N E:

FTC REJECTS BEER & **WINE AD BAN**

In a potentially significant decision, the FTC rejected a petition to forbid beer and wine broadcast ads - good news for broadcasters, who made the subject the hottest topic of discussion at the NAB Convention this week. Details on the FTC move plus NAB coverage inside

Page 4, 8

FIRST WINTER '85 ARBITRON RESULTS

- . Chicago: WGN leads; WLS, WMAQ in comebacks
- San Francisco: KGO on top; KSAN big gainer
- Detroit: WJR. WJOI down: CKLW
- Philadelphia: KYW, WMMR, WPEN
- . San Diego: KJQY opens big lead . Boston: WBCN, WBZ race to the top Full results Page 16

INDUSTRY ADOPTS NEW ATTITUDE ON PAPER ADDS

Joei Denver hears support from the radio and record communities for cleaning up paper adds in the CHR arena - and provides guidelines for a legitimate add.

DEMO DEFINITION

Consultant David Klemm has some novel insights into the psyches of radio's most desirable sales demographic, the 25-54 group, while Ted Dorf updates the activities of the 35-64 Committee, the group he formed to win more attention for the older listener.

Page 14, 22

PEOPLE IN THE **NEWS THIS WEEK**

- Joe Mansfield VP at Capitol . Stuart Layne Station Manager, Tac Hammer OM at WLOL
- . Bill Garcia PD at KS94
- Marni Pingree PD at KTAR
- . Tom Collins OM at WSEZ
- Walter Broadhurst GM at WGTZ & WING

Page 3, 4

BLACK CONSUMERS: AN UNDERRATED MARKET?

Al Wellington, President of a marketing and research firm with top corporate clients, presents positive evidence of the economic health of the black audience. Page 50

THE DAY RADIO **WORKED TOGETHER**

Harvey Mednick recaps a triumph for radio: the simultaneous airing of "We Are The World" on Good Friday.

Page 23

ARE AM GIANTS OBSOLETE?

In a guest column, WTVN/Columbus PD Jack FitzGerald offers a no-nonsense prescription for ailing AM full-service institutions.

Page 49

Newsstand Price \$3.50



Rappaport, Bennett VPs At Columbia, E/P/A

Paul Rappaport has been ele-vated to VP/Album Promotion for Columbia Records, while Bill Bennett moves up to the Bill Bennett moves up to the same position at Epic/Portrait/Associated Labels. Both had been Director/Album Promotion for their respective labels, Rappuport since 1980, Bennett for the last two years.

Commenting on Rappaport, Columbia VP/Promotion Ray Paul Rappaport Anderson told R&R, "The Rolls Royce of the industry doesn't give VP stripes often, but when it does, you can bet the one who gets them can drive the car"



Bill Bennett

Rappaport said, "I've been fortunate to have been surrounded by excellence, as (Sr. VP/GM) Ai Teller, Ray, and (VP/Marketing) Bob Sherwood are great record men. Special thanks go to Al Teller, who's shown me that limits are only things we place upon ourselves and that history is made to be rewritten.¹

Discussing Bennett's promotion, E/P/A VP/Promotion Walter Winnick told R&R, "Bill has proven himself one of the finest national promotion people at album radio. His leadership and expertise certainly have made E/P/A the force that it is."

Bennett said, "As pleased as I am, it's really a reflection on our local staff. It wouldn't have been possible without the sup-RAPPAPORT/See Page 6

FOCUS ON ALCOHOL, DRUG ABUSE

WINTER '85 ARBITRON ADVANCES

WRKS Takes New York Title:

KIIS Widens L.A. Lead

As AORs Surge

5.3 6.0

5.9 5.7

5.2 4.8

4.3 4.8

4.8 4.2

3.9

3.2 3.8

3.9 3.6

3.7 3.5

3.0

3.0

2.9 2.9

3.0 2.9

2.4 2.6

2.3 2.4

2.8 2.3

2.4 2.2

2.5

2.4 2.0

1.8 1.7

1.3 1.7

1.6 1.6

1.0

1.5 1.2

1,1 1.0

4.1

3.3

3.0

2.9

2.2

1.4

1,0

1.0

NEW YORK

WRKS (B/U)

WHTZ (CHR)

WOR (Talk)

WPLJ (CHR)

WINS (News)

WRFM (BM)

WBLS (B/U)

WLTW (AC)

WNBC (AC)

WNEW (BBnd)

WABC (Talk)

WKTU (CHR)

WYNY (AC)

WHN (Ctry)

WADO (Span)

WAPP (CHR)

WPAT (BM)

WNCN (Clas)

WMCA (Talk)

WEZN (Easy)

WHLI (BBnd)

MORE RATINGS, Page 16

WLIB (B/U)

(Clas)

WQXR-AM & FM

WPIX (AC)

WCBS (News)

WPAT-FM (BM)

WCBS-FM (Gold)

WNEW-FM (AOR)

NAB Meet Split Decision

Las Vegas proved less intense than the heavyweight bout which caused a lack of accommodations, but the 63rd annual convention of the National Association of Broadcasters still suffered considerable annovance from overbookings and hotel room shuffling. Broadcasters were scattered in hotels and motels all over the strip and downtown, but the 35,000+ attendees - and a well-prepared NAB staff - dealt with the battle better than Hearns dealt with Hagler.

The official theme of this dent Eddle Fritts (r). More NAB picts year's meeting was "Take that broadcasting enjoys a long Part, Take Pride," a reminder tradition of community involve-



DISTINUISHED SERVICE - Multimedia Chairman Wilson Weam (c) received the 1985 NAB Distinguished Service Award for over 40 years' dedicated involvement in American broadcasting. Presenting Wearn with the DSA plaque are NAB Chairman Gert Schmidt (I) and NAB President Eddie Fritts (r). More NAB pictures, Page 4 and 32.

LOS ANGELES

KIIS (CHR)

KABC (Talk)

KJOI (Easy)

KBIG (Easy)

KLOS (AOR)

KMET (AOR)

KMPC (BBnd)

KNX (News)

KRTH (Gold)

KKHR (CHR)

KHTZ (AC)

KIQQ (CHR)

KLVE (Span)

KJLH (B/U)

KZLA (Ctrv)

KMGG (AC)

KRLA (Gold)

KDAY (B/U)

KTNQ (Span)

KKGO (Jazz)

KLAC (Ctry)

KALI (Span)

KACE (B/U)

KUTE (B/U)

KWKW (Span)

KFAC-FM (Clas)

KNOB (Easy)

KHJ (CHR)

KFI (AC)

KROQ-FM (AOR)

KOST (AC)

Fall '84 Winter '8:

9.1 9.7

5.9 5.8

5.5

3.7 4.2

32 4.1

4.4 3.8

3.1 3.5

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1.7

2.0 2.1

2.0 1.9

2.0 1.9

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1.2 1.4

1.5 1.4

14 1.3

1.2

1.7

1.4 1.3

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> .8 1.0

3.0

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2.2

2.0

1.7

1.7 1.7

1.7

1.3

1.3

1.2

that broadcasting enjoys a long ment. Central to this message was recognition of an industrywide responsibility to combat the problem of drunk and drugged driving. The opening ceremonies emphasized the growing debate over the effects of beer and wine advertising, and broadcasters' commitment to defeat the ban while educating American audiences about the hazards of drug and alcohol

> Kicking off the 1985 meeting, NAB President Eddie Fritts discussed the role all broadcasters share in this nationwide NAB/See Page 4

Matthews Upped To KWK & KGLD OM

ped to the newly created position of Operations Manager for Robinson's KWK & KGLD/St. Louis. Matthews joined the stations as PD three months ago from the PD post at WGCL/ Cleveland.

KWK & KGLD Exec. VP/GM Bill Latz told R&R, "C.C. has demonstrated his abilities as a programmer and manager of people beyond the expectations of everyone. I believe it is time that the St. Louis market became aware of two vital radio entities, KWK & KGLD, because both are on the move." MATTHEWS/See Page 6

Craig OM At WMGK



Bob Craig

WMGK/Philadelphia PD Bob Craig has been promoted to the newly-created post of Operations Manager for the Greater Media outlet.

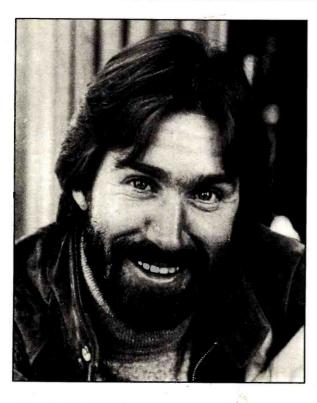
"Bob's new title is our company's way of recognizing the tremendous contribution he's made to the success of WMGK," said WPEN & WMGK VP/GM Larry Wexler. "Bob has been the major driving force in the continuing ratings success of 'Magic.'"

Noting an expansion of Craig's involvement with other Greater Media stations, VP/ Radio Programming Julian Breen added, "Bob has been the dean of our A/C PDs. Now he will become more available to consult with other programming executives in our group with formats similar to WMGK's.

"These have been six important years in my career," said Craig. "And with the support of Larry Wexler and Greater Media, I've been able to solidify my ambitions to make WMGK CRAIG/See Page 6

WESTWOOD ONE PRESENTS

FOGRESSIAN AND FREEDRE



he week of April 29 join singer and songwriter Dan Fogelberg and friends as they deliver a very special evening of music on the Pop Concert series, heard on more than 300 Westwood One Radio Network affiliate stations across the country. Fogelberg showcases new songs from his 10th and latest album, High Country Snows, plus hits from his previous LPs like "Part Of The Plan," "Same Old Lang Syne," "Hard To Say," "Run For The Roses" and "The Language Of Love." Backing the consummate pop composer is a stellar lineup of players including Herb Pedersen, Chris Hillman, David Grisman, Russ Kunkel, Jerry Douglas, Jim Buchannan, Barry "Byrd" Burton and Paul Harris. It's a night of musical magic you won't want your listeners to miss...on a Pop Concert station in every major market across America, the same ones bringing you exclusive concerts by pop superstars like Tina Turner, Chicago, Laura Branigan, Eurythmics, Al Jarreau, Elton John, Jeffrey Osborne and Rick Springfield all year long!

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

CHICAGO COUNTRY **COUNTER-MOVES**

Lon Helton checks on Chicago's Country contest, where WMAQ has added Talknet at night while WUSN imported some controversy for the morning show. Page 46

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TRANSACTIONS

WLIP & WJZQ Sold For \$4.6 Million

CHR Chart88

Wisconsin Cablevision and Radio, Inc. plans to purchase WLIP & WJZQ/Kenosha, WI from Kenosha Broadcasting for \$4.6 million, including a \$300,000 noncompete agreement.

The seller, owned by Anna Lipman and family, has no other radio interests. Purchasing principal Donald Jones also owns KFIZ/Fond du Lac, WI. Daytimer WLIP has A/C programming with 250 watts on 1050 kHz: CHR W.IZO is 26.4 kw on 95.1 mHz at 365 feet. The stations are located near the midway point between Mil-

Capitol Buys **WCKS For** \$3.5 Million

Southland Broadcasting intends to sell A/C outlet WCKS/Cocoa Beach. FL to Capitol Broadcasting Co. for \$3.5 million.

Southland coprincipal Michael Metcalf is publisher of the Providence Journal and Bulletin; the company has no other radio interests. In addition to owning several radio networks, the Raleigh-based buyer is also licensee of WRAL/Raleigh, KBEQ/Kansas City, KISS/San Antonio, WRNL & WRXL/Richmond, and WKEE-AM & FM/Huntington, WV. Pending FCC approval, Capitol will also take over WOHS & WXIK/Shelby, NC.

WCKS operates with 100 kw on 101.1 mHz at 440 feet, with a CP to move to a new antenna site at 1462

Blackburn & Co. brokered the

TRANSACTIONS/See Page 6

PAGE THREE Mansfield Appointed To New **Capitol Sales VP Position**

Divisional VP/Sales, Record Group Services at Capitol. Mansfield, who most recently ran Mansfield Management, Inc., was previously VP/Contemporary Music at RCA and VP/Marketing at Columbia. He will oversee all domestic sales activity for Capitol, EMI America, Manhattan, Angel, and other distributed labels, based in Los Angeles and reporting to Exec. VP/Record Group Services Dennis White.





Joe Mansfield

Joe since his days as a resident salesman out of the Dallas Branch, and have followed and admired his progress through the yeaars. I am most delighted to have a man of his knowledge and experience join

Mansfield was with CBS for 16 years, serving as Branch Promotion Manager in Dallas and Branch Manager in both Dallas and Atlanta, and becoming VP/Merchandising in 1977. A year later he became VP/Marketing for Columbia, serving there for three years until taking on his RCA vice presidency.

Garcia KS94 PD

Longtime programmer Bill Garcia is the new Program Director at Gannett's A/C-formatted KS94/St. Louis, beginning April 29. VP/ Operations Ron Morgan will now concentrate on his morning airshift and operational responsibilities.

KUSA & KS94 President/GM Merrell Hansen told R&R, "Ron first and foremost loves his morning work, and wearing so many hats is just too much for any one human being. Consequently, we worked together to bring in Bill, and Ron will continue to consult with him. We chose Bill because he brings a wealth of experience from programming a variety of formats and has dealt with people under all types of management.

A 25-year broadcaster, Garcia most recently spent two years at WFLA-AM & FM/Tampa, in-GARCIA/See Page 6

NEW CALLS WLTQ

WBTT Launches Format 41

WBTT (B97)/Milwaukee plans to discontinue CHR programming for Transtar's "Format 41" proach this week with new call letters WLTQ ("Light 97.3"). Milwaukee becomes the third large market in two weeks to offer the satellite-delivered, upper-demo A/C format; last week WDRQ/Detroit and WBNS/Columbus announced simi-

WISN & WLTQ VP/GM Steve Downes said. "This is one satellite product that has shown it can win - pretty big - in major markets because it's designed to be locally compatible."

WISN PD Mike Elliott, who had been overseeing WBTT and will now supervise WLTQ, added that the station still intends to offer local live programming in mornings, afternoons, and possibly other dayparts as well. He said, "Format 41 offers a lot of music that the A/C's in this market aren't playing. This format has really found a hole in the market and will superserve our adult target demos. And it will be a Milwaukee station." WRTT/See Page 6

Layne Manager, Hammer OM At WLOL

Emmis Broadcasting has transfered KSHE/St. Louis Station Manager Stuart Layne to WLOL/St.Paul-Minneapolis in the same capacity, and has promoted PD Tac Hammer to Operations Manager at the CHR

Regional VP/GM Doyle Rose explained, "Tac has shown me he can do so much more than program, so his promotion is well-deserved. Stuart has done an incredible job in St. Louis He'll help us not only in sales but in the marketing of WLOL as well. This will allow me to do some other things within the corporation, as we explore other properties.

Layne's prior experience includes sales positions with CBS-TV, Sales Manager at WBBM-FM/Chicago, and CBS-FM National Sales Midwest Manager. He commented, "I've done just about as much as I can do to help KSHE, and I leave a great crew and station behind. With Doyle splitting so much of his time between Minneapolis and KMGG in Los Angeles, I'll be able to help him and the station out a whole lot during his time away from the office.

A programmer and on-air personality in Minneapolis for 19 years, Hammer has programmed KQRS, KRSI, and KFMX-AM & FM, and served as MD at KDWB. He told R&R. "I certainly know what this market wants and needs. I'll still be handling the programming on a day-to-day basis, but this promotion will give me more insight into management than ever.

Pingree Joins KTAR As PD



Marni Pingree

After nine years with KOY/ Phoenix, Marni Pingree has been named Program Director at crosstown Pulitzer Newsformatted KTAR.

Operations Manager Bob Christopher noted, "Marni brings a wealth of experience to KTAR. She is responsible for the day-today operations of the programming department, and will assist in developing programming poli-

Pingree remarked, "I'm very happy to have joined a great radio station and hope to be able to contribute positively to the many fine programs KTAR provides to the

community."
Pingree, who had been KOY's Assistant PD since late 1983, is an active member of American Women in Radio and Television as a member of AWRT's National Strategic Planning Committee She previously was Phoenix Chapter President and VP/Western Area on the National Board of Directors. Her background also includes a stint as Continuity Director at neighbor KQYT.



Winds Topple WHAS Tower

Tornado-force winds on Good Friday (4-5) hammered WHAS/Louisville's 655-foot tower, knocking the 48-year-old structure 15 feet from its concrete base. Although the 50 kw clear-channel A/C outlet returned to the airwaves eight hours later, the station has been forced to operate with a mere 1500 watts at 90 feet. WHAS, usually heard in up to 40 states at night, presently is unable to cover the Louisville metro. The good news is that by next week WHAS expects to be reaching back up to 89% of its coverage area, and a new tower will be completed by late June. Total losses in damages and lost revenue have been estimated at \$1 million.

MAHONEY REMAINS PD

Collins OM At WSEZ

Former WKZL/Winston-Salem PD Tom Collins has joined crosstown CHR competitor WSEZ in the new position of Operations Manager. While PD Bob Mahoney and Assistant PD/MD Rob Leonard remain with the station, WSEZ has severed its association with consultant Ron White.

Collins, a two-year veteran of the market, told R&R, "We're repositioning the station more into the mainstream of CHR, with a more expansive music policy, new jingles, and more in-depth promotion and marketing techniques. He added that the station would continue to call itself Z93.
"Under Ron White our music

policy was not only tight but we

were very late on records," Collins said, "The market was simply burning things out before we could play them. It's time for us to reestablish ourselves as an active participant in the music industry. COLLINS/See Page 6

Broadhurst GM At WGTZ & WING

Walter Broadhurst has been officially named GM at Great Trails' WGTZ & WING/Dayton-Eaton, OH. He had been serving as Station Manager and acting GM at the stations, replacing Jack Porteous, who became GM at KEEL/Shreveport last month.

Great Trails President Alexander Williams told R&R. "We

are pleased to have the benefit of Walter's experience and knowledge in the Dayton-Eaton area, and look forward to the results that he will achieve at WING & WGTZ."

Before joining the stations a year ago, Broadhurst had been Sales Manager for two years at BROADHURST/See Page 6

NAB

Continued from Page 1

education process. He praised the industry for being a "dynamic enterprise which, if well operated, earns public approval as well as profits," and emphasized that the power of the radio license should be used for public service and community assistance.

Fritts stressed that no evidence exists to show a link between radio and TV advertising and alcohol abuse. "If we believe a ban would solve the problem of abuse we would voluntarily remove the ads from our airwaves," he said. "We care about our communities, our families, our neighbors, and our friends. We don't want a drunk or drugged society, (but) no recognized research substantiates claims that broadcast advertising of beer and wine contributes to alcohol misuse. As broadcasters we have First Amendement rights to broadcast advertisements for legally-produced and sold products.

Following Fritts's opening remarks, Multimedia Chairman Wilson Wearn received the NAB Distinguished Service Award. Wearn reminisced about his four decades in broadcasting and how the industry has changed since the "golden age." He recalled the long cycle of FCC regulation and deregulation, condemned the Justice Department's antitrust decision against the NAB Code, and warned Congress to not fasten a leash to broadcasters "which it can periodically jerk to remind us to watch our P's and Q's particularly when it comes to Congress.

Wearn also lashed out at investigative reporting, and criticized local and network news for becoming too opinion-ated and one-sided, "The job of the news (reporter) is to report to the American people, not to do their thinking for them. When we claim to be reporting the facts, that's what we should do - objectively and evenhan 1."

SPOTWISE works for

WBCN-FM

Let SPOTWISE work for you.

TV Spots that work!



PERSONALITY PLUS — In a session on "Winning and Surviving in Personality Radio," panelists discussed how to build on-air appeal through hard work. Pictured (I-r) are KNBR/San Francisco's C.J. Bronson, KPKE/Denver's Steven Williams and Donald Hawkins, Sklar Communications' Rick Sklar, and Gannett's Gary Owens.

Closing out the opening ceremonies Sunday afternoon, the Beach Boys entertained "the best-dressed audience" they had ever seen, drawing on a vast repertoire of surf-and-sun

Pre-Game Show

Although the opening ceremonies were staged Sunday afternoon, the radio segment of the convention actually began Saturday morning, when - for the first time - a full slate of radio activities were scheduled. Early sessions on AM improvement, finding the right airtalent, computers, and ratings analysis led up to a sequel to NAB's 1983 "Radio WARS" study.

Researched by Reymer & Gersin, "Radio WARS: How To Push Listeners' Hot Buttons' delineated seven arbitrary categories of radio listener and illustrated how radio stations could best attract their perceived core audience. R&G's Harvey Gersin and Mark Kassoff presented examples of TV spots that reached (or didn't reach) each of these listener segments While the initial presentation was polished and informative, lingering concern over sample size plagued the study - as it did with the original "Radio WARS" project in 1983.

State Of The Art The NAB Exhibit Hall en-

joyed its annual expansion, and this year it overflowed into the Hilton Pavilion next door to the Convention Center, Over 350,000 square feet of equipment mostly television - was displayed by 600+ exhibitors, and exhibitors in the main hall were generally pleased with floor traffic

Exhibitors and broadcasters again complained about the back-seat attitude exhibited toward radio, both on and off the floor. The dominance of television has long been a nagging problem for NAB, and last year's merging of the NAB Radio Programming Conference and the NRBA Radio Convention, are possible signs that the spring convention may eventually split into separate radio and TV meetings.

Under The Influence

NAB seized every possible opportunity to display its concern with the alcohol abuse, which MADD President Candy Lightner recognized during a general session she shared with Joyce Nalepka, President of the Na-tional Federation of Parents For Drug-Free Youth. Lightner praised NAB's efforts for public awareness of alcohol- and drugrelated problems, but accused the industry of "running scared," and warned the association - and broadcasters - not to let up once the threat of a ban on beer and wine advertising has eased.

A follow-up session with key members of Congress discussed the ban itself, and examined legislative measures broadcasters could take to work against the pro-ban forces. "This is the kind of issue that can sweep Congress if enough tragic accidents occur," warned Rep. Vic Fazio (D-CA), but Rep. Al Swift (D-WA) said, "I've never seen a teenager yet who needed a TV ad to want to take a drink of beer."

Voicing NAB's concern over the prospects of an ad ban, President Fritts told R&R, "We fully expect to see a bill introduced some time this year, and our job is to defeat it in committee. If an advertising ban measure ever reached the floor, we would have a hard time defeating it."

In Search Of

Applying the principles of the nationwide bestselling business study "In Search Of Excellence," McKinsey & Co. pre-sented a study of America's best-run radio stations. "Radio In Search Of Excellence" examined 11 radio stations in major, medium, and small markets, and looked at the elements that contributed to their varied success stories.

One topic of hot conversation in sessions and suites was the new wave of broadcast group mergers and takeovers. FCC Commissioner Jim Quello voiced concern about merger mania creating "instability in the business," and Commissioner Dennis Patrick said some type of "guidelines" on mergers are needed "to guide ourselves as well as give the industry some signals." He said the Commission last week instructed its staff to begin drawing up a Notice of Inquiry to lay the groundwork for such guidelines.

Also at the NAB: · Members of the All-Industry Radio Music Licensing Committee revealed some of their strategy for the deadlocked ASCAP rate talks, which have now been handed to a federal judge for settlement. Rather than seek to hold the line, the committee will ask the judge to cut ASCAP's rates which now total about 1.9% of radio revenues

. In a major shift, a top aide to House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) said Wirth is eager to "sit down and work out voluntary solutions" with broadcasters. Aide Tom Rogers said, "The last few years of extremely bad relations between the subcommittee and NAB" have been counterproductive, "voluntary cooperation

may be a substitute for improved legislative or regulatory solutions."

· Air personality Casey Kasem and Ohio Broadcasters Association founder Fred Palmer were inducted into NAB's Radio Hall Of Fame at Tuesday's luncheon, while KWMT Inc. Board Chairman William Quarton received the Spirit of Broadcasting Award WOR/New York's John A. Gambling presented the keynote address, recalling his long career in broadcasting and how radio has become a Gambling legacy. NAB also recognized the efforts of radio to assist the Ethiopian famine relief program with the simultaneous broadcast of USA For Africa's "We Are The World" on 8000 stations worldwide on Good Fri-

Pervasive sentiment held that this 63rd annual NAB Convention, while the largest ever, was relatively unexciting. The association managed to keep NAB/See Page 32

STAFF

Foundari BOB WILSON Aubliner DW/GHT CASE Executive Vice President DICK KBIZMA Vice President & Editor KEN BARNES

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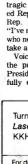
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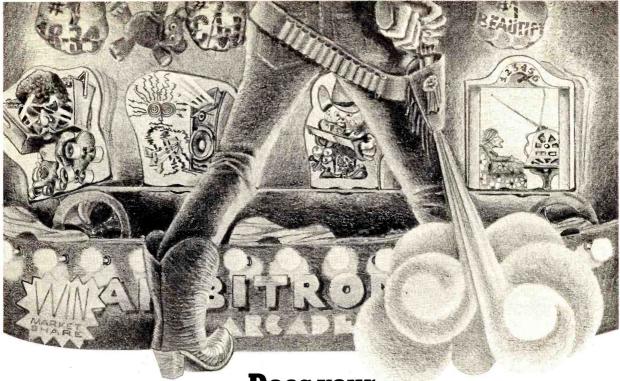
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Turn up the heat on promotion with unique electronically created Promo and Contest beds, Lasers, morning show drops, and more! You'd rather have them than hear them! Already on: KKHR, WZUU, Y108, WCAU-FM, Z104, WMJJ, WRKA, K106, Q102, Q107 . . . and others. MARKET EXCLUSIVE.

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Does your audio processor hit your target audience... or shoot you in the foot?

Today, it seems that everyone wants to sound "different" to get their competitive edge. Unaware of the potential dangers, some managers and P.D.'s want their audio processing to produce that "different" sound.

Ten years ago, a few "superstar" engineers really did have the personal sorcery that made their stations sound better than the crowd—not just "different". But by now, most of the old "secrets" have been divulged. Our present-day commercially-available OPTIMOD*audio processors vastly outperform those "secret" contraptions of the past. So today, the quest to be "different" all too often ends in an ambush. Weird frequency balances, distortion, pumping, and fatigue are all waiting to trap the unwary.

How do stations fall into these traps? Because some of the same professionals who *program* their radio stations on the basis of extensive *research* choose and adjust processing on the basis of mere "gut feel". They may optimize processing for one receiver at the expense of others. They may fail to consider the unique limitations of automobile reception. There are countless pitfalls. Throughout, there is one common thread: processing is very often adjusted on the basis of *insufficient hard information*. We think that this is as reckless as letting the jocks loose in the record library without a format. Research is essential to get processing right.

At Orban, we do continuing, extensive research to enable us to produce the best possible product. This is expensive and time-consuming—that's why so few radio stations can justify it for themselves. Fortunately, we can afford to spread the expense over thousands of OPTIMODs—and you get all the benefits when you own one.

The research results in designs which couple the latest technological concepts with a disciplined respect for real-world market conditions. We always reject any approach which results in superficial flash on some radios or program material at the cost of irritation and tune-out factors on others. Our research has let us limit the number and range of setup controls to make it easy for you to hit your target audience—without shooting yourself in the foot! Unlike processors which claim "incredible adjustability", with OPTIMOD, you don't have to search for good sound (and maybe never find it)—it's already there!

OPTIMODs are powerful, well-oiled weapons that let you get a sound that complements your programming, *without* the irritants. That's why OPTIMODs are the predominant processors with ratings leaders in *every* format. And why Orban outsells its nearest competition by an overwhelming margin.

See your Orban broadcast products dealer for more information about OPTIMOD*AM Model 9100A or OPTIMOD*FM Model 8100A and its new 8100A/XT Six-Band Limiter Accessory Chassis. These processors are available in a variety of configurations to perfectly match your programming. And ask your dealer for a demonstration at your station.

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ORBAN PROCESSING KEEPS YOU COMPETITIVE

TRANSACTIONS

Continued from Page 3

Tattersall Takes KKAL & KZOZ For \$3 Million

The Tattersall Corp. will buy Central California properties KKAL/Arroyo Grande & KZOZ/San Luis Obispo from Kal Koast Radio Corp. for \$3.05 million, plus a consulting agreement.

Tattersall principals include Martin Hawke, who formerly owned KYSC/Yreke, CA and KMED/Medford, OR; and former RKO VP and WFYR/Chicago GM Jim Barker. The seller is a subsidiary of American General Media, which owns KERN & KQXR/Bakersfield, KKQV & KTRN/Wichta Falls, and WWWG/Rochester.

Country-formatted KKAL has 5 kw days/2.5 kw nights on 1280 kHz; KZOZ operates a CHR format with 29.5 kw on 93.3 mHz at 1430 feet. Chapman Associates handled the

transaction.

Storz Deals KXOK For \$2 Million

Storz Broadcasting will sell one of its two remaining stations, KXOK/ISt. Louis, to Chester Broadcasting for \$2 million. KXOK owner Robert Storz retains WQAM/Mlaml, while the sale gives Chester its first radio property. The buyer is headed by local bank president Emmett Capstick. KXOK, a former longtime CHR outlet, presently offers Talk programming with 5 kw on 630 kHz.

Woolfson Pays \$2 Million For WGUS-AM & FM

Broadcasting Associates of America, Inc. has agreed to sell WGUS/ North Augusta, SC and WGUS-FM/ Augusta, GA to Woolfson Broadcasting Corp. of Augusta for \$2 million cash.

The seller is owned by partners Donald Kern and Cal Young; they own no other stations. Woolfson, owned by Palm Beach businessman Mark Woolfson, also recently purchased WWQQ/Willmington; that deal is pending FCC approval.

WGUS operates with 5 kkw on 1380 kHz; WGUS-FM has 3 kw on 102.3 mHz at 280 feet. Both stations broadcast Country programming.

Blackburn & Co. served as broker.

WBTT

Continued from Page 3

Elliott added that WLTQ has been operating mostly with parttime talent; a new lineup will be announced soon.

Transtar now has Format 41 affiliates in 19 of the top 50 markets.

Collins

Continued from Page 3

Collins's prior programming background includes PD/OM postions at WJLB and WDEE, both Detroit, as well as WVON & WGCI/Chicago and WIXY/Cleveland.

WHAL & WYCQ Sold To Tenncom

Shelbyville Broadcasting will sell WHAL & WYCO/Shelbyville, TN to Tenncom, Ltd. for \$850,000. The seller owns no other stations; Tenncom principal Jerry Oakley also has interests in WIRC & WXRC/Hickory, NC.

WHAL operates with 1 kw days/ 250 watts on 1400 kHz; WYCQ has 100 kw on 102.9 mHz at 510 feet. Both stations offer Country programming.

Blackburn & Co. brokered.

Ariel Acquires WAOC

Ariel Broadcasting is buying WAOC/St. Augustine, FL from Gatorland Broadcasting for \$400,000. Gatorland principal Bill Grant has significant interests in WDMS/Chattanooga and WJRD/Tuscaloosa, as well as interests in WWWB-AM & FM/Jasper, AL; WWWRRRussellville, AL; and WWWF/Fayette, AL. WAOC represents Ariel's first property. WAOC programs Modern Country with 1 kw on 1420 kHz.

Craig

Continued from Page 1

a consistent major market winer." Prior to WMGK, Craig spent three years as PD at WWYZ/Hartford, having earlier worked at neighboring WDRC and WPOP. His background also includes stops at WHDH/Boston, WHYN/Springfield, and WICH/Norwich.

WBBG's Armstrong Dies

Lifetime Cleveland broadcaster and WBBG/Cleveland morning personality Tom Armstrong suffered a heart attack April 8 while playing golf. Armstrong, who was 65, died shortly afterwards despite CPR efforts to revive him.

Armstong, recognized for his

Rappaport

Continued from Page 1

port of (West Coast Director) Jon Kirksey, (East Coast Assoc. Director) Michael Caplan, and Walter Winnick. We're a little weird, but we get it done."

Rappaport joined CBS Records in 1969 as a college rep. By 1973 he had advanced from Columbia Local Manager to West Coast Regional Manager for al CBS labels. In 1975 he became Columbia's Regional Album Promotion Manager/West Coast, later becoming Associate Director/National Album Promotion before his most recent post.

Bennett joined CBS in 1974 as Memphis sales rep. Over the next four years he held local and regional promotion posts with Epic and Columbia in Miami and Atlanta. He moved to Bearsville as Director of Promotion in 1979, rejoining E/P/A as a Product Manager in 1981.

Matthews

Continued from Page 1

Commenting on his promotion, C.C. told R&R, "In my new capacity I'll continue handling the day-to-day programming of KWK, while taking on the additional duties of overseeing the activities of our AM Oldies station KGLD." Gary Brown continues as PD at KGLD, and Matthews indicated it would be some time before a decision would be made to hire a separate PD for KWK. successful "one-on-one" on-air approach, had been handling mornings at the Big Band station for two years. Of his 40 years in Cleveland radio, he spent 25 with WGAR, the latter 15 as morning host. After WGAR he continued in mornings at WDOK (ten years), followed by three more at WJW before coming to WBBG.

WBBG & WMJI GM Connie Edelman told R&R, "Tom was an industry veteran and had done a marvelous job for us. He leaves very large shoes to fill, as he had built up a large following. Tom was well-loved by everyone in the Cleveland community." Armstrong is survived by his wife of 40 years, Kate, and children Debbie, Bill, and Tom III.

Taking over the morning show is evening personality Carl Reese.

Broadhurst

Continued from Page 3

Great Trails' WKJJ/Louisville. He earlier held sales positions at KDKA/Pittsburgh and served as VP/GM at WBVP & WWKS/Beaver Falls, PA. He commented, "With the CHR format on FM we're building every book, and with the addition of the ABC Information Network to WING, we anticipate an up book for both stations in the spring."

Garcia

Continued from Page 3

cluding a year as PD. His programming experience also includes WXLO/New York, Detroit stations WOMC and WDRQ, WISN/Milwaukee, Q105/Tampa, and Q94/Richmond. "Tm very impressed with this company," Garcia said. "They're all very professional, great human beings, and give you the basic tools to work with. The station has just been waiting for someone to come along and rejuvenate it, because all the basic talent is already there."

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Our Associate Greg Merrill initiated the transaction and assisted in the negotiations.

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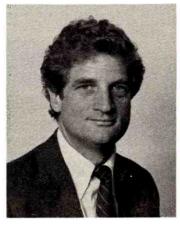
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WASHINGTON REPORT

FTC Votes Not To Ban Alcohol Ads

In a major setback for opponents of beer and wine advertising, the Federal Trade Commission rejected Tuesday (4-16) by a 4-1 vote a petition by the Center for Science in the Public Interest (CSPI), Project SMART, and over two dozen other groups asking for a ban on alcoholic beverage ads.

Despite the loss at the FTC, the coalition will continue to push for a ban or counteradvertising in Congress.

FTC Chairman James Miller said that while no overall ban or regulations will be developed, the agency will continue to monitor such_advertising to prevent individual cases of unfair or deceptive ads.

The Commission reached its decision after receiving a staff report that found "little — if any — evidence exists indicating that alcohol advertising or marketing practices deceptively or unfairly result in alcohol abuse or even increased consumption." In declin-

ing to take action, the Commission noted that the Treasury Department's Bureau of Alcohol, Tobacco, and Firearms also is looking into alcoholic beverage ads.

NAB President Eddie Fritts remarked, "It shows that reason and good sense still prevail in the Federal bureaucracy and we're encouraged by that." The NRBA Board of Directors added, "We applaud this decision . . . we are pleased the FTC has made this rational decision, based on factual information and research, and not on the emotion of an issue."



FIGHTING BACK — Citing the publication High Times as a graphic example of the strength of the National Organization to Reform Marijuana Laws, MADD President Candy Lightner and National Federation of Parents For Drug-Free Youth President Joyce Nalepka told an audience of concerned broadcasters how they could fight the growing problem of alcohol and drug abuse.



ADVERTISING AD BAN — The potential threat of a ban on all broadcast-oriented beer and wine advertising was examined by a panel of legislators who will soon deal with opposing factions in Congress. Pictured (Ir-) are Representatives Vic Fazio (D-CA), Howard Nielsen (R-UT), and Mike Synar (D-OK), NAB Exec. VP. John Summers, and Representatives Al Swift (D-WA), Matthew Rinaldo (R-NJ), and Richard Shelby (D-AL).

CONGRESSMEN OPPOSE BAN

Beer & Wine Ad Ban Dominates NAB Legislative Concerns

Past priorities such as deregulation and First Amendment freedoms were swept aside at this week's NAB Convention in Las Vegas, as virtually all legislative talk centered on the \$70 million annual threat to radio beer and wine advertising.

Six members of Congress from both parties drew applause from a crowded room of broadcasters by voicing their opposition to a ban. But they warned the industry not to let its guard down because of the pro-ban movement's recent lack of headway. Rep. Matthew Rinaldo (R-NJ) cautioned that a "groundswell of public support" could carry the ban to victory if the proposal ever reaches the House floor for a vote. "It'll fly right through if it ever gets that far," he predicted.

Echoing that view, Rep. Vic Fazio (D-CA) declared, "This is the kind of issue that can sweep the Congress if enough tragic accidents occur."

Rep. Mike Synar (D-OK) said broadcasters would be especially vulnerable on the issue if the so-called New Right religious groups put their muscle behind the ban. And, in a remark heard many times during the convention. Synar praised the industry for its massive anti-drunk driving campaign, while adding, "Let's not kid ourselves. You didn't work at it at this level until this issue reared its ugly head."

NAB Exec. VP/Government Relations John Summers responded that drunk driving PSAs have been aired for years, while conceding, "I don't think there's any question it's accelerated."

Counteradvertising Bill Imminent

Summers and several of the Congressmen predicted that the first serious ban-related legislation — calling for mandatory counteradvertising to balance beer and wine ads — will be put forward in the next few weeks by Rep. John Seiberling (D-OH). The broadcasters also heard some

tough talk from Candy Lightner, President of MADD (Mothers Against Drunk Driving). She too praised the industry's PSA efforts while saying the campaign's intensity stems at least partly from broadcasters "running scared" over the potential loss of what she called "big bucks." Many PSAs are only heard by "night owls," she complained, while "prime time listening hours are noticeably void of such public service messages."

MADD Opposes Ban, Calls For Voluntary Industry Review Panel

In MADD's first public statement on the ad issue, Lightner said the group will never support a ban, although it might back other Project SMART goals, such as curbing beer ads aimed at young people.

Lightner, who founded MADD after her daughter was killed by a drunk driver, called for voluntary restraint by the alcoholic beverage industry and broadcasters, with government action only as a "last resort."

She recommended creation by

January 1, 1986 of a special panel, two-thirds made up of electronic and print media representatives, with the rest "non-media professionals, such as researchers and scientists. The panel would:

- Review beer and wine ads for content
- Act as a "review board" to handle citizen complaints about ads
- Offer consulting services for alcohol advertising voluntarily submitted for reactions and suggestions.

Further, Lightner called on Congress to designate one federal agency to conduct an annual review of ads and submit a report to Congress "concerning the responsibility of the alcohol industry and media in regard to alcohol advertising"

NAB Sr. VP/Public Affairs Shaun Sheehan said NAB will discuss joining such a panel, but must be careful not to violate the consent decree declaring its voluntary broadcast codes to be a violation of antitrust laws.

Cuomo "Discourages" Ban

Also speaking against the ban at the convention was New York Gov. Mario Cuomo. After addressing the TV luncheon, he told a press conference, "I discourage all bans, including that one." PSAs and other voluntary actions are "a better way to go," he said.

STATION TRANSACTIONS TAXES

FCC Drops Annual Station Fees For "Activity" Fees

FCC officials attending this week's NAB Convention in Las Vegas brought some good news with them. They announced that annual fees that were to be paid by all radio stations have been dropped from the schedule of fees sent recently to Capitol Hill for approval.

NAB, NRBA, and many others had strongly opposed annual fees because they would hit all stations each year regardless of revenues or the amount of paperwork and manpower their activities generated at the FCC.

The revised fee schedule, expected to go to the Senate late this week, is predicted on station "activities." Consequently, some AM fees will be slightly higher than FM because AM applications take longer to process.

It's expected the new plan will generate \$43 million in its first year, compared to \$51 million under the previous plan. About half the total will come from fees in the mass media area, including radio and TV.

Here's the new fee plan Congress will be asked to okay for radio:

New and major changes CP applications

AM \$2000 FM \$1800

• Minor changes applications (AM & FM) \$500

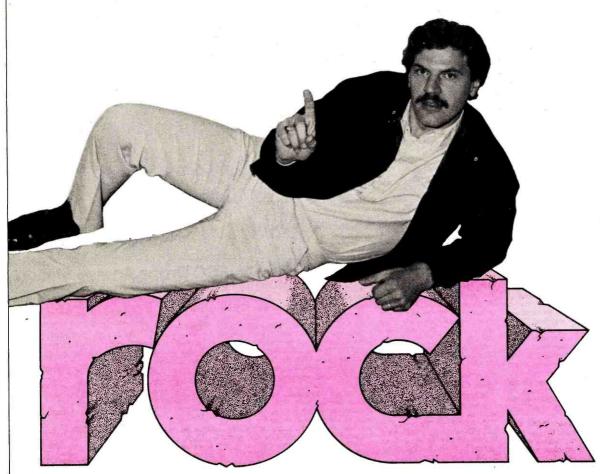
- Hearing charge \$6000
 License grant fee
- AM \$325 FM \$100
- Directional antenna license fee (AM only) \$375
 Assignment and Transfer
- Assignment and Transfer (sale of station) \$500
- Station renewal \$30
 FM translators:
- new and major change CP application \$375 license fee \$75 assignment fee \$75
- Auxiliary Services major actions \$75
- Receive-only earth station (2 meters or less) \$200

FCC Commissioner Dennis Patrick stressed that the Commission came up with the fee concept only at the request of the Office of Management and Budget (OMB). But he said the agency has "very serious budget constraints" which the fees, by increasing federal revenues, can help alleviate.



TAX TIME — In the next few months Congress will face numerous proposals to reform the nation's tax Taws, and radio stands to face some bell-tightening, Discussing some of these reform measures, and how broadcasters can get involved, are (I-r) CBS's Ike Pappas, Sen. Spark Matsunaga (D-HI), Sen. James Exon (D-NE), and Rep. Bob Matsui (D-CA).

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1985 Satellite **Directory Available**

Currently being offered on a 15-day free trial basis, the "1985 Satellite Directory" is now available from Bethesda, MD-based Phillips Publishing, Inc. Described as a "desktop database with over 18,000 benefits," the publication contains information on satellite-related companies and services. Topics covered include transponder brokers and resellers, launch, financial and insurance services. teleports, publishers, consultants, transmission, reception, and networking services.

Earth stations? Equipment suppliers? Satellite systems operators? They're all here, accompanied by capsule product descriptions, names and phone numbers of contacts, and a wealth of charts and tables. Communications attornevs, government agencies, and



international organizations are also included, along with a handy glossary and index

For more information, contact Phillips Publishing at (800) 443-0100, ext. 213.

AWRT Convention Upcoming

The 34th annual convention of American Women in Radio and Television (AWRT) will take place at the New York Hilton May 8-10. Among the highlights will be an address by "Megatrends" co-author Patricia Aburdene Naisbitt, and appearances/addresses from newswoman Barbara Walters, actress Helen Hayes and Senator Nancy Kassebaum (R-KS).

Subjects to be covered via panel discussion include radio, cable, network television and direct broadcast satellite programming, as well as man-

agement, news, economics, and advertising as they relate to women. broadcasters in the year 2001. A special radio discussion featuring ABC's Ben Hoberman, WOR/New York's Dr. Judith Kuriansky, Blair's Jim O'Neill, NBC/The Source's Rona Elliott, CBS's Robert Hosking, and Mahiman Inc.'s Robert Mahiman is also scheduled.

Fees are \$315 members; \$350 nonmembers. For further information, contact AWRT at 1321 Connecticut Ave NW. Washington, DC 20036.



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RIAA, Feds Confiscate \$78 Million Illegal Discs In '84

Working in combination with FBI, state and local law enforcement agencies, the Anti-Piracy Unit of the Recording Industry Association of America (RIAA) seized more than \$78 million worth of Illegal sound and video recordings and related manufacturing equip ment during 1984.

Among the items confiscated in 50 raids on suspected record pi-



rates were more than 9000 bootleg records, almost 86,000 counterfeit albums and tapes, nearly 7000 audio masters, over 500 mothers and 2000 stampers, close to 600 videocassettes and video masters, and just shy of 295,000 counterfeit labels. By year's end, 40 individuals had been convicted of violating various anti-piracy

Fastest, Slowest Growing States

Alaska is the fastest-growing state in the U.S., according to a recent report issued by the U.S. Census

Bureau. Alaska's population increas-

Furman Intros Combo Power Conditioner/ Light Module



The PL-8 provides clean filtered power to the sophisticated signal processing equipment needed for today's radio stations, as well as illuminates the controls on that same equipment in the dim light and harsh shadows of the studio. Manufactured by Greenbrae, CA-based Furman Sound Inc., the unit's eight outlets provide up to 10 amps total of switched power, while the two slide-out light fixtures allow you to see all the effects in the rack.

The "PL-8" also features double action AC power conditioning, which protects against high voltage surges and high frequency noise/radio interference. A resettable circuit breaker offers further protection as well. Lights or power may be switched independently from the front panel; bulbs are 4 or 7 watts and may be easily replaced.

For more information, contact Diane Poole at Furman Sound at (415) 927-1225

ed by nearly a quarter (24.4%, to be exact) in the four years from 1980-84. The slowest-growing state was Michigan, which lost two percent of its population during the same

Trailing Alaska in the states with the fastest population growth over the last four years are Nevada (+13.8%), Utah (+13%), Florida (+12.6%), Texas (+12.4%), Arizona (+12.3%), Colorado (+10%), New Mexico (+9.3%), Oklahoma (+9%) and Wyoming (+8.9%).

Rounding out the top ten of states whose population declined the most or showed the smallest increase over the last four years are Ohio (-0.4%), lowa (-0.1%), Indiana and West Virginia (+0.1%), Pennsylvania (+0.3%), Illinois (+0.7%), New York (+1%), Wisconsin (+1.3%) and Oregon (+1.6%).

Interesting as these statistics are, they don't tell the entire story. Two of the fastest-growing states (Oklahoma and Wyoming) each lost population between 1983 and 1984, while three states that lost population since 1980 (Michigan, Ohio, and Iowa) all reversed their downward trend and gained population between 1983 and 1984.

NAIRD Confab **Set For May**

The National Association of Independent Record Distributors and Manufacturers (NAIRD) will hold its 1985 convention May 16-19 at the Wyndham-Franklin Plaza Hotel in Philadelphia. Along with honoring the winners of the 1984 NAIRD "Indie" awards, the confab will include a trade show, a cocktail party and banquet, as well as the usual multitude of panel discussions.

Fees are \$125 for each NAIRD member; \$110 for nonparticipating spouses. For additional information, contact NAIRD at (609) 665-8085 or (215) 477-1742.



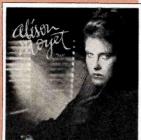
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Alison Moyet "Invisible"



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WTIC-FM add 29

WLAN-FM 16-13 WGFM add WPST 24-21 WNSY add WAHC add WZPL 29-24 Z104 add WRON add KNMQ add 39 KKFM add 33

KCPX 18 KISN 20-17 WIGY add 36 WKSF add WCGQ 36-30 WYKS add WBWB 31-26 Y94 33-29 WDBR 34-30 **KOZE 5-5**



hilip Bailey

"Walking On The Chinese Wall"



WXKS-FM WNYS add **CKGM** CKOI add WCAU-FM CFTR 940

Z93 add

WNVZ 34-28 WHYT Q103 KOPA add KMJK 35-28 FM102 KMEL deb 39 KPLUS 33-30

WFLY 30-25

Q100 deb 40 WVSR 30-27 WTIC-FM 29-26 98PXY add 092 deb 21 WSSX add WBCY add WDCG add WANS-FM deb 39 FM100 34-31 KBFM add

Y106 35-31 WKDD 37-34 KIIK 30 WJXQ 32-29 KKFM deb 32 KQMQ 33-29 KPOP add KCPX add 36 WJAD 32-27 WCGQ deb 37 KNOE-FM add

WXLK 38-34 WHSL 39-34 WBWB deb 39 KWTO-FM add KTRS deb 34 KOZE deb 28 KHTX deb 39 KBIM add KIST 35-30 OK95 30-23

... From Columbia Records



PRO:MOTIONS

Williamson New CSB VP

Wanda Williamson has been elected VP of Community Service Broadcasting, Inc. She has been with the company since its inception. CSB owns WMCL/Mc-Leansboro, It; WTAO/Carbondele, It; WDXI & WJHR/Jack-son, TN; WKWK-AM & FM/Wheeling; and MUZAK.

Miller Communications Adds Partner

Miller Communications
Group has expanded and added a partner, Terry Amato, to form
Miller Amato Communications
Group. This is a full-service ad agency, producing a number of radio spots. MAC is located at the Weatherty Building, 516 SE Morrison, Suite 420, Portland, OR 97214; (503) 231-1790.

WHGB Names Dougherty GM

Dennis Dougherty has been appointed General Manager of WHGB/Harrisburg. He comes to the station from WXTU/Philadelphia, where he also served as GM.

PROS ON THE LOOSE

Charlie Donovan evening Talk WFBR/Baltimore (301)

Bill Graham News Director KYKY/St. Louis (314) 837-2107 Mike McCarthy — Mornings WAPI-FM/Birmingham (205) 951-2116

Mike McCoy — Middays WDJO/Cincinnati (513) 385-3487

Dave Priest — MD WPGU/ Champaign (217) 333-2016

Roz — MD WIOT/Toledo (419) 472-5808

Hoyt Joins NRBA

Penn Hoyt has been appointed to the newly-created position of Director/Marketing for NRBA. Hoyt will focus on the marketing and promotion of NRBA programs and services. Most recently, Hoyt was AE for Association Management, Inc. in Washington, DC.

Green Directs Atlantic Advertising



Marsha Green

Marsha Green has been promoted to Director/Advertising for Atlantic Records. Green, a 16-year label veteran, first worked in Atlantic's Tape Sales Department. Two years later, she advanced to Media Buyer for the label's East-West agency. For the past five years, Green served as Media Director.

HNW&H Opens Minneapolis Office

Concurrent with the opening of Hillier, Newmark, Wechsler & Howard's Minneapolis office, Paddy O'Brien was elevated to National Manager. Prior to her promotion O'Brien was an AE for the company.

Girod Joins Red Label

Red Label Records has appointed Richard Girod National Director/Sales & Promotion, Prior to joining Red Label, Girod was Regional Sales Manager for A&M.

BMI Promotes Zavin

Theodora Zavin has been upped to Senior VP, Special Counsel and Assistant to the President of BMI. Zavin was promoted in-house from Senior VP, Performing Rights.

WYYD Ups Three AEs

Jean Johnson and Cheryl Varnadoe have been named Local Sales Managers at WYDD/Raleigh. Both have been promoted from AE posts. In other station activity, Robert Cordle was upped to Senior Account Executive and Co-op Coordinator.

Kravitz Heads One Way



Robyn Kravitz

Robyn Kravitz has created a promotion/marketing company call-ed One Way, Inc., Most recently Director, National Album Promotion for Elektra Records, she also once served as Director of Modern Music Promotion at Arista Records, One Way's address is 219 East 69th Street, Suite 12D, New York, NY 10021; (212) 744-6002.

Mineo Upped KRDO GSM

Ray Mineo has been promoted to GSM for KRDO/Colorado Springs from his position as Regional Sales Manager at Pilkes Peak Broadcasting. Previously, Mineo served as GSM at KLIR, AE at KWGN, VP/GM at KTLK, and GSM at KDEN, all in Denver.

Signal Media Names Shannon President

Ron Shannon joins Signal Media of Arkansas, Inc. as President//COO. Before making this move, Shannon was VP/GM of WGMZ & WWCK/Flint. Signal Media owns and operates KLRA and recent acquisition KLPQ, both in Little Rock.

Clasica Moderna Sound Taps Gorman



Tim Gorman

Tim Gorman has been appointed Division Manager of A&R/ Producer for Clasica Moderna Sourid and Vision. Gorman is better known as a keyboardist for the Who and will continue his work as an independent studio musician.

Dorf Joins WXTR As NSM

Mark Dorf has been appointed National Sales Manager for WXTR/ Washington. Dorf assumes this post following a stint at Metro Traffic Control Sales in Houston, where he served as Regional Advertising Director/Northeast. Prior to that, Dorf was VP of Development for Donnle Osmond's Nightstar Productions.

Hensley Opens Firm

Chris Hensley has formed a sprinamed Southeast independent promotion firm, specializing in AOR and jazz. He spent seven years with EMI/America in local, regional, and co-national posts. Hensley's background also includes a stint with Elektrakyslum. Chris Hensley Promotions is located at 4290 Fitzpatrick Way, Norcross, GA 30092; (404) 441-2210.

CHANGES

RADIO

Allen Blum joins WPLJ/New York as Account Executive.

Nancy Branson appointed Account Executive for WPLP/Tam-

INDUSTRY

Linda Marshall named Account Executive for Blair Radio New York.

Will Schutte relocates to Mc-Gayren Guild/Los Angeles

Steve Appel announced as Account Executive for Blair Radio New York.

Lin Galliani joins McGavren Guild/San Francisco as Account Executive.

Caryn Jacoby appointed Account Executive for Blair Radio/ New York.

Vincent Turco named Account Executive for McGavren Guild/New York.

Linda Muskin announced as Account Executive for McGavren Guild/Chicago.

Mark Masepohl joins McGavren Guild/Houston as Account Executive.

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RATINGS AND RESEARCH



JHAN HIBER

35-64 COMMITTEE'S DORF SHARES VIEWS

Making Grey Pay For Radio

Like death and taxes, the greying of America is inevitable. In the past only persons 55+ were thought of as part of that grey-haired group. But in the last several years the baby boom's leading edge has moved closer to 40 than 35. And the greying of America began to affect a wider spectrum of demographics and radio formats.

As a result several important questions were raised regarding the desirability of the 35+ audience. Were there enough discretionary dollars to make this audience attractive to advertisers? What was the size of the audience and was it likely to grow? Were the ratings services properly reporting the 35+ demo? To seek the answers to these and other questions, the 35-64 Committee was born. For an update on this group's activities, I contacted committee founder and WWRC & WGAY/Washington VP/ GM Ted Dorf.

What's Been Done So Far

R&R: When did this committee first get underway?

TD: I don't know that there's an official date, but we're about three years old.

R&R: What kinds of formats have become significantly involved?

TD: It's an interesting mix. The formats are principally Easy Listening, News/Talk, old-line MOR, and Nostalgia. We've had interest from syndicators — Bonneville, SRP (now gone), Music of Your Life — as well as networks — CBS. NBC. ABC, and Mutu-

R&R: What was the key reason behind the committee's formation?

TD: Too many programmers were moaning over the fact that they had older demographics and were trying to take them young
14/ R&R FRIDAY. APRIL 19. 1985

er. That's what really created the impetus to make it a national movement. When you looked at the tonnage in terms of delivery, it was too vast and great to just be shunted aside as a non-interest area or unusable. Thus, we explored that area just to see what kind of information existed about people over 35.

Initially, it wasn't 35-64. What we were looking for were people over 35; there was no cap on the age bracket. We found out by going through various sources that a lot of companies, including agencies, were investigating this behind the scenes. People like Rita Bordos of J. Walter Thompson; she has done a couple of articles on this. Y&R also did a big study on older demographics.

R&R: Do you think the ratings companies are reliably measuring and reporting the size and magnitude of the 35+ audience?

TD: I don't have the answer to that one. I would probably say that the diary method would favor an older demo against the younger demos. But that's me talking.

R&R: Let's talk about the research that's been done to show the value of the 35+ listener. Can you give us some highlights?

TD: We uncovered something that I like very much. The March '85 American Demographics features an article based on 55-64 year-olds. Called "The Mature Market," it shows this group to be one of the most



Ted Dorf interesting and most wanted marketplace segments. The total mature market will grow from about 51 million in 1985 to 56 million in 1995, representing one-fifth of all Americans. That's too large and profitable a market to ignore.

R&R: According to the committee's research, how many dollars does the mature market command?

TD: More than one-third of all households with discretionary income are headed by mature consumers. That comes from the Census Bureau and Conference Board. On a per capita basis people in households headed by someone 55+ had more discretionary income than any other age group - partly because their household size is a little smaller. For those between 55-59, per capita was \$3500 in 1980. They had \$3500 they could piss away. That's really putting it where it is.

R&R: What's being done to show radio how it can turn this research into dollars?

TD: We've been circulating data to our participants (about 213; primary stations 198) which they can utilize on a local basis. On a national basis we have some Simmons information. We also have some other kinds of information. A Wards report on automobiles shows that it enables them (radio) to turn the corner and specifically sell

car dealers, photo places, stockbrokers, and computer companies. We're proud; that's a great achievement. Here at my own station, we've been able to get the point where the 35-64 demographic accounts for anywhere from 15%-18% of our buys every month.

Hope For 35+ Demo?

R&R: As you know the book redesign is a hot topic at Arbitron, and some people are talking about including the 35+ demo. How do you feel about that?

TD: It should be in there.
The 35+ demographic is gaining in usage. I hope Arbitron would see the light of day and include it. It's being discussed right now; the jury is still out on it.

R&R: I've heard Arbitron isn't excited about it, mainly from a space and page count consideration.

TD: Well, when you hear something like space consideration, you say to yourself is that really important? You hate to lose out because they don't have space. Major agencies are starting to request 35+ information.

R&R: Do you have any feel for the demo's acceptance on a broader, national scale?

TD: We're just starting to. We're going to investigate to see what we can give Arbitron and, we hope, get that 35+ in there. I could cite a couple of examples right now, but then that's only Washington. What they're really interested in is how much bonafide interest there is across the board. It's hoped that broadcasters who want 35+ in the book will let Arbitron know.

Format Implications

R&R: There are formats like Adult/Contemporary that have a lot of 35-49 listeners. Does it make sense for these stations to join the 35-64 crusade?

TD: I don't know. But I can tell you there's a group of stations formatically that show up constantly top-three in the market-place — Country. (Yet) there aren't a great deal of Country stations involved in our group. Look at some of the Country demos. You'll see that they hold up

pretty well 35-64.

That's another valid argument that could be used to convince Arbitron to put in the 35+ demographic the number of stations that really appeal formatically to that audience. If they're going to do us a service, help us sell, and keep us living, then they should show it. All these Nostalgia formats; their core audience is 45-54. You've got Easy Listening, News, News/Talk, and old-line MOR. That's argument enough to include 35+ in the book.

What's Next?

R&R: What research and marketing challenges lie ahead for this committee?

TD: We've moved to a new plateau - we have the initial steering committee and a strategy committee. We can meet with these people once or twice a year, pick their brains, and get additional direction. People who serve on that steering committee include Ben Hoberman, Ralph Guild, Al Ham, and Dick Harris. We've already met once. We're looking for different inputs, trying to go in different directions.

One of the exciting things we're doing is instituting a presentation contest. It's hoped that will sharpen our membership's abilities and help the rest of us with good presentations that we'll be able to share. If this works out, we can go from category to category and get some good sales ammunition.

We have to break the perception molds we've generally held about words like elderly, ancient, or mature. Maybe these terms aren't good. They have connotations. Today, these people are doing active things they never would've done ten or 20 years ago. They don't have the same kind of lifestyle. Fast-food marketers like McDonalds are starting campaigns geared toward these empty-nesters, the smaller families. You've got to do these kinds of things because there's a big market here. We hope that with the right research and sales efforts we'll tap more of this market for radio.



Chicago

WGN Holds Lead; WLOO In Second; WLS, WLAK, **WMAQ Big Gainers**

	Fall '84	Winter '8
WGN (Talk)	9.7	9.
WLOO (BM)	5.4	5.
WGCI-FM (B/U)	6.1	5.
WBBM (News)	4.9	4.
WBMX (B/U)	4.5	4.
WBBM-FM (CHR)	4.2	4.
WLS (CHR)	3.6	4.
WLAK (AC)	3.2	3.
WCLR (AC)	3.8	3.8
WLUP (AOR)	3.1	3.
WMAQ (Ctry)	2.8	3.
WUSN (Ctry)	3.3	3.3
JMK (Gold)	2.9	3.
WJJD (BBnd)	3.4	2.9
WFYR (AC)	2.5	2.8
WIND (Talk)	2.9	2.8
WXRT (AOR)	2.6	2.7
WKQX (CHR)	3.3	2.5
WLS-FM (CHR)	2.3	2.5
WCKG (AC)	1.9	2.3
WFMT (Clas)	1.7	2.0
WOJO (Span)	1.7	1.8
WAIT (BBnd)	1.7	1.7
WMET (AC)	2.3	1.6
WYON (B/U)	1.1	1.4

Detroit

(unconfirmed)

WJR, WJOI Slide Into First-Place Tie; WRIF Up A Share; CKLW Enjoys Fivefold Leap; CHRs **Up; WKSG Doubles**

- p,		•
	Fall '84 W	inter '85
WJR (Misc)	10.6	7.2
WJOI (BM)	9.8	7.2
WRIF (AOR)	5.6	6.6
WJLB (B/U)	5.8	5.6
WWJ (News)	5.8	5.6
WXYT (Talk)	4.6	5.1
WHYT (CHR)	3.9	5.0
WCZY (CHR)	4.3	4.8
CKLW (BBnd)	.8	4.0
WNIC-FM (AC)	4.5	3.9
WOMC (AC)	3.8	3.8
WKSG (Gold)	1.7	3.3
WJZZ (Jazz)	2.5	3.2
WLLZ (AOR)	3.9	3.1
WWWW (Ctry)	2.9	2.8
WDRQ (B/U)	3.5	2.8
WMJC (AC)	3.7	2.7
WCXI (Ctry)	2.1	2.2
WCLS (AC)	2.8	2.0
WCXI-FM (Ctry)	1.8	1.9
WGPR (B/U)	1.1	1.5
WCHB (B/U)	1.6	1.3
WQBH (B/U)	.9	1.3
WQRS (Clas)	1.5	1.3
WHND (Gold)	1.4	1.0
CHEZ (Easy)	_	1.0

1.9

2.4

Philadelphia

(unconfirmed)

KYW, WMMR, WPEN Rocket To Top 3 Slots; WSNI, WKSZ Tighten A/C Contest

		1101101 00
KYW (News)	6.2	7.9
WMMR (AOR)	5.9	7.6
WPEN (BBnd)	5.0	6.8
WUSL (B/U)	6.7	6.5
WEAZ (BM)	8.3	6.3
WMGK (AC)	5.8	5.5
WCAU-FM (CHR)	6.3	5.2
WDAS-FM (B/U)	5.0	4.4
WWDB (Talk)	4.5	4.3
WSNI-FM (AC)	3.4	4.2
WCAU (N/T)	4.4	4.2
WIOQ (AOR)	3.7	4.1
WKSZ (AC)	3.2	4.1
WIP (AC)	3.7	3.9
WYSP (AOR)	2.9	3.2
WXTU (Ctry)	3.7	2.6
WZGO (CHR)	2.4	2.3
WFIL (Gold)	1.9	2.3
WFLN-FM (Clas)	1.7	1.4
WDAS (B/U)	1.1	1.3

San Diego

(unconfirmed)

KJQY Takes Lead; KFMB-FM Jumps To Third; **KLZZ-FM Nearly Doubles**

Fall '84 Winter '85

KJQY (Easy)	8.0	9.7
KGB (AOR)	8.9	6.9
KFMB-FM (AC)	5.3	6.5
KSDO-FM (CHR)	5.7	6.1
KFMB (AC)	7.1	5.5
KSDO (N/T)	4.5	5.4
KLZZ-FM (AC)	2.9	5.3
XHRM (B/U)	4.1	4.8
XTRA-FM (AOR)	4.8	4.2
KPQP (BBnd)	3.3	4.1
KIFM (AC)	3.6	3.6
KYXY (AC)	3.5	3.1
KSON-FM (Ctry)	2.3	3.0
KFSD (Clas)	2.6	2.7
KBZT (AC)	2.4	2.6
XTRA (Gold)	2.7	2.5
KCBQ-FM (Ctry)	2.6	2.1
KMLO (BBnd)	1.7	1.6
KCBQ (Ctry)	1.9	1.3
KLZZ (AC)	2.2	1.3
KEZL (AC)	1.7	1.2
XHITZ (CHR)	_	1.2

Boston

(unconfirmed)

WBCN Regains First With WBZ Just Behind; WJIB Up Sharply; WRKO, WZOU Gain

	Fall '84 W	inter '85
WBCN (AOR)	8.4	9.0
WBZ (AC)	8.1	8.9
WXKS-FM (CHR)	6.5	6.4
WJIB (BM)	4.1	6.0
WHDH (AC)	8.7	5.8
WRKO (Talk)	4.9	5.8
WHTT (CHR)	5.8	5.5
WROR (AC)	4.0	4.4
WEEI (News)	5.0	4,1
WSSH (AC)	3.1	3.5
WMJX (AC)	3.3	3.2
WVBF (AC)	3.3	3.0
WZOU (CHR)	2.1	2.8
WAAF (AOR)	2.6	2.3
WXKS (BBnd)	1.5	2.0
WBOS (Ctry)	2.3	1.8
WKKT (CHR)	-	1.3
		-

Winter '85 **Arbitron Advances**



KGO Steady; KYUU, KIOI Leap To 3-4; KSAN Nearly Doubles; KRQR Ties KFOG					
	Fall '84 W	inter '85			
KGO (N/T)	9.0	8.8			
KCBS (News)	5.3	5.3			
KYUU (AC)	3.4	4.1			
KIOI (AC)	2.8	3.5			

Doubles; KRQR Ties KFOG			KABL (BM)	2.8	-2:0
Doubles, King			KOME (AOR)	1.7	1.8
K00 (1) (7)	Fall '84 W		KOIT-FM (Easy)	2.7	1.8
KGO (N/T)	9.0	8.8	KSFO (Easy)	2.4	1.8
KCBS (News)	5.3	5.3	KWSS (CHR)	1.9	1.7
KYUU (AC)	3.4	4.1			
KIOI (AC)	2.8	3.5	KQAK (AOR)	1.7	1.7
KSOL (B/U)	4.0	3.4	KDFC- FM (Clas)	1.7	1.5
KABL-FM (BM)	3.0	3.3	KYA (Gold)	1.8	1.3
KSAN (Ctrv)	1.9	3.2	KLOK (AC)	1.0	1.2
KFRC (CHR)	2.7	3.1	KEEN (Ctry)	.7.	1.2
KNBR (Misc)	2.9	2.8	KLIV (BBnd)	.9	1.1
KFOG (AOR)	2.6	2.7	KKHI- FM (Clas)	1.5	1.1
KROR (AOR)	2.2	2.7	KEZR (AC)	.6	1.1
KBLX (B/U)	2.5	2.6	KJAZ (Jazz)	1.5	1.0
KNEW (Ctry)	2.3	2.5	KARA (AC)	1.3	1.0
KMEL (CHR)	2.2	2.5			
KITS (CHR)	2.0	24			

KLOK-FM (AC)

KBAY (BM)





SAND IN YOUR 195 — Over 1400 beach boys and bunnies showed up for a WRKI/Danbury "Beachless Beach Party" at an area hotel. Included in the fun, fun was a dance floor-tumed-sandbox, lifeguard stands, patio furniture, palm trees, hobie cats, and "Mr. Muscle" and "Ms. Beach Bunny" contests. At left, evening man Mark DeVine yuks it up with a Jaques Costeau Ian. On the right, the station's (!r) Ray Graham, Tim Scott, and DeVine keep their shirts on in the presence of the Mr. Muscle contestants.

