E:

INTRODUCING: IMAGE & MARKETING

This issue R&R debuts a new weekly column devoted to radio station promotional activities. The Image & Marketing page, written and compiled by former RKO VP and promotions veteran Harvey Mednick, will highlight specific creative station promotions and discuss useful ideas all stations can benefit from. Plus a Dateline feature on forthcoming events of interest, and much more. Page 18

FM LICENSES: A WHOLE NEW BALLGAME

As the FCC set the rules for Docket 80-90 FM drop-ins, it also radically revised procedures for FM licenses. And some of the FM drop-in rules raised some ire as well.

Page 8 **SUCCESS IN RADIO:** WHAT DOES IT TAKE

Career strategist and author Dr. Adele Scheele examines the backgrounds of several successful radio executives to isolate the recurring elements in Part I of a three-part Management series

Page 17

PEOPLE IN THE **NEWS THIS WEEK**

- . C.J Jones VP/GM at WXTU
- Tom Mierendorf VP/GM at WAWA & WLUM
- Tim Lee Station Mgr./GSM at WAWA
- Bill McNulty GSM at WLUM
- . Mark Zintel PD at WYNF
- Mike Fuszner PD at KKMI . John Marks PD at KRPM
- Gary Rawn PD at KRSI & KJJO
- . Al Wyntor PD at WSM
- Joei Grey PD at WENS
- . Mel Diamond VP at SMN
- Bob Harrison President of Lowe **Broadcasting**
- Jim Meltzer VP/GM, Bobby Hatfield PD at WZKC
- Michael Hilber VP at Trans World • Skip Broussard GSM at WQUE-AM

Page 3, 4, 6

CRS: A POSITIVE OUTLOOK

As Lon Helton begins an in-depth look at the key Country Radio Seminar sessions, he finds the country industry's people in optimistic spirits. Also, the very interesting results of the CRS's groundbreaking radio survey.

Page 40, 43

USA FOR AFRICA UPDATE

WMMR/Philadelphia raises \$119,000 for African relief; WWWS/Saginaw stages a one-man 48-hour radiothon; and a message to Black/Urban stations from Walt Love. The "We Are The World" record is now moving up on all four Back Page charts.

Page 34, 44, 80

Newsstand Price \$3.50

RADIO & RECORDS

MALRITE SUES TO BLOCK SALE

H&W Buys KTNQ & KLVE: Wolt To Manage Stations

announced plans to purchase binding agreement it had to buy KLVE & KTNQ/Los Angeles the stations for \$36 million. The from K-LOVE Broadcasting Los Angeles Times reported and Liberman Enterprises, pending FCC approval. An of- \$100,000 check with a letter ficial price was not disclosed, but industry sources place the figure for the Hispanic-programmed combo at around \$40

against the seller by Malrite Communications Group, which charges that the three Liber-

ON STATE UNIN

H&W Communications has man brothers repudiated a that Malrite had submitted a promising to pay \$35 million cash for the stations and an additional \$1 million for the studio/office building and real es-

The proposed transaction has been clouded by a lawsuit filed the suit was Washington-based media attorney James Gammon, who is accused of advising the Libermans to abandon the Mairite offer. In addition to seeking \$10 million in punitive damages, Malrite intends to block the sale of the stations to H&W and force the seller to fulfill its purported original agree-

Neither Malrite nor the Libermans could be reached for com-COOK LINGTON regarding the litigation, H&W/See Page 6

Stevens WYSP's New GM



Ken Stevens is the new GM at Infinity Radio's WYSP/Philadelphia. He joins the AOR station from his dual post as Shamrock Communications VP/Pro-

gramming and VP/GM at the company's WGRX/Baltimore. Stevens succeeds former VP/ GM A. Richard Marks, who left WYSP five weeks ago to head newly-formed Rand Communi-Infinity President Mel Kar-

nazin noted, "I am convinced that under Ken's leadership, WYSP will emerge as a leader in the market and meet the high expectations that Infinity has for the station." STEVENS/See Page 6

17 RADIO SPINOFFS POSSIBLE

Cap Cities Set To Acquire ABC In \$3.5 Billion Deal

history was announced this week when Capital Cities Communications and ABC revealed that the smaller company will take over ABC for \$3.5 billion. While January 1 is the target date for the merger, insiders expect the complicated transaction to take a year or more to finalize. The new entity will be known as Capital Cities/ABC,

The most dramatic impact on the radio industry will be the almost certain spinoff of numerous radio properties in Los Angeles, New York, Detroit, Dallas, Houston, and possibly Chicago. The two groups have a combined total of 17 radio stations in those markets, and many will have to be sold to comply with the FCC's one-to-amarket rule, which prohibits new radio-TV combos, and its duopoly rule, barring ownership of more than one AM and one FM in the same market.

MAR 22 1985 YLAND

BROADCASTING'S BIGGEST DEAL GOES DOWN - Shown signing their merger agreement, valued at \$3.5 billion, are (I-r seated)
ABC, Inc. Chairman/CEO Leonard Goldenson and Capital Cities Chairman/CEO Thomas Murphy: (I-r standing) ABC President/COO Frederick Pierce and Cap Cities President/COO Daniel Burke.

'Grandfather' Questions Although the situation is

CROOKS EXEC. VP

Colombo President As Blair Restructures **Rep Operation**

In a major restructuring of its radio rep operations, John Blair & Co. has tapped Christal Radio President Charlie Colombo to become the next President of Blair Radio. Prior to taking over Christal in 1981, Colombo was Exec. VP of Eastman Ra-

Colombo replaces 27-year becomes Vice Chairman of the Radio Representation Division, which includes both Blair Radio and Blair/RAR. Taking on the additional title of Chairman of the division is Jim Hilliard, Sr. VP/Radio for John Blair & Co. They are joined by the ion's newly-appointed Executive VP, former Selcom, Inc. President Barbara Crooks.

Simultaneously, Blair/RAR

properties would still have to be President Jim O'Neill has movdivested (an AM and an FM ed to the parent company's cor-BLAIR/See Page 6 each in New York and Los An-

Hamilton Takes GM Post At KOPA-AM & FM

KMBQ & KEEL/Shrevenor Blair veteran John Boden, who VP/GM Carl Hamilton has resigned from Multimedia to become General Manager at First Media's KOPA-AM & FM/Phoenix. He replaces Gary Guthrie, who remains as a consultant to First Media.

First Media President Glenn Potter told R&R, "Carl is a real strong talent with a good background in programming and HAMILTON/ See Page 6



unclear, it's possible that ABC

waivers that have allowed it to

own AM-FM-TV combos in Los

Angeles, New York, Detroit, and Chicago. FCC observers

differed as to whether the ABC

grandfather status would be af-

Even if the new company chooses to dump TV stations

and keep the largest possible radio roster, at least six radio

may also lose "grandfathered"

Carl Hamilton

PAPER ADDS:

A New Stand

Last week R&R spoke out about the problem of paper adds. This week, as promised, we are providing the details of our new policy on paper adds (see Page 4). We applaud the strong stand taken by the Gavin Report this week, and urge all trade publications concerned about eliminating the damaging practice of paper adds to formulate firm guidelines of their own on the issue



[[<a>|・〇・守]・〇=BANG!



PAGE THREE

MARCH 22, 1985

THE KIRO PRACTICAL **APPROACH TO NEWS RADIO**

KIRO dominates Seattle with a no-nonsense. businesslike approach to serving its community with all the news, plenty of sports, and a willingness to spend money to make money

Brad Woodward tells the story.

Page 29

washington Report
What's New
Ratings & Research: Jhan Hiber 14
Networks: Reed Bunzel 15
Management
Image & Marketing:
Harvey Mednick18
Street Talk
On The Records: Ken Barnes 24
Calendar: Brad Messer 27
Leader At Large: John Leader 28
News/Talk: Brad Woodward29
CHR: Joel Denver30
AOR: Steve Feinstein34
A/C: Ron Rodrigues36
Easy Listening: Gail Mitchell38
Country: Lon Helton
Nashville: Sharon Allen
Black/Urban Radio: Walt Love 44
Marketplace
Opportunities47
National Music Formats50
Jazz Chart51
Country Chart56
- A/C Chart80
AOR Chart
Black/Urban Chart80
CHR Chart

TRANSACTIONS

JAG Buys WLPM & WFOG For \$9.25 Million

JAG Communications, headed by WOR/New York personality John A. Gambling, has agreed to purchase WLPM & WFOG/Norfolk-Suffolk from Tech/Ops, Inc. for \$9.25 million. MOR-formatted WLPM has 1 kw at 1450 kHz; WFOG programs Beautiful Music with 50 kw on 92.9 mHz at 500

Tech/Ops is also in the process of selling its other radio property, WJYE/Buffalo. JAG Communications also operates WLKW-AM & FM/Providence and WROW-AM & FM/Albany,

Also pending FCC approval:

- . KOKA/Shreveport from Mid-America Media to Triple J. Communications for \$1.15 million. The Urban/ Contemporary station operates with 10 kw days/500 watts nights at 1550
- . WEZG-AM & FM/North Syracuse, NY from SOQ Broadcasting to Lorenz Broadcasting for \$1.35 miltion. The AM is a 1 kw daytimer at 1220 kHz; WEZG-FM has 3 kw on 100.9 mHz at 165 feet. Both stations have Easy Listening programming.

Jones Transfers To VP/GM At **Beasley's WXTU**

C.J. Jones has been appointed VP/GM of Beasley's WXTU/Philadelphia, transferring from the same position at the firm's

WYNG/Evansville, IN property.

Beasley Exec. VP Allen Shaw told R&R, "C.J. has a great feel for both the station and the market. With the full support of the staff and everyone at Beasley, we feel he's going to take WXTU and Country in Philadelphia to even greater success."

Jones commented, "Running the flagship of the Beasley group is a great thrill and challenge for me." Before joining WYNG, Jones also worked at Beasley's WDMT/ Cleveland and WVSR & WTIP/ Charleston, WV. He was also Exec. VP/GM of WCSC & WXTC/-Charleston, SC and GM for Sconnix Group Broadcasting in South

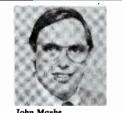
Zintel Elevated To WYNF **Program Director**

WYNF/Tampa afternoon personality Mark Zintel has been advanced to PD at the Taft AOR outlet. Zintel fills the vacancy created four weeks ago by the departure of former PD Tim Smith.

VP/GM Chris Wheat said, "We wanted someone familiar with the Tampa Bay market, and someone who had experience managing people. I feel comfortable with Mark, and the staff respects him and will work hard for him."

Zintel joined WYNF five years ago as MD when the station was CHR. He worked in sales for three years before returning on-air in 1983. "I've run the gamut of positions at the station," he told R&R, "and there was nothing left to do but programming, Having done sales gives me empathy for the sales department. There's nothing laid back about this station - I'm

Marks Set As KRPM **Programmer**



John Marks

Veteran Country programmer John Marks has been named PD at Highsmith Broadcasting's KRPM/Seattle. He succeeds former VP/Programming John Lodge, who departed from the company a few weeks ago to form his own consultancy.

A 13-year broadcaster, Marks most recently served over a year with Jim Long & Partners as an on-site consultant for KSSN/Little Rock, while also providing assistance to KAYD/Beaumont and WKJN/Baton Rouge. He was earlier an evening air personality at WJEZ/Chicago, Marks told R&R. "It's a prime opportunity for me in terms of doing the personality/ high-profile kind of radio I've always believed in and have wanted to do for quite a while. Highsmith has made a major commitment, and I'm excited to be a part

not afraid to get out there, he visible, and do what needs to be done to take care of CHR competition."

ence includes stops at B97/New Orleans, KAAY/Little Rock, WROK/Rockford, and Indianapolis stations WNDE and WIFE.

Zintel's 13 years of radio experi-

MCNULTY, LEE UPPED

Mierendorf Becomes WAWA & WLUM VP/General Manager

Tom Mierendorf has been promoted from GSM to VP/GM at All Pro Broadcasting subsidiary Suburbanaire, Inc., owner of Blackformatted WAWA & WLUM/Milwaukee. Concurrently, Senior Account Executive Bill McNulty moved up to GSM for WLUM. while Tim Lee stepped up to Station Manager/GSM for WAWA.

All Pro President Willie Davis told R&R, "Tom's an experienced broadcaster, and I felt when he came to us that he had the possibility of being promoted to GM. Bill's done an outstanding job over the past several years, and was more than ready to be promoted. Tim's been with us for nine months, and he's a man with a very bright future. It's important that we were able to promote from within. As a young company, you grow on good people.'

nard-Ventura and KEZY/Ana-

heim. "I'm very proud of the appointment," Rawn told R&R.

Working together with John, who

is a music expert, we're looking

forward to making an impact in

Mierendorf started his career at neighbor WBCS, and also worked at crosstown WOKY before joining WAWA & WLUM early last year. He said, "This is something I've worked toward for the last five years. Though we made a good turnaround in 1984, I don't think we're anywhere near our potential yet. It'li be my goal to put us in the direction that will allow us to reach the objectives we've established for the sta-tions."

Fuszner New PD At KKMI

Mike Fuszner has been named PD at A/C-formatted KKMI/Seattile. The sale of the station from Madison Park Broadcasting to Behan Broadcasting is expected to be completed next week, at which time KKMI will go dark for a few days to institute programming changes.

Commenting on Fuszner's ap-pointment, GM Ron Watson told R&R, "We think we're lucky to find Michael, who was one of our top three candidates."

Fuszner comes to KKMI after a year as PD at WIVY/Jacksonville. Before that he spent four years as MD at WMJC/Detroit. "It's unusual to be able to come into a new station and essentially put it together from scratch," he said. 'We've done our homework and have all the tools necessary to reach 25-49 demographics with our modified A/C format.

AM SETS REQUEST FORMAT

Rawn Named PD At KRSI & KJJO

After six months as a personality, Gary Rawn has been promoted to PD at Roy H. Park's KRSI & KJJO/Minneapolis. Rawn replaces Jerry Anderson, who stepped down to concentrate on his afternoon airshift for KJJO's "eclectic rock" format. KJJO morning cohost John Antonelli has been named MD for both stations, while KRSI has dropped its Satellite Music Network CHR presentation in favor of live "all-request" programming.

GM Mike Waggoner said, "Ron and John are veterans of West Coast and Twin Cities broadcast wars and will be directly responsible for a new push by the company.

Rawn came to KJJO after a 12-year hiatus from radio, during which time he worked for Time-Life, McGraw-Hill, and most recently the Wisconsin-based Weekly Newspapers, Inc. His broadcast background includes a PD stint at KAFY/Bakersfield and on-air positions at KACY/Ox-

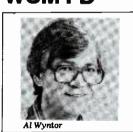
Grey Takes WENS PD Post

WENS/Indianapolis has tabbed former KMJI/Denver OM Joel Grey as its new Program Director. Former programmer Scott Wheeler will remain with the station as an air personality.
WENS GM Christine Woodward

commented to R&R, "The job requires someone who has both the people skills and the understanding of the musical direction the station is taking. We've found that Joel has the qualities we were seeking."

Said Grey, "It will be great working with both Chris and Emmis VP/Programming Rick Cummings. The station is on track: we just have to fine-tune some ele-GREY/See Page 4

the market. **Wyntor** Upped To WSM PD



Al Wyntor has been prombted to Program Director for WSM (AM)/Nashville. Wyntor is the station's morning personality and was named Asst. PD a few months

Opryland USA Group Programming Director Gregg Lindahl commented, "Because of the good progress the station has made since he's been here, Al has earned the right to be WSM-AM's Program Director.

Wyntor told R&R, "The chance to be on the air and program one of America's premier radio stations is one that doesn't come around every day. Gregg and I are in sync with the way we do things, and it's deeply gratifying to know he has the confidence in what I do."

Wyntor joined WSM a year ago from WHK/Cleveland, Earlier, be was on the air at WDAF/Kansas City.

Diamond Upped To VP/Sales At SMN

Satellite Music Network has promoted Mel Diamond to the newly-created position of Vice President/Sales, reporting directly to President/CEO John Tyler. Diamond had been Director/Sales

for the company.

Commenting on Diamond's promotion, Tyler told R&R, "Mel has done an outstanding job for us, and this is the way we reward people who have done an outstanding job. He has played a key role in increasing the sales revenue for this company, and is largely responsible for the tremendous growth we have experienced."

Diamond said, "It has been a challenge and a pleasure to develop and work with the network's entire advertising sales staff in building a strong, suc-cessful division. Satellite Music Network's rapid expansion provides us with virtually unlimited opportunities for further growth."

Diamond began his career as an Account Executive at Young & Rubicam, and later moved to Cunningham & Walsh. He became Ac-DIAMOND/See Page 4

Paper Adds: A Problem To Be Solved

Paper adds hurt everyone. Radio stations that report records they're not playing set off a damaging chain reaction that affects other radio stations, record companies, and trade publications. Paper adds give radio stations the wrong idea about a record's actual strength. They throw a wrench into record labels' marketing and sales support plans by promising airplay that isn't there. They distort the airplay information tabulated by the trades and affect the statistics the trades give back to their readers, the radio stations, and record com-

With these concerns in mind, R&R will drop from reporting status any radio reporter found to be practicing paper adds. The first step will be to hold preliminary discussions with programmers and their station and corporate management. We're confident that most potential paper add problems will quickly sort themselves out in the interests of preserving the integrity of individual stations and the industry as a whole.

Should action be required, R&R will base its decisions on independently-secured representative airchecks of radio stations in question, checked against their reported playlists.

A Privilege, Not A Right

R&R does not wish to set itself up as a traffic cop for the industry. We also do not wish to encourage stations to start witch hunts against their competitors. We know that the overwhelming majority of our reporters practice the strictest standards of playlist compilation.

But we firmly believe that reporting, contributing to a national airplay tabulation that has long been regarded as the industry standard for accurate, up-to-date information, is a privilege, not a right. And those that abuse the privilege must face losing it R&R cannot dictate a set

number of daily plays a newlyadded record should receive. But before a station reports a record, we suggest that it ask itself:

1) Is this record being given rotation equal to others in the same category? 2) Is this rotation adequate to

evoke listener response? A "no" to either question would indicate that reporting the record as

WSRF Switches To **Big Band**

TK Communications' Oldies outlet WSRF/Ft. Lauderdale has changed to Big Band, adopting the slogan "Sounds Of Yesterday." Targeted at the 35-64 demographic, the independently-programmed format is broadcast Monday-Friday midnight-4:30pm. Rounding out the station's offerings are the 9am-noon "Saturday With Sinatra," various ethnic programs, and news

WSRF & WSHE VP/GM Chuck Bortnick told R&R, "We went to Golden Oldies from Country a couple of years ago. We figured the move would make a good combo sell. It worked for a while, but didn't pan out the way we expected. The music was still catering to a younger audience who didn't listen to AM. There were other stations playing Big Band and getting good audience shares; we felt the market could support another one." In terms of public response, Bortnick added, "Audience and advertiser feedback have been good."

Concurrent with the format switch, 30-year broadcasting veteran Hal Tunis has been appointed WSRF's Local Sales Manager. No call letter or further staff changes are planned.

1985 AGM Records Inc. All rights reserve June 30, 1962 — Atlanta, Georgia 13 oy meets Girl

an add would be inappropriate and misleading.

We trust that exposing the situation publicly will be sufficient to clear up much of the paper adds problem. We're happy to see the Gavin Report agrees with us about the seriousness of the issue, and once again we urge other concerned trade publications to at-

H&W

Contiunued from Page 1

but Gammon told R&R that Malrite had no contract to buy the stations. "Not a chance. Malrite submitted a check to their broker, but I don't know if it ever got to the Libermans. There was no agreement that a \$100,000 check be sent. You don't bind a \$36 million deal with \$100,000. In its complaint to the court, Malrite said that a couple of days before it sent an offer, there was an agreement to sell the station that was so specific — over the telephone that the court should specifically enforce it. And yet two days later, Malrite sent an offer to the Libermans subject to several basic conditions that Malrite had yet to satisfy itself about It was never accepted nothing in writing was signed by the Libermans. The complaint is composed of gossip."

If and when the sale to H&W is completed, plans are for H&W to move its mainland corporate headquarters from Indianapolis to Los Angeles, and company President Ken Wolt will assume the President/GM duties for both stations. Financial headquarters for H&W will remain in Honolulu along with majortiy partner Cecil Heftel and Executive VP Christopher Heftel, who expressed "great enthusiasm for the deal."

New Owner Confidence

K-LOVE coprincipal Elias Liberman noted "confidence and pleasure in the new owners, and their dedication to serving the Hispanic community (which accounts for about 30% of the overall market popula-

"From our point of view," Wolt said, "moving into a broadcasting community the size of Los Angeles has a tremendous amount of potential. I look for all pieces to be in place by early summer so that we can relocate our headquarters." In addition to the day-today duties at KLVE & KTNQ, Wolt retains responsibility for H&W outlets WLUP/Chicago, WZPL/Indianapolis, and WLLT/Cincinnati. Heftel also owns KSSK & KULA/Honolulu.

KTNQ operates with 50 kw on 1020 kHz, while KLVE has 37 kw on 107.5 mHz at 5800 feet above average terrain. The stations are the exclusive Spanish-language outlets for Dodgers and Angels baseball and Rams and Raiders football.

tack the problem. It's also in the best interests of record companies to make sure that adds on their records are meaningful. Once this problem is cleared up, the benefits to everyone from honest playlist reporting will become obvious.

DIAMOND

Continued from Page 3

count Supervisor at Ted Bates in New York, then moved to Metromedia as Director/Marketing Development. He joined RKO Radio in 1979 to help build the RKO Radio Network, and subsequently moved into cable television. Diamond joined Satellite Music Network in April 1984.

Harrison Named Lowe Broadcasting President

Bob Harrison has been appointed President of the Broadcast Division of the Lowe Group of Companies, supervising opera-tions at WHIM/Providence; WCNL-AM & FM/Claremont, NH; and WCOU & WAYU/Lewiston, ME.

Lowe Group President Perry

Hilber New VP/Sales At Trans World

Cleveland radio sales veteran Michael Hilber has been promoted to VP/Director of Sales for Trans World Broadcasting, overseeing sales development for Urban-formatted WZAK/Cleveland and Contemporary Christian outlet WHLO/Akron.

Trans World President Xen Zapis remarked, "Michael's experience and enthusiasm have turned WZAK into one of Cleveland's top-billing stations. I'm confident he will continue to produce the great results we've all

come to expect from him."

Before joining WZAK in 1982, Hilber worked in sales at WGCL/ Cleveland for nine years. "Starting a brand new facility is some-thing I've always wanted to do," he said. "If the reaction to WHLO follows the same positive reaction to WZAK, I will be overjoyed."

Broussard Named GSM At WQUE-AM & FM

KZKC-TV/Kansas City Account Executive Skip Broussard has been named General Sales Manager at WQUE-AM & FM/New Orleans, filling the vacancy created recently when former GSM Paul Rogers became GM at WFYV/Jacksonville. The move marks Broussard's return to New Orleans, where he earlier had worked as GSM at WTIX and as an AE with WNOF.

VP/GM Bill Stoeffhaas commented, "Skip was the obvious choice because of his background in the market. He has so many friends here and he's a great salesman. I feel Skip will do a super job as the number two man in the station."

Broussard's background also includes terms as GM at WHB/Kansas City and as owner/President/ GM at WMOB/Mobile. He assumes his new duties April 1.

Lowe said, "What Bob gives us is the experience and the maturity to develop not only our facilities but also our management team into a very fast-growing, fully diversified broadcasting entity."

A 25-year broadcaster, Harrison most recently spent 13 years with WHJJ & WHJY/Providence, the last five as GSM. "I've known Perry for quite some time," he told R&R, "and he finally made me an offer I couldn't turn down. I hope we can make his company very successful."

Harrison added that one of his first assignments is to spearhead daytimer WHIM's FCC application for an available Docket 80-90 FM frequency in the Providence

GREY

Continued from Page 3 ments." Prior to his two and a half years at KMJI, Grey held an onair post at crosstown KOAQ.

Woodward also announced that Gary Rozynek has been named Local Sales Manager, while Martha Sakai became Promotions Di-

STAFF

Founder: BOB WILSON
Publisher: DWIGHT CASE
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Vice Pressions: Editor: KER BARNES
Sealor Ento: JOHN LEADER
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Menighty Editor: JEFF GREEN
Encourse Editor: GAIL MITCHELL Communication Devices DICK RUBIN
Computer Services DAX COLE (Devictor), LEE C
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4/R&R FRIDAY, MARCH 22, 1985

Ratings Council Rejects Arbitrends Demo Plans

But Arbitron Set To Expand

Based upon its continued opposition to Arbitron's monthly Arbitrends data, the Arbitron Radio Advisory Council this week passed a resolution unanimously declining to endorse any expansion of Arbitrends demographics.

However, Arbitron Sales/Marketing VP Rhody Bosley responded to R&R, "We expected this from the Council, and it will have no impact on our plans. We will probably introduce expanded demographics with the fall reports... we are certainly moving in that direction." Covering 25 larger markets, the planned new Arbitrends research will include information for five additional

demographics: 12-34, 18-34, 25-54, 35-64, and 35+

Regarding the continuing discussions on redesigning the Arbitron book, ARAC unanimously recommended that the redesign include neither information on a station's ethnic audience composition (which Arbitron had considered adding), nor research on "brand-loyal" or exclusive listeners beyond the information currently available.

ARAC also unanimously made it clear to ARB that it supports the redesign of the book, but that such support is tendered as long as the ratings firm fulfills its commitment that the changes will be at no cost to subscribers.

NEW COUNTRY FORMAT

Meltzer Named VP/GM, Hatfield PD At WZKC

Former CHR outlet WHFM/Rochester went dark last Monday (3-18) for a week in order to prepare its March 25 Country debut with new call letters WZKC (KC99). As part of the changes, it was formally announced that Jim Meltzer has been named VP/GM, while Bobby Hatfield has joined KC99 as PD from his programming post at crosstown Country outlet WNYR.

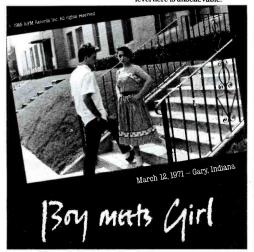
Regarding the appointments, Josephson Communications President Ed Christian told R&R, "Tve known Jim for many years, and have watched his turnaround and buildup expertise at his last three stations. In giving birth to a brand new radio station, we felt Jim was certainly the qualified management candidate."

Regarding Hatfield, Christian continued, "We were very impressed with the job Bobby was

doing with an AM Country station." He added humorously, "We convinced him it would be all over for him the day we went Country on FM!"

Most recently Meltzer was VP/
Director of AM Stations for the
Mid America Media broadcast
group, where he worked for nearly
five years. "The opportunity-to
virtually build a station from
scratch, using the time-tested expertise of the Josephson Group, was
too good to pass up." he said. "KC39
provides an irresistible challenge,
and I'm very happy we've been
able to lure Bobby across the
street."

Hatfield, who will handle a short midday airshift, spent a year at WNYR after programming KOMA/Oklahoma City for 14 months. He said, "After working with three AM stations, I look forward to an FM. The excitement level here is unbelievable."



6/R&R FRIDAY, MARCH 22, 1985

ABC

Continued from Page 1

geles, and an FM each in Detroit and Dallas). If Cap Cities-ABC loses the grandfathered combo waiver and decides, as seems likely, to keep its maximum number of TVs, the must-divest radio total would reach 15.

Another two stations might have to be spun off in Dallas if the new company decides to retain the daily Ft. Worth Star-Telegram. The FCC's crossownership rule prevents formation of any new same-market newspaper-broadcast combinations.

HAMILTON

Continued from Page 1

management. We're most fond of Gary and hate to lose him, but wish him every success in his new ventures."

Hamilton joined KMBQ & KEEL 18 months ago, transferring from sister stations KAAY & KLPQ/Little Rock. He noted," This is all possible because of the way I was managed by Multimedia President Paul Fiddick for all of these years. I was especially intrigued to join First Media, as they have a unique way of operating their facilities. All of their stations are winners."

No replacement was named for Hamilton, who has also been PD at WCIT/Lima, OH; VP/Operations ifor WCOL & WXGT/COlumbus; PD at WROK & WZOK/Rockford; and Executive VP/GM of WGBF & WHKC/Eyansville.

STEVENS

Continued from Page 1

During his 14 years with marmock, Stevens climbed from a parttimer position at WDIZ/Orlando to VP/GM. He was named VP/Programming in 1978, and became WGRX VP/GM last year. He said, "Infinity and "YSP have all the tools to make radio in Philadelphia more interesting than it's been in some time. Our goal is to move up, and that includes moving past WMMR."

BLAIR

Continued from Page 1 porate staff. No replacement for him has been announced at Blair/RAR.

Hilliard said the changes "will measurably strengthen our top management team. We have an all-star lineup managing Blair's Radio Rep Division. Our radio rep companies deliver national sales for more #1 stations in the Top 50 markets than any of our competitors. And we bill more per station represented than anyone in the rop husingse."

Hilliard added, "However, we want to be #1 in every important measurement of radio station representation. I believe announcement of these key executive appointments will be read by the competition as notice that we intend to challenge on all fronte."

Still more divestitures may flow from other farflung cable and publishing holdings of both groups, and from a new rule limiting one owner to 12 TV stations reaching no more than 25% of the American public. The combined reach of the pair's 12 TV properties is almost 28%, meaning at least one TV outlet will have to go.

More Big Mergers Predicted

Chemical Bank VP and noted financial observer Stewart Cahn told R&R. "Capital Cities is an outstanding company and should be congratulated on its selection of such an outstanding company as ABC to have a marriage with I think it'll be an excellent marriage for both parties and the surviving company will have an even greater impact in the broadcasting community."

Cahn said the new 12-12-12 ownership limit paved the way for merger. "There will continue to be concentration of properties similar to Taft's acquisition of Gulf," he predicted. This is only the second. There will be more because broadcasting companies, if they have the capital to do it, would certainly want to have more than 21 properties when they can have a total of 36. It's only natural that the FCC rule will create more concentration of communication companies in a few hands."

ABC Safe From Hostile Takeover

Cap Cities Chairman/CEO Thomas Murphy approached ABC Chairman/CEO Leonard Goldenson with the merger plan in December. Reportedly, Goldenson accepted because of his respect for Murphy and Cap Cities, and a desire to protect ABC against a hostile takeover bid, which had been rumored for months because ABC stock was trading for far less than its actual value.

Goldenson, 79, will be Chairman of the new entity's Executive Committee, while Murphy will serve as Chairman/CEO of the combined company. ABC VP/COO Frederick Pierce will be Vice Chairman of the Board and Chairman/CEO of ABC, Inc. Cap Cities President/COO Daniel Burke will have the same titles in the combined company.

Cap Cities will pay \$118 cash for each of ABC's 29.1 million shares of common stock, plus one-tenth of a warrant (option to buy at a fixed price) to purchase Cap Cities common stock. The warrants raise the price per share to \$121, putting the value of the entire transaction at \$3.5 billion. Cap Cities will help finance the deal by selling 18% of its 16 million outstanding shares to Berkshire Hathaway, Inc. for \$517 million when the merger occurs.

Trading in the stock of both companies was temporarily suspended Monday morning (3-18) prior to the merger announcement. When trading reABC — 5 AM, 7 FM, 5 TV *Radio divestiture prospect

* WABC-AM-TV & *WPLJ/ New York WMAL & WRQX/Washington

* WRIF & WXYZ-TV/Detroit

* KSRR/Houston * KTKS/Dallas

*KABC-AM-TV & *KLOS/ Los Angeles

* WLS-AM-FM-TV/Chicago KGO-AM-& TV/San Francisco

Cap Cities — 6 AM, 6 FM, 7 TV

* Divestiture prospect

* KLAC & KZLA/Los Angeles * WPAT-AM & FM/New York

(Paterson, NJ)
* WJR & WHYT/Detroit

* WBAP & KSCS/Dallas WKHX/Atlanta WKBW-AM & TV/Buffalo

WPRO-AM & FM/Providence WPVI-TV/Philadelphia KTRK-TV/Houston WFTS-TV/Tampa WTNH-TV/New Haven

WTNH-TV/New Haven WTBD-TV/Durham-Raleigh, NC KFSN-TV/Fresno, CA

sumed, ABC stock shot up by \$32 a share (to \$106) while Cap Cities stock rose \$7.50 a share (to \$184).

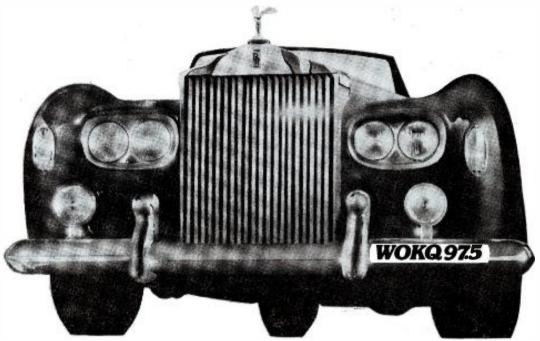
Stockholders Have Final Say

The deal has already been approved unanimously by the boards of both companies, and will be presented to stockholders for approval at meetings in June. Authorization will also be needed from the FCC and other regulatory agencies.

In a joint statement, Goldenson and Murphy said, "By combining our substantial strengths, we can provide our audiences, customers and the general public the best services possible. We believe we are creating the premier communications, information, and entertainment company." They pledged that "the news and information services of the combined company will continue to be fair and objective and will be fully supported in the best traditions of a free press.'

While the merger was generally well accepted, ABC station and network employees immediately began speculating how it will affect them. They were reportedly promised their benefits will remain at current levels for at least the next three years. Other factors that could come into play are the inevitable spinoffs, and Cap Cities' reputation as a non-union company that operates with an extremely trim staff.

ABC revenues were approximately five times those of Cap Cities in 1984. But Cap Cities, with a reputation for running a lean operation, returns a higher profit. ABC posted revenues of \$3.47 billion in 1984, with per share earnings of \$6.71. Cap Cities' per share earnings were \$10.40 on revenues of \$950 million. Cap Cities' smaller size has already prompted jokes about "Jonah swallowing the whale."



Back in 1977 we made a commitment to transform 50,000-watt WOKQ into an effective radio station.

Today that commitment has paid off and the Fuller-Jeffrey Group has another winner.

WOKQ earned a #1 ranking in the premier edition of Arbitron's brand new Portsmouth-Dover-Rochester, New Hampshire-Maine Market Ratings Book.*

WOKQ continues to deliver the right audience at the right time to insure cost effective results.

Its regional audience stretches from Maine and Vermont through New Hampshire down to Boston.

WOKQ provides New England with an adult sound, an award winning news team, and weather information second to none.

Call us today and we'll deliver stable, quality, upscale adult radio for your advertising dollar.

If you are a regular WOKQ advertiser then you already know all this.

But if you are not, there's never been a better time to see for yourself why "nothing succeeds like WOKQ and success!"

*Source: Arbitron. Spring 1984, Portsmouth-Dover-Rochester, NH-ME Metro: Total persons 12+, Adults 18+. 18-49. 25-49. 25-54. 35-64.

J. J. JEFFREY, SENIOR VICE PRESIDENT

ROBERT F. FULLER, PRESIDENT

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WOKQ WBLM

• DOVER-PORTSMOUTH • LEWISTON-PORTLAND

WASHINGTON REPORT

80-90 GUIDELINES IN PLACE

FCC Votes Massive Overhaul Of FM License Process

Comparative Hearings For 80-90 Drop-ins; Daytimers Get FM Credit; FM Filing "Windows" Slated

Daytimers won a partial victory and license speculators lost big last week as the FCC adopted its long-awaited processing guidelines for FM drop-ins under Docket 80-90. Key elements are:

· Granting of licenses through comparative hearings, rather than a lottery system that would have been faster but sure to attract thousands of speculators

· A conditional credit for some daytimers applying for FMs in their own communities. Minority spokesmen immediately criticized the credit for undermining their

 Random selection of the order in which 80 FM channels in 689 communities will be thrown open to applications.

Window Filing **System Adopted**

At the same meeting, the FCC junked its entire process for handling FM applications of all types, replacing it with a system it hopes will be faster and result in fewer comparative hearings. The key to the new method will be periodic "filing windows" for all open FM channels. If no one files for an assignment during the window, the channel will be awarded automatically to the first qualified applicant on a "first come/first served" basis after the window closes.

To prepare for the transition to window filing periods, the FCC clamped an immediate 30-day freeze on all FM applications. The only exceptions are new or major change applications filed in response to previously published "A" or "B" cutoff lists, or responses to minor change applications already on file by March 14.

Docket 80-90 has proven itself to be a sluggish creature whose movements are difficult to predict. However, the "best case" timetable from agency officials for upcoming action includes an April lottery for picking the channel se quence for applications acceptance, and opening the window for the first channel in June. FCC officials expect an average of four applications per assignment, and predict it could take three years to award all 684 licenses up for grabs.

War Declared

On "Garbage" Applications

In the processing method being abandoned, the first application for an open channel triggered a 30-day period for others to file. FCC officials say that system has acted as a lure for competitors, especially those who file sloppy, last-minute applications, knowing they can amend them later - often using engineering data photocopied from more complete, competing applications.

Under the new process, the FCC plans to take a much tougher approach, throwing out poorly prepared applications as soon as they're offered. One get-tough step will be requiring applicants to certify the availability of their proposed antenna sites.

Since amending incomplete filings at a later stage will no longer be allowed, the Commission hopes to scare off those who aren't seriously interested in an assignment. As the FCC sees it, such people will be discouraged from getting in-



"The bar in this city doesn't do a good job of submitting a good application the first time in . . . Toughen up, guys."

—Jim McKinney

volved because they'd only get a second chance to submit an acceptable application in the unlikely event that nobody else files during

the original 30-day window. At a press briefing following last eek's action, Mass Media Bureau Chief Jim McKinney declared war on "garbage" applications. "Quite frankly, the bar in this city doesn't do a good job of submitting a good



"The business at hand is the public's interest in program choice and diversity. And on that measure, Docket 80-90 gets a score of 100."

-Mark Fowler

application the first, time in," McKinney complained. And he added the warning, "Toughen up, guys."

78 Assignments Available Soon

The first use of the new system is expected to come in the next one or two months, as soon as the FM filing freeze is lifted. At that time, the



"This Commission will effectively stymie the efforts of many newcomers - both minorities and others to obtain an FM radio -Henry Rivera station."

more comparative weight than past broadcast experience and past participation in civic affairs. Daytimers meeting the four conditions will receive "enhanced" broadcast experience credit, equal in weight to a minority preference.

The credit is not automatically conferred on eligible daytimers. A broadcaster has the option of choosing not to employ the special credit, in which case he can keep the AM even if he wins the FM

It's estimated that in the 689 Docket 80-90 communities, there are 277 daytime-only AMs, although some won't qualify for the credit because they've been held for less than three years by their present owners. McKinney stressed that, while the credit was part of the drop-in guidelines, daytimers can use it to their advantage in "any and all" FM proceedings.

Minority, Daytimer **Interests Clash**

It was clear that the daytimer preference had been a highly controversial issue behind the scenes at the FCC for many months. Commissioner Henry Rivera spoke strongly against the credit, warning that such favoritism will "directly undermine" the FCC's longstanding goal of diversifying media ownership.

Said Rivera, "By entitling a large segment of the broadcast establishment to a preference, this Commission will effectively stymie the efforts of many newcomers both minorities and others - to obtain an FM radio station.

Chairman Mark Fowler disagreed, pointing to the "severe technical and financial handicaps" daytimers have endured. "When all the comparative hearings are over," he predicted, "we will see a leap in the number of minorityowned FM facilities." Adding that the question was not one of competing preferences, Fowler con-cluded, "The business at hand is the public's interest in program choice and diversity. And on that measure, Docket 80-90 gets a score

No "Midstream" **Switch To Lotteries**

Mass Media Bureau Chief McKinney pledged that once an 80-90 channel is opened for applica-tions there will be no "midstream" change of selection method from comparative hearings to lotteries. Once begun, he vowed only half in jest, hearings will continue "to the bitter end even if it ties up this agency forever." If a lottery is ever to be used for a channel, that fact will be made known in advance.

To help attorneys, engineers, and broadcasters prepare for the new FM processing system, the FCC will conduct a seminar in Washington in April. Videotapes of the seminar will be made available through FCC field offices and the Commission's contract printer, Prism of Washington, DC.

Lottery Broadcasts Prove Costly Gamble For WHAT, WWDB

Charging that WHAT/Philadelphia for a decade aired religious programs linked to an illegal numbers game, the FCC last week issued a rare hearing designation order for the renewal applications of WHAT and sister station WWDB, along with competing applications for both facilities by two other groups. WHAT airs a Black format, while WWDB is the only major Talk station in the country on the Renewal "Victory" FM band.

The Commission alleges that, from April 1973 to June 1983, WHAT's Sunday morning pro-grams featured various religious broadcasters who promised "fi-nancial blessings" and "straight blessings" for those who sent in a "donation." Station employees have told the FCC the "blessings" included three-digit numbers to be bet in an illegal numbers game in the Philadelphia area.

The hearing will explore whether WHAT violated the federal law against on-air promotion of a lottery, whether it exercised adequate control, whether it remains qualified to be a licensee, and how any adverse findings against WHAT affect WWDB's qualifications. Independence Broadcasting owns WHAT, while its wholly-owned subsidiary, Banks Broadcasting, is the licensee of WWDB.

Could Bring \$20,000 Fine

Until the hearing is completed, the Commission deferred action on an application to sell WHAT to Kelly Guglielmi. The competing re-newal applications designated for hearing were filed by Main Line Communications and American Minority Communicatio

The Commission said if it doesn't deny the renewal of WHAT, it will then have to determine whether Independence Broadcasting is liable for a fine of \$20,000 or a smaller amount. According to the FCC, it appears that Independence was aware that lottery information was being broadcast. But even if it's proven the owners weren't aware, the Commission said "a substantial and material question of fact exists as to whether it exercised adequate control and supervision over its programming."

Commission will announce a filing window for 78 sites - presumably small communities or overcrowded markets - where FM channels have been assigned but never applied for. Qualified applicants for the same facility will be designated for comparative hearings. If the window closes with no bid for an opening, the first application in the door afterwards automatically

Conditions Dilute Daytimer Credit

Although pleased to receive a credit, daytimers hoping for an ironclad preference for new FM stations were disappointed by last week's action. To be eligible for the credit, daytimers must

· Have owned their AMs for the past three years (to prevent the purchase of a daytimer for the sole purpose of earning the credit)

• Be applying for an FM in the

same community as their AM · Plan to operate the FM them-"integrated" into selves (be

management) Agree to divest the daytimer within three years of getting Program Test Authority (PTA) for the FM. This provision for the first time frees daytimers from the onerous diversity of ownership comparative demerit, which has made it virtually impossible for them, when seeking an FM in their own communities, to beat a challenger who has no other broadcast

Currently, local residence and minority ownership are given

8/R&R FRIDAY, MARCH 22, 1985





WHAM! "EVERYTHING SHE WANTS"

200775 - 78% #2 MOST ADDED

#1 CHR BREAKERS



ENNY)GGINS

"VOX HUMANA"

98/85 - 76% #1 MOST ADDED

CHR BREAKERS



ISON

"INVISIBLE" CHR NEW & ACTIVE

Now On Over 75 CHR Stations!

WXKS-FM add CKGM 33-28 CKOI deb-35

CFTR 13-12 CHUM 12-8 94Q on

KAFM deb-35 WLOL-FM deb-31 KMJK on FM102 on **KPLUS deb-38**

Q100 WVSR K104 WKEE WLAN-FM WSPK WPST

WJZR WNOK-FM WZLD WDCG WANS-FM WKRZ-FM WOKI **WFMI** WTLQ

KWIC

WBCY

KX104 Y106 **KTFM** WKZL WZPL

KEYN-FM

WKDD WKAU WJXQ

WHOT KF95 KSND **KBOS**

KHOP KSKD **KCPX**

Top 25 Net, Spot Radio Advertisers

Heading the list of the top 25 network radio advertisers, according to data supplied by Broadcast Advertisers Reports, was Jeffrey Martin, Inc., which spent \$21.7 million on network radio in 1983, the most recent figures available. Rounding out the top ten were: Sears, Roebuck & Co. at \$10.6 million. Cotter & Co. (better known as the folks at "True Value" hardware) at \$9.6 million, AT & T at \$9.5 million, General Motors at \$9.4 million. Dow Jones & Co. at \$8.6 million. Warner-Lambert at \$7.8 million, Campbell Soup Co. at \$7.4 million, Ford Motor Co. at \$7.1 million, and Anheuser-Busch at \$6.9 million

Companies whose expenditures ranged from \$4.6 to \$2.6 million made up the rest of the top 25 network advertisers. They included (in order), Nabisco Brands, the U.S. Government, RCA Corp., Dart & Kraft, American Express, Hartz Mountain Industries, Wm. Wrigley Jr. & Co., Chrysler Corp., Schering-Plough Corp., Purex Industries, Gillette Co., State Farm Mutual

Auto Ins., Miles Laboratories and American Honda Motor Co.

Tops among spot radio advertisers

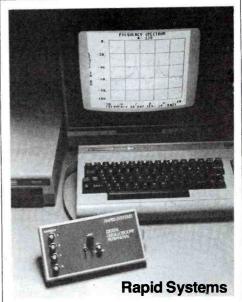
Top Pop CDs Ranked

with sales of compact decisions averageing 250,000 units per month during 1984 and growing faster this year, here's a look at what this audience of active audiofiles is enjoying:

According to a recent survey of 1200 CD owners conducted by Digital Audio magazine, the five "most popular" CDs on the market are "Security" (Peter Gabriel), "Born in The U.S.A." (Bruce Springsteen), "The Night Fly" (Donale Fagen), "Face Value" (Phil Collins), and "The Dark Side Of The Moon" (Pink Floyd). Talk about narrowcasting!

was Anheuser-Busch at \$40.6 million in 1983. According to figures from the Radio Advertising Bureau, the other top ten spot radio advertisers were: General Motors at \$29 million, AT&T at \$27.9 million, Phillip Morris at \$22.4 million, Adolph Coors Co. at \$21.5 million, Chrysler at \$16.6 million, Delta Ariines at \$15.5 million, UAL Inc. at \$14.6 million, Van Munching & Co. (Heineken) at \$14.6 million and PepsiCo at \$14.2 million.

Those firms spending between \$12.9 and \$6.1 million were ranked between 11.25. In order: Ford Motor Co., Southland Corp. (7-11 stores), American Honda Motor Co., Martiett Importers (Molson's Beer), Nissan Motor Corp. in U.S.A., Stroh Brewery, Pillsbury, Eastern Arilines, Greyhound, Ralston Purina, AMR Corp., Coca-Cola, Bank of America, Zayre Stores, and General Mills. A quick glance at the above lists should convince broadcasters exactly how important the proposed ban on alcohol advertising will be to their stations' bottom lines.



Offers Low-Cost FFT Analyzer

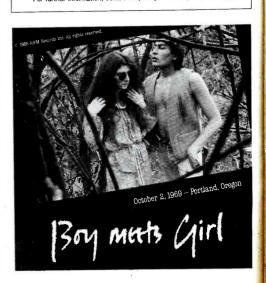
The "Spectrum Analyzer Peripheral" from Bellevue, WA-based **Rapid Systems** attaches easily to any IBM, Apple, or Commodore personal computer, allowing the user to perform FFT (Fast Fourier Transform) analysis for as little as \$550. Additional applications include: signal analysis, vibration analysis, transient analysis, frequency counting, ultrasound and audio analysis, and chromatography.

Among the unit's standard features are a variable order of FFT in sizes from 16 or 32 up to 1024. Sample frequency choices range from 100 Hz to 500 Hz; input voltage choices (peak to peak) from 1.6 volts to 320 volts. In addition, the unit features selectable time windows (rectangular or Hanning) and baseband or Venier band operation.

Along with all the post-processing capabilities of your personal computer, which include storage and retrieval of spectral analysis from disc, the "Spectrum Analyzer Peripheral" provides the user with all the capabilities of a four-channel digital oscilloscope. This oscilloscope sports a two mHz sampling rate, a 500 kHz analog band width and diode protection on all inputs. Graphics are color-enhanced as well.

For further information, contact Rapid Systems at (206) 641-2141.





WESTWOOD ONE PRESENTS

SUPERSTAR CONCERT SERIES proudly presents 90 minutes of bone-crunching rock & roll by singer/guitarist Billy Squier the weekend of Saturday, March 30 on the Westwood One Radio Network. Recorded by Westwood One at Salt Lake City's Salt Palace during his Signs Of Life tour, this exclusive performance features Squier and his band delivering smokin' versions of the hottest tracks from his three multi-platinum solo LPs—including "In The Dark," "The Stroke," "My Kind Of Lover," "Everybody Wants You" and "Rock Me Tonight." It's a night of live rock & roll excitement your listeners won't want to miss! The Superstar Concert Series brings the biggest names in rock to more than 450 Westwood One Radio Network affiliates with exclusive performances by superstars like Foreigner, Pat Benatar, Journey, The Cars and Stevie Nicks all year long! Brought to you by...

FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!

STOP

Here For The Multi-Format Hits!

SADE

"Smooth Operator"

CHR BREAKERS

156 STATIONS 61%

AIC

B

BLACK/URBAN

24 - 14



Partially

Distributed by

Luther VANDROSS

"Til My Baby Comes Home"

CHR SIGNIFICANT ACTION

KZZB KITE KAMZ KSET-FM WOKI KOFM WHOT	KSND KIKI KQMQ KHOP KCAQ KSKD KDON-FM
	KITE KAMZ KSET-FM WOKI KOFM

BLACK/URBAN



CBS Records



PRO:MOTIONS

EPA Names Nuri, Warner

Erik Nuri and John Warner have been chosen as Product Man rs. East Coast for Epic/Portrait/Associated Labels, Before accepting this post. Nurl operated his own New York-based artist management/entertainment consultancy and record company, Erik Nuri Management/Salsam Records. Before that he was President of Beantown Records in Boston and Executive Director of the Massachusetts Legislative Black Caucus for three years, Warner comes to the label from Dudien-Anderson-Yutzy Public Relations, where he was an Account Executive. As a freeiance writer, he's worked for E/P/A and MTV. worked at Nemperor Records for three years, and managed New York nightclub Xenon.



Erik Nuri

John Warner

PROS ON THE LOOSE

Don "The Dr." Bailje — Late nights WKLS/Atlanta (404) 794-1171

J.D. Black — PD KRNB/Memphis (901) 761-3419

Louise Charmin — Nights WFBQ/Indianapolis (317) 845-5647

Roy Dennington — WBOW & WZZQ/Terre Haute (317) 428-3132

Jack Ellery — Nights WIP/Philadelphia (215) 564-3879

Dennis Erectus — Evenings KOME/San Jose (415) 351-3876 Oscar Fields — MD WHUR/ Washington (301) 946-9219

Matt Ganis — News Director KOOL/Phoenix (602) 263-5213

Biti Garcia — Middays WFLA-FM/Tampa (813) 961-2109

Steve Harris — PD WDRQ/Detroit (313) 354-8058
Tony Hart — MD WWDM/Col-

umbia, SC (803) 494-2551 Jim Levin — PD KWNZ/Reno (702) 826-9496 Andy Lockridge — PD KZEW/ Dallas (214) 681-9517

Lorraine Rebidas — Nat. Dir. Peer-Southern (213) 931-6118 Shane (The Original) — Nights WGR/Buffato (408) 737-9240

Ray St. James — PD KXZL/ San Antonio (512) 492-0696 Russ Spooner — Mornings

WSB/Atlanta (404) 971-0051 Charlie Vinson — Middays KJLH/Los Angeles (213) 933-

Jerry Williams — VP/GM American Image Prods. (901) 755-1532

Paul Zarcone — PD KBLX/San Francisco (516) 979-0767

Bob Coleman — Mornings WFMI/Lexington, KY (606) 273-9838

Zack Harris — Nights WRKR/ Racine-Milwaukee (414) 634-3715

Jim Ray — PD KLPX/Tucson (602) 881-5088

Mark Richards — Nights KOGO/Sen Diego (213) 939-8897.

Sparrow Promotes Watkins, Schikal

Whitney Watkins and Jackle Schikal have been promoted to Manager, Creative/Marketing Services and Production Manager, respectively, at Sparrow Records. Watkins moves up from Marketing Services Coordinator, while Schikal advances from Production Coordinator.



Jackie Schikal

Vhitney Watkin:

EARS Strategies Launched

EARS Strategies and Implementation is a programming research consultancy created by Bruce Fohr, President of FMR Associates, Inc., and Bill McMehon, head of Seattle-based AM Strategies. The new partnership venture is geared around FMR's Electronic Attitude Research System (EARS) research methodology. Direct inquiries to Fohr at (602) 883-9557.

MGBS Elects Ruback VP

Theodore Ruback has been elected YP/Director of Accounts for Media General Broadcast Services' New York offices, With MGBS (formerly the William B. Tanner Company) since 1980, Ruback was most recently an Account Director. His background includes a stint as Regional Media Director for K-Tel International. A wholly-owned subsidiary of Media General Inc., MGBS supplies commercial music to the broadcast industry and is a media placement firm.

Mason Named WCBS NSM

Maire Mason has been promoted to National Sales Manager at WCBS/New York. Most recently the station's Sr. AE, Mason first joined WCBS in 1980 as Retail AE.

McVay Media Expands Services

In an expansion of its services, McVay Medle will now offer management and marketing consulting to stations already using other programming consultants. This new feature will provide programming/marketing counseling as well as management advice regarding the station organization. Initial subscribers to the new offering are WRDU/Raleigh and WMAG/Greensboro. McVay Media will continue its full-service consultancy and "Market Monitors" service.

Schumacher & Associates Created

Kathryn Schumacher has formed her.own agency, representing broadcast consultants and products. Formerly, Schumacher was with Ram Research, Unidyne, Group W Radio, and Jefferson Pilot Data. Kathryn Schumacher & Associstes currently represents Bob Harper's Research Co., Harte-Hanks, and Broadcasting Unilimited Direct Mail. Schumacher can be reached at (619) 931-8748.

Gal Records Debuts

Gat Records is a new label that has been created by Gwen Klein and Lanl Shumate. Gal is located at 6519 Hayes Drive, Los Angeles, CA 90048.

WABC Taps Klionsky, Candullo

Marilyn Klionsky has been upped to Sales Manager at WABC/ New York. With the station for the last two years as an AE, Klionsky held a similar post at sister WPLJ prior to joining WABC. In other station news, Steve Candulio has come aboard as Manager/Sales Development. He transfers across the hall from WPLJ, where he spent three and a half years as an AE.

CHANGES

RADIO

Ron Potts joins WABC/New York as Account Executive.

Ron Weener named Account Executive for WABC/New York.

RECORDS

Susan Klasen promoted to Singles Specialist & Special Projects Coordinator for WEA/Burbank.

INDUSTRY

John Buckley announced as Account Executive for Texas State Network/Dallas.

Christopher Theodoros appointed Manager of Republic Radio/Boston.



MEALTICKET ENTERTAINMENT, INC. 2014 Control Park Eut. Skill 1200 Control Chic. Calarinia 2007 SEC. ROW SEAT 213 557 4466

"We Need 100 Good Country Stations To Join Us In Helping 13 Million Americans."

This year LEE GREENWOOD co-hosts our 5th annual COUNTRY MUSIC FESTIVAL on behalf of THE NATIONAL KIDNEY FOUNDATION.

Join with LEE and CHARLIE COOK for an 8-hour festival of country superstars, starring EARL THOMAS CONLEY, RICKY SKAGGS, BARBARA MANDRELL, THE OAK RIDGE BOYS, RONNIE MILSAP, REBA MCENTIRE, AND MICKEY GILLEY!

FESTIVAL '85 is yours at no charge, and complete support is provided.

For complete information on how your station can become a big part of our FESTIVAL '85, contact LARRY BOXER . . . (213) 557-8495.

RATINGS AND RESEARCH



JHAN HIBER

Birch Qualitative: A Moneymaking Tool

Since the release of the fall Arbitron and Birch books, I've been spending more time helping station sales staffs. It seems that no matter which ratings service the station subscribes to, there is still a notable problem — how to turn ratings into dollars. One of the most effective ways to do this is through qualitative or product usage research.

If your station is looking for cost-efficient ways to enhance its bottom line, you might want to look at Birch's data. Its qualitative research may not be the pot of gold at the end of the rainbow, but it can be the next best thing. Let me show you why — and what to watch out for.

An Improved Product

Both Arbitron and Birch have improved their qualitative/product usage offerings. Arbitron quietly buried the unlamented Qualidata (its own product) and is now married to Simmons' Clusterplus geodemographic qualitative breakouts, which can be crosstabbed with the ratings estimates.

Before Birch revamped its qualitative, I heard criticism about its earlier reports: They were based on such a small sample; the information was difficult to read, understand and use effectively on the street. From my perspective they've at least dealt with the sample size problem.

In the past Birch used information retrieved from one month's interviews as the basis for projecting qualitative profiles. Qualitative reports were then available on a quarterly basis and included three information groups (one batch from each month's interviews during the respective quarter).

With this new approach Birch plans to issue qualitative/product usage data twice annually, based on six months of interviews rather than three. Each product category is surveyed in two separate months' worth of phone interviews, thus effectively doubling the sample size over past Birch effects.

In addition to this in-house generated product. Birch is also tied into the PRIZM geodemographic service (formerly used by Arbitron). The balance of this column, however, will focus on how to cope with and best use the qualitative/product usage info generated as a by-product of the Birch telephone interview technique. The ability to gather quantitative and qualitative feedback in the same ten-minute interview gives Birch a unique tool that can translate into radio revenues.

Turning Numbers Into Dollars

Pictured below is a page from a Birch qualitative/product usage volume. During my stopovers in various markets, I've been translating these figures into greenbacks. Let's do the same here, moving left to right on the page and pointing out what might be especially useful on the street.

