FCC LOTTERY SETS DOCKET **80-90 FREQUENCIES**

The first-ever FCC lottery process set the order for Docket 80-90 FM frequencies becoming available. Brad Woodward has the complete list and details

THE AOR FORMAT BIAS: **FACT OR FICTION?**

Top AOR managers discuss whether ad agencies are biased against AOR - and share some of their remedies for the situation

THE DEFINITIVE TOM BIRCH INTERVIEW

Guest columnist Tom Birch takes the opportunity to interview a ratings notable he knows well - Tom Birch. A unique presentation of some useful information. Page 14

YBPC HONORS & **BLACK/URBAN RATINGS WARS**

In a double column, Walt Love salutes Young Black Programmers Coalition award-winners Jheryl Busby and Terri Avery, while Sean Ross analyzes the format's top ratings races.

PEOPLE IN THE **NEWS THIS WEEK**

- · Pat McNally VP/GM, Ruth Meyer Station Mgr. At WHN
- . Jim Cutler PD at WZOU
- . Jack McCoy buys XHITZ programming rights
- . Stephen Youlios VP at CBS Radio Networks
- . Vici Williams Exec. VP/GM at KYND
- . Bill Edwards PD for WALK-AM & FM
- . Doug McGuire Program Mgr. at WLVK
- · Nesuhi Ertegun, Ramon Lopez Co-CEOs for WEA Int'I
- Charles Giddens heads Chapman Major Market Division

Page 3, 6

PREPARING FOR A "SCREEN" CAREER

News/Talk experts compare notes on the importance of screening callers . . . and the peculiar virtues needed by good

A COLLEGE REFRESHER **COURSE FOR RADIO**

Gary Kaplan assesses the benefits for radio in seeking out new talent at colleges - and whether college radio programs are doing the job.

Page 20

THE GREAT PROMOTION DIRECTOR SHORTAGE

Harvey Mednick and consultant Rick Sklar identify a nationwide lack of qualified promotion directors - ironic when station promotion is more crucial than ever.

Page 23

Newsstand Price \$3.50



NEW CALLS KKCY

KQAK Slates New Management Lineup

Blevins VP/GM. Brand GSM, Yates & Hayes PDs



KQAK/San Francisco, which will become KKCY when the in-

will have seven AMs and eight

CBS expects to close on the

five stations at the same time



Highsmith Broadcasting President Ivan Braiker takes over vestment group headed by the station next month, has

> co GSM/NSM Ronni Brand will be KKCY's GSM, and coming aboard as joint Program Directors are Hiatus Productions principals Tom Yates and Kate

> Commenting on Blevins, Braiker said, "Bruce's rep background, combined with his intimate familiarity with the market, will have an immediate impact on how we are perceiv-KOAK/See Page 4

LeSage

WTMJ's

VP/GM

DALLAS, HOUSTON, WASHINGTON, TAMPA SON STATE UNIVERSATIVE as its new VP/GM.
KABLAM & FM/San Francis-

CBS Acquires Five Stations From Taft MARYLAND 2120 955

CBS Inc. announced last week three top ten markets and seven AMs and 11 FMs. Taft that it had agreed in principle to purchase five radio stations from Taft Broadcasting for \$100+ million. The five stations involved include three properties Taft is purchasing from Gulf Broadcasting - KTXQ/ Dallas-Ft. Worth, KLTR/Houston, and WLTT/Washington and Taft-owned stations WSUN & WYNF/Tampa-St. Peters-

Taft had agreed in February to acquire all broadcast properties belonging to Gulf. a move which would result in crossownership of radio and television stations in these four markets. By selling the stations Taft eliminates the conflicts, and CBS picks up stations in

Mayne

PD At

Bill Mayne

tained

KLAC & KZLA/Los Angeles

PD Bill Mayne has been

appointed Program Director

for Capital Cities sister station

WRAP

moves into the Sunbelt, CBS had originally negotiated for Gulf stations in Atlanta and Indianapolis instead of Tampa, but Gulf wanted to sell all its broadcasting properties as a group. This transaction will leave CBS, which sold WEEI/ Boston several years ago, with

that Taft assumes ownership of the Gulf stations. CBS Radio President Bob Hosking said, "We see no license transfer

FMs

Beck, Woodward **Now Emmis VPs**



KSHE/St. Louis GM John Beck and WENS/Indianapolis GM Christine Woodward have been promoted to VP/GM for their respective stations.

Emmis Broadcasting President Jeff Smulyan noted, "We couldn't be more pleased with the efforts of Chris and John. They have both created formidable radio stations. Chris has given WENS a tremendous life since she took over the station. while John has put together a

team at KSHE that has made it a spectacular success.

Beck joined KSHE as GM a ear ago after working as VP/ GM at KKCI/Kansas City. A former Sales Manager for CBS FM National Sales in Detroit. he started his career nine years ago at WFFM/Pittsburgh. where he advanced from Account Executive to General Sales Manager. "Emmis has been very successful in its short four-year existence," Beck. "To be named a VP is an endorsement both that I belong with them and of what we're doing at KSHE.

Woodward, a ten-year broadcaster, was promoted to GM at WENS in 1984 after a year as GSM, having previously managed WVEZ/Louisville and WQLR/Kalamazoo. "It's a vote of confidence from Jeft," she said. "I came into Emmis when

EMMIS/See Page 4

Paul LeSage

WTM.I/Milwaukae GSM Paul LeSage has been named VP/ GM at the station, following the transfer to WTMJ & WKTI/Milnukee VP/GM Steve Smith to VP/GM at the Journal Company's KTNV-TV/Las Vegas. A manager for WKTI was not announced

WTMJ Inc. President Mike McCormick said, "Paul has reestablished our high-profile LESAGE/See Page 4

NEWS FEATURE

Country Surge Nearly Topples A/C **Dominance In NRBA Survey**

WBAP/Dallas. The station has been without a PD since R.T Simpson resigned earlier ming survey finds that A/C this year. KLAC & KZLA have barely held off a strong been identified as probable challenge by Country to retain spinoffs for Cap Cities followits status as radio's mosting its acquisition of ABC, programmed format. A/C was while WBAP will likely be reaired by 30.4% of the 3513 stations reporting, up 2.3. But Mayne told R&R, "WBAP is Country, riding an even a legend and I'm proud to be a stronger 4.4 gain, weighed in part of it. It's also great to be with 29.9% of all stations, nearly MAYNE/See Page 4 overtaking the perennial lead-

CHR was third with 10.6%, followed by Easy Listening (5.3%), Religious (5%), Oldies (3.4%), AOR (2.4%), News/ Talk (2.3%), and Big Band/ Nostalgia (1.1%).

After the Country and A/C gains, the only other growth for-mat was CHR, which picked up an additional 1.2%. Showing significant slippage were

News/Talk (down 2.3 points and 50% from 1983), AOR (off 1.5), and Easy Listening (down 1.2).

Most Extensive Study

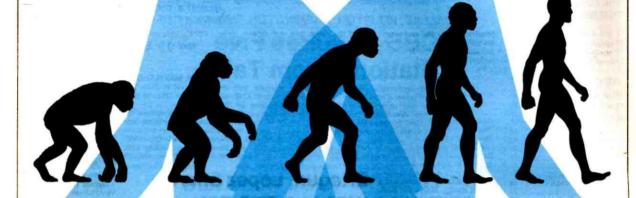
While NRBA's annual mail survey is strictly quantitative and unscientific, it has become the most extensive format study available in the industry. pinpointing trends with its year-

NRBA/See Page 4

THE EVOLUTION OF A BAND

SUPERTROMP

THENEW ALBUM



BROTHER WHERE YOU BOUND

THEFIRSTSINGLE

PRODUCED BY DAVID KERSBENBAUM AND SUPERTRAMP



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MAY 10, 1985

STREAM! INFO **TRANSACTIONS**

R&R's new Transactions section responds to reader suggestions with a new. concise, easy-to-read format . . . and more station sales news.

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Vici Williams has been appointed

Exec. VP/GM of Easy Listening

KYND/Houston. Her appointment

marks a return to KYND, where

she served as VP/GM from 1978-82.

At that time the station was owned

by Harte-Hanks, and later became

KKBQ-FM. Bayport Industrial Communications, which took over

suburban KZRQ/Seabrook a year

ago, changed the format to Easy Listening and picked up the KYND

KYND President Roy Henderson

commented, "Ms. Williams's ex-

pertise in broadcast marketing and

specifically with marketing KYND

in the Houston area will be an enor-

mous asset to our company. With

the addition of Ms. Williams, we

now have both the key members

responsible for the success of one

of the area's great radio stations."
PD John Davidson earlier pro-

Prior to rejoining KYND, Wil-

serving as Executive Director of

Before coming to KYND in 1978, she spent four years as GSM at

WEZI/Memphis. Williams told

R&R, "When I first started talking

with the KYND folks, it was to

natement Dynamics Institute

grammed the original KYND.

liams operated her own busi

calls last February.

McNally Adds WHN VP/GM Duties

WAPP/New York VP/GM Pat rick McNally has added the VP/GM post of Doubleday AM sister WHN to his duties. McNally replaces Brian Meers, who resigned last

Simultaneously, Ruth Meyer was named to the newly-created esition of Station Manager at WHN, reporting to McNally. Meyer has held a number of executive posts at various New York radio stations, and most recently was Program Director at the ABC



works. She was WHN's Program

Unidyne Buys XHITZ Rights For \$19 Million

Unidyne Research, a broadcast consultancy/direct mail company involving principal and veters broadcaster Jack McCoy, has paid \$19 million to gain programm and sales rights to San Diego CHR outlet XHITZ/Tijuana for 20 years.

Station owner Victor Diaz, whose family has controlled the station for 35 years, entered a similar agreement three years ago with West Caast Media, but that deal was terminated after a contractual dispute resulted in a lawsuit by Diaz and a countersuit by WCM. Diaz resumed control of XHITZ last fall, and will retain its licen He also operates FM neighbor XLTN ("Radio Latina").

Contrary to a locally-published report indicating a forthcoming format change, McCoy told R&R, "I really don't know what I'm going to do with it yet. We've got a research project underway, we may just leave it the way it is."

Hest-known in the area for creating the "Last Contest" promotion ile programming KCBQ, McCov will now be competing against several former clients. He said,

work on a consulting basis. But

when I saw the cards with the old

logo on them, the excitement

started to surge. At that point I

"It's going to be a huge gamble, betting on the future of radio to give more money for the 20 years' use of the station than anybody's ever given for a property here. But we believe we'll bring more resources to the table than any station has ever had at its disposal before. After consulting for so many years, it'll be fun to put our hands on a station ourselves and see what we can do. I'd better win, because all our clients will be saying, 'Well, let's see how he does in his own market!