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WFYV	JACKSONVILLE, FL	+10	69%	WCCC	HARTFORD, CT	+	65%
WMGF	MILWAUKEE, WI	+	567%	WFYV	JACKSONVILLE, FL	+	14%
WSHE	MIAMI, FL	+	278%	WIOT	TOLEDO, OH	+	83%
WYNY	NEW YORK, NY	+	12%	WROR	BOSTON, MA	+	1267%

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MUSIC CALENDAR

The Weekend

APRIL 27-28	
The Countdown Shannon/Shalamar	(WO)
Countdown America With	(BKO)
Kool & The Gang	(RKO)
Country Closeup Gary Morris	(NP)
Country Magic Ronnie Milsap	(BRE)
Dick Clark's Rock, Roll, & Remember	(US)
Eagles	(0,0)
Don & Deanna On Bleecker Street	(CB)
Wilson Pickett & Mary Wells Dr. Demento	(WO)
Salute to wrestling The Great Sounds	(US)
Paul Weston Hot Country Gold	(BRE)
Juice Newton	(RKO)
Hot Ones REO Speedwagon	
King Biscuit Flower Hour (F John Parr/Lloyd Cole/Commotions	ABC-R)
Lee Arnold On A Country Road	(MBS)
Reba McEntire/Johnny Lee/Willie Ne Memory Makers	(BRE)
Elvis Presley/Chuck Berry/Little Rich	
Metalshop Dio	
Musical! What the critics said	(WO)
Musical Starstreams Andreas Vollenweider	(MS)
Music Makers Ray Charles	(NP)
	NSBA)
Power Cuts	(GSN)
Rare & Scratchy Rock & Ro	II(PIA)
John Denver Rick Dees' Weekly Top 40	(US)
Rock Album Countdown	(WO)
Rock Chronicles	(WO)
"Spin" magazine/rock books/ Graham Parker/video news	
Scott Shannon's Rockin' America Top 30	(WO)
Rick Springfield/Tears For Fears/	(110)
	(ABCE)
Solid Gold Saturday Night	(RKO)
Turtles (4/27) Street Beat	(BRE)
Patti Labelle/Jenny Burton	(TRAN)
Rock & roll goes Hollywood (4/27) Superstars Of Rock	(BRE)
'Pat Benalar	(2112)
Weekly Country Music Countdown	(US)

The Week Of

Michael Martin Murphey

-	
APRIL 29-MAY	3
Earth News	(WO)
"Porky's Revenge"/Ray Manzarek	/
Doug McKeon	(WO)
In Concert Autograph	(****)
Live From Gilley's	(WO)
Doug Kershaw	()
Off The Record	(WO)
Foreigner/Power Station/Van Zant	
Off The Record Special	(WO)
Bryan Adams	
Pop Concert	(MO)
Dan Fogelberg	13
Shootin' The Breeze	(WO)
Thelma Houston/Narada Michael Kool & The Gang	Walden/
	(W.O)
Special Edition Luther Vandross	(11.0)
Starset	(NBCE)
Santana	,

MONDAY

APRIL 29

American Music Maga w/Rick Dees "Beverly Hills Cop"	izine (US)
Rockline Bryan Adams	(GSN)
Solid Gold Country Feature year 1963	(US)

TUESDAY

American Music Magazine w/Rick Dees Time	(US)
Solid Gold Country	(US)

Country Music Awards Preview Pt. 1

WEDNESDAY

MAY 1	
American Music Magazine w/Rick Dees Billy Ocean Solid Gold Country Country Music Awards Preview Pt. 2	(US) (US)
THURSDAY	
MAY 2	
American Music Magazine w/Rick Dees Howard Jones	(US)
Solid Gold Country Country Music Awards Preview Pt. 3	(US)

FRIDAY MAY 3

American Music Magazine w/Rick Dees	(US)
Shannon/concert calendar	
Solid Gold Country	(US)
Country Music Awards Preview Pt. 4	

NETWORK SPOTS

• Mike Fitzgerald has been nam ed host of United Stations Radio Network's "Country Six Pack." The first "Six Pack" feature, one of a series of three-hour specials, will premier Memorial Day Weekend. Fitzgerald, who is a WHN/New York-air personality, has hosted several other



specials - including "Triple," "The Great Entertainers," "Country Music Countdown." and "The Johnny Cash Silver Anniversary."

John Rooney has been named Anchor of CBS Radio Network's "Sports Central USA," replacing 17-year veteran Win Elliot. Rooney

ABCD = ABC Direction Net
ABCE = ABC Entertainment Net
ABCR = ABC Rock Net
ABCY = ABC Youth Nets

ASR = All Star Radio BRE = Barnett-Robbins
CB = Continuum Broadcas
CBS = CBS Radio

CBSR = CBS RadioRadio

DCA = DC Audio P

FOY = Focus On Youth

GSN = Global Satellite Net

LW = London Wavelength
MBS = Mutual Broadcasting

ME = Multimedia Entertainment

CRN = Creative Radio Nat

currently anchors afternoon sports at KMOX/St. Louis, and will broadcast "Snorts Central" 12 times each weekend.

• Mutual Broadcasting has ap pointed Michael Hrinko Director/ Satellite Engineering. Hrinko will oversee the expansion of satellite facilities for both the Mutual Radio Network and Mutual Satellite Services. He comes to the network from Telecommunications Engineering Management Consultants, where he was VP/Engineering & Operations.

Also at Mutual: Bill Kamal has been appointed Network Meteorologist. He had been a weather forecaster for "America In The Morning," and will now also provide national weather reports for other network features.

 James Limbach has been nam ed to head the Business and Agriculture Department at AP Network News, moving up from Assistant Managing Editor/News. Limbach will coanchor "Business Barometer" with Mary Belton and Alan Schaertel, and will coordinate several other business-oriented features. Limbach came to AP in 1976 from all-News WAVA/Washington, where he was News Director.





COED TAG TEAM - Celebrity wrestler Sgt. Slaughter dropped by the ABC Radio Network studios recently to promote his new record, "The Cobra Clutch." The interview, included in a digital satellite feed to Youth Network affiliates, was hosted by WPLJ/New York's Jim Kerr. Pictured outside ABC's "slaughterhouse" are (I-r) the good Sergeant, ABC's Beverly Padratzik, Kerr, and ABC's Susan O'Connell

NEWS & INFORMATION FEATURES

GENERAL LIFESTYLE

American Focus	(FOY)
Casey Kasem (4/21)	
Beat The System	(RKO1)
How to complain (4/23)	
Buying a car (4/25)	
Jim Bohannon Show	(MBS)
Hollis Norton	
Larry King Show	(MBS)
Erich Segal (4/22)	
Frank Herbert (4/23)	
Angelo Dundee (4/24)	
John Fritts (4/25)	
Michael McGill (4/26)	
Mindgames	(RKO1)
Food franchises (4/22)	
Brainstorms (4/23)	
Distractions (4/24)	
Mood Swing (4/25)	
Birth image (4/26)	(DV 04)
Smart Money	(RKO1)
Travelers checks (4/22)	
Growth stocks (4/24)	
Ethical investments (4/26)	
Something You Should	
Know	(SBS)
Names (4/22-23)	
Copycat products (4/24)	
Sexual choices (4/15)	
Waldenbooks Review	(WO)
David Attenborough's "Living Plate Pierre Mornall/Arthur Lyons	inet"/

Computer Program	(PRN)
Home models/variety stores/dem	0/
documentation/software	
Ed Busch Talk Show	(AP)
Election recap/Rev. Robert Shuller	/baseball
(4/20)	
Longevity/interviewing/KGB defe	ctor (4/21)

INFORMATION

News Blimp working women/worst movie (PRN) Sound Advice Sporting News Report

COMEDY

(DM)

Secretary's Hiney/Hiney savers/	
Hiney wedding	
Company No. of Company	(PRN
Laugh Machine	(FRIT
Steve Martin/Rodney Dangerfield/	
Bob Newhart/Tom Lehrer/	
Proctor & Bergman/Robert Klein	

Hiney Wine





Ever want to clear a great talk show but were afraid it wouldn't quite fit because you're not News/Talk? Let's talk.

Most of the stations that carry our unique call-in programming service are actually music stations. According to a recent survey, 76 % to be exact. And that covers just about any music format from MOR to AC, from Country and Western to Oldies. In fact, that same survey showed only 26 % as being News/Talk stations.

So, if you thought that music and talk didn't mix, think again. Give us a call at (212) 664-4456.

Talknet. We hit just the right note.



ource: NBC Survey, completed January, 1985. Format information based on American Radio, Fall, 1984 by James H. Duncan, Jr.

25-54: Selling The Hot Demo

by David Klemm

One of the most dramatic realizations during the past couple of years, on the part of programmers, is that 12+ shares, 12-34s, and 50+ don't mean all that much in terms of revenue. Many stations have been negligent in satisfying advertisers' needs. Full attention has been focused on quick gains. But we're beginning to realize that longevity is what you really go for.

My 15 years in the rep business, traveling and consulting stations across the country, were spent positioning radio stations to capture the giant killer demos, 25-54. The big bucks from banks, car dealers, department stores, shopping malls, appliance dealers, and supermarkets are spent to reach 25-54 year-old customers. While most now understand that, few really commit to playing well for this number one revenue demo.

25-54 success doesn't require any special research or any magic secrets. It simply requires ownership and management commitment for a larger variety of programming ingredients than necessary for 12+, 12-34, or 50+ formats. In other words, the 25-54 listener has selective needs, broader spectrum interests, and discerning tastes. They're harder to please; tougher to capture.

I've met with hundreds of timebuyers in large and small markets. You come to realize that their interest is "How to move the merchandise." Some formats do that. Some don't. And in today's tough advertising world, about 65% of all buys are 25-54.

Defining 25-54

What is 25-54? Does it mean having things buzz and sing? 25-54 is a thing that happens, that grows. It doesn't hurt your ears, put you to sleep, or bore you. It's REAL. And it doesn't happen all at once. It becomes. You become. Sometimes it takes a long time. 25-54 programming doesn't often happen to people who break easily, are impa

tient, or have to have a simple for-

Today, we have raised an entire generation of programmers who want to belong to the trade sheets. They want to belong to the jocks and be their buddy. They want to belong to the 9-5 Club. But they don't understand that to succeed 25-54, they need to belong, belong to genuine, warm 25-54 people, and understand what interests them. This may be one of life's terrors for uninitiated program people.

"The Basics"

It's really interesting to see the results from scores of focus groups, perception research studies, or auditorium music testing. So many of these studies say the same things again and again, study after study, market after market.

- So I have two conclusions to pass along about these studies:
- Since so many of the same "basics" keep coming up, these are surely "Given Basics" that should no longer require more research.
- If broadcasters make the commitments for research, why don't they make the commitment for proper programming implementation? They may spend thousands for the research, but nothing on the implementation.

Local listeners switch stations, and "comparison-listen." Often the people who lack the most exposure are those at the radio station. Frequently, stations lack any style or distinction. They may fol-

low "rules" so closely that they are devoid of any "chutzpah." After all, in almost every market, there are too many stations replicating each other. When such replication exists, the winner is clearly the station that best executes, best relates locally, and is best professionally.

Always remember the first rule of programming: We are what we cheat. But with 25-54, it's tough to cheat. The audience is too smart.

Selling this hot demo is selling that really isn't selling. It's getting past the gatekeeper. And the gatekeeper may be a New York timebuyer or the local Buick dealer. We spend so much time ripping, zipping, and zapping each other's radio stations that the advertising gatekeepers are "on guard." 25-54 is the one station that the local advertiser himself should love. It's the important station to him.

Brewing Good Sales

Rule #1 of good selling is to give people what they want, and 25-54 is what most advertisers want. If they say they want to shop around and compare other stations, this is a dead giveaway that you haven't gained the advertisers' trust. If you can get them to listen to your station or recognize its importance and abilities, you've practically closed the sale. But both you and your programming must be trustworthy.

If 25-54 is where you find the biggest dollars, doesn't it stand to reason that it might cost more to operate a station that hopes to attract bigger 25-54 dollars? Those of you who have AM/FM combinations may find that your FM station soars and your AM languishes. Yet your AM revenue may still exceed that of the FM. Some of you may find that as your FM has developed, your AM has



David Klemm is President of consulting firm Klemm Media, Inc. and President/owner of WKNY/ Kingston, NY. His radio background includes a variety of management, programming, and sales posts: Blair Radio Senior VP, WLCY/ Tampa GM, WXYZ/Detrolt OM, and Director of Advertising at WILJ St. Louis.

declined. So in total, your revenue remains flat.

I liken this to beer. Both radio and beer are mass consumer-oriented — wide usage and broad consumption. Think of AM radio as regular beer and FM as lite beer. Generally, lite beer has not eroded regular beer. Lite beer has expanded beer consumption overall. So for brewers like Anheuser-Busch, total barrelage and sales are up because of the regular and lite combo. But the consumption mainstay is regular beer and that means 25-54 people, the big consumers. Brewers haven't given up on the base consumer.

These are the belongers: the heavy, consistent, day-in, day-out consumers. And if you want a growing market of consumers, regular or lite, you need 25-54s. It's fine to go for 18-34 men. Perhaps you'll capture a new consumer, and eventually that new consumer will want to join the club.

Give Them Satisfaction

So it is with radio programming. The serious responsive, consuming listener tends to join the radio club, the all-purpose, full-service, 25-54 station. And we all know that a large percentage of listeners' decisions are based on perceptions, images, or desires to join the club.

Thousands of diarykeepers say they listen to certain stations because they've been influenced by friends, neighbors, and coworkers who already belong. 25-54 demos also have more loyalty than some demos, and they commit to particular stations. But not if the station is shoddily produced, glib, or paints a portrati inconsistent with 25-54 needs in the local market. The old-fashioned way of getting repeat customers or new ones is to give them satisfaction.

In 1985, the proliferation of AM/FM signals and formats, the wide range of musical tastes and the vast competition from other media make our business of programming much more serious than magical manipulation. Can you genuinely persuade today's emerging 25-54 super consumers to flip their radio dials for fasterchanging formats, fewer commercials, and lots of bad programming BS?

You may need to change the way you think about programming and the commitment you give it. Unless you come up with a new kung fu format or even a super whopper sweepstakes for 1985, you may find the best weapon of attack for the neverending battle against cheap, cheaper, cheapest rates — and programming halitosis — is simple empathy and understanding of 25-54 year-old listeners.

To reach 25-54s, you've got to earn their respect by making contributions, every hour, to their interests, You've got to cater to them if you want their loyalty and support

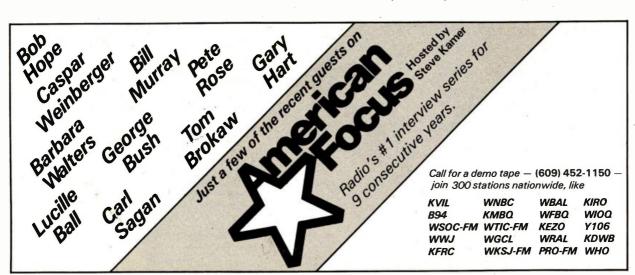




IMAGE & MARKETING

HARVEY MEDNICK

USA FOR AFRICA UPDATE

It Was A Great Day For Radio

It was probably the most incredible moment I have ever experienced in radio. My wife and I were still at home at 7:50am L.A. time, listening to a pair of stations intro "We Are The World." As it started playing, I tuned up and down both the AM and FM bands and got chills, as virtually every station was in sync. It was the realization of the efforts of such people as Jim Mickelson and Tracey Chapman in Ogden, UT; to Don Briscar and Bob Wolfe in Rome, GA; to Willy White in Bangor, ME; to Harriet Sternberg and Wendy Ferris at Kragen & Co. here in Los

In New York they sang along in front of St. Patrick's Cathedral. In Pittsburgh Muzak broke format for only the second time in its history. WGMS/Washington, one of the most respected Classical music stations, joined in the celebration. And in the air, President Reagan had Air Force One tune to WTKS (Magic 101) via a special relay link from the White House.

A Lot Of Stations Did More

WYNY/New York donated \$16,000 in the names of listeners. who played along with morning man Dan Daniel, who aired a line from the single and then asked listeners to identify the artist. Correct contestants won a thousand dollars, to be given in their name to USA For Africa.

"Hitradio 96" WHYT/Detroit sponsored a "USA For Africa Weekend." Each hour the station gave listeners copies of the album and donated \$96 in the winners' names to the foundation.

"Hawaii Hitradio" KWAI/Honolulu, in cooperation with the Governor's Advisory Committee, the State Litter Control Office, and the Community Work Day Program, sponsored a unique "Pick Up For Africa" campaign. Participating students from area high schools obtained monetary pledges within their communities for each bag of litter they collected. Fifty percent of the proceeds from the collection went directly to USA for Africa; the other half was divided between the participating schools and local



WYNY GIVES \$16,000 - Shown accepting a check for USA For Africa from WYNY/New York Manager/Advertising & Promotion Leslie Juceam (right) are (I-r) Ken Kragen, Kenny Rogers, Dionne Warwick, and Harry Belafonte.

community work programs. Originating in Oahu, the program has grown into a statewide project supported with PSAs by "Magnum P.I." 's John Hillerman and Miss Teen USA, Hawaiian native Kelly Ann Hu.

The Radio Special

The Westwood One Radio Network, in cooperation with USA for

Africa, will air a three-hour 'Radio USA For Africa" April 21 from noon-3pm PST. The focus of this special is to encourage radio stations to participate in a nationwide campaign to solicit letters of support and contributions to the relief program. A special post office box has been established: USA For Africa, P.O. Box 1985, Los

Radio '85, second annual Radio Con-

vention and Programming Conference

presented jointly by National Associa-

tion of Broadcasters and National Radio

Radio/Television News Directors Asso-

ciation, international conference. Opry-

National Religious Broadcasters, 43rd

Sheraton Washington, Washington,

Country Radio Broadcasters, 17th an-

September 11-14

September 11-14

land, Nashville

February 2-5

annual convention.

February 27-March 1

nual Country Radio Seminar.

Opryland Hotel, Nashville

Broadcasters Association

Dallas Convention Center Dallas

Angeles, CA 90051. All of the letters received will be taken to Washington and presented to Congress in May by a special delegation of USA For Africa artists, with all contributions going directly to the USA For Africa Founda-

Keep It Alive

We all agree that the Good Friday simultaneous airing was a heartfelt demonstration of how a well-managed idea, combined with the immediacy and creativity of radio, can inspire a unified effort - an effort which has spread around the world.

Although there is no real way to add up all of the stations which participated, estimates based upon calls to R&R, Ken Kragen & Co., and the many broadcasters who took it upon themselves to mobilize their individual markets. ran as high as 8000 in the U.S. alone. On a worldwide basis, we were told of involvement by the UK (both the BBC as well as commercial radio), Holland, West Germany, Spain, Italy, Finland, France, Australia, New Zealand, Canada, Guam, Voice of America, and the Armed Forces Network.

Let us now pledge to keep the effort alive and not allow the universal airing to serve as a period when it was intended to be a comma, punctuating an ongoing story of unity, fellowship, and concern.

DATELINES

sion, annual convention.

May 19-23

National Public Radio, annual conven-

June 6-9

Broadcast Designers Association, an-

Hyatt Regency, Chicago.

American Women in Radio and Televi-New York Hilton, New York City.

Marriott City Center, Denver

Broadcast Promotion and Marketing Executives



KZAN/Ogden, UT's Jim Mickelson and Tracey Chapman, catalysts for the simultaneous Good Friday "We Are The World" airing.

ONE YEAR AGO TODAY

- WALT TIBURSKI, THOM DARDEN FORM WIN COMMUNICATIONS • CRAIG SCOTT NAMED GM AT WGKX/MEMPHIS
- MIKE PHILLIPS NAMED PD AT KFRC/SAN FRANCISCO
- DOYLE ROSE BECOMES VP/GM AT WLOL/MINNEAPOLIS MICHAEL O'SHEA NAMED VP/GM AT KUBE/SEATTLE
- GARY LEWIS SET AS GM AT KMJM/ST. LOUIS
- #1 CHR: "Ageinst All Odds" Phil Collins (Atlantic) (2nd week)
 #1 A/C: "Hello" Lionel Richie (Motown) (5th week)
- e #1 Black: "Hello" Lionel Bichie (Motown)
- #1 Country: "To All The Girls I've Loved Before" Julio Iglesias & Willie Nelson (Columbia)
- #1 AOR Track: "You Might Think" Cars (Elektra) (6th week)
- •#1 LP: "Heartbeat City" Cars (Elektra) (5th week)

FIVE YEARS AGO TODAY

- JAY HOKER NAMED VP/GM AT KAUM/HOUSTON • AL BRADY RETURNS TO WHDH/BOSTON AS PD
- PAT HOLIDAY NAMED PD AT CKLW/DETROIT
- HARVEY SCHEIN NAMED PRESIDENT OF POLYGRAM CORP.
- #1 CHR: "Call Me" Biondie (Chrysalis) (4th week) •#1 A/C: "Lost In Love" - Air Supply (Arista) (3rd week)
- | #I Black: "Don't Say Goodnight" Isley Bros. (T-Neck/CBS)
 | #I Country: "Two Story House" George Jones & Tarmmy Wynette (Epic)
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 | #I Black: "Don't Say Goodnight" Isley Bros. (T-Neck/CBS)
 | #I Black: "Don't Say Goodnight" Isley Bros. (T-Neck/CBS)
 | #I Black: "Don't Say Goodnight" • #1 LP: "Against The Wind", - Bob Seger (Capitol) (5th week)
- TEN YEARS AGO TODAY

•#1 CHR: "Philadelphia Freedom" -- Elton John (MCA) (3rd week)

- •#1 A/C: "The Last Farewell" Roger Whittaker (RCA) (4th week)
- •#1 Country: "She's Acting Single" Gary Stewart (RCA)
- #1 LP: "Physical Graffiti" Led Zeppelin (Swan Song/Atlantic) (5th week)





The Coalition for Missing Children (CMC) program has been approved by the National Center for Missing and Exploited Children in Washington, DC. Established in Los Angeles to unite the radio and record industries' efforts on behalf of missing children, CMC uses positive peer pressure to assure young people it's all right to come home.

Meanwhile, on the local level, California Assemblyman Gray Davis has volunteered to assist the CMC effort. A letter outlining the program will be sent out shortly to R&R reporting stations. Basically, the project will focus on selected missing children via free distribution of over five million radio playlists. If you would like your station involved, send a letter to CMC, 1930 Century Park West, Los Angeles, CA 90067

right now, could be "Dancin" with the new single from Chris Isaak

STREET TALK

Will TED TURNER become the next majority stockholder in CBS? With talk that TBS is on the block, many people think afresh that possibility could be imminent.

The dispute between WARNER BROS. and Los Angeles Black/Urban stations has come to a resolution. A joint statement will be issued shortly; full details next week in R&R.

Is DOUBLEDAY VP/Programming DAVID MARTIN considering a change in responsibility within the company? We hear he's taking a week or two to consider it.

A fire broke out in POLYGRAM's New York office building last Monday, forcing at least a two-day evacuation of all seven floors of PG employees. The blaze occurred in a different business's accounting office, probably from the heat of the tax-filing deadline. So if you hear vacuum cleaners or TV sets in the background when PG promo reps call, it's because the displaced staffers are working out of their homes for a few days.

Don't be surprised if the GM at an L.A. station exits before the week is over.

Word has it that RICK DEES and the syndicated TV show "SOLID GOLD" have parted company. He'll still appear as the host until July.

A longstanding court battle between Bangor, ME CHR competitors WZON (then known as WLBZ) and WGUY is over . . . for the time being. It seems back in 1979 then-WGUY personalities JOHN MARSHALL, MICHAEL O'HARA, and CHUCK FOSTER, along with Sales Manager BARRY DARLING, left to join WLBZ. According to a local paper, WGUY sued WLBZ for \$210,000, alleging that WLBZ had lured away four of its top employees. But the judge sided with the defendants, finding that all four had simply sought a better job on their own. According to an insider at 'GUY, the case will be appealed.

WLS/CHICAGO's 25th Birthday Bash is running four consecutive weekends, with a veritable Who's Who of alumni returning for guest appearances. Last weekend it was DICK BIONDI, BOB HALE, GENE TAYLOR, SAM HOLMAN, and MORT CROWLEY. This weekend features ART ROBERTS, JOEL SEBASTIAN, RON RILEY, DEX CARD, CLARK WEBER, and DON PHILLIPS. Next week? CHUCK BUELL, KRIS ERIK STEVENS, SCOTTY BRINK, and GARY GEARS. The final weekend: J.J. JEFFREY, CHUCK KNAPP, CHARLIE VAN DYKE, JOHN LANDECKER, BOB SIROTT, and STEVE KING. (Whew!) Each era of stars will be supported by original jingles, special production bits, and historical vignettes.



READY TO ROCK — The "11-10 Men," better known as the KRLALos Angeles personalities, got together for a rare group photo at a recent station bash. From left, Johnny Hayes, Emperor Bob Hudson, the Real Don Steele, PD Mike Wegner, Rich Marotte, Huggy Boy, and in front, Art Laboe.

Meanwhile, B96/CHICAGO PD BUDDY SCOTT denies rumors of trying to woo a certain WLS personality over to his station for mornings. However, his search for the right person to do wakeup service continues.

There are good opportunities in three formats this week, including evenings and parttime positions at powerhouse WBCN/BOSTON. Cassettes/resumes to PD OEDIPUS... Meanwhile, with midday personality FRED STORY leaving WBCY/CHARLOTTE for the Production Director post at crosstown WEZC, 'BCY PD BILL MARTIN needs someone dynamic Country talent should check out the midday vacancy at KILT/HOUSTON. Contact RICK CANDEA ASAP: (713) 526-3461.

After a \$1 billion takeover bid of MULTIMEDIA by Wesray Corp. was rejected by Multimedia's board of directors, LORIMAR offered \$1.02 billion. But for now, that deal's been rejected too. Among other holdings, Multimedia owns 12 radio stations.

KTKT & KLPX/TUCSON Sales Manager ALAN BROWNING continues his climb through the ranks. He was the station's first jock and PD when it signed on as an AOR in 1976. Next he was an AE, and now Alan's GM, replacing LEE DOMBROWSKI.

Scratch that rumor about longtime Country outlet KEBC/OKLAHOMA CITY changing format and automating. It's not true, and no changes are planned.

DAN KINGSBURY is the new PD of CITIFM/WINNIPEG from CHED/EDMONTON ... MIKE ONDAYKO has been upped to PD and TIM DRAYER has joined as MD at WHTF/ YORK, PA, which has switched from CHR to AOR ... Former WDGY/Minneapolis MD TOM McGUIRE is now PD/MD at WXCL/PEORIA.

Continued on Page 26

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)."

655 W. Irving Park at Lake Shore Drive, Chicago, IL 60613 (312) 883-4400

24/R&R FRIDAY, APRIL 19, 1985

You May Not Know This Artist By Name.









But A Million Know Her Music By Heart.





Picture Soundtrack Motion Original The From

STREET TALK

Continued from Page 24



Congrats to WAIVI **JACKSONVILLE** personality TOM MURPHY, who's been named PD KBIU/LAKE CHARLES, LA PD RAY WILLIAMS has opted for a sales gig, promoting Asst. PD/MD DON RIVERS into the PD post for the CHR station and Urban sister KXZZ(Z16).

Don Rivers That brings KBIU midday man MARK ROBERTS up to MD . And BILL ST. JOHN, formerly of WMPZ/Soperton, GA, is the new morning man/MD at Q104/GADSDEN, AL.

In sync with its impressive winter ratings, WPLJ/NEW YORK is taking a more aggressive CHR stance on-air these days, using its new slogan "Power 95."

On November 15, TOM DANCER's HAWAII LIVE RADIO firm will be presenting Hawaii's first stereo satellite broadcast in a 48-hour radiothon called "A Weekend of Aloha for the Statue of Liberty." Tom tells us **JOHN** LANDER, CLEVELAND WHEELER, "MR. LEONARD," and some other big names will broadcast live from Waikiki to help raise \$2 million toward her facelift. RCA has furnished the satellite time. There will be prizes for listeners, and stations are invited to take any or all of the show. Call Tom at (808)

Folks who worked at WWUH/HARTFORD back in the early '70s are asked to contact KDKA/PITTSBURGH afternoon personality TRISH BEATTY, who's helping set up a reunion of former talent. Call Trish at (412) 392-3260

B94/PITTSBURGH has grabbed CRAIG JACKSON for afternoons and MD duties from Q103/DENVER . . . JOLENE BALLER is WVSR/CHARLESTON, WV's new MD/midday personality, from KCAQ/Oxnard-Ventura

TIM WATTS is now at "Hot Hits" K106/BALTIMORE, handling overnights and MD duties . In Boston, word has it that 34-year WBZ meteorologist DON KENT is leaving after his contract was apparently not

Food for thought: Last Friday WPIX/NEW YORK staged a "lunch out," urging listeners to give up lunch and donate the money they would have spent for the USA FOR AFRICA

JANET BOZEMAN, former Mack Sanders Stations MD, was named WAPP/NEW YORK Promotions Director . . . CARY PALL checks in as Asst. PD/midday personality at WZKCI ROCHESTER . . . Across the border, JOHN **DERRINGER** steps up to MD at Q107/TORONTO, maintaining his PM drive slot Country WYNG/EVANSVILLE's RON

O'BRIEN becomes MD, keeping his nightshift . PM driver/oldies host PHIL WEST has been promoted to Asst. PD/MD at WAEVI SAVANNAH.

AOR KWXL/ALBUQUERQUE has changed its call letters back to KRKE-FM, simulcasting drivetimes with its sister AM New A/C KKMI/SEATTLE is now KQKT After a very brief return to music, News outlet KFYI/OAKLAND has gone dark.

New to WHHY-FM/MONTGOMERY is MARK ST. JOHN from CK101/Cocoa Beach. Leaving 'HHY is MARK THOMPSON, who's headed for mornings at WAPI-FM/ BIRMINGHAM. Also in Birmingham, former G106/Chicago afternoon man RUSTY FORD joins KXX106 for afternoons.

Cheers to KDWB-FM/MINNEAPOLIS PD DAVE ANTHONY and his fiancee Ami Jaeger. They'll be married May 4.

Stork Stops: 2WD/NORFOLK PD PAUL RICHARDSON and wife Kathy happily announce the arrival of son MATTHEW BRIAN . And WTIC-FM/HARTFORD PD GARRY WALL and wife Sally introduced daughter LAUREN NICOLE (3-22).



THE GANG'S ALL HERE — WJMK/Chicago's Rock 'N Roll Reunion featured such local notables as (I-r) Jim Lounsbury, Gene Taylor, Bob Hale, Al Lerner, Don Phillips, Del Clark, Ron Britain, Bernie Allen (glasses), Clark Weber, Ron Riley, and



Set Your Playlist On Fire.



"Through The Fire"

CHR:

WCAU-FM WKRZ-FM KZIO KOFM KIIS-FM WTLQ FM102 WZLD KKFM KMEL WANS-FM KISN Q100 OK100 WFMI 95XII. K104 WSPK

Produced by David Foster

From the Platinum Album I Feel For You
(1/4/2-25162)

Executive Producer: Arif Mardin

A/C 60/13 Top 5 New & Active Black/Urban Breaker





ON THE RECORDS

KEN BARNES

20TH ANNIVERSARY

Saluting Rock Pioneers: The Byrds

Twenty years ago a debut single by a new group was released early in the band's hometown, Los Angeles, and was instantly added by local Top 40s (20 years ago that could happen for a new group). The record, a Bob Dylan song called "Mr. Tambourine Man" as recorded by the Byrds, sounded like nothing else on the radio, and launched a short but highly influential career for the band.

The chiming 12-string guitars and airy harmonies (the only musical contributions made by the band itself; everything else was played by session men – shades of the Monkees) triggered a new style labeled "folk-rock," and shortly thereafter stations were playing records like "Like A Rolling Stone," "Eve Of Destruction," and "It Ain't Me Babe" (the Turtles

A Byrds Cover Roster

A selective list of Byrds compositions recorded by other artists: "Ballad Of Easy Rider"

Fairport Convention
"Eight Miles High"

Golden Earring

Husker Du Leathercoated Minds (J.J. Cale)

Roxy Music Thought

"Everybody's Been Burned" Sioux City Zoo

"5D" Flamin' Groovies

"I See You"

"I'lt Feel A Whole Lot Better"
Bobby Bare

4 Of Us Ha'Pennys Johnny Rivers

Shy Guys
"It Won't Be Wrong"
Flamin' Groovies

"It's No Use"

Basil & The Baroques
"Just A Season"

Terry Melcher
"Lady Friend"
Flamin' Groovies
"Renaissance Fair"

Human Instinct
"Set You Free This Time"

Improper Bostonians
"She Don't Care About Time"
Cryan Shames

Flamin' Groovies
"So You Want To Be A Rock & Roll Star"

Move Nazareth Royal Guardsmen Patti Smith

"You Showed Me"

Plus many versions of "Turn Turn Turn" and "Mr. Tambourine Man," based on the Byrds' style even if they were written by others.



An influential — and controversial

almost spelled their name "Tyrtles" in "tribute" to the Byrds).

The Byrds themselves hit No. 1 with their first single (they'd actually recorded one earlier single on Elektra under the high-commercial-potential name the Beefeaters, and recorded an LP's worth of demos which Columbia later released). They ran into trouble on their follow-up, another Dylan song. "All I Really Want To Do." which Cher also recorded, with much greater success. But the Byrds came back strong with another No. 1 in late 1965, "Turn Turn," based on a Pete Seeger adaptation of a biblical text.

Trials & Tribulations

"Turn Turn Turn" was their last monster hit: two singles later. "Eight Miles High" went Top 15 but ran into airplay trouble for suspected drug lyrics. The fiveman group started splintering: guitarist and original main song-writer Gene Clark left in 1966, guitarist David Crosby was fired in late 1967, and drummer Michael Clarke left shortly thereafter. Noted bluegrass guitarist Clarence White became 'the new lead guitarist, while Gram Parsons, later a country-rock hero, joined up for one album in 1968.

That LP, "Sweetheart Of The Rodeo," was one of their most influential, refining a country-rock fusion they'd started as early as their "Turn Turn Turn" LP in 1965, and paving the way for groups like Poco, Firefall, the Eagles, and many others. After it was out, Parsons and bassist Chris Hillman left to form country-rock pioneers the Flying Burrito Bros., with Skip Battyn eventually coming in to take up the bass.

The Byrds' Personnel File



Name: Roger (originally Jim)
McGuinn
Prior Affiliations: Backing musician

for Chad Mitchell Trio, Bobby Darin; City Surfers, Beefeaters Later Activities: Lengthy '70s solo career (still active), McGuinn, Clark & Hilliman

Distinguishing Features: Devised and established lead vocal and 12-string guitar style that were group's trademark



Name: Chris Hillman Prior Affiliations: Scottsville Squirrel Barkers (bluegrass band) Later Activities: Flying Burrito Bros., Manassas (w/ Stephen

Bros., Manassas (w/ stepnen Stills), Souther, Hillman & Furay Band, McGuinn, Clark & Hillman, '70s solo albums, current solo country/bluegrass career

Distinguishing Features: Along with Paul McCartney, one of '60s rock's most inventive bessists; wrote first country-rock songs for group; has returned full cycle to his roots



Name: David Crosby
Prior Affiliations: Lex Baxter's
Balladeers (folk group), solo folkie
Later Activities: Crosby, Stills &
Nash and permutations thereof;
one solo LP

Distinguishing Features: Harmony ace and eventually the Byrds' most famous graduate, lately for reasons unfortunately unconnected with music



Name: Gram Parsons Prior Affiliations: Shillohs, International Submarine Band Later Activities: Fiying Burrito Bros., two solo LPs

Distinguishing Features: The catalyst for country-rock, he has become one of rock's many fallen idols after his mysterious 1973 death cut short a promise-laden solo career. Gave Emmylou Harris her start singing duets and backup on his solo albums.



Name: Michael Clarke
Prior Affiliations: Not much
Later Activities: Firefall
Distinguishing Features: Leastknown original member; has stayed
out of spotlight, but has teamed
with Clark for "tribute" concerts this



Name: Gene Clark
Prior Affiliations: New Christy

Later Activities: Lengthy solo career (still active), Gene Clark Group, Dillard & Clark Expedition, McGuinn, Clark & Hillman

Distinguishing Features: Leading songwriter for first two albums, solid body of (underappreciated) solo work



Name: Clarence White
Prior Affiliations: Various bluegrass
bands, Kentucky Colonels
Later Activities: Solo career cut
short by untimely death in car accident, 1973.

Distinguishing Features: Widely regarded as one of the most brilliant country-rock guitar technicians



Name: Skip Battyn Prior Affiliations: Skip & Filip (hits "It Was I," "Cherry Pie" in 1959). Gary & Clyde, other semi-anonymous early '80s groups, Evergreen Blueshoes

Later Activities: A couple of solo

Distinguishing Features; Nothing in particular

The Byrds made uneven albums with occasional gems but no hits from 1969-72, with founder Roger McGuinn anchoring the band. They broke up in 1972, but in 1973 the original five reunited for an LP on Asylum. McGuinn, Clark & Hillman reunited under that name in the late '70s, and Crosby dropped in on a few live shows, but that's as close to a full reunion as we've seen since 1973. Clark and Clarke are 'playing a 20th anniversary tribute in L.A. in May.

The Byrds' historical importance lies more in their influence than their chart achievements. Their aloof attitudes and smileless photos defined a type of rock star cool that is obviously still with us. "Eight Miles High" helped kick off the psychedelic era, and its guitar solo was an early (and superior) example of jazz-rock fusion. Country-rock is undergoing a bit of a renaissance with new groups like Lone Justice and the Long Ryders.

Lone Justice and the Long ryters.

Along with the Beatles, the
Byrds pioneered a new way to
showcase the rhythm guitar as the
primary ingredient in a rock
group's sound. Strong echoes of

Byrds guitar and vocal styles can be found today in Tom Petty & The Heartbreakers, R.E.M., and many others. Along with the Animals ("House Of The Rising Sun") and the Searchers ("What Have They Done To The Rain"; the Searchers' distinctive guitar sound actually preceded the Byrds), the Byrds convinced folksingers that they could adapt their songs to rock, and the consequences, from Bob Dylan to James Taylor, were farreaching. The Byrds were a brief but electrifying moment, a cornerssone of the '60s rock revolution.

E/P/A's Winning Combination!



REO SPEEDWAGON "One Lonely Night"

CHR Chart: 2

Now On Over 200 CHR Reporters 79%

AOR Tracks: 12

A/C BREAKERS







TEENA MARIE "Jammin"

CHR SIGNIFICANT ACTION

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SURVIVOR "The Search Is Over"

CHR NEW & ACTIVE

128/59 51%

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KTFM add 798 add WKDD add 36 WKAU add WKDO add WMEE add WKFR add KJ103 add 40 **KSND** add KBOS add 38 KCAQ add KZZU add KRQ add

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52/32 #2 Most Added!



345) THE PROGRAM DIRECTOR'S HANDBOOK. Bob Paive The author strips away mystique and misinformation to provide a wealth of practical Information and thoughtful examination of the program director's functions, the creative, the administrative, and the profit-making responsibilities, as well as special labels required for success:

341) AN INSIDERS GUIDE TO ADVERTISING MUSIC. Walt Woodward An excellent reference for edvertising music professionals which goes right to the heart of the ingile inclustry. Detailed, informative, and insightful, it covers how and why music works in advertising, when and how to use it, and all crucial elements of production for quality radio and TV campaignt.

126 pp.(H) \$14.95 Optional cassette \$5.95 extra

310) HOW TO MAKE AND SELL YOUR OWN RECORD. Diane Sward Rapaport This brand new edition offers technical information, practical tips, and business guidance for self-production of record and cassette releases. Every aspect of a recording project is covered, from planning and budgeting through sales and promotion. Includes sample forms and worksheets as well as advice on relising money and negotiating contracts. 167 pp.(P) \$12.95

306) THE PLATINUM RAINBOW. Bob Monaco, James Riordan The best book on approaching the music industry rationally and realistically, it includes sections on self-promotion and finding a marager, producer, agent. Complete analysis of rehearsals, the stage, the song, the demo or master, studio preparation and recording, the deal, record labels, radio, charts, critics, etc. With directories.

161) 1985 PROFESSIONAL AUDIO BUYERS GUIDE, SIE Publishing

This audio product reference yearbook profiles thousands of products from scores of manufacturers. It is indexed both by brand and generic names for instant accessibility, including model numbers, pictures, features, technical specifications, and retail prices for comparison.

178 pp.(P) \$14.95

131) HOW TO BUILD A SMALL BUDGET RECORDING STUDIO FROM SCRATCH, F. Alton Everest Presents the information needed for design, construction, and operation. The emphasis is on budget studios suited to design, expectation of audio/visual, radio, television, and film material stressing function, economy, and good sound quality. Includes 12 tested designs. 3/6 pp. (P) \$11.95

120) CRITICAL LISTENING COURSE, F. Alton Everest This invaluable course specifically addresses the important nuances of the audio world. The 106 page training manual with ten pre-recorded issense no cassette tapes lead you from basic to advanced listening techniques in increasing progression. Topics include estimating frequency, frequency band limitations, sound level changes, components of sound quality, frequency response irregularities, various types of distortion, reverberation effects on speech and music, signal vs. noise, and voice colorations.

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481 pp.(11) \$39.50

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SEAN ROSS

Bjorn To Be Alive

"One Night In Bangkok" may have an odd storyline for a CHR hit, but it's actually one of the "Chess" LP's least complicated tangents. Murray Head's character is a not very sympathetic American ex-chess champion (appearedly modeled on Bobby Fischer) who goes to Bangkok and trise to sabotage a subsequent match. (Thus the line, "Thank God I'm only watching the game — controlling it.") Based very loosely on the matches between Viktor Kerchnol and Anatoly Karpov, "Chess" has multiple subplots involving defectors, infidelity, and lineage. "One Night in Bangkok," however, is merety Head's character commenting on the weird dities chosen for championship chess matches.

All the above provides "Chess" coauthor Bjorn Ulvaeus with his first chart birthday since 1981's "The Winner Takes it All," as well as finally giving all four of the group's members a post-Abbe hit of some sort. Throughout their heyday, much was made about how much better Abbe did in Europe (not that they did all that badly over here). That gives Ulvaeus and Benny Andersson something in common with tyricist TIm Rice, who with Andrew Lloyd Webber saw "Evita" spin off three hit singles in Britain (along with any number of "Don't Cry For Me Argentina" covers) but never broke through in America. Ulvaeus turns 40 this Thursday.

Peeble Move

Ann Peebles turns 38 this Saturday, Peebles is known primarily for "I Can't Stand The Rain," but she was Hi's best-known artist after Al Green and turned out nearly ten years worth of lough R&B, including "Breaking Up Somebody's Home" and "Somebody's On Your Case." In 1979, as R&B and rock were being pushed apart on the charts, Peebles covered BTO's "Heartaches" and helped lay the groundwork for subsequent black/rock records like "The Other Woman" and "Beat It." Peebles is reportedly running a daycare center in Memphis now, but her "I'm Gonna Tear Your Playhouse Down" resurfaced again last fall as a British hit for Paul Young.

MONDAY, APRIL 22

1961/The First Annual Country Music Festival begins in Jacksonville, FL. Among the headliners: Webb Pierce, Faron Young, Flatt & Scruggs, Patsy Cline, and Mel Tillis.

1969/The Who give an unscheduled full-length performance of "Tommy" for a concert crowd in Dolton, England. The official London premiere of the rock-opera doesn't take place for another two weeks.

1978/Almost a year and a half after being shot and going into self-imposed exile from Jamaica, Bob Marley returns to the Kingston stage for a "one love" peace concert. The highlight of the show comes when Marley summons Prime Minister Michael Manley and his rival Edward Seaga to the stage . . . then persuades then shake hands. 1979/Reith Richards and his ad-hoc New Barbartans perform Keith's parole concert in Ottawa.

1981/Only a few days after leaving the hospital where he'd been treated for a bleeding ulcer, Eric Clapton is injured in a car crash and hospitalized.

Birthdays: Glen Campbell 1936, Peter Frampton 1950.

TUESDAY, APRIL 23

1956/Elvis Presley plays his first Las Vegas concert.

1975/Badflinger's Peter Ham hangs himself. 1978/Sid Victous records his version of Paul Anka's "My Way."

1981/Johnny Cash, Carl Perkins, and Jerry Lee Lewis reunite in Stuttgart to record "The Survivors. Birthdays: Roy Orbison 1938, Narada Michael Walden 1952.



WEDNESDAY, APRIL 24

1957/Rick Netson's cover of Fats Domino's "I'm Walking" is released and taunches his recording career. 1959/After three years of trying to figure out how you can act out "Shake Rattle & Roll" on TV, "Your Hit Parade" finally does its last show.

1974/"Diamond Dogs" is released with its drawing of David Bowle's doghood stickered.

THURSDAY, APRIL 25

1970/The interracial Pacific Gas & Electric is shot at after leaving a club in Raleigh, NC.

1974/Jim Morrison's widow Pam dies of a drug overdose.

1980/Stranglers leader Hugh Cornwell is released from prison after serving a six-week sentence for drug possession.

1981/A year after their last single, the live version of "Coming Up," Wings officially becomes a defunct group. Birthdays: Songwriter Jerry Leiber 1933, Ella Fitzgerald 1918, Albert King 1923.

FRIDAY, APRIL 26

1967/Janis Ian is "discovered" on Leonard Bernstein's TV show; shortly thereafter, "Society's Child" is reissued and becomes lan's first hit.

1973/David LaFlamme leaves it's A Beautiful Day. Three-and-a-half years later, he comes as close as he ever will to a solo hit by remaking IABD's "White Bird."

1984/Count Basie dies of pancreatic cancer.

Birthdays: Duane Eddy 1938, Roger Taylor (Duran Duran) 1960, Gary Wright 1945, Maurice Williams 1938.

SATURDAY, APRIL 27

1981/Four years before becoming a grandfather, Ringo Starr marries Barbara Bach.

1984/Elton John plays Gdansk and meets Lech Walesa.

Birthdays: Ace Frehley 1950, Marco Pirroni (Adam Ant's band) 1959.

SUNDAY, APRIL 28

1963/Andrew Loog Oldham sees the Stones for the first time and signs them the next day.

1968/"Hair" moves from off-Broadway to Broadway.

1979/Van Haten's "Dance The Night Away" is released. 1980/Marshall Tucker Band's Tommy Caldwell is killed.

CREDIT CARD #

SIGNATURE

IT ENCLOSED CHECK OR MONEY ORDER

"love cools down"

The New Single From

Marc Anthony Thompson

From The Album

Marc Anthony Thompson

Produced by Marc Anthony Thompson and Champ Davenport



on Warner Bros. Records and Cassettes © 1985 Warner Bros. Records Inc



THE LAWYER IS IN - In a roundtable Q & A session, a panel of communications lawyers went one-on-one to answer questions on the Fairness Doctrine, the FCC, and contests and lotteries. Giving free advice (I-r) are FCC's John Kenn and MARIS Ross Illustrations. Kamp, and NAB's Barry Umansky and Miguel Martin.



RADIO AT WAR - Listener psychology was the focus of "Radio WARS II: How To Push Listeners' Hot Buttons, a follow-up to NAB's 1983 "Radio WARS" study. Reymer & Gersin's Harvey Gersin explored listener motivation and how stations can position themselves to attract certain core audiences that will help them in the



AM transmission and receptio sential in the continuing battle of the health of AM radio. In a panel discussion on "AM Technical Improvement," Hammett & Edison's Harrison Klein discussed some challenges and pos-sible solutions to AM technology.

Schieffelin R&R Asst. Traffic Director

Radio & Records is happy to welcome Kelley Schieffelin as Assistant Traffic Director/Editorial Assistant. In her new position, she will help coordinate telephone traffic to all departments and assist in a variety of editorial sup-port capacities. Prior to R&R, Schieffelin spent three years with Fidelity Federal Savings, having earlier worked with the Sidus Corp. holding company.



FINANCIAL MANAGEMENT - Setting simple financial goals through basic budgetary techniques was the subject of a session presented by WLNA & WHUD/Peekskill, NY owner



RECRUITING MINORITIES — The dilemma of recruiting and retaining minority employees was the focus of a discussion moderated by National Black Network's Eugene Jack

NAB

Continued from Page 4

the meeting running smoothly despite the fight-swelled guest population, and initial fears of disaster (voiced by many NAB staffers) subsided after the weekend's hotel crunch. Association executives threatened to pull out of the city forever, but one official said he believed NAB would reach a tentative agreement with the city for more conventions in Las Vegas possibly as early as 1988. 32/ R&R FRIDAY, APRIL 19, 1985

CALENDAR



BRAD MESSER

Farm Report Needs A Moo

Funny how easily we professional radio people overlook the facts that our one basic product

It is the foundation of everything. Sound is the single means of communicating every programming element. Contests, deejay jokes, promos, traffic reports, weather forecasts, newscasts, and everything else are, at the core, no more than sound.

Over in the news department, we sometimes forget to remember to consciously use sound. My one point is that an outside report should sound certainly have it.

While jocks and PDs are usually attentive to the concept of mixing and blending

audio, street reporters get so wrapped up in gathering facts and writing lead lines that "how this will sound on the radio" isn't given the attention it deserves

It is my opinion that a report from outside should sound like it's from outside. While a street reporter is talking facts, ambient sound gives the listener some of the feeling and flavor of the scene of the event.

One catch-all technique for making a good street report into good radio is to work the mike farther away

probably much farther away than usual - to allow the inclusion of surrounding traffic sounds, laughter, crowd noise, heavy machinery, birds chirping, or whatever.

Just as a TV report about a fire requires pictures of flames, a radio report from a farm needs a good moo or

It is understandable that, under pressure of deadline. a field reporter must devote nearly all her or his attention to simply putting a story together, with no leftover time to philosophize about sound mixes.

Nine times in ten, just getting farther away from that mike will help.

Darwin Early Bird On Worm Studies

MONDAY, APRIL 22 - We know the name Charles Darwin because he popularized the theory of evolution, but Derwin had other interests. Worms. He studied worms for 40 years, then wrote a book about them, which was published on this date in 1881. It remains a standard reference book on earthworms.

The last week of Standard Time; Daylight Time begins next week.

1972 — Astronauts drove electric buggy on moon. 1970 — Earth Day first observed. 1915 — Germany became first nation to use poison gas in warfare (chlorine) at second Battle Of Ypres, Belgium (WWI). 1823 - Roller skates patented. State holidays: Arbor Day in Nebraska, Fast Day in New Hampshire, and Oklahoma Day there.

Peter Frampton 35. Glen Campbell 47. Eddle Albert (Edward Albert Heimberger) 77.

Shakespeare's Birth/Death Date?

TUESDAY, APRIL 23 — Today is usually listed as the birthday of William Shakespeare in 1564, at Stratford Upon Avon, England. He is believed to have died on the day of his 52nd birthday . . . 369 years ago today (1616). The exact birthdate was not recorded, nor was his date of death, as Shakespeare wasn't famous in his own lifetime

1977 — World Health Organization announced eradication of smallpox. 1975 — Congress okayed using U.S. troops to protect evacuation of Salgon (Communists completed Vietnam takeover April 29, 1975). 1838 - steamship service established across Atlantic Ocean, 1789 — George Washington moved into 1st "Presidential mansion" in New York City.

Sendre Dee (Alexandra Zuck) 43. Lee Majors 45. Roy Orbison 49. Shirley Temple Black 57. Warren Spahn 64. Janet Blair 64.

Fifth Anniversary Iran Rescue Try

WEDNESDAY, APRIL 24 - Fifth anniversary of the attempted Iran hostage-rescue mission (1980). After eight of the 90 would-be rescuers died in an aircraft ground collision in the tranian desert, the survivors followed orders to turn back. (About nine months later the 52 American hostages were finally released from Teheran on January 22, 1981.)

1967 - First human death during space mission: Soyuz-I reentry paractute malfunctioned, killing cosmonaut when capsule crashed at several hundred miles per hour. 1800 — Library of Congress established.

Barbra Streisand 43. Shirley MacLaine 51.

Nations Organize World Peace Effort

THURSDAY, APRIL 25 - 40th anniversary of the beginnings of the United Nations. Representatives from 51 nations began meeting in San Francisco 40 years ago today, to form an organization to maintain world peace. (They talked for a couple of months. The United Nations charter was formally signed on June 26, 1945).

1984 — Supreme Court ruled race cannot be used as a determining factor in child custody, 1980 — 12-year-old Tricla Reay of England began sneezing and clidn't stop until 194 days later, the Guinness record for nonstop sneezing.

Taile Shire 39, Al Pacino 45. Ella Fitzgerald 67.

Presidential Assassin Killed

FRIDAY, APRIL 26 - The assassin who had shot President Abe Lincoln twelve nights before, John Booth, was found hiding in a barn in Virginia 120 years ago this evening. Soldiers who were under orders to capture the suspect alive instead set the barn afire and pumped bullets into it, killing Booth in minutes (1865).

1984 — President Reagan began China visit. Duane Eddy 47. Carol Burnett 49. Architect I.M. Pel 68. Seismologist Dr. Charles Richter 85.

Saturday (4-27) 1865 — 120th anniversary of marine disaster deadlier than the Titanic: Mississippi River boat "Sultan" sank near Memphis killing at least 1547 (Titanic toll 1517), George Gervin 32. Ace Frehley 35, Sandy Dennis 48, Coretta Scott King 58. Jack Klugman 63.

Sunday (4-28) Daylight Savings Time begins 2am EST, 1789 — Mutiny on the "HMS Bounty". Ann-Margret 44. Jack





Santana. The force. The legend. 30-minutes of his electrifying best. Recorded live-in-concert on the premiere of Starset. The unforgettable favorites along with new cuts from their lp "Beyond Appearances" on Columbia Records. Go with the flow.

Join Santana on Starset. Call (212) 664-5538.

Produced exclusively for NBC Radio Entertainment by Gary Geller Productions.

Broadcast the week of April 29-May 5.





AIR PERSONALITIES

DAN O'DAY

Ten In A Row Or \$10,000: Should The Jock Pay?

When I read in Street Talk that KWK/St Louis was offering a "10 In A Row or \$10,000 Guarantee" — and that if a jock accidentally failed to play ten songs in a row the \$10,000 would come out of his or her salary — I became concerned. I spoke with PD C.C. Matthews and voiced my concerns.

R&R: What choice did the disc jockeys have when told, "Sign this thing that says if you fail to play ten in a row you'll forfeit \$10,000 from your pay?"

MATTHEWS: The way I presented it to the airstaff was, "Here's the way it's going to be. We're going to offer a guarantee saying we'll do ten in a row, and we want to prove that what we say is true. We're not planning to give away the money. Should you accidentally slip up and make a mistake, hey. .. I was a disc jockey once, and there are days when you go in and you're not paying attention as much as you are on other days."

This is just to prevent people from making a mistake. Or from somebody getting an idea in their head of, "Hey, why don't a friend of mine and I split the money?" I'm new here, I don't know these people, and I've seen that happen in other markets.

R&R: If you were a disc jockey working under those terms, do you think that might cause you a lot of anxiety?

MATTHEWS: Well, it depends upon who you're working for. The people here know that I'm a fair individual. I did this as a precautionary thing to prevent mistakes. If something happens where we go off the air during the ten in a row, obviously the disc jockey won't be responsible. But if he makes a mistake...

It's set up so that he can't help but play ten records in a row before he breaks for commercials. If after five records he hits a spot accidentally, that's his fault. Nobody has come to talk to me about this because they had a problem with it. I don't think there's that much of a problem there. We have our on and off days, and I want our radio station to be on every day; I don't want an off day for my radio station.

I'm left with three personal responses to KWK's promotion.

- Any promotion that unduly puts a jock's job or income in jeopardy is an unfair promotion.
- 2. If a PD has devised a "foolproof" method of insuring that ten records are played in a row and somehow that method fails, shouldn't the person who devised the failed system be penalized at least as much as the jock who screwed up?
- 3. Everyone jocks, PDs, managers, trade columnists makes mistakes. Even conscientious, hard-working people make mistakes. Ten thousand dollars is a heckuva high price to pay for a single moment of imperfection.



Z100/Portland Zoo: (I-r) Gary Bryan, Lorna Dee, Tony Martinez, Dan Clark.

Z100 Zoo Helps The Homeless

Congratulations to Portland's **Dan Clark** and the **Z100** (KKRZ) Morning Zoo, who raised \$11,000 for charity with the sale of their novelty record "Shut Up Sheela," a parody of the controversial Raineeshee spokesperson **Ma Anand Sheela**. Dan's lyrics are sung to the tune of **Tommy Roe**'s "Sheela." Sheela's strident voice and harsh words have upset quite a few Oregonians.

According to Z100, all proceeds from the sale of the single go to support the homeless in Oregon, many of whom arrived last fall as part of a Rajneeshee campaign to bring "street people" from all over America to their commune in the Eastern part of the state. Many of these people later left the commune and were bused to Portland.

Dan, Gary, Bryan, Lorna Dee, and Tony Martinez also earned the honor of creating the most ingenious method of making sure I listened to their aircheck. (Hey, guys, what impressed me the most was wiring the tape deck's sound through the transitor radio!)

Job-Hunting Tip

When you've completed your aircheck – the one you're going to try to land a new gig with – play it for one or two radio people whose judgment you trust. If you all agree the tape is a good one, write yourself a note that says, "THIS IS A GOOD TAPE!". Why? Because after you've dubbed it off so times — listening to each dub to make sure the PD receives a good tape — you're going to get sick of it. After several weeks without a job offer, you're going to become convinced that that aircheck is the worst that's ever been recorded. When you're about to panic when you start to get depressed and despair of ever landing a new job . . read the note you wrote for yourself: "THIS IS A GOOD TAPE!"

And then go back into the studio and dub off a dozen more.

Unfairly Abusing Radio Job Seekers

A jock in the Southeast requests anonymity in passing along some critical words: "Something is going on in our business which is inherently unfair to the inexperienced and unemployed in our ranks. It is the rather cavalier attitude with which program directors and general managers treat people who would like to work for them.

"For one thing, many radio stations are taking unfair advantage of R&R's generous policy of accepting three-line opportunities ads for no charge. Unfortunately, many stations who place these ads do not have any openings at all. Since they are free, many stations place these ads regularly just to see 'what's out there.' When I was PD for a medium market station, one of my colleagues at another station

bragged that he placed the ads just to get cassettes, which he would then bulk and provide to his news department!

"Of course, most stations that place ads are serious about finding people. But another problem is the PD who cannot be candid with those he doesn't intend to hire. As an applicant, I would stay home all day waiting for a phone call, except for the five minutes I would spend

running out to the mailbox just waiting for any contact — even a form rejection letter, just to show I'd actually been considered for an opening.

"Although there are those industry people who are extremely considerate, many will simply never respond in any way . . . even if you wait forever and then call to see if the job has been filled.

"As a former program director, I am aware of the hundreds of calls you can get from every ham operator and club jock, tying up your day and your telephone: But if we are going to consider ourselves a 'profession,' we are going to have

to consider the 'apprentices' of our profession . . . the unemployed who cannot afford 17 long distance calls to Kent, Ohio, or to Federal Express tapes to a station in Schenectady that hasn't hired anyone in two years."

A note about anonymous letters: Sometimes I'll hear from an air personality who has provocative thoughts to share but whose job might be jeopardized by he or she being identified in print. If you write to me but ask that your name not be published, I'll comply with your request. But I'd appreciate if you'd sign your letter so I'll know the source.



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IDB is proud to announce the launch of **Sports Satellite Interconnect** — the first national, compatible satellite uplinking service designed to handle the needs of radio broadcasters — the first to sign up are the radio rightsholders of 19 of the 26 Major League Baseball teams!

IDB wishes to thank the following suppliers and manufacturers who worked closely with us to make S.S.I. a reality: Comtech Antenna Corp., Microdyne Corp., Modulation Associates, MCL Inc., Varian Associates and Western Union.





CONTEMPORARY HIT RADIO

JOEL DENVER

STATIONS AND LABELS SPEAK OUT

Paper Adds: The Industry Stands Tough



"If your playlist isn't credible, then it's worthless for anyone to track."

-Mason Dixon



"If a station isn't being honest about how it reports its playlist, then what else can we assume about that station?"

—Bill Cataldo



"We believe in playing what we report and reporting what we

—Dan Vallie



"I understand the need for only those records in significant rotation to appear as adds next to my calls."

-Mike Justin



"I don't want any favors that don't include good, solid airolay."

—Johnny Barbis



"This anti-paper adds policy has restored everyone's faith in each other again."

-Rich Fitzgerald



"Non-dayparted hitbounds will be heard four or five times in a 24-hour period."

-Nick Bazoo



"Light rotation is good for a start, as fong as it's before midnight."

"If you're alone on a record, you've got to play it for at least three weeks to get any kind of feel."

-Charlie Minor -Michael Ellis

On March 22, R&R took a major step in the fight to eradicate "paper adds" from reporting stations. Joined by the Gavin Report, we've taken a strong position — paper adds won't be tolerated. While paper adds occur in other formats, the biggest violations have been in CHR.

To understand why, all one needs to do is realize there are more single records being released than ever before. The pressure put on CHR programmers to add these songs is enormous, and to alleviate it, many continued to add title after title until the airplay given to this growing category of new records became negligible. In the worst cases, airplay was nonexistent.

A Positive Change

Only one month has passed, but I'm happy to report that with few exceptions, the problem of paper adds in CHR has all but evaporated. Those stations which remain persistent in their policy of attempting to deceive the trades, record companies, and their fellow broadcasters are drawing complaints and will be investigated. Should they be found to be making paper adds, they will be delisted after a thorough comparison of their playlists and airchecks.

This week, several radio programmers and record promotion executives reinforce and clairify R&R's position on the subject of paper adds. Using their examples and ideas on what constitutes adequate rotation, you can never go wrong or have anyone accuse you of misrepresenting the airplay on your radio station. For a further explanation, see "What Qualifies As An Add."

Paper Adds Unfair To Others

Everyone feels paper adds have long been a detriment to the in-

dustry's system of checks and balances. Q105/Tampa Operations Manager Mason Dixon noted, "it's about time this was stopped. Q106 wholeheartedly supports R&R's policy against paper adds. I have trouble enough playing the 33-37 records on our list, plus the few recurrents and even fewer oldies Q106 airs. I used to look at the lists with 55+ titles and knew many had to be either in lunar rotation or not getting airplay at all. But I've seen things swing around in the last few weeks."

PolyGram VP/Promotion Bill Cataldo got to the bottom line on the subject of paper adds and what they can do to it. "I get paid on the sales of records, tapes and CDs, so to me rotation is the key. Good rotation doesn't mean once a day or every two days; that doesn't help me at all, and neither do paper adds."

"I haven't talked with one person in radio or on our side of the business who isn't glad to see this come to an end," said WB VP/Promotion Rich Fitzgerald. "Radio has to know that it can count on solid barometers when making airplay

decisions. This anti-paper adds policy has restored everyone's faith in each other again."

A Question Of Credibility

Noting that paper adds detract from a programmer's and station's credibility. EZ Communications VP/Programming Dan Vallie keeps an eye out toward those who've developed a reputation for the scurrilous practice. "I don't tolerate them in our organization. I watch people and check around. If I find a PD outside our company that's known for a less-than-credible playlist, I'll be less interested in eventually hiring them as a PD for EZ."