The category examined here is "Planned Purchases of Homes or Apartments" (in the next year). This is a beneficial breakout that could help you approach developers, real estate firms, banks or S&Ls that have mortgage money, and so on.

We've masked the market and the stations' call letters to protect the innocent. Otherwise, the numbers are exactly as you'd see them. The demographic is adults 18+ (other Birch demos for these analyses are total 12+, men 18+, women 18+).

- Total Weekly Audience. On our left-to-right journey we first encounter the estimates of each station's total week average and cume audience. These numbers provide the data base from which other values on the page are generated. Remember that we're working with adults 18+ estimates and that you add two zeroes to the numbers shown here.
- Comparative Values. The next several sections under this heading will vary from category to category. In this case they deal with people who don't plan to buy a home in the next year (No Plan), those who plan to buy a single family home in the next year (Single), and those who plan to buy some other form of housing in the next year (Other).

Under each heading are two columns labelled "% IND" and "% PEN." The first column compares each station's score to a market average or INDex. The other column shows the PENetration each station has into the respective group.

Translating that into English we find the following: In the No Plan group station WAAA is below average (index = 100) with an 89 score, is above average in the Single bracket with a 120% figure (20% above the norm), and almost 400% above the index in the Other grouping. That means advertisers wanting to sell condos or mobile homes (Other housing types) should consider this station.

The station reaches 14.2% of those planning to buy Other type of housing in the next year. While this can be useful information, I think the next major section on the page is even more effective and easily understood.

3. Compositional Values. The key sections of Birch's new qualitative offering are the "Cume Composition" columns. Stations also have access to AQH audience

composition

Reading across we see that 76% of WHHH's cume (170,300 in the Total Weekly Audience column) doesn't plan to purchase a house in the next year. That compares with the market average seen at the bottom of the page (not pictured here) of 88%. In other words WHHH must have a higher profile than the market-at-large among those who do plan to buy a home in the next year.

The next column illustrates that point. Just over 20% of WHHH's cume plans to buy a single family home in the next year. The market average is just nine percent. Thus, WHHH can claim to have more than double the market profile among those planning to buy such housing soon.

How many bodies does that 20% represent? Well, we noted that the station's total week cume was estimated to be 170,300 adults 18+.20% of that figure means approximately 34,000 WHHH listeners plan to buy a single family home in the near future. Presenting such a stat to a potential advertiser, as opposed to talking CPM or CPP, can often lead to a sale.

By comparison, let's revisit station WAAA. Looking at the Cume Composition column you can see that 11% of the station's cume plans to buy a single family home in the next year. Not bad. However, the station's total 18+ cume is just 60,200. Therefore, 11% is just over 6000 potential home buyers. Nothing to sneeze at, but the folks at WHHH should point out that they can deliver 34,000 such prospects versus the 6000 from WAAA.

WEEK IN REVIEW

Birch Expands Monthly Services

Birch Radio VP/Seles & Marketing Bill Livek has announced that two more markets will be surveyed on a monthly basis. Effective in May, the addition of both Columbia, SC and Fresno, CA will bring to 85 the total number of markets so served by the telephone ratings service.

In other activity, Birch has confirmed to R&R that it expects major New York ad agencies will soon be announcing their use of the Birch service. According to company officials, "We expect an announcement from several major agencies in the next month or so."

Effective Buying Power

Now let's take the Birch numbers and make them even more exciting — to your advertiser and bottom line.

Bear in mind a concept I call Effective Buying Power. Simply stated, EBP multiplies your cume (or AQH if you prefer) in the key category times the number of dollars spent for the product (whatever it happens to be). The result is an awesome economic punch packed by your station's listeners. And that's an amount no advertiser in his right mind wants to ignore.

Here's an example. Find out what the median price is for a home in your metro. Let's say it's \$100,000. Multiply that price by the number of folks who have indicated they intend to buy such housing in the next year (34,000 in the case of WHHH). Housing-related advertising prospects should salivate at the opportunity to reach a \$3.4 billion market — people planning to buy in the next year.

When you present a station in this light, ratings per se don't matter as much; dollars speak louder than AQH shares. Thus, the intelligent and creative use of qualitative and the development of your station's effective buying power can pay off in significant dividends.

There's more that can be written about translating Birch or any qualitative information into revenues. Suffice it to say that although Birch's qualitative/product usage report still has layout and utility problems, the data base has been improved and the

results can be quite beneficial.

Now go out and light a fuse under your favorite reluctant advertiser!

Qualitative Components Of Audience

			(COMPAR	ATIVE VA	LUES - I	READ DO	WN	COM	POSITIO	NAL VAL	UES - RE	AD ACR	oss	
	TOTAL WEEKLY AUDIENCE		NO I	PL AN	SIN	GLE	ОТН	ER	α	AQH MPOSITION	×	T 00	CLME MPOSITION	x	
	AOH	CLME	% IMD	7 PEN	% IND	X PEN	X IND	Z PEN	NO PLAN	SINGLE	OTHER	NO PLAN	SINGLE	OTHER	
WAAA WBBB WCCC	49 111 7	602 1699 172	90 90	3.2 9.2	120 114	4.2 11.2	397 370	14.2 37.3	78.2 81.2	10.9	10.9 8.4	78.0 79.3	11.0	11.0	WAAA WBBB WCCC
WDDD WEEE WFFF	48 30	110 761 604	100	4.6	65	2.9	215	9.7	83.2	14.0	2.8	88.1	6.0	6.0	WDDD WEEE WFFF WGGG
WGGG WHHH	3 108	128 1703	87	8.9	222	21.9	125	12.6	65.4	30.0	4,6	76,2	20.3	3,5	WHHH



NETWORKS/PROGRAM SUPPLIERS

REED BUNZEL

A UNITED FRONT

Interview With Nick Verbitsky

Ending much speculation about who was going to buy a company that was not for sale, United Stations startled many prognosticators by agreeing to purchase the RKO Radio Networks. The networks, which were beleaguered by financial woes in 1984, were the target of many potential suitors — but partners Dick Clark, Nick Verbitsky, Frank Murphy, and Ed Salamon walked away with the prize. This week's column features an interview with United Stations President Verbitsky, who discusses the whys and wherefores behind the deal.

R&R: One of the questions many people are probably asking is why did you decide to buy RKO?

NV: When we started this company about four years ago the intent was to be a major force in network radio. We made overtures to purchase another network about a year ago, but that obviously didn't work out. At the time I was upset because I thought we missed a hell of an opportunity. Dick — who is a sobering factor because he's more realistic and pragmatic — said to me, "Don't let this get you down because things have a way of working out for the best." And he was right.

R&R: Are you at all concerned about the difficulties RKO faced last year, involving both advertisers and affiliate stations?

NV: We have been assured by the advertising community that they are 100% behind us. From an affiliate standpoint we worked out an agreement that gives us a three-year firm commitment with the RKO-owned stations. We know the budget requirements of running a company of this size, and we are very well capitalized. We don't think there will be any problems at all.

A New Identity

R&R: How do you plan on restructuring the networks, and where does United Stations fit in?

NV: There will now be a company called the United Stations Radio Networks. The three marketing entities involved in that would be United Stations Radio Networks One and Two, and the United Stations Radio Entertainment Network. There will be separate sales staffs for shows and network inventory, and there will be separate affiliation departments. The only function that will be combined is accounting — and all financial dealings.

R&R: So United Stations will be kept separate but equal?

NV: It will remain as it is today. Everything will be under one umbrella, but United Stations will be operated exactly the way it's operated right now.

R&R: Do you have any plans to alter network operations to fit your own needs or standards?

NV: You don't fix something

that ain't broke. According to the latest RADAR, RKO One is the number one network, and we will leave everything virtually intact. The only change I can see is that we will run the company more as an entrepreneurial venture than as a big corporation. If a company is run on an entrepreneurial basis things seem to run a hell of a lot smoother. It's certainly more profitable, and the end results are always better than if a big corporate machine ran things. The opportunity presents a challenge that we're ready for. Our intention is to keep RKO One number one and to make RKO Two tied for number one.

A First-Place Goal

R&R: Everyone wants to be in first place. How do you plan to achieve that goal?

NV: The news services will be as good if not better than ever

before, and the affiliation compensation budget will remain virtually intact. The advertising and promotion of the company will be exciting and factual. We will have a sales organization parallel to what we have here at United Stations—a great deal of enthusiasm and a new outlook.

Obviously some things happened with RKO last year, but that's in the past. We did tremendous research with key players in the advertising end of network radio, and we feel very confident that we can turn things around. People were ecstatic that we were the new owners and were unanimously behind us in support of what we are going to do.

R&R: Are there any owned-andoperated stations on the horizon?

NV: That is definitely part of our plan, something we would obviously like to do down the road. We don't have our sights set on any particular stations, but if we decided to do it we would probably buy a group.

R&R: Will Dick Clark be more visible in the operation of the new

NV: Dick may not have an official title at United Stations, but he is definitely active in the company's daily operations. He is a principal owner and very involved. Without his input and help, we wouldn't be where we are today.

For a guy who wears so many hats, he is very involved in our company and the furthest thing from being a silent partner. His role in our new operations will be the same, except he will be more involved than ever.

Pictured (l-r) Nick Verbitsky,

Dick Clark, Ed Salamon,

Frank Murphy

R&R: You aren't exactly the ant going after the elephant, but do you foresee any problems in buying a larger company?

NV: Actually, we're more like a small dog buying a big dog — but



about the sixth biggest-billing radio network in this business. And the net billing of all the companies will be at least as big as NBC and CBS.

A Conec

A Concerted Effort

R&R: Now that you have the RKO satellite facilities at your fingertips, are you going to distribute United Stations programming via Satcom 1-R?

NV: No. United Stations programs are now distributed the best possible way and that is on virgin vinyl stereo discs sent to each station every week. This is the way it will stay until technology tells us it's antiquated and stupid. This business is not like brain surgery, and we are not trying to reinvent the wheel. We have built an immensely successful company. We make a hell of a lot of money, and this is the best possible way to do it.

R&R: Besides making the networks profitable and possibly moving into the station ownership business, what else do you plan to get involved with?

NV: Our future plans are to get into the concert business. We now have six channels on Satcom 1-R that we will have leased for another four years, and they lend themselves perfectly to live broadcasts. There may also be a possibility of doing a superstation channel as well. We have all these channels; everything is paid for. We feel that whatever format we would do would make it an exciting venture. We are all wellschooled in local broadcasting and local sales, and creating a superstation would use our potential to its fullest.

NETWORK SPOTS

NFL On NBC

NBC Radio President Randy Bongarten and NFL Commissioner Pete Rozelle have co-announced the selection of the NBC Radio Network as the official radio network for the next two NFL seasons. For the 1985 season NBC will feature a total of 37 games — 27 regular season contests and 10 post-season playoffs.

The network will also broadcast Super Bowl XX from New Orleans and Super Bowl XXI from Pasadena. An announce team for all NBC games will be selected shortly.

For further information contact (212) 664-2540.

7th Annual Rock Radio Awards

The "Seventh Annual Rock Radio Awards," scheduled for Monday, April 22, will be broadcast by DIR Broadcasting in a two-hour radio special during Memorial Day Weekend (May 25-27). The award ceremony is produced specifically by and for radio, and

includes the categories of favorite female singer, lavorite male singer, favorite group, favorite debut album, favorite single, favorite in-concert act, favorite album, and Hall of Fame.

DIR is currently tabulating nominations from program directors and on-air personnel at more than 200 rock radio stations across the country to choose the recipients of the eight awards. An additional award, the Tom Donahue Memorial Award (named for a pioneer of the progressive rock format in radio), will be presented to the person who is recognized as having contributed significantly to the medium of FM radio. The recipient of this award is decided by the Board of Governors of the Rock Radio Awards.

For more information, contact Carol Strauss Klenfner at (212) 371-6850.

Trivia Quiz

As a result of the success of its music trivia programs in the AOR, Country, and Urban formats, MJ Broadcasting has announced the launching of "Trivia Quiz." WHTZ/New

York air personality Ross Brittain will serve as host of the show, which is targeted to CHR stations.

In addition to featuring today's hot artists and hit records, "Trivia Quiz" will also focus on popular movies and TV shows and personalities. Winners who call their local radio stations with the correct answers will receive a prize. The program is available to radio stations on a barter basis.

Call Abbe Harris at (212) 245-5010 for further details.

Eaters' Digest

AP Network News is introducing "Eater's Digest," a daily 90-minute program featuring advice and information about nutrition. The new show, hosted by Dr. Michael Jacobson, will be fed Monday through Friday on the network's 10:32am ET features feed, and covers topics such as sodium content, cholesterol, processed foods, and other nutrition issues.

For more information call Mark Huffman at (202) 955-7242.

R&R FRIDAY, MARCH 22, 1985/15

MUSIC CALENDAR

The Weekend

MARCH 30-31	
The Countdown	(WO)
Sade/Jenny Burton	. 1
Countdown America Wit	(RKO)
John Leader	(NKO)
Dan Hartman	1
Country Report	OMBAN
Countdown	(WRN)
Ed Bruce/Keith Whitley/Lacy J. De	aiton
Dick Clark's Rock, Roil,	(US)
& Remember	(03)
Little Anthony	(WO)
Dr. Demento	(WO)
Demented urban professionals	(140)
Future Hits	(WO)
David Lee Roth/Kenny Loggins/	1
REO Speedwagon	(US)
The Great Sounds	(03)
Jack Jones	(RKO)
Hot Ones	(HKO)
Greg Kihn	· (ABCB)
King Biscuit Flower Hou	r (ABCR)
Giuffrie/Accept	
Lee Arnold On A	(1100)
Country Road	(MBS)
Mel Tillis/Tammy Wynette/John D	enver/
Willie Nelson	(ILM)
Metalshop	(14131)
Whitesnake	(WO)
Musical!	
Biggest Broadway shows of the	(NCDA)
On The Radio	(NSBA)
Culture Club	(LBP)
Radioscope	(LBP)
Legacy of Marvin Gaye	
Rare & Scratchy Rock	k Holi (PIA)
Association	au 0)
Rock Album Countdow	n (WO)
Greg Kihn/Triumph	(WO)
Rock Chronicles	(WO)
Mick Jagger/Phil Collins/	
David Lee Roth/Foreigner	(BRE)
Rock Stars '85	(BRC)
Duran Duran	-1-1
Scott Shannon's Roci	kin' (WO)
America Top 30	
Phil Collins/Chicago/Gienn Fre	(ABCE)
Silver Eagle	(ABCE)
Glen Campbell	
Solid Gold Saturday N	light (RKU)
Paul McCartney (3/30)	/DDE

Street Beat

Super Gold

Countdown

Ronnie McDowe

Wall" fevorites (3/30)

Weekly Country Music

The Week Of

APRIL 1-5	
Country Closeup	(NP)
Emmylou Harris Pt. 1	
Earth News	(WO)
Sidney Poitier/Mick Jagger/Dephne 2	uniga
& John Cusack	
Live From Gilley's	(WO)
Whites	
Music Makers	(NP)
Sy Oliver	
Off The Record	(WO)
Firm/Greg Kihn/Simple Minds	
Off The Record Special	(WO)
Glenn Frey	
Special Edition	(WO)
Marvin Gaye tribute	
Star Trak	(WO)
John Fogerty/David Lee Roth/Tee	na Marie
Star Trak Profile	(WO)
Dionne Warwick	

MONDAY

1	April 1	
	American Music Maga w/Rick Dees Bryan Adams	zine (US)
	Behind The Music	(RKO2)
	Checkin' in	(RKO2)
	Whites Country Report	(WRN
	Dan Seals/Gary Morris Private Session	(RKO1
	John Waite Solid Gold Country	(US
	Country's biggest fools	

TUESDAY

-	April 2	
	American Music Maga	zine
	w/Rick Dees	(US)
	Duran Duran/Power Station	
	Behind The Music	(RKO2)
	War	
	Checkin' In	(RKO2)
	Keith Stegall	
	Country Report	(WRN)
	Steve Wariner/Crystal Gayle	
	Private Session	(RKO1)

ou Harris birthday salute

(US)

Solid Gold Country

WEDNESDAY

April 3	
American Music Maga: w/Rick Dees	zine (US)
REO Speedwagon	(RKO2)
Checkin' In	(RKO2)
Country Report John Conlea/Dan Seals	(WRN)
Private Session	(RKO1)
Solid Gold Country	(US)

THURSDAY

American Music Magazine

(RKO2) (RKO2) (WRN) (RKO1)

	WINICK DOGS
	Hall & Oates
	Behind The Music
	Hall & Oates
	Checkin' In
1	John Schneider
1	Country Report
l	Gary Morris/Steve Wariner
	Private Session
1	Tom Petty
1	Solid Gold Country
	Feature year: 1973
	FRIDAY

APRIL 5

American Music Maga	zin e	1
w/Rick Dees	(US)	
Marvin Gaye tribute/Diana Ross	Commodores	
Behind The Music	(RKO2)	
Survivor		
Checkin' in	(RKO2)	
Nicolette Larson		
Country Report	(WRN)	
Crystal Gayle/Dan Seals		
Private Session	(RKO1)	
Manhattans	-	
Solid Gold Country	(US)	

ARCD - ARC Direction Net ABCE = ABC Entertainment Net
ABCR = ABC Rock Net ABCY = ABC Youth Nets AS = American Media Services = Associated Press ASR = All Star Radio BBF = Barnett-Robbins CB = Continuum Broadca CBS = CBS Radio CBSR = CBS RadioRadio uum Broadcasting CRN = Creative Radio Net DCA = DC Audio FOY = Focus On Youth GSN = Global Satellite LBP = Lee Bailey Prod W = London Wavelengt MBS = Mutual Broade MJI = MJI Broadcasting NBC = NBC Radio NSBA = NSBA Production DEM = PEM Inc. PRN = Progressive Radio Network
PIA = Public Interest Aff. RI = Radio Internatio RKO = RKO Radio Net RKO1 = RKO One RKO2 = RKO Two SRS = Strand Broa SP = "The Spirit" Production

TRAN = Transtal

US = The United Stations
WRN = Weedeck Radio Network
WO = Westwood One
YRN = York Radio Network



MULA-LA — A hula dancer bids "aloha" to Mutual talk show host Larry King and guest Allan Carr during a segment of "The Larry King Show" recently broadcast live from Hawaii. The show originated from the Hyatt Regency Waikiki in cooperation with KGU/Honolulu, and during the show's week-long Hawaiian visit King was named Honorary Mayor of Honolulu.

NEWS & INFORMATION FEATURES

GENERAL INFORMATION

Computer Program

bits & bytes/memory	1	Heat
Ed Busch Talk Show	(AP)	Herper
Handyman hints/writing screenple		Mind
Entrepreneurs/job interviewing (3	(24)	"You l
	(PRN)	Fearfu
News Blimp	(FIGA)	Excus
Confiscated wheels/Halley's	us Dishard(Remer
Comet/chocolate's secrets/L	me Hichard	Consp
rock memorabilia	1	Publ
Something You	(0.00)	Prison
Should Know	(SBS)	Sma
Talking with your teen (3/25)		Buy b
Driving to conserve (3/26-27)		Invest
Communicating confidence (3/2	9)	Maxim
Sound Advice	(PRN)	Wal
e ter eterace: bass/midt	ange/	****

ENTERTAINMENT

testing highs

Assignment Hollywood	(MBS
Judd Nelson (3/25)	
Anita Morris (3/26)	
Richard Farnsworth (3/27)	
Stockard Channing (3/28)	
Matthew Broderick (3/29)	
Jim Bohannon Show	(MBS
Jack Gillis (3/30)	

Larry King Show
Strobe Talbot/John Whitman (3/25)
Hoodding Carter (3/28)
James Farmer (3/27)
Sandy Duncan/Dick Lesher (3/29)
Dr. John McDougall (3/29)

LIFESTYLE

Beat The System	(RKO1)
Home office deductions (3/26)	
Hidden job market (3/28)	
Health Care	(PIA)
Herpes: Uncovering The Myths	(3/24)
Mind Games	(RKO1)
"You know " (3/25)	
Fearful warriors (3/26)	
Excuses (3/27)	
Remembering dreams (3/28)	
Conspiracy addiction (3/29)	
Public Affairs	(PIA)
Prison Reform From Left To Rig	ht (3/24)
Smart Money	(RKO1)
Buy buil market (3/25)	
Invest in Swiss Francs (2/27)	
Maximize medical claims (3/29)	
Waldenbooks Review	(MO)
Jack Smith/"Trenton Pickle	
Ordinance"/"Scoop Behind	The Screen"

COMEDY

Daily Feed	(DCA)
Star Wars weapons test/she's back Wednesday night special/Gorba	/ ichev
catches a cold/Richard Perle for	
national mascot Radio Hotline	(ASR)
Big celebrity/boring people/l believe	. ,
in miracles/flying with Sharon/	
a message from Seph	
Stevens' & Grdnic's	(ACD)
Comedy Drop-Ins	(ASR)
Beepers & outtakes/Pia Beer/20-se workout/I can predict the past/	econd
home surgery	(DDN)
Laugh Machine	(Frita)
Robert Klein/Bob Newhart/Kip Addo	ma
Rich Little/Rowan & Martin	

NETWORK PROMOS

Jay Stoler has been named Manager/Sales & Marketing at Dorsey and Donnelly Enterprises. Prior to joining the company, Stoler was General Manager of WDCG/Raleigh-Durham. He began his 21-year broadcasting career as an air personality, working for WRKO/Boston and WLS-FW/Chicago, and also worked for TM Communications, Drake-Chenauit, and Watermark.

United Stations Radio Network
has appointed Tom Roland Associate
Producer for the daily long-form radio
program "Solid Gold Country." In his
new position, Roland will be involved
with developing the show, including
writing scripts and coordinating the
music and interview segments. Prior to
the promotion, Roland served as Director/Creative Services for the com-

e Radio International has appointed Ed Pinka Assistant Director/Affiliate Relations, moving up from the same position for "Country Sessions." Prior to joining the company he was an account executive at both Sports/Media Inc. and WZFM-FM. White Plains, NY. In Radio Interna-

tional's London office. Pauline Brandt joins the company as Associate Producer of "Rock Over London." Brandt's responsibilities include coor dinating news sources and items handling celebrity interviews, and hosting the program's week! "Naughty Bits" segments.

"Naughty bits segments"

Brad Kalbfeld has been promoted to Assistant Managing Edito News at the AP Broadcast New Center. Kalbfeld joined the Broadcas News Department in 1977 as a writt and editor, and went on to becom Deputy Broadcast Editor in 1980. 1982, he was named European Codinator for AP Network News, based London. Replacing Kalbfeld in Londwill be Steve Katz, who joined AP 1982 as a writer/edid/trieporter/pducer in New York and Washington

Also at AP: James Limbach been appointed to head the Busin and Agricultural Department of Business News Programming. At serving as News Director of WAI Washington. Limbach joined AP 1976. Limbach's most recent pton was Assistant Managing Edi News at the network.



(BRE)

(TRAN)

(US)

MANAGEMENT

THE EARLY LIVES OF ACHIEVERS

Mapping Success In Radioland, Part I

by Dr. Adele Scheele

Getting to the top in radio management is no fluke. Top executives of radio broadcasting companies all demonstrate similar career skills, even though they have somewhat different career paths. What it takes to get there is not only talent but also high development of personal courage, organizational savvy, and professional furtherance.

Consciously or not, these top men prove that good work alone is not enough. All have been willing to be more than active, visible, responsible, and at risk at various points in their lives. Their ambition and decisions have helped shape their industry. The revelation of their career skills provides a map for others to use.

College: Experiencing Doing

Leaders are developed, not born. What this survey of radio executives did in their preprofessional years was a vital start toward that development. All of us hope the college and program we select will be the single catapult to career opportunity. Yet looking at these achievers' college majors reveals more about their intelligent and passionate involvements than it does about course content for career development.

"Getting to the top in management is no fluke. It takes talent, personal courage, organizational savvy, and professional furtherance."

Dick Penn, Senior VP/NBC Radio Networks, majored in finance at Ohio University to satisfy his father but minored in speech for himself. Dick Brescia, Sr. VP/ CBS Radio Networks, was a University of Connecticut pre-dental student majoring in psychology. **RKO Radio Networks President** Bill Hogan studied labor relations at St. Johns. R&R Publisher Dwight Case majored in the arts at the College of the Pacific. Jack Clements, Exec. VP/Mutual Radio Network, studied dramatics at Wofford in South Carolina, a United Methodist Church college. Golden West Radio President Bill Ward attended the University of Texas/Arlington and was the only

one (among those I spoke with) who majored in broadcasting. Greater Media VP/Radio Herb McCord was the lone holder of an MBA from Columbia Business School, following undergraduate work in history at Dartmouth. And ABC Radio President Ben Hobernan declined college scholarships in favor of the Army at the outbreak of WWII; his American Forces Network assignment in Europe competes with any degree.

College extracurricular activities, close relationships with professors, parttime jobs, the military — all play a part in building a repertoire of behaviors that extend personal boundaries. So, instead of being limited by parents, schools, wartime, these achievers developed the skill of "experiencing doing" to create their emerging self-identities.

For example, student government and fraternity leadership were early roles for Dick Brescia, Herb McCord, and Bill Hogan. These activities involved taking the chance of being visible, then dealing with inevitable group conflict, jealousy, and apathy.

Dwight Case, Dick Brescia, and Jack Clements worked on and managed their college radio stations. Debate and original oratory appealed to Ben Hoberman and Bill Hogan. In such competition, you learn to articulate thought, consider and even argue both sides of an issue, how to both win and lose gracefully, work with a team, and show support/belonging.

Parttime jobs often serve as the learning vehicle. For families scarred by the Depression, working was hardly the exception. Dick Brescia vividly recalls his delivery job throughout Bridgeport as one rite of passage.

From this and other related experiences (clubs, competitions, cooperatives), these achievers began to understand and derive meaning from what they did as well as what they studied. They began to delineate their likes, dislikes, and critical eye; formed judgements about themselves and others. Early activities gave impetus for actions, experiments, and practice that would not have been readily available.

First Jobs: Risking Linking

To "risk linking" is an exploration of new connections to people, ideas, and organizations when we do not feel secure. It's a search for concrete opportunities, directions, confidence, ways to belong, or to gain a sense of place in the world. This skill is most noticeably practiced when there is need for entry or change within a profession. Each broadcasting leader has risked linked, developing critical human networks and resources.

"Each broadcasting leader has risked linked, developing critical human networks and resources."

Dick Penn recalls living out his family's philosophy while looking for his first fulltime job: learning to be mature, economically and psychologically. One main route was through sales, which taught a complete economy — learning to understand supply and demand, quotes, and profits. Inevitably, that led to opportunity. Once on the road, a salesman referred him to a radio job in his hometown.

Bill Hogan sold chemicals to afford law school at night, but found both chemicals and night school unsatisfying. Returning to labor relations opened the door to a reevaluation of what was pleasing. College marketing classes combined with sales experience led to a training program for the advertising manager position at J. Walter Thompson. Having been in the Marines, he shared a special bond with others in the agency. Instead of being rotated, he was sent immediately to media buying where he impressed the director. Soon he was buying New York and other major cities for Ford, JWT's biggest account. During that first vear. Hogan learned about radio from the buying standpoint and met all the sales managers and VPs. Over a drink one night with his management supervisor, Hogan's career was launched when his boss asked him to consider radio because "that's where the money, security, and fun is.'

Within another year, he accepted an offer with Eastman Radio. "I'll never forget having to study for



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Goal Tending

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to Northern California with another difficult boss and then searched for a new job which led to San Francisco and then San Diego. He was later hired as a consultant to an entirely different area of syndication. That prompted Case to move to a Bakersfield station where he learned that "after making \$25 decisions, I couldn't stand making 15¢ ones." That station was sold, and Case's subsequent relocation to Sacramento was the move that empowered his reputation.

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Next: Organizational Savvy

R&R FRIDAY, MARCH 22, 1985/17

MANAGEMENT

THE EARLY LIVES OF ACHIEVERS

Mapping Success In Radioland, Part I

by Dr. Adele Scheele

Getting to the top in radio management is no fluke. Top executives of radio broadcasting companies all demonstrate similar career skills, even though they have somewhat different career paths. What it takes to get there is not only talent but also high development of personal courage, organizational savvy, and professional furtherance.

Consciously or not, these top men prove that good work alone is not enough. All have been willing to be more than active, visible, responsible, and at risk at various points in their lives. Their ambition and decisions have helped shape their industry. The revelation of their career skills provides a map for others to use.

College: Experiencing Doing

Leaders are developed, not born. What this survey of radio executives did in their preprofessional years was a vital start toward that development. All of us hope the college and program we select will be the single catapult to career opportunity. Yet looking at these achievers' college majors reveals more about their intelligent and passionate involvements than it does about course content for career development.

"Getting to the top in management is no fluke. It takes talent, personal courage, organizational savvy, and professional furtherance."

Dick Penn, Senior VP/NBC Radio Networks, majored in finance at Ohio University to satisfy his father but minored in speech for himself. Dick Brescia, Sr. VP/ CBS Radio Networks, was a University of Connecticut pre-dental student majoring in psychology. **RKO Radio Networks President** Bill Hogan studied labor relations at St. Johns. R&R Publisher Dwight Case majored in the arts at the College of the Pacific, Jack Clements, Exec. VP/Mutual Radio Network, studied dramatics at Wofford in South Carolina, a United Methodist Church college. Golden West Radio President Bill Ward attended the University of Texas/Arlington and was the only

one (among those I spoke with) who majored in broadcasting. Greater Media VP/Radio Herb McCord was the lone holder of an MBA from Columbia Business School, following undergraduate work in history at Dartmouth. And ABC Radio President Ben Hoberman declined college scholarships in favor of the Army at the outbreak of WWII; his American Forces Network assignment in Europe competes with any degree.

College extracurricular activities, close relationships with professors, parttime jobs, the military — all play a part in building a repertoire of behaviors that extend personal boundaries. So, instead of being limited by parents, schools, wartime, these achievers developed the skill of "experiencing doing" to create their emerging self-identities.

For example, student government and fraternity leadership were early roles for Dick Brescia, Herb McCord, and Bill Hogan. These activities involved taking the chance of being visible, then dealing with inevitable group conflict, jealousy, and apathy.

Dwight Case, Dick Brescia, and Jack Clements worked on and managed their college radio stations. Debate and original oratory appealed to Ben Hoberman and Bill Hogan. In such competition, you learn to articulate thought, consider and even argue both sides of an issue, how to both win and lose gracefully, work with a team, and show support/belonging.

Parttime jobs often serve as the learning vehicle. For families scarred by the Depression, working was hardly the exception. Dick Brescia vividly recalls his delivery job throughout Bridgeport as one rite of passage.

From this and other related experiences (clubs, competitions, cooperatives), these achievers began to understand and derive meaning from what they did as well as what they studied. They began to delineate their likes, dislikes, and critical eye; formed judgements about themselves and others. Early activities gave impetus for actions, experiments, and practice that would not have been readily available.

First Jobs: Risking Linking

To "risk linking" is an exploration of new connections to people, ideas, and organizations when we do not feel secure. It's a search for concrete opportunities, directions, confidence, ways to belong, or to gain a sense of place in the world. This skill is most noticeably practiced when there is need for entry or change within a profession. Each broadcasting leader has risked linked, developing critical human networks and resources.

"Each broadcasting leader has risked linked, developing critical human networks and resources."

Dick Penn recalls living out his family's philosophy while looking for his first fulltime job: learning to be mature, economically and psychologically. One main route was through sales, which taught a complete economy — learning to understand supply and demand, quotes, and profits. Inevitably, that led to opportunity. Once on the road, a salesman referred him to a radio job in his hometown.

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Scheele pens the twice-a-week, nationally syndicated column "At Work."

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Next: Organizational Savvy

R&R FRIDAY, MARCH 22, 1985/17

IMAGE & MARKETING



HARVEY MEDNICK

The Cherry On The Cake

ne of the best memories of birthdays when I was a kid was that as the cake was placed on the table and after the candles were blown out, all of us who attended the party fought over who was to get the sticky sweet dye-filled cherry that occupied the center of the cake's surface.

What's a birthday cake cherry got to do with promotions you ask? Well ... they're virtually the same thing - when viewed from a radio programming point of view. Your format, expanding on the premise, is the cake promotion, that part of the station's presentation which determines your competitors who essentially have the same cake promotion (format) as you do. And promotion? That's the cherry. It doesn't appear in great numbers, it isn't there often, and like the birthday party, you want your listeners to place special value on it and fight over its

Without getting too far into this pastry parable, what I want to do is introduce R&R's new station promotion column. It's going to be, to borrow from the computer world, user-friendly. We'll be approaching promotion from a nutsand-bolts perspective. We'll talk about the philosophy, look at mechanics, and analyze suc-cessful/less than successful efforts and share activity on a clearinghouse basis. We are also going to invite individual professionals

DATELINES

National Association of Broad-

casters annual convention. Las

Vegas Convention Center, Las

American Women in Radio and

Television, annual convention. New

National Public Radio, annual con-

vention. Marriott City Center.

Broadcast Promotion and Mar

keting Executives and Broad-

casts Design Association, annual

seminar. Hyatt Regency, Chicago.

York Hilton, New York City.

April 14-17

Vegas

May 7-11

May 19-23

June 6-9

in related fields to share their thoughts as guest contributors. All avenues will be traveled: sales promotion, merchandising, onair, publicity, and press relations. We'll also be doubling up with for-mat editors to highlight information gathered during their weekly

R&R would like you to think of

this column as an idea exchange send in a question you might have and we'll get someone to answer it in the pages of the paper. To make the circle complete, I feel as though I am blowing out the candles on a celebration in my own career. It is a rare moment when you are given a chance to return to your chosen profession a little of the knowledge you have gathered as a contributor and practitioner over the years. I sincerely hope you enjoy the ef-forts on my part and will feel free to participate in making it a suc-



HOME COOKEN - Z-106/Philadelphia's popular morning duo, Randali & Cooke, recently broadcast their morning show live from the home of contest "winners" the Wermuth family of Philadelphia. In addition to the broadcast, the family members were treated to a catered breakfast, Tshirts, and other station goodies.

Building Your Station's Promotional Library

O.K., you're starting to outline your 1985 promotional calendar. You turn around at your desk and reach for what? There are a few books which are very useful as triggers for ideas and events and I'd like to share them with you. If you have any others you've found to be particularly helpful, let us know and we'll bring them to everyone's attention in a future column. I've found the following sources work.

Chase's Annual Events - often cited in R&R and for good reason. For almost 30 years now the Chases have been publishing this annual, which contains presidential proclamations, national and state days, sponsored events historic anniversaries, folk events, birthdays, and religious observances. A couple of samples of what you receive in this gem: January 16th - National Nothing Day, a day provided for you to just sit and not celebrate anything. However, January 16th is also Dizzy Dean's birthday, Ethel Merman's birthday, the anniversary of the Prohibition Amendment, and the birthday of the man who invented the Michelin tire.

An Almanac - I suggest amassing ten years of any almanac. For consistency's sake it is best to pick them up by the same publisher. Invaluable as a fact and record source. The most spoken language? Chinese, spoken by 900 million people. Academy Award, Best Actor 1978? Jon Voight, "Coming Home." Used book stores are the best source.

The Guinness Book Of World Records - Obvious usage and a great source, by the McWhirter brothers. The criteria for breaking world's records in order to get a listing have changed, so check it out before you get your station

The International Thesaurus of Quotations - This companion volume of Roget's famous book supplies you with quotes by the famous and that old standby the same name, great for a "Great Escape" promotion.

Anon, on a variety of subjects.

Terrific source for ads and sales

pieces. "We journalists tell the

public the way the cat is jumping.

The public will take care of the

N.Y. Times.

Arthur Sulzberger of the

The Creative Black Book -If you're into producing your own art, film, spots, etc., here's a book which supplies, on a regional basis, all the studios, agencies, ar-

The Hammond's Atlas - Your

town may have sister cities or

other cities around the world with

Others Found Useful:

tists, and their reps. Also recommend talking with your printer to get paper sample books, type face catalogues, and a Pantone matching system ink book. This way you can select or

basic needs. Chase's Annual Events \$14.95 Best Publications, Dept. C 180 N. Michigan Avenue Chicago, IL 60601

match colors for promotional

items with any advertising

specialty supplier. It's also a good

idea to be a catalogue packrat and

make sure that all the "Sharper

Image" and "Innovations"-type

books are forwarded to you. They

are good indicators of new items

that are valuable as giveaway

items and merchandising tools.

Beyond this you can really go

crazy, however, this preliminary

list is one your manager will not balk at and one which will fill your

Creative Black Book \$90 2 volumes. \$55 one volume. Friendly Press 401 Park Avenue So. New York, N.Y. 10016

Introducing

Harvey Mednick

ONE YEAR AGO TODAY

TONY BERARDINI, HARVEY PEARLMAN, TOM CHIUSANO, ED MOIR UPPED TO VP AT INFINITY

STEVEN SOULE NAMED VP/GM, NBC RADIO NETWORKS MICHAEL PACKER BECOMES STATION MANAGER AT KTRH/ HOUSTON

MIKE ROBERTS NAMED PD AT WIL-AM & FM/ST. LOUIS

CHRIS ELLIOT NEW PD AT KLIR/DENVER

●#1 CHR: "Footloose" - Kenny Loggins (Columbia) • #1 A/C: "Hello" — Lionel Richie (Motown)

•#1 Black: "She's Strange" — Cameo (Atlanta Artists/PolyGram)

•#1 Country: "Yellow Rose" — Johnny Lee w/Lane Brody (Full Moon/WB)

• #1 AOR Track: "You Might Think" - Cars (Elektra) (2nd week)

#1 LP: "Heartbeat City" - Cars (Elektra)

FIVE YEARS AGO TODAY

SAL LICATA NAMED PRESIDENT OF CHRYSALIS • HAL SMITH BECOMES GM AT WMMR/PHILADELPHIA

●#1 CHR: "Another Brick In The Wall" — Pink Floyd (Columbia) (3rd week)

• #1 A/C: "Him" — Rupert Holmes (MCA)

• #1 Black: "Stomp!" — Brothers Johnson (A&M) (3rd week)

• #1 Country: "Sugar Daddy" — Bellamy Bros. (WB/Curb)

•#1 LP: "Against The Wind" - Bob Seger (Capitol)

TEN YEARS AGO TODAY

•#1 CHR: "Have You Never Been Mellow" - Olivia Newton-John (MCA) (5th week)

●#1 A/C: "Lovin' You" — Minnie Riperton (Epic) (2nd week)

• #1 Country: "Before The Next Teardrop Falls" - Freddie Fender (ABC/Dot) (3rd week)

#1 LP: "Physical Graffiti" - Led Zeppelin (Swan Song/Atlantic) (2nd week)

Harvey Mednick began his promotion career while serving in the program department of WFBR/Baltimore in the midsixties. He joined WRKO/Boston as Advertising and Promotion Director in 1967, and for the next 14 years, with one year in the middle at KABC/Los Angeles, served at various RKO stations and rose to VP/RKO Radio, primarily responsible for ad/promo. He also produced the packaging for the RKO blank tane line and supervised the inflight programing for TWA and RKO Radio Productions. A career promotion person, he currently assists in the publication of R&R Books, the development of R&R presentation materials and consults in the areas of advertising and promotion to a group of stations in the

September 11-14 Radio '85, second annual Radio

Convention and Programming Conference presented jointly by National Association of Broadcasters and National Radio Broadcasters Association, Dallas Convention Center,

18/R&R FRIDAY, MARCH 22, 1985

Loaded with the top summer

Loaded with the top summer hits of the season—past and present—flashbacks and great memories.

A spectacular 15-week summer program franchise. One-hour weekly. Expanded editions on Memorial Day, Fourth of July and Labor Day Weekend.

Get all the facts on 1985's hottest new sales and audience attraction. Call David West in New York (212) 975-2097 or Steve Epstein in Los Angeles (213) 460-3547.

THE SPIRIT OF SUMMER produced by Kris Stevens Enterprises

RRAGON



"One Lonely Night"

CHR NEW & ACTIVE

73 STATIONS FIRST WEEK! #3 MOST ADDED

WNYS
B94
Z93
KAFM
KEGL
B97
WLS-FM
WCZY
KBEQ
ZZ99

KMIK
KPLUS
WFLY
Q100
WVSR
98PXY
WGFM

FLY
100
VVSR
98PXY
WGFM
WKFM
WRCK
WKRZ-FM
WHTF

WBBQ KWIC WDCG WANS-FM WOXI WFMI KX104 WRNO KMBQ WKDD WGRD
WIXQ
KI103
KOFM
KAY107
KEYN-FM
KKFM
KSND
KQMQ
KHOP
KSKD

REO Speedwagon's follow-up to their #1 single "I Can't Fight This Feeling" from the platinum-plus album "Wheels Are Turnin'"

AIC SIGNIFICANT ACTION

#3 MOST ADDED



DISTRIBUTED BY CBS RECORDS

STREET TALK

KFRC/SAN FRANCISCO VP/GM PAT NORMAN firmly denied local rumors that the station would be adopting Talk programming for certain dayparts sometime in April. "Not true" is the official word from the Bay Area's longstanding CHR.

Surf's Up: Advance congratulations go out to two of AOR's most respected promotion mavens, COLUMBIA's PAUL RAPPAPORT and E/P/A's BILL BENNETT, who were given VP stripes at CBS's Hawaii conclave this week.



"The Roots of Rhythm & Rock . . . A Tribute to the Legendary John R." is the theme to a March 26 benefit concert for longtime WLAC/NASHVILLE personality JOHN R. (RICHBOURG), who is recovering from cancer. Among the artists appearing to raise money to help pay his medical bills

John R. to help pay his medical bills were B.B. KING, CHARLIE DANIELS, MAURICE WILLIAMS & THE ZODIACS, TONY JOE WHITE, and DICKEY BETTS.

When a Minneapolis newspaper columnist criticized AOR fixture KQRS for editing "We Are The World," he neglected to tell the full story. KQ did chop 45 seconds of WILLIE NELSON, DIANA ROSS, and DIONNE WARWICK, but the station is still powering the song, as it's the most-requested tune KQ is also putting on a radiothon fundraiser, which should end any negative feelings the edit may have induced.

Meanwhile, Q107/WASHINGTON is running a version of "We Are The World," where just as each artist begins his part, a soft, unobtrusive voice comes in to identify the singer. PD ALAN BURNS reports great reaction from all segments, as many listeners (and broadcasters) have found it difficult to tell who's who.

Speculation is already abounding about what H&W COMMUNICATIONS might do upon completing its planned purchase of KTNQ & KLVE/LOS ANGELES. L.A.'s substantial ethnic composition and the present lack of a full-power Urban/Contemporary FM signal make the mystery of KLVE's future the talk of the town.

For those who wish to speculate further, it's interesting to note that KLVE and major Urban stations WBLS/New York, WGCI/ Chicago, and WGPR/Detroit coincidentally all have the same frequency: 107.5.

LC	DS A	NGE	ELES	3
FORMAT:	AVAILA	BLE ST	ATIONS (AM & FM
AUULT	ICES ICES	KHTZ	KATH	KMG6
CONTEMPORARY	1150 AM	97.1 FM	101.1	105.9
SOFT ROCK	KFOX	KGH.	KWIZ	KOST Coast
MELLOW	93.5 FM*	1280/963	1480 AM*	
TOP 40	KWNK Kwink	KKHR	1000	KNS Kiss
HIT MUSIC	570 AM	93.1 FM	100.3 FM	
ALBUM-ORIENTED	KMET	KLOS	KROQ	KNAC
ROCK & ROLL	SA.7 FM	95.5 FM	106.7 FM	105.5 FM*
COUNTRY AND	KLAC 570 AM	KCKC 1350 AM*	KZLA 93.9 FM	KIFK Kick
EASY LISTENING	KJOI Jey	KSRF Surf	KOCM 103 1 FM	KBIG 104.3 FM
MEWS/TALK	KABC 790 AM	KIEV 670 AM	KFW8	1070 AM
BLACK/SOUL	KGFJ	XDAY	KACE	KMAX Varie
URBAN CONTEMP	1230 AM	1586 AM	103.9 FM	
	2 17 78			di mana
0 90LD	XETHA	KHU'HHL	RRLA	ICWOW
	690 AM	S30 AM	1110 AM	1600
BIG HANDS	KMPC	KGRB	KGIL	KN08
NOSTALBIA	710 AM		1260 AM	97.9 FM
VAMETY	KFI	XEPRS	KROQ	KEZY Hits
DIVERSIFIED	640 AM	1090 AM	1500 AM	1190/95 9*
JAZZ AND	KUTE	KULH	KROQ	KSKO Sp.
	101.9 FM	102.3	1500 AM	1940 AM
CHRISTIAN	KBRT 740 AM	KGER 1390 AM*	KFS6 96.3 FM	KHOF
SPANISH LANGUAGE	KTNQ 190 1020 AM	KWKW 1300 AM	KALI 1430 AM	99.5 FM KLVE KLOVO 107.5

That trivia tidbit could only come from "Radio's Best Friend," **ART VUOLO**, whose two million new "Radioguides" are being provided by stations in 42 cities in conjunction with Budget Rent-A-Car. The hang-tags, complete with call letters, format, and frequency, promote listenership and help travelers find their favorite format. For more info, call Art at (313) 559-76970.

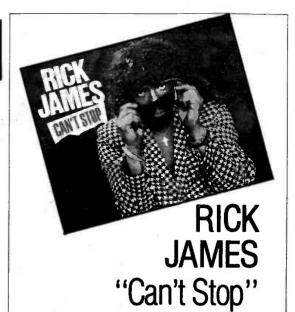
Not long after WJMK warms up Chicago with its April all-star DJ reunion, WLS/CHICAGO will bring the market to a boiling point with its 25th anniversary birthday bash. Any aircheck junkies or collectors with tape of the station over the past 25 years should contact OM JOHN GEHRON and send a dub to WLS right quick.

Just how hot are KIIS-AM & FM/LOS ANGELES's Hot Hits? Apparently so hot that just a few hours after the station moved into new 14th floor studios, a fire in a conference room caused \$12,000 in damage (and a few gray hairs). No, it's not true that "Burning Down The House" was on the air at the time.

What — Me Worry? Dept: KWK/ST.
LOUIS is offering a "10 in A Row Or \$10,000
Guarantee." But — are you ready for this? —
each of the jocks was made to sign an
agreement that if the money is accidentally
given away, it comes out of his pay! PD C.C.
MATTHEWS, who's certainly made sure his
jocks will be on their toes, is running a promo
stating, "We don't intend to give away the
money, but we do intend to play the 10 in a

Continued on Page 22

В	TO EVERYONE	SUN. APRIL 21	NOON-Spm PST
	FROM WESTWOOD ONE	(213) 204	1-5000
M	RADIO US	A for Al	FRICA
M	PADIO'S THREE MOST IM	IPORTANT H	XUPS



55 CHR STATIONS OUT OF THE BOX!

WXKS-FM	Q100	WRCK	WFMI
WNYS	WBEN-FM	WKRZ-FM	KJ103
CKOI	K104	WTLQ	KOFM
WCAU-FM	WERZ	WBBQ	KEYN-FM
Z93	98PXY	WZLD	KKRD
93FM	WGFM	KAMZ	WHOT
WHYT	93Q	WANS-FM	KF95
FM102	WKFM	WZYP	KSND
KMEL	WPST	WOKI	KQMQ
			4040



ONE OF THE MOST ADDED

PRODUCED, WRITTEN, AND ARRANGED BY RICK JAMES



JANE GIRLS "In My House"

CHR GNIFICANT ACTION

BLACK/URBAN CHART: 12

WXKS-FM 930 WEMI WFBG WKRZ-FM CKOI Y106 WQCM WCAU-FM KOFM WJBQ WTLQ 195 WJZR WHOT WSQV WHYT KKFM KMGX WNOK-FM WJAD KIIS-FM WZLD T94 KMEL Z102 KITE KCAQ Q100 WERZ KAMZ KSKD KKQV KSET-FM KDON-FM WLAN-FM WOK



PRODUCED, WRITTEN, AND ARRANGED BY RICK JAMES



MOTOWN DELIVERS, ALWAYS HAS ...

ALWAYS WILL.

Los Lobos



The New Single



WCAU-FM	KX104	WCGQ
PRO-FM	KTFM	T94
Q100	WJXQ	WGLF
WERZ	KEYN-FM	WHSL
93Q	WHOT	Y94
WRCK	KF95	KKLS-FM
WKRZ-FM	KIKX	99KG
WTLQ	KQMQ	WDBR
WHTF	KHOP	KDVV
WBBQ	KPOP	KCDQ
WZLD	KSKD	KOZE
WANS-FM	KDON-FM	KBIM
WOKI	KZZU	SLY96
WFMI	WJBQ	OK95
	KQIZ-FM	

Band Of The Year

- Rolling Stone Critics' Poli

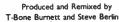
Best New Artist

-Rolling Stone Critics' Poll

Artist Of The Year

- Third Place, Rolling Stone Critics' Poll

From the Slash/Warner Bros, album
How Will The Wolf Survive?





© 1985 Slash Records

STREET TALK

Continued from Page 21

Good show: AOR radio and record folks from all over the country showed up in force at the charity bowling party in Redondo Beach, CA on March 10, netting \$75,000 for the T.J. Martell Cancer & Leukemia Research Fund.

In efforts to make better use of its local promotion staffs, EMI AMERICA has reassigned Regional AOR promotion reps to local duties, covering all formats. The label also expanded local service into Miami, Houston, and Denver.

As part of the changes, BEN WATSON will move from Dallas to Denver; JOHN HEY steps from SW Regional AOR to local Dallas; BEBOP HOBEL jumps from Chicago to Houston as local rep; CHAL MARTINA segues from the Carolinas to Nashville, but handles the same area; and West Coast Regional AOR man KEN BENSON was named Assistant National AOR Promotion Director. The Miami post will be assigned by next week. Leaving the company in good standing are regional AOR Attanta rep CHRIS HENSLEY and local Nashville's BOB ALOU.

Phoenix radio stations are participating in a local hunger benefit 45 to be released in April, called "Hear Your Heart" by FAAN (Feed Arizona and Africa Now). GLEN CAMPBELL, Governor Babbett, and area radio and TV people are getting together to raise funds to fight food shortages in Africa and Arizona.

Look for the old KROQ (AMYPASADENA, dark since last September, to sign back on as KRCK around June 1. Owner ED STOLZ won't divulge a specific format direction other than to say the target audience will be 18-34; hence the new call letters.

Several openings to report this week: Z98/TAMPA is still looking for the perfect CHR afternoon drive talent with production abilities. Great bucks for the right person. T&Rs to BOB KAGHAN... To handle mornings at one of the U.S.'s top-rated CHRs, contact MIKE SCHMIDT at KWTO-FM/SPRINGFIELD, MO: (417) 883-9000... A nighttime sharpshooter is needed at CHR WZPL/INDIANAPOLIS, so contact MARK DRISCOLL... A/C KKMI/SEATTLE has openings in major dayparts. Call PD MIKE FUSZNER right away: (206) 742-4560.

Get-well wishes for K99/GREAT FALLS afternoon driver TED ROSE, who we hear is doing well after undergoing brain surgery.

In management news this week, KRIX/McALLEN-BROWNSVILLE GSM DENNY CHRISTENSEN adds GM duties . . . WPLR/ NEW HAVEN Station Manager MANUEL RODRIGUEZ has been upped to VP/GM . . . KBEZITULSA GM JIM VanSICKLE is elevated to VP, adding supervisory duties at KRVR/ Davenport and WSWT/Peoria . . At WMAD-AM & FMIMADISON, new principal

DOUGLAS BLACKBURN is GM, CHANCEY BLACKBURN becomes GSM, and TOM TEUBER is VP/Operations for the MOYL and Transtar stations.

Twenty-year label veteran BOB FEAD has joined PACIFIC ARTS VIDEO RECORDS as President/COO. Bob, who will continue to head his own Invasion Entertainment Group, reports to PAVR owner MICHAEL NESMITH.

KIKI/HONOLULU is moving from CHR to A/C, while sister FM station KMAI trades in its Urban/Contemporary approach for CHR.

KZEW/DALLAS PD ANDY LOCKRIDGE
has exited along with MD JON DILLON. . . .
Former KLAC & KZLA/Los Angeles personality
RANDY HOOD has is the new PD at
KFM102/LAS VEGAS . . . GARY MILLER
climbs from MD to PD at WKEE/
HUNTINGTON; night rocker RICK SWANN is
the new MD . . . DOUG DeROO is now PD at
KQXR/BAKERSFIELD and will continue to do
mornings.

Multimedia exposure for radio folks is plentiful these days, as in the March 25 Newsweek there's an article on such radio wackies as ROBERT MURPHY, LARRY LUJACK, SCOTT SHANNON, and Houston traffic reporter LANNY GRIFFITH.

Meanwhile, the March 25 Us magazine" features radio couple BRUCE VIDAL (KIIS-FM/LOS ANGELES evening personality) and LAURIE ALLEN, who holds down evenings at crosstown KMGG. The pair will also appear on the "Hour Magazine" TV show, to be shown April 4 in most markets.



Not to be overlooked is WKTU/NEW YORK personality AL BANDIERO, who landed a role in the forthcoming "Rocky IV" motion picture with Sylvester Stallone. The film marks Al's screen debut.

Belated best wishes to

Al Bandlero Sales Manager JAYNE
NECHES, who married businessman Norm
Simon Feb. 17.

Stork Stops: WMMS/CLEVELAND
Promotion Director JIM MARCHYSHYN and
Pam produced daughter Kendall Lynn (3-15)
... ISLAND East Coast Regional Promotion
Manager JOHN BOULOS and Gina welcome
Brian John (3-16) ... WRDU/RALEIGH GM
DAVID BERRY and wife Vicky introduced
Kathleen Joyceanne (3-17) ... And
congratulations to PASHA VP/GM CAROL
PETERS and husband Larry on the birth of
their fourth child and first daughter (3-18)
Jema Suzanne.

STRATEGIC RADIO RESEARCH

OUR RESEARCH HELPS YOU MAKE BETTER DECISIONS.

Call or write for your *free* copy of our new "Catalog of Research Services (1985)."

TOM PETTY HE HEARTBREAKERS DON'T COME AROUND JUST RELEASED I don't feel you anymore
You darken my door" le given up on this love getting stronger STOP WALKING DOWN MY STREET WHO DO YOU EXPECT TO MEET? DELIVERING THE MUSIC OF THE B



ON THE RECORDS

KEN BARNES

RADIOACTIVE RADIO ACTIVES

The Nuclear Family Of Records

Since the nuclear age and the rock & roll era are roughly the same (if you push the birth of rock back far enough), it's not surprising that the spectre of the Big Bang has haunted song lyrics for decades. The atomic approaches vary considerably, dividing more or less conveniently into three categories.

The first is merely using atomic terminology as an attention-getting device, even though the song's subject has little or nothing to do with nuclear concerns. The Firm's "Radioactive" is a good example. (So are the headlines of this column.) Kiss's Gene Simmons also had a song called "Radioactive." Other entries include
"Atomic" by Blondie, George
Clinton's "Atomic Dog," Aerosmith's "Three Mile Smile," a Tuff Darts song called "Your Love Is Like Nuclear Waste," the 50s doowop tune "Guided Missiles" by the Cufflinks, the line in Duran Duran's "Is There Some-thing I Should Know" that goes, "You're about as easy as a nuclear war," and even DC101/Washington air personality Adam Smasher's name.

The second group deals more directly with actual atomic issues, but still in a tongue-in-cheek or satirical manner. Steve Goodman had a song called "Watching Joey

Glow" that fits here, as does Pinkard & Bowden's "Three Mile Island" and a few grotesque pseudofolk songs with titles along the lines of "My Teenage Radiation Baby." (The fallout shelter theme of Donald Fagen's "IGY" also qualifies.)

Then there are the serious musical treatises, the most current of which is Gary O's "Shades Of 45," which deals with the first atomic bomb, dropped on Hiroshima. A few years ago, OMD had a global hit (outside North America) with a song on the same subject, "Enola Gay" (the name of the plane which dropped the Hiroshima bomb). Recently, Deodato may have released the first nuclear devastation disco record, "SOS Fire In The Sky." Jefferson Airplane, whose ultimate mushroom trip LP cover from "Crown Of Creation" is used to illustrate this piece, performed the postnuclear saga "Wooden Ships." as did

Jefferson Airplane displays "nuclear chic," Enola Gay gains new popularity, and the Firm is radioactive (as you can see from this photo's glow).

Crosby, Stills & Nash. And Bob Dylan's "Masters Of War" and "A Hard Rain's Gonna Fall" were stwo of the most prominent nuclear

CHOWN OF THE APT ON SEFER SO AIRPEAN

numbers from the folk field.
Probably the biggest atomic war hit was the Searchers' 1965 version of "What Have They Done To The Rain." One of the best-known nuclear-themed songs reached its widest audience as a single by an artist not known for forthright political commentaries, Lulu. "Morning Dew" was also recorded (separately) by its composers, Tim Rose and Bonnie Dobson, and by the Grateful Dead, Jeff Beck Group, and (recently) Blackfoot. While it's not a particu-

larly cheery topic, the pervasive threat of nuclear destruction insures that the musical fallout will continue for some time to come.



Sticking with hot political topics, Don Henley's "All She Wants To Do Is Dance" is the fourth reent song dealing with the political situation in Central America to receive strong airplay. The immediate predecessors are, "Undercover Of The Night" by the Rolling Stones, Little Steven's "Desaparecidos," and Bruce Cockburn's "If I Had A Rocket Launcher" (and don't forget the

Clash's LP "Sandinista").

FNOLA GAY Orchestral Manoeuvres in the Dark

Alison Moyet was the singer in British duo Yaz (or Yazoo outside the U.S.). Their first single "Only You" has attracted a wide range of cover versions, from Rita Coolidge, Judy Collins, and an a capella version by the Flying Pickets that hit No. 1 in England.

