me (Columbia) DAVID SANBORN (21) Love And Happiness (WB) **BRUCE SPRINGSTEEN (18)** LINDA RONSTADT (17)

When I Fall In Love (Elektra)

HOTTEST

WHAM! (103) **REO SPEEDWAGON (101)** Can't Fight This Feeling (Epic) BILLY JOEL (68) Keeping The Faith (Columbia) FOREIGNER (55) I Want To Know What Love Is (Atlantic)
KENNY ROGERS (55)

Crazy (RCA)
JULIAN LENNON (48)

Too Late For Goodbyes (Atlantic)

BRUCE SPRINGSTEEN "I"m On Fire" (Columbia) 50/18
Rotations: Heavy 21,1 Medium: 16/3, Light 32/14, Total Adds 18, WKBW, Y97, 2WD, WCCO, KMGG, WSFM, WK.J., WSFL,
WTRX, WRIS, WMGK, KBOJ, KAUQ, WTRY, WWSY, WAEV, WVSS, KRSB, Heavy: KTYL, Medium: WPIX, KVIL-FM, WARMSB,
WMAZ, WAVE, KWAV, KEZR, WSKI, WCKQ, WAHR, KRLB, WFFX, KTYL, KQSW.

ASHFORD & SIMPSON "Solid" (Capitol) 49/2

Rotations: Heavy 17/0, Medium 20/1, Light 12/1, Total Adds 2, KLSI, WRAL. Heavy: WTAE, 2WD, WSNY, KMGG, KOST, WICC, V100, WSPL: WAVE KF, KWAV, WWSP, KRLB, WSB-FM, KVIL.FM, 97AIA, W101, B100, WKJJ, WENS, WWNR, WSKI, WCMY, WFFX, KYT, WBOW, KKLV, KOSW, KMGD.

DENNIS DeYOUNG "Deer Darling" (A&M) 47/9
Rotations: Heavy O/0, Medium 15/4. Light 32/5, Total Adds 9, WLTS, WBT, WMAZ, WMGN, KSL, WTKO, WMT-FM, KKLV,
KMGO, Medium; WCCO, WWNS, WEIM, WKNE, WSKI, WCKO, WAGE, WKYX, WFFX, WJON, KALE.

CARS "Why Can't I Have You" (Elektra) 47/3

Rotations: HenvY 4(), Medium 28(1, Light 15/2, Total Adds 3, WMJI, K106, KEZR, Heavy: WKBW, WWNR, KEEZ, KALE, Medium WRR, WSNY, WYE, WKJJ, WMAZ, WSFL, WMGN, WEIM, WSKI, WWPA, WSKY, WCKQ, WCHV, KRLB, WKYX, WZLQ, WFFX, KTVL, WYBS, WCIL, WXUS, WJON, WSWO, KKLY, KTWO, KGSW.

DAVID LEE ROTH "'California Girls" (WB) 45/3
Rotalions: Heavy 12/0. Medium 21/2, Light 12/1, Total Adds 3, 2WD, 55KRC, KEY103, Heavy; WPJB, KVIL-FM, KYKY, WKJJ, WSFL. WMHE, WSKI, WWHE, WSKI, W

TINA TURNER "Private Dancer" (Capitol) 44/2
Rotations: Heavy 8/0, Medium 20/1, Light 10/1, Total Adds 2, WTAE, KVIL.FM. Heavy: KLSI, WAEB, WMGN, KEZR, WWPA,
KTYL. KRSB. Medium. WFBR, 197, 2WD, WOMK, KMGG, V100, WKYE, KEY103, WMJJ, WRKA, WMAZ, WSFL, KDUK, KWAV.
WSKI, WSKY, WCKQ, WCHV, KRLB, WKYX, WAEV, WFFK, KKLV, KTWO, KMGQ.

JOHN WAITE "Restless Heart" (EMI America) 44/0

Rotations: Heavy 1/0, Medium 22/0. Light 2/10, Total Adds O. Heavy: KRSB. Medium: KVIL-FM, WAEB, WMAZ, WSFL, WRVA, WHBC, WTRX, WMGN, KKPL, WEIM, WKNE. WSKI, WSKY, WGSV, KTYL, WCIL, KEEZ, WJON, KKLV, KTWO, KQSW, KALE.

JOHN FOGERTY "The Old Man Down The Road" (WB) 43/5
Rotations: Heavy 15/0, Medium 20/4, Ligh 8/1, Total Adds 5, 2WD, WHAS, WRKA, WING, KYULU, He.
WKJJ, WSFL, WAVE, WMAN, KWAV, WEIM, WSK, WCKD, KRIB, KYTL, KKLV, KGSW, Medium: WT/
WLTF, KGW, KJR, KRNT, WTRX, KOIL, WMHE, KKUA, WSKY, WAHR, WVBS, KEEZ. UU. Heavy: WICC, V100, WKYE, m: WTAE, Y97, WPJB, KVIL-FM,

DURAN DURAN "Save A Prayer" (Capitol) 43/1
Rotations: Heavy 1:0, Medium 23/1, Light 19:0, Total Adds 1, KVIL-FM. Heavy: WCKQ. Medium: WKBW. WPJB, WSNY, WKYE, K10B, WMAZ, KRNT, WMGN, KWAY, WWNR, WEIM, WSKI, WWPA, KORQ, WSKY, KRLB, WKYX, KTYL, WCIL. KKLV. KOSW, KALE.

SERGIO MENDES "Let's Give A Little More..." (A&M) 41/16
Rotations: Heavy 010, Medium 14/2, Light 27/14, Total Adds 16, WRVA, WHBC, KIOA, WTRX, WHNN, WSKY, WCKQ, WGSV, WZLQ, WFKT, WCIL, WXUS, WBOW, KFQD, KMGQ, KALE. Medium: WFBR, WCCO, WMAZ, KSL, WTKO, WKNE, WSKI, WCHV, WAGE, WMT-FM, WJON, KRNO.

GLENN FREY "The Heat is On" (MCA) 39/1
Rotations: Heavy 18/1, Medium 18/0, Light 7/0, Total Adds 1, WSKI, Heavy: WPJB, KMGG, V100, WKJJ, WSFL, WAVE, WENS
KEZR, WWPA, KTVL KFSB, KOSW, KALE Medium: KVIL-FM, 2WD, WSNY, B100, WICC, WMJJ, WHAS, WRKA, WRAL, WMGN,
KRAV, KKUA, WSKY, WCHV, KEEZ, KKLV.

HONEYDRIPPERS "Rockin' At Midnight" (Es Paranza/Atlantic) 38/1
Rotations: Heavy 5/0, Medium 23/1, Light 10/0, Total Adds 1, 2WD. Heavy: WKBW, WWNR, WCKO, KKLV, KALE, Medium:
WFBR, KVIL-FM, KJR, WICC, V100, WKYE, WKJJ, WAVE, KRNT, KKUA, KWAV, KBEST, WSKI, WWPA, WCHV, WKYX, KTVL
WJBC, KEZ, KTWO, KGSW.

CAROL LYNN TOWNES "Believe In The Beat" (Polydor/PolyGram) 35/11
Rotations: Heavy 0/0. Medium 2/0. Light 33/11, Total Adds 11, WAEB, K106, WTRX. WSKY, WAGE, KRLB, WZLO, WFFX, WBDW, KMGO, KALE, Medium: WMAZ, WEIM.

PAUL HARDCASTLE "Rain Forest" (Profile) 34/8
Rotations: Heavy 5/1. Medium 8/2. Light 2/15, Total adds 8, WSNY, KRNT, KEZR, WSKI, WWPA, KORQ, WKYX, KQSW, Heavy;
KOST, KFI, KWAV, KIFM, Medium WCCO, BIOO, WKYE, WAHR, KTYL, KRNO.

KOOL & THE GANG "Misled" (De-Lite/PolyGram) 34/3
Rotations: Heavy, 8/0, Medium 20/1, Light 8/2, Toxa Adds 3, 2WD, KYKY, WRAL, Heavy, WPJB, V100, WSFL, WSKI, WWPA,
KKLV, Medium: KVIL-FM, 97AIA, WLLT, WLTF, WSNY, KLSI, KMGG, KJR, WSFM, WKJJ, WMAZ, WNAM, KEZR, WSKY, WCHV,
WKYX, KTTL, KEEZ, KGSW.

ROBERT FORMAN "The Only One" (Scotti Bros./CBS) 31/8 Rotations: Heavy 0/0, Medium 6/1, Light 25/7, Total Adds 8, WPRO, WSKI, KRLB, WZLQ, WFFX, WVBS, KTWO, KQSW. Mediur K106, WEIM, WTKO, KRNO, KRSB.

DAVID BOWIE & PAT METHENY "This Is Not America" (EMI America) 31/1
Rotations: Heavy 0/0, Medium 10/0, Light 21/1, Total Adds 1, WSFM. Medium: WAEB, WSFL KIFM, WWNR, WSKI, WWP, WSKY, WKYK, KRSB, KALE.

SIGNIFICANT ACTION

Z DAVID SANBORN "Love And Happiness" (WB) 26/21

NOTE: Heavy 010, Medium 30), Light 23/21, Total Adds 21, WCCO, WAVE, WTRX, WHINI, WWNR, WEIM, WKNE, KORD, WSYK, WAGE, WAYK, WAGE, KYK, WGE, KI, KFSB, KTWO, KGSW, KMGQ, KALE

BILLY OCEAN "Loverboy" (Jive/Arista) 21/1
Rotations: Heavy 5/0, Medium 11/0, Light 5/1, Total Adds 1, WRAL, Heavy: WPJB, KMGG, WKJJ, WSFL, KKUA, Medium: KVIL-FM, 2WD, KKW, WICC, WHAS, WRKA, WENS, WWNB, WTNY, KRIB, KTYL. CHICAGO "Along Comes A Woman" (WB) 20/8
Rotations: Heavy O/0. Medium 5/1. Light 15/7. Total Adds 8, WSNY, KYKY, K106, WMAZ, WAVE, WHNN, WKYX, KKLV
Medium: WCKO, KRB, KGSW, KALE.

MADONNA "Material Girl" (Sire/WB) 20/3
Rotations: Heavy 2/0, Medium 13/2, 2pth 5/1, Total Adds 3, WPJB, KVIL-FM, KEEZ, Medium: KMGG, V100, WMJJ, WMAZ, WSFL, KVIL, KEZR, WWPA, WSKY, WCKQ, WVPA,

DIANE SCHUUR "New York State Of Mind" (GRP) 20/0
Rotations: Heavy 0/0, Medium 11/0, Light 9/0, Total Adds 0. Medium: WCCO, WMAZ, WRVA, WHBY, WWNR, WAHR, WCIL
WMT-FM, KWEB, WJON, KRSB,

☑ LINDA RONSTADT "When I Fall in Love" (Elektre) 17/17
Rotations: Heavy 010, Medium 010, Light 17/17, Total Adds 17, WMJI, WCCO, WMAZ, WAVE, WHBY, WTRX. WHNN. WEIM, WGSV, KRIB, WALE, KTVL, WMTFM, KEEZ, KTWD, KGSW, KRSB.

PRINCE "Take Me With U" (W8) 16/3
Rotations: Heavy 0/0, Medium 7/1, Light 9/2, Total Adds 3, KMGG, WWNR, WKYX, Medium: KVIL-FM, WSFL, WMGN, WWPA, WCKQ, WVB3.

ALABAMA "There's No Way" (RCA) 15/7
Rotations: Heavy 2/0, Medium 3/0, Light 10/7, Total Adds 7, WLTS, WCCO, WSFL, WSKY, WGSV, KTYL, KQSW, Heavy
97ALA, WARR, Medium: WBT, KRNT, KSL

TOTO "Holyanna" (Columbia) 13/0
Rotations: Heavy 0/0, Medium 8/0, Light 5/0, Total Adds 0, Medium: KVIL-FM, WWNR, WEIM, WCHV, KTYL, KKLV, KQSW, KALE.

NEW EDITION "Mr. Telephone Man" (MCA) 10/1
Rotations: Heavy 2/0, Medium 5/0, Light 3/1, Total Adds 1, WRAL. Heavy: KVIL-FM, WCHV, Medium: KLSI, v100, WSFM,

Regional Adds & Hots

EAST

Parallel One

POINTER SISTERS
BRUCE SPRINGSTEEN
DEBARGE
BOLLEST:
BILLY JOEL
COMMODORES
REO SPEEDMAGON
FOREIGNER
HALL & OATES

JANEY STREET Hottest: WHAM! BILLY JOEL RENNY ROGERS REO SPEEDMAGON COMPODERES

WTAE/Pittsburgh TINA TURNER
HOTLEST:
REC SPEEDHAGON
WHAM!
FOREIGNER
ASHFORD & SIMPSON
JULIAN LENNON

HONE HOLLEST: JACK MAGNER FOREIGNER HEAM! HALL & CATES STEVE PERRY

MADONNA DEBARCE BOTLEST: WHAN! BILLY OCEAN POINTER SISTERS RED SPEEDMAGON DAVID LEE ROTH

MANHATTANS ROBERT FORMAN Rottest: ROTTEGET: WHAM! REO SPEEDWAGON JULIAN LENNON RENNY ROGERS PHIL COLLINS

Parallel Two

HORE Hottest: WHAM! REO SPEEDWAGON BILLY JOEL JULIAN LEWNON KENNY ROGERS

DAN RATTHAN
GREG KIHN
SANTANA
MARRICE & JONES
HOLLBRICE
JOHN POESHTY
JULIAN LENNON
GLENN FREY
REO SPEEDMAGON
KOOL & THE GANG

JULIAN LENNON REO SPEEDMAGON HOTTEST WHAM! DIANA ROSS CHICAGO KENNY ROGERS STEVE PERRY

FarrowiMichaels
BARBRA STREISAND
ALAN GORRIE
HAMMATTAMS
CRENYL LYNN
HOTEST:
REO SPEEDMAGON
HEAM!
POINTER SISTERS
BILLY JOEL
JOHN FOGERTY

WKNE/Keene, NH Howard Cordey

HOWARD CONTRY
JOHNNY GILL
ALPRAVILLE
CHAMPAIGN
DAVID SANBORN
PAIGE & DICKSON
BOTTER
BOTTER
BILLY JOBL
EIM CARNES
ERIC CARNES
ERIC CARNES
ERIC CARNES
WARRICK & JONES

GLEEN FREY
PAUL HARDCASTLE
ROBERT FORMAN
HURRAY BEAD
DAVID SAMMORN
HOCKEST
BILLY JOEL
DAVID LEE ROTH
JULIAN LENNON
COMMODORES
ANNE HURRAY WTNY/Waterto

Parallel Three

WKGW/Utics-Rom Cerpenter/Carr

POINTER SISTERS
DOLLY PARTON
HOTCHS:
MHAM!
GEORGE BENSON
REO SPEEDMAGON
KENNY ROGERS
BILLY JOEL

MANHATTANS DAN HARTMAN BRUCE SPRIN DEBARGE Bottest: DIAMA Barry Stewart
DAVID SANBORN
AL JARREAU
PRINCE
GREG BIRN
HICK JAGGER
BON HEMLEY
HOLLEST
HOLLEST
HOLLEST
BALLEY
REDO SPEEDWAGON
BILLY JOBL
KONEZDRIPPENS
ERIC CARMEN DIANA ROSS WHAM! FOREIGNER BILLY JOEL POINTER SISTERS Scott Mesteller
BARBRA STREISAND
DEBARGE
DAVID SAMBORN
PAUL NAMBORN
NOTEST:
PHILLEP BALLEY
GEORGE BENSON
DIANA ROSS
RALL & OATES
REO SPEEDMAGON

WEIM/Fitchburg Jack Raymond

none Hottest: MHAM! KENNY ROGERS FOREIGNER DIANA ROGS JULIAN LENNON

PHIL COLLINS DAVID LEE ROTE DEBARGE HOTTERST WHAM! REO SPEEDWAGON STEVE PERRY CHICAGO JULIAN LENNON

MIDWEST

Parallel One

WLLT/Cincinnati none.
Hottest:
FOREIGNER
HERM!
PRILIP BAILEY
CHICAGO
KENNY ROGERS
WARMSRichlenm
Mark Tipton

WLTF/Cleveland

BARBRA STREISAND POINTER SISTERS Nottest: PHILIP BAILEY WHAM! REO SPEEDWAGO JULIAN LENNON STEVE PERRY

Harry Lydes
CHERYL LYNN
CHICAGO
PAUL HARDCASTLE
ROTTEST
BARBRA STREISAND
PHILIP BAILEY
BILLY JOEL
KENNY ROGERS
ANNE MURRAY

WNIC/Detroit none Bottest: POREIGNER REO SPEEDWAGO WHAM! PETLIP BAILEY CHICAGO

WOMC/Detroit Barry Argenbright JANEY STREET SERGIO MENDES HOLLEGAL: WHAM! FORE IGNER GEORGE BENSON REO SPEEDWAGG KENNY ROGERS

ASHPORD & SIMPSON DEBARGE Nottest: FOREIGNER WHAM!

Rick Johnson
PBILIP BAILEY
JOHN POGETY
HOCCEST:
WHAM!
BILLY JOEL
"REO SPEEDWAGO
JULIAN LENNON
HALL & OATES KUDL/Kenses City Hallam/Taylor CHERYL LYKN COMMODORES DEBARGE BILLY JOEL ROTESET: PRILIP BAILEY WEAM' STEVIE MONDER REO SPEEDWAGON KENNY ROGERS WHAM! BILLY JOEL REO SPEEDWAGON

JANEY STREET CHERYL LYNN DEBARGE HOTTEST: WHAN! REO SPEEDMAGO JULIAN LENNON COMMODORES PBIL COLLINS WARWICK & JONES DEBARGE Bottest: WHAM! DIAMA ROSS BILLY JOEL REO SPEEDWAGON KENNY ROGERS

KRNT/Des Moines Steve Gibbons TELLONIACRETS
DAVID SANBORN
RIM CARNES
LINDA RONSTADT
BARBRA STREISAND
SRUCE SPRINGSTERM
HURRAY HEAD
ALABAMA
ROTTEBE:
HODE PAUL HARDCASTLE DEBARGE Bottest: PHILIP BAILEY WHAM! FOREIGNER KENNY ROGERS REO SPEEDWAGON

HOTTEST: JULIAN LENNOM GEORGE BENSON

KS94/St. Louis Morgan/Water BUNKISMITH
SZERGIO MENDES
DAVID SAMBORM
LINDA ROMSTADT
CAROL LYMN TOMNES
BRUCE SPRINGSTEEN
RQUES SPRINGSTEEN
RRDS SPREDMAGON
BILLY JOEL
MHANI
WHITIGEARD ROPERS
ANNE MURRAY
WHITIGEARD Repide
Aahford@rown KYKY/St. Louis Jim Richards.

Parallel Two

PRIL COLLINS LINDA RONSTADT HOCKEST: CULTURE CLUB WHAM! ANNE MURRAY KENNY ROGERS COMMODORES

NONE HOTTEST: JOHN FOGERTY WHAM! BILCY JOEL RED SPEEDWAG COMMODORES

WFMK/Lansing Mike Murphy. NAMICK & JON ERIC CARMEN BOLLEST FOREIGNER WHAM! STEVE PERRY DIAMA ROSS BILLY JOEL

DENNIS DEYOUNG
MANHATTANS
BRUCE SPRINGSTERM
HOTCOMMENT
RED SPECHWAGON
WHAN!
JULIAN LENNON
COMMODORES
PHIL COLLINS

LEE GREENMOOD ALAM GORRIE GERARD Bottest: WHAM! KENNY ROGERS BILLY JOEL ANNE MURRAY GEORGE SENSON

WLTEMinne Tom Graye KOIL/Omaha Mason/Shane

DARBRA STREISAND DOLLY PARTON HOLLEST: PEO SPEEDMAGON WHAM! BILLY JOEL KENNY ROGERS JULIAN LENNON

3WM/Toleda Jerry King

DAN HARTMAN HOTTEST: FOREIGNER DIAMA ROSS WEAM! ELTON JOHN BILLY JOEL

KRAV/Tules Gary Reynolds

AL JARREAU
AL JARREAU
EDICAGO
LINDA SCHNSTADT
DAVID SANBORN
SENCIO MENDES
SOCTEGE:
WHAM:
SILLY JOEL
REO SPEEDWAGON
RESNY ROGERS
JULIAN LENNON WMHE/Toledo Ray/Morrison

none Hottest: PHILIP BAILEY FOREIGNER RAY PARKER JR. REO SPEEDWAGON HONE HOTTEST: WEAN! EENNY ROGERS SILLY JOEL JULIAN LENNON REO SPEEDMAGON

WJON/St. Cloud NOTE STANDARD TO STANDARD SOUTH STANDARD SOUTH SERVY ROGERS RED SPEEDWAGON JULIAN LENNON

WSOW/Terre Haute Kevin Young

Veronica Burns
LINDA FONSTADT
BRUCE SPRINGSTEED
SHBILA E.
SADB
ROTTEST
HEARI
BILLY JOEL
COMMODORES
ZRIC CARPYN
REO SPEEDNAGON

KMGQ/Santa Barb

SERGIO MENDES
DENNIS DEYOUNG
CAROL LYNN TOM
DAVID SANBORN
BOTTEST
WEAM!
RENNY ROGERS
COMODORES
BILLY JOEL
REO SPEEDWAGON

BARBRA STREISAND CAROL LYNN TOWNES DEBARCE DAVID SAMBORN SERGIO MENDES BOTTEST: BILLY JOEL JULIAN LENNON DAN HARTMAN

MANHATTANS SERGIO MENDES CAROL LYNN TO HOLLEGE: MEAM! REO SPEEDMAGO KINNY ROCERS BILLY JOEL PHILIP BAILEY

SOUTH

Parallel One

MARMICE & JONES DEBARGE DOLLY PARTON MEL MCDANIEL HOTCHST: METAN! BILLY JOEL RENNY ROCERS COMMODORES PRIL COLLINS

DAMESTA STREISAND
LINDA RONSTADT
DENNIS DEYOUNG
HAMMETTANS
DOLLY PARTON
HOTEGET
GEORGE BENSON
BILLY JOEL
KENNY ROGERS
JULIAN LENNON
BRIC CARMEN

none Hottest: REO SPEEDWAGON COMMODORES FOREIGNER JULIAN LENNON CRICAGO

CHILDBIRSE, Wort Chuck Rhodes TINA TURNER NADONNA DURAN BURAN DEBARGE BOTTES: WEAM! FOREIGNER POINTER SISTES RED SPEEDWAGON

97A1ArMiami Chris Gable CHAIS GABLE

HAMBATTANS

MARMICK & JONES

JIMMY BUFFETT

NOTLEST:

DON HENLEY

MEAN!

PHIL COLLINS

POREIGNER

RED SPEEDMAGON

WLTS/New Orlean Mitchell/Kilpstrick DENNIS DEYOUN ALABAMA DEBARGE Nottest: WHAM! RED SPREDMAGO PHIL COLLINS COMMODORES DAVID SANBORN

DON RENLEY KOOL 6 THE GAM BRUCE SPRINGSTS DAVID LEE BOTH JOHN FOGERTY HONEYDRIPPERS BOTTEST PHILIP BAILEY BILLY JOEL FOREIGNER REO SPREDNAGON WHAM!