Mason agreed. "(PD) Steve Rivers and I feel it's not only important to have a great sound for your station, but the playlist must have credibility as well. If your playlist doesn't have that, then it's worthless for anyone to track."

"Our job is to get the music exposed, and then let the public decide," stressed Bill. "Consumers do not make the easy connections to artists we assume. Just because radio plays the new Kool & The Gang, it takes repeated exposure, which means good rotation. When I see a station make a fulltime add in R&R, I expect it's getting played on a fulltime basis. They owe it to R&R, to us, the artists, and everyone in radio. If a station isn't being honest about how it reports its playlist, then what else can we assume about that station?'

Doing What's Right

During the first few days of the announcement of a strong stance on paper adds, many calls of support came in from all sides of the business. But there were a number of honest reporters who were concerned about their own particular situations. WBNQ/Bloomington PD Mike Justin was one of the first programmers on the phone to inquire about the adequacy of his rotations to evoke listener response.

"Prior to this policy coming down, we would often play records in a category that didn't get substantial airplay because there were too many titles to achieve effective rotation," Mike recalled. "This new policy has made us aware of the importance of making sure the records we report get meaningful exposure."

As Mike has discovered, there are benefits from making sure new adds receive good rotation. "I'm

Continued on Page 38

What Qualifies As An Add

By now, everyone should have gotten the message loud and clear — paper adds are bad business for everyone. To continue making paper adds or reporting songs which lack significant airplay will put your privilege to report at risk.

So that everyone understands our position on the subject, please understand that R&R is not here to tell you how to program your radio station. But before you report a CHR add to R&R, ask yourself:

 Is this record being given rotation equal to others in the same category?

 is this rotation adequate to evoke listener response?
 A "no" to either question would indicate that reporting the record as an add would be inappropriate and

If your station is being cautious, and decides to occasionally play new records on a limited basis,

misleading.

(once a day, or just overnights) to see "what it sounds like on the air," or "if it's right for my station," that's up to you.

Adds Are Defined

However, these records should not be reported to R&R as adds, either fulfilme or deyparted. In our view, this is not "rotation adequate to evoke listener response." But when new records are being played in "adequate rotation," we urge you to support your commitment to the record by reporting them as adds. This policy is not an invitation for stations to begin "sandbagging"

their airplay. If a record is being played in significant rotation and goes unreported, this is just as deadly a practice.

R&R does not consider a fulltime CHR add to mean two plays a deputing a specific and significant daypert (e.g., 3pm-midnight), would qualify as a dayperted add, it is our belief that a fulltime add should receive a minimum of three plays a day between 8 am and midnight, or a total of four plays in a 24-hour period.

If you choose not to program your new product this often, that's up to you. But don't report it to us until it reaches these levels of rotation. If you have questions, I invite you to call. Using these guidelines will allow legitimate reporting and maintain the healthy process of exposing new product.

36/R&R FRIDAY, APRIL 19, 1985

COLUMBIA DOES MAKE THE DIFFERENCE!

More High Performance Music From The Red Label Leader



"Lucky In Love"

CHR NEW & ACTIVE

First Week: 75 Stations One Of The MOST ADDED

WXKS-FM CKO WCAU-FM PRO-FM

WNVZ WHYT KWOD **KMEL** KWSS

KPLUS KUBE 0100 K104 WFR7

WLAN-FM WGFM WKFM **WPST**

WRCK WKRZ-FM WTLQ KHFI

WZLD KSET-FM WANS-FM WOKI **KBFM** KX104

WRNO

KITY

WJXQ 7104 KKRD KIKX KSND **KBOS**

WKZL

WKDD

кама **KPOP** KDON-FM **KZZU** KHYT

AOR TRACKS BREAKERS

AOR Tracks: 20



I Was Born To Love You"

CHR SIGNIFICANT ACTION

Out Of The Box Action At

WCAU-FM WNVZ 0100 WERZ WRCK

WKRZ-FM WTLQ WNOK-FM WZLD WANS-FM WOKI WRNO KITY WJXQ KNMQ

KKFM **KBOS** KMG> KOMO

KPOP KDON-FM KHYT WIGY

WKHI

KQIZ-FM WCGO 0101 WGLF. WHSL

KGOT KCDO KTRS **KHTX KBIM** SLY96 KIST OK95

CONTEMPORARY HIT RADIO

Paper Adds: The Industry Stands Tough

finding out more rapidly which the hits are, while still having the room to expose new product."

Rotation Policy

He went on to outline his new rotation system. "Fulltime adds are now heard a minimum of three plays a day, before midnight, and often four times. Dayparted adds will be played in a concentrated but meaningful time period of afternoons and evenings, receiving a minimum of two plays per day.

"Before, I was simply unaware of the need for rotational criteria to back up the add to R&R. Like many other guys, I was always under the assumption that if it was played it should be reported. Now I understand that only those records in significant rotation should appear as adds next to my calls.'

The attitude Mike displays is not only healthy, but productive for his station and the industry. Dan Vallie suggested that "a rotation policy should be on file at the station. That way, if there is ever a legitimate question, the PD or MD would have something in writing at their fingertips. Now, if the competition wants to find out, let 'em

A Test Is Not An Add

Dan continued, "We believe in playing what we report and reporting what we play. The only exceptions are with novelty records or songs we want to test before committing to them in R&R. A fulltime add gets a minimum of four plays a day, and up to eight if it's a superstar or getting immediate

"There is distinct difference between light rotation and paper adds," interjected A&M Sr. VP/Promotion Charlie Minor. "I confess I've been guilty of not knowing what kind of rotation my records were getting in the first week or ten days, so I'm very much in favor of what is being done. I want the adds, but I expect

"When I see a station make a fulltime add in R&R. I expect it to be getting played on a fulltime basis. They owe it to R&R, to us, the artists, and everyone in radio.'

-Bill Cataldo

fair rotation. Light rotation is good for a start, as long as it's before midnight. Play after midnight does me little good on a new record. Airplay from 6am-midnight is what's needed so the active audience can hear it, call for it, and then go out and buy it."

When asked about his practice of playing records from time to time before reporting them to R&R, Mason Dixon candidly admitted. 'Sure, we test records we're not 100% sure about, but I tell all the record reps whose records are involved what I'm doing. I'd rather be sure than make a mistake, so when I report an add, it means I'm committed to playing the record on a fulltime basis.

Rotation Cross-Section

So what do our programmers and record executives feel is fair rotation? Mason replied, "A fulltime add will get rotated every five

hours, with the exception of morning drive. If new music isn't turned over enough, it has no business on your playlist because it's not going to go anywhere."

The audience is really ready to hear something fresh and exciting

"How much we play a new record has a lot to do with the stock situation. When we start pounding a new record first in the market, I know it takes a few days to get stock in. But I expect to be supported on the airplay at the retail level. If they can't buy it, the airplay becomes a source of frustration for the active listener."

Doubleday National Music Director and WAPP/New York PD Michael Ellis remarked, "I think tions in the market, it becomes easier to tell, but it would be unfair to give a song less than three weeks of

The 4-2 Formula

Geffen VP/Promotion Johnny Barbis came up with what he calls the "4-2 Formula." "My interpretation of good rotation for a record that fits all dayparts is that it needs four shots a day. Now if it's a dayparted rocker, it needs a twotime shot within a six to eight-hour period in the evening before mid-

"I just can't see any programmer really committed to a record expecting to get a handle on it by playing it overnight. It makes no sense. I don't want any favors that don't include good, solid airplay. I can't spread the record within a market without airplay, and I certainly can't develop the credibility of the act without letting the public being able to decide for themselves.

Taking a page from the book of radio programming, Rich Fitzger ald said, "If an average listener only tunes in for 20-30 minutes at a shot, how can someone rotating fulltime records only once or twice a day expect any impact? Those people who are the true leaders the aggressive music brokers are playing records, not papering

Affirming his company's posi-tion, Rich said, "WB will not pressure our promotion people or put them in any compromising situation where paper adds could be the result. This doesn't mean we won't pressure for an add, but it means we expect airplay to accompany that add. If anyone decides to discontinue airplay on one of our records because it isn't performing, we can live with that. But we can't abide by people only listing our records or giving them token airplay and then complaining that they don't sell. I would rather not go through the deception of a record sitting on someone's list for four weeks as an 'on' but never getting played."

A Broadcaster's Request

Mike Justin is determined to keep the problem of paper adds a thing of the past, "In order for this to work," he said, "I, along with fellow broadcasters who believe in honest reporting, am asking the trades, the record companies, and other radio stations to see to it that those who don't comply no longer report. The result is that everyonewill win. Radio will have a more accurate chart to look at, so will records, and more product will be sold.

Editor's Comments: For me, this whole experience has been an interesting study in human nature. It's shown a lot of deep concern and love for the industry because so many people from all sides have come forward to say, "We're not going to stand for this anymore." It makes me proud to be associated with the radio and record community. Let's strive to keep it strong, healthy, and credi-

"My interpretation of good rotation for a record that fits all dayparts is that it needs four shots a

-Johnny Barbis

KMEL/San Francisco PD Nick Bazoo noted, "Normal non-dayparted hitbounds will be heard four or five times in a 24-hour period, while dayparted material gets a maximum of three plays a day. If we are really hot about a new piece of product, especially a nighttime record, we'll program it right around the 'Top 5 At 8pm' feature. it's fair for a new record to get a minimum of three plays a day, or it's not a legitimate add. Anything less we consider a test and will not

"If you're alone on a record, you've got to play it for at least three weeks to get any kind of feel. If you have support from other sta-

WAGO/Chicago to PM drive at

KXX106/Birmingham . . . Rick (Love)

Thomas leaves KZOZ/San Luis Obis-

po for KFI/Los Angeles, and is replac-

ed by Steve Chase, who's doing even-

overnighter Bill Kelly MD to replace

Chip Mosley, who left for KSYZ/Grand

Island . . . Bill (Phipps) St. John joins

WQEN/Gadsden for MD/morning

Craig Roberts segues from KITS

J.J. Cook is new to nights at

San Francisco to competitor KFRC

KWTO-FM/Springfield . . . At KHYT/

Tucson, Randy Morrison exits, Jeff

Ryan moves up from nights to morn-

ings, Mike Mason is the new night

rocker, and midday man Bobby Lewis

Brad Zinnerty is new to afternoons at

adds on Production Director duties . .

WFMI/Lexington names

Director for WLS-AM & FM/Chicago, formerly of WMJX/Boston BJ105/Orlando welcomes Mason Ramsey to middays/production from T94/Panama City ... WMEE/Ft. Wayne PD Tony Richards joins Charlie Butcher for the morning show, shifting Tommy Allen to middays . Steve Wallace moves across town from B97/Chicago to WJMK . WGCL/Cleveland's new morning crew consists of Jay Michael Wilson.

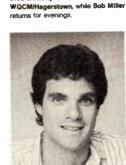


InAnne Hart, sportscaster Gree Brinda, Dave Baron in the WGCL-copter, and Sharon Taylor with news and in-



L.A. Hardie Larry Lomax

Larry Lomax and L.A. Hardie are the new morning team at KIYS/Boise . Craig Jackson from Q103/Denver is named MD/PM drive at B94/Pittsburgh, replacing Bruce Kelly who exits for WHTT/Boston . . KDVV/Topeka PD Kevin Rabat is upped to AM drive, as Max Montana joins for afternoons . . . Russ Gray moves from



Steve Lehman moves from parttime to fulltime middays on KIIS(AM)/Los Angeles



The Competition

For the last 16 months, this page has been used to provide information describing the advantages of using AIR to expose new product to radio. We've described the effect AIR has on our radio participants. They, in turn, have confirmed how AIR has changed their listening habits.

We have depicted, in detail, the process involved from the time a record is released to the time it reaches maximum hit potential. Moreover, we have researched and determined that over 90% of all releases are never heard or discussed in music meetings at the radio level.

In addition, we've published lists of songs that AIR helped impact, before they became a "hummable favorite." But we've never talked about our competition. There's a good reason. We don't have any.

There are companies that help get it on the radio, companies that help market it at retail, and companies that help gather information after the fact. But only one company can insure that a majority of CHR & AOR reporters will listen to your product and respond back their perception of its potential, and do it in less than 9 working days.

AIR, the fastest, most reliable research tool available to get radio to listen to music. Our phone rings just outside of Washington, D.C. at (301) 964-5544. We're ready to help you compete.

WEEK #**28**

AIR Priorities

WFFK # 28

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, April 24, 1985

	TITLE	ARTIST	LABEL	
C	ANGEL	MADONNA	WB	
	INTO THE NIGHT	B.B. KING	MCA	
	SEND HER TO ME	AUTOGRAPH	RCA	
D	I WAS BORN TO LOVE YOU	FREDDIE MERCURY	COLUMBIA	
	BLIND EYES	LRB	CAPITOL	

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, April 25, 1985

	TITLE/CUTS		ARTIST	_	LABEL	
A	MR. BAD GUY		FREDDIE MERCURY		COLUMBIA	
0	"I Was Born To Love You" SONGS FROM THE BIG CHAIR		TEARS FOR FEARS		MERCURY/POLYGRAM	ĺ
R	"Shout" "Head Over Heels" OO-EE-DIDDLEY-BOP		PETER WOLF		EMI AMERICA	

4IR

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.

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544





STEVE FEINSTEIN

WESTERN WONDER KGB/SAN DIEGO

No Secrets To Copping #1

"We're a mass appeal radio station that happens to play rock 'n' roll and doesn't apologize for it. We don't interact with the community as though AOR is a secondclass citizen." That's four-and-a-half year PD Larry Bruce explaining the mindset behind KGB/San Diego's #1 shares.

Promotionally, Bruce's attitude is to do civic events, "things that are larger than life. This widens the perspective on the station. A San Diego county advertiser or listener can't pigeonhole KGB as just a rock station."

Examples include:

 KGB Sky Show: The fireworks with a synchronized soundtrack are in their tenth year. Bruce estimates that by including the spectators in the stadium with those in the surrounding hills, some 250,000 people watch the show.

 Coronado Bridge Run: A 10k run inspired a state legislature resolution closing down the bridge.

 Charity: Proceeds from KGB's most recent Homegrown album went to a child-abuse prevention foundation, for which the station also raised funds from a Halloween Ball concert with Red Rockers and Stone Fury. A Malibu Grand Prix night and a celebrity auction have benefitted the T.J. Martell Foundation.

KGB 12+

Wi 84 Sp 84 Su 84 Fu 84

KGB 7.9 7.6 9.2 8.9

91X 6.5 4.1 4.4 4.8

KGB Fall '84 Demo Ranks Adults 18-34 #1; Men 18-34 #1 Men 25-54 #1; Men 25-49 #2 Teens #2

8old indicates #1 12 + share.

Promotions

Big-scale promotions include an an ongoing "Instant Song" contest, with prizes ranging from \$101 to \$5000. Five hundred drivers whose cars sported one of 250,000 KGB stickers got keys giving them a chance at starting a \$30,000 Datsun 300-ZX.

KGB has two clean-and-simple ways of covering major concerts. The Concert Cruise has the station's van roam the parking lot before a show and award prizes to people in vehicles with KGB blaring on the radio. Inside the hall, the Ticket Upgrade gives tickets in the first five rows to people wearing the KGB calls.



Balance

Musically, Bruce calls KGB "hybrid in an interesting way. We're not a 16-24 year-old metal station, and we're not a 25- "wimp rock" station." The station balances a healthy selection of metal with a good dose of the classics.

Bruce and Assistant PD Ted Edwards often find their own metal hits through callout research. A' tune such as Armoured Saint's "Take A Turn With Me" and tracks by Lita Ford and Stone Fury get powered.

"Programmers are reacting to metal as though it has the plague," declares Bruce. "To us, it's simply a question of, 'Is this a song that our listeners respond to?' We find there are great, hooky songs that 17-year-old metal kids and 34-year-old housewives both like. In the daytime, we play metal ballads

KGB-FM IOI

BEACHFRONT PROP — While you're lolling in the sun at the beach, these nifty little 8" by 4" headrests keep the sand out of your hair.

such as Judas Priest's 'Night Comes Down' that test well with the entire spectrum of listeners."

KGB also keeps older heads happy, Bruce explains. "If you play songs like Robin Trower's 'Bridge of Sighs,' Spirit's 'Nature's Way,' and Blind Faith's 'Can't Find My Way Home' once every six months, and put them between a new Phil Collins and a recurrent, you span the gap and tie everything together. That gets you a reaction from people who grew up with the format."

No Crossovers

Unlike other AOR giants such as WMMS/Cleveland and WBCN/Boston, KGB's mainstream AOR approach doesn't allow for many CHR crossovers. "They ("MMS and 'BCN) have taken a different musical stance, but very much the same promotional and imaging posture," explains Bruce. "In this competitive marketplace, it makes sense for us to establish ourselves as a rock 'n' roll radio station. If we were someplace else it might be different, just as it would be if 'BCN or 'MMS had different sets of radio stations surrounding them.

"We've also found that both kids and adults were very negative about Prince, Cyndi Lauper, and Culture Club. They saw the whole fashion image surrounding those artists as alien and offensive."

News

Besides news segments on the half-hour in the morning, KGB does a seven-minute block at 11:50am. The "News Brothers" HOME OF THE HOMEGROWN — KGB is credited with originating the homegrown album concept. It's raised over \$100,000 for local charities over the course of nine albums. Initially, all songs submitted had to be about the city of San Diego. That rule was repealed in 1983 when KGB revived the album project after a three-year rest.

home grown

feature is named after its cohosts, ten-year News Director Jeff Prescott and KGB mainstay Gabriel Wisdom, who gather offbeat, bizarre stories. Prescott scans voluminous newspapers, and the pair use of array of drop-ins culled from network newscasts over the years, along with stories contributed by stringers and listeners.

Mechanics

Bruce is a big believer in format mechanics. "A great rock station has magic, but that magic is built on a foundation. That foundation is mechanics. You don't know who

Continued on Page 41

WESTERN WONDER KISW/SEATTLE

Phillips's High Octane Rock

Aside from a year spent as a corporate consultant for parent Kaye-Smith, Beau Phillips has been PD for the last seven of KISW/Seattle's 14 years as an AOR. Not surprisingly, he credits the station's AOR leadership primarily to consistency in musical position and airstaff.

The mix is 35% current, 15% recurrent and 50% old, with about 750 library titles. There are few CHR crossovers, explains Phillips. "We epitomize positioning, which is as much about what we don't play as what we do We're aware that people come to us with a mood."

KISW passes not only on Prince and Cyndi Lauper, but also on Chicago ("A/C band with CHR crossover appeal"), Kenny Loggins ("25+ female"), Phil Collins's "One More Night" ("a nice lullaby, but we're powering 'Inside Out' instead"), and Simple Minds' "Don't You (Forget About Me)" ("I like it, but it's missing an edge we look for").

KISW 5.9 3.9 4.7 5.4 KISW 5.9 3.9 4.7 5.4 KISW 4.3 3.7 3.2 2.5 KEZX 2.0 3.2 3.2 2.2 KISW Fall '84 Demo Ranks

Adults 18-34 #2; Men 18-34 #1 Men 25-54 #2; Men 25-49 #3 Teens #2 (tie)

However, KISW is not balls-tothe-wall rock 'n' roll. It plays Van Morrison and Tears For Fears, and powered every four and a half hours "Shades Of '45" by Gary O, which Phillips says "sounds wonderful on the radio. If it's not getting widespread CHR airplay, that's all the better. The only way to beat the CHRs is to keep them chasing you, and I'm told we forced them on that record."



25-34's

With KZOK taking on a "Superstars II" flavor and KEZX adopting John Sebastian's EOR direction, what's KISW's approach for getting upper-demo men?

Continued on Page 41

WESTERN WONDER KUPD/PHOENIX

McIntosh's Listener-Friendly Programming

"Street visibility, a hot morning show, a cohesive staff, and more classic library material" took Tri-State's KUPD to the top of Phoenix's AOR race last fall, says PD Val McIntosh.

About 18 months ago the station switched from a concentration on current music to its present mix of 35% current with 65% recurrent and gold. McIntosh explains, "4t that time we filled a void, while other stations backed off currents and the CHRs were more like A/C's. Now that the CHRs and (AOR) KDKB have switched to a current stance, we're positioned properly as a traditional AOR."

Depth cuts for KUPD include the Doors' "The End" and George Thorogood's "One Bourbon, One Scotch, One Beer."

KUPD has a middle-ground approach to crossovers, "We didn't play Cyndi Lauper at all," says McIntosh. "We played Prince's 'Little Red Corvette' and 'Purple Rain' as currents, but didn't put them in the library."

Take Me With U
KUPD refers to its audience and

About 18 months ago the station witched from a concentration on truent music to its present mix of 18 current with 65% recurrent ad gold. McIntosh explains, "At time we filled a void, while at time we filled a void, while

KUPD	12+			
	Fa '83	Wi '84	Sp '84	Fa '84
KUPD	5.4	6.9	5.4	7.1
KDKB	6.3	7.1	7.4	4.1
KSTM	1.6	2.1	2.0	2.2

Adults 18-34 #1; Men 18-34 #1 Men 25-34 #1; Men 25-49 #5 Teens #2

Walk On The Silent Side

Midday man Chris Mitchell has hooked up a computer bulletin board called the "Silent Side Of KUPD." In six months, over 12,000 calls have come in from computer buffs. Phone modems enable them to leave and pick up messages for one another and the station, and scan jock profiles along with music and concert info.



Down By The River

KUPD sponsors "river floats" at the beginning and end of each summer. Participants blare their radios as they float down the Salt River on rafts and tubes, relieving themselves from the Phoenix heat for four or five hours.

THE WILD ONE FOREVER

KUPD's Morning Prattfalls

Next time you're looking for morning talent, check your research department. That's where KUPD found 22-year-old morning madman Dave "The Wild One" Pratt a few years ago. He started on weekends and then moved to overnights, where his brand of lunacy "made him the most talked-about jock," says Val McIntosh. "There was a void in the market for a crazy morning person, and he's fresh, zany, off-the-wall, and occasionally off-color."

Pratt has apparently filled that void. Appearances by his "Sex Machine" band have reportedly filled 3500-seat concert halls. Red is his motif — he often strips down to his red underwear at appearances, and his show is called the "Red Radio Morning Show." Catch-phrases include "Squirt Me, Baby," "Rock Naked," and "Suck Wind."

"We try to temper the outrageousness with community work," says McIntosh. Some \$5000 from the sale of his "Anti-Jacksons" single went to the Red Cross, as did \$10,500 from Pratt's 98-mile walk from Tucson to Phoenix. He also chaired a week-long bowling tournament that raised \$170,000 for the local Big Brothers.



Phillips's High Octane Rock

Continued from Page 40

"We try to rekindle memories in the 25-34s who grew up with the classics: Who, Yardbirds, Cream, Kinks, and Stones," says Phillips. "The other stations take the esoteric approach, thinking that a 25-34 year-old wants to hear depth songs off a Donald Fagen album. You don't cross a magical barrier when you're 25 and say, 'Whoops... I better put down that Led Zeppelin record, start drinking white wine, and listen to 10-minute Dire Straits

"Personalities are also important to that age group, and the 18-24s who grew up with KISW's jocks are now in the 25-34 cell."

Team Players

KISW has teams in both drivetimes. In the mornings, Robin Erickson and newsman John Maynard do a weekly "Trading Post. where the last item from a previous round is up for grabs to the listener who swaps something of greater value or interest. The bit started with an almost-empty whiskey bottle from David Lee Roth, and has run through cars, an aluminum canoe, pool tables, pinball machines, hangliders, and a telephone booth. One listener traded in 1000 boxes of macaroni and cheese, which the station donated to a local food bank.

The afternoon "Road Show" teams Gary Crow, who's logged eight years at KISW and 11 in Seattle, with newsman Mike West, who put in five years on KISW mornings before a brief stint at KMET/Los Angeles in '83. The afternoon





MISS ROCK — KISW's fiberglass hydroplane with a WWII airplane engine in Seattle's annual "Seafare" race.

WALL COMMENT

ACE ENTERTAINMENT

ACE ENTERTAINMENT CONGRATULATES, KGB, KUPD, AND KISW — ON THE COAST THEY'RE THE MOST!

MICHAEL PAPALE • BECKY PAPALE • HUGH SURRATT 4443 VENTURA CYN. AVE. #206 • SHERMAN OAKS, CA 91423 (818) 986-5175 show kicks off KISW's Rocktober with a live broadcast from a platform atop Seattle's landmark Space Needle, six hundred feet up with no guard rail.

The staff also includes Los Angeles AOR vet David Perry on middays and MD/night rocker Steve Slaton, who's been with KISW for 11 years. "Steve lives for new music and brings that feeling across on the air," says Phillips. "He's recognized as a true believer — Sammy Hagar brought him on-stage to give him a plaque for his support, and Journey also presented him with a platinum record onstage."

Information

"We're not afraid of news," says Phillips. "Instead of hard news like the Nicaraguan conflict, we go for informative news that affects our listeners lives: tax tips, airfare wars, an eye operation to cure near-sightedness, the AT&T breakup."

An auto expert's weekly oneminute "Auto Advisor" gives tips on automobile maintenance and developments. KISW's "Lowdown" rock news feature runs four times a day, and its "What's Happening" film and entertainment guide is heard Thursdays-Saturdays.

Package Design

"People buy your radio station for the package appeal — if you convey an attitude, a spirit, and sound like you're the place to be," says Phillips. "We've built enough credibility with our audience that they know we're going to take care of them and not violate their trust."

No Secrets

Continued from Page 40

you're listening to unless you're told."

Jocks consistently place the sta-tion's slogan, "Rock 'n' Roll 101 . . . KGB-FM," at the points where listener retention is thought to be the highest - the first thing out of music and the last thing into music. Depending on song length, call letters are mentioned every two-three tracks during sweeps, which always cover quarter-hour marks to garner extra possible listening credit. Stopsets are arranged so that the first spot is produced, rather than read by a cold voice; :30 spots are placed at the end of the set; no more than three units are played per set; and live tags are permitted only for the last spot.

SEGUES

KUPD/Phoenix MD Curtiss Johnson leaves for KOME/San Jose afternoon drive. WIOT/Toldod MD Roz resigns as of 4-26, with Rick Van Gil named to replace her. WZYC/Beaufort, NC PD Steve Gelder to exit by the end of the month. Robin Galluzzo is WSKS/Cincinnati's Assistant Operations Manager. CILQ(Q107)/Toronto names John Derringer MD.

WBCN/Boston late-nighter Carla
"Raz" Razwyck leaves for TV voiceover work ... WBAB/Long Island
overnights go to Cindy Scull from
WXOR/Jacksonville, NC ... Rocky
Roberts is out of KRQU/LaramleCheyenne mornings.

Miscellaneous Movers: Debbi Calton steps down as WYSP/Philadelphia Promotions Director



COUNTRY

LON HELTON

TALKNET, MAGAZINE SHOW ADDED

WMAQ: A Move To **Block Programming**

WMAQ has made a number of changes in recent months to better target the available audience. There was no question about it competing head-to-head with WUSN when it came to either "four in a row" or "FM stereo." What WMAQ has done is skew programming to concentrate on its strengths. Besides being Chicago's "Country Music Radio" for the past ten years, 'MAQ's also built an image as the contest station. In addition, it's cultivated a tremendous reputation for news and information. WMAQ also carries the Chicago White Sox games. PD Bill Gamble told me how the station has been refocused over the past few months.

Mornings

Doug James left WNAP/Indianapolis to join the station as morning host a little over a month ago. Bill said, "WMAQ has had a history of quality morning personalities, and when filling the open slot we took a lot time to find the right guy. Doug acts as the quarterback for the show, coordinating all the elements. We have nineyear 'MAQ vet Pat Cassidy coming in with the news, TV weatherman Jerry Taft does weather, and TV



Bill Gamble



sportscaster Chet Koppick handles sports. We recently acquired our own helicopter for traffic reports.'

What about the music? "Obviously, music is important," Bill said. "But when you're an AM radio station, competing and sharing a vast amount of audience with WGN and WLS as well as 'USN, service and entertainment take precedence. We're no longer playing ten or 11 records an hour in the morning. As an AM station we have to give people useful information. Not just stuff radio people think should be on the radio, but useful information that will help them get to work and inform them about things going on during the day. We deliver it through humor, hard news and, at times, through the

"We've cut down to about six records an hour in the morning and that's not rigid. It changes if something of great interest to the community is going on. We're not locked into having to play a record at:15 after. I don't think that whole

'sweeping the quarter-hour for maintenance' stuff works, People don't listen to the radio that way. If there's a major news story, the newscast may run a little long. The same if there's a major sports story. Whatever's current and topical, we let the show run that way.

We really focus on the concept of 'Here's a bunch of guys havin' a great time on the radio who're gonna give you all the information you need.' It's a thought that's worked for years, and we're just getting back to it.'

Adding Talknet

Another change 'MAQ made was to switch its 7-8pm sports show to 6-7pm. "We felt there were a lot of people driving home who didn't have a chance to hear Chet," said Bill. "The 6-7 slot also made more sense, considering what other stations were doing that time of day. In addition, moving the sports-talk show coincided with our decision to carry the quality Bruce Williams show on NBC's Talknet from 7-10pm."

That comment logically led to the question of why Talknet was added. Bill answered, "When we made the move, there were a total of three and a half to four 25-54 shares available to Country in the evening. There were 17 or 18 shares available to Talk, which made the choice real easy. How many 25-54 adults are out there in the evening and what do they want? A large part of that demo is watching prime time TV, cable, playing with their home computer or whatever. You have to offer those folks something unique - give them a specific reason to tune in between 7-10pm. Bruce gives us that reason. It's something they can't get at any other time of the day. The same is true with our sports-talk show, the overnight program which Fred Sanders gears to truckers, and all the information in mornings."

I asked Bill if that didn't fly in the face of the old programming philosophy that when someone tunes in your station, you want to make sure he gets what he's expecting to hear. "That's not a bad point, especially in a city like Chicago where there's so much specialization. But you also have to be realistic. You can be known for things other than your specific programming at any one time. Using that example, major league baseball on any radio station wouldn't be a good programming tool. You have to draw the thread the things that make people comfortable with your station throughout all the elements. That

Continued on Page 46

WMAQ, WUSN GEAR UP FOR SPRING BOOK

Winds Of Change In Chicago

Windy City Country stations have been making some major changes of late. While the moves probably can't be directly attributed to the fall Arbitron, the fact remains it was the first book in which another Country station outpointed WMAQ since the NBC O&O turned to the format in January 1975.

Since that time, 'MAQ has revamped its morning show - bringing in Doug James from WNAP/Indianapolis — and revised its evening lineup to feature talk. WUSN, meanwhile, made news

last week (Street Talk 4-5) with the signing of controversial morning

This week we'll hear WMAQ PD Bill Gamble explain the reasoning behind his station's on-air moves. Also, US99's VP/GM Drew Horowitz reveals the whys and wherefores of hiring Gary D.

WUSN Adds Morning Punch

Street Talk Item: WUSN/Chicago signs Gary D for morn-

That little piece of news in last week's issue generated a lot of talk. Gary D, you see, is not your average, everyday radio personality. First, there's his sexist attitude. And words like "pinko," "commie," and "fag," are liberally sprinkled throughout his rap. But there's one good thing you can say about his act - it generates numbers.

During his ten years at WHK/Cleveland, Gary D spent most of that time as the morning ratings leader. His short tenure at WPKX/Washington was, to say the least, tumultuous. On his first day on the air there, Gary described



Drew Horowitz

the black mayor's wife as rather attractive and "able to pass for

All of the explaining and potential complaining notwithstanding, WUSN VP/GM Drew Horowitz made the decision to bring Gary aboard. He was gracious enough to offer his "behind-the-scenes" thoughts on the move.

A Reason To Cume

"The decision was based upon the complexion of the marketplace. One thing most people agree on is that you've got to have a strong base in mornings for a station to be successful. Your morning show must must transcend being just another daypart; it has to lead the station. It must have style and be dramatic. Don Wade (former morning personality who's been offered another airshift) is an excellent morning man. In no way was I displeased with the job he was doing. If anything, he's been a main cog in the growth of this radio station over the past 18-24 months.

"However, I perceived us hitting a wall in the next six months to a year where we're going to peak out. There are only so many

available bodies out there, and I don't think many of them are giving us a chance. They're not tuning in, partly because we haven't given them a reason to. The music alone is obviously not a reason and, in some cases, may perceptually be a negative. We need to get more bodies sampling our product. If



Gary D becomes the reason they cume WUSN that's great because ultimately they'll be turned on by the music. There's an opportunity to expand our potential audience.

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UPDATE

We Are The World

The decision to play "We Are the World" was a tough one for many Country stations. Many felt the handful of country artists who participated wasn't enough to justify airplay. Being a believer in leading your audience, I've always felt you can justify almost anything if you take the time to set it up.

The point was beautifully illustrated in a note from KTGR/Columbia, MO PD Ken Borden. Detailing the manner in which his station dealt with "We Are The World," Ken wrote, "KTGR is 'Proud of our Country' and we decided to tell the story before the song. Our News Director, Greg James, voiced the following intro to the record:

There comes a time when the world must come together. To support the cause of feeding thou-



sands of hungry people in faminestricken Africa, pop and country's finest musicians and singers have combined to create a most power-

" 'We present "We Are The World" as a song of caring from our Coun-try K-1580 KTGR."

CAUTION! Big Hits Ahead!

Mark Gray/Tammy Wynette

"Sometimes When We Touch" R&R @ BB @ CB @

Continues to touch audiences whenever it's played.

Produced by Steve Buckingham

Willie Nelson

"Forgiving You Was Easy" 38-04847

R&R 30 BB 40 CB 49

One of radio's biggest movers last week.

Produced by Willie Nelson

David Allan Coe

"Don't Cry Darlin" 38-04846

COE-motion: R&R 49 BB 53 CB 50

The definitive David Allan Coe record.

Produced by Billy Sherrill



Moe & Joe

"Still On A Roll"

□ 49/8 30% BB 6€

This bit of nostalgia must be heard. Great phones where it's being played.

Produced by Blake Menis

Ray Charles Mickey Gilley

"It Ain't Gonna Worry My Mind" Mond"

BRAND NEW ON YOUR DESK NOW! The requested follow-up to the Number One "Seven Spanish Angels."

□ 25/19 15% first week.

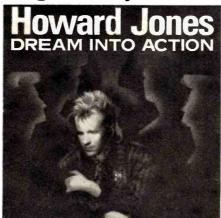
Produced by Billy Sherrill

Brought to you by the hitmakers at Columbia Records



THE BASES AND ELEKTRA'S BR

"Things Can Only Get Better"



"Things Can Only Get Better"

single rockets toward Top Ten! From his new LP Dream Into Action.

BILLBOARD LP DEBUT 59*

(Week's Second Highest Debut!)



R&R 3 -28 BILLBOARD 44*-37*

AORTRACK 28-24





R&R 26/5

SIGNIFICANT ACTION

BILLBOARD DEBUT 82*

"Alone Again



Tooth and N

the road and on the t DOKKEN's third asso album charts, 300,00 THE power ballad of

"Alone Again

CHR ACTION: 22/15, inc

Q100 WERZ

WLAN-FM W WKRZ-FM W WJZR

All over AOR: WBCN, W KSRR, WYNF, WAQX, WS WLLZ, KQRS, KSHE, KBPI KUPD, KZAP, KGB, KRQR KFMG... and many more!

AOR TRACKS BREAK



Marty Bender WSKS, "DC Again' is our #1 record. (I either!)" ... Believe it!

Alan White KILO, "#1 ph DOKKEN's 'Alone Again! and if you're not on it, you ning!" ... No probably at

Lee Arnold WLLZ, "DOKKE Number One phones in all

On Elektra Music Cas

© 1985 Elektra/Asylum Records,

ARE LOADED NGING THEM HOME



Seven months on the AOR-charts yields sault on the Billboard 000 albums sold, and now of 1985-

n"

including:

WOKI WKSF WHSL WJXQ WJAD WAZY-FM KKRD KKQV KBIM

WHJY, KZEW, KLOL, VSKS, WEBN, WLVQ, PI, KISS, KILO, KLOS

OR, KOME, WARX,



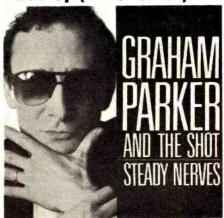
DOKKEN's 'Alone . (Hey,) can't believe it

phones this week for n!' This track is o winner ou're probably not winabout it!

KEN's 'Alone Again' all demosfor 10 weeks!"



"Wake Up (Next To You)"



Steady Nerves. Featuring GRAHAM's first ever smash hit single

"Wake Up (Next To You)"

in your hands now!

R&R LP: 31 TRACKS: 58

BILLBOARD LP DEBUT 125*

Coming soon to your town with Eric Clapton:

4/9 Dallas, TX; 4/10 Houston, TX 4/13 Pensacola, FL; 4/15 Lakeland, FL; 4/16 Miami, FL; 4/18 Durham, NC; 4/19 Savannah, GA; 4/20 Atlanta, GA; 4/22 Richmond, VA; 4/23 Baltimore, MD; 4/25 E. Rutherford, NJ; 4/26 Uniondale, NY; 4/29 Philadelphia, PA; 5/1 Hartford, CT; 5/2 Portland, ME; 5/3 Montreal, CAN.

COUNTRY

HAVE YOU HEARD?

A number of changes at KXYL/ Brownwood: PD Kevin Alexander has moved to the morning show, Craig Lewis comes aboard from crosstown KBWD as MD/afternoons, and Rick Stevens rejoins the station for evenings, replacing Peter Scott, who moves up to middays . . . WGTY/Gettysburg has dropped automated Beautiful Music for Country. Dave Cannon is hired on as PD. His lineup features Bob Hamilton from WHYL/Cartisle in mornings, Dave does middays, Rick Davis is on afternoons, and Pat Case is Asst. PD/evenings . . . WIGL/Orangeburg, SC is out of the Country biz; it recently went A/C. The station also moved its stick and improved its coverage to Columbia . . . Gary Phillips has been added to the personality roster at KEBCI Oklahoma City. He'll be doing evenings as former night jock Joe McIntosh moves to afternoon drive . . . WOKK/ Meridian has a new talent lineup: Ken Rainey and Company start out the day, followed by Tim Walker, Jan Owens Jim McKay, Joe Marshall, and Ron Coulter, Dan Talmidge and Debbie Phillips hold down weekends

WBAMMontgomery has changed calls to WLWI-AM and is now simulcasting drivetimes with top-rated FM sister WLWI . Steve Randall has returned to weekends at KLAC/LOS Angeles . . . Condolences to the family and friends of WTHI/Terre Haute Farm Director Ralph McHargue, who passed away March 8 of an apparent heart attack. Known as "Cork" to the audience, McHargue was 57 and had been with WTHI since 1977 . . News news: Darrell Nosack has been named ND for WCMS-AM & FMI/Norfolk

WKY/Oklahoma City News Editor Steve Mace is the recipient of the Marshall Gregory Award for educational media excellence in the category "Best Single News Coverage, Radio." WKY Capitol correspondent Jennifer Reynolds has been honored with the DuPont-Columbia Award for broadcasting excellence from Columbia University in New York. The honor was bestowed following her series on problems in public broadcasting... And, as always, be sure to let me know what it is you have heard!



MORE THAN THEIR HEARTS WERE RESTLESS — Fulfilling the lifelong dream of being in a picture with Dolly Parton are area radio personnel and members of RCA's Restless Heart after a recent Fresno concert. Shown papirating with Dolly are (I-r) RCA's Carson Schreiber, Restless Heart's Larry Stewart, KMIX/Modesto MD Ron Stevens and PD Steve Amari, Dolly, Restless Heart's Dave Innes, KFRE/Fresno PD Bob Mitchell, KMAK/Fresno PD Charlle Scott, and KUZZ/Bakersfleid MD K.C. Adams.

WUSN Adds Morning Punch

Continued from Page 42

The Toughest Morning Market

"Looking specifically at Chicago, we've probably got the most competitive morning arena in the nation. Few markets are able to go three-deep in quality morning personalities. Here you're talking about more than half a dozen. If I want to achieve my goal of being one, two, or three - and be truly competitive - we need a dynamic, provocative individual who will make people try this station. They may not like what he says or how he says it all the time, but they will listen. It's our goal - really Lee's (PD Lee Logan) challenge take those bodies and bring them through other dayparts."

I asked Drew if Gary would be

given a free rein and sound like he has in other markets. "In the past, he's been a misguided missile," quipped Drew. "What we're going to do is guide the missile a little more accurately so we hit the target. We're still going to play a lot of music from 5:30-10am – it's not like we're going 'Talk radio.' We'll continue with our news, sports and weather people; they'll have the opportunity to interact with Gary.

"But don't get me wrong. He's going to have a lot of free reign. He'll be the Gary D of the past. I don't want him to change one bit. I've done my homework: I've listened to a ton of his tapes and have a six-inch-thick file on every quote he's uttered in the past five years. I know exactly where we're comin' from on this."

As stated earlier, Gary was a killer in Cleveland but less so in DC. What makes Drew think lightning will strike for 'USN? 'He did well at 'HK because he reflected that city's values. He reflects the values of the Midwest. Putting him on the air in Washington was like putting a fish on land. He just didn't fit in with the makeup of the city. Gary's the working man's kind of guy, and Chicago is a working man's city.

Past = Future?

"Cleveland is a microcosm of Chicago. His success in a finarket similar in attitude to Chicago should be an accurate indicator of the kind of success he can have here. Philosophically and attitudinally, he reflects the people who make up this city's core. A lot of them out there could be our listeners; thus the decision to bring him into the markethalee."

No Promotion

Outside of a few calls to the local press, Drew said there will be little advance promotion concerning Gary's arrival. He said, "We're just gonna put him on the air, let him ease into the job, and do his thing. We're not hyping his arrival at all. As he gets cranked up and moving, the ripple effect of the street talk he'll generate will be very dramatic. Within a couple of months everybody in Chicago will know about Gary D."

ACM Radio Winners

The Academy of Country Music has announced the winners of the ACM's Radio Station of the Year and Disc Jockey of the Year "Hat Awards." This year, for the first time, awards were given out to stations and personal ities in each of three market sizes. In addition, this was the first year the award was determined via a vote of the Academy's Disc Jockey, Radio, Promotion, and Publication category members. This year's winners, who will be announced on the nationally televised show May 6, are:

Radio Station of the Year:

Large Market: WMC/Memphis Medium Market: KVOO/Tulsa Small Market: WLWI/Montgomery

Disc Jockey of the Year:

Large Market: Coyote Calhoun, WAMZ/Louisville Medium Market: Billy Parker, KVOO/Tulsa Small Market: Dan Hollander, WDXE/Lawrenceburg

Spud-tacular



Front row, left to right are: KGEM personality Jim Dillön, two of the judges, KGEM's Jean Morgan, and the third judge. Back row left to right are: KGEM morning man K.J. Mac, J105's John O'Brien, and KGEM & KJOT PD Steve Lake.

Well, you did it again. You managed to go through another February without saluting it as "National Potato Lovers' Month." Never fear, though. KGEM & KJOTRogice denough saluting for all of us by holding a "Mr. & Mrs. Potato-Head Decorating Contest." Listeners carved, painted, or otherwise modified an Idaho baker into their version of Mr. or Mrs. Potato-Head. The first price (awarded by the

staff/judges of KGEM) was a microwave, a sack of spuds, and a quarter of beef. Listeners also received sacks of 'taters, McDonald's french fries, and other starchy goodies in on-air giveaways.

All of the entries were showcased during the Sports and Recreation Show in Boise as part of Super Spud Month. Pictured here is one of the best-dressed spuds since the Irish potato famine!

WMAQ: A Move To Block Programming

Continued from Page 42

thread is through media, promotions, the way your talent does things. The thread that runs through 'MAQ is 'We're a fun radio station.' You can have the same fun at 2am that you have at 2pm, even if you'e not running, the exact same programming."

Late-Night

"From 10-midnight we run a magazine-type program with Bill Jurek. If you've got folks listening to Talk radio, you have to gradually wean them from it. We do a featured artist segment with either live or taped interviews. We have a lot of requests and dedications. There's also a lawyer who takes phone calls and answers legal questions for three or four minutes at a clip. A lot of that kind of stuff helps the transition from Talk to the trucker show, which starts at midnight."

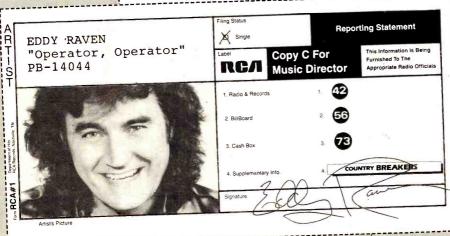
Bill concluded by adding, "To some extent, this is a return to block programming. Look at the stations winning on the AM dial—they're block-programmed. They're programmming to the specific needs of a given audience at a specific time of day. WMAQ's overall strategy is to give people what they need at the specific times they need at the same time we try to balance the fine line of being consistent and having a

thread that runs through the station so the audience knows what's going on. With a big power AM station I don't think doing the same thing at 2am that you do at 2pm works. The lifestyles of people awake at those times is radically different and so is the station content."



DON'T GET CAUGHT SHORT. RCA WANTS YOU TO LOOK OVER YOUR ADDITIONS





NASHVILLE THIS WEEK



SHARON ALLEN

Choosing Sides

Remember when you were in grade school and the biggest, toughest kids on the playground squared off and chose their teammates for sporting events? Remember the anticipation as names were called and . . . you waited for yours? That should adequately describe the atmosphere last week when team captains Richard Sterban, Lee Greenwood, and Eddy Raven (sitting in for Gary Morris) chose their teams for the All American Country Games to be held during Fan Fair in June.



THERE'S A DRAFT IN HERE - Eddy Raven, Lee Greenwood, and Richard Sterban joined Charlie Douglas last week on the Music Country Radio Network and drafted teams for the All American Country Games. They are shown here goofing off before serious spring training begins.

This all happened during a live and are the only act representing broadcast with Charlie Douglas on the Music Country Radio Network. They picked their teams and discussed strategies for the events which will include a record throw, earth ball push, relay, home run derby, and an obstacle course. Adidas will supply the uniforms for the competition which will be held at the Vanderbilt Stadium, June 12 at 10am

Raven chose: Lorrie Morgan. Mark Herndon, Nicolette Larson, Gus Hardin, Tom Grant, Keith Stegall, Gail Davies, and Jeff Cook. Sterban chose: Joe Bonsall, Karen Brooks, John Schneider, Helen Cornelius, Steve Wariner, Kathy Mattea, Teddy Gentry, Wynonna Judd, and Earl Thomas Conley. And Greenwood chose: Randy Owen, Melanie Greenwood, Rex Allen Jr., Shelly West, Charley Pride, Marie Osmond, Michael Martin Murphey, Misty Rowe, and T.G. Sheppard. The games will again benefit the Tennessee Special Olympics.

Voila Les Oaks!

The Oak Ridge Boys will be the only American artists present during the grand opening of Acropolis, a new exhibition and convention center in Nice, France. The Oaks are slated to perform May 14

American entertainment during the 47-day festivities.

You already know about the Oaks' involvement in children's causes. This time they plan to help the Feed the Children organization by donating their performance fee. The money will be used to drill four water wells, one named for each of the Oaks, in the Rift Valley in

The initial drilling is scheduled for July, and the wells should be operational by the end of the year.

The four wells will provide water indefinitely for human and animal consumption. According to a United Nations study, this could eliminate some 27 different types of disease in the drought-stricken area.

"Follow That Bird"

Songwriters from Warner Bros. Music in Nashville and three RCA recording acts are involved in the upcoming Sesame Street movie, "Follow That Bird." The Warner Bros. movie will be released in July with the RCA soundtrack preceding the film in June.

Waylon Jennings is the only artist who actually appears in the movie, singing a duet with Big Bird called "Ain't No Road Too Long." (Waylon plays a turkey truck driver.) Alabama does one song on the soundtrack, titled "All Together Now." and Ronnie Mil-sap's contribution to the album is called "Working On My Attitude." The rest are performed by the Sesame Street characters.

Most of the songs were written by the following Warner Bros. writers: Troy Seals, Eddie Setser, Jeff Pennig, Jeff Harrington, Steve Pippin, Randy Sharp, Wood Newton, Mike Noble, and artist Karen Brooks. Steve Buckingham served as music supervisor and produced the soundtrack album.

Mandrell & Greenwood Honored

Barbara Mandrell and Lee Greenwood were selected to receive the two most prestigious awards presented by the United States Air Force Recruiting Service. Both awards will be presented during Fan Fair.

Mandrell's award recognizes individuals or organizations who have made major contributions over extended periods of time. She was chosen based on her involvement with the Air Force dating back to the Vietnam war.

Greenwood was chosen because of his single, "God Bless The U.S.A.," for his public service work, and contributions to charity



OVER THERE! OVER THERE! - The Oak Ridge Boys and Nashville Mayor Richard Fulton telephone Jacques Medecin, the mayor of Nice, France, to discuss the group's May 14 performance at the new Acropolis convention and exhibition center. Pictured (I-r): Duane Allen, Joe Bonsall, Mayor Fulton, Richard Sterban, and William Lee Golden.



Country News This Week's Guest: T. G. SHEPPARD

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



MOE & JOE ON A ROLL - Moe Brandy and Joe Stampley's current single is "Still On A Roll," and CBS execs couldn't resist a little bun-type-pun. They've been distributing honey buns with pictures of the duo on them as promotional items. Pictured sharing a taste of the bun-fun are Roy Wunsch, CBS VP Marketing/Nashville (left), and Rick Blackburn, CBS VP/GM Nashville, with Moe and

ICM Closes Nashville Office

International Creative Management closed its Nashville office last week after 18 months of operation. The agency maintains offices in London, Rome, Paris, Los Angeles, and New York, and handles television, film, commercial, and literary ventures.

Artists on the Nashville roster will reportedly have the option to be released from their contracts. Those represented include: Reha McEntire, Mel Tillis, the Charlie Daniels Band, Steve Wariner, Shelly West, and others. A transitional ICM staff will remain in Nashville for an indefinite period to service the existing contracts.

Bits and Pieces: The Statler Brothers were tapped to host the 19th annual Music City News Country Awards on June 10 at Oprvland. This will be the Statlers' eighth consecutive year as hosts . . . Since her accident Barbara Mandrell has made no secret of the fact that she strongly advocates the use of safe ty belts. Last week she appeared before a joint House-Senate subcommittee of the Tennessee legislature that is looking at proposed legislation to make seat belt use mandatory in Tennessee for all passengers over four years old . . Look for Razzy Bailey to perform at the grand finale of the 1985 Philip Morris/Miller Beer Reach for the Stars Country Music Competition on April 29 in Louisville . . . Last year Hank Williams Jr. narrated a one-hour documentary for Louisi-

ana PBS-TV titled "The Cradle of the Stars: The Story of the Lousiana Hayride." The special will air nationally May 26 at 10pm on the PBS network . . . The Kendalls have added Michael "Tramp" Lawing to their band. He replaces fiddler Glen Duncan, who joined Bill Monroe's Bluegrass Boys Lee Greenwood added two female backup singers: Leeann Atherton and Suzanne Edwards are now known as "Magic" . . . And what country heartthrob may be picking the rice out of his beard within the

Just thought you'd like to know!



GOSPEL MUSIC WEEK CELE-BRATED... Sr. VP Frances Preston hosted BMI's annual Springfest luncheon earlier this month in honor of Gospel Music Week '85. Preston and BMI VP Joe Moscheo presented special commendations to the Benson Company, Dove Award winner Greg Nelson, artist Bobby Jones, Dove nominee Phil McHuah, and nominee Grea Fisher. Pictured above are Frances Preston and Bobby Jones.

Nashville In Motion

R.C. Bannon is credited with discovering RCA's latest addition to the roster, Tracy Lynden. She was a Wrangler Country Showdown contestant. Bannon produced the single you'll find on your desk in the next couple of weeks Jimmy Angel signed with Jammer Produtions/Records Inc. In addition to its Florida headquarters, Jammer recently opened a Nashville office at 38 Music Square East, Suite #217, Nashville, TN 37203: phone (615) 726-0300. The Nashville office is being managed by A&R exec. Thomas Keenan . . . Freddy

Hart is back on the scene again with a single on El Dorado Records . . . Look for New Grass Revival to sign with a major label very soon . . . Following her appearance at the Silk Cut Festival at Wemblev over Easter weekend, Tammy Wynette has embarked on a 12-day European concert tour . . . John Briggs has been appointed to a membership representative position in ASCAP's Nashville office. He was formerly with the Wishbone Music Publishing Co. in Muscle Shoals. AL and the House of David Recording Studio in Nashville



ADULT/CONTEMPORARY

RON RODRIGUES

JACK FITZGERALD COMMENTS

AM Giants: Fix 'Em Now Or Fold 'Em Later

A lot of talk lately has centered on the competitive situation facing full service A/C AM stations from an increasing number of music-intensive FMs. This week we offer an insightful examination of the issue by WTVN/ Columbus OM Jack FitzGerald, who paints an interesting and sometimes tongue-in-cheek scenario of where traditional AM A/C radio programming is headed, un-

Ah . . . those giant AM A/C stations with their legendary call letters. You know the type - they were the stations that for years had those incredible 12+ numbers. They owned their markets for decades. Sure, they no longer have 15 or 20 shares, but they're still very healthy, aren't they?

By and large, no. Some of these legendary stations may still lead their markets by varying margins 12+. But invariably, when a magnifying glass is put to the numbers (though it rarely is), it becomes painfully apparent that many of these stations died years ago and nobody's told them!

For too many years these stations have programmed to protect what they had, instead of programming to gain what they need for future strength. As a result, their audiences are literally falling off the right side of the Arbitron page The audience grows older each successive year, and the programming becomes stale as the station tries to superserve its remaining core listeners.

Rasa Kaye makes news as she moves from WEZB/New Orleans to WI TW/New York as ND In addition to handling middays, Paul Russell is the new Production Director at WOMC/Detroit ... Sandy Shore is music assistant at KMEN/San Bernardino from KIDD/Monterey

WEZS/Richmond has moved to 812 Moorefield Park Drive, Richmond, VA 23236; (804) 323-0104 . . . Joining Bill Flynn and Jim Ballard for mornings at WMAG/Triad is former WFMY/ Greensboro "PM Magazine" host Rod .. WRCC/Ft. Myers, FL welcomes Promotions Director and PM driver Dean "Tyler" Farkas from WIMT/Lima, OH, where he was PD New at WRUN/Utica, NY is Lindsay Jordan, who's working the midday WCRJ-AM & FM/Jacksonville brings aboard new PD Bill Jones from the programming post at WKSJ/Mo-

In most cases, the AM giants have done nothing for many years to attract new cume. Many have fallen into the trap of believing that either everyone in the market already knows all about them, or that it's basically hopeless to attempt bringing a younger audience to the AM band. Both of these traps are very dangerous.

A Long, Hard Look

Let's take a look at a prototypical AM giant station in trou-

- · Sixty percent or more of its audience is 50+. Zero growth 25-34 and/or 35-44
- (even more alarming).
- . It either has no plan or sees no need to bring new, younger cume to the station
- · It employs an "elder statesman"-type morning personality who has been with the station for years with "incredible numbers." He is prone to sneaking in an occasional showtune and hasn't introduced any new features to his program in years.
- It has a PD between 40-50 years old who was a DJ at the station for years before "going corporate." He now wears three-piece suits or tweed jackets and probably

smokes a pipe. He cannot explain the difference between cume and quarter hours, and spends a lot of time walking around the station with a furrowed brow looking very

The station has resorted to a lot of talk in middays: health advice from local physicians (doctors love this), financial advice, visits by the animal protective league.

"Do not be overly concerned with traumatizing the folks at the upper end of your demos."

- There is a "siege mentality" afraid (or unsure how) to take new ground, obsessed with protecting the ever-shrinking hill it's on.
- Frequently the phrase is heard, "We've got to be careful, our audience can't handle that .

Where To Go From Here?

If you see your station profiled here, don't reach for your medication. There is an effective course of action. And the odds are that it's not too late to revitalize your pro-

First, do not be overly concerned with traumatizing the folks at the upper end of your demos. Your station is the best friend they've ever had. A few new wrinkles in your programming will not send them packing. One thing you have to give them credit for is that they're

scribed in this week's article

Now, about the program director. Was he given the job as a reward for years of faithful service? Or is he one of those rare state-of-the-art marketing and programming experts, ready to carry your station to its next level of excellence? Is he constantly looking for fresh approaches to old problems? Or does he continue employing the same tired strategy and tactics that led the station into its current state? Does he understand marketing in the '80s? If not, retire him swiftly. He's amazed he has lasted this long, and will be greatly relieved. Pay whatever is necessary to attract and keep a state-of-the-art programmer as described above. There are about five of them in the country.

Next, take a good, hard look at that elder statesman in morning drive. It's quite possible he still has a considerable cume and big 18+ shares. The key, of course, is to objectively analyze the quality of his audience, not the quantity. Is your elder statesman building an audience in the critical demos (25-34, 35-44) necessary for continued sta tion growth? Or is he contributing

"Once an AM loses too much ground, history tells us the battle and the war are over.'

to your stale demo problem? It seems like a contradiction, but many so-called big-share morning

vises a number of radio stations facing predicaments similar to those depersonalities are more problem than solution. The battle cry of many managers is, "We could never afford to lose him." In some cases, you can't afford not to. An elder statesman is fine, as long as he continues to break new ground. If he's not injecting new life into his show, you can bet he's not injecting new cume into it either! If your elder statesman is intractable or unable to understand why new ground must be broken, retire him. Gracefully, of course, but swiftly.

If you're getting the impression

that time is of the essence, you're

Jack FitzGerald is Operations Manager for Taft Broadcasting's WTVN/ Columbus, a full-service A/C station he's programmed since 1982. Jack ad-

> Whatever you do, don't slide the midday or afternoon personality into the morning shift because it's convenient, economical, or because "the audience is used to him." Again, go out, beat the bushes, and pay whatever is necessary to get and keep a stateof-the-art, marketing-minded morning personality. Find someone who wants to do better today than he did vesterday - someone never satisfied maintaining an audience, only with building a bigger (and demographically more viable) one.

The Rejuvenation Process

Now, with your fresh, visionary programming and morning talent aboard, the revitalization of your AM giant can proceed. The process of attracting new, younger cume to your station may now begin,

In updating a station it's crucial to first know where the station has been. The history or heritage of such stations is usually a rich one. Respect for it is important, but it's equally important not to be hamstrung by station tradition or paralyzed into inaction by fear of traumatizing the older, loyal cume.

If your game plan is well-conceived and carried out thoughtfully and deliberately, your audience will love it. They'll be overjoyed by the new life breathed into their old friend. You've given your audience something new to talk about for the first time in years. And that's a good start

A final thought. Keep in mind that in radio warfare there is no middle ground. If you're not gaining ground, you're surely losing it. And once an AM loses too much ground, history tells us the battle and the war are over. Fix 'em now . or fold 'em later.



"YOU ARE THE STARS" - In a salute to Padres fans, KFMB/San Diego cut its first single to aid the Leukemia Society. Pictured (I-r): Padres announcers Jerry Coleman and Dave Campbell, KFMB's Joe Bauer, PD Mark Larson, singer Glen Erath, Padre President Ballard Smith, KFMB's Geni Cavitt, Padres Kurt Bevacqua, Graig Nettles, and Steve Garvey, Mrs. Ballard Smith, producer Steve Vause, and KFMB's Mac Hudson.

BLACK/URBAN



WALTLOVE

WELLINGTON GROUP'S BAKER SPEAKS OUT

The Importance Of The Black Consumer

The Wellington Group is a black-owned marketing and research firm located in Haddon Heights, NJ, just outside of Philadelphia. Headed by President Al Wellington and in business since 1979, the firm focuses its attention on the buying and spending habits of the black and Hispanic consumer.

How and why black consumers spend their money on certain products is something that directly affects Black/Urban radio. With that in mind I invited John Baker, Wellington Group's VP/Marketing Services, to share some of the company's insights.

Improving Survey Methods

I asked John why we hadn't heard much about the Wellington Group in broadcasting circles? He said, "I guess we're just one of the industry's best kept secrets. For the most part we've focused ourselves against manufacturers and marketers as well as advertising agencies in terms of black media. We're better known in the publication industry and the black networks like NBN and Sheridan.

"Although the majority of our business is against the black and Hispanic consumer, we also do a lot of research against the general market. Our major clients include Burger King, McDonalds, Coca-

"Black consumers are one of the fastestgrowing population bases in the country today."

Cola, General Foods, Procter & Gamble, General Motors, the alcoholic beverage industry, and a massive amount of work with black hair care products. We've also got clients in the health and beauty aids industry and other research companies."

Baker contends that a number of research organizations need to improve their methods of surveying blacks. "We have problems with the service Arbitron, Simmons, and Birch perform for Urban Contemporary and Black-formatted stations. The black consumers' importance is being understated by most of these services. As we conduct research in other areas, we think our techniques and methodologies are applicable to the radio industry. We can generate samples that are more representative of the black consumer population. We need more insightful and valuable research that can teach us how to understand the importance of a consumer as a radio listener.

Programming And Profits

If I were still in radio management, the two most important questions I would ask John are: 1) What information do you have that will help me program a winning station?; 2) How can my salespeople sell the station, making it a prople sell the station, making it a pro-



Alphonzia Wellington

fitable entity? Baker replied, "Having information is the key to succeeding in both these areas. To keep abreast of what your listeners want to hear, you must stay on top of the knowledge base about the subject. Then you can program your station much more effectively. A number of organizations use telephone research, along with focus groups, on a continuing basis. They can make sure then that the product they're airing will have maximum appeal to the target audience."

Baker continued, "Being aggressive with that information is the next important step. Use the technique in a marketing approach. Take the information and program against it. If you do, it will improve the station's attractiveness. That's absolutely a key issue today. Use the information in an aggressive manner!"

But how do you sell with this newfound information? John said, "There are a number of Black/Urban stations that don't understand the impact of their audience versus the product the advertiser wishes to advertise. We produce syndicated research called the Access Brand Preference Audit. There's one for supermarkets and one for the liquor market. We've amassed buying behavorial information in 80 catagories relative to the buying behavorial differences between black, white, and Hispanic consumers."

THE MANAGEMENT TEAM — Working under the guidance of President Alphonzia Wellington are (I-r) Data Processing Director Morris R. Davis, Asst. Data Processing Director Frederica Rollins Hutchins, VP/Marketing Services John Baker, Director of Internal Operations Marguerite Hardy, VP/Operations Karen Montague, and Director of Field Operations Sherri Woodward.

Black Consumer Stats

I asked John to share some of the interesting consumer findings his firm has turned up. "We conducted the supermarket study in 18 cities across the country. The sample base was 3600 respondents, divided into one-third black, one-third white, and one-third Hispanic. We've developed a simulated buy-ing methodology. We do in-person interviews and then take people on a simulated shopping trip using a slide presentation. We use a very sophisticated technique of identify ing the (particular) marketplace consumers we want to talk to We find out where they're located, go to those neighborhoods, bring them to a central location, and then take them through the research.

"Along with the Hispanics, black consumers are one of the fastest-growing population bases in the country today. In addition, they're younger. The black consumer's median age is 25, compared to the general market median of 31 years. Black consumers have a larger household size, with a median of 3.7 persons. It's 3.2 for the white population.

"There are 26.5 million blacks in the U.S. and almost 11 million of them are 21 years or younger. This means almost 50% of the total black population is 21 or under. That's a tremendous base for now and the future. While in general our

"It makes good sense for an advertiser to spend money in the black and Hispanic areas because they're still open frontiers."

society's divorce rate is high, the divorce rate in the black community is rampant. 51% of all black households are headed by a male. In the general population 73% of all households are headed by a male. This means that 49% of all the other black households are headed by females. This has an impact on the entire economic side of the black community.

"The median income for blacks is roughly 55% of that for whites. One of the reasons why — the inordinate number of females who are heads of households. Their median income is a little over \$8500 per year. For white female heads of housholds the median is \$13,700 per year. So we have large households in the black community that are headed by females, and over half of them are 21 years or younger. They need all types of different products just to live in our society."

Brand Name Loyalty

According to John, brand name loyalty is the key behind black constimers' purchases. "It's a long-established fact that blacks have a very high brand name loyalty. In that regard blacks consume more health and beauty aid products (31%) than the general population. When it comes to baby products, black consumption is 28% greater.

THE WELLINGTON GROUP

MARKETING REPEARCH

"Again, because of the large household size, there's a greater need for detergent since there's more laundry to be done. Fabric softeners are another big item. And there are more dishes that have to be washed."

Baker offered additional facts about another product blacks purchase on a larger scale — toothpaste. "In terms of penetration (number of households buying toothpaste), 90% of all blacks buy toothpaste. Colgate is the number one selling brand among black and Hispanic consumers; 30% of all Colgate's sales is attributed to them. Number one overall is Crest.

"Almost 19% of this country's total population is black and Hispanic, yet this same group contributes less than 12% to Crest's sales. Crest spends most of its advertising dollars on television, and blacks watch more television than anyone else. So why didn't blacks pick up on Crest's advertising? We believe the message that reaches everyone else in our toothpaste-buying society wasn't geared toward black viewers. They saw it. but didn't respond. Whereas with Colgate, they continue to respond. Colgate doesn't use Black/ Urban radio, but it does use black

magazines like Ebony, Jet, and Essence as well as local black newspapers."

Open Frontiers

What does all this mean? John noted, "Because the spots Crest was running were general marketoriented, it missed one of the most lucrative consumer groups. We are able to show manufacturers, mar-

"The bottom line is this black and Hispanic consumers have more dollars to spend!"