Poets' Corner

Van Morrison's "Tore Down A
La Rimbaud" is another rock plug
for the French poet Arthur Rimbaud, who was constantly mentioned by Patti Smith and even
Dylan somewhere along the line.
Another poetic compatriot, Paul
Verlaine, inspired Television's
Tom Verlaine to change his name,
and there's a New Zealand band
called the Verlaines who cite both
Verlaine and Rimbaud in their
single, "Death & The Maiden."
The next step must be a Sam Harris version of "Somewhere Over
The Rimbaud."

More Famine Relief

Along with the USA For Africa record, there are a couple of other discs donating proceeds to North African famine victims. The Band AKA's new single "Ethiopia" is donating net proceeds to World Vision Ethiopia Relief (label is Bouvier Records, which can be reached at 818-842-9340 for more info). And members of Madness, the Special AKA, General Public, UB40, and others have united to make a record called "Starvation," available as an import on Madness's new Zarjazz label (distributed by Virgin).

Finally, a couple more correction/additions. Rock-Me Productions' Mark Davis mentions the John Lennon memorial "Empty Garden" by Elton John, which was somehow left out of that column. And WSKS (98Rock)/Cincinnati's Marty Bender reminds me that Nick Lowe sang, but didn't write. "Switchboard Susan"—British artist Mickey Jupp wrote it. And that's all I wrote, this week.

GOLLIWOGS AND SWALLOWTAILS

Leftfield John Fogerty

As John Fogerty's comeback continues to gain momentum, the Creedence Clearwater Revival story is being retold all over the place — their meteoric rise from obscurity with "Susie Q" in 1968; the long string of smash hits from "Proud Mary" through "Someday Never Comes"; the fatal shift from all-Fogerty songs to "group democracy," contributions from other band members; the breakup of the band and hassles with their label, and so on.

It's a fascinating tale, but there's a little more to it. The roots of Creed-ence can be traced back to the late '50s, when the same basic quartet started playing together in Northern California as the Blue Yelvets. They cut as many as three singles under that name, all hopelessly rare. Perhaps even more obscure is a record called "Beverty Angel" by one James Powell, on which the tuture Creedence supplied backing, according to the noted R&B

scholar Mark Edmund.
In 1964 the Blue Velvets signed to Fantasy and had their name changed to the Golliwogs, for some reason presumably connected to the Beatles school of weinsectlike group names. Over the next three years, the Golliwogs



John Fogerty: A "Wild" Golliwog kind of guy

released seven singles, ranging released seven singles, ranging from imitation Merseybeat to classic garage rock (like their biggest record, a San Jose area hit called "Brown-Eyed Girl" — no relation to Van Morrison except that it's reminiscent of "Gloria" in places).

Interestingly, **Tom Fogerty** was the lead singer for the first three singles, and on the next two flip sides. John took over the lead vocal duties on "Brown-Eyed Girl" and never relinquished them. The last two Golliwogs records featured songs that would be rerecorded for the first Creedence album, "Walking On The Water" and "Porter-ville."

All the Golliwogs singles, for some reason, were credited either to the writing team of "R. Wild/T. Green" (which probably stood for



An inner view of John Fogerty



"Running Wild" and "Turning Green" or something and was actually the brothers Fogerty) or to one "T. Spicebush Swallowfail," a pseudonym for the entire group.

After Creedence became famous, there was one more oddify issued (to radio only). A single called "45 Revolutions Per Minute, Pts. I & II" turned out to be a rather goofy interview with John Fogerty, certainly his most leftfield release ever.

CATCH THE NEXT

Talking — On Sunshine On Sunshine

IS THE FIRST SINGLE FROM THE I

Capitol

CHR NEW & ACTIVE

67/37

2ND WEEK! ... AND ALREADY A MAJOR MOVER

WXKS-FM KKRD WCAU-FM WHOT PRO-FM **KF95 WCZY KBOS** WHYT **KLUC KIMN KHOP** Q103 **KPOP KPLUS KSKD** Q100 KDON-FM **WVSR KISN** K104 **WFBG WERZ WZON** KC101 WOAY **WSPK OK100** 93Q WKHI WPST 95XIL **WRCK WJBQ** WKRZ-FM **KISR** WTLQ Q101 WHTF T94 **WJZR WPFM WZLD** WIXV KSET-FM **KKQV** WANS-FM WHSL WOKI WAZY-FM **WFMI WDBR** KX104 KGOT **KMBQ** KCDQ **WKDD KTRS WJXQ KHTX**

AOR TRACK DEBUT

Z104

KOFM

KQKQ

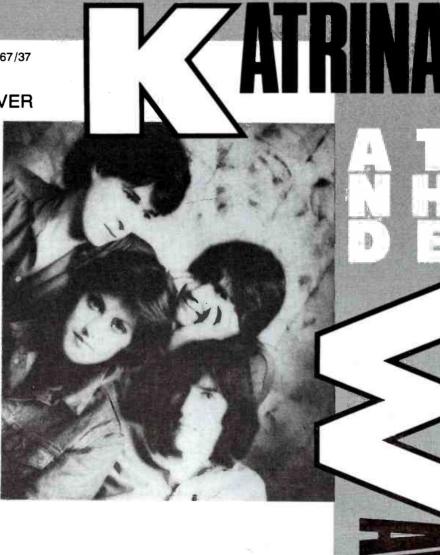
KEYN-FM



KBIM

SLY96

OK95



"Go Down Easy"

SIGNIFICANT ACTION

WOAY WCAU-FM WSQV WNVZ WJAD Q103 KISR WZLD Q101 WOKI KFYR **KBFM WBNQ** KIIK KKLS-FM WJXQ KYYA WKFR **KCDQ** KKFM KTRS **KZZ**U KRQ KIST

ACNEW & ACTIVE

72/32 50% #2 Most Added

From The Long-Awaited Album

"High Country Snows"



DATEBOOK

SEAN ROSS

Radio (& Rodeo) Hearts

Dolly Parton was sired by Porter Wagoner. Charly McClain got her first break from O.B. McClinton, the black country singer who was so frustrated by being in Charley Pride's shadow that he did a song called "The Other One." McClain was born in Memphis on March 26, 1956. After touring with McClinton, legend holds that McClain was discovered while singing backup at a fair date for the now-defunct Shylo. In the next six months, she had her first singles, "Lay Down" and "Lay Something On My Bed Besides A Blanket." Since 1980, Mc-Clain's solo hits have been interrupted occasionally by duets with Johnny Rodriguez and Mickey Gilley.

McClain has always had some stompers in her repertoire ("Who's Cheating Who," "That's What You Do To Me," etc.); it was a lot more surprising when Reba McEntire hit with "Why Do We Want (What We Know We Can't Have)" in fall 1983. McEntire, who hits 31 on the 28th, always sang powerfully — her first producer needed two audio limiters for her voice whereas many artists needed none - but her songs were usually ballads or traditional numbers (typified by the recent "Somebody Should Leave" and "How Blue," respectively). McEntire grew up in Chockie, OK, when she wasn't on the rodeo circuit with her steer-roper father. She was discovered by **Red Stegali** while singing the national anthem at a rodeo. She had several minor country records between 1975 and 1978 until teaming up with Jacky Ward for "Three Sheets In The Wind."

MONDAY, MARCH 25

1961/Eivis Presiey begins his eight-year hiatus from live performances. Elvis's last show is a benefit at Pearl Harbor and raises \$62,000 for the U.S.S. Arizona memorial fund.

1964/After 12 years of foreign artists, Britain's New Musical Express has a top ten made up of homegrown

1967/The Monkees' "A Little Bit Me, A Little Bit You" is released.

Birthdays: Aretha Franklin 1942; Elton John 1947; Nick Lowe 1939; Hoyt Axton, best known outside Country for starring in "Gremlins" last year, 1938. Johnny Burnette would have been 51



TUESDAY, MARCH 26

1971/Emerson, Lake & Palmer record "Pictures At An Exhibition.

1971/The Rolling Stones tape one of their concerts for British TV, which never uses it. The show does air in Europe

1972/David Bowie gives Mott The Hoople "All The Young Dudes" and stops them, for the time being,

1974/Ike Turner is arrested at his Inglewood, CA recording studio. Turner was one of those arrested in a phone company crackdown on "blue boxes" used to make illegal long distance calls

1974/Mike Oldfield is awarded a Gold Record for the LP "Tubular Bells." Other records released on the heels of "The Exorcist" do less well; among them, "Captain Howdy" by Simon Stokes and "Dance With The Devil" by Cozy Powell.

1976/A finger trumps a whole set of Wings as Paul McCartney's guitarist Jimmy McCullough damages a digit by slipping in his hotel bathroom. The injury pushes back the "Wings Over America" tour by three weeks. 1977/Foreigner releases "Feels Like The First Time."

1980/Gilda Radner and G.E. Smith are married. He is the guitarist for Daryl Hall & John Oates as well as a solo artist, briefly, on Mirage.

Birthdays: Human League's Susanna Sulley 1963, Diana Ross 1944, Steve Tyler (Aerosmith) 1948, country producer Larry Butler 1942.

WEDNESDAY, MARCH 27

1968/Little Willie John, known for the original version of "Fever," dies of a heart attack at age 31. John, a/k/a William J. Wood, has been in a Washington state prison after killing a man in a street fight in 1961. 1971/WNBC/New York, which is still a hard A/C station at the time, bans Brewer & Shipley's "One Toke Over The Line" for its apparent drug references. Shipley likens the action to book-burning. 1972/Elvis Presley records his version of Arthur Alexander's "Burnin' Love.

THURSDAY, MARCH 28

1958/Blues pioneer W.C. Handy dies. 1974/Arthur "Big Boy" Crudup, who recorded "That's All Right" before Elvis, dies. 1974/Blue Swede's "Hooked On A Feeling" issued. 1976/Genesis begins first tour with Phil Collins on drums. Birthdays: Rupert Greenall (Fixx) 1951, Rufus Thomas 1918.

FRIDAY, MARCH 29

1969/Southside Fuzz, a band comprised of Chicago police officers, draws 2000 to its first live show 1973/Dr. Hook finally makes it onto the front of Rolling Stone. The jacket reads, "Those guys finally make

1980/Ronald Selle sues the Bee Gees over the rights to "How Deep Is Your Love" and eventually loses. Birthdays: Barry Goudreau 1951, Toto's Bobby Kimball 1947, Lonnie Donegan 1931.

SATURDAY, MARCH 30

1960/While calling for another payola investigation, Rep. Tip O'Neill denounces rock and roll as "a type of sensuous music unfit for impressionable minds.

1964/The British press reports the first big mod vs. rocker clashes. Birthdays: Eric Clapton 1945, Graeme Edge (Moody Blues) 1942, Rolf Harris 1930.

SUNDAY, MARCH 31

1967/Jimi Hendrix torches his guitar for the first time.

1982/The Michael McDonald-fronted version of the Doobie Brothers announces their breakup. The group actually goes on for at least another year, during which there's a farewell tour and subsequent LP. Recently, Tom Johnston and Pat Simmons, both of whom left the group during the McDonald era, have announced a Doobies reunion that will take the band "back to its roots.

Birthdays: Two TV people who became recording artists for a while, Richard Chamberlain 1935 and Gabe Kaplan 1945. Songwriter John D. Loudermilk 1934. Letty Frizzell would have been 57



CALENDAR

BRAD MESSER

Where Do Memos Go?

Black holes in space suck in material, never to be seen again. Some bosses handle memos like that.

The loss of messages into the black hole of management used to raise my pressure, but now I've discovered that getting frustrated and angry over unanswered written communication is the wrong reaction.

The positive and productive reaction is to blame yourself. That's right. Blame yourself for the boss never answering your memos!

According to management consultant Peter F. Drucker, supervisors are either Readers or Listeners. Some bosses like to get information in written form. Others function better taking in facts during conversations. It is the responsibility of the employee to determine which method works best with his supervisor.

As the theory goes - and it does seem to make sense - it's fairly useless to keep pushing paper toward a Listener, and equally unproductive to vocalize one's plans and ideas to a boss who's a Reader, without having already submitted something about the subject in written form.

Communicating better with the boss makes his job easier. It can also help you keep yours.

"Working Smart," a publication of Xerox Learning Systems, recently quoted Bob Mezoff, President of ODT Associates management consultant firm, saying, "Only ten percent of firings at the managerial level are due to technical incompetence. The other 90 percent are a result of failing to get along with others, especially the boss."

Gremlins again. Two errors to correct in R&R 3-8 issue. March 11 Lawrence Welk age (printed as 58) should have read 82. March 14 Johann Strauss birthdate (listed 1825) should have read 1804.

Flier Survives Three-Mile Plunge

MONDAY, MARCH 25 - In 1944, a British flier bailed out of a burning bomber over Germany, fell 18,000 feet without a parachute, and landed in pine trees and a snowbank. Nicholas Alkemade suffered only a few scratches and a

1966 — Poll taxes declared unconstitutional. 1954 — RCA began production of the first commercial color television sets, 1839 - Cherokee Trail of Tears ended.

Alaska state holiday: Seward's Day, Elton John (Reginald Kenneth Dwight) is 38, Aretha Franklin 43, Anita Bryant 45. Gloria Steinem 49. Howard Cosell (Howard Cohen) 65.

First Law Against Woman Drivers

TUESDAY, MARCH 26 — The first known law against women drivers was enacted on this date in the year 205BC, when females were banned from driving horse-drawn chariots in the Roman Empire.

1979 — Camp David Accord: BegIn and Sadat signed Egypt-Israel peace treaty. 1861 — Yosemite Valley, CA first seen by white men. 1827 — Ludwig Beethoven died. 1825 — Mexico declared independence from Spain.

Charly McClain 29. Vicki Lawrence 36. Diana Ross 41. Bob Woodward 42. Erica Jong 43. James Caan 46. Hoyt

Axton 47. Alan Arkin 51. Leonard Nimoy 54. Robert "Bob" Elliott (Bob & Ray) 62. Gen. William Westmoreland 71.

Great Alaskan Earthquake

WEDNESDAY, MARCH 27 — A major earthquake (one-and-a-half times stronger than the San Francisco 'quake of 1906) shook Alaska In 1964. It registered 8.6 on the Richter scale, killed 131 people, caused \$750 million in damages and created tidal waves in Oregon and California.

1980 - North Sea oil platform collapse killed 123. 1977 - Canary Islands collision of two 747s killed 581 (world's worst aviation disaster). 1968 — Yurt Gagarin (1st spaceman 1961) died in crash during "routine" jet training flight. 1980 — Wine corkscrew patented. 1855 — Congress okayed \$30,000 to import camels for U.S. Army in Texas.

Michael York 43. Caleb "Cale" Yarborough 45. Sarah Vaughn 61. Budd Schulberg 71.

Prime Rate Nudges Twenty Percent

THURSDAY, MARCH 28 — Five years ago today the prime interest rate was raised by major banks for the 12th time in three months, to 19.5 percent.

Twenty-four tornadoes hit North and South Carolina in 1984, killing 61 people, injuring about 1000 and leaving 3000 homeless. It was the worst American tornado death toll in a decade. (During the same week last year 14 inches of snow fell on Worcester, MA.)

1979 — Three-Mile Island, PA nuclear reactor accident. 1915 — Feminist Emma Goldman fined \$100 for making public speech mentioning contraceptive

Reba McEntire 31, Rick Barry 41, Charile McCoy 44, Zbigniew Brzezinski 57, Dirk Bogarde 64.

American Troops Depart Vietnam

FRIDAY, MARCH 29 — The last American troops left Vietnam 13 years ago today (1972), having suffered a combat death toll of 45,958. The U.S. continued bombing Cambodia while some POWs were repatriated.

1971 — Charles Manson sentenced to life for seven Tate-LaBlanca murders in Los Angeles. 1927 — First car over 120mph. 1848 — Niagara Falls stopped by river ice jam. 1806 — Congress authorized first federal highway. Earl Campbell 30. Billy Carter 47. Pearl Balley 66.

Saturday (3-30): 1981 — Reagan assassination attempt. Eric Clapton 40. Warren Beatty 47

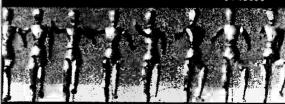
Palm Sunday (3-31); 1889 — Eiffel tower opened in Paris. Gabe Kaplan 40. Richard Chamberlain 50. Shirley Jones 51. Gordie Howe 57. Ceasar Chavez 58.

GO WEST

GO WEST "WE CLOSE OUR EYES"

GOWEST "WE CLOSE OUR EYES"

GOWEST "WE CLOSE OUR EYES"



CHR NEW & ACTIVE

KFMZ add KMJK add KIQQ add KWOD add Z104 add KIIS-FM add Y106 add

KTFM add KIKI add

#9 in ENGLAND!



LEADER AT LARGE

Beat The Press

When it comes to publicity, there are basically two schools of thought. The first school (I'll call it the "Old School") holds that any publicity is good publicity. Therefore, in a classic oxymoron, even bad publicity is good. The second school believes that bad publicity can hurt you and therefore it should be avoided if at all possible.

A couple of big city newspapers provided the inspiration for this column when they ruthlessly took aim at leading radio stations in their communities. Those separate instances of editorial slings and arrows fit my definition of bad publicity to a T and sent me searching for my soapbox, where I am now standing. Ready?

Let's Hear It For The Underdog

Okay, call us crazy but we Americans love the underdog. Champions? Especially ones that have been on top for a while? Forget 'em. They're fat cats... and everybody knows it's more fun to take potshots at those who've made it than to praise their accomplishments.

Like it or not, that's pretty much the way it is, which, if you graduated from the Old School, shouldn't bother you in the least. However, a quick look at the American success system makes me think differently.

Using a radio station (or a radio personality) as an example, let's go through the steps. You debut with a new format up against an established, successful outlet. You make inroads by being different, more aggressive, more attentive to the audience, and you start making progress. On the way up, a lot of people root for you, while at the same time they might bad-



R&R Senior Editor John Leader was a fultime staffer with the newspaper from 1977-84, and continues to work with R&R as a contributor. A longitime programmer and air personality with such stations as WOXWAttanta and KHJI Los Angeles, he is currently host of "Countdown America With John Leader" and voices Drake-Chenault's syndicated contemporary XT40 format. His "Leader At Large" column appears in R&R whenever we can talk him into writing one.

mouth your competition.
An oversimplification
perhaps, but it's a scenario
I've seen (and written
about in this publication)
hundreds of times.

A newspaper wants to do an article on you — what do you say? I'd say yes, because as the underdog you have nothing to lose and you have yet to acquire any of the trappings of the fat cat most people love to criticize. Your chances are very good that the article will be a favorable one.

In the same situation, if I were at the leading radio station and the press came to me asking about an article, I'd be inclined to say no. If I'm the winner, I've got a lot to lose, and remember, I'm from the "New School," the one that believes bad publicity is not good for you.

What About That New School?

Granted, as an NS grad I may get a lot less free publicity than my competitors, but I think I'll stay on top a long long time, partially because of what I learned there. Back in Interview 101, a freshmanlevel course, they teach you to "evaluate the source." That is, who does this person asking for the interview work for? What kind of articles does the source usually publish?

With some publications that's an easy one — I mean who can't tell the difference between the celebrity stuff in the National Enquirer and People? But what about those

publications that go both ways? Well, my best advice there is to research the writer. Get your hands on past articles he or she has written. That should give you a pretty good idea of what your feature might read like. And if it looks like a hatchet job is about to hatch (sometimes a mixed metaphor really hits the spot) you can always say no, and I think you should.

Spend your time staying several steps ahead of your competition. Promote your station through means you can control. Take it from someone who has dealt with his share of gossip down through the years human nature dictates that the dirt gets passed along much faster than the fluff (and often with greater amplification!). If the newspapers start saying nasty things about your morning show, word of mouth will guarantee the article a much wider readership than it normally would have had.

Whoever said "staying on top is a lot harder work than getting there" must have graduated magna cum laude from the New School. I'm not saying all journalists are out to nail you, but when you're on top, you're much more vulnerable to attack than when you're on the way up. And if there's one time you don't want you or your staff's attention diverted from staying on top, it's when you're fighting to do just that, which in today's competitive marketplace is probably every day.

TAKE PART



CONVENTION

April 13-17, 1985 Las Vegas

The 63rd Annual NAB Convention and International Exposition will include sessions on management, programming, research, sales, promotion, engineering, and new technology. This year's convention will also feature entertainment by the Beach Boys and the Pointer Sisters and the world's largest exhibition of broadcast-related products. This year's exhibits not only take up all of the Las Vegas Convention Center, but occupy the Las Vegas Hilton's Convention Center as well.

For more information, call NAB Radio at (202) 429-5420.

__TAKE PRIDE





BRAD WOODWARD

MARKET DOMINATOR

When KIRO Talks, Seattle Listens

Occupying a prominent place on the short list of News/Talk stations that consistently lead their markets is KIRO/Seattle. In 1974 Bonneville International took what was then a mid-rated Adult/Contemporary station to News/Talk and built market-leading double digits before the end of the decade. KIRO has continued to dominate Seattle radio listening ever since.

But even institutions aren't immune to the perils of a competitive marketplace. After back-to-back 11.0 books in 1982, KIRO slowly began to hemorrhage, bottoming out last spring at 7.8 — an enviable rating still good enough for a first-place finish, but a "rude awakening" by KIRO standards, according to VP/News & Programming Vie Bremer.

Once awakened, KIRO made a spectacular rebound. Last fall it turned in a 10.7 performance that can't be entirely explained away by Seattle Seahawks football. "Certainly the Seahawks helped," says Bremer. "They had a heck of a good year. "nt after that 7.8 book we looked really hard at what could cause people to tune away, analyzing anything that might be an irritant.

"We made some adjustments. For instance, we've tried to make our business and financial news more broadbased. Our sports programming is much less score-board and more feature and human interest than it used to be. We're working hard to make sure the quality of audio in actualities and elsewhere is really top-notch. I think that helped, but I really don't have all the answers."

Capitalizing On Exclusive Franchises

At no loss for answers about how KIRO has evolved into such a powerhouse is Bremer's boss, VP/GM Joe Abel. "I think what makes us unique is exclusive franchises," Abel observes. "We are

the only radio station in America that currently owns the rights and has flagship status for the three major American pro sports — NFL football with the Seahawks, NBA basketball with the Super-Sonics, and now major league baseball with the Mariners. When you own the rights, you have all the control, put together networks, and sell it." CBS affiliation gives KIRO access to events such as the World Series and Super Bowl.

Abel is convinced that getting a grip on the market was also made easier by KIRO's six-year head-start. "It really pays to be first with the format. We've had three stations try to take us on — KVI and KAYO in 1980; both changed their minds and went to other formats. And, of course, in October 1982 KING took us on, but they've never done better than a 2.0 share." The station's prime opponent is seen as KOMO, a full-service Adult/Contemporary station.

Noting the fierce head-to-head News/Talk battles in markets like New York, Abel admits, "We haven't had that kind of competition, to be honest with you. We paid the money to scare it off."

Nearing Top Ten In Billings

KIRO's heavy investment has been more than offset by a big payoff in revenues. As Abel puts it, "It's a highly commercial outfits." Even the plants in the lobby are for sale! We are capitalists." Sales will approach \$16 million in



AIRBORNE — In addition to fielding a traffic/news helicopter, KIRO calls itself the only radio station in the country with its own jet. Actually, the jet is shared with and principally used by sister station KIRO-TV.



BLOCKBUSTER REMOTES — KIRO has brought the world to Seattle through international remotes from such locales as China, Russia, Africa, and the Middle East. Nevertheless, says Vic Bremer, "The bread and butter is still how well we cover what's coing on in Seattle. Believue, Everette, and Tacoma".



Vic Bremer



Joe Abe

1985, and Jim Duncan says that will make KIRO one of the top ten billers in the country, a remarkable feat for a station in the 15th largest market.

Abel is also awed by the sheer magnitude of the station's 650,000 weekly cume. "Three out of every eight people in this market shop at our store at least once a week. That's incredible. That would be a five or six-million cume in New York or Los Angeles."

Abel emphasizes that KIRO's success is by no means accidental. "We are really into training and planning. We have an expression around here: 'Good results without good planning are simply good luck.' Training includes a ninemonth sales school for entry-level account executives before they hit the streets.

News Comes First

Despite its sports emphasis, talk programming, and even a smattering of music in middays, KIRO's forte is news. "I think we've hung our hat on that claim in the marketplace," says Bremer. "People do turn to us on days of crisis." Abel echoes that assessment: "We're newsradio. Especially in drivetime we don't fool with it."

Abel calls KIRO news "user friendly," while Bremer stresses, "We are not a sterile, staccato operation. You'll find more warmth and personality on the air than you might at a lot of news operations. The selection of stories is local, and we make them pertinent to people's lives. We try not to talk in bureaucratese or legalese or any other private languages. We've had a consistency in the on-air players, which I think has helped."

Midday Music Relief

There are eight hours of solid news blocks each weekday during drivetimes, plus an hour at noon. Middays consist of short interviews (no calls accepted) averaging ten minutes in length, in addition to news, features, and up to four "safe" A/C songs an hour.

"We've found the music seems to give a bit of relief to the heavy topics in the interviews," Bremer explains. "It has served us pretty well in that midday period. We always have very respectable numbers in middays, a time when many other information stations have problems."

KIRO shifts into two-way sports talk with Wayne Cody at 7pm, followed by NBC Talknet from ppm-5:30am. With a few exceptions, such as two-way talk devoted to psychological advice and outdoor activities, weekends are similar to weekdays. Like many stations, KIRO has found its Saturday and Sunday morning news blocks to be surprisingly strong. Bremer notes, "Those blocks are dominant in their periods here and show there is a real need for news on the weekend"

Sports Pros Outweigh Cons

Bremer says he understands the concern of broadcasters who fear that play-by-play sports may alienate core listeners, but at KIRO "the benefits outweigh the liabilities" through both revenues and exposure of the station to new listeners.

"Football in this area is really important, and to have the Seahawks on our station on Sunday just brings in tons of people who maybe wouldn't sample us otherwise. So we try to do a good job of promoting other programming

elements within our play-byplay."

Another big plus for KIRO in the promotion area is nepotism within the Bonneville family. Bremer explains, "We have the advantages of a sister FM (KSEA), VHF TV station (KIRO-TV), and a corporate attitude that we're all going to help each other." That help extends to advertising, program tie-ins, and cross-mentions. KIRO also makes extensive use of bill-boards.

Ongoing Success Demands Change

Asked why the Seattle market seems to take so well to News/ Talk, Bremer points out that Northwesterners historically are "independent thinkers" who lead a "more cerebral way of life" than many other Americans. Added to that is Seattle's growing importance as a center of finance and international trade.

While he loves to hear people say KIRO has tapped into this mix to become a giant, Bremer is wary of being lulled into complacency. "This is an extremely competitive market and we're always scrapping. It would be a mistake for us to sit back. We do a lot of market research, and we also test prototype programming and promotions. It's important for us to always be looking to change because this is a dynamic, growing area. KIRO is a great radio station and I think we're responsive to changes in the marketplace. We'll continue to exercise leadership.



ELECTRONIC NEWSROOM — in 1982 KIRO installed the nation's third computerized radio news-

CONTEMPORARY HIT RADIO



JOEL DENVER

OFFSHORE RADIO LASER 558

Portrait Of An American Pirate

very day over nine million people in nine European countries tune in Laser 558 on their AM dial and listen to the latest in American and European hits. Laser 558 is not just any run-ofthe-mill radio station. It's an American-run outlet located aboard the Panamanian-registered MV Communicator. The vessel itself is anchored off England's coast in the North Sea at the mouth of the Thames River (50 miles east of London).

Moored in these international waters, Laser 558 remains free from the regulations imposed upon land-based broadcasters, particularly the BBC's strict needle-time rules. Consequently, the station pumps out hit after hit, 24 hours a day, into countries that don't allow their stations to air unrestricted hours of recorded CHR music. Needless to say, Laser 558 is extremely popular with its audience, but not very popular with the neighboring authorities.

Pirate stations' audiences have always been large. Many such operations flourished until they were muzzled by the Strasbourg Convention Treaty, which inflicted sharp penalities on advertisers and suppliers to pirate broadcasters. The lone survivor from pirate broadcasting's heyday is Radio Caroline, which, coincidentally, is anchored near Laser 558. Currently consulted by Burkhart/Abrams, Caroline has modified its eclectic AOR/Oldies format to a hybrid AOR/CHR for a better competitive stance against pure CHR Laser 558.

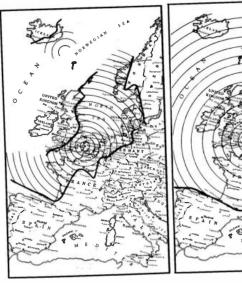
Almost One Year Old

Owned by Panamanian corporation Deka Overseas and managed by New York-based Music Media International (MMI), Laser 558 signed on the air May 24, 1984. It's the brainchild of former MMI President Roy Lindau, who discovered a loophole in the law. By arranging a supply agreement with Spain (the only country not to sign the treaty) and accepting advertising from countries based outside of Europe, Lindau helped his dream become a reality.

Laser 558 now commands an estimated audience of five million in the United Kingdom, four million spread between Belgium and Holland, and a potential audience of



CHR on the high seas aboard the MV Communicator, home of LASER 558. Strong winds and strict rules make for "never a dull moment." See "Staying Afloat in Stormy Weather" on page 33.





Laser 558 coverage maps show strong penetration and a potential audience of 150 million listeners.



141 million additional listeners throughout its coverage area (see coverage maps).

The British government is especially unhappy about Laser 558, contending the ship is violating international maritime regulations by interfering with VHF emergency frequencies, stealing news bulletins, and ripping off both artists and record companies by not paying music licensing fees. John Moss, current MMI President/CEO, counters: "There are no laws that we're breaking because there are no applicable laws to where we're operating." As far as

"There are no laws that we're breaking because there are no applicable laws to where we're operating."

-John Moss

frequency interference goes, Moss replies, "There's plenty of air space — spin the dial and you can hear the gaps. We're professional broadcasters, have very modern equipment, and produce a very clear (25kw) signal that doesn't wander off 558 metres medium wave." He also noted that the station has offered to pay the record companies or not play the discs, but the companies "don't want either. And the performers aren't beating us up because we're making them popular."

BBC Beefs

The only other beef the BBC has is with those businesses advertising on Laser 558. It's illegal for a UK-based business to directly purchase airtime on the station. But all monetary transactions, including sales and invoicing, are handled in the United States by MMI. According to Moss, "All monies are procured from the U.S., generally by parent companies of the European subsidiaries."

So the British government is virtually helpless. In a recent New York Times article Brian West, head of the Association of Independent Radio Contractors, states, "There is no political will to do anything. A crackdown would be too unpopular." So Laser 586 is left to play hit after hit for its audience of millions, unopposed save for the North Sea's icy waters and strong winds.

ISA FRICA

THE RADIO SPECIAL

First there was the tragedy of famine in Africa...then the success of Britain's Band Aid project...then came the incredible response from 45 of the biggest stars in American music...and now there's the radio event that will bring together the artists who created "We Are The World" with the radio stations now carrying the message—

RADIO USA for AFRICA.

On Sunday, April 21, Westwood One will join United Support of Artists for Africa, Ken Kragen and CBS Records to present the story behind "We Are The World" in the words and music of the artists who took part in the historic recording.

This special event will originate live from Westwood One's studios in Culver City, California, and will be available to every radio station capable of receiving the digital stereo signal from the Satcom 1-R communications satellite.

Westwood One is contributing all production personnel, studio facilities and satellite distribution, as well as donating all net advertising revenue to USA for AFRICA, Inc.

We are encouraging all radio stations to make **RADIO USA for AFRICA** the focal point of their contributions to the cause of hunger relief in Africa and America, so mark **April 21** on your calendar as the date you and your listeners can make a difference by becoming involved.

Join the biggest personalities in national radio as they present the biggest names in American music including Bryan Adams, Harry Belafonte, Ray Charles, Chicago, Hall & Oates, Corey Hart, Jermaine Jackson, Michael Jackson, Waylon Jennings, Quincy Jones, Cyndi Lauper, Huey Lewis & The News, Gordon Lightfoot, Bette Midler, Joni Mitchell, Anne Murray, Willie Nelson, Steve Perry, The Pointer Sisters, Prince, Lionel Richie, Kenny Rogers, Diana Ross, Paul Simon, Bruce Springsteen, Tina Turner, Stevie Wonder, Neil Young and many more.

Let us help you get involved. Contact your Westwood One Representative at (213) 204-5000 for details.



DAVE EDMUNDS "High School Nights" Contest



Win \$2000 Donation To Your High School, Plus CD Player and CD's

Open To All R&R Readers*

Tell Us Your Most Memorable "HIGH SCHOOL NIGHT"

ENTRY FORM "My Most Memorable High School Night" Ð) CATEGORY (Check One): NAME: COMPANY AFFILIATION: ADDRESS: **BUSINESS PHONE NUMBER:**

Enter in either of two categories:

- 1) "G" (General **Audiences**)
- 2) "R" (Risque But Not Rude!)

Judges will pick the most memorable entry in each category to

In each category, grand prize is a \$2000 donation by Columbia Records in your name to your high school or the educational institution of your choice.

In addition, winner in each category receives a Sony CD-5 CD player and a dozen Columbia CD's.

Entries must be received by MIDNIGHT, APRIL 5th

Listen to "High School Nights" for appropriate musical inspiration!

AVE EDMUNDS "HIGH SCHOOL NIGHTS" CONTEST RULES

In either or both categories. Enter as often as prohibited by low. Whener is responsible for any tax like, but each entry must be mailed separately. In price winners will be notified by phone, and will no processes the property of price winners will be notified by phone, and will no processes the property of price winners will be montreafferable. Price may be received by manight, price fact the subject of price will be provided by the swarding of the price. The processes will be received by manight, price fact the price fact of the price fact of

MAIL COMPLETED ENTRIES TO: **Dave Edmunds Contest** c/o Radio & Records 1930 Century Park West Los Angeles, CA 90067

CONTEMPORARY HIT RADIO

Staying Afloat **In Stormy Weather**

In its first year of operation, Laser 558 has become big business - transatlantic style. The MV Communicator comes complete with a dipole antenna system stretched between the two masts, a satellite dish, and copper sides and bottom to stabilize the ground system, utilizing the entire North Sea to increase signal conductivity. Inside is a state-of-the-art station radiating 25kw on 558kHz, covering a 300-mile radius and a potential audience of 150 million people. In theory, it's the largest single commercial radio station in history

The station is supervised by MMI President/CEO John Moss in New York, along with press consultant Jane Norris. Heading the on-board management team are GM John Castle and PD David Lee Stone (who has been with the station since its inception). Laser which began accepting ad



winds are always blowing in our direction and, in an emergency, the staff is only allowed help from its sole means of supply, Spain."

Castle elaborated, "If we were

in trouble the boat couldn't dock anywhere in its immediate sur-



Tommy Rivers

roundings, and those aboard would be relying on transporters from Spain, a good distance away." Stone added, "It means we must constantly be willing to change our minds and plans.

Just last month force-11 winds knocked Laser 558 off the air. The boat was also damaged to the point where it broke free from its permanent moorings and began drifting toward land. "Our fiveman Marine crew saved the day by starting up the engines and keeping us in international waters." When the winds finally died down repairs were made, and Laser 558 went back to nonstop



schedules last October, adheres to a positioning and programming policy of being "never more than a minute away" from the music. As such the station carries a maximum of six spots an hour. Operating costs run around \$60,000 a month and, according to Castle, "By the end of March, we expect to turn over our first profit.'

There are eight DJs on board who operate on a six-week on, twoweek off schedule. Most of them are in the beginning stages of their radio careers and, thanks to Laser 558, they've become household names in several countries. Stone adds. "We owe a tremendous debt to the young people who've been so adventurous."

Adventurous? Yes, because it's not as easy as it may seem to broadcast from a boat. Inconveniences include temporary shortages of fresh fruits and vegetables, as well as fresh water for showers. There was also a close call when the diesel supply, which runs the generators, was nearly depleted

The biggest problem, says Stone, is "our inability to manage the weather. People and product are usually off schedule, strong

Shown (top, l-r) are PD David Lee Stone, air personalities Michael Dean and Jessie Brandon; (midladder) Ric Harris, and Charlie Wolf (bottom).





Chest-deep in 15,000 entries are (I-r) Contiki America's Geoffrey Phillips MMI President John Moss.

PD On The High Seas

David Lee Stone, formerly of KIST/Santa Barbara, is a young programmer who travelled on the MV Communicator from its stateside moorings to its current North Sea resting place. He divides his time between the boat and London. and plans to remain in Europe for quite awhile. He admits that life on the Communicator "can become guite boring, but we try not to keep people out there for too long." He keeps his jocks happy with free room and board, free transport to the U.S. and back, and 13 weeks of vacation per year.

His audience is kept happy by never being more than a "minute away" from the music. He believes that concept is the station's winning formula. "That's the true backbone of the format, the reason for our success

Stone insists there's no real secret behind his programming technique, "I wish I could take credit (for the station's success); I wish I could say I'm a programming genius. I'm not. I play the hits never more than a minute away and that's it! The rest comes from my hardworking, dedicated staff of person-

It can be quite frustrating trying to program for the likes and needs of several countries. But since most of the tracked audience belongs to the Netherlands and the United Kingdom. Stone tries to play most of their current hits as well as the American hits often snubbed by European stations. "I try to make sure that all the records on our current playlist are viable hits that fit a format for both England and Holland. And all I can do is hope that Belgium and North France will tune

This "striking for gold" attitude has obviously been successful, judging by listener response to a recent contest (see above photo). According to Stone, the nonstop mail-in requests that roll into the New York City post office box and the upbeat attitude of his jocks are constant reminders of the excitement Laser 558 generates. "One of our fellows said he expects to work someday for a New York station and see what it's like reaching a small, intimate audience!

MOTION

Guy Perry joins FOXY-101/Saginaw for middays from WCRZ/Filnt, and Dave Fuller moves from middays to evenings replacing Clair St. James Chuck Bryson upped from parttime to all-nights at OK95/Tri-Cities Ed Lawrence joins KBIM/Roswell for middays . . . Jean Cashman leaves her MD/PM drive spot at WCKO/Ft. Lauderdale for middays at 195/Miami, replacing Johnny Dolan Tracy is new to nights at WBCY/Charlotte, replacing Cynthia Clarc who joins Z98/Tampa. And Jerry Steffen is the new MD/PM-driver at WSPT/Stevens Pt. replacing Diane Tracy.

8104/Baltimore welcomes Kid Curry as evening jock and host of B-TV, the station's weekly video show Scott Forrest is new to overnights at KQMQ/Honolulu . Jim Curtis is named MD/middays at WNVZ/Norfolk to replace the exited Greg South WIXV/Savannah parttimer Jeff Mitchell takes on a fulltime overnight slot

New additions to the WMXJ/Miami airstaff are Steve Cochran, mornings; Andrea Vincent, PM drive; and Beau Danleis, nights. News Director is John Ogle . . . Thomas Grooms is upped to OM at WPTX & WMDM/Lexington Park, MD, where air personality Joe Lehan and wife Judy are celebrating their latest addition. Robert Joseph.

Gene Wooten is the new Production Director at WPLJ/New York . . . Art Laboe returns to KRLA/Los Angeles for evenings WSEZ/Winston-Salem is now simulcasting morning and afternoon drives with AM sister WNCI/Columbus station WAIR morning man Michael O'Malley moves across town for mornings on 92X and the rest of the lineup now looks like this: Mark Daniels, 9am-noon; PD Adam Cook, noon-2pm; Tom Kelly, afternoons; Suzy Waud, 6-10pm; David Glenn, 10pm-2am; and Kevin Hanes, overnights



STEVE FEINSTEIN

STABLE STAFF STEALS STATS

KISS/San Antonio Stays The Course

Usually you read here about what stations do in order to improve their ratings. This is a tale of what one station didn't do when faced with an alarming ratings downturn. There's a message here for all broadcasters.

Until spring '83, KISS/San Antonio was sitting pretty. As the market's lone AOR, it was #l in town with a 12.2 12+ share. Then crosstown KXZL's AOR debut scored an 8.2, while KISS's share sunk by more than half to a 5.9.

Pretty devastating, huh? You'd expect PD Greg Stevens and a good portion of the airstaff to be pink-slipped as management scrambled to wipe the egg off its face. Surprise, surprise... not a single person was fired because of that book.

Fair Assessment

GM Jim Tiller's rational examination of station and market history prevented a panicked reaction. "It wasn't the staff's fault. They had taken advantage of an opportunity that was there at the time.



Jim Tiller

"When Capitol Broadcasting bought the station in 1980, it had a 4.2 share. Being the only AOR in town, we saw an opportunity to expand demos," he explains. "To get the 12.2, the previous management had broadened the music to include some songs that were almost A/C.

"Our very success, going from 4.2-1.2. in two years, prompted somebody else to say 'Hey, that looks easy.' When a competitor came in commercial-free with a core AOR approach, it had a tremendous impact."

New Game Plan

KISS's window to be broad-based also became narrower when the CHRs in town got better, says Tiller, who asked PD Stevens, "What do we do?' Greg said our programming needs to get back to the AOR basics, and you're going to have to get a sales staff to sell it that way.

"So we regrouped, redefining our image to stress that we are the market's rock station. Now our position is that of a mass appeal

AOR station rather than a mass appeal hybrid. I gave the sales staff the responsibility of selling AOR and not trying to make it something it isn't."

The station's 12+ share hasn't returned to those thrilling double-digits of yesteryear, but last fall KISS topped KXZL (7.1-6.4) for the first time, as well as in all key demos. "We knew we'd lose some overall numbers but probably gain in 18-34s, and that's what happened," says Tiller. "Now we're beating KXZL 4-1 in adults 25-34, solidly in men 18-34, and in teens also."

Management From The Top

The lesson, according to Tiller, is that "more broadcast managers should accept the responsibilty of positioning the station and realize that jocks and the PD are simply doing what they're told to."

doing what they're told to."

Another problem is "that many stations just blow people out because of competition. To assume you can always keep the same universe with a new competitor around is absurd."

The Age Of Unrealistic Expectations

"So many times the programming side of this business is forced to live with unrealistic expectations," he laments. "PDs need to fight for ratings expectations that are as realistic as the revenue and share projections that managers receive. The old days of a GM saying 'I want a nine share' are over. A PD has to have that clarified by saying. 'OK. Where ... what demo.' 12+ doesn't mean anything anymore.'

Tiller sees another disturbing phenomenon developing. "Shares are decreasing because of fragmentation, while costs are increasing. This puts incredible pressure on everyone. If companies, many of which know little about broadcasting, place unrealistic expectations on PDs, GSMs, and even GMs to hit a return, then what's going to happen to broadcasting? People are going to be forced out of the industry left and right."

Pay Off

Tiller appreciates the value of commitment to both a station's format and personnel. "Really good AOR stations have the opportunity to develop heritage images much

Continued on Page 35

WGIR's Masterly View From The Top



Forget lugging around a video presentation or slide show to clients. Market leader WGIR/Marichester has resurrected a childhood plaything, the View-Master, to tell its story to advertisers both near and far. PD Bob Cox and former Promotions Director Elizabeth Loosbrock report great response from the 500 businesses that have received the device, which features seven three-dimensional photos developed in-house by the station. The visuals above illustrate selling points such as the station's range of local and national clients, and the visibility of its staff. Additionally, a bar graph illustrates the station's ratings dominance over its competitors, and a shot of a crowded football stadium symbolizes the station's weekly cume.

PROMOTIONAL COMMOTION

WMMR Raises \$119,000 For Ethiopian Relief

Two benefit concerts and a 48-hour radiothon saw WMMR/Philadelphia raise \$119,000 for UNICEF's Ethiopian Relief Fund. The Robert Hazard shows netted \$5000, while George Thorogood donated \$2000 and the Hooters pledged \$1000. Other Philly-area musicians also manned the phones to help the station top its goal of \$93,000.

Lotto, while offering serious bucks. Over the course of each day, WRIF read three numbers over the air, one at a time. At a designated time the following morning, the first listener to call in with yesterday's numbers got a cash prize. The pro-

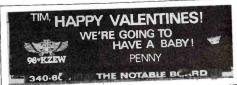
WRDU's French Connection

Some stations can boast of national reputations, but WRDU/Raleigh's fame apparently extends all the way to the land of croissants and bagettes. When a dance club in Arradon, France threw an "America Night," it asked the station to provide all-American music and programming. Via phone. 'RDU sent a three-hour broadcast to France that included greetings from Governor Jim Martin and the mayors of Raleigh and nearby Wilson. A foreign language professor from North Carolina State University provided crosscontinental translation.

Remembering V-Day

• WZYC/Newport, NC linked with Giuffria's "Call To Your Heart" on Valentine's Day to give away a \$900 heart-shaped pendant and \$103 of free phone time. The prize's total value, \$1003, tied in with the station's frequency, 103

No one would turn down good sex, and that's what WZZO (255)/Allentown gave away on Valentine's Day. No license problems are foreseen — the "Good Sex" is Dr. Ruth Westheimer's book, which went to the 14th caller whenever the station aired the Z95 "love sound" (moaning). All winners were registered for the grand prize, a weekend at a Pocono Mountains resort.



PREGNANT MESSAGE — KZEW/Dallas always gives away space on a billboard for the best Valentine's message to a loved one. This year's winner let her husband know there'd soon be another mouth to feed.

Prize Patrol

• Last year, KFOG/San Francisco's Vacation Series gave away 13 trips. This year, the station's World Vacation Series awards only four trips, but all to overseas locales: London, Paris, Rome, and Hong Kong. Listeners register by mail and then qualify by calling within an hour of the time their name is read on the air.

WRIF/Detroit's "Maui Time" promotion gave away 20 trips for two to Hawaii. The correct-numbered caller scored whenever afternooner and Hawaii-native Arthur Penhallow bellowed "It's Maui time" on the air.

 WCCC/Hartford made its calls stand for "Win Cash, Cassettes, Concerts" with a contest that awarded \$1000 cash, an audio system with a cassette deck, and a trip to Ft. Lauderdale for a Cyndi Lauper concert.

 WRIF's "Bruiser Blotto" game spoofed the Michigan State gressive cash giveaway started with a \$1.01 bounty the first day and then doubled each day over 15 days, reaching a top prize of over \$16,500. A total of more than \$33,000 was handed out.

Sports Shorts

How do you like this for a station promo — "Listen to WYNF or I'll rip your lips off." L.A. Raider Lyle Alzado cut it for the Tampa

AOR.

• For two weeks WKLS/Atlanta gave away tickets to the Atlanta Braves' opening home series, with one winner selected to accompany the morning team to a live broadcast from the Braves' spring training camp in West Palm Beach.

Interesting to note that legendary sports announcer Red Barber, who recently celebrated his 55th anniversary in broadcasting, started his career those many years ago on WRUF/Gainesville.

Continued on Page 35

FOLLOW-UP

KFMX's Too Tanked Taxi

After reading the "AOR Against Drunk Driving" column (1-18), former PD Nat Lamp wrote to tell of KFMX/ Lubbock's "Too Tanked Taxi." Over 300 intoxicated people have used the 24-hour, seven-day-a-week free ride service since its inception last summer.

When a patron is too inebriated to drive home, an establishment's bartender calls the station's hotline. The jock has a cab dispatched to pick up the person and deliver him home, where he's given a card that reminds him of the location of his car.

The station runs twelve PSAs each day listing the participating bars and restaurants, which include both clients and non-advertisers. The businesses pick up the cost of the rides.

A ceremony announcing the program featured appearances from local officials, including the town's police chief, district attorney, head of the Department of Public Safety, and a state senator. The mayor de clared an "FMX Home Safe Day," and the program has been lauded by a local school's alcohol advisory board, an alcoholism council director, and the president of Lubbock's chapter of Mothers Against Drunk Driving.

Format Funnies: New AOR KRXXI Eugene (1450 AM) signs on April 1 with PD Barry Corkery from crosstown KZAM and MD John Napler from KMOK/Lewiston, Owners Richard Parker and John Spillane will serve as GM and OM, respectively. Contact them at (503) 343-6432 until the signon; after that, call (503) 344-1450.

Consultants' Corner: Jeff Pollack signs WTPA/Harrisburg . . . Al Peterson inks KRIX/McAllen-Brownsville ... Rob Harper replaces Donna Halper at KQDS/Duluth.

Peripatetic Programmers: WQMFI Louisville MD Reggie Jones returns to WKLC/Charleston, WV, this time as PD . . . PD Steve Driscoil leaves KUFO/Odessa.

Jock Jumps: John McRae moves to KRQR/San Francisco afternoons from crosstown KMEL, while Steve Garland exits KRQR nights . . . Don "The Doctor" Ballje exits WKLS/Atlanta late nights . . . Carl Russo from WGRQ/ Buffalo replaces Louis Charmin on WFBQ/Indianapolls nights . . . Wendy Lane is new to WZEW/Mobile

WNEW-FM's Breakfast Club

Only in a city as bittersweet as New York would it be appropriate to do a series of live broadcasts during Valentine's Week from a spot called "Heartbreak." Each morning WNEW-FM's morning show drew as many as 800 guests to the cafeteria, which serves breakfast and lunch during the day and then turns into a popular dance club at night.

Red Rockers was the house band and Flona appeared. for the entire week, playing a few songs every hour and participating in "Stump The Band." Audience members joined in for a radio version of the Dating Game, and artists such as Patty Smyth, Joan Jett, Donnie Iris.

On-site coordination came from Executive Producer Denny Somach, morning show producer Jim Monaghan, and PD Chartie Kendall, while Ken Dashaut manned the board back at the station.



Members of Red Rockers with WNEW-FM's Lisa Glasberd (third from left) and Richard Neer (third from right).



Newswoman Glasberg studiously researches the Chippendale phenomenon during a surprise visit.

Promotional Commotion

Continued from Page 34

Just Causes

• In five days, WBAB/Long Island's Fifth Annual Rock Marathon raised over \$65,000 for Charity Begins At Home, an organization founded by Billy Joel. Morning team Bob Buchman and Diane Upson stayed on the air for four and a half days, auctioning off goodies such as a Billy Joel tour jacket (\$1250), a guitar autographed by Ritchie Blackmore (\$850), a set of keyboards from Felix Hane mann of Zebra (\$675), and a Joan Jett wristband (\$375).

 WHJY/Providence brought in 1200 pounds of food for the Rhode Island Community Food Bank by making 25 donors eligible to win

like the old-line giants such as

WCCO/Minneapolis. Your solidity

in the community and your people

are the keys. Management must

utilize its greatest resource - the

He also credits group ownership

consistent with his own philosophy,

as well as the contributions of con-sultant Jeff Pollack. Tiller closes,

"We're now on target to generate

more revenue with a 7.1 than we

did with a 12.2, and we've managed

to come back with the very people

KISS

Continued from Page 34

people at the station."

who 'lost' it before.'

tickets to a Bruce Springsteen concert. Listeners received a raffle ticket when they brought food to area merchants and then listened for their names to be mentioned on the air. One of the winners also nabbed a guitar autographed by Springsteen, who donated \$10,000 to the bank.

• On Valentine's Day, WRDU raised \$2000 for the American Heart Association by sponsoring a celebrity ice cream scoop and taking pledges for on-air song dedications.

25% of the take from the bar at a DC101/Washington pre-Valentine's Day party went to the AHA, which received close to \$1000 from the

• WWCT/Peoria and REO Speedwagon netted over \$2800 for cancer research. Along with 25 cents from each ticket sold for their concert, the band chipped in \$500.

· A Kinks and Honeymoon Suite concert co-promoted by KZEW/ Dallas raised \$15,000 for the T.J. Martell Foundation Proceeds came from the first 3000 tickets sold, which went for five dollars

WRIF Gives The Gift Of Studio Time

There's an admirable spirit of brotherhood among Detroit rock bands. Five local bands played at WRIF's Motor City Jam IV, which raised funds for the "Riff Recording Fund." The fund purchased five-hour blocks of studio time for three other area bands chosen by a random drawing.

Odds 'n' Sods

According to Smash Hits magazine, Duran Duran's Nick Rhodes WLIR/Long Island his favorite radio station . . . Pard'n Me Productions offers custom answering machine messages from celebrities such as Don Pardo "Duane Ingalls Glasscock" (WBCN/Boston morning man Charles Laquidara's alter ego). The company's Rick Kelman is looking for other radio stars to voice messages. Call him at (201) 440-3489 . . . KSRR/Houston Advertising and Promotion Director Bill Moffett took the award for Best Creative Radio Production from the local American Women In Radio And Televison chapter KBCO/Boulder says its latest television spot is the first TV commercial in Denver to be broadcast in stereo.

Upcoming columns will tackle topics such as:

- · Sports promotions & programming
- · How programmers use computers
- Talk programming on AOR If your station is active in these areas, drop me a line.

FOLLOW-UP

WDVE Alumni Club

The "WDVE: A Pittsburgh Power For 15 Years" anniversary column (2-1) inspired a letter from Ted Ferguson, who recalls that when the station went live in 1971, he was MD and Alan Blank was PD. Ferguson later programmed KWST/Los Angeles, WABX/Detroit, and WDRQ/Detroit. He now runs an international consultancy out of Wellington, New Zealand with clients in Tahiti, Holland, France, and Italy.

Also, WDVE's call letters were not selected to symbolize the dove, the bird of peace, says Nationwide Communications VP/Radio Steve Berger, and he should know. As 'DVE's first GM, from 1970-74, he remembers the 'DVE calls being chosen because ABC's George Yahres liked their phonetic similarity to Easy Listening WDVR/-Philadelphia (now WEAZ (EZ101)).

He also recalls the station doing editorials for the legalization of marijuana and a historic August 1971 meeting in Chicago where it was decided to tighten up the ABC FM progressive rockers, moving them from a counter-culture approach to a formatted, commercial direction. The meeting's lineup



Steve Berger

sounds like a Who's Who of early FM rock radio, including ABC FM VP Allen Shaw, 'DVE PD Dwight Douglas, WDAI-FM/Chicago PD Bo Wood, and KLOS/Los Angeles PD Denton Marr.



A two-hour weekly program of New Age/Spacemusic

The ultimate upper demo prog a fresh innovative cume builde

As mentioned in R&R's AOR column, 3/8 Consultant John Sebastian: "Recommending this show to my client stations"

CONTACT FRANK FOREST, (415) 388-0622

R&R FRIDAY, MARCH 22, 1985/35

ADULT/CONTEMPORARY

RON RODRIGUES

WTIC: Happy 60th

"This service has been installed purely and simply as a new means of publicity. It is a method by which we are able to come into close personal relationship with the public. The hope and constant aim of this station will be to earn the goodwill, friendship, and confidence of those who hear us."

— Travelers Insurance VP Walter Cowles February 10, 1925; 7:45pm

With those words, WTIC/Hartford forged an information and entertainment bond with its Southern New England neighbors that's still strong 60 years later. This week's column and pictorial display spotlight this legendary station and tell how WTIC became such a market fixture.

WTIC's calls are an abbreviation for the Travelers Insurance Company. In those days many institutional firms used radio as a means of community service. While some hoped to sell more recivers, others, like the Travelers' Walter Cowles, saw radio as a marketing tool — a way of selling more policies. Thus, in 1925, twin towers were erected on top of the company building, and the 500-watt station was on the air.

The Roaring '20s

WTIC's early programming represented a rainbow of entertainment forms. The music, all of it live, included symphonies, string quartets, brass bands, and vocalists. Until the advent of prerecorded music, the station employed staff musicians. A year and a half after going on the air, the station became a charter affiliate of NBC (to which it still belongs), and the classic era of dinner dances, breakfast shows, and network sports began. With its large staff and announcers, the outlet was able to feed the network with many programs. By the end of the decade, the station increased its power to 50,000 watts and could be heard all around the



AIRBORNE AIRWAYES — The station broadcast live from this plane in 1926, the first outlet to do so. It featured the voice of Connecticut Governor John Trumbull (above) and aircraft builder Igor Silvorsky.



HIGH DRAMA — One of the station's proudest accomplishments was providing quality dramatic shows. Beginning in 1931 and lasting for a decade, WTIC Playhouse was heard as a Wednesday matinee and Friday night favorite, and featured actors who went on to national prominence. Shown flanking director Guy Hellhound (serving cake) are Michael O'Shea and Ed Begley.

Generating Revenue

In 1930 WTIC issued its first rate card, which included an effective message:

"Station WTIC ... the most powerful station in the Northeastern states ... offers a range of coverage that only a chain of several stations could rival."

The facility fed that power with a prodigious amount of local programming. Its hallmark production was "The WTIC Playhouse." The playhouse assemblage included Ed Begley, Gertrude Warner, Louis Nye, and Jan Miner (better known as "Madge the Manicuriett")

The station's ability to weather a crisis was put to the test in 1936 when the Connecticut River rose to nearly 38 feet. WTIC responded by providing 'round the clock crisis coverage. The station had no news department, so employees from other areas filled in.

Complete Coverage

By 1940, with its growing community influence (as well as a



BOXING BATTLE — Heavyweight champions Jack Dempsey (on the left) and Max Baer overshadow WTIC chief announcer Paul Lucas in 1931.

brewing world war), WTIC had established a formal news staff. A few years later, it promoted one of its popular staff announcers, Bob



Bob Steele

Steele, into the morning time slot. Steele, an ex-pro boxer, motorcycle enthusiast, Hollywood stunt rider, KGFJ/Los Angeles race announcer and avid radio fan, arrived at the station in '36. His show is now in its 43rd year.

Popular prerecorded music became a staple in the '40s. Nat King Cole, Peggy Lee, Frank Sinatra. Tony Bennett, and Dean Martin were among the top artists of the era and staples of the station's music programming. Even then, 'TIC was the center of New England record promotion efforts.