Parallel Two

WMJJ/Birmingha Thomas/Jenkins HONE HOTTEST: HEAM! DIANA ROSS FOREIGNER STEVIE WONE BILLY JOEL

DEBARGE HAMBATTANS DENNIS DEYOUK BOTTOBL STEVE PERRY-MEAM! BILLY JOEL REO-SPIEDWAGON JULIAN LENNON

CK101/Cocos Beec

WIVY/Jacksonville Fuszner/Ryan

WHAM! PHILIP BAILEY REO SPEEDWAGON WHASA outsylle Doug McElvein

JOBN POCERTY BILLY JOEL HOTTORY HEAM! FOREIGNER HALL & OATES POINTER SISTER RED SPEEDWAGON

SURVIVOR
BARBRA STREISAND
BRUCE SPRINGSTEEN
ROTTER
RED SPERDMAGON
PHILIP BAILEY
BILLY OCEAN
DAVID LEE ROTH

WRKA/Louisville

BARBRA STREIS
JOHN FOGERTY
Hottest:
WHANI
FORETGNER
DIANA ROSS
BILLY JOEL
REO SPEEDMAG

BARBRA STREISAL
DAVID SANBORN
ALABAMA
SERGIO NENDES
CAROL LYNN TOM
MOTERAL
ENO SPEEDMAGON
JULIAN LENNON
COMMODORES
PHIL COLLINS
ERIC CARMEN

none Hottest: PHILIP BAILEY BALL & OATES POINTER SISTE COMMODORES KIN CARNES

NOTE NOTES IN RENNY ROGERS WEARN LOCATURE CLUB ALABAMA COMMODORES

CAROL LYNN TOWNE

BILLY OCEAN
ASKFORD & SIMPSO
NEW EDITION
ROOL & THE GANG
HOTE-BLI
FOREIGNER
STEVE PERRY
MEAN!
REO SPEEDWAGON
JULIAN LENNON WEZS/Richmond Dillon/Bevins none Hottest: FOREIGNER WHAM! REG SPEEDMAGO JULIAN LENNON PHILIP BAILEY

CAROL LYNN TOWN!
LINDA RONSTADT
MANHATTANS
ROBERT PORMAN
HOCKEST:
POINTER SISTERS
WHAM!
HALL & OATES
REO SPEEDWAGON
BILLY JOEL

BARBRA STREISAN SERGIO MENDES HOCLESE KENNY ROGERS GEORGE BENSON MARMICK & JONES ANNE MURRAY JULIAN LENNON CarcellRichards
PRINCE
CSICAGO
PAUL HARDCASTLE
DAYID SAMBORN
BRUCE SPRINGSTEN
HOLLES
POINTER SISTERS
RED SPEEDWAGON
ASHFORD & SIMPSON
GEORGE BENSON
HADONNA

WAVE/Seresota Huntington/Tello JIMMY BUFFETT CRICAGO DON HENLEY LINDA RONSTADT SADE DAVID SANBORN THIRD WORLD ROTTEST WAEV/Savannah Angel Morris

ANGE MOFFS

BARBRA STREISAND
ANNE HURRAY
JANEY STREIT
DAN HARTHAN
BRUCE SPRINGSTEEL
LINDA PONSTADT
BOLLEGE:
FOREIGNER
FOREIGNER
FOREIGNER
POREIGNER
POREIGNER
POREIGNER
PORTER
POINTER SISTERS

Parallel Three DAVID SANDORN
PAUL HARDCASTLE
MANHATTANS
HOTTERS
HOTERS
HOT BOOK BEEN STEVE PERRY
MEANI
KENNY ROGERS
FORE IGHER

WFFX/Tuscaloose Sender Walker

KTYL/Tyler, TX Brian Maloney

MURRAY HEAD ALABAMA DAVID SANBORN LINDA BONSTADT BOTTOST

143 Reporters

Because of the President's Day holiday, 26 stations reported no adds or changes in

week and their playlists were frozen:

KKPL/Spokane

WEST

Parallel One

KMGG/Los Angeles Rick Cummings JEFFREY OSBORNE BRUCK SPRINGSTEEN

KOST/Los Angeles

KGW/Portland Dirkx/Williams MANHATTANS
DAN BARTMAN
HOTTEST:
DIANA ROSS
BILLY JOEL
XENNY ROGERS
JULIAN LENNON
REO SPEEDMAGG

KFMB/San Diego Mark Larson

DEBARGE HOTTEST: WHAM! FOREIGNER STEVE PERRY PHILLP BALLEY RED SPEEDWAGON

K101/Sen Fren Jeck Kulp

none Bottest: STEVE PERRY BILL* JOEL

Parallel Two

KIN CARNES DOLLY PARTON BRUCE SPRINGS BOTCEST: WHAM! FOREIGNER REO SPEKUMAGO BILLY JOEL KENNY ROGERS

BRUCE SPRINGSTER Sottest: WHAM! PHILIP BAILEY POINTER SISTERS FOREIGNER REO SPEEDWAGON KFULos Angeles KayeiKiley

DEBANCS BARBRA STREISAND HOTTOST BILLY JOEL JULIAN LEMNON REO SPEEDWAGON PAUL RABDCASTLE ASHFORD & SIMPSON

KWAV/Monterey Michael Reading BARBRA STREISANI MANHATTANS DAN HARTHAN HOTEGST: JOHN POGERTY REO SPEEDWAGON KENNY MOGERS BILLY JOEL PAUL HARDCASTLE

DEBARGE JOHN POGERTY HANHATTANS HADONNA ROTESE: WHAM! RED SPEEDHAGG PHILLP BALLEY HALL & CATES STEVE PERRY KOY/Phoenix Marni Pingree JULIAN LE Hottest:

PHIL COLLINS BARBRA STRII DEBARGE MANNATTANS SYLVIA DEMNIS DEYOU SOLLAST: WHAM! CULTURE CLUS ANNE NURRAY STEVE PERRY ELTON JOHN

KIFM/San Diego Mark Zegan

KEZR/San Jose Harlow/Knox

Harlowikhox

PAUL RARDCAST!
CARS
HURRAY HEAD
DEBARGE
GREG KINN
ROTESH:
REO SPEEDNAGO!
PHIL COLLINS
GLENN FREY KKPL/Spokane Dean Atlan

Parallel Three

Maloney/Moris

PAUL HARDCASTLE
DAVID SANBORN
LINDA RONSTADT
ROBERT PORMAN
ALABAMA
MURRAY HEAD
HOTEBEL
HEAM!
RED SPEEDMAGON
KENNY ROCERS
JOHN HUNTER
BILLY JOEL

HOTTEST HALL & OATES PHILIP BAILEY BILLY JOEL REO SPEEDWAGON POINTER SISTERS KTWO/Casper

CHAMPAIGN
CHAMPAIGN
DAVID SANBORN
ROBERT FORMAN
LINDA RONSTADT
HOCKEST:
RZO SPREDWAGON
BILLY JOEL
KENNY ROGERS
JULIAN LENKON
COMMODORES

K99/Greet Falls Wes McShay Wei McShay
BARBRA STREISA
DEBARCE
DOLLY PARTON
HALL & OATES
BOTTEST
BOTTEST
BOTTEST
JULIAN LEWNON
KENNY ROGERS

Parallel Three

SERGIO MENDES DAVID SANBORN NOTEREL: DIANA ROSS: REO SPEEDWAGON COMMODORES KENNY ROGERS BILLY JOEL

SERGIO MENDES HOTTEST: WEAM! FOREIGNER RED SPEEDWAGON DIANA ROSS STEVE PERRY

KEEZ/Menketo, MN Sue LaFond HURRAY HEAD HADONNA LINDA RONSTAD HOTTEST: RED SPEEDMAGO POREIGNER BILLY JOEL EENNY BOGERS JULIAN LEHNON

WLAC-FM/Neshril Nichols/Sargent

none Hottest: FOREIGNER JULIAN LENNON WHAM! REO SPEEDHAGON BILLY JOEL

WRAL/Raleigh Robb Stewart

WRVA/Rich

WBT/Charlotte Dava Bishop

WEZC/Charlotte

none Bottest: PHILIP BAILEY FOREIGNER STEVE PERRY REO SPEEDMAGON WRAM!

HALL & OATES. DEBARGE HOTLEST: STEVE PERRY FOREIGNER GEORGE BENSO! BILLY JOEL KENNY ROGERS

COMMODORES DOLLY PARTON Hottest: BILLY JOEL FOREIGNER

DENNIS DEVOUNG
JANICE PAYSON
PRANK MILLS
CHICAGO
LINDA BONSTADT
HOTLEST
FOREIGNER
WHARI
STEVE PERRY
DIAMA ROSS
KENNY ROGERS

WSKY/Asheville Don Brookshire

115 Current Reports

The following stations failed to report this

Note: R&R welcomes KYKY/St. Louis as an

WSFMAHARIADURG
Bob Paine
PHIL COLLINS
BRUCE SPRINGSTEE
BOMIS & METHERY
ANNE MURRAY
ANNE MURRAY
HOLTEST
PHILIP BAILEY
MHAMI
FOREIGNER
KENNY ROGERS
STEVE PERRY



AOR/ALBUMS

Trues Two Last Weeks Weeks Week	February 22, 1985	157 Reporters	Total Reports			Total Adds All Rotations
DEBUT • 0	MICK JAGGER/She's The Boss (Columbia)	"Just Another" (148) "Lonely (77) "Turn" (42)	154	141	11	4
DEBUT > 2	PHIL COLLINS/No Jacket Required (Atlantic)	"One More" (138) "Don't Lose" (43) "Inside" (42)	150	135	13	7
1 1 1 3	JOHN FOGERTY/Centerfield (WB)	"Rock And Roll" (137) "Old Man" (68) "T.V." (31)	150+	125-	25 +	0=
2 2 2 4	DON HENLEY/Building The Perfect Beast (Geffen)	"All She Wants" (131) "Sunset (62) "Boys" (25)	146+	133+	13-	2+
4 5	FIRM/The Firm (Atlantic)	"Radioact" (141) "Closer" (61) "Satisfaction" (48	147=	123+	24 –	0-
3 3 3 6	BRYAN ADAMS/Reckless (A&M)	"Somebody" (131) "It's Only" (48) "Summer" (15)	137-	130 -	7-	0-
- 4 5 7	VISION QUEST/Soundtrack (Geffen)	"Only The (128) "Hungry" (57) "Change" (10)	136 -	119-	17-	1 =
4 5 6 8	FOREIGNER/Agent Provocateur (Atlantic)	"Yesterday" (121) "I Want" (32) "Tooth" (22)	138-	102-	<i>36</i> +	2+
	FALCON & THE SNOWMAN/Soundtrack (EMI America)	"America" (143)	143	83	60	2
	DAVID LEE ROTH/Crazy From The Heat (WB)	"Easy Street" (117): "California" (61) "Gigolo" (17)	137+	81 -	56+	4=
	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"I'm On Fire" (120)	122+	73+	43-	14-
	ALAN PARSONS PROJECT/Vulture Culture (Arista)	"Let's Talk About Me" (135)	141	43	98	3
	CARS/Heartbeat City (Elektra)	"Why Can't I Have You" (115)	116-	68+	48-	6+
	LRB/Playing To Win (Capitol)	"Playing To Win" (121)	123-	30+	92-	2+
	DEEP PURPLE/Perfect Strangers (Mercury/PG)	"Nobody's" (63) "Knocking" (57) "Perfect" (28)	101-	41-	56 –	8+
	TRIUMPH/Thunder Seven (MCA)	"Follow" (93) "Killing" (16) "Spellbound" (14)	105-	26+	76 -	6-
	BREAKFAST CLUB/Soundtrack (A&M)	"Don't You" (115)	115	22	86	19
	SURVIVOR/Vital Signs (Scotti Bros./CBS)	"High On You" (78)	84-	57-	27-	1 =
	GEORGE THOROGOOD/Mayerick (EMI America)	"Gear Jammer" (78) "I Drink Alone" (39)	106-	17+	88=	5+
10 10 10	KINKS/Word Of Mouth (Arista)	"Living" (79) "Do It Again" (18)	90 –	33 -	57-	2=
	JULIAN LENNON/Valotte (Atlantic)	"Too Late For Goodbyes" (74)	79 –	49-	29+	3=
7 8 15 22	REO SPEEDWAGON/Wheels Are Turnin'. (Epic)	"Can't Fight" (65)	71 -	<i>55</i> –	16+	1 =
	BEVERLY HILLS COP/Soundtrack (MCA)	"The Heat Is On" (73)	75 -	52-	23-	0=
15 17 19 24	JOHN PARR/John Parr (Atlantic)	"Magical" (56) "Naughty Naughty" (34)	84 -	22-	58 +	7=
	DONNIE IRIS/No Muss No Fuss (HME/CBS)	"Injured" (83)	84+	8+	74+	8-
27 2 9	ELLIOT EASTON/Change No Change (Elektra)	"Like A Wheel" (85)	89 +	7+	76+	11-
	AUTOGRAPH/Sign In Please (RCA)	"Turn Up The Radio" (55)	<i>78</i> +	10 -	65+	11+
	TUBES/Love Bomb (Capitol)	"Piece By Piece" (87)	89	. 3	80	14
	JOHN WAITE/No Brakes (EMI America)	"Restless Heart" (76)	76-	21+	55 -	1-
33 37 28 30	LOS LOBOS/How Will The Wolf Survive? (Slash/WB)	"Will The Wolf?" (66) "Don't Worry Baby" (14)	72+	19+	51+	6-
	ROMAN HOLLIDAY/Fire Me Up (Jive/Arista)	"One Foot Back" (72)	74 -	8+	64+	1 -
	ROBIN GEORGE/Dangerous Music (Bronze/Island)	"Heartline" (68)	74+	8+	59 -	9-
13 16 21 33	GIUFFRIA/Giuffria (Camel/MCA)	"Do Me Right" (55) "Call" (23)	72 -	18 -	.52 -	2-
	MARTIN BRILEY/Dangerous Moments (Mercury/PG)	"Dangerous" (74)	76-	8=	68-	1-
	GARY O'/Strange Behavior (RCA)	"Shades Of '45" (68)	68+	4+	59 +	20-
	SPANOS/Looks Like Trouble (Epic)	"I'd Lie To You" (61)	70 =	4+	64=	3-
28 26 31 37	SCANDAL featuring PATTY SMYTH/The Warrior (Col.)	"Beat Of A Heart" (56)	56 -	15+	40 -	2-
	PAT BENATAR/Tropico (Chrysalis)	"Ooh Ooh Song" (40)	55 –	23-	31-	1+
	JOHN HIATT/Warming Up To The Ice Age (Geffen)	"The Usual" (31) "The Crush" (10)	54 +	8=	46+	1-
	DURAN DURAN/Arena (Capitol)	"Save A Prayer" (51)	51 -	13=	37-	2+

new 12" to you

never you done that

burning bright (edit)

SP70984

another song from that album "all the rage"

General PUBLIC

BREAKERS.

MICK JAGGER She's The Boss (Columbia)

100% of our reporters on it. 154/4 with adds at: KMET, KINK, KKCI, KTCZ. Debuts at #1 on the Albums chart.

PHIL COLLINS

No Jacket Required (Atlantic)

97% of our reporters on it. 150/7 including adds at: DC101, WHFS, CHEZ, KILO, KMBY. Debuts at #2 on the Albums chart

FALCON AND THE SNOWMAN Soundtrack (EMI America)

93% of our reporters on it. 143/2 with adds at: WCXT, KTCL. Debuts at #9 on the Albums chart.

ALAN PARSON PROJECT Vulture Culture (Arista)

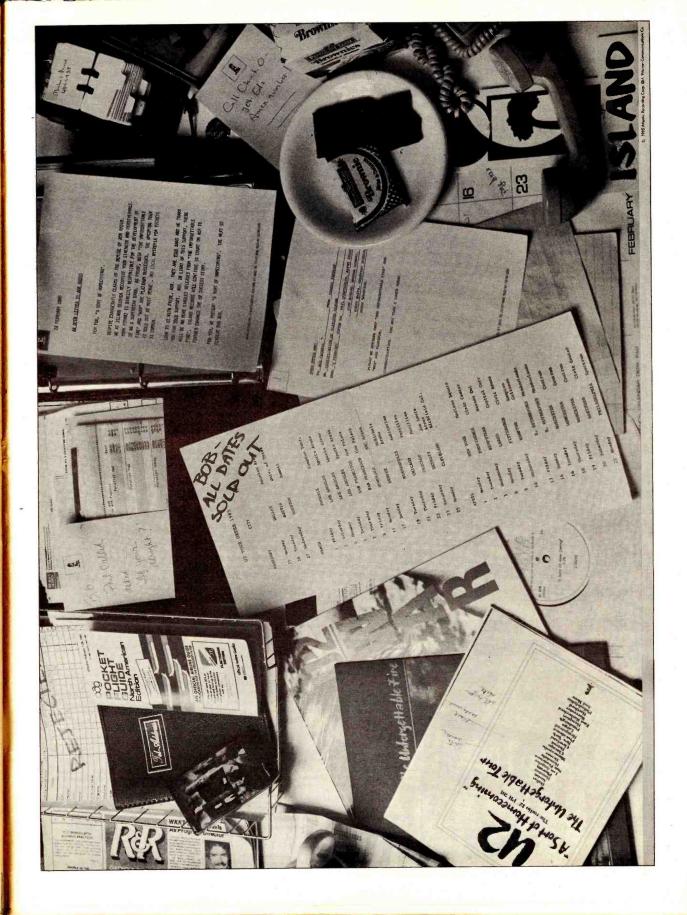
Vulture Culture (Arista)
92% of our reporters on it. 141/3 with adds at: KLOL, KINK, KTCL. Debuts at #12 on the

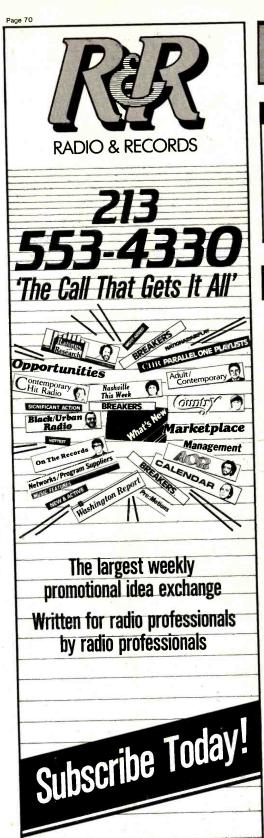
THE BREAKFAST CLUB Soundtrack (A&M)

75% of our reporters on it. 115/19 including adds at: WNOR, KAZY, KBPI, WZZO, WFYV, WOOS, KOMP. Debuts at #17 on the Albums chart.

TUBES Love Bomb (Capitol)

58% of our reporters on it. 89/14 including adds at: WSHE, WQFM, KQAK, WAAF, KZOK, WGIR, Debuts at #28 on the Albums chart.





AOR/ALBUMS

MOST ADDED .

GARY O' (20) Strange Behavior (RCA)
CHICAGO (19) Chicago 17 (WB)
THE BREAKFAST CLUB (19) Soundtrack (A&M) JOHN WAITE (16) Ignition (Chrysalis) VAN MORRISON (16) A Sense Of Wonder (Mercury/PG)

MOST HOTS

MICK JAGGER (141) She's The Boss (Columbia) PHIL COLLINS (135) No Jacket Required (Atlantic) DON HENLEY (133) Building The Perfect Beast (Geffen) BRYAN ADAMS (130) Reckless (A&M) JOHN FOGERTY (125) Centerfield (WB) FIRM (123) The Firm (Atlantic) VISION QUEST (119) Soundtrack (Geffen)

NEW & ACTIVE

LOUDNESS/Thunder In The East (Atco) 53/11 (45/9) Adds include WYNF, KUPD, WAPL, KRSP, WWWV. Hots: 1 WXCS. Mediums: 46 include WBCN, WNEW, KTXQ. WRIF, KGB, WOUR, WAAF, WIMZ, KISS, KICT.

VAN MORRISON/A Sense Of Wonder (Mercury/PolyGram) 52/16 (35/26)

VAN MORRISON/A Sense Of Wonder (Mercury/PolyGram) 52/16 (35/26)

Adds include WHJY, WZZO, WOUR, WKDF, WRDU, KKDJ, KEZE, Hots: 10 WXRT, KBCO, KAZY, CHEZ, KTCZ, WIZN, KSPN, KZAM, KTCL, KVRE. Mediums: 36 include WIYY, WBAB, WMMR, KINK, WAQY, KQDS, WWWV.

CHICAGO/Chicago 17 (WB) 44/19 (26/16)
Adds include WBAB, WNEW, WMMR, WEBN, KYYS, KMET, WOUR. Hots: 6 include WKQQ, KMJX, WZXR, WTKX, KMOD. Mediums: 30 include WMMS, WZZO, WOOS, WTUE, KGGO, WFBQ, KATT.

UTOPIA/P.O.V. (Passport) 36/8 (26/8)
Adds: KSJO, KNCN, KKDJ, WXCS, WCXT, WZZQ, KTCL, KRQU. Hots: 1 KBCO. Mediums: 32 include WBAB, WXRT, KAZY, WAQY, KISS, WTUE, WLAV, WRKI, WWWY.

CONEY HATCH/Friction (Mercury/PolyGram) 23/13 (13/11)
Adds include WBAB, WEBN, WRIF, WIMZ, WTKX, KILO, WGIR, KTYD. Hots: 1 K97 Mediums: 14 include WHJY, WQFM, WAQY, WAQX, KOMP.

BILLY JOEL/An Innocent Man (Columbia) 22/0 (22/4)
Adds: 0. Hots: 8 include WKLC, WDHA, WRDU, WRKI, WHMD, KZAM. Mediums: 14 include WBCN, WMMS, KLAQ, WTKX, KGGO, WBLM.

WIDOW/Gone Too Far (CBS Associated) 20/3 (21/4) Adds: WBAB, KNCN, KFMG. Hots: 0. Mediums: 18 include WIYY, WHJY, WPYX, WFYV, WOOS, KILO, KZEL, KEZE.

LLOYD COLE AND THE COMMOTIONS/Rattlesnakes (Geffen) 18/5 (12/5) Adds: WNEW, WXRT, KAZY, CFOX, KQDS. Hots: 5 KBCO, KQAK, WHFS, KRQU, KCGL. Mediums: 10 include KRQQ, 91X, WLIR.

KEEL/The Right To Rock (Gold Mtn./A&M) 18/2 (22/6) Adds: WNEW, KRIX. Hots: 0. Mediums: 17 include WBCN, KZEW, KLOL, WQFM, KUPD, WTUE, WIOT.

SADE/Diamond Life (Portrait/CBS) 17/3 (11/4) Adds: WMMS, K97, KLYV. Hots: 4 KBCO, KSPN, KCGL, WHFS. Mediums: 13 include WXRT, KAZY, KQAK, KTCZ.

JOHN WAITE/Ignition (Chrysalia) 16/16 (0/0)
Adds include WEBN, WPYX, WHEB, WAQY, KWHL. Hots: 1 KVRE, Mediums: 7 include WKLS, WRCN, WCMF,

WAAF, KGGO, KICT. ANIMOTION/Animotion (Mercury/PolyGram) 16/6 (11/2)
Adds: WXRT, KBPI, KSJO, WHFS, WCPZ, KFMF. Hots: 2 KROQ, KQAK. Mediums: 12 include WMMS, KBCO, WZZO.

CHESS/Soundtrack (RCA)15/2 (14/3)

Adds: WMMS, KTCL. Hots: 4 KQAK, CFOX, WHFS, KCGL. Mediums: 10 include WXRT, KBCO, 91X, WLIR, KTYD.