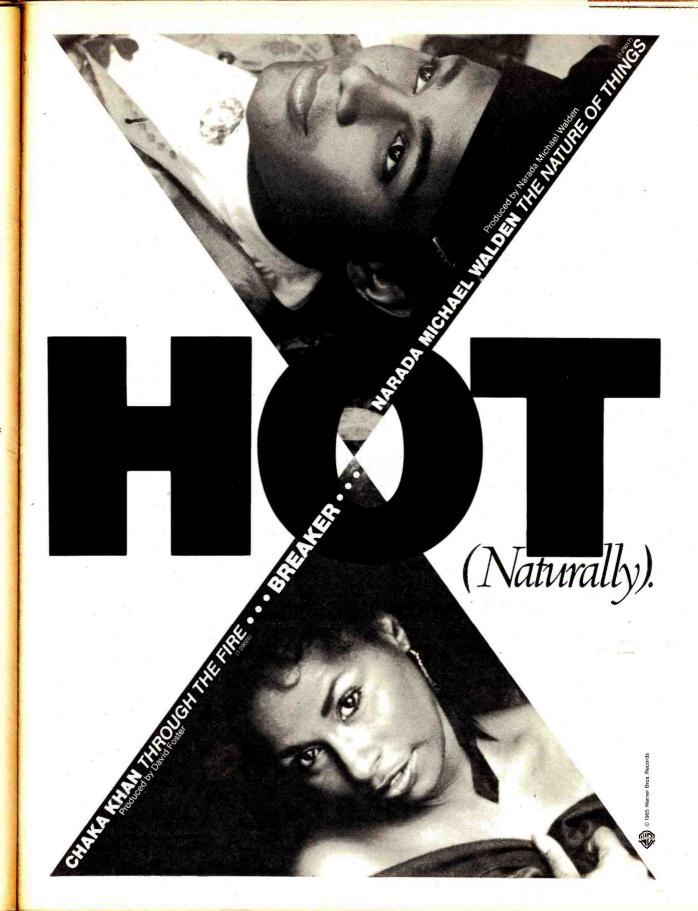
keters, advertising agencies and others the differences and importance of the black, white, and Hispanic consumer. Companies who subscribe to this data base can see that their marketing programs are missing this population segment and are rectifying the situation.

"For the first time Crest has hired a black advertising agency, Burrell Advertising in Chicago. Philadelphia 76er Julius Erving was hired as a Crest spokesperson. I'd say they're trying to rectify the sales problem in the black community. And this sone of the many reasons why Black/Urban Contemporary radio should be used. With these people buying the product, it can make the difference in being the number one marketplace seller. It can also do a lot for the profit margin.

"It's also important to note that most of the advertisers on radio are in industries that have single-digit growth margins. Their growth is under 10% and, in most cases, it's about 5%. That means the market isn't expanding. If you want to do better, the only way is by taking consumers from others within the same industry. It makes good sense for an advertiser to spend money in the black and Hispanic areas because they're still open frontiers."

If you're interested in talking with the Wellington Group, contact it at (699) 546-5304. There needs to be more education about who and what the minority consumer is all about. After all, as John concluded, "The bottom line is this—black and Hispanic consumers have more dollars to spend!"

50/ R&R FRIDAY, APRIL 19, 1985



BLACK/URBAN PICTURE PAGE



WEDDING BELLS RING FOR KDAY'S PATTERSON — KDAY/Los Angeles PD Jack Patterson was married two weeks ago in Burbank. Pictured at the festivities are (I-r) Karen (Grace) Jones; KDAY MD Greg Mack, air personality Mark Morgan, partimer Mark Ward, Patterson, GM Ed Kirby, evening personality J.J. Johnson, and morning talent Steve Woods. Jack's bride was not included in this photo, but congratulations to the former Daria Benjamin.



RUN-D.M.C. GIVES GOLD TO WRKS — Run-D.M.C. visited WRKS/New York and presented the station with a gold album award for their first LP. Pictured (I-r) are WRKS PD Tony Quarterone, Profile's Manny Bella, WRKS GM Barry Mayo, and MD Fred Buggs.



PRIVATE I'S LEGACY — Private I Records' executive staff recently welcomed new recording act Legacy upon the group's signing. Pictured at the label's Los Angeles offices are (I-r): Private I Vice-Chairman Bill Craig, Curtis Thompson and Marcus Williams of Legacy, Private I President David Chackler, Vanetta Thomas of Legacy, label Chairman Joe Isgro, and Richard Dixon and Larry Bolden of the group.

52/R&R FRIDAY, APRIL 19, 1985



KSOL ROCKS ON WITH ROXANNE — After a recent UTFO/Real Roxanne/-Rock Master Scott concert at Oakland's Henry J. Kaiser Center. KSOL's interim morning personality Billy Ocean gathered some of the stars together. Pictured (i-r) are: Ocean, the Real Roxanne, and UTFO's Kango Kid, Dr. Ice, and the Educated Rapper; front, Mixmaster DJ Ice. Ocean was the MC for this rapping extravagana.



CALORIES & CALENDARS — Besides promoting his black history calendars, cookie magnate Wally "Famous" Amos (left) dropped a couple of calories on WBMX/Chicago morning air personality Doug "BA" Banks (right). Banks cracked, "That was a visit you could really sink your teeth into."



VANITY FAIR AT WJLB — WJLB/Detroit held a Vanity lookalike contest to promote her starring role in Berry Gordy's "The Last Dragon." Pictured at Detroit's Rivertown Dance Emporium are (i-i) Renee Fort (second place winner), winner Angela Leslie, WJLB afternoon man Larry "Doc" Elliott, and Valerie Fort (third prize).





The BUDWEISER SHOWDOWN

makes the

The Sky's The Limit

The Budweiser Showdown is back for its third spectacular year. Since its beginning, more than 30,000 musical acts across the country have taken their best shot in this giant annual talent search.

Chicago Is Center Stage

At the climax of this year's competition, only 5 acts will remain to battle it out in the National Finals before a "live" audience in Chicago's historic Bismarck Theater, July 12th. A nationwide television special will highlight their performances and their lofty dreams. The winner will walk away with \$10,000 in Fender musical equipment, a professional recording contract with PolyGram Records and the opportunity to record a version of the famous "This Bud's For You" commercial for national radio.

Last year, the dynamic group "Finesse" captured the Grand Prize and has just recorded its first national single. Now another champion waits to be crowned, and the sky's the limit!

The Brightest And The Best

Houston

KYOK

Budweiser especially thanks the 31 radio stations across the nation who are helping to make this event so successful. Each is conducting its own search right now for its most talented local groups. Each local champion wins \$1,000 in Fender sound equipment and moves a step closer to Chicago and stardom!

		THE	UDWEISE	R SHOWDOV	/N 1984-1985 S	STATION LIST			
	WRKS	Washington	WHUR	Los Angeles	KDAY	Philadelphia	WUSL	Omougo	WBMX-AM/FM
New York			WXYV	Tampa	WTMP	Orlando	WOKB	Columbia	WOIC
San Diego	XHRM	Baltimore	WILD	Charleston	wwwz	Charlotte	WGIV	Nashville	WQQK
Dallas	KKDA-FM	Boston		0		0.1.0	WHYZ	Raleigh	WFXC
New Orleans \	WYLD-AM/FM	Atlanta		Guonoon		G. 00	WATV	Milwaukee	WLUM
Miami	WEDR	San Francisco	KRE	Louisville	WLOU	Birmingham	WBLK	Chattanooga	WJTT
Dobroit	WDRO	St Louis	KMJM	Baton Rouge	WXOK	Buffalo	WDLK	Chattanooga	****



For more information, call 713/781-0781

MARKETPLACE

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ATD#94: Murphy In The Morning/WBMW; Jay Thomas/WKTU; Terry Young/WCAU-

FM and more

ATD #95: Suzy Waud/92X; Don Geronimo/ WAVA; Z Morning Zoo and more

All of the above . . . \$4.75 ea.

A DAY IN DETROIT: Up and down the dial AM to PM/2 hours ... \$9.50 CHICAGO'S TOP 10: Top talents at the Top 10

2 hours ... \$9.50 YESTERDIAL #6: Ted Koppel 1965; Hudson

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Aircheck Factory

"Aircheck Acres" Wild Rose, WI 54984 (715) 845-8259

Add \$1.00 shipping/handling

Current & Classic Airchecks!

California Aircheck VIDEO #2 is now available! Featuring Dr. California Aircheck VIDEO #2 is now available: reaturing Dr. Don Rose/KFRC. Jack Armstrong/KFRC-KKHR, Big Ron O'Brien/KIIS, Eric Chase/KFI, Magic Christian/KLZZ, Hudson & Bauer/ KFMB plus 5 more! 2 full hours, specify VHS or BETA, \$39.95.

Current Issue #60 features WNBC/Don Imus, KOST/M.G. Kelly, KRLA/Real Don Steele, KCBQ/Charlie & Harrigan's last show KFI/Lohman & Barkley. KS103/Randy Robbins, XHITZ/Bill Hergonson, plus KBZT/Shotgun Tom Kelly. 90-minute cassette. \$5.50.

Special Issue #S-52 features SAN DIEGO CHR, A/C & AOR. 90-minute cassette, \$5.50. Special Issue \$5.53 features TAMPA St. Petersburg A/C, CHR & AOR. 90-minute cassette, \$5.50.

Classic Issue #C-53 features XERB/Wolfman Jack-1966, KHJ/ Humble Harv-1968, Y100/Bill Tanner-1979, KFI/Hudson & La dry-1976, KFRC/Shana-1976. Phoenix's KUPD/Jimi Fox, KRIZ/ Tony Evans-1974, KIIS/Larry McKay-1976. Cassette, \$10.50

CALIFORNIA AIRCHECKS Box 4408 - San Diego, CA 92104 (619) 460-6104

COMEDY



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Additional \$10.00 per week charge for Blind Box ads

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable

Submit to: Marketplace

RADIO & RECORDS 1930 Century Park West Los Angeles, Calif. 90067 (213) 553-4330



BRADCOM

Our innovative recorded service provides you with comedy drop-ins, mock commercials, and more! Send \$1.00 for demo cassette. BRAD-COM, Suite 211, 3387 N. Del Rosa Ave., San Bernardino, CA 92404.



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KRAZY KOMMERCIALS 100 of the wildest things
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BUGGA SHEET SINCE 1970

RICK DEES, KIIS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the arm for our Morning Team!"

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"Phantastic Phunnies"

'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

O'Liners



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 90025

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American Radio
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New, fresh wild tracks for your show each month, only \$20. Semi-annual and yearly rates too. Sample cassette \$4.

Aircheck critique and production by a 21-year major market veteran. Call or write for rates.

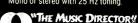
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Increase Sales Results

The radio and record industries are big markets to cover with a limited

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OPPORTUNITIES

OPENINGS

OPENINGS

NATIONAL

National format syndicator seeks strong sales closers for marketing successful radio formats. R: All Hit Radio, 214 Hanover St., Boston, MA 02114. (617) 227-9789 EOE M/F (4-19)

Group with Country, Rock & Comtemporary stations is accepting tapes for future jock openings. Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864. EOE M/F (4-5)

-Finally.-

Charlie Van Dyke, Inc. is looking for tomorrow's major market talent for several of America's greatest radio stations. If you're ready to grow, or if you can recommend someone in your market, contact us. NEEDED NOW: CHR: AM/PM/NITES (mega-majors & med.) Country: AM drive (med.) News/Talk: Drive hosts (mega-major) Pop/Urban: All shifts

(med.) M/F/EOE. No Fee. Tape, resume &

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GREAT MORNING TALENT WANTED

One of the Country's best Adult Contemporary FMs in top 100 market is looking for strong morning talent. Must have adult sense of humor and be fun. Please send resume and tape, in confidence to:

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EOE M/F Please no calls.

EAST

AM92 & All Hit 98 (A/C & CHR), Southern MD's pri stations, are looking for partitime winners. T&R: Thomas Grooms, WPTX/WMDM, Lexington Park, 20653. EOE M/F (4-19)

ANCHOR/REPORTER

Rare opening on three-person award-winning staff in NYC's shadow. New facilities, airplay, mobile unit two-way need commitment from hard-working, serious, personable und. T&R to Mike Allen, ND, WINE/WRKI-FM, 1004 Federal Rd., Brookfield, CT 06804, EOE

Soft contemporary in Portland seeks fulltime air personality. Sea & snow are minutes away. T&R: Mike Lawrence, KISS100, Box 929, Lewiston, ME 04240: EOE M/F (4-19)

Evening full & parttime radio announcer positions open at WBCN. References, C&R; Oedipus, 1265 Boyiston St., Boston, MA 02215. No calls. EOE M/F (4-19)

Suburban community station needs experienced MOR announcer, production & copywriter. Must relate to 35:64 audience. Copy, T&R: WGCH, Box 1490, Greenwich, CT 06836.

Newsperson needed for lifestyle news in NE: If you can do news the way *USA Today* reads, then send T&R: Broadcasting Unlimited, 16 Coltsway St., Wayland, MA 01778. EOE M/F

Oldies-Dance WASY is accepting T&R's. Come live in New England. We're just two hours from Boston. Box 601, Gorham, ME 04038. EOE M/F (4-19)



Eastern Long Island, celebrity-owned WWHB-FM seeking one fulltime and one parttime on-air personality for its adult rock format. If you are a DJ, with production experience, who is looking for a vehicle to enter the N.Y. metro and an association with a company of experienced entertainment pro-fessionals, send T&R to: HB 107, 252 West Montauk Highway, Hampton Bays, NY 11946, Attn.

OPENINGS

HAGERSTOWN/WASHINGTON CO. MARYLAND

Top-rated, highly visible FM CHR station is looking for on-air personalities. Applicants must have experience and ability to work in community involved promotions. Send T&R to: P.O. Box 231, Hagerstown, MD 21740 FOF

idnight rocker with personality wanted for this crossover t in beautiful NC market close to Charlotte. Salary, T&R ooker, Box 2388, Shelby, 28151. EOE M/F (4-19)

We're seeking a personality with superb production & creative copywriting for this small market A/C FM. T&R: WSUL. 250 Broadway Ave., Monticello, NY 12701. No calls. EOE M/F (4-19)

PROGRAM DIRECTOR

Seeking PD for top-rated Northeast A/C. Must be knowledgeable, positive and have the ability to work well with other creative people. Airshift included. Send tape, resume and one-page programming philosophy to: Radio & Records, 1930 Century Park West, #972, Los Angeles, CA 90067. EOE

Cape Cod FM is looking for A/C personalities for future openings. T&R: Greg Evans, WXJY, Box 296, Osterville, MA 02655. EOE M/F (4-12)

Pittsburgh class FM needs a morning host personality immediately! Great bucks & opportunity! T&R: Mark Rivers, WWCL, 224 North Ave., PA 15209. EOE M/F (4-12)

Competitive FM A/C in Central ME seeks experienced right eir talent with good production skills. Females encouraged. T&R: Don Patrick, WSYY, Box 1240, Millinocket, 04462. EOE M/F (4-12)

I'm looking for more from my C.E., production director/midday (9-12) jock & news director/morning team member. I'm looking for YOU if you like to give 110%, have experience and want to work at a growing CHR in a major NE metro suburb. Send cassette, resume & salary requirements to: Radio & Records, 1930 Century Park West, #971, Los Angeles, CA 90067, EOE M/F

OPENINGS

We need qualified people! WGBB/Long Island needs a strong OM, experienced news people & mature partime announcers. T&R: Tony Michaels, Box 130, Merrick, NY 11566, EQE M/F

MAJOR MARKET TALENT ONLY

Top five market CHR is looking for excellent air personality. Send tape and resume to: Radio & Records, 1930 Century Park West, #973, Los Angeles, CA 90067. EOE

Immediate opening at Lakes region A/C leader. Good production a must. T&R: Bob Magnuson, WEMJ, Box 1490, Laconia, NH 03247. EOE M/F (4-12)

WRFM/NYC is now accepting T&R's for experienced partiting announcers & a news anchor, Bob Dunphy, 485 Madison Ave. 10022, EOE M/F (4-12)

Morning personality needed at WRNJ. We have a big city sou with a small town feel. Only one hour from NYC, T&R; D.P.K. dall, Box 1000, Hackettstown, NJ 07840. EOE M/F (4-12)

rttime experienced radio air personality. T&R: J WBEN, 2077 Elmwood Ave., Buffalo, NY 14207

Friendly-sounding personality needed for middays plus production at adult hit JOY FM. T&R: PD, WJYY, Box 422, Concord, NH 03301. EOE M/F (4-12)

SOUTH

Experienced parttime announcer wanted to work various shifts including weekends. Have production experience, tool T OM, WINK Box 331, Ft. Myers, FL 33902. EOE M/F (4-19)

Wanted: Announcer/production person & copywriter all rolled up in one. T&R: John Sebastian, WJSY, Box 1107, Harrisonburg, VA 22B01. EOE M/F (4-19)

Rock & roller on Carolina coast needs talented production-oriented personality. T&R: Kris Kelly, WXQR, Box 760, Jacksonville, NC 28541. EQE M/F (4-19)

ONE OF AMERICA'S BEST A/C'S

Needs a production director who can make our spot breaks sound as good as the rest of our programming. If you're creative, experi-enced and enthused, send us a tape & resume: Radio & Records, 1930 Century Park West, #970, Los Angeles, CA 90067. EOE

Needed: Female announcer for afternoon slot. T&R: WLCC, Box 387, Luray, VA 22835. EOE (4-19)

FL morning & afternoon creative personalities neededl Good pay for the right team players. References, T&R: OM, Box 2598, Lakeland, 33806. EOE M/F (4-19)

Needed: Air talent for KQ99. T&R: Bruce Clarke, WKDO, Box 435, Henderson, KY 42420. EOE M/F (4-19)

Can you create a winning sales program for this new Nashville market station? Convince me! References & R: Biff, Box 213, Brentwood, TN 37027. EOE M/F (4-19)

R&R FRIDAY, APRIL 19, 1985/55

OPPORTUNITIES

OPFNINGS

Needed: Expenenced air personality for contemporary hit FM. T&R: Barry Michaels, Z101, Box 865, Fairmont, NC 28340. EOE M/F (4-19)

DJ wanted for FM Country/Rock in Southern GA. Would prefer sales-oriented person. T&R: WBTY, Box 396, Homerville, 31634. (912) 487-5359 EQE M/F (4-19)

ONE OF THE SOUTHEAST'S HIGHEST-RATED CHRS

Has a morning opening beginning at the conclusion of the current Arbitron. We offer excellent pay, great benefits, and the best facility. In return, we want a team or solo act who's personable, funny, even outrageous at times and understands local relatability. No beginners. Apply in complete confidence lo: Padio & Records, 1930 Century Park West, 1989, Los Angeles, CA 90067. EOE M/F

TX coast 100kw Country killer needs a PD with strong production & management skills. Photo, T&R: Box 1808, Harlingen, 78551. EOE M/F (4-19)

Needed: Outgoing personality desiring good benefits & community involvement (located near DC metro area). T&R: Frank Mitchell, WINC, Winchester, VA 22601. EOE M/F (4-19)

Wanted: PD/morning person for this MOYL station in beautiful Sevenneh, T&R: WSGA, Box 8247, GA 31412. EOE M/F

Needed: Oldies-based A/C Production Director/efternoon drive personsity with five years experience. Photo, T&R: Torn Murphy, WAIV FM, Box 8677, Jacksonville, FL 32236. EOE M/F (4-19)

News professional wanted to inform intelligent & young professional audience, T&R: Bob Linden, Star 108 FM, Box 20107, San Antonio, TX 78220. EOE M/F (4-19)

WKHX/Atlanta has immediate opening for an experienced announcer. Tapes & resumes to: Neil McGinley, 360 Interstate North, Suite 101, Atlanta. GA 30339. WKHX is a Capital Cities Station. EOE

Coastal resort FM needs mature personality for A/C format. Production & live phone skills a must. Photo, T&R: 8st Jurney Box 3513, Myrste Beach, SC 29578, EOE M/F (3-29)

Top-rated Country station is looking for entertaining & creative people. Production ability a must. T&R: OM, Box 522, Amherst, VA 24521. EOE M/F (4-12)

Currently accepting T&R's for future openings on AM Country. Good production & air skills a must. Charles White, WGAI, Box 1408, Eizabeth City, NC 27909. EOE M/F (4-12)

MS's best Country, WMBC FM, is accepting T&R's for full & pertime openings. Stan Smith, Box 707, Columbus, 39703. No calls. FOE MF. (4-12)

Wanted: Seles Manager for a new Nashville market station. Send philosophy & R: Biff Collie, Box 213, Brentwood, TN 37027. No cells or drifters. EOE M/F (4-12)

Growing seeside rook FM needs hard working Production Director with management, programming & air skills. T&R: Fred Mc-Cune, WZYC, Box 402, Beaufort, NC 28516, EOE M/F (4-12)

On-air personality needed for overnight at top-rated megastation in SE, T&R: R. Walker, WHYI FM, 2741 N. 29th Ave., #300, Hollywood, FL 33020. EOE M/F (4-12)

100,000 watt Top 100 FM needs afternoon jock with excellent .pipes & production. T&R: Rick James, K106, Box 106, Besumont, TX 77704. No calls. EOE M/F (4-12)

Immediate openings for midday & afternoon drive announcers at top-rated small market CHR. T&R: Michael Stevens, Bos 2300, Ardmore, OK 73402, (405) 226-5357 EOE M/F (4-12)

97 WAIV FM

Production Director/ PM Drive Personality

WAIV-FM/Jacksonville is searching for ONE creative, aggressive personality who can manage production dept. and a mature adult communicator for a 3-6pm airshift. A minimum of 5 years experience necessary. Send cassette and resume of production samples and aircheck to WAIV, do Tom Murphy, P.O. Box 6877, Jacksonville, FL 32236. FOF

OPENINGS

WROQ is seeking talented news/traffic reporter to interact with morning zoo team. Females encouraged, T&R: Randy Kabrich, 400 Radio Rd., Charlotte, NC 28216. EOE M/F (4-12)

Morning news person wanted for this SW FL A/C. Have a bright & conversational delivery, T&R: Nancy Frost, WRCC, Box 188 Cape Coral, 33910. EOE M/F (4-12)

WRAL FM/Releigh is footing for bright, tight & energetic weekend air personality. T&R: Steve Anthony, 711 Hillsborough St., NC 27605, EOE M/F (4-12)

FL Y100 is looking for an outrageous morning personality & a Production Director with experience, T&R: Randy Van Helen, WNIR, 801 W. Greneda Ave., Ormond Beach, 32074. EOE M/F (4-12)

WRQQ, Lexington's rock leader, is accepting T&R's for future on-air openings. Dave Krusenklaus, Box 100, KY 40505. EOE M/F No calls. (4-12)

MIDWEST

Personality A/C station seeks energetic talent with three years experience. T&R: Gene Konrad, WIRL, Box 3335, Peorie, IL 61614. EOE M/F (4-19)

KWHW/Altus is a modern Country station looking for a midden personality. We're very promotional with lots of remotes. T&R Dave Modl, Box 577, OK 73521. EQE M/F (4-19)

Sconnix Broadcasting (KFKF FM/Kanses City) is looking for a winner. If you're a dedicated radio personality, T&R: Box 6394, MO 64126, EOE M/F (4-19)

WILJF AM/FM is looking for announcers ready to step up to a regional market. C&R: Tim Murphy, Box 89, Cadillac, MI 49601. EOE M/F (4-19)

morrang all shift/Production Director needed with personality & creativity a must. C&R: Jeff Murphy, WWCT, 414 Hemilton Blvd., Peoria, IL 61602, ΕΟΕ Μ/F (3-22)

Northern MI AM/FM is accepting T&R's for possible future openings. No beginners please, T&R: Dennis Martin, Box 286, Petoskey, 49770. EOE M/F (4-19)

Looking for drive time personalities. Only team players need apply. T&R: Kevan Rabat, KDVV, Box 1478, Topeks, KS 66601. EOE M/F (4-5)

mm radio station is accepting T&R's for possible future openings. No beginners please. T&R: Dennis Martin, Box 286, Petoskey, 49770. EOE M/F (4-12)

equipment! Top pay for the right person, T&R: WAXX/WAYY, Box 6000, Eau Claire, WI 54701, EOE M/F (4-12)

Experienced female needed for evenings & production immediately, Great benefits in this college town CHR, T&R: Jay Bouley, WSPT, Box 247, Stevens Pt., WI 64481, EOE (4-12) immediate fulfillms opening (7-midnight) for CHR killer! T&R: Mike Miller, KOFM, Box 14806, Oklahoms City, OK 73113.

If you love mornings, being busy, promotions & involvement, you'll love working for us! T&R: Brian Gallagher, KRGI, Grand Island, NB 68802. EOE M/F (4-12)

Hot rockin' Q107 needs drive time personality & production for this Class C Upper MI FM. T&R: Dan Stone, WMQT, Box 467, Ishperning, 49849, EQE M/F (4-12)

100fcw A/C in SE MO is fooking for a talented morning personality/PD who knows programming, promotions & music. References & R: Box 247, Poplar Bluff, 63901. EOE M/F (4-12)

Is accepting applications for PD, mornings and airstaff. If you can relate to the 35-44 adult in an '80s MOR format, apply now! T&R to: Radio & Records, 1930 Century Park West, #974, Los Angeles, CA 90067. EOE M/F

KAT FM needs a fulltime day shift announcer who has two years experience. We are the top-rated A/C in Dubuquel T&R: Denis Albright, Box 688, IA 52001. EOE M/F (4-12)

WKAV, Appleton-Green Bey's CHR, is looking for T&R's for talent pool, T&R: Ron Ross, 1765 Block Rd., Kauksuns, WI 54130, EOE M/F (4-12)

Young & aggressive company is seeking air talent & morning personality, T&R: Gary Krahn, Box 1377, Blamarck, ND 58502.

WEST

Personality ND needed at KLKT/Lake Tahoe-Reno, T&R: Ka Hunter, Box 6063, Incline Village, NV 89450. No calls. EOI M/F (4-5)

Morning man with proven ability needed with personality 8 who follows directions & knows community affairs. T&R: John Edwards. KRQU, Box 818, Laramie, WY 82070. EOE M/I (4-19)

Out goes the automation at KLYKI We need jocks for this CHR FM. T&R: Bob Hert, Premier Broadcasting, 1133 Krusky Rd., Centralia, WA 98531, EOE M/F (4-19)

OPENINGS

AOR morning personality with three years experience wanted for KDJK/Modesto-Stockton, C&R: Jerry Longdon, 570 Armstrong Way, Oekdele, CA 95361. EOE M/F (4-19)

KILO 94 seeks AOR news pro to join Colorado Springs top-rated morning team by summer. Motivated & personable pros only! T&R: Rich Hewit, Box 2080, CO 80901. No calls, EOE M/F 44-19.

El Centro's most listened-to radio esation needs a writty morning person now! Picture, T&R: KAMP, Box 1018, CA 92244. (619) 352-2277 EOE M/F (4-19)



is searching for fulltime air talent. Creative on-air and production required. Cassettes and resumes to Pat Evans, KOME, 1245 S. Winchester Blvd. San Jose, CA 95128. No calls, EOE MiF

New 6kw clear channel AM/FM in NE CO seeks outstanding eintalents & sports PSP. T&R: Dan Gittings, Box 111, Lamarr, 81052. EOE M/F (4-19)

KWNZ, Reno's 87,000 wett hot CHR, wants another fulltime personality with production experience. T&R: Deve Shakes 557 Washington St., NV 89503. EOE M/F (4-19)

Northern CA small merket A/C has openings for an experienced morning person & a news position. C&R: OM, Box 1010, Red Bluff, 96080, EOE M/F (4-19)

K\$103 loses another one to L.A. We need a bright, uptempo late-night jock. T&R: Dave Parks, 3180 University Ave., San Diego, CA 92104. EOE M/F (4-19)

7-midnight CHR personality? San Luis Obispo needs you for this rare opening! T&R: Rojer Peterson, Box 220, Arroyo Grande, CA 93420, EOE M/F (4-19)



Get To The Top!

If you're a future major market A/C or CHR personality, then refine your specials stills with ust Now looking for future air talent, production and news people. Excellent growth opportunities for the experienced. Send tape, resume and pholo to: Brian Casey, PD, KO93, 2121 Lancey Drive, Modesto, CA 95355, ECE

Top-rated central OR FM has an opening for an air talent/production person. T&R: Deryl Deleney, KXIQ, Bend, 97708. (503) 382-5611 EOE M/F (4-19)

Want a fresh start? Future positions being pondered for this A/C station. C&R: Chris Alexander, KQSW, Box 2128, Rock Spring, WY 82901. No cells. EOE M/F (4-19)

Future opening for female announcer with personality, T&R: KMCQ, Box 104, The Dalles, OR 97058, EOE (4-19)

SW NRM Clase C station looking for creative Production Director.
Call Andy Bowmen, GM, at KSNM/Las Cruces: (506)
884-3987 EOE M/F (3-22)

Great opportunity for experienced AOR personality at KFMG/Albuquerque as afternoon drive/Production Director. C&R: Tom Marshell, 5801 Domingo NE, NM 87108. EOE M/F

KUDO/Lae Vegas A/C is now accepting T&R's for future full & partitime openings. Bill Bauman, 86 E. Tropicana Ava., NV 89109. EOE M/F (4-12)

News Director

Take-charge News Director to manage twoperson News Dept. for Southern Calif. AM-FM combo. Send resume, salary requirements, aircheck, and all the reasons why we should hire you to: GM, KMEN/KGGI, Box 1290, San Bernardino, CA 92402 M/F EOE

Entry level opening available for PD/morning announcer. T&R: KRAL, 600 Higley Blvd., Rewlins, WY 82301. EOE M/F (4-12)

WY's most listened-to CHR has a rare overnight opening for an experienced professional. T&R: Bill Cody, KTRS, 251 W. 1st St., Cesper, 82801. EOE M/F (4-12)

Selt Lake City's top-rated rocker, KRSP FM, has an opening for an afternoon drive telent/MD. No beginners. T&R: Rendy Rose, Box 7760, UT 84107. EOE M/F (4-12)

Creative & detail-minded Sales Coordinator wanted. Have general office skills & computer experience, if possible, R: Judy Currier, KLOK, Box 21248, San Jose, CA 95151. EOE M/F (4.12).

OPENINGS

COASTAL CALIFORNIA AM-FM

Seeking creative, responsible PD. Background promotions, on-air, production necessary. Targeted 30+...Competitive medium market, commitment to win a must. We've got the tools, need right person. Send T&R to: Radio & Records, 1930 Century Park West, #368, Los Angeles, CA 90067. EOE M/F

Full & partitime air slots available soon. Production experience a must! T&R: Corey Baker, Box 1428, Victorville, CA 92392. (619) 245-8635 (4-12)

Adult AOR jook needed for pertime shifts on CA central coest. T&R: Mark Kaufmann, KMBY, Box 1271, Monterey, CA 93942. EOE M/F (4-12)

We have a daytime opening at this small market Country station, T&R: KCCC, 1011 W. Mermod Rd., Carlabed, NM 88220

Afternoons in Sen Franciscol Rare opening for someone who is entertaining, warm & has something special to offer. T&R KITS, 1355 Market St., CA 94103. No calls. EOE M/F (4-12)

POSITIONS SOUGHT

This eight year pro has many talents, few of which are being used now, & needs e MW position. (608) 783-7080, 2-5 cst (4-19)

Bright & positive five year pro with solid production is seeking alot in Top 100 winning Country or CHR, DON; (316) 276-2366

Pro with numbers, volce, phones, characters & attitude is seeking a CHR or A/C. Currently am in Top 50 market. MIKE: (305) 282-3841 (4-19)

Can we talk? 11 year major merket pro is available for Ælaistant PD/MD or prime air shift in any format in Baltimore/Washington area. AL: (301) 656-2641 (4-5)

Diverse pro will go anywhere for my first job! Success-oriented, mature, creative, dependable, articulate & with a BA can do news & sports. DARRELL: (219) 883-9337 (4-19)

Contemporary A/C, CHR & Country personality (WNOE FM, WMZQ & WWDC) is looking! JOEL CASH; (504) 895-0849 4-19)

Current Assistant PD/MD at Ohio AOR is dependable & versatile & am looking for on-eir, production or office work. MATT: (513) 741-3366 (4-19)

12 year pro with copywriting experience for Taft, Group W & Disney seeks fulftime position in the L.A. area, BOB: (714) 854-2130 (4-19)

SPORTS PRO READY FOR THE BIG LEAGUE

Nine years experience in anchoring & P-B-P. Anchored #1 call-in show. Looking for medium or major market. Hard worker! Proven winner! My creativity makes sports entertaining for everyone. Respond to: Radio & Records, 1930 Century Park West, #975, Los Angeles, CA 20067

Black Production Director loves to rock on any CHR, A/C or AOR. Have clear accent-free voice, excellent production & copywriting skills. GERALD O. STROTHERS: (412) 244-8872 (4.19)

ND/anchor with eight years experience & solid credentials seeks new opportunity in a Top 100 market only. JEFF: (409) 822-1876 (4-19)

Production/on-air/copywrites is looking to make a programming/management move to a small/medium market CHR or A/C. NORRIS: (817) 633-3171 (4-19)

adon where I was made some formet changes & one of them as mel Pro with over four years experience is looking for e ive slot on a CHR. PETER McRAE: (717) 824-9022 (4-19)

li outrageous humor seeks a major market morning slot. (904) 373-4168 (4-19)

Major merket news anchor from KFWB, KFRC & WNEW is seeking a similar position, (602) 266-9229 (4-19)

CA broadcaster with 12 years on-air experience seeks work in CA, OR, WA or NV at any MOR, Country or A/C. TOM KEN-LON: (707) 839-4551 (4-19)

MIKE McCARTHY at 95 Rock in Sirmingham is topical, creative & professional. I do voices, phones & Interviews & want a Top 50 AOR, CHR or A/C. (206) 951-2116 (4-19) Morning pro with 10 years medium/major meritet expenence is looking for stable position as OM or PD, DAVE: (904) 765-6624

Major market experienced pro (WEAM/Weehington & WLPO/ Baltimore) is versatile, concise & tight. I want to return to an air shift. BOB MOHR: (301) 777-2988 (4-19)

56/R&R FRIDAY, APRIL 19, 1985

OPPORTUNITIES

POSITIONS SOUGHT

Contemporary Country communicator has done afternoon drive in Phoenix & morning drive in San Diego & am seeking stable A/C or Country, LEN ROBERTS: (619) 691-1181-(4-19)

Creative 10 year personality is looking for a midday or evening slot in a medium market Oldies, A/C or CHR station, DENNIS. (319) 366-6976 (4-19)

Major Markets . . . Any Shift

Talented AM drive pro wants to break into Top 50. Most personality formats. **Michael** (206) 533-6002. Anytime, leave message.

Have one year experience as MD & sports & am looking to settle down in a medium market on the West Coast, I take directions very well. LARRY: (206) 747-8493 (4-19)

Hard working team player with seven years experience in Country formats & a good track record is looking for a position in the mountains West or 7 ROB: (406) 652-6454 (4-19)

If you're looking for an experienced newsman, stop'right here. Six year pro seeks a winning team as ND or anchor reporter. BRAD: (414) 782-1592 (4-19)

VICTOR LUTES: An outstanding CHR-A/C air personality is now available. Formerly with KLQ & WJIM, I have an oldies knowledge & prefer the MW. (313) 646-4113 (4-19)

pipes, production & work ethics. GREG: (913) 392-3479 (4-19)

You like Country music & the desert? Keep it! For me, thre years is enough. I want & can handle a CHR or A/C anywhere MIKE MASTERS: (805) 943-7187 or 824-4221 (3-22)

Pro with two years experience in NJ & PA is looking for small/medium market air shift or to learn sales. PAT: (215) 423-1590 or 714 E. Hilton St., Philadelphia, PA 19134. (4-19)

NCAA Division I sportscaster for five years & eight years PBP & announcing on TV & radio is looking for a medium/major market. (219) 432-3083 (4-19)

ND with the experience & professionalism you need wants to talk with you. Am looking for a medium/major market station in the SW or MW. (307) 235-1483 (4-19)

Currently NYC employed black & energetic personality is ready for a big move with an Urban station, LANCE HAYES: (212) 368-3564 or 993-0276 (4-19)

TED KELLY: 10 years experienced CHR personality is available now. Formerly with 894 & 897, I'm ready for a challenge with a winner only. (504) 348-4628 (4-19)

Pro is seeking an OM/PD position at a major/medium market Country or A/C station, RON DENNINGTON: (314) 428-3132 (4-19)

Currently employed Production Director/air personality with five years experience is looking for an A/C or CHR near the coast of VA, SC or NC, LYNN; (703) 463-7914 (4-19)

Geg me? Why? Top 50 market jock with off-the-wall personality, but with straight forward attitude seeks Top 100 market A/C or CHR. DAVE: (516) 826-6076 (4-19)

DJ/production/MD/PD with five years experience wants CHR, AOR or A/C, but prefer the South, ALAN: (601) 256-3555, before 1 cst (4-19)

Four years is enough in this market. Young, ambitious & relocatable AOR personality/programmer is looking to crack the Top 100. DAVE PRIEST: (217) 333-2016 (4-19)

Wented: AOR or CHR station looking for air talent. I have over five years experience. Have voice, will travel. HANK LONDON: (201) 328-0097 (4-19)

Tallahassee CHR-A/C personality is available now! Have production & promotions background. LARRY: (904) 386-1799 (4-19)

Hill How are you? I'm what you need. I've got major market experience in promotions & the sound you're looking for. SCOTT: (216) 779-5636 (4-19)

One time offer: Don't miss your chance! MW/Great Lakes area? Medium market? Have smooth delivery, experience & leadership. MARC: (813) 474-5064 (4-19)

POSITIONS SOUGHT

Wanted: Fulltime air position & straitjačket for the last original red hot rocker from Rock 103. Have five years experience. AL STEELE: (901) 388-8589 (4-19)

I have over two weeks major market experience & I can't take many more Gong Show reruns! STEVE COCHRAN: (305) 488-2168 (4-19)

Ambitious, professional & pleasant A/C DJ has good production & come highly recommended. I seek shift in the East. MARK: (412): 226-3089 (4-19)

Energetic sportscaster/reporter/anchor with talk show, basketball, football & baseball PBP experience seeks PBP opportunities & studio work. JIM: (315) 736-7221 (4-19)

Eight year pro who's done it all seeks ND slot. All offers considered from NE, Mid-South or MW. R. BARGAR; (304) 475.4712 (4.19)

475-4712 (4-19)

Attention small markets: Hard working team player with lots of experience is ready to move to any A/C, Country, AOR or CHR

JIM: (609) 522-7843 (4-19)

Fresh, creative & young talent is wasting away in Cowtown, USA, I'm tired of watching the alfalfa grow & am ready to produce a scintillating show. ZIGGY: (609) 267-4360 (4-19)

DAVE of all trades is currently a reporter/weekend anchor with four years experience in announcing, news & producing. Prefer position in New England. (207) 846-4697 (4-19)

Hard working, dedicated & older DJ with one year)of experience in CHR & Country is looking for a challenging position in a medium market. JIM: (313) 274-2433 (4-19)

16 years experienced pro with mornings, as ND, copywriter, production & PD wants a medium market now & I prefer FL LARRY KAY: (717) 653-2500 (4-19)

Complete your book with a large metro area jock with drive time & MD experience seeking a Top 100 market in a mild climate. (305) 755-1292 or 746-8032 (4-19)

Brand new characters galore & am ready to work an air shift with lots of wild tracks! JON EDWARDS: (215) 267-5821 (4-19)

Relocatable, dedicated, dependable & hard working A/C or Country personality is looking for a medium/large market. JOHN: (901) 767-1556 (4-19)

GREG SHERRON: 10 year veteran is seeking a sports position preferably in the SE. (205) 881-6276 (4-19)

Dedicated & reliable four year pro is looking to put down roots & seeks an A/C or CHR challenge. CHRIS: (318) 364-6533 (4-19)

NYC/Long Island PD/air position desired by eight year pro with a MBA. I have PD/sales/research experience plus drive & dedication. TOM RICH: (516) 868-2350 (4-19)

Phoenix morning meniac comes complete with his own fourtrack studio & hot production, I need decent bucks & will consider medium markets. BRUCE MITCHELL: (602) 997-8155 (4-19)

Suffering from severe "radio" ation poisoning. I need massive AOR/CHR donor for transfusion. Offer void everywhere except FL. BRETT: (901) 363-1711 (4-5)

Former afternoon drive pro is looking around. If you are, too, then call REID: (315) 342-3069 (4-12)

Sports is my life, but I'm dead covering Big Red. Three years hard-core PBP & everything else at medium market A/C. JIM: (402) 435-4245 (4-12)

I know Country music. Employed OM/MD has seven years experience & is looking for a small/medium market. Prefer the East. GLENN: (607) 324-5157 (3-15)

Bright new voice wants to boost your ratings. I'm seeking an AOR/CHR DJ slot in a small/medium market. I will relocate. NICK: (212) 535-3894 (4-19)

Calm under fire. SANDY SHORE, seven year pro currently weekends in San Bernadino, is looking for L.A. opening. 605 Via Promontorio, San Clemente, 92672. (213) 306-8009 (3-22)

Position sought in announcing: Columbia grad who is sharp; talented & hard working, LISA: (412) 461-0310 (1-18)

DJ/Sports announcer, with over three years experience, is looking for a beginning in a small market station. CARL: (313) 256-6825, before 5 est (4-12)

If you're looking for a quality anchor/reporter, let's talk, Have 10 years news experience & will consider small market. Prefer the MW. (319) 386-8977 (4-12)

POSITIONS SOUGHT

Relocatable pro is experienced in Country, A/C & CHR & looking for a medium market challenge. JIM: (609) 522-7843 (4-12)

DOC WASHBURN, a proven ratings-getter (WiGL, WSOC), seeks AOR, CHR or A/C mornings. Prefer SE. Leave message: (704) 545-5604 (4-12)

I know Country music. Employed OM/MD has seven years experience & is looking for a small/medium market. Prefer the East. GLENN: (607) 324-5157 (3-15)

Experienced ND is wanting a reporter's position, CARL: (607) 733-8680 (4-12)

Employed OM is looking to go back to the MW & my real love, sports. Have a varied background. STEVE: (806) 293-9145 (4-12)

This pro is tired of fast bucks & swinging doors, Am looking for sales or on-air slot with any format in medium/major market. GARY RAE; (813) 755-9110 (4-12)

Young, ambitious & experienced news reporter/anchor is looking for a stable station. Willing to relocate if the right offer is made, PEGGY; (414) 251-6581 (4-12)

Creative production/copywriter with 15 years experience seeks stable A/C or Country station. Will relocate. WES: (414) 353-3604 (4-12)

FM102's ALI KNIGHT, the top-rated CHR in Sacramento, is looking. Have three years jock, news & production experience. (916) 921-5133 (4-12)

in Indianapolis, Louisville or Cincinnati. Have five years experience. MIKE BEVENS: (812) 423-7983 (4-12)

Easy Listening kind of guy wants a better gig. Have B.S. & CHR & Talk experience. Prefer CHR or A/C action in IL, IN or MI areas. TONY: (616) 696-1631 (4-12)

MACY in the morning is now available. 15 year pro is looking for Top 50 market station. (904) 785-6624 (4-12)

Sports Is my life, but I'm dead covering Big Red. Three years hard-core PBP & everything else at medium market A/C. JIM: (402) 435-4245 (4-12)

R.J. KOLLINS is experienced & available for Country & A/C for mats. No small markets please. (602) 947-6972 (4-12)

Former afternoon drive pro is looking around. If you are, too, then call REID: (315) 342-3069 (4-12)

Looking for a female announcer with excellent voice quality & creative production skills? Pick up the phonel ROBIN: (308) 384-5043 (4-12)

Versatile college grad with public radio experience seeks first commercial exposure in a MW, South or East small market station. DON DALE: (615) 868-3752 (4-12)

Young & creative personality has the ability & drive, but needs an opportunity, I will not disappoint, JOHN: (312) 262-3773 (3-29)

CHR/AOR DJ with great production & copywriting skills seeks full or parttime slot in SW CA. PAUL ALEXANDER: (213) 487-1377, after 3 pst (4-12)

14 year pro is looking for a job as a copywriter/Productio Director. PAUL DICKSON: (503) 378-0860 (4-12)

Medium/major market pro seeks airwork in any market, but am small market PD material. DENNY: (205) 770-9665 or 675-2089 (4-12)

Veteran ND/personality/anchor with experience (ABC Network, C8S O&O & Doubleday) is available now! ROB WILLIAMS: (512) 656-6789 (4-12)

Pittaburgh area CHR/A-C jock seeks air shift & entry into management. Have 13 years experience & prefer East Coast in oany market, KEVIN EVANS: (412) 856-5834 (4-12)

Experienced programmer wants to switch to sales. Prefer the

Young & ambitious radio announcer/MD is looking to get into real radio in a medium market. DON CLARK: (414) 387-3533 or 324-4441, after 6 cst (4-12)

Air talent is ready to make the big move. I have three years experience & would like a CHR or AOR gig. CHIP: (505) 722-7320 or 722-9025 (4-12)

Hard working team player with eight years experience seeks CHR or A/C air shift at medium/major market. SHAWN: (505) 722-9025 (4-12)

POSITIONS SOUGHT

Help! I'm being reglaced by a satellite dish! Relocatable pro is looking for programming, MD or middays/mornings. GARY: (205) 342-5603 (4-12).

If you're looking for a time & temp man, forget me. However, if you're looking for someone witty & creative, call MIKE MASTERS: (805) 824-4221 or 943-7187 (3-15)

15 year pro with AOR experience in the Portland market is ready to relocate to a major market. BOB: (503) 246-4590 (4-12)

MISCELLANEOUS

Top-rated CHR station in Joplin area needs record service. Dave Gibson, KSYN, 2510 W. 20th St., MO 64801. (4-19)

KOMP/Las Vegas has a jazz show on Sundays & needs jazzy product, old & new, Big Marty, 4660 S. Decatur Blvd., NV 89103. (4-19)

Record service wanted, especially for CHR, A/C & Gold formats. Contact Alan Swan, WNS, 801 Arch St., Philadelphia, PA 19107. (215) 574-0999 (4-12)

WWLS/Norman, OK needs CHR record service. Send those hits to: Jay Sanders, 4000 W, Indian Hills Rd., 73069, (4-12)

Expanded Contry format in L.A. seeks service from all major & independent labels. Call Howard at KCSN: (818) 885-3709 (4-12)

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 (maxlmum 35 words per inch). Includes border, box number and postage/handling.

Payable in Advance!

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

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



Promote Yourself In The MARKETPLACE

Call Nina for R&R Marketplace advertising information (213) 553-4330

ALEXANDER

"INNOCENT"

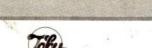


It's just one of the many hits from his debut Tabu album.

"INNOCENT

This Week's Black/Urban Chart:





DISTRIBUTED BY CBS RECORDS

NATIONAL MUSIC FORMATS

Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation SADE "Smooth Operator

Country Coast-To-Coast

EMMYLOU HARRIS "White Lines" DAN SEALS "My Old Yellow Car" LOUISE MANDRELL "Maybe My Baby" EXILE "She's A Miracle"

Rock 'N' Hits

KATRINA & THE WAVES "Walking On Sunshine" FRANKIE GOES TO HOLLYWOOD

Welcome To The Pleasuredome PATTI LABELLE "New Attitude"
JULIAN LENNON "Say You're Wrong" KOOL & THE GANG "Fresh"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

BOY MEETS GIRL "Oh Girl" LIMAHL "Never Ending Story"
PATTI LABELLE "New Attitude"
FRANKIE GOES TO HOLLYWOOD Welcome To The Pleasuredome

TM A/C

KOOL & THE GANG "Fresh" ERIC CARMEN "I'm Through With Love"

TM Country

EXILE "She's A Miracle"
JOHN SCHNEIDER

"It's A Short Walk From Heaven To Hell" ED BRUCE "When Givin' Up Was Easy'
TERRI GIBBS "A Few Good Men"
DAN SEALS "My Old Yellow Car"
VINCE GILL "True Love"

Century 21

Greg Stephens (214) 934-2121

The Z Format

MARY JANE GIRLS "In My House"
SURVIVOR "The Search Is Over"
BRYAN ADAMS "Heaven"
LUTHER VANDROSS "Til My Beby Comes Home"

The A/C Format

ALAN PARSONS PROJECT "Days Are Numbers" TEARS FOR FEARS "Everybody Wants To Rule The World"

Super-Country

JOHN SCHNEIDER

"It's A Short Walk From Heaven To Hell"
KATHY MATHEA "It's Your Reputation Talkin"
EARL THOMAS CONLEE

"Love Don't Care (Whose Heart It Breaks)"

Radio Arts

John Benedict (818) 841-0225

Country's Best

GARY MORRIS "Lasso The Moon" KENNY ROGERS "Love is What We Make It"
DAVID ALLAN COE "Don't Cry Derlin"

Soft Contemporary

JULIAN LENNON "Say You're Wrong" ALAN PARSONS PROJECT "Days Are Numbers" WHAM! "Everything She Wants" KOOL & THE GANG "Fresh" JAKATA "Golden Girl"

Sound 10

JULIAN LENNON "Say You're Wrong"
ALAN PARSONS PROJECT "Days Are Numbers"

Peters Productions, Inc. Debbie Welsh (619) 565-8511

Country Lovin'

WILLIE NELSON "Forgiving You Was Easy" HILLARY KANTER "We Work" EMMYLOU HARRIS "White Line"

The Great Ones

JULIAN LENNON "Say You're Wrong" ALAN PARSONS PROJECT "Days Are Numbers" BILL WITHERS "Oh Yeah"

Concept ProductionsEivin Ichiyama (916) 782-7754

TINA TURNER "Show Some Respect" SURVIVOR "The Search is Over" BRUCE SPRINGSTEEN "Trapped"

Country

HILLARY KANTER "We Work" ALLEN FRIZZELL "It'll Be Love By Morning"
JOHN ANDERSON "It's All Over Now" RAY CHARLES with MICKEY GILLEY "It Ain't Gonna Worry My Mind

Drake-Chenault

XT-40

JULIAN LENNON "Say You're Wrong" HOWARD JONES "Things Can Only Get Better BRYAN ADAMS "Heaven" GLENN FREY "Smuggler's Blues"

Contempo 300

DAVID LEE ROTH "Just A Gigolo/I Ain't Got Nobody' JULIAN LENNON "Say You're Wrong"

Great American Country

LEE GREENWOOD "Dixie Road" EDDY RAVEN "Operator, Operator"
JOHN,SCHNEIDER

"It's A Short Walk From Heaven To Heil"
GEORGE JONES & LACY J. DALTON 'Size Seven Round (Made Of Gold)

Media General **Broadcast Services**

Bob Dumais (901) 320-4433

ACtion

JAKATA "Golden Girl" JACK WAGNER "Lady Of My Heart"
ALAN PARSONS PROJECT "Days Are Numbers" MURRAY HEAD "One Night In Bangkok"
ERIC CLAPTON "Forever Man"

Your Country

STATLER BROTHERS "Hello, Mary Lou" LEE GREENWOOD "Dixie Road" EDDY RAVEN "Operator, Operator" ATLANTA "My Sweet Eyed Georgia Girt"
GEORGE JONES & LACY J. DALTON "Size Seven Round (Made Of Gold)"
JOHN SCHNEIDER

It's A Short Walk From Heaven To Hell"

Hit Rock

JULIAN LENNON "Say You're Wrong' GLENN FREY "Smuggler's Blues"

John Sherman/Bob English (206) 624-8651

Adult Contemporary

ALAN PARSONS PROJECT "Days Are Numbers"

Modern Country

MEL McDANIEL "Let It Roll (Let It Rock)" EXILE "She A Miracle" JOHN SCHNEIDER

"It's A Short Walk From Heaven To Heil" EDDY RAVEN "Operator, Operator DAN SEALS "My Old Yellow Car"

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

APRIL 19, 1985

- 0 STANLEY JORDAN/Magic Touch (Blue Note)
 - BOBBY HUTCHERSON/Good Bait (Landmark)
- Ø KENNY BURRELL/GROVER WASHINGTON JR./Togethering (Blue Note)
- DAROL ANGER & BARBARA HIGBIE QUINTET/Live At Montreux (Windham Hill)
- RARE SILK/American Eyes (Palo Alto)
 - YELLOWJACKETS/Samurai Samba (WB)
- STANLEY TURRENTINE/Straight Ahead (Blue Note)
- 0 WEATHER REPORT/Sportin' Life (Columbia)
- DAVE GRUSIN/One Of A Kind (GRP)
- DAVID SANBORN/Straight To The Heart (WB) 10
- ERNESTINE ANDERSON/When The Sun Goes Down (Concord) 1
- CHET ATKINS, C.G.P./Stay Tuned (Columbia) Ð
- MAYNARD FERGUSON/Live From San Francisco (Palo Alto) 22 Ð
- JAMES WILLIAMS/Alter Ego (Sunnyside) 14
- BILL REICHENBACH QUARTET/Bill Reichenbach Quartet (Silver Seven) 10 15
- BOBBY SHEW QUARTET/Breakfast Wine (Pausa) 13 16
- ALEX MALHEIROS/Atlantic Forest (Milestone/Fantasy) 14 17
- FALCON & THE SNOWMAN/Soundtrack (EMI America) 12 18
- TANIA MARIA/The Real Tania Maria: Wild! (Concord Picante) 11 19
- PHIL WOODS QUARTET/Live From New York (Palo Alto) 26
- DAVE BRUBECK QUARTET/For tola (Concord) 21 21
- ANDREAS VOLLENWEIDER/White Winds (FM/CBS) 22 17
- EMILY REMLER/Catwalk (Concord) T
- DEBUT 🕨 🚳 INDRA LESMANA w/NEBULA/No Standing (Zebra)
 - CHARLES LLOYO QUARTET/A Night In Copenhagen (Blue Note)
 - DAVID DIGGS/Streetshadows (TBA/Palo Alto)
 - JACKSON/BROWN/WALTON/ROKER/It Don't Mean A Thing... (Pablo) 20
 - GEORGE BENSON/20/20 (WB)

30

- DEBUT > @ TANIA MARIA/Made In New York (Manhattan)
 - 30 RICKY FORD/Shorter Ideas (Muse)

Black/Urban stations contributing to Jazz: WKND/Hartford, Meionae McClean; KJCB/Lafavette, Beatrice Evans WYLD FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Aimstrong; WDMT/Cleveland, Dean-Dean Rulus WO/I/Tolled, Maxx Mynick; XHM/San Delgo, Dutl fundsey.

NEW & ACTIVE

MARK MURPHY "Sings The Nat King Cole Songbook" (Muse) 13/3
Potations: Heavy 3/2, Medium 6/1, Light 4/0, Extra Adds 0, Total Adds 3, WBFO, WRTI, KKGO, Heavy: WYRS, Medium; WFPL

MILES DAVIS "Under Arrest" (Columbia) 13/2

MICHEL PETRUCCIANI TRIO "Live At The Viltage Vanguard" (George Wein/Concord) 12/5
Rotations: Heavy 4/2, Medium 4/1, Light 4/2, Extra Adds 0, Total Adds 5, WBGO, WUSF, WNUR, WYPE. KLCC. Heavy: WEBR,

CHICK COREA "Voyage" (ECM) 12/4

um 4/0, Light 4/1, Extra Adds 2, Total Adds 4, WBGO, WUWM, KADX, WUSF. Heavy. WKSU. Medi

ALPHONSE MOUZON "The Sky Is The Limit" (Pausa) 11/3

fium 8/2, Light 1/0, Extra Adds 0, Total Adds 3, KKGO, WYBC, WFSS, Heavy: KIFM. Medium: WZAM,

PATRICK PLUNKETT "Plunketts" Safari" (Noran) 10/6
Rations Heavy 10, Medium 21, Light 5/3, Extra Adds 2, Total Adds 6, WZAM, WNOP, KUOP, KPLU, WUSF, KLCC.
Heavy, KFM, Medium WLCO.

Feasy, MR. MISDIM. "CLU."

7.1AL FARLOW "The Legendary Tal Farlow" (Concord) 10/4

Rotations: Heavy 4/1, Medium 4/1, Light 0.0, Extra Adds 2, Total Adds 4, WEBR, KADX, KLON, KPLU. Heavy: WUWM, WMID, KXPP. Medium WBGG, WYRS, WMSG, WMSG, WYRS, WYRS, WMSG, WYRS, WYRS, WMSG, WYRS, WYRS, WMSG, WYRS, WYRS, WMSG, WYRS, WYRS, WMSG, WYRS, WMSG, WYRS, WMSG, WYRS, WMSG, WYRS, WYRS, WYRS, WYRS, WYRS, WMSG, WYRS, WYRS



(213)553-4330

MOST ADDED

WEATHER REPORT (19)
Sportin' Life (Columbia)
INDRA LESMANA w/NEBULA (13) No Standing (Zebra) MAYNARD FERGUSON (10) From San Francisco (Palo ERNESTINE ANDERSON (8) EMILY REMLER (B) PHIL WOODS QUARTET (8)
Live From New York (Palo Alto)

HOTTEST

STANLEY JORDAN (37) Magic Touch (Blue Note) BOBBY HUTCHERSON (22) Good Bait (Landm DAVE GRUSIN (14) One Of A Kind (G STANLEY TURRENTINE (13) Straight Ahead (Blue Note)
BURRELL/G. WASHINGTON JR. (12) Togethering (Blue Note)

BEST OF BLUE NOTE "Best Of Blue Note" (Blue Note) 10/2
Rotations: Heavy 3/0, Medium 3/1, Light 3/0, Extra Adds 1, Total Adds 2, WJZZ, WYBC. Heavy: WBFO, WEBR, WNUR. Medium

RECOIL "The Fantasy Continues" (Pausa) 10/1.
Rotations: Heavy 0/0, Medium 7/1, Light 3/0, Extra Adds 0, Total Adds 1, WLOQ. Medium: WEBR, WMOT, WZAM, WLVE, WVPE. PAUL WINTER CONSORT "Concert For The Earth" (Living Music) 9/4
Rotations: Heavy 2/0, Medium 1/1, Light 4/1, Extra Adds 2, Total Adds 4, WZAM, KCSC, KPLU, WMID. Heavy: WFPL, WUWM.

Notations: Pearly 24, medium 11, Signature 11, Signature 12, Light 11, Signature 12, Light 11, Signature 12, Light 110, Extra Adds 1, Total Adds 1, WMOT, Heavy, WYRS, WUWM, KKGO, WVPE, KXPR 12, Light 110, Extra Adds 1, Total Adds 1, WMOT, Heavy, WYRS, WUWM, KKGO, WVPE, KXPR

ART ENSEMBLE OF CHICAGO "Third Decade" (WB) 9/0
Rotations: Heavy 2/0, Medium 4/0, Light-3/0, Extra Adds 0, Total Adds 0, Heavy: WDET, WKSU. Medium: WGBH, WUSF, WNUR,

LIONEL HAMPTON "Ambassador At Large" (Glad-Hamp) 8/1
Rotations: Heavy 3/0, Medium 5/1, Light 0/0, Extra Adds 0, Total Adds 1, W8BY. Heavy: WBGO, WFPL. KADX. Medium: WKSU,

KLON, KJZZ, WVV-E.

**MOAVE McKENNA "The Key Man" (Concord) 7/4

Rotations: Heavy 2/1, Medium 3/1, Light 2/2, Extra Adds 0, Total Adds 4, WGBH, WFAE, KLON, KPLU. Heavy, WYRS, Medium.

WFPL, WMID.

MAL WALDRON & DAVE FRIESEN "Encounters" (Muse) 7/3

Paradona Managar on Martium 3/2. Licht 3/1. Extra Adds 0, Total Adds 3, WRTI, WUWM, KLCC. Heavy, KPLU. Medium, WGBH. MAL WALUNUR & UNDER STATE OF THE ADD STATE OF THE

Rotations: Heavy 1:0, Medium 1:0, Light 5:0, Extra Adds 0, Total Adds 0, Heavy: WNOP. Medium: KIFM. JEFF LDRBER "Step By Step" (Arista) 6:72 Rotations: Heavy 1:0, Medium 5:2, Light 0:0, Extra Adds 0, Total Adds 2, KBEM, KKGO. Heavy: WZAM, Medium: WMGI, WGCI,

REGIONALIZED ADDS & HOTS

STABLET TURRE MILES DAVIS INDRA LESMANA

MEATHER SEPORT RICHEL PETROCIA HODA LESSAMA CELCE CORLA MARNAD FRADES PATRICE PLUMEST SOULS SOULS ANGRE SELGIT ZALLY REGLER STANLEY DODAN SOCIEMA VITED

KLSK/Santa Fs. (*) Rick Darby

BRILT REMLER INDRA LESMANA WEATHER REPORT

PATRICE PLUMETT ERMESTINE ANDRESS INDRA LESMANA STANLET TURRENT() WEATHER REPORT

MIDWEST

INCHEE PETRICCIAN
WANTHER REPORT
RAVA
DORS SELIMITON
JERNIES COMENYAM
NATIVE SOLLIVAM
NOTURE:
STANLEY JORDAN
AMICES & SHAWR
ART SHARE
BURRELL & WASHING KWMUSt Louis

WEST

DAVE MCKEMBA LESCIE DRAYTON PAUL WINTER TAL FARLON NAVARRO PERCUGON FATRICK PLUMEETT NOCLOSEL

56 Reporting Stations ,50 Current Reports

KJAZ/San Francisco, KJCB/Lafayette, and WVOt/Toledo called in a frozen playlist. KSAX/Dallas-Ft. Worth and WYRS/Stamford failed to report this week: their playlists were frozen. KUHF/Houston falled to report a new playlist for three consecutive weeks and was not used in this week's data

BLACK/URBAN

BREAKERS

READY FOR THE WORLD Deep Inside Your Love (MCA)

67% of our reporting stations on it. Rotations: Heavy 3/0, Medium 20/3, Light 33/17, Total Adds 20 include WWIN, WILD, WAMO, WAOK, WHRK, KJLH, OC104, WENN, WFXC, WICKI, WJYL, WPLZ, WEAS, KOKA, WWDM. A most added record. Debuts at 39 on the Black/ Urban chart.

NATALIE COLE

Dangerous (Modern/Atco)

65% of our reporting stations on it. Rotations: Heavy 0/0, Medium 14/14, Light 40/40, Total Adds: 54 Including WDAS, WAMO, WDJY, WHUR, WAOK, WVEE, KMJQ, KRNB, WDIA, WHRK, WBMX, WBLZ, WDMT, WZAK, WLUM, KMJM, XHRM, KXOL. This week's most added record.

HAROLD FALTERMEYER

Axel F (MCA)

65% of our reporting stations on it. Rotations: Heavy 17/0, Medium 23/5, Light 14/6, Total Adds 11, KMJQ, WHRK, WEDR, WBLZ, WDMT, XHRM, Z93, KHYS, WANT, KOKA, WDAO. Moves 36-29 on the Black/Urban chart.

POINTER SISTERS

Baby Come And Get It (Planet/RCA)

65% of our reporting stations on it. Rotations: Heavy 6/0, Medium 18/1, Light 30/11, Total Adds 12, WBMX, WBLZ, WZEN-FM, KACE, KSOL, WJAX, WPDQ, WLOU, KHYS, WEAS. WKWM, KUKQ. Debuts at number 38 on the Black/Urban chart.

CHAKA KHAN

Through The Fire (WB)

.63% of our reporting stations on it. Rotations: Heavy 3/0, Medium 23/0, Light 26/10, Total Adds 10, KNOK-FM, KRNB, WHRK, KQXL, WENN, WJAX, KJCB, WPLZ, WEAS, WVKO. Heavy: WWIN, WAOK, WYLD-FM. Debuts at number 40 on the Black/Urban chart

NEW & ACTIVE

TEENA MARIE "Jammin" " (Epic) 49/8
Rotations: Heavy 20, Medium 21/4, Light 26/4, Total Adds 6, WYEE, K94, WBMX, WZEN-FM, WKND, WRDW, WP Heavy: WOW, WKXI. Mediums include: WDJY, WHUR, WAOK, KRNB, WDIA, WJLB, KACE, KJLH, XHRM, KŞOL

GWEN GUTHRIE "Just For You" (Island) 47/6 Rotations: Heavy 3/0, Médium 19/0, Light 25/6, Total Ac

33 FOY TOW "(ISTAMB) 4/70 (dium 1970, Light 25/6, Total Adds 6, WHRK, WZEN-FM, KSOL, WXOK, WQMG, KHYS. Heavy KRNB, WIN, WILD, WDAS, WYEE, WGCI, WDMT, KACE, WENN, WPEG, WYOL

k. W.M.M. Medium: WWNN, WILD, WOAS, WINES, INSUL, ITEMS, ASHFORD & SIMPSON "Bables" (Capitol) 43/20
ROBBIOTE HEBRY DO, Medium 17/5, Light 28/15, Total Adda 20, WDAS, WHRK, WDMT, KMJM, KDAY, XHRM, WENN, JET-CHAIC, WPDQ, WILDU, WBLX, WORL, WPLZ, WTOY, KAPE, WANM, WKWM, WYOI, KDKO.