XHITZ operates with 100 kw at 1000 feet above average terrain, with a north directional sisual.

Director in 1973 and guided the station through its format conversion to Country.

Referring to WHN's New York Mets flagship status, McNally said, "This brings me closer to my ultimate goal of playing shortstop for the Mets. I'm also looking forward to working with Ruth Meyer and (PD) Jeel Rash to continue to expand the station's leading role in the country music industry

Meyer said, "Managing WHN has been a longtime dream of mine. Together with the very capable guidance of Joel Raab, I look forward to a dynamic new era for Country in New York.

Cutler Takes WZQU PD

WZOU/Besten Production Director Jim Cutler has been promoted to PD at the Blair CHR station. He succeeds Dave Michaels, who exits after only three months at the

Cutler, a first-time PD, told R&R. "This is an amazing opportunity to get a shot in such a major market. I've been given carte blanche do whatever is needed. and I know what needs to be done.

Prior to WZOU, Cutler worked as Production Director at WHYT/Detreit and sex/New York: he has also been an air personality. "I'm also been an air personasity. "I'm not a paper tiger," he emphasized. "I'll be calling my own shots. This will be a tough challenge, and I wouldn't have taken this job if I didn't think I could make this station explode in the book." Cutler added that the station will continue with its CHR approach.

Before WZOU, Michaels worked in Tampa on-air at WRBQ and served as Asst. PD at neighbor

WFLA-AM & FM. Earlier, he was Anst. PD at KLAC/Les Angel der Law. "I'm very proud of our accomplishments over the past three months," he told R&R, "I've no doubt WZOU will become one of the premier radio stations in the country."

Youlios New VP/Sales At CBS Nets



Stephen Youlion

Stephen Youlies has been named Vice President/Sales at CRS Radio Networks, moving into the newlycreated position from his role as Director/Sales. He will continue to oversee all sales for the networks, and will report directly to CBS Radio President Bob Heeking.

Hosking told R&R, "Steve has done an outstanding job, and he YOULOS/See Page 4

McGuire WLVK Program Manager



Doug McGuire

Former WYAY/Atlanta PD Doug McGuire has been named Program Manager at Capitol Breadcasting Corp.'s Country-formatted WLVK, beginning May 13. He replaces R.T. Simpson, who resigned due to "philosophical dif-

VP/GM Jerry Reckerd said, "Doug brings enthusiasm, desire. and the background necessary to make K97 the number one Country station in Charlotte "

Capitol VP/Programming Bill as added, "Our company is McGUIRE/See Page 6

Ertegun, Lopez Share WEA Int'l CEO Posts and Lopez will also serve as co-

Nesuhi Ertegun and PolyGram Leisure Chairman/CEO Ramon ez have been named Chairman

and Vice Chairman, respectively, for WEA International, Externa

Williams Rejoins KYND As Exec. VP/GM about coming back and recreating

> Former KYND General Manag er Jan Larson will now take over the duties of Station Manager.

Edwards Now PD At WALK-AM & FM

KVND "

WGBB/Long Island PD Bill Ed-wards has been named Program Director at crosstown A/C competitor WALK-AM & FM. The appointment reunites Edwards with WALK Station Manager Ron Gold; the two worked together at WGBB until six months ago. Former PD Sean Casey will stay on to concentrate on his midday airshift.

Gold remarked, "I'm ecstatic to have Bill's talents as both a program director and annous showcased at WALK-FM's 50,000-watt station. I look forward to continued growth and success for both Bill and WALK-AM &

Edwards spent three years with WGBB - first as MD, then Asst. PD, and the last 18 months in the programming chair. He previously worked on-air at WEJL/Scranton



Bill Edwards

and WTKO/Ithaca, "We're aldy number one on the Island. Edwards said, 'but most of our ratings come from Suffolk County even though we also blanket Nassau County. So my job is to tighten up the sound to make it a winning product for the whole

Chief Executive Officers for the international recorded music operation of Warner Communicati Ertegun founded WEA Interna-

tional in 1970 and has been President of the company since its in-ception. Lopez, who has been overeing PolyGram's music and video operations in the UK since 1982, previously was Managing Director of EMI Records, Ltd. WCI Chairman/CEO Steve Ross

commented, "Nesuhi has built WEA International into a major force in the worldwide recorded music market, while Ramon has achieved great success over the course of his career in the international music business. Nesuhi and Ramon together will enhance our worldwide efforts at a time when our entire recorded music division is achieving particularly positive

Ertegun said, "Ramon is one of the outstanding record executives in the world, with the highest reputation for professional accomplishment. I'm personally delighted that I will have the opportunity to work closely with Ramon as we address the entire spectrum of our operations over the coming years.

Lopez added, "I'm exceptionally pleased to be joining WEA International and to be now associated with WCI's U.S. record operations as well. I'm equally honored to have the opportunity to work ide a man such as Nesuhi Ertegun, who has given so much to music industry around the the world, and look forward to working with the talented team he has embled around him."

KQAK

Continued from Page 1



Tom Yates Kate Hayes

A ten-year company veteran. Blevins has been Sr. VP at Christal since 1979, having previously been the company's VP/West Coast Manager based in San Francisco. He told R&R. "I have the highest regard for Christal, but the opportunity to work with this company and the assembled local team is exciting and irresistible."

Regarding Brand, a former at Christal before she joined KABL in 1981, Blevins added, Ronni is highly regarded in the S.F. media community for her integrity and acumen. She is a real nor "

On Yates and Hayes, Braiker continued, "The programming announcements in the next few weeks are very exciting, particularly with Tom and Kate at the controls. They are consummate pros with longterm records of success."

Yates and Hayes formed Hiatus, a longform program production company for networks and syndicators, in 1981 after working together at KSAN/San Francisco as PD and MD, respectively. Yates earlier programmed KIJOS/Los Angeles for many years and has also worked as a consultant, primarily to AOR stations. In addition to her term at KSAN, Hayes has programmed nearby KTIM-FM/San Rafael and worked at KCBS-FM (now KRQRI/San Francisco and WCFL/Chagao.

LeSage

Continued from Page 1

marketing position for WTMJ's programming elements locally. And he's brought the local sales department and national sales rep activity and productivity into close concert with both stations' visible and intrinsic audience values."

Formerly with WZUU-AM & FM/Milwaukee for 16 years as VP/GM, LeSage told R&R, "This is one of the great radio stations in the country, and it has a long and proud tradition in the market. We are a very strong entity in the market, and any fine-tuning will come over a period of time, as WTMJ adjusts to the subtle changing needs of its listeners."

Emmis

Continued from Page 1

there were just two stations. Now there are four, and it's exciting to be a part of a company that's growing by leaps and bounds." CBS

Continued from Page 1

problems, and we're looking at a date sometime in September. CBS will sign this deal when Taft closes with Gulf, and at that point Gulf will cease to be a broadcast entity."

Hosking envisions no changes in either format or manage ment at any of the stations. "We bought these stations because they're good stations in good, rapid-growth markets," he told R&R. "We do not intend any format changes, and we're hoping that present management will remain as well because that's basically what we bought."

While the acquisition of these five stations will increase the value of CBS Inc., it will not have much impact on Ted Turner's proposed deal to assume control of the company. "We've been negotiating to purchase these stations for months, long before Turner made his offer," Hosking continued.

KTXQ/Dallas-Ft. Worth is an AOR FM with 100 kw on 102.1 at 1420 feet; kLTR/Houston is an A/C FM with 100 kw on 93.7 at 1779 feet; WLTT/Washington is an A/C FM with 2.5 kw on 94.7 at 780 feet; WSUN/Tampa-St. Petersburg is a 5 kw Country Ulltime on 620 kHz; and WYNF/Tampa-St. Petersburg is an AOR FM with 100 kw at 1290 feet

CBS presently owns WCBSAM & FM/New York, KNX &
KKHR/Los Angeles, WBBMAM & FM/Chicago, KCBS &
KRQR/San Francisco, WCAUAM & FM/Philadelphia, KMOX
& KHTR/St. Louis, and
WITT/Boston. Aside from the
five stations purchased by CBS,
Taft owns WKLS-AM & FM/Atlanta, WNDE & WFBQ/Indianapolis, WDAF & KYYS/Kansas
City, WKRC & WKRQ/Cincinnati, WGR-AM & FM/Buffalo,
KEX & KKRZ/Portland,
WTVN & WLVQ/Columbus,
and WDVE/Pittsburgh.

News Feature

NRBA
Continued from Page 1

to-year comparisons. The 1964 questionnaire was sent to all 7600 commercial stations in the country, and the 46% response rate was a record high.

Recause NRBA releases only separate AM and FM figures. the industrywide format totals listed here are compiled by R&R from data furnished by the association. Under NRBA's format breakdown. Country actually beats A/C 29.9-28.9%. However, R&R's tally combines NRBA's "Soft Rock" category into the A/C total, giving it a 30.4-29.9% edge. (NRBA also used an ambiguous format cate-gory called "Ethnic," which encompassed Spanish, other foreign language, and some Black formats. Therefore, a combination of the Ethnic and Urban formats would produce too high of a Black/Urban figure, but the Urban percentage alone is obviously too low.)

Here are some other highlights of the survey:

- 13% of AMs are now stereo
 and 11% are planning to convert
 82% of AMs, 41% of FMs
- own satellite dishes

 6% of AMs, 26% of FMs
- ease cable channels
 88% of AMs, 66% of FMs

are affiliates of national, state, or regional networks

- 25-54 is the most popular target audience, sought by 64% of AMs, 41% FMs. Next is 18-40, targeted by 20% of AMs, 36% of FMs
- 30% of AMs and 39% of FMs offer commercial-free segments
- The average commercial load is 11 minutes/hour for AMs, nine for FMs
- Newscast lengths average six minutes on AM, four on FM
 72% of AMs 44% of FMs
- carry sports events
 85% of AMs, 80% of FMs air syndicated programs.

Format Penetration

Format	'82	'83	'84
A/C	30.0	28.1	30.4
Country	25.5	25.5	29.9
CHR	8.2	9.4	10.6
Easy	7.9	6.5	5.3
Religious	5.6	5.5	5.0
Oldies	3.2	4.0	3.4
AOR	4.0	3.9	2.4
N/T	2.9	4.6	2.3
Big Band	2.5	2.0	1.1
Urben	2.3	0.5	0.5
Classical	0.7	0.5	0.5
Ethnic	1.2	8.0	0.3
Other	_	7.4	8.1
1984: 3513 1983: 3205		reportir	10

-Brad Woodward

1982: 1884

Youllos

Continued from Page 3

has made outstanding contributions to the success of our network sales operations. We're proud that he has become an integral part of our team."

