

Chicago Music Survey 1984-1987: WLS & Z-95 Street Sheets from The Rich Gardner Archives Book Two

The **WLS Music Survey Vol 2, 1984-1987**, is the second of three in a series of books that offer full-size facsimiles of the surveys delivered to record stores and collected weekly by record buyers.

The WLS Music Surveys of the 1980s were more than mere lists of popular songs. They were tangible artifacts from a vibrant musical era, reflecting the power of radio, the influence of record sales, and the tastes of a generation. These surveys served as cultural touchpoints for Chicago music fans, providing a shared experience and a connection to the local music scene.

The WLS Music Surveys significantly influenced record sales in the Chicago area. Being featured on the survey could propel a song or album to greater popularity, while a high ranking could cement an artist's success. Record stores utilized the surveys to inform their inventory and displays, often highlighting featured albums prominently in their shops.

Receiving airplay on WLS and being featured in the survey marked a significant achievement for local artists. It exposed a large audience and could have significantly enhanced their careers. Additionally, the surveys played a crucial role in building a community among Chicago music fans. They offered a common reference point and a means to connect with the local music scene, promoting a sense of belonging and shared experience.

About the author



Rich Gardner was born and raised on Chicago's South Side. His fascination with music began at a young age, fueled by radio broadcasts of the History of Rock & Roll in the mid-1970s and the legendary WLS Top 89 radio countdowns.

This ignited a passion for collecting WLS surveys and documenting the evolution of popular music. His commitment extended beyond just listening; he eagerly anticipated the weekly WLS record surveys and sought out records at various stores throughout Chicago. Initially, he converted the WLS survey data into typed index cards, Rolodex cards, handwritten notebooks, and computer databases, creating a personal archive of musical history.

When he's not working full-time or spending time with his family, Gardner can be found at his local record store or swap-meets, adding new chapters to his ever-growing collection.



Next in the series:

Chicago Z-95 Music Survey 1988-1990: Street Sheets From the Rich Gardner Archives Book Volume Three



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