JEFFREY OSBORNE "Let Me Know" (A&M) 43/16

etions: Heavy 3/0, Medium 17/4, Light 23/12, Total Adda 16, WWIN, WXYV, WDAS, DAY, WRDW, WPEG, WKXI, WJYL, WJJS, WEAS, WVKO, Heavy: WILD, WAOK, KAPE al Adds 16, WWIN, WXYV, WDAS, WAMO, KYOK, WHRK, WBMX,

WHAM! "Everything She Wants" (Columbia) 43/4 Rotations. Heavy 13/2, Medium 22/0, Light 8/2, Total Adds 4, W K.I.H. OC104, MPEG. JETSH, WRINK, WONS, MARCH, Debute

iotationa, Heavy 1/0, Medium 7/2, Light 31/18, Total Adda 20, WAOK, WGCI, WDMT, WJLB, KACE, KSOL, OC104, WATV, PEG, WFXC, WOMG, WPDQ, WJYL, WTOY, WQKS, WAAA, WKWM, WWWS, WVOI.

KLIQUE "A Women, A Lover, A Friend" (MCA) 37/27 Rotation: Felery 0.0, Medium 4d. Lpth 3162, Total Adds 27 including WXYV, WDAS, KYÖK, KRNB, WE DR. WBMX, WLB, WZEN-Fik KDAY, KSOL, KOZK, WAYV, WENN, WDMS, WSMK, KOKA, WAAA, WKWM, WTLC, WVOI. FREDERIK: "Gentile (Lailling Your Name)" (Heart) Sü'A. Rotatione: Heavy 160, Medium 111, Lpti 80, Total Adds 4, WYLD-Fik, WGCI, KACE, KIIZ, Hesery WRKS, WDAS, WLSB, WAHO, WYER, KRAD-Fik, KYOK, WZAK, WLSB, KOKI, WTKL, KICK, WWCI, KYOK, WTC, KWWS.

WAND, WYEE KRDA-FM, KYOK, WZAK, WILB, KOKL, WTKL, KJCB, WYKC, WYKWA, WTLC, WWWS.

REDDS & THE BOYS "MOVIN" & Forovin" ("TTED/Island) 33/3

Rotations: Heavy 20. Medium 120, Light 190. Total Adds 3, WAOK, WRDW, KOXL, Heavy, WHUR, WPDQ, Medium; WWIN.

WYV. WDAS, WDJ.Y. WHIRK, WEDP, WGCI, WZAK, KHYS, WTOY WASS, KOKA.

CASHMERE "We Need Love" ("Philly World/Atlantic) 32/8

Relations Heavy 00. Medium 150, Light 190. Total ADds 8, WDA, WOM, XHPM, KOXL, WOMD, KHYS, WDAO, KDKO, Medium

WOAS, KYOK, KRNS, WZAK, WZEK-FM, WORL, KAPE, KOKA, WANAK, WKWM, WTLC, WWWS

WHIZ KID "He's Got The Beat" (Tommy Boy) 31/5 Rotations: Heavy 0/0, Medium 8/0, Light 23/5, Total Adds 5, WB Ids 5, WBMX, WTKL: WENN, WANT, WKWM, Medium: WDIA, KSOL, WPEG,

WHODIN! "Big Mouth" (Jiva/Arista) 31/4

tum 12/0, Light 1:

IZI4, Total Adds 4, XHRM, KÖXL, WKXI, KHYS, Heevy: KKDA-FM, WZAK, WATV, WJMI, I, KRNB, WDMT, WRDW, WTKL, WQMG, KIIZ, KJCB, WANM, WQKS, WWWS, WENN LEGACY "Don't Waste The Night" (Private I/CBS) 31/3

r 60, Medium 15/2, Light 10/1, Total Adde 3, WEDR, WBLX, WANT, Heevy WAMO, WDIA, WOWI, WNHC, WEAS, h: WAOK, WDMT, KMJM, KACE, WENN, WPEG, WOMG, WPDQ, KHYS, WTOY, KAPE, WAAA, WKXI,

TONEY LEE "Teaser" (Critique) 28/8
Possions: Heley DG. Medium SG. Light 236, Total Addis 8, WWIN, WHEK, WILLIM, XHPIM; WENN, WPEG, WPDQ, W.LIS. Medium: KNNA, WEDR WRON, WESS WING. WESS WING.

ALFIE "Star" (Motown) 28/6-10/1, Light 18/5, Total Adds 6, WDAS, WUSL, WVEE, KRINB, WLUM, WBMK, Medium, WXYV, WGCI

Potations: Heavy Q.O. Medium 5/0, Light 22/15, Total Adds 15, WWIN, WILD, KNOK-FM, WYLD-FM, WEDMT, WZAK, WENN, WPEG, WOMG, WKXI, WPDQ, WORL, KAPE, WWDM, WAAA Medium; KRNB, WGCI, KACE, WRDW, WEAS

HOWARD JONES "Things Can Only Get Better" (Elektra) 26/5 Rotations: Heavy 1/0, Medium 10/0, Light 15/5, Total Adds 5, WHRK, WEDR, J KYOK, WTMP, KACE, KJLH, WPEG, WPDQ, WBMK, WOKS, WWWS WEDR, JET94, WJAX, WVKO Heavy WQQK Medium: WXYV,

MOST ADDED

Dangerous (Modern/A MARVIN BAYE (39) KLIQUE (27)

man. A Lover, A Friend (F ASHFORD & SIMPSON (28)

Babies (Capitol) GLADYS KNIGHT & PWS (26) eep Givin' Me Love (Columbi READY FOR THE WORLD (20)

HOTTEST

USA FOR AFRICA (88) We Are The World (Col DeBARGE (41) Rhythm Of The Night (Gordy/M MARY JAME GIRLS (28) In My House (Gordy/Motown)
MAZE I/FRANKIE BEVERLY (28)

NEW EDITION (23)

SIGNIFICANT ACTION

GRANDMASTER FLASH "Girls Love The Way He Spins" (Elektra) 22/11

W, WTKL, JET94, WBMK, WEAS, WWDM dium KNOK-FM, WJLB, KMJM, KDAY, WFXC

CURTIS HAIRSTON "I Want Your Lovin" " (Pretty Pearl) 22/4

Rotations: Heavy 1/0. Medium 7/0, Light 14/4, Total Adds 4, WXYV. WI WEDR, WOWI, WENN, WQMG, WKXI, WPDQ HERB THE "K" "(Breakle") Super Turt" (Private I/CBS) 21/2

DIA Medium WDMT WATV WKXI WRLX WEAS KOKA

MERC & MONK "Baby Face" (Manhattan Records) 20/13 Rotations: Heavy 0/0, Medium 2/0, Light 18/13, Total Adds 13, WAOK, WWEAS, KOKA, WAAA, WKWM, Medium KACE, WWWS. /AOK, WDIA, WNHC, 293, WPEG, WQMG, WICK, WLOU, WBLX.

PRODUCTION WHICH WARM MINISTERS IN THE PROPERTY PROFILED 1987/4 PAUL HARDCASTLE "King Trut" (Profile) 1987/4 Relations Heavy 10, Medium 64, Light 1270, Total Aods 14, WCYV, WH-UR, KNJU, WDA, WDMT, WZAK, WJLB, KMJM, WZEN-FN, WNHCK, KDXL, 2533, WPEG, MWAM, Heavy, WWOM, Medium WDWI, WFXC.

ROXANNE SHANTE "Queen Of Rox (Shante' Rox On)" (Pop Art) 19/8
Rotations: Heavy 3/1, Medium 10/5, Light 6/2, Total Adda 8, WDAS, WYEE, KYOK, W
WPEG, WQOK, Medium: WUSL, KMJM, WATY, WKXI, WEAS,
TIMA STIRRED. WICK.

TINA TURNER "Show Some Respect" (Capitol) 18/15 Rotetions: Heavy 1/0, Medium 7/5, Light 10/10, Total Adds 15, W

THAN TOPINEER "SHOW downer resupport (Lugnos) 19/10
Robbions: Heisey 10, Medium 75, Light 1010, Total Adds 15, WDJY, WH-UR, WWEE, KNOK-FM, WDIA, WTMP, KSOL.
OC 104, WFDW, WKXI, KOKA, WASAM, WDAO, WTLC, WHWS Heavy, WADK, Medium: WDAS, WFXC.
PHILIP BALLEY "Walking 0a The Chinese Wall" (Columbia) 18/3
Robbions: Heavy 00, Medium 90, Light 90, Total Adds 3, WTLD, WH-MR, WOMG, Medium: KRNB, WDIA, KACE, XH-PM, KSOL.

ANTHONY WATSON "Solid Love Affair" (SRO) 18/3

3, WAMO, WANT, WDAO. Medium: WAOI, WYEE, KRNB, WEDR, MILES DAVIS "Time After Time" (Columbia) 17/4 Rotations: Heavy 0/0, Medium 5/0, Light 12/4, Total Adds 4, F Ids 4, KRINB, WYLD-FM, KMJM, WANM, Medium: KACE, KSOL, WOMG,

MADONNA "Crazy For You" (Geffen) 17/4

WJJS, WOKS Medium: WBLZ, WORL. PHIL COLLINS "Sussedio" (Atlantic) 16/6

1/0, Medium 4/1, Light 11/5, Total Adds 6, WDJY, KYOK, WHRK, OC104, WPDQ, WWDM, Heavy, WZEN-FM,

wildown WCSL, KMC, WYKO.

Philip World/Atlantic) 16/2
Rotations: Heavy 20, Medium: 81, Light 61, Total Adds 2, WDAS, KOKA Heavy: KMJO, KYOK, Medium: KRNB, WZAK, WJLB,

DARYL HALL & JOHN OATES "Some Things Are Better Left Unsaid" (RCA) 16/0
Rotelrons Heavy 30, Medium 9:0, Light 4:0, Total Adds 0. Heavy JET94, KOKA, WOKS, Medium KRNB, K94, WBLZ, WZAK,

PEG. WJAX. WB

EVELYN THOMAS "Heartless" (Vanguard) 15/5 Rotations: Heavy 1/0, Medium 3/0, Light 11/5, Total Adds 5, XHRM, WORL, WOKS, WTLC, WVOI. Heavy: WZEN-FM. N

ARPPINI 'DUKE "'Rappin' Duka" (JWP) 15/2 Rotations Henry SO, Medium 30, Light 7/2, Total Acts 2, KMJO, Wr-RK. Heavy, WGC, WJLB, KDAY, KJLH, KIIZ. Medium WWN, WKWM, WTLC.

JESSE JOHNSON'S REVUE "Can You Holp No" (A&M) 14/13
Restators Heavy 17, Medium 17, Light 12/11, Total Adda 13, WHUR, WACK, WYEE, WHFR, KACE, KDAY, KILH, KSOL, WBMK, KACE, KDAY, KILH, KSOL, KBAY, KACE, KDAY, KDA

LOOSE ENDS "Hangin" On A String (Contemplating)" (MCA) 14/9 Rotations: Heavy 1/1, Medium 5/2, Light 8/6, Total Adds 9, WRKS, WDIA, WZAI

ZAK, KDAY, WPEG, WKXI, WQQK, KOKA, WANN BOBBY WOMACK "Someday We'll All Be Free" (Beverly Glen) 14/7 Rotabons: Heesy DO, Medium 60, Light 8/7, Total Adds 7, WXTV, KRNB, WDIA, WGC, KOKA, WDAO, WWWS Medium WAOK,

ROCKWELL "Peeping Tom" (Motown) 14/3 to 3, KRINB, WBMK, WVOI, Heavy: WPEG, WEAS, WWWS. Medium: WJLB

Rotations: Heavy 3/0, Medium 1/0, Light 10/3, Total Adde JUNIE MORRISON "Stick It In" (Island) 14/2 Rotations: Heavy 2/0, Medium 5/0, Light 7/2, Total Adds Adds 2, WEDR, KHYS. Heavy: KYOK, KIIZ. Medium: WAMO, KKDA-FM, KRNB, FAT BOYS "Stick Em!" (Sutra) 14/1

1/1, Total Adds 1, WENN. Heavy: KRNB. Medium: KKDA-FM, WZAK

Rotations: Heavy 1/0, Medium 2/0, Light 11/1, Total Adda 1, WENIN. Heavy: KRNB, Medium: KKDA-FM, WZAK
KLOCKWIZE "Kliss Me Now" (Sleban) 13/4
Rotations: Heavy 1/0, Medium 5/1, Light 7/3, Total Adda 4, KDXL, WPEG, WLOU, KHYS, Heavy: WWWS Medium: KRNB, WDIA,

KETTH POLE "Fellith Yeer Fantasies" (Supertronic) 13/4 Rotations: Heavy 1/0, Medium 1/0, Light 11/4, Total Adds 4, WOWI, WZAK, KHYS, WANT. Heavy: WTLC, Medium: WEAS

Rotations: Heavy 1/0, Medium 1/0, Light: VOYEUR "Paradise" (MICA) 12/9 1/0, Light 11/9, Total Adds 9, WDIA, WOWI, KMJM, WXOK, WPEG, WKXI, KAPE, KOKA, WANM.

REBBIEL JACKSON "Play Me (I'm A Juliabox)" (Columbia) 12/4
Rotations Heery OO, Medium 30, Light 94, Total Addis 4, WNH-C, KJCB, WEAS, WANN, Medium KYOK, WJMI, KOKA.
CHAMPAIBN "Intilinate Strangers" (Columbia) 12/1
Rotations: Heery OO, Medium 20, Light 10/1, Total Addis 1, WANT, Medium, WTMP, WJMI.

PRIME TIME "Give it To The Beat" (Total Experience/RCA) 12/1
Rotations. Heavy 0/0, Medium 3/0, Light 9/1, Total Adds 1, WATV. Medium: WC

Rotations. Heavy 0/0, Medium 3/0, Light 9/1, Total Adds 1, WATV. Medium SWITCH "1" m So Satisfied" (Total Experience/RCA) 12/1 WYLD-FM. Medium: KKDA-FM

Rotations: Heavy 10, Medium 21, Light 90. Total Adds 1, W/TV, Heavy; WTLD-FM, Misratris navo-res.
SKIPWORTH & TURNER "Thinking About Your Lave" (4th & Broadway/stand) 11/11

Persone: Heavy 00 Medium 30, Lords 86, Total Adds 11, WMN, WYTV, WRKS, WOAS, WAMO, WHUR, WHPK, WGCI, WZEN-

FM, KACE: WTIC.

DON HENLEY "All She Wants To Do Is Dance" (Beffen) 11/4

DON HENLEY "All She Wants To Do Is Dance" (Beffen) 11/4

Line and Market are Lustered Total Adds 4, WHFIK, WEDR, WANM, WWKO, Heavy WJAX, WOKS, Medum WBLZ,

WEMIK:
RALPH RÖLLE "Roxanne's A Man (The Untold Story)" (Streetwise) 10/8
Rossidons: Heavy 1/0, Medium 4/4, Light 5/4, Total Adds 8, KYOK, WEDR, WZAK, KMJM, WFXC, WPDQ, WEAS, WANM, Heavy;

POWER STATION "Some Like It Hot" (Capitol) 10/5
POWER STATION "Some Like It Hot" (Capitol) 10/5

Rotations: Henry 17, Medium 27, Light 73, Total Adde 5, WHRIK, 194, WDMT, JET94, WANT, Medium WFXC. SEXUAL HARRASSMENT "We Want Prince" (Heat) 10/1

Rotations: Henry 10, Medium 30, Light 61, Total Adde 1, WYKC, Henry, KKDA-FM. Medium, WZAK, KDAY, KIIZ.

MALE COLE

She's back
with a new single
that's so Hot it's
"DANGER OUS"

BLACK/URBAN BREAKERS

54.Stations - #1 Most Added

The most added record in its first week of release in the history of R&R Black/Urban Chart!

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From the forthcoming "DANGEROUS" LP

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EAST

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READY FOR THE MOR
JEFFREY OSBORNE
GRANDHASTER FLASH
TOMEY LEE
EVE! V. TONEY LEE EVELYN KING AUPRA

Roy Sampson
JEFFREY GEORNE
NORM SENDRYS
DEUCE
DEUCE
BORDY
FAUL RANDCASTLE
BORDY MONACK
EMOTIONS
SKIPMONTH & TURNE
CONTIS RAIRSTON
HOLKER
HOS DEBARGE
HAROLD FALTERMEYE
KLTPMAX
BILLY OCEAN

WILD/Boston Eiroy R.C. Smiti

ATLANTIC STARR
READY FOR THE MOR
EVELYN KING
HARVIN GALEY
PHILIP BALLEY
HOTERS:
JESSE JOHNSON
MARY JANE GIRLS
USA FOR AFRICA
WHITHEY HOUSTON
NEM EDITION

JORGANMELSAN
TEENA MARIE
MARVIN GAYE
CURTIS HAIRSTON
HOTTES HAIRSTON
JESSE JOHNSON
USA FOR AFRICA
DEBARGE
ALEXANDER O'NEAL
JENNY BURTON

LISA LISA
ALEKANDER O'NEAL
ANGELA
ALEKANDER O'NEAL
ANGELA
LOOSE ENDS
SKIPMONTH & TURNE
PENNYZ FORD
HOTCEST
USA FOR AFRICA
DEBARGE
MARY JANE GIRLS
WILTON FELDER
COMMODORES

OC104/Ocean City, MD Dave Allan

CLADYS RAIGHT
ERIC CARMEN
THAN TUBBER
PHIL COLLINS
EMOTIONS
HATALIE COLLE
JAKATA
GREG PHILLIMGAMES
ERADY FOR THE MOR
HOUSE
MAIS THE MOR
HOUSE
SADE
USA FOR AFRICA

ATLANTIC STARR
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HARY JANE GIRLS
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WAMO/Pittsburgh Allen Harrison

Allen Harrison
NATALIE COLE
ANTHONY MATSON
SE FOOKES TURNE
JEFFREY OS BORNE
READY FOR THE NOR
NOTESEL:
USA FOR AFRICA
SADE
DEBARGE
HAZE
GEORGE BENSON

Dan O'Mail

EUGRE NILDE
TINA TURNER
THIRD WORLD

ANTALIE COLE
OPUS TEN
HARVIN GAYN
ECILINE
PHIT COLLING
COLEMA
DEBARGE
HAROLD PALTERMEYE
USA FOR AFRICA
MURRAY HERO
MURRAY HERO
GIRAL
MARY JANE GIRLS

PAUL HARDCASTLE
MARVIN GAYE
ATLANTIC STARR
THA TURNER
JESSE JOHNSON
SKIPHORTH & TUR
KENNY G
NATALIE COLE
HOCLEST:
MAZE
PATTI LABELLE
COMMODORES DEBARGE USA FOR AFRICA

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LARY TINSEY
MARVIN CAYE
MATALIE COLE
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MATALIE COLE
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MATAL

WVEE/Atlanta Scotty Andrew

Michael Star
SYLVERS
CRARA KHAN
FAT BOTS
TOMET LEE
ATLANTIC STARR
ROXANNE SHAMTE
ROXANNE SHAMTE MARVIN GAYE
ROXANNE SHANTE
TINA TURNER
ATLANTIC STARR
JESSE JOHNSON
ALFIE
EENNY G
HATALLE COLE MATALIE COLE ANGELA TEENA MARIE CHANGE HOTTORICA COMMODORES SMALAMAR ALEXANDER O'NEAL NEW EDITION WWWZ/Charleston Marc Little

KLIQUE GLADYS KNIGHT PRIME TIME 1ADORA & JACKSON HOTCEST: USA FOR AFRICA DEBARGE MAZE MAXY JANE GIRLS ROOL & THE GANG

MARC LITTLE
RANGLD FALTERMEYE
RANGLD FALTERMEYE
RILLY OCEAN
PREDICT OCEAN
RECORD
FAUL NAMECASTLE
RECE 4 FORK
ELIQUE
NOTES:
NOTES TEENA MARIE
REDDS 4 THE BOYS
RLIQUE
JEFFREY OSBONNE
NATALIE COLE
BILLY OCENT
STEVE ARRINGTON
THAN TURBER
GRANDMASTER FLASH
HOTEGS
LUTHER VANDOSS
HILTON FELDER
PATTI LABELLE
UNA FOR ARRICA
THIRD WORLD

MINA ROSSI

ANTALIE COLE

ANTALIE COLE

ANTALIE COLE

EVELYN HIGH

NERC & HONK

NEELBA MOORE

ELOCAVITE

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ELOCAVITE

ENGEN

ELOCAVITE

EL

HOTTEST: COMMODORES USA FOR AFRICA NEW EDITION OHIO PLAYERS FREDERICK

GRANDMASTER FLASH PROCESS & THE DOO KLYMAXX Hottest:

WXOK/Baton Rouge Al Wallace

Al Wellace

O.T. SUSH
GMEN GUTHRIE
SILL MITHERS
JEAN KNIGHT
ATLANTIC STARR
CARRIE LICAS
VOYEUR
ZADORA & JACKSON
HATALIE COLE
HOLLOSI
H

Rich Phillips
CHICAGO
POWER STATION
POWER STATION
RESEARCH STATION
RESEARC RLOCKHIZE
NARADA MICRAEL MA
WHODINI
KLIQUE
REDDS & THE BOYS
CASHMERA
CHARA RRAN
YEAN KNIGHT
NATALIE COLE
HAZE
HAZE
USA FOR AFRICA
DEBARGE
JESSE JOHNSON
FREDERICK

Teri Avery

B.B. KING

ANGKLA BOPILL

MARVIA BOPILL

MARVIA BOPIL

MARVIA BOPIL

MARVIA BOPIL

MARVIA

AWIN Stows
MARVIN GAYE
NARADA HICHAEL WA
GLADYS KNIGHT
READY FOR THE WOR
KENNY G
JAZZY JEFF
RALPH ROLLE
HOTESE:
DEBARGE
ALEXANDER O'NEAL
MAZE USA FOR AFRICA CON FUNK SHUN

KNOK-FM/Ft. Worth

McCannibacon
GEORGE BENSON
CHARA KHAN
EVELYN KING
TINA TURNER
HOTTEST
HOTTEST
HOTTEST
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HOUSE
HO

DOC FOSTEY MERC & MONE ELIQUE ENIGHT GLANGE ENIGHT GLANGE A SIMPSON EVELTY RENG GMEN GUTHRIE PHILIP BAILEY MANUTH GAYE CAPMENER HOLLEAL; JESSE JOHNSON USA POR AFRICA MANUTALIS MANUTALIS

Vernor Wells
SILL WITHERS
SHITCE
SHIT

WLOU/Louisville Tony T. Fleids

TONY T. Fields
RICK JAMES
OPUS TEN
HERC & HONK
ASHFORD & SIMPSON
JAK
KLOCKMIZE
POINTER SISTERS
HOCLESI:
JESSE JOHNSON
READY FOR THE MOR
MAZE
STEVE ARRINGTON
ALEXANDER O'NEAL

HAROLD FALTERMEYE PAUL HARDCASTLE KLYMAXK DAVID DIGGS RAPFIN' DURE MATALIE COLE BIOTESE RUN DM.C. MHOGHIC ALEXANDER O'NEAL PAT BOYS SHALAMAR

ROXAMME SHANTE RALPH POLLE JEAN KNIGHT PHIL COLLINS JEFFREY COSOGNNI KLIQUE MATALIE COLE EMOTIONS ATLANTIC STARK NEW EDITION FURIOUS FIVE CON FURK SHUN USA FOR AFRICA

WKXI/Jeckson Tommy Marshall

Tommy Marshall
MINOD INI
KLIOUS
READY FOR THE MOR
VOYEUR
LE POXXE
NATALIE COLE
EVELIN RING
MANVIN GAYE
NATALIE COLE
TURN TURNER
MANVIN GAYE
MERCH HOME
BOLEEL
USA 70R AFRICA
HEE EDITION
MANY JANE GIRLS
SADE

none Rottest: DEBARGÉ SADE USA POR AFRICA KOOL & THE GANG BILLY OCEAN

TONY MENN POINTER SISTERS GEORGE DURE HOWARD JONES CHAKA KHAN HOTTEST DEBARGE HAZE NEN EDITION HADONNA USA FOR AFRICA

BOD SCOTT SILLY OCEAN READY FOR THE MOR ASSIFORD 4 SIMPSON MASS PRODUCTION MA

SHANNON GLENN JONES GEORGE BENSON

BBIS, John PREDERICK KENNY G OPUS TEN HARVIN GAYE BILLY OCEAN LUTHER VANDOOS! TINA TURNER HOTELEL DEBARGE USA FOR AFRICA JUNIE HORRISON TEENA MARIE RAPPIN DURE

ROCKWELL READY FOR THE WOR ALFIE

KJCB/Lafayette Bastrice Evens

JECKSON/JONES
HAROLD FALTERMEY
HATALL COLE
HOWARD JONES
JEAN KNIGHT
BILL WITHERS
DON HERLEY
JUNIE MORRISON
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RALPH ROLLE
HOCLER
HOTELR
HARY JAME GIRLS
KOOL 6 THE GANG

E.J. Taylor
LEGACY
NATALIE COLE
ATLANTIC STARR
MARVIN GAVE
ASHFORD & SIMPSOM
MERC & MONK
GOTEST:
USA POR AFRICA
MEM ROTITION
TEMPTATIONS
ROOL & THE GANG
WHITNEY HOUSTON

Bastrice Evens

NATALIE COLE
CHAKA KHAN
RICK JAMES
REBBIE JACKSON
HOTTER
USA FOR AFRICA
LUTHER VANDROS
FREDDIE JACKSO
FREDDIE JACKSO
JESSE JOHNSON
MAZE

PRINCE
NATALIE COLE
MARVIN GAYE
LOOSE ENDS
REDDINGS
JAIZY JAY
HOTCEST
SOS BAND
USA FOR AFRICA
RUM D.M.C.
ROMARD JONES
ROXANME SHANTE

WYLD-FM/New O Deli Spencer

Dell Spencer
TEMPER
EVELYN KING
STEVE ARRINGTON
FREDERICK
MILES DAVIS
BILLY OCEAN
HOCTEAN
HOCTEAN
HAZE
MILTON FELDER
USA FOR AFRICA
SADE

WDWI/Norfolk Chris Turner

CON FUNK SHUN CARL ANDERSON

WHAM! ATLANTIC STARR STEVE ARRINGTON PREDDIE JACKSON OPUS TEN TONEY LE JEFFREY OSOONNE SILL WITHERS HOTCERLUSA FOR AFRICA LUTHER VANDROSS SADE

Bruce Dowdy
WHAH!
MADONNA
MBITNEY MOUSTON
ROCHELLE
B.B. EING
ROCHELLE
CONTION
RESNA NARIE
CON FUNK SHUN
HOTERAN NARIE
LUTHER VANDROSS
HAZE
DEBARGE
HARY JANE GIRLS
KOOL & THE GAMG Jerry Mason
WILL RING
ZADORA & JACKSON
MILES DAVIS
KALIQUE
CARRIE BL
CARRIE C NEAL
CARRIE C NEAL
CARRIE C NEAL
STEVE ARRINGTON
CARRIES
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Earl James
SIEDAM GARRETT
NATALIE COLE
NATALIE COLE
NATALIE COLE
PROCESS 4 THE DOO
READY FOR THE MOR
ASHFORD 4 SIMPSON
EVELVIN RION
POINTER SISTERS
EVELVIN THOMAS
MARVIN GAYE
MORE THE
MORE THE WDIA/Memphis Bobby O'Jey BODDY O'ABY
RUN D.H.C.
ROXANNE SHANTE
CASHEREE
TINA TURNER
NATALE CONLER
PAUL HARDACSTLE
JOANNA GARDNER
PAUL HARDACSTLE
LOOSE ENDS
VOYEUR
MERC & MONK
HERR THE K
BOTTEST HONE
HER THE K
BOTTEST H

WPLZ/Petersburg Hardy Jay

WHRMANGAMPH

STOWNSTORM COLLEGE

CONTROL OF THE STOWN COLLEGE

CON

KHYS/Port Arthur

MAIN POTENTIAL

BOXANTE PARTIE

BOXANTE PARTIE

REITH POLE

WHAM!

POLWITER SISTERS

POLWITER SISTERS

POLWITER SISTERS

MODDIN:

GWENN GUTWRIE

MATALIE COLE

MATALIE COLE

MOT AYERS

READY FOR THE MOR

ROT AYERS

COMMODORED

COMMODORED

JESSE JOHNSON

ANTERNEY

ANTERNEY

MATE

LUTTHER VANDROSS

JESSE JOHNSON

WANT/Richmo

Donia Deens
LEGACY
CRANGE
ANYHONY MATSON
REITH FOLE
WHIZ RID
POMES STATION
NATALIE COLE
CARRIE COLE
CARRIE CUCAS
RANGLO PALIENMEE
HOTLER!
LOUSA FOR AFRICA
JESSE JONNSON
B.B. RING
B. RING

WTCY/Rosnoka Duke Ellington NATALIE COLE ROTANNE SHANTS ASHPOND & SIMPSON GLADYS KNIGHT EARL KLUGH GREC PRILLINGANES ANGELA BOFILL NOTES OF THE SHAND USA FOR AFRICA DEBANGE COOL & THE GANG

KAPE/San Antonio

MARVIN GAYE ASHFORD & SIMPSO ELIQUE VOYEUR RLIQUE
VOYEUR
GEORGE BENSON
EVELYN KING
OPUS TEN
JESSE JOHNSON
NATALIE COLE
HOTTEST
USA FOR AFRICA
DEBARGE
MHITNEY HOUSTON
MARY JANE GIRLS
SADE

DON DONES

DONIS THE NOTE HOR MANUTE GATE
MANUTE GATE
MATALIE COLE
JEFFREY DOSDONE
REBSIE JACKSONE
REBSIE JACKSON
REBSIE
REBSIE JACKSON
REBSIE
REBSIE
RESSIE

KOKA/Shreveport B.B. Davis

BB. Davis

HANGUD FALTERMEYE

HANGUD FALTERMEYE

HORZE CITLE

READY FOR THE HOR

TINA TUNNER

TINA TUNNER

LOOSE ZHOS

HERC A HOME

HERC A HOME

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HOME

LOOSE ZHOSE

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HERC CA HOME

HORE

H

Michael Moore

BILLY OCEAN
TINA TURNER
NATALIE COLE
HOTE OF AFRICA
MARY JANE GIRLS
DEBARGE
PRINCE
ALEXANDER O'NEAL

WOKS/Williamsburg Stave Crumbley

Stave Grumbley

MILL KING
EVELYN THOMAS
NATALIE COLE
GLADYS KNIGHT
HOTTEST
HOT

Eric SL James
KLIQUE
HARVIN GAYE
GLADYS KNEGHT
EVELYN KING
HERC 4 HONE
GRANDHASTER FLASH
JOANNA GARDNER
GLORIA BROWN
HATALIE COLE
HOSTER
LUSA POR AFRICA
JESSE JOHNSON
HAZE

JESSE GARAGE MAZE DEBARGE MARY JANE GIRLS

WWDM/Sumter Marva Mays

Marva Maya

EUCENE HILDE

EUCANNE SIAMTE

EUCANNE SIAMTE

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E Tollver/Perry
LOOSE ENDS
CAMEDO
PAUL HARDCASTLE
JEFFREY OSBORNE
RALPH ROLLE
EUGENE HILDE
NATALIE COLE
EVELYN RING
PENNYE PORD
REITH POLE
USA FOR AFRICA
HAZE MAZE B.B. KING FREDDIE JACKSON WHITNEY HOUSTON

WANM/Tellehassed Joe Bullerd Deen Deen
HAROLD FALTERREYE
ASBYORD 4 SIMPSON
POMER STATION
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HOLLOS
HOLLO PROMETER TO SERVICE TO

WVKD/Columbus K.C. Jones

DON BENLEY JEFFREY OSBORNE CHAKA KHAN KURTIS BLOW SIEDAH GARRETT BILL WITHERS SEXUAL HARRASSMEN HOMARD JONES HOTTEST: PREDERICK USA FOR AFRICA SADE MARY JANE GIRLS MIDNIGHT STAR

WDAO/Dayton Lankford Stepher

NATALIE COLE
TINA TURNER
BOBBY WOMACK
CASRHERE
HAROLD FALTERMEYE
ANTHONY MATSON
BOTHER
BOTH FRICA
WILTON FELDER
SADE
LIMBUR VANDROSS

MIDWEST

WJLB/Detroit James Alexand James Alexander
MARVIN GAYE
PAUL HARDCASTLE
KLIQUE
GLADYS KNIGHT
ANII STEMART
KOTTEST
JENNY BURTON
COMODORES
DEBARGE
USA POR AFRICA
LUTHER VANDROSS WKWM/Grand R

MAZE DEBARGE JENNY BURTON KOOL & THE GANG

SHANNON
MARVIN GAYE
NATALIE COLE
POINTER SISTERS
BAROLD FALTERMEYE
SEDAN
FREDDIE JACKSON
HOTLBATI
USA POR AFRICA
DEBARGE

Frank Gram

MARVIN GAYE
ASHPORD & SIMPSON
BAD DED
BAD DED
GLADVS KHIGHT
HERC & MONK
MHIZ RID
BILLY OCEAN
POINTER SISTERS
HOLTERS:
HOLTERS:
HOLTERS:
ALEXANDER D'NEAL
WILLYON
FELDER
SADE Graham Armstrong
BILLY OCEAN
HARVIN GAYE
SKIPHORTH & TURNE
PREDERICK
BOBBY MONACK
KENNY G
GLADYS KNIGHT
HOTLEST
USA FOR AFRICA
MAZE
DEBABGE

Jay Johnson
MARVIM CAYE
MASS EXTENSION
MATALLE COLE
EVELIN THOMAS
RLIQUE
JESSE JOHNSON
TINN TUNNER
CARL ANDERSON
BILLY OCEAN
SKIPMORTH & TURNE
SHOKE CITY
BOCKER!
BOCKER!
MILTON FELDER
MARY JANE GIRLS
WHITNEY HOUSTON

JIM BROWN
BILLY OCEAN
TONEY LEE
MARVIN GAYE
MATALIE COLE
ALFIE
MOTEST:
LUTHER VANDROSS
KOOL L THE GANG
SADE
MAZE"
MAZE"

Kermit Crockett
JESSE JOHNSON
GRANDMASTER FLASH
TIMA TURNER FLASH
TIMA TURNER
MARVIN GAVE
SHEERA RASTON
ANTALIE COLE
GLADYS RYIGHT
GLADYS RYIGHT
ENDER
FREDERICK
BAD BAND
WHITHEY HOUSTON
BOCKWELL .

KMJM/St. Louis Ron Atkins

Ron Atkins
BALPH ROLLE
DIVINE SOUNDS
HARY JAME GIRLS
LE FOXKE
MARY LANG GIRLS
LE FOXKE
MARVIN GAVE
MARVING
MAR

WZEN/St. Louis Doug Harris

MARVIN CAYE
SKIPHORTH 4 TURN
TEENA MARIE PAUL HARDCASTLE
BILL WITHERS
ATLANTIC STARR
KLIQUE
NATALIE COLE
ANGELA
SHIRLEY BROWN ANGELA SHIRLEY BROWN GWEN GUTHRIZ POINTER SISTERS HOTLEST TOBBASCE USA FOR AFRICA LUTHER VANDROSS KOOL & THE GANG KLYMAXX

Mair Myrick

NATALIE COLE
ROCKMELL
GLADYS KNIGHT
KLIQUE
ASHRORD & SIMPSON
EVELLY THOMAS
HOLLER
JOHNSON
NEW EDITION
NEW EDITION
USA FOR ARRICA
MARY JANE GIRLS

83 Reporting Stations **82 Current Reports** WJMI/Jackson reported a frozen

playlist this week. WDRQ/Detroit has changed formats and is no longer a Black/Urban reporter.

WEST

KDK Of Engle Jay Johnson
STEVE ARRINGTON
ASHFORD 4 SIMPSON
CASHMERE
HATALIE COLE
HARVIN GATE
HASS PRODUCTION
JEAN RRIGHT
HOLE CITY
HOLE CITY
USA POR AFRICA
DEBARGE
HARY JAME GIRLS
SADE
EUGENE WILDE

KJLH/Los Angeles

JESSE JOHNSON READY FOR THE WOR READY FOR THE WI GAP BAND HOTTEST: USA FOR APRICA COMMODORES SADE MARY JANE GIRLS LUTHER VANDROSS

KDAY/Los Ange

JESSE JOHNSON
JEPPREY OSBORNE
KLIQUE
ASHFORD & SIMPSON
LOGSE ENDS
HOTTERLI
USA FOR AFRICA
HART JANE GIRLS
DEBARGE
KLYMAIX
SADE

KACE/Los Angeles MINITRODINGON CLADTS RATIONT CLADTS RATIONT CLADTS RATIONT ROSE ROTCE ROSE ROTCE ROSE ROTCE ROSE ROTCE ROSE ROTCE ROSE ROTCE RATION REPRISEN HOLDER RANDY BERMISEN HOLDER RANDY BERMISEN LEZANDER O'NEAL USA FOR ARTICA KLYMAXX

Jay Stone
HADDHHA
TINA TURNER
COMMODORS
DIAMA ROSS
LUTHER VANDROSS
HUTHER VANDROSS
HUTHON FELDER
PORTER SISTERS
JENNY SUNTON
HADDORNA
DEBARGE
TINA TURNER
COMMODORS
SADE

BILL WITHERS
TINA TURNER
BILLY OCEAN
GMEN GUTHRIE
POINTER SISTERS
KLIQUE
GLADYS KNIGHT
JESSE JOHNSON
NATALIE COLE
HOTERS
BOTTERS
HOTERS
DEBARGE

KSOL/San Francisco

DUM LINDWAY
RABOLD FALTERMEYE
HODDINI
CAR THE PROPERTY
CA

Stations are listed by region. Hots are listed in order of their airplay activity.

READY FOR THE WORLD

"DEEP INSIDE YOUR LOVE"

The Newest Hit Single From The Forthcoming Album.

BREAKER

AXEL F

BY HAROLD FALTERMEYER

Another Smash Hit From IBIEVIEIRLY HILLS

Soundtrack

MCA RECORDS
DELIVERING THE MUSIC OF THE 80'S

COUNTRY

TOP 50

Three Two Last

Weeks	Weeks	We	plk	
40			•	REBA McENTIRE/Somebody Should Leave (MCA)
12	8	8	0	, ,
5	4	3	_	
15	7	7		SAWYER BROWN/Step That Step (Capitol/Curb)
13		6		EDDIE RABBITT/Warning Sign (WB)
2	2	1	5	
17	11	9		SYLVIA/Fallin' In Love (RCA)
1	1	2		ALABAMA/There's No Way (RCA)
18	12	10		CHARLY McCLAIN/Radio Heart (Epic)
19	14	12		RONNIE McDOWELL/In A New York Minute (Epic)
7	5	5		GEORGE STRAIT/The Cowboy Rides Away (MCA)
21	16	13		JOHN CONLEE/Working Man (MCA)
23	20			MARK GRAY & TAMMY WYNETTE/Sometimes When We Touch (Columbia)
22	19			CONWAY TWITTY/Don't Call Him A Cowboy (WB)
24	21			T.G. SHEPPARD/You're Going Out Of My Mind (WB/Curb)
27	23	18		MERLE HAGGARD/Natural High (Epic)
3	3	4		ANNE MURRAY/Time Don't Run Out On Me (Capitol)
43	33	21		RONNIE MILSAP/She Keeps The Home Fires Burning (RCA)
40	24			OAK RIDGE BOYS/Little Things (MCA)
25				FORESTER SISTERS/ (That's What You Do) When You're (WB)
30	25	23		WHITES/II It Ain't Love (Let's Leave It Alone) (MCA/Curb)
31	26 28			BARBARA MANDRELL/There's No Love In Tennessee (MCA) RICKY SKAGGS/Country Boy (Epic)
39 41	32			
38	34			CRYSTAL GAYLE/Nobody Wants To Be Alone (WB) MEL McDANIEL/Let It Rolf (Let It Rock) (Capitol)
32	29			KEITH STEGALL/California (Epic)
11	9			MICKEY GILLEY/I'm The One Mama Warned You About (Epic)
	50			EXILE/She's A Miracle (Epic)
45	38			EMMYLOU HARRIS/White Line (WB)
. 4	10			BELLAMY BROTHERS/I Need More Of You (MCA/Curb)
_	_			WILLIE NELSON/Forgiving You Was Easy (Columbia)
49	42	35		DAN SEALS/My Old Yellow Car (Liberty)
_	49			STEVE WARINER/Heart Trouble (MCA)
35	30	28		KENDALLS/Four Wheel Drive (Mercury/PG)
44	41	37		ED BRUCE/When Givin' Up Was Easy (RCA)
_	_	43		LEE GREENWOOD/Dixie Road (MCA)
BRE	AK	ER	•	STATLER BROTHERS/Hello Mary Lou (Mercury/PG)
_	48	40		LOUISE MANDRELL/Maybe My Baby (RCA)
47	44	42	33	VINCE GILL/True Love (RCA)
8	13	25	39	NITTY GRITTY DIRT BAND/High Horse (WB)
33	31	30		MAINES BROTHERS BAND/Everybody Needs Love (Mercury/PG)
. 50	47	44	3	KATHY MATTEA/It's Your Reputation Talkin' (Mercury/PG)
BRE	AKE	ER	32	EDDY RAVEN/Operator, Operator (RCA)
6	17	31		EARL THOMAS CONLEY/Honor Bound (RCA)
-	_	50		TERRI GIBBS/A Few Good Men (WB)
_	_	49		JIMMY BUFFETT/Who's The Blonde Stranger? (MCA)
				CHARLEY PRIDE/Down On The Farm (RCA)
DE	8uT	▶	(D)	JUDY RODMAN/I've Been Had By Love Before (MTM)
14				HANK WILLIAMS JR./Major Moves (WB/Curb)
DE	BUT			DAVID ALLAN COE/Don't Cry Darlin' (Columbia)
9	18	34	50	WAYLON JENNINGS/Waltz Me To Heaven (RCA)

APRIL 19, 1985

Total			
Reports/Adds	Heavy	Medium	Light
161/2	120	27	14
149/1	126	15	8
155/0	123	20	12
153/0	124	19	10
147/0	118	18	11
159/0	108	38	13
144/0	109	20	15
158/2	98	52	8
158/1	97	54	7
149/1	108	22	19
157/0	77	75	5
157/1	78	72	7
155/0	77	69	9
155/3	58	93	4
157/1	55	89	13
129/0	84	28	17
162/5	37	103	22
162/5	35	109	18
136/0	63	52	21
150/5	42	85	23
148/3	33	99	16
150/9	40	82	28
158/2	25	103	30
149/4	27	92	30
128/2	31	74	23
100/0	45	33	22
145/30	10	73	62
140/16	6	86	48 .
79/0	38	25	16
130/31	6	60	64
128/15	7	70	51
131/18	4	64	63
106/0	24	63	19
118/6	6	76	36
135/37	6	53	76
127/35	4	55	68
120/10	5	68	47
100/8	5	53	42
64/0	19	24	21
73/0	14	36	23
87/11	5	45	37
100/31	2	24	74
55/0	9	31	15
93/7	3	37	53
77/13	4	37	36
91/14	2	32	57
92/16	1	30	61
44/0	10	25	9
72/10	3	27	42
47/0	10	18	19

MOST ADDED

LEE GREENWOOD (37) Dixie Road (MCA) STATLER BROTHERS (35) Hello Mary Lou (Mercury/Poly JOHN ANDERSON (31) WILLIE NELSON (31) Forgiving You Was Easy (Columbia) EDDY RAVEN (31) Operator, Operator (RCA) EXILE (30) She's A Miracle (Epic) BANDANA (26) It's Just Another Heartache (WR) GEORGE JONES & LACY J. DALTON (25) Size Seven Round... (Epic)
JOHN SCHNEIDER (24) It's A Short Walk From... (GARY MORRIS (23) Lasso The Moon (WB)

HOTTEST

DOLLY PARTON (65) Don't Call It Love (RCA) JUDDS (64) Girls Night Out (RCA/Curb) SAWYER BROWN (60) Step That Step (Capitol/Curb)-ALABAMA (59) REBA McENTIRE (54)
Somebody Should Leave (MCA) GEORGE STRAIT (46) The Cowboy Rides Away (MCA) EDDIÉ RABBITT (37) MARK GRAY & TAMMY WYNETTE (29) Sometimes When We Touch (Columbia) **CONWAY TWITTY (29)** Don't Call Him A Cowboy (CHARLY McCLAIN (24)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hotest.

Radio Heart (Epic)

BREAKERS

STATLER BROTHERS

Hello Mary Lou (Mercury/PolyGram) On 78% of reporting stations. Rotations: Heavy 4, Medium 55, Light 68, Total Adds 35 Including WQBE, KIX106, WMZQ, WYNK, WVMI, KPLX, KILT-FM, WAMZ, KKYX, WSLR, WAXX, WQHK, KJOT, KUGN, KRPM. Moves 45-36 on the Country chart.

The information shown on the National Airplay/50, Breakers, New & Active, and Significant Action is current. The results shown are based on reports taken from our reporters on Monday, 4-15-85.

EDDY RAVEN

Operator, Operator (RCA)

On 61% of reporting stations. Rotations: Heavy 2, Medium 24, Light 74, Total Adds 31 including WTSV, WAJR, WWVA, WVMI, WUSY, WKSJ, KSO, WAXX, WOW, WIL, WTHI, KVOO, KGHL, KEIN, KIGO. Debuts at number 42 on the Country charf.

The fastest breaking single in R&R this week!

"Hello Mary Lou" BOODS-7

THE **IATLERS**

from the album

"Pardners In Rhyme" 824420-1

R&R @ COUNTRY BREAKERS

BB 4

CB 63

Produced by



RADIO & RECORDS NATIONAL AIRPLAY

COLINTR

NEW & ACTIVE

TERRI GIBBS "A Few Good Men" (WB) 93/7
Rotations: Heavy 3, Medium 37, Light 53, Total Adds 7, WCAO, WIXY, WWVA, WTSO, WMIL, KUUY, KWJJ. Heavy. WOKK, KRYX, WCJZ. Wedium: WVAM, KWMAL, WEZL, WWJO, KFDI.

JUDY RODMAN "I've Been Had By Love Before" (MTM) 92/16
Rotations: Heavy 1, Medium 30, Light 61, Total Adds 16, WNYR, WMZO, WYNK, WSOC, WUSY, WAMZ, WKIX, WSLR,
WUSN, KFD, KHS-M, KJOL, KKOS, KOIL, KYEG, KOCY, Debus at number 47 on the Country chart.

KIK.-M., KVEG, KRIAK, KHPM. Heavy: KIKK, WAMA.

DAVID ALLAN COE "Obn't Cyp Oarlin" "(Columbia) 72/10

Rotations: Heavy 3, Medium 27, Light 42, Total Adds 10, WWAX, KEAN, KMML, WSOC, WFNC, KYXX, WKIX, WQYK, KEBC, KKCS, Heavy, KiKK, WAMAW. WOKK, Medium: WALR, RKRT. Debuls at number 49 on the Country chart.

JOHN SCHNEIDER "It's A Short Walk From..." (MCA) 59/24

Rotations: Heavy 0, Medium 14, Light 55, Total Adds 24 Including WRKZ, WIXY, CHOW, KRRV, KASE, WXBQ, WSOC, WKSW, WASK, WASK, KRED, KKAL, KKCS, KVEG.

WORK, WKSJ, WAXX, KEBC, RKAL, RKCS, RVEG

RAZZY BALLEY "Modern Day Marriagas" (MCA) 66/6

Rotations: Heavy 4, Medium 32, Light 30, Total Adds 6, WGNA, Kirk, WKIX, KCJB, WOW, KRWQ. Heavy: WTSV, WPAP,
KKYX, WFMS Modelium WIX, KMM, WEZL, WCXI, KEIN,

LEON EVERETTE "Too Good To Say No To" (Mercury/PolyGram) 62/9

Rotations: Heavy 2, Medium 27, Light 33, Total Adds 9, WIXY, WVMI, KIKK, WOKK, WKIX, WFNL, KCJB, KIK-FM, KEIN.

ATLANTA "My Sweet Eyed Georgia Girl" (MCA) 61/13
Rotations: Heavy 0, Medium 17, Light 44, Total Adds 13, WKYG, CHOW, KEAN, WUSY, WFNC, WKIX, WSLR, WMNI, KSO,

ATLANTA MY SWEDI SPONSON STATE AND S

WOUZ, KEBG, KIOV, WITH, KIPK, NOUR, REIN, DAVID FRIZZELL & SHELLY WEST "00 Me Right" (Viva) 58/9 Relations: Heavy 1. Medium 22, Light 35, Total Adds 9, WIXY, KXYL, WEZL, WFNC, WLWI, WQYK, WITL, KEBC, KFDI

GEORGE JONES & LACY J. DALTON "Size Seven Round (Made Of Gold)" (Epic) 53/25
Rolations: Heavy 1, Medium 9, Light 43, Total Adds 25 Including WIXL, WKYG, WIXY, WEZL, KIKK, WNO) vy 1, Medium 9, Light 43, Total Adds KEBC, KTTS, KGHL, KUGN, KMAK

WORDS, RATA, WINN, REDU, N. LS, NOTE, AUSIN, AWARD.

JUHNNY PAYCHECK "You're Every Step 1 Take" (AMI) 53/6
Rotations: Heavy 0, Medium 21, Light 32, Total Adds 6, WEZL, WKIX, WKINI, WAXX, KUZZ, KMAK. Medium: WWVA, WYII,
WGTO, WCXI, WTOD, KOILL, KTOD, KOILL, KTOD, KOILL, WYIII,
WGTO, WCXI, WTOD, KOILL, KTOD, KOILL, KTOD, KOILL, WYIII,
WGTO, WCXI, WTOD, KOILL, KTOD, KOILL, KTOD, KOILL, WKIX, WKINI, WAXX, KUZZ, KMAK. Medium: WWVA, WYII,
WGTO, WCXI, WTOD, KOILL, KTOD, KOILL, WKIX, WKINI, WAXX, KUZZ, KMAK. Medium: WWVA, WYII,
WGTO, WCXI, WTOD, KOILL, KTOD, KOILL, WKIX, WKINI, WAXX, KUZZ, KMAK. MEDIUM: WWVA, WYII,
WGTO, WCXI, WTOD, KOILL, WTOD, WCXI, WTOD, WT

REX ALLEN JR. "When You Held Me In Your Arms" (Moon Shine) 52/14
Rotations: Heavy 0, Medium 12, Light 40, Total Adds 14, CHOW, WEZL, WFNC, KIKK, WWC WOD, WOKK, WKIX, KSO, WKKQ

WILL WISO, NEBC, NEIN, NEPM MOE BANDY & JUE STAMPLEY "Still On A Roll" (Columbia) 49/8 Rolations: Heavy 0, Medium 18, Light 31, Total Adds 6, KEAN, WEZL, WÖKK, WLWI, WKIX, WMNI, WTOD, KEIN. Medium WYI, KMML, KXYY, KVOO, KUZZ, KOKC, KCUB

SIGNIFICANT ACTION

WRIGHT BROTHERS "Fire In The Sky" (Mercury/PolyGram) 47/4
Rotations: Heavy Q, Medium 20, Light 27, Total Adds 4, WUSY, WGTO, WKIX, WIRE. Medium: WOKQ, WEZL, KBMR, WFMS,

CHANCE "To Be Lovers" (Mercury/PolyGram) 46/7 Rotations: Heavy 2, Medium 7, Light 37, Total Adds 7, WCMS, KKYX, WAXX, WTSO, KEBC, KUUY, KGA. Heavy: KIKK, WCUZ. Medium: WKSJ.

BANDANA "Il's Just Another Heartache" (WB) 41/26
Rotations: Heavy 0, Medium 4, Light 37, Total Adds 26 including W
KKAL, KUZZ, KGA. ng WOKQ, WWVA, KXYL, KYKX, WOKK, WFMS, KTTS. ROLS, AUZ., NUX.

GUS HARDIN "My Mind Is On You" (RCA) 39/5

Rotations: Heavy 1, Medium 8, Light 30, Total Adds 5, WTSV, WXBO, WTVY, WMNI, KUGN. Heavy: WCUZ. Medium: CHOW.

WOMS, KKYX, KTTS.

DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 38/9

DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 38/9

AND FOGELBERG "GO DOWN EASY" (Full Ands & WISY, WIXY, KEAN, KMML, WXBO, KPLX, KTPK, KYGO, KUGN.

Rolations, Heavy 0, Medium 11, Light 27, Tolar Adds 9, WYSV, WYAT, REAM, DAWN, TOLARD, W. C. ALLYOD DAVID FOSTER "I Can Feel The Fire Goin' Out" (Columbia) 37.8

Rolations, Heavy 1, Medium 6, Light 30, Total Adds 8, WWYA, KIKK, KYKX, KFGO, WITL, KEBC, WTOD, KRPM, Heavy,

JOHN ANDERSON "It's All Over Now" (WB) 31/31
Rotations: Heavy 1, Medium 5, Light 25, Total Adds 31 includin
KRKT, KKAL, KTOM. luding WGNA, WCAO, WYRK, KASE, KIKK, WNOX, WCXI,

JOHNNY RODRIGUEZ "Here I Am Again" (Epic) 30/2

KYXX. Heavy: KASE, KIKK. Medium: WYII, KRRV, WEZL,

MICOLETTE LARSON "When You Get A Little Lonely" (MCA) 29/14

Rotations: Heavy 0, Medium 1, Light 28, Total Adds 14 including WGNA, WOKQ, WDSY, WYII, KRRV, WKSJ, WCMS, KFGQ,

KAREN TAYLOR-GODO "Starlight" (Mesa) 28/1
Rotations: Heavy 1, Medium 5, Light 22, Total Adds 1, WCMS. Heavy: KIKK. Medium: KHEY, KKYX, KRMD, KBMR, WITL.
Light: WAOA, WWOO, WOW.

USA FOR AFRICA "We Are The World" (Columbia) 27/1
Rotations: Heavy 2, Medium 13, Light 12, Total Adds 1, WRNL, Heavy: KFKF, WLLR, Medium: WGNA, WBGW, WSNO,

WCUS, WUSE, WIGHT-M, RLZ.

VERN GDSDIN "Dim Lights, Think Smoke" (Compleat/PolyGram) 26/17

Rotations: Heavy 0, Medium 4, Light 22, Total Adds 17 including WVAM, WBGW, KLVI, WAMZ, WWOD, KBMR, KXXY, KIOV,

RAY CHARLES with MICKEY GILLEY "It Ain't Gonna Worry My Mind" (Columbia) 25/19
Rotations: Heavy 2, Medium 7, Light 16, Total Adds 19 incluiding WYAM, KASE, WYNK, WCMS, WCXI, WXCL, KFDI, KLZ.

HILLARY KANTER "We Work" (RCA) 24/19
Rotations: Heavy 0, Medium 2, Light 22, Total Adds 19

GARY MORRIS "Lasso The Moon" (WB) 23/23

Rotations: Heavy 1, Medium 5, Light 17, Total Adds 23 including WCAO, WBGW, KASE, WNOX, WCUZ, KTPK, KFDI, KKAL,

FORTINGS, SERVER, STORE STORE

DENNIS BOTTOMS "Old I Stay Too Long" (WB) 21/7
Rotations: Heavy 0, Medium 1, Light 20, Total Adds 7, WBGW, WKYG, WFNC, KKYX, WIRK, KEBC, KRWQ, Medium: WCUZ.
Light: WAXX, KRSY.

CHRIS HILLMAN "Running The Roadblocks" (Sugar Hill) 21/2
Rotations: Heavy 0, Medium 2, Light 19, Total Adds 2, WWOD, WQYK. Medium: KTTS, KFDI. Light: WSNO, WIXY: WFNC,

DEBONAIRES "I'm On Fire" (MTM) 20/0

al Adds 0. Heavy: KRKT, KQIL. Medium: WGNA, WBGW, WYII, KASE, WSM.

BILL ANDERSON "Pity Party" (Swanee) 12/5
Rotations: Heavy 0, Medium 0, Light 12, Total Adds 5, WXTU, KKYX, WAXX, WOW, KVEG, Light: WWVA, WFNC, WPAP,

CARLETTE "Show Down" (Luv Records) 12/1

WYII. Medium: KMML, WTOD, KSOP, Light: WFNC, WWOD, WLW),

KENNY DALE "Look What Love Did To Me" (Saba) 11/1 Rotations: Heavy 1, Medium 0, Light 10, Total Adds 1, WPAP, Heav . Heavy: KKYX. Light: WYII, KMML, WFNC, WDXE, WLWI.

BRUCE SPRINGSTEEN "I'm On Fire," (Columbia) 10/0
Rotations: Heavy 2, Medium 3, Light 5, Total Adds 0, Heavy, WTSO, KCCY, Medium; WBGW, KIOV, Light; WOKQ, KEAN,

WORK, WUSN.

BELLAMY BROTHERS "Old Hipple" (MCA) 9/9

Rotations: Heavy 0, Medium 0, Light 9; Total Adds 9, WPTR, WCAO, WBGW, WDXE, KYKK, WIRK, WCUZ, KMAK, KRSY.

ALBUM TRACKS

ARTIST/Song Title (Label)

ALABAMA/Down On Longboat Key (RCA)

CONWAY TWITTY/Between Blue Eyes And Jeans (WB)

ALABAMA/Forty Hour Week (RCA)

DOLLY PARTON & KENNY ROGERS/Real Love (RCA)

SHELLY WEST/I'll Dance The Two-Step (Viva)

RESTLESS HEART/She's Coming Home (RCA)

EMMYLOU HARRIS/Rhythm Guitar (WB)

JUDDS/Drops of Water (RCA/Curb)

BUDDY EMMONS/Steel Guitar Rag (Stepone)

DOLLY PARTON/Tie Our Love (RCA)

CRYSTAL GAYLE/Touch And Go (WB)

GEORGE STRAIT/Any Old Time (MCA)

Album Title 40 Hour Week

Don't Call Him A Cowboy

40 Hour Week

Real Love Don't Make Me Wait On ...

Restless Heart

The Ballad Of Sally Rose

Why Not Me?

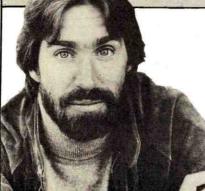
Swingin' '40s-'80s

Real Love

Nobody Wants To Be Alone

Does Fort Worth Ever Cross Your Mind?

DAN FOGELBERG



"Go Down Easy" 34.04835

special new song from an incredible new album. Dan Fogelberg has always A had a strong Nashville music connection. On this new single and album he really put it to good use.

Already on these stations: Just in:

WPLO WSLC **KFGO** WOKK **WXBQ** WSLR WGTO **WBOS** WURF **WPMO** WDAF KNSS KRMD WWKA WOKO KEAN KLZ **KMML KWKH** KDBH BILLBOARD WIVK WYNE WII KUGN KTTS KPI X WMZQ KLXL **KUSA** KGAY KKYX WAXX WCMS WOW KFDI KYGO

From the forthcoming album "HIGH COUNTRY SNOWS" FE-39616 Produced by Dan Fogelberg with Marty Lewis

On Full Moon/Epic Records and Cassettes

R&R FRIDAY, APRIL 19, 1985/65

COUNTRY ADDS & HOTS

MOST ADDED

EAST

HOTTEST

MOST ADDED SOUTH

Lee Greenwood (MCA) Statter Brothers (Mercury/PolyGram) Sawyer Brown (Capitol/Curb) Roba McEntire (MCA) MOST ADDED MIDWEST

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idds (RCA/Curb) Alabama (RCA

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163 Reporters

155 Current Reports The following stations reported no change in their rotations this week:

KVOC/Casper The following stations failed to report this week and therefore their playlists were frozen:

WHN/New York WZZK/Birmingham WESC/Greenville KSSN/Little Bock WGKX/Memphis KFRE/Fresno KSON/San Diego KMPS/Seattle

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66/R&R FRIDAY, APRIL 19, 1985

ADULT/CONTEMPORARY

BREAKERS

HAROLD FALTERMEYER Axel F (MCA)

69% of our reporters on it. Rotations: Heavy 10/3, Medium 61/14, Light 28/20, Total Adds 37 plus 22 more, WKBW, WSB, KVIL-FM, 2WD, W101, WARM98, WLLT, WTVN, KLSI, KYKY, B100, KFMB, CK101, WLTE, KVUU. Debuts at number 17 on the A/C chart.

REO SPEEDWAGON

One Lonely Night (Epic)

62% of our reporters on it. Rotations: Heavy 8/0, Medium 62/7, Light 18/4, Total Adds 11, Y97, KVIL-FM, 2WD, WLLT, WNIC, KMJI, WKGW, WMJJ, WGOW, KELT, K99. Moves from 23 to 19 on the A/C chart.

NEW & ACTIVE

ERIC CARMEN "I'm Through With Love" (Geffen) 82/3

Entit Centrics: Flag 19 Medium 62:1, Light 15/2, Total Adds 3, WSFM, WIVY, 3WM. Heavy: WKBW, WSFL, WISN, WCHV, KALE. Mediums niculde: WFBF, WARM98, WCCO, KHOW, KKLT, KGW, KFMB, WAEB, WICC, WKYE, WGY, WKGW, K106. WBT, CK101, WMAZ, WRVA, WAVE, WHBY, WNAM, KIOA, KLYF, KRNT, WHB, WMGN, KOIL, WHNN, KWAV, KSL, KKPL, WARMS 16/20; 5/1 19 no the AG.

Moves from 25 to 19 on the A/C chart.

ALAN PARSONS PROLECT "Days Are Numbers" (Arista) 72/26

Rozations, Heavy 1:0, Medium 28/5, Light 43/21, Total Adds 26, WRMM, WILT, WOMC, WMYX, KMJI, WAEB, WICC, V100, WGY, WKGW, WBT, KLYF, WTRX, WLIT, WHNN, KBOI, KVUU, KWAV, KSL, KKPL, KRLB, WJBC, WBOW, KFOD, K99, KRSB, Haery, WMGN, Mediums include: WFBR, WCCO, WMAZ, WSFL, WRYA, WISN, KBEST.

K99, KR\$B, Heavy, WMGN. Mediums include: WHEH, WCQL, WMAX, WSY, WHVX, MISH, ABGEST, TEARS FUE FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) 59.10
Rotations: Heavy 810, Medium 37/3, Light 24/7. Total Adds 10, WFBR, Y97, WSB-FM, WSNY, WOMC, WSFM, KVUU, WTNY, WGSY, KWEB, Heavy, KOST, KFI, KWAY, WEB, WHM, WWFA, WCKO, WCHY, KALE, Mediums include: WEB, KVIL-FM, 2WD, KIS, KMGB, WCC, V100, WKYE, WKJJ, WMAX, WSFT, MTMA, WAYE, WMAM, WHBC, KIOA, WENS, WMGN, WHNN.

JULIAN LENNON "Say You're Wrong" (Atlantic) 53/32

JOLIAN LENNON "Say You're Wrong" (Atlantic) 53/32

REPART OF CONTROL O

CHAKA KHAN "Through The Fire" (WB) 60/13

KNAM INTOUGH THE (WB), UUT; Heavy 1/0, Medium 26/2, Light 33/11, Total Adds 13, WKBW, WSNY, B100, CK101, WAVE, KIOA, WMGN, KWAV PL, WTKO, WAEV, KWEB, Heavy: WSFL. Mediums include; WPIX, WCCO, KGW, WKYE, WBT, WMAZ.

KIRM, KRPL, WTKO, WAEV, KWEB. Heavy, WSHE. Mediums include; WHA, WCCO, KOT, WHAEL, WISH, MARCHANDA SAKATA "Golden Birl" (McDium) 58/4 Potations: Heavy 0.0, Medium 32/1, Light 26/3, Total Adds 4, WKBW, WOMC, K106, KKPL. Mediums include: WFBR, KHOW, KRMB, WSHT, WMAZ, WSHT, WHSP, WMGN, WISH, WHNN, WHSP, WST, WSHT, WSHE, WKSH. WSHE, WKSH. WICC, WKYE, WKGW, WMAZ, KELT, WSFL, WNAM, KRNT.

WISK, NVOL, KIPM.

FOREIGNER "That Was Yesterday" (Aliantic) 57/2

Rotations: Heavy 16:0. Medium 30:1. Light 11/1, Total Adds 2, 55KRC, WMHE. Heavy: WKBW, WPJB, V100, CK101, WKJJ,

WSFL, WNAM, WMGN, WNNP, WSKI, WWPA, WCKO, WCHV, WKYX, KOSW, KALE. Mediums include: Y97, KVIL-FM,

97AIA, 2WO, KFMB, WAEB, WKYE, WAVE, WLTF, KRNT, WENS, KOIL, WHNN, KKUA, KWAV, KKPL. Due to heavy airplay,

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debuis at number 25 on the AC chart.

(Full Moon/WB) 55/2

Rotations: Heavy 180, Medium 28(0, Light 11/2, Total Adds What, KRAV, Heavy, WPJB, 2WD, V100, KEY103, WKJJ, WAYE, WRD, WMGN, KKLD, WWNR, WSK, WCKO, WORG, KEEZ, KRLV, KALE. Mediums include Y97.

KVIL-RW, 97AIA, WTVN, WOMC, KUDL, KYKY, KMGG, KGW, KJR, WKYE, WHAS, WMAZ, WSFL, KIOA, WTRX, KVUU.

KVIL-RW, 97AIA, WTVN, WOMC, KUDL, KYKY, KMGG, KGW, KJR, WKYE, WHAS, WMAZ, WSFL, KIOA, WTRX, KVUU.

KVIL-RW, 97AIA, WTVN, WOMC, KUDL, KYKY, KMGG, KGW, KJR, WKYE, WHAS, WMAZ, WSFL, KIOA, WTRX, KVUU.

KVIL-RW, 97AIA, WTVN, WOMC, KUDL, KYKY, KMGG, KGW, KJR, WKYE, WHAS, WMAZ, WSFL, KIOA, WTRX, KVUU.