Youlios said, "With all due modesty, this is besically a title change, and I will continue to help CBS make new clients aware of the strengths and vitality of the radio network medium. More selfishly we want to continue to sell CBS Radio Sports and all the advantages of sports marketing, as well as develop our longform youth husiness."

Prior to joining CBS Radio Networks in 1982 Youllos was National Sales Manager at CBS O&O WBBM/Chicago. Prior to that he held Account Executive positions for CBS Radio Spot Sales in both New York and Chicago. He began his CBS career at WBBM.

Mayne

Continued from Page 1

able to return home to Texas."

Mayne programmed the L.A. stations for the past year and a half. Prior to that he was Operations Director for KVET & KASE/Austin. He starts his new job at the end of June; no new KLAC & KZLA PD has been designated.

Material Wealth For Madonna



Madonne was presented with platinum and multiplatinum awards at a party during her Los Angeles angagements. Pictured It-ri are WB Chairman Mo Ostin, WB President Lenny Waronker, Madonna, and manager Freddy De-Mann.

ASCAP Honors Top Songwriters





ASCAP held its second annual Pop Awards Dinner in Los Angeles last week, honoring its most successful songwriters. Pictured at left are (I-r) triple award winner (Writer, Song, Publisher of the Yearl Lionel Riche, ASCAP Prasident Hal David, and Quincy Jones, who was recognized for cowriting "P.Y." and "Yah Mo B There." At right, (I-r) Michael Jackson's manager Frank Dileo, who promoted the multi-award winning "Thriller" LP while at E/P/A; Almo Music VPs Ira Selsky and Brende Andrews, "Thriller" (Ithe song) cownter Rod Temperton, Jones, David, and Almo President Lance Freed.

STAFF

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KRRK & K71 T/Fast Grand Forks MN

BUYER: Robert and David Norman

PRICE: 50.28% for \$500.000

SELLER: Marlin and Mary Oble

at 164 feet above average terra

FORMAT: Country; A/C

McGuire

DIAL POSITION: 1590 kHz; 3 kw

POWER: 5 kw days/1 kw nights; 3 kw

committed to format dominance in

Charlotte. Doug is the kind of PD

McGuire left WVAV last month

after nearly a year as PD there.

Before that he spent six years with

WMZQ-AM & FM/Washington,

first as an air personality and later

as Asst. PD/MD. McGuire told R&R, "I'm thrilled, and ready to

have fun on the radio in Charlotte

The opportunity at K97 is irresisti-

that can make that happen.

Continued from Page 3

(father/son)

Southern Starr Buys WTID

WTID/Suffolk (Norfolk), VA PRICE: \$2.65 million for 76% of its censee

BUYER: Southern Starr Broadcasting Group, headed by Peter Starr. SSBG also owns WHLY/Orlando and WPI Rikkey Haven.

SELLER: Voice of the People, Inc., owned by John Laurino, who also operates WYAL/Scotland Neck, NC. Minority VOP stockholder Michael Bader owns WGLL/Mercersburg, Bader

DIAL POSITION: 106.9 mHz
POWER: 100 kw at 964 feet above
average terrain

FORMAT: Country

KAMX & KFMG/Albuquerque

PRICE: \$2.1 million

BUYER: Coastal Communications, headed by Richard Booth. Coastal also owns KMJX/Conway (Little Rock). SELLER: 50% owned by family of S.L. & Patricia Agnew; 45% owned by investor Donald Leonard. DIAL POSITION: 1520 kHz; 107.9

DIAL POSITION: 1520 kHz; 107 mHz

POWER: 1 kw daytimer; 22.5 kw, 4130 feet above average terrain. FORMAT: AM simulcasts AOR with FM

BROKER: Greg Merrill of Chapman Associates.

KLSZ/Denver PRICE: \$1,778,000

BUYER: Century Broadcasting, which also owns WAIT & WLOO/Chicago, KMEL/San Francisco, and WLFW/SI, Petersburg, FL. SELLER: Leo Payne Broadcasting

POWER: 50 kw days/500 watts

FORMAT: A/C

WYAK-AM & FM/Surfside Beach-Garden City, SC

PRICE: \$1.75 million
BUYER: Ellek Seymour, who also
owns WETT/Ocean City, MD, and
WWTR/Bethany Beach, DE.

SELLER: Lower Grand Strand Broadcasting, owned by Robert Johnson. DIAL POSITION: 1270 kHz; 103.1

POWER: 1 kw daytimer; 3 kw at 300 feet above average terrain.
FORMAT: Country simulcast

KILA/Las Vegas

BUYER: SRO Broadcasting, which also owns KJET & KZCK/Seattle; KIOK & KALET/Fi-Cities, WA; and KBFW/Beilingham, WA. SRO is in the process of selling KSJO & KHTT/Sen Jose.

SELLER: Faith Communications Corp., which has obtained an FCC permit to move its nonprofit programming to 90.5 mHz, a noncommercial frequency. Faith retains KANN/Ogden, UT; and KCIN/Twin Felfs, ID.

DIAL POSITION: 95.5 mHz. POWER: 100 kw FORMAT: Religious BROKER: Broedcast Media Associates WFIX/Huntsville, WAJF/Decatur, WRAB/Arab, and WSHF/Sheffield — all Alabama

PRICE: \$1.5 million

BUYER: Comeo, Inc., involving 24 partners, headed by Chairman James Robinson. Comeo also owns WKIQ/ Inverness, FL; WAMR & WRAV/Venice, FL; and WRYO/Crystal River, FL. Comoo is seeking continuance of FCC waiver, allowing purchase of WFIX and WAJF despite contour overlap.

SELLER: Falt Co.

DIAL POSITION: 1450 kHz; 1490 kHz; 1380 kHz; 1290 kHz.
POWER: WFIX and WAJF have 1 kw

days/250 watts nights; WRAB and WSHF operate with 1 kw.

FORMAT: WFIX is A/C; WAJF, WRAB, and WSHF program Country.

KERV & KRVL/Kerrville, TX
PRICE: \$1.230,682
BUYER: Kerrville Radio, Inc., headed
by Joe Abernathy and Wayne Day-

SELLER: Chess Enterprises, owned by E.C. Ebinger, James Constance, and Robert Henna. Hanna also has interests in KROX/Crookston, MN; KCLW/Hamilton, TX; and KICS & KEZYM-Hastings, NE.

DIAL POSITION: 1230 kHz; 106.3 mHz POWER: 1 kw days/250 watts nights:

3 kw FORMAT: Country: A/C

WYNX/Smyrne (Atlanta), GA
PRICE: \$1 million
BUYER: Hubert Hoffman, who also
operates WGGM & WDYL/Chester,
VA.
SELLER: Jonguil Broadcasting

DIAL POSITION: 1550 kHz POWER: 50 kw days/500 watts

FORMAT: Religious

KILE/Galveston, TX PRICE: \$790.000

BUYER: Breckenridge Broadcasting, which also owns KROO/Breckenridge, TX, KEAS/Eastland, TX; and KEGG/Dangerfleid, TX. Pending FCC approval is the purchase of KYBE & KTAT/Fredrick. OK.

SELLER: Galveston Radio, Inc., headed by Tom Wiseheart and Frank Junell.

DIAL POSITION: 1400 kHz POWER: 1 kw daytimer FORMAT: A/C

WSNG/Torrington, CT PRICE: \$550,000

BUYER: Consumer Service Radio, headed by Station Manager William Knudsen.

SELLER: Northwest Connecticut Broadcasting, owned by Home News Publishing Co., which also operates WKPT & WTFM/Kingsport, TN, WINE & WRK/Danbury, CT; and KWGA & KWG/Tslockton, CA. DIAL POSITION: 610 kHz

POWER: 1 kw days/500 watts nights FORMAT: A/C **GIDDENS TO DIRECT**

Chapman Launches Major Market Division

Chapman Associates has formed a new brokerage division called Chapman Major Market Radio, to be headed by Associate Charles Giddeas. Operating out of Washington, DC, the new division will handle station transactions exclusively within the top 100 markets.

Giddens, a former Group VP with First Media, joined Chapman Associates last June after launching WYAY/Atlanta. Explaining the new development. he told R&R, "The marketplace has changed so quickly in the last year because of deregulation and abolition of the 7-7-7 rule, and we're now making a real commitment to working with major market stations. Before, we had no way to handle such a transaction beyond the individual of-



Charles Giddens

fices; we were all selling independently. We're now pooling our information through computers, and are therefore able to move much faster than most of our competitors."

MCA Sales Winners





MCA recently held regional sales and promotion meetings, presenting awards to top sales personnel. Pictured at left is Michael Khouri lleft), one of four Salesmen of the Year, with MCA Distributing Sr. VP John Burns; at right, Istanding I-1) St. Louis Cincinnati (Branch of the Year #2) Sales reps. Larry Desemore. David Weigand, Will Loth, Regional Mgr. Mike Smith, and Michael Salesinger (also a Salesman of the Year), and Salesmen of the Year Robert "Chic" Jogodka and Richard Weber; (Kneeling I-1) Burns and MCA Dist. VP Bob Schnieders.

Chicago Seven



Full Moon/WB artists Chicago recently played the L.A. Forum. Celebrating backstage are (I-r) group's Bobby Lamm and James Pankow; MCA Records Group President Irving Azoff, visiting in a friend-of-the-group capacity; producer David Foster; band's Water Parazaider; manager Howard Kaufman; and group's Lee Loughname.



CHAPMAN ASSOCIATES®

nationwide media brokers

PUTTING BUYERS AND SELLERS TOGETHER FOR OVER 31 YEARS

Not all our offerings are multi-million dollar deals. Here is a select list of smaller market opportunities ideal for the first-time owner.