MADONNA/Like A Virgin (Sire/WB) 15/1 (15/3)
Adds: KRQU. Hots: 6 WMMS, WZZO, WLIR, WHMD, KLYV, WBYG. Mediums: 9 include WHEB, WIMZ, KMJX, WRDU, WBLY

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are BOLDED. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

AOR BREAKERS — A record is a breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

MOR/TRACKS

MICK JAGGER/Just Another Night (Columbia) 148=136+ 12- 0=	r	Three	Two	Leet	_	457 Day and an				Total
19	ľ	Weeks	Week	s Week						Adds
FIRM/Radioactive (Atlantic)	1	5	1	1	0					
2	1	15			0					
DON HENLEY/All She Wants To Do Is Dance (Geffen) 7	ı				•					-
3	ı									
16	ı				B	IOUN ECCEPTY/Pook And Boll Girls (MR)				
4 3 4 6 FOREIGNER/That Was Yesterday (Atlantic) 128 - 115 - 13 - 0 -	١									
12 12 12 13 13 14 15 15 15 15 15 16 16 16	1				_					_
24 19 13	1			100	_					-
See 20	1				9	ALAN PARSONS PROJECT/Let's Talk About (Arista)				0-
17	1									
45 28 17	1						115+		48-	8+
	1				®		117+	50+	<i>66</i> +	7-
32 23	1	18	17	14	0	LRB/Playing To Win (Capitol)	121-	- <i>30</i> +	91 –	1=
37 23 22	1	_					121+	28+	<i>89</i> +	7-
13 16 18 18 SURVIVOR/High On You (Scotti Bros./CBS) 78 54 24 7 18 18 33 72 37 37 37 37 37 37	1	59	40	28	0	SIMPLE MINDS/Don't You (Forget About Me) (A&M)	115+	22+	86 +	20 -
39 37 27 37 37 38 37 37 38 37 38 37 38 37 38 37 38 37 38 37 38 37 38 37 38 37 38 37 38 37 38 37 38 37 38 37 38 37 38 37 38 38	1	37	23	22	Ð	CARS/Breakaway (Elektra)	94 -	- 40+	54 -	4-
1 5 10 20 JOHN FOGERTY/The Old Man Down The Road (WB) 7 8 11 21 GLENN FREY/The Heat Is On (MCA) 10 14 19 22 JULIAN LENNON/Too Late For Goodbyes (Atlantic) 11 13 21 23 REO SPEEDWAGON/Can't Fight This Feeling (Epic) 12 23 JULIAN LENNON/Too Late For Goodbyes (Atlantic) 13 12 23 REO SPEEDWAGON/Can't Fight This Feeling (Epic) 14 25 26 KINKS/Living On A Thin Line(Arista) 15 10 16 27 MICK JAGGER/Lonely At The Top (Columbia) 16 9 15 26 DON HENLEY/Sunset Grill (Geffen) 17 30 14 38 75 18 10 16 27 DAVID LEE ROTH/California Girls (WB) 18 15 26 DON HENLEY/Sunset Grill (Geffen) 18 15 20 24 25 29 JOHN WAITE/Restless Heart (EMI America) 19 45 43 31 6 DONNIE IRIS/Injured In The Game Of Love (HME/CBS) 10 5 5 5 6 5 6 6 6 GREG KIHN/Lucky (EMI America) 10 5 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	1	13	16	18						1=
7 8 11 21 GLENN FREY/The Heat Is On (MCA) 73 - 52 - 21 - 0 =	1	39	37	27						7-
10	ı	1	5	10					-	
11 13 21 23 REO SPEEDWAGON/Can't Fight This Feeling (Epic) 65 - 53 - 12 + 0 - 31 28 26 KINKS/Living On A Thin Line(Arista) 79 - 30 - 49 + 4 - 1 - 1 1 1 1 1 1 1 1	I	7	В	11						0=
31 28 26	1	10	14	19						-
	1	11	13	21		•				70.1
6 9 15 26 DON HENLEY/Sunset Grill (Geffen) 3 10 16 27 DAVID LEE ROTH/California Girls (WB) 5 56 36 36 36 GREG KIM/Lucky (EMI America) 3 2 24 25 29 JOHN WAITE/Restless Heart (EMI America) 7 6- 21+ 55- 1- 49 44 31	1	31	28	26						
3 10 16 27 DAVID LEE ROTH/California Girls (WB) - 56 36	١	DI	BUT	ightharpoons						
56 36 36 36 GREG KIHN/Lucky (EMI America)	١	6	9	15			-			
32 24 25 29 JOHN WAITE/Restless Heart (EMI America) 76 21 55 1	ı	3	10	16			-			
## 44 31	ı	-	56	36						
54 38	1	32	24	25						
13	1	49	44							
14 20 24 33 DEEP PURPLE/Knocking At Your Back Door (Mercury/PG) 57- 26- 31- 1= 25 25 29 34 GEORGE THOROGOOD/Gear Jammer (EMI America) 78- 12- 65- 2= 25- 25- 35	1	-	54							
26 25 29 34 GEORGE THOROGOOD/Gear Jammer (EMI America) 78- 12- 65- 2=	1	-	-							
57	١								-	
19	1	26	25							
42 38 37 ROMAN HOLLIDAY/One Foot Back (Jive/Arista) 72	١	-	-				Ŧ.,			
- 51	1	-	_							-
33 30 30 30 39 MARTIN BRILEY/Dangerous Moments (Mercury/PG) - 59 44 40 LOS LOBOS/Will The Wolf Survive? (Slash/WB) 50 49 43 40 DIO/Hungry For Heaven (Geffen) 49 40 DIO/Hungry For Heaven (Geffen) 57 15 40+ 16- 58 34 34 43 BRYAN ADAMS/It's Only Love (A&M) 27 29 35 44 AUTOGRAPH/Turn Up The Radio (RCA) 58 39 42 45 SCANDAL featuring PATTY SMYTH/Beat Of A (Col.) 55 10- 45+ 4+ - 51 45 46 SPANOS/I'd Lie To You For Your Love (Epic) - 58 54 7 JOHN PARR/Magical (Atlantic) - 58 54 7 JOHN PARR/Magical (Atlantic) - 59 48 50 DURAN DURAN/Save A Prayer (Capitol) - 51 50 48 50 DURAN DURAN/Save A Prayer (Capitol) - 51 50 48 50 DURAN DURAN/Save A Prayer (Capitol) - 51 50 48 50 DURAN DURAN/Save A Prayer (Capitol) - 59 48 50 DURAN DURAN/Save A Prayer (Capitol) - 59 48 50 DURAN DURAN/Save A Prayer (Capitol) - 59 PHIL COLLINS/Don't Lose My Number (Atlantic) - 59 MICK JAGGER/Turn The Girl Loose (Columbia) - 60 58 58 59 CUOUNESS/Crazy Nights (Atco) - 59 PHIL COLLINS/Inside Out (Atlantic) - 50 PHIL COLLINS/Ins	1	42								
10 10 10 10 10 10 10 10	1	-								
SO 49 43 A	1	33					66 4			6-
1		50					68+			9-
35 34 34 43 BRYAN ADAMS/It's Only Love (A&M)	1	_	-				57 t	15+		
27 29 35	1	35	34						22+	2-
38 39 42 45 SCANDAL featuring PATTY SMYTH/Beat Of A (Col.) 55- 15+ 39- 2-							55 -	- 10-	45+	4+
SPANOS/I'd Lie To You For Your Love (Epic)	ı						55-	- 15+	39 –	2-
DEBUT SPAT BENATAR/Ooh Ooh Song (Chrysalis) S6+ 3- 48+ 10- 10- 10- 10- 10- 10- 10- 10- 10- 10-	ı	_					61-	- 3+	56 -	2-
DEBUT SPIRM/Satisfaction Guaranteed (Atlantic) 48 + 16 + 31 + 14 - 47 + 43 + 41 49 GIUFFRIA/Do Me Right (Camel/MCA) 55 - 9 - 44 - 3 - 3 - 3 + 15 + 15 + 15 + 15 + 15 + 15 + 15 +	ı	_					56+	3-	48+	10-
47 43 41 49 GIUFFRIA/Do Me Right (Camel/MCA) 55- 9- 44- 3- 51- 50- 48- 50 DURAN DURAN/Save A Prayer (Capitol) 51- 13= 37- 2= 23- 27- 40- 51 JOHN PARR/Naughty Naughty (Atlantic) 34- 18- 16- 0= GEBUT	1	D	EBUT	•			48+	16+	31+	14-
34	ı				49	GIUFFRIA/Do Me Right (Camel/MCA)	55-	9-	44 –	3-
DEBUT	ı	51	50	48	50	DURAN DURAN/Save A Prayer (Capitol)	51-			2=
MICK JAGGER/Turn The Girl Loose (Columbia) 42+ 12= 28+ 18+		23	27	40			-			_
	1	D	BUT	•						
DEBUT SPHIL COLLINS/Sussudio (Atlantic) 37 21 15 19	1	-	-	59	_					
DEBUT SPHIL COLLINS/Inside Out (Atlantic) 42 14 23 41	1	- 1	60	58						
DEBUT	1		_							
20 21 32 58 PAT BENATAR/Ooh Ooh Song (Chrysalis) 40- 19- 21- 1+ DEBUT	1	=		_			-			
DEBUT S VAN MORRISON/Tore Down A La (Mercury/PG) 45+ 8+ 33+ 18-	1	D	BUT	•			-			
	1						-			
46 45 56 60 FRANKIE GUES TO HULLT WOUD/Relax (211/Island) 41- 16+ 25- 1-										
	L	46	45	56	60	FRANKIE GUES TO HULLT WOUD/Relax (211/Island)	41-	- /0+	25-	1-

MOST ADDED ®

MICK JAGGER (75) PHIL COLLINS (42) PHIL COLLINS (41) PHIL COLLINS (35) Only You Know And I... (A: PHIL COLLINS (33) I Don't Wanna Know (Atlantic) MICK JAGGER (32) PHIL COLLINS (29)

Long Long Way To Go (Atlantic)

MOST HOTS

MICK JAGGER (136) it Another Night (Columbia) BRYAN ADAMS (127) Somebody (A&M) PHIL COLLINS (124) One More Night (Atla JOURNEY (115) Only The Young (Geffen) FIRM (113) DON HENLEY (109) All She Wants To Do Is... (Geffen) Rock And Roll Girls (WB)

BREAKERS.

Piece By Piece (Capitol)

56% of our reporters on it. 87/13 including adds at: WSHE, WQFM, WEZX, WAAF, KZOK, Moves 39-32 on the Tracks chart.

MICK JAGGER

Lonely At The Top (Columbia)

50% of our reporters on it. 77/75 including adds at: WNEW, WMMR, DC101, WXRT, WMMS, KLOS, KMET, KROQ. Debuts at #25 on the Tracks chart.

CHICAGO "Along Comes A Woman" (WB) 42/21 (21/18) Adds include WBAB, WNEW, WMMR, WEBN, KYYS, KMET, KDKB, KSJO. Hots: 3 WKQQ, WTKK, KMOQ, Mediums: 31 include WMSK, WZZQ, WOUR, WOOS, WTUE, KGGO, KATT.

WITKX, KMOD. Mediums: 31 include WMMs, WZZO, WOUR, WOOS, WITK, KGEO, KATT.

GEORGE THORGOOD & THE DESTROYERS "I Drink Alone" (EMI America) 39/16 (23/9)

Adds include KMET, WDHA, KISS, KEZO, KFMS, Hest 5 WYSP, WHJY, WAQX, WSKS, WBYG.

Mediums: 33 include WBAB, WMMS, KYYS, KGB, WOUR, WARL, WYIZE

PHL COLLINS" "O'NY YOU Know And I Know.

PHL COLLINS" (O'NY YOU KNOW AND I KNOW. THE I INCIDENT AND INCIDENT AND

MICK JAGGER "Lucky In Love" (Columbia) 33/32 (0/0)
Adds include WIYY, WBAB, WMMS, KGB, KKCI, KICT. Hots: 11 include
Mediums: 18 include KROQ, KZAP, WAAF, WSKS, KEZO.

MOUGHES: 19 INCLIDE N.YOU, K.CAY, WARA, WSKS, K.E.O.

AUTOGRAPH "My Girfflend" & Boyfriend's Not Me" (RCA) 33/14 (20/4)
Addis include WHY, K.TXQ, KMJX, WOOS, KEZE. Hots: 4 WRIF, WOUR, CITI, KFMX, Mediums: 26 include KLOS, KGB, WOF, KSS, KCIDS.

JOHN FOGERTY "I Saw It On T.V." (WB) 31/12 (21/3)
Addis include WBAB W WO WEVY WORLD WOULD

Adds include WBAB, WLVQ, WPYX, KKDJ, KOMP. Hots: 13 incl WOOS, KILO. Mediums: 17 include WNEW, DC101, KEZO, WRKI, WRUF.

JOHN HIATT "The Usual" (Geffen) 31/0 (32/7) Adds: 0. Hots: 4 CHEZ, CITI, KILO, KSPN. Mediums: 27 include WHJY, WCKO, KYYS, KGB, WAQY,

PHIL COLLINS "Long Long Way To Go" (Atlantic) 29/29 (0/0) Adds include Wilry, WBAB, KZAP, WILAV, KEZO, WIOT. HORS: 8 WILVQ, KFOG, WHCN, WRCN, WACX, WFVY, KKFJ, WWWN, WAS

ACCEPT "Midnight Mover" (Portrait/CBS) 29/19 (13/13) Adds: WYSP, DC101, KGB, WOOS, KMOD, KRSP, KEZE, KOZZ. Hors: 0. M

Wash, WILT, WAUA, NOS.

MICK JAGGER "Secrets" (Columbia) 28/27 (0/0) Adds include WBAB, WNEW, KLOS, KGB, WAAF, Hots: 11 include WRIF, KAZY, KUPD, WFYV, KISS. Medium: 15 include WCO, KYYS, KAT, KMOD, KEZ.

NSS. Mealums: 19 include WCKU, KT15, AR1, NOVO, NEEL:

10.2 "A SOrt O'H Momecoming" (Island) 26/6 (20/6)

Adds: WYSP, WHJY, KBCO, WPDH, KNCN, WGR. Hots: 9 include WXRT, 91X, KQAK, WHFS, WIZN, KMBY. Mediums: 17 nclude WXPE, WAQY, KKD, WWWV.

MICHAEL BOLTON "Everybody's Crazy" (Columbia) 25/24 (0/0)

Adds: nclude WRAB, WHJY, KQHS, WAQY, WTXK: Hots: 0, Mediums: 14 include WDVE, KISS,

KATT, KILO, KEZE WSKS, KATT, KILO, KEZE.

JOHN FOGERTY "Centerfield" (WB) 24/3 (21/0)

Adds: WAQX, KZOK, KFMX. Hots: 18 include KLOL, KSRR, WXRT, KAZY, KILO, WWWV, KTYD.

Mediums: 8 include KOME, WAAF, KEZO, WBLM.

GO WEST "We Close Our Eyes" (Chryselis) 23/10 (17/17)

Adds include WRCM, KNCN, KRIX, WTKX, WROD, KSPN, Hots: 3 WLIR, WXCS, WCPZ. Mediums:

BILLY JOEL "Keeping The Faith" (Columbia) 22/0 (22/4) Adds: 0. Hots: 8 include WKLC, WDHA, WRDU, WRKI, WHMD, KZAM. Med WMMS, WHER KMIX, KGGO, WBLM.

JASON & THE SCORCHERS "White Lies" (EMI America) 20/10 (17/17) Adds: WYY, WNEW, WXRT, WTXX, WTUE, KQDS, WZEW, WZZQ, KRQU, KCGL. Hots: 0. Medium: 14 include KBCQ, WAQY, KILO.

Mediums: 1a include NEUL WALT, NICE
WIDDW "Bitch" ('CBS Associated) 19/3 (20/4)
Adds: WBAB, KNCN, KRMG. Hots: 0. Mediums: 17 WIYY, WHJY, WFYY, KILO, KEZE.
DON HENLEY "Orbrin" With Your Eyes Closed" (Geffen) 18/3 (17/3)
Adds: WPDH, WEZX, KRMX. Hots: 11 include KLOL, KSRR, KAZY, KFOG, KILO. Mediums:
WOMF, KODS, XEEL, KÖZZ.

MICK JAGGER "1/2 A Loaf" (Columbia) 17/17 (0/0)
Adds include WBAS, WKLS, KZEW, KGB, WIOT. Hots: 5 WHJY, WDIZ, KPOI, KZOK, WWWV.
Modiums: 10 include KLOS, WAAF, KILO.

UTOPIA "Play This Game" (Passport) 17/5 (15/4) Adds: KNCN, WXCS, WCXT, WZZQ, KTCL. Hots: 0. Mediums: 16 in : 16 include WAQY, KISS, WTUE. WRKI.

DAVID LEE ROTH "Just A Gigolo" (WB) 17/4 (16/2)
Adds: WMMS, WZZO, KICT, WCPZ. Hots: 9 include KTXQ, WCCC, WTKX, KKDJ. Mediums: 7 include
WDVE, WAGX, WSKS, WBLM.

STRANGLERS "Skin Deep" (Epic) 17/3 (13/2) Adds: WQBK, WIZN, KRQU. Hots: 7 include WBCN, KBCO, 91X, KQAK, WUR, KLBJ. Mediums: 9 include WXRT, KAZY, KSPN.

include WXRT, KAZY, KSPN.

MICK JAGGER "Hard Woman" (Columbia) 16/16 (0/0)

Adds include WABA, KLOL, KINK, KILO. Hots: 5 KSHE, KUPD, WRCN, WTKX, KTCZ. Mediums: 10 include WADX, WABAF, WBIM, KOZZ.

JOHN WAITE "Change" (Chryselis) 16/16 (0/0)

Adds include WSHE, WPYX, WHEB, WADY, WTXX, WXKE, Hots: 0. Mediums: 8 include WEBN, WXLC, WRCN, WAAF, KGCO, KICT.

WKLC, WRCN, WAAF, KGGO, KUL ' ANIMOTION 'Obsession' (Mercury/PolyGram) 16/6 (11/2) Adds: WXRT, KBR, KSJO, WHFS, WCPZ, KFMF. Hots: 2 KROQ, KQAK. Mediums: 12 include WSHE, WMMS, KBCO, WZZO, WHEB,

LLOYD COLE AND THE COMMOTIONS "Perfect Skin" (Geffen) 16/4 (12/5)
Adds: WNEW, WXRT, CFOX, KQDS. Hots: 4 KBCO, KQAK, WHFS, KRQU. Mediums: 10 include KRQQ.

- Track airplay data for songs from all configurations, including albums, EPs, and 45s. Shows four-week trend of chart movement. Records showing significant upward momentum are bulleted. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's flgures.

MCCEPT HATCH # GART O' # GART O'

WBLM/Portland, ME (207) 783-2065 PD: JOSE DIAZ HD: TON MALLACE

WRKI/Danbury (203) 579-9995

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CHUM-FM/Toronto (416) 926-4068

PO: BOSS DAVIES PD: MAINE WESTER (PROZEN)

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WYSP/Philadelph (215) 668-9460

PO: MICHAEL PLODERS

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WNEW-FM/New York (212) 986-7000 PO: CHARLIE KENDALL ASST. PO: JIM MORAGHAN

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WBAB/Long Island (516) 587-1023

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WHJY/Provider (401) 438-6110

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CHOM-FM/Montrea (514) 935-2425 PO- ROD MEATOE

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WLIR/Long Island (516) 485-9200

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WRCN/Long Island (516) 727-1570 PO: MASC COPPOLA NO: JOHN GRAPPONE

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WCMF/Rocheste (716) 262-4330

PD: JOHN SANSON ASST. FO: DAVE XANS

DESTRUCTION OF THE PROPERTY OF

WOUR/Utica (315) 797-0803

PP: PETER HIRSCH Nº: TON STARS

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WHEB-FM/Ports (603) 436-7300 PD: JIH RESING

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WEZX/Scranton (717) 961-1842

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(413) 525-4141 PO: ROSS MACRONICE

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(203) 247-1060

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CHEZ-FM/Ottawa (613) 563-1919 PO: STEVE COLNILL NO: GREG TORRENCTOR

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W770/Allentows (215) 694-0511 POI CEME MONAMO HD: NICK STRAUSS

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WPLR/New Haven (203) 777-6617

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WHFS/Annapolis (301) 263-1430

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WDHA/Dover, NJ (201) 328-1055

OR | BOD LINGER PD: MARK CHEMNOFF

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WPDH/Poughkee (914) 471-1500 PO: STEN SCHAFTS.

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WKLC/Charleston

(304) 722-3308 PD: JC ROBINSON MD: PAUL MONILLAN

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(617) 752-5611 PO: RUB BARKETT MD: RUSS HOTTLA

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WPYX/Albany, NY (518) 785-9061

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Parallel Three

WIZN/Burlington (802) 877-6800

90: MOGER HAYER MD: ARTY CAVIGNE

Design Control of the Control of the

WXCS/Hagerstown

Fredrick (301) 733-4500

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WGIR-FM/Mancheste (603) 625-6915

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PARALLELS — Stations arranged by market size, according to Ar-

bitron's MSA population figures. Parallel One: 1,000,000 +

Parallel Three: under 200,000. Stations at a significant ratings

disadvantage to their in-format competitor(s) are assigned a low

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KTXQ/Dallas (214) 528-5500

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WSHE/Miami (305) 581-1580

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KLOL/Houston (713) 526-6855

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TOTAL COMES OF THE STATE OF THE

VNOR-EM/Nodolk (804) 623-9667 ON: NON REPGER

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WCKO/Miami (305) 731-4800

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KZEW/Dallas (214) 748-9898 PO: ANDY LOCKEL HO: JOH DILLON

PO: MOY REAUBIES ASST. PO: MICHAEL Bet REGISTS BEYAM ADAMS FOREIGNED TON HEREEY JOHN FOODERTY GETP FOREIGN VISCOM QUEST (M) JOHN MAITE TRICHING

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WKLS-FM/Atlanta (404) 325-0960

FO: ALAH SHEED HD: BOB BALLET

THE COUNTY AND THE PROPERTY OF THE PROPERTY OF

Parallel Two

WDIZ/Orlando (305) 645-1802

PD: RAD MESSICK

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WRDU/Raleigh 919-782-1061

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(615) 525-6000 PO : ERREY LAMBERT

BOX JOHN POCESTY CARS BEO SPEKINGIGH JOHN PARE DOE NEMERY SEVEREY HILLS COP JOHN HIMTER BRYAN ADAMS EDIKS

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KI R LEM/Austin (512) 474-6543

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WKDF/Nashville (615) 244-9532 PO: BILL POSH ASST. PO: DAVID HAL

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WKQQ/Lexington (606) 252-6694 KNCN/Corpus Christi (512) 289-1000 PO: DAVE KAUSENS PD: BOE PAZIO ASST. PO: BONHIE STACES

THE MONTE (FILE MANAGEMENT CANAGEMENT CANAGE TROOPS
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(512) 223-6211

PD: GREG STEVENS

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KMJX/Little Rock (501) 470-0123

(904) 642-1055

PD: CHRIS JONES HD: LEX STALEY

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PO: TOM MODO NO: TOMPY SHETK

WQMF/Louisville (502) 589-4400

PO: CURE HEVER NO: REGGIE JONES NO. RECOLE OWES NO. SECOND CONTROL OF SECOND CON

KXZL/San Antonio (512) 226-6444 SPETAL TILLS FOR SPETAL PO: GLEN HARTIN HD: MIGELA WRIGHT

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WZXR/Memphis (901) 726-0060 WFYV/Jacksonville, FL

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KRIX/McAllen Brownsville

(512) 350-9999 POI HICKARL T. P.

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WTKX/Pensacola (904) 438-7543

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WRXL/Richmond (804) 282-9731

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Parallel Three

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KFMX-FM/Lubbock (806) 747-1224 PD: CAPT. BELLY ME NO: WES HESSHAM

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WRUF-FM/Gainesville (904) 392-0771

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(919) 455-2177 TO METER MASH

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WHMD/Hammond (504) 345-1070 PO: MARK SEGER

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WZEW/Mobile (205) 473-3692

PO: CATT STINE



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WRIF/Detroit (313) 827-9505

PO: RICHAEL MAYER ASST. FO: JOE VANIEL

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WQFM/Milwaukee (414) 276-2040 PO: ANDY BLOOM HO: JERRY GAVES

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WXRT/Chicago (312) 777-1700

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KYYS/Kansas City (816) 561-9102 PD: JOE HOCKER HD: RANDY RALEY

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MIDWEST (continued)

(612) 545-5601

PO: VICKE HORGSON THE STATE OF THE S

KSHEISt. Louis (314) 842-1111

PO: RICK SALIS

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(513) 871-8500

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WLVQ/Columbus, (614) 224-1271

WMMS/Clevels (216) 781-9667

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Parallel Two

KODS/Duluth (218) 728-6421 PO: HIKE BULLER HD: MANCY PRETIN

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WLUP/Chicago (312) 440-5270

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PD: LEE AMOUNT

KEZO/Omaha (402) 592-5300 KTCZ/Minneapolis (612) 544-1558 PO: BAUFE NOGRES MO. DO MACOO.

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WYFE/Rockford (815).877-3075

PO: WES DAVIS

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KICT/Wichita (316) 722-5600

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(216) 492-5630

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KKCI/Kansas City (816) 531-3400 PO: PRANK HANEL

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KGGO/Des Moines (515) 265-6181 PO: PAUL PREDATORS HD: JACK ENERSON

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WIBA-FM/Madison (608) 274-5450 PO: JACK HITCHILL

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GIUPPEIA
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WIOT/Toledo (419) 248-3377 PO: JOE THOMAS

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WTUE/Dayton (513) 224-1501

PD: TOR CARROLL HD: BOB CLARK

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WWCT/Peoria (309) 674-2000 PO: JEFF HURPHY HO: JOHN AVNERG CITI-FM/Winniped (204) 786-6181 PO: STEVE TOURS

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WXKE/Ft. Wayne (219) 484-0580 FOI RICK WEST

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KMOD/Tulsa (918) 664-2810 PD: CHARLIE MEST

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WAPL/Appleton (414) 734-9226 PD: EBIAN TAYLOR HAPE COUNTER

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WXIPIDAY (319) 326-2541 PD: GAME MAPTISTE MD: TERRY CUGAN

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WWCK/Flint (313) 744-1570 FO: HARE KILLER MD: LINDA LANS!

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WLAV-FM/ Grand Rapids (616) 456-5461

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WFBQ/indiana (317) 257-7565 PO: BILL WISE NO: THE BEARMAN

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PO: ROBERT WELCH

WCPZ/Sandusky (419) 625-1010

Parallel Three

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PO: RUNDY HUGG HD: KEV OR YOUNG

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KFMQ/Lincoln (402) 476-8565 NO. ARES HAMPER PO: TOR BARRER HD: MATT EFFEEN NO. NOT STICKS

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KQWB-FM/Fargo (218) 236-7900

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KLYV/Dubuque (319) 557-1040

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KSQY/Rapid City (605) 578-3533

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WZZQ/Terre Ha (812) 232-5034 PO: KEVIN YOUNG HO! DAN HICHARLS

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PD: CHRISTIE KANNILI

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WCXT/Muskegon -Hart (616) 873-7129

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WKLT/Kalkaska (616) 258-2800

PO: CHUCK PORT

PLAYLISTS - An artist's name appears once per playist in the highest reported rotation. For example, if cuts from an album are reported in both bot and me dlum, the album will appear in hot. A small 'a' before an artist's name indicates the record is new ly reported that week or additional tracks have been added. An (M) or (L) after an artist's name shows that other tracks from that record are in those rotations (medium or light add). An artist's name with no abbreviations means all airplay of that artist is in the listed rotation. When three or more tracks from the same alburn are reported in medium, that album will receive credit as being in hot and be listed as such. The album's tracks will continue to receive credit as being in medium rotation.