Televison Impact

Until well into the fifties, WTIC featured true variety programming. But the country was becoming enamored with television, and network radio's influence was shrinking. The outlet responded by introducing more local items such as talk shows and increased its commitment toward play-by-play sports. By the early '60s, the company itself was operating a

company user was operating a TV and an FM station. Hartford developer David Chase purchased the AM and FM from Travelers in the early '70s. The Ten-Eighty Corporation was formed (corresponding to WTIC's dial position) and programming on the FM was eventually switched to CHR.

Continued on Page 37



ORCHESTRAL MANEUVERS — During WTIC's early years, all music had to be performed live — "mechanical" (prerecorded) performances were not per smitted. Above, 13 "syncopators" tune up for conductor Norman Cloudier in one of the station's gargantuan studios, circa 1929. They were called the "Merry Madcaps."



STATE OF THE ART — Today, WTIC and its FM partner broadcast from one of the most advanced and impressive studio setups in the country. Except for the headphone cord, note the lack of exposed wiring. Televison screens monitor newswires and security areas.

ADULT/CONTEMPORARY

WTIC: Happy 60th

Continued from Page 36

The Classic Mold

Today, 60 years after hitting the air, WTIC has managed to do something only a handful of radio stations ever get to do — become an institution. Newspapers can do that; so can a large company. But radio often can't because shifting audience tastes can force changes in station formats and identities.

Although it reports to R&R's A/C section, WTIC belies a singular format designation. It's among a shrinking but valid breed of stations that still program in the classic full-service mold: news, sports, music, talk, and community service programming.

Hats off to President/GM Perry Ury, Sr. VP Tom Barsanti, PD Phil Hall, Bob Steele, and the entire WTIC team for 60 years of great radio — and my wishes for 60 more!



WOMEN'S SPOTLIGHT — Jean Colbert hosted WTIC's first program aimed directly at women. For more than 25 years, Jean interviewed many internationally-known personalities such as Eleanor Roosevelt, shown here in 1947.

Many thanks to WTIC for providing the historical photos. Editorial material was derived from the book "WTIC Radio To Remember," published by the station.



MANNERLY BEHAVIOR — One of WTIC's most popular programs was geared toward Hartford's youth. "Mind Your Manners" was a young people's panel show hosted by Allen Ludden. Honored with a Peabody award, the show was also fed to NBC. Ludden, of course, went on to host television's popular "Password" game show.



CONTEST CRAZE — Perhaps America's first quiz show got its start on WTiC in 1927. It was the forerunner to a show called the "Quiz Of Two Cities," which pitted four Hartford contestants against four others by remote from nearby New Haven.



ROCK AND ROLL ROOTS — In 1946 the station featured one of rock 'n roll's forefathers when it broadcast the Downhomers in a live concert. Later that year Bill Haley (I) would leave this group to form the Comets. Also shown are Shorty Cook, Lloyd Cornell, Guy Campbell, and Bob Mason.

PROGRESS

Linda Peterson rejoins WOMC/Detroit as Promotions Director

KKLT/Phoenix MD Anita Carilsie
moves into promotions, and is replaced
by Roger Thomas from KPPL/Denver

Bonnie Knox named MD at KEZR/
San Jose, succeeding Steve Davis,
who transfers to Asst. PD post

New A/C WMET/Chicago picks up
April Malinverni Pezzolia as press/
publicity contact. Also in place at the
Chicago station are Cat Simon in
mornings and Stu Collins in PM drive.

San Diego veteran Shotgun Tom Kelly joins KBEST/San Diego for its weekend oldies show ... KKLT/Phoenix VP/GM Johnny Andrews named 1985's "Boss Of The Year" from the American Business Women's Association ... Several changes at WOMC/Detroit, as evening personality Carey Carlson moves to afternoon drive, Paul Russell comes in as on-air/Production Director from crosstown WNIC, and Gary O'Grlen joins for

weekends . . . Sconnix's new WMXJ/Ft. Lauderdale lineup features Steve Cochran in mornings, John Ogle ND, Andrea Vincent in afternoons, and Beau Danlels evenings . . . KCNR/Portland morning man Jim Donovan has been signed to cable TV's "Portland Pursuits."

Molly O'Brien joins KHOW/Denver from WEBE/Westport, CT . . . Janine Wolf moves to KHTZ/Los Angeles for weekend duty from neighboring KHJ

... David Reaves named CE at WASH/Washington ... Steve Wexler is the new PM drive announcer at WISN/MII/waukee from crosstown WTMJ & WKTI. Also at WISN, Sports Director Bob Bach wins Northwest Broadcast News award for his report on former Brewers manager Rene Lachemann ... Congratulations to KLSI/Kansas City GM Stephen Dinkel, who was named Sandusky GM of the Year ... Kathy Paraventt is now part of the wakeup learn hosted by Jim



Harper at WNIC/Detroit.

Happy tenth anniversary to Mike St. John's Saturday night oldies show, now on WMGK/Philadelphia. Ottawa's first man/woman morning team, John Harada and Mary Anne Carpetier, has joined CFGO... New arrivals to KMGC/Dallas include Dave Lankford from WMGK/Philadelphia. Bill Mcford from WMGK/Philadelphia. Bill Mcford from WMGK/Philadelphia. Bill Mcford from WMGK/Philadelphia.

Quage (WCII/LoulsvIIIe) as ND, Bob DeLancey (KOMA/Oklahoma City) in mid-mornings, and Dan Lopez in midatermoons. Troy Davis comes aboard as meterologist.

WBOW/Terre Haute's new PD is former PM drive personality Steve Curtis. Now doing afternoons is Shawn Murphy from crosstown WPFR WAHR/Huntsville adds Erica Lane as morning news anchor from crosstown . Dick Elliott joins WEZS/ Richmond for middays from WXKWI Allentown . . . Lineup at KSMG/San Antonio begins with Dave Hutchinson mornings. Jerry Dennis and Tequila Duru morning news, J.J. Rodriguez middays, PD Trey Ware afternoons, Gale Storm afternoon news, Scott Michaels evenings, and Dave Allen Ronni Richards overnights . . . segues to KWIZ-FM/Santa Ana from sister AM KWIZ, where Oogle Pringle now handles morning drive

KRMG/Tulsa welcomes Dale Forbis

as ND. Also at KRMG, Stephanie Chase, formerly of KTOK/Oklahoma City, covers middays... Jay Donovan leaves his on-air and MD post at WTNY/Watertown; PD George Neher assumes the music duties... Jill Finnle takes over PM drive news at WTON/Staunton, VA... KMGG/Santa Barbara welcomes Jeffrey Martin for weekends from KZTR/Ventura... WEBI/Sanford, ME ND Jeff Lyons moves to the same position at WCFR/Springfield, VT.

Karol Abrams named chief meterologist at WCIL/Carbondale . . . Joe Barl is-the new programmer at KMCQ/The Dalles, OR . . . KOAW/Ruldoso, NM has signed back on after a three-week dark period . . The stork stopped at the house of WLHT/Grand Rapids morning man Ken Bass and wife Dene, presenting son Jaron. And at WWPA/WIlliamsport, air personality Bob Evans and wife Denna are proud parents of twin sons Kirk and Kyle.



EASY LISTENING RADIO

GAIL MITCHELL

FIRST IN 47-YEAR HISTORY

Female Announcer Joins KFAC

FM/Los Angeles has rolled out the welcome mat for its first female announcer Lynne Warfel. Upon making the announcement, VP/ Programming Director Carl Princi said, "For a long time I've wanted a female on staff. Believe it or not, an opening never existed. I feel fortunate to have a woman who can project the vocal quality, sincerity, and warm personality I was seeking." Warfel, who describes classical music as "a part of who I am." will host several weekend programs, including "Command Performance," "Invitation To The Dance," and "The Classic Experience."

KRDO Goes Live With Hoffman



John Hoffman

Moving away from its all-computerized operation, KRDO/Colorado Springs has enlisted John Hoffman as the 6am-noon personality. Late of KOSI/Denver, where he was morning weekend announcer and assistant to the production/promotion coordinators, Hoffman held on-air duties at KUMU-AM & FM/Honolulu and Denver outlets KLIR and KRKS, plus the PD helm at WSCW/South Charleston, WV.

In other Easy Listening station activity:

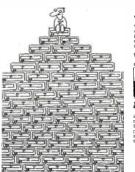
KTRH/Houston Sports Director Jerry Trupiano and former Oilers quarterback/KHOU-TV/Houston journalist Gifford Nielsen team as play-by-play and color announcers for the Oilers Football Radio Network. Network's flagship station is KODA.

• KOIT/San Francisco News and Public Affairs Director Wayne Jordan wins two more awards: UPI Broadcasters of California Award for Class II Radio Best Documentary and CAPTRA (California Associated Press TV and Radio Assoc.)'s Class II Radio, Best Editorial.

(a)

Lynne Warfel

Sitting On Top Of The (Radio) World



YOU SOLOW A WISSING WIND YOU MEAN OUR.
When you buy WILPW-102, you buy a winner.
WILP is the number one radio station in Balbimore, with the largest issening audience of any station in rown. 570:00 potential customers listen to and enjoy WILP...malding it a powerful vehicle for your advertisting message.

Two strauour Years or university to show the Williams has uncreased consistently and dimensionly for the past 6 bools in a row war will be university to the past 6 bools in a row support of the pa

WLF is the finitest growing station in the market with 1500 new listeners tuning in every week. ...in addition to our friends who already listen. Imagine 1500 new potential customers hearing your message ever single week! No other station in sown gives you

rary station by batter than if and. What is a new more theretizing it that we only rare one third the spots on WLF dan use rars on the other station. Kep up the good storift good storift can be rare on the other station. Kep up the good storift will be successfully captured all these of the most important demonsplay, or calls. We're number one most important demonsplays calls. We're number one



Fresh from the success of its "Life Around Baltimore" calendar promotion and fall ratings results, WLIF mailed out the above brochure to thank advertisers and others for "helping us stay on top."

PROGRAMMING NOTES

Programming syndicator KalaMusic has added a new format to its line-up: Jon Holiday's "The Big Bands," which is already in place at KBLS/Santa Barbara, WFIW/Fairfield, IL, and WQLR/Kalamazoo (Saturdays 8pmmid), among others. According to Hollday and KalaMusic President Stephen Trivers, this is not a nostalgia format, but an "innovative Swing Music format" whose superior sound quality is designed for use on both FM stereo and AM radio. Direct inquiries to (616) 385-5110. In other news, WJIM-FM/ Lansing has signed up for KalaMusic's Easy Listening offering . . . Independently-programmed KCTC/Sacramento and Bonneville Broadcasting System have entered into a multi-year consulting agreement.

Yet another new nostalgia service is being distributed by Advanced Broadcast Management, Inc. "Bands of Gold" features 200+ hours of music,



4000+ selections, and on-site installation by producer Ev Wren. Contact Joey Levin at (202) 783-8429. Former Philedelphia personality (WWD8 and WFLN+FM) Frank Ford purchases crosstown Classical outlet WFLN-AM for under \$1 million, pending FCC approval. No word on whether format will change. The calls will and a July 1 airdate is the target ... KRCK-FMI/Port.



CASHING IN — Barbra Brown became an instant WZEZ (EZ93)/Nashville cash winner when she gave afternoon personality Gary Moss the correct jackpot amount. Now \$1289 richer, Brown is pictured with Moss (r) and GM Harry Stephenson (f).

land has officially become KYTE-FM
... Neighboring WPEN introad Wednesday PM feature "Great Stars, Great
Songs, Great Showtunes" on Andy
Hopklins's show ... WATT/Chicago
PD/air personality Eddle Hubbard devoted a recent show to seven Song-

writers Gulid members (including Bobby Troup, Sammy Fain, and Jay Livingston) direct from the Beverly Hilton.

WBBG/Clevelar

WBBG/Cleveland rang in St. Patrick's Day at its Big Band Brunch prior to the city's downtown parade, with entertainment by Harry Hershey & the WBBG Big Band. AM host Tom Armstrong emceed . . . WPEN/ Philadelphia sponsored second annual live six-hour radiothon on behalf of Leukemia Society of America. Walter Jay and the station's Big Band were also on hand for event's dance remote ... WYLF/Rochester's sec-ond annual Winter Dance featured the Count Basie Orchestra. All 3000 tix were given away free . . . Terry McElligott, a CHFI/Toronto personality, rode a 100 km course with a local snowmobile club to benefit the Easter Seals Society . . . CFMS/Victoria, B.C.'s Good Samaritan Fund donated money toward a demand pacemaker for use at Vancouver's Childrens Hospital . . . Prompted by the success of the second television turn-off campaign, done in conjunction with the local public library, WRCQ/Farmington, CT is broadcasting a series of old radio shows, including "Dragnet," "The Green Hornet," "Gunarnoke," and 'Have Gun Will Travel.'

Big Band Swings Into Danbury



Drew Wilde

"There has certainly been a gap in the market... and we intend to fill it with this Big Band-oriented format." So says Drew Wilder, GM of Ridgefield (Danbury), CT's newest radio station WREF.



Barbara Weitz

Pegged as "adult radio," WREF kicked on March 15. Besides its Big Band music commitment, the station plans to concentrate heavily on local news, sports, and weather. Wilder, who previously worked



Ted Eastwood at WSPD/Toledo and WHYN/ Springfield, MA, joins Sales Manager Barbara Weitz (from sister outlet WGCH/Greenwich, CT) and News Director Ted Eastwood (formerly

WDJZ/Bridgeport's ND).

38/R&R FRIDAY, MARCH 22, 1985





LON HELTON

CRS RECAP

The Future Is Bright

While reflecting on the Country Radio Seminar, my first thought was, to paraphrase Will Rogers, Country's "death" has been greatly exaggerated. I don't think I've ever come away with a more positive feeling about this format's future. I'm not ignoring the facts as they've been laid out. Certainly, ratings and sales are down by varying degrees, the full measure of which depends upon who you're talking to. I'm most optimistic about the people we have on the radio and record sides who are answering the

For starters, tremendous progress was made when both sides acknowledged that not only was there a problem but that the solution had to come from a combined effort. The candor of those addressing the problem was also refreshing. It was a real treat to hear radio and record people discussing their common problems and solutions in

Although many had paid lipservice to competing in the general marketplace over the last few years, this was the year that full realization set in. The attendees attitude was extremely positive. Ultimately, our deep belief in the format and the music are what make us strong. While we haven't exactly been pulling in opposite directions in the past, we certainly haven't been pulling together. It's hoped a sense of oneness will emerge, and we'll regain sales and ratings strength.

This was best pointed out during the opening address by R&R Publisher Dwight Case. He reminded Country radio people that they made the Urban Cowboy fad - not the other way around. It was Country radio that got behind the movie, boots, clothes, nightclubs, and lifestyle to make it important. How far do you think those things would have gotten if Country radio had ignored them? The success can be duplicated. Country just needs a focal point.

How'd It Go?

The number one question has been "What'd ya think of the seminar?" That's one of the toughest questions to answer because every one comes away with differing opinions as to how "good" a panel was. Again this year, the panels' strength laid in their diversity.

One constant complaint has been the lack of specific answers to identifiable problems, especially in terms of teaching the basics. This and concentration. Both the panelists and audience outlined in detail what the successful personality must do to win.

MIPS

The Music Industry Professional Seminars were back for their second year and proved extremely successful. Here again the panelists' candor resulted in hard information being passed along. One promoter said he never wanted his act to be at risk and that his job was to "pass the risk along to other people." Jimmy Bowen ended his panel with a call for a "new deal" between radio and records. (See Jimmy's comments in the accom panying sidebar.) Another MIPS

panel discussed country music's

role on television. Although the

panelists occasionally got bogged

down on the relative worth of re-

search, it was fascinating to see

how those in another medium per-

Continued on Page 40



"Programming Answer Man" panelists: (I-r) Alan Furst, Bill Gamble, and J.D.

year there seemed to be more specific answers to problems than in years past. During the "Program-ming Answer Man" panel, the guests handled a number of nuts and bolts questions dealing with the daily problems facing PDs and MDs. While no one jumped up to say exactly how many records were in his oldie library, musical rotations and systems were discussed in detail. Other comments dealt with the addition of talk programs, use of jingles, and the future role of talent - especially in mornings.

It was nice to see the return of the personalities' panel. "What Goes On Before The Mike's On"

"Survey Says . . ." panelists: (I-r) Rick Blackburn, Jim Foglesong, and Joe

SURVEY SAYS . . . **Examining Question #17**

Survey question number 17 reads: "Do you feel trade charts accurately represent the true strengths of records?" Of the 225 respondents 36% said yes and 61% answered no. At the seminar, panel moderator Don Langford asked me what I thought those stats meant. I felt the answer should also appear here because on the surface the numbers are disturbing.

As far as I'm concerned, the onus is on radio. When I do the R&R Country charts, my job is to reflect what you are telling me about how records are doing in your market. If you don't believe the printed information, it means you don't believe what you've reported to me. That means you're lying to me when you phone in your report. As the computer boys say, "Garbage in, garbage out."

Billboard's Don Kaemerer responded this way:

"We're very serious and spend a great deal of time when putting together our panel of radio reporters. We hope they are taking a whole lot of time to report back to us what is happening in their respective marketplaces.

The Bottom Line

To put it bluntly, reporters who are so affected by hype and pressure that they distort reality help no one and hurt everyone. What we want to do is accurately represent how a record is doing where it's being played. Every record you play is a calculated risk. We want to

Continued on Page 40

CRS Scholarship



Not only is the Country Radio Seminar the most educational gathering around, it's also a benefactor to deserving college broadcasting students. Each year scholarships are presented to students selected through an applications process.

Above, Lisa Stevens receives a heck for \$1000 provided by the Country Radio Broadcasters. Presenting her with the stipend is KNIM/Maryville, MO GM Steve Mickelson. Looking on is Ellen Mothershead, Director/Student Financial Aid at Northwest Missouri States University, where Lisa is a junior broadcast major.

For more information, contact the CRB at (615) 327-4488 or Tom Philips c/o KRMD/Shreveport

MCA'S JIMMY BOWEN

Radio And Records: The "New Deal"

MCA President and panel moderator Jimmy Bowen closed "The Deal Makers" with the following commen-

I hope we can make a new deal in country music. I would like to see the record companies and radio get back in business directly with one another. I would like to see record companies quit lying to you. I pledge to you that MCA personnel will tell you the truth about any record you ask them. They will not give you phony sales figures or phony radio reports to try and get you to play a record. I would rather they cop out and say, "Please add this record, my job's at stake!"

Anything except lie to you. Promoters must quit giving you misin-



Jimmy Bowen

formation so your programming

can be better and stronger.

In the new deal, I ask that you don't play records because it says "Artist X." Hear the music. If it's good enough for your station, play it. If it isn't, don't send the false signal back to the artists that they're doing good music when they're not. If they send you the wrong music, reject it. They'll fix it; they want to stay in this business. We want to stay in this business. I've seen article after article in the last two months on how country music is dying. I came here (Nashville) seven years ago, before the Urban Cowboy explosion, when it became hip to be country. That's gone now. A lot of stations which ran to Country have run to something else. They're hunting to be a winner. We haven't lost that many Country radio stations that were serious Country radio stations

Yes, there is confusion. Is it "too or is it not country enough? But that's not bad, it's Continued on Page 40



R&R FRIDAY, MARCH 22, 1985/39

COUNTRY

HAVE YOU **HEARD?**

Former KSOP/Salt Laka City MD Wade Jessen - who had reportedly joined the Army - has instead surfaced as PD/MD at KNEU/Roosevelt, UT Jim Dooley joins WPAP/Panama City as PD and names Bill Russell MD New MDs include Andy Carr at KVEG/Las Vegas and Liz Davis at WRNL/Richmond, Also at KVEG, J.C. Simon comes aboard for evenings Getching up on the talent changes during the past couple weeks: Millle Doty moves from late-nights at WDSY/Pittsburgh to evenings, and parttimer Mal Palmore shifts into 10om-2am Larry Conley moves from parttime to all-nights at WKSJ/Mobile . . . Rhett Walker crosses town from WEZI/Miaml to afternoons at WKQS . . . Former WGAR/Cleveland staffer Josh Tvler is now doing mornings at KGHL/ Billings . . . Ron Bee leaves WSYR/ Syracuse for mornings at neighboring WSEN-AM & FM . . . Jay Hamilton re-turns to KMPS-FM/Seattle for an airshift . . . Don't forget to let me know what you have heard!

The Future Is Bright

Continued from Page 39

ceive the music and artists who are the lifeblood of Country radio. Joe Cates pointed out the extreme case of Johnny Cash, who hasn't had a giant record in years. But he is still one of the networks' top choices to star in their specials. The presence of an "A" list of country performers was also acknowledged. The "A" females were Dolly, Crystal Gayle, and Barbara Mandrell.

Survey Says

Another CRS panel presented the results of a survey answered by PDs and MDs. Those findings are reprinted elsewhere in this section, while the answer to one particular question is detailed in a specific answer on the first Country page.

Following researcher Rob Balon's presentation, the discussion focused on what the radio and record industries could do to help each other. Label representatives Rick Blackburn/CBS, Jim Fogelsong/Capitol, Joe Galante/RCA, and Jim Ed Norman/WB talked about where the music is headed. They were very candid - outspok-en, in fact - as to the direction in which they're moving. Both CBS

and RCA are conducting extensive consumer research, determining the tastes of those buying their product and gearing label efforts toward them. Neither company is happy when they put out a piece of product that a PD or MD will label as "too country" or "too pop' without giving the audience a chance to decide for themselves. In the future these labels are going to be releasing product aimed at the country consumer. If Country radio wants to play it, fine; if not, fine. The question is what happens to Country radio once non-selling artists (a group which may include legends who appeal most to our core) are gone?

The Old Scotchman

For those of you who didn't hear the closing address by Gordon McLendon, you really missed something. He began with a history lesson, which dated back to Davy Crockett and segued smoothly into his exploits with Dizzy Dean. The weekend's funniest moments were Gordon's reading of a memo from a particularly irascible employer. Gordon wrapped up his talk by ask-"whatever happened to" a number of radio idioms. Those idioms sounded an awful lot like topics that used to be referred to as "the basics." He made a lot of people think about what they were putting on the radio today. A special thanks to him for talking to us.

Attendance

About the only negative was the sparse attendance at many of the panels. It was ironic that 75 people had to wait for a lunch seat on Friday, but relatively few of the ses sions were packed. As a matter of fact, I don't recall ever seeing fewer people in attendance than at the two opening addresses (Friday and Saturday) or at the closing. Too bad. You missed some quality people.

Next week I'll complete the CRS wrap-up by presenting some of the panelists' more poignant quotes. For those of you who've had your curiosity piqued, you can order tapes of the various sessions through Beaverwood Studio, 133 Walton Ferry Rd., Hendersonville, TN 37075; (615) 824-2820.

Survey

Continued from Page 39

take as much of the risk out of your selections as possible. We can't do it if you give us BS. Read what Jimmy Bowen has to say about distorting the truth. He makes a great point about sending the wrong signals back to the record companies. If you falsely tell the trades a record is a hit, it tells the record companies the same thing. It tells the labels they're providing the music you want and need to be competitive with the other stations in your market.

Ultimately, radio hurts itself by lying to the trades. Nobody knows better than you what's going on in your market. Make sure to give it to me straight. Besides the labels, the other 2565 Country stations are depending on you for accurate information. Don't you owe it to the industry? Don't you owe it to yourselves?

Bowen

Continued from page 39

good! It's good I can't get a number one record because six stations won't play George Strait because he's too country. Remember, on the other end of the spectrum, they won't play Lee Greenwood on a different (set of) six stations 'cause he's not country enough.

Herein lies our problem: It's your radio station. It's your marketplace. What I ask of you is to do your own programming for your own marketplace. Don't let my people tell you where to move a record and don't let an independent tell you how to move it. Don't let anybody tell you what your damn #1 record is in your market. You do that! You tell Billboard and R&R. When you report your playlist to trades, tell them the truth. If you don't, you're going to send a false signal back to the others who make the music. You're going to tell us that it's number one when it's not really right on for your market, it's not right for today. We have number one singles today that sell 80-90,000 gross with a 40, 50, or 60% return factor! If they're not hits, let's not tell each other they are! If we do, we'll destroy each other in the end. If we don't give you good music, don't play it.

It's the obligation of the labels in country music to spend more money on your product. I'll take it on the hard end 'cause I spend the most. But when an artist puts his or her life in my hands you'll find I care as much as anybody you'll ever work with in the studio. I can't quit 'til I've made them the best 30 minutes of music I possibly can. If that costs a little more money, then let's not put a stand-up (promotional item) in the store. Let's cut out something else if need be. The music will save you and the music will save me, if we take care of it first. Keep in mind that it's records and radio that has to come together and solve this.

Your Country's

Music Country Radio Network puts your listeners on the line with their favorite country music stars.

Music Country Radio Network has it all! The winning mix of country music and information, with call-in conversations between your listeners and country mu-sic's biggest stars...all live from Music City! With Music Country Radio Network, you'll have

quality programming all night long at lower cost. Your nights will be more sell-able, your profits greater, so see us at Country Music Radio Seminar XVI, March 7-9, 1985, at the Opryland Hotel in Nashville. We'll be looking for you in Suite 4101 with full _ information.

Music Country Radio Network _ ... the only program

of its kind and the only to be in the country

For more information, contact Jeff Lyman at (\$15) 889-8595.





BEAVERWOOD STUDIOS has tapes of all the Country Radio Seminar and MIPS sessions. Included are the opening addresses of Dwight Case and Bill Stakelin plus the closing remarks of broadcasting legend Gordon McLendon.

> For more information call (615) 824-2820





133 Walton Ferry Rd., Hendersonville, TN 37075

Hello, hello . . .
Testing . . . 1,2,3,4 . .
Testing . . .
Testing . . .



"Don't Call It Love"

(Call it a smash!)

Dolly Parton

R&R 9 BB 14 CB 18

"Dolly's new single 'Don't Call It Love' is one of our highest testing records in our callout research. Dolly's strongest testing demo with us is male and female, 32-41. 'Don't Call It Love,' call it a hit in Sacramento."

DON LANGFORD KRAK/PROGRAM DIR.

"The Dolly Parton single 'Don't Call It Love' is happening for us in San Diego. In our callout research, she continues to perform well in our key demos, especially female, 25 to 35. This is another solid hit for Dolly."

MIKE SHEPARD KSON/PROG. DIR.

"' 'Don't Call It Love' shows total acceptance in all demos. This record shows amazing strength for the St. Louis market."

MIKE OAKES WIL/PD

"The tempo is just right for the winter/spring season in Chicago, and the song is testing well in both 25-34 and 35 + demographic cells, male and female. The song has a stong sales base early in the life of the record."

LEE LOGAN WUSN/PROG. DIR.

RСЛ



NASHVILLE THIS WEEK

SHARON ALLEN

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ANNE MURRAY ®
THE WHITES

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

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Lee Greenwood was asked to record PSAs reminding taxpayers of the April 15 filing deadline. Now think about it . . . If you had to pick a Lee Greenwood song to use in PSAs for the IRIS, wouldn't it have been just t-o-o-o tempting to pick "I.O.U." or maybe even

"Fool's Gold?" Lee, however (after a chuckle or two), decided to use "Somebody's Gonna Love You."

Bits & Pieces: Just want to remind you that the"Barbara Walters Special" including the interview with Barbara Mandrell is scheduled to air March 25 just preceding the Academy Awards on ABC television . . . Hank Williams Jr.'s "Man Of Steel" LP was just certified gold by the R.I.A.A... Charlie Daniels Band's Volunteer Jam XII is scheduled for February 1, 1986, at Nashville's Municipal Auditorium. Since tickets traditionally sell out in advance, and the 1986 tickets have been limited to six per order, you may want to make arrangements early. Contact: CentraTik at 210 25th Ave. N., Nashville, TN 37203.

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Here are the results from the 232 responses:

- 1. With regard to the direction of Country music, circle the letter of the statement you believe is most accurate.
- 44%a) Radio influences the music being pro-
- 13%b) Record company promotion departments tell radio what to play.
- 40%c) Producers make the kinds of records they want.
- 2. As a radio station, how much influence do you feel you have in determining the direction of music produced in Nashville?

A lot 117. Some 567. None 337.

3. How much influence do you think you should have?

A lot 31% Some 65% None 3%

4. Do you think Nashville record labels — majors and independents — are developing enough new artists?

Yes 67% No 32%

5. Do you feel a responsibility to help labels break new artists by playing those new artists with quality product?

Yes 74% No 25%

- 6. Regarding your playlist:
 - a) How many records receive numbers?
 - b) How many extras do you have?

41-50

- c) How many adds?
- d) Total current records each week:

Regarding rotations:

- a) How many records are in your "Heavy" rotation?
- b) How many records are in your "Medium" rotation?
- c) How many records are in your "Light" rotation?

d) Total:

31-40

- 8. How many recurrents do you play?
- 9. At your station, what people have input into the records you add?

GM___PD_1/7,MD___PD/MD_4/7

10. Who determines the chart numbers?

GM_____PD_197. MD 567. Jocks____

11. Who determines the rotations?

GM PD 427 MD 217 PD/MD 32%

12. How much influence do promotion people have over the records added at your station?

A lot 47. Some 637. None 337.

13. How much influence do promotion people have regarding your stations chart numbers?

A lot / 7. Some 277. None 717.

14. How much influence do promotion people have regarding your stations rotations?

A lot / 7. Some 8 7. None 9/7.

15. On what kinds of input do you rely?

Call-out research:

A lot 177. Some 377. None 427.

Local Record sales:
A lot /97. Some 657. None 137.

Requests:

Requests:
A lot 307. Some 637. None 67.
In store surveys:

In store surveys:
A lot 87 Some 367 None 577

16. Does your station utilize the services of a consultant?

Yes 317. No 697.

If yes, how much influence do they exert on your playlist?

A lot 37. Some 147. None 247.

17. Do you feel trade charts accurately represent the true strengths of records?

Yes 367. No 617.

18. Here are four major trade publications. How much do you use their respective information when doing your music?

Billhoard:

Billboard:
A lot **287**. Some **507**. None **227**.

A lot 27. Some /87. None 807.

Gavin:
A lot 13% Some 25% None 62%

Radio & Records:
A lot 567. Some 367. None 87.

19. Have you ever felt threatened or pressured to "play ball" with a record label?

Yes 387. No 627.

- 20. How many records a week do you receive? 21-30
- 21. How many records a week do you listen to?
- 22. Country record sales are down. Do you feel any responsibility in aiding their recovery?

Yes 70% No 29%.

23. Your position:

PD 5576MD 287. PD/MD 1676

227 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 1

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BLACK/URBAN

WALTLOVE

WWWS Fights Famine With Radiothon

WWWS (107FM)/Saginaw, MI cosponsored a radiothon fundraiser for the Ethiopian African Famine Relief Fund with the Saginaw Black Panhellenic Council. For 48 hours Music Director David Rosas served alone as host, saying he had seen suffering African children on TV and wanted to do something to aid the victims. "It hurt me how the Ethiopian people and children are starving. Last year, five million children died of starvation in Africa," said Rosas, "and I'm a strong believer that without our children, what will the world come to?"

Rosas contacted musical celebrities to call in live during the radiothon and urge Saginaw residents to contribute funds. Rosas said he received calls from Billy Ocean, the Whispers, and the Fat Boys, to name a few.

The Radisson Inn Saginaw donated the use of its lobby as a live remote site for the radiothon's last eight hours. Many local residents drove to the hotel to make their contributions. In all WWWS helped raise \$13,906, breaking the station's goal of \$10,000.

Congratulations to Rosas, Terry Pruitt, who helped organize this event for WWWS, and their staff and management. It's nice to see so many people in broadcasting doing what they can to help alleviate this tragic situation. Displayed on this page is a brief pictorial of the event.



READY FOR THE WORLD HELPS RADIOTHON — Michigan's Ready For The World group also chipped in with a personal appearance, providing an autograph session for WWWS. Rosas is pictured at the far right.

A NOTE FROM THE EDITOR

A Question Of Priorities

I'm embarrassed! (For all of us.) Most people in Black/Urban Radio have roots that extend back to Africa. The vast majority of people working in other radio formats have no extended roots in Africa. Yet they have shown human compassion for our brothers and sisters who are dying of starvation by overwhelmingly adding and playing the USA For Africa single, while some radio industry Afro-Americans are boycotting the reporting of the record.

Yes, I know all about the various gripes. If the **National Black Network** was left out of satellite feed arrangements, then let's deal with the persons and organizations that let this oversight take place. But it was truly appalling hearing programmers say things like, "Everything certain black artists do is for CHR and A/C radio. Why should we do anything for them?"

The USA For Africa record does not help the artists in any way other than giving them the satisfaction of lending their talents to a project to help those in need. Refusing to air or report a song that can help save the lives of fellow human beings, for petty and spiteful reasons, is absurd. I guess you could call it "Personalities Before Principles." Come on — let's not live up to our backbiting stereotypes. Let's try "Principles Before Personalities."



A JOB WELL DONE — David Rosas (c) receives congratulations from (l) Bay City Mayor Tim Sullivan and (r) Saginaw Mayor Lawrence Crawford



KEEPING IT ALL IN THE FAMILY — Members of the FOXY 101 (WFXZ) airstaff joined WWWS in its fundraising efforts. From left, FOXY 101's Jim Billings, David Rosas; FOXY101's Duane Carver, and 107FM's Dante Toussaint. To show its sincerity, FOXY 101 simulcasted a portion of the radiothon.

IT'S THE MCWRIGHT THING TO DO — Saginaw City Councilman Carter McWright presented Rosas with a \$100 check to help the starving people in Africa.

Coming Next Week: Sean Ross shines the Black/Urban spotlight on the resurgent WGCI-FM/Chicago.

ACTION

As J.C. Floyd gets settled in as WQQK/Nashville PD, some changes are taking place at sister station WVOL. The longtime R&B legend moved to a Black ALC format early this month. That leaves WQQK pretty much alone as the only major Black/Urban outlet in the market.

As recently as 1979, both WJLB/Detroit and crosstorn WCHB were still using the "teen reporter" concept. One of those teen reporters was Donnie Simpson, who went on to become WKYS/Washington's PD. Now WJLB's James Alexander is returning to the city's high schools in search of "Strong Songs Teen Reporters," whose reports will be heard at right with Barbara "Taylor-Made" Taylor.

WJLB has also announced several staff additions. Former WDR0/Detroit arternoon jock Krls McClendon is handling production/weekend announcing duties. WDRQ Assist PD Lisa Orlando has also moved crosstown to WJLB as Promotions Manager. And former WYLD/New Orleans afternoon jock Tony Brown comes aboard for middays.

Chris James, who spent seven years with WDJY/Washington (and its predecessor WOOK), is now programming the Urban channel of Studioline's national cable music service. James's WDJY midday replacement is Bob Thomas, best known for his work on that city's WOL. Also at WDJY, J.J. Kane moves from evenings to morning drive. Kane last worked mornings in D.C. as Jim Randall on Country WMZO.

In other Capital news, WKYS/Washington sponsored a 24-hour danceathon for Easter Seals. "Capitain" Paul Porter will serve as Honorary Chairman for this year's campaign . KHYS/ Port Arthur-Beaumont is running an Easter food drive, charging two cans of food as admission to station events.

KSOL/San Francisco is still looking for a morning talent to replace the departing Lesile Stovall. Interested parties should call Marvin Robinson or Bernie Moody. And WVKO/Columbus PD K.C. Jones would like to hear from prospective news people.

There are positive and negative ways of emphasizing the amount of music your station plays. At times WZAKI Cleveland has imaged itself around playing four in a row. However, GSM Michael Hilber says the station recently sent a flyer to advertisers declaring, "At WZAK, 'Commercial-Free' are dirty words You'll never hear us promote commercial-free hours on WZAK because we believe that commercials are as important to our listeners as anything else we do . . . When you can't get your commercials aired because of another station's commercial-free policy, bring them to us.

According to McDonalds, there are more than 1000 gospel choirs in Southern California. Now the chain is inviting them to participate in a choir competition that will take place as part of "Gospel Fest "85." The winning choir will have an LP produced by Andrae Crouch, and all proceeds will be donated to the United Negro College Fund.

SHANNON

Her first single and album, "Let The Music Play," were CERTIFIED GOLD and netted her a Grammy nomination.

NOW HER NEW SINGLE FROM THE FORTHCOMING ALBUM, "DO YOU WANNA GET AWAY"

Also available on 12", 0-9689



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FREE SAMPLE ISSUE of radio's most popular humor service

For sample, write on station letterhead to: O'Liners 1237 Armacost Ave., Suite #6-R Los Angeles, CA 9002



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Highly Respected! Hilerious!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'...Just \$2,00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

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

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Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ade is Friday noon, two weeks in advance of publication date Marketplace ads are non-commissionable.

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RADIO & RECORDS 1930 Century Park West Los Angeles, Calif. 90067 (213) 553-4330

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You begged, you pleaded, you called but we did it any "WORST OF THE FUNNY BIZ VOL. 22" is now ready more packed pages of great horrid scopes, durn dates, an and more. This month only \$15 per paid CHEAP dollars. THE FUNNY BUISINESS

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FEATURES





Long Beach, CA 90801

*Indicate COUNTRY or CONTEMPORARY Form

Free Sample Of RADIO'S DAILY ON-AIR PREPARATION SERVICE

Airshift-ready music notes, star facts.

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One-Liners, Thoughts for the Day, Trivia. Short! Concise! Pithy! Packs a wallop. 13-week supply \$10.95 Send check to Dick Warner, P.O. Box 2585, Augusta, GA 30903 . . (404) 733-0642.

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We have the most complete Country Oldies library in the United States. We will record your station's library on state-of-the-art cart audio equipment for less than you can record them in-hous Call today for your sample cart and price quote.

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RADIO & RECORDS

OPPORTUNITIES

OPENINGS

NATIONAL

PM Drive Person. Top-40 market AM News/Talk station. Must be good generalist, well-read, quasi-controversial. Send resume, salary history, salary requirements and one-hour, unedited tape to Herb Karlitz, Burson-Marsteller/Entertainment Group, 866 Third Ave., NYC, NY 10022. An Equal Opportunity Employer. M/F/H/V



CHR format heard by 10 million people weekly seeks air personalities, strong on programming fundamentals for minimum 1 year contract. US citizens only. Live and work aboard the MV Communicator moored between England and Holland. Private cabin, full board, liberal travel benefits, 13 weeks of paid vacation per year. Rush cassette, tape and resume to: Music Media International, 341 Madison Ave., New York, NY 10017. EOE M/F

OPENINGS

Stecker-Thompson Associates

Is looking to fill program director, music director and air talent positions at client stations in medium and large markets. Country and A/C. Tape & resume to: Stecker-Thompson Associates. 8307 Meadow Fire, San Antonio, TX 78251. EOE

When the difference of a rating percentile means hundreds in revenue, contact the Sound Investment. Michael Aibl: (513) 621-2012 (3-15)

EAST

WFTQ/Worcester is looking for experienced newspeople for future openings. T&R: Mike Yardley, 19 Norwich St., MA 01608. EOE M/F (3-22)

Experienced newsperson wented for digging, writing & siring news. T&R: Stacey Hill, WFPG/WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401. (3-22)

NEW

Brand new hot East Coast FM. Will be #1 in an hour. ROCK-CHR. Can't tell you much more. Send cassette and resume quick! Before It's too late!!! To: RADIO P.O. Box 15058, Richmond, VA 23227. EOE M/F

Medium market New England A/C-Oldies station needs an nouncers. Production experience necessary. T&R: Karl Kroner, WARE, Box 210, Ware, MA 01082. EQE M/F (3-22)

Wanted: Engineer for fulltime airwork or announcer with engineering experience & experienced newsperson/announcer. T&R: WCLZ, Box FM99, Portland, ME Q4112. EQE M/F (3-22)

OPENINGS

Solid Western MD Country AM/FM needs experienced afternoon drive DJ with copy & production expertise, Call today! (301) 689-8871 (3-22)

Coast of ME, 50kw KISS 94FM, wants personalities, not announcers or beginners. T&R: Tim Moore, WKSQ, Box 9494, Ellsworth, 04605, EOE M/F (3:22)

Boston's MOYL-formatted WXKS AM is looking for two weekenders who can fill for weekday vacations. T&R: Bob Bittner, Box 128, Medford, MA 02155, EOE M/F (3-22)

Experienced newspeople wanted for future & swing shift openings. T&R's from NY/NJ metro area only. No beginners. Frank Cipalla, WJDM. 9 Caldwell Pl., Elizabeth, NJ 07201. EOE MF (3-22)

WALK FM 97.5 AM 1370

PRODUCTION DIRECTOR

WALK, Long Island's premier A/C station, needs experienced production director/copy writer. If you're a pro, who works well with people, has strong organizational skin and can handle deadlines, then send a tape and copy of your best work to: Sean Casey, PD, WALK-FWAM, P.O. Box 230, Patchogue, NY 11772. EOE MF

Sports announcer needed immediately for beautiful college town. Good salery & benefits. T&R: Sid Levine, WRSC, State College, PA 16803. EQE M/F (3-15)

Top-reted CHR is tooking for creative personalities. Have medium/major market experience. T&R: John Garry, Box 5944, Providence, RI 02903. EQE M/F (3-15)

Delightful living, great opportunity & good money for experienced angineer. R: Stacey Hill, WFPG/WIIN, 2707 Atlantic Ava., Atlantic City, NJ 08401. EQE M/F (3-15)

T&R: Curt Hansen, WEBE, Box 108, Westport, CT 06881. EQE M/F (3-15)

Morning manisc needed for fun summer at the beach! T&R: WWTR FM, Box 717, Ocean City, MD 21842. Calls OK. EOE M/F (3-15)

Q106/Claremont, NH, needs experienced weekend announcers. Don Thompson: (603) 542-7735, after 10 est (3-15)

Midday jock needed for 50,000 watt CHR FM in secoast City. T&R: Brian Phoenix, WJBQ, 583 Warren Ave., Portland, ME 04103, EOE M/F (3-15)

OPENINGS

Experienced person for middey at CHR. T&R: FM97, 252 N. Queen St., Lancaster, PA 17603. EQE M/F (3-15)

Like hunting, fishing & engineering? Opening near the Cenadian border for a chief engineer. R: Greg Jarrett. WEGP/WTMS, Box 1177, Presque Isle, ME 04769. EOE M/F (3-15)

Creative newspeople needed for all shifts at this medium market A/C powerhouse. C&R: John Stempin, WGNY, 8os 3591, Newburgh. NY 12550. EOE M/F (3-15)

Eastern AM MOYL station seeks GM with strong sales background, R: J.F. Kelly, Scott Broadcasting, 1054 Troy-Schenectady Rd., Latham, NY 12110, EOE M/F (3-15)

SOUTH

NO with personality needed for Houston A/C. Excellent opportunity with a growing broadcast group. T&R: Rich Stancato, KTUN, 121 1st St., Suite D, Hymble, TX 77338. EQE M/F (3:8)

WE NEED WINNERS

Our two radio stations are looking for stable people ready to work for a professional company in one of the fastest growing markets in Texas... We will pay better than average and even better bucks are available for pros who are ready to help us win. We need communicators for A/C and Country. Market currently around 215,000 and still growing. Tapes and resumes to George Franz, KTEM/KPLE, P.O. Box 1230, Temple, Texas 76503. EOE M/F

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NATIONAL is recognized as the leader in radio personnel placement. NATIONAL receives a constant flow of job openings in small, medium & major markets. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:



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OPPORTUNITIES

OPENINGS

WFMI FM, Lexington's hot CHR. is looking for a middey personality. Have big voice & strong production, T&R: Charlie Fox, 53 S. Mein St., Winchester, KY 40391. EOE M/F (3-22)

A/C is looking for an afternoon announcer. Start immediately! T&R: Devid Wilson, KOTN, 920 Commerce Rd., Pine Bluff, AR 71801. EOE M/F (3-22)



CHR PERSONALITIES!

Come to the beach in a rapidly growing market. New tower, new studios, growing stronger every day. Up, bright, maybe even outrageous, Send tage, photo, resume and salary requirements (no phone calls) to: Mary Russell, WKQB, P.O. Box 10164, Charleston, SC 29411.

Immediately looking for air personalities! We need people to replace automation. T&R: Stu Wright, WORG FM, Box 1386, Orangeburg, SC 29116. EOE M/F (3-22)

100,000 wart Charlotte area Country is now accepting applica-tions for full & partime openings. T&R: Alan Burgin, WFMX FM, 1117 Radio Rd., Stateville, NC 28677. EOE M/F

Need ASAP: Air talent with good production & big goals. We want winners. T&R: Jim Hays, KBWD, Box 290, Brownwood, TX 79604. EOE M/F (3-22)

Need mornings & take-charge Promotions Director for continuous Country in highly competitive TX medium market. T&R: Don Moore, KNFO, 1512 Lake Air, Weco, 76710. EOE M/F (3-22)

AGGRESSIVE SUNBELT PROPERTIES

Looking for an equally aggressive copywriter. The successful applicant will be experienced, organized and prepared to step into a position of great responsibility. If that sounds like you... write today! Females encouraged. To: Radio & Records, 1930 Century Park West, #957, Los Angeles, CA 90067, FOF

You know how to rock? Make me smile. Rio Grande Valley's hot rocker needed full & partime jocks yesterday. Michael Parker: (512) 350-9999 EOE M/F (3-15)

Opening for a ND/Sporta Director. T&R: WLCC, Box 387, Luray, VA 22835. EOE M/F (3-1)



100,000 watt top-rated CHR has News Director opening. Personality needed to complement morning show. Good pay for the right team player. T&R to: Bill McCown, WANS. 1421 Laurens Rd., IIF, Greenville, SC 29607, EOE M/F

WFOX

FOX 97, WFOX/Atlanta - Looking for high-profile, warm, fun morning person for uptempo A/C. If you've got an AM drive success story to tell in a medium to major market, we can offer top money plus great working conditions with one of the nation's best broadcast groups Tapes and resume (no calls) to: Dennis Winslow, Program Manager, 2000 Riveredge Parkway, Suite 797, Atlanta, GA. 30328



OPENINGS

WTON seeks afternoon news reporter/anchor. Females en-couraged, but all will be considered. T&R: Gary Smith, Box 1085, Staunton, VA 24401. EOE M/F (3-15)

Do you love the sun? Then come & sell for U/C WVIS FMI Must be aggressive & organized. Good potential for hard worker. R: J. Bahr, Box 487, St. Croix, VI 00840, EOE M/F (3-15)

An Administrative Secretary is needed at WINK/Ft. Myers. Must have excellent skills, be organized & detailed. R: Ber-bers Thomas, 8ox 1080, Ft. 33902. EOE M/F (3-15)

Gulf Coest FM going live! We need talent! Photo, T&R: Bobby Magic, WGCM, Box 1570, Gulfport, MS 39502. EOE M/F

Full & perttime personalities needed for 100kw CHR. Must have two years experience. Join e team you can grow with. T&R: Kelsey Scott, WHKW, Drawer 570, Fayette, AL 35555. EOE M/F (3-15)

Top-reted FM Country station looking for 7-midnight jock. T&R: Steve McNee, WUSQ, Box 2869, Winchester, VA 22601. EOE M/F (3-15)

Heart of TX CHR has an evening slot. One year experience necessary & females encouraged. T&R: Danny Austin, KTAW- FM, 3808 "B" Old College Rd., Bryan, 77801. EQE M/F (3-15)

MIDWEST

Warm & friendly announcers needed for pop A/C live sirshift or production, T&R: WZZY, Box 427, Winchester, IN 47394. EOE M/F (3-22)

KODS/Duluth needs an AOR morning person. Be creetive, enterteining & have good production, No beginners, T&R: Mite Heller, Box 6167, MN 55806. EOE M/F (3-22)

Omeha's premier AOR, Z92, needs a Production Director by April 5th. Must have extensive 4-track experience. T&R: Bruce McGregor, 11128 John Gelt BL, NB 88137. EOE M/F (3-22)

Rere immediate openingl Filling vecency by top-notch female communicator, Great benefits, T&R: Jey Bouley, WSPT, Box 247, Stevens Point, WI 54481. EOE M/F (3-8)

Morning airshift/Production Director needed with personality & creativity a must. C&R: Jeff Murphy, WWCT, 414 Hamilton Bl., Peoria, B. 61602. EOE M/F (3-22)

NEWS DIRECTOR

Female & male applications now being accepted for morning news position with the Twin Cities legendary CHR. Abilities must include credible news reporting, personable interaction with established morning team and to meet the challenge of frequent live appearances. Send cassette and resume to: Deve Anthony, KDWB, PO Box 19630, Twin Cities, MN 55119 EOE M/F No calls please.



ted: Fulltime day announcer for Dubuque's top-rated A/C nn, KAT FM. Must have two years experience. T&R: Denis ght, Box 688, IA 52001. EOE M/F (3-22)

WMEE/Ft. Wayne is accepting T&R's for future openings. John Curry, Box 6000, IN 46896. No calls. EOE M/F (3-22)

Litestyle newsperson needed for afternoons. Fernales encouraged. Writing sample, T&R: Al Setka, Y93 FM, Blamarck, ND 58502. EOE M/F (3-15)

nedlete openings for full & parttime CHR jocks. T&R: Mike er, KOFM, Box 14806, Oklahoma City, OK 73113, EOE



Mornings on Omaha radio are borrrrring! Let's do something about it! We need a hot CHR morning man or team to blow Omaha CHR morning man or team to brow otheria away. Must know how to entertain while playing a lot of music. Rush T&R to Jerry Dean, Program Director, KQKC+FM, Box 31777, Omaha, NB 68131....This is that dream morning gig you've always talked about...

OPENINGS

New 2500 wett KOGA is accepting T&R's for future jock pos-itions. Scott Hickenbottom, Box 509, Ogelels, NB 69153. EOE M/F (3-15)

WTMJ Radio 62

RARE OPPORTUNITY

To join one of the great full service A/Cs in America. WTMJ, Milwaukee is looking for an adult personality, good communicator to handle the overnight show. Send T&R to: Pat Rodgers

P.O. Box 620, Milwaukee WI 53201 FOF

FM108 has lost their morning man to WZOK! Work for a choice established market leader. T&R: Mark Potter, KFMW, Box 1330, Waterloo, IA 50704. No calls, EOE M/F (3-15)

Station manager, with three years experience, wanted new station in small market. Salary is \$20,000 plus in tives. Randall O'Grady: (614) \$42-2118 EOE M/F (3-15)

Cincinnati a nion in the use of clever. humorous production, seeks a Production Director. If



you feel you can continue a trad duction dazzle and improve upon it, send T&R only (no calls) to: Tom Owens, Program Director, WEBN, 2724 Erie Ave., Cincinnati, Ohio, 45208, E.O.F.

Top small market CNR is looking for morning talent. Good voice, production & creativity a must. T&R: KQCA, Box 6, Centon, MO 63435. EOE M/F (3-15)

Morning personality with good production needed for top-rated Country giant in MW. T&R: Mike Libbie, KWMT, 8ox 576, Ft. Dodge, IA 50501. (515) 576-7333 EOE M/F (3-15)

Solid A/C FM le looking for afternoon drive announcer to make us the enry of Mid-Chio. Strong production a must TAR: Brad Shupe, WQLX, Box 608, Galton, 44833, EOE M/F (3-15)

Engineer needed for 100,000 watt FM & clear channel directinal AM Stereo. R: Alan Warner, 9240 N, Meridian St., Suite 330, Indianapolis, IN 46260. EOE M/F (3-15)

Afternoon drive pro needed immediately for this CHR. T&R: Bob Beck, Y93 FM, Bismarck, ND 58502, EOE M/F (3-15)

Morning personality needed for CHR-styled Country that's uptempo & alive in a great market. Ken: (314) 449-2433 EOE M/F (3-15)

Top A/C in MW has future openings. No beginners. T&R: Bob Vizza, 93 WXUS, Box 7093, Lafayette, IN 47903. EOE M/F

Program manager needed for AM/FM medium market station. Looking for family-oriented & competent pro. References, T&R: Jack Hansen, WJON, Box 220, St. Cloud, MN 56302. EDE M/F (3-15)

WEST

Bolee's 13KMPA has a CHR opening! T&R: Stave Holmes, Box 129, Nampa, ID 83653. EOE M/F (3-22)

Think you can handle this? A copywriter/Production Director/receptionist is needed for KLCY/KYSS, T&R: John Pulseky, Box 7279, Missoule, MT 59807. EOE M/F (3-22)

SW NM Class C station looking for creative Production Director.
Call Andy Bowman, GM, at KSNM/Las Cruces: (505)
894-3987 EOE M/F (3-22)

Sales Assistant Sales Trainee

Major radio network seeks bright individual who enjoys telephone work and backup. Great opportunity. Send re sume to:TRANSTAR RADIO NETWORKS

(Special Programming) 6430 Sunset Blvd. — Suite 401 Los Angeles, CA 90026

OPENINGS



1060KUKQ/Phoenix, the Southwest's leading UrbanContemporary station, has an im-mediate opening. The shift: Morning Drive. The right person for the job: Must be an experienced minor to major market pro. Must know and love the music we play. Must be a team player who counts results, not hours. Must be able and willing to do whatever it takes to put ear-catching magic on the air, mornings at KQ. No beginners. No calls. KUKQ is an equal opportunity employer. Ladies, Gentlemen: rush a sample of your best work along with resume and references to: Jay Stone, Program Director, KUKQ, 2021 E. Thomas, Phoenix, Arizona 85016.

KROW/Reno is now eccepting applications for a fulfitime on-air personality. T&R: Gary DeMaroney, 2450 Wrondel Way, NV 89506. EOE M/F (3-22)

WY small market with medium market sound needs experienced PD/morning talent. Join this growing company! T&R: KQSW, Box 2128, Rock Springs, 82902. EOE M/F (3-22)

Young & aggressive CHR personality who is willing to work in a positive environment is needed. No beginners. TAR: Deve O'Connor, K105, Box 4303, Coos Bey, OR 97420. EDE M/F (3-22)



Los Angeles Broadcasters, Inc.

Due to expansion of facilities and curriculum, Los Angeles Broadcasters, Inc. needs a few more broadcasting pros who would enjoy sharing their knowledge as part-time counselors and instructors. Must be currently employed at a Los Angeles market radio or television station. Call Jimi Fox: (213) 469-1222.

Lee Veges continuous Country station seeks fulltime announcers ASAP. TäR: Rendy Hood, KFM 102, 1555 E. Flemingo Avs., Suite 435, NV 89119, EOE M/F (3-22)

Upcoming station neer Lae Vegas seeks newsperson with authoritative & friendly delivery. T&R: W. Kent McGragor, Box 489, Washington, UT 84780. EOE M/F (3-22)

Production witzerd/copywriter wanted for approximately 25 hours a week. Prefer person in L.A. area. Sample, T&R: Richard Chaes, KBBY/KOGO, Box 5151, Ventura, CA 93003. EOE M/F (3-22)

KFWR

L.A. NEWS ANNOUNCER

The All News Station In The Big Orange Needs An Anchor. If You Are A News Pro ... Good Enough To Be A Morning Anchor You'll Love L.A.

KFWB All News radio (Group W) is looking for an AM drive anchor, Minimum 5 years on-air experience in a major market. All-News background preferred. Send resume and cassette to:

> Executive Editor FRED WALTERS Yuccu St., Los Angeles, CA S 90029

PLEASE NO TELEPHONE CALLS

OPPORTUNITIES

OPENINGS



LA's Magic (KMGG) is searching for two professionals: Production Director and Program ming Assistant. Good knowledge of music and copywriting experience preferred for both positions. Good attitude is required Send cover letter, resume, and cassette tape (If applicable) to: Ron Rodrigues, Operations Manager, KMGG, 6430 Sunset Blvd., 418, Los Angeles, CA 90028. No calls please. EOE M/F

SE AK group flagship needs strong air talent. Mild weather & great benefits. T&R: Paul Demon. KJNO/KTKU, 3161 Channel Dr., Juneau, AK 99801, EOE M/F (3-15)

CA coast CHR has rare opportunity! We're looking for part-time, but possible fulltime, parsonality. T&R: John Quimby, KXFM, Box 1964, Santa Meria, CA 93456. EOE M/F (3-15)

---KFI 640---

Building a "Talent Pool" for future open-ings. Personalities, news and traffic reporting. Tapes and resumes to: Steve La Beau, Program Director, News and traffic consideration: David Blake, News Director, KFI, P.O. Box 76860. Los Angeles, CA 90005. EOE M/F

Chief engineer who's a salf-starter with superior skills, needed for AM/FM combo in America's finest city, R: Mike Shepperd, KSON, Box 1240, Sen Diego, CA 92401, EGE M/F (3-15)

Looking for an entry level position to do a 6-midnight at a small market Country station? T&R: Steve Rose, KKBK, Box J, Aztec, NM 8741D. EOE M/F (3-15)

******************************* IF YOU LIKE TO ROCK ...

And can really put the message across be-tween the music, we want you. Energy, enthusiasm, originality, self-motivation . . describes you, rush tape & resume to: Radio & Records, 1930 Century Park West, #952. Los Angeles, CA 90067. EOE M/F

Sales position open at cable radio network. Great sions. Jim Roope: (618) 352-7152 EOE M/F I3-15

SMK has a rare openings for full & parttime announcers. &R: Nicc Thompson, Box 10, Cottonwood, AZ 66326, No alls. EOE M/F (3-15)

=KJQY FM 104=

ACCOUNT EXECUTIVE
KJQY-FM interviewing for position of Account
Executive Applicants must have media sales experience. Resumes to: KJQY-FM, 625 Broadway, Suite 1200, San Diego, CA 92101. Attn: B. Bolinger

POSITIONS SOUGHT

en't need to do this ... but I do. Versatile ing for job in medium/large market, STACEY:

done it all & am ready to settle on your Country, A/C or Superb production, adult communicator, TOM JORDAN: Have done it all & am n CHR. Superb production (417) 782-1524 (3-22)

nted, wacko & inventive jock to round out your staf-rained at Z104/Frederick, East Coast preferred. "THE DOCTOR": (301) 371-5178 (3-22)

If you're looking for some versatility, let's talk! Ten years news experience & do voices for commercials. Will consider small market. (319) 386-8977, effer 7 cst (3-22)

Seeking Operations or PD Position

At large or medium A/C or Country station. 15 years in programming CHR, A/C and Country. 3 years in sales. Call RON at (314) 428-3132 . . . Let's talk!