ACK WAGNER "Lady Off My Heart" (Qwest/WB) 54/8
ACK WAGNER "Lady Off My Heart" (Qwest/WB) 54/8
Rotations: Heavy 30, Medium 28/2, Light 23/6, Total Adds 6, WWOM, CK101, WITNY, WCK0, WAHR, WAEV, WXUS, WJON, Heavy: WKBW, WCCO, WISN, Mediums include: WFB9, 57/AIA, KBW, WAEB, WGY, K106, WMAZ, WSFL, WRVA, KKPL, Heavy: WKBW, WCCO, WISN, WGK, WGY, K106, WMAZ, WSFL, WRVA, KKPL

ROTATION BREAKOUTS

		Total Reports/Adds	Heavy	Medium	Light
0	MADONNA	139/0	130	8	1
Ø	DeBARGE	138/0	123	13	2
3	USA FOR AFRICA	140/0	100	34	6
0	SADE	138/4	110	19	9
5	PHIL COLLINS	127/0	88	33	6
6	BRUCE SPRINGSTEEN	123/0	100	22	1
Ð	BILLY OCEAN	134/5	87	39	8
8	COMMODORES	112/0	65	40	7
9	GEORGE BENSON	114/3	69	37	8
0	DAN FOGELBERG	113/4	53	51	9
Ð	KOOL & THE GANG	117/9	43	56	18
Ø	WHAM!	114/19	36	63	15
®	DARYL HALL & JOHN OATES	107/6	39	57	11
14	MANHATTANS	83/0	28	49	6
ø	DIDNNE WARWICK W/BARRY MANILOW	107/10	19	70	18
16	JULIAN LENNON	85/0	19	52	14
Ð	HAROLO FALTERMEYER	99/37	10	61	28
18	REO SPEEDWAGON	71/0	9	46	16
1	REO SPEEDWAGON	88/11	8	62	18
20	ERIC CARMEN	82/3	5	62	15
21	DIANA ROSS	50/0	11	28	11
22	BILLY JOEL	56/0	8	34	14
23	DOLLY PARTON	58/0	14	32	12
3	CHICAGO	55/2	18	26	11
➂	FOREIGNER	57/2	16	30	11

MOST ADDED

Axel F (MCA)
JULIAN LENNON (32) Say You're Wrong (Atl SURVIVOR (32) e Search Is Over (Scotti Bros.) ALAN PARSONS PROJECT (26) Days Are Numbers (Arista WHITNEY HOUSTON (23)

You Give Good Love (Arista) BRYAN ADAMS (22)

Heaven (A&M)

HOTTEST MADONNA (119)

Crazy For You (Geffen USA FOR AFRICA (87) We Are The World (Columbia)

DeBARGE (87) Rhythm Of The Night (Gordy/Motown)
SADE (79) I'm On Fire (Columbia) BILLY OCEAN (49) Suddenly (Jive/Arista)

SURVIVOR "The Search Is Over" (Scottl Bros./CBS) 52/32
Rotations: Heavy 10, Medium 11:6, Light 40/26, Total Adds 32 WFBR, WPJB, WPJB, WPPB, 97AIA, WLLT, WCCO, WAEB, WCC, WKYE, KEY103, K106, CK101, WMAZ, WSFL, WTRX, WHNN, KWAY, KKPL, WSKI, WWPA, WCKQ, WCHV, WGSV, WFFX, WCIL, WXUS, WJON, WBOW, KKLY, KTWO, KTNO, KTSB, Heavy; KOST, Mediums include: WMGW,

BRYAN ADAMS "Heaven" (A&M) 44/22
Retations Felavy 00, Modern 1322. Light 1302. Total adds 22, KVIL-FM, WOMC, WAYX, KMGG, WAEB, WICC, WKYE, KEY103, WKJJ, WAVE, WHAM, WENS, WMGN, KOIL, WHNN, KBEST, WWPA, WCHV, KFSB, KEEZ, WJON, WBOW. Mediums Include; V1100, WMAZ, W.

Mediums include: V100, WMAZ, WSFL

ALISON MOYET "Invisible" (Cloumbia) 43/5

Rotations: Heavy 10, Medium 121, Light 304, Tolal Adds 5, WLLT, WAEB, WKYE, WGY, WWNR. Heavy: KRSB. Mediums include: WCO, WCC, KEYSIGS, WMAZ, WTRX, WWGN, KWAV.

TEMPTATIONS: "My Love is True (Truly For You)" (Gordy/Motown) 42/0

Rotations: Heavy 10, Medium 250L, Light 100, Total Adds 0, Heavy: WORG, Mediums include: WFBR, WPIX, WLTS, W101, WKYET, WSFL, WHAX, WHEY, KRHT, WMGN, WISN, KSL, KEST.

KENNY ROGERS "Love Is What We Make It" (EMI America) 40/0

Rotations: Heavy 1/0, Medium 24/0, Light 15/0, Total Adds 0, Heavy: WAHR, Medi KEY103, K106, WBT, WMAZ, WSFL, WRVA, WHBY, WHB, WISN, WLTE, KSL, KKPL Mediums include: WCCO, KFMB, WAEB,

KEY103, K106, WBI, WMAZ, WBFL, WMVA, WDBI, WBD, WBD, WBD, WBL, WITHERS "Oh Yeah" (Columbia) 39/11
Rotations: Heavy 00, Medium 12(3, Light 27/8, Total Adds 11, WMAZ, WAVE, WNAM, WTRX, WMGN, WCKQ, WCHV, WFFX, WJBC, KEEZ, WJON, Mediums include: WCCQ, K106, KSL.

DANNY O'KEEFE "Someday" (Coldwater) 36/0 Rotations: Heavy 4/0, Medium 15/0, Light 17/0, Total Ad WKYE, WMAZ, WRVA, WHBY, WNAM, KIFM. Total Adds 0. Heavy: WCCO, WMGN, WISN, KRSB, Mediums include

WYYE, WMAZ, WINA, WIHP, WNAM, KIFM

JEFFREY OSBORNE "Let Me Know" (A&M) 34/15

Rotations: Heavy 00, Medium 73, Light 27/12, Total Adds 15, WCCO, KEY103, K106, WRVA, WHBY, WISN, WHNN, KWAV, KKPL, WRKO, WRNE, WGSV, WZLO, WBOW, KALE. Mediums include: WMAZ

JOHN FOGERTY "Rock And Roll Girls" (WB) 34/3

Stotalions: Heavy 80, Medium 17/2, Light 81; Total Adds 3, KVIL-FM, 2WD, WMT-FM, Heavy: WKBW, WICC, WKYE, WSFL, KKUA, WWRR, WSKI, WCKO, WGGUNS included WPJB, KMGG, KGW, V100, WKJJ, WAVE, WNAM, WENS, KWAV.

CRYSTAL GAYLE "Nobody Wants To Be Alone" (WB) 33/1 Rotations: Heavy 3/0, Medium 10/0, Light 20/1, Total Adds 1, WKNE. Heav

JANICE PAYSON "Changes Of Heart" (Atlantic) 31/0
Rotations: Heavy 010, Medium 100, Ligan 210, Total Adds 0, Mediums include: KEY103, K106, WRVA, WMGN, KKPL

SIGNIFICANT ACTION

MURRAY HEAD "One Night In Bangkok" (RCA) 28/5 Rataions: Heavy 7:0, Medium 11:0, Light 103, Tatal Adds 5, NICC, WNAM, KIOA, KRLB, WZLO: Heavy: 2WD, V100, WSKI, WORH, WKTX, KUCK, WGSW, Medium WPJB, KULH-M, KMGG, B100, WMHE, KKUA, KWAV, WWNR, WSKY, WFFX, KEZ.

WCHV, WKYX, KKU, KOSW. Medium: WPJB, KVIL-HM, KMUS, B100, WMHE, KRUA, KWAY, WYRM, WSAT, WPFA, AEEL

WHITNEY HOUSTON "You Give Good Love" (Arista) 24/23
Rotations: Heavy 010, Medium 2/1, Light 22/22, Total Adds 23, WSNY, WCCO, WSFL, WMGN, WEIM, WSKI, WCKQ, WCHV, WAGE, WORD, WAEV, WZLQ, KTYL, WCIL, WMT-FM, KFSB, KEEZ, KKLV, KTWO, KQSW, KRSB, KMGQ, KALE.

Medium: WKYX.

DAVID LEE ROTH "Just A Gigolo/I Ain't Got Nobody" (WB) 23/3

Rotalions: Heavy 1/0, Medium 15/1, Light 1/2, Total Adds 3, KHOW, WAVE, WNAM. Heävy: WKCO. Medium: WTAE, WPJB,

WUL-FM, 1/10, WSFL, KWAV, WWMR, WEM, WWAPA, WSKY, WJON, KKLV, KRSB, KALE.

JOHNNY GILL "Half Crazy" (Cotillion/Atco) 23/1

s: Heavy 1/0, Medium 12/0, Light 10/1, Total Adds WRVA, WHBY, KRNT, WTNY, WAHR, KEEZ, W.ION

1, WSFM, Heavy: KRSB, Medfurn: WCCO, KOST, KKLT, KFMB, SIMPLE MINDS "Don't You (Forget About Me)" (A&M) 22/3
Rotations: Heavy 2/0, Medium 9/1, Light 11/2, Total Adds 3, KYKY, WKJJ, WAVE, Heavy: WPJB, KALE. Medium: Y97, V100,

HOWARD JOBES "Things Can Only Get Better" (Elektra) 22/2
Rotations: Heavy 0.0. Medium 120, Light 102, Total Adds 2, KMGG, KQSW Medium: WAEB, WMGN, WWNR, WEIM, WSKI, WWPA, WCKO, WKYV, WFFX, KTY, KKLU, KALL

ERIC CLAPTON "Forever Man" (WB) 20/2

eavy 4/0, Medium 13/1, Light 3/1, Total Adds 2, KVIL-FM, KQSW, Heavy: WAVE, WMHE, KKUA, WCKQ. 7, WPJB, V100, WKJJ, WNAM, KOIL, WWNR, WSKY, WCHV, KFSB, KKLV, KALE.

VAN MORRISON "Tore Down A La Rimbaud" (Mercury/PolyGram) 20,0 Rotations: Heavy 0/0, Medium 2/0, Light 18/0, Total Adds 0. Medium: WMT-FM, KALE. PHILIP BAILEY "Walking On The Chinese Wall" (Columbia) 19/7

1/0, Medium 5/2, Light 13/5, Total Adds 7, KKUA, WWNR, WSKI, WZLQ, KFSB, KTWO, KMGQ, Heavy KYX, WFFX, KKLV.

Heavy 1/0, Med

MADDNNA "Material Gir!" (Sire/WB) 19/0
Rotations: Heavy 0.0. Medium 12/0. Lipht 7/0, Total Adds 0. Medium: Y97, KVIL-FM, KLSI, KMGG, K101, WICC. WHAS, WRKA WMGN, KRAV WTNY WIPA

KENNY LOGGINS "Vox Humana" (Columbia) 16/0

Rotations: Heavy 2/0, Medium 11/0, Light 3/0, Total Adds 0, Heavy: WAVE, WWNR, Medium: WPJB, KVIL-FM, V106, WKJJ, WWPA, WCKQ, KRLB, WKYX, KTYL, KKLV, KALE.

MAUREEN STEELE "Save The hight For Me" (Motown) 14/14
Rotations: Heavy 0.0. Medium 17. Light 13/13, Total Adds 14. WAMZ, WNAM, WWNR, WEIM, WSKI, WCKQ, WCHV, WAGE, WORG, WZLO, KTYL, KFSB, KEEZ, KTWO.

SURVIVOR "High On You" (Scotti Bros./CBS) 15/3 Rotations: Heavy 3/0, Medium 5/1, Light 7/2, Total Adde 3, KII

KUDL, WTNY. Heavy, WLLT, WMHE, KKLV. TINA TURNER "Show Some Respect" (Capitol) 14/11 Rotations: Heavy 0/0, Medium 2/2, Light 12/9, Total Adds 11, WCCC

WAEV, ANDS, ANDS, ANDS: WELLS "Mathematics" (MCA) 12/12

Bonarone Hassa Din, Martism 010. Light 12/12, Total Adds 12, V100, WWNR, WEIM, WSKI, WCKQ, WAGE, WKYX, WZLQ.

POINTER SISTERS "Baby Come And Get It" (Planet/RCA) 12/0

ALEX BROWN "(Come On) Shout" (Mercury/PolyGram) 11/11 "
Rotations: Heavy 0.0, Medium 0.0, Light 11/11, Total Adds 11, KVIL-FM, WAEB, WEIM, WSKI, WAGE, WAEV, WZLQ, KTYL,

NEEC, NALY, NALE.

JOHNNY MATHIS "Right From The Heart" (Columbia) 11/7

Rotations: Heavy 010, Medium 5/2, Light 6/5, Total Adds 7, WMAZ, WRVA, WHBY, WKNE, WGSV, WJBC, WMT-FM. Medium:

MADONNA "Angel" (Sire/WB) 10/10 ium 2/2, Light 8/8, Total Adds 10, KOST, WKYE, WSFL, WMGN, WWNR, WSKY, WAGE, WORG,

STANLEY JORDAN "The Lady In My Life" (Capitol) 10/8
Rotations: Heavy 0/0, Medium 0/0, Light 10/8, Total Adds 8, KIFM, WEIM, WSKY, WJBC, WCIL, WMT-FM, KMGQ.

A/C ADDS & HOTS

EAST

HAROLD FALTERNE TEARS FOR FEARS ERIC CARMEN JOENNY GILL HOTLEST: PHIL COLLINS HADONNA DEBARGE BRUGE SPRINGSTE COMMODORES

WTIC/Hartford Phil Hall

WKYEJJohnstow Farrow/Michaels

SURVIVOR
HAROLD FALTERMS
BRYAN ADAMS
ALISON MOYET
HADONNA
HOLEST:
USA FOR AFRICA
MADONNA
DEBARGE
PRI, COLLINS
JOHN FOGERTY

WGY/Schanectady Mike Netf

THREE

MADONNA MELISSA MANCHE TINA TURNER ALISON MOYET MAUREEN STELLE PRILLIP BAILEY NOTEST: USA FOR AFRICA MADONNA

PARALLEL

ONE

WFSR/Battle Bob Moke TEARS FOR FEARS

SORVIVOR HOTTEST: DEBARGE BRUCE SPRINGSTRES MADONNA SADE SILLY OCEAN

HAROLD FALTERM JAXATA CHAKA KHAM BOTLEST: SADE DAN FOGELBERG MADONNA DEBARGE USA FOR AFRICA

none mottest: DEBARGE USA FOR APRICA MADONNA BRUCE SPRINGSTES SADE

Y97/Pittsburgh Jay Cresswell

ALAN PARSONS JULIAN LERNON ALISON HOYET SOTTUST MADONNA USA FOR AFRICA DEBARGE SADE BILLY OCEAN REO SPEEDHAGON TEARS FOR PEARS Hottest: MADONNA USA FOR AFRICA BRUCE SPRINGSTE DEBARGE SADE WKGW/Utice-Ro Carpenter/Carr REO SPEEDMAGON HAROLD FALTERN ALAN PARSONS JULIAN LENNON Hottest: DEBARGE

WTAE/Pittsburgt

WWSW(3WS)/Pi Crowe/Weltzel

BILLY OCEAN Hottest: USA FOR AFRICA PRIL COLLINS MANHATTANS REO SPEEDNAGON DIANA MOSS

WPJB/Providence Everett/Holiday

POWER STATION TOWN PETTY JULIAN LENNON SURVIVOR PATTI LABELLE BOTERST USA FOR ATRICA MADONNA DEBARCE COMMODORES SIMPLE MINDS

WPRO/Provid

KOOL & THE GANG SURVIVOR NOTEST: NADONNA USA FOR AFRICA SADE DEBARGE COMMODORES

WLTT/Washington D.C. Bob Cumminos WARWICK & B.MANIL BILLY OCEAN MIAN

MHANI Hottest: BRUCE SPRINGS DEBARGE PHIL COLLINS MADONNA SADE

PARALIFL TWO

SADE JACE WAGNER BOTTERS: BILLY OCEAN DEBARGE DAN POGELAGE DAN POGELBERG BRUCE SPRINGS MADONNA

MHARI JULIAN LENNON BRYAN ADAMS ALAN PARSONS ALEX BROWN ALISON MOYET SURVIVOR HOLLEST: DEBARGE MADONNA BRUCE SPRINGSTEEN SADE USA FOR AFRICA

WICC/Bridgeport

MURRAY SURVIVOR BOTTEST USA FOR AFRICA MADONNA DEBARGE SADE BILLY OCEAN

V100rCharleston Spence/Sousa

SPECENSOUS TULIAN LENNON MELISSA MANCHE ALAN PARSONS TOM SPETTY HOCKEST! HURRAY HEAD HADONNA SADE CHICAGO DON HENLEY

MELISSA MANCHES MAUREEN STEELE MAUREEN STRELE TINA TURNER STANLEY JORDAN WHITNEY HOUSTON ALEX BROWN GEORGE WINSTON HOTLEST: BILLY OCEAN USA FOR AFRICA MADDINA MADONNA BRUCE SPRINGSTEEN DEBARGE

BERNIE MILTON JEFFREY OSBORNE CHAKA EHAN BILLY OCEAN BRUCE SPRINGSTEEN DAN POGELBERG KOOL 4 THE GANG WKNE/Keens, NH Howard Cordsy

JEFFREY OSBORNE JULTAN LENNON CRYSTAL GAYLE JOENNY HATBIS HOTTOSTAL BEBARGE SADE BARBRA STREISAND HADONNA USA FOR AFRICA

WSKilMontpeller, VT Bruce Stebbins

BYDER SHEDDIN PHILIP SAILEY SURVIVOR STEELE MAUREEN SANCHESTE ALLISANCHESTE ALLISANCHESTE HOLENET HADONNA BILLY OCEAN GEORGE BENSON HALL & OATES JOHN FOGERTY

HAROLD FALTERNEYE TEARS FOR FEARS JACK MAGNER HOCLESS: USA FOR AFRICA MADONNA BILLY OCEAN GEORGE BENSON WHAM!

PARALLEL

TINA TURNER
JULIAN LENNON
SURVIVOR
ANIMOTION
BRYAN ADAMS
MOCLEST:
MADONNA
SADE
BRUCE SPRÍNGS'
CBICAGO
BILLY OCEAN

RicherdsoniAllen JOHN FOGERTY RED SPEEDMAGON HAROLD FALTERN LIMAHL JULES SMEAR JULIAN LENNON HOTCHES MADONNA BRUCE SPRINGST COMMODORS PHIL COLLINS USA POR AFRICA W101fTampa DeCarlo/Miller

HAROLD FALTERMEYE KOOL & THE GANG WHAM! Hottest: PHIL COLLINS DEBARGE DAN

SOUTH

PARALLEL PARALIFI TX/O ONE

KEY103/Austin WHAMI ALAN PARSONS Nottest: PHIL COLLINS NADONNA MANHATTANS BILLY OCEAN DEBARGE HAROLD FALTERMEYE SURVIVOR JEFFARY OBBORNE ROTLESE: MADONNA PHIL COLLINS DEBARGE SADE HALL & CATES

WSB/Atlanta Greg Picciani

MADONNA SADE BILLY OCEA:

WSB-FM/Atlanta John Kelly

GEORGE BENSON TEARS FOR FEARS JULIAN LENNON HOTLEST: KOOL & THE GANG HAROLD FALTERME SADS

SADE BILLY OCEAN PRIL COLLINS

Chuck Rhodes

JGHN FOGERTY
PATTI LABELLE
ERIC CLAPTON
RASOLD PALTER
REO SPEEDMAGOI
BRYAN ADANS
ALEX BROWN
NOT test:
USA FOR AFRICI
PRIL COLLINS
MADONNA
COMMODORES
DEBARGE

97AIA/Miam Chris Gable

JULIAN LENNON SURVIVOR JOHN POGERTY HOTLEST: HADONNA BILLY OCEAN BRICE SPRINGS USA FOR AFRIC JACK MAGNER

WLTS/New Orlean

none Nottest: none

K106/Beaumoni, TX James/Kasi HAROLD FALTERMEYE HOTTEST: USA FOR AFRICA OEBARGE MADONNA

JEFFREY OSBORNE SURVIVOR
JAKATA
HOTTEST:
KOOL & THE GANG
WHAM!
SADE
BILLY OCEAN
REG SPERDWAGON

WMAZ/Macon Stave Murphy JOHNNY MATHIS MAUREM STEELE BILL NITHERS SURVIVOR ROTEST: USA FOR AFRICA MADONNA COMMODORES DEBARGE BRUCE SPRINGST Thomas/Jenkins REG SPEEDHAGON MARHICK & B. MANIL KOttest: MAJONNA USA FOR APRICA DEBAGG BRUCE SPRINGSTEEN SADE

WKJJ/Louisville Jill Meyer

SIMPLE MINDS KOOL & THE GAN BRYAN ADAMS HOLFEY

WRK AlLouisv Stewart/Crawl

HOTTEST:
PHIL COLLINS
MADONNA
USA FOR AFRICA
BRUCE SPRINGST
DEBARGE

HAROLD FALTE ALAN PARSONS HOTLEST: DOLLY PARTON DEBARCE MADONNA SADE BILLY OCEAN

KELT/McAllen Griffin/Allen WARWICK & B. MANIL REO SPEEDWAGON BOTTEST: SADE ROOL & THE GANG DEBARGE MADONNA MEANI HALL & OATES

HALL & DATES
BOLLEST:
COMMODORES
HADONNA
BILLY OCEAN
SADE
USA FOR AFRICA WLAC-FMINESP Nichols/Sergen none Mottest: DEBARGE PHIL COLLINS CHICAGO KENNY ROGERS USA FOR AFRICA

RED SPEEDWAGON HARDLD FALTERMEYE HOTTEST: DEBARGE MADONNA BRUCE SPRINGSTEEN SADE GEORGE BENSON CK101/Cocoa Beach Edwards/Phillips

CHARA RHAN
CHAROLD FALTERMEYE
SURVIVOR
WARRICK & B.HANIL
JACK MAGRER
HOLLES!
BILLY OCEAN
HALL & OATS
BRUCE SPRINGSTEEN
WHANI
WHANI
WHADDNINA WRAL/Rateigh Robb Stewart

SILLY OCEAN CEICAGO WHAM! HALL & OATES HOTESET: COMMODORES PRIL COLLINS USA POR AFRICA MADONNA DEBARGE WIVY/Jackson Fuszner/Ryan ERIC CARMEN HAROLD FALTE Hottest: PHIL COLLINS COMMODORES

WEZS/Richm HAROLD FALTERMEYE HARMICK & B.MANIL HOCTOST: PHIL COLLINS COMMODORES USA FOR AFRICA MADONNA BRUCE SPRINGSTEEN

KBEST/Søn Diego Mitchell/Dean

JEFFREY OSBORI JOHNNY MATHIS

WHITNEY HOUSTON MELISSA MANCRES MAUREEN STRELE ALEX BROWN MADONNA MAR Hottest: MADONNA SADE SADE SILLY OCEAN USA POR APRICA WAVE/Sarasota Huntington/Tello

KRLB-FM/Lubi BRYAN ADAMS
STANLEY JORDAN
CHARA KHAN
LUTHER VANDROSS
DAVID LEE ROTH
SIMPLE HINDS
BILL WITHERS
NOTEST:
USA POR AFRICA
SADE
HADONNA
DEBARGE
COMMODORES JULIAN LENNOR HURRAY HEAD ALAN PARSONS EURYTHMICS HOTTEST BRUCE SPRINGS MADONNA

PARALLEL THREE

HADONNA
TINA TURNER
EARL KLUGK
MAURENS STELLE
WHITNEY HOUSTON
GOORGE BENSON
MADONNA
KOOL & THE GANG
SADE
BILLY OCEAN HOTESTI PHIL COLLINS USA POR AFRICA COMHODORES DEBARGE MADONNA WKYX/Paducah, KY Carvell/Richards

WSKY/Asheville TINA TURNER STANLEY JORDAN HADDONNA HARC ANTHONY THOM HOTLEST: MADDNNA USA POR APRICA SADE KOOL & THE GARG WEAN!

TINA TURNER
CHARA KHAN
JACK NAGHER
WHITNEY HOUSTON
ALEX SBOWN
ROTEES! USA FOR AFRICA
HADONNA
DEBARGE
BROCE SPRINGSTERN
SADE WCKO/Camp SURVIVOR
JACK WAGNER
NELISSA NANCERST
MAUREMS STELLE
BILL WITHERS
MNTTHRY BOUSTON
HOELEARC
CHICAGO
USA FOR APRICA
HADONNA
ROOL & THE GANG

Steve Thomas
PHILIP HAILEY
ALEX BROWN
HAUREEN STELLE
HELISSA MANCHES
WHITHEY HOUSTO
JEFFREY OSBORNI
HURRAY HEAD
HOTEBEY
HADDNIA
USA FOR AFRICA
BILLY OCEAN
DEBARGE
SADE

BRYAN ADAMS JULIAN LENNON SURVINO SURVIVOR
MAUREEN STEELE
BILL WITHERS
WHITNEY HOUSTON
HOTCEST:
MADDNNA
KOOL & THE GANC
BROCE SPRINGSTEE
DAN FOGELBERG
WHAM! WFF X/Tuscale Sander Walker

Sender Walker

BILL MITHERS
HAROLD FALTERMEYE
SURVIVOR
GWEN GUTHRIE
HOTCEST:
USA FOR APRICA
BRUCE SPRINGSTEEN
DEBARGE
HADORNA
SADE JEFFREY OSBORNE JOHNNY MATRIS TEARS FOR FEARS KTYL/Tyler, TX Brian Meloney

Brian Maloney
MARVIN GAYE
MELISSA MANCHEST
MAURREN STELE
ALEX SHOWN
WHITNEY BOUSTON
HOTCHST:
DEBARGE
USA POR APRICA
MADONNA
SADE
GEORGE BENSON

ONE

WCLR/Chicago DeYoung/Mayze none Bottest: PHIL COLLINS USA FOR AFRICA DEBARGE KENNY ROGERS BILLY OCEAN

DAN FOGELBERG FUNEIGNER HOTTEST: USA FOR AFRICA COMMODORES DEBARGE BRUCE SPRINGSTEEN MADONNA

WLLT/Cincinnat Dickie Shannon

Dickie Shandon

WRIAM!
RED SPEEDWAGON,
WAR
HAROLD FALTERMEYE
ALISON MOVET
ALAN PARSONS
SURVIVOR
NOTESET:
SURVIVOR
REUGE SPRINGSTEEN
COMMODORES
PRIL COLLINS
NADONNA MADONNA GMEN GUTHRIE MELISSA MANCHESTE HOTESE: USA FOR AFRICA MURRAY HEAD KOOL & THE GANG MAZE MURAH!

WARM98/Cinc Tipton/Waxier WHAM! HAROLD PALTERMEYE HOTLEST: PHIL COLLINS HADONNA HADONNA

MADONNA MANEATTANS DEBARGE BILLY OCEAN WLTF/Cleveland Popovich/Wilson KOOL & THE GA

Hottest: HACONNA BRUCE SPRINGSTEEN USA FOR AFRICA DEBANGE BILLY JOEL

Hottest: USA FOR AFRICA MADONNA BRUCE SPRINGSTEEN DEBARGE PHIL COLLINS

WHITNEY HOUSTON TEARS FOR FEARS CHAKA XHAN HOTCEST! DEBARGE PHIL COLLINS COMMODORES KENNY ROGERS MADONNA

WTVN/Columbus FitzGerald/Jones HAROLD FALTERMEYE WARNICK & B.MANIL Hottest: PRIL COLLINS MADONNA DAN HARTMAN DEBARGE REO SPEEDWAGCN

WNIC/Detroit Goldstein/Zalls REO SPEEDWAG

WRAMI JULIAN LENNON BILLY OCEAN Hottest: COMMODORES SADE MADONNA MADONNA PHIL COLLINS USA FOR AFRICA

Berry Argenbright

JAKATA
MARNICK & B.MANIL
ALAN PAREONS
DAN RARTHAN
BRYAN ADAMS
TEARS FOR FEARS
BOLEES!
BRUCE SPRINGSTEEN
SADE

SADE

VALCACO

VAL CHICAGO GEORGE BENSON

KLSI/Kanses City Owens/Alan MAROLD PALTE GLENN PREY

PARALLEL

MIDWEST

HOTEOST: PHIL COLLINS MANHATTANS USA FOR AFRICA DEBARGE NORTHERN LIGHT WMYX/Milwaukee Beth Fast ALAN PARSONS BRYAN ADAMS

WCCO:Minnsapo Osnny Long

JEFFREY OSBORNE TINA TURNER SURVIYOR GWEN GUTHRIE WHITNEY HOUSTON GEORGE WINSTON HOLLEST: DORGE

KS94/St. Louis Morgan/Waterm

HONE
EDITER:
HADONNA
PHIL COLLINS
USA FOR AFRICA
COMMODORES
SADE

KYKY/St. Louis Jim Richards

PARALLEL TWO

WHBY/Appleton

JOHNNY MATHIS
GMEN GUTHRIE
JEFFREY OSBORN
HOTTEST:
PHIL COLLINS
SADE
USA FOR AFRICA
GEORGE BENSON
BILLY OCEAN WNAM/Appleton-C Bennstt/Collins

BILL WITHERS BRYAN ADAMS MURRAY WEAD MAUREEN STEELE DAVID LEE ROTH HOTCEST MADONNA MADONNA KOOL & THE GANG BILLY OCEAN HALL & OATES

WHBC/Centon

Hottest: PHIL COLLINS DEBARGE MADONNA USA FOR AFRICA SADE

Rick Johnson
WARWICK & B.MANIL
NOTES:
DEBARGE
MADONNA
USA FOR AFRICA
SADE
GEORGE BENSON

HAROLD PALTERNE CHAKA KHAN MURRAY MEAD JULIAN LENNON BOTLESS! USA FOR AFRICA MADONNA BILLY OCEAN SADE GEORGE BENSON

HOTTEST: BILLY OCEAN BRUCE SPRINGSTEE PHIL COLLINS MADONNA GRORGE BENSON

none Hottest: PHIL COLLINS DEBARGE SADE USA FOR AFRICA MADONNA

SurveySouth
TINA TURNER
WHAM!
SURVIVOR
BILL HITHERS
ALAN PARSONS
HOLERS!
USA POR AFRICA
BRUCE SPRINGSTEEN
DEBARGE
HADONNA
SADE: CHICAGO MOTEST: PHIL COLLINS DIANA ROSS MADONNA USA FOR APRICA BRUCE SPRINGSTE

WLHT/Grand Rapid Ashford/Brown

ALAN PARSONS Hottest: BRUCE SPRINGSTEE: PBIL COLLINS COMMODORES

HADONNA USA FOR AFRICA

DAN FOGELBERS SADE BRYAN ADAMS

WHB/Kensas City Jeff Roberts

KOOL & THE GANG Hottest; PHIL COLLINS USA FOR AFRICA NADONNA DEBANGE SAGE

KOOL & THE GANG WEAN! HOTTEST: DEBARGE NADONNA USA POR AFRICA SADE BILLY OCEAN

WHITNEY HOUSTON TINA TURNER BRYAN ADAMS

WLTE/Minner Tom Graye

HOTTEST: HADONNA GEORGE BENSC DEBARGE SADE BILLY OCEAN

KOIL/Omaha Mason/Shane

JULIAN LENNOR BRYAN ADAMS Hottest: GEORGE BENSON NACONNA SADE HHAM! DEBARGE

WHNN/Saginew Cerson/McKenzie

BRYAN ADAMS
ALAN PARSONS
SURVIVOR
JUFFREY OSBORNE
JULIAN LENNON
HOTCOST
DEBARGE
HADONNA
USA FOR AFRICA
SADE
BILLY OCEAN

WMHE/Toledo Ray/Morrison

3WM/Toledo Jerry King

PARALLEL THREE

HAROLD FALTERMEYE CHICAGO

Stew Salowitz
STANLEY JORDAN
BILL HITTERS
ALAN PARSONS
JOHNNY MATEIS
HOLLER:
BILLY OCEAN
MADDNNA
SADE:
DAN POGELBERG
WARNICK & B.MANIL

WCILICarbondale, IL Matt McCenn SURVIVOR HRITNEY HOUSTON STANLEY JORDAN HOLLEST: USA FOR AFRICA HADONNA BILLY OCEAN BRUCE SPRINGSTEEN SADE

WMT-FM/Cedar Rapids SeilersiGreen Sameraturen
Whitney Houston
STANLEY JORDAN
JOHN FOGERTY
JOHNNY HATHIS
BOLLEST
DEBARGE
BRUCE SPRINGSTEEN
USA FOR APRICA
MADONNA
SADE

Bobby Danke's

BRYAN ADAMS
JULIAN LENNON
MAUREZN STELLE
PHILIP BAILEY
HOUSTON
HOTHER:
HADONNA
DEBARGE
SADE
PBIL COLLINS
BILLY OCEAN BALLAN ALMAN MADONNA CHARA KHAN SILL WITHERS HOTCEST WHAM! BRUCE SPRINGSTEEN MADONNA RALL & OATES SADE WXUS/Lefayette Bob Vizza

HAROLD FALTERMEYE SURVIVOR JACK WAGNER Hottest: HADONNA DEBARGE SADE

BILLY OCEAN BRUCE SPRINGSTEE BILLY OCEAN BRUCE SPRINGSTEEN KEEZ/Menkato, MN Sue LaFond

MHITNEY HOUSTON
MELISSA MANCHESTE
BILL MITHERS
JOHN POGERTY
ELLIOT EASTON
MARREN STEELE
BRYAN ADAMS
EURYTHHICS
TIL TUESDAY
ALEX BROWN
ROTESDAY
HOR AFRICA
HADONNA

SADE BILLY OCEAN KWEB/Rochester, MP

AI Aselson
CNAKA EHAN
HAROLD YALTERNEYE
RONNIE MILSAP
JULIAN LENNON
TEARS FOR FEARS
NOTEREE:
BRUCE SPRINGSTEEN
MADONNA
USA POR AFRICA
GEORGE BENSON
DAN FOGELBERG

WJONISI, Cloud Diem/Fine DiemiFine
HAROLD FALTERMEYE
BILL WITHERS
JACK MAGNER
BRYAN ADANS
MADONNA
SURVIVOR
HOTTER
HOTERST
DEBARGE
SADE
USA FOR AFRICA
GEORGE BENSON
DAN FOGELBERG

HALL 6 OATES KOOL 6 THE GANG ANIHOTION POWER STATION FOREIGNER BOTLEST PHIL COLLINS COMMODORES DEBARGE NADONNA USA FOR AFRICA WBOW/Terre Heute Kerin Young

Remin Young
HAROLD FALTERMEN
JEFFREY OSBORNE
BRYAN ADAMS
SURVIVOR
ALAN PARSONS
ROTEOSI:
USA FOR AFRICA
HADONNA
BRUCE SPRINGSTER
BILLY OCEAN
DAN POGELBERG

143 Reporters

135 Current Reports

The following stations reported no adds or changes in rotation this week.

WHBC/Canton WLTS/New Orleans

The following stations failed to report this week and their playlists were frozen.

KORQ/Abilene KDUK/Fugene WTIC/Hartford WPIX/New York WTAE/Pittsburgh KCNR/Portland

WEST

PARALLEL ONE

WHAM!
REO SPEEDMAGON
HALL 4 OATES
GEORGE BENSON
ALAN PARSONS
BOCKERT!
USA FOR AFRICA
COMMODORES
BRUCE SPRINGSTI
DEBARGE
MADONNA

KMGG/Los Ange

BRYAN ADAMS HOMARD JONES BOTTEST: DEBARGE BRUCE SPRINGS SADE MADONNA DIANA ROSS

KOSTILos Angeles Kaveifitario HALL & OATES JULIAN LEWEN MADONNA HOTTEST: MADONNA DEBARGE SADE NHAM! BILLY OCEAN

HALL & DATES KKLT/Phoenix Church/Thoma DAN FOGELBERG WHAN! HOTCOST: PHIL COLLINS COMMIDDERS HAMMATTANS MADONNA DEBARGE

none Hottest: PHIL COLLINS CARS

MANHATTANS DEBARGE USA FOR AFRICA

KGW/Portland Dirkx/Williams

JULIAN LENNON BOTTEST: USA FOR AFRICA HADONNA BRUCE SPRINGSTER SADE GEORGE BENSON

HAROLD FACTERM CHAKA XHAN HOTTEST: USA FOR AFRICA SADE

TWO

HAROLD FALTERMEYE ALAN PARSONS HOTTOST: HADONNA USA POR APRICA BRUCE SPRINGSTEEH BILLY OCEAN GEORGE BENSON

KVUU/Colorado Springs trwin/Howard

MARGLD FALTERNE ALAN PARSONS TEARS FOR PEARS HOTCHST! DEBARGE PHIL COLLINS MADONNA SADE

SADE BILLY OCEAN

JULIAN LENNON HOTTEST: ROOL & THE GANG SADE HADONNA DEBARGE WEAR! SADE HALL & OATES BILLY OCEAN KWAV/Monterey Michael Reading

PARALLEL HOTTEST: HADONNA SADE KOOL & THE GANG USA FOR AFRICA TEARS FOR FEARS

PHILIP BAILEY

HOLLOST: MADONNA BRUCE SPRINGST: SADE CRICAGO USA FOR APRICA

KSL/Selt Leke City George Lemich

THREE ALAN PARSONS Nottest: COMMODORES SADE USA FOR AFRICA BILLY OCKAN PRIL COLLINS SADE ALAN PARSONS JULIAN LENNON SURVIVOR HOTLEST: MANBATTANS PHIL COLLINS DEBARGE MADONNA COMMODORES

PARALLEL

JULIAN LENNON SURVIVOR MRITHEY HOUSTON ALEX BROWN JOHN FOGERTY BOLTCHET PRIL COLLINS HICK JAGGER USA FOR AFRICA HURRAY HEAD ALAN PAREONS

STEVE WARINER

STEVE MARINEN
WHAM!
BELLAMY BROTHERS
JACK MAGNER
HOTERS!
BRUCE SPRINGSTEEN
SADE
GEORGE BENSON
WARHICK & B. MANIL
USA FOR AFRICA

JULIAN LENNON DAN POGELBERG BRYAN ADAMS HOLLEST: DEBARGE MADONNA SADE RED SPEEDWAGO! WHAN!

MARIALD FALTERMEYE CHARA NMAR MANNICK 4 B.MANIL STANLEY JORDAN GEORGE WINSTON HOTLESS USA FOR AFRICA SADE GEORGE BENSON DAN FOGELBERG MAR SURVIVOR
PHILIP BAILEY
WHITNEY BOUSTON
JULIAN LENNON
HAUREEN STEELE
TANIA MARIA
HOCLESE:
HADONNA
SADE
BILLY OCEAN
DAN POGELBERG
HALL & OATES

RBO SPEEDWAGO ALAN PARSONS JULIAN LENNON HOTTEST

HOTTEST! SADE BILLY OCEAN DAN POGELBERG GEORGE BENSON USA POR APRIC STEVE PERRY JULIAN LENNO

KGSW/Rock Springs, WY Melonay/Norris JULIAN LENNON
ERIC CLAPTON
HOWARD JONES
HELISSA MANCHESTE
WHITTEY HOUSTON
HOTTEST!
BRUCE SPRINGSTEEN
HADONNA

DEBARGE USA FOR AFRICA HURRAY HEAD

KRSB/Roseburg, OR Veronica Burns SURVIVOR
HAROLD FALTERME!
ALAN PARSONS
TINA TURNER
GWEN GUTHRIE
MHITNEY HOUSTON
BOTESST:
USA FOR AFRICA
DEBARGE
SADE
KOOL & THE GANG
HADONNA

KMGQ/Santa Barbara Stephen Meade

WHAM!
MELISSA MANCHESTE
MEITNEY HOUSTON
PRILIP BAILEY
STANLEY JORDAN
MOTEBEL
DEBARGE
SADE
BILLY OCEAN
DAN FOGELBERG
GEORGE BENSON KALE/Tri Cities Bill Templeton HAROLD FALTERMEN
ALEX BROWN
TINA TURNER
JEFFREY OSBORNE
MHITNEY HOUSTON
NOTEST:
RED SPEEDMAGON
HMAN!
MADONNA
CHICAGO
JULIAN LENNON

68/R&R FRIDAY, APRIL 19, 1985

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

Three Two Last Weeks Weeks Week	152 REPORTS	APRIL 19, 1985	Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
3 1 1 0	TOM PETTY & THE/Southern Accents (MCA)	"Don't Come" (141) "Rebels" (124) "It Ain't" (41)	151=	140+	11 –	1+
	PHIL COLLINS/No Jacket Required (Atlantic)	"Inside Out" (109) "Don't Lose" (71) "Sussudio" (50)		131-		0=
	TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	"Everybody" (144) "Shout" (20)	146+	130+	15-	2+
	BREAKFAST CLUB/Soundtrack (A&M)	"Don't You" (139) "Fire" (45)	142 -	128+	14-	0-
	ERIC CLAPTON/Behind The Sun (WB)	"Forever" (123) "She's" (111) "See What" (45)		126-		0=
	USA FOR AFRICA/We Are The World (Columbia)	"Trapped" (142) "Trouble" (115) "We Are" (37)		118+		4-
	JOHN FOGERTY/Centerfield (WB)	"Centerfield" (126) "Girls" (71) "Searchlight" (20)	139 -	113-	26-	0-
	MICK JAGGER/She's The Boss (Columbia)	"Lucky" (90) "Lonely" (89) "Just" (31)	136 -	92-	43+	4+
	FIRM/The Firm (Atlantic)	"Satisfaction" (112) "Radioactive" (46) "Closer" (27)		89 –		1 =
	DON HENLEY/Building The Perfect Beast (Geffen)	"Drivin' " (116) "All She Wants" (57)	136+	81 -	55 +	4+
	KENNY LOGGINS/Vox Humana (Columbia)	"Vox Humana' " (108)	115-	66+	49 -	3-
	POWER STATION/The Power Station (Capitol)	"Some Like It Hot" (78) "Bang A Gong" (75)		52+		8-
	FOREIGNER/Agent Provocateur (Atlantic)	"Yesterday" (90)	100 -	67-	33=	1 -
	REO SPEEDWAGON/Wheels Are Turnin' (Epic)	"One Lonely Night" (103)	105 -	58+	46-	3-
	FIONA/Fiona (Atlantic)	"Talk To Me" (116)		26+		2+
	VAN-ZANT/Van-Zant (Network/Geffen)	"I'm A Fighter" (105) "You've Got" (21)		26+		4-
	KATRINA & THE WAVES/Katrina & The Waves (Capitol)	"Walking" (101)		34+		7-
	DAVID LEE ROTH/Crazy From The Heat (WB)	"Just A Gigolo" (98)		39 -		6-
	JULIAN LENNON/Valotte (Atlantic)	"Say You're Wrong" (97)		21+		-
	HOWARD JONES/Dream Into Action (Elektra)	"Things" (93)		33+		2-
	SLADE/Rogues Gallery (CBS Associated)	"Little Sheila" (107)	107+		93+	19 -
	BRYAN ADAMS/Reckless (A&M)	"Heaven" (52) "Somebody" (21) "Kids Wanna Rock" (1				22+
	CHICAGO/Chicago 17 (Full Moon/WB)	"Along Comes" (66)		49-		3+
	GEORGE THOROGOOD & THE DESTROYERS/Maverick (EMI America)	"I Drink Alone" (75)		21 -		1 -
	ALAN PARSONS PROJECT/Vulture Culture (Arista)	"Days Are Numbers" (77) "Let's Talk" (11)		16-		
	JASON & THE SCORCHERS/Lost And Found (EMI America)	"White Lies" (82)	84+		71 -	8+
		"Alone Again" (83)		14+		13-
	DOKKEN/Tooth And Nail (Elektra)	"Tore Down" (73)		16-	_	0-
	VAN MORRISON/A Sense Of Wonder (Mercury/PG) SANTANA/Beyond Appearances (Columbia)	"Breaking Out" (46) "Say It Again" (22)		24 -		2-
	GLENN FREY/The Allnighter (MCA)	"Smuggler's Blues" (75)		14+		_
— — 37 30	GRAHAM PARKER & THE SHOT/Steady Nerves (Elektra)	"Wake Up" (41) "Break" (21) "Weekend's" (20)	75+	14+	-	12-
	KIM MITCHELL/Akimbo Alogo (Bronze/Island)	"Go For Soda" (74)	75 +		62 +	
		"Exile" (72)	72+		65 +	3-
	REFUGEE/Affairs In Babylon (Chrysalis)	"I'm On Fire" (50)		30 -		0-
	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"Invisible" (41) "Love Resurrection" (19)		13+		6-
	ALISON MOYET/Alf (Columbia)	"Voices Carry" (56)		10+		
	'TIL TUESDAY/Voices Carry (Epic)		52 -		43-	2-
	GIUFFRIA/Giuffria (Camel/MCA)	"Lonely In love" (52)		10 -		15+
	SURVIVOR/Vital Signs (Scotti Bros./CBS)	"The Search" (31) "High On You" (11)			43-	
	PORKY'S REVENGE/Soundtrack (Columbia)	"I Don't Want" (27) "High School" (24)	51 –	13-		1 -
35 31 35 40	HALL & OATES/Big Bam Boom (RCA)	"Some Things" (47)	4/-	13-	34 -	0 –

BREAKERS

No Albums qualified for Breaker status this week.

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 bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are BOLDED. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/fotal 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.

KEEL IS REAL!



Keel On Tour:

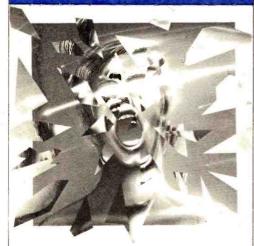
Houston 4/16 San Antonio 4/19 Boston 4/20 Austin 4/21 Dallas 4/22 Col. Sprgs. 4/24 Denver 4/25 S.L. City 4/26 Portland 4/28 Seattle 4/29 S.F. 5/2



140,000

(EEL "THE RIGHT, TO ROCK"

TOP 10 IN PHOENIX, MILWAUKEE, BOSTON, DALLAS, LOS ANGELES AND DETROIT! PRODUCED BY GENE SIMMONS. ON MTV



THE LP,

FEATURING THE 12"

SUMMER SU

U C Ε D R 0 V N 1 S 0 N G D ı

G M N E M E Ν N S Δ S

AOR NEW & ACTIVE

INCLUDING:

DC101 **WDHA KZEL** KLOL WAQX WIZN **WNOR KNCN** WARX **WYNF** KLAQ **KUFO** WEBN KISS WCXT **KYYS** WXLP **KRQU KSHE** KKCI **KSJO** KILO



AOR ALBUMS

MOST ADDED

JULIAN LENNON (24) LONE JUSTICE (24) Lone Justice (Geffen) BRYAN ADAMS (22) Reckless (A&M) SHOOTING STAR (22) Silent Scream (Geffen) KIM MITCHELL (22) Akimbo Alogo (Bronze/Island)

HOTTEST

TOM PETTY & HEARTBREAKERS (140) PHIL COLLINS (131) No Jacket Required (Atlantic) TEARS FOR FEARS (130) Songs From The Big ... (Mercury/PG)
BREAKFAST CLUB (128) Soundtrack (A&M) ERIC CLAPTON (126) Behind The Sun (WB)

NEW & ACTIVE

ANIMOTION/Animotion (Mercury/PolyGram) 41/7 (38/9)
Adds: WBCN, WKLC, CHEZ, WEZX, WWCK, K97, KTCL. Hots: 12 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 27 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 27 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 27 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 27 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 27 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 27 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 27 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, KDRS, WZZO, WPLR, WRDU, KLYV. Mediums: 28 include KQRS, WZZO, WPLR, WZZO, WZZ KSHE, WCMF, WRXL, KGGO, WRXL, KGGO, WGIR, WBLM, WWWV.

RICK SPRINGFIELD/Tao (RCA) 38/7 (34/6)

Adds: CHUM, KOME, KATT, WARX, KFMO, WCXT, KVRE, Hots: 7 WBCN, WTKX, WOOS, KTCZ, WHMD, WBSW, KRQU. Mediums: 29 include KSHE, KGB, WAQY, KGGO, KQDS, WBLM, WWWV.

TRIUMPH/Thunder Seven (MCA) 37/12 (31/3)
Adds include WHJY, WRCN, WPLR, WHEB, WOUR, KLBJ, WAPL, WWCT. Hols: 8 WMMR, KZEW, WLLZ, WRIF, WGFM, KNCN, KMOD, KUFO. Mediums: 23 include WBCN, KSRR, WNOR, KLOS, KILO, KZEL, KKDJ,

LONE JUSTICE/Lone Justice (Geffen) 36/24 (0/0)

Adds include WBCN, WYSP, WHJY, KBCO, KROQ, WHEB, KPOI. Hots: 0. Mediums: 23 include WLVQ, KYYS, 91X, KGB, WAQY, WAAF, WKDF, KKD.) KTYD

AUTOGRAPH/Sign In Please (RCA) 29/5 (30/7)
Adds; KQRS, WRCN, WPDH, WRUF, KWHL. Hots: 5 include KISS, CITI, KRSP, KTYD. Mediums: 22 include WYSP, KSRR, WYNF, WRIF, KSHE, KGB, KATT

SADE/Diamond Life (Portrait/CBS) 28/3 (28/2)

Adds: KINK, WWWV, KRQU, Hots: 14 include WXRT, KBCO, KAZY, CFOX, WZZO, WHFS, WLIR, KTCZ. Mediums: 12 include CHUM, WDHA, WTKX,

NIK KERSHAW/The Riddle (MCA) 24/2 (22/4)

Adds: WHFS, WWWV. Hots: 7 CHOM, KQAK, CFOX, WLIR, CHEZ, WCPZ, KRQU. Mediums: 15 include WXRT, KBCO, KAZY, 91X, WPLR, WLAV,

LORDS/The Method To Our Madness (IRS/A&M) 23/2 (22/7)

Adds: KUPD, KISS. Hols: 1 91X. Mediums: 22 include KTXQ, KZEW, KROQ, KGB, WHFS, KQDS, KOZZ, KTYD.

SHOOTING STAR/Silent Scream (Geffen) 22/22 (0/0)

Adds include DC101, KSJO, WDHA, KLAQ, WXLP, KILO, KZEL. Hots: 0. Mediums: 14 include KLOL, WNOR, WYNF, WEBN, KYYS, KSHE, KISS. RED 7/Red 7 (MCA) 21/17 (4/0)
Adds include KBCO, KAZY, KROQ, KOAK, WTKX, KMOD. Hots: 1 CFOX. Mediums: 11 include WDVE, WRIF, WCCC, KLBJ, KNCN, WLAV.

CHESS/Soundtrack (RCA) 19/2 (19/2)

Adds: WWCT, WWW. Hots: 6 KBCO, KROQ, K97, WQBK, WHMD, KLYV. Mediums: 10 include KBPI, WKLC, WHEB, WTKX, WBLM

ULTRAVOX/The Collection (Chrysalis) 15/4 (12/3)

Adds: WBCN, WXRT, 91X, KSPN. Hols: 2 KQAK, KRQU, Mediums: 11 include KBCO, KRQQ, WHFS, WLIR, KUFO, WBSW. CHRIS ISAAK/Silvertone (WB) 15/3 (13/3)
Adds: KTCZ, KKDJ, KOZZ, Hots: 2 KQAK, KRQU, Mediums: 11 include KLOL, WXRT, KBCO, WHFS, KZOK, WIZN, KTYD.

JOHN HIATT/Warming Up To The Ice Age (Getten) 15/3 (14/0)
Adds: WLLZ, KAZY, WAQY. Hols 1 KMBY. Mediums: 12 include WXRT, KBCO, KROQ, WLIR, WPLR, KSPN.

SAMMY HAGAR/VOA (Geffen) 15/3 (13/3)

Adds: KGB, KMOD, KFMG. Hots: 2 KSRR, KISS. Mediums: 13 include KLOL, WLVQ, WLLZ, WQFM, WAQX, KILO, KWHL, KTYD.

AOR ALBUMS - Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are BOLDED. Current week's total reports, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

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.

TRACKS — Track airplay data for songs from all configurations, including albums, LPs, and 45s. Shown fourweek trend of chart movement. Records showing significant upward momentum are bulleted. Current week's total reports, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

Three	T	wo	La:	ir eek	152 REPORTS	Total	Hot	Medium	Tota Add:
					TOM PETTY &/Don't Come Around Here No More (MCA)			9-	0-
2		1		Ă	CIMPLE MINDS (Don't You (Forget About Ma) (A&M)	139-	128+	11-	1+
3		-	2	Ö	SIMPLE MINDS/Don't You (Forget About Me) (A&M) TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)	144-		17-	2+
5		4	4			142+		35-	8-
_		20	5		BRUCE SPRINGSTEEN/Trapped (Columbia)	123-		13-	0=
1		2	3	5	ERIC CLAPTON/Forever Man (WB)	126=	86+	40-	3-
13		11	6	0	JOHN FOGERTY/Centerfield (WB)	124+	66+	56+	8+
18			7	Õ	TOM PETTY & THE HEARTBREAKERS/Rebels (MCA)	109-	69+	39 -	5-
21		15	9		PHIL COLLINS/Inside Out (Atlantic)	112+	68+	43-	7=
23			14		FIRM/Satisfaction Guaranteed (Atlantic) HUEY LEWIS & THE NEWS/Trouble In Paradise (Columbia)	115+		63+	18-
-			20		DON HENLEY/Drivin' With Your Eyes Closed (Geffen)	116+	49+	67=	13-
48			19			108-	64+	44-	2-
17			11		KENNY LOGGINS/Vox Humana (Columbia)	111+	55+	55+	6=
19			15		ERIC CLAPTON/She's Waiting (WB)	103-	56+	46 -	3-
34			17		REO SPEEDWAGON/One Lonely Night (Epic)	116-	26+	89 -	2=
15			16		FIONA/Talk To Me (Atlantic)	90-		26=	1-
8		8	8		FOREIGNER/That Was Yesterday (Atlantic)	101+	33+	68 -	8+
35			25		KATRINA & THE WAVES/Walking On Sunshine (Capitol)	105 -	25+	80 -	3-
25			21		VAN-ZANT/I'm A Fighter (Network/Geffen)	89 -	45 -	44+	1-
10			10		MICK JAGGER/Lonely At The Top (Columbia)	90+	53+	34+	36+
60		-	38		MICK JAGGER/Lücky In Love (Columbia)	98+	37-	60+	7=
30			23		DAVID LEE ROTH/Just A Gigolo (WB)	107+	9+	93+	19-
-			30		SLADE/Little Sheila (CBS Associated)	97+	19+	77+	26 -
_			35		JULIAN LENNON/Say You're Wrong (Atlantic)	93+	32+	60 -	2-
36			28		HOWARD JONES/Things Can Only Get Better (Elektra)	71 -	56-	15=	0 =
6					JOHN FOGERTY/Rock And Roll Girls (WB)	78 -	49+	27-	3-
29			27	_	POWER STATION/Some Like It Hot (Capitol)	66 -	49-	16+	2+
12				27		71+	41+	30 =	10+
39			32		PHIL COLLINS/Don't Lose My Number (Atlantic)	83+	14+	62+	13-
51			33	_	DOKKEN/Alone Again (Elektra) GEORGE THOROGOOD/I Drink Alone (EMI America)	75 -	20 -	55 -	1-
20		21	26	30	LACON & THE CORPUEDS (Milito Line (EMI America)	82 =	9+	69 -	7+
37		32	31	9	JASON & THE SCORCHERS/White Lies (EMI America)	91	7	59	90
		UI	•		EURYTHMICS/Would I Lie To You? (RCA) DON HENLEY/All She Wants To Do Is Dance (Geffen)	57-	50-	7-	0=
4		6			POWER STATION/Bang A Gong (Get It On) (Capitol)	75+	18+	54+	17-
-	-	_	41			75+	14+	56+	20+
-	-	_	46		GLENN FREY/Smuggler's Blues (MCA) VAN MORRISON/Tore Down A La Rimbaud (Mercury/PG)	73 -	14-	59 -	0-
14	4	14	18		ALAN PARSONS PROJECT/Days Are Numbers (Arista)	77+	13+	59+	20-
b		_	47		BON JOVI/Only Lonely (Mercury/PG)	75+	3+	56+	31-
-		_	54		BRUCE SPRINGSTEEN/I'm On Fire (Columbia)	50 -	30 -	20=	0-
7		10			KIM MITCHELL/Go For Soda (Bronze/Island)	74+	6=	61+	23-
-			50		REFUGEE/Exiles In The Dark (Chrysalis)	72+	4=	65+	3-
-			37		PHIL COLLINS/Sussudio (Atlantic)	50 -	32 -	17+	3-
43						46 -		20 -	0-
9					FIRM/Radioactive (Atlantic) BRYAN ADAMS/Heaven (A&M)	52+		26+	30+
LL	JEB	IU I				56+		38+	18+
-	-	_		49	ERIC CLAPTON/See What Love Can Do (WB)	45 =	15-	30+	4-
55			48		GIUFFRIA/Lonely In Love (Camel/MCA)	52 -	8-	43-	2-
5	4	44	39		WANG CHUNG/Fire In The Twilight (A&M)	45+	18+	24+	8-
-		_	56		TOM PETTY & THE HEARTBREAKERS/It Ain't Nothin' To Me (MCA)	41-	13-		2-
45		46			CANTENNA D LI O L (O-L	46-			3-
5			44	50 51	A D. Hard L. A. D. Charles L. M. C. A. C.	47-	13-	34-	0-
4:			40		USA FOR AFRICA/We Are The World (Columbia)	37-			0-
20					LOS LOBOS/Will The Wolf Survive? (Slash/WB)	37-			0-
2	4	24	36		ANIMOTION/Obsession (Mercury/PG)	41+	12+	27+	7-
		-		_		31-	20-	11-	0=
- 1			42		ALISON MOYET/Invisible (Columbia)	41+			5+
-					PHIL COLLINS/Only You Know And I Know (Atlantic)	31=		16-	2+
4	פ	52	58	9	GRAHAM PARKER & THE SHOT/Wake Up (Next To You) (Elektra)	41+			11-
					PHIL COLLINS/One More Night (Atlantic)	29-			0=
					MEAT LOAF/Modern Girl (RCA)	42+			19-
L	JCD	וטנ	_	•	THE TENT / HOUSE ON (1.0.4)				
		_	_	_					

MOST ADDED

EURYTHMICS (90) Would I Lie To You? (RCA) MICK JAGGER (36) Lucky In Love (Columbia) BON JOVI (31) Only Lonely (Mercury/PolyGram)
BRYAN ADAMS (30) Heaven (A&M)
JULIAN LENNON (26) Say You're Wrong (Atlantic)

HOTTEST

TOM PETTY & HEARTBREAKERS (132) Don't Come Around Here... (MCA) SIMPLE MINDS (128) Don't You (Forget on't You (Forget...) (A&M)
TEARS FOR FEARS (126) Everybody ...(Mercury/PolyGram)
ERIC CLAPTON (110) Forever Man (WB)
BRUCE SPRINGSTEEN (105 Trapped (Columbia)

BREAKERS

JULIAN LENNON Say You're Wrong (Atlantic)

64% of our reporters on it. 97/26 including adds at: WNEW, KZEW, WNOR, WHCN, WCMF, WOOS, KKDJ. Moves 35-23 on the Tracks chart.

EURYTHMICS

Would I Lie To You? (RCA)

60% of our reporters on it. 91/90 including adds at: WDVE, WHJY, KSRR, WLUP, WXRT, KSHE, KROQ, KGB, KOME. Debuts at #32 on the Tracks

MICK JAGGER

Lucky In Love (Columbia)

59% of our reporters on it. 90/36 including adds at: WMMR, KTXQ, KSHE, KBCO, KAZY, KMET. Moves 38-20 on the Tracks chart.

DOKKEN

Alone Again (Elektra)

55% of our reporters on it. 83/13 including adds at: KTXQ, KISW, WHEB, WFBQ, KEZO, KZEL. Moves 33-29 on the Tracks chart.

> **ALAN PARSONS PROJECT** Days Are Numbers (Arista)

51% of our reporters on it. 77/20 including adds at: WDVE, DC101, KINK, WZZO, WTUE, KQDS, KILO. Moves 47-37 on the Tracks chart.

NEW & ACTIVE

MAMA'S BOYS "Needle In The Groove" (Jive/Arista) 41/23 (22/22)

WAA: RISS, WOLS, KIO, MOD, KZE,
WAA: RISS, WOLS, KIO, MOD, KZE,
JULES SHEAR "Steady" (EMI America) 34/5 (28/8)

JUSS SHEAR "Steady" (EMI America) 34/5 (28/8)

WWW, KIY,

LONE JUSTICE "Ways To Be Wicked" (Geffen) 32/20 (17/17)

Add Incude WOON, WYSP, WHUY, RBOO, KGR, WHER, KIAO, KROI Hats: 0 Modiums 22 include WIVQ, 91X, WADY, WAAF,

KROQ, WRUE, KROZ, KYTO.

TRIUMPH "KIIIling Time" (MCA) 32/14 (19/8)

Adds: Enclude WIVQ, KSRR, WRIC, WOUR, WHAT, WOOS: Nos, 6 WMMR, WILZ, WOFM, KNOV, KMOO, KUFO, Mediums: 20

KROQE WIDGE, WORD, WADY, WAAF, RIO, KROJ, HELM.

RICK SPRINGFIELD "Celebrate Youth" (RCA) 32/4 (31/3)
Adds: CHUM, KOME, KATT, KFMQ, Hoss & WBON, WHOX, WOOS, WHIMD, WBOW, KROU, Mediums: 25 include KGB, WAQY, KGGO,
KOUS, WMOT, WRI, WBLM, WWWW, WBUF

SURVIVOR "The Search Is Over" (Scottl Bros./ CBS) 31/16 (16/13)

Adds rollude WHUY, WHA, WHEB, WADY, WAPL, WOOS, KZEL Hots: 2 WZZO, WARK. Mediums: 22 include KSME, WCCC,

STEVE PERRY "If Only For The Moment, Girl" (Columbia) 30/2 (30/10)

Adds: KGGO, CITI. Hots: 11 include KBPI, KINK, WCCC, WRCN, WCMF, WTKX, KKDJ. Mediums: 19 include KROQ, WDOS, KQDS, KATT,

Wolff, NCTV.
SADE "Smooth Operator" (Portrait/CBS) 24/2 (25/4)
Adds: WWWV, KROU. Hots: 10 include WORT, KBOO, WZZO, WLIR, KTCZ. Mediums: 12 include WOHA, WTKX, WRDU, WOBK, KLYV.

ERIC CLAPTON "Tangled In Love" (WB) 23/3 (20/4)
Adds WAPL, WWCT, KWHL Hots: 10 include WDVF, WYNF, WART, KAZY, KSJO, KTCZ, Mediums: 12 include KTXQ, WEBN, KOME, WEZX,

PHIL COLLINS "Long Long Way To Home" (Atlantic) 23/2 (21/2)

Adds KODS WRKI Hats 9 include WLUP WILZ WORM WHICH WERV KKELJ KROL Mediums WITY DC101 WEZX WIDIZ KEZO KZEL AUTOGRAPH "Send Her To Me" (RCA) 21/10 (15/8)

AUTOGRAPH Send Her To Me" (RCA) 21/10 (15/8)

AUTOGRAPH Send Her To Me" (RCA) 21/10 (15/8)

NATI, NWO...
VAN-ZANT "You've Got To Believe" (Network/Geffen) 21/4 (17/5)
Adds. WZZO, WTUE, WBSW, KMBY, Hols; 3 WFYY, KILO, KRQU, Mediunis: 18 include WDVE, WEBN, KSJO, WAAF, WQMF, KODS.

LOROS "Method To My Madness" (IRS/ A&M) 21/2 (17/6)
Adds: KUPD, KISS. Hots: 0. Mediums: 21 include KTXQ, W.LZ, 91X, KGB, KNCN, KQDS, KFMG, KOZZ, KTY AGIS HOU, NOS THE SHOULD BE SHOULD B

Adds: Acet modes? 4 six, nown, nown, mind, mind, mind, mind, nown, nown,

JOHN FOGERTY "Searchlight" (WB) 20/5 (16/5)
Adds WINY WHON, WEZX, WORR, WLAX, Hoss 8 include KISM, NLD, KKOJ, KZOK, Mediums 11 include KLOL, WADX, KEZO, WGR.
TEARS FOR FEARS "Shout" (Mercurry PolyGram) 20/4 (18/4)
Adds WBAB, WHES, KMBY, KWE, Hist 14 include KZEW, WORT, MAZY, KROD, KDAK, KLID, Mediums 6 include KLBI, KLPX, WZN.

NIK KERSHAW "The Riddle" (MCA) 20/1 (20/4)

de WXRT, KBCO, KAZY, WPLR. WLAV, WHMD. MURRAY HEAD "One Night In Bangkok" (RCA) 19/2 (19/2)

Adds, WWCT, WWWV, Hots 6 K97, ROOL KROOL WIDK, WHAN KLIV, Medium: 10 reliade WLIR, WHER, WBLM.

ALLSOM MOYET "Tove Resurrection" (Columbia) 199.2 (189.)

Abos, CHUM, WHY- Hots 6 CHOM, MRGO, OHZ, OH, KSYN, KWE, Medium: 13 reliade WDVe, KLOL, KSYR, WART, WADY, KEZE.