LOCATION	TYPE	PRICE	TERMS	CONTACT	PHONE NO.
Maine	AM/FM	\$950K	Cash	Ron Hickman	(401) 423-1271
Vermont	AM/FM	\$895K	Terms	Ron Hickman	(401) 423-1271
Colorado	FM	\$850K	Terms	David LaFrance	(303) 534-3040
Massachusetts	AM	\$850K	Cash	Ron Hickman	(401) 423-1271
Florida	FM	\$800K	\$75K	Randy Jeffery	(305) 295-2572
Rocky Mtns.	FM	\$800K	\$125K	Greg Merrill	(801) 753-8090
Connecticut	AM	\$750K	Terms	Warren Gregory	(203) 364-5659
Oklahoma	AM/FM	\$750K	\$150K	Bill Whitley	(214) 680-2807
Colorado	AM/FMcp	\$725K	\$150K	David LaFrance	(303) 534-3040
Wisconsin	AM/FM	\$650K	\$250K	Peter Stromquist	(319) 332-7339
Kansas	FM	\$650K	Terms	Bill Lytle	(816) 941-3733
California	FM	\$650K	SOLD*	Jim Mergen	(818) 366-2554
Colorado	FM	\$650K	\$120K	David LaFrance	(303) 534-3040
Nebraska	FM	\$595K	\$175K	Bill Lytle	(816) 941-3733
Utah	AM/FM	\$575K	SOLD*	Greg Merrill	(801) 753-8090
Nebraska	AM/FM	\$560K	SOLD*	Bill Lytle	(816) 941-3733
Florida	AM	\$500K	SOLD*	Randy Jeffery	(305) 295-2572
Florida	FM	\$485K	\$90K	Bill Cate	(404) 458-9226
Florida	AM	\$450K	SOLD*	Randy Jeffery	(305) 295-2572
Wisconsin	FM	\$400K	Cash	Peter Stromquist	(319) 332-7339
Michigan	FM	\$400K	Terms	Burt Sherwood	(312) 272-4970
Texas	AM/FM	\$390K	\$90K	Bill Whitley	(214) 680-2807
Oklahoma	FM	\$350K	Cash	Bill Lytle	(816) 941-3733
West Virginia	AM/FMcp	\$350K	Cash	Ron Hickman	(401) 423-1271
Texas	AM/FM	\$350K	\$75K	Bill Whitley	(214) 680-2807
Florida	FM	\$325K	\$50K	Randy Jeffery	(305) 295-2572
Pennsylvania	AM	\$325K	\$175K	Ron Hickman	(401) 423-1271
Missouri	AM/FM	\$325K	\$75K	Bill Lochman	(816) 941-3733
Wisconsin	AM	\$325K	Terms	Burt Sherwood	(312) 272-4970
Virginia	AM	\$300K	SOLD.	Mitt Younts	(202) 822-8913
Texas	AM	\$300K	\$100K	Bill Whitley	(214) 680-2807
Arizona	AM/FM	\$250K	\$70K	Greg Merrill	(801) 753-8090
Colorado	AM/FM	\$245K	SOLD	David LaFrance	(303) 534-3040
Texas	FM	\$230K	SOLD.	Bill Whitley	(214) 680-2807
Wisconsin	FM	\$180K	Terms	Burt Sherwood	(312) 272-4970
West Virginia	AM	\$150K	\$25K	Mitt Younts	(202) 822-8913

For information on these properties, please contact the associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates, Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341 (404) 458-9226

WASHINGTON REPORT

WDLP TAGGED \$10,000 FOR DECEPTIVE CONTEST

Four Illegal Takeovers Of KXRQ Result In \$20,000 Fine

The maximum possible fine of \$20,000 was handed out to Cate Communications Corp. by the FCC last week for illegally transferring control of KXRQ/Trumann, AR to other parties four times over a five-year period without Commission approval. Cate is also accused of entering three separate agreements to sell KXRQ, but failing to file any of the contracts with the Commission, as required by FCC rules.

Here's the sequence of events. as outlined by the FCC, that caused the fine

 November 1978 – Without notice to the Commission, a sales contract is executed to sell the station to SWR Enterprises, owned by Bobby Stotts, K.W. Webb, and James H. Roberts. They operate KXRQ until the summer of 1981 and invest \$148,000 in the station.

· June 1981 - MaBe Communications assumes control for a period lasting just under two years, and puts \$52,000 into the property. Again, the FCC is not told of the arrangement, or that a purchase agreement is reached.

· April 1983 - ADA Broadcasting Corp. begins operating KXRQ for three months without making a Commission filing or revealing the existence of a sales contract

. June 1983 - SWR resumes control and fails to report the change

The Commission wasn't swayed by Cate President and 90% owner William Cate's defense that the sales contracts were executed by SWR's Webb under "power of at-torney" from Cate. "Licensees are responsible for the acts of their employees performed within the scope of their employment. especially those charged with the management and supervision of the licensee's station," the FCC

Misleading Contest Proves Costly

In other action, the Commission has fined WDLP/Panama City, FL \$10,000 for "willful and repeated" violations of the rules against deceptive contests. The agency charges that WDLP conducted a "Window Sticker" contest that included "false and misleading promotional an-nouncements with respect to the amount of prizes awarded.

Other sanctions imposed by the FCC recently include:

• A \$4000 fine for KTYN & KBQQ/Minot, ND for failing to enclose its tower inside a locked fence, failing to perform equipment proof-of-performance measurements, having an unlicensed operator on duty, and not logging weekly EBS tests.

• A \$3100 fine against KCUZ/ Clifton, AZ for lack of a locked tower fence, having no opera-tional EBS system, failing to make a public inspection file available, and not having a licensed operator on duty.

• A \$2000 fine for WYNU/Milan. TN for originating over half of its programming 25 miles away in Jackson, rather than in its city of

· A \$500 fine for KGMN/Kingman, AZ for airing lottery information



TAKE MY DONATION, PLEASE - Comedian Henny Youngman was one of more than a hundred celebrities who pitched in during National Public Radio's recent fundraiser (April 22-27). The campaign netted over 100,000 dges totalling \$6 million, all of which goes to the network's 210 memb stations. Above. Youngman (left) joins fundraiser cohost Dick Cavett (right) and NPR producer Frank Tavares at the St. Regis Hotel in New York

NEWS BRIEFS

Joint Station Sales **Practices Opposed**

The FCC's proposal to allow competing stations that aren't commonly owned to combine sales efforts - in cluding establishment of "combination rates" and joint sales forces - has drawn opposition from both NAB and NRBA.

In comments filed with the Commis sion, NRBA said the change would "create unfair competitive advantages for grandfathered combinations. group owners and others with substantial resources," and possibly set up a "dangerous trap" of forcing stations to hire expensive legal counsel to avoid antitrust violations.

While also opposing most joint sales practices. NAB asked the ECC to explore permitting combo selling of commonly-owned radio and TV outlets, as long as separate rates were also

Additionally, NRBA supported and NAB took no position on the companion proposals to repeal the FCC's fraudulent billing and network "clipping" rules

Packwood Reintroduces Freedom Of **Expression Bill**

The Freedom of Expression Bill. which made little headway in Congress last year, has been reintroduced by its author, Sen. Bob Packwood (R-OR). The measure (S. 1038) would repeal the Fairness Doctrine and equal time rules and grant full First Amendment privileges to broad-

Chances of the controversial proposal's passage are dim. It was defeated last year by the Senate Commerce Committee, which Packwood chaired at the time, and broadcast lobbyists this year are preoccupied with the fight against an alcohol ad ban or counteradvertising requirement.

Dow Jones Signs Up For Mutual SCA Network

The Dow Jones News Service has become the first major commercial client to contract for use of Mutual's fledgling nationwide FM subcarrier network, known as MuitiComm. The move was apparently prompted by the service's need to escape escalating AT&T long distance line rates for communicating with the approximately 2000 brokerage houses and other clients of its financial news offerings.

Using MultiComm, Dow Jones will uplink its informaion over the Mutual satellite system. It will then go out over FM subcarriers of participating stations for reception by clients on special receivers. Trial distribution to receivers in New York City begins later this month, and may be expanded to other Top 10 markets by the allable from 8am to 6:30pm

Regional Concentration Repeal Withstands Challenge

An attempt to have the FCC reimpose the regional concentration rule repealed last year has ended in failure. The Commission has denied reconsideration of the item sought by Henry Geller, Donna Lampert, and Black Citizens for a Fair Media.

Geller wanted the Commission to set up a new scheme in which each state would be considered a region, and a concentration index would be devised based on each station's share of news audience.

Rejecting Geller's idea, the FCC said a region is "an inappropriate market for measuring viewer or listener concentration, since competition for both program acquisition and advertising occurs mainly on local and national levels." The Commission also said Geller's plan was too TV-oriented, failing to account for how TV and radio news audience data could be rolled into a single concentration in-

Other Key **Developments:**

 NAR and NRRA have lined up country entertainers Eddle Rabbitt and Tammy Wynette for September's joint radio convention in Dallas. Dick Clark will also be on hand with his "Rock 'N' Roll Revival" show, featuring top artists from the past.



Eddie Rabbitt Tammy Wynette

 Although it has reserved exclusive rights for itself to set procedures and review decisions in the key KHJ-TV/Los Angeles renewal, the FCC told the Review Board this week to handle those matters itself, in the normal manner, in the other nine RKO license cases now pending.

Lottery Picks Docket 80-90 Channel Order

Using a lottery for the first time in a radio proceeding, the FCC this week randomly selected the channel order for opening application "windows" over the next several years for 684 Docket 80-90 FM stations on 80

First out of the gate, probably in early summer, will be 96.5 mHz, with drop-in availabilities in England, AR; Colusa, CA; Marseilles, IL; Corydon, IN; Breaux Bridge, LA; Portage, MI; Sparta, MO; Clarksdale, MS; West Yellowstone, MT; Fredonia, NY; Pine Ridge, SD; Har-Yellowstone, MT; rreuoma, WI; and Moundsville, WV.

нег	re's une ora	er for all 8	commer	ciai r m	cnanneis
1.	96.5 mHz	11. 98	.9	21.	107.5
2.	101.1	12. 10	0.1	22.	101.3
3.	92.1	13. 10	2.9	23.	107.9
4.	92.9	14. 97	.9	24.	102.5
5.	96.9	15. 10	6.7	25.	102.3
6.	98.1	16. 10	2.7	. 26.	94.5
7.	100.7	17. 92	.7	27.	103.7
8.	105.1	18. 96	5.1	28.	94.3
9.	95.5	19. 98	1.5	29.	107.3
10.	98.3	20. 10	4.1	30.	105.9

33. 94.1	58. 92.3
34. 95.7	59. 95.1
35. 105.5	60. 103.3
36. 103.5	61. 102.1
37. 92.5	62. 106.3
38. 105.7	63. 93.7
39. 95.9	64. 105.3
40. 95.3	65. 97.5
41. 103.9	66. 103.1
42. 99.9	67. 101.7
43. 99.5	68. 94.9
44. 99.3	69. 104.7
45. 98.7	70. 93.3
46. 100.5	71. 93.5
47. 98.7	72. 100.3
48. 104.3	73. 97.7
49. 99.7	74. 106.5
50. 93.9	75. 100.9
51. 107.7	76. 104.9
52. 94.7	77. 106.9
53. 99.1	78. 96.3
54. 106.1	79. 97.3
55. 101.5	80. 104.5

32. 101.9

56 107 1

8/R&R FRIDAY, MAY 10, 1985

Sixth in a series How accountability helps make our selling better

How do you evaluate your radio rep's sales performance? Is simply meeting budgets all that you require? Or exceeding last year's? How do you measure accountability?