Parallel One

CFOX/Van (604) 684-7221 PO DON SHAPER

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KGB/San Diego (619) 292-1360 PO: CARRY SECTE ASST. POI THE COMBOX
RESP PURPLE
FIAN (H)
STORE FORY (M)
STORE FORY (M)
FUT STORE STOTER
HICK JAGGER (H)(L)
FOREJONER (H)
BOTTA ADARS
BETT TARRETS (L)

(415) 765-4045

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KRQR/San Fran (415) 765-4045

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WEST (continued)

91 X/San Diego (619) 291-9191 HD: HAD HAX ND: STEVE WEST

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(303) 444-5600

KBPI/Denver (303) 936-2313 NO: LYNN WELLS

Designation of the control of the co 90: JOHN BRADLEY MD: DOUG CLIFFON

WE AND TO CLUM THE PROPERTY OF KLOS/Los Angeles (213) 557-7250 HD: MUTH > DIETRO Bet STAM AGANG OFF PRISTED STORES AND THE STATE STATE AT THE LIGHT COME TO A COME THE STATE AT THE LIGHT COME THE STATE AT THE LIGHT COME THE STATE AND THE

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(602) 838-3062 PD: VAL METETOSH MD: CHRYSINS JOHNSON

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KDKB/Phoenix (602) 897-9300

KSJO/San Jose (408) 288-5400 FOI LEE FOY HANGE

KAZY/Denver (303) 759-5600

KOME/San Jose (408) 246-6811 PO: PAT EVANS ASST. PD: DANA JA

KGON/Portland, OR (503) 655-9181

POI DAVE ENVIN

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KZAP/Sacramento (916) 925-3700 (90) TOR CALE

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KMET/Los Angeles (213) 464-5638 PO: GEORGE MARRIE HO: SUE STEDNBERG

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KINK/Portland, OR (503) 226-5080

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KFOG/San Franci (415) 885-1045

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KKDJ/Fresno (209) 226-5991

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KZOK/Seattle

(206) 281-5600

PD: PHIL STRICES

Bell SOCIETY SILE OF SOCIETY S

KZEL/Eugene (503) 342-7096

PO: KEN HARTIN HD: VINCE HEFTS

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(403) 428-8597 PO: MEEL FONERDS

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KFMG/Albuque (505) 285-8811 PO: TOR MARSHALL HD: HICHAEL DAVIS

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KOMP/Las Vegas (702) 876-1460 PD: CHARLIE MORRIST MD: #IG HARTY

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KRSP-FM/ Salt Lake City (801) 262-5541 PO RANDY ROSE HD: BARRY HOLL

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KCGL/Salt Lake City (801) 298-1142

PO : OFL WILLIAMS

KLPX/Tucson (602) 622-6711

KWXI /Albuquero (505) 765-5400

Per l'Alle Service de l'Alle S BOIL SECURITION OF THE SECURITIES OF THE SECURIT KVRE/Santa Rosa (707) 544-5873 90: CHAPT PAULOS

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KSPN/Aspen (303) 925-5776 PO: GARY WHIPPLE HD: TON CARES

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KEME/Chico

(916) 343-8461

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KZOG/Missoula (406) 728-5000

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KTCL/Ft. Collins (303) 571-1232 PO: JOHN HAYES ASST. PO: GARY W ASST. PS) GAN WOLD

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KWHL/Anchorage (907) 349-6551 POL TATEP P. BRASS

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MICHAEL BULTON Light Adda JOHN WAITE

KRQU/Laramie-Cheyenne

WLUP/Chicago Two stations failed to report this week. Their rotations were frozen.

KISW/Seattle KUFO/Odessa WCKN/Greenville-Spartanburg

The following stations are new AOR Reporters: AOR Reporters:
KCGL/Salt Lake City
KRIX/McAllen-Brownsville
KTCZ/Minneapolis
KVRE/Santa Rosa
KZAM/Eugene
WCXT/Muskegon-Hart, MI
WHFS/Annapolis
WZEW/Mebrile WZEW/Mobile

The following station is no longer an AOR Reporter:

KMBY/Selinas-Monterey (408) 394-9000 The Control of the Co PO: HARE FATHERING

Description of the control of the co

KTYD/Santa Barbara (805) 967-4511 FO. RICK WILLIAM

INTERPORT (1).

THE PARTY (1) KOZZ/Reno (702) 329-9261 PD: DAHLES, COOP PD: \$7575 FUNK BETTER THE CONTROL OF THE PROPERTY OF THE PROP

KZAM/Eugene (503) 741-1999

project (1) and the second of the second of

157 Reporters

149 Current Playlists Three stations reported a frozen playlist this week. KRQR/San Francisco KSQY/Rapid City

CHUM/Montreal WRXL/Richmond

Three stations failed to report for a second consecutive week. Their playlists were not included in this week's data.

KCAL/San Bernardino

PARALLEL ONE PLAYLISTS

EAST

B104 WBSB

PD: Steve Kingston

MD: Amy Kronthal

MDP. Amy Knotchal

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PD: Larry Berger New York MD: Lisa Tonacci

MD: Like Tonacci

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HITTHANDOOO Pittsburgh

Keith Abrams

CHI ULBURA/Doomd Sators CHICAGO/Along Come & Median Saryana/Say It April SQUARE INDESTRUCT IN The Game of

Hot Hitts. Baltimore PD: Ralph Winnmer MD: Jim Payne

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PD: Scott Walker MD: Glenn Kalina

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nto PD: Jim Waters MD: Brad "Knobbu" Jones Toronto

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92 PROFM

Providence Operations Manager: Tom Cu

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PD. SCOT Alexander

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Ti PD: Bob Beauchamp

MD: Guy Brouillard

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(CFTR339. Toronto

PD: Sandy Sanderson MD: Bob Saint

MD: DoO Saller (1997)

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Boston PD: Sunny Joe White MD: Geni Donaghey

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PD: Bill Todd MD: P.J. Foxoria

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7100 WHTZ PD: Scott Shannon New York MD: Frankie Blue

MD. Frankle Blue

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(0/1/10/7 Washington, D.C. PD: Alan Burns

MD: Mary Taten

WELL Marine Long Island PD: Bill Terry

Music Coord: Ruth Tolson

Agong 25 CHICAGO/Along Connec A Wassen Dust HITMAT/All the Wests No do I shimmin/Creary Over You SECONDARY OF THE SECONDARY SEC

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PD: John Young

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97.1 XEGL Dallas

PD: Randy Brown MD: Joe Folger

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PD: John Lander

Asst. PD: Ron Parker

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B97 Orleans PD: Kris O'Kelly MD: Greg Rolling

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PD: Keith Isley WINZ-FM MD: Mark Shands

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Dallas/ Ft. Worth 92% (VA+M FM)

VP/Programming: John Shomby MD/Assist PD: Pamela Steele

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PD: Robert W. Walker

MD: Joni Siani

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MD: Joni Siani

Profile Market Mark

URAN SIRAN/Save, A Prayer STEVE HILLSE/Songo Bongo SADONA o JACKSON/Show The Balls St Hot Hits! WNVZ Norfolk

MD: Greg South

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20, 21, 26, 30, 31, 12, 33, 34, 25, 40 CRAPH/Your Do The Redir AUTOGRAPH/Tues Up the Redin-GEORGE MESSON/20/20 REDIT (ROCKET/CHE)* BETC (ARRENY! WAS THAT IS FROM BARBAS STREEMEN/PARKS ON BEST NAME, FORDER WILLE/GOTES OF THE UNITED BAY FARKER ST./Jessie TEMPTATURE/TURS I Like A Ledy SOMPATCHS INVESTRABLES

PD: Bob Canada

MD: Greg South

CAOS Tampa

PD: Steve Rivers

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ORCHOD/Along Comes & Women DESANGE/Moyths of The might MADDHNATCHENFOOT YOU LOVE ME (NOW DAVID MASSLENDFF/Do You Love Me (NOW DEECE SPRINGSTYDM/4 on PIPE ANIMOTICE/Obsession TADOMA & JACKSTY/Mhen The Rein Baging

94-Q Atlanta

PD: Jim Morrison MD: Jeff McCartney

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MD: Kim Welsh

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Columbus
PD: Adam Cook

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JEFFREY ORBOTHEF/The Borderllaws SAFTERA/May It Agein

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P.P. Gary Berkows,

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PD: Gary Berkowitz

Detroit

Assist PD: Joel Kelly

Chicago

PD: Buddy Scott MD: Joe Bohanno

The Control Co



PD: Tom Jeffries MD: Shadow Stevens

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JOHN MAITE/NewLloss Heart ALAN PARSONS/Let's Talk About Ma DAN MARTHAM/Second Maters

St. Louis
Ops. Dir.: Dave Robbi

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1 | More John Frost

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K/K/K 106.5 FM

St. Louis

PD: C.C. Matthews

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Ops. Mgr.: John Gehron PD: Tim Kelly

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PD: Tac Hammer Minneapolis

CARS/MRy Can't I Save Tou WEM EDITION/Hr. Telephone Han

Asst. PD/MD: Gregg Swedberg

795.5 Fm Detroit

PD: Lee Douglas Asst PD: Steve Kelly

WEST

Page 77

Chicago

FM 95

PD: Dallas Cole

Ops. Mgr.: John Gehron

PD: Dallas Cole

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WNCI Columbus 98 FAA PD: Rich Meyer MD: John L.

MD: John L

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Phoenix PD: Reggie Blackwell MD: Art Morales

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MIDWEST



PD: Dave Anthony Assist. PD/MD: Don Michaels

CMICAGO/Along Comes a Momen DOM REPLET/All She Wants To Do I

Q102 Cincinnati

Ops Mgr: Jim Fox MD: Dave Allen

MD: Dave Allen

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СТОТ КВЕО

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Kansas City PD: Pat McKay MD: Karen Barber

The Control of the Co

WKTI Milwaukee

PD: Tim Fox MD: Kelly Wallace

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Hitradio KMJK Portland PD: Jon Barry MD: Steve Naganuma

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MADDIME/Crasy Por Nos CAMO/Nhy Can't I Have You Gree XIME/Lanky Dom INDERTY/All She Maste To Do I SAIS/Masseth Operator

CHICAGO, Operators
CHICAGO, ALong Campa A Vonna
71187, The Sird
CHICAGO SI AND SI GAT
DIAME DESCRIPTION OF The SI GAT
JUNYARY CHICAGO SE SENTE
DESCRIPTION OF THE SI SENTE

KWSS 94.5_m

San Jose
PD: Dave Van Stone MD: Robin Kipps

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GO MEST/No Close Our Byes DGS MESCAP/All She Waste To De I JONE TAIR/Neeshty Hospity COMMCO COMMON As Shehift ME AN PARSONS/Let's Talk About Ma

AL ME PARAGONAL/LEFT OF THE A SHOWN AND ADMINISTRATION OF THE A SHOWN THE ACT OF THE ACT SURFACE SEAT/SHELL TO PASSELF SEAT/SHELL TO GREEN ALTHO/LORKY SHEEK SPRENGETSHE/I'M ON Fire THE SEAT SPRENGETSHE/I'M ON Fire

Y

KRXY Denver

PD: Robin Mitchell Assistant PD: Beau Matthews

1 TO THE LEGISLATION THE PROPERTY OF THE PROPE

KUBE 93FM

Seattle
PD: Bob Case
MD: Wendy Christopher

SERVIVOR/HIGH-On Now DISCOVERY/ON/ADMONSTRA DOS NEWSET/All She that a Ye Do I TIME START THE START TO SECONDAL CREEK TO THE

Hot Hits -Kopu FM PD: Jeff King Seattle

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NADONN/Crosy Por You YORK/Floor by Plays AMTHOM TO Applie IMAT, AMTER, 18/NAO AND TOLI PERANGEN/Mythm Of The Hight

CHICAGO/Along Commo A Magnan
VELE/Lenk Ny Neu
ALAN PARGESS/Let's Telk Absent Nocommit Delix.Lincon/EEL/behind The Readt
NORMAL NOLLIONS/Done Pool Sank In Your

San Francisco PD: Nick Bazoo

MUD: Jack Sall

***Common Common Comm

30 27 32 SAID/Dometh Operator PATTL LAMBLE/Down Actitude Go WHIT/Ms Close Our Byce

IMAY, JASPER, EE/Sico and Toll Hancom a Jackson/When The Unio Seging

ZIOOFM Portland

SCHEDGE/Post Of A Heart TELET, JASPER, IS/Nice and 9ell PAY SESSYMEN/Ook Can Demp CANS/May Can't 1 Have Nos TIME/Too Sird Oom SHEMS/YALL She Masts To De I

Q103FM)

DON HINLEY/All the Name To Do I ALAN PARKONS/Let's Talk Abset No HADDING/TYSHY Por Woo COMMON ONE AND AND AND AND BANGAR SPORT MAND/MANT LON

DAY MARYSMI/Second Setare GRES KISS/Sechn Of The Stight JOSS PARK/Second Of The Stight JOSS PARK/Second Second ECHSON Dest Of A Heart

KOAQ

PD: Jack Regan

MD. Alan Sledge

KKRZ

PD: Gary Bryan

MD: Scott Drake

PM 102

Sacramento PD: Rick Gillette MD/Assist PD: Chris Collins

PLU/Asset PJ: CITTE COMES

1 From Asset Comes of the Come

NALONNA, CTAIN POR YOU RECORD AND ANY REAL PROPERTY OF THE PRO

SOURCE & HETWENT/This Is Not Associate SHEEL SPINISHES IN CHARGE SPINISHES IN COMMENT/OFF SHEET SPINISHES SHEET SPINISHES SHEET SHEE

TZZP Phoenix

MD: Steve Goddard

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35 CARS/Why Can't I Have You DOS HEMILEY/BL3 She Wanta To Do I HADDRIS/Cracy Per You

NOTE & CHTESTY/White In that America SCANDE/Dest Of a Scart ANTENTON/Obsession NICE JAMES/Jost Another Hight



PD. Tom Chase MD: Mr. Ed

SEADCHEA/Creary For You CONTENSO/Along Commo A Woman CONSCOUNTAIN of tank IP Dass Martines/Second Seturo DEMARKE/Seythm Of the Sight

CARB/Nhy Can't I Have Two JEFFREY CONCENT/The Berderlines CHEEL ELIM/Lan'ty A Alvecoment/Thorn Up The Redio ALAS SAMEDES/Lat's Talk About No BODISKI BER/Senil Town Boy

IKS IOSIFII

HOT HITS! San Diego

VP/Ops: Dave Parks Acting PD: Mike Preston

Acting PD: Mike Presson

1 man / Contains States

1 man / Contains Stat

15 SECURITY BEAT/SHALL TOWN BOY SILLY JOHL/Homping the Polith

SCAMBOL/Deat Of A Heart CHICAGO/Along Compo A Woman DGB HEMLEY/All She Waste To Do I CAMB/Nby Con't I Hove You

Hot Hits San 105KITS Francisco

MD: Craig Roberts

MDS

MD: Craig Roberts

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PD: Doug Erickson

MD: Gloria Avila

MD: Gloria Avida

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16 CHICAGO/Rione Common & Magness ALAM PAJMCHES/Let's Telk About Ma DOM MARTHME/Second Materia

JEFFET CHARGE/The Berderlines AUTOGRAPH/Term Up The Bedle

EAST Most Added .. Hottest

Chicago

REO Speedwagon WHAM David Lee Roth

R ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH Most Added. Hottest

Madonna Chicago Don Henley REO Speedwagon David Lee Roth Madonna

EAST

Parallel Two

ASHFORD & SIMPSON HADONNA JOHN WAITE DEBARGE JOHN PARR (dp) SIMPLE MINDS

SADE TUBES (dp) JOHN WAITE HADONNA CRITCHOG JUDY COLLINS HOTERS (dp) JUDY COLLINS (dp) JUDY

STEVE PERRY CULTURE CLUB DON HENLEY HOTCOST: WHAM! 1-1 FORFIGHER 2-2 ASHPORD 4 SIMPSON 6 PHILIP BAILEY 3-4 DAVID LEE ROTH 7-5

CHICAGO
MADONNA
SIMPLE MINDS
PSEUDO DONO
MIDDIGNES
MIDDI

ALPHAVELLE
PRENCE
PRENCE
PRENCE
PRENCE
PRENCE
PRENCE
PRENCE
PRENCE
PROPRICE
PROPRICE WERZ/Exeter, NH Scott MacKay

MADONNA TREISAND ALPHAVILLE (dp)
ALPHAVILLE (dp)
JERGALNE STEMART
MARRATTANS (dp)
MURRAY NEAD
JOAN LETT
HOUTEST:
NOAL SETT
KOOL A THE GANG 7-5
ASHORD & SINFSON 14-12
MICK JAGGER 30-23
MICK JAGGER 30-23 MADONNA FIRM ALAN PARSONS ANIMOTION HOTT-ST: WHAM! 1-1 REO SPEEDWAGON 4-2 JOHN FOGERTY 10-5 JULIAN LENNON 11-7 MADONNA 25-13

WTIC-FM/Hertford, CT Mike West

BILLY JOEL
HADONNA
HOTLEST:
FOREIGNER 1-1
REO SPEEDNAGON 7-2
TEENN MARIE 6-6
PHIL COLLINS 24-17
HADONNA 27-22

SURVIVOR
DEBARCE
BRUCE SPRINGSTEEN
ERIC CARMEN
PRINCE
HOLLES
HUMBI 2-1
JOHN FOGERTY 9-4
REO SPEEDMAGON 13-7
DAVID LEE ROTH 14-9
TEENA HABIE 0-15 WKEE/Huntington, WV

Laird/Dunes
BARBRA STREISAND
HADONNA
FIRM DEST
JEMANTE STEMART
JEMANTE STEMART
MONTEST
WHAM! 1-1
RED SPECOMAGON 9-2
DAVID LEE ROTH 10-5
PHIL COLLURS 32-23
MADONNA 40-28 GO WEST CHICAGO TIME WPST/Trenton, NJ Tom Taylor

WKFMISyracuse, NY Kavin Fennessy MIONIGHT STAR DENNIS DEYOUNG ROTES: REO SPEEDWAGON 3-1 PHIL COLLINS 16-7 MADONNA 21-16 TEENA MARIE 30-21 MICK JAGGER 31-26

930/Syracuse, NY Laird/Dunes

Tom Teylor
CHICAGO
MADOWA
DIAM ROSS
DIAM ROSS
SANTANA
VELS
NEC SPEEDWAGON 2-1
JOEN FOGERTY 5-5
ASHFORD 6 SIMPSON 12-7
BILLY JOEL 24-20 TIME MADONNA SIMPLE MINDS DIANA ROSS JOHN WAITE TIME 4-2 DAVID LEE ROTH 9-3 TEENA MARIE 8-4 GLENN FREY 6-6

SANTAMA
SANCE MINISTER COMMINISTER COMMINIST DEPOUND
COMMINISTER COMMINISTER
RED SPEEDWAGON 5-1
DAVID LEER ROTH 10-6
KOOL 6 THE GANG 15-9
MICK JAGGER 21-12
JULIAN LENNON 24-15

KC101/New Haven, CT Stef Rybek

MADONNA DON HENLEY MURRAY HEAD HOTLEST: WHAH! 1-1 RED SPEEDMAGON 3-2 DAVID LEE ROTH 4-3 DURAN DURAN 15-12 MADONNA 17-13 Madouna
ARADONNA
GREG RIHN
CHICAGO
SANTANA
SIMPLE HINDS
GAMEST
GAMEST
GAMEST
HOLE ROTH 5-2
KOOL 4 THE GANG 6-4
GLENN PREY 1-4-11
JOHN POCKETY 1-4-11
JOHN POCKETY 1-4-11
JOHN POCKETY 1-4-11

McIntyrelMcCoy
GLENN FREY
PHIL COLLINS
PRINCE
EARODRA & JACKSON
HAROLD FALTERBEYH
ASHFORD & SIMPSON
HOSTERST
HOSTERST
HOSTERST
HALL & OATES 9-4
HALL & OATES 9-4
HALL & OATES 9-4
HADDNNA D-21 2106/Philadelphia, PA Davis/Tiller

DeviaTiMer

SCANDAL [dp]
TIME (dp)
DON HENLEY
CNICAGO
DEBARGE
HOTEGAL:
WHAM! 1-1
RED SPEEDWAGON 10-4
GLENN FREY 19-11
MADONNA 22-18
MURRAY HEAD 38-30

BRIOT ADDRESS
CHICAGO
SURVA MARIE
FRANKE GOES TO H (dp)
DEBARGE
HOTE-STI
REO SPECDMAGON 3-2
GLENN FREY 4-3
KOOL & THE GANG 8-5
SHEENN TASTON 11-6
POINTER SISTERS 12-9 RI-104/Providence, RI Jonathon Monk

Parallel Three

WHTF/York, PA Michael Serzynski

none Rottest: FOREIGNER 1-1 JORN POGERTY 2-2 WHAM! 3-3 BRYAN ADAMS 6-6 JOURNEY 10-10

Jonathon Monk
LRB
MADONNA
BRYAN ADAMS
SURVIVOR
LOS LOBOS (dp)
SCANDAL
SCANDAL
BRONSKI BEAT (dp)
Hotteat:
MHANI 2-1
REO SPEEDWAGON 14-2
MADONNA 21-13
PRINCE 28-14
PRIL COLLINS 27-15 WFBG/Altoons, PA Steve Kelsey Steve Kelsey
CHICAGO
MADONNA
GO WEST
BARBRA STREISAND (dp)
DIANA ROSS (dp)
HOTCest:
MIDANI 1055 (dp)
HOTCest:
MIDANI 1057 (dp)
JULIAN ERNENON 15-7
BILLY JOEL 21-15

Q92/Rochester, NY Stevens/Messner PRANKIE GOES TO H FIRM DON HENLEY Unttest: MICHAEL OF THE MADONNA CHICAGO SANTANA FIRM JEFFREY OSBORNE MANHATTANS JOHN WAITE HOLLEST ONLY 16-7 JULIAN LENNON 16-7 REO SPEEDWARGON 19-9 JOHN PARE 25-20 Hottest: SURVIVOR 4-1 REC SPEEDWAGON 2-2 WHAM! 8-3 GLENN FREY 10-9 JULIAN LENNON 21-13

Tom Mitchell
JEFFREY OSBORNE
GREG KINN
GO WEST
MADONNA
JERMAINE STEMART,
HOCLEST:
WHAN! 1-1
REO SPEEDMAGON 2-2
TEENA MARIE 15-5
MADONNA 32-6
PHIL COLLINS 33-12

SCANDAL SIMPLE MINDS CHICAGO CHICAGO
DEBARGE
MOTERIE
REO SPEEDMAGON 2-1
DAVID LEE ROTH 5-3
GLENN FREY 9-6
FRANKIE GOES TO H 13-11
AUTOGRAPH 23-20 WGFM/Schenectady, NY Tom Parker

103CIR/Beckley, WV

Bob Spencer
ANIHOTION (dp)
MADOWNA
JERMAINE STEMART
HOTLEST:
WHAM! 1-1
REO SPEEUWACON 6-2
SHEEMA EASTON 9-3
TERMA MARIE 16-7
ASHFORD 6 SIMPSON 18-13 WOAY/Beckley, WV Jim Martin

Jen Mertin
CHICAGO
CHICAGO
CHICAGO
CHICAGO
CHICAGO
CHICAGO
HADONNA
JOHN MAITE (dp)
HOCLEST:
TENNA HARIE 1-1
JOHN POCERTY 6-2
DAVIO LEE ROTH 3-3
THEE 8-4
SHEENA EASTON 15-7

WIKZ/Chembersburg, PA Matthewa/Alexander MatthewalAlexander
BOLAN TICHMAS
DON HENLEY
CHICAGO
COMPODORES
HOLLER
HO

WZYQ/Frederick, MD Kemosabi Joe

Kemosabi Joe
COMMODORES
DEBARGE
ANIHOTION
Bottest:
GHAM! 1-1
RED SPEEDWAGON 4-2
DAVID LEE BOTH 7-4
JULIAN LENNON 15-9
NADONNA 26-14 WQCMiHagerstown, MD Will Kauffman

BILLY JOER, 24-20

WRCK/Udea, NY
Jim Reitz

MACONNA

MACO WIII Keufinen
HURRAY HEAD
HUDNIGHT STAR
HADDNIA
HOLLER SPEEDHAGON 1-1
DAVID LEE BOTB 6-2
FRANKIE GOSS TO H 7-6
SURVIVOR 12-8
KOOL 6 THE GAMG 17-10 WKR2-FMWilken-Barre, PA

OK100/Ithaca, NY Bill Weston BIN Weston

DON HENLEY
DENNIS DEYOUNG
HADDNA & JACKSON
HALL & GATES 3-1
POINTER SISTERS 6-2
ROD STEMART 5-3
ROOL & THE GANG 7-4
HONEYDRIPPERS 8-5

WKHI/Ocean City, MD Jack Gillen WTLQ/Wilkes-Barre, PA MADONNA SIMPLE MINDS GO MEST ALPHAVILLE SADE JOHN WAITE ISLEY, JASPER, IS TUBES

CRICAGO
ON HENLEY
JERMAINE STEMART
HADONNA
HANHATTANS
GO MEST
HOTERST
HOTERST
HANHATTANS
THANK 1-1
REO SPEEDWAGON 3
DAVID 1858 0000 3 TUBES
NOTES :
REO SPEEDWAGON 1-1
DAVID LEE ROTH 4-2
SHEENA EASTON 7-5
FRANKIE GOES TO H 14-10
PHIL COLLINS 39-18 REO SPEEDWAGON 4-2 DAVID LEE ROTH 6-4 GLENN FREY 8-5 JULIAN LENNON 12-8

95XIL/Parkersburg, WV Paul DeMille PRINCE
ZADORA & JACKSON
GREG KINN
CAROL LYNN TOWNES
HADONNA
GO WEST
FOREIGNER 1-1
FOREIGNER 1-2
FOREIGNER 4-3
SILLY JOEL 7-4
SURVIVOR 8-5

MADONNA MANHATTANS GO WEST ISLEY, JASPER, IS ALAN PARSONS ALAN PARAJORS HOTTES: RED SPEEDWAGON 2-1 GLENN FREY 8-6 PHIL COLLINS 19-11 HICK JAGGER 18-14 MADONNA 30-19 WOMP-FM/Wheeling, WV Bonds/Stoner

Gonda/Stoner

BRUCE SPRINGSTEEN
ALAN FARSONS
GO MEST
DEBARGE
MADDNNA
MOMEY
PHILIP BILLEY 1-1
RED SPREOMADON 5-2
BILLY JOEL 18-12
SURWIVOR 23-12
SCANDAL 28-16

WSQV/Williamsport, PA Cruz/James

Crus/James
SAME
SAME
SAME
SAME
SAME
SAME
SIMPLE MINDS
GO MEST
VELS
ALMANYLLE

SOUTH

Parallel Two

WBBQ/Augusts, GA Bruce Stevens

Bruce Stevene

DON HENLEY

MADONNA

SANTANA

SANTANA

ALAN PARSONS
SIMPLE MINDS
SIMPLE MINDS
SIMPLE MINDS
FINATURE MINDS
THAN TURNER 10-3

NEW EDITION 8-4

MADONNA 28-22

MADONNA 28-22

KHFI/Austin, TX Waylon Richards Wayson Richards.