POSITIONS SOUGHT

er looking to move up! Will relocate. JiM: Bright young ennouncer (717) 597-9239 (3-22)

Hard working announcer with six years experience wants personality-oriented A/C-CHR gig in a medium market. JOE: (308) 382-8021 (3-22)

broadcaster with 12 years on-air experience seeks work in OR or NV MOR, CHR or A/C. TOM KENLON: (707) 839-4551 (3-22)

Urban suburban rock jock with excellent production skills has a versatile, vetersn voice & am in America's #1 city. JERRY "DJ": (412) 244-8872 (3-22)

BEAU WALKER: Formerly K102/Miami, Big WAYS/Charlotte & KENO/Las Vegas is looking for medium/major market. (305) KENO/Las Vegas 557-1059 (3-22)

numbers mean dollars, dial a pro. Have medium market A/C, Oldies & production experience. BILL: (516) 423-0167 (3-22)

perienced adult voice looking for adult format, Have first ket. ROBERT SERY: 518 Bronx Dr., Toledo, OH 43609. (419) 385-7981 (3-22)

MORNING DRIVE WINNER

Creative, talented pro is looking to better your station's ratings, production and revenues. Country, A/C, CHR. 100.000 + markets. Sean Michaels Lisle (206) 533-6002.

Consistently good ARB middley ratings history for KAZY for adult men 18-34, Check out the numbers, then call me. Looking for right fulltime position. (303) 232-7280 (3-22)

23 year old air telant looking for fulltime opportunity on A/C or CHR. Broadcast school grad with three years on-air experience. TOM: (312) 429-5605 or 371-8684 (3-22)

America's most energetic & motivated sports personality is egger to make your starting line-up. "Sportscasting lilustrated" calls me s "Blue Chipper." (614) 666-7033 (3-22)

Give me two RAB's & I'll give you a top-rated show. Let's to if you're serious about witning. DAVE: (904) 785-8624, eve ings & weekends. (3-22)

Sportscaster with eight years PBP, announcing & NCAA experience, is looking for a stable position. Sales or jock combo OK, JOHN: (806) 355-3747 (3-22)

Natural-sounding contemporary personality with flair seeks ma-or/medium market. Have great production & have free-lanced for Top 5 market. STEVE O'CONNOR: (219) 294-3330 (3-22)

I'm your man! Three year pro currently working weekends in Palm Springs seeks fulltime opening anywhere. KENT: (213) 437-5774 (3-22)

KDKA/Pittsburgh 9-midnight telker wents to talk. DOUG HOERTH: (412) 321-8374 (3-22)

Sessoned pro with big voice & smooth one-to-one style has creative ideas. Seek southern Top 100 Country or A/C, No mornings. DON: (815) 842-1188 (3-22)

& ten years experience is seeking position in & South. DAVE WOLLET: (717) 288-5838 (3-22)

Small market PD is looking for a move up! Have excelle production & am priced right, (307) 324-8361 (3-22)

Extensive knowledge of Country music . . . extensive experience on radio . . . warm & personable with delivery. Is this what you're looking for? (419) 474-5641 (3-22)

Calm under fire, SANDY SHORE, seven-year pro currently weekends in San Bernsdino, is looking for L.A. opening, 605 Vis Promontorio, San Clemente, 92672. (714) 458-7166

ve time entertainer with bits & voices is creative with real & ony commerciais. Have CHR, AOR & A/C major market ex-rience. Ready to relocate, ROCKY: (613) 542-0297 (3-22)

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 markets. Air shift too. (516) 979-0767.

Beginning position sought in announcing by Miller Institute/Phoenix grad. Sherp, telented & hard working. JOHN: (602) 945-8757 (3-22)

Greater Cincinnati programmer/DJ is a seasoned veteran with successful track record in A/C & CHR production & resear Will make you #1. (513) 528-5793 (3-22)

College MD with degree seeks to expand into your music department. Diligent & flexible, JIM BENSON: (216) 433-4381

POSITIONS SOUGHT

Major market jock would like to invest in/or purchase medium/small market radio station. All areas considered, DAVE SHEPPARD: K-RADIO, Box 8638, Fullerton, CA 92634, (3-22)

/ersatile black announcer seeks CHR gig in Top 100 market. resently employed at Urban/Black powerhouse in Top 10 narket. Let's talk. (313) 652-7353 (3-22)

BILL DAVIS: Former PD at 97WK & work experience at WPNT, WDSY & WAZY, is looking for air/PD/MD position. Want to return to programming/on-air. (412) 445-2102 (3-22)

ard working team player is looking for challenging ressive New England station. I'm dependable & c mployed, THOM WHETSON: (617) 345-1666 (3-22)

dary radio Caroline "Murph the Surf" is evaile (Oldies, Prefer mornings, but will consider al PHY: (512) 278-2567, before 12 cst (3-22)

Funny & entertaining personality with three years experience seeks medium market A/C, CHR or AOR anywhere. JIM: (809) 522-7843 (3-22) Eight year pro, with promotions experis news station. Prefer medical/health best DALL BARGER: (304) 475-4712 (3-22)

One time offer: Don't miss your chencel Medium markst? Midwest? Air, production, PD or MD opening? Operators on du-tyl MARC; (813) 474-5064 (3-22)

oking for the perfect sidekick to complement hality? This award-winning news anchor/report answer, BARBARA: (305) 625-0589 (3-22)

PD/MD experience in multi-format major market. This prose BD/OM position. MIKE McCOY: (513) 385-3487 (3-22)

Rising female star prefers AOR, CHR or Country, Want to relocate West, Call collect, CASEY; (813) 885-1630, before 2 or after 8 est (3-22)

Il known killer! Extremely cleen-sounding CHR/Black air p ality has eight years L.A. market experience, strong produ & hot ratings. Majors only call. (714) 548-6242 (3-22)

Looking for a hard working individual who knows music, sports, production, news & does not watch the clock? Cell anytime. BOB: (505) 461-1628 (3-221

Nostalgia...A/C...CHR Jock

With three years' experience in small markets looking to move up to the top 100 market iooking to move up to the top 100 market in any capacity, any format. Hard working, willing to help make your station an unqualified success! Real team player ____ can do sports as well, possible P-B-P for baseball. JOHN: (412) 228-0563

ming pro has phones, outrageous humor, character voices & licity stunts seeks same in Top 50 merket. JOHNNY FEVER: (904) 673-4168 (3-22)

Ambitious, warm, & creative jock with fantastic personality & a greduate of one of the SW's finest broadcasting schools seeks small market. GINA MICCULLA: (602) 867-8635 (3-22)

Six year pro seeks air shift. Will relocate, RUSS DAVIDSON: (605) 871-0903 (3-22)

Young & motivated college grad, with four years PD/MD/GM/production experience, is looking to kick ass for AOR & improve profits. STEVE: (201) 377-2604 (3-22)

If you need ratings for your northern FL AOR/CHR station, then call. MARK; (904) 744-2982, after 6 est (3-22)

Anywhere h's not always sunny & 85... KOPA/Phoenix swing man & assistant Production Director looking for challenge. CHRIS McKAY: (602) 966-8836 or 941-1007 (3-1)

Position sought in announcing: Columbia grad, sharp, talented & hard working, LISA: (412) 461-0310 (1-18)

ANDY VOLVO, 16 years on-eir, five years PD/MD with lively morning/afternoon drive personality in Atlantic City seeking CHR, A/C or Oldies. (609) 266-0530 (3-1)

Parttime job in L.A. area wanted by experienced pro in research, consulting, production, & air work. Weekends, too, Leave message. (213) 851-0285 (3-22)

You get four in one! Air talent/production/sales/copywriting, Looking for Western small/medium market gig. BILL BOWEN: (805) 498-4738 (3-8)

Eight year vet with top-rated A/C in Phoenix is available now with thorough AOR/Oldies & PO/MD experience. Consider all markets & offers. JOHN: (602) 957-7591 (3-15)

large/medium merket. Have excellent track record & references.

JANET BOZEMAN: (815) 634-8480 (3-22)

Young & ambitious reporter/anchor looking for stable news position. PEGGY MEYER: (414) 261-6581 (3-15)

I'il provide great mornings if you'il provide good bucks & ste-bility in Top 50 market. Let's talk! MACY: (904) 785-6624. after 8 cst (3-15)

POSITIONS SOUGHT

My ratings on talk in Philadelphia went up, but the station changed format. I've also done music in NY. JACK ELLERY: (215) 564-3879 (3-15)

13 year pro currently working in Pitsburgh area seeks Top 100 market CHR or A/C airshift. KEVIN EVANS: (412) 856-5834 (3-15)

Eight years experience wants PBP/Sports Director or airshift. Solid PBP/morning drive talent & production. Good adminis-trative skills. BOS: (313) 463-8668 (3-15)

AOR/CHR programmer available now. Formerly Y95, WQFM, KISW & "The Loop." Will relocate. BRENT ALBERTS: (404) 794-5007 (3-15)

Determined female looking for CHR/AOR gig in central or southern CA, Available now. LAURIE: (805) 322-1867 (3-15)

Bright, upbest announcer looking cate. JIM (717) 597-9239 (3-15) oking to make a move. Will relo

'Personality of the '80's" with major market experies seeking medium/major market fulltime shift in East or OH. Box 5226, Philadelphia, PA 19126. (3-15)

If you're looking for a time & temp man, forget me. However, if you're looking for someone witty & creative, cell MIKE MASTERS: (805) 824-4221 or 943-7187 (3-15)

reporter who is dependable & hard working is looking for medium market. (601) 728-6436 (3-15)

Morning enchor/axcellent writer with great pipes at all-news station seeks anchor/reporter slot in Top 50 News or Talk. (702) 369-9119 (3-15)

Dedicated & hard working seven year vet is looking for great radio company, Will relocate, Leave message with Sherry for CODY: (406) 248-1036, between 9-3 mst (3-15)

Exciting on-air personality with Country background, strong delivery & desire to move. All formats considered. DUKE: (316) 672-7144 (3-15)

MISCELLANEOUS

A/C station needs service from all labels, especially jazz. KAAT FM, Box 1912, Oakhurst, CA 93644. (3-22)

US97/Springfield, MO needs service from all labels. Bo Jagger: (417) 831-9700 (3-22)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

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

R&R Opportunities Advertising

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

Deadline

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

Display Advertising

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

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

Payable In Advancel

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

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



NATIONAL MUSIC FORMATS

Added This Week

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

USA FOR AFRICA "We Are The World"
TOM PETTY & THE HEARTBREAKERS
"Don't Come Around Here No More"
POWER STATION "Some Like It Ho?"
FOREIGNER "That Was Yesterday"
DARYL HALL & JOHN OATES
"Some Thions Are Power Let Userie!"

"Some Things Are Better Left Unsaid" JOHN FOGERTY "Rock And Roll Girls"

TM A/C

DAN HARTMAN "Second Nature" SADE "Smooth Operator"

TM Country

CRYSTAL GAYLE "Nobody Wants To Be Alone"
MERLE HAGGARD "Natural High"
EMMYLOU HARRIS "White Line"
EXILE "Stay With Me"
BARBARA MANDRELL

"There's No Love In Tennessee' KENDALLS "Four Wheel Drive"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

SYLVIA "Fallin' In Love" STEVE WARINER "When We're Together' LOUISE MANDRELL "Maybe My Baby"

The Great Ones

MADONNA "Crazy For You"

DAN FOGELBERG "Go Down Easy"

JOHNNY GILL "Half Crazy"

ALABAMA "There's No Way"

Century 21

Greg Stephens (214) 934-2121

The Z Format

KENNY LOGGINS "Vox Humana"
BILLY OCEAN "Suddenly"
HOWARD JONES "Things Can Only Get Better"
TEARS FOR FEARS

"Everybody Wants To Rule The World"

DAVID LEE ROTH "Just A Gigolo/I Ain't Got Nobody"

The A/C Format

BILLY OCEAN "Suddenly"
DAN FOGELBERG "Go Down Easy"
WHAM! "Everything She Wants"
FOREIGNER "That Was Yesterday"
PAUL HARDCASTLE "Rain Forest"

Super-Country

RICKY SKAGGS "Country Boy"
EMMYLOU HARRIS "White Line"
OAK RIDGE BOYS "Little Things"
ED BRUCE "When Givin' Up Was Easy"
RONNIE MILSAP "She Keeps The Home Fires Burning"

Radio Arts

John Benedict (818) 841-0225

Country's Best

RESTLESS HEART "Let The Heartache Ride" KEITH STEGALL "California"

Soft Contemporary

BILLY OCEAN "Suddenly" DAN FOGELBERG "Go Down Easy" ALABAMA "There's No Way"

Sound 10

USA FOR AFRICA "We Are The World" BILLY OCEAN "Suddenly" PRINCE "Take Me With You" SADE "Smooth Operator" SERGIO MENDES "Let's Give A Little Bit More This Time"

BPI

John Shermen/Bob English (206) 624-8651

Adult Contemporary

USA FOR AFRICA "We Are The World" WAR "Groovin' ". DAN FOGELBERG "Go Down Easy"

Modern Country

EXILE "Stay With Me"
LEON EVERETTE "Too Good To Say No To"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

USA FOR AFRICA "We Are The World"
REO SPEEDWAGON "One Lonely Night"
DAVID LEE ROTH "Just A Gigolo/! Ain't Got Nobody"
BILLY OCEAN "Suddenly"
HOWARD JONES "Things Can Only Get Better"

Country

RONNIE MILSAP

"She Keeps The Home Fires Burning"
OAK RIDGE BOYS "Little Things"
RICKY SKAGGS "Country Boy"
RICKY SKAGGS "Country Boy"
DAVID FRIZZELL & SHELLY WEST "Do Me Right"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

POWER STATION "Some Like It Hot"

Contempo 300

FOREIGNER "That Was Yesterday" BILLY OCEAN "Suddenly"

Great American Country

RICKY SKAGGS "Country Boy"

Transtar

Chick Watkins (303) 578-0700

Adult Contemporary

USA FOR AFRICA "We Are The World" MANHATTANS "You Send Me" KENNY ROGERS "Crazy"

Media General Broadcast Services

Bob Dumais (901) 320-4433

ACtion

USA FOR AFRICA "We Are The World"
SADE "Smooth Operator"
LINDA RONSTADT "When I Fall In Love"
ALABAMA "There's No Way"
KOOL & THE GANG "Fresh"
GEORGE BENSON "I Just Wanna Hang Around You"
WAR "Groovin' "
DARYL HALL & JOHN OATES

"Some Things Are Better Left Unsaid" Your Country

MEL McDANIEL "Let it Roll (Let it Rock)"
VINCE GILL "True Love"
MERLE HAGGARD "Natural High"
CRYSTAL GAYLE "Nobody Wants To Be Alone"
RICKY SKAGGS "Country Boy"

Hit Rock

USA FOR AFRICA "We Are The World"
DARYL HALL & JOHN OATES
"Some Things Are Better Left Unsaid"
FOREIGNER "That Was Yesterday"
JOHN FOGERTY "Rock And Roll Girls"
MURRAY HEAD "One Night In Bangkok"

TOP 30

- BOBBY HUTCHERSON/Good Bait (Landmark) 0
- 2 DAVID SANBORN/Straight To The Heart (WB)
- DAVE GRUSIN/One Of A Kind (GRP)
- JAMES WILLIAMS/Alter Ego (Sunnyside)
- JACKSON/BROWN/WALTON/ROKER/It Don't Mean A Thing... (Pablo)
- TANIA MARIA/The Real Tania Maria: Wildl (Concord Picante)
- SKYWAI K/Silent Witness (Zebra)
- BOBBY SHEW QUARTET/Breakfast Wine (Pausa)
 - RODNEY JONES/When You Feel The Love (Timeless/Zebra)
- STANLEY JORDAN/Magic Touch (Blue Note) DEBUT • 10
 - FALCON & THE SNOWMAN/Soundtrack (EMI America) 23
 - ARTHUR BLYTHE/Put Sunshine In It (Columbia)
 - ANDREAS VOLLENWEIDER/White Winds (FM/CBS) 18
 - GEORGE BENSON/20/20 (WB)
 - BILL REICHENBACH QUARTET/Bill Reichenbach Quartet (Silver Seven)
 - DAVE BRUBECK QUARTET/For Iola (Concord)
 - YELLOWJACKETS/Samurai Samba (WB)
 - SCOTT COSSU/Islands (Windham Hill) 18
 - BARRY MANILOW/2:00 AM Paradise Cafe (Arista)
 - D. ANGER & B. HIGBIE QUINTET/Live At Montreux (Windham Hill) 27
 - MANHATTAN TRANSFER/Bop Doo-Wopp (Atlantic) 13
 - ART BLAKEY & JAZZMESSENGERS/Album Of The Year (Timeless/Zebra)
 - STEVEN SCHOENBERG/Pianoworks (Quabbin)

 - PAQUITO D'RIVERA/Why Noti (Columbia)
- KENNY BURRELL/GROVER WASHINGTON/Togethering (Blue Note) DEBUT > 3
 - ROSEANNA VITRD/Listen Here (Texas Rose)
 - ALEX MALHEIROS/Atlantic Forest (Milestone/Fantasy)
 - BOB THOMPSDN/7 In 7 Out (Rainbow) 14 2B
 - CHARLIE ROUSE/Social Call (Uptown)
- 22 **29** NEWPORT JAZZ FESTIVAL ALLSTARS/Newport Jazz Festival... (Concord)

Black/Urban stations contributing to Jezz: WKND/Hartford, Melonee McCleen: KJCB/Lafeyette, Bestrice Evana: WYLD-FM/New Orleans, Delt Spencer; WGCl/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Mexx Myrok; XHRM/San Diego, Duff Lindsey.

NEW & ACTIVE

JEANNIE CHEATHAM & JIMMY CHEATHAM "Sweet Baby Blues" (Concord) 15/6
Rotations: Heavy 3/0, Medium 6/2, Light 6/4, Extra Adds 0 Total Adds 6, KUHF, WUWM, KCSC, WHRO, KLCC,
KLSK, Heavy: WBGO, WKSU, KLON, Medium: WBEE, KJAZ, WFSS, WUSF.

CHET ATKINS "Stay Tuned" (Columbia) 14/6
Rotations: Heavy 3/0, Medium 5/2, Light 6/3, Extra Adds 1, Total Adds 6, WFAE, WKSU, KJZZ, WHRO, WGCI,
WVOI, Heavy: WNOP, KKGO, KRVS, Medium: WBFO, KERA, WMOT.

WVUI, Heavy: WNUP, KKGU, KRYS, MOBUM: WBFU, KEHA, WMUT,
NEWPORT JAZZ FESTIVAL ALL-STARS "Newport Jazz Festival All-Stars" (Concord) 13/3
Rotationa: Heavy FD, Medium 3/0, Light 4/2, Extra Adds 1, Total Adds 3, KUHF, WMOT, WHRO, Heavy: WBFO, WBGO, WYRS, WBEE, KLON, Medium: WFAE, WDET, KADX.

WTRS, WBCE, KLUN, MEGRUTI: YPAE, WDE1, KAUA.

DON MENZA "Horn Of Plenty" (Pausa) 12/2

Rotations: Heavy 1/0, Medium 6/1, Light 3/1, Extra Adds 0, Total Adds 2, WGBH, KUHF, Heavy: WBFO, Medium: WBEE, WBBY, KADX, KUZZ, KPLU, WHRO, KLCC.

WBBY, KADX, KJZZ, KYLU, WHRO, LLCC.

JOE NEWMAN & JOE WILDER "Hengin" Out" (Concord) 11/3

Rotations: Heavy 4(), Medium 2(), Light 3/1, Extra Adda 2, Total Adda 3, KUHF, WMOT, KLON. Heavy: WBGO, WBBY, KADX, KLCC. Medium: KPLU, WHRO. KAUK, KLCC. Medium: KYLU, WHRU.

RECOIL "The Fantasy Continues" (Pause) 11/1
Rotations: Heavy 20, Medium 4/0, Light 5/1, Extra Adds 0, Total Adds 1, KCSC. Heavy: WMGI, KIRM. Medium: KERA.

TYZANIA, TREIL, TECHNIART W/JOE BECK "There's Gonna Be Trouble..." (Sunnyside) 10/3 JAY LEONHART W/JOE BECK "There's Gonna Be Trouble..." (Sunnyside) 10/3 Rotations: Heavy 2/0, Medium 5/1, Light 2/1, Extra Adda 1, Total Adda 3, KERA. KMHO, WNUR. Heavy: WYRS, Medium

WPAE, KLDN, WUSH, KLDN.
NEW PULSE JAZZ BAND "Boogle Man" (Kämarnock) 10/1
Rotations: Heavy (JO, Medium 5/0, Light 5/1, Extra Adds 0, Total Adds 1, KIFM, Medium: WFAE, WMOT, WNUR, WVPE,

ALPHONSE MOUZDN "The Sky is The Limit" (Pausa) 9/4
Rotations: Newy 3/1, Medium 5/2, Light 1/1, Extra Adds 0, Total Adds 4, KBEM, KKGO, WFSS, WMGI. Heavy: KTCJ.
KIFM, Medium: WZAM, WBEE, XHRM.

LISA RICH "Listen Here" (Discovery) 9/4
Rotetions: Heavy 5/0, Medium 1/1, Ught 3/3, Extre Adds 0, Total Adds 4, WKSU, KKGO, KUOP, KWMU. Heavy: WYRS,
KJAZ, KPLU, WHRO, XXPR.

KJAZ, KPLU, WHICU, KAPH.

ART ENSEMBLE OF CHICAGO "Third Decade" (WB) 9/2

Rotations: Heavy 4/1, Medium 3/1, Light 2/0, Extra Adds 0, Total Adds 2, WRTI, WUSF, Heavy: WKSU, WNUR, KLCC

Tost For The Dr. Jazz Test For "Promotionitis"

Do you suffer from these symptoms?

- ☐ Tightness of Budget
- ☐ Distributor Complications
- □ Depressed Sales
- ☐ Air Play Rejection

☐ Elevated Blood Pressure or Ulcers If you answer yes to any of the above, call Dr. Jazz immediately.

(313) 569-NOTE

Dr. Jazz Operations, Promotion and Marketing Consultants 17247 Alta Vista, Southfield, MI 48075 11/61 CHE - 1001

MOST ADDED

STANLEY JORDAN (17) Magic Touch (Blue Note)
FALCDN & THE SNDWMAN (13) Soundtrack (EMI America) YELLOWJACKETS (9) Samurai Samba (WB)
ALEX MALHEIROS (8) Atlantic Forest (Milestone/Fantasy)

HOTTEST

DAVID SANBORN (24) Straight To The Heart (WB) **BOBBY HUTCHERSON (17)** Good Bait (Landmark) JAMES WILLIAMS (16) Alter Ego (Sunnyside) DAVE GRUSIN (11) One Of A Kind (GRP)

JOE PASS & J.J. JOHNSDN "We'll Be Together Again" (Pablo) 9/2 Rotations: Heavy 3/1, Medium 2/0, Light 3/0, Extra Adda 1, Total Adda 2, KUHF, WMOT. Heavy: WBBY, KLSK. N

WKSU.

BUDDY TATE & AL GREY "Just Jazz" (Uptown) 9/1

Rotations: Heavy 4/0, Medium 2/1, Light 3/0, Extra Adds 0, Total Adds 1, WUWM, Heavy: KADX, WHRO, WNUR, KLCC.

FUSE ONE "Ice" (GNP Crescendo) 8/2

Rotations: Heavy 2/0, Medium 4/2, Light 2/0, Extra Adds 0, Total Adds 2, KKGO, WVPE, Heavy: KBEM, KRML.

CLAUDE BOLLING BIG BAND "Live At The Meridien" (FM/CBS) 8/0

Rotations: Heavy 4/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WYRS, WBBY, KPLU, KLSK.

JEFF LORBER "Step By Step" (Arista) 7/2

Rotations: Heavy 1/0, Medium 4/2, Light 2/0, Extra Adds 0, Total Adds 2, WMGI, WVPE, Heavy: WZAM, Medium: KIFM.

M'BDOM "Collage" (Soul Note) 7/0

Rotations: Heavy /O, Medium 3/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy: KUHF, WDET, WYBC, KXPR, Medium:

DIDIER LOCKWOOD GROUP "Didier Lockwood Group" (Gramavision) 6/8

Heavy 0/0, Medium 1/1, Light 2/2, Extra Adds 3, Total Adds 6, WBFO, WNOP, KJZZ, WFSS. KRML,

MILES OAVIS "'Under Arrest" (Columbia) 8/4 Rotations: Heavy 1/0, Medium 2/1, Light 1/1, Extra Adds 2, Total Adds 4, WBFO, WBEE, WNOP, WKND. Heavy: KIFM.

CHARLES LLOYD QUARTET "A Night in Copenhagen" (Blue Note) 6/4
Rotations; Heavy 1/0, Medium 3/2, Light 1/1, Extra Adda 1, Total Adda 4, WDET, WUWM, KJAZ, WKND. Heavy; WKSU.

MARK MURPHY "Sings Nat King Cole Songbook Vol. 1" (Muse) 8/4
Rotations: Heavy 1/1, Medium 2/1, Light 2/1, Extra Adds 1, Total Adds 4, WYRS, KPLU, WESS, WUSF, Medium: KKGO,
SHORTY ROGERS/BUD SHANK "Back Again" (Choice/Bainbridge) 6/4
Rotations: Heavy 1/0, Medium 1/0, Light 4/4, Extra Adds 0, Total Adds 4, WNOP, WKSU, WUSF, KIFM, Heavy: WHRO.

SOUTH

Mesourin: KAUA.

"Strings Attached" (Pausa) 6/4
Rotsetions: Heavy O/0, Medium 3/3, Ught 3/1, Extra Adda 0, Total Adda 4, WGBH, WRTI, WUWM, KLCC,
MAXINE SULLIVAN "Great Songs From The Cotton Club" (Stash) 6/3
Rotsetions: Heavy 2/1, Medium 3/2, Ught 1/0, Extra Adda 0, Total Adda 3, WUWM, K6EM, KLSK, Heavy: WYRS, Medium:

WHSS.
ARCHIE SHEPP "Down Home New York" (Soul Note) 6/1
Rotations: Heavy 4/1, Medium: 1/0, Light 1/0, Extra Adds 0, Total Adds 1, WNUR. Heavy; KUHF, WDET, KWMU. Medium:

REGIONALIZED ADDS & HOTS

EAST

MIDWEST

BODBY SHEN DIBBR MARRIMGTON JOE WILLLAME DONE SELLIMOTON RUMENDAY & L.M. V HILES DAYIS STANLEY JOHAN BILL METCHENDACH WARMERS TELLOWINGETT GEORGE SERVICH BURNELL & MASHING BURNELL & MASHING

BUSERELL & MASHING GEORGE REMAGE HOLLEST: DAVID SAMBORN RILT JACKSOM SKTMALK

JAY LECHMANT DAVID DIGHS MAJEY MANILON MILT JACKSON MOLTON MALE GROSIN AMDREAS VOLLEY AMDREAS VOLLEY ANDREAS VOLLETHE: WITTON MARRALIC PAUL MARROCATTE LOWNE ELGTON SAT JEFF LORDER ALMONEE MOUION MARK ELBOH HOTCOST;

YO BMI

ALPHONEE HOUSON JOSEVA BEARSTCHE MAKINE SULLIVAN PALCON 4 THE SHOW YELLOW, ACKETS SOURY HOTCESSEEN

STOPE AND SON

CLAUDE MOLLING
JEAMNIE CREATIAN
STANLET JORDAN
RECOIL
ANGER & SIGNIE
HOTLET
DAVIO SARROSH
MILT JACESOM
STOP CORSU
DAVI GRUEN

HOT LOST

KIM Grahm,
MAXINE SULLIVAM
MUSBRELL & MASRING
TATE & GREY
IRA SULLIVAM
JEANNIE CHEATHAM
MEM AIR
ART PLAKET
ALEX MALHEISOS
TANJA MARIA
FALCOM ATTE SHOW
YELLOMJALKETS
MOTOGET

WZAM/Norfolk failed to report this week; its playlist was frozen.

52 Reporting Stations

... I*I

SILL REICHION ALEX HALMEING PALCON & THE DIDI ON LOCKNO RED GARLAND
BENNY GOODMAN
DURE KLLINGTON
BORRY MUTCHERSON
HONNUM GRUNN
BOLTON
KARLE NOUNE
HORNY SREM
BILL REICHENSACI
TATE A GREY
KLCCEROMME

SUBRAHAHIAH AY MANTILLA UAD JONES TEVEN SCHORNER LANNIS CHEATHAN UA SULLIVAM

MILT JACKSON STANLEY JORDAN CHARLIZ BUISE BOB MUGNUSBON DOOG SANEY DIAME BCHUUR HOMGANA SING ART BEARBY

DIDIER LOCKHOOD G STMALEY JORDAN STAVEN SCHORMSENS HEM FULSE JAIS EA HOCKES & SHAMF HOLKEST SAMBORN FALCON & THE SHOM DAVE GRUSH DAVE GRUSH DAVE GRUSH DAVE GRUSH

STEVEN SCHOEMSENG PALCON L THE ENGM NOTCEST. DAVIO SAKBORN BORRY HUTCHERSON DAVE GRUSSIN HILT JACESON HODNEY JONES BILLY ECRSTINE DAVE GRUSIN STEVER SCHOOMBERG FALCON & THE SWOM

BLACK/URBAN

BREAKERS.

NEW EDITION Lost In Love (MCA)

80% of our reporting stations on it. Rotations: Heevy 16/1, Medium 27/3, Light 25/14, Total Adds 18 including WWIN, WXYV, WILD, WRKS, WDAS, KKDA-FM, WDIA, WEDR, WLUM. A most added record. Debuts at number 20 on the Black/

REDDINGS

Where Did Our Love Go (Polydor/PolyGram)
65% of our reporting stations on it. Rotations: Heavy 1/0, Medium 14/1, Light 40/9, Total
Adds 10 WDAS, KKDA-FM, WHRK, WBMX, OC104, WKXI, KIIZ, WTOY, WDAO, KDKO. **GEORGE BENSON**

I Just Wanna Hang Around You (WB) g stations on lt. Rotations: Heavy 7/0, Medium 17/3, Light 29/18, Total 62% of our reporting stations on it. Rotation 62% of our reporting stations on it. Rotations: Heavy 7/0, Medium 17/3, Light 29/18, Total Adds 21 including WDAS, KRNB, WDIA, WOWI, WBMX, WDMT, WJLB, XHRM, WATV, WEINI, WDAO. A most added record. Debuts at number 40 on the Black/Urban chart.

USA FOR AFRICA

We Are The World (Columbia)

60% of our reporting stations on it. Rotations: Heavy 16/16, Medium 14/12, Light 21/21, Total Adds 49 including WXYV, WRKS, WUSL, WAMO, WDJY, KKDA-FM, KMJO, WHRK, WJLB, WLUM, KMJM, KDAY, KJLH, XHRM, KSOL. This week's most added record. Debuts at number 36 on the Black/Urban chart.

NEW & ACTIVE

THIRD WORLD "Sense Of Purpose" (Columbia) 49/5
Rotations: Heavy 8/0, Medium 20/1, Light 21/4, Total Adds 6, WOWI, WTMP, WANT, WDAO, WWWS. Heavy: WXYV, WZDH-YHI, CC104, WIMM, WXCU, WORL, WDAS, MIGS, Medium: WWNR, WHAD, WDAS, WAMO, WHURI, WYLD-FMI, WYLD-YHI, CC104, WIMM, WXCU, WORL, WDAS, MIGS, Medium: WWNR, WAND, WDAF, WWOM, BH WAND, WDAY, WIMM, WAND, WDAY, WDAY, WDAY, WDAY, WDAY, WDAY, WAND, WDAY, W

WBIX, WORL, KAPE, WEAS, WTLC, WWWS.

KLYMAXX "Meesting in The Ladies Room" (Constellation/MCA) 42/22

Partitions: Heavy 1/0, Medium 11/5, Light 30/17, Total Adds 22, WHUR, WAOK, KKDA-FM, WTMP, WBMX, WGCI, WAZAK, WDRQ, WLSE, KLUH, XHRM, WATV, WEBN, WGMG, KLOS, KITS, WTOY, WEAS, WWDM, WGKS, KOKO, KUKC, Henry; KDAY. Medium: WUSL, KYOK, WHHIC, KOKL, KAPE, WANIM.

KUKO, Henryt KDAY, Medium: WUSL, KYOK, WNHKC, KOKL, KAPE, WANM.

CAROL LYNN TOWNES "Believe in The Beat" (Polydor/PolyGram) 42/10

Rotation: Henry 30, Medium 150, Light 24/10, Total Adds 10, KNOK-FM, WBMX, WDMT, XHRM, 283, WPDQ, WPLZ,
KHYS, WANT, WTOY, Henry, KRNB, WOM, KURQ, Medium: WDJY, KYOK, WDM, KSOL, WNHC, WRDW, WENN,
WPEG, WFXC, WCXI, WJAX, WBLX, WORL, KOKA, WWWN,

DAVID SANBORN "Love And Happiness" (WB) 41/10

Rotations: Henry 20, Medium 120, Light 27/10, Total Adds 10, WWN, WEDR, WYLD-FM, WJLB, WTKL, WBLX, WORL,
WANM, WCKS, WDAO, Heavy: WZAK, WCIMG, Medium: WDAS, KRNB, KACE, XHRM, KSOL, WENN, WFNC, KWPDQ.

WANT, WWON, WYKO, KOKO.

WAAT, WWOM, WYLO, KOKO.

MADONNA' "Meteorial Girl" (Sire/WB) 39/3
Rotations: Heavy 180, Medium 17/2, Light 8/1, Total Adds 3, KOXL, WBLX, WOOK, Heavy; WWEE, KNOK-FM, WHEK, WORK MED, WORK MED, KOX, E. K. LELL, KSOO, COTO, JETA, WEE, C. WALX, WBMC, WALS, WPLZ, WWOM, WOKS, Medium: WYYV, WAMO, WHUR, KKDA-FM, K94, WOW, WLIM, KDAY, KHRM, WHIC, 293, WAAT, WWWS, WYOI, WKWM.
NEW JERSEY MASS CHOIN "I WANT TO Know What Love Is" (Savoy) 38/2.
Rotations: Heavy 130, Medium 17/1, Light 8/1, Total Adds 2, KSOL, KDKC, Heavy; WWN, WYYV, WRKS, KRNB, WDA, WYLD-FM, WOWN, WBMX, WZAK, KOXL, WKN, KIK, KEZ, WFLO, KURZ, WEYN, KIK, WZAT, WKWM.
WGCI, WOMT, WZEN-FM, KACE, WERN, WYL, WOOK, WPLZ, KHYS, WAATT, WKWM.

JETSEY ARRINGTON "Feel SO Real" (Attenticl) 36/12
Rotations: Heavy 10, Medium 143, Light 21/8, Total Adds 12, WUSL, WAOK, WDMT, XHRM, WATV, WFXC, WJAX, WPDO, WOOK, WOM, KOKA, WOM, MCM, WHOP, WFXC, WHO, WHO, WYTOY, KAPE, WTTC, WWWS.

FREDRICK "Geentig (Celling Your Name)" (Heat) 33/2

FREDRICK "Gentle (Calling Your Name)" (Heat) 33/2
Rotations: Heavy 10/0, Medium 13/0, Light 10/2, Total Adds 2, WEDR, XHRM, Heavy; WDAS, WAMO, KKDA-FM, KYDK, WZAK, WDRQ, WJLB, KMJM, WLOU, WYOI. Medium: WWIN, WILD, WJSL, KMJQ, WDMT, KSOL, KOXL, WJYL, KOKA, WWOM, WDAO, WKWM, WWWS. KOKA, WYOUM, WOAU, WKWM, WWWS JERMAINE JACKSON & PAI ZADORA "When The Rain Begins To Fall" (Arista) 33/2 PREMAINE JACKSON & PAI ZADORA "When The Rain Begins To Fall" (Arista) 33/2 Rotations: Heavy 4/0, Medium 12/0, Light 17/2, Total Adda 2, WDAS, WBMX, Heavy: WDJ.Y, WKXL, WBM, KDK. WBM, KDK. WYDM, KDK. WWM, KDK. WDM, KDK. WYDM, KDK. WWM, KDK. WYDM, WYDM, KDK. WYDM, KDK. WYDM, KDK. WYDM, KDK. WYDM, KDK. WYDM, KDK.

Medium: WAMO, WYEE, KRIB, WOW, WZAK, KSOL, OC104, WEINY, WJJS, KOKA, WWDM, KDKO.
LEGACY "D'On't Waste The Night" (Private I/CBS) 30/5
Rotstions: Heavy 1/0, Medium 13/1, Light 16/4, Total Adda 6, WTTNP, WDMT, WEIN, WTOY, WAAA, Heavy: WANM.
Medium: KRIB, WOILA, WEIR, KSOL, WBHC, KJCB, WBLX, KAPE, WEAS, KOKA, WRDW, WXOK.
AMIL STEWART "Friends" (Emergency) 28/9
Rotstions: Newy 3/0, Medium 10/2, Light 18/7, Total Adda 8, WZAK, WRDW, KDXL, WENN, WXXI, KOKA, WAAA,
WDAO, KUKC, Heavy: WWIN, WDAS, WHICH, Medium: WXYV, WRKS, WUSL, KRIB, WAMI, WQGK, WEAS, WTLC.

WOAD, KUICI, Nearo; WWNN, WOAS, WHICE, Medium: WOOV, WRIKS, WUSE, KRIBB, WARR, WOOK, WRAS, WTLC.

OPUS TEN 'TLOVE' a Calling' (Plandiac) 28/7

Rotstore Heavy 20, Medium 4/1, Light 22/8, Yosh Adds 7, WWN, WILD, WARMO, WZAK, WBMK, WKWN, WTLC.

Heavy: WZEN-HA, KUKO, Medium: WALB, WOMON, WTOY.

PROCESS & THE DOO RAGS: "Storep & Shout" (Columbia) 28/7

Rotstore: Heavy: 1/0, Medium: WIDA, WINDO, WTOY.

PROVINCEN'S WARMO, WOMEN, WOOD, WINDO, WINDO, WOOK, KAPE, WARM, WWWS, KDKO.

CON FUNK SHUN "Bactoric Lady" (Medium: WZEN-HA, WYEN-HA, WYEN-KAPE, WARMA, WWW, KDKO.

CON FUNK SHUN "Bactoric Lady" (Medium: WYEN-HA, WYEN-HA, WYEN-KAPE, WARMA, WWW, MEWY, WINDO, WOEL, KIYS, WOKS, WAAA, WWO, Heavy: KEZ, Medium: WAOK, KKDA-HA, KYOK, KDAY, KSOL, WFXC, WJMM, WWWS.

SYLVERS: "Falling For Your Love" (Geffen) 27/15

Rotstore: Heavy: 1/0, Medium: DAJ, Light 28/7, Forst Adds 8, KERBE WIRATT YUMBA ETTAM MAIN MENTAL WIRATT STAM M

ide 6, KRNB, WDMT, XHRM, JET94, WANM. Heevy: WAOK

MOST ADDED

USA FOR AFRICA (49) We Are The World (Columbia) KLYMAXX (22) ting In The... (Constellation GEORGE BENSON (21) I Just Wanne Hang Around You (WB)
BILL WITHERS (21)

Oh Yeah (Columbia NEW EDITION (18) Lost In Love (MCA)

HOTTEST

COMMODORES (42) Nightshift (Motown JESSE JOHNSON'S REVUE (41)
Be Your Man (A&M)
LUTHER VANDROSS (39) 'Til My Baby Comes Home (Epic)
WILTON FELDER 1/8. WOMACK (35) I'll Still Be Looking Up To You (MCA) MAZE I/FRANKIE BEVERLY (25) Back In Stride (Capitol)

J. BLACKFOOT "Don't You Feel It (Like I Feel It)" (Sound Town) 28/3
Rotslons: Heavy QO, Medium 16/1, Light 10/2, Total Adds 3, WZEN-FM, WRDW, WENN, Medium: WAMO, WAOK,
WOLA, WEDR, WONT, WKND, WXOK, WORL, KAPE, WEAS, KOKA, WANN, WKWM, WTLC, WWWS.
MICK JAGGER "Just Another Night" (Columbia) 26/2
Rotslons: Heavy 4Q, Medium 10/1, Light 12/1, Total Adds 2, WOWN, WYKD. Heavy: JET94, WJAX, WBLX, WTLC.
Medium: WDAS, WDIA, WHIRK, K94, WBLZ, WTKL, WANT, WWDM, WXKS.

BILLY OCEAN "Suddenly" (Jive/Arista) 25/12

BRILLY OCEAN "Suddenly" (Jive/Arista) 25/12

WHICK WOME, WELL WIDM, WOKES, WOAD, Heeps; WZER-HA, Medium; WDIA, WAM, WANT, WWWS.

WHICK WOME, WHICK WIDM, WHICK WIDM, WEEPS; WZER-HA, Medium; WDIA, WAM, WANT, WWWS.

SIGNIFICANT ACTION

FATBACK "'Girls On My Mind" (Cotilion/Atco) 24/5
Rotations: Heavy 2.0, Medium 9/1, Light 13/4, Total Adds 6, WZAK, KJLH, WLJS, KHYS, KOKA. Heavy: WPDQ, WLDU.
Medium: KMLQ, KYOK, XHRM, WATV, KIEZ, WORE, KARE, WANM.

GEORGE DUKE "Thief in The Night" (Elektra) 23/14
Rotations: Heavy 0, Medium 4/1, Light 19/13, Total Adds 14, WEDR, WGCI, WZAK, KMJM. KJLH, WPEG.
WFXC, WCMKG, WBLX, WORE, WWOM, WADA, WTLC, WYDI, Medium: WAOK, WTINF, KACE,
WTOW, Total WALL, WALL, WALL, WALL, WALL, WANN, KYOK, WYLD-FM, WGCI, WDMT, KACE,
WTOW, KOCH, WMSC, WEJS, WANN, WADA, WHYS, WYOL Medium: KRMB, WZAK, WENN, WANN.

LEVERT "I'm Still" (Tempre) 22/4
Rotations: Heevy 4/0, Medium 7/0, Light 11/4, Total Adds 4, WHRK, WPDQ, WPLZ, WDAO, Heevy: WWIN, WDAS, WGCI, WZAK, Medium: WDMT, WZEN-PM, KACE, WFXC, WANT, WANM, WTLC.

ROY AYERS "Poo Poo La La" (Columbia) 22/3
Rotations: Heery O/O, Medium 6/0, Light 16/3, Total Adds 3, WAMO, WDIA, KSOL. Medium: WKND, WQMG, WPDQ, KIRZ, WORL, KDKO.

REDDS & THE BOYS "Movin' & Groovin' " (TTED/Island) 22/3
Rotations: Heavy 2/0, Medium 3/0, Light 17/3, Total Adds 3, WOWI, WLUM, WAAA, Heavy; WZEN-FM, WPDQ, Med

BILL WITHERS "Oh Yeah" (Columbia) 21/21

Rotations: Heavy O/D, Medium 4/4, Light 17/17, Total Adds 21, WDAS, WHUR, WVEE, WHRK, WOWI, WTMP, WDMT, WJLB, KACE, KJLH, KSOL, WFXC, WKXI, WBMK, WORL, KAPE, WDAO, WTLC, WWWS, WVOI, KDKO.

WOMT, WJLB, RACE, RJLP, RSOL, WYAE, WRAE, WEBNE, WORL, DAFE, WIAO, WILL, WWYNS, WYO, RDKO. CHANGE "Let" a GO Together" (Adamtic) 21/10
Rotations: Heavy 0.0, Medium 6/1, 19/11 15/9, Total Adds 10, WWN, WXYV, KYOK, WEDR, WGO, WFXC. WPDQ, WBLK, KAPE, WAOAO, Medium: WDJS, WTMP, KKM,M, WAIM, WANM.

INTRIGUE "Fly Glr!" (World Trade) 20/5
Rotations: Heavy Ord, Medium 5/0, Light 15/5, Total Adds 5, WWIN, WYEE, WHRK, WNHC, WANM. Medium: WEDR,

TEENA MARIE "Jammin" (Epic) 18/9

Rotations: Heavy O/O, Medium 4/3, Light 14/6, Total Adds 9, WHUR, WAOK, WORQ, KDAY, WFXC, WBLX, WQQK, WORL, KAPE, Medium: KACE. TWIN IMAGE "My Beby Loves Me (Do Do)" (Capitol) 18/3 Rotetions: Heavy 1/0, Medium 2/0, Light 15/3, Total Adds 3, WEDR, WENN, WLOU, Heavy: WZAK, Medium: KKDA-FM

HAROLD FALTERMEYER "Axel F" (MCA) 17/6

Rotations: Heavy 7/1, Medium 5/1, Light 5/4, Total Adds 6, WXYV, WDJY, WHUR, WHRK, WZEN-FM, WWDM. Heavy: WRKS, KKDA-FM, WYLD-FM, WJLB, KMJM, WJYL, Medium: WILD, WGCI, WKND, KIZ.

ERAMUS HALL "Checkin You Checkin Yourself Out" (Capitol) 15/4 Rotations: Heavy 0/0, Medium 1/1, Light 14/3, Total Adda 4, KRNB, WEDR, WENN, WORL

Rotations: Heavy 0/0, Medium 1/1, Light ALFIE "Star" (Motown) 13/7

idium 3/1, Light 10/6, Total Adds 7, WDAS, WTMP, WDMT, WZEN-FM, OC104, WPEG, WANT.

BONNIE POINTER "The Beast in Me" (Private I/CBS) 13/3
Rotations: Newy 2/0, Medium 2/0, Light 9/3, Total Adds 3, WOWI, KJCB, KOKA. Heevy: WDIA, WNHC. Medium: WAOK,

WRAJI.
ANTHONY WATSON "Solid Love Affair" (SRO) 13/2
ROTSION: Heavy 0/0, Medium 2/0, Light 11/2, Total Adds 2, KRNB, WZEN-FM, Medium: WAOK, KSOL.

FREDDE JACKSON "Rock Me Tonight" (Coping) 12/12
ROSDION: Heavy 0/0, Medium 3/0, Light 9/9, Total Adds 12, WRKS, WOAS, WAOK, WVEE, KRNB, WGCI, KMJM, KSO.
WATV, WKOI, KJCB, WWWS.

CURTIS HAIRSTON "I Want Your Lovin" " (Pretty Pearl) 12/3
Rotations: Heavy 0/0. Medium 0/0. Linht 12/3 Troop Adds 2 Manual Mercan

COTI IS FIGHTS FOR TWEET FOR EVENT "FIFTY FEBRI FIG. ROCKING: HEAVY 90, MIGHTS ON, LIGHT 127, TOTAL Adds 3, WOWN, WEINN, W.L.U.
PHIL COLLINS "One More Night" (Attentic) 10/1
Roston: Heavy, 90, Michigan 30, Light 27, Total Adds 1, XHRM, Heavy; WHRK, WLIM, WJAX, WOKS, WYKD. : Heevy 6/0, Medium WBLZ, KACE, JET94 Rotations: Heevy (NO, Medium 3/0, Light 7/1, Total Adds 1, WPEG, Medium: KKDA-FM, KRNB, KOKA.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records



George Benson "I Just Wanna Hang Around You"

BREAKER 40

Produced by Russ Titelman From the Warner Bros. album 20/20

Siedah Garrett "Do You Want It Right Now"

NEW & ACTIVE 48/6

Produced and mixed by John "Jellybean" Benitez for Jellybean Productions, Inc. • From the Qwest sound track album <u>Fast Forward</u>

David Sanborn "Love & Happiness"

NEW & ACTIVE 41/10

Produced by Marcus Miller • Executive Producer: Russ Titelman • From the Warner Bros, album Straight To The Heart

We've **Music**, Numbers Prove



BLACK/URBAN ADDS & HOTS

EAST

SOOL & THE GAMG S.S. EING SIEDAN GARRETT SIEDAH GA REEDINGS THELMA HO SHALAMAR ALFIE HOTTER VA DEBANGE MASE MADONNA CONNEDORE

WUBLIFFEE Jolf Wyott USA POR AFRICA SIMDAM GARRET STRVE AURINGTON DEDDATO MNODINI MOCKER'S WEARI DIAMA ROBS SHALAMAR . MNW EDITION ROW D.M.C. Joe Tembure
USA FOR APRICA
HEW EDITION
GROUNDE MEMBURE
GROUNDE
GROUNDE
GROUND
ALFIN
ALFIN
ALFIN
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E

WILD/Boston Elroy R.C. Smith DBA FOR AFRICA BILLY OCEAN CICI COMMODORSS
COMMODORSS
COMMODORSS
COMMODORSS
COMMODORSS

GAP BAND SILLY OCEAN SOS SAND TEMPTATIONS GEORGE BENSON SOTTEST: WILTON FELDER GLADYS ENIGNY CONNOCORS

URAMI JESSE JOHNSON SADE USA POR APRICA

JESSE JOHNSON MARY JAME GIRLS

Den O'Neil

DES POR AFFICA
ALCEANDES O'HEAL
ALCEANDES O'HEAL
ALCEANDES O'HEAL
ALCEANDES
AL JARREAU
SOE BAND
BEDORATO
BEDORATO
GLORIA BRORE
RING
ROUGHAY SEAD
ROUGHAY FOR THE MOR
URA FOR AFFICA
LOTHER VANIDROUGH
ROUGHAY
ROUGHAY Jammes Jarden
JEPF LORBER
GLESS JOSES
SUTTLIGUE
SILLY OCEAR
HEN EDITION
USA FOR AFFICA
WELANI
BOOTCOME
BOOTCOM
COMMISSION
SUTTLICT
COMMISSION
SUTTLICT
SUTTL

EOOL & THE GAMG CHAMPAIGH FRENDIE JACKSON WINN EDITION USA FOR AFRICA JEFF LONGER EOCTEGE COMMODORES

SOUTH

USA FOR APRICA
HAM EDITION
HAM EDITION
ALTHANK
THEMA RAZIM
JILAD THOMAS
STEVE ARRIGHTOM
FRENDIE JACKSON
C.L. BLANKLE
COMMODORS
HOTOMAS
HATTE LANKLE
COMMODORS
HUMPE BLOOM
FURNISHED
FURNISHED
FURNISHED
FURNISHED
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FURNISHED
FURNISH
FURNISHED
FURNISH
FU

BILL WITHERS
POINTER SISTERS
PREDDIR JACESON
GREG PHILLINGAM
INTRIGUE
ROCTOST
COMMODORES

Charloto Legen
THMPTR/IOMS
THMEAN HOUSEON
J. BLACKFOOT
ALFORNO LIBRIDO
FROCESS & THE DO
ANDMOTTERS
ANDMOTTERS
ANDMOTTERS
ANDMOTTERS
THMEAN
LIFTERS VANDROSS
TINA TURNER
TINA TURNER

KOXL/Beton Rouge Geviord Roud

Caylord Boyd

GAP BAND

GAP BAND

ROOL & THE CANG

ROOL & THE CANG

ROOL & THE SIGHA

ANTA JAHE SIGHA

ANTA JAHE SIGHA

ANTA PINGAR

JOHN STON

ANTANTIC STAR

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CAROL LYNN TONNESS
GEORGE BERNON
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J. BLACKPOOT
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WJAX/Jacksonville Tony Mann

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STEVE ARRINGYON
DAN RARTHAN

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Kermi Crachett
THIRD MORLD
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85 Reporting Stations

list this week:

WXOK/Baton Rouge WBLZ/Cincinnati WJMI/Jackson WJYL/Louisville

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

KALIVLee Angelee Jim Meddex

EARL KLUGH
"JUST PRETEND"
FROM THE NEW ALBUM SODA FOUNTAIN SHUFFLE

CHAKA KHAN
"THROUGH THE FIRE"

FROM THE PLATINUM ALBUM <u>I FEEL FOR YOU</u> PRODUCED BY GRAMMY-WINNER DAVID FOSTER



ON WARNER BROS. RECORDS AND CASSETTES © 1985, WARNER BROS. RECORDS INC.

COUNTRY ADDS & HOTS

MOST ADDED

EAST

WAJR Morgani

WHOM New York, MY

New York, NY
VALLES JERRE DER
COAR DA DER BOWN
HI CHEY WILLEY
HAND WILL LINE JAN
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HI CHARLE HENNEY
AND JOHN JOHN
HI CHARLE HENNEY
AND JOHN JOHN
HI CHARLE HENNEY
HOLDER
HOUSEN, NA
HOLDER
HOLDE

Oak Ridge Boys (MCA) Ricky Skaggs (Epic) Ed Bruce (RCA)

Alábama (RCA) Bellarny Brothers (MCA/Curb)

SOUTH MOST ADDED

Oak Ridge Boys (MCA) Terri Gibbs (WB)

WSLR Alores, OH

CHIPTE CATE
SIGNATURE
SIGN

KSMR Blomarsk, HD

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WOME Doyton, OH

KBIN Great Falls, MT

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KVEG Las Vegas, NV

KZLAKLAC Los Angeles, GI

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WPNC Feyelloville, NC

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ICE,T-FMI Howelen, TX

KIKK-PM Houston, TX

KYKX Lengths, TX

WANE-FIR Louisville, KY

KLLL Lubbook, TX

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WWOD Lynoldburg, VA

WRIG-AM Monophia, TH

WGKX Morephia, TN

WOKK Mortellon, MS

KIBS-PIE Marri, PL

WKSJ-PM Battest :

WLWI-PM Montgomery, AL

HOTTEST

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MAX PIDER BOTTO
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58/R&R FRIDAY, MARCH 22, 1985

ADULT/CONTEMPORARY

BREAKERS.

GEORGE BENSON

I Just Wanna Hang Around You (WB)

62% of our reporters on it. Rotations: Heavy 3/1, Medium 51/6, Light 34/14, Total Adds 21, WKBW, W101, WMJI, WNIC, WOMC, KJR, WAEB, WICC, WKGW, KEY103, WEZC, CK101, WIVY, KRNT, WHB, KOIL, KVUU, WTNY, WAHR, K99, KALE. Debuts at number 21 on the A/C chart.

NEW & ACTIVE

BILLY OCEAN "Suddenly" (Arista) 82/35

Rotations: Heavy 4/1, Medium 39/7. Light 39/27, Total Adds 35, WKBW, WSB-FM, KVIL-FM, WLTS, WCLR, WARM9B, WLLT, WOMC, WMYX, KYKY, KFMB, WWOM, WAEB, WKYE, WBT, CK101, WKJJ, WRKA, WEZS, WAVE, WHBY, WHBE, KIOA, KLYF, WISN, KBOI, KDUK, KKUA, KBEST, WTNY, KORQ, WAHR, WORG, WXUS, KKLV, Heavy, WHBY, WHBC, KIOA, KIYF, WISN, KBOI, KDUK, KKUA, KBEST, WTNY, KORQ, WAHR, WORG, WXUS, KKLV, Heavy, KOST, WSFL, WEIM, Medium: WFBB, 97AIA, WGY, K106, WMAZ, KRNT, WMGN, KOIL, WHNN, KWAY, KSL, KKPL, WSYX, WSFL, WISN, WSKI, WWPA, WSKY, WCKO, WCHO, WGSV, WAGE, KRUB, WKYX, WFEX, KTYL, WCIL, WMT-FM, KFSB, KEEZ, WJON, KOSW, KMGQ. Due to heavy airplay activity, debuts at number 23 on the A/C chert.

DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 72/32

Rotations: Heavy 1/1, Medium 32/11, Light 39/20, Total Adds 32, WKBW, WLTS, KOST, KGW, KFMB, WKYE,
WGV, WKGW, KEY103, WBT, CK101, WRKA, WSFL, WNAM, KLYF, KRRT, WHIT, WHB, WISN, KOIL, KDUK, KIFM,
KKPL, WTIN, KORD, WCKO, WXYX, WFFX, KWEB, WBOW, K99, KALE, Medium: WEBR, KIOB, WMAZ, WRVA, WAVE,
KWAY, KSL, WEIM, WSKI, WSKY, WCHV, WGSV, WAHR, WAGE, WJBC, WCIL, WMT-FM, WJON, KTWO, KGSW.

LINDA RONSTADT "When I Fall In Love" (Asylum) 72/9
Rorations: Heavy 3/0, Medium 40/1, Light 29/8, Total Adds 9, WSB-PM, 97AIA, WWOM, WTIC, WGOW, KRNT, KIFM, RORations: Heavy 3/0, Medium 40/1, Light 29/8, Total Adds 9, WSB-PM, 97AIA, WWOM, WTIC, WGDW, KRNT, KIFM, WAEB, KKLV, Heavy: WCCO, KSL, KRSB, Medium: WKBW, KS94, KFMB, WAEB, WKYE, WGY, WBT, WMAM, WTIRX, WHB, WINN, KRSB, KWBM, KEB, WKYE, WKY, WGSV, WAHR, KRLB, WZLO, WJBC, WCIL, WMT-FM, KFSB, KWEB, WJON, WBOW, KTWO, KMGO, KALE.