At HNW&H, we have developed a standard that evaluates our performance against specific marketing conditions. This is a unique grading system that lets us measure ourselves far more harshly than any outsider could. This way, we can quickly pinpoint any areas that are not up to our standards. We then create and institute a plan of action to correct the situation. That's part of the way we've gotten to almost \$65 million in less than four years.

We'd like to show you how we evaluate ourselves on behalf of our clients. It just might help make you want to become one.

The radio viduatry's hottest new call letters!

HILLIER, NEWMARK, WECHSLER & HOWARD

w York, Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit, Houston, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

212/832-8900

Where The Millionaires Are

There are 832,602 millionaires in the U.S., says Georgia State University marketing professor Tom Stanley. Using data supplied by the Census Bureau and the IRS, plus information obtained by surveying affluent Americans, Stanley has been studying rich looks for the past ten years.

He discovered the highest concentration of millionaires (244,890 of em) in what he defined as the South. Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma. South Carolina, Tennessee, Texas, Virginia, West Virginia, and the District of Columbia. Almost half the millionaires found in this Southern sample make their homes in Texas or Florida.

The nine Northeastern states took second in the regional sweepstakes with 203.490 millionalires spread out over Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont. The



12 Midwestern states of Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, and Wisconsin took third regionally with 192,491 millionaires in residence.

Most Live In California

The remaining 184,198 millionaires live in the 13 Western



Badge Radio

Set your sights on new sales heights with this unique promotional item, the "Badge Radio." Available in AM or FM, with volume control or pre-set volume, and with headset or earphone, the Badge Radio can be worn on a jacket, shirt, around the neck, or clipped to a belt.

Manufactured by Toronto-based TIS Information Systems, the unit measures 39-inches in diameter and 3/4-inches in depth and comes with a replaceable battery. For further information, contact Potentials in Marketing at (612) 333-0471.



For the Best in a TRAVELING BILLBOARD* (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT 314-423-4411

Surnames Are Not Sure Names

Don't name your company after yourself. That's the advice of Joseph Mancuso, President of the Center for Entrepreneurial Management. As quoted by Wireless Flash. Mancuso claims that giving your company your own name should be avoided because, if the enterprise fails, your name becomes associated with failure. And that can be a tough Image to shake.

So what are your alternatives? Mancuso says you should keep your consumers in mind. Besides giving them a name that's easy to understand and remember, make sure the name will fit your company as it grows.

Rent-A-Fan Club

You say you need the kind of ego boost that only a mob of screaming tans can supply? Simply call Rent-A-Fan Club. You'll be supplied with a crowd of star-struck bobby-soxers guaranteed to cheer, whistle, scream your name, and beg for an autograph.

Based in Los Angeles (whereelse?), the organization will even toss in a gaggle of paparazz! to snap your picture as you make your grand entrance. According to radio newsletter Rip? N Read, the price for all this ego massage is "\$100 and up, depending on how weird you want them to be." states, primarily California. In fact, California leads the nation with 114,427 millionaires, nearly as many as second-place New York (78,460) and third-place New York (68,560) combined. Other than fourth-place Illinois (47,786), the rest of the top ten states in this million-dollar survey are in a tight race. Florida (38,707), New Jersey (37,511), Pennsylvania (35,222), Ohio (32,348), Michigato (32,104) and, tralling a bit. Massachusetts (21,977).

All this is fascinating, but bear in mind that your radio station's signal is rated by metro. For example, the District of Columbia is the country's richest metro — not because of the 3751 millionaires residing there, but because most of the 20.054 millionaires living in Virginia and the 19,676 living in Maryland are concentrated around the nation's capital. Remember also that tax laws vary from state to state, which accounts for an undetermined number of millionaires who really don't spend much time in their legal place of residence,

So where don't the millionaires live? Well, the state with the fewest millionaires is Vermont with 1031. But we hear it's still a nice place to live

Harris Unveils Latest Broadcast Console



The "Gold Medalist" is the **Harris Corporation**'s most recent edition to its line of audio consoles. Designed for on-air or production use by either AM or FM operations, this 12-channel unit features 36 inputs with logic-controlled switching for audio-follow and remote start/stop control.

Among the unit's additional features are five VU meters for stereo program, stereo audition, and mono-sum. Balanced input and output circuits, microphone capability on each input channel, and six multiple input selectors are also included. The Gold Medalist also can be customized with the addition of up/down counters, a master clock readout, and four-position preselector fader modules, all of which can be easily attached.

P&G linear faders are offered in plug-in modules to drive the VCAs, making for noise-free operation. For further information, contact **Gary Wright** at (217) 222-8200.

213-553-4330 'The Call That Gets It All' SUBSCRIBE TODAY! RADIO & RECORDS

WESTWOOD ONE PRESENTS

LARGEST STEREO CONCERT SIMULCAST EN TOTAL STEREO CONCERT SIMULCAST

SATURDAY NIGHT, MAY 18

WITH SHOWTIME



HUEY LEWIS 辩 NEWS



The Westwood One Radio Network and Showtime are proud to present *Huey Lewis and The News: The Heart Of Rock 'n' Roll*, a record-setting stereo concert simulcast exclusive airing Saturday night,

May 18. Starting at 7:40 p.m. Eastern/ Pacific time, more than 200 Westwood One affiliates throughout the country will throw out the first ball with a 20-minute Huev Lewis interview, followed immediately by the hour-long simulcast of hits from the band's three Chrysalis LPs, including all the homeruns from their quintuple platinum Sports album. A capacity crowd of hometown fans were on hand at San Francisco's Kabuki Theatre for this show, recorded by Westwood One's Concertmaster I mobile studio, so don't miss the latest all-star concert exclusive from the world champ in stereo simulcasts-Westwood One.

PRO:MOTIONS

Thatcher Named WJFM Station Manager

WJFM/Grand Rapids has appointed Michael Thatcher Station Manager, replacing David Myers. For three years prior to this appointment, Thatcher worked as a broadcast consultant. His 20 + years of broadcasting experience includes management posts with stations in Wichita, Omaha, and Peoria

Peters Productions Taps Lee



Jerry Lee joins San Diegobased Peters Productions, Inc. as Western Regional Manager for radio sales. Prior to this appointment, Lee was GM of KJQY/Son Diego for three years following a nine-year stint as Station Manager at KLOL/Houston.

PROS ON THE LOOSE

Don Berry - VP/GM KSND & KEED/Eugene (503) 686-8628 Nick Caplan - Mornings WNYS/Buffalo (716) 626-4492 Greg Deniel - MD WIMM

Knoxville (615) 691-6006 Gary Landis - Director/Programming RKO (212) 869-7444 Dave Michaels - PD WZOW

Boston (617) 657-4847 Jim Owens - PD KLSI/Kenses City (818) 734-2853

Rich Phillips - PD WJTT/ Chattanooga (615) 877-7422

LeFrak-21 **Entertainment Group** Created

LeFrak Entertainment Co. has acquired a 50% interest in the 21 Entertainment Group, resulting in the establishment of Le-Frak-21 Entertainment Group. Serving as Chairman of the Board is Samuel LeFrait. 21 Entertainment Company President Fred Heaven becomes President of the new Entertainment Group. while LeFrak Entertainment Exec. VP Herb Moells provides admin-Istrative and financial direction. The LeFrak-21 Entertainment Group is based at 40 West 57th Street in New York City.



(I-r)Fred Haayen, Sam LeFrak, and

Metroplex Managers **Elect Officers**

The Dallas-Ft. Worth Area Radio Station Managers have elected a new slate of officers for 1985. KPLX & KLIF VP/GM Dan Halyburton is President, KRLD VP/GM Ed Wodke is VP. and KISS 106 VP/GM John Hare is Secretary-Treasurer

Barnes Manages Republic/LA

Sue Bernes has been named Manager of Republic Radio's Los Angeles office. With the company for three and a half years. Barnes previously worked as an Account Executive with KRTH/ Los Angeles, KYUU/San Francisco, and CBS/Los Angeles.





KMMM & KOKE Promote Gillmore, Bearden

Scott Gillmore has been upped to GSM at KMMM & KOKE Austin. During the past three years he served as LSM of KMMM. Gillmore succeeds Bob McDonald, who has become GM of KGNB & KNBT/New Braunfels, TX. In other activity Jim orden has been promoted to LSM. He had worked as a KOKE AE since 1982

Exmeyer New WYNG LSM

R. Clark Exmeyer has been appointed Local Sales Manager at WYNG/Evansville, IN. He moves up after three years as a station

B&B Marketing Formed

Billy Bass and Bill Underwood have joined forces to create B & B Marketing, a company offering black music marketing, promotion consulting, and artist development services to labels artists, and managers, R & R will focus its attention on New York Atlanta, and Los Angeles. The New York office, run by Underwood, is located at 330 West 58th Street, #4H, New York, NY 10019: (212) 245-2520. Bass operates from L.A. at 4316 Marina City Drive #825/CTN Marina Dal Rev. CA 90202: (213) 306-9160

Atlantic Ups Colemussi



Karen Colemuse

elevated to National Merchandising Manager for Atlantic Records. She joined WCI in 1979 and two years later moved to Atlantic's Merchandising Department. In 1983 Colamussi became Merchandising Coordinator & Buyer.

Weiss & Powell **Taps Corneliess**

Glenn Corneliess has been promoted to New York Sales Manager for Weiss & Powell Radio Sales. Before joining Weiss & Powell in 1983, he was PD for WGBB & WBAB/Long Island, WAAL/Binghamton, and WVRB/ Ithaca, MV

Davis Bows Lazar. Vintage Bay Labels

Gary Davis is founder and President of City By The Bay Music, Inc., which includes the labels Lazar Records and Vintage Bay Records. Working with him are Head of Marketing Bill Mack, Head of Sales Henry Moyer, and promotional staffers Brian Rooney, Joey Breece, and Deren Atherton. Headquarters are based at 2015 Bridgeway, Suite 301, Sausalito, CA 94965; (415) 332-4141

Sherman Opens **Brokerage Firm**

Forty-year broadcast veteran Barry Sherman has founded his own media brokerage and investment counseling firm, Barry Sherman & Associates. He was most recently VP/Resident Partner of media brokers Morman Fischer & Associates, Inc. BS & A is located at 1828 L Street, NW. Suite 300, Washington, DC 20036; (202) 429-0658.

Lewis To KOKT LSM

Maysie Lewis has been tapped as Local Sales Manager for KOKT (KQ96)/Seattle. She most recently held a similar post at crosstown KSEA. Lewis's former radio posts include Sales Manager and NSM at WPKX-AM & FM/Washington, AE at AP, and Managing Editor at KIRO/Seettle

DFA Starts Engineering Placement Service

On-air talent search firm Don Fitzpatrick Associates has established a computerized engineering placement service. The San Francisco-based organization will recruit and place video and audio engineers for broadcast industrial, and production com-

PROJECTED STATION IMAGE PERCEIVED STATION IMAGE

What do you think your audience hears? But what do they hear? Every sound from your station transmits your image: your promotions, your ID's, all your production! Details are important - call for more.