DOW HEMLEY
CHICAGO
JOHN PALLUBO
JOHN PALLUBO
DAN HARTMAN
GERG KINN
ALAN PRESCNS
HOTERST
HOTERST
HOTERST
JOHN POGRETY 19-10
JOHN POGRETY 19-10
JULIAN LEWNON 25-15

WFMF/Baton Rouge, LA Rice/Ahysen

KWIC/Beaumont, TX Gerland/Perry MADONNA DIANA ROSS VELS SANTANA ZADORA & JACKSON

MADONNA
DON HENLEY
VELS
DAN HARTHAN
ROBEY (dp)
HURRAY NEAD (dp)
ROCEMEL:
BILLY OCEAN 1-1
AUTOGRAPH 7-4
DURAN DURAN 9-5
HADONNA 15-7
HADONNA D-19

WQID/Blloxi, MS Mickey Coulter WDCG/Durham-Raleigh, NC WHHY-FM/Montgomery, Freeman-Wright Alan DuPriest

DEBARGE AUTOGRAPH GREG KINN DON HENNEY ONICAGO MADONNA MADONNA JULIAN LENNON 11-6 HADONNA 23-17 PHIL COLLINS 27-21 JACK WAGNER 12-29

MADONNA CHICAGO HOLDEST: WHAM: 2-1 REO SPEEDWAGON 7-4 AUTOGRAPH 13-5 DURAN DURAN 16-9 PRINCE 19-12 KXX106/Birmingham, AL Gaither/Bailey

Gatthertaley
MADONNA
ANIHOTION
GREG KINN
CHICAGO
JEDWAJNN STEMART
HOCLESE:
TIME 1-1
JOHN PARR 8-6
TERNA MARE 16-8
JULIAN LENMON 21-12

WSSX/Charleston, SC Phillips/Allen JERMAINE STEWART GREG KINN Nottest: Hottest: REO SPEEDWAGON 1-1 DAVID LEE ROTH 7-2 KOOL & THE GANG 6-4 SCANDAL 14-9 SURVIVOR 15-10

WBCY/Charlotte, NC Bill Mertin CARS
COMMODORES
CHICAGO
GREG KIHN
HOLLEST:
RED SPEEDNAGON 5-1
KOOL & THE GANG 8-2
JULIAN LENNON 16-4
SCANDAL 20-5
ASHEORD & SIMPSON D-

WJZR/Charlotta, NC Chrysler/Daniels ChryslerDandels
PATTI LASELLE
JOHN WAITE
MADONNA
DENNIS DEYOUNG
TRIUMPH
HOTES!
WHANI 1-1
DAVID LEE MOTH 4-2'
RED SPEEDMAGON 6-3
SURVIVOR 18-10
MADONNA 29-15

WSKZ/Chattane

DAN MARTMAN TEERA MARIE CARS REO SPEEDWAGON 1-1 GLENN FREY 2-2 DAVID LEE ROTH 7-3 SHEENA EASTON 8-6 JULIAN LENNON 15-8

SOW, INVIOR
PRINCE
ERIC CARMEN
CHICAGO
DON HEMLEY
HOttest:
WHAM! 1-1
DAVID LEE NOTH 6-2
KOOG 6 THE GANG 1Q-6
REG SPEEDMAGON 14-8
TIME 20-12

GREG KIEN
GO MEST
ISLEY, JASPER, IS
SANTANA
FIRM INCLEDE:
HOLLE GOATES 3-1
REGO SPEZOMAGON 4-2
JOHN FOCERTY 10-6
HADDONNA 16-12
TEENA MARIE 21-16 WZLD/Columbia, SC Hunter Herring

Hunter Herring
MADDINNA
SADE
CHICAGO
ALAN PARSONS
BARREA STREISAND
ROMAN HOLLIDAY
ALPHAVILLE
HOTCEST:
BEO SPEEDNAGON 1-1
201705
AUTOGRAPH 35-26
BRUCE SPRINGSTERN'1
HICK JAGGER 36-29
HICK JAGGER 36-29

MADONNA MURRAY HEAD (dp) ROBEY (dp) ROBEY (dp) ROCKER (dp) ROCKER

KZFM/Corpus Christi, TX Cerson/Ginsburg

Carnon/Giraburg

JULIAN LENNON
NABONNA
TINA TURNER
DURAN DURAN
HOLLES!
RETER 1-2
TIME 4-3
RED SPEEDWACON 14-7
DAVIO LEE ROTH 19-12
GLENN FREY 16-15

MOTOGRANISM
GREG KINN
DEBARGE
DIANA ROSS
PIENCE
DAN HARTHAN
JEFFRET OSDORNE
BRUCE SPREMOSTEEN
MOTERNET, ASHTON
STEVIE WOMER 14-6
BOYFRIEND 20-16
BOYFRIEND 20-16

KTKS/Dallas, TX Morgan/Kelly

KITE/Corpus Christi, TX Dave Parks

MICHAMYSEN
TERMA MARIE
CARS
SPRINGSTEEN
JONN PARR (dp)
HOCLEST:
WHAN: 1-1
RED SPRIDMAGON 6-2
DAVID LEE ROTH 10-5
POINTER SISTERS 3-10
MADONNA 25-17

Hottest: AUTOGRAPH 6-1 TIME 8-2 GLENN FREY 9-4 JOHN PARR 11-5 REO SPEEDWAGON 12-7

KZZB/Beeumont, TX Jerry Lousteau

DEBARGE
GREG KINN
COMMINDERS
DAN HARTMAN
HOLLER
RED SPEDDWAGON 2-1
DAVID LEE ROTH 7-3
KOOL & THE GANG 6-4
GLENN FREY 10-7
TIME 13-9

KAMZ/EI Paso, TX Bob West Bob West
PAUL HARDCASTLE
DIANA ROSS
AR
BARBAR STREISAND
SANTANA
ANIMOTION
HADDNNA
HOTERST PROMAS B-5
NEW ROULAN TROMAS B-5
NEW ROITION 10-6
SANFORD S SIMPSOM 9PAUL HARDCASTLE D-8

PAUL HARDCASTLE 0-8
KSET-FMLEI Paso, TX
Crosno-Rodriguez
BYANA ADMIS
GREG KIHN
SANTANA
SANTANA
HADOMS
HADOM

MurphylCook
MADDINIA
JOHN WAITE
GO WEST
BRONSNI BEAT
TUBES
LOS LOBOS
VELS
DAVID LEE BOTH 2-1
DURAN DURAN 12-5
PHIL COLLINS 18-10
HADDINIA 20-12
FIRM 13-18
Y107/Nashville, TN WANS-FM/Greenville, SC Rod Metts ROD Mets
COMPODERS
CO MEST ES
ES MEST ES
ES MEST ES
ES MEST ES
BRONSKI BEAT
NOLAN THOMAS
MURRAY HEAD
ROBEY
PAUL RARCASTLE
HOLLARL
ES SEEDMAGON 5-2
GLENN PREY 8-4
KOOL & THE GANG 9-6
NEW EDITION 12-7
WZYP/HURDWING. AI

MADONNA
COMMODORES
DON MENLEY
CHICAGO
KOLLESE:
MHAMI 1-1
REO SPEEDMAGON 8-2
MADONNA 19-13
DURAN DURAN 24-14
TEENA MARIE 23-17 WZYP/Huntsville, AL Steve King

Stave King
CHNICAGO
SIMPLE MINDS
HADDONA
JERMAINE STEWART
VELS
HOTLERE'S
HOTLERE'S
JOURNEY 10 JUMPSON 17-11
TERRA MARKE 25-18 WZKS/Nashville, TN Larry Martino

Larry Martino
DIANA ROSS
BRUCE SPRINGSTEEN
JEFFREY OSBORE
PHIL COLLINS
MICK JAGGER
MOSTER
HIAM1 3-1
JOHN FOGERTY 2-2
FOREIGNER 1-3
DAVID LEE ROTH 5-4
REO SPEEDWAGON 7-5 CHICAGO
CHICAGO
CHICAGO
COMHODRES
AUTOCRAPH
DIANA ROSS
NOTCEST:
WHAM! 1-1
REO SPEEDMAGON 2-2
POINTER SISTERS 3-3
GLENN FREY 7-5
MADONNA 18-12 WQUE-FM/New Orleans. Kevin McCarthy

HORE HOLLEST: MRAMI 1-1 RED SPEEDWAGON 2-2 MADONNA 4-4 DAVID LEE NOTE 8-8 JULIAN LENNON 18-18 WQUT/Johnson City, TN Steve Taylor WRNO/New Orleans, LA Costello/Wetkins

Cotoblowwithins
CHICAGO
SIMPLE MINDS
ROBEY
HOUTES:
HEAM1 1-1
JOHN FOCERTY 6-5
JOHN PARR 7-7
JULIAN LENNON 11-9
HADONNA 32-25

MADONNA FIRM DON HENLEY DON HENLE: PRANKIE GOES TO H 11-6 KOOL & THE GANG 10-9 JOHN POGERTY 29-11 AUTOGRAPH 16-12 JOURNEY 18-17 WFMI/Lexington, KY Fox/Mosley BJ105/Orlando, FL Casey/Wright BRYAN ADAMS BRUCE SPRINGSTEEN AUTOGRAPH

FourModey
MADDNNA
MAZE
JOHN MAITE
BARBRA STREISAND
MANRATTANS
HOtteat:
WHAM; 1-1
GLENN PREY 2-2
NADONNA 26-17
PHIL CDLLINS 32-18
MICK JAGGER 35-25 AUTOGRAPH Hottest: WHAM! 3-1 GLENN FREY 5-3 RED SPREDMAGON 6-4 DAVID LEE ROTH 8-6 JOURNEY 19-14 KKYK/Little Rock, AR Merk McCein MADONNA
PATTI LABELLE
PIRM (dp)
ISLEY, JASPER, IS
MOTHER
RED SPEEDMAGON 2-1
MADONNA 18-10
SURVIVOR 22-12
PHIL COLLINS 30-15
DURAN DURAN 26-20 MADONNA SURVIVOR BILLY JOEL Hottest: REO SPEEDWAGON 1-1 WHAM1 3-2 BILLY OCEAN 7-4 DAVID LEE ROTH 9-6 TIME 16-10

DIAMA ROSS BOWIE 4 METHENY CHICAGO MOTEST: WILMI 1-1 BILLY OCEAN 2-2 REO SPEEDMACON 9-5 ASHIFORO 4 SIMPSON F0-8 MADONNA D-28 TEENA MARIE DAN MARTMAN CHICAGO MOTEST: REO SPEEDWAGON 7-2 SHEENA EASTON 10-7 COMMODORES 18-13 DURAN 30-16 SURVIVOR 26-23 WABB-FM/Mobile, AL Fram/Fuller KITY/San Antonio, TX McGae/Linton PREMIES OF THE PROPERTY OF T BILLY JOEL ROBEY BRONSKI BEAT JEFFREY GSBURNE HOLLEST HOLLEST REO SPEEDWAGON 4-1 HAM1 1-2 FOREIGNER 5-3 BILLY OCEAN 2-4 GLENN FREY 7-5

KTFM/Şan Antonio, TX Thorman/Owens

AGE DUPLES
JOHN PARE
DON, HENLEY
BETAN ADAMS
CHICAGO
DEBARGE
ROLTES:
WHAM! 2-1
WHAM! 2-1
DAVID LEE ROTH 7-3
THE 15-1,3
SURVIVOR 29-19 KMBQ/Shraves

KBFMIMCANION BROWNEY
DEGACOICHEON
DIANA-ROSS
GREG KIHN
DAN HARTMAN
ALAN PARSONS
LRE (dp)
BOKNEY
LRE (dp)
LRE (dp)
JULIAN LENNON 18-12
TINA TURNER 30-20 BascomiStory
MADONNA
CHICAGO
DON RENLEY
DAN HARTHAN
DEBARGE
HOCLESSING
REO SPEEDMAGON 5-1
DAVID LEE BOTH 6-3
KOOL & THE GANG 7-5
JOHN FOGERTY 11-8
JULIAN LENNON 15-10

298/Tampe, FL Johnny Walker KRGV/McAllen-Bro Perry/Molano

Johnny Weiker

AADONNA
ANIMOTION
DEBARGE
SCANDAL
DIANA ROSS
SCANDAL
DIANA ROSS
DON HENLEY
NOTICEST
HADONNA 9-6
GLENN FREY 14-8
PHIL COLLINS 29-21 MADONNA

COMMODORES

HOTLESE:
REO SPEEDMAGON 4-1
ASHFORD 4 SIMPSON 7-2
TIME 14-6
TEENN ANARIE 22-15
JULIAN LENNON 30-20 KX104/Nashville, TN Murphy/Cook WKZLWinston Salem, NC Christian/Joseph

Chistani Joseph
HALL & OATES
BALL & OATES
BA Y107/Nashville, TN Hobbs/Tyler

WSEZ/Winston-Salem, NC Rob Leonard

Parallel Three

MADDONNA
DEBARGE
HURRAY READ (dp)
DIANA MOSS (dp)
Hottest:
REO SPEEDMAGON 4-1
BILLY OCEAN 2-2
GLENN PREY 6-5
DAVID LEE ROTH 8-6
JULIAN LENNON 12-10

WKSF/Asheville, NC John Stevens

NADONNA CHICAGO BRONSKI BEAT HOCLEGI: JOHN PARR 3-1 AUTOGRAPH 7-4 DAVID LEE ROTH 10-6 FRANKIE GOES TO H 12-8 HADONNA 30-20

WJAD/Bainbridge-Elliot-Osborne EBIOCOSCOPE

MADONNA
JOHN WAITE
DIANA ROSS
MAZE (dp)
Hottest:
ROWID LEE ROTH 4-2
TIME 6-5
TENNA MARIE 30-14
MADONNA 35-18

WCGQ/Columbus, GA Ralph Carroll PATTI LABELLE

PATTI GOULD PATTI

KISR/Ft, Smith Rick Hayes WPFM/Penama City, FL Thomas/Davis

Rick Hayes
SIMPLE HINDS
MURRAY MEAD
ROBEY
GORST
GOMMODORES
HADONNA
MOTEST:
MEAN! 1-1
RED SPEEDWAGON 5-2
POINTER SISTERS 3-2
HALL 4 OATES 4-4
DAVID LEE ROTH 6-5 SADE GO WEST PATTI LABELLE Hottest; GLENN FREY 13-12 TEENA MARIE 14-13 NOCAN TROMAS 33-28 ANIMOTION 34-29 HURRAY HEAD 39-30 Q104/Gadsden, AL Gaither/Davis

ROANOKE GO WEST CARS ANIMOTION Hottest: PAUL HARDCASTLE ALABAMA MADONNA ANIHOTION SANTANA SADE WIXV/Sevenneh, GA Scott Reynolds

SADE HOLLEST: TEENA MARIE 4-1 RED SPEEDWAGON 7-2 COMMODORES 11-5 PHIL COLLINS 19-9 MADONNA 20-10 Scott Reynolds
ANIMOTION
MAINDTION
MARTHY BELLEY
ALPHAYLLE
GREG FINN
DON NENLEY
BACOMAN
MACHANILE
GREG FINN
DON NENLEY
BACOMAN
MACHANILE
B MYKS/Galnesville, FL Lou Patrick DON HENLEY ISLEY, JASPER, IS SANTANA CUMMODORES HOTERST CUMMODORES MOTTEST: RED SPEEDMAGON 3-1 NEW EDITION 10-4 DAVID LEE MOTH 9-5 TEENA MARIE 16-8 MADONNA 22-10

Z102/Sevenneh, GA McGraw/Sommers STEVENIBERTY
JOHN WAITE
DON HENCEY (dp)
GO WEST
PATTI LABELLE
CKICAGO
CKICAGO
JOHN FOR 1-1
JOHN FOCERTY 6-3
DAVID LEE ROTH 7-4
REO SPEEDANGON 9-5
CLENN FREY 8-6

McGraw/Sommers
HADONNA
SADE
FIRM
HOTE-st:
TIME 3-1
TERMA HARIE 8-4
DAVID LEE ROTH 11-6
COMMODORS 12-7
DURAN DURAN 17-8 WGLF/Tallehassee.

RICK Sprinkles

DEBARGE
FIRM (dp)
SANTANA
ISLEY, JASPER, IS
PATTI LABELLE
HOCLEAT;
RED SPECUMAGON 4-1
TIME 3-2
FIRANKIE GODS TO H 18-1
PHIL COLLINS 20-15
MADONNA 26-18

TY

KKQV/Wichita Falls, TX MacMurphy

CHICAGO GO WEST GO WEST
VELS
PATTI LABELLE
JOHN WAITE
SADE
ALPHAVILLE
MADONNA
DENNIS DEYOUNG
DENNIS DEYOUNG
MHANILL-I
MHANILL-I
THE 13-10
MADONNA 33-13

CHICAGO
DON NEWLEY
COMMODORES
DIANA ROSS
SIMPLE MINDS
ZADORA & JACKSON
HOCKESI
PROVINCE SECON HOCKES
SIMPLE MINDS
ANDORA & JACKSON
DOLLED SECON HOCKES
JOHN FORENT 10-9
KOOL & THE GAMG 11-10 KNIN/Wichits Falls, TX Barry Michaels

KWES/Midland-Odessa, TX John Clay CHICAGO
TIME
JOHN WAITE
GREG SIMM
DEBARGE
HOTELST
RED SPEEDMAGON 2-1
HADONNA 14-9
AUTOGRAPH 12-10
JUNAN DURAN 21-17
JOHN PARR D-28 JOHN FOGERTY DON HENLEY (dp) Hottest: WHAM! 2-1 REO SPEEDWAGON 3-2 NEW EDITION 10-9 HADONNA 29-20 MICK JAGGER 34-27

T94/Panema City, FL Stu Patterson Stu Patterson

DON HERLEY
PATTI LABELLE
LOS LOBOS
ASPRAYLLE
LOS LOBOS
ISLEY, JASPER, IS
ISLEY, JASPER, IS
ISLEY, JASPER, IS
ISLEY
WHAMA: 2-1
POINTER SISTERS 11-5
JERNAINE STEMART 22-7
ANIMOTION 16-9
TEENA MARKE 27-10

Q101/Meridian, AL Tom Kelly

TOM Relly
MADONNA
ALAN PARSONS
SANTANA
PATTI LABELLE (dp)
ROBEY (dp)
KURRAY MEAD (dp)
KURRA

KNOE-FM/Mon Rick Knighten

StewartStone
LIMARRA STREINAND
JORN WAITE
HADDNINA
SADE
GO WEST
DIO
SIGLEY, JASPER, IS
NOTECATE
ROD SPEEDWAGON 4-1
DAVID LEE ROTH 7-2
TIME 8-6
KOOL & THE GANG 9-8
TIMA TURNER 15-12

256 CHR Reporters

The following stations reported a frozen playlist this week: WPLJ/New York KZIO/Duluth

The following stations failed to report this week; therefore their playlists were frozen:

Z93/Atlanta WQUE-FM/New Orleans WLS-FM/Chicago WHTF/York KJ103/Oklahoma City

MIDWEST Most Added . Hottest

Chicago Don Henley Madonna

REO Speedwagon WHAM David Lee Roth

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added. Hottest

Madonna Chicago Don Henley REO Speedwagon David Lee Roth

MIDWEST

Parallel Two

WKDD/Akron OH

JEFFREY OSBORNE JEFFREY OSBORNE SANTANA ISLEY, JASPER, IS GO WEST (dp) JORN WAITE FIXX (dp) HOCLEST: WHAM! 1-1 REO SEEDWAGON 3-2 SURVIVOR 11-9 BRYAN ADAMS 17-13 JOHN PARR 21-15

WAHC/Appleton-Oahl

GREG KIHN
HOTTEST:
REO SPEEDWAGON 1-1
FRANKIE GOES TO H 2-2DAVID LEE ROTH 6-3
AUTOGRAPH 15-8
DURAN DURAN 16-12

WKAU/Appleton-Oshkosh Ross/Bradleigh

DON HENLEY CHICAGO SANTANA HOCK-#ST REO SPEEDHAGON 4-1 DAVID LEE ROTH 7-4 TIME 12-8 FRANKIE GOES TO H 19-12 HADONNA D-24

WRQC/Cleveland, OH

ZADORA & JACKSON CHICAGO SCANDAL DEBARGE ANIMOTION DEBANGE ANIMOTION Hottest: REO SPEEDWAGON 11-6 DAVID LEE ROTH 12-8 JULIAN LENNON 16-14 MADONNA 26-18 PHIL COLLINS 28-20

KIIK/Davenport, IA Jim O'Hara CHICAGO
DON HENLEY
ALAN PARSONS
SANTANA
HOTLERA:
WHAM! 1-1
REO SPEEDWAGON 8-2
BILLY JOEL 15-10
PHIL COLLINS 16-11
MADONNA 25-18

WGTZ/Dayton, OH King/Robertson
BRUCE SPRINGSTEEN
ERIC CARMEN
CARS
JEFFREY OSBORNE
HOTTEST
RED SPEEDWAGON 1-1
DAVID LEE ROTH 2-2
GLENN FREY 10-3
DUBAN DUBAN 19-14
HADONNA 24-19

KZIO/Duluth, MN

none Hottest: HHAM! 1-1 REO SPEEDWAGON 3-3 JOHN POCERTY 13-13 BILLY JOEL 15-15 MADONNA 24-24

DURAN DURAN SURVIVOR DURAN SURVIVOR
SIRVIVOR
MICK JAGGER
MICK JAGGER
JOHN POGERTY
HOTEST:
HMAN: 1-1
TERNA MARIE D-16
FRANKIE GOES TO H 23-17
HADONNA D-19
TINA TURNER 25-20

WSTO/Evansville, IN Taylor/Lindsey

NEW EDITION TIME MADONNA BILLY JOEL HOTLEST: WHAN: 4-2 BILLY OCEN 5-3 POINTER SISTERS 6-4 GLENN FREY 7-5 DAVID LEE ROTH 9-8