KOOL & THE GANG "Fresh" (De-Lite/PolyGram) 70/9
Rotations: Heavy 5/0, Medium 3B/2, Light 27/7, Total Adds 9, Y97, KMGG, KJR, WKGW, WMAZ, WRVA, KBEST, KKPL
WXUS, Heavy: WKBW, WSFL, WWNR, WCHV, KALE, Medium: WFBR, KVIL-FM, WLTS, KHOW, WAEB, WKYE, K106,
KELT, WNAM, KIOA, KRAT, WHNN, KWAV, WEIM, WKNE, WSKI, WTNY, WWPA, WSKY, WCKQ, WGSV, WAGE,
WGRG, WKYX, WZLQ, WFFX, KTYL, WJBC, WMT-FM, KEEZ, WJON, KTWO, KQSW, KRSB, KMGQ.

DARYL HALL & JOHN OATES "Some Things Are Better Left Unsaid" (RCA) 69/23
Rotations: Heavy 1/1, Medium 33/4, Ught 36/18. Total Adds 23, v97. KVIL-FM, 2WD, WMJI, WNIC, WOMC,
KHDW, 8100, KJR, WKYE, WIVY, WKJJ, WNAM, WTRX, WENS, WHB, WMGN, KBEST, KORD, WCHV- WGSV, WJBC
KMGQ, Medium: 55KRC, KYKY, WAEB, V100, KEY103, WSFL, KFL, KWAY, WWNR, WSKI, WSKI, WGKY, WCKC
WAGE, KRILB, WORG, WFFX, KTYL, WMT-FM, KFSB, KEEZ, WJON, WBOW, KFQO, KTWO, KRNO, KGSW, KRSB.

SERGIO MENDES "Let's Give A Little More This Time" (A&M) 61/1

Rotetions: Heavy 4/0, Medium 43/0, Light 14/1, Total Adds 1, K106, Heavy: KSL, WWNR, WTKO, KRSB, Medium: WFR, WCCO, KOST, WAEB, WSFM, WKVE, KEY103, WST, WMAZ, WSFL, WRVA, WHBY, WNAM, WHBC, KIOA, WMGN, WSN, WLTE, WWINN, KKPL, WSIM, WKNE, WSKI, WCHV, WGSY, WAHR, WAGE, WORG, WKYX, WZLG, WFFX, WJBC, WCIL, WMT-FM, WXUS, KEEZ, KWEB, WJON, WBOW, KTWO, KRNO, KMGO, KALE.

WAR "Groovin" (Coco Plum) 58/7 WAH "Groovin" (Coco Fiumi DB/)
Rotetions: Heavy ()(), Medium 3x1. Light 25/6. Total Adds 7, 97AIA, KLSI, WSFM, KLYF, KKPL, KWEB, WBOW.
Medium: WFBR, WCCO, WMAZ, WSFL, WHBY, KRNT, KBOI, WEIM, WTKO, WSKI, WWPA, KORQ, WCHV, WGSV.
WAHR, WAGE. WORG, WAEV, WZLQ, WFFX, KTYL, WCIL, WMT-FM, KFSB, WXUS, KEEZ, WJON, KTWO, K99, KQSW.

ALABAMA "There's No Way" (RCA) 56/4
Rotations: Heavy 7/0, Medium 32/0, Light 17/4, Total Adds 4, WAEB, WHBC, WHB, WJON, Heavy; WISN, KSL, WEIM, WTKO, WAHR, WORG, WCIL, Medium: 97AIA, WLTS, WMYX, WCCO, WKYE, WGY, K106, WBT, MMAZ, WSFL, WTX, WHBY, KIOA, KRNT, KBO), WWNR, WKNE, WSKI, KORQ, WSKY, WGSV, KRLB, WZLQ, KTYL, WJBC, KEEZ, KWEB, WBOW, KTWO, KQSW, KRSB.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
O DI HING	143/0	136	7	0
PHIL COLLINS	136/0	106	26	4
2 JULIAN LENNON	136/3	103	33	0
3 COMMODORES	133/1	96	33	4
○ DeBARGE		92	29	4
5 REO SPEEDWAGON	125/0	61	62	16
3 USA FOR AFRICA	139/22		53	21
MADONNA	134/18	60		9
MANHATTANS	120/1	68	43	_
9 BILLY JOEL	119/0	59	54	6
BRUCE SPRINGSTEEN	118/9	57	52	9
11 WHAMI	97/0	35	51	11
DOLLY PARTON	105/2	49		11
13 KENNY ROGERS	94/0	50	35	9
BARBRA STREISAND	106/1	33	58	15
¥	114/17	20	72	22
	80/1	15	53	12
16 DIANA ROSS	97/5	26	50	21
DAN HARTMAN	95/4	21	60	14
1 JANEY STREET	84/0	35	41	8
19 ERIC CARMEN	76/1	16	51	9
20 FOREIGNER	88/21	3		34
GEORGE BENSON	55/0	13		12
22 ANNE MURRAY		1		39
BILLY OCEAN	82/35	15		12
TINA TURNER	53/3	15	,	15
25 STEVE PERRY	51/0		, 31	13

MOST ADDED

Suddenly (Arista)
DAN FOGELBERG (32)
Oown Easy (Full Moon/Epic)
REO SPEEOWAGON (24) Go Oo One Lonely Night (Epic) WHAM! (24) WHAMI (24)
Everything She Wants (Columbia)
DARYL HALL & JOHN DATES (23)
Some Things Are Better Left Unsald (RCA)
USA FOR AFRICA (22)
We Are The World (Columbia)

HOTTEST

PHIL COLLINS (123)
One More Night (Atlantic
COMMODORES (80) Nightshift (Motown)
JULIAN LENNON (73) Too Late For Goodbyes (Atlantic) DeBARGE (62) hythm Of The Night (Gordy/Mot thm Of The hight (Gordy/Moto REO SPEEDWAGON (57) Can't Fight This Feeling (Epic) USA FOR AFRICA (54) We Are The World (Columbia)

TINA TURNER "Private Dancer" (Capitol) 53/3
Rotations: Heavy 15/0, Medium 26/2, Light 12/1, Total Adds 3, W101, WTVN, WKGW, Heavy: 2WD, WOMC, KMGG, WICC, V100, WKJJ, WRAL, WNAM, WSKI, WYRA, WCKO, WCHV, WORG, WKYX, KKLV, Medium: WTAE, Y97, WLTF, KKLT, K101, KNR, WAEB, WSFM, WKYE, WRKA, WLACF,FM, WAVE, WLHT, WRNS, WMGN, K0IL, KRAV, KVUJ, WTNY, WSKY, WAHR, KTYL, KQSW, Due to heavy airpley activity, debuts at number 24 on the A/C chart.

PAUL HARDCASTLE "Rain Forest" (Profile) 52/2
Rotations: Heavy 7/0, Medium 25/0, Light 20/2, Total Adds 2, KKUA, KFQD. Heavy: KKLT. B100, KFMB, WKYE, WWNR, WORG, WCIL. Medium: KOST. WICC, WSFM, WRVA, KRNT, WAGN. KBOI, KFI, KWAV, KIEM, KKPL, WEIM, WSKI, WSKY, WCHY, WKYK, WZLQ, WMT-FM, KFSB, KEEZ, WJON, KRNO, KMGQ, KALE.

FOREIGNER "That Was Yesterday" (Atlantic) 49/11
Rotations: Heavy 2/1, Medium 24/5, Light 23/5, Total Adds 11, WKBW, WTAE, Y97, KVIL-FM, 2WD, B100, WENS, KWAY, WEIM, WCHV, KFSB, Heavy: KALE, Medium: 97AIA, KHOW, V100, WKYE, WSFL, WNAM, KRNT, WMGN, WWNR, WSKI, WWPA, WSKY, WCKO, KRLB, WKYX, WFFX, KTYL, WJON, KQSW.

JOHNNY GILL "Haif Crazy" (Cotillion/Atco) 47/10

Rotations: Heavy 1/0, Medium 18/2, Light 30/8, Total Adds 10, WLTS, KFMB, KELT, WAVE, WTRX, KWAV, KSL, WWA, MSKY, WORG, Heavy: KOST, Medium: WCCO, WMAZ, WSFL, WRVA, WHBY, KRNT, WWNR, WKNE, WSKI, WAGE, WFFX, WJBC, WCIL, KRSB.

WHAM! "Everything She Wants" (Columbia) 42/24
Rotations: Heavy DiO, Medium 18/9, Light 26/15, Total Adds 24, WFBR, WPJB, WSB-FM, WMYX, KYKY, KHOW, KMGR, KOST, WWOM, K106, WNAM, WMGN, KOIL, KFI, KWAV, KBST, WEIM, WSKI, WZLQ, WFFX, WMT-FM, KEEZ, WJON, KRSB. Medium: KELT, WSFL, WCKQ, WCHV, WKYX, KTYL, KQSW.

CHICAGO "Along Comes A Woman" (Full Moon/WB) 42/9
Rotations: Heavy 6/0, Medium 21/2, Light 15/7, Total Adds 9, 97AIA, WTVN, WOMC, KGW, B100, KJR, WENS, WZLQ,
WCIL, Heavy: WWNR, WWPA, WCKQ, KRLB, WORG, KALE, Medium: WPJB, KVIL-FM, 2WO, WSNY, KYKY, V100,
WKYE, WKJJ, WMAZ, WTRX, WMGN, KKUA, WEIM, WSKI, WSKY, KTYL, KEEZ, KKLV, KQSW,

JANICE PAYSON "Changes Of The Heart" (Atlantic) 34/18
Rotations: Heavy QIQ, Medium 4/1, Light 30/17, Total Adds 18, WFBR, WKYE, KEY103, WNAM, WMGN, KORQ, WGSV, KRLB, WORG, WKYX, KTYL, WJBC, WMT-FM, KEEZ, WJON, WBOW, KTWO, KQSW, Medium: K106, WMAZ, WEIM.

TEMPTATIONS "My Love Is True (Truly For You)" (Gordy/Motown) 31/15
Rotations: Heavy 0/0. Medium 3/1, Light 28/14, Total Adds 15, WFBR. WPIX, WKYE, KELT, WSFL WHBY, KIOA, KRLB, WORG, WFFX, WMT-FM, WXUS, KTWO, KMGQ, KALE. Medium: WLTS, WMAZ.

SIGNIFICANT ACTION

"The Heat Is On" (MCA) 29/4
10. Medium 19/3, Light 5/1, Total Adds 4, KS94, KIOA, KVUU, WTNY, Hebvy, 97AIA, WKYE, WAVE, IIIIIII Y97, WPJB, KVIL-FM, WOMC, KYKY, KMGG, KCNR, B100, WHAS, WRAL, WNAM, WENS. **GLENN FREY** Rotations: Heavy 5/0, Mer KKUA, KKLV, Medium: Y KRAV, WCHV, KTYL, KOSW.

KENNY ROGERS "Love Is What We Make It" (EMI America) 28/14
Rotations: Heavy 1/1, Medium 4/3, Light 23/10, Total Adds 14, KFMB, K106, WMAZ, WSFL, WRVA, WHBY, WISN, KKPL, WWNR, WGSV, WZLQ, KEEZ, WJON, KTWO, Medium: WAHR.

ALISON MOYET "Invisible" (Columbia) 28/3 Rutations: Heevy (J.O., Medium 3/0, Light 19/3, Total Adds 3, KIQA, KORQ, WKYX, Medium: WCCQ, WMAZ, WTRX, WMCN, WVMR, WEM, WSKI, KTYL, KQSW.

DANNY O'KEEFE "Someday" (Coldwater) 26/15
Rotations: Heavy 0/0, Medium 1/0, Light 28/15, Total Adds 15, WAVE, WNAM, WHBC, WTRX, KWAV, WWNR, WWPA, WAGE, WKYX, WZLQ, WJBC, WMT-FM, KFSB, WXUS, KTWO, Medium: KRSB.

TEARS FOR FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) 26/10 Rotations: Heavy 0/0, Medium 5/1, Light 21/9, Total Adds 10, V100, WMAZ, WSFL, WAVE, WTRX, WWPA, WSKY, WZLO, WFFX, KTYL, Medium: KVIL-FM, KWAV, WSKI, WCHV.

JOHN FOGERTY "Rock And Roll Girls" (WB) 25/8
Rotations: Heavy 2/0, Medium 7/2, Light 16/6, Total Adds 8, WPJB, WSFL, WNAM, WTRX, WEIM, WSKI, WFFX, KEEZ.
Heavy: WKBW, KALE, Medium: KMGG, KOIL, WWNR, WCKG, KRLB.

REO SPEEDWAGON "One Lonely Night" (Epic) 24/24
Retutions: Heavy O/O, Medium 2/2, Light 22/22, Total Adds 24, V100, K106, WMAZ, WSFL, WAVE, KOIL, KBEST,
WWNR, WEIM, WSKI, WSKY, WCKQ, WCHV, WGSV, WAGE, KRILB, WORG, WKYX, WCIL, KFSB, WBOW, KTWO,
KQSW, KTYL.

MADONNA "Material Girl" (Sire/WB) 24/1
Rotetions: Heavy 13/0, Medium B/1, Light 3/0, Total Adds 1, Y97, Heavy; KVIL-FM, KMGG, WICC, V100, WHAS, WENS, WMHE, KKUA, WWPA, WSKY, WCKQ, KRLB, WKYX, Medium: WPJB, WNIC, WOMC, K101, WMAZ, WTNY, KEEZ.

PRINCE "Take Me With U" (WB) 23/2
Rotations: Heavy 3/0, Medium 13/1, Light 7/1, Total Adds 2, 2WD, B100, Heavy: WWPA, WCKQ, WKLYX, Medium: WPJB, KVIL-FM, KOST, V100, WKJJ, WSFL, WENS, WMGN, WWNR, WSKY, KTYL, KKLV.

ELAINE PAIGE & BARBARA DICKSON "I Know Him So Well" (RCA) 22/7
Rotations: Heavy OlO. Medium 6/2. Light 16/5, Total Adds 7, WAE9, WMAZ, KSL WWNR, WGSV, WZLO. KFSB.
Medium: WCCO, WRVA, WEIM, WAGE.

SURVIVOR "High On You" (Scotti Bros./CBS) 18/2
Rotations: Heavy 6/0, Medium 5/0, Light 7/2, Total Adds 2, K105, WRAL. Heavy: WPJB, WLLT, WKJJ, WCKQ. KKLV. Medium: KVIL-FM, WMHE, KKUA. KRIB, KALE.

CRYSTAL GAYLE "Nobody Wants To Be Alone (WB) 16/10 Rotations: Heavy 0/0, Medium 6/1, Light 10/9, Total Adds 10, WLTS, WRVA, WHBY, KORQ, WGSV, WAGE, WCIL, KFSB, KTWO, KRSB, Medium: WCCO, WMAZ, KSL, WTKO, WAHR.

ERIC CLAPTON "Forever Man" (WB) 15/4
Rotations: Heavy 0/0, Medium 5/0, Light 10/4, Total Adds 4, B100, WTRX, WWNR. KKLV. Medium: V100, WKJJ. WAVE, WCKQ, KALE.

KENNY LOGGINS "Vox Humana" (Columbia) 14/6 Rotations: Heavy 0:0, Medium 2:0, Light 12/6, Total Adds 6, WPJB, KJR, WKJJ, WWNR, WWPA, KALE, Medium: WAVE,

MURRAY HEAD "One Night In Bangkok" (RCA) 13/4
Rotations: Heavy 3/0, Medium 6/2, Light 4/2, Total Adds 4, KVIL-FM, 2WO, WWNR, WSKY, Heavy: WKYX, KTYL, KQSW, Medium: WTAE, WSKI, KKLV, KALE.

NYLONS "Silhouettes" (Open Air) 13/2
Rotations: Heavy 0/0, Medium 4/0, Light 9/2, Total Adds 2, KEEZ, KWEB, Medium: WCCO, K106, WTKO, KTWO.

A/C ADDS & HOTS

EAST

PARALLEL ONE

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THOPTATIONS
JANICE PAYSON
Nottest:
JULIAN LENNON
PHIL COLLINS
COMMODORNS

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MADOWNA COMMODOWNS LIMBA NOMBYADY Nottest; PHIL COLLING KMMY ROGERS NEW APRICA JULIAN LEMMON

USA FOR APRICA PRIL COLLING DAM POSELBERG Sottest: JULIAN LESSON PEIL COLLING COMMODORES DESARGE HAMBATTANS WPILRess York OBA FOR AFRICA
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DEA FOR AFRICA
ANDEZ SPRINGET
PHIL COLLING
RAMBATTANS

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HALL & DATES
POREIGNER
SAME
ROOL & THE GAMG
Hottest;
PUIL COLLING
DEBARGE

PARALLEL THREE

WFP_ppProvidence Tem Hunter JCHH FOGERTY WALM! EZHITY LONGING BOTTE COLLING BUFFLY VOR HICK JAMEER MADONIA

DAVID LEE NOTH
POREIGNER
BOOTEST:
BED SPEEDINGON
BROCE SPEEDINGTH
PRIL COLLING
USA POR APRICA
HURRAY HEAD

WPRO/Provide Toma Coddy SMUCE SPRING JAMEY STREET Bottest: PRIL COLLING USA FOR APRICA

WILTT/Wookington D.G. Bob Cummings USA FOR AFRICA BOTEOSI: BOD SPEEDWAGON CONNECTION COLLING JULIAN LEMBON BRIC CARMEN

PARALLEL TWO

MRAMI BILLY OCSAN LINDA HOMSTADY NOTES AND DEBARRO REO SPEEDMAGON PHIL COLLINS BILLY JOHL JULIAN LESSION

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GEORGE MEMBON
ALABAMA
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DAVID LEE NOVE
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POINTER SISYERS
TRANS FOR FEARS
SOLLEST:
PHIL COLLING
COMMISSION
TERMS HARIE
HADOMMA
DEBANGE

USA POR APRICA

Jech Reymond
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SIMPLE HINDS
AND SPHEDMAGON
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JOHN POCESTY
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none Sottest: POREIGNER CHICAGO PHIL COLLINS WEARI JULIAN LERMON NOME BOTTO AT 1 PER CARREST MANUATTARS BOLLY PARTOR ALABAMA Grag Pissens
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COMMODORES
DEBARGE
DOLLY PARTOR
JAMET STREET

JAMET STEERT
WES-PMARAMENTS
Juhn Kelly
BILLY OCEAN
WEAN!
LINDA ROMSTAD:
HADDENA
CCHOOCHES
BEHARGE
BROCE SPRINGS

Gruce Stabbine
JOHN FORENTY
HEART
RED SPEEZHMOON
SILL WITHENG
SPEEZHMOON
SILL WITHENG
HARMATTARS
HADDHNA
SOLLY PARTOS
EMPCE SPRINGSTE WTHY/Watertown, NY Joy Demoven

Jay Donoven
GEORGE BEMBOM
BILLY OCEAN
DAM POOREAGEG
GLEMM FREY
ROCKES 1
PRIL COLLING
DEBARGE
BROCE SPRINGST
MADORNA
DAM EARTHAM

TEMBY LOGGIAS
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BILLY OCEAN
BOTLES!
REO SPEEDWRGOS
HADOWNA
PHIL COLLING
JULIAN LEWEON
FORETGREE
FORETGREE

Chris Gebie

BOGSHE WILDE
CHICAGO
MAR

LINDA ROMFFADT
HOULEST:
PHIL COLLING
GLENN PRST
RED SPREDWINGON
COMMODORIS
UNA FOR AFRICA

WLTS/New Orleans

BILLY OCHAN DAN FORKLEINS JOHNNY GILL CHYSTAL GAYLE VAN HORRISON Bottest: PRIL COLLINS COMMODORSS

DAH POSELMENG GEORGE BENACH STILLY CCEAN Hettest: DHEARGE PRIZ COLLING COMMODORES SAUSEA STREISA MADONIA WTVY i Jacksonville Fuester Myon Fusing/Myon
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SADE
HADDWHA
BALL & GATES
GROWNE MEMBON
HOCKORY
PRILIP BAILEY
PRILIP COLLINS GBORGE BENEFINAL TURNERS BOTTOST JUNEAU STATES BOTTOST BRICE SPRING BRICE BR

USA FOR APRICA BRUCE SPRINGSTE Hottest: JULIAN LEMBON BBO SPEEDWAGON MADORNA

MADORNA BILLY JORL PRIL COLLINS

SOUTH

PARALLEL

BILLY OCEAN DAY PODELEGNS BOCKEST WHAN! REO SPEEDWAGON POLLY PARYON PHIL COLLING USA POR APRICA

WEZC/Charlette Stove Button

GROOGS REMOUP DAM BEATHAN JAMEY STREET BOTTOST FRIL COLLING COMMODORES DEBARCE REMOUT ROGERS USA FOR AFRICA

MacGessen
LINDA ROMSTADT
DAN HARTMAN
SOLLES!
JULIAN LEMNOR
COMMODORS
RED SPEEDWARGON
PHIL COLLINS
DEBARGE

CK101/Cooss Boool Edwards/Philligs

TWO

PARALLEL

ONE

KEY103/Austin Adams/Jacobs AN Moyer
RESHIT LOGGINS
BILLY CHAN
HALL & CATES
DON BENLEY
BOTTOST
THA TOMER
PHIL COLLING
JULIAN LEMMON
BRICE BPRINGH
HADOMNA GRORGE BENEGON BRUCE BPHINGST DAM FOGELBERG JAMICE PAYSON BOCCOST, PHIL COLLING JULIAN LESMON RED SPHEDMAGON BILLY JUEL DEBARGE WRITAL autoritio K100/Decument, TX Jemes/Keel

JemesMeel
USA FOR AFRICA
KENNY BOGDDS
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BILL NITHERS
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Dave Marphy
REO SPEEDIMACH
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WLAC-Fildflootnillo Mahalaflargoni

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Gay Lee

JOHN FOGERTY
TREPTATIONS
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TRANS FOR PEARS
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COMMODORUS
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Packs Stewart
USA FOR AFRICA
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SADE
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FOINTER SISTEMS
TULIAM LEMBON
RED SPEEDWAGDI
FUIL COLLIES
TIMA TUSHER

SADE SILLY OCEAN Notteet: DIAMA BOSS PHIL COLLINS COMMODORES DEBARGE USA FOR AFRICA

EMBRY ROGERS
CRYSTAL GAYLS
ROOL & THE GAMG
BOTtost;
RADOMERA
PHIL COLLINS
COMMODORSS
USA FOR AFRICA
JULIAN LEMBON WAVEGorocota

Convestions
HADOSRA
BILLY CHEAM
GROUDE RESSHOW
FOURTH HITTPAKES
T.G. SHEEPFARD
ATLANTA
BOTTO STEEPFARD
ATLANTA
CONCOURSE
ALABAMA
CONCOURSE
BRUCE EPRINGSTE
BRUCE EPRINGSTE

Stove Parter
CHYSTAL GAYLE
REO SPEEDINGOE
DANNY O'EERPE
LINDA ROMSTADT
BOTTE ST.
PHIL COLLING
DEBANGE
HAMBATTAME
HADOENA
COMMODORES

Winderfloberte
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JANICE PAYSON
BOTTON
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BAMBY O'HERPS
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BOTCO-E
BOTCO

PARALLEL THREE

Dean Yoyler
SENCE SERVINGEY
HADDOMEA
BALL & OATES
CRESTAL GAYLE
ALISON MOYET
BILLY OCEAN
BAH POSELSEND
JANICE PATRON
BOX EPERMANON
PUBL COLLIES
BILLY JOEL
BILLY JOEL
BILLY JOEL
BILLY JOEL WSKYMaharille Dan Brashphire

WCHV/Charlett Ken Medek

JOHNST GILL
DAVID LEE NOTE
THANS FOR PEARS
HOMARD JOHNS
HOMARD JOHNS
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JULIAN LESSON
PRIL COLLINS
DEBANGE
BROCE EFFINGSTEEN
USA FOR AFRICA Bottest: RBO SPEEDWINGOR BILLY JOEL JULIAN LEMMON COMMUNICARI PRIL COLLINS

WZI.Q/Tupolo Resty McDanielo Rucely Medicanels
CHICAGO
VMIAN:
TEARS FOR FEARS
PAIGE & DICEBOR
ESSITY ROGERS
BOARSY O'KEEPE
SOCTOR
JULIAN LESSION
RES SPERMINGOR
COMMUNICATION
BILLY JOEL Ken Medna
REG SPEEDMAGUR
POINTER SISTERS
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HADE
VAN HORRISON
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BARGAS SPREISAMO

WFFX/Tuecoloc Sander Walker

Sorder Walher MEANI DAM POSSELMENS JOHN FOCSSTY TEAMS FOR TEAMS FOR TEAMS FOR BOCKERS I JULIAN LEMMON PRIL COLLINS DESALOS COMMCDOURS DAN BARTHAN KYYLIYSKA, TX Briss Malency

SADE GEORGE BENNOU DAN HARTHAN HALL & OATES BOTTEST COMMISSIONES RED SPEEDWAGGE USA FOR AFRICA ERIC CAMERN Briss Maleney
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TEAMS FOR PHARE
SIFFLE MINDS
BILL MINDS
JAHICE PAYSON
RHO SPHEROMACH
BOXCOS
JULIAN LERROW
BANCE SPHINGSTI
COMBODORAS
DEBARGE

OMEY Argenbright
UBA FOR AFRICA
DOLLY PARTON
BALL & GATES
SILLY OCHAN
CHICAGO
GROUNGE MANAGEMENT CHICAGO
GROUSE BERRON
HARDLD PALTERNS
HOCKEST:
RED SPEEDWAGON
USA FOR AFRICA
SAUCE SPAINGET
ERIC CARMEN
KERRY ROGERS

MIDWEST

DOLLY PARTOR Bottset: DIAMA ROSS WHEAM! RED SPEEDWAGE PEIL COLLING SILLY JOSE

Bitly OCEAN WEAR! SOTTEST: NO SPEEDWAGEN PHIL COLLINS CONNEDGES DIAMA NOSS USA FOR APRICA

WCCORNer Denny Long

none Botteet:

MADONNA GLENN PRET Soctect: KNNEY NOGERS JULIAN LENNOU RED SPEEDWINGON PRIL COLLING USA POR APRICA

KYKYAR, Louis Pm Mahards MEAN1 SILLY OCEAN BOCKEST: PHIL COLLING CONCOURS SEO SPEEDWAGON RADONNA USA FOR AFRICA

PARALLEL

TWO

WHSY/Appleton

USA POR APRICA TREATPATIONS REMET ROCERS CRESTAL GAYLE BILLY OCEAN ROCER MEITTAKER ROCER MEITTAKER BOLLEGAL SILLY JOEL JULIAN LEMBON RAMEATTAKE DOLLY PARTON

PARALLEL ONE

Dave Moson

JAMET STREET
Rottogt:
JULIAN LESSON
REG SPEENWAGON
BILLY JOBL
PHIL COLLINS
USA POR APRICA WLLT/Cineleneth Dieble Shonnen

Diele Sheemen
USA POR AFRICA
RECES SPRINGETS
COMMUNICATION
SALES
RILLY CEAM
ROCLECT:
PHILIP BALLET
RESET ROGENS
SURVIVOR
USA FOR AFRICA
REG SPEEDMAGON WARRESTCING

BILLY OCEAN Notest: MEAN! ESMY BOGERS PRIL COLLING RED SPEZIMAGON POREIGNER

WLTF/Cleveland

None
Nottest:
Notest:
Note HALL & ONTES GRONGE BENNON SOLVENT OF STREET PHIL COLLINS JULIAN LIMBON RED SPEDMAGON BROCE SPRINGPTH USA FOR APRICA

WGSEY/Columbus, OH Harry Lyles none Bortest: NOOL & THE GAMG PRIL COLLINS WEAH! PRILIP BAILST CHICAGO

Bennest Collins
BALL & OATES
DAM FOGSLASSE
JAMICE PAYROS
JOHN FOGSTY
DAMBY O'RESPE
WRANI
BOOTLOG 1
JULIAN LEMBON
DEBANSE
DOLLY PARYON
BANCE SPRINGST 610TVNColumbus FitzGorald/Janes

FREGORALIZATION FREE TERM TOWNER CETCAGO USA FOR AFFICA MONTES PER STEVE PER WHIBC/Conton Mile Dorn ALABAMA BILLY OCEAN DAMBY O'REEPE HOTCOTT TOLIAN LEMBON COMMODORS PEIL COLLINS DEMARCE ERIC CAMMEN

MAMENTRAS USA FOR AFRICA BOCLEST: JULIAN LEMMON COMMODORES PEIL COLLINS DOLLY PARTON BROCE SPRINGST

KIÇA/Des Mo Billio Judge GLESS PREY SILLY OCEAS PROPPATIONS ALISON MOTET BOTTOST PRIL COLLINS HAMMATTANS USA FOR APRICA DOLLY PARTOR

USA POB AFRICA SADE MAR BILLY OCEAN DATE POSCLEGING SOCTOCK JULIAN LESSON PHIL COLLINE DEBANCE VER POR AFRICA NACOUNT.

LINDA NONSTADT GEORGE BENSON DAM POSELBERG HOTTOST EXMIT BOSEMS CONNECTED JULIAN LENNON DEBARGE USA POR APRICA

BurhedSmith
ERIC CLAPTON
DESCRIPTION
TO SILL
HALL & OATHS
JOHN JOHN JOHN
DAMNY O'HEFF
TEARS POS PEA
HOTCH
HILL CULLING
CONSODONES
BILLY JOEL
JUELAN L
JUELAN L
DEBANGE

HALL & CATES DAMBY O'RESPE JANICE PAYSON SOCTEST: HAMMATPARS GOMMODORES USA FOR APRICA MADOMMA ALASAMA

PARALLEL

THREE

WLITTGrand Rapid Achievem DAS POCELERS NOCEOUT JULIAN LESSION PRIL COLLING RED SPEEDINGON USA FOR APRICA ERMITY ROGERS WCIL/Cerbons

MON MeCone
CRICAGO
REO SPERDMAGON
CRITALL GAYLE
NOTION
USA FOR APRICA
MADONNA
PHIL COLLINS
ALABAMA
MARKETTARS CHICAGO
PORRIGHER
HALL & GATES,
SOCTOR:
JOKIAM LERMON
PHIL COLLINS
HADOUNA
MADOUNA
MADOUNA

Jeff Reberts
SADE
USA POB APRICA
HALL & ONYES
ALABANA
HADDWAN
HADDWAN
HADDWAN
HADDWAN
COMMODORIS
PUIL COLLIES
DERANGE
WEARI WHERE!
THEFT TOWN
JAMICE PAYROW
DAMBY O'RESPE
MOTERA!
COMMODORES
PHIL COLLING
DEBARGS
DEBARGS

DOLLY PARYOR BARBRA STREET KPSSiJopilis, MO Dan Carpaniar

Des Carpanes

POREITOREN
CRETTRE GAYLE
ROSALD JORGES
ROSAL Mine Murphy SADE Nottest: PRIL COLLING COMMONDESS JULIAN LESMON DEBANSE SOUCE SPRINGS

MEAN I HALL & ONTES JAMICE PAYSON NOTES DESCRIPTION NOTES PAYSON NOTES PARCE SPRINGSTEEN SAME USA PRICA WESSENGER PAYSON NOTES PARCE SPRINGSTEEN SAME SHOWN SENSON NOTES PAYSON NOTES PAYSO NADONNA
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Sup Lafend JOHN FORENTY MEAN! ERREY ROGESS FYLONS LEMANL JANICE PAISON BOOLD ST COMMISSION EARDONA RADOMA SADE WLTEMinne Tom Grayo

HADDENA Sotteet: STEVE PERCY CONCERNS PHIL COLLINS JULIAN LINNON HANKATTANS MAR
NYLONS
DAN FORELESSE
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1 PRIL COLLINS
DOLLY PARTON
HAMMATTANS
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USA FOR AFRICA KOIL/Omeha Mason/Bhone

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COMMUNICATION
DIL COLLINS
DEA FOR AFRICA WBOW/Terro Henris Kenin Young

DEA FOR AFRICA DAS FOR AFRICA REO SPEEDWAGON JANICE PAYBON WAR BOCTECT: PHIL COLLING REO SPEEDWAGON JULIAN LUMNON BROCE SPRINGSTI NADOWNA ASEPOND & SIMPSON SHECK SPRINGSTERN SOCTEST: PHIL COLLINS NAMOUNA REO SPREEMAGON USA FOR APRICA NAMOUNA

143 Reporters

136 Current Reports

WCCO/Minneapolis

WKNE/Keene The following stations falled to report this week and their playlists were frozen:

WSNY/Columbus WRMM/Atlents

R&R welcomes KELT/McAllen and WORG/Orangeburg, SC as new A/C reporters.

WEST

None Botteet: WHAM! KENNY NOGERS PRIL COLLENS JULIAN LEHNON PAUL HANDCASTLI

ONE

HEARI: HALL & CATES Hottest: PHIL COLLING COMMODORISS DESARGE HAMMACTAMS BRICE SPRINGS

HADDONIA Bottest: BED SPEEDWAGG COMMODONES DAMBY O'KIMPE PHIL COLLING BROCE SPRINGE KGW/Pertland Dirks/Williams

DAM FOGELSENG CRICAGO Socteat: JULIAN LESMON FEIL COLLINS CONNUMBER DEBARGE MANUATTANS KFMB/Bon Diago Mark Larson

MAN POSKLENES USA POR APRICA JOSSEY GILL BILLY OCRAS RESSEY ROCKS BOTEST PRIL COLLISS RED SPERCHAGO JULIAS LESSON CESSODOSES DOLLY PARTON

TWO

SADE
SHUCE SPRINGST
WHAN!
HOTCOST
WASOWNA
USA FOR AFRICA
PHIL COLLINS
DEBARGE
JULIAN LENNON PARALLEL

Michael Reading
POREIGNER
WEARH
JOHNNY GILL
DANNY O'RESTY
SIMPLE RINDS
HOCKOCK
HADONNA
JULIAN LERNON
PHIL COLLIES
COMMODONIS
BRUCE SPRINGS BILLY OCEAN Mottest; ERIC CANNESS ERNSY ROSESS COMMODORES

JOHNST GILL PAIGE & BICKSON OAR RIDGE BOTS SOCTE & T DIAMA ROSS HENNY ROGERS RED SPEEDWAGON JULIAN LEMBON COMMODORS

KKUA/Hanaksky Lilla Miller

Minchellings
HALL & OATES
GOOL & THE GAMG
REO SPEEDWAGON
WEAM!
BILLY CERAN
BOCTE at 1
REO SPEEDWAGON
REFE CANNER
CCHMODORNES
PHIL COLLINS
DERANGES

DEBANGS
KETREEN Diege
Much Zegen
DAN FOGELBERG
NADOWNA
LINDON ROWSTADT
HILES DAYIS
BOTTEST
USA FOR AFRICA
DEBANGS
SADE
GSORGE BENSON

Deen Aften

ORA FOR AFRICA
DAM FOGELSKE

HEMMY ROGERS

ROOL & THE GAM

MAR

Hottest:
FHIL COLLING

COMMODORS
DAM MARTHAN

BHICE SPRINGST

MADORNA

THREE

Common William

SILLY CCEAS
LINDA HOMOFALOT

SILL HYPHEAS
SRIC CLAPPON
HOMARD JONES
GOTEST
COMMONORES
PEIL COLLINS
RED SPEEDWAGON
DAVED LEE HOVE
BRICE SPRINGST

KSS/Great Falls Meditoy/Keller

None Bottest: NEO SPEEDWASON POSETOMER WEAM! HADOMNA JULIAN LENNON KQ6W/Rock Springs, WY

MahanapAtartis
RED SPEEDMAGON
JANICE PAYNOR
SILL WITHERS
BIMPLE WITHES
BOCLEST:
PHIL COLLINS
COMMODORES
JULIAN LEMMON
JANEY STREET
DAN HARTHAN

WHAM: BILL WITHERS DAVID LEE NOTH CHISTAL GAYLE Notest: none Btophen Meads BRUCE SPRINGST HALL & CATES TREPTATIONS HOCLOST: SHO EPHEDMAGON PHIL COLLINS DEBANGS MADOUNA SADE

BM Temptons
DAM POSELBERG
TEMPTATIONS
TON PETTY
EXHITY LOGSING
GEORGE RESIDEN
USA FOR AFRICA
Sector:
COMMODORIS
PHIL COLLING
DEBARGE
HADOMA
JOHN FOGERTY

PARALLEL

HOTTO THE STATE OF KMQQ/Los Angeles Rich Cummings

WHEAD! STRE GAME SOCIED A TRE GAME SOCIED A TRE GAME COM POR APRICA MADDIMA MADDIMA PRIL COLLINS KOST/Los Angeles Kaya/Marie MEANI DAN POGELEGA Bottest: PUIL COLLINS HADOMIA COMMODORES DEBANGE

POREIGNES ERIC CLAPPON HALL & CATES Bottest: DIAMA BOSS PHIL COLLINS USA FOR AFRIC

BILLY GCEAN DAM FOGELSEED SOCTE AT: FEIL COLLING DEBARGE BARBRA STREISAN HADOMIA USA FOR APRICA MADOWEA USA POR APRICA MOTEST: WHAM! SILLY JOBL JULIAN LEMMON MED SPEEDWAGON PEIL COLLINS

PAGE MARDCASTLE SILLY OCEAN Notiset: NO SPEEDWAGON MADONNA OAVID LEE ROTH JUSIAN LESSION DEBARGE

KPILes Angeles KeyelKlley

PARALLEL

Jecksonfield
REGO SPEEDWINGON
CHISTRAL GATLE
JANICE PAYSON
ESHIP NOSEES
RALL & GATES
BILL WITERS
PAIGE & DICESON
BOOK SPEEDWINGON
JULIAN LERMON
PHIL COLLINE
BILLY JOHL
COMMODORSE

KPGDIAneherege, All Miles Ford PAGE MANDCASTER Nottest: WHAM: COMMISSIONES FIL COLLINS JULIAN LENNON RED EPERDWAGON

JAMICE PAYSON
HENNY ROSENS
TOTO
HENNY ROSENS
TOTO
HEN SPHEDMINGON
CRYPTAL GAYLE
THEOPAYTONS
Rottest:
COMMODORES
DEBANGE
HAMMATTANS
SNOCK SPRINGOY
HAGOMMA

The following stations report no adds or changes in rotation this week:

WLAC-FM/Nashv

NATIONAL AIRPLAY

AOR TRACKS

Three	Two Weeks	Last We		154 REPORTS	Total	Hot	Medium	Total Adds
			_	ERIC CLAPTON/Forever Man (WB)		131+	16-	1+
13		1	ň	TOM BETTY (Don't Come Around Here No. (MCA)		119+	28 -	3-
-		4	Ø	TOM PETTY/Don't Come Around Here No (MCA)			20 – 38 –	2-
16	11	8	8	SIMPLE MINDS/Don't You (Forget About Me) (A&M)		106+		
4	3			DON HENLEY/All She Wants To Do Is Dance (Geffen)		119-	10=	2-
6	6			JOHN FOGERTY/Rock And Roll Girls (WB)		108-	18=	5-
2	2	3		FIRM/Radioactive (Atlantic)		102 –	23+	2+
1	1	6		MICK JAGGER/Just Another Night (Columbia)	120-	107-	13+	1 =
9	9	6	8	FOREIGNER/That Was Yesterday (Atlantic)	124 –	91+	33 –	4-
В	7	7		BRUCE SPRINGSTEEN/I'm On Fire (Columbia)	122-	94 –	28+	2+
17	16	11	1	MICK JAGGER/Lonely At The Top (Columbia)	123+	<i>60</i> +	<i>63</i> =	4-
_	37	20	ă	TEARS FOR FEARS/Everybody Wants To (Mercury/PG)	137+	<i>35</i> +	93+	28-
33	22	16	ŏ	CHICAGO/Along Comes A Woman (Full Moon/WB)	104+	70+	28 -	12+
				SANTANA/Say It Again (Columbia)	107-	61+	46-	0-
10	10	14	14	ALAN PARSONS PROJECT/Let's Talk About Me (Arista)	116-	50-	66 -	1+
				PHIL COLLINS/One More Night (Atlantic)	85 -	72 -	13+	0=
3				VAN MORRISON/Tore Down A La (Mercury/PG)	116+	18+	90+	14-
39	30	22	•	USA FOR AFRICA/We Are The World (Columbia)	94+	45+	44+	17-
-	-	25	W	D DOWNER D METHENV/This is Not (EMI America)	94-	44-	50 -	0=
5				D. BOWIE & P. METHENY/This Is Not (EMI America)				20-
-				FIONA/Talk To Me (Atlantic)	109+		101+	1+
7				BRYAN ADAMS/Somebody (A&M)	76-	57-	19+	
_	53	39	3	JOHN FOGERTY/Centerfield (WB)	92+	40+	49+	30+
29	24	23	22	LOS LOBOS/Will The Wolf Survive? (Slash/WB)	101+	20+	<i>78</i> =	8+
46				G. THOROGOOD & THE /I Drink Alone (EMI America)	97+		72+	12=
21	20	18	24	GREG KIHN/Lucky (EMI America)	97-	33+	<i>64</i> –	4+
22	21	19	26	FIRM/Closer (Atlantic)	85 –	<i>36</i> –	48 –	3-
_	_	45	26	KENNY LOGGINS/Vox Humana (Columbia)	104+	10+	<i>89</i> +	41
30	27	26	27	GARY O'/Shades Of '45 (RCA)	87=	13+	73 –	3=
35	35	30	23	FIRM/Satisfaction Guaranteed (Atlantic)	<i>76</i> +	33+	42 -	8+
49				PHIL COLLINS/Inside Out (Atlantic)	74+	<i>35</i> +	39 =	9=
40				ERIC CLAPTON/She's Waiting (WB)	78+	30+	44+	33-
_	_	04	21	DEEP PURPLE/Nobody's Home (Mercury/PG)	77-		61 -	1-
27				TRIUMPH/Follow Your Heart (MCA)	64-	-		1=
18	16	21	34	DAVID LEE ROTH/Easy Street (WB)	61-		36-	1+
12				POWER STATION/Some Like It Hot (Capitol)	71+	_	50+	15+
_					71+			39+
LUI	BUI	•	9	VAN-ZANT/I'm A Fighter (Network/Geffen)				1-
15	19	29	36	CARS/Why Can't I Have You (Elektra)	55 -			
				TUBES/Piece By Piece (Capitol)	65 –			1 =
40				JOHN PARR/Magical (Atlantic)	61 -			4-
34	34	36	39	ROBIN GEORGE/Heartline (Bronze/Island)	63-	5-		0-
_	_	60	40	DAVID LEE ROTH/Just A Gigolo (WB)	61+	17+	<i>35</i> +	29+
_	59	49	3	U2/A Sort Of Homecoming (Island)	62 +	11-	48+	8-
50	47	43	Œ	PHIL COLLINS/Don't Lose My Number (Atlantic)	50 +	21=	<i>2</i> 9+	4-
24	28	35	43	DONNIE IRIS/Injured In The Game Of Love (HME/CBS)	56 -	12+	44 –	1-
45	46	41	44	PHIL COLLINS/I Don't Wanna Know (Atlantic)	45 -	28=	16-	2-
LU.	FBIIT	-	4	HOWARD JONES/Things Can Only Get Better (Elektra)	61+	9+	43+	21-
_	57	حو_ 51	<u> </u>	MOUNTAIN/Hard Times (Scotti Bros./CBS)	60+	2+	<i>55</i> +	10-
	J,	44	47	PHIL COLLINS/Only You Know And I Know (Atlantic)	42-			3-
	EDIT	$\vec{}$. 	KATRINA & THE WAVES/Walking On Sunshine (Capitol)				23+
LU	CDUI	ار. 	ت م	DIO/Hungry For Heaven (Geffen)	53-		44-	0-
31	31	37	43	MICHAEL BOLTON/Everybody's Crazy (Columbia)	51 -			1-
-	44	48	50	ELLIOT EASTON/(Wearing Down) Like A Wheel (Elektra)	55-			0-
28	26	33	51	IOUDNEY(Onto The Voung (Coffee)				
11	1 17	32	52	JOURNEY/Only The Young (Geffen)	41-			0=
_	_	57	3	HALL & OATES/Some Things Are Better Left (RCA)	53+			13+
D	EBUT		•	JASON & THE SCORCHERS/White Lies (EMI America)	56+			11+
				PHIL COLLINS/Sussudio (Atlantic)	38 -			3-
				MICK JAGGER/Lucky In Love (Columbia)	41-		21 –	4=
				LOUDNESS/Crazy Nights (Atco)	52-	- 3=	48-	6+
20	29	40	58	CARS/Breakaway (Elektra)	40-	- 15 -	24-	1 –
21	8 33	42	59	SURVIVOR/High On You (Scotti Bros./CBS)	32 -	- 14-	17=	1=
	EBUT	7	•	REO SPEEDWAGON/One Lonely Night (Epic)	50 t	- 5+	39 +	21+
		_	_					
	_							7

MOST ADDED

KENNY LOGGINS (41) VAN-ZANT (39) I'm A Fighter (Network/Gef ERIC CLAPTON (33) She's Waiting (WB) JOHN FOGERTY (30) Centerfield (WB)
DAVID LEE ROTH (29) Just A Gigolo (WB) TEARS FOR FEARS (26)

HOTTEST

ERIC CLAPTON (131) Forever Man (WB) DON HENLEY (119) T. PETTY & HEARTBREAKERS (119) Come Around Here No... (MCA) JOHN FOGERTY (108) Rock And Roll Girls (WI MICK JAGGER (107) MICK JAGG.... Just Another Night (Columbia) SIMPLE MINDS 1108) **Enraet About....) (A&M) Don't You (Forget About FIRM (102) Radioactive (Atlan

BREAKERS

KENNY LOGGINS Vox Humana (Columbia)

68% of our reporters on it. 104/41 including adds at: WYSP, WHJY, KLOL. WNOR, WXRT, WQFM, KGB, WAQY, KILO. Moves 45-26 on the Tracks

JOHN FOGERTY Centerfield (WB)

60% of our reporters on it. 92/30 including adds at: WMMR. WRIF, KSHE, WHCN, WKQQ, KISS, KZEL, KPOI, KOMP. Moves 39-21 on the Tracks **ERIC CLAPTON**

She's Waiting (WB)

51% of our reporters on it. 78/33 including adds at: WHJY KZAP, KGB, WDIZ, KPOI, WRKI, WRUF, KQWB, KOZZ. Moves 64-30 on the Tracks

NEW & ACTIVE

JOHN WAITE "Change" (Chrysalis) 42/8 (44/5) KLS, WZXR, WGIR, WWWV, KSPN. Hota: 6 WMMS, WP a: 33 WIYY, WBCN, WNOR, WLUP, WQFM, KISW, WOOS. IS: 6 WMMS, WPDH, WRIX, KEZE, WHMD,

KINLUI, MEDIUMINI 37 MITT, WISLIN, WINDIN, WILLIM, KISW, WOOS.

AUTOGRAPH "My Girffriend's Boyfriend's Not Me" (RCA) 42/2 (42/5)

Adds: WIZN. WZEW. Hots: 2 CTIT, KTYD. Mediums: 38 include WHJY, DC101, WNOR. WRIF, KGB, WKDF, WOOS, WTUE, KILO.

WKDF, WUOS, WILL, RILD,

DOKKEN "Alone Agein" (Elektra) 41/14 (28/8)
Adds include KSHE, KGB, WCMF, KLAQ, KRIX, WTUE, KGGO, Hots: 4 WAQX, KISS, KFMG, KILO, Medium: 33 include KSUCL, KSRR, WEBN, WOFM, WAQY, WAAF, KKDJ, KOMP.

GIUFFRIA "Lonely In Love" (Camel/MCA) 37/17 (23/17)

GIUFFRIA "Lonely In Love" (Camel/MCA) 37/17 (23/17)

Mediums: 28 include WNOR, WYNF, WAMS, WOUR, WKDF, WOOS, Hots: 2 WARX, KRQU, Mediums: 28 include WNOR, WYNF, WAMS, WQFM, WAQY, WDHA, KISS, KATT.

Mediums: 28 include WNOP, WYN-, WMMS, WUFM, WAUY, WUFA, KISS, KATT.

GO WEST "We Close Our Eyes" (Chrysellis) 35/2 (37/5)

Adds: WXRT. WZXR, Hots: 9 WBCN, WDHA, WIR, WKQQ, WARX, KLYY, WCPZ, KFMF, KCGL.

Mediums: 26 include WBAS, WMMS, KRQQ, WAQY, WOUR, KRXL, WBBJM, WWWY.

SANTANA "Breaking Out" (Columbia) 34/15 (19/6)

Adds include WLVQ, WRIF, KFOG, WFYY, WKDF, KKDJ, KPOI, WRKI, Hots: 11 include WLLZ,

KILO, KZOK, WBSW, WCXT, KSPN, KMY. Mediums: 23 include WDVE, WHJY, KYYS, KGB, KOME.

X. WDIZ. KEZO.

WPYX, WDIZ, KEZO.

ACCEPT "Midnight Mover" (Portrait/CBS) 34/1 (40/5)

Adds: KTXQ. Hots: O. Mediums: 34 include WBAB, WHJY, WYNF, KYYS, WQFM, KUPD, KGB.

REFUGEE "Exiles in The Dark" (Chrysalic) 33/18 (22/14)

Adds include WNEW, KTXQ, KSHE, KGB, WEZX, WAQY, WQUR, WRUF, KTYD. Hots: 1 WQQS.

Mediums: 22 include WHJY, KSRR, KUPD, WCCC, WAAF, KISS, KATT.

Mediums: 22 include WHAT, KSHR, KDPO, WCC, WAAV, KISS, KATT.

ERIC CLAPTON "See What Love Can Do" (WB) 33/12 (22/22)

Adds include WMMR, WDVE, WHCN, WDIZ, KISS, KQDS, KOMP, WRKI. Hots: 13 include WXRT.

KYYS, KFOG, WPYX, WFYV, WLAV, KZEL, KKDJ. Mediums: 19 include WNEW, WLVQ, WEZX,

WOUR, WFBQ, WIOT.

JOAN ARMATRADING "Temptation" (A&M) 33/4 (34/7)

Adds: WNRW, KOAK, KISS, KTYD. Hots: 10 include WHFS, WDHA, CHEZ, WIZN, WBSW, KSPN, KTCL, KRQU, Mediums: 21 include WBAB, WSHE, WXRT, WRCN, WAQY, KEZE, WBLM, WWWV.

ALISON MOYET "Invisible" (Columbia) 31/3 (30/7)

Adds: WZXR, KISS, WWWY, Hots: 8 include CHUM, 91X, WLIR, CHEZ, CITI, WIZN, KTCL, Mediums: 22 include WBAB, WXRT, WMMS, KBCO, KDKB, WCMF.

22 Include WBAB, WXRT. WMMS, KBCO, KDKS, W-WM-PAT BENATAR "T-Emporary Heros" (Chrysalis) 28/3 (29/11)
Adda: KSJO, WACY, WZZQ, Hots: 6 KBCO, KNCN, WARK, WHMD, WBSW, KMBY, Mediums: 22
include WNDR, KGB, WKLC, WQMF, WOOS, WGR, WWW.
MICK JAGGER "Helf A Loef" (Columbie) 27/4 (24/5)
Adda: KTXQ, KZEL, KKDJ, KSPN, Hots: 13 include WXRT, KAZY, WKQQ, WLAV, KILO, KPOI, KZOK,
WWW. Medums: 13 include KOME, WDIZ, WRDJ, KQDS, WFBQ, WIOT, KEZE, KOZZ.

ANIMOTION "Oberstion" (Mercury/PolyGram) 27/2 (25/5)
Adda: WZR, WZN, Hots: 6 WSHE, WMMS, KQAK, WHMD, WBSW, KFMF.
WXRT, KBCO, WZZO, WIMZ, WRDU, KLYV.

STREETS "Don't Look Back" (Atlentic) 26/9 (17/1)
Adde include WRIF, WAPL, WYFE, KMOD, WIZN, KFMO, WZZO, KRQU. Hots: 2 WLLZ, WQFM.
Mediums: 18 include WDVF, WNOR, KGB, WEZX, WOOS, KATT.

PHIL COLLINS "Long Long Way To Go Home" (Atlantic) 25/2 (27/2)
Adds: WILZ, WXKE, Hots: 10 include WQFM, KFOG, WHCN, KISS, KKDJ, KPOI. Mediums: 1 Adds: WLLZ, WXKE, Hots: 10 include WQFM, KF WIYY, KZAP, WKLC, WEZX, KEZO, WIOT, KZEL

WIYY, KZAP, WKLC, WEZX, KEZO, WIOT, KZEL.

SADE "Smooth Operator" (Portrait/CBS) 23/4 (20)

Adds: WBCN, CHUM, KDKB, KISS, Hors: 12 include WXRT, KBCO, KAZY, WHFS, WLIR, WQBK, WZEW, KSPN, Mediuma: 10 include WBAB, WMMS, KOAK, WRDU, KLYV.

GEORGE HARRISON "I Don't Want To Do It" (Columbia) 21/15 (6/6)

WBAB, KAZY, KSJO, WDHA, WCCC, WRCN, KKCI.

JULIAN LENNON "Say You're Wrong" (Atlantic) 21/8 (17/9)
Adds: WZZO, WAOX, KISS, WAPL, KFMQ, KWHL, Hote: 2 KQFM, KSPN, Mediumi
WYSP, KSHE, WAAF, WGIR, WWWV.

WYSP, KSHE, WAAR, WOIK, WWW.

MICK JAGGER "She's The Boss" (Columbia) 20/7 (13/5)

Adds: KFOG, WHCN, WFYY, WDIZ, KPOI, WKLT, KOZZ, Hots: 14 include WMMR, WYSP, KROQ, KOAK, KTOJ, KTYD, Medium: 8 include WEZX, KWXL.

LLOYD COLE & THE COMMOTIONS "Perfect Skin" (Geffen) 20/3 (17/0)
Adds: WYNF, KMOD, WWTR. Hots: 5 KBCO, KROQ, KQAK, KSPN, KCGL. Mediums: 14 include WBC
WXRT, 91X, WLIR, KLBJ.

DON HENLEY "Drivin' With My Eyes Closed" (Geffen) 20/3 (19/2) Adde: WAAV, KATT, KFMG. Hote: 9 Include KLDL KSRR, KFOG, KOME, WOMF, K Mediums: 11 Include KRQR, KSJO, WEZX, WRUF, KOZZ. KLDL, KSRR, KFOG, KOME, WOMF, KILO, KTYD.

SURVIVOR "Broken Promises" (Scottl Bros./CBS) 20/3 (21)
Adds Include KLOS, KRQU. Hots: 2 include KILO, Mediums: 17 include KTXQ, K

UTOPIA "Mated" (Passport) 20/1 (21/1)
Adds: KISS, Hote: 4 WYFE, WIZN, KRQU, KVRE. Mediun
KILO, KKDJ, WWWV. ums: 16 include WBAB, WQFM, KAZY, WAQY,

DAVE Include WHJY, WNOR, WPLR, WAQX, KLAQ, KGGO, KQWB, KOZZ. Hots: 1 WOOS.

Mediums: 11 include WBAB, 91X, WCCC, WAQY.

Mediums: 11 include WBAB. 91X, WCCC, WAUY.
ALAN PARSONS PROJECT "Days Are Numbers" (Arista) 19/7 (13/0)
Adda: KSRR. KDKB, WCCC, KISS, WIZN, WZEW, KTYD. Hots: 10 include KBCO, KAZY, WXKE.
WHMD, KSPN. Mediums: 9 include WBAB, KLOL. KYRE.
GENERAL PUBLIC "Never You Done That" (IRS/A&M) 19/2 (18/1)
Adda: WNEW, WZEW, Hots: 8 include WBCN, WXRT, KROQ, 91X, KQAK, WLIR. Mediums: 9 include
WSHE, WHSE, WAGY, KTYD.

STRANGLERS "Skin Deep" (Epic) 19/1 (19/1)
Adds: CITI. Hots: 9 include WXRT, KBCO, 91X, KQAK, KLBJ, KTCL. Mediums: 10 include WBCN, WHFS, WLIR, KLAQ.