Adds CHUM, WPYV Hols 6 CHUMN, KROD, CHEZ, CTIT, KSPN, KVRE, Mediums, 13 Include WDVE, KLOL, KSRR, WXRT, WADY, KEZE.

SHOOTING STAR "Summer Sun" (Geffen) 18/18 (0/0)

Adds ricude DCID1, WDHA KLIQ, KLID, KZEL, WZN, KIPĎ, WCKT, Hols D. Mediums: 10 Include WNOR, WEBN, KYYS, KSHE,

KSJO, WADY, KISS.

BEYNAN ADAMS: "Kids Wanna Rock" (A&M) 16/7 (9/2)

Adds include DC101, KSRR, WPYZ, WRCN, KICT, Hols: 4 KZEW, KLOS, WADX, KMBY, Mediums: 10 include WNOR, KMDD, WRKI, WRUF. Adds Include DC101, KSRR, WPYX, WRCN, KICT, Has 4 KZEW, KLOS, WADX, KMBY, Mediums: 10 Include WNOR, KMOD, WRKI, RED 7 "Heartbeat" (MCA) 15/13 (2/0)
Adds include WDVE, WRIE, KROD, KLBJ, WTKX, WJAV, Hods: 1 CFOX. Mediums: 8 include WDCC, KNCN, CITI, KUFO.

ULTRAYOX "Love's Great Adventure" (Chrysalis) 15/4 (12/3)
Adds WBCN, WXRT, 91X, KSPN, Hots: 2 KQAK, KRQU, Mediums: 11 include KBCQ, KRQQ, WY KBCO, KROO, WHFS, WLIR, KUFO.

SAMMY HAGAR "Swept Away" (Geffen) 15/3 (13/3)
Adds. KGB, KMOD, KFMG; Hots. 2 KSRR, KSS, Mediums. 13 include KLOL, WLVQ, WOFM, KILO, KWHL, KTYD.

REGIONAL AOR ACTIVITY

(201) 328-1055

GRI BOB LINGER PD: HARK CHERNOFT

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WIYY/Baltimore (301) 889-0098

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WBAB/Long Island (516) 587-1023

WDVE/PHtsburgh (412) 562-5959 PO: GREG GILLISPIN

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BRICK ALAPTON
TIL TUESDAY
REO SPEEDMACON MODE BRINGSTEEN GRICE CLAFTON JOHN FOOLDRY PHILL COLLING A HIDD MEGGEP DAVID LEE ROTH HUAS FOR APICA HALL & OATES DON HEIREY BRICAFFAST CLUB TON PRITTY FIRM

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PD: CHARLIE HENDALI

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PO: ROSS MACDOMALD

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WPYX/Albany, NY (516) 785-9061

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WYSP/Philadel (215) 668-9460

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ERIC CLAPTON
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HATRINA & MAYES
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WHEB-FM/Port (603) 436-7300 POI JIM RISING

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WKLC/Charleston

(304) 722-3308 PO : REGGIE JONES

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WHFS/Annapol (301) 263-1430 PD: DAVID EINSTEIN

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WQUR/Utica (315) 797-0803 PO: PETER HIRSCH

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WPLR/New Hav (203) 777-6617 PD: NEAL MIRSKY

HOT ERIC CLAPTON JOHN FOGERTY FOREIGNER PHIL COLLINS FIGH MICH JAGGER MICHAEL BOLTON BREAKFAST CLUB THE STATE OF THE S

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WCMF/Rochester (716) 262-4330 PD: JOHN LARSON ASST. PO: DAVE HANG

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Continued on next page

REGIONAL AOR ACTIVITY

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PD: TON EVANS

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JOHN FORESTY
HICK JACKES (H)
DON-HEMET
ERIC CLAPTON (H)
PHIL COLLINS (H)
DAVID LEE ROTH
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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

SOUTH

KLOL/Houston (713) 528-6855

POI JOE DENTON ASST. POI RICK LAMBERT

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> WYNF/Tampa (813) 876-0455 POI MARK ZINTEL

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KSRR/Houston (713) 797-0097 PO: AMOT BEAUBIEN ASST. PO: MICHAEL STEVENS Before AST CLUB
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KTXQ/Dallas (214) 528-5500

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WKDF/Nashville (615) 244-9532

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KRIX/McAllen Brownsville (512) 350-9999

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SEE CALLED STATE OF THE SEE CA KISS/San Antonio (512) 223-6211 PO: GREG STEVENS

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WFYV/Jacksonville,

(904) 642-1055 POI CHRIS JONES HOI LEX STALEY (512) 289-1000 HOT LEK STALEY
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WTKX/Pensaco (904) 438-7543 POI MARK DAVID SAWYE

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WZEW/Mobile (205) 432-0102 PD: CATT STORE

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KUFO/Odessa (915) 366-2801 PO: MARK LAPIDUS MOI KERI TEEGARDE

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WWWV/ Charlott (804) 971-4057

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(504) 345-1070 PO: HARK SEGER HO! CHRISTING HELLE

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KYYS/Kansas City (816) 561-9102

PD: JOE PCCABE

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WLLZ/Detroit (313) 855-5100

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WRIF/Detroit (313) 827-9505 POI MICHAEL MATER Peril Col. Life
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WWCT/Peoria (309) 674-2000

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WCPZ/Sandusky (419) 625-1010

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WKLT/Kalkaska (616) 258-2800 PD: CHUCK POET PET CHOICH POET IN THE CONTROL OF TH

> KFMQ/Line (402) 476-8565 PO: TON BARKER

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KDKB/Phoenix (602) 897-9300 PO: MARREN MILLIAMS

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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 album 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.

KINK/Portland, OR (503) 226-5080

PO: CARL MIDING

(415) 986-1045

POIL JOHN BITE DE (FROZEN)

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KLOS/Los Angeles (213) 557-7250

PO: TIN KELLY NO: RUTH PINEDO

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KGON/Portland, OR (503) 655-9181

PO: DAVE ERVIN MOI IMESSA YORK

(415) 986-1045

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PARALLEL ONE (604) 684-7221

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KZAP/Sacramento (916) 925-3700

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The following station is no longer an AOR Reporter: WMMS/Cleveland

KOZZ/Reno (702) 329-0261

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WBSB **B104**

PD:Steve Kingston

MD: Amy Kronthal

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ALISON HOYET/Invasible
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Program Administrator:

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JULIAN LENNON/Bay You're Wrong BIYAN ADAMS/Heaven TINA TURNER/Bhow Some Respect MARY JANE SIRLS/In My House

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Philadelphia
PD: Scott Walker
MD: Glenn Kalina PD: Jim Waters

25 SURVIVOR/The Search Is Over MICK JAGOER/Lucky In Love FIDNA/Tail To He NADOMEN/Angel FREDDIC MERCURY/I Mas Born To Lov

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PD: Charlie Quinn MD: Cindy Bailen Boston

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CKSM Montreal PD: Stephen Anthony

MD: Brad "Knobby" Jones

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PD: Scott Shannon New York



PD: Smokey Rivers MD: Gene Baxter

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PD: Bob Beauchamp MD: Guy Brouillard

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Toronto PD: Sandy Sanderson

MD: Bob Saint

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Buffalo PD: Bill Todd MD: P.J. Foxx

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PD: Alan Burns MD: Mary Taten

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WELL Maximum Musik Long

PD: Bill Terry MD: Ruth Tolson

Island

24. 30 MADDRMA/Angel KATRINA & THE MAV/Meleing On Sun JOHN FODERTY/Rock & Roll Girl BRUCE SPRINGSTEEN/Trapped

B94 Pittsburgh PD: Scott Alexander

MD: Craig Jackson

SUBVIVOR/The Search le Over BRYAN ADAMS/Heaven LUTHER VANDROSS: "Tall by Seby Come HADONA/Angel

RICK SPRINGFIELD/Colebrate Youth

SOUTH

7-93 Atlanta

97. KEGL Dallas

MD: Joe Folger MIL. JOB FORGE

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PD: John Lander

Asst. P.C. Ron Parker

| Description | Control | Control

MALL & CATEG/Some Things Are Sette GANY D'Abhadas OF 140 ANTENNA & THE MAYAMALING ON Sumah SOY MEETS OSKLYDA GIT! RICK JAMES/Cart's Stop ADOL & THE GAMG/Fresh

New Orleans

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MD. Grog Rolling

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CHR PARALLEL ONE PLAYLISTS

755 Miami



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VP/Programming: John Shomby

PD: Robert W. Walker

MD: Joni Siani

F. D. FUGUET, W. Waller
M.D. John Stann

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PETER BROWN/210 Zie Wom's Dente KURTIS BLOW/Bestelbell

Ops Mgr: Mason Dixon

SHANNON/Do You Menne Gal Away GIUFFRIA/Lonely In Love RICK SPRINGFIELD/Celebrate Youth LIMMA/Never Engling Story

(94-Q) Atlanta

MD: Jeff McCartney

PD. Jim Morrison
MD. Jeff Moccarriey

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Hot Hits! Norfolk
PD: Bob Canada

MD: Jim Curtis

PUL BOO CANAGA

MD. Jan Curie Control of the state of the

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Ops Mgr. Jim Fox

MD. David Mgr. Jim Mgr.

St. Louis

DE 5 FM OM: C.C. Matthews

Kansas City

Kansas Citis Het Radio

P. Todd Chase

MD. Kim Walsh

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35 EURYTHMICS/Mould I Lie To You SQUCE SPRINGSTEEN/Trapped FRANKIE ODES TO N/Helcome To the BOY MEETS GIRL/ON GIT!

--UX5T--SEX-FM Columbus

P.D. Addam Cook
Assl. PD: Joe Kelly

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Detroit

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PD Gary Berkowitz

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PD: Dave Anthony Asst. PD/MD: Don Michaels

24. 27. 29 SILLY DOEAN/Suddenly I [MANL/Never Enging Story

Chicago

PD: Buddy Scott

PD: Buddy Scott

PD: Joe Bohannon

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38. 39. 40 EURYTHRICS/Mould I Lie To You PHIL COLLINS/Don't Lose My Number GADE/Seacth Courator



PD: Tom Jeffries

JALIAN LENNOW/Bay You're wrong FRANKIE GOES TO N/Melicome To The HARY JAME GIRLS/In My House ALISON HOWET/Invisiols JALES SHEAF/Stradu

Ops. Dir. Dave Robbins MD: John Frost MOD. John Frost

| The Committee of the

WKTI Milwaukee

PD: Tim Fox MD: Kelly Wallace MD. Kolly Wallace

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28. 29. 30 JELIAN LEMBON/Seg You're Wrong JOHN FORERTY/Rock & Roll Oirl HICK SPRINGFIELD/Celebrate Youts

КВЕО Kansas City PD: Pat McKay

MD: Karen Barber M.D. Karen Barber

| Section | Secti

ADDS 20- 26- 33- 34

Chicago Ops. Mgr.: John Gehron

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ADDS 20 BRYAN ADAMS/Heaven BRUCE SPRINGSTEEN/Tresped

WCZY 795.5 Fm. Detroit

PD: Lee Douglas Asst. PD: Steve Kelly

PD: Lee Douglas

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Ass. PD: Steve Kelly

Ass. PD: S

MADDREAL/Angal TREMA MARIE/Jamein' CURTHETCOMOUTE ! Lie To You JULIAN LEMOMY/Eag You're Mrong ASPORD & SIMPSON/SOILE FLAGH KANAM/DOS AT A Time JESSE JUPASON'S R/Se Your Man

WIOLOWENT

OM: Tac Hammer Minneapolis Asst. PD/MD: Gregg Swedberg

Asst. PDMD: Gregg Swedberg

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33. 34 MADGRMA/Angel OLENN FREY/Gouggler's Bluss RICK SPRINGFIELD/Colebrate Youti MARY LEWIS & NEWS/Travels In Par JESSE JOHNSON'S R/Se Your Nam Chicago

Ops. Mgr.: John Gehron PD: Dallas Cole

P.D. Dallas Cole

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BRUCE SPRINGSTEEN/Trapped

PD: Rich Meyer Columbus MD/Asst. PD: Bruce Wheeler

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OLENN FREY/Sauggler's Blues JULIAN LEMMON/Sau You're Wrong SADE/Saugeth Operator HAEV LEWIS & NEWS/Trouble In P

WEST

Los Angeles
102.7

VP/Prog.: Gerry DeFrancesco Assistant PD: Mike Schaefer

HADDNNA/Angel JESSE JOHNSON'S R/By Your Hen

CHR PARALLEL ONE PLAYLISTS

WEST



Denver

PD: Mark Bolke MD: Chris Knight

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TIME/The Bird BILLY OCEAN/Suddenly

Hitradio 📆

MD: Steve Naganuma

MD. Steve Nagaruma

3 2 Interpretation of the state of

PD: Jon Barry



KRYV Denver

Assistant PD: Beau Matthews

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Seattle KUBE STEM PD: Bob Case

MD: Wendy Christopher

MD: Wendy Christopher

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MADDAWA/Angel
MARY JANE CIRLS/In My House
MICK JAGOER/Lucku In Love

Hot Hits Seattle PD: Jeff King MD: Damien

PD: Dave Van Stone San Jose MD: Robin Kipps

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P.D. Jeff King

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HICK JAGGER/Lucky In Lave
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PHIL COLLING/Don't Lese Ne Numbe
HARY JAME GIRLS/In Ne House

TINA TURNER/Show Some Respect BRONSKI BEAT/Mby? HMEY LEHIS & NEWS/Sad In Bad SLADE/Little Shpila

San Francisco

PD: Nick Bazoo

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ZIOO FM KKRZ Portland

PD: Gary Bryan MD: Scott Drake

MD: Scott Drake

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POINTER SISTERS/Baby Come And G KATRINA & THE MAY/Malking On Su RICK SPRINGFIELD/Celebrate Yout ALISON MOYET/Invisible JALIAN LENGON/Say You're Hrong TIMA TURNER/Bow Some Respect LIMAR/Never Enging Story KRTIS & LOW/Basketball

(Q103FM)

PD: Jack Regan MD: Alan Sledge

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MADDRMA/Angel
TIMA TURNER/Show Some Respect
MARY JANE SIRLS/In My House
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PHILIP BAILEY/Mairing On Tae Chine PATTI LABELLE/New Attitude BOY MEETS GIRL/ON GIrl ALISON MODER/Investage FRAMALE GOED TO HYMelcome To The F LIMMAL/Never Ending Stary

FM 102

PD: Rick Gillette Sacramento MD/Assist PD: Chris Collins

MD/Assist PD: Chris Collins

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ADDS 30 CHAKA KHAN/Through The Fire POINTER SISTERS/Baby Come And Get GLENN FREY/Smuggler's Blues

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SZZZP Phoenix

PD: Guy Zapoleon MD: Steve Goddard

MD: Steve Goddard

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RICK SPRINGFIELD/Colebrate Youth DAVID LEE ROTH/Just A Gigolo/I A



MD: Mr. Ed

CLENN FREY/Sauggler's Blues ANIMOTION/Obsession POINTER SISTERS/Baby Come And Get ALISON MOYET/Invisible FRANKIE GOES TO M/Helcome To The F

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VP/Ops: Dave Parks San Diego

VPOORS: Dave Parks

PD. Mile Proston

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JY
ALISON MOVET/Invisible
GLENN FREY/Rouggler's Blues
BRVAN ADAMS/Heaven
OD MEST/He Class Our Eyes
KATHINA & THE MAN/Malising On Sunr
JULIAN LENNOW/Say You're Brong



ADDS

DAVID LEE ROTH/Just A Cigolo/I Air BRYAN ADAMS/Heaven LIMAE/Never Ending Story ALISON MOYET/Invisible POINTER SISTERS/Beby Come and Cet

POINTER SISTERS/Jaby Come And Get PATTI LABEL/Given Activities MALL & DATES/Goor Things Are Sette MADL & DATES/Goor Things Are Sette MADL & THE CAMP/Fresh FUNE TOWN FOR THE MADE AND THE M



Denver

PD: Doug Erickson

28. 36. 37 JULES SHEAR/Strady LUTHER VANDROSS/TII My Baby Comes ALISON MOYET/Invisible RICK JAMES/Can't Stop GIUFFRIA/Lonely In Love

EAST

Madonna Eurythmics Mick Jagger

HOTTEST **USA For Africa** Madonna Simple Minds

92-KTU/New York, NY McIntyre/McCoy

WSPK/Poughkeepsie, NY Dayton/Anthony

Deyton/Anthony
CHAKA RHAN
MADONNA
SURVIVOR
JULIAN LENNON
HOTTER
USA 70R AFRICA 1-1
MADONNA 2-2
DEBARGE 5-3
SIMPLE MINDS 9-7
MURRAY HEAD 13-10

RI-104/Providence, RI

Q92/Rochester, NY StevensiMessner

TEARS FOR FEARS
ROOL & THE GANG
BRYAN ADAMS
JULIAN LENNON
KATRINA & THE WAV
MOTERAT:
USA FOR AFRICA 1-1
DON RENLEY 6-3
CHICAGO 4-4
MADONNA 9-5
DEBARGE 21-16

Hone Hottest: USA FOR AFRICA 1-1 COMMODORES 10-10 KATKINA & THE MAY 22-22 HOWARD JONES 24-24 TEARS FOR PEARS 28-28

CHR ADDS & HOTS

SOUTH

MOST ADDED

Madonna **Eurythmics** Survivor

HOTTEST **USA** For Africa Madonna DeBarge

EAST PARALLEL TWO

WFLY/Albany, NY Todd Martin

Todd Mertin
SADE
HADONNA
KOOL & THE GANG
ALAN PARSONS
ERIC CARMEN (dp)
HOLLeat:
DEBARGE 5-3
HURRAY HEAD 10-5
GOMER STATION 17-11
HAROLD FALTERMEYE 26-14

Q100/Allentown, PA Bryan Geronimo

Bryan Geronimo
FREDDIE MERCURY
MADONNA
MICK JAGGER
DORKEN
TEENA MARIE
TIL TUESDAY
HOTLEST
USA FOR AFRICA 1-1
MADONNA 2-2
HUDRAY HEAD 6-5 MADONNA 2-2 MURRAY HEAD 6-5 SIMPLE MINDS 9-6 HOWARD JONES 15-12

WBEN-FM/Buffalo, NY Roger Christian

LUTHER VANDROSS HALL 6 OATES BRYAN ADAMS HALL 6 OATES BRYAN ADAMS Hottest: USA FOR AFRICA 1-1 MADDONNA 2-2 COMMODORES 3-3 DEBARGE 5-4 ERIC CLAPTON 6-5

Chris Beiley
JEAN FRIGHT
MADORNA
DAVID LEE ROTH
TEERM MARIE
WANG CHUNG
MELISSA MANCHESTE
EURYTHMICS
BOLLEST:
USA FOR FRICA 1-1
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STRICE MINDS 15-11
TERKS FOR FEARS 18-16

K104/Erle, PA

BIR Shannon
RAUNERS STELE
SUNTITHICS
FIONA
NATALIE COLE
HOWARD JONES
LRB
MICK JAGGER
HOLLEST ASPICA 1-1
BRUCE SPRINGSTEEN 3-3
DOM NEMLEY 16-7
DAVID LEE ROYF 24-11

WERZIExeter, NH Scott MacKey

SCOTT MacKey
HICK JAGGER
EURTYMHICS
FREEDIE MERCURY
FRITE MOLE
BELOUIS SOME
ALAN PARSONS
FIONA
FOR APRICA 1-1
MADONNA 2-2
ANIMOTION 4-3
SIMPLE HINES 9-8
MURRAY HEAD 12-10

WTIC-FM/Hartford, CT Mike West

ALISON MOYET JULIAN LENNON MADONNA SURVIVOR Hotteat: USA FOR AFRICA 1-1 HURRAY HEAD 7-2 SADE 14-8 POWER STATION 15-9 TEARS POR FEARS 18-14

WAMX/Huntington, WV Robinson/Collins

Robinson/Collins
BOMARD JONES
BRYAN ADAMS
PATTI LABELLE
BICK SPRINGFIBLD
BOTTEST
HADDNIA 2-1
DON HEMLEY 8-3
DEBARGE 7-4
COMMODORES 11-7
FOREIGNER 16-10

WKEE/Huntington, WV

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JULIAN LENHON
TINA TURNER
SURVIVOR
BON JOVI
JULES SHEAR
HADONNA
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HOTEEST:
FOREIGNER 3-1
USA FOR AFRICA I-2
DON HENLEY 4-3
HADONNA 2-5
HADONNA 2-5

WLAN-FM/Lancaster, PA

DOKKEN (dp)
HICK JAGGER (dp)
HICK JAGGER (dp)
HADONRA
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HANDOLD FALTERNEYE
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HADONNA 3-2
SIMPLE MINDS 7-4
ANIMOTION 8-7
WHAM1 15-10

KC101/New Haven, CT Stef Rybek

MADONNA
MARY JANE GIRLS
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USA FOR AFRICA 1-1
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POMER STATION 9-6
COMMODORES 15-7
SIMPLE MINDS 20-14

WKRZ-FM/Wilkes-Barre, PA WZYQ/Frederick, MD Hellett/Sheridan Kemosabi Joe

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JULIAN LERNON
TINA TURKER
BRYAN ADAMS
BOW JOVI
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RADONARAM
CHARA KHAN
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HADONAE 2-2
TEARS FOR PEARS 26-16

McIntyeMcCoy NEW EDITION BRIC CLAPTON BOY MEETS GIRL HOTEST GIRL USA FOR AFRICA 1-1 PRIL COLLINS 2-2 DEBARGE 4-3 COMMODORES 3-4 MADONNA 6-5 Z106/Philadelphia, PA Devis/Tiller WTLQ/Wilkes-Barre, PA Montions/Tandler Devalther SURYTHNICS JULIAN LENNON GLENN FREY HOTCHS! USA FOR AFRICA 1-1 MADONNA 2-2 ANIHOTION 8-4 DEBARGE 11-7 SIMPLE MINDS 25-17

MonitomaTandler
MADONNA
BON JOYL
MICK JAGGER
JACK WAGNER
JACK WAGNER
JUNTIMMICS
JOHN HUNTER
HOTELS
HADONNA 2-1
HUNRAY HRAD 6-4
ANIMOTION 5-5
SIMPLE HINDS 7-6
JOHN POGERTY 14-9

Q106/York, PA Tom Shannon

JULIAN LENMON ROOL 4 THE GANG HOTCOST: USA POR AFRICA 1-1 ANIHOTION 7-5 SIMPLE MINDS 13-9 WHAM: 16-12 POWER STATION 27-14

PARALLEL THREE

WFBG/Att Steve Kelsey Steve Keisey
HADOUNA
HACK JAGGER
HACK JAGGER
ALEX BEOWN
TINA TURNER (dp)
HELISSA MANCHESTE
EUNYTHNICS (dp)
HOTLORS
HOLLEST
HOL

MADONNA ROOL 4 THE GANG JULIAN LENHON GLENN FREY MARY JAME GIRLS Botteat: USA FOR AFRICA 1-1 MADONNA 2-2 DON MENLEY 9-6 FORETICHER 11-9 SADE 20-13

WOAY/Beckley, WV Jim Mertin

Jim Martin
ERIC CARMEN (dp)
EURITHHICS
FIONA (dp)
MICE JAGGER
MADDINA
MELISSA MANCHESTE
ALAN PARSONS
MOTTER
EURA THEAD 2-2
MADONA
MADDINA
HURRAY MEAD 2-2
MADONA
MOTOR APRICA 1-1
MURRAY MEAD 2-2
MADONNA 3-3
DEBARGE 4-4
POMER STATION 8-5

WiKZ/Chambersburg, PA Matthews/Alexander

BRYAN ADAMS
MADONNA
MICK JAGGER (dp)
PATTI LABELLE
SURVIVOR (dp)
FIONA (dp)
FIONA (dp)
BURKTIMICS (dp)
HOTECET:
MADONNA 2-2
MURRAY MRAD 3-3
DEBARGE 4-4
POMER STATION 15-9
SIMPLE MINDS 21-15

BRYAN ADAMS

Nom Mitchell
MACONNA
SURVIVOR
EUNYTHHICS
BOY MEETS GIRL
PETER WOLP
PHILIP BAILEY
TIL TUESDAY
NOTEST
MACONNA
LISA FOR AFRICA 1-1
MADONNA
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MADONNA
LISA F WZON/Bangor, ME Rick Andrews Rick Andrews
EURYTHHICS
MADONNA
AUTOGRAPH (dp)
TEBNA MARIE
ROTTEST
RADONNA 2-2
MURRAY HEAD 7-5
COMMODORES 11-8
SIMPLE MINOS 31-16

BOD ANDERSON ALJISON MOYET LUTHER VANDROSS FREDDIE RECRUTY SUMITOR TINA TURBER FRANKIE GOES TO H MADONNA BOLLEGE: BODES TO H MADONNA HOLDERSON HOLDERSON HOLDERSON HOLDERSON HOLDERSON HOLDERSON HOLDERSON HOLDERSON HOLDERS

MADORRA SURVIVOR ALISON HOYET MICK JAGGER BRIAN ADAMS HOTESE: USA POR APRICA 1-1 SIMPLE MINDS 8-6 MURRAY HEAD 15-12 POWER STATION 18-13 SADE 31-17

WKFM/Syrecuse, NY Stave Becker

SURVIVOR MADONNA MADONNA ZUSYTHMICS MELISSA MANCHESTE MAUREEN STEELE PETER WOLF BOÇLEST: USA FOR APRICA 1-1 MADONNA 2-2 MADONNA 2-2 SIMPLE MINDS 10-8 MURRAY HEAD 12-10 TEARS FOR FEARS 31-21

WPST/Trenton, NJ Tom Teylor

EURYTHMICS MICK JAGGER PATTI LABELLE HADONNA TIL TUESDAY TINA TURNER Hottest: USA POR AFRICA 1-1 MADONNA 2-2 MADONNA 2-2 SIMPLE MINDS 8-7 POWER STATION 10-8 BILLY OCEAN 26-18

WRCK/Utice, NY Jim Reitz

JIM Reitz HADONNA
HICK JAGGER
EURYTHHICS
BON JOVI
PETTER HOLP
FETTER HOLP
FE

Kemosabi JuSADE
EURATHHICS
HADOMIA
RETAIN ADMS
FRANKIE GOES TO M (4p)
HOTE-4E;
USA TOP APRICA 1-1
RADOMIA 2-2
MURRAY MEAD 14-5
ANHOTION 16-9

WQCM/Hage Will Kauffma

Will Meurither.

SURYTHINICS

BLAN PARSONS

MADONNA

NATALIE COLE

NOTERICA 1-1

MADONNA 2-2

DEBARGE 3-1

SIMPLE WINDS 7-5

MURRAY MEAD 10-6

ChasePage
HONARD JONES
HONARD JONES
HON TURNER
BOY MEETS GIRL
JULIAN LENNON
PATTI LABELLE
HOTCHARD
HOT

WNOK-FM/Columbia, SC Jeff Clark

WZLD/Columbie, SC Hunter Herring

KiTE/Corpus Christi, TX Dave Parks

Ooug Nevel
MAUREEN STELLE
EUNTVIHICS
FIONA
NATALIE COLE
HOWARD JONES
LES
JACKE

Jack Gillen
NEW EDITION
MICK JAGGER
MADONNA
EURYTHHICS
FREDDIE MERCURY
ROCLER:
USA FOR AFRICA 1-1
MADONNA 2-2
DERARGE 5-3
SIMPLE MINDS 10-9
FOREIGNER 11-10

LRB MATALIE COLE MAUREEN STEELE MICK JAGGER HOTTEST: USA POR AFRICA 2-1 DEBARGE 4-2 FOREIGNER 6-3 CHICAGO 5-4 DON MENLEY 9-5

WOMP-FM/Wheeling, WV Bonds/Stoner

MADONNA ALISON MOYET TIL TUESDAY Mottest: USA FOR AFRICA 1-1 MADONNA 2-2 MURRAY READ 11-3 ALPHAVILLE 10-5 BILLY OCEAN 13-7

WSQV/Williamos Cruz/James

CRUEJEMBE

AADONNA
ALEX BROWN (dp)
MICK JAGGER (dp)
BELOUIS SOME (dp)
FRANKIE GOES TO N (dp
WANC CIUNG (dp)
TIL TUESDAY (dp)
LUTHER VANDROSS (dp)
MAURENN STRELE (dp)
HOLLERIN MAURIEN STRELE (dp) Hottest; MADONNA 1-1 ANIMOTION 3-2 USA FOR AFRICA 4-3 SADE 8-7 MURRAY HEAD 10-9

SOUTH

PARALLEL TWO

WBBQ/Auguste, GA Bruce Stevens

MADONNA JEAN ENIGHT HELISSA MANCHESTE Hottest: USA FOR AFRICA 1-1 COMMODORES 2-2 DEBARGE 4-3 HURRAY HEAD 24-6 WHAM: 18-13

WSKZ/Chattenooge, TN Chase/Page

MADONNA MICK JAGGER SURVIVOR SURVIVOR
EURYTHMICS
LUTHER VANOROSS
HOTCEST:
USA FOR AFRICA 1-1
SIMPLE MINDS 19-13
MURRAY HEAD 21-14
WHAM: 24-16
TEARS FOR FEARS 28-20

WFMF/Baton Rouge, LA Rice/Ahysen

BRYAN ADAMS MADONNA GLENN PREY SURVIVOR SADE SADE Hottest: USA FOR AFRICA 1-1 HADONNA 3-2 DEBARGE 6-4 DON HENDRY 14-9 HURRAY HEAD 17-10

KWIC/Beaumont, TX Garland/Perry

MADONNA LUTHER VANDROSS SLADE EURYTHMICS MARY JANE GIRLS ALAN PARSONS MICKEY GILLEY HICKEY GILLE, HOTLEST; USA FOR AFRICA 1-1 MADONNA 2-2 SIMPLE MINDS 10-4 POWER STATION 18-12 NALL & OATES 21-15

KZZB Beaumont, TX Jarry Louateau

MADONNA
ROOL & THE GANG
RICK SPRINGFIELD
EURYTHRICS
MAUREEN STEELE
HOLLER AT AFRICA 1-1
DEAGER STATION 7-2
BRICE SPRINGSTEEN 12-7
LIMANIL 13-7
BRILLY OCEAN 19-14

WQID/Biloxi, MS Coulter/Christopher

Coulter(Christopher
BRYAN ADAMS
HARDANNA
HARDLD FALTERNEYE
HOTONNA 1-1
USA FOR AFRICA 8-2
ANIMOPION 5-3
CHICAGO 6-4
DEBARGE 7-5

SURVIVOR MADONNA HOTTEST: USA FOR APRICA 1-1 MADONNA 2-2 MADONNA 2-2 POWER STATION 3-3 DESARGE 8-5 HAROLD FALTERMEYE 15-9

KXX106/Birm

SURVIVOR
HADONNA
HOMARD JONES
TIMA TURNER
HARY JANE GIRLS
BOTCHAFT
USA FOR AFRICA 1-1
HADONNA 2-2
PATTI LABELLE 8-4
HURRAY HEAD 12-3
SADE 10-6

WSSX/Charleston, SC PhRlips/Allen

PHILIP BAILEY MADONNA MELISSA MANCHESTE HOWARD JONES EURYTHMICS EURTHWICS HOttest: USA FOR AFRICA 1-1 MADONNA 2-2 DEBARGE 4-3 ANIMOTION 10-4 SIMPLE MINDS 11-8

WBCY/Charlotte, NC Bill Martin

BHI MARTH BRYAN ADAMS DAVID LEE NOTH JULIAN LENNON LUTHER VANDROSS PELLIP SALLEY (dp) HOCLEST: CHICAGO 2-1 CHICAGO 2-1 BRUCE SPRINGSTERN 6-3 FOREIGNER 7-4 HURRAY HEAD 18-8

ROO MARTE
HADOWNA
HICK JAGGER
JULES SHEAR
SUNY UYOR
SUNY UYOR
MELISSA HANCHESTE
FREDDIE MERCURY
EUNTHWICS
HOTTERICS
HOTTERICS JULES SHEAR HOMARD JONES DOKKEN HADDINA BOY MEETS GIRL SHANNON SHANNON
HOTTON
HOTTON
HURRAY HEAD 7-5
SIMPLE MINOS 12-8
POWER STATION 17-14

WZYP/Huntsville, AL Stevs King

LUTHER VANDROSS SURVIVOR
JULES SHEAR
NEM SDITION
MELISSA MANCRESTE
MADONNA
CHAKA KHAN
RURYTHMICS RURYTHHICS ROTLEST: USA FOR AFRICA 1-1 ANIMOTION 2-2 DEBARGE 6-4 POWER STATION 9-6 SIMPLE MINDS 10-7

94TYX/Jackson, MS Bill Craws

BHI Crews
DENISE LASALLE
BRYAN ADAMS
PATTI LABELLE
HOWARD JONES
JULIAN LENNON
HOTELEN
USA FOR AFRICA 1-1
COMMIDDENES 2-2
DEBAGE 3-3
CHICAGO 5-5
DON BENLEY 7-7 Jeff Clark

HAROLD FALTERNEYE

WQUT/Johnson City, TN Steve Taylor

SADE HAROLO FALTERMEYE BRYAN ADAMS JULIAN LENNON TINA TURNER HOLLES EPE HAROLE HADORNA 1-1 BRUCE SPE HOSTERN 3-3 COMMCORDES 11-5 HURRAY HEAD 24-14

WOKI/Knoxville, TN Gery Adkins

HUNTER HERING
FIONA
MICK JAGGER
HADONNA
EURYTHMICS
FREDDIE MERCURY
GIUPFRIA
BOXLOGIL
AFRICA 1-1
HADONNA 2-2
TEARS FOR FEARS 15-8
DAVID LEE BOTT 22-14
WHAMI 25-15 Gery Adkins
MICK JAGGER
ALAN PARSONS
TERMA MARIE
PREDDIT HERCUPY
FREDDIT HERCU

Dave Parks HADOLD SALTEPHEYE KARTINA 4 THE MAY TEARS FOR IFERS BRIAN ADAMS RICK SPRINGFIELD ALEE BROWN BOY HEETS GIRL HOTORIST JOHN MADORN 2-1 MATORNO 2-1 MATORNO 4-3 DEBARGE 6-4 MARY JANE GIRLS 14-7 KZFM/Corpus Christl, YX Ginsburg/Tucker

FOUNCHY
MADONNA
MADINER
MAINERH STEELE
BURYTHINICS
MELISSA MANCHESTE
ALAN PARSONS
SURVIVOR
SLADE
HOCLERA
2-1
DOEBARGE 9-5
HALL & OATES 14-7
POMEN STATION 16-11
MOMARD JONES 28-20
KYYKI HE BOCK AR none Hottest: USA FOR AFRICA 1-1 SURVIVOR 6-6 MADONNA 10-10 DEBARGE 13-13 ANIMOTION 16-16 ANIMOTION 16-16
KTKS/Delies.TX
Morgen/Kelly
SRYAN ADAMS
ROTTEST:
USA POR AFRICA 4-1
DINNA ROSS 2-2
FOREIGNER 14-9
BILLY OCEAN 19-10
WRAMI 16-13

KKYK/Little Rock, AR Mark McCaln

MARK MCCAIN
ANTHOTION
FOREIGNER
BALL 6 CATES
POWER STATION
KOOL 6 THE GANG
KOCLEST.
USA FOOM AFRICA 1-1
MADONNA 9-2
DEBARGE 17-3
URRAY NEAD 21-6
SIMPLE MINDS 24-11 WDCG/Durham Ra Freeman/Wright FreemanWright
BRYAN ADAMS
RICK SPRINGFIELD
HOWARD JONES
JULIAN LENNON
EATRINA & THE WAV
GLENN PREY
PHILIP BAILEY
TINA TURNER
HADONNA

SIMPLE MINDS 24-11 WLRS/Louisville, KY Christopher/Lyons REO SPEEDHAGON TINA TINBER KOOL & THE GANG RICK SPRINGFIELD ROTTLEBLE HADONNA 2-1 USA POR AFRICA 1-2 DAVID LEE ROTH 15HAROLD FALTERNEYE MADONNA HOLLEST: USA POR AFRICA 1-1 MADONNA 2-2 COMMODORPS MADONNA 2-2 COMMODORES 4-3 DEBARGE 8-4 CHICAGO 6-5 KAMZ/EI Peso, TX

FM100/Memphis, TN John/Conley MADONNA TEENA MARIE BRYAN ADAMS (dp) ALEX BROWN ALABAMA JohnCondy

BRYAN ADAMS
ALEX BROWN
JULIAN LENNON
HOtteat:
USA FOR AFRICA 1-1
CHICAGO 7-3
WHAM! 13-10
DON HERLEY 20-17
DAVID LEE ROTH 30-25 ALABAMA
Mottest:
USA FOR AFRICA 1-1
NEW EDITION 5-3
DEBARGE 6-4
SADE 15-12
MARY JANE GIRLS 27-20

KSET-FM El Paso. TX WABB-FM/Mobile, AL Fram/Fuller

Randy Rodriguez
MADONNA
RICK SPRINGFIELD
BRYAN ADAMS
SUMYIVOR
MICK JAGGER (dp)
NATALIE COLE
JULES SHEAR (dp)
ALEX BEOKN
USA POR AFRICA 2-1
MADONNA 3-2
NEW EDITION 13-9
FOREIGNEE 17-12
MURRAY HEAD 21-15

WHHY-FM:Montgomery, AL Alan DuPriest

Alan DuPriest
MARY JANE GIRLS (dp)
SURVIVOR
PARTI LABELLE
PARTI LABELLE
PARTI LABELLE
PARTICA 1-1
MADONNA 2-2
DEBARGE 7-3
FOWER STATION 11-8
MURRAY HEAD 15-9 KSFM/McAllen-Bro Dave Delgado

MADONNA MICK JAGGER SURVIVOR LUTHER VANDROSS EURYTHMICS PHILIP BAILEY Hottest: USA FOR APRICA 10-5 CHICAGO 14-8 DON HEMLEY 16-10 SADE 20-12 WHAH! 23-13

KRGV/McAllen-Bro Perry/Molano

MADONNA MARY JANE GIRLS Hottest: USA FOR APRICA 1-1 MADONNA 2-2 DEBARGE 4-3 ANIMOTION 9-6 SADE 18-10 KX104/Nashville, TN Murphy/Cook

WANG CHUNG MICK JAGGER

MADONNA ALAN PARSONS PETER WOLF FURYTHMICS EURYTHMICS
HOTEGST:
USA FOR AFRICA 1-1
POWER STATION 6-2
TOM PETTY 9-5
HURRAY HEAD 16-12
TEARS FOR PEARS 19-13 Y107/Nashville, TN Hobbs/Tyler

HODDATVIEW

DAM KNIGHT
EURYTHMICS
TINA TURNER
HADONNA
BILLY OCEAN
HOTESE:
USA FOR AFRICA 2-1
HADONNA 1-2
COMMODONES 3-3
POMER STATION 6-4
DEBARGE 19-8

WZKS/Neshville, TN Larry Mertino Larry Method

HOWARD JONES
DAVID LEE HOTH
KATRINA & THE MAV
KOOL & THE GANG
HOTLERE LISA
HOTE PRICE 1-1
BRUCE SPRINGSTEEN
COMMODORES 4-3
PRIL COLLINS 2-4
DON HENLEY 5-6

WFMI/Lexington, KY Fax/Kelly WQUE-FM/New Orla Kevin McCarthy

RED SPEEDMAGON
MADONNA
JESSE JOHNSON'S R
NEW EDITION
MARY JAME GIRLS
HOTERATE
USA FOR AFRICA 1-1
FOREIGNER 9-5
PATTI LABRILE 13-6
EARDILP PATTI LABRILE 13-6
EARDILP PATTI LABRILE 13-6
EARDILP PATTI LABRILE 13-6
EARDILP ALTERMENE 2
SADE 23-19

WRNO/New Orle

CosteNo/Watkins
COSMODORES
MICK JAGGER
SLADE
FREDDIE MERCURY
ALAN PARSONS
HOLTEST:
USA POR AFRICA 1-1
MADONNA 2-2
MUERAY HEAD 9-3
CHICAGO 11-7
POWER STATION 14-10

KENNY LOGGINS PATTI LABELLE ALISON MOYET MAUREEN STEELE RICK JAMES RICK JAMES HOTLEST: HADONNA 1-1 ANIHOTION 13-7 SIMPLE HINDS 16-10 WHAH! 17-12 POWER STATION 20-14 BJ105/Orlando, FL Casey/Wright

CaseyWright DAVID LEE ROTH GLENN FREY JULIAN LENNON KOOL & THE GANG BRYAN ADAMS HOTEGAL: USA POR APRICA 1-1 MADONNA 2-2 DEBARGE 10-5 MURRAY READ 15-10 SADE 29-21

Y106/Orlando, FL MARY JANE GIRLS TOM PETTY MADONN Stacy/Stea Nadownk MADOWN MADOWN MATALIE COLE DAVID LEE ROTH EURYTHHICS HOLLERS: DON HENLEY 11-9 LIMANL 20-11 MAROLD FALTERMEYE 26-16 MADOWNA D-32 TIL TUESDAY D-36

WRVQ/Richmond, VA Lewis/Rivers

Elikot Obborne
MADORNA
MICK JACKER (dp)
DOKKEN (dp)
READY FOR THE HOR
MILISSA RANCHASTE
MATALISE COLE
GEORGE BERGOP)
PHIL COLLING (dp)
MILLON MODER (dp)
MODERN MODERN (dp)
MODERN LUTHER VANDROSS
JOHN POCERTY
TOM PETTY
HOTCHET:
USA FOR AFRICA 1-1
MADONNA 8-5
NURAN 18-20 11-6
DEBARCE 9-7
SIMPLE MINDS 18-11

KITY/San Antonio, TX Upton/Duran

Upton/Duran
BRYAN ADAMS
JULES SIREAR
HICK JAGGER
EURYTHRICS
DEPECHE HODE
STEVE PERRY
PARDIS BRICURY
FARDIS BRICURY
HOUSE
BRICE SPRINGSTEEN
BON JOVI
HOLLESEL
ANIMOTION 1-1
DERAMGH 1-1
DERAMGH 1-1
SIMPLE HINDS 8-5
WHMI 14-8 WCGQ/Columbus, GA Relph Cerroll Raigh Caroli
MADOUNA
BON JOYT (dp)
SON JOYT (dp)
SON JOYT (dp)
SUNYIVOR
HICK JACCER
FEREDIE MERCURY (dp)
EURYTHHICS (dp)
JULES SHEAR
HOTTERS: ATRICA 1-1
USA FOOR ATRICA 1-1
USA FOOR ATRICA 1-1
DON HERLEY 6-5
ANIMOTION 10-8
MURRAY HEAD 12-9

KTFM/San Antonio, TX Thorman/Owens

298/Tempa, FL Kaghan/Clarc

Nagmentuarc
SURVIVOR
MADONNA
KATRINA 6 THE MAV
MARY JARE GIRLS
JEAN KNIGHT
HOLTEST
MADONNA 2-1
DEBARGE 3-3
POMER STATION 6-4
SIMPLE MINDS 12-7

WKZUWInston-Selem, N Don Joseph LUTHER VANDROSS MADONIA HICK JAGGER HANGLO FALTERMETE ALEX BROWN HAS ARE AFRICA 1-1 MADONIA 2 DEBARGE 5-4 HALL & OATS 24-16 WHAMI 26-18

Rob Leonard
SILLY OCEAN
SADE
DON HENLEY
TEARS FOR TEARS
FOR THE GANG
HANDLO FALTERMETE
RES SPERGMAGON
HOWAD JONES
TOWN POT HOS
HOTOLOGICAL HOS
HOTOLOGICAL
HOTOLOG

PARALLEL

Poter Stewart
JOHN POGERTY
MARY JAME GIRLS
MADONNA
MICK JAGGER (dp)
PREDDIZ MERCURY
ROTES
USA FOR AFRICA 1-1
MADONNA 2-2
CHICAGO 3-3
COMMODORES 6-4
ANIMOTION 7-5

John Stevens
MELISSA MANCHESTE (d)
EURYTHHIGS
EURYTHHIGS
AUTOGRAFII (dp)
NATALIE COLE
MANG CHUNG (dp)
MADOUNA
DONKEN (dp)
HOLDEN (dp)
HOLD

THREE

KQIZ-FM:Ama

ThormaryOwens
MHAMI
HADONNA
BRYAN ADAMS
CHARA RHAN
SHAMMON (dp)
SURVIVOR (dp)
GUEVIVOR (dp)
HOSCERE:
HADONNA -2
BRICKE SPRINGSTEEN 6-5
ANIMOTION 7-6
CRICAGO 16-10 KISR/Pt. Smith Rick Hayes Rick Hayes
SURVIVOR
PSTER HOLF
EURYTHHICS
BELOUIS SOME
MAUREEN STEELE
HOCTES
USA FOR APRICA 1-1
MADDINA 2-2
COMHODORES 3-3
ERIC CLAPTON 11-4
MURRAY HEAD 12-10 KMBQ/Shreveport, LA Bascom/Story

Q104/Gedsden, AL Davis/St. John

BascomStory
ANIMOTION PEARS
POR PEARS
EURYTHNICS
FRANKIE GORS TO H
PETER MOLE
JOHN PARR
HOMARD JONES
HOTTERS
H Davist John
MADONNA
TIRA TURNER
RATRINA & THE WAV
EURYTHMICS (dp)
ERIC CARMEN
HOTLER:
USA FOR APRICA 1-1
NADONNA 2-2
FOMER STATION 20-14
LUTHER VANDROSS 23-17

ALISON MOYET TINA TURNER SURVIVOR MADONNA MICK JAGGER (dp) HOTE-SE, USA POR APRICA 1-1 MADONNA 2-2 DEBARGE 6-3 FOREIGNEE 8-4 MURRAY MEAD 13-7

KTDY/Lafeyette, LA Stevens/Berry

Stevens/Berry

HADONNA
EURYTHINICS
SURVIVOR
ERIC CAMMEN
HICK JACOBER
BLANCARNE (dp)
USA POR AFRICA 1-1
DON HENLEY 4-3
ANIMOTION 7-6
DEBARCE 9-7
HURRAY MEAD 15-11

Q101/Meridian, AL Tom Kelly TOM KSHY

MELISSA MANCHESTE
MADONNA
MICK JACGER
MICK JACGER
MICK JACGER
MON JOVI (dp)
FREDDIE MERCURY (dp)
FREDDIE MERCURY (dp)
FREDDIE MERCURY (dp)
CRICAGO
MUSY LEWIS & NEWS
MOTTES 1-1
USA POR AFRICA 1-1
USA POR AFRICA 1-2
DON MENLEY 5-3
FORETGINER 6-4
HALL & OATES 9-7

KNOE-FM/Monroe, LA Rick Knighten

Rick Knighten
SUBVI YOU
TIL TUESDAY
THILT BALLEY
JESSE JOHNSON'S R (dp)
FIONA SHEAD
JULES JOHNSON'S R (dp)
RELISSA MANCHETE
HOTELSSA MANCHETE KWES/Midland Odesse, TX

John Clay JEAN KNIGHT

MADONNA JULIAN LENNON KATRINA 6 THE WAV EURYTHMICS BRYAN ADAMS HOTCEUT: USA FOR APRICA 1-1 WADONNA 2-2 MADONNA 2-2 NEW EDITION 15-7 MARY JANE GIRLS 30-25 HABOLD PALTPRMEYE 33-28

WJAD/Beinbridge Albany, GA T94/Panema City, FL Elliot-Osborne Stu Petterson

Stu Petterson
REO SPEEDMAGON
TIL TUSSDAY
MANG CHUNC
MICK JAGGER
EUNTYMHICS
RADORNA
MADORNA
MISSA DOR AFRICA 1-1
MURBAY NEAD 2-2
DEBARGE 7-5
MARY JARSE GILLS 12-8
BILLY OCEAN 16-11

WPFM/Penama City, FL Thomas/Davis

MADONNA
EURYTEHICS
NATALIE COLE
TINA TUENTE
TINA TUENTE
BLANCHANGE (dp)
HOLLEST
HOLD TE
HOLD STATION 29-22
DAVID LEE BOTH 31-25
HANGLE FALTEMEYE 33-27

WXLK/Rosnoke, VA Don O'Shes

Don O'Shee
TEAS FOR FEARS
GLENN FREY
JULIAN LENNON
ALISON MOYET
RICE SPENGFIELD
SEYEN ALDMS
BEYEN ALDM

WIXV/Savannah, GA Bill Weston

LRB NATALIE COLE HICK JAGGER HICK JAGGER EURYTHMICS HAUREN STEELE HOTTEST USA POR AFRICA 1-1 DEBARGE 4-1 CHICAGO 9-4 SIMPLE MINDS 11-5 POREIGNER 13-10

MADONNA Rottest: USA POR APRICA 1-1 HADONNA 2-2 SADE 10-6 HARY JANE GIRLS 14-8 POINTER SISTERS 23-16

WGLF/Tallahassee, FL Rick Sprinkles Rick Sprinkles

MADONNA
SURVIVOR
BOY MEETS GIRL

MELISSA MANCRESTE

MICHAELER

MELISSA MANCRESTE

MICHAELER

MELISSA MANCRESTE

MICHAELER

MELICAL

K.J. Stone
JULIAN LENNON
SURVIVOR
TIL TUESDAY
DOKKEN (dp)
HOTLEST:
DEBARGE 5-2
ANIKOTION 7-5
SIMPLE MINDS 11-7
POREIGNER 9-8
MHAMI 13-10 KNIN/Wichita Falls, TX Barry Michaels

GLENN PREY PATTI LABELLE LIMARL TINA TUNNER MAUREEN STEELE HOTESE: USA FOR AFRICA 1-1 MADONNA 2-2 DEBARGE 6-5 MURRAY HEAD 12-6 MADONNA S-12

WHSL/Wilmington, NC Stewert/Stone StewardStone
MANDOWN
MANDERS STEELE
BELOUIS SOME
MANC CRUNG
ALAN PARSONS
DOKKEN (dp)
PORTOL MESCURY (dp
PETER MOLE
PREDDIE M

R&R FRIDAY, APRIL 19, 1985/79

MIDWEST

MOST ADDED

Madonna

Eurythmics

HOTTEST Madonna

USA For Africa

Murray Hear

SWARUSTAVENER
RICK SPRINGFIELD
TINA TURNER
EURYTHMICS
HOCTES:
MADONNA 3-1
USA FOR AFRICA 1-2
DON HENLEY 7-5
FOREIGNER 14-8
TOM PETTY 15-10

WZPL/Indianapolis, IN

KATRINA & THE WAV PATTI LABELLE

FIONA MARY JANE GIRLS ALAN PARSONS JESSE JOHNSON'S R

USA FOR AFRICA 1-1 DEBARGE 7-2 MURRAY HEAD 9-5 POWER STATION 8-6 FOREIGNER 18-8

WJXQ/Jackson, M

NYANCENSKS
MICK JAGGER
AUTOGRAPH (dp)
EURYTHNICS (dp)
HOCLEST: (dp)
HOCLEST: 128
LUSA FOR AFRICA 1-1
TOM PETTY 18-13
AUJID LEE ROTH 23-15
JULIAN LENNON 36-26
BRYAN ADAMS 40-36

WKFR/Kalamazoo, MI Weinacht/Chapman

WVIC/Lansing, MI Maloney/Kittredge

WZUU/Milwa John Driscoll

HALL 4 OATES
SADE
HOTLEST:
USA FOR AFRICA 1-1
HADONNA 3-2
BRUCE SPRINGSTEEN 11-4
CHICAGO 9-6
DON HENLEY 8-7

KJ103/Okiahoma City, OK

JULIAN LENNON
MADONNA
BRUCE SPRINGSTEEN
BRYAN ADAMS
HOttest:
CHICAGO 3-1
HADONNA 5-2
DON HENLEY 4-3
ANIMOTION 15-9

CHR ADDS & HOTS

WEST

Madonna Mick Jagger Freddie Mercury

HOTTEST **USA For Africa** DeBarne

MIDWEST

PARALLEL TWO

Mett Patrick
HOMARD JONES
SURVIVOR
SURVIVOR
LIMAHL
TIMA TURKER
HADONNA
LUTHER VANDROSS
MARY JANE GIRLS
JOHN PARR (dp)
MICK JAGGER (dp)
BOLLEST
AND HOMOTION 8-6
WHAMI 14-10
BRYAN ADAMS 39-29

WAHC/Appleton-Oahko Chris Ceine

ALISON MOYET
RATRINA & THE WAV
HAROLD FALTERMEYE
EURTTHHICS
HOTEESE:
USA FOR AFRICA 1-1
TEASS FOR FEARS 17-14
DEBARGE 22-16
BRYAN ADAMS D-25

WKAU/Appleto Ross/Bradleigh

ROBBITED SHEAR
ADOUNA
JULES SHEAR
THAN TURNER
EURYTHMICS
SUBVIVOR
LIMARL
GENN FREY
JULIAN LENNON
ROOL & THE GANC
HOLLEL
USA FOR AFRICA 1-2
HURRAY HEAD 8-3
ANIMOTION 5-4
FORER STATION 13-9

WRQC/Clevelend, OH

Sooth Howitt

JULIAN LENNON
THAN TUNNER
MAN JANE CRILS
MAN JANE CRILS
FRIAN ADMS TO N
BETAN ADMS TO N
BETAN ADMS
ERIC CARMEN
BOY MEETS GIRL
PATTI LABELLE
GLENN PREY
HOLLEST
HOLLEST
DOWN BETAN
HOLLEST
DOWN BETAN
HOLLEST
HOL

KIIK/Davenport, IA Jim O'Hara

Z104/Madison, WI Little/Hudson BRYAN ADAMS
TINA TURNER
LUTHER VANUBORS
ALAN PARSONS
HOTELS:
HADORNA 2-1
HADORNA 2-1
TEARS FOR FEARS 13-9
HURRHY HEAD 19-15
HAROLD FALTERMEYE 35-23 TOM PETTY MARY JANE GIRLS. ALISON MOYET MICK JAGGER MADONNA MADONNA Hottest: USA FOR AFRICA 1-1 MADONNA 2-2 ANIMOTION 5-3 DEBARGE 11-5 WHAM: 12-8

WGTZ/Dayton, OH

HAROLD PALTERMEYE BRYAN ADAMS GLENN FREY BRUCE SPRINGSTEEN BOTCE SPRINGSTEEN BOTCE APRICA 1-1 MADONNA 2-2 DERAGE 4-3 SIMPLE MINOS 5-4 MURRAY HEAD 9-6

KZIO/Duluth, MN

none Hottest: USA FOR AFRICA 1-1 HADONNA 2-2 CHICAGO 3-3 COMMODORES 4-4 DEBARGE 5-5

POWER STATION
SUBVIVOR
KATRINA & THE NAV
TINA TURNER
HOTEST:
USA FOR AFFICA 1-1
HADONNA 2-2
ANIHOTION 24-10
HURRAY HEAD 13-11
HAROLD FALTERMEYE D-24

WSTO/Evansville, IN Taylor/Lindsey

TAYORINGSY
ANIMOTION
POMER STATION
WHAMI
HALL & OATES
HOTTES
HOTTES
HOTTES
HOTOMOTORING
HADONNA 4-2
DEBARGE 11-7
COMMODORES 10-8
MURRAY HEAD 18-11

WMEE/Ft. Wayne Tony Richards

Tony Richards

BRYAN ADAMS

TINA TURNER

JULIAN LENNON

SURVIVOR

HOTLEST:

MADONNA 2-1

CHICAGO 4-3

DEBARGE 8-4

FOREIGNER 14-9

MURRAY HEAD 18-10

NOWARD JONES
HUEY LEWIS & NEWS
BRUCE SPRINGSTEEN
NORTHERN LIGHTS
HOTELS:
CHICAGO 3-1
BRUCE SPRINGSTEEN 2-2
DON HENLEY 5-3
AHADOLD PALTERMEYE 6-4
COMMODORES 8-5

WRQN/Toledo, OH Kay Bradley

Key Bradley
POWER STATION
RATRINA & THE WAY
PATTI LABELLE
JOHN PARR
HADONNA
ALISON MOYET
BOY MEETS GIRL
HOTTE STATICA 1-1
LOSA FOR AFRICA 1-1
LOSA FOR AFRICA 1-2
MURRAY HEAD 9-3
DEBARGE 12-5
FOWER STATION D-20 Wednacrouchapman GLENN Fery (dp) BRYAN ADAMS SURVIVOR EURYTHMICS (dp) HOttest: USA FOR AFRICA 1-1 MADONNA 3-2 WHAM1 20-14 TEARS FOR FEARS 31-22 HAROLD FALTERMEYE 38-25

BROOKWBFOWN
HARY JANE GIRLS
TEEMA HARIE
HADONNA
HODONNICS
BELOUIS SOME
HOTELS
HADONNA 2-1
DEBARGE 6-3
FOREIGNER 11-6
SIMPLE HINDS 15-11
BILLY OCEAN 21-13

KKRD/Wichita, KS

Hottest: USA FOR AFRICA 1-1 DEBARGE 5-3 SIMPLE HINDS 10-6 POWER STATION 15-11 HAROLD FALTERMEYE 32

CahiMAlexender
MADONNA
SURVIVOR
HOTCEST:
HURRAY HEAD 2-2
HADONNA 3-3
DON HENLEY 9-9
SIMPLE MINDS 13-13
FOREIGNER 15-15 KOFM/Oklahoma City, Ok THREE

mone Hottest: MADONNA 1-1 USA FOR AFRICA 2-2 DEBARGE 4-4 CHICAGO 6-6 COMMODORES 9-9

KQKQ/Omehe, NE Taylor/Dean

TAYJOR/Dean

MADONNA
TINA TURNER
BILLY OCEAN
MARY JANE GIRLS
HUPEL DAMIS & NEWS
BUCHESTEL
USA FOR AFRICA 1-1
MADONNA 2-2
DEBARGE 3-3
BRUCE SPRINGSTEEN 4-4
SIMPLE MINDS 7-5

KZ93/Peoria, IL Keith Edwards

MADONNA TEARS FOR PEARS HAROLD PALTERMEYE HAROLD PALTERMEYE HOTCEST: USA FOR APRICA 1-1 MADONNA 3-2 PHIL COLLINS 2-3 BRUCE SPRINGSTEEN 6-4 DEBARGE 14-8 WZOK/Rockford, IL

MADONNA BRYAN ADAMS PATTI LABELLE Hottest: USA FOR AFRICA 1-1 HADONNA 2-2 ANIMOTION 7-4 DON HEMLEY 8-5 MURRAY HEAD 14-6

ANIMOTION
POMER STATION
ROOL & THE GANG
FOREIGNER
HALL & OATES
HOTES
LUSA FOR AFRICA 1-1
HADDNNA 6-2
DEBARGE 11-3
CHICAGO 16-6
MURRAY HEAD 29-10

KAY107/Tulsa, OK

none Hottest: BRYAN ADAMS 1-1 CARS 2-2 PHIL COLLINS 3-3 MADONNA 4-4 SURVIVOR 5-5

KEYN FM/Wichita, KS

WHOT/Youngate Dick Thompson

JULIAN LENNON BRYAN ADAMS TINA TURNER LUTHER VANDROSS Hottest:

PARALLEL

KFYR/Bismarck, ND Brannar/Hardt

ALAN PARSONS KENNY LOGGINS HOTTEST: USA FOR APRICA 1-1 CHICAGO 7-3-DEBARGE 11-6 HALL & OATES 16-10 JOHN FOGERTY 20-12

WBNQ/Bloomi JUSTINGODOMS
EURYTHMICS
TINA TURNER
HAROLD FALTERMEYE
RICK SPRINGFIELD
BON JOVI (dp)
Hottest:
USA FOR APRICA 1-1
CRICAGO 2-2
HADDOMSA 3-3
DEBANGE 9-6
MURRAY HEAD 11-7

252 CHR Reporters

Bob Leonard

PATTI LABELLE TINA TURNER TANTONICS
SURVIVOC
MARY JANE GIRLS
MADONAM
MICK JAGGER
ROTES
LEBARGE 2-1
USA FOR AFRICA 16-10
JOHN POGERTY 18-12
TOM PETTY 20-14
MURRAY HEAD 22-17

WCIL-FM/Carbondale, Tony Waitekus

MADONNA
KADONA
KOOL & THE GANG
MARY JANE GIRLS (dp)
BRYAN ADAMS
GLENN FBEY (dp)
EURYTHHICS (dp)
HOTEST:
USA FOR AFRICA 1-1
MURRAY HEAD 4-2
SIMPLE MINDS 7-3
POWER STATION 13-7
WHAM1 21-11

KQCR/Ceder Repids, IA

BRYAN ADAMS PATTI LABELLE (dp) MADONNA 2-1 USA FOR APRICA 1-2 DEBARGE 3-3 SIMPLE MINDS 11-8 MURRAY HEAD 14-9

KCMQ/Columbia, MO Tuttln/Baker

HAROLD FALTERMEYE PETER WOLF MICK JAGGER MADONNA MARY JANE GIRLS HOTLEST USA FOR AFRICA 1-1 MADONNA 12 MADONNA 17 MADONNA

Y94/Fargo, ND

LUTHER VANDROSS LIMANL MADONNA MADONNA BRUCE SPRINGSTEEN HOTEEST: USA FOR AFRICA 1-1 MADONNA 2-2 CHÍCAGO 4-3 JOHN FOGERTY 15-11 SIMPLE MINDS 17-12

KKXL-FM/Grand Forks, ND

Nordina/Right
LIMAHL
SURVIVOR
ROOL & THE GANG
BRYAN ADAR
BOTHER
HADONNA 1-1
USA FOR AFRICA 2-2
DEBARGE 6-4
SIMPLE MINOS 16-12
WHAMI 20-14

WAZY-FM/Lafayatte, If

MADONNA MADONA SURVIVOR MARY JANE GIRLS DOKKEM BON JOVI MOTORIE MADONNA 1-1 DON HENLEY 4-4 DEBARGE 5-5 HURRAY HEAD 7-7 COMMODORES 9-8

KFRX/Lincoln, NE Tracy Johnson

Tracy Johnson
MARY JANE GIRLS
MADONNA
TINA TURNER
BOY MERTS GIRL (dp)
PATTI LABELLE
HOCTES:
MADONNA 2-1
HURRAY HEAD 8-3
DEBARCE 6-4
21 SIMPLE MINDS 10-5
ANIMOTION 7-6

WRKR/Recine-Mi

TOM PETTY BRYAN ADAMS TINA TUBBER HADOWNA HOTEAS: USA FOR AFRICA 1-1 MADOWNA 2-2 MURRAY HEAD 3-3 RICK SPRINGFIELD 18-8 HAROLD FALTERMEYE 25-15

KKLS FM/Rapid City, SD

ShewmiPiper
TINA TURNER
SURVIVOR
EURYTHMICS
PATTI LABELLE
HOTCEST:
USA POR AFRICA 5-1
HADONNA 4-2
CHICAGO 6-3
DON HENLEY 9-5
SIMPLE MINDS 24-15

99KG/Seline, KS Denny Collier

PETER WOLF (dp) EURYTHMICS BON JOVI (dp) WANG CHUNG (dp) HADONNA NAMA - ...