WMFF/Ft. Wayne

ASHFORD & SIMPSON TEENA MARIE COMMODORES CHICAGO DON HENLEY Hottest: WHAM! 2-1 REO SPEEDWAGON 4-2 DAVID LEE ROTH 6-3 NEW EDITION 20-12 JULIAN LENNON 21-17

WGRO/Grand Rapids, Mi Swert/Stevens

SCANDAL BILLY JOEL BOWIE & METHENY

Jim Miles

DEBARGE MADONNA SHEENA EASTON MURRAY HEAD MURRAY HEAD
ROBEY
ANIMOTION (dp)
HOTTOR (d

WJXQ/Je: .on, MI Ryan/Chesks

Ryan/Chesks

JOHN WAITE (dp)
MADONNA (dp)
MURRAY NEAD (dp)
PADL HABDCHSTLE (dp)
JOHN FALIWHD (dp)
PSEUDO DCHO (dp)
MOTESTLE (dp)
MOTESTLE (dp)
MOTESTLE (dp)
JOHN FALIWHD (dp)
MOTESTLE (dp)
MOT

BARBRA STREISAND CHICAGO (dp) SADE DENNIS DEYOUNG HOTEST: WHAM: 1-1 REO SPEEDWAGON 8-2 JULIAN LENNON 22-15 MADONNA 31-18 PHIL COLLINS 36-25

WVIC/Lensing, MI Reed Kittredge

CHICAGO
DON NENLEY
ALAN PARSONS
SANTANA
HOLLEST:
WHAN1 1-1
KOOL & THE GANG 4-2
GLENN FREY 10-3
SURVIVOR 9-4
REO SPEEDWAGON 7-5

Z104/Madison, WI Little/Hudson MADONNA JOHN WAITE CHICAGO CHICAGO
TIME
FIRM
HOTTEST:
REO SPEEDWAGGN 2-1
GLENN FREY 5-4
PHIL COLLINS 10-5
HURRAY HEAD 21-10
JOHN PARR 14-12

WZUU/Milwauki John Driscoll John Drecom
PHIL COLLINS
PRINCE
HOTEST:
HOTEST:
FOREIGNER 2-2
BILLY OCEAN 4-3
REO SPEEDWAGON 11-4
FRANKIE GOES TO H 15-7

KJ103/Oklahome City, OK Bill Cahlil

none Hottest: REO SPEEDHAGON 1-1 POINTER SISTERS 4-4 DAVID LEE ROTH 7-7 FRANKIE GOES TO H 9-9 SHEENA BASTON 10-10

KOFM/Oklahoma City, OK

MADONNA
DIANA ROSS
JONN MAITE
HARY JANE GIRLS
SIMPLE HINDS
HIDNIGHT STAR
ROTTES:
HAM1 1-1
REG SPEEDWAGON 4-2
TIME 7-5
GLENN FREY 15-11
PHIL COLLINS 36-21

KQKQ/Omehs, NE

Taylor/Deen
DEBARGE
CHICAGO
DAN HARTMAN
DAN HARTMAN
PAREC KIHN
AUTOGRAPH
AUTOGRAPH
AUTOGRAPH
AUTOGRAPH
AUTOGRAPH
AUTOGRAPH
AUTOLEN BOTH 5-4
JULIAN LENMON 9-7
MADONNA 27-16
PHIL COLLINS 35-25

BILLY JOEL
PRINCE
CHICAGO
HOTESTS
WHAM! 1-1
REO.SPEEDHAGON 2-2
BILLY CCEAN 3-3
FOINTER SISTERS 7-5
DAVID LEE ROTH 14-7

WZOK/Rockford, IL Kipper B. McGee

CHICAGO
ANIMOTION
PRINCE
HOTEST:
WAMI 1-1:
POINTER SISTERS 7-4
REO SPEEDWAGON 8-6
TIME 13-10
JOHN PARR 10-23

WIOG/Saginaw-Bay City, MI Beicher/Shannon

MADONNA
TIME
HOTCEST:
WHAM! 1-1
REO SPEEDWAGON 3-2
GLENN FREY 4-3
KOOL & THE GANG 8-4
PHILIP BAILEY 5-5

U93/South Bend, IN J.K. Dearing

ASHPORD & SIMPSON MADONNA BILLY JOEL SURVIVOR Hottest: wham! 2-1 GLENN FREY 5-2 POINTER SISTERS 4-3 DAVID LEE ROTH 7-6 JOHN FOGERTY 16-9

WRQN/Toledo, OH Schaffer/Mitchell

JOHN WAITE CHICAGO CRILAGO
SAGONA
S

KAY107/Tulsa, OK

MADONNA GREG KIHN ROTLEST: WHAM! 2-1 REO SPEEDWAGON 4-4 GLENN FREY 12-5 DAVID LEE ROTH 16-10 CARS 25-19

KEYN-FM/Wichits, KS

KKRD/Wichits, KS WURRAY HAAD SCANDAL CHICAGO DON HENLEY DAN HARTHAN COMMODORES HOTEGES: HEAN! 1-1 REO SPEEDMAGON 6-2 SHEENA EASTON 7-3 JOHN POGERTY 8-4 TIME 9-7

Dick Thomp

Dick Thompson
BARBMA STREISAND (dp)
TRIUMPH
DON HENLEY
CHICAGO
VELS
JEHMAINE STEMART
HOTESTI ADD 13-7
NEW EDITION 13-7
SUELAN EXEMENT 1-4
JUENA 10-10
HADONNA 25-11

WYFM/Youngstown, OH

SHEENA EASTON TIME BRUCE SPRINGSTEEN BRUCE SPRINGSTEEN HOLLEST: REO SPEEDWAGON 2-1 DAVID LEE ROTH 4-2 MIDNIGHT STAR 8-4 MADONNA 18-10 PHIL COLLINS 22-14

Parallel Three

KEYR/Rismerck, ND DIANA ROSS GREG KIHN

GREG KIHN MADONNA HOTCEST: REO SPEEDWAGON 4-1 DAVID LEE ROTH 6-3 GLENN FREY 10-7 JULIAN LENNON 15-11 HONEYDRIPPERS 19-15

WBNO/Bloomington, IL Justin/Robbins

Justin/Robbins
COMMODORES
TERNA HARIE
DON MENLEY
JOHN PALTE (dp)
SIMPLE MINDS (dp)
Rottest:
WHAN1 2-1
REO SPEEDWAGON 5-3
DAVID LEE ROTH 7-4
JOURNEY 15-5
PMIL COLLINS 24-7

none Hottest: BILLY OCEAN 1-1 SHEENA EASTON 6-6 REO SPEEDWAGON 10-10 DAVID LEE ROTH 12-12 JULIAN LENNON 18-18

KWTO-FM/Springfield, MO Mike Schmidt WCIL-FM/Carbondale, IL

BILLY JOEL DONNIE IRIS (dp) DAN HARTMAN ANIMOTION (dp) ERIC CARMEN Hottest: REO SPEEDWAGON 1-1 MADONNA 4-2 PHIL COLLINS 15-3 ASHFORD 6 SIMPSON 14-6 TIME 25-16

KQCR/Cedar Rapids, (A

DON HENLEY DAN HARTMAN COMMODORES PSEUDO ECHO (dp) MURRAY HEAD MOTRAT HEAD ROTEST: REO SPEEDWAGON 1-1 WHAM1 2-2 AUTOGRAPH 8-7 FRANKIE GOES TO H 13-10 PHIL COLLINS 23-14

KCMQ/Columbia, MO DON HENLEY CHICAGO FIRM DAN HARTMAN Nottest: REO SPEEDWAGON 4-1 DAVID LEE ROTH 11-6 TIME 13-9 WADONNA 30-22 PHIL COLLINS 38-30

Y94/Fargo, ND Collins/Andersor CollegiAnderson
MAGONNA
ANATANA
SANTANA
SIMPLE MINDS
PSEUDO ECHO (dp)
LOS LOBOS
SADE (dp)
Hotteat:
REO SPEEDWAGON 3-2
JOHN FOGERTY 7-5
DAVID LEE ROTH 9-7
JULIAN LEHNON 26-15
MADONNA 30-17

XXXL-FM/Grand Forks, ND NordmeRight
MURRAY READ
DOBEY
CHICAGO
CARS
CARS
HOLLER TOTH 7-5
FRANKIE GOES TO H 22-16
MADONNA 28-22

WAZY-FM/Lefsyette

MADONNA JOHN WAITE MURRAY HEAD ROBEY JERMAINE STEWART VELS VELS Hottest: REO SPEEDWAGON 2-1 SHEENA EASTON 6-4 JULIAN LENNON 15-9 MADONNA 24-16 TEENA MARIE 23-17

KFRX/Lincoln, NE

Tracy Johnson CHICAGO MADONNA DON: HENLEY SANTANA SANTANA HOttest: WHAM! 1-1 BILLY OCEAN 2-2 REO SPEEDWAGON 5-3 TIME 9-6 TEENA MARIE 20-15

WRKR/Racine-Mile

DIANA ROSS SADE TEENA MARIE DON HENLEY CHICAGO CHICAGO MURRAY HEAD HOTLEST: REO SPEEMAGON 1-1 HADONNA 4-2 WHAH! 2-3 PHIL COLLINS 19-9 BROCE SPRINGSTEEN 18-10

KKLS-FM/Rapid City, SD

SherwinPiper

BRUCE SPRINGSTEEN
CHICAGO
DAN BREMEY
HORSE
HOR

99KG/Saline, KS Denny Collier

Denny Comer

ERIC CARMEN
DIANA ROSS (dp)
FIXX (dp)
SCANDAL
CHICAGO
HOTEST:
WHAN1 1-1
RED SPEEDWAGON 10-3
TEENA HARTE 27-17
JOURNEY 31-21
PRINCE D-32

KKRC/Sloux Fells, SC Oan Kieley

CARS
ANIMOTION
CHICAGO
DON HENLEY
DEBARGE
HOTLEST
HOTHER
HOTHER
THE 8-8
FRANKIE GOES TO H 14-9
AUTOGRAPH 17-12

ON HENLEY
CHICAGO
JEFFREY OSBORNE
ZADORA & JACKSON
ROTTEST:
REO SPEEDWAGON 7-2
DAVID LEE ROTH 6-3
GLENN FREY 8-5
JULIAN LENNON 14-9

WDBR/Springfield, IL Moors/Lewiey

COMMODURES HOTTEST: REO SPEEDWAGON 6-1 DAVID LEE ROTH 9-5 KOOL & THE GANG 10-6 JOHN PARR 14-7 JULIAN LENNON 23-14

WSPT/Stevens Point, W

Boulev/Trecy KMGX/Freeno, CA Carey Edwards MADONNA
JOHN WAITE
DEBRAGE
SANTAMA
SADE
REO SPEEDNAGON 1-1
JOHN PARR 4-2
JOHN POGERTY 6-3
HADONNA 27-15
PHIL COLLINS 37-25 MADONNA CHICAGO

KDVV/Topeka, KS Rebat/Parmely

DON HENLEY GREG KIHN PSEUDO ECHO JERMAINE STEWART. ROLLONI. KYNO-FM/Freeno, CA HOTTORI: REO SPEEDWAGON 1-1 DAVID LEE ROTH 8-6 FRANKIE GOES TO H PHIL COLLINS 28-18 FIRM 31-23

KFMW/Waterloo, IA Mark Potter

BRUCE SPRINGSTEEN DON HENLEY JEFFREY OSBORNE SIMPLE MINDS GREG KINN HOLLEST KIKI/Honolulu, HI Kong/Shishido JOURNEY MADONNA GREG KIBN
HOTTESTA
REO SPEEDWAGON 1-1
DAVID LEE ROTH 3-2
FRANKIE GOES TO H 13-5
MADONNA 27-15
TEENA MARIE 37-22

WEST

Parallel Two

Stucker/Rountree
BRUCE SPRINGSTEEN
DEBARGE
CHICAGO
COMMODORES
PRINCE
HOTEST:
REO SPEEUMAGON 4-2
DAVID LEE ROTH 6-4
JULIAN LENNON 16-8
PRIL COLLINS 17-12
HADONNA J0-19

KKXX/Bakersfield, CA Squires/Kemper

KOOL & THE GANG JOHN POGERTY SHEENA EASTON SHEENA EASTON HOTTEST: WHAM: 1-1 REO SPEEDWAGON 5-2 DAVID LEE ROTH 3-3 TIME 7-5 MADONNA 15-10

KOXR/Bakerafield, CA

Ronnie Knox MADONNA DON HENLEY FIRM FIRM HOTTEST: DAVID LEE ROTH 2-1 JOHN FOGERTY 10-2 BRYAN ADAMS 12-9 JULIAN LENNON 18-11 JOURNEY 19-13

KF95/Boise, ID DossiGregory

CHICAGO
ISLEY, JASPER, IS
FIRM (dp)
MADONNA
JERMAINE STEWART
ROTEST:
REO SPEEDWAGON 2-1
JOURNEY 9-3
JULIAN LENNON 11-7
SURVIVOR 20-12
MADONNA 34-21

John Dantzer CHICAGO BRUCE SPRINGSTERN AUTOGRAPH DON HENLEY DIANA ROSS HADONNA ROSTERD SPECOWAGON 4-2 POINTER SISTERS 7-5 GLENN FREY 10-6 DAVID LEE ROTH 13-7

CHICAGO
DON HENLEY
SIMPLE WINDS
SANTANA
HOTTEST:
WHAM! 1-1
STEVE PERRY 2-2
REO SPEEDWAGON 3-3
JULIAN LENNON 12-6

KSND/Eugena, OR

KSND/Eugena, Ol Mike Purdy JOHN WAITE MADONNA SADE DENNIS DEYOUNG EUROGLIDERS EUROGLIDERS DIANA ROSS HOTE-At: REO SPEEDWAGON 1-1 TEENA MARIE 12-7 DURAN DURAN 13-9 MADONNA 17-10 PHIL COLLINS 20-12

KBOS/Freeno, CA Kris Van Kamp RIFE VAN KAMPO
BRUCE SPRINGSTEEN
DEBARGE
ZADORA & JACKSON
JERMAINE STEWART
MADONNA
HOCLEST:
WHAM! 2-1
PRANNIE GOES TO M 6-5
GLENN FREY 8-6
SIERMA EXPON 19-10
TEENA MARIE 20-12

CMICAGO
COMMODORES
ISLEY, JASPER, IS
DON HENLEY
BILLY JOEL
GO WEST
HOTLEST:
BOTANA ROSS 4-3
ASHFORD & SIMPSON 13-11
MADONNA 18-12
GLENN FREY 17-14
REO SPEEDWAGON 19-16

ON HENLEY COMMODORES HADONNA HOTTEST: FOREIGNER 2-1 GLENN FREY 6-3 REO SPEEDMAGON 13-6 JOURNEY 14-7 TIME 15-8

MADONNA SADE KEVIN 1 & CHARLEN HOTLEST: WHAM1 1-1 REO SPEEDWAGON 7-2 DIANA ROSS 14-9 TEENA MARIE 17-12 TIME 23-16

KQMQ/Honolulu, HI Kimo Akane

BHE Stairs

GREG KIHN
FIDM
FIDM
GO WEST
DIANA ROSS
DON MENLEY (dp)
SIMPLE MINDS
MADONNA
NOCLEST
DAVIDER COTH 4-3
PARTICLES 20-13
PARTICLES 20-13
PARTICLES 20-13
PARTICLES 20-13
PARTICLES 20-13
PARTICLES 20-13
PARTICLES 20-19
MADONNA 38-29 Kimo Akane
PARINCE
PARONNA
ARACONNA
ROBEY
GO WEST
MANHATTANS
NOLAN THOMAS
HOLLEST
HOMAS
HOLLEST
RED SPEEDWAGON 6-3
GLENN FREY 14-7
HONEYPRIPPERS 15-10 KNBQ/Tacoma-Seattle RIC Hansen

SCANDAL
CHICAGO
MADONNA
ALAN PARSONS
DAN HARTMAN
HOTTEST
REO SPEEDWAGON
FOREIGNER 1-2
GLENN FREY 5-3
HADONNA 10-4
JOURNEY 14-11

KLUC/Les Veges, NV Richards/Christian

HICHARONALTHREAM
ALAN PARSONS
JORN HAITE (dp)
DIANA ROSS (dp)
GO WEST (dp)
MADONNA
DEBARGE
HOTLER TO THE TO

KO93/Modesto, CA Mike Novak

BRUCE SPRINGSTEER BARBRA STREISAND BARBRA STREISAND
CHICAGO
MADONNA
SIMPLE MINDS
ROBEY
MURRAY HEAD
HOLLEST
RED SPEEDWAGON 13-2
KENNY ROGERS 17-7
JOHN HUNTER 23-14
COMMODORES 24-15
PHIL COLLINS 30-17

KHOP/Modesto-Stockto David Kraham SIMPLE HINDS SAGE MADONNA GO WEST FIRM (dp) MOTENT MOTENT MAN 12-1 MONEYORIPPERS 14-9 BILLY JOEL 15-10 PRINCE 27-21

KCAQ/Oxnard-Vent

PATTI LABELLE VELS VELS Hottest: REO SPEEDHAGON 1-1 HADONNA 6-3 TEENA MARIE 5-4 ANIMOTION 13-10 MADONNA D-20

KSKO/Salem, OR Len E. Mitchell

Len E. Mitches
MADORNA
JORN MAITE
SADE
DENNIS DEYOUNG (dp)
VELS (dp)
PATTI LABELLE (dp)
THORES (dp)
HOUTERS
HO

Jeffries/Ferreri

JeffinealFerreri
CHICAGO (e)
DON HENLEY (dp)
MADONNA
JEFFERY SOORNE
MANNATTANS
MANNATTANS
SOURHUMON 11-21
JULIAN LENNON 32-22
MADONNA 31-27
PHIL COLLINS 40-27
PHIL COLLINS 40-27
PHIL COLLINS 40-27
PHIL COLLINS 40-37

KDON-FM/Salines-Mo

Kink Cliatt
SIMPLE HINDS
CHICAGO
CHICAGO
CHICAGO
GO WEST
HADONNA
HOLLES WOTH 8-2
TIMA TURNER 7-4
ROS SPEEDMAGON 11-5
ANIMOTION 29-18
KCPW/SMILLES CIV. U.

KZZU/Spokane, WA

KHYT/Tucson, AZ Sherman Cohen

KRQ/Tucson, AZ

Sherman Cohen
MADONNA
DON RENLEY
NOLAN THOMAS
DIANA ROSS
ALAN PARSONS
HOTLEST:
WHAMI LIP
PRES SPECOMAGON 7-7
BILLY OCKAN-8-8
PAUL HARDCASTLE 21-19

KRQ/Tucson, AZ
Kely Noris
CHICAGO
DON HENLEY (dp)
MADONNA
NOW EDITION (dp)
COMMODORES
REO SPEEDWAGON 5-1
BILLY JOEL 12-10
PHIL COLLINS 14-11
HOMEYDRIPPERS 18-16
TEENA MARIE 23-19

Parallel Three

KGOT/Anchorage, AK

Kay Taylor
CHICAGO
CHICAGO
CHOMODORS
SIMPLENTINDS
SIMPLENTINDS
ON HENLEY
SADE
JERNALINE STEWART
HOUTE HER

GREG KIHN

GREG KINN
NADONNA
CHICAGO
CHIC

KCPX/Salt Lake City, UT Hottest: REO SPEEDWAGON 1-1 WHAM1 2-2 FRANKIE GOES TO H 4-4 TIME 7-5 PHIL COLLINS 24-12 KISN/Salt Lake City, UT

Gary Waldron GREG KINN DAN HARTMAN BRUCE SPRINGSTEEN HADONAN GO WEST LRB ALAN PARSONS AUTOGRAPH (dp) DON HENLEY HOTHER SISTERS 4-3 DAVID LEE ROTH 5-4 HADONNA 24-14 WZTHISCOKERS WA Gary Waldron

MADONNA
DIANA ROSS
JOHN WAITE
DENNIS DEYOUNG
BRONSKI BEAT
HOTCEST
OAVID LEE ROTH.6-1
GLENN FREY 3-2
ERIC CAPMEN 16-11
MADONNA 30-14
BILLY JOEL 29-19

Ray Seele
2ADORA & JACKSON
CO MEST
SANDE
DIANA ROSS
VELS
HADDONNA
1DOBSY
HOLDEST
HOLDE

KZOZ/San Luis Obispo, CA Mike Dawson MADONNA SIMPLE MINDS HOTCEST: REO SPEEDWAGON 4-1 HADONNA 11-4 TEENA MARIE 16-10 MICK JAGGER 27-17 PHIL COLLINS 30-22

Dick Williams
MADONNA
CHEROA STREISAND
MURRAY HEAD
MURRAY HEAD
MODEY
CAROL LYNN TOWNES
HOTERET:
REO SPEEDNAGON 5-1
GLENN FREY 2-2
DAVID LEE ROTH 4-3
SHEENA EASTON 12-4
TINN TURNER 15-5
NEWSTACHIES WAS

OKSETTI-Cities, WA

OXBSTH-Cities, WA
Taylor/Purdy
JOHN WAITE
BANG BANG
DIENI'S DEFOUND
MADONIA
MA

KROZ-FM/Bozeman, MT

SCANDAL DEBARGE (dp) DEBARGE (dp) COMMODORES GREG KIHN DON HENLEY MADONNA AUTOGRAPH (dp) ROBEY MURRAY HEAD MURRAY HEAD
ROTEGET:
RED SPEEDMAGON 7-1
DAVID LEE ROTH 8-2
JOHN FOGERTY 10-7
JOURNEY 16-12
MADONNA 33-18
KTRS/Casper, WY
Todd Cavanah
MADONNA

Todd Cavanah
MADONNA
SANTANA
BARBRA STREISAND
HOTLEST:
REO SPEEDWAGON 2-2
DAVID LEE ROTH 6-3
GLENN FREY 9-5
JULIAN LENNON 13-7
ASHFORD & SIMPSON 1

KKAZ/Cheyenne, WY John Ramsey

John Ramsey ANIHOTION JEFFREY OSBORNE DEBARGE ALAN PARSONS HOTTEST HAMI 1-1 RED SPEEDWAGON 5-2 DAVID LEE ROTH 9-4 JOHN FOGERTY 10-8 JOURNEY 20-12

JOHN DOUBLING TO STAND TO STAN

ANIMOTION 9-4 JOURNEY 10-5 KCBN/Reno, NY JUM O'Neal ANIMOTION GEBARGE SHATANA HADONNA HOLESEL HADON HOLESEL HADON TIME 11-6 ERIC CARREN 15-9 JOHN FOGERTY 22-29 KHTX/Reno, NY John Chommie

PHIL COLLINS CARS BARBRA STREISAND MADONNA

SLY96/San Luis Obispo, CA Joe Collins CHICAGO BRUCE SPRINGSTEEN BRUCE SPRINGSTEIN
SADE
MURRAY HEAD (dp)
ROBEY (dp)
MADONNA
JERMAINE STEWART
HOLERT:
WHAM: 1-1
ROS SPEEDWAGON 6-2
DAVID LEE ROTH 8-3
JOURNEY 21-9
TIME 15-13

KIST/Senta Berbera, CA Dick Williams

89% Mational Summary UP 192 DEBUTS 9 SAMC 22 DOWN 3 ACOS 2

HCAD 18-14 XPO7 27-18 XSKD 21-16 EDONFH 18-3 XCFW 22-9 HTSW 21-16 XIIU 23-23 HMD 23-20 XMT 26-24 XMD 25-20

2

MOUTH 22-2
MKSF 24-18
MIAD 24-17
MCGQ 32-29
EISK 31-23

MMMO 12-10 MPMS 12-10 MPMS 14-14 MCILPM 12-15 EQCR 20-15 EQCR 20-15 EQCR 20-15 EQCR 20-15 EQCR 20-15 EXELPM 20-26 MFMS 10-26 MFMS 10-26 MFMS 10-26 MFMS 10-26 MFMS 12-26 MFMS 12-26 MFMS 12-26 MFMS 13-14 MFMS 13-13 MFMS 13-13

DURAN DURAN

1

WEREFR 27-0108 15-13 WHTF OR

SHOP 33-31 SHOP 33-32 SHOP 3

MERO 33-27 MANC 18-21 MEAU 34-26 MEQC 29-21 ETH 19-17 MEQC 82-21 ETH 19-17 MEQC 8-21 MEGC 8-21 M

Regions Reach E 331 S 100 M 828 N 935

4

MCAUFH on 894 23-23 PRO-PM 23-1 CFT2 d-36 CHUM 28-20 Q107 18-16 MAVA 14-10

896 15-14 WLE 22-23 WLS-PR 22-

MCSY 22-18 MCSY 22-18 MRYT 17-16 KREQ 12-5 3199 6-6

1199 6-6 HYT1 27-22 KOWBFM 25-20 EHTR 32-29 WLOLFM 21-16

FIDN 23-22 EPRE 00 0101 21-20 1108 21-30 1108 21-31 FILEPH 30-20 FOPA 22-19 EELP 23-21 REAL 30-19 FOLO 30-16 REO 32-28 EELF 31-31 FOLO 30-16 REO 32-32 EELF 31-32 EEL

7

WEST 33-29 #104 23-20 WEST 32-19

1889

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

andor exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one state. qualify for parallel one status.