CALL 1-800-251-2058

In Tennessee 901-320-5126



12 YEARS OF THE BEST

CHR Bronker

RATINGS AND RESEARCH



JHAN HIBER

Conversations With Myself

By Tom Birch

When Jhan Hiber called to offer me a chance to write his guest column for a week. I went nuts. What a great opportunity! But after I hung up the phone, I realized my dilemma. How do you jam everything you think is worthwhile into one article and still maintain some semblance of order?

No problem! This col- diary-only technique. umn is a realization of a dream - I ask all the questions (the way I want them asked), then I provide all the correct answers! But before I start, please excuse the enthusiasm, as lots of good things have been happening lately.

R&R: Tom, what about agency acceptance?

TB: A revolution is brewing, and Birch Radio is one of the organizations leading it. The revolution I speak of is a move by agencies away from the diary methodology. It's not just in radio, but in television as

The funny thing is that the anti-diary movement is being fueled not only by the agencies and advertisers, but by the rating services themselves. Birch has picked up the gauntlet by providing a telephonebased radio measurement system. And in the words of Kenyon & Eckhardt Sr. VP/Media Director Alan Goldin, "I have always believed that telephone methodology represents a superior method for measuring radio. I consider the diary technique to be an archaic and inadequate instrument with which to measure radio listening.'

On the network television side, AGB, Nielsen, and even Arbitron are testing a people meter. The contention is that the fragmentation of television being caused by cable is making the diary obsolete. Finally. on the local television scene, both Arbitron and Nielsen are expanding a number of markets with meter measurement. claiming it is superior to a

This anti-diary feeling is just beginning to yield tangible evidence. On March 26. Kenyon & Eckhardt signed a longterm contract with Birch Radio with the intention of using our service as its primary source of radio buying. Other agencies and advertisers around the country are reacting in a similar fashion. Birch now lists some 400 agency and advertising clients who are buying the Birch service.

Many of these 400 clients have come to the realization that the telephone methodology yields more accurate estimates overall. They see it doing a better job of measuring minorities and other hard-toreach respondents, and that Birch is providing the only truly complete description of the radio medi-

Radio is the ultimate target medium. It selectively delivers the entire spectrum of product consumers: people from highincome households, people who haven't read a newspaper in the past 24 hours, people who are planning to buy a new home in the next six months . . . and on and on. Yet, after all these vears, most agency buyers are still buying on the basis of age and sex!

Birch Radio is now introducing agencies to the magic of qualitative and product usage information. We're showing them how to use the Cume Duplication Tables in our Quarterly Reports to construct more accurate and effective buys. Agencies are learning how to use Birch Radio

"exclusives," such as Audience Composition and Location of Listening, upfront during the initial planning stage of a buy.

Our presentations to agencies are more than just "pitches for Birch." They're discussions on the fundamentals on how to get the most out of radio by buying smart.

When we make a major agency conversion, everyone wins. The agency does because it will be doing a better job for its clients. The clients win because they're getting the most for their money. Radio benefits because the medium when bought correctly truly is red hot."

"After all these years, most agency buyers are still buying on the basis of age and sex."

R&R: Why all this sudden agency interest in Birch?

TB: A number of factors have converged. First, our positioning of the service to agencies in the past had always been as a "complement" to Arbitron. Until the winter '84 sweep, we did not have weekly cumes in the dayparts, nor did we have sufficient market coverage to support utilization by regional and national agencies. Even our qualitative data did not make major impact because it was buried in the back of our quarterly books.

We've fixed the deficiencies on the product side. The weekly cumes have now been in the past four Quarterly Summary Reports. We're now measuring 84 U.S. markets monthly and an additional 50 on an annual or semi-annual basis. And the Qualitative is now presented in a separate, easy-to-read format.

oped the radio ratings division (Radio Marketing Research, now known as Birch Radio, Inc.), which later spawned Birch Consumer Research. Birch presently serves as Chairman/CEO His background includes programming, research, and management posts with such radio chains as Storz, Lin, McLendon, and Tell.



Tom Birch

ence lies in people and approach. Dick Weinstein, who became President of Birch Radio in September. was one of the most important players at Arbitron during its biggest growth years between 1974-80. He ran the agency effort for both radio and TV, and not only has the respect of many of the most influential agency people, but he also knows how to sell 'em.

Dick's first move was to attract some other powerful additional management talent, such as Bill Livek. who until last September was Arbitron's VP/Sales & Marketing. Then there's Bill Engel, who was VP/ Sales & Marketing at Arbitron and its Radio Product Manager during the 70s.

I know I'm bragging, but I feel we now have the best management team in the business, supported by a national team of top-notch representatives. They're bright, motivated scrappers who'll walk through walls to get the job done properly.

R&R: So what does all this mean to broadcasters?

TB: Longterm, it means Birch is likely to replace Arbitron at a large number of important agencies, which is good news for radio. Improbable that Birch could replace Arbitron? Hardly! The movement is already underway.

Broadcasters in such markets as Washington, Houston, Seattle, Atlanta, and many others are already pricing avails based on Birch estimates. Due to biases in the diary sample base, the audiences to many formats are significantly understated by Arbitron relative to Birch. And because Birch (and earlier, Mediastat, Trac-7 and Burke) telephone estimates of AQH persons to these formats have But the biggest differ- historically been higher

than Arbitron, many stations will happily learn they'll finally be getting their due - larger audiences.

Short-term, stations can now sell with Birch in most situations. There are very few agencies that will not accept presentations based on Birch Qualitative and Product Usage data, and Birch Monthly Trend Reports are now the most accepted source of trending information in the industry. Additionally, a growing number of agencies are now requesting avails on Birch Quarter-

We've checked, and learned that such agency subscribers as D'Arcy, Aver, Bates, and Bozell all actively use Birch data at either the planning or buying stage. Even current nonsubscribers are now using Birch data. Dancer recently requested Birch Qualitative on an avail request for Molson's. And a station was recently successfully presented on Birch to Campbell-Ewald in Detroit.

If your station is not now selling with Birch data, you may well be missing some dynamite opportunities to increase your share of local and national revenues.



14/R&R FRIDAY, MAY 10, 1985

How to recover from a down book

Strategic Radio Research's new "Quick Answers" study can tell you exactly why your book went down

ne of the biggest frustrations in radio involves waiting for an Arbitron report to arrive on your desk, knowing from your advances that you had a down book: You wait and wait, and then, when the actual book finally arrives, you realize that you can't figure out why your ratings went down.

Unfortunately, that's what typically happens. An Arbitron report is designed to tell you how many listeners you gained or lost, but it isn't designed to tell you why.

Pour over the book with a fine-toothed comb or spend 40 hours doing AID runs, and you still won't get that answer.

If you knew what was broken, you could fix it

You're probably anxious to make the necessary corrections and get your station back on track.

But what are the right corrections?

Your GM thinks your music got too hard, while your MD argues that your music got too soft. The jocks think your music was too repetitive, but you think it might have been too unfamiliar. You're not sure whether you were playing too many currents or too many oldies.

On the other hand, the problem very well could have been your spot load. Or the loss of a key member of your air staff. Or your signal. Or a promotion that backlired.

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Strategic Radio Research's reports are both clear and comprehensive. In the sample page shown above, respondents describe the one thing they dislike most about the client station.

It's even possible that your programming

was right on target but lacked adequate advertising support.

Fast, accurate research at a reasonable price

Strategic Radio Research's new "Quick Answers" study can tell you, in 10 days, whether you actually lost listeners and, if so, why.

Here's how we do it: First, we'll set up a conference call with our president, your GM, and your PD to make a list of the possible rea-

sons for your audience loss. Next, we'll design a questionnaire, generate random telephone numbers, and make calls into your market from our Chicago phone center. Finally, 48 hours after interviewing is completed, we'll ship you a clear, easy-to-read report that will spell out exactly why your book went down.

And we won't charge you an arm and a leg: The price of the "Quick Answers" study, for a sample size of 350 respondents, is a very reasonable 56.450.

Our research helps YOU make better decisions

At Strategic Radio Research, we understand the value of "gut feel" in radio programming. (No radio station ever became a long-term success based on statistics alone.)

Therefore, we won't tell you to drop 220 of your oldies, fire your midday jock, and sign up for our satellite network.

Instead, we'll accurately and honestly report what your listeners say about your station. That allows you to take the appropriate actions to get your station back on track.

Call or write for more information

Our "Catalog of Research Services (1985)" describes the full range of studies available from Strategic Radio Research—focus groups, auditorium music tests, large-scale market studies, weekly music research, and more. Call or write for your free copy.

But do it soon. Since we do all our own recruiting and interviewing, we can only accept a limited number of projects each quarter.

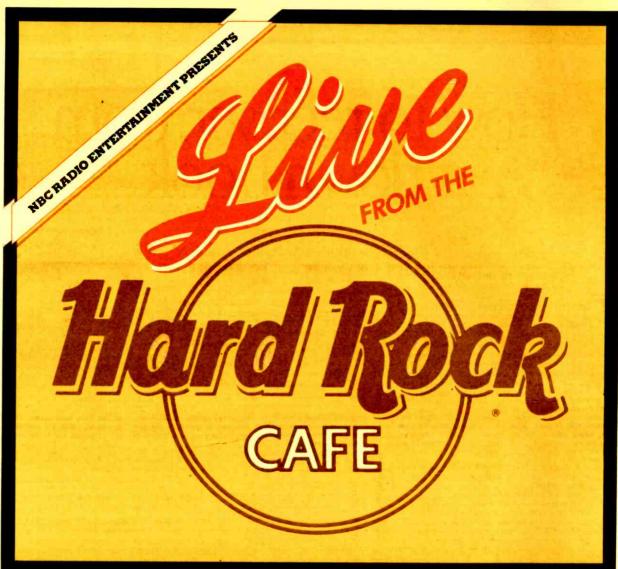
Call Kurt Hanson or Tom Teuber today at (312) 883-4400, and just tell us you need "Quick Answers".