R&R FRIDAY, MARCH 22, 1985/61

NATIONAL AIRPLAY

AOR ALBUMS

Three Weeks	Two Week	Lent is Week	154 REPORTS	MARCH 22, 1985	Traces	1400	Medium	Total Adds Al
			PHIL COLLINS/No Jacket Required (Atlantic)	"One More Night" (85) "Inside" (74) "Don't Lose" (50)	Reports	Rotation	Rotation	Rotation
2	1	2 🛡	MICK IACOERISTA'S The Been (Columbia)	"I apply" (122) " has Another" (120) "I value" (141)				-
1			MICK JAGGER/She's The Boss (Columbia)	"Lonely" (123) "Just Another" (120) "Lucky" (41).	153+	134 -	19+	-
-			ERIC CLAPTON/Behind The Sun (WB)	"Forever Man" (147) "Waiting" (78) "See What" (33)	149+	133+	16-	
			FIRM/The Firm (Atlantic)	"Radioactive" (126) "Closer" (85) "Satisfaction" (76)				1.
			JOHN FOGERTY/Centerfield (WB)	"Rock And Roll" (127) "Centerfield" (92) "T.V." (23)		123 –		2-
			DON HENLEY/Building The Perfect Beast (Geffen)	"All She Wants" (130) "Sunset" (23) "Drivin" " (20)	136 -	124 –	11+	2:
			THE BREAKFAST CLUB/Soundtrack (A&M)	"Don't You" (145) "Fire" (13)		106+		2-
				"Yesterday" (124) "Tooth" (14) "I Want" (13)	133 –	96 –	37+	3.
			BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"I'm On Fire" (122)	124 –	96 –	28+	0-
				"Say It Again" (107) "Breaking Out" (34)	128 –	67+	<i>60</i> –	2-
			ALAN PARSONS PROJECT/Vulture Culture (Arista)	"Let's Talk" (116) "Days Are Numbers" (19)	128-	<i>58</i> –	70=	2+
			TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)		139+	<i>38</i> +	93+	27-
			CHICAGO/Chicago 17 (Full Moon/WB)	"Along Comes" (104)	104+	<i>70</i> +	28 –	12-
				"Somebody" (76) "It's Only" (18) "One Night" (11)	95 –	67-	27+	2+
				"Tore Down" (116)	120+	20+	92+	14-
11	14	14 16	DAVID LEE ROTH/Crazy From The Heat (WB)	"Easy" (61) "Gigolo" (61) "California" (13)	105-	39 -	61+	6-
7	7	11 17	FALCON & THE SNOWMAN/Soundtrack (EMI America)	"America" (94)	94 -	44-	50 -	0:
18	19	19 📵	G. THOROGOOD & THE/Maverick (EMI America)	"I Drink Alone" (97) "Gear Jammer" (16)	104+	26+	78+	6.
_	18	18 19	GREG KIHN/Citizen Kihn (EMI America)	"Lucky" (97)	101 -			6-
_	34	27 🚳	FIONA/Fiona (Atlantic)	"Talk To Me" (109)	113+		104+	20-
26	20	22 🗿	LOS LOBOS/How Will The Wolf Survive? (Slash/WB)	"Will The Wolf?" (101)	103+		77-	7+
				"Hungry" (53) "Only The Young" (41) "Crazy" (10)		34-	56-	1=
18	17 :	23 23		"Nobody's" (77) "Knocking" (13) "Perfect" (11)		23+		1-
				"Shades Of '45" (87)		13+	73-	3=
				"Follow Your Heart" (64)		19-		3-
				"Magical" (61) "Naughty Naughty" (13)		11+	60 -	4-
				"Piece By Piece" (65)	70 -	9+	60 -	1:
				"Why Can't I Have You" (55)		27-		1-
				"One Lonely Night" (50) "Can't Fight" (21)		13=		174
				"Homecoming" (62)		12-		
				"Heartline" (63)	65 –	6-		5- 0-
				"High On You" (32) "Broken Promises" (20)	51 –	16-		-
				"My Girlfriend's" (42) "Radio" (24)	62 –		33+ 52=	3-
				"Like A Wheel" (55)		8-		3-
				"Injured" (56)	64 -	6-	58-	1-
				"Injured" (56) "Hard Times" (60)		12+		1-
	10 3	8 3	MICHAEL POLTON/Eventhody/o Comm. (Columbia)		64+	2+	58+	11-
				"Everybody's Crazy" (51)	53-		48-	1-
				"Some Things" (53)			<i>38</i> +	
			JASON & THE SCORCHERS/Lost And Found (EMI America)		58+		<i>52</i> +	11+
34 3	33 3	5 40	LOUDNESS/Thunder In The East (Atco)	"Crazy Nights" (52)	<i>53</i> –	3=	49 –	6+



BREAKERS.

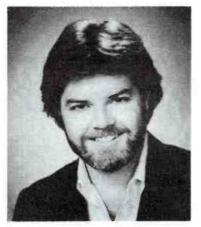
No albums qualified for AOR Breaker status this week.

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 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.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are buileted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheese. 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.

ACTIVES IN RADIO



John Sebastian CONSULTANT/Scottsdale, AZ

"AIR is encouraging programmers to listen to every cut from every album released and that's a significant improvement over the status quo."

Robert Welch KLYV/Dubuque, IA

"This competition makes me more aware of new product, especially those that may have been passed over. AIR causes me to go much deeper into the albums I may have through only had 1-track potential. There's a lot of good product out there that never gets a chance, but now with AIR, those records at least get a listen."



AIR . . . The fastest, most reliable tool for getting radio to listen to music.

Call Alan Smith at (301) 964-5544 for more information.

WEEK #24

AIR Priorities

WEEK #24

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, March 28, 1985

A O R

"Obsession" (12")

ARTIST

LABEL

ANIMOTION

MERCURY/POLYGRAM

ALF

"Invisible"

ALISON MOYET

COLUMBIA

TOOTH & NAIL

OOLONDI

"Alone Again"

DOKKEN

ELEKTRA

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, March 27, 1985

CHR

TITLE

ARTIS'

LABEL

ARISTA

DAYS ARE NUMBERS CAN'T STOP NEVER YOU DONE THAT GO DOWN EASY HOW DOES IT FEEL ALAN PARSON PROJECT RICK JAMES GENERAL PUBLIC

GORDY/MOTOWN A&M

DAN FOGELBERG TOTO EPIC COLUMBIA

1985 Active Industry Research, Inc.

AIR

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.

TM Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

THE NEW SINGLE



COLUMBIA RECORDS

AOR ALBUMS

MOST ADDED

PORKY'S REVENCE (20) TEARS FOR FEARS (27) Fiona (Atlantic)
REO SPEEDWAGON (17) Wheels Are Turnin' (Epic)
GUFFRIA (14)
Giuffria (Came/MCA)
VAN MORRISON (14)
nae Of Wonder (Mercury)

HOTTEST

PHIL COLLINS (137)
No Jacket Required (Atlen
MICK JAGGER (134)
She's The Rose (Carl e's The Boss (Columbi ERIC CLAPTON (133) Behind The Sun (WB) FIRM (130) DON HENLEY (124) JOHN FOGERTY (123) THE BREAKFAST CLUB (106)

Soundtrack (A&M)

NEW & ACTIVE

GIUFFRIA/Giuffria (Camel/MCA) 44/14 (36/15)
Adds: WNEW, WSHE, KDKB, WEZX, WOUR, WKDF, KLPX, WWWV, KQWB. Hots: 4 WQFM, KGB, WARX, KRQU. Mediums: 34 include WHJY, WNOR, WYNF, WMMS, WRIF, WAQY, WDIZ, KISS, WOOS,

PORKY'S REVENGE/Soundtrack (Columbia) 42/28 (15/15)
Adds include WBCN, WMMR, WYSP, WHJY, KBCO, WDIZ, KISS, KGGO. Hots: 4 WBAB, WNOR, WMMS, WOOS. Mediums: 26 include KAZY, 91X, KFOG, WDHA, WAQY, WAAF.

JULIAN LENNON/Vaiotte (Atlantic) 42/7 (43/8)
Adda: WZZO, WAQX, KISS, WAPL, WBSW, KFMQ, KWHL. Hots: 9 include WBAB, WQFM, KINK, WZXR, KSPN, KMBY. Mediums: 33 include WIYY, WBCN, WMMR, WHJY, WYNF, KSHE, WRXL. DOKKEN/Tooth And Neil (Elektre) 41/13 (29/8)
Adds include KSHE, KGB, WPDH, WCMF, KLAQ, WKDF, WTUE, KKDJ. Hots: 4 WAQX, KISS, KFMG, KILO. Mediums: 33 include WHJY, KLOL, KSRR, WEBN, WRIF, WQFM, WAQY, KOMP.

JOHN WAITE/Ignition (Chrysalis) 37/5 (38/5) Adds include WKLS, WZXR, WGIR, KSPN. Hots: 3 WMMS, WPDH, KRIX. Mediums: 32 include WIYY, WBCN, WNOR, WLUP, WQFM, KISW, WCMF, WAQY, WOOS.

JOAN ARMATRADING/Secret Secrets (A&M) 36/3 (38/6)
Adds: WNEW, KISS, KTYD. Hots: 11 include KBCO, WHFS, WDHA, CHEZ, WIZN, WBSW, KSPN. Mediums:

23 include WBAB, WXRT, KAZY, WAQY, KEZE, WBLM, WWWV.

GO WEST/Go West (Chrysalle) 36/2 (38/6)
Adds: WXRT, WZXR. Hots: 9 WBCN, WDHA, WLIR, WKQQ, WARX, KLYV, WCPZ, KFMF, KCGL. Mediums: 27 include WBAB, WMMS, KFOG, WZZO, WAQY, WOUR, WRXL.

ACCEPT/Metal Heart (Portrait/CBS) 36/1 (42/6) Adds: KTXQ. Hots: 0. Mediums: 36 include WBAB, WHJY, DC101, WYNF, KYYS, WQFM, KUPD, KGB, KISW.

ALISON MOYET/Alf (Columbia) 35/5 (32/8) Adds: KROQ, WDHA, WZXR, KISS, WWWV. Hots: 9 include CHUM, 91X, WLIR, CHEZ, CITI, WIZN, KTCL, KCGL. Mediums: 23 include WBAB, WXRT, WMMS, WQFM, KBCO, KAZY, WCMF.

BLASTERS/Hard Line (Stash/WB) 30/4 (28/7) Adds: KSJO, KISS, WBSW, WCXT. Hots: 1 KBCO. Mediums: 27 include KLOL, KAZY, KROQ, KQAK, WHFS, WLIR, KILO, KKDJ, KTYD.

ANIMOTION/Animotion (Mercury/PolyGram) 27/2 (25/5)

Adds: WZXR, WIZN. Hots: 6 WSHE, WMMS, KQAK, WHMD, WBSW, KFMF. Mediums: 20 include WXRT. KBCO, KDKB, WZZO, WIMZ, WBLM, KLYV.

STREETS/Crimes In Mind (Atlantic) 25/9 (17/1)
Adds include WRIF, WAPL, WYFE, KMOD, WIZN, KFMQ, WZZQ, KRQU. Hots: 2 WLLZ, WQFM. Mediums: 18 include WDVE, WNOR, KGB, KRQR, WEZX, WOOS, KATT.

SADE/Diamond Life (Portreit/CBS) 24/3 (22/1)

Adds: WBCN, KDKB, KISS. Hots: 12 include WXRT, KBCO, KAZY, WHFS, WLIR, WQBK, WZEW, KSPN. Mediums: 11 include WBAB, WMMS, KQAK, WRDU, KLYV.

GENERAL PUBLIC/All The Rage (IRS/A&M) 23/4 (20/1)

Adds: WNEW, WZEW, KMBY, KCGL. Hots: 8 WBCN, WXRT, KROQ, 91X, KQAK, WLIR, WIZN, KTCL. Mediums: 12 include WSHE, WLUP, WAQY, KTYD.

LLOYD COLE & THE COMMOTIONS/Rattlesnakes (Geffen) 22/3 (19/0)
Adds: WYNF, KMOD, WWTR. Hots: 5 KBCO, KROQ, KQAK, KSPN, KCGL. Mediums: 16 include WBCN, WXRT, KAZY, 91X, WLIR, KLBJ. STRANGLERS/Aural Sculpture (Epic) 20/1 (21/1)
Adds: CITI. Hots: 9 WXRT, KBCO, 91X, KQAK, CHEZ, KLBJ, KFMF, KTCL, KRQU. Mediums: 11 include

WBCN, KAZY, KROQ, WHFS, WLIR, KLAQ. CHESS/Soundtrack (RCA) 18/4 (16/3)
Adds: KBPI, WKLC, WIMZ, WZXR. Hots: 3 include WXRT, KROQ. Mediums: 14 include WMMS, KBCQ, WHFS.

WLIR, WTKX, KZOK, KTYD.

KING KOBRA/Ready To Strike (Capitol) 17/2 (19/1)
Adds: KTXQ, KWHL. Hots: 1 WIMZ. Mediums: 15 include WHJY, WLOL, WLLZ, WQFM, KUPD, KGB, WAQY, WAAF, KISS.

BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 16/7 (14/6)
Adds: KISS, KMOD, KFMG, KEZE, WARX, WCXT, KZAM. Hots: 2 KSPN, KVRE. Mediums: 12 include KSHE, KINK, WHFS, WRCN, WHEB, KLAQ.

KEEL/The Right To Rock (Gold Mtn./A&M) 16/6 (15/1)

Adds: KTXQ, WDHA, KXZL, KATT, KMOD, WRUF. Hots: 0. Mediums: 11 include WBCN, WLLZ, WQFM, KUPD, WPLR, WKDF, KISS, KTYD.

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WKLC/Charleston, WV

(304) 722-3308

WDVE/Pittsburgh (412) 582-5959

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PO: PUTER HIRECE NO: TON STANS

WLIR/Long Island (516) 485-9200

PD: DENIS HONAHARA NO: LARRY "THE DUCK"

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WCCC-FM/Harti (203) 233-4426

PD: DAVID GIDSSMAN ASBY PD: GENE STENAR

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MANUALY

(617) 752-5611 90: NOR SAMETY HD: NOSS NOTTLA

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WARX/Hagerstown Fredrick (301) 733-4500 PD: REID BLANKENSHI

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WPYX/Albany, NY (518) 785-9061

ASST PD: BOB WELCH MD: AND; TUPCO NO. PETTY NOT PE

WIZNE (802) 877-6800 70: XCCFR MAYER FO: ARTY Lavigue

PARALLEL

JOHN FORESTY (F)
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WBLM/Portland, ME (207) 763-2065

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WKQQ/Lexingtor (606) 252-6894

PO: DAVE KNIBE HKLATE HD: ROW ELLIS

CHILDRON
ERIC GLOPPIO
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(804) 282-9731 PO: TON EVANS

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WDIZ/Orlando (305) 645-1602

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WKDF/Nashville (615) 244-9532

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KRIX/McAllen-(512) 350-9999 FO: HICKARL T. PA HD: ACE PALADINO

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EAST (continued)

PO: 848 COX

PARALLELS - Stations arranged by market size, according to Arbitron's MSA population figures

Parallel One: 1 000 000 + Parallel Two: 200,000-1,000,000.

Parallel Three: Under 200,000 Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower parallel

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WSHE/Mlami (305) 581-1580

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WKLS-FM/Atlanta (404) 325-0960

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KTXQ/Dallas (214) 528-5500 (615) 525-6000

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KLBJ-FM/Austin (512) 474-6543

HO: CLASS NYAM NO: JOHN HICKARL SCOTT

KLAQ/EI Paso (915) 544-8864 PO: AREN HICHARLS

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KXZL/San Antonio (512) 226-6444 PD: GEEN WARTEN HD: ANGELN WIGGIT NO. NACILA WIGHT

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WZXR/Memphis (901) 726-0060 FO: STEVE CHRISTIAN

KNCN/Corpus Christi (512) 289-1000 PD: SCB PATIO ASST. PD: BORNIX STI MOST. PD. BORNER:

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KUFO/Odessa (915) 366-2801

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WZEW/Mobile (205) 432-0102 PO: CATT STORE HD: PHEL COULLOU

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WMMS/Cleveland (218) 781-9667 OR: JOHN CORMAN MD: KID LED

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WLUP/Chicago (312) 440-5270 PD: CREC SOLE

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WWWV/ Charlottesville

(804) 971-4057

TO: JAY LOPEZ

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WRIF/Detroit (313) 827-9505 PO: HICHAEL MAYER ASST. FO: JOE CHESKS

WLLZ/Detroit (313) 855-5100

PO: LEE ARNOLD

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KYYS/Kansas City (616) 561-9102

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KORS/MI (612) 545-5601

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MIDWEST (continued)

(314) 842-1111

WSKS/Cincinnet (513) 868-3696

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WIBA-FM/Medison (608) 274-5450

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KTCZ/Minneapolis (612) 544-1558

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WWCT/Peorla (309) 674-2000 го: жет негонт но: зони межна

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WYFE/Rockford (815) 877-3075

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KEZO/Omaha (402) 592-5300

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CITI-FM/Winnip (204) 786-6181

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WTUE/Dayton (513) 224-1501 PD; TOM CARROLL ND: 108 CLARE

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WIOT/Toledo (419) 248-3377

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WFBQ/indianapolis (317) 257-7565

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PD: PAUL PREUNICHS HD: JACK ENEMPCH

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(316) 722-5600

ON: BILL BROWN MD: LEE XOBERTS

WLAV-FMI Grand Rapids

(616) 458-5461

BD: DAVE LANCE RD: ARLE MARPERS

THE COLLANS PRICE OF THE COLLA

KQDS/Duluth (218) 728-6421

WXLP/Davenport (319) 328-2541 PO: GLES BAPTISTS

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WXKE/F1, Wayna (219) 484-0580 HOL RICK WEST HOL HAL STANIOT

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(414) 734-9225 PD: BRIAN SAYLOR NO: HANK COULTER

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KFMQ/Lincoln (402) 476-8565

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KKCl/Kenses City (816) 531-3400

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WBSW/Kenkake (815) 939-4541

PD: BILL TRYLOR

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(SQY/Rapid City (605) 578-3533

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KLYV/Dubuque (319) 557-1040

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WKLT#(elkoska (616) 258-2800

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GEORGE THORD GOOD
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WCXT/Muskeg (816) 873-7129

PD: MANUE ANTHORY

WCPZ/Sandusky (419) 625-1010

PO: SANDY HOOG NO: KEV IN YOUNG DOWN TO STATE OF THE STATE OF T

PLAYLISTS - An artist's name appears once per playlist in the highest reported rotation. For example, if cuts from an album are reported in both hot and medium, the album will appear in hot. A small 'a' before an artist's name indicates the record is newly 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 albûm 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.

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CFOX/Vancouv (604) 584-7221

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WZZQ/Terre Haute (812) 232-5034 POY DAY PECHANIC

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KFOG/San Francisc (415) 885-1045

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KINK/Portland, OR (503) 226-5060 4587. PD: CARL WIDING

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KTYD/Sents Berbers (805) 967-4511

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KZAM/Eugene (503) 741-1999

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KRQU/Leramie-Cheyenne (307) 745-7396

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KRSP/Salt Lake City KZEW/Dellas WIBA/Madison

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WBSB Baltimore

PD:Steve Kingston

- PD:Steve Kingston
 MD: Amy Kronthal

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PD: Larry Berger MD: Lisa Tonacci New York

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Philadelphia PD: Scott Walker MD: Glenn Kalina

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PD: Charle Quinn Boston MD: Cindy Bailen

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Ckgm Montreal

PD: Stephen Anthony

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PD: Jim Waters Toronto MD: Brad "Knobby" Jones

MD: Brad "Wnobby" Jones

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92 PRO'FM

Operations Manager: Providence

Committee of the Control of the Cont

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Now You PD: Scott Shannon

MD: Frankie Blue

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CKO 947 Montreal

PD: Bob Beauchamp

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Toronto

MD: Bob Saint

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WXKS-FM PD: Sunny Joe White Boston MD: Geni Donaghey

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POINTER SISTERE/Beby Come had Get it RICK INDEE/Con't Strop ALIGNS HOMEY/Low's Strop ALIGNS HOMEY/Low's Shike NEEKEN, ELTE SHOY/MALKING On Senshire INDEC CLAPTER/POINTER FROM MERCHAN MERCHANNIA PROFIT JAMES CIRCLE/NAME OF SOME PROFIT JAMES CIRCLE/IN MERCHANNIA PROFIT JAMES CIRC

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Buffalo PD; Bill Todd MD; P.J. Foxx

M.D. Bill TO

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Washington D.C.

PD: Alan Burns MD: Mary Tater

M.D. Mary Tation

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PD: Bill Terry MD: Ruth Tolson Island

MD: Ruth Tolison

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Pittsburgh PD: Scott Alexander

PD: Scott Alexander

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97.1 MEGL Dallas

PD: Randy Brown

P.D. Randy Brown
M.D. Joe Folger

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PD: John Lander

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PD: Kris O'Kelly MD; Greg Rolling

MDC, Grego Rolling

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CHR PARALLEL ONE PLAYLISTS



PD: Keith Isley WINZ-FM

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SARE/Smooth Open stor



VP/Programming: John Shomby MD/Asst. PD: Pamela Steele

wer/wergeramming. John Shomby MO/Asst. PD. Pamela Steeld

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SEEDA BATCH/Sower
TOM PETTY/Dom't Come Around Not
JOHN PCORPT/Sock & Roll Sirl
EXMIT LOSSING/YOU Habare

Miami

PD: Robert W. Walker

PD. County W. Walker
MD. John Signin

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C 105 Tampa

Ops Mgr: Mason Dixon

PD: Steve Rivers

TORTIGER/That Mas Tenter day TORTIGER/That Mas Tenter day TORTIGER/TORY That Love TEAM/TORY TANNED TO NAME & SADE/MEROOT Down tor GOOD EXEM/Londy TORT STETT/Lond To Come Around Her ATMODRAPM/THEN TO The Redio

(94-0)Atlanta

PD: Jim Morrison
MD: Jeff McCartney

MD: Jeff McCartney

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MD: Jeff McCartney
MD: Jeff McCart

JECES JORSON'S MAR YOUR MAN WEARY THE CODE WIGHT IN BROKEN WOUL THE PINTON THE WIFE I STAFF LOCKING YOU BROKEN BILLY CODE W/Bridden! Come And Get 10 TON NO TON BROKEN JONES AND TO THE BRIC CLAPFO/FROWER MAN ALTON HOUST/TONISDIE CO 1887/WHI COME OUR FYER



PD: Bob Canada

MD: Jim Curtis

P.P. Bob Canada

Will Jim Curry

Tell Carlot See To See The Se

MIDWEST



St. Louis
106.5 PD. C.C. Matthews

PD C.C. Martin
M.M. GOLDWING CO. MARTIN
M.M. G

Mansas City PD: Todd Chase

TUE TOOL Chase

MD. Kim Walsh

1 - 1000 more continued to 11

98X-FM

PD: Adam Cook

25 TMANU FOR HEAMS/Everybody Wants to No HOMEN'S JUNES/Things Can Only Get B DAVED LEF HOTEL/Durk A Signio/I Aim't

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BOCK B THE GARD/Fresh

WHAT/Year yelling Now Waste

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PD: Dave Anthony Asst. PD/MD: Don Michaels

ASS, POMO: Don Michaels

No. 1 PCS STREET WAS 18 APR 18 AP

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Chicago

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PD: Tom Jeffries

MD: Shadow Stevens

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31 BOCK & THE GARG/Fresh BUPEL REMOTE CASE (For get Abo Exert LOGGISS/Nos Theman TYRA FOR MEMBER PROCESS (FOR SHORT OF RESERVE) AND THE STATE OF THE

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ADDS TEDARGE/Reythm Of the Hight RBO SPEEDWOOM/Down Lowely Wight MEAN!/Sportphing She Names

WKTI Milwaukee

PD: Tim Fox

КВЕО

Kansas City PD: Pat McKay

MD: Karen Barber

2 1 The Market State Sta



Ope. Mgr.: John Gehron

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JOHNNEY/Only The Young PORIORR/That Mae Yawarday MACONNA/LLMS & Wirdin OOM HERLEY/The Boys Of Summer... HEAD/Free yeblag fire Wente MEL's ORTES/Come Whigh Are Delive



P.D. Lee Douglas
Asst. PD: Store Kill

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ACON 40 REG STREEMAGON/Dow Lovely Fight EXC STREE & THE MAY/Malking On Sunshine

VILOU O PATENT

PD: Tac Hammer
Asst, PD/MD: Greag Swedberg

A COMMUNICATION OF THE ACT OF THE

ADDE 36 MEAR!/Everything the Name ECus DD JOHES/Things Can Only Get 3 FORER STATION/Some Like It Son Chim/Mby Can't I have You PEL COLLDER/Seasod's

Chicago

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Ops. Mgr.: John Gehron

P.D. Dallas Code

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WNCI Columbus

PO. Rich Meyer

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WEST

PD: Reggie Blackwell Phoenix MD: Art Morales

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CHR PARALLEL ONE PLAYLISTS

WEST



MD. Chins Kink

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MB. COLLARS/Come to Sight

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29 SACE/Emoth Operator KENNY LOGGIES/VOK RUMANS



PD: Jon Barry

MD: Steve Naganuma

Steve Nagaruma

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KWSS 94.5_{PM}

PD: Dave Van Stone San Jose MD: Robin Kipps

MD: Robin Kipps

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KRXY Denver

PD: Robin Mitchell Assistant PD: Beau Matthews

F.D.: FIGURE PRINCIPLE ASSISTANT PD: Beau Matthews

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MENDAME ACROSSION OF ANY (Lox dur Type

GREG RIRE/Lucky ZADONA & JACKSCN/When The Rain Begins

Seattle KUBE 93FM PO: Bob Case

MD: Wendy Christopher

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MID: WEND CANTESOPHER

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Hot Hits Seattle PD: Jeff King

PLA. Jeff King

MD: Damien

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San Francisco

PD: Nick Bazoo MD: Jack Silver

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MD: Jack Silver

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ZIOO# KKRZ PD: Gary Bryan

Portland

MD: Scott Drake

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Q103FM PD: Jack Regan KOAQ

MD: Alam Sledge

AD: Alam Sledge

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25 MEANI/Everything Ebs Masts SELLY OCENE/Southenly YEARS FOR HEARS/Everybody Warks To Ru DAVID LES DYE/Jost & GigPlo/I min't KRTRIKA 6 THE WAY/Walking On Sunskins

PM 102

PD: Rick Gillette Sacramento MD/Assist PD: Chris Collins

MD/Assist PD: Chris Collins

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KZZP Phoenix

PD: Guy Zapoleon MD: Steve Goddard

Steve Goddard

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MD: Mr. Ed

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MADE/Bassoth Operator MDIRND JUMES/Whings Can Only Get 8 MILLY COMM/Suddemly CO MEST/Mp Close Our Eyes

IIS 103 FM HOT HITS!

VP/Ops: Dave Parks San Diego

VETTUPS: DAVE Parks

PD: Mike Preston

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JURN PORREY/Rock & Boll Girl HELL & ONTES/Some Things Are Betts WMAN/Covervilles the Marks

HotHits 105KITS Francisco

San

Acting PD: Hichard Sands MD: Craig Roberts

MDC Craig Roberts

| MIMPICTORILES Widger
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ERIC CLAPTON/FORever Han PODELGHER/That Man masterday SURVIVORWEISH On You COUNSET/Onl, The Young PARTI LABELLE/May attitude

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Denver

PD: Doug Erickson MD: Gloria Avila

PDC. COUNT ETTICATE TO THE ACT OF THE ACT OF

EAST

HOTTEST

REO Speedwagon Rick James Kenny Loggins

Phil Collins Madonna "Crazy" USA For Africa

CHR ADDS & HOTS

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Billy Ocean Whami Kenny Loggins

Madonna "Material" Phil Colline Madonna "Crazy"

EAST

PARALLEL TWO 83-KTU/New York, NY

MachyreMeCory
HALL 6 CATES
POINTER SISTERS
JENNI SURTON
SENCE SPINGSFERN
DOR BENGLY
HOCKORIL
TESHA MARIE 12-5
COMMODORES 11-5
USA POR AFRICA D-9
MADORNA 23-17
DEBARGE 30-21 SHO SPEEDMAGON
EISHT LOGGINS
HOULARD JOHES
HOULARD JOHES
PHIL COLLINS 2-2
BROCE SPRINGSTEEM 11-7
MADONNA 16-9
URA FOR AFRICA 25-10
CHICAGO 20-15

Z100/Philodolphia, PA Doubs/Tiller

POWER STATION TEAMS FOR PEARS

WSPIJPoughtzopole, NY Dayton/Anthony

Deysen(Authony
SIGMARD JORNES
RESHIT LOUISING
ALISON HOTET
SAND
RADOLD FALTERMEYE
HADOUBLA 4-1
HADOMBA 4-1
HAD SHEEDHAGON 1-2
FIEL COLLIES 8-3
JOUNETY 6-4
TEEDHA HARIE 13-6

Iti-164/Providence, IM Janethen Mank

COMMODORMS POWER STATION SOCKEST: MADOWNA 1-1 PHIL COLLINS 4-2 NICE JAGGES 3-3 TERMA MARIE 9-6 DEDARGE 10-6

OS2/Rechester, NY Stevens/Mesoner

REMNY LOGGIMS BILLY OCEAN REO ASSESSMENT

BILLY OCEAN REO SPERDINGON TEARS FOR PEARS RICK JAMES FORTER SISTEMS SOLLOW!

POINTER SISTEMS
SOCTEST:
PEIL COLLINS 1-1
TEEHA MARIS 3-2
MADONNA 3-3
BRUCE SPRINGSTEEN 4-4
MADONNA 29-6

RICH JAMES
COMMODORES
RHO SPEEDMAGON
BROWNAD JOURS
HORRAY HEAD
BOTLSE:
HADOWNA 1-1
TERMA RARIE 16-6
SEYAM ADAMS 13-11

BILLY OCRAN DAVID LEE NOTH BOOL & THE GANG POINTER SISTERS REO SPEEDINGON GIUPPRIA RICE JAMES

BOTTOR 1-1 UBA FOR AFRICA 5-4 BRUCE EPRINGSTERN BRITAN ADAMS 19-11 MADONNA 22-15

830/Syracuse, NY Laird/Dunes

HEM EDITION POINTER SINTERS GOUPPER SINTERS GILES JAMES SHEEMA MASTON DAVID LEE ROTH BILLY CCEAN EMBET LOGGINS

WHAM! Botcost: FWIL COLLINS 1-1 THEMA MARIS 5-2 MACOUNA 8-4 MICH JAGGER 14-9 USA FOR APRICA D-24

WPST/Trenton, NJ Tom Taylor

HANDLD PALTERNETE RICK JANES RICK JANES ROOL AND GAMG ESHIY LOOUINS HOULEST FELL COLLINS 2-1 SIMPLE WINDS 28-10 DEBARGH 28-19 USA FOR AFRICA D-20 WHANI D-29

WMMANUTOLAND
Jen Raits
SED SYMENHAGOR
SED SYMENHAGOR
SELLY OCEAN
GIUPPILA
PRITI LANGLE
BICE JAMES
BICE JAMES
BICE JAMES
BICE JAMES
BICE SPELLY
FELL COLLIES 3-2
ROCE SPELLY
BICE JAMES
BICE SPELLY
BILL OF SPELLY
BILL O

Stovens/Messacer

AMINOFICE
GIUPPRIA
BOCTEST:
PRIL COLLIES 2-1
SCANDAL S-4
JULIAN LEHRON 5-6
THERM MARIE 15-12
USB FOR AFRICA D-23

Q198/Allentown, PA Bryan Gerenimo Bryan Gerandone
DAVID LEE ROYH
ECOCL & THIE CANKE
BICK JAMES
BICK JAMES
BICK SPEEDWRACHG
GEMERAL FURLIC
BOCTERT
HADDOMELA 4-5
BETAH RADOMEL 1-8
USA FOR AFRICA 29-15

WBEN-PM/buffele, NY Reger Christian USA POR APRICA DIAMA BOSS DEBARGE DIAMA BOOS DOSANGE HEARI BRIC CLAPTON JOHN FOCENTY REMNY LOUGINS RICK JAMES BOTTOST: USA FOR AFRICA D-1 PRIL COLLINS 1-2 MADOWNA 3-3

MADONNA 3-3 DIAMA ROBS D-4 JULIAN LENNON 8-6

Chris SeRey

EATEINA & THE MAY
GIUFFAI A THE MAY
GIUFFAI AND SPEEDMANCH
JEBSE JOHNSON'S E
PRIL COLLINS 2-1
TEENA NARIE 8-4
MANCHMA 19-10
DURAN DURAN 20-11
USA FOR APRICA D-13

K104Eris, PA BIE Shannon

BME SHARMOON
THEFFTAT COME
BANGLE PALTERNITY
BANGLE PALTERNITY
BANGLE PALTERNITY
BANGLE PALTERNITY
BOTTON
FORTH STATUM
BOTTON

WERZ/Exeter, 10H Soott MecKay

Goost Medicay
JOHN MAITE
SENSY LOCALES
DAVID LES ROYN
DOOL & THE GAMG
POINTE SISTERS
RICK JAMES
RICK JAMES
RICK JAMES
ROYN BOOL & THE GAMG
POINTE SISTERS
ROYN BOOL & THE GAMG
POINTE STATE
ROYN BOOL & THE GAMG
POINTE STATE

WTIC-PMAhartford, CT Miles West HIDHIGHT STAR BILLY OCEAN TEAMS FOR FEARS THAMB to...
Hottest:
PHIL COLLINS 2-1
DEA FOR AFRICA 23-2
DEBANGE 9-3
HADOMNA 10-6
COSSGDORES 16-8

JOHN FOREPTY
JOHN FOREPTY
JOHN FOREPTY
FORER STATION
Hottest:
NEO SPREDNINGON 1-1
PHIL COLLINE 2-2
HADDNEA 5-3
DURAN DEAM 12-5
BILLY JOHL 9-6

HENNY LOGGINS
HOMARD JONES (dp)
TEARS FOR PEARS (dp)
POINTER SISTEMS
DAVID LEE ROTE (dp)
SEESHA EASTON (dp) SHEEHA EASTON (dp Nottest: PHIL COLLINS 2-1 MADONNA 4-2 MICH JAGGER 9-4 SURVIVOR 6-5 BRYAN ADAMS 7-6

WLAN-PM/Lengester, PA

JOSTY Michaels

ROOL 5 THE GAMG
LIMARL
RAST JAME GIRLS
GENERAL PUBLIC
JESSAINE STEWAR
POINTER SISTEMS
BOXESTS
PHIL COLLINS 3-1
HABOURA 6-3
BURNIVOR 11-6

SURVIVOR 11-6 BRYAN ADAMS 14-11 ANIMOVION 24-19 KC181/New Hover, CT Stof Rybok

FOREIGNEE KENNY LOGGINS KATRIMA & THE HAV THANS FOR PHANS SOTTOST SOTTOST HADDING S-3 MADONNA 8-5 HICE JAGGER 12-7 HMA FOR APRICA D-13

Hadistiblanden
LOG LOGOCH
LOGO

WTLQ/Wilken-Berre, PA Mondone/Tendler

Mondama/Tandler
TIBA TURNER
BILLY OCHAN
BILLY OCHAN
BILLY OCHAN
GENERAL RAPTOR
BICE JAMES
SKEENA RAPTOR
BICE JAMES
BARDLD PALTERWEYE
BORN GROUGE
GIUFFRIA
BOTTOR
BO THAMS FOR FERRO SADE SIMPLE MINDS SIMPLE MINDS LOUIS LOUIS DAYID LES BOTH (dp) BOCKLAST BUTGAY HEAD 5-) USA FOR AFRICA D-9 MADOWNA 39-11 DIAMA BOSS 32-27 POWER STATION D-39

WHITFIYerk, PA Michael Service

Microel Servywald

REGO JENESCHAGES
DAYS EXECUTOR
VARM HORBLIGOP
GARY O'
TOTO
Notiset:
PHIL COLLINS 13-4
FIRM 6-6
BROCE SERVINGETERS 25-28
USA FOR AFFELDA 25-28

Q188Yerk, PA Tem Shennon

POREIGNER EALL & OATES DAM BARTHAM JOHN POGERTI HONARD JOHES BOXTES: PHIL COLLINE 5-3 TERNA MARIE 6-4 RICE JAGUER 12-9 BRYAH DAMS 15-12 HADOMMA 22-15

PARALLEL THREE

WFBG/Alteon Stove Kelsey

NEMANI RED SPERMANDOR
BELLY OCCUAN (dp)
TOW FSTYT (dp)
ECOL & THE GAME
TIME (dp)
RICE JAMES
HOLLEST (DALTER
HOLDEST 7-2
HILL COLLINE 7-2
HILL GALLER 7-3
HILL JAMES 14-10
HILL J

PROCEANGEMENT PLONE SAND TEAMS FOR FEARS BILLY OCEAN BOCKER; MADORMA 6-2 PRIL COLLINS 12-6 ANADOMNA 18-9 USA FOR AFRICA D-31

WIGY/Buth, ME Bob Anderson

Bob Anderson

USA FOR AFRICA
DIAMA ROSS

DAVID LES ROYS

MEMALI

ROSS PERSON

ROSS

JOHN POGERTY SADE JOHN POGENTY
SADE
RESNY LOGGING
DAVID LIES SOTH
HIGH SOTH
HIGH SPEEDMACON
BOTLOSE;
PHIL COLLIES 3-1
WILL COLLIES 3-1
SIDEVIVOR 8-6
HICK JACKER 13-6
BEYAN ADARS 14-11
WOAY/Bookley, WV
Jen Mertin

Jhom Mherdon

ALPHAVILLE (dp)

RATHINA & THE WAY

ECOL & WHE CAND

LIMABLE SITETEMS

DOLLEY-EXPENDIAGON

GOL POE AFRICA 39-1

PADDOMNA 5-2

PHIL COLLINS 4-3

HADOMNA 22-7

HORRAY HEAD 26-18

WIKZ/Chamburshurg, PA Matthews/Alexander POINTER SISTEMS (dp) ROOL 5 THE CAMC (dp) REMOT LOGGINS RES SPERGHAGE (dp) REMOT LOGGINS RES SPERGHAGE (dp) BOXT SERTE GIRL (dp) BOXT SERTE GIRL (dp) BOXT SERTE GIRL (dp) BOXT SERTE GIRL (dp) LANGUERS 24-1 COMMICCOMES 25-11 DIAMA ROSS 27-12 DEBANGE 23-12

REO SPEEDWAGON TEARS FOR PEARS

NUMBER OF STATES OF STATES OF SERVICE SISTEMS OF SERVICE OF SERVI

BAROLD PALTER DAVE EDMUNDS DAVE EDITION
HEW EDITION
SILLY COMMAN
HEWIT LONGING
POWER STATION
RICH JAMES
HOTES!
HED SPEEDINGOM 1-1
HADDHMA 6-2
SCARDAL 8-6
SILLY JOEL 9-7
SHYAM ADAMS 13-9 JOHN CHEMIN SILLY OCEAN PATTI LABELLE DAVID LEE NOTE RICK JAMES AND POINTER SIPTERS LIMABL RED SPECHAGOM HOTCOST PHIL COLLINS 4-1 HICK JAGGER 9-7 RENCK SPECHAGOM HOCKEST HICK JAGGER 9-7 BRUCK SPRINGSTEEN 13-0 USA FOR APRICA 5-10 HADOSMA 26-11

WJBQ/Portland, ME Phoonis/07Nell

PROGRESS OF THE STATE OF THE ST

WOMP-FMWheeling, WV Benda/Btoner ,

Bonda/Broner
GIUTFALA
RED SPEZENSHOCHE
BOURARD JOHES
WHEAM!
WHEAM

Crasjames
ESSSY LOGGINS
BOY NUBERS GIRL
RED SPEEDOMSOON
RICE JAMES
CHARA KHAM
BOTTS IT
FEERA MARIE 3-1
BRYAM BANKE 13-7
AMINOFICH 19-11
PRINCE 20-14
RADONNA 24-15

SOUTH

PARALLEL TWO

Bruce Stavens

EXBERY LOGGING
POINTER SIGNERS
HER EDITION
ECOLS THE GANG
BICK JAMES
BICK

TOM PERTY SIMPLE NINDS WHAPLE NINDS WHAPLE NINDS WHAPLE NOT SO THE MOTORNA 1-1 TERMA MARKE 10-3 HICE JACGER 16-5 MADORNA 23-9 USA FOR AFRICA 30-14 WWOK-FMI/Columbia, BC Jeff Clark none Bottest: MADOWNA 1-1 THEMBA MARIE 2-2 DAN MARTMAN 5-5 CHICAGO 14-14 DEBANGE 14-16 KHPWAwelin, TX Wayton Richards

GENERAL PUBLIC Nottest: Nottest: NADOWRA 1-1 PEIL COLLIES 7-2 TEEMA HARIE 8-3 UEA FOR AFRICA 12-7 NADOWRA 16-10 WZLD/Columbia, BC Hunter Herring

WPMPBeten Rouge, LA Rice/Ahysen

Humber Herring
LIPARE
BILLY OCEAN
BILLY OCEAN
BILLY OCEAN
BILLY OCEAN
GROUND OF THE GAMG
DAM FOGMEASEG
WRAMI
GIOPPEIA
BOCLOST
BOCKOST
BOCKOST
JOHN FORMER STATION 30-28
JOHN FORMERY 39-30
URA FOR APPLICA D-32 KERNY LOGGINS WHARI MHAMI Bottest: MADOMMA 3-1 TIMA TURNER 4-3 TERMA MARIE 11-9 USA FOR AFRICA 24-14 MADOMMA 21-16

Basument, TX dPorty

Gerhadd-bry
WHAM! XEMBY LOGGIMS
HOMEAND JOHNS
HOMEAND JOHNS
HOME SHOW SHEED SAFERSHAND
HOW HEND SAFERSHAND
HOW THE STREET
HOMEAN 3-1
FREIL COLLINS 14-2
THAN THAN 13-3
SUNYTYON 17-4
HICT JAGGER 15-6
HICT JAGGER 15-6

KZZB/Besument, TX Jerry Lauetseu

DEAMA ROBE
DEAMA ROBE
PATTI LABRELE
POINTER SISTEM
ESHEMA RAFTON
MADORNA 2-1
MADORNA 3-2
JOHN PARR 4-3
URA FOR AFRICA 28-19
WICHINGRAD MARKET ARE
WICHINGR

WOID/Black MS Mickey Conflor MHAM: BILLY OCEAN HOCEGE: MADOWHA 2-1 DUMAN DURAN 4-2 TIMA TURNING 5-3 PHIL COLLING 8-4 BILLY JOHL 9-5

WAPVBirminghom, AL St. John/Regel

HALL & OATES TEARS FOR PEARS CARS HAROLD PALTERWEYE BOXTOST: PHIL COLLING 1-1 SURVIVOS 5-4 HADDHMA 16-5 HURBAY HEAD 24-16 TINE 23-18 KUCK188/Birmingham, AA. Gathar/Belley

HORRAY READ DAVID LEE BOTH RESHY LOGGINS FIRM ECOL & THE GAMG BOTLEAT! ECOL a Bottest: HARDOWER 2-1 HARDOWER 3-1 HOUSE SPEEDWARDOWN 1-4 PRILC COLLING 8-5 URA FOR AFRICA D-12 HARDOWER 21-17

PHUMPHANDE ERROY LOGGINS ROOL & THE CANG POWER STATION GIUFFRIA LIMAME. HOCLESS 4-1 UEA FOR AFRICA 17-3 COSMODORMS 10-8 HADDOWNA 25-11 DEBARGE 23-12

WBCY/Charlotte, NC Martin/Treey

None Hottast: RHO SPEEDWAGON 1-I SURVIVOR 2-2 PHIL COLLING 3-1 MADONNA 5-5 CARS 8-8

none Hottest: HADOWNA 2-1 PHIL COLLINS 3-2 DIAMA ROSS 7-5 DEBARGE 26-17 BRUCE SPRINGSTERN

WZYPHtuntoville, AL Stove King

Stave Kheg

RICK JAMES

RICK JAMES

REMBY LOGGINS

POINVER SISTERS

PARTI LASELAR

SILLY OCHAN

ROGHAD JOHNS

PRIL COLLING

PRIL COLLING

ADDOMNA 1-1

PRIL COLLING

ADDOMNA 4-5

COMMINDERS 24-12

USA FOR AFRICA D-15

SETYX/Jackson, MS Bill Crows JOHN PARK CHICAGO KEMPY LOGGINS SILLY OCEAN SADE

ANIMOTION Mottest: USA POR APRICA 38-1 MADONNA 3-2 JULIAN LENNON 4-3 TINA TURNEN 7-6 HADONNA 14-12 WOUT/Johnson City, TN Stove Taylor

COMMODORES
ANIMOTION
DAVID LEE NOTH
BOTCOSE
SPEEDMAGOUN 1-1
HADOWRA 12-4
PHIL COLLINS 16-E
HADOWRA 30-15
USA FOR AFRICA 38-17 WOKIKnerville, TN Gary Aditine

KITE/Corpus Christi, TX Dovo Parks MEANI REMNY LOGGIMS Rottest: MADOMMA 1-1 DUMAN DURAN 2-2 TERNA MARIE 4-3 REO SPEEDMAGON 6-5 KZFM/Corpus Christi, TX Ginsburg/Tucker

none Nottest: RHO SPERDMAGON 1-1 MACOUMA 2-2 JULIAN LEMNCH 5-5 TIMA TURNER 8-8 PH3L COLLINN 18-10

FoundAddisolvy

MIADATI

MIADA Mérapan-Keny
JOSE NAITE
JOSE NAITE
JOSE NO AFRICA
HALL & ONTES
FOO AFRICA
HALL & ONTES
HALL KKYKULIttle Rock, AR Merk McCeln

TREMA MARIE BRYAN ADAMS HOTCOST: HADOURA 1-1 PHIL COLLINS 2-2 SURVIVOR 14-8 USA FOR AFRICA 19-11 TIMA TURNER 25-21

WDCQ/Durham-Raleigh

FrommanWHight
POMERS STATION
TRAMS FOR PEAMS
BILLY OCEAN
WHIAN!
RED SPREDUAGOUS
BOCKLOST:
USA POR AFRICA D-1
PHIL COLLINS 3-2
JOURNEY 6-4
TIAN TOWNER 7-3
HADOMER 23-13

KAMZ/EI Paso, TX Bob West

Beb West
WEN EDITION
USA FOR AFRICA
RICK JAMES
LUTHER VAHADORES
FOINTER SISTEMS
BOOLOGIS
185 SPEEDMACON 1-1
HADOWNA 2-2
TIEN TUTNER 6-4
FRIL COLLING 7-5
HADOWNA 25-13

KBET-PM/EI Paos, TX Rendy Rodriguez

Rendy Roddquer

BALL 5 OATES
BEN EDITION
EATHINA 5 THE MAY
HORAND JOHES
BOTTON 4-1
TERMA HANIE 3-2
PHIL COLLINS 8-6
COMMODORES 12-10
HADDWER 25-17

WLRS/Louisville, KY ChristopherfLyons Christopherf, yors

PIRE IGHER
PIRE BANCH PALTERMETE
BANCH PER BOTE
BANCH SE BOTE
HADDERS BOTE
HADDERS TO
HADDERS TO
HADDERS TO
HADDERS TO
HADDERS TO
HADDERS TO
HURRAY HEAD 29-19

PM189Momphis, TN John/Conley

Jehn/Conley
BILLY OCRAM
***MEAN! ***MEAN!
***MEAN!
***MEAN!
***MEANT LOUGIME
***DOS EMBELNY
***MACONNA 5-2
***MACONNA 17-1
***MEANT MARIE 22-17
***USA FOR AFRICA 5-20
***MUNICAL MARIE 23-17
***MACONNA MARIE

WABB-FMMobile, AL Prom/Fuller TEARS FOR FEARS
WHEAM!
BILLY OCEAN
BOCKSET:
PUIL COLLINE 3-1
HADOURA 20-10
JESSATHE FYSHARY 27-21
STRAPPED D-23
FOMER STRAYION D-25

Red Morto
REG SPEERMAGON
RICK JAMES
BILLY COTAM
ROOL & THE GAMG
PATTI LABELLE
TEAMS FOR FEALS
RANGLE PLITENSETH
BOXTOS SPRINGSTRESS 13-0
RACOMEN, 247-CA 29-17
DIAMA HOSS 23-18 WHAM!
DAVID LEE BOTH (dp)
BILLY OCRAH
BOTLOGIA
HADOMMA 3-1
SORWIYOR 3-2
PHIL COLLING 4-3
UNA FOR APRICA D-5
FRAMEIR GORB TO B 5-8

Nome
Bottest:
HED SPEEDWAGON 1-1
JULIAN LENNON 2-2
HADOMSA 3-3
PRANKIE GOSS TO E 7-7
TERMA MARIE 8-8

POINTER BISTERS 1000 EDITION ROTEST LEMBON 2-1 MADONNA 5-2 PWIL COLLINS 10-5 MADONNA 27-14 DEBANGS 25-19 KX104/Noshville, TN MurphylCook

NAME TO SET STATEMENT OF STATEM

Y167/Nachville, TN Hebbe/Tyler

HebbeTyler
BANDLD FALTERWEYE
WEAM! ISBNTY LOGGING
SANDE
HEMF ND1910N
HOUTERLY BEAD
HOLGEST IN ALCOHOLD 11 17
PATTY LAMERLE 11 17
PATTY LAMERLE 11 17
COMMODORME 19 19 12
UNB FOR AFRICA 36-15 WZKE/Neohylle, TN Larry Martine

nome Nottest: DIAMA NOME 2-1 POINTER SISTEMS 4-2 MADOWNA 7-4 PHIL COLLINS 0-6 COMMODOWNE 15-9

COMMINDOMENT 15-9
WALL-FRANTOW OTHERS
ROWS MOCKETTY
MUTUAL THEAD
GREG RITHS
TOR PRETTY
FULL COLLING 4-1
FULL COLLING 4-2
FULL THE STREET
FULL COLLING 4-2
FULL THE STREET
FULL

WRNOWew Orleans, LA Costelle/Watche Costmonwaters
RED SPEEDMAGON
TEARS FOR FEARS
SEESMA EAPTON
SOCKEST
PHIL COLLIES 4-1
HADOMMA 23-13
PORBIGHERS 35-24
USA FOR AFRICA D-26

NURRAY HEAD POWER STATION WHAN! BOCTORY: JULIAN LEMMON 7-1 PHIL COLLING 10-2 JOURNEY 0-7 TERNA MARKE 13-10 NICK JAGGER 14-11

8J16S/Orlando, FL ConsvMVIoht USA POR APRICA GREG KIEN PIEN PISON Hottest: HADOMEA 2-1 PHIL COLLINS 6-3 TIMA TUSHER 8-6 HADOMMA 13-7 TEEHA HARIE 10-8

SHEW EDITION SERENA ENGYON SERENT LOGGINS GO MEST LIMANE SADE HOCLOSI: PHIL COLLINS 3-1 HADDOMNA 2-2 JEDWAINE STEMARY 13-9 PISS 26-5 USA FOR AFRICA D-16 WRVO/Richmond, VA Lowleffitrers

HANOLD PALTERNAYE BILLY OCEAN SADE KITY/Bon Antonia, TX McGoo/Upton

MOGUALUPON
SIMPLE NINDS
HENRY LOGGINS (dp)
PATTI LABELLE (dp)
JOHN FOGERTY (dp)
HOCLEST (dp)
HADOWER 3-1
PEIL COLLINS 7-5
SURVIVOR 8-6
DOBAN DURAN 11-7
HADOWER 12-17 KTPM/Ben Antonie, TX

GO MEST (dp) FOIRMER SERVERS (dp)
FOIRMER SERVERS (dp)
FILLY OCEAN
BALLY CONTROL OF THE
BOY MESTS disk (dp)
BOCTOST BOST 7-4
FILL COLLINS 12-8
COMMODORMS 14-10
SURVIVON 18-12
HADOMA 28-20

Quisher/Dovis
PATTI LAMELLE
BES SPECIONACON
BUSENY READ
EICE JAMES
LUTHER VANDENGE
RANGLE PALTENNEYS
SOTTES:
COMMODORES 1-1
RADOMEN 14-5
USA FOR AFRICA DTHEE 21-12
ANIMOTION 20-14

KMBQ/Blooveport, LA Bessem/Btory

BROCOMMUNICATION (dp)
BILLY OCEAN (dp)
BOO STREEMSACOW (dp)
POINTER BIFTERS (dp)
DAVID LER BOYN (dp)
PATTI LABELLE (dp)
EATRIBLE THE WAY (dp)
HANDOMEN A-1
USA FOR AFRICA 23-16
USA FOR AFRICA 23-16

NEAM! EDMY LOGGINS NOWARD JOHES NOWARD JOHES NOWARD JOHES BILLY OCEAN NOCEAN NOTE COLUMN 2-1 SORVIVOR 8-4 BRIAN ADMS 9-6 HICK JAGGER 11-7 ANIHOPION 12-8 299/Tompo, PL Kaghar/Clars DEA-GRAPHICA GLUFFRIA (dg) RED SPEEDURAGON ROOL & THE GAMG BOCLE STE GAMG BOCLEST: HADDURA 2-1 JULIAN LERROUS 3-2 PHIL COLLINS 4-3 SUMWIVOR 10-4 BETAM ADAMS 9-6 HaghawClove
PATFI LABELER
FINE (60)
SANGLE PALTENBEYE
SINFLE HINDS (60)
BOCtest:
HADOWER 1-1
PRIL COLLINS 3-2
UNIVERSELA 26-3
JERNATHE STWART 22-15

Q101/Moridian, AL Tom Kelly WICZL/Wineson-Belom, NC Don Joseph Tom Koby

MEM SDEPTON
VAN HOREISON
RICE JAMES
BRIEBRA ENGTON
WHANAI
BAYTERIA A THE MAY (dp)
BOCLEST:
BOUNTY VON 5-2
BOCLEST:
BRICE SPRINGEREEN
HADONNA 15-9
HADONNA 15-9
HADONNA 15-9 Dem Joseph
TOM PEFFT
TOM PEFFT
BAYID LEE SOTH
BOWLED JOHES
FOLKTHE SITEME
GIOFFELA (GP)
SANFARA
BOOTESL (GP)
SANFARA
BOOTESL (GP)
SANFARA
BOOTESL (GP)
SANFARA
TOTAL
HADOWEN 1-1
ANTONIO 28-21
TIES 18-28
MERIFAMORES BEGINS NO

HADDINA 15-9
KNOE-PM/Monroe, LA
Pick Knighton
DIAMA ROSS
DAN BARTHAN
HRAHI
KANSAS

BRUCH SPRINGSTERM BETAM ADAMS Hottest: HADOMEA 8-4 TEMBA MARIE 15-8 HADOMEA 23-10 UBA FOR AFRICA 25-12 TIMA TURNER 24-15 NEMANI RAMESA RELATED TO THE MANUAL RAMESA BILLY OCEAN DAVID LER NOTH BOWARD JOINE HOTELS 6-2 TERMA MARIE 7-4 HICK JAGGER 15-10 CEICAGO 24-18 HADOMINA 28-29

PARALLEL

KQIZ-PMIAmerillo, TX Poter Stewart

Poter Stewart

BILLY OCRAM (dp)
TON FETTY
POINTER SISTEMS
EXOC 5 THE GAME
EXOC 5 THE GAME
EXOC 5 THE GAME
EXOC 5 THE GAME
BOTCOST
HADOMNA 2-1
SHEVEY NOW 3-2
THEMA MARIE 7-3
PHIL COLLING 8-4
DURAM DURAM 10-6

WKSFIAshoville, HC John Stovens

THREE

KWES/Midland-Or

John Clay
PETRA
DAVID LEE NOTH
HER EDITION
DIAMA ROOM
EDITION
DIAMA ROOM
EDITION
TANDROOM
EDITION
TANDROOM
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EDITION
TO THE TON THE T

UNA PRESENCE AND STATE HAVE HAVE POINTER SISTERS PIBE BOY NUMBERS GIRL RICCI JANESS COOKS OF THE GAME BOOKS THE GAME BOOKS THE GAME HADDEN BEAD 9-4 HADDEN JEST AND SINCE AND SI COLOR POR APPICA

PORT POR APPICA

PORT POR APPICA

COLOR POR APPI

WPFM/Panama City, PL Thomas/Davis THOMMSDEPOWNS
MINIAY OCEAN
DAVID LES NOTH
LUTHER VANDROUS
EATHING THE WAY
BOLLOUIS 140
HOLDEN THE WAY
BOLLOUIS 14-9
JERNALHE STREEM 12-10
HADOMRA 23-217

WXLKReeneks, VA Den O'Shee

MEAN: SEMPT LOGGIMS BILLY OCEAN LIMANT. LIMANIL MOTEST: FRANKIE GOES TO H 3-1 DURAN DURAN 4-2 BILLY JOHL 5-4 TEENA MARIE 12-7 HURRAY MEND 25-18

BE Westen
BILLY OCHAM
POWER SYATION
RICK JAMES
REAROLD FALTERWRYE
TEMPYATIONS
NOTE: NEW SPEDWARGON 1-1
DAVID LER NOTH 3-2
JOURHEY 3-3
DOTAM DEAM 5-4
GEA FOR AFRICA D-20

Z192/Sevenneh, GA McGraw/Sommers

MAGGROWNSOMMARE
BAROLD FALTERESTE
BESO SPEEDWARGON
HER BOITION
HICK JAMES
DAVID LEE ROTE
TRABE FOR FRARE
FRANCE
BAROUNDA 3-1
COR FOR AFRICA 20-2
FELL COLLINS 5-1
RICK JAGGES 13-6
HADDONNA 26-17

WGLF/Tallahasson, PL Rick Serinkins FROM SPECTATION STATES AND SPECIAL STATE CAME COLOR STREET CAME COLOR STREET CAME COLOR SPECIAL SPECIA

KKQV/Wichits Fells, TX K.J. Stone K.J. Stone

USA FOR AFRICA
TEARS FOR FEARS
PATTI LABELLE
ROMARD JOHES
POINTER SISTERS
LIMMEL
RATHINA & THE HAV
MOCTOSI:
HADOMNA 1-1
PRIL COLLING 5-2
SURVIVOR 8-4
HICK JAGGES 9-5
BRITAN ADAMS 12-6

KNIMWichim Fells, TX Berry Michaels Berry Michaels
NUTRALY SEAD
HEARI
FORER SYNTION
FOURTER SISTERS
BILLY OCEAN
BOTLEY OCEAN
BOTLEY OCEAN
HADOWNA 17-2
HADOWNA 17-2
HADOWNA 3-3
PSIL COLLINS 2-6
USA FOR AFRICA D-13

WHISL/Wilmington, NC StewardStone

Escaterificace

MEMO SPEEDWINGOON
EAJA
BOY MEETS GIRL
DAVE EDWINGS
J. GEILE BAND
BOCK COSK!
PRIL COLLINS 4-2
TESSAN MARIE 7-3
SUNVYVON 12-3
WICK JAGGES 14-9

255 CHR Reporters 250 Current Reports

The following stations reports a frozen playfist this week: WMAR/Baltimore KZFM/Corpus Christi

The following stations failed report this week; therefore the playllets were frozen: WBCY/Charlotte WNOK-FM/Columbia

MIDWEST

HOTTEST

WGRD/Grand Rapids, MI

TOM PETTY
REO SPEEDMAGON
ROCLESE:
NADONNA 1-1
PHIL COLLINS 3-2
REO SPEEDWAGON 2-4
NADONNA 17-13
USA FOR AFRICA 34-22

WZPL/Indienepolle, IN

WJXQ/Jackson, MI Ryan/Cheeks

Welnecht/Chepmen

Z104/Medison, WI Little/Hudson

SINPLE MINDS
HAROLD PALTERMEYE
BONARD JONES
GO WEST
BOTTES
HOTES
LISA FOR AFRICA 30-1
MADONNA 2-1

MADONNA 2-1 PHIL COLLINS 3-3 BRYAN ADAMS 16-10 POMER STATION 34-22

WZUU/Milwaukee, Wi

TEENA MARIE

EBARG

MADONR 1

BILLY JOEL 12-4

PHIL COLINS 10-5

JOURNEY 17-10

SURVIVOR 14-12

K.I103/Oklehome City. OK

Canamanacandar

REO SPEEDNAGON
BILLY OCEAN
RICK JAMES
FAROLD FALTERMEYE
FIRM
BOTTEST 7-1
MADONNEY 7-8
MADONNE 8-6
BILLY JOBL 12-9
USA POR APRICA D-10
DEBARGE 16-11

John Driscoli

Swart/Stevens

Whaml REO Speedwagon

Phil Collins Madonna "Material" USA For Africa

CHR ADDS & HOTS

WEST

HOTTEST

Madonna "Crazy" Madonna "Material"

MIDWEST

PARALLEL TWO

WKDD/Akron, OH Mett Petrick

Meat Patrok

REO SPEEDMAGON
RATRINA & THE WAV
ROOL & THE GANC
ROOL & THE GANC
HOTELER
HADONNA 3-1
DEBARGE 18-15
DEBARGE 18-15
EERNY LOGGINS D-38
KENNY LOGGINS D-38

Chris Celris
DIANA ROSS
BILLY CCEAN
SILLY CCEAN
GONE FOGERTY
HURRAY HEAD
MHAM!
HALL & OATES
HADONNA 1-1
HADONNA 9-1
HICK JAGGER 16-10
FIRE 23-18
USA FOR AFRICA D-24

WKAU/Appleton-Oshkosh.