Parallel III. Selected stations in smaller markets that are format domi-nant and/or exert a significant local influence. This parallel may con-tain some secondary market stations that do not qualify for parallel - Animation Continu

2

WAST 13-31 (100 37-35 WYSR 18-34 110 40-36 WISR 40-37 W

Regions Reach E 71t S 685 H 685 W 865

D

940 d-29 291 35-35 195 on MMV2 a-31

two status. 256 Reports

JOHN DOE			
"Hit Song" (An	vinhel)		
LP: Hit Song	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
er mit song			
Regional 100/25	44%	Summe	-
Reach 100/25	4470	Vo	51
E 33%		Detute	20
M 21%		Seme	
8 56%		Down	(
W 19%		Adde	21

EXAMPLE

100/25 - 100 CHR reporting stations on it this week including 25 new adds Percentage of this weeks re-porters playing it.

National Summary
Up 51 — Number of stations moving
it up on the chairs.
Debuts 20 — Number of stations
Same 4 — Number of stations
on movement but
week. (On to On. Add
to On., 31:31, etc.)
Down 0 — Number of stations moving
it down on their chairs.
Add 25 — Total number of stations
adding it this week.



Δ			AUTOGRA Turn Up To
BRYAN A Somebo LP: Reckle	dy (A&M)		Teylonal 175 Feach 6 574, 8 701 H 771
Regional Reach F 936 S 916 H 898 W 916	233/9 9	National Summary OF 178 DEBUTS 20 SANE 24 DOMM 0 AGDS 9	I SAFT
D104 28-24	HTLQ on 0106 a-27 WHTF 6-6 BOUTH	KPGP 35-30 KSKD 34-30 KSONFM d-39 KCPX 17-15 KISH 39-33 ELIU 30-25	NMAR 16-15 WXRSPM d-33 HNYS d-37 HCAUPH 21-23 PRO-FH on Q107 23-19 HAVA a
MMAR 30-23	WNEQ 30-25	ENYT 33-31	SOUTH

ECPX 17-15 EISW 39-33 EIIU 30-25 FNSQ 26-22 ENYT 33-31 BID4 28-24 MAR 30-23 MERT 12-27 WEIST 12-27 WEIST 12-27 WEIST 30-25 CEG4 40-37 CEG1 on ECAPTM 25-17 894 on METX 30-26 PRO-PR 25-22 CTTR 17-29 CHIM 25-21 Q107 32-29 WAVA 25-22 MFBG 35-33 MEON 35-30 MIGY 31-25 103C2R 32-31 WIKZ 6440 MITO 20-16 MOCM 27-23 OK100 26-2 WKHI 31-28 95X1L 35-3

SMC 00-05

SMC 00-05

WFM 21-13

WFM 21-13

WFM 21-13

WFM 21-13

WFM 21-14

WFM 21-15

WFM 21-15 94Q 32-23 193 34-34 KAPK 19-18 EDGL 6-5 93FM 27-25 Y100 e 897 23-21 MNVI a-39 Q105 d-29 3012FX 29-MSSP 31-23 MSSP 31-20 MSSP 31-20 MSSP 36-30 MSSP 36-30 MSSP 36-30 MSSP 26-22 Q101 31-27 EMOCRY 32-29 T54 38-31 MSSP 37-32 896 28-22 Q102 15-32 WGCL 18-15 92X 26-24 MHC1 16-14 MHC1 16-14 MHC1 13-25 MHTT 4-31 EDRO 32-26 T159 20-17 MHT1 4-29 KGHSPR 33-28 KHK 21-15 MHDLFH 17-10

MINON 17-23
MANC 27-24
MANC 28-26
MANC 28-26
MANC 28-26
MANC 6-19
MINOC 6-19
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MINOC 31-31
MINOC 31-31
MINOC 32-26
MINOC 32-32
MI RINN 29-25 KPRC on Q103 34-27 KIISPH 39-34 KRIZ 6-29 KRAI 6-35 KMJK 6-29 HNOD 36-32 KSIO3 36-32 KIIS on ANCL 31-26 KMSS 6-29 KPLUS 23-20 KPLUS 23-20 KPLUS 23-20 KPLUS 23-20 MIDWEET
MANQ 23-20
MONE 30-30
MOTLEM on
ACCA 31-27
SCM0 49-31
Y44 33-25-2
REXEZH 27-2
REXEZH 27-2
REXEZH 27-2
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REXEZH 27-2
REXEZH 30-2
REXE **P** MEST 21-18 NYTA On 18 NYTA On 18 NYTA ON 18 NYTH 18-1 KCDQ 32-29 KTHS 33-30 KKAZ 38-32 KCDS 31-25 KHYZ 35-29 KBZ 31-25 KHYZ 35-29 KBZ 31-26 KLY96 36-25 KDC 31-26 KLY96 36-25 KDC 31-26 KLY96 36-25 KDC 31-26 MANU 20-16
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MANU 20-28

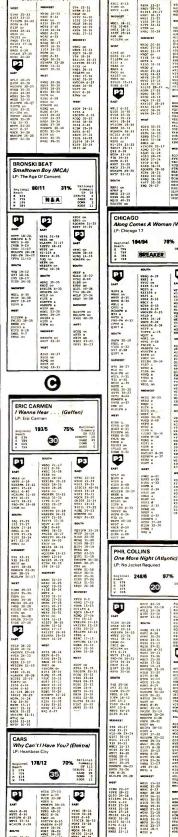
Obsess	sion (Mercury	r/PolyGram)
Regional Reach E 728 S 798 H 688 W 798	191/22	76% National Summary UP 69 DEBOTS 48 SAME 52 DOWN 0 ADDS 22
3	MBSC on .EHT1 on .EWIC 38-35 EXID 28-21	ECPX 6-39 ENDO 39-35 ENTY 6-39

2	SOUTH	ECPX 4-39
_	MRRC on	ENT7 4-19
•	KHT1 on	
LAST	KW1C 38-35	P3
	E115 28-21	
BIO4 on	WOID 4-37	
NO KAM	EXELOG .	LAST
DITT 40-38	WAPI OR	
KESPH d-31	MSSK d-35	NPBG on
NYS 4-39	HJZ# 0-40	MICH 4-16
CAUPH 37-31	MSEI OR	HIGY on
RO-PH on	WHOREH 6-40	10 both a
AVA cas	MSFD 30-54	MOAY 4-39
	XITE d-28	MIEX 40-16
HOUTH	ETES 37-26	MITO a
	MDCG 4-39	MOCH on
4Q on	KANE a	0x100 oc



EAST VICTOR 37-35 WINTT 37-35	WHOOT 33-24 WHOOT 33-25 KP95 46-23 KP95 46-23 KP95 46-23 KP95 46-23 KP95 46-23 KP95 46-24 KP97 28-22 KP07 46-25 KP07 46-2	### 10-27 #### 10-27 #### 10-27 #### 10-27 #### 10-29 ##### 10-29 ##### 10-29 ##### 10-29 ##### 10-29 ####################################	050 940 940 39-39 1191 1101 1101 1101 1101 1101 1101 11
AUTOGR Tum Up 7 LP: Sign Infl Seylonal 17 29mch 6 6 67h. 8 67h. 8 77h 9 64h	he Radio (RC Please	096 National Summary UP 91 DESUTE 38 SACE 37 DOWN 2 ADDS 11	E31 E21 E30 E30 E30 E30 E30 E30 E30 E30 E30 E30
Communication (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	SITE 11-14 SOCIATION 1	No. No.	CALL STATE OF THE
This Is Not	WIE & PAT America (Eff	Al America)	WFL Q10 WFS WVS WFS WFS WFS WFS WFS WFS WFS WFS WFS WF

Hamil 38-19 KETHEN 16-12 KETHEN 16-12 KETHEN 16-12 KETHEN 16-12 KETHEN 16-12 KETHEN 16-12 KETHEN 16-12 KETHEN 18-12 KETHEN 18-12 KET	MRNG 00 MRNG 17-37 MRNG 17-37 MRNG 17-37 MRNG 18-3 MRNG	
OWIE & PAT I t America (EN in & The Snowms 185/9 72	II America) in Soundtrack	
SOUTH VINEO d-10 VINEO G to NAPI G to NA	ENTY 60-38 ENG on 19 Micro 39-14 Micro 39-15 Micro on 19 Micro on	
EMBC on 196 on	Q104 on WTKS on	





National Summary UP 202 DEBUTS 27 SAME 13 DOWN 0 ADCS 6

#CMO d-18 #LUC 30-26 #EQF3 30-17 #EXC 31-21 #EXC 31-21 #EXC 32-25 #EXC 31-21 #EXC 32-25 #EXC 22-25 #EXC 2

3

XQ12FH d-28 MXSF 34-27 MXSF 34-27 MXDQ 37-21 MXDQ 37-31 MXDQ 37-31 MXDQ 37-32 Q104 13-9 MXDQ 37-32 Q104 13-9 MXDQ 37-34 MXDQ 37

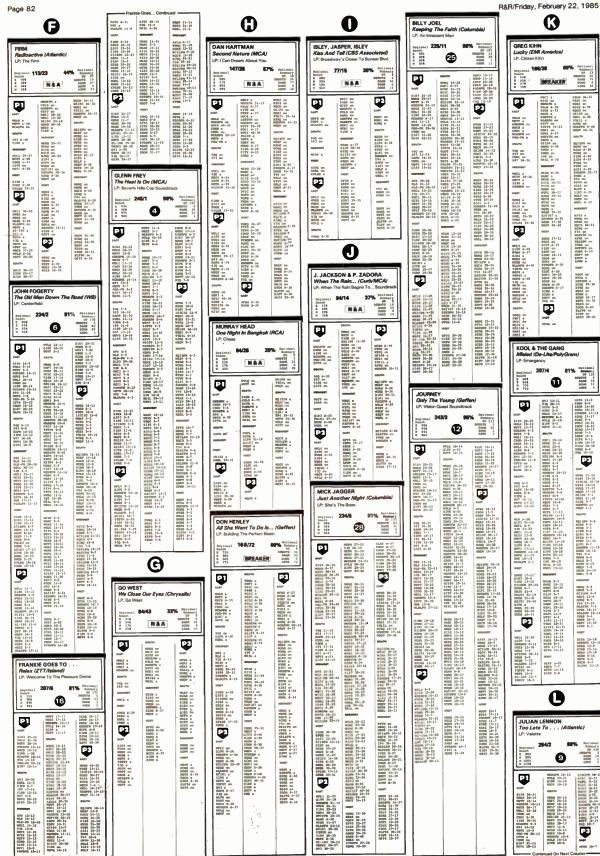
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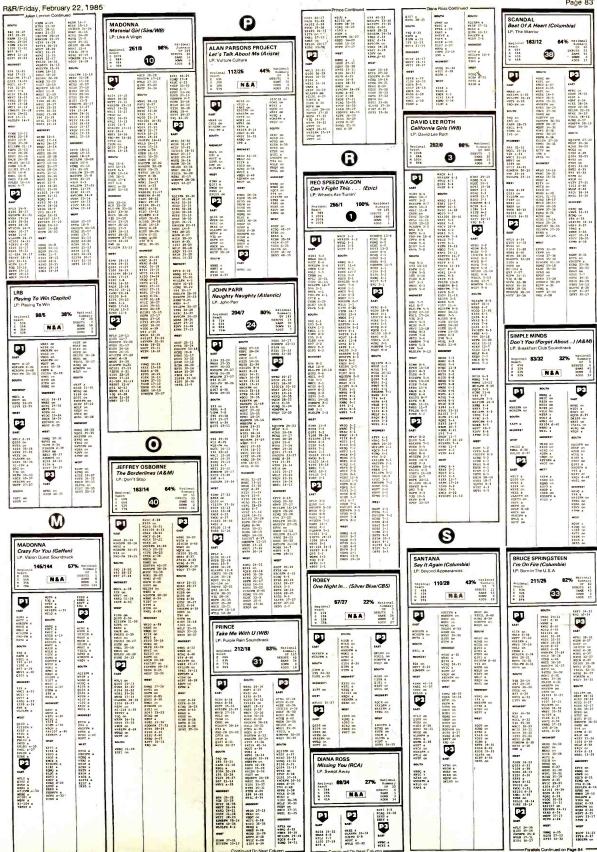
WRCE 26-15 WKEEPH 22-18 WTLQ 39-18 Q106 23-18 WRTF 33-33

MAPP 39-213
MOST 23-20
MOST 43-20

MK00 15-12 MARC 32-26 MKRU d-33 MROC 28-20 KTIK 16-11 MCTS 30-25 KTIC 36-34 MKCU 39-34 MKCU 39-34 MKCU 22-12 MCRU 22-12 MCRU 32-15 MTPL 33-21 MTPL 33-21 MTPL 33-21 MTPL 32-15 M







Page 84 PARALLELS SIGNIFICANT ACTION New & Active Continued DOMENT d-29 MIDEF 16-26 LIGHT 20-16 LIGHT ESSES 0-30 EXPENDENT 39-30 EXPENDENT 39-30 EXPENDENT 39-30 EXPENDENT 39-32 EXPENDENT 0-27 EXPENDENT 0-32 EXPEND SONGS WITH LESS THAN 50 STATION REPORTS EC101 on EL06 36-39 MADE on EL-104 6-36 90017 30-31 930 6-37 MENU 36-39 MENU 38-36 MENU 38-36 MENU 38-36 MENU 38-36 **(2)** BARBRA STREISAND TUBES* Place By Place (Capital) LP: Love Bomb LOS LOBOS | Head | 10-14 | Head ALPHAVILLE ### 11-29 ### 19-27 Q163 32-23 ### 116896 13-9 ### 12-9 ### 14-7 ### 14-0 ### 14-0 ### 14-0 ### 12-29 ### Forever Young (Atla LP: Forever Young JERMAINE STEWART The Word is Out (Aristo) **2 2** EFFOR ON THE PROPERTY OF THE P **9** ESHO OF **Q 2** NELD S SAMES S NEWS S STEWN ON 33% Sectional Dennisty SF 15 SECTION 15 SECTION 15 SECTION 1 SECTI RI-184 of WRCH on WYLO ON WHIT ON BOUTH TX184 o 1079G 4 Q100 a MMCH on MYLQ a **Q 2 @** 194 a 194 a 857AD on 1996L a S 364 S 678 H 219 H 139 6 REPR 6 REPR 6 TORN MONTH MINEL OR AMBURNET NAA ELO4 o MINES o MEASURE MILES ON MINES ON 9581 L on 9581 L on WELD on WHEE on EX104 a 0103 A 9700A en 1980H J **2** EIRI on **3** SEEA * SCBQ on BOSE on 11/10 on WELD & RCBQ on OEAS on NEWS 33-18
NEWS 4-39
NEWS 4-30
NEWS 4-30
NEWS 4-30
NEWS 20-30
NEWS 20-21
NEWS 0007 0007 10-13 TYYA 29-23 ENDEM 29-13 ENDEM 29-13 ENDEM 29-13 ENDEM 11-0 ENDEM 11-0 ENDEM 13-10 ENTE 20-15 ENDEM 13-10 ENTE 20-15 ENTE 20-15 ENTE 20-15 ENTE 33-10 ENTE 33-10 #3000 12-0 EXET 21-15 EQUAR 32-92 EPPS 20-24 21EZ 35-23 EXEM 16-16 ERMC 12-7 ERGE 30-12 ERGE 9-13 EYMODUR 15-12 EQUAR 24-20 183C18 a wonT on woos d.as were a were on 0 HCHO & Ø 940 23_17 193 26-26 UJAD on Q104 6-34 ETOT on THE 22-7 WHEN 0.33 THE 37-32 WHEN ON ENDY ON 0 9300 d-30 9300 d-30 195 d-11 7156 3-3 897 39-33 0 VELS
Look My Way (Mercury/PG)
LP: Velocity MANHATTENS
You Send Me (Cal
LP; Too Hot Stop It NOLAN THOMAS EITE on SURE ON SEED ON SEED ON WEST 33-29 BRID 30-30 DENNIS DeYOUNG Dear Derling (A&M) LP: Desert Moon TINA TURNER **2 9** PSER 2 3 ₩ Natr H1H1 0-40 H0H0 0 H0H3 0-30 **3** MIFIC a E110 a MAYER ON MINTPHL O WEXTP a WOMIL 19-MIFMI ON EX104 a Hetional Sommery UP 100 DESCRIPTO 3 SAME 20 DOMN 3 ADDO 6 EFFS 4 NACE 1 THE 1-WEARPH & **P P (3)** ₩. wagy a UNIC on ESSB 27-22 UNDEZ on MAJER 26-34 VIANTS 0-5 ESSTYPE on UNIVERSE UNIV MEESTI OR E 90% E 96% H 90% H 96% Œ 8219 e HING IN HING 28-37 BARB ON ESCRIPTION MJAG on MCRO on Q191 on 794 on MTYPH on SHOY a WHEL on WEST OF STREET O AMEN OU OF 10 SAIRS OF 10 SAIR EARS on ESSTPH a MPKI a ETPH on 103CIR of MECH OA OH100 a 97HIL of 199 om 16790 on 16879 a 16986 on 1007 A ### 10-3 ### 1707 on 0161 on 0161 on 01970 d-36 1103 16-13 105LF on USD/F on MEDINGET MEQUE ON MEGET C000 s 195 3-4 1100 12-0 MINA * 9104 a 100AH 23-21 METT 9-0 100AH 14-1 META 22-15 MEG. 17-2 MG. 17 4 EPLOS PLOS AME SSHE on SCAG & SSHE & WASTER OR **2** MORP # SCAQ 8-5 EDORPH on SIRT 0 ESIR o 94% Sational Summary UP 196 SESSION SAN 1 CAME 1 SONS SAN 11 SIDE A WENT O 91 91 90 90 22 STEVE MILLER BAND SHTE a OUBS a 7 Bongo Bongo (Capi LP: Italian X-Rays ESTE ON **Q** 0 0180 29-26 £184 33-33 WESS on NERS on NC181 on E100 0-16 NEPS 17-16 RI-104 31-24 932 on NERSPH on WELSPH on **1**23 94Q 18-8 283 19-19 EAFN 33-31 63FN 17-16 897 19-12 umvt 33-10 Q163 23-21 **2** SULEN 19-15
STAB 14-15
SUCED 12-12
SUSED 12-14-12
SUSED 12-14-14-12
SUSED 12-14-12
SUSED 1 05100 cm PAUL HARDCASTLE Rain Forest (Profile) LP: Rein Forest W DESTL ON BOUTH EEDY ON MICHAELY ON WORT OEPS ON ¥100 en Q107 24 21 MOST ON MOST HEVO 29-24 EITT 17-15 ETTH 26-21 290 19-17 203 17 3 EAPPR 16 - 2 ENGL 2-1 93PR 29-38 16 27 16 20 27 16 20 18 18 26 29 26 30-37 **2 2** JACK WAGNER Premonition (WB) LP: All Need TIME The Bird (WB) LP: loe Creem Car WEST ON 9313 on UNIDO 19-17 ONDO 19-17 ONDO 19-17 ONDO 19-17 UNIDO 12-19 UNIDO 23-20 UNIDO 23 MANUEL 16-12 MINIST 16-13 MINIST 16-13 MINIST 27-05 MINIST 27-05 MINIST 21-16 MINIST 16-17 MI 930M & 195 34-31 MARC ON EAST 4-0 ESSETYPE ON MARKETER # 219th 10-7 **₽** 0184 e-32 994 33-25 MPPH 22-19 9 SECT 74.19
SECTE COLUMN 14.19
SECTE COLUMN 14.19
SECTE COLUMN 17.12
SE 0 **Q** ucsy 17-19 3184 a 63181 35-MERE ON MUTE ON EIGHL 0-32 EPLOS 6-30 PRO-PR 0-32 MINO 6-32 MINORITY WCILIN 4-23 ESTEP 35 HIRSPH 26-HODG 10-7 HIRSP 30-12 PHIO2 3-3 ESIO3 23-1 HIPS 0-26 COMML 0-0 95790 a 3104 10-14 M010 33-34 WOAT 0-105A8 6 155,175, cm 00.7705 cm 4 GREG PHILLINGANES MESO 37-36 SOPH on EAT187 39-34 BCAG 9-6 EASTE 4-36 897 30-18 THE 2-1 WESS a 93270 on 21-104 14-WPLH 10-10 Q100 20-24 WHOMBUR 16-19 WHERE 10-13 WYTCPW 16-13 NBOY 11-0 ETTA 28-26 NBOSEW 20-2 NCOSE 20-10 NCOSE 19-10 NCOSE 18-11 NCOSE 18-11 NCOSE 18-10 NDOSE 18-10 NDOSE 18-10 NDOSE 28-10 NDOSE 28-294 a Q183 0-23 WETT a which 11-9

MARC 20-15

MARC 2 ROMAN HOLLIDAY
One Foot Back . . . (J) SIME 26-33 SIME 26-34 SIGNA 10-14 SIGNA 11-31 SIFFS 13-13 SIFFS 13-13 SIFFS 21-16 SIFFS 21-16 SIFFS 21-21 SIFFS 24-21 SIFFS 24-21 SIFFS 24-21 SIFFS 24-19 SIFFS 2 MART OR **2** URER 10-13
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mm OHIO on 9561L on MELL OF PRODUCEL **Q 2** CAROL LYNN TOWNES STRY OF MFIC on WELD a NILO4 2 Y104 on WELL on LP: Bre **2** MODAL ou MODELLE ou MUSIC ou **2 Q 2** JOHN WAITE Change (Chrysalis) LP: Ignition Or Vision O RIGH on 0 95XIL a Q100 on 2364 on 6002 on ### 19-16 ### 19-16 ### 19-16 ### 19-16 ### 23-1 ### 23-1 ### 19-2 ### 19-3 2 USING on USSE on USST on ESSY 4-19 man 15-12 man 15-12 man 23-14 man 23-14 man 23-14 man 23-15 man 23 MINA w dist on mivb ou 0 **3 3** JOHN WAITE
Restless (EMI AI
LP: No Brakes 0186 25-33 HERSFW on UTLQ 30-35 HERF 35-35 1007 E107 A MJER o MPHI o EX104 o ECRE 37-15 SLY96 on EXET on GESS 35-36 WEGNT & WGGV &-44 MESO a MATERIA SERVICE A STATE A SERVICE A SER Hotlonal Sensory up 27 minut 54 Sint 6 ADDS 5 91/5 SADE UJAO A ENES A ENGV A NEA C 204 0-34 EME a 0 **Q** HEEB 30-34 MJES on MISCHTO 39-30 MSLD 37-34 MARSHE 40-36 MORE 36-36 EX194 36-30 MINO On 1922 on 9521, 22-26 1630 on 160V a **3** TRIUMPH Fallow Your H LP: Spellbound 2 **(** WELD o WELD o RAWTYN A LINGU PATTI LABELLE TEENA MARIE WEESPR on WCMWPR 24 PRO-19 on MEST on MANA on MISSO 14-29 WILLY 14-29 UPLT . TOER 6-29 ENTE 6 94Q a MODEL a MODE **P** MEMORET
MEDO 29-10
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ACTIVES IN RADIO



Don Tandler WTLQ/Wilkes-Barre, PA

"With a mountain of new releases on my desk each week, the AIR records are the ones I pay the most attention to. If I worked for a record company, I know I would want that kind of visibility for my product."

> Gregg Swedberg WLOL/Minneapolis, MN

"You can bet the five most important records each week are the AIR records. AIR provides valuable insight on which songs the record companies are serious about, long before the promotion reps hit you up on them."





Steve Davis WZGO/Philadelphia, PA

"I am very excited to be an AIR winner. It's a challenge to compete with the best ears in the business. AIR points out the fact that the companies are releasing the best product they've had in years, and the AIR competition turns me on to quite a few hits early."

> Skip Bishop KYYS/Brian. TX



"AIR has become a viable element of the weekly music process. I use it like target practice. My track record keeps me aware if I'm hitting or missing the mark."

AIR . . . The fastest, most reliable tool for getting radio to listen to music. Call Alan Smith at (301) 964-5544 for more information.