655 W. Irving Park at Lake Shore Drive Chicago, IL 60613

Possible reasons for audience decline:	Sit.	/ §	Jic Jic	15	15
Air personalities	•	•	•	•	•
Competitors getting better	•	•		•	
Declining interest in format	1	I ●	ı	•	'
Demographic changes	•	l ě		1	ı
Ineffective advertising	i i	ě	•	•	
Lack of excitement		•	•	•	•
Music (burned-out)		•	•	•	-
Music (oldies vs. currents)	•	l ě		Ĭ	i .
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Music (unfamiliar)	•	ě		۱	l
New competitors		l •	•	ě	
Not enough advertising	•	l ě		ě	Ĭ
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Position/image problems	•	۱	•	•	•
Sample error (Arbitron)		l •	i é i		
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Too much talk			1 🏅		•

You can grees at the reason for your audience decline, but a wrong guess means that you'll actually make matters worse. Strategic Radio Research's "Quick Answers" study will pinpoint exactly what went wrong, so you can fix the problem and get your audience had.



Sunday, May 26

Our May edition of Live From The Hard Rock Cafe is all set to add excitement to your station's Memorial Day Weekend programming. Robert Klein will be hosting our 90-minute live broadcast from the world's greatest rock 'n' roll restaurant, with one of the great fathers of rock 'n'roll,

Bo Diddley, as his special guest. Plus we'll have plenty of music, star-studded interviews, the latest music news and much more!!

To be a part of radio's most innovative and entertaining live radio show, call Shirley Maldonado at (212) 664-5538.

8:30PM Eastern, 7:30PM Central, 6:30PM Mountain, 5:30PM Pacific





Robert Klein



Bo Diddley



NETWORKS/PROGRAM SUPPLIERS

REED BUNZEL

SUPER-SUNDAY BROADCAST

Radio USA For Africa

First there was the all-night "We Are The World" recording session in late January, attended by virtually every available recording superstar except Prince. Next came the single, breaking longstanding records right and left as it shot up R&R's charts. On Good Friday over 8000 radio stations worldwide simultaneously aired the single in a unilateral commitment to eradicating the famine in Africa. Then on April 21 the three-hour "Radio USA For Africa" program was broadcast via satellite to 500 radio stations in the U.S. and around the world.

An estimated 30 million listeners may have tuned into the broadcast, which originated from Westwood One's Los Angeles studios. A combination of live and taped segments, "Radio USA" featured interviews and music from several dozen artists, including Pat Benatar, Lindsey Buckingham, Jackson Browne, Yoko Ono, Rod Stewart, John Denver, Kenny Loggins, Quincy Jones, Harry Belafonte, and others who were (or were not) part of the original "We Are The World" session.

The list of hosts for the broadcast crossed many network lines and represented a first-string lineup of national radio personalities. Dick Clark, Casey Kasem, Bob Kingsley, John Leader, Walt Love, Scott Muni, Joel Denver, Scott Shannon, and Mary Turner were part of the all-star broadcast learn.

"We're all feeling about ten feet off the ground." says Westwood One President Norm Pattiz. "When you wrap up more than 500



radio stations throughout the U.S. in a program that's the most listened-to satellite broadcast in radio history, and when you consider the potential millions that can be raised through this event to benefit the hungry, it's a gift package that's very easy to feel good about."

In addition to industry luminar-

ies who volunteered their time, Sen. Edward Kennedy — who has traveled to Ethiopia and witnessed the famine firsthand — commented on the project: "I'm proud to add my voice to the many artists and guests on 'Radio USA For Africa,' whose message of hope and help for millions of famine victims is going out across the nation and around the world."



WESTWOOD ONE FOR AFRICA — More than 50 artists and broadcast personalities participated in Westwood One's "Radio USA For Africa" live broadcast. Pictured during a break in the three-hour special are (I-I) USA For Africa co-founder Ken Kragen, Westwood One President Norm Patitz, Supertramp's John Helliwell, and Fleetwood Mac's Lindays Buckinches.



LIVE . . . FROM CULVER CITY — Chrysalis recording artist (and new mother) Pat Benatar prepares for one of many live artist interviews during the "Radio USA For Africa" broadcast. Testing the microphone (I) is Z-100/New York's Scott Shannon.

President Reagan also delivered a special message during the program, commenting, "Through your volunteer efforts this broadcast – the largest satellite broadcast in history – will touch and inspire the generosity of thousands of Americans. The song 'We Are The World' means we can make a difference."

Competition played a secondary role during the broadcast, as the non-exclusive program was carried on as many as four stations in the same market. "Radio USA" was delivered via digital transmission on Satcom 1-R. National Public Radio also participated by delivering the signal in analog on Westar 4. The combined effort of

these two satellite facilities was designed to distribute the program to as many radio stations as possible.

The special broadcast, which was produced for Westwood One by Bert Kleinman, raised over \$1

million from national and local advertising. With the continued sale of records and related merchandise, "We Are The World" coordinator Ken Kragen claims the project has raised more than \$37 million to date

DIR BROADCASTING PRESENTS

Best Of The Rockies

In what's referred to as "the only awards program produced specifically for and by radio," Bruce Springsteen walked away with four of the eight categories during the recent Rock Radio Awards ceremony in New York.

These awards are voted by the on-air staffs at 250+ radio stations across the country. Staged at Jerry's Restaurant in Manhattan, the program was produced by DIR Broadcasting for broadcast over Memorial Day weekend (5/25-26).

Springsteen, who was not present, took top male vocalist, single, album, and in-concert act recognition. Tina Turner, Huey Lewis & The News, and Cyndi Lauper all took home one award apiece, and the Beatles grabbed the Hall Of Fame honors for favorite alltime album: "Abbey Road."

In addition, Band-Aid organizer Bob Geldof received the Tom Donahue Award for recognition of a significant contribution to FM radio. Geldof, who says the song "Do They Know It's Christmas" made "compassion fashionable," earned the award for his efforts in organizing the grass-roots African relief fund.



RAUCOUS ROLL — At the 7th annual Rock Radio Awards Billy Squier (I) and Fions announce the winner of the "Favorite All-Time Album," which was the Beatles' Abbey Road. Also pictured (to Fiono's right) are Weird Al Yankovic and WNEW-Fill/New York's Charlie Kendall.

GOSPEL AMERICA

It's Not Just Religion Anymore

Religious radio is all the same: evangelical preaching, pass the loot, sing the hymns, and repent-repentrepent Sunday morning fare.

Not quite, if the producers at Battle Mountain Broadcasting have anything to say about it. "Gospel America." a three-hour "inspirational" music program. may catch many Bible-thumping broadcasters a little off-guard. Don't get the idea that "Gospel America" is an irreverent or off-the-wall Christian program. It's not. As Debra Geeld, CEO of marketing agency Gould-Herring Breadcasting, explains. "This is a contemporary program that spot-



lights the top Christian music of the day. But it does it in a way that many listeners might not even be aware of the gospel orientation."

The show is particularly oriented toward the non-Christian radio station. A large majority of the stations carrying the program are Country, while only five percent are Christian-formatted. "A lot of stations ignore the fact that there's a great Sunday morning drivetime." says GHB President Damon Herring. "A large percentage of people in cars at that time are on their way to or from church. Christian music is just the type of programming these people are looking for — but they don't listen to the Christian station."

"Gospel America" draws on several regular features, including artist interviews, comedy segments, a mini-countdown, concert tour information, and music ranging from Amy Grant to Elvis Presley. The program is hosted by KLIF/Ft. Werth personality Jon Rivers and distributed on a barter

MUSIC CALENDAR

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WEDNESDAY MAY 22

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NETWORK PROMOS

United Stations Radio Naturals this week: Jim Flamingo has joined the United Stations Radio Network as Technical Director for "Solid Gold Country" and Production Assistant richurg. for "The Great Sounds"; Rich Veglate has been named Co-Technical Director and will seeist Flemingo with "Bolid Gold Country"; and Bels Heffmester has been added to the com-larry's Affiliate Relations Department Washington, DC.

two new Broadcast Executives to its nationwide staff: Sugan Spaulding will be based in San Francisco and will cover Northern California, while new Heff will cover Michigan and Ohio. Prior to joining AP Speul-KIK/Releigh, and previously work-

Hoff formerly was Broadcast Ex-ecutive for Utah, Idaho, and Montane, and prior to joining AP in 1980 served as a reporter/anchor at WKBO/H

Also at AP, two staffers have joined the Broadcast News Center. Carel fieler comes to the Washington, DC office from the Minneapolle bureau, while Rich Johnson has joined the company from Cable News Network

 Chris Caverezzi has been named Director/Radio Division at the Dick Clark Companies. Cavarozzi joined the company in 1980 and has co-produced "Dick Clark's National Music Survey" for the Mutual Radio Network, and also produced "Rock, Roll & Remember" for United Sta-

GENERAL

FORMATION

NEWS & INFORMATION FEATURES

MAY 13-17

COMEDY

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ed (DCA)	Health plans/real estate investments (6/11) Investing/record collecting/theme songs (6/12)
Multon speaks /space ret Ana/Buchanan converts/	Nove Blimp (PRN)
th bembakelle/younger & wetter	Heme teem wees tesh-cash-Golden Fleece Award-DWI/tougher cellege classes
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Rechine (PRIO)	LIFESTYLE

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Larry King Show Hany Backstone Jr. (5/13) Dr. Kenneth Cooper (5/14) George Allen (5/18) Temmy Leserds (5/18) Kenneth Jamigan (5/17)	(1465)
Public Affairs Turing question (\$/12) Semething You Should Know	(PIA)
Tracking thin (8/13) Luckel decembing (8/16) Looking for love (6/17)	(888)
Waldenbacks Review "James Coop Dist Back"/ "Telling Liss"/"Ladios Home ((WO) button

WOICE FECH

We Hope You Don't Have Jingle Fever

You know, those catchy traditional melodies that cost too much, take too iong, sound too much alike and have all the stereo fire power of a test tone.

We have something that blows any jingle away, VOICE TECH™ Maximum impact and recall.

Guaranteed variety.

Fast turnaround.

Contest possibilities that stagger the mind, and it sets the world standard for stereo fire power.

We can't help it if VOICE TECH " costs less, too, After all. we're vaccinating the world against lingle fever!

Get a demonstration dose today!

BROWN BAG PRODUCTIONS

482 SOUTH JASHINE STREET DENVER COLORADO 80224 (303) 388-9245



OMMODORES ANIMAL INSTINCT

The newest hit single by the biggest selling group in Motown history!



FROM THEIR GOLD PLUS ALBUM

Wightshift 6124ML

Motown Delivers,

Always Has...

Always Will!!





© 1985 Motown Record Corporation

Radio Should Go To College

Many of my clients believe I have the on-demand ability to simply pull high-potential radio executives out of my hat. If only it was that easy. But as most seasoned business professionals know, there's no quick fix for poor succession planning.

If you haven't developed and re-nined a strong flow of talent, you'll always end up running around like a chicken with its head cut off when you lose a key player. Therefore, we cannot ignore the fact that radio's future depends on nurturing this new and continuous talent flow. Which brings us to the issue of where to find a ready supply of this talent. How about going back to college?