HADONNA
FIONA
FIONA
MICK JAGGER (dp)
HOCTEST:
USA FOR AFFICA 1-1
HADONNA 2-2
HADONNA 2-2
HARDAY HADO 12-7
SIMPLE MINDS 18-13
HAROLD FALTERMEYE 35-26

Den Kierey
REO SPEEDNAGON
JULIAN LENNON
GLENN PREY
KATRINA 4 THE WAV
HOCLEST:
USA POR AFFICA 1-1
POWER STATION 12-10
HHAM! 17-11
KENNY LOGGINS 20-14
RICK SPRINGFIELD 32-20

The following stations reported a frozen playlist this week:

KZFM/Corpus Christi KOFM/Oklahoma City KZIO/Duluth KAY107/Tulsa

MRE SCHMICT
PHILIP BAILEY
MARY JANE GIRLS
EURYTHMICS
HOTES:
USA FOR AFRICA 1-1
MADONNA 3-2
MURRAY HEAD 8-4
PONER STATION 14-11
BILLY OCEAN 18-14

MOGRELAWAY
MADONA
MICK JAGGER
ALAN PARSONS
MARY JAWE GIRLS
BON JOY! (dp)
EURYTHHICS
WANG CHUNG (dp)
ROTEST:
HADONNA 1-1
BEBARGE 6-3
ANIMOTION 7-5
FOREIGNER 9-6
MURRAY HEAD 10-7

PETER WOLF TEENA MARIE

KCPX/Salt Lake City, UT

PHILIP BAILEY

ROOL & THE GARG Hottest: USA FOR AFRICA 1-1 HADONNA 2-2 ANIMOTION 3-3 SIMPLE HINDS 5-5 HURRAY HEAD 17-6

KISN/Salt Lake City, UT

MADONNA
TIMA TURNER
ALAN PARSONS
MELISSA MANCHESTE
JULIAN LENNON
HOtesat:
USA FOR AFRICA 1-1
MADONNA 2-2
DEBARGE 3-3
MURRAY HEAD 13-8
HAROLD FALTERMEYE 1

KZZU/Spokane, WA

KATRINA & THE WAY

MADONNA SURVIVOR TINA TURNER EURYTHHICS MICK JAGGER (dp) BELOUIS SOME

KNBQ/Tecome-Seatt

KHYT/Tucson, AZ Sherman Cohen

SIMPLE MINDS
WHAM!
MICK JAGGER
BRYAN ADAMS
RICK JAMES
RICK JAMES
RICK JAMES
RICK JAMES
RESEAUTH
MADONNA
BADONNA
BADONN

KRQ/Tucson, AZ Kelly Norris

KOOL & THE GANG SURVIVOR (dp) ALAN PARSONS JULIAN LENNON HOTLEST: USA FOR AFRICA 1-1 SIMPLE MINDS 13-8

SIMPLE MINDS

BELOUIS SOME Hottest: USA POR AFRICA 1-1 MADONNA 2-2 CHICAGO 4-3 BRUCE SPRINGSTEEN 5-4 COMMODORES 6-5

Bill Stales

Bouley/Tracy

The following stations failed to report this week; therefore their playlists were frozen:

> WGCL/Cleveland RI-104/Providence KO93/Modesto KQXR/Bakersfield WSPT/Stevens Point

WSPT/Stevens Point, WI

PETER WOLF none Hottest: USA FOR AFRICA 1-1 MADONNA 2-2 MURRAY HEAD 3-3 POWER STATION 13-13 SIMPLE MINDS 18-18

WEST

PARALLEL TWO

KNMQ/Albuquerq KMGX/Fresno, CA Carey Edwards

ALISON MOYET FREDDIE MERCURY FREDDIE HERCOA: HOTTEST: USA FOR AFRICA 1-1 HADONNA 2-2 ANIHOTION 3-3 COMMODORES 4-4 SIMPLE MINDS 6-5

KKXX/Bakersfield, CA

MADONNA HAROLD FALTERMEYE SADE KOOL & THE GANG KOOL & THE GANG HOTLEST: USA FOR APRICA 1-1 HADONNA 2-2 DEBARGE 4-3 CHICAGO 5-4 ANIMOTION 7-5

KQXR/Bakersfield, CA Doug DeRoo

none Hottest: MADONNA 1-1 USA FOR AFRICA 2-2 SIMPLE MINDS 3-3 MURRAY HEAD 9-9 POWER STATION 19-19

TINA TURNER ALAN PARSONS MADONNA Hottest: HADONNA 2-1 HURRAY HEAD 3-2 DEBARGE 8-3 POMER STATION 10-5 WHAM! 11-9

REO SPEEDWAGON
MICK JAGGER
PREDDIE MERCURY (dp)
NEW EDITION (dp)
JOLES SHEAR (dp)
MARY JANE GIRLS (dp) Hottest: USA FOR APRICA 1-1 MADONNA 3-2 MURRAY HEAD 6-4 DEBARGE 7-5 POWER STATION 19-13

KKFM/Colorado Springs ALISON MOYET
JULES SHEAR (dp)
PREDDIE MERCURY
HOTOSTE STOR AFRICA 1-1
DEBARGE 3-2
SADE 9-6
MARY JAME GIRLS 17-11
HAROLD FALTERMEYE 22-1

KSND/Eugene, OR Mike Anthony

MMM Anthony
HADONNA
HARY JANE GIRLS
BRYAN ADAMS
SURVIVOR
TINA TURNER
HICK JAGGER
BOY MEETS GIRL
HOLLEST:
DEBARGE 8-3
CHICAGO 6-5
MURRAY HEAD 14-10
SADE 24-18

SORVIVOR
REO SPEEDWAGON
MICK JAGGER
MARY JAME GIRLS
FREDDIE MERCURY
BOTTEST:
USA FOR AFRICA 1-1
MADONNA 2-2
SIMPLE MINDS 5-3
MURRAY HEAD 10-6
POMER STATION 14-8

MADONNA ALAN PARSONS (dp) MELISSA MANCHESTE (dp) EURYTHMICS (dp) HOTTEST: USA FOR AFRICA 1-1 MADONNA 2-2 MADONNA MARVIN GAYE LUTHER VANDROSS HURRAY HEAD 3-3 SIMPLE HINDS 8-4 POWER STATION 9-1

DAVID LEE ROTH KURTIS BLOW (dp) FREDDIE MERCURY (dp) KDON-FM/Sallnas-Mor Hottest: USA FOR APRICA 2-1 PAUL HARDCASTLE 3-3 UTPO 10-4 SADE 13-9 MARY JANE GIRLS 25-16 Kirk Chart
JULIAN LENNON
MADONN'A
JULES SHEAR
PREDDIE MERCURY
MELISSA MANCHESTE
MELISSA MANCHESTE
MADONNA
1-1
USA POR AFRICA 2-2
SIMPLE MINDS 6-3
MURRAY HEAD 14-9
MURRAY HEAD 14-9

KYNO-FM/Fresno, CA

Welker/Davis

EARS FOR FEARS
BILLY OCEAN
MADONNA
SADE MATERIAL
HISTORIAL
HISTORIAL
BRUCE SPERINGSTEEN 5-3
DEBARGE 6-4
SIMPLE MINDS 9-6
PAUL HARDCASTLE 10-7

KQMQ/Honolulu, Hi

NIMO AKANO
MADONNA
MICK JAGGER
NEW EDITION
PETER WOLF
EURYTHMICS
BOY MEETS GIRL
FREDDIE MERCURY
NOTCEST:
USA FOR AFRICA 1-1
MADONNA 2-2
PHIL COLLINS 3-3
DEBARGE 4-4
MURRAY MEAD 9-7

KLUC/Las Vegas, NV

MADONNA MARY JANE GIRLS MARY JAME GIRLS
HOTTEST:
USA FOR AFRICA 3-1
POWER STATION 21-14
TEARS FOR FEARS 26-19
KENNY LOGGINS 30-23
HAROLD FALTERMEYE 40-33

KO93/Modesto, CA Brian Casey

none Hottest: USA FOR AFRICA 1-1 MADONNA 5-5 DON HEBLEY 7-7 ANIMOTION 11-11 MURRAY HEAD 16-16

KHDP/Modesto-Stockton CA MALISSA MANCHESTE
MADONNA
TEENA MARIE
PETER MOLF (dp)
ROTEST MOLF (dp)
ROT

KCAQ/Oxnard-Venture, CA MADONNA SURVIVOR KOOL & THE GANG TIL TUESDAY MADONNA

TIL TUBBLE.
MADONNA
HOTHER
HOT KPOP/Sacramento, CA

BRYAN ADAMS
PHILIP BAILEY
MICK JAGGER
MADOWNA
PREDDIZ MERCURY (dp)
FETER WOLF (dp)
ESTER WOLF

PARALLEL THREE

KGOT/Anch Kay Taylor EURYTHMICS ALAN PARSONS TINA TURNER HICK JAGGER MADONNA MICK JACGER
HADONNA
FREDDIE MERCURY
WANG CHUNG
TIL TUESDAY
HOTESDAY
HOTESDAY
HADONNA 2-2
DEBARGE 4-3
CHICAGO 5-5
DON HENLEY 8-6

KYYA/Billings, MT

KBOZ-FM/Bo: Michael Hess

BRYAN ADAMS
HADONNA
PATTI LABELLE
HOTEST: USA FOR AFRICA 1-1
HADONNA 2-2
CHICAGO 3-3
DON HENLEY 5-4
ANIMOTION 8-5

KCDQ/Bozeman, MT

EURYTHMICS MADONNA MADONNA ALAN PARSONS MICK JAGGER MELISSA MANCHESTE FREDDIE MERCURY BLANCMANGE (dp) BLANCMANGE (dp) Hottest: USA FOR AFRICA 1-1 HADONNA 2-2 CHICAGO 3-3 ANIHOTION 4-4 DON HENLEY 5-5

KTRS/Casper, WY

Todd Cevenah
MADONNA
MICK JAGGER
PERDDIE MERCURY
EURYTHMICS
MARY JANE GIRLS
FRANKIE GORS TO H (dp)
HOLTER:
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KKAZ/Cheyanne, WY

MADOWNA MADOWN M John Ramsey
MADONNA
MARY JANE GIRLS
LUTHER VANDROSS
FRANKIE GOS TO H (dp)
TINA TURNER
HOTLEST:
USA FOR AFRICA 1-1
MADONNA 2-2-3
SIMPLE MINDS 12-8
MURRAY HEAD 14-11

KOZE/Lewiston, ID Jay McCell EURYTHMICS MADONNA MICK JAGGER MICK JAGGER FIONA JULIAN LENNON HORLEST: USA FOR AFRICA 1-1 TEARS FOR FEARS 14-9 SADE 18-12 RICK SPRINGFIELD 20-14 KATRINA & THE WAY 24-16

MADONAX SURVIVOR MARY JAME GIRLS TIL TUESDAY (dp) EUPYTHMICS (dp) HOTLEST: USA POR AFRICA 1-1 POWER STATION 9-6 TEARS FOR FEARS 8-7 WURRAY HEAD 19-15 HOWARD JONES 29-23

KDVV/Topeka, KS

KFMW/Waterloo, IA

MARK POTER

TINA TURNER

HAROLD FALTERMEYE
PATTI LABELLE
EURYTHHICS
HAROLD HAROLD
HOTEAST,
HAROLD
HOTEAST,
HADOUNA 2-1
POWER STATION 4-3
FOREIGNER 12-8
KENNY LOGGINS Z6-18

KHTX/Reno, NV John Chommie

John Chommie
MELISSA MANCHESTE
ALAN PARSONS
JULES SHRAM
ALEX BROWN
MICK JAGGEM
FREDDIE MERCURY
TEENA MARIE
JULIAN LEWNON
HOTTEST
BEBAGGE 2-2
SIMPLE MINDS 3-3
SADE 16-10
WHAM! 21-15

KBIM/Roswell, NM Dave North

SURVIVOR PHILIP BAILEY ALEX BROWN ALEX BROWN
FREDDIE HERCURY
HAROLD FALTERMEYE
MICK JAGGER
DOKKEN
WANG CHUNG
HOSTER
USA FOR AFFICA 1-1
MADONNA 2-2
DEBARGE 3-3
JERMAINE STENART 5-4
SIMPLE MINDS 18-9

SLY96/Sen Luis Obiano, CA Joe Collins

JOE COIlins
EURYTHHICS
TIL TUSSDAY
MADONNA
NEW EDITION (dp)
MICK JAGGER
FREDDIE MERCURY (dp)
HOCK SHANNA
SAFOR APRICA 1-2
COMMODORES 6-5
ANIMOTION 9-8
MURRAY HEAD 12-11

KZOZ/San Luis Obispo, CA JULIAN LENNON CLENN FREY BON JOVI (dp) POINTER SISTERS EURYTHINICS HADONNA HOTTERS CHICAGO 5-2 SIMPLE MINDS 7-1 TEARS POR FEARS

CHICAGO 5-2 SIMPLE MINDS 7-5 TEARS FOR FEARS 19-13 DAVID LEE ROTH 34-26 HAROLD FALTERMEYE D-28 KIST/Santa Berbera, CA

BRYAN ADAMS FREDDIE MERCURY MICK JAGGER EURYTHMICS ALAN PARSONS MADONNA MADONNA Hottest: USA FOR AFRICA 1-1 MADONNA 4-3 SADE 8-4 HALL & OATES 14-8 POWER STATION 31-13

OK95/Tri-Cities, WA Taylor/O'Brian
MANG CHUNG
SON JOY MEN SON JOY
SON JOY
SON JOY
SON JOY
SON JOY
ALAN PARSONS
PETER MOLE
MICK JAGGER
EURYTHMICK
EURYTHMICK
HOEK LEWIS 1 NEWS
SRUCE SPRINGSTERN
HOEK LEWIS 1 NEWS
HOLD STATION 5-3
FOREIGNER 12-6
TEARS FOR PEARS 17-8
TIL TUESDAY 25-18

formats to A/C, and WHTF/New York has changed to AOR. Both stations no longer report to the CHR section.

Parallel I: Selected stations in major markets that are format dominant and or exert a significant national influence of event a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or event a significant local or
regional influence. This perallel may also contain some major market stations
that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

252 Reports JOHN DOE "Hit Song" (Anylabel) LP: Hit Song 100/25 Regional Reach E 33% M 21% S 56% W 19% **EXAMPLE** 100/25 - 100 CHR reporting stations on it this week including 25 new adds this week including 45 haw add
 Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters
playing the song within each region
National Summary National Summary

Up 51 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week.

Same 4 — Number of stations reporting no movement this week. (On to On, 31-31, etc.) Down 0 - Number of stations movin It down on their charts.

Adds 25 - Total number of stations adding it this week.



RRYAN ADAMS 216/61 88% National Summary UP 20 DEBUTS 85 SAME 50 DOWN 0 ADOS 61 Region Reach E 866 S 869 H 809 H 918 33 MENG OF MANUAL PROPERTY AND A STATE OF MANUAL PROPERTY AND A S **P** MHTT B
MXESPH on
MHTE G-29
CROI a
MPLJ e-20
1100 a-20
MCAUPH a-25
B94 a
METX a
PRO-PH a
G107 d-29
MAYA d-27 940 d-28 153 on 1100 d-35 897 d-28 WMVI A Q105 e SOUTH ON MEST 4-36 WARF 4-36 WARF 4-36 WARF 4-36 WARF 4-31 WARF 4-ANDMETT

MEDD 19-29

MARE d-25

WILL

MIDS 19-29

MARE d-25

WILL

MIDS 19-29

MOTE a-40

MRER a

MOTE 0-36

MIPR a

WITC 0-36

MIPR 39-29

MOR 39-39

MOR KPYR on Wind d-29 WIND d-27 MCILPH a EQCE a ECMQ on 194 on #IPM #-37 0103 d-35 1108 d-27 #109 d-27 #ER1 a #MUR d-32 PH102 on XWOO d-34 KS103 a #EVES a #MUE d-27 FMSS d-10 FMSS d-27 FMSS d-27 2 EGOT ON EYYA d-28 EGOIPR & ECOQ d-19 ETRS d-13 ERAI d-40 NOIE d-26 ERIX d-15 EBIN ON EZOS d-11 ELST d-15 MNNQ 19-34 FEER ON KUER ON KUER ON KYP5 6-32 KTRX 26-21 KTRX 26-21 KTRX 00 KOMO ON KOM







C Forever Man (WB) National Summary UP 150 DEBUTS 4 SAKE 42 DOWN 6 ACCS 2 1 4 Mail 14-14 MOJD 18-16 MAID 1 NYBS 21-19 MYDS 17-11 MIGH 28-21 10 DCTR 25-2 MGAY 22-21 MIES 24-22 MIES 24-22 MIES 24-22 MIES 24-22 MIES 25-2 MIES 15-12 9 SKIL 15-12 9 SKIL 15-13 MOMPTH 19-1 MSQV 19-17 94Q 28-27 EAFH 27-27 93FH 20-22 MRV2 14-23 Q105 14-14 SOUTH

ROLEFF 24-2
MSSF 23-21
MAND 17-15
MSSF 23-21
MAND 17-15
MSSF 21-2
KISS 11-4
Q104 18-28
MKKS 21-19
RNDY 10-19
RNDY 10-19
RNDY 10-19
MSLE 13-5
MSSF 24-23
KSC 11-2
MSSF 24-23
KSC 11-2
MSSF 24-23
KSC 11-2
MSSF 24-23
MSSF 22-17
MSSF 12-17 ### 33-28 MIS d-34 WOLL 17-17 92K 15-15 WOLL 17-17 92K 15-15 WOLL 17-17 92K 15-15 MILTY 19-18 MILTY 15-11 FREQ 30-29 1899 27-25 ENTI 17-17 ENTR 32-27 INK 8 WLOLFM 34-10 MARKE 25-21 MARK 25-21 MRKW 21-21 MIDWEST

FFFR 18-16
MNQ 25-22
MNS 17-13
MCSEPK 29-21
MCS 18-16
MCSEPK 29-21
MCS 18-16
MCSEPK 18-17
MCSEPK 18-16
MCSEPK 18-7 FAIT 16-12 OF 18-12 O WEST 24-20 KKMK 24-21 KKMK 27-27 KKMK 27-27 KMKK 27-27 WRSQ 29-29 ERFI 4-26

COMMODORES Nightshift (Motown) EURYTHMICS
Would I Lie To You? (RCA) 233/1 Hatlonal Summary UP 132 DEBUTS 0 SAME 51 DOWN 49 ACCS 1 Regione Reach E 956 S 109 N 915 W 969 0 MISTM .11-10 93Q 5-4 HKFFM 4-3 MPST 11-10 MRCH 21-18 HKRIFM 5-8 MTLQ 12-11 Q106 4-4 ##GX 8-0 #YHO79M 14-#COMQ 7-6 #LUC 14-11 #EOP 9-15 #CAQ 6-5 #FOP 6-6 #S#D 5-12 #COMEM 8-2 #COMEM 8-2 #COMEM 8-2 #COMEM 8-5 #COMEM 8-5 #COMEM 8-6 #COMEM 8-7 #COMEM 8-6 #COMEM 8-6 #COMEM 8-6 #COMEM 8-7 #COMEM 8-6 #COMEM 8-6 #COMEM 8-7 #COMEM 8-7 #COMEM 8-7 Regiona Reach Z 434 B 321 H 305 H 289 NEA #ASY #104 5-23 #106 7-6 #107 7-6 #107 1-6 #107 1-6 #107 1-6 #107 1-7 #10 1-7 #10 5-5 #10 05-5 #10 5-5 #10 5-5 #10 5-5 #10 5-5 #10 5-5 #10 5-5 #10 16-1 #10 5-5 #10 16-1 WHEN 2-2 (1977) 1-2 (1 ESFT a HMIC a ESSE a MSSK b MSSK b MSSK PM M2LD a WAMSPM MTMT a MSFM a MTMT a SEFT a T107 a T106 a KHNO a NXXSPN a WHYS a WHYX a PRO-FM a CPTR a MPBG 14-11 WIGH 11-8 WIGH 12-7 10 NCIR 5-4 WIRI 5-5 WIRI 5-5 WIRI 5-5 WIRI 6-5 WIRI 6-5 WIRI 6-5 WIRI 6-5 WIRI 6-3 WIRI 6-3 WIRI 6-3 WIRI 11-20 940 11-17 193 3-3 XAPM 9-8 195 7-7 1100 5-4 897 10-20 MNV1 16-12 Q105 4-8 896 a HCET a 1893 a NARC a WEAU a MCRD a-35 MJSQ a MKFR a KEIMFM a KEIMD a ELISTE A KKEL A KKEL A MOWEST 89-19-12 MIS-9-6 WIS-9-8-9-6 OLD2 11-10 MCEL 6-8 9/2 6-4 WCI 12-6 MCIY 3-3 MRIY RQISIM 6-4 NESF 3-4 NASS 3-7 NESF 3-1 NESF 3-7 NESF 3-7 NESF 3-7 Q101 2-6 NOCFM 5-4 NO XONG & HVSP a F104 x WERL a EC101 a S106 a SEPXY a SWEPH a WEFH a WEFE a WECK a 4 EFFR 4-7 smen 3-2 ECR 7-5 ECR 7-5 ECR 7-5 ETFR 11-7 STRE 11-7 STRE 11-7 STRE 10-7 KHDOTH 1-7 STRE 10-7 KHDOTH 1-7 STRE 10-7 KHD 12-10 MET 10-10 MANC 15-10 WEAU 17-16 WEOC 3-6 SIEK 4-4 WET 18-12 KEIO 4-6 WET 19-8 WET 19-8 WET 19-8 WET 19-8 WET 19-8 WET 19-8 WET 19-10 WET EGOT 6-B KYTA 5-3 KEOZYM 6-14 KCDQ 7-7 KTRG 5-5 KEAZ 6-5 KOZK 13-23 ENTE 6-5 KEIM 9-6 KYOZ 1-1 SEY96 6-5 ENNQ 4-4 EEXE 10-8 EQER 10-10 EF95 7-7 EIEE 5-7

Region Seach I 801 5 911 H 811 H 931

940 10-6 191 9-8 SAPM 26-21 KEUL 10-14 91398 22-12 195 6-4 Y100 29-20 MNVI a-36 Q105 12-10

EINH 23-16 EPRE 29-19 0103 33-26 T108 6-5 EXTERM 30-2 ENDS 22-11 EXEP 28-19 EXER 24-23 ENDS 22-25 FMICE 13-25 EVEN 28-25 EVEN 28-26 EVEN 28-26

4

D Rhythm Of The... (Gordy/Motown)
LP: Rhythm Of The Night Mational Summer; UP 191 OESCYS C SAME 41 SOME 2 ADDS C Region Reach E 968 S 928 H 978 W 988 0 93Q 4-3 HEPH 5-4 HPST 4-3 HSCE 18-10 HXBIPH 6-5 HTLQ 9-8 Q10+ 4-3 RBOS 15-10 RNG1 6-5 RYMOPM 6-6 ROMO 4-6 ROMO 4-6 ROMO 13-6 ROMO 16-6 ROMO 16-7 ROMO 10-7 ROMO 10-7 ROMO 11-7 ROMO 11-7 ROMO 11-7 ROMO 11-7 ROMO 11-7 ROMO 6-5 RMT 9-7 RMD 6-5 RMT 9-7 RMD 6-5 RMT 9-7 RMD 3-3 HITT 5-2 HYNJEM 6-3 HWYS 6-6 HSLI 6-5 CKGM 34-32 CKGI 24-23 HFLJ 3-3 1160 2-3 HCACPM 2-2 HKTACPM 2-2 HKTACPM 2-2 HKTACPM 3-3 CKGI 3-4 CKGI 3-4 KGACPM 3-3 KGACPM 3-3 KGACPM 3-3 KGACPM 3-3 KGACPM 3-3 KGACPM 3-3 KGACPM 3-4 WHERE 4-3
MITT 14-7
MITT 4-4
MITT 4-4
MITT 4-4
MITT 4-7
MITT 4-4
MITT 4-1
M MFBG 10-5 WIOW 16-10 WIOW 16-10 BIGY 10-5 16-3CIR 13-3 WANY 6-4 WINY 6-4 WINY 6-4 WINY 6-4 WINY 5-3 SENI 5-3 SENI 6-2 WONPPN 8-6 WSQV 7-6 940 7-7 193 6-4 RAPM 13-195 5-5 Y100 4-3 897 4-2 HMVS 2-2 0105 7-6 SOUTH 10-1 ROITM 10-1 NOT 11-9 MACOWNEST

856 5-4
MLS 5-3
MLS-78 5-3
Q102 13-8
92K.5-5
MC1 18-8
92K.5-5
MC1 27-27
MC17 4-4
MN17 6-4
ERCy 8-1
2199 9-5
MKT1 7-5
KNTR 7-4
KNT 7-5
KNT 7-6
KNT 7-6 MICHAEL 1-6
MENG 3-6
MENG 3-1
METER 1-6
METER 6-5
MORE 3-3
MORE 3-**P** EGOT 4-3 EYYA 20-16 EEGIFM 11-8 ECDG 17-14 EYRE 4-3 EXRE 7-3 EXDE 11-21 EMTE 2-2 FRIM 3-3 ELOT 6-4 SLT95 7-4 ELOT 6-5 OR95 23-16

Watlonel Summary UP 0 DEBUTS 0 SAME 0 DOWN 0 ADDS 53 WEYO A WOCH & OKICO & WHI & MEST & WIAD B HOSQ B EISB B QID4 B KTOT B KWES B T94 B WPFR B HIZEV B WENC A
WENS A
HOLLPH A
ESCIPE A
19EG A
KNTOPH
HOLL A
KOVV A
ETHH A

JOHN FOGERTY Rock And Roll Girls (WB) LP: Centerfield 214/4 Metional Sumpacy UP 175 DEBUTS SAME 25 DOWN 3 ADDS 4 1 Reach 8 919 8 749 H 899 W 899 **P** 8104 6-30 X109 28-25 HNTT 22-20 HNTS 29-26 HNTS 19-26 HNTS 19-26 HNTS 30-27 PRO-FH 17-14 CPPR 05 CHUM 6-28 0197 27-25 HAVA 22-20 NOUTH A-26 NOITH A-26 NOSF 19-16 MASF 19-16 MASF 19-16 MASF 10-17 MOGO 28-24 EISR 24-21 OLG 12-17 EMBERS 12-10 NOSF 12-17 EMBERS 12-30 T94 37-16 WFF 28-24 MILE 23-19 940 17-16 9399 15-15 N96 18-20 NUS 24-19 NUS 24-19 NUS 24-19 NUS 21-21 92K 28-26 NPC1 16-14 MUST 0-35 NHSD 28-25 NHSD 28-25 NHSD 28-27 MINOWEST

XTTR 20-12

XTTR 20-12

WENNO 21-18

WENNO 21-18

WENNE 11-12

BROCK 33-28

ECOM 33-29

ECOM HAROLD FALTERMEYER K1MM 25-15 KPME 25-22 Q103 26-14 T108 17-15 K118 PK 23-2 KIIP 22-21 SAND 24-23 SSND 24-23 SSND 24-23 KIIB 42-24 KIIB 42-2 Axel F (MCA) LP: Beverly Hills Cop Soundtrack 218/16 National Symmery UP 149 DEBUTH 31 SAME 19 DOMN 3 AUDS 16 20 #ANY 18-17 0100 18-10 MENUNY 7-6 0100 18-10 MENUNY 7-6 K104 21-15 MERI 24-10 MERI 24-10 MERI 24-10 9174 00 12-1 MOST 18-17 RYM 28-20 KBOIPM 29-1 RCDQ 16-13 RTBG 24-18 KKAZ 25-22 ROSE 17-15 RHTS 30-26 IBIN 22-22 RSGC 20-19 SLYSS 22-19 SLYSS 22-21 GK95 15-12 MPST 21-16 MBCK 13-28 MEH3PH 33-21 WTLQ 29-23 WHETE

KNOWN 23-17

KNOWN 16-16

RF95 22-18

KNEW 23-24

KEFM 16-15

KNOWN 23-24

KEFM 16-15

KNOWN 23-28

KNOWN 23-28

KNOWN 24-29

KN EAST 5164 17-15 E134 20-13 WESTT 6-22 WESTT 6-22 WEST 70-22 WEST 70-12 WELL 6-5 1100 13-14 WCAUPH 6-38 1394 30-22 FRO-FM 6-27 9107 14-10 MANA 10-18-980 24-31 987 4-29 987 4-29 987 10-24 987 10-2 **P** WFBG 38-26 MACH ON MIGH 39-24 103CIR 6-32 WIRE 30-22 GRIGO 14-28 WERE 32-30 95RIL 31-26 WSGV 31-27 That Was Yesterday (Atlantic) SOISF# OC MRSF d-40 MADA J4-30 MADA J4-30 MADA J4-30 MADA J4-30 Q104 19-16 MRSF d-32 EFOR J5-29 Q101 19-32 FOR J5-29 T44 29-20 WPPR 31-22 MPPR 31-23 MPPR 896 29-19 MLS 39-18 MLS-PM 29-11 MMCI 18-18 MCIY 21-20 MNIT 12-13 KBED 17-12 MRTI 26-21 KDMSPM 25-21 KDMSPM 25-21 KDMSPM 25-21 KDMSPM 13-2 Macional Summary UP 209 DEBUTS 0 SAME 27 TROWN 8 ADDS 2 1 Region Rasch E 780 S 970 H 975 H 980 WRCK 11-8 WESTPW 15-14 W710 17-16 0106 11-10 MUNIC 8 MEAU 00 FIFR 33-23 METER 33-23 METER 31-33 METER 4-29 METER 10-2 METE #106 24-20 #106 24-21 WHTT 28-21 WHTT 28-21 WHXESTH 12-9 WHX 15-13 WHALI 15-13 WHALI 15-13 WHALI 15-14 PROJUBLE 12-9 CKON 10-22 334 21-19 WHX 15-14 PROJUBLE 12-9 CYTR 00 CKON 29-24 MAYA 15-13 **3** NFLY 26-14 NFLY 26-14 NFLY 26-14 NFLY 26-24 NFLY 2 EXY107 on EXYMPH 29-EKRD d-38 WHOT 32-21 HYYA 30-21 KBOIPH 31-2 KCD0 37-34 KTM5 14-12 KKAI 32-24 KOQE 30-20 KBITH B KBOI 4-28 SLTY0 10-24 KIST 38-30 0F95 39-32 940 24-22 NAPH 12-12 NEGG 4-4 93PH 29-28 195 29-24 7100 25-23 917 14-10 MNV2 13-13 Q105 24-18 WEST 2000 36-27 EEEX a KQER 30-30 KF95 26-16 KIEX 40-29 KEPM 22-17 KSMD 34-27 KDCG 38-29 KMDX d-29 PMIGO 9-7
MANDRW 18-1
MONTRW 12-1
NOFW 26-16
ENGV 17-14
ENGV 17-14
FINAL 12-10
MERS 20-26
FINAL 20-20
FINAL 20-20 EQIEFW 15-1 WESP 20-18 WJAD 11-5 WGGD 16-10 KISR 16-12 Q104 7-7 WYKS 8-4 KTOY 14-10 #16 15-15 MLS 26-21 MLS-PH 26-2 Q102 16-13 MOCL 11-11 12x 12-10 WHICI 11-11 MCEY 14-13 MHYT 23-18 KBRQ 16-15 1199 12-11 MFTT 22-15

FIONA Talk To Me (Atlantic)

55/12

MALD # MORE d-39 MPRE on MX104 31-27 KTPM on

EIIO OR HIPC a MJNQ 35-32 XOPH OR HEQH OR KETHER OR

Regions Reach E 324 S 194 H 206 H 174

MCAUPH a

P WEST KSED :

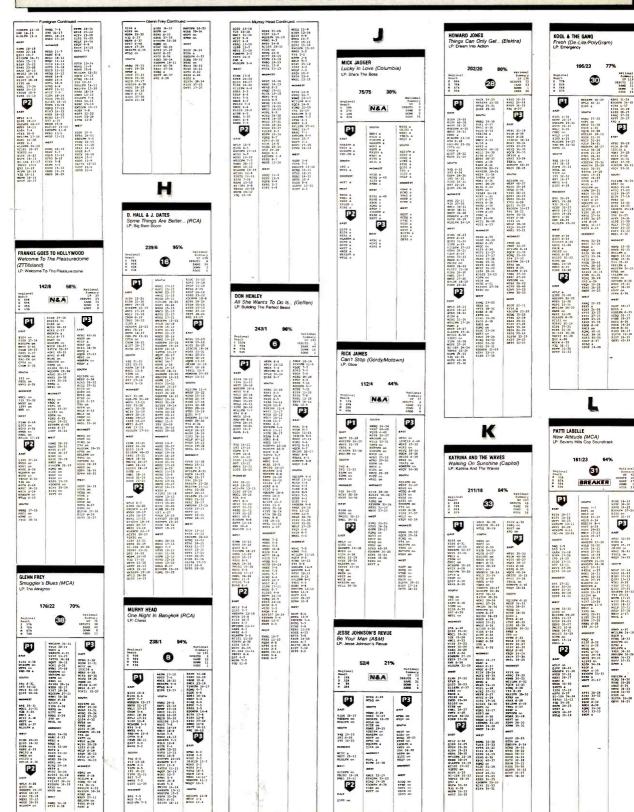
MPLY on Q100 14-30 MVSR or R104 a MERE on MLAKE On MLAKE d-32 MPLC d-32 MPLQ d-38

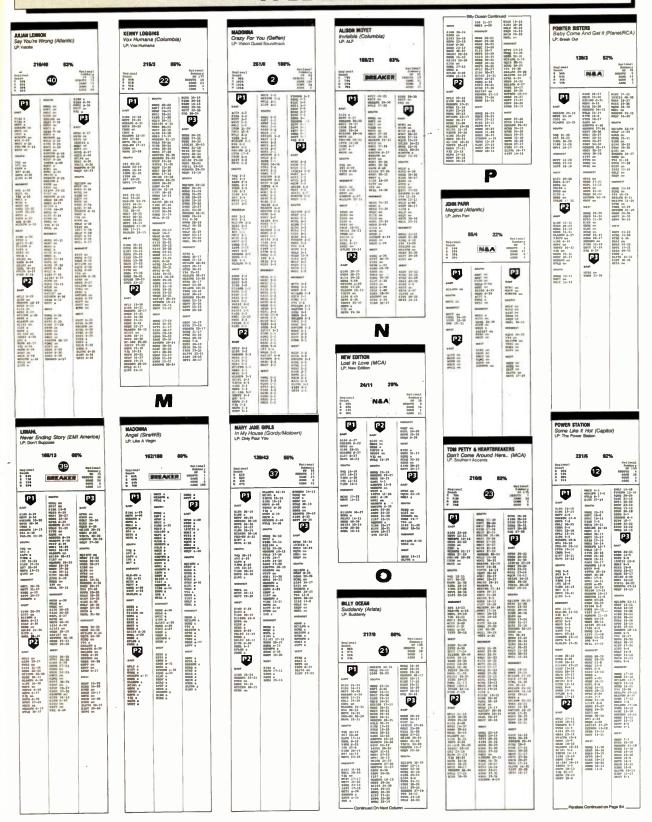
Mational Summary UP 5 DEBUTS 5 SAME 33 DOWN 0 ADDS 12

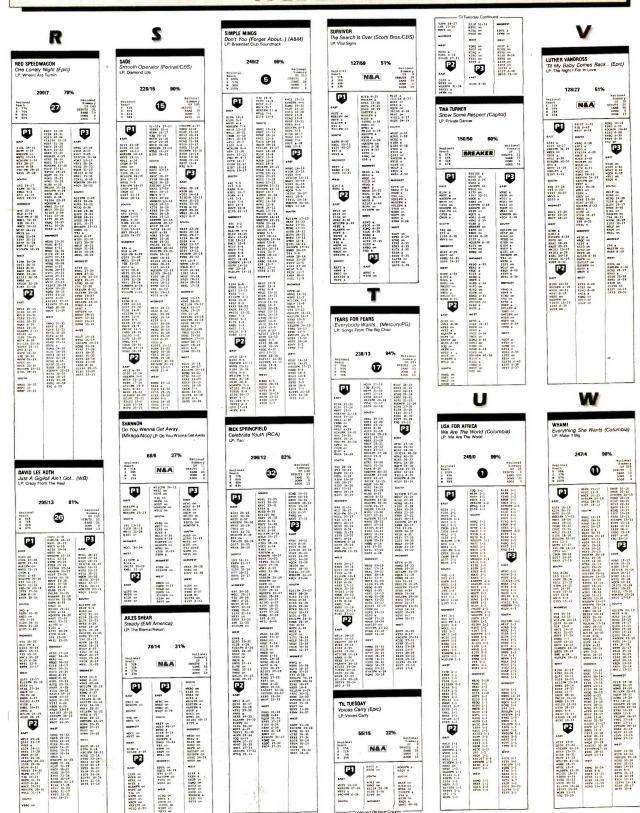
WEST &
ETOY on
Q101 on
INDEXTM 8
T94 on
WPTM on
WIXV on
EXCY on
EXCY on

NBHQ OR EQCR 38-30 WAITPH on 99EC a MODR on EDVV on EPHH on

KCDQ on KTRS on KODE & KBIM d-39 X101 oh SLY96 on OX95 on







SIGNIFICANT ACTION



MONEST EDVV on WEST

ECCO &

KERN ON ENGR A SECOND ON EAST HYDG 39-32 SOUTH

MCGQ on 0101 on 1102 15-22

HCILPH 3-4

EAST

HPRG on WIKE on WENI on WEGO on

MKSF on MJAD on MOSQ a KISR on Q101 a KNOEPH OI KEQY ON MHSL on

WHNQ A WAITFM . 19EG A WORK A

KURTIS BLOW

1

1100 29-2 MCAUPH on

PM192 on

BON JOVI

2

Basketball (Polydor/PolyGram). LP: Ego Trip

WPST on WTLQ on

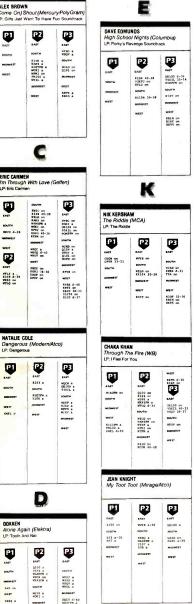
Only Lonely (Mercury/PolyGram). LP: 7800° Farenheit

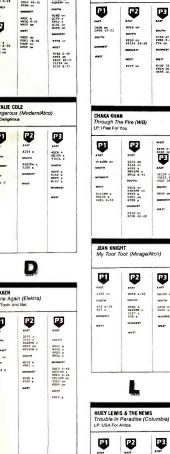
WEARPH OR WEST OR MEST OR MESTER & WESTER &

NUIC ON WARPEN & WILD ON WITP ON WORF ON WITP ON WITP ON WITH ON WITH

KONO on KSED on

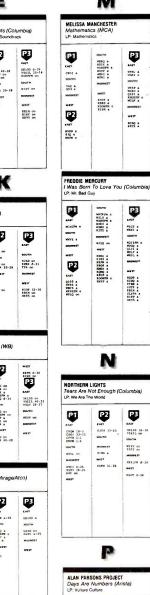






SOUTH
NERS OR
MINWEST
ROSO 8-14
NEST
EXECUTE:

0101 a 8107 on MARYPH ON WEST OR95 a







SLADE

WPMU a

WESP & WJAO # Q101 & ENGEPH #

ERTE A

MICY .

ROIEPH HCGO a Q101 a HGLP a HKSL a

RGOT & RCDQ & RTRS & RNTE & RBIM & SLY96 & RIST & OK95 &

MERQ & MESS & MANSPH & MEYP & MORE & MEDWIGST

MHORPH A
MELLO 4
MEANETH A
MORE A
MOR

N

[1]	122	P3
EAST	EATT	EAST
CPTR &	WYSE on E104 on	ORIGO on 95XIL on WOMPPH on
BOOTH	SOUTH	SOUTH
MOWEST.	NAIC 4 NAME 4	MIXV on
WEST	HAND .	MIDWEST
KPCUS on	MI DWEST	MDBR on
	MIPL on	KOVY on
	KOPH on	WEST
	watt	ECOT on
	WEST	FREE d-31
	ESED on	OK95 4-31

BELDUIS SOME Imagination (Capitol) LP: Belouis Some

P

WYSS on E104 on WYSI & WECE on

MOWEST REYMPH WEST ESED a

BRUCE SPRINGSTEEN

MAUREEN STEELE Save The Night For Me (Motown) LP: Nature Of The Beast

P

8104 a 930 a SOUTH

RITH B WPHI A WNSY B

P3

OK100 a 9581L a MSQV a

MIDWEL

4

EAST

CROI ON







EAST	EAST MYSS 4	FAST A
MIGWEST WEST WEST RELUS 40-34	MECK a SOUTH NX104 o MIDWEST	SOUTH MEST a T94 a T94 a WHSL a MHDMEST a HIGH A MIDMEST B STOT A STOT A STOT A

EAT EAT YXXXXIII A HISTS A HOUTH MINUTE A MINUTE A	SOUTH MANSPY & MANSPY & EXIOU	EAST SOUTH RISH a 0101 a vist a 0107 c Vist a 0107 c Vist a 0107 c 0107 c

R&R FRIDAY, APRIL 19, 1985/85

CONTEMPORARY HIT RADIO

BREAKERS.

LIMAHL

Never Ending Story (EMI America)

65% of our reporters on it. Moves: Úp 72, Debuts 30, Śame 50, Down 0, Adds 13 including Z93, KAFM, 93FM, KBEQ, KDWB-FM, KIIS-FM, KITS. See Parallels, debuts at number 39 on the CHR chart.

PATTI LABELLE

New Attitude (MCA)

64% of our reporters on it. Moves: Up 96, Debuts 10, Same 27, Down 5, Adds 23 including KWSS, WAMX, WPST, WSKZ, WNSY, WRQC, KHOP. See Parallels, moves 34-31 on the CHR chart.

ALISON MOYET

Invisible (Columbia)

63% of our reporters on it. Moves: Up 62, Debuts 19, Same 51, Down 5, Adds 21 including B104, Q107, 92X, KDWB-FM, KZZP, KS103, KITS. Complete airplay in Parallels.

MADONNA

Angel (Sire/WB)

60% of our reporters on it. Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 150 including WXKS-FM, B94, Z93, WLS-FM, ZZ99, KZZP, KPLUS. Complete airplay in Parallels.

TINA TURNER

Show Some Respect (Capitol)

60% of our reporters on it. Moves: Up 5, Debuts 22, Same 73, Down 0, Adds 50 including K106, WHTT, Z93, Q103, KOPA, KWOD, KWSS. Complete airplay in Parallels.

NEW & ACTIVE

FRANKIE GDES TO HOLLYWOOD "Welcome To The Pleasuredome" (ZTT/Island) 142/8 Moves: Up 39, Debuts 23, Same 72, Down, Adols 8, WNOK-FM, KMBQ, WROC, WIGY, WZYQ, WSOV, KTPS, KKAZ, K106 37-34, gbZ 33-35, KOPA &-2 & KPLUS 37-26, 94TN 23-27, WOKI 40-31, KSKD 33-28.

BOY MEETS GIRL "Oh Girl" (A&M) 140/15

BOUT MICE IS SURIL. "OR GITH" (AGM) 140/15
MOVES U.9.4.3, Debuts 18, Same 66, Down 0, Adds 15 including WRYS, WNVZ, 92X, WSKZ, WRQC, WRQN, KSHO, KOMO, WXLK, WGLF, KFRX, WLQL-Fild d-31, KFLUS 31-26, KF95 33-26, O10 32-25

MARY JANE GIRLS." If My Mouse' (Gordry Midtows) 133/43
Moves U.p. 54, Debuts 17, Same 25, Down 0, Adds 43 including K106, KAFM, Q105, Q103, KZZP, KKRZ, KWQO, KFLUS, KUBF, KLUC, KQLZ-Fild (200 25-19, WCAL)-H3 3-16, KMES -54, Sae Parallele, debuts at number 37 on the CHR

chart
POINTER SISTERS "Baby Come And Get H" (Planet/RCA) 130/3
Moves: Up 78, Debuts 9, Same 42, Down 0, Adds 3, FM102, K1TS, K2OZ, 940 31-25, Y100 32-29, WHYT 32-28, KBEO 27-22, RPUIS 353, WERZ 22-19, WPST40-37, KTE 168, RTKS32-27, WOK1 32-27, KDIZ-FM 22-19, V94 40-35.

LUTHER VANDROSS" "TII My Baby Comes Home" (Epic) 128/27
Movese: Up 32, Debuts 29, Same 40, Down 0, Adds 27 including 9104, KDIV, WPL), 894, PRO-FM, WNVZ, Q105, KIMN, Q103, KS100, WSOV, KKAZ, WHTX 24-18, KPLUS 21-15, Q103 40-32.

SURVIVOR "The Search Is Over" (Scotti Bros./CBS) 127/59
Moves: Up 9, Debuts 25, Same 34, Down 0, Adds 59 including WHTT. \ WNYS WCALLEM ROA ROZ WNYZ WHYT.

Rect., U103, KNRZ, KANTO, RYOT, KODI, 19-12.

PHILIP BAILEY "Walking On The Chinese Wall" (Columbia) 117/14

Moves: Up 26, Debuts 14, Same 83, Down O, Adds 14 including WNYS, CKOI, 293, KOPA, 98PXY, WBCY, KBFM, KPOP,

KOPZ, KNOPE-M, KYTO-EM, KBM, WNIZ 3-428, KBAIK, 35-28, MEY, 193-25. RICK JAMES "Can't Stop" (Bordy/Notown) 112/4 Moves. Up 37, Debute 6, Same 65, Down 0, Aods 4, CKOI, 940, WNSY, KHYT, WHTT 33-28, WXKS-FM 26-20, WCAU.FM 37-30, WCZY 36-29, WHYT 34-30, KMEL 34-31, WONI 37-33, KJ103 30-28, KKRD 31-29, WZYO 40-34, WBWB 38-33.

EURYTHMICS "Would I Lie To You" (RCA) 83/83 Moves. Up 0, Debuts 0, Same 0, Down 0, Adde 83 including WXKS-FM, WNYS, WHTX, PRO-FM, CFTR, 896, WCZY, ZZ99, KIIS-FM, KKRZ, KMEL, KPULS, Z106, KEYN-FM, WCIL-FM.

JULES SHEAR "Steady" (EMI America) 78/14 JULES SHEAR "Stebby" (EMI AMBITCA) / 07/14 Moves' Up 4, Debute 5, Seme 55, Down 0, Adds 14 including KIMN, WKEE, WJZR, KSET-FM, WANS-FM, WZYP, KITY WKAU, KIKX, KKFM, KDDN-FM, KHTX, KX104 40-37, WJAO 40-37, KWES 34-32.

MICK JAGGER "Lucky in Love" (Columbia) 75/75

MICK JAGGER "Lucky in Love" (Columbia) 75/75

Moves Up 0. Debute 0, Same 0. Down 0, Adda 73 including WXKS-FM, CKOI, WCALI-FM, PRO-FM, Z93, WNVZ. WHYT, KWOO, KMEL, KWSS, KPUS, KUBS, WAN-FM, KCMOI, KTDY.

WEW ENTITION "Lost in Love" (MCA) 74/11

Moves: Un 38 Debuta 8, Same 16, Down 1, Adds 11, 93FM, KOPA, WKEE, 92KTU, WZYP, WABB-FM, WOUE-FM, KIKX.

KUMU, WITI, SEPPO.
SHANNON "Do You Wanna Get Away" (Mirage/Alto) 89.6
Moves: Up 11, Debuts 7, Same 44, Down 0, Adds 6, WKKS-FM, KISF-M, KOPA, WJZR, WOAP-FM, I9S 13-10, Y100 26-19,
WYNZ 31-29, KHEL 33-28, WITICE 34-23, KI

'TIL TUESDAY "Volces Carry" (Epic) 55/15 Moves: Up 9, Debuts 6, Same 25, Down 0, Adds 15 inc

Moves: Up 9, Debuts 6, Same 25, Down 0, Adds 15 Including WNYS, KKRZ, Q100, 98PXY, WPST, KCAQ, KHYT, WOMP-FM, WSQV, T94, KKQV, KGOT, WXKS-FM 27-24, KPLUS 27-21, OK95 25-18. FIONA "Talk To Me" (Atlantic) 55/12 n ram 19 mt (nismit) 337 LZ: : Up 5, Debuts 5, Same 33, Down 0, Adds 12, WCALL-FM, K104, WERZ, WZLO, WZPL, WOAY, WIKZ, OK100, WKSF :FM, 99KG, K(Z)E, WLAN-FM 30-21, KX10N 31-27, WJXQ 35-32.

JOHN PARR "Magical" (Atlantic) 55/4
Moves: Up 7, Debuts 3, Same 41, Down 0, Adds 4, KITY, KMBO, WKDD, WRON, KBEQ 34-32, ZZ99 32-30, KWK 24-21,
KHFLON WZDL 04-0, WJQ 33-0, KSKD on, WHSL 36-31

LESSE JOHNSON'S REVUE "86 Your Man" (A&M) 82/4

JESSE JOHNSON'S REVUE "86 Your Man" (A&M) 82/4

Moves: Up 12, Debuts 4, Same 31, Down 1, Adds 4, WCZY, WCUE-FM, WZPL, KNOE-FM, Z93 d-26, KMEL 1½-11, WVSR

-d-39, WBBG -39, WSSX 30-27, WNOK-FM 32-28, KMCX 28-25, KMCX 22-19, KYNO-FM 28-22, KCAQ 29-26, T94 34-30

MOST ADDED MADONNA (150)

Angel (Sire/WB) EURYTHMICS (83) Would I Lie To You (RCA) MICK JAGGER (75) Lucky In Love (Columbia) BRYAN ADAMS (61)

Heaven (A&M) SURVIVOR (59) The Search Is Over (Scotti Bros./CBS)

HOTTEST USA FOR AFRICA (198) We Are The World (Columbia)

MADONNA (188) Crazy For You (Geffen) DeBARGE (116)

Rhythm Of The Night (Gordy/Motown) MURRAY HEAD (105) One Night In Bangkok (RCA) SIMPLE MINDS (93)

Don't You (Forget About Me) (A&M)

SIGNIFICANT ACTION

BON JOV! "Only Lonety" (Mercury/PolyGram) 43/14
Moves. Up 0. Debuts 5, Same 24, Oown 0. Adds 14, WKEE, WRCK, WKRZ-FM, WTLQ, WNOK-FM, KITY, WBNQ, WAZY-FM, 99KC, WDBR, KZOZ, OK95, WCAL-FM 4-0, O100-39, KX104 d-40, WJXQ d-38

99KG, WDBR, KZOZ, OK95, WCALFM G-40, Q100-539, KX104 G-40, WXXD G-39

FREDDIE MERCULPY "Was Born To Love You" (Columbia) 38.736

WNOWS: Up 0, Debuls 0, Same 2, Down 0, Aods 38 including WCALFM, WNYZ. Q100. WERZ. WRCK, WKRZ-FM.
WNOK-FM, WZD, WANS-FM. WOK, KNMO, KKK, KK, KR, KSOS, KMP, WRCK, WKRZ-FM.
WONG-KM, WZD, WANS-FM. WOK, KNMO, KKK, KK, KR, KSOS, KMP, WRCK, WKRZ-FM.
WOVES: Ub 3, Debuls 5, Same 23, Down 0, Adds 6, WFXT, WANS-FM. WRCD, WOAY, Q104, KTDY, WNYZ G-39, K104 d-39.
KZZ B4O-39, WRRO 40-39, WROC d-40, WROT or, KTRS d-40, KBIM 38-31, KIST d-37.

ALAN PARSONS PROJECT "Days Are Numbers" (Arista) 26/26
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 26 including WFLY, WERZ, WKFM, KWIC, WOKI, WFMI, KX104, WRNO,

MELISSA MANCHESTER "Mathematics" (MCA) 25/25 KOL 940 793 WVSR 930 WKFM WBBO WSSX WANS-

FM, WZPT, S. LUW "Basktabl" ("Polydor /Polydoram) 25,1 Moves: Up 6, Debuta 1, Same 16, Down 1, Adds 1, KMOX, 2100 29-27, WCAU-FM on, Y100 on, KKRZ on, FM102 on, KMEL on, WTLO on, VIZLO on, 2104 26-22, K.1103 39-33, KKOKO 33-25, KCAO d-31, WFBG 39-32, Z102 25-22.

PETER WOLF "Oo-Ee-Didley-Bop" (EM America) 24/24 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 24 including WXKS WOKI, KX16, KMBD, KOKO, KOMO, KHOP, KPOP, KSKO, SLADE "Little Sheila" (CSS Associated) 24/4 OKS.EM. WNYS WHYT. WERZ, 98PXY, 93Q, WANS-FM.

Debuts 2, Same 18, Down 0, Adds 4, CFTR, KWIC, WFMI, WRNO, KPLUS on, WVSR on, K104 on, KX104 on, ON on, KSKD on-dp. OK100 on, WDBR on, KHTX d-38, OK95 d-39.

WZPL on, WRON on, KSKD an-dp, CKI 000 w, WD8H on, KHI X -38, UNSO -39.

DOKKEN "Alone Again" (Elektra) 22/15

Moves: Up 0, Debuts 2, Same 5, Down 0, Adds 15 including KKRZ, O100, WERZ, WLAN-FM, WKRZ-FM, WJZR, WOKI, WJXD, KKRD, WKSF, WAZY-FM, HSIM, KYMK on-dp, WRCK on-dp, WRR d-28.

BRUCE SPRINGSTEEN "Trapped" (Columbia) 22/6

Moves Up 3, Debuts 4, Same 9, Down 0, Adds 6, WGTZ, WVIC, WIGG, WXLK, OK9S, WHTT on, WBLI on, B96 40-35. WNCI d-34, KKRTId-33, KTI d-43-3, KYZY d-35, SMXL 38-35. WINX 94-31.

G-33, WLIQ G-34, WZLIQ on, WANS-HM ON, KRYM-03-U, NGW ON, SOUL RO-33, WZLIQ on, WANS-HM ON, RYM-045-1404
MOYee: Up 0, Debutia 2, Same 13, Down 0, Adds 4, WKRZ-HM, WJXO, WZON, WKSF, 0100 on-dp, WLAN-FM on-dp, WTLQ
on, WOK Ion, WYCC, d-39, KKOY On-dp, WHSL on WORB on-dp, KHTX on, KBIM on, OK96 d-38.

NDRTHERN LIGHTS "Tears Are Not Enough" (Columbia) 17.71
MOYER: LIP 6, Debutia 3, Same 7, Down 0, Adds 1, WOG, OKGM 18-5, CKO 13-2-5, CFTR 1-1, CHUM 1-1, KEGL on, WNCI
d-35, ZZ99 22-86, K104 S3-2-5, KKFM 31-2-6, OKIO 38-30, WRX on 2 10-2 on, KKLX-FM d-34, KGOT d-36.

BELDUIS 30ME "Imagination" (Capitol) 18/6
Moves: Up 1, Debuts 0, Same 9, Down 0, Adds 6, WERZ, KEYN-FM, KZZU, WSQV, KISR, WHSL, CKOI on, KPLUS 38-35.
WYSR on, KIDO, WRDK on, WICK On, WICK On, KIDO, OKISS on, Tokiss on, T WANG CHUNG "Fire in The Twilight" (A&M) 13/12

RCK, KX104, WSQV, WKSF, T94, WHSL, 99KG, WDBR, KGOT,

ALEX BROWN "(Come On) Shout" (Mercury/PolyGram) 13/18
Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 10, KITE, KAMZ, KSET-FM, WOKI, FM100, WKZL, WFBG, WSQV, KHTX,

KNINI, WHSS.

BLANCMARGE "Don't Tell Me" (Sire/WB) 12/3

BLANCMARGE "Don't Tell Me" (Sire/WB) 12/3

Adds 3, KIDY, WPFM, KCDQ, K104 on, WPST on, OK100 on, 95XII. on, WCGQ on-

NIK KERSHAW "The Riddle" (MCA) 12/0 Moves: Up 2, Debuts 1, Same 9, Down 0, Adds 0, KWES d-31, T94 on, KGOT 32-30, KBIM on, OK95 or ts O. CKGM on, WVSR on, WZLD on, KX104 33-28, KHYT on, WJAD on-dp.

MATALIE COLE "Dangerous" (Modern/Alco) 11/11
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, KMEL, K104, KSET-FM, Y108, WQCM, OK100, 95xiL, WKSF, WJAD.

TEENA MARIE "Jammin" (Epic) 11/10
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 1 Adds 10, WCZY, Q100, WVSR, KAMZ, WOKI, KEYN-FM, KHOP, KSKO, WZON,

DEAN KNIGHT "My Toot Toot" (Mirage/Atco) 11/9

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 9, 293, B97, WVSR, WBBQ, WABBY-FM, Y107, Z98, OK100, KWES, Z100

DAYE EDMUNDS "High School Nights" (Columbia) 11/0

Moves: Up 3. Debuts 1, Same 7, Down 0, Adds 0, K104 40-38, 92KTU on, WTLQ on, KX104 39-38, OK100 d-36, 95XIL 25-

KIST on, OK95

1a, MIX YOT, GIM WH, NOT GROUP "Regisse Rock & Roll" (Epic) 10/1
Moves: Up 3, Debuts 1, Same 5, Down J, Adds 1, WFBG, WHTX 29-25, WKDD 38-37, WRQC d-32, WGRD 32-27, WJXQ
on-dp, WKFR ON 4p, SSXLE, ON WOMP-FM on

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artistities (label) designation indicate the total numbers, how many added it for the first time this vestic. Moves indicate the type of activity this week; Up for upward rhart movement. Same for sideweys or continued uncharted activity, Down for downward chart activity, and Adde for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the regarded 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.



CONTEMPORARY HIT RADIO

Three Two Last Weeks Weeks Week USA FOR AFRICA/We Are The World (Columbia) MADONNA/Crazy For You (Geffen) 4 3 DeBARGE/Rhythm Of The Night (Gordy/Motown) 5 4 COMMODORES/Nightshift (Motown) 12 10 SIMPLE MINDS/Don't You (Forget About Me) (A&M) 9 ODN HENLEY/All She Wants To Do Is Dance (Geffen) 8 ONIMOTION/Obsession (Mercury/PG) 11 B MURRAY HEAD/One Night In Bangkok (RCA) CHICAGO/Along Comes A Woman (Full Moon/WB) FOREIGNER/That Was Yesterday (Atlantic) FOREIGNER/That Was Yesterday (Atlantic) WHAMI/Everything She Wants (Columbia) 14 POWER STATION/Some Like It Hot (Capitol) 2 3 13 PHIL COLLINS/One More Night (Atlantic) 6 14 BRUCE SPRINGSTEEN/I'm On Fire (Columbia) 34 25 19 SADE/Smooth Operator (Portrait/CBS) 27 21 17 13 DARYL HALL & JOHN OATES/Some Things Are Better Left Unsaid (RCA) _ 31 22 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG) 33 26 21 13 JOHN FOGERTY/Rock And Roll Girls (WB) 29 23 20 (E) ERIC CLAPTON/Forever Man (WB) 38 27 THAROLD FALTERMEYER/AXEI F (MCA) 26 BILLY OCEAN/Suddenly (Jive/Arista) 23 **ENNY LOGGINS**/Vox Humana (Columbia) 40 30 25 TOM PETTY/Don't Come Around Here No More (MCA) 17 16 16 24 DIANA ROSS/Missing You (RCA) 4 13 25 MADONNA/Material Girl (Sire/WB) 33 **TREO SPEEDWAGON**/One Lonely Night (Epic) 37 28 HOWARD JONES/Things Can Only Get Better (Elektra) 5 11 18 29 TEENA MARIE/Lovergirl (Epic) 38 SO KOOL & THE GANG/Fresh (De-Lite/PG) BREAKER T PATTI LABELLE/New Attitude (MCA) 39 RICK SPRINGFIELD/Celebrate Youth (RCA) 40 KATRINA AND THE WAVES/Walking On Sunshine (Capitol)

MADONNA/Crazy For You (Geffen)

BRYAN ADAMS/Somebody (A&M)
BRYAN ADAMS/Heaven (A&M)
BRYAN ADAMS/Heaven (A&M)
TIME/The Bird (WB)

N&A Begina on Page 86

ADULT CONTEMPORARY

	4	4	3	0	DeBARGE/Rhythm Of The Night (Gordy/Motown)
1	3	2	2	3	USA FOR AFRICA/We Are The World (Columbia)
1	10	7	5	0	SADE/Smooth Operator (Portrait/CBS)
	1	1	4	5	PHIL COLLINS/One More Night (Atlantic)
	7	6	6	6	BRUCE SPRINGSTEEN/I'm On Fire (Columbia)
	16	11	8	0	BILLY OCEAN/Suddenly (Jive/Arista)
	2	5	7	8	COMMODORES/Nightshift (Motown)
	18	14	11	0	GEORGE BENSON/I Just Wanna Hang Around You (WB)
1	21	16	12	1	DAN FOGELBERG/Go Down Easy (Full Moon/Epic)
	22	19	13	0	KOOL & THE GANG/Fresh (De-Lite/PG)
	-	22	17	Ø	WHAM!/Everything She Wants (Columbia)
	23	18	15	(E)	DARYL HALL & JOHN OATES/Some Things Are Better Left Unsaid (RCA)
į	8	8	9	14	MANHATTANS/You Send Me (Columbia)
	_	-23	19	1	DIONNE WARWICK W/BARRY MANILOW
	6	9	10	16	JULIAN LENNON/Too Late For Goodbyes (Atlantic)
	BREA	ΙKI	ER	D	HAROLD FALTERMEYER/Axel F (MCA)
	9	10	14	18	REO SPEEDWAGON/Can't Fight This Feeling (Epic)
	BREA	١K	ER	19	REO SPEEDWAGON/One Lonely Night (Epic)
	_	_	25	20	ERIC CARMEN/I'm Through With Love (Geffen)
	19	20	21	21	DIANA ROSS/Missing You (RCA)
	11	13	18	22	BILLY JOEL/Keeping The Faith (Columbia)
	12	12	16	23	DOLLY PARTON/Don't Call It Love (RCA)
	DEI	BUT		3	CHICAGO/Along Comes A Woman (Full Moon/WB)
	DEE	BUT		3	FOREIGNER/That Was Yesterday (Atlantic)
	i.				

N&A Begins On Page 67

AOR TRACKS

Th	ree Tw	0	Last			
w	eeks We	eks 1	Week	0	TOM PETTY &/Don't Come Around Here No More (MCA)	
	3	3	2		SIMPLE MINDS/Don't You (Forget About Me) (A&M)	
	5	4	4		TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)	
	_	20			BRUCE SPRINGSTEEN/Trapped (Columbia)	
	1	2			ERIC CLAPTON/Forever Man (WB)	
	13	11			JOHN FOGERTY/Centerfield (WB)	
	18	12		ŏ		
	21	15			PHIL COLLINS/Inside Out (Atlantic)	
	23	17			FIRM/Satisfaction Guaranteed (Atlantic)	
	_	42			HUEY LEWIS & THE NEWS/Trouble In Paradise (Columbia)	
	48	29			DON HENLEY/Drivin' With Your Eyes Closed (Geffen)	
	17	13			KENNY LOGGINS/Vox Humana (Columbia)	
	19	18	15	1	ERIC CLAPTON/She's Waiting (WB)	
	34	23	17	O	REO SPEEDWAGON/One Lonely Night (Epic)	
	15	16	16	Ō	FIONA/Talk To Me (Atlantic)	
	8	8	8	16	FOREIGNER/That Was Yesterday (Atlantic)	
	35	27	25	0	KATRINA & THE WAVES/Walking On Sunshine (Capitol)	
	25	22	21	Ō	VAN-ZANT/I'm A Fighter (Network/Geffen)	
	10	7	10	19	MICK JAGGER/Lonely At The Top (Columbia)	
	BRE				MICK JAGGER/Lucky In Love (Columbia) Complete Tracks Chart	
	30	26	23		DAVID LEE ROTH/Just A Gigolo (WB) Begins on Page 71	_
			30		SLADE/Little, Sheila (CBS Associated)	
	BRE	A			JULIAN LENNON/Say You're Wrong (Atlantic)	
	36	30			HOWARD JONES/Things Can Only Get Better (Elektra)	
	6	5	12		JOHN FOGERTY/Rock And Roll Girls (WB)	
	29	28	27	20	POWER STATION/Some Like It Hot (Capitol)	
	12	9		27		
	39	33			PHIL COLLINS/Don't Lose My Number (Atlantic)	
	BRE	Αŀ	(ER	29	DOKKEN/Alone Again (Elektra)	
	20	21	26	30	GEORGE THOROGOOD/I Drink Alone (EMI America)	

BLACK/URBAN

		-			The second secon
				•	LICA FOR AFRICA (No Are The World (Columbia)
	12	4	1		USA FOR AFRICA/We Are The World (Columbia) DeBARGE/Rhythm Of The Night (Gordy/Motown)
	4	3	2		SADE/Smooth Operator (Portrait/CBS)
	11	7		_	MARY JANE GIRLS/In My House (Gordy/Motown)
	6	5	4	0	KOOL & THE GANG/Fresh (De-Lite/PG)
	14	10	6	9	NEW EDITION/Lost In Love (MCA)
	17	12	8	0	WHITNEY HOUSTON/You Give Good Love (Arista)
	23	20	12	0	ALEXANDER O'NEAL/Innocent (Tabu/CBS)
	9	9	9	9	MAZE 1/FRANKIE BEVERLY/Back In Stride (Capitol)
	34	27	18		KLYMAXX/Meeting In The Ladies Room (Constellation/MCA)
	22	17	11		GAP BAND/I Found My Baby (Total Experience/RCA)
	32	23	17		GEORGE BENSON/I Just Wanna Hang Around You (WB)
	20	19	13		B.B. KING/Into The Night (MCA)
		39			SHANNON/Do You Wanna Get Away (Mirage/Atco)
	21	18			TEMPTATIONS/My Love Is True (Truly For You) (Gordy/Motown)
	-	32			RICK JAMES/Can't Stop (Gordy/Motown)
	24	22	20		MELBA MOORE/Read My Lips (Capitol)
	-	38	33	O	ATLANTIC STARR/Freak-A-Ristic (A&M)
	31	26	22	Ď	GLENN JONES/Bring Back Your Love (RCA)
	28	24	23	20	EUGENE WILDE/Rainbow (Philly World/Atlantic)
	_	33	29	3	STEVE ARRINGTON/Feel So Real (Atlantic)
	_	35	26	Ø	CON FUNK SHUN/Electric Lady (Mercury/PG)
	2	6	10	23	LUTHER VANDROSS/'Til My Baby Comes Home (Epic)
	1	1	7	24	JESSE JOHNSON'S REVUE/Be Your Man (A&M)
	36	31	28		REDDINGS/Where Did Our Love Go (Polydor/PG)
	_		37	20	BILLY OCEAN/Suddenly (Jive/Arista)
	_	_	35		FREDDIE JACKSON /Rock Me Tonight (For Old Time's Sake) (Capitol)
	15		14		
ı	BREA	AKI	ER		HAROLD FALTERMEYER/Axel F (MCA)
	В	8	19		MIDNIGHT STAR/Scientific Love (Solar/Elektra)
	-		39	3	BILL WITHERS/Oh Yeah (Columbia)
	13	15		32	JENNY BURTON/Bad Habits (Atlantic)
	DE	BUT			WHAM!/Everything She Wants (Columbia) N&A Begins on Page 60
	_	-	38		OPUS TEN/Love's Calling (Pandisc)
	-	-	40	_	GEORGE DUKE/Thief In The Night (Elektra)
	30		31	36	SAM BOSTIC/Cold Tears (Atlantic)
		21		37	COMMODORES/Nightshift (Motown)
	BRE				POINTER SISTERS/Baby Come And Get It (Planet/RCA)
	BREA				READY FOR THE WORLD/Deep Inside Your Love (MCA)
	BREA	AKI	ΕK	0	CHAKA KHAN/Through The Fire (WB)