WEEK # 20

4IR Priorities

WEEK # 20

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, February 27, 1985

LESS CITIES, MORE MOVING PEOPLE SCIENTIFIC LOVE

TITLE

MY TIME **FOREVER YOUNG** READ MY LIPS

"White Lies"

ARTIST

MIDNIGHT STAR GLADYS KNIGHT AND THE PIPS ALPHAVILLE

MELBA MOORE

ARTIST

LABEL

SOLAR/ELEKTRA COLUMBIA ATLANTIC CAPITOL

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, February 28, 1985

POV "Play This Game" "One World" READY TO STRIKE "Hunger LOST AND FOUND

TITLE/CUTS

KING KOBRA

UTOPIA

PASSPORT

LABEL

CAPITOL **EMI/AMERICA**

JASON AND THE SCORCHERS

1985 Active Industry Research, Inc. AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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ontemporary Hit Radio Continued from Back Page

BREAKERS.

CHICAGO

Along Comes A Woman (WB)

76% of our reporters on it. Moves: Up 14, Debuts 43, Same 43, Down 0, Adds 94 including B104, KEGL, Y100, WCZY, WLOL-FM, KIMN, KWOD. Complete airplay in Parallels.

DeBARGE

Rhythm Of The Night (Motown)

74% of our reporters on it. Moves: Up 27, Debuts 51, Same 66, Down 0, Adds 45 including CKOI, B94, Q107, Q105, B96, KKRZ, KPLUS. Complete airplay in

DON HENLEY

All She Wants To Do Is Dance (Geffen)

66% of our reporters on it. Moves: Up 9, Debuts 34, Same 53, Down 0, Adds 72 including WHTT, PRO-FM, B96, WHYT, Q103, KMJK, KUBE. Complete airplay in Parallels.

GREG KIHN

Lucky (EMI America)

65% of our reporters on it. Moves: Up 23, Debuts 26, Same 79, Down 0, Adds 38 including WNYS, PRO-FM, WGCL, WHYT, ZZ99, KPKE, KMJK. Complete airplay in Parallels.

COMMODORES Nightshift (Motown)

61% of our reporters on it. Moves: Up 56, Debuts 23, Same 46, Down 0, Adds 30 including Q103, KIIS-FM, KWOD, KWSS, WLAN-FM, WDCG, KKRD, KNMQ. See Parallels, debuts at number 39 on the CHR chart.

NEW & ACTIVE

DAN HARTMAN "Second Nature" (MCA) 147/26
Moves: Up 18, Debuts 26, Same 77, Down O, Adds 26 including CKGM, WHTX, PRO-FM, 92X, KHTR, KIMN, KWOD, KHFI, KZZB, WARC, WCLE-FM, KKLS-FM, WOYS 40-33, WOLD 47 85-30, KWNO 36-27.

WADHC, WCIL-FM, KKLS-FM, WNYS 40-33, W.CU.-FM 35-30, KNMCI 36-27.

MADDNAM "Crazy For You" (Gelffen) 145/144

O105, 92X. KWK, 0103, KZZP, KWOD, KMEL

FIRM "Radioactive" (Atlantic) 113/23

Moves: Up 27, Debots 15, Same 47, Down 0, Adds 23 Including 8104, WCKS-FM, WBLI, WCAU-FM, PRO-FM, 940, 195, 897,
FIRM "Radioactive" (Atlantic) 113/23

Moves: Up 27, Debots 15, Same 47, Down 0, Adds 23 Including WMAR, WHIT, Y100, WCZY, KBEO, KITS, WGFM, WNSY, Z104, KOZR, KZUZ, 2102, WRCK 37-32, KZZB 24-17, KX104 33-18.

ALAN PARSONS PROJECT "Let's Talk About Me" (Arista) 112/25
Moves: Up 8, Debuts 9, Same 70, Down 0, Adda 25 inchading PRO-FM, 92X, WHYT, WLOL-FM, KIMN, Q103, KWSS, WGFM,
298, KIK, WIKZ, KKAZ, KNMC, KIST 38-32, OX69 40-36.

SANTANA "Say It Again" (Columbia) 110/29
Moves: Up 7, Debuts 11, Same 83, Down 0, Adda 29 inchading WXKS-FM, WHTX, KEGL, KPLUS, WSPK, KSET-FM, KTFM,
WKAU, WYC, KKFM, WZON, Q104, KMEL 40-37, WERZ 38-32, KZOZ 38-33.

LITTLE RIVER BAND "Pleying To Win" (Capitol) 98/5 Moves: Up 28, Debut 7, Seme 88, Down O, Adda 8, WGCL, Rt 104, KBFM, KISN, WKSF, PRO-FM, 36-32, KBEQ 33-29, Z299 32-29, WOKI 40-34, KX104 36-28, WKDQ 36-33, KCPX 28-21, WCXO 40-35, WIXV 37-32, KBIM 38-33.

JERMAINE JACKSON & PIA ZADORA "When The Rain Begins To Fall" (Curb/MCA) 94/14 Moves: Up 8, Debus 18, Same 54, Down 0, Adds 14 including K104, 92KTU, KWIC, WRDC, KEYN-PM, KBOS, OK100, KMOE-RW, WHSL, KWID-PM, KDOS, RAIN, FM102 27-26, KXXI06 33-30, KRST 37-33.

JOHN WAITE "Restless Hear" (EMI America) 91/50.

Mores: Up 27. Debus 5, Same 94, Down 0, Aods 5, WRVZ, 2299, WTLQ, WSQV, KTDY, KWK 26-23, K104 39-36, WERZ 26-26, WAISP 440-36, KX104 38-36, WKDQ 21-18, WIXQ 26-23, K092 20-16, WIXV 34-29, KIST 28-25.

GO WEST "We Close Our Eyes" (Chrysalis) 84/43

WANESH, WD, D, Debuts 6, Seme 35, Down 0, Aode 43 including WMAR, WNYS, CKOI, WGCL, KKRZ, KMEL, KWSS, WSPK,
WANESH, WCZ, KEYNER, KHOP, KZZU, KRFG 429, KSNO 4-04,

JERMAINE STEWART "The Word is Out" (Arista) 84/20

Moves: Up 18, Debuts 10, Seme 32, Down 3, Aode 20 Including WNYS, WGCL, 930, KXX106, WSSX, WZYP, WHOT, KF95,
KROS, KOOH-HW, WAZY-HM, KRM, 8402 2-17, KMEL, 16-13, WTC-FM 17-12.

KRUS, KDVH-PM, WALTS-PM, KDRIM, BMJ 22-77, KMELT 1995, WIND MARKET STATE STATE

MOST ADDED ®

MADONNA (144) Crazy For You (Geffen) CHICAGO (94) Along Comes A Woman (WB) DON HENLEY (72) All She Wants To Do Is Dance (Geffen) DEBARGE (45) Rhythm Of The Night (Motown) **GO WEST (43)**

We Close Our Eyes (Chrysalis) GREG KIHN (38)

Lucky (EMI America)

HOTTEST

REO SPEEDWAGON (201) Can't Fight This Feeling (Epic)
DAVID LEE ROTH (120) California Girls (WB) WHAMI (113) Careless Whisper (Columbia) MADONNA (109) Material Girl (Sire/WB) PHIL COLLINS (62) One More Night (Atlantic) GLENN FREY (61) The Heat Is On (MCA)

BRONSKI BEAT "'Small Town Boy" (MCA) 80/11
Moves: Up 28, Debuts 6, Same 30, Down 5, Adds 11, Z298, KIS-FM, KS103, RI-104, KITE, KSET-FM, WANS-FM, KX104, KITY, WKSF, KITY, WKKS-FM 6-5, PRO-FM 34-27, 340 19-12, KMEL 9-7.

KISELY JASPER, ISLEY "KISE And Tell" (CBS Associated) 77/15
Moves: Up 2, Debuts 4, Same 56, Down 0, Adds 15 including CKOL WCZY, KPLUS, WTLQ, Y106, WKDD. KEYN-FM. KF96.

KMCK, WJBQ, WYKS, WHSL, WBBQ 6-38, K093 39-35, K1096 30, 340
Moves: Up 2, Debuts 6, Same 5, Down 2, Adds 34 including B94, Q107, KAFM, 93FM, KMEL, KUBE, WRVQ, KOFM,
KSND, KZZU, KHYT, WF9G, WHAR 8-6, Z100 27-18, KOPA 8-5.

KSND, KZZU, KIYTT, WFBG, WNAAR 8-8, Z100 27-18. KOPA 8-5.
MURRAY HEAD "One Night in Bengkok" (RCA) 64/28
Moves: Us 9, Debuts 5, Same 22, Down 0, Adds 28 including WXKS-FM, WCAU-FM, B94, FM102, WERZ, WANS-FM, WZPL,
KKRD, KOS3, WOOCM, WAZY-FM, KCDQ, CKGM 10-56, KMEL 22-14, Z104 21-10.
ROBEY "One Night in Bangkok" (Silver Blue/CBS) 57/27
Moves: Us 3, Debuts 1, Same 26, Down 0, Adds 27 including WXKS-FM, WCAU-FM, 93FM, Y100, WOKI, KOMQ, WOMP-FM,
O101, WAZY-FM, KBM, KST, KPLUS 38-27, Y108 d-38, OK96 34-29.

SIGNIFICANT ACTION

NOLAN THOMAS "Yo' Little Brother" (Mirage/Atco) 48/4
Moves: Up 16, Debuts 2, Same 22, Down 4, Adds 4, WANS-FM, KDMO, KHYT, WKZ, WCAU-FM 33-29, Y100 12-9, KMEL 10-9,
G100 29-26, WSN 17-14, KZES 27-22, KAMZ 9-54, KZAO 9-5, K100 38-34, Z102 16-12, WAZY-FM 37-32.
PATTI LABELLE "New Attitude" (MCA) 40/17
Moves: Up 1. Debuts 5, Same 17, Down 0, Add 17 including Y100, B97, WHYT, FM102, KMEL, WJZR, Y106, KEYN-FM. KCAO.

KSKD, WCGO, KTDY, WCALLEM 4-25, 940, 31-26, 195 d-21.

KSKD, WGGQ, KTDY, WCALI-FM 4-28, 94G 31-28, 196 6-21.

VELS: "Lock New Year" (Mercury/Poylarm) 37/13

VENSE (Lock New Year") (Mercury/Poylarm) 37/13

VENSE (Lock New Year") (Mercury/Poylarm) 37/13

VENSE (Lock New Year") (Mercury/Poylarm) (Mercur

24-31, KDPA 10-7, AZZ-2-26-12, PMID-2-5, NOI-03-22-13, KDPM 10-7, AZZ-2-3, KDPM 10-7, AZZ-2-2-3, KDPM 10-7, AZZ-2-3, KDPM 10-7, AZZ-2-2-3, KDPM 10-7, AZZ-2-3, KDPM 10-7, AZZ-2-2-3, KDPM 10-7, KDPM 1

ROMAN HOLLIDAY "One Foot Back In Your Door" (Jive/Arista) 25/1
Moves: Up 5, Debuts 1, Sams 18, Down 0, Adds 1, WZLD, KPLUS on, Q100 35-33, WTLQ 38-35, KX104 28-24, Y106 on, WHOT on, KDVY 4-39, KCNB 37-36, KOR\$6 35-30.

on, KDVV 4-38, KCBN 37-38, OKBB 38-30.

BARBARA FTREISAND "Emotion" (Columbia) 23/17

Moves: Up 0, Debuts 0, Same 8, Down 0, Adds 17 including 10103, WERZ, 93Q, WKRZ-FM, WZLD, KAMZ, WFMI, WKFR, WRON, WHOT, KOBS, KHTK, WTLD on, KTFM on-dp, KBOS on. TIME "The Bird" (WB) 21/9

TIME "The Bird" (WB) 21/9

Moves: Up 4, Debuts 3, Same 5, Down 0, Adde 9, WMAR, B86, WKTI, KITS, KMEL, WKEE, Z106, Z104, KWES, KAFM 4-36, B97
28-16, 0102 4:23, KPLUS d-38, Ri-104 34-31, KKI 23-16, WCLFM 28-16.

DENNIS DeYOUNG "Deer Derling" (A&M) 20/13

DENNIS DeYOUNG "Deer Derling" (A&M) 20/13

STEVE MILLER "Bongo Bongo" (Ceptiol) 17/0

Moves: Up 0, Debuts 1, Same 16, Down 0, Adds 0, Y100 on, WFLY on-dp, Q100 on, K104 d-39, WSSX on, WZLD on, WANS-FM on, WZPL on, K00N-FM on, WZPL on, K056 on.

ALPHAVILLE "Forever Young" (Attentic) 16/9

Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WLAN-FM onloss: Up 0, Debuts 1, Same 8, Down 0, Adds 9, K104, WERZ, WTLD, WZLD, WSQV, T94, WIXV, KKQV, KCDQ, WZLD, WZLD,

d-30, WFMI on, KSND on, WFBC on, 98XII. on, CK95 on.

MANHATTANS "You Send Me" (Columbia) 16/9

Moves: Up 0, Debuts 2, Seme 5, Down 0, Adds 9, WERZ, WLAN-HM, KSET-FM, WFMI, KQMQ, KPOP, WZON, WKHI. WJBQ.

WXKS-FM on, 32XII. un, KAM-G on, KKII.d-40, KO93 d-38, Z102 on.

TUBES "Plece By Plece" (Capitol) 16/6

Moves: Up 0, Debuts 0, Seme 10, Down 0, Adds 6, KRUS, Q100, WERZ, WTLQ, KX104, KSKD, WRCK on-dp, WZLD on, WFMI

on-dp, WXCQ on, WRQM on, KSND on, WHSL on, WDBR on-dp, KCDQ on, OK95 on.

CAROL LYNN TOWNES: "Believe in The Beat" (Polydox/Polygram) 11/4

Moves: Up 0, Debuts 0, Seme 7, Down 0, Adds 4, WOKI, 95XIL, WIXV, KIST, Q100 on, K104 on, WERZ on, WJZR on, WFMI on, KMARO Ch. (CAROLL LYNN TOWNES).

LOS LOBOS "How Will The Wolf Survive?" (Slash/WB) 10/4

Moves: In O. Debuts 1, Same 5, Down 0, Adds 4, Rt-104, KX104, T94, Y94, WRCK on-dp, WTLQ on, WJBQ d-40, KCDQ on

KOZE on.

GREG PHILLINGANES "Behind The Mask" (Planet/RCA) 10/0

GREG PHILLINGANES "Behind The Mask" (Planet/RCA) 10/0

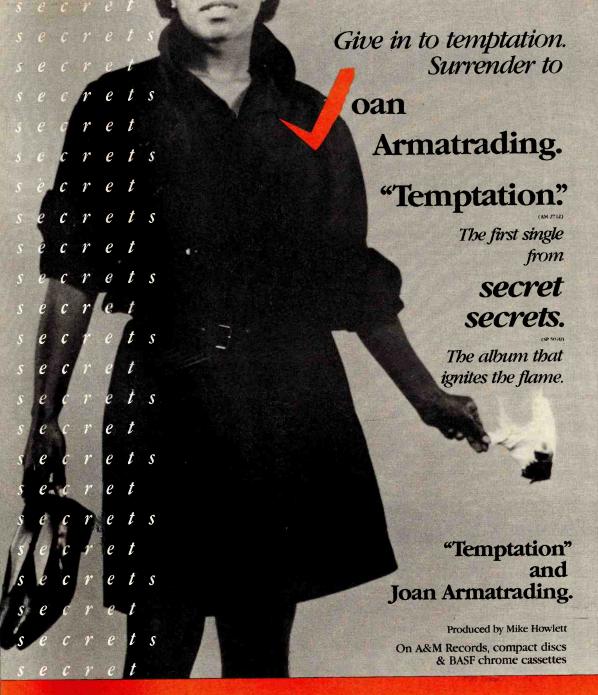
GREG PHILLINGANES "Behind The Mask" (Planet/RCA) 10/0

Addis O. KPLUS on, K104 on, WZYP on, KSND on, OK100 on, 95XII. on, KWES on,

MOVES: U. D. O. Debuts 0. Same 10, Down 0, Adds 0, KPLUS on. K104 on, WZYP on, KSND on, OK100 on, 95XIL on, KWES on, WXYV on, WSS. on, CKSB. on, CKSB. on, CKSB. on, UKYV on, WSS. on, CKSB. on, CKS

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, 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 is a sampling of individual station activity. Complete activity can be found in the Parallels.

Note: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.



... A SECRET MESSAGE FOR CHR & AOR PROGRAMMERS...

You may have already won one of two Grand Prizes in A&M's Secret Secrets Sweepstakes. But there's only one way to find out. Listen carefully to the cassette you'll find in your Joan Armatrading Diary.

If your copy contains the secret message, you'll win airline and concert tickets for two to see Joan live in New York or Los Angeles. The music and the diary. On your desk this week.

Diaries distributed at the discretion of ASM Records. All interpretations of eligibility and random choice of winners are final. One winner per format



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February 22, 1985 THE BACK PARE

ontemporary

1 KOOL & THE GANG/Misled (De-Lite/PG) MADONNA/Material Girl (Sire/WB) 20 31 51 JULIAN LENNON/Too Late For Goodbyes (Atlantic) FOREIGNER/I Want To Know What Love Is (Atlantic) POINTER SISTERS/Neutron Dance (Planet/RCA) JOHN FOGERTY/The Old Man Down The Road (WB) BILLY OCEAN/Loverboy (Jive/Arista) GLENN FREY/The Heat Is On (MCA) DAVID LEE ROTH/California Girls (WB) WHAM!/Careless Whisper (Columbia) O REO SPEEDWAGON/Can't Fight This Feeling (Epic)

DARYL HALL & JOHN OATES/Method Of Modern Love (RCA) SHEENA EASTON/Sugar Walls (EMI America) JOURNEY/Only The Young (Geffen)

ERANKIE GOES TO HOLLYWOOD/Relax (ZTT/Island) TEENA MARIE/Lovergirl (Epic)

TINA TURNER/Private Dancer (Capitol) 1 NEW EDITION/Mr. Telephone Man (MCA)

PHILIP BAILEY W/PHIL COLLINS/Easy Lover (Columbia) PHIL COLLINS/One More Night (Atlantic) DURAN DURAN/Save A Prayer (Capitol)

TIME/Jungle Love (WB) SURVIVOR/High On You (Scotti Bros./CBS)

BILLY JOEL/Keeping The Faith (Columbia) JOHN PARR/Naughty Naughty (Atlantic)

(M&A) ybodemo2\2MAQA NAYA8 ASHFORD & SIMPSON/Solid (Capitol) 97

ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen) HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atlantic) MICK JAGGER/Just Another Night (Columbia)

DON HENFEY/The Boys Of Summer... (Geffen) BRUCE SPRINGSTEEN/I'm On Fire (Columbia) (AOR) oibsR anT qU niuT\H9ARDOTUA **beince**\Take Me With U (WB)

ANIMOTION/Obsession (Mercury/PG) D. BOWIE & P. METHENY/This is Not America (EMI America) CARS/Why Can't I Have You (Elektra)

JEFFREY OSBORNE/The Borderlines (A&M) BREAKER COMMODORES/Nightshift (Motown) SCANDAL f/PATTY SMYTH/Beat Of A Heart (Columbia)

ontemporary

POINTER SISTERS/Neutron Dance (Planet/RCA) ELTON JOHN/In Neon (Getten) D. WARWICK & G. JONES/Finder Of Lost Loves (Arista) PHILIP BAILEY W/PHIL COLLINS/Easy Lover (Columbia) ANNE MURRAY/Time Don't Run Out On Me (Capitol) ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen) D. HALL & J. OATES/Method Of Modern Love (RCA) 3 **CEORGE BENSON/20/20 (WB)** CHICAGO/You're The Inspiration (WB) 0 COMMODORES/Nightshift (Motown) DIANA ROSS/Missing You (RCA) **bHIL COLLINS/One More Night (Atlantic)** STEVE PERRY/Foolish Heart (Columbia) FOREIGNER/I Want To Know What Love Is (Atlantic) KENNA BOCEBS/Ctazy (RCA) BILLY JOEL/Keeping The Faith (Columbia) JULIAN LENNON/Too Late For Goodbyes (Atlantic) REO SPEEDWAGON/Can't Fight This Feeling (Epic) WHAM!/Careless Whisper (Columbia)

DOLLY PARTON/Don't Call It Love (RCA)

(sidmulo2) aM bna2 uoY\ZNATTAHNAM

JACK WAGNER/All I Need (Owest/WB)

DEBARGE/Rhythm Of The Night (Motown)

STEVIE WONDER/Love Light In Flight (Motown)

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02

BKEAKER

B. STREISAND w/K. CARNES/Make No Mistake... (Columbia)

38 egs9 no snige8 A&N

BREAKER @ N.M. WALDEN w/P. AUSTIN/Gimme, Gimme... 39 WHODINI/Freaks Come Out At Night (Jive/Arista) BREAKER @ MARY JANE GIRLS/In My House (Gordy/Motown) BREAKER & GRANDMASTER FLASH/Sign Of The Times (Elektra) 36 GAP BAND/Beep A Freak (Total Experience/RCA) BREAKER & JENNY BURTON/Bad Habits (Atlantic) **BOCKIE ROBBINS/We Belong Together (MCA)** BREAKER & PRINCE/Take Me With U (WB) BREAKER @ DeBARGE/Rhythm Of The Night (Gordy/Motown) TAT BOYS/Can You Feel It (Sutra) 38 36 35 29 KLYMAXX/The Men All Pause (Constellation/MCA) WHISPERS/Some Kind Of Lover (Solar/Elektra) CHERYL LYNN/At Last You're Mine (Private I/CBS) REBBIE JACKSON/A Fork In The Road (Columbia) D. HALL & J. OATES/Method Of Modern Love (RCA) 24 NOLAN THOMAS/Yo' Little Brother (Mirage/Atco) 23 GEORGE BENSON/20/20 (WB) DOHNNY GILL/Half Crazy (Cotillion/Atco) 92 46 04 MAZE f/FRANKIE BEVERLY/Back In Stride (Capitol) 20 TIME/The Bird (WB) 0Z ZZ ZZ (nwotoM) teadheaH/QNA8 SSAQ @ 18 NEW EDITION/Mr. Telephone Man (MCA) 17 JEFFREY OSBORNE/The Borderlines (A&M) @ GLADYS KNIGHT & PIPS/My Time (Columbia) 15 UTFO/Roxanne, Roxanne (Select) **™SA)** Nesse Johnson's REVUE/Be Your Man (A&M) 13 POINTER SISTERS/Neutron Dance (Planet/RCA) (Columbia) (Sareless Whisper (Columbia) 29 23 16 (MCA) READY FOR THE WORLD/Tonight (MCA) (ACM) ebtritude (MCA) • LUTHER VANDROSS/'Til My Baby Comes Home (Epic) 8 SHEENA EASTON/Sugar Walls (EMI America) W. FELDER f/B. WOMACK/I'll Still Be Looking... (MCA) PHILIP BAILEY W/PHIL COLLINS/Easy Lover (Columbia) TINA TURNER/Private Dancer (Capitol) Þι Ospitol) blroW et The World (Capitol)

3 DIANA ROSS/Missing You (RCA)

@ GREG KIHN/Lucky (EMI America)

se DON HENFEY/Sunset Grill (Getten)

BREAKER & MICK JAGGER/Lonely At The Top (Columbia)

KINKS/Living On A Thin Line(Arista)

21 GLENN FREY/The Heat Is On (MCA)

(MCA) TRIUMPH/Follow Your Heart (MCA)

(sidmulo2) nisgA 11 Ys2\ANATNA2 @

(BW) Street (WB)

CARS/Why Can't I Have You (Elektra)

BRUCE SPRINGSTEEN/I'm On Fire (Columbia)

Talk About...

D. BOWIE/P. METHENY/This Is Not... (EMI America)

DON HENLEY/All She Wants To Do Is Dance (Geffen)

MICK JAGGER/Just Another Night (Columbia)

6 FOREIGNER/That Was Yesterday (Atlantic)

10HN FOGERTY/Rock And Roll Girls (WB)

JOURNEY/Only The Young (Geffen)

(M.&A) ybodemo2\2MAQA NAYA8 FIRM/Radioactive (Atlantic)

PHIL COLLINS/One More Night (Atlantic)

◆ CARS/Breakaway (Elektra)

◆ CARS/Breakaway (Elektra

(Capitol) niW oT priyell

18 SURVIVOR/High On You (Scotti Bros./CBS)

27 DAVID LEE ROTH/California Girls (WB)

54 .15 5

91 6

37 27

40 28

46 26 17

Med Two Last

COMMODORES/Nightshift (Motown)

CHAKA KHAN\This Is My Night (WB)

Black/Urban

29 JOHN WAITE/Restless Heart (EMI America)

DONNIE IRIS/Injured In The Game Of Love (HME/CBS)

23 REO SPEEDWAGON/Can't Fight This Feeling (Epic)

22 JULIAN LENNON/Too Late For Goodbyes (Atlantic)

20 JOHN FOGERTY/The Old Man Down The Road (WB)

(M&A) (e) Simple Minds/Don't You (Forget About Me)

Complete Tracks chart

(Arista)