Rose/Fradledth
MINA:
RENNY LOGGINS
ALISON MOVET
TEARS FOR PEARS
BILLY OCEAN
BOLLES THE STATE OF TEARS
BILLY CEAN
BOLLES THE STATE OF TEARS
BILLY CEAN
BOLLES THE STATE OF TEARS
BILLY CEAN
BOLLES SPRINGSTERN 21-12
BLOGGINGSTERN 21-12
BLOGGINGSTERN

WRGC/Cleveland, OH Scott Howltt

DIAMA ROSS MURRAY HEAD JOBN FOGERTY KENNY LOGGINS BILLT OCKAN DAVID LEE ROTH REO SPEEDWAGON PHIL COLLINS 3-2 CHICAGO 17-12 MADONNA 20-16 USA FOR AFRICA D-17 DEBARGE Z6-20

KIIK/Devenport, IA Jim O'Hare

JAM O'Hem
MADORN MINAT
MEMANI
KEMEY LOGGINS
DAVID LEE ROTH
GIOFFRIA (dp)
ROTES:
MADONN 1-1-1
BRYAN ADAMS 14-9
CEICAGO 16-12
DEBARGE 22-15
ERIC CLAPTON 23-16

DIANA BOSS KENNY LOGGINS DAVID LEE ROTH Nottest MADONNA 3-1 TEENA MARIE 7-2 PHIL COLLINS 6-3 USA FOR AFRICA 35-17 MADONNA 29-18

K2IO/Duluth, MN Barry Knight

MURRAY READ
ALPHAVILLE
TEARS FOR FEARS
FOWER STATION (dp)
DAVID LEE ROTH
HOMARD JONES
TIME (dp)
HOLOSHI 2-1
HADONNA 2-1
HADONNA 15-5
BRYAN RABAS 11-7
USA FOR AFRICA D-13

WKDQ/Evaneville, IN

SADE GEORGE BENSON KOOL & THE GANG WEAM! WHAM! Hotte #1:3-2 PHIL COLLINS 5-3 HADONNA 17-1:1 DEBARGE 26-20 USA FOR AFRICA D-25

WSTO/Eveneville, IN Taylor/Lindsey

MICK JAGGER MADONN BROCE SPRINGSTEEN HOTCEST: MADONNA 12 PHIL COLLINS 5-3 SURVIVOR 8-USA POR APPICA 21-9 TEENA MARIE 15-10

WMEE/Ft, Wayne Scott Dugen

MEAM KENNY LOGGINS TEARS FOR FEARS 1 test HADONNA 2-1 PHIL COLLINS 5-3 TEENA MARIE 12-MICK JAGGER 13-10 HADONNA 19-13

JOHN POGERTY
HALL & OMPES
SIMPLE MINDS
PIRM
HOTCEST:
ADONNA 2-1
PHIL COLLINS 3-2
SURVIVOR 8-5
USA FOR AFRICA D-6
MADONNA 18-7

HALL & OATES BILLY OCEAN Hottest: PHIL COLLINS 1-1 WIAN ADAMS 2-2 CAN 3-3 B SPRINGSTERN 9-4 CAN DAL 5-5

J.K. Deering
BRYAN ADAMS
HOTTEST:
DAVID LEE ROTH 4-1
PHIL COLLINS 12-2
JULIAN LENNON 10-7
JOURNEY 19-9
TEENA MARJE 27-12

Ryan/Cheeks
HANGLO PALTEMETE
HANGLO PALTEMETE
HANGLO PALTEMETE
HANGLO PALTEMETE
GENERA LENGLIC (GD)
GENERAL PASTON (GD)
HEARS FOR FEARS (GD)
HEARS HANGLE HEARS (GD)
HEARS HANGLE HEARS HEARS (GD)
HEART HANGLE HEART HE WKFR/Kalemazoo, MI

Weinecht/Chapman
TOM PETTY
ROOL & THE GANG (dp)
PATTI LABELLE (dp)
ALPHAVILLE
GEMERAL PUBLIC
BOTTER (ADDONNA 1-1
PHIL COLLINS 5-2
LUM TUBLE 25-20
UNA FOR ARTICA 0-28
GREG KIHN 36-30 WVIC/Lansing, MI Maloney/Kittredge

KKRD/Wichits, KS

TEARS FOR PEARS

WHOT/Youngstown, DH

PARALLEL KOFM/Oklahoma City, DK Miller/Cooper THREE

Miller/Cooper

JEON SPEEDMACON
JEON FOCKHYE

JEON FOCKHYE

GUMARD

LUTHER VANDROSS

KATERINA & THE MAY

BOY MEETS GIRL

TEARS FOR FEARS

MALTAELLING 6-1

ANDIONNA 7-5

DEBARGE 17-12

CRICAGO 26-18

ANDIOTION 24-20 KFYR/Bismerck, ND Brannen/Herdt

KQKQ/Omehe, NE

PIPM
TEARS FOR FEARS
ROOL & THE GAMG
SIMULE NINDS
HAROLO FALTERREYE (dp)
HOTTES:
HADOUNG 2-1
FRIL COLLINS 3-2
FRANKE GOES TO H 5-5
USA FOR AFRICA 17-11

WHAN! KENNY LOGGINS ANIMOTION Bottest: REO SPEEDWAGON 1-1 PHIL COLLINS 2-2 SURVIVOR 4-3 KOOL & THE GAMG 12-5 USA FOR AFRICA 27-6

U\$3/South Bend, IN J.K. Dearing

WRQN/Toledo, DH Kay Bradley

May Brodley
USA FOR AFRICA
PRINCE
PRINCE
PROBLEM STATION
TON PETTY
BALL 6 ONTES
ENNY LOGGINS
FOREIGNEE
DAVID LEE ROTH
AUTO LEE R

KAY107/Tules, DK

REO SPEEDWAGON Hottest: REO SPEEDWAGON 1-1 DAVID LEE ROTH 2-2 JULIAN LEHNON 5-3 PHIL COLLINS 9-4 SURVIVOR 9-6

KEYN-FM/Wichita, KS Brooke/Brown

BROOKENSTOWN
RICK JAMES
GIUFFEIA
LOS LOBOS
FOINTER SISTERS
ROCTESE:
FMIL COLLINS 2-1
CHICAGO 15-6
MURDAN HADOWN 19-12-13
UURDAN HADOWN 19-12-13
UURDAN HADOWN 19-13-13
UURDAN HADOWN 19-13-13
UURDAN HADOWN 19-13-13

PARS FOR PARS
AN
RICK JAMES
RATRINA & THE WAV
HO LEST
SURVIVOR 2-1
TEBNA MARIE 4-2
DURAN DURAN 5-4
PHIL COLLINS 12-6
BRYAN ADAMS 14-6

KENNY LOGGINS DAVID LEE ROTH RICK JAMES ROBIN GEORGE ROOL & THE GANG

REO SPEEDWAGON TRARS FOR FRARS SIMPLE MINDS BOTEST REO SPEEDWAGON 1-1 MADONNA 10-2 TEENA MARIE 14-7 SRUCE SPETNGGTEEN 13-8 DIANA ROSS 17-13

WBNQ/Bloomington, IL Justin/Robbins

JUSTUMPOSSINE
POINTER SISTERS
DIANA ROSS
ERO SFEDDMAGON (dP)
GIUPFRIA (dp)
BOY MEETS GIRL (dp)
HONG
POINTER
POIL COLLINS 2-1
MADONNA 5-2
SURVIVOR 6-4
TERBA MARIE 7-5
DURAN DURAN 11-7

WBWB/Bloomington, IN

REO SPEEDWAGON ALISON MOYET HOWARD JONES TEARS FOR PEARS BILLY OCEAN NOVEMBER Hottest: REO SPERDWAGON 1-1 MICK JAGGER 8-5 PRIL COLLINS 12-8 ARIMOTION 20-16 DEBARGE 21-17

WCIL-FM/Carbondale, IL Tony Waltakus

KQCR/Cedar Rapids, IA Gary Dixon

BILLY OCEAN
DAVID LEE ROTH
ROMARD JONES (dp)
RICK JAMES (dp)
HOTLEST, MADONNA 1-1
PRIL COLLINS 2-2
USA FOR AFRICA D-11
DEBARGE 18-12
MADONNA 26-13

KCMQ/Columbia, MO Tuttin/Baker

Tutth/Baker

KOOL & THE GAMG
ERIC CLAPTON
JOHN FOCERTY
TEARS FOR FEARS
BILLY OCEAN
HOTEST:
HADONNA 1-1
HADDNNA 18-8
AMIMOTION 29-22
DEBARGE 33-24
SIMPLE MINDS 36-30

Y94/Fargo, ND Colfins/Anderso

DAVID LEE ROTH KOOL & THE GANG BOWARD JONES HOTTES: MADONNA 2-1 FHIL COLLINS 8-3 SURVIVOR 12-8 MADONNA 18-11 USA FOR AFRICA D-20

KKXL-FM/Grand Forks, ND

Nordinaffight
SIMPLE MINDS
RENNY LOGGINS
BILLY OCEAN
TON PETTY
METANI (dp)
POWER STATION (dp)
POWER STATION (dp)
POWER STATION
HADDOWNA 2-1
PHIL COLLINS 6-3
RADOWNA 2-1
RADOWNA 2-1
RADOWNA 2-1
ROSH MEAD 24-19
USA POR AFRICA D-24

WAZY-FM/Lefevette, IN

WAZY-FM/Lafayette, If Smeyl-Loukon USA FOR AFRICA MENAILM 4 FIRE MAY COOL 6 THE GAME REMYL-LOGGINS BOY MEETS GIRL HOLLING 3-2 TERMA MARIE 4-3 MILOMINA 19-6-29 KFRIX/Lincoln, NE Treby Johnson, NE Treby Johnson, WIRRAY HEAD

WURRAY HEAD WHAM! RENNY LOGGINS FIRM (dp) NOTCEST: HADOWNA 2-1 PHIL COLLINS 10-3 TEENA MARLE 6-4 HADOWNA 11-5 USA FOR AFRICA D-11

Pet Martin
ANIMOTION
TIME
MEMMI
JOEN MAITE
GENORE HARRISON
CRAMLING KING SHA
DOTHER!
PHIL COLLING 1-1
SHUCE SPRINGSTEEN 2-2
USA FOR AFRICA 19-4
MADOWNA 17-8
NURGHY HEAD 18-9
KKIS-FEMERAGH Cin-SD

KKLS-FM/Rapid City, SD Sherwin/Piper

Shenwin/Piper
BALL & ONTES
BILLY OCEAN
ENNY LOGGINS
DAVID LEE NOTH
LOS LOBOS (dp)
DAN POGELBERG
TEARS FOR FEARS
HOLLEST
BOSSPESOMACON 1-1
TEERA NABIE 16-11
SURVIVOR 15-12
#ADDNHA 26-19

99KG/Sellne, KS Denny Coffler

Denny Coffler
(EBBNY LOGGINS
HOMARD JONES
LIMARL
RICK JAMES
ROOL & THE GANG
LOS LOBOS (dp)
JOHN FOGERTY
HOTCHS:
HADONNA 3-1
SHIL COLLINS 13-5
DIANA ROSS 29-19
CBICAGO 30-23
HADONNA 35-25

KKRC/Sioux Falle, SD Dan Kieley

Den Kieley
JOHN FOGERTY
MHAM1
KENNY LOGGINS
HOMARD JOHES
HALL 6 OATES
HOTES:
HADDNNA 10-1
SURVIVOR 8-2
ANIMOTION 21-15
MURRAY HEAD 28-22
USA FOR AFRICA D-33

KWTO-FM/Sprin Mike Schmidt

MMR SCHWING
MHAM!
KENNY LOGGINS
ERIC CLAPFON
DAVID LSE ROTH
BOY MEETS GIRL
HOTCES:
HADONNA 3-1
TEENA MARIE 6-3
PHIL COLLINS 7-5
BRUCE SPRINGSTEEN
ANIMOTION 16-11

WDBR/Springfield, IL Moore/Lawley

Moore/Lew/ey
Respectively
ROUPFRIA
BILLY CCEAN
BILLY CCEAN
SHEEBAR SASTOM
VAN HORRISON (dp)
GORY O' (dp)
BOLLES (-3)
SURVIVOR 8-4
HADONAL 10-5
USA POR AFRICA 38-20

REO SPEEDWAGON

WSPT/Stevens Point, W! Bouley/Tracy

REO SPEEUWAULA WHAM! TEARS FOR FEARS ALISON MOYET HOTTEGET HOTTEGET HOTTEGET USA FOR AFRICA 20-11 BROCE SPERINGSTEEN 23-14 MADONNA 24-17

MOST ADDED

SANTARA (dp)
LOS LOBOS (dp)
HOWARD JONES
REO SPEEDWAGON
Hottest:
PHIL COLLINS 1-1
MADONNA 11-4

PARALLEL

Kay Taylor
SINESUA BASTON
POINTER SISTERS
HOWARD JONES
KOOL & THE GANG
GIUFFRIA
KATRINA & THE WAY
BILLY OCEAN
BOLLEY OLL ME
BOLLEY OLL ME
ADDITION
MADOWNA 15-5
URRAY HEAD 23-15
USA FOR AFRICA D-20

KYYA/Billings, MT Charlie Fox

WHAM! KENNY LOGGINS DAN POGELBERG REO SPREDMAGON HOTTER HADONNA 2-1 HADONNA 14-3 SURVIVOR 9-7 PEIL COLLINS 22-8 USA POR AFRICA D-21

KBOZ-FM/Bozeman, MT

Michael Heese

THREE

KGOT/Anche Kay Taylor

KFMW/Weterlog. IA Mark Potter

Mark Potter
DIANA ROSS
RENNY LOGGINS
WHAM!
TEARS POR FEARS
HOSTER!
HADORNA 1-1
PHIL COLLINS 3-2
BRUCE SPRINGSTEEN 12-5
KICE JAGGER 15-7
POMER STATION 37-23

WEST

PARALLEL TWO

KNMQ/Albuo KMGX/Freeno, CA Carey Edwards

Carey Edwards
MANY JANE GIRLS (dP)
JESSE JOHNSON'S R
HOTEST: MADOWNA 8-3
USA FOR AFRICA 15-7
PHIL COLLINS 13-9
PAUL BARDCASTLE D-20 RENNY LOGGINS BILLY OCEAN POINTER SISTERS TEARS FOR FEARS TEARS FOR FEARS
TOTO
BOTTEST:
PEIL COLLINS 5-2
MICK JAGGER 8-5
BRYAN ADAMS 9-7
MADONNA 30-16
USA FOR APRICA 36-21

KENNY LOGGINS HOTTEST: MADONNA 1-1 TEBMA MARIE 3-2 PHIL COLLINS 4-3 MADONNA 10-4 USA FOR AFRICA D-16

KQXR/Bakersfield, CA Doug DeRoo

POWER STATION
WHAMAY HEAD
GREG XIHW
BOOLERS:
TERNA MARIE 11-4
MADONNA 15-6
MADONNA 7-7
BALL & GATES 32-22
USA FOR AFRICA 39-24
MAR EMBELSALE

K:F95/Boles, FD Doss/Gregory

DOBBING STORY
RENHY LOGINS
SHEEMS EASTON
LIMAKE
RICK JAMES
GIUFFRIA
BOY MESTS GIRL
LOS LOSSOS
HOLLEST: 9
FHIL COLLINS 3-2
FHIL COLLINS 3-2
MADOWNA 18-9
USA FOR AFRICA 32-16

USA FOR AFRICA DEBARGE USA FOR AFRICA
DEBRAGE
BILLY OCEAN
BAUTD LEE ROTH
TEARS FOR FEARS (dp)
FATTI LABELLE
HOWARD JONES
HOTELLI
HADONNA 2-1
FEEL ADDLINS 5-2
TEERA MARIE 3-3
CETCAGO 8-5
MICK JAGGER 12-7

KKFM/Colorado Spring Malmberg/Anderson Mainthergi/Anderson RENNY LOGGINS TEARS FOR FEARS TOW FETTY REO SPEEDWAGON REO SPEEDWAGON TEEN AND AND AND AND AND TEEN ANALES -1 USA FOR ATRICA 10-2 COMMODORES 6-4 PHIL COLLINS 11-7 DIANA ROSS 24-15

KSND/Eugene, DR Mike Purdy

RENNY LOGGINS
REO SPREDMAGON
RICK JAMES
HOTCHEST:
HADONNA 1-1
PHIL COLLINS 3-2
JULIAN LENNOM 4-3
MICK JAGGER 16-7
HADONNA 14-11

KBQS/Freeno, CA Kris Van Kemp

KATRINA & THE WAV ALISON MOYET DAVID LEE NOTH POINTER SISTERS HOWARD JONES HOTELS HADONIA 2-1 TEEMA MARIE 4-3 PHIL COLLINS 6-4 JULIAN LEBNON 7-6 MADONIA 10-7

KSKO/Selem, DR Len E. Mitchell

KYNO-FM/Freeno, CA Walker/Davis Walker/Dews

USA FOR AFRICA
DAVID LEE ROTH
MHAM!
JOHN FOGERTY
PAUL HARDCASTLE
HOTES:
LEENN FREY 2-1
JOURNEY 3-2
NADORNA 6-5
BRYAN ADAMS 15-12
HADONNA 26-19

KIKI/Honolulu, HI Kong/Shlahida

SOCIETY OP SEVEN GO WEST BOTTEST BOTTE KQMQ/Honolulu, HI Kimo Akane

KIMO AKANO
RICK JAMES
TEARS FOR FEARS
HOWARD JOWES
LUTHER VAUNDRIDS
RED SFEEDWAGON
ROOL & THE GAME
ROTE & THE GAME
ROTE & THE GAME
ROOL & THE

Gery Weddron

POWER STATION
TEARS FOR FEARS
DAVID LEE ROTE
POINTER SISTERS
HAROLD PALTERMEYE
HOCLENS 3-2
RED SPEEDWAGON 1-3
MADONNA 18-7
COMMODORES 16-11 KLUC/Les Veges, NV Richards/Christian POINTER SISTERS (dp) POINTER SISTERS (dp)
TOTO
SADE (dp)
HOWARD JOWES (dp)
BILLY OCEAN (dp)
BILLY OCEAN (dp)
DAVID LEE ROTH
PEIL COLLINS '4-1
FRANKIE GOES TO H 11-5
HADONNA 15-10
DIANA ROSS 22-12
MURRAY HEAD 26-20

K093/Modesto, CA

WHAM! SILLY OCEAN
REMNY LOGGINS
PATTI LABELLE (dp)
HAROLD FALTEMENTE
COMMONORES 5-4
MICE JAGGER 13-8
TEENS MARIE 12-9
BRICE SPRINGSTEEN 14
USA FOR AFRICA D-29

KHOP/Modesto-Stockton

David Kraham David Kreham
HOMAND JONES
REO SPREUNAGON
SPREUNAGON
LUTTER VANDROSS
TEARS FOR FRARS
GIUPPETA (dp)
BOTES IN ADDONNA 2-1
PEIL COLLINS 5-2
MURRAY HEAD 10-6
SURVIVOR 15-7
ANIMOTION 20-13

KCAQ/Oxnerd-Venture, CA

THOMESUMY
EAROLD FALTERMEYE
FIRM
ERIC CLAPTOM
SHEEMA RASTOM
EOCLOST:
MADOWNA 4-3
ANIMOTIOM 5-4
PELL COLLINS 8-5
MURRAX EERD 11-8
USA FOR AFRICA 21-12

BILLY OCBAN TEARS FOR FEARS KATRINA 6 THE WAV LOG LOBOS HOTELS HADONNA 2-2 TEBRA MARIE 9-3 PHIL COLLINS 10-4 MADONNA 20-12 USA FOR AFRICA D-26

WHAMI LEE ROTE
RED SPEEDWAGON
GIUFFRIA
BOY MEETS GIRL (dP)
LIMABL (dp)
MEE EDITION (dp)
RICK JAMES (dP)
WALESTE RICK JAMES (GP; Rottest: NADONNA 2-1 NADONNA 19-2 ANIMOTION 13-3 USA FOR APRICA 30-5 BRUCE SPRINGSTHEN 16-6

Mick Chet
MEANI
JOHN FOGERTY
BOY METTS CITIL
RATRINA 4 THE MAY
LOS LOBOS
GIUPFRIA (dp)
MARY JANE GIRLS
(dp)
HADOWNA 1-1
PHIL COLLINS 2-2
POWER STREION 36-15
USA POR AFRICA D-19

DAVID LZE BOTH SILLY CCEAN REMNY LOGGINS HOTCOMY AND THE HADDHNA 3-1 PHIL COLLINS 5-2 NADDHNA 17-7 DON HENLEY 21-15 USA FOR AFRICA D-24 KCDQ/Bozeman, MT Greg Williams KCPX/Selt Lake City, LIT Grag Williams
REO SPEEDMAGON
POINTER SISTERS
SHEENA EASTON
KATRINA - THE MAY
HAROLD PALTERMEYE
HADDONNA 1-1
MADONNA 9-3
TEENA MARIE 6-4
PHIL COLLINS 8-6
USA FOR APRICA D-8 TEARS FOR FEARS
HOTTEST:
PHIL COLLINS 1-1
MADORNA 3-2
MADORNA 11-3
ANIMOTION 21-13
SIMPLE MINDS 33-20 KISN/Salt Lake City, UT Gary Waldron

RENNY LOGGINS
BOY MEETS GIRL
BOTLEST:
BOTLEST:
MADONNA 4-2
MADONNA 13-4
TEEHA MARIE 6-6
SURVIVOR 8-8
USA FOR AFRICA D-19 KZZU/Spokane, WA KKAZ/Cheyenne, WY John Ramsey NHAMI DAVID LEE ROTH (dp) TEARS FOR FEARS PATTI LABELLE HOTES #: PHIL COLLINS 3-1 JULIAN LERNON 4-3 MADONNEY 5-5 USA POR AFRICA D-23 POMER STATION (dP)
TEARS POR FRARS
ALISON MOYET
HOMARD JONES
ROTES:
HADOWNA 2-1
PHIL COLLINS 6-2
TEEMA MARIE 7-4
MADONNA 18-11
USA FOR AFRICA 37-14

KNBO/Tecome-Seattle, WA

KOZE/Lewiston, ID KENNY LOGGINS BILLY OCEAN STILLY OCEAN
HOWARD JONES
TEARS FOR FEARS
DAVID LEE ROTH
HOTOLISM 1-1
PRIL COLLINS 4-3
BROCE SPRINGSTEEN 9-4
MADONNA 16-9
USA POR AFRICA 31-11

Sherman Cohen
USA FOR AFRICA
KENNY LOGGINS
TRARS POR FMANS
NEW EDITION
MARY JANG GIRLS
GENERAL POBLIC
GENERAL POBLIC
HEAM! 1-1
PIIL COLLINS 5-2
MADONNA 8-5
TERNA MARIE 7-6
PAUL EARDCASTLE 11-8

KeWy North DAN POGELBERG TRANS FOR FRAME (dp) MURRAY HEAD (dp) WHAN! HE HOWARD JORES (dp) BOLLES than 1-1 MADOWNA 1-1 MADOWNA 1-1 MADOWNA 1-5 MEAN APPLY 1-5 MADOWNA 1-5 MEAN APPLY 1-5 MADOWNA 1-5 MA

KRQ/Tucson, AZ Kelly Norrie

KTRS/Casper, WY Todd Cavanah

Jav McCall

REO SPEEUWAGON
BOY MERTS GIRL
POINTER SISTERS
FOOL 4 THE GANG
BILLY OCEAN
SADE
11.
HADONNA 1-1
HADONNA 12-5
SIMPLE MINOS 13-7
ON HENLEY 17-9
USA FOR AFRICA D-20

John Chommie
CEICAGO
ERIC GLAPTON
ERIC GLAPTON
DERINE RASTON
DORNIE RIS
LUTHER VANDROSS
HOMARD JONES
MINNIGHT STAR
BOY NEETS GIAL
HOTELE VALL
TERM MARIE 4-1
DON HERLEY 21-12
SIMPLE MINDS 26-15
USA POR ARTICA D-28
POWER STATION 37-29

KBIM/Roswell, NM Dave North

Dave North
ALPHAVILLE
TOR BETTY
JORN WAITE
USA FOR AFRICA
KATRINA C TEM AV
GIUPERIA
LOS LOBOS
SHEEMA EASTON
WHIMI
HEAL
HADONNA 1-1
REPNA MARIE 4-2
HADONNA 3-6
BYYAN JAMS 10-7
ARIHOTION 15-8

SLY96/Sen Luis Obispo, CA

Joe Collins JOS COMMEN

KARTHINA & THE MAY

GIUPPRIA

LIMAHL

LIMAHL

HOWARD JONES

SHEENA BASTON

POINTER SISTERS

LOS LOBGO

BOLUSES:

MADONNA 2 - 15

PHIL COLLIN 5-3

PHIL COLLIN 5-1

HADONNA 19-11

USA POR AFRICA D-25

KZOZ/Sen Łuis Obispo, CA MRKE DEWIGH KENNY LOGGINS BOY MEETS GIRL HOTLEST: PHIL COLLINS 4-1 MADONNA 10-5 DEBARGE 27-20 SIMPLE MINDS 29-23 MURRAY HEAD 34-28

KIST/Santa Barbara, CA

DICK WIlliams
LIMAHL MOMENT MANUAL MEMORIAN DINES SEENIA BASTON POINTER SIGTERS
LUTHER VANDROSS SIFELE WINDS
SIFELE WINDS
KADONNA 1-1
CARS 6-3
KURANY HEAD 15-4
BROCE SPRINGSTEN 20-8
MADONNA 24-9

DK95/Tri-Cities, WA TsyloriD'Brian

TayloriO'Brian
WHIAM:
HABOLD FALTERMEYE
DAVE ENDUMDS
VAN MORRISON
DAVID LEE ROTH
REO SPEEDWAGON
DEBARGE
GARY O'
RICK JAMES
HOLLOSI:
HOLLOSI:
MURRAY READ 10-6
MADONNA 16-10
CRICAGO 18-12
DON HENLEY 17-13

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 playfist then readded.

PARALLELS

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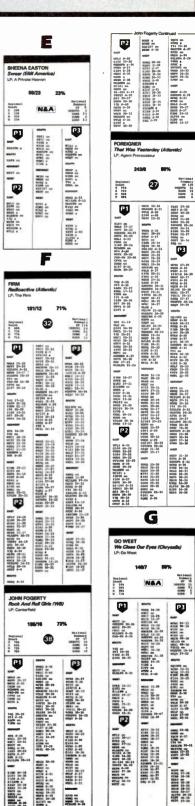
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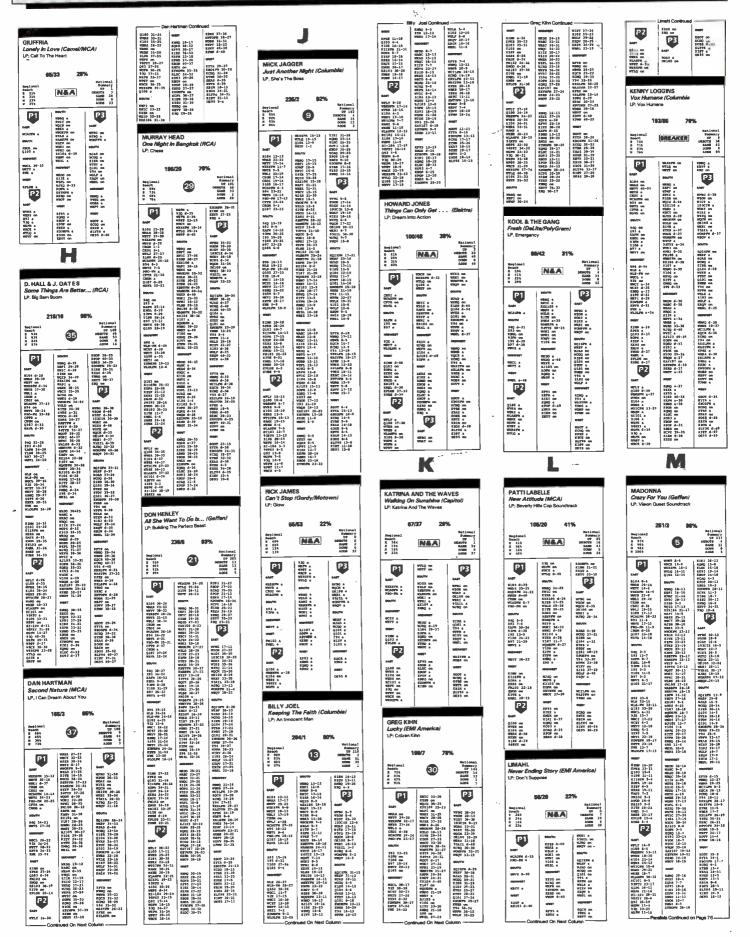


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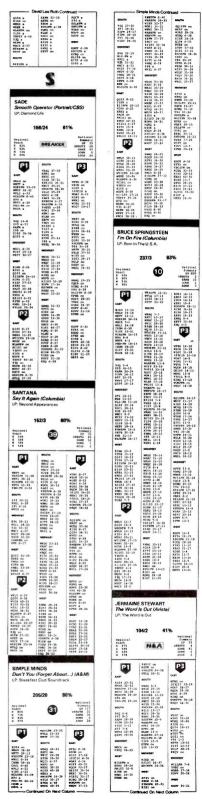
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CONTEMPORARY HIT RADIO

CHART EXTRAS

Chart Extres are records above the 60% airplay level without suffic

TOM PETTY

Don't Come Around Here No More (MCA)

69% of our reporters on it. Moves: Up 54, Debuts 36, Same 69, Down 0, Adds 18 including PRO-FM, WNCI, KZZP, KS103, WAMX, WSKZ, WVIC. Complete airplay in Parallels.

BREAKERS.

WHAMI

Everything She Wants (Columbia)

78% of our reporters on it. Moves: Up 10, Debuts 60, Same 55, Down 0, Adds 75 including Z100, B94, Y100, Q105, WHYT, KOPA, FM102. Complete airplay in Parallels.

KENNY LOGGINS

Vox Humana (Columbia)

76% of our reporters on it. Moves: Up 8, Debuts 38, Same 62, Down 0, Adds 85 including WNYS, Z93, 93FM, WLS, KPKE, KMEL. Complete airplay in Parallels.

RILLY OCEAN

Suddenly (Arista)
63% of our reporters on it. Moves: Up 3, Debuts 34, Same 55, Down 0,
Adds 69 including WNYS, WCAU-FM, WAVA, WNVZ, KBEQ, KMJK, KS103. Complete airplay in Parallels.

SADE

Smooth Operator (Portrait/CBS)
61% of our reporters on It. Moves: Up 55, Debuts 28, Same 49, Down 0,
Adds 24 including WHTT, WPLJ, B94, Z93, KAFM, KWOD, KITS. Complete airplay in Parallels.

NEW & ACTIVE

TEARS FOR FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) Moves: Up 9, Debuts 28, Seme 92, Down 0, Adds 52 including 8104, WHTT, WNYS, WHTX, MID-FM, Y1 92X, C103, KYSS, WKEE, WIRE, KMEL 403-41, KPLUS 38-33.

92X, 0103, KWSS, WKEE, WMEE, KMEL 40-34, KPLUS 38-33, GO WEST "WE Close Our Eyes" (Chrystalla) 140/7 Moves: Up 70, Debutb 11, Same 51, Down 1, Adda 7, KIS-RIA, KMAIK, KWOD, Y108, KTFM, 2104, KIKI, WXKS-FM 30-28, WKYS 28-25, KFLUS 34-29, cl 100 38-27, WRST 38-25, KFLUS 34-29, CR 34-25, WRST 38-26, KFLUS 34-29, CR 34-25, WRST 38-26, KFR 32-26, CR 34-27, WRST 38-26, KFR 32-26.

KRRZ, PM10Z, KRUS, KISA, KISA,

TIME "The Bird" (WB) 106/6 Moves: Up 60, Debuts 8, Seme 31, Down 1, Adds 6, WOKI, KZIO, WHOT, WFBG, WKSF, WRKR, WCAU-FM 36-30 94Q 26-23, 293 27-22, 887 6-5, Q102 17-13, KBEQ 20-12, FM102 26-21, KPLUS 21-16, KZZB 21-16, Q104 21-12

See Paraileis, debuts at number 40 on the CHR chart.

PATTI LABELLE "New Attitude" (MCA) 106/20

Moves: Up 26, Debuts 16, Same 43, Down 0, Adda 20 including WNVZ, KIRS-FM, KOPA, KITS, WRCK, KZZB, WZYP, KX104, ZBB, WRFK, KKC, KZZU, WKHI, WYNS, S40 2-5, Z83 7-4, 186 12-5.

NATUR, 489, 479Th, ARA, NACA, WARE, WITS, SPARS, 637 (**), 590 (**), 591 (**

7-6. ALAN PARSONS PROJECT "Let's Talk About Me" (Arists) 102/0 Moves: Up 53, Debuts 2, Sama 44, Down 3, Adds 0, WGC; 25-23, KWK 18-18, G100 33-26, WERZ 30-26, WKE 38-32, WLAN-FRI 26-23, KSET-FRI 32-28, KX104 18-11, KIK 33-28, KCPX 27-23, WKH 34-29, WYKS 30-26, KBM 12-8, KST 18-13.

KRS 1 10-13.

HOWARD JONES "Things Can Only Get Better" (Elektra) 100/48
Moves: Up 2, Debuts 10, Sama 40, Downo, Adds 48 Including CKOI, WAYA, KAPM, 897, 92X, WAYT, WLOL-PM,
KOPA, KWOD, KS 103, KKIX, WHOW, KPULS 3732, KUBE 433, CIIO 37-30.

KOPA. KWOD, KS 103, KKX, WBWB, KPLUS 37-32, KUBE 439, 0.100 37-30.

POINTER SISTERS "Baby Corns And Get K" ("Plemet/RCA) 89/42

KEYN-PA, KURT SISTERS "Baby Corns And Get K" ("Plemet/RCA) 89/42

KEYN-PA, KUR, WEZ, KKOV, KOK, L-M, KODY, 100 4-40, Z290

KOVEL B, THE GANG "Fresh" ("De-Litel/PolyGrams) 80/42

MOVEL D, 1, Debute 4, Sens 33, Down 0, Adds 42 inchding WCAU-PA, WOYL, WHYT, WKFM, KWC, WKOD, KOMO, WFBG, KTDY, 89KG, KOZE, 84G 6-31, 84TYX 40-35, KPOP 6-40.

ALISON MOVET "Invision" ("Cohumbia") 78/9

MOVISE UP 12, Debute 1, Sens 45, Down 0, Adds 9, WXRG-PA, WSR-, WKDD, WKAU, WZPL, KBOB, WBWB, WSPT, KKAZ, CKGM 33-28, CHUIN 1-24, WLCL-PM-631, WALFHM 30-27, KCPX 38-30, KOZE 26-18.

MOST ADDED KENNY LOGGINS (85) Vox Humana (Columbia) WHAMI (75) Everything She Wants (Columbia) REO SPEEDWAGON (72) One Lonely Night (Epic) BILLY OCEAN (69) Suddenly (Arista) RICK JAMES (53) Can't Stop (Gordy/Motown)

HOTTEST PHIL COLLINS (190)

One More Night (Atlantic)
MADONNA (169) MADONNA (168) Crazy For You (Geffen) We Are The World (Columbia) **TEENA MARIE (73)** Lovergirl (Epic)

REO SPEEDWAGON "One Lonely Night" (Epic) 73/72
Moves: Up O, Debuts O, Same 1, Down O, Adda 72 including WNYS, 894, 283, KAPM, 897, WLS-FM, WCZY,
KBEO, ZZ98, KHTR, KMLK, KRUS, WFLY, KSRO, KERI on.

KREU, CAMP, KHIN, KHAM, KIPLUS, WPLY, KRU, M. KATRINA AND THE WAVES "Walking On Sunshine" (Capitol) 67/37 Moves: Up 1, Debuts 1, Same 28, Down 0, Adds 37 including WXXS-PM, WCAU-FM, PRO-FM, WCZY, WHYT, KIMM, Q103, KPJUS, KC101, WKRZ-PM, WOKI, WKDD, KHOP, T94, WXXQ 6-39.

GUIFFRA "Lonely in Love" (Cama/MCA) 55/33

Moves: Up 1, Debuts 3, Same 28, Down O, Adds 33 Including WCALFM, Q106. Wh'77, KWK, KPLUS. Q92. WKFM, WKZ, KOPM, KEYL-MA, KES, KSKO, KTDY, WGMR, WGCI 35-35, KK104 6-38.

WIZZ, KOPM, REPNEPM, RPS. RSBO, KIDT, WIDER, WOLD, SSSS, NO 1995.
SHEERIA EASTON "Sweer" (ENM Annetica) 58/23.
Movies: Up 0, Debuts 2, Seme 33, Down 0, Adds 23 Including WXIXS-FM, WKEE, 93Q, WKRZ-FM, WTLQ, KZZB, Y108, WXIXQ, KPSB, WABO, WORR, WCDQ, SLYSB, WMRD 433, WCLE-FM 4-33.

W.JXD, KF95, WJ90, WD9R, KCDD, SLY98, WBWD, 4-33, WCL+M-6-32. LIMAHL. "Never Ending Story" (EMI America) 56/20 Mcves: Up 0, Debuts 7, Same 29, Down 0, Adds 20 including PRO-FM, V WXXX, KKDV, 96KG, SLY98, KIST, WNYZ-6-20, KIS 103 4-40. ■ RECK JAMES "Can't Stop" (Gordy/Motown) 55/53 Mcves: Up 0, Debuts 0, Same 2, Down 0, Adds 50 including WXKE FM 102, KMEL 390, WTNLC, WBGD, WARSFR, KITOS, KOMO, 1011. O-FM. WHYT, KZZP, WLAN-FM, Y106, KSKD, WKHI.

SIGNIFICANT ACTION

HAROLD FALTERMEYER "Axel F" (MCA) 45/42 Moore: Up 1. Debuts 1, Same 1, Down O, Adds 42 including 9104, 2100, WCAU-FM, 94Q, 283, 83FM, Q106. WCZY, WZPL, WJXQ, KOMA, KOSS, KCAQ, WTJ, 19-13, Y106-3-32.

WCZY, WZPL, WJXQ, KOMQ, KOBS, KCAQ, WHL 15-13, Y106-432.

LOS LOBGS, "How Will The Wolf Survive" (Sleath/WB) 43/14.

Moves: Up 3, Debuts 2, Seme 24, Down O, Adda 14, PRO-PM, C100, WKRZ-FM, WOKI, WJXQ, KEYN-FM, KF95, KPOP,
KDON-PM, KKIZ-FM, KBM, SLYB6, WTIQ 3-9-37, KK104 29-26, TH4 40-37.

LUTHER VANDROSS." "TII My Baby Comes Home" (Epic) 41/13.

Moves: Up 3, Debuts 6, Seme 16, Down O, Adda 13, CKO, KKIZ, KAMZ, WOKI, KOPM, KOMQ, KHOP, KISR, C104.

WFPM, KHTX, KIST, Y100-40-37, WCZY-38-28, KRUS-40-36.

WPFM, KHTZ, KST, Y.100 40-37, WCZY 38-28 KPLUS 40-38.

MARY JANE GIRLS "In My House" (Gordy/Motown) 39/8

Moves: Up 3, Debuts 6, Seme 23, Down 0, Adds 8, WXLS-94, WCAU-FM, KIRS-FM, WLAN-FM, KMGX, KDON-FM,

KHYT, WIJSD, 185 6-33, KMEL 37-27, KUTE 427, KOPRI 3-38, KWHOT 6-38, KCAQ 33-32, T94 6-38.

ALPHAVILLE "Forever Young" (Admitc) 38/4

Moves: Up 5, Debuts 1, Seme 25, Down 1, Adds 4, KZIO, WKFP, WOAY, KBIM, CFTR n., WLAN-FM 12-10, WZLD en,

WOKI on, WFMI 4-04, WHOT on, SPKIX, 35-34, WOMP-FM 39-38, T94 38-32, WIVX 35-32, KHTX on,

PAUL HARDCASTLE "Rain Forest" (Profile) 34/3

Moves: Up 12, Debuts 3, Seme 10, Down 6, Adds 6, KKRZ, KYNO-FM, WKSF, WTLQ 34-27, KTKS 29-22, WANS-FM 20
18, KTRM 4-3, KIK 6-38, KMQX 6-20, KKYT11-8, KRQ 20-18, WKZ 34-31, Q10-015-9, T94 10-8, WFFM 9-8.

GENERAL PUBLIC "Never You Done That" (IRS/A&M) 33/8
Moves: Up 1. Debuts 2. Same 22, Down O. Adds 6, 0100, WAN-FM, KHP, WCZL, WUXO, WKFR, KKFM, KHYT,
CKO IO, KWRO O. KZO O. KSDO O. KSDON-HST-37, WCCM d-40, KBM 38-32.

BOY MEETS GIRL "Oh Girt" (A&M) 27/26

: Up 0, Debuts 0, Same 1, Down 0, Adds 26 including 93FM, KWIC, WFMI, KX104, KTFM, KQFM, KF96, KSKD, FM, WGCV, WKCX, WGCM, WSQV, WAZY-FM, KWTO-FM.

NEW EDITION "Lost In Love" (MCA) 27/24
Moves: Up 2, Debuts 0, Seme 1, Down 0, Adda 24 including 840, 283, FM102, KMEL, K104, 830, KSET-FM, WOKI, WTMI, KMOK, KHYT, 198,21-16, 1/100 30-18.

WFMI, KMOZ, KHYT, 198 21-16, Y100 30-16.

DAN FOGELBERG "GO Down Easy" [Full Moon/Epic) 24/4

Mores: Up 0, Debuts 2, Seme 18, Down 0, Adds 4, WZJD, KRO, KKIS-FM, KYYA, WCAU-FM on, WNVZ on, Q103 on,

WOLI on, KIKO, on, WJXQ on-dp, WKFR on-dp, KZDU on-dp, WZBN 04-34, KIST 6-36.

MIDNIGHT STAR "Scientific Love" (Scien/Elektra) 24/4

Moves: Up 3, Debuts 1, Seme 16, Down 0, Adds 4, WFEZ, WTIC-FM, WJXG, KHTX, WXGS-FM on, 196 36-34, FM102

16-14, Q100 on, WYSR on, WZDL on, KAMZ on, KJ103 on, WOAY 37-28, T94 6-40, KTRS on.

JESSE JOHNSON'S REVUE "Be Your Man" (A&M) 18/6
Moves: Up 1, Debuts 0, Same 11, Down 0, Adds 6, 840, WVSR, WFMI, KN I. KMGX. WCGO. FM102 on KMEL 38-35, WTLQ

ron, 1733A. Gh-Go, KAMZ. Gh, WKSF GH, KHTX Gh.

DONNNEE IRIS "Indjured In The Germe Off Love" (HME/CBS) 16/1

Moras: Lip 3, Debuts 3, Series 11, Down Gh, Adds 1, KHTX. 1864 28-28, WHTX 28-28, WGCI. 32-29, Q100 d-40, WHTF

GH, WIZER GH, WKDD Gh-db, WGGM-FR Ind n. 1748 end-th, BMCG Gh-db, WGRR Gh-db,

ROBIN GEORGE "Heartine" (Bronzerleiend) 11/5

MORTER GH, WJXCQ Gh-db, KXCV GH, WHSC, Gh, Adds 1, KWK, WTLQ, WHOT, WJSQ, WCGQ, WERZ Gh-db, WRCK Gh-db,

MARKET GH, WJXCQ Gh-db, KXCV GH, WHSC, Gh, Adds 1, KWK, WTLQ, WHOT, WJSQ, WCGQ, WERZ Gh-db, WRCK Gh-db,

MARKET GH, WJXCQ Gh-db, KXCV GH, WHSC, Gh, Adds 1, KWK, WTLQ, WHOT, WJSQ, WCGQ, WERZ Gh-db, WRCK Gh-db,

MARKET GH, WJXCQ Gh-db, KXCV GH, WHSC, Gh, Adds 1, KWK, WTLQ, WHOT, WJSQ, WCGQ, WERZ Gh-db, WRCK Gh-db,

MARKET GH, WJXCQ Gh-db, KXCV GH, WHSC, GH, ADD GH, ADD

MANHATTANS "You Send Me" (Columbia) 10/0

Moves: Lio B. Debuts O. Serne B. Down O. Adds O, WNVZ 35-31, KAMZ on, KSET-FM on, KTFM 30-29, KIIK on, WKDQ 30-27 KKEM on-do KIKI 29-28 WOCM on KIST 32-26

MAZE featuring FRANKIE BEVERLY "Back in Stride" (Capitol) 10/0
Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 0, WXKS-FM on, ISS on, ISS 727-24, WHYT d-33, WERZ on-dp, WTLQ

New & Active includes songs reported by at least 50 of our CHR reporters. Bignifileant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the antestites (stabel) designation includes the total numbers, how many added it for this first time the two. Moves includes the type of activity the week; Up for upward chart movement. Same for sideweys or continued uncharted activity, Down for downward chart activity, and Adde for the number is a sempting of individual seation activity. Complete sorbing are to found in the Paralleles. NOTE: Records that text the regulated 6th of our CHR reporters to become the restore may accumulate shought other positions on those stations reporting them. to debut on the CHR shorter Application.



AMERICA MEETS 300 Meets // Irl

The debut album from Boy Meets $\underset{ss}{\text{Girl}}$ is on the street this week.

The first single "Oh Girl" is at radio now.





CONTEMPORARY HIT RADIO

Three Two Last Weeks Weeks Week 6 2 2 MADONNA/Material Girl (Sire/WB) 7 5 3 PHIL COLLINS/One More Night (Atlantic) REO SPEEDWAGON/Can't Fight This Feeling (Epic) 9 7 5 4 TEENA MARIE/Lovergirl (Epic) 36 20 11 6 MADONNA/Crazy For You (Geffen) 4 4 6 JULIAN LENNON/Too Late For Goodbyes (Atlantic) 12 9 7 SURVIVOR/High On You (Scotti Bros./CBS) _ _ 30 (3) USA FOR AFRICA/We Are The World (Columbia) 20 14 9 MICK JAGGER/Just Another Night (Columbia) 28 17 14 TO BRUCE SPRINGSTEEN/I'm On Fire (Columbia) 21 15 13 BRYAN ADAMS/Somebody (A&M) 8 6 6 12 JOURNEY/Only The Young (Geffen) 19 16 15 BILLY JOEL/Keeping The Faith (Columbia) 35. 24 20 CHICAGO/Along Comes A Woman (Full Moon/WB) 36 27 21 COMMODORES/Nightshift (Motown) 14 11 10 16 DURAN DURAN/Save A Prayer (Capitol) 28 18 17 PRINCE/Take Me With U (WB) 18 13 12 18 TINA TURNER/Private Dancer (Capitol) 33 26 22 (ANIMOTION/Obsession (Mercury/PG) 40 31 23 DeBARGE/Rhythm Of The Night (Gordy/Motown) - 33 25 DON HENLEY/All She Wants To Do Is Dance (Geffen) - 34 27 DIANA ROSS/Missing You (RCA) 2 3 8 23 DAVID LEE ROTH/California Girls (WB)

4 8 18 24 GLENN FREY/The Heat Is On (MCA)

11 10 16 25 FRANKIE GOES TO HOLLYWOOD/Relax (ZTT/Island)

32 29 26 CARS/Why Can't I Have You (Elektra) _ _ 33 FOREIGNER/That Was Yesterday (Atlantic)

34 32 28 D. BOWIE & P. METHENY/This Is Not America (EMI America)

- 37 @ MURRAY HEAD/One Night In Bangkok (RCA) 40 31 GREG KIHN/Lucky (EMI America)

39 SIMPLE MINDS/Don't You (Forget About Me) (A&M)

_ _ 35 D FIRM/Radioactive (Atlantic)

3 12 19 33 WHAM!/Careless Whisper (Columbia) DEBUT POWER STATION/Some Like It Hot (Capitol)

DEBUT D. HALL & J. OATES/Some Things Are Better Left... (RCA)

 40 ERIC CLAPTON/Forever Man (WB) 38 DAN HARTMAN/Second Nature (MCA)

DEBUT > 39 JOHN FOGERTY/Rock And Roll Girls (WB) DEBUT SANTANA/Say It Again (Columbia)

DEBUT TIME/The Bird (WB)

Three Two Last Weeks Weeks Week

N&A Begins on Page 78

AOR TRACKS

wee	is we	CA1	W CER	Alle	ERIC CLAPTON/Forever Man (WB)
		4			
	-	14	4	•	TOM PETTY/Don't Come Around Here No (MCA)
	16	11	9	0	
	4	3	2	4	DON HENLEY/All She Wants To Do Is Oance (Geffen)
	6	6	5	_	JOHN FOGERTY/Rock And Roll Girls (WB)
	2	2	3	6	FIRM/Radioactive (Atlantic)
	1	1	6		
	9	9	8	8	FOREIGNER/That Was Yesterday (Atlantic)
	8	7	7	9	BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
	17	16	11	1	MICK JAGGER/Lonely At The Top (Columbia)
	_	37	20	0	TEARS FOR FEARS/Everybody Wants To (Mercury/PG)
	33	22	16	Ø	CHICAGO/Along Comes A Woman (Full Moon/WB)
	14	13	13	Œ	SANTANA/Say It Again (Columbia)
	10	10	14	14	ALAN PARSONS PROJECT/Let's Talk About Me (Arista)
	3	6	12	15	PHIL COLLINS/One More Night (Atlantic)
	39	30	22	13	VAN MORRISON/Tore Oown A La (Mercury/PG)
	-	_	25	Œ	USA FOR AFRICA/We Are The World (Columbia)
	5	5	10	18	D. BOWIE & P. METHENY/This Is Not (EMI America)
	_	43	31	13	FIONA/Talk To Me (Atlantic)
	7	12	15	20	BRYAN ADAMS/Somebody (A&M)
RI	DE/	N.K	ED	0	JOHN FOGERTY/Centerfield (WB)
Di	29	24	23	22	LOS LOBOS/Will The Wolf Survive? (Slash/WB)
					G. THOROGOOD & THE/I Drink Alone (EMI America)
					GREG KIHN/Lucky (EMI America)
	22	21	19	25	FIRM/Closer (Atlantic)
RI	DE.	۵K	FE	20	KENNY LOGGINS/Vox Humana (Columbia)
D	30	27	26	27	GARY O'/Shades Of '45 (RCA)
	35	35	30	20	FIRM/Satisfaction Guaranteed (Atlantic)
					PHIL COLLINS/Inside Out (Atlantic) Complete Tracks Cha
P					ERIC CLAPTON/She's Waiting (WB)
6	KC.	MA		(4)	

					BLACK/URBAN
Three Weeks			Last Week		*
	3	2	1.	0	LUTHER VANDROSS/'Til My Baby Comes Home (Epic
					JESSE JOHNSON'S REVUE/Be Your Man (A&M)
1	5	9	5	ă	MAZE featuring FRANKIE BEVERLY/Back In Stride (Capitol)
1	8	4	4	ă	WILTON FELDER f/B. WOMACK/I'll Still Be Looking Up To (MCA)
2	21	14	7		DeBARGE/Rhythm Of The Night (Gordy/Motown)
	7	7	6	ŏ	PATTI LABELLE/New Attitude (MCA)
	7	1	3	7	COMMODORES/Nightshift (Motown)
2	7	18	12		MARY JANE GIRLS/In My House (Gordy/Motown)
			8		GLADYS KNIGHT & THE PIPS/My Time (Columbia)
1	6	12	10		DAZZ BAND/Heartbeat (Motown)
2	9	22	14	Ō	MIDNIGHT STAR/Scientific Love (Solar/Elektra)
-		30	20	Ď	ALEXANDER O'NEAL/Innocent (Tabu/CBS)
2	6	21	15	Ō	JENNY BURTON/Bad Habits (Atlantic)
-	_	-	24	0	SADE/Smooth Operator (Portrait/CBS)
1	8	13	13	15	WHISPERS/Some Kind Of Lover (Solar/Elektra)
. 3	5	27	19	1	MANHATTANS/You Send Me (Columbia)
	5	5	9	17	TINA TURNER/Private Dancer (Capitol)
	-	33	22	1	SHALAMAR/My Girl Loves Me (Solar/Elektra)
-	-	-	31	Õ	KOOL & THE GANG/Fresh (De-Lite/PolyGram)
BRE	- /	K	ER	20	NEW EDITION/Lost in Love (MCA)
					PRINCE/Take Me With U (WB)
3	2	29	23	2	NARADA MICHAEL WALDEN w/P. LABELLE/Gimme, (WB)
-	-				B.B. KING/Into The Night (MCA)
-	-		35	2	TEMPTATIONS/ My Love is True (Truly For You) (Gordy/Motown)
-	-	39	30	4	GAP BAND/I Found My Baby (Total Experience/RCA)
					RUN D.M.C./King Of Rock (Profile)
3:	9	34	27	3	S.O.S. BAND/Weekend Girl (Tabu/CBS)
11	9	17	17	28	JOHNNY GILL/Half Crazy (Cotillion/Atco)

- 37 34 @ AL JARREAU/Raging Waters (WB) DEBUT WHITNEY HOUSTON/You Give Good Love (Arista)

4 8 11 31 ASHFORD & SIMPSON/Outta The World (Capitol) - 39 49 JEFF LORBER featuring AUDREY WHEELER/Step By Step (Arista)

37 MELBA MOORE/Read My Lips (Capitol)

 40 38 EUGENE WILDE/Rainbow (Philly World/Atlantic) - 40 3 SAM BOSTIC/Cold Tears (Atlantic)

BREAKER 49 USA FOR AFRICA/We Are The World (Columbia)

2 6 16 37 CHAKA KHAN/This Is My Night (WB)

DEBUT GLENN JONES/Bring Back Your Love (RCA)

11 11 21 39 WHAMI/Careless Whisper (Columbia)

N&A Begins on Page 52

BREAKER @ GEORGE BENSON/I Just Wanna Hang Around You (WB)

ADULT CONTEMPORARY

hree 1. Veeks V	wo Veeks	Last Week		
6	3	1	0	PHIL COLLINS/One More Night (Atlantic)
1	1	2	2	JULIAN LENNON/Too Late For Goodbyes (Atlantic)
7	5	4	0	COMMODORES/Nightshift (Motown)
15	9	6	0	DeBARGE/Rhythm Of The Night (Gordy/Motown)
2	2	3	5	REO SPEEDWAGON/Can't Fight This Feeling (Epic)
_	-	17	6	USA FOR AFRICA/We Are The World (Columbia)
_	21	12	0	MADONNA/Crazy For You (Geffen)
17	12	9	0	MANHATTANS/You Send Me (Columbia)
3	4	5	9	BILLY JOEL/Keeping The Faith (Columbia)
23	17	11	1	BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
4	6	7	11	WHAMI/Careless Whisper (Columbia)
21	15	13	Ø	DOLLY PARTON/Don't Call It Love (RCA)
5	7	8	13	KENNY ROGERS/Crazy (RCA)
24	18	15	0	BARBRA STREISAND/Emotion (Columbia)
_	_	22	Ğ	SADE/Smooth Operator (Portrait/CBS)
10	11	14	16	DIANA ROSS/Missing You (RCA)
22	20	16	Ð	DAN HARTMAN/Second Nature (MCA)
25	22	19	1	JANEY STREET/Under The Clock (Arista)
9	8	10	19	ERIC CARMEN/I Wanna Hear It From Your Lips (Geffen)
				FOREIGNER/I Want To Know What Love Is (Atlantic)
RE	٩K	ER	3	GEORGE BENSON/I Just Wanna Hang Around You (WB)
12	13	20	22	ANNE MURRAY/Time Oon't Run Out On Me (Capitol)

11 14 21 25 STEVE PERRY/Foolish Heart (Columbia)

N&A Begins on Page 59