Symbiotic Relationship

Radio using college and college sing radio: a symbiotic relationtions rated a symmetric restriction.

Please do not misunderstand. This is not a sweeping indictment of the radio industry's recruiting practices. I'm merely suggesting that colleges and universities repre-sent a "hidden" marketplace whose talent potential is more often than not unconsciously

For an updated perspective on the existing relationships between radio and college, 15 profe and major market station m ers were surveyed. I wanted to ask some hard questions: Are college media courses in sync with radio's actual needs: How successful are the placement programs; What kind of jobs do these graduates typically land?

They had no problem an the first question: Which college house the best broadcasting curriculum? Five were repr mentioned - the University of Wisconsin, Southern Illinois, Indiana University, Ohio University, and Missouri. Honorable mentions included Northwestern, San Diego State, Syracuse, Temple, and the University of Texas.

The second query - the viability of the programs being offered iced several schools of thought. Some felt the programs were adequate, while others believed the opposite. And a third group addressed the decreased nt interest in radio. The majority, however, shared a bottom line concern: There is definite room for improvement.

Experience Best Teacher

Practical experience - the long and short of it -buzzed its way through many of the conversa tions. KSDO-AM & FM/San Diego VP/GM Jim Price thinks college radio programs are "doing better than they used to (since) more instructors are coming in with prac-tical experience." Echoing those sentiments, James Hoyt of the University of Wisconsin says, 'There are a significant number of faculty members who have first-line radio experience. Some achools compan te for on-staff experience by having radio in-

dustry people come in and speak."
But Dave Smith from Ball State University points out a Catch-22 stumbling block. "Some universities insist that professors have PhDs. However, the schools are short on professors with practical experience - some PhDs have never worked in a radio station. University of Georgia Professor James Flotcher adds, "Lots of professors teach the way radio used to be, not the way it is or will be. Schools should be preparing students for the future. In order to do this, the schools have to be much more vigorous in their re-search of broadcasting. We can do that, but we're spending too little energy doing it.

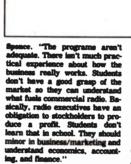
That energy could be put to good use strengthening subject areas the respondents found weak. Rat-ings, research, computer applications (comparing logs, text pro-cessing), writing skills, production, and legal aspects appeared on their wish lists. Another key area that definitely requires at-tention is sales. "The bissesset tention is sales. "? go on-air and forget sales," says Jim Price. "Few colleges teach sales, and it's the greatest opportunity. People can make money e it's up to their own initia



California State Long Beach Prof. Steve Ryan, on the other hand, favors more on-air study. "The most important thing col-leges can offer students is on-air experience at a campus station. They need this experience to get into the industry.

But the nuts and bolts of practical experience, coupled with book learning, don't teach everything about radio, says KIIS-AM & FM/Les Angeles President/GM Walty Clark. 'The key is to be an open thinker. Bring basic busi knowledge, and encourage students to be creative and use common sense. Expose them to the elements and then let them grow. Radio people should be in tun
with what's going on in society."
What's not being taught bother

What's not being taught bothers KVIL/Dallas VP/GM Dave



Several of the college professors indicated they urge radio majors to minor in related subjects. For example, a writer might minor in drama or English, a sales major could also study marketing/m could also study marketing/man-agement, and a person with his heart set on being an air per-sonality might also opt for a cou-ple of speech classes. Generally, these institutions stress liberal arts - economics, political science, etc. - as in the case of San Diego State. "We don't try to stamp people out with cookie cut-ters," notes Professor Jee Johnson. "We encourage them to take PR, news, secondary business courses. We counsel them and offer sug-

Radio Interest Down?

Others, meanwhile, cite the growing impact of TV and film as a negative influence on the demand for radio-only programs. Al-though Missouri University operates its own station and requi students to work there, Mackie Merris, Chairman of the Broadcast & News Department, admits. "We cannot perceive to any de-gree at all that our students have erest in a radio career. This is the TV age - everybody wants to be an anchor, With a \$2% placement record in sending people to broadcast jobs across the country, I truly cannot remember ten people in ten years who have gone to work in radio out of this program. Radio education is simply a part of the broadcasting process for-

USC Radio Professor Dr. Satrrie Maxingo agrees. "Students are not interested in radio. It lacks the visual imagory and appeal of TV.
Of the applications we get for the
journalism school, radio is much in the minority - 95% want to go into TV. Out of 200-300 admi each year, less than a handful express an interest in radio."

A similar ratio exists at Tem-ple University. "Of the 1300 students we have, at most not more than 200 list radio as their primary interest," explains prosor and former departme head Gerden Gray. "TV and film have taken over our program due to student interest and the direcon in which the media have some. The requirement today for on-air radio work is specific knowledge of music and an ability to be glib on the air. It doesn't require very much knowledge of the field, where at one time it did.

"The primary jobs for college-educated people are in news and management. And those programs are similar to TV. We offer. as a result of demand on the one side and the industry direction on the other, courses in radio that are combined with TV. If you add up the number of radio-only courses

we have, it's pretty thin."

A USC teaching assistant with seven years' radio experience sees it differently. "It used to be that anyone who could push buttons could get in radio. Now GMs are upgrading and making more ds; they want people who don't even want to discuss the possibility of going into TV," says Pat Brierten. "They like the idea of being heard, but not necessarily being known. They think radio is the place to be.

I agree. Most of the young people pursuing a radio broadcasting major are doing it because they're erious about the industry. The kids who are "starstruck" tend to be the ones who chase the oppor-tunities in film and television. But the students in radio are anxious to learn, have a good attitude, and a good idea of what they want.



By Gary Kaplan

Viable Resource

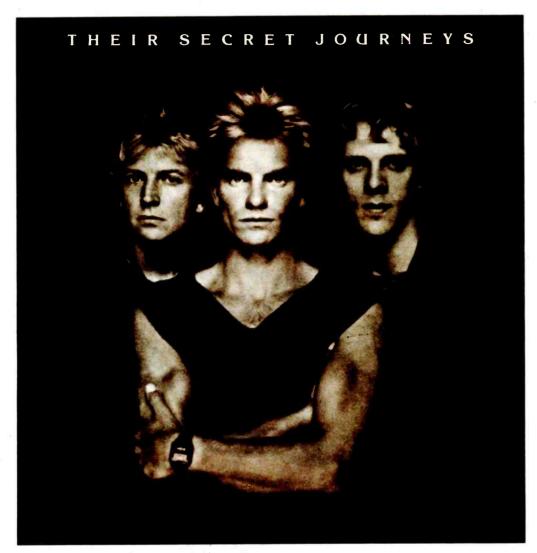
So are radio and college broadcasting programs in sync with each other? It depends on who you talk to. Jim Price contends, "Radio is giving colleges good feed-back. If colleges are not getting proper feedback maybe it's because they're not asking the right questions." From the other side of the fence Prof. James Fletcher retorts, "At the moment colleges are working hard to improve, as I'm not sure broadcasters are. I'd like the broadcasters to persuade me that they're working harder.'

Whatever the case, it still re-mains that colleges are and can be even more viable talent resources. Radio, however, must extend a helping hand and talk to these institutions about its needs and give them a reason to contemporize their radio offerings. The old boy network is steadily growing older, and radio cannot afford to lose its grasp on tomorrow's upcoming talent

Next Time: A closer los cruitment, placement, and collab-orative efforts between radio and

20/R&R FRIDAY, MAY 10, 1985

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IMAGE & MARKETING



HARVEY MEDNICK

RICK SKLAR COMMENTS

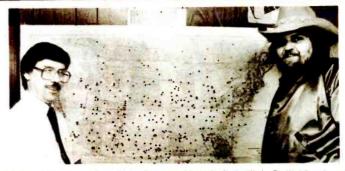
Is There A Promotion **Director Shortage?**

While talking recently with Rick Sklar, President of consulting firm Sklar Communications, he mentioned the difficulty he was having finding a good promotion director for a client station in Baltimore. At the NAB convention in Las Vegas, Rick told me he still hadn't found anyone suitable, and added that a similar opening for a Boston station had also become available. Rick lamented that there seemed to be a real lack of skilled radio promotion directors, personnel he sees as vital in today's competitive broadcast environment.

This column addresses some of the reasons for this possible shortage of promotion talent, and is intended to help one understand the qualifications and responsibilities inherent to the position.

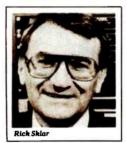
Rick points to format rigidity as one reason why well-rounded promotion people are hard to find. "Everybody seems to only give away concert tickets and prizes through call-in-to-win methods. And many stations buy their TV spots from a service that's just crankin' them out. So why do we need good promotion personnel? Because if everyone's using similar formats, you've got to find the areas where stations can be difforentiated from one another One way is with air personalities; another is in the types of promo-tions you do. If you have creative people who can come up with new. different ideas, your station will stand out. But because there aren't many of those pros floating around, everybody sounds the same

Could it he that broadcasters don't source themselves as a profession adequately? Look for promotion people in places other than the boss's office. That's where his secretary is usually rewarded for a job well done by being named promotion coordinator and, if the skills are latently there, success follows. How about the local theme park? Or sports team?



WEEDING COUNT - WROM/Rome GA was the key organizing station for the "We Are The World" si ing. Shown keeping count of the participating stations are (I-r) GM Don Briscar and air personality Bob Wolfe

They are always under the gun to come up with special nights and activities to gain better exposure and improve attendance: i.e. cume-building. Ad agencies, P.R. firms, or maybe even a TV or ewspaper person who is low on the totem pole in a large creative services department. Often they have ideas related to radio from their exposure as listeners but no forum to operate from. Look outside, where there's freshness and a lack of preconceived notions about the business.



The Factors Of Dollars **And Responsibility**

Rick noted, "Promotion has traditionally been one of the lowest-paying areas of broad-casting. Even though promotions affect the ratings, the program director is the one who has to answer for the rating books; that tends to diminish the role and salaries of promotion people.

As a manager you should look for ways of measuring accountability, both to ratings and budget. Offer an incentive based upon cume growth or budget management. For example, promotion directors who meet such station goals as cume growth, TV schedule GRPs, and cost control receive a spiff equal to ten percent of the dollars saved against budget. This way you have a reward that's not unlike a PD's ratings growth incentive or a manager's profit override. For the promotion person, this process also raises awareness in the management office and gives him some real performance-based stature among his neers.

BPME Not Doing Its Job For Radio

Reflecting on conversations he's had with radio promotion people, Rick said "The emphasis at Broadcast Promotion Marketing Executives is on television, and has been suffering as a result." This certainly is worth a great deal of review at the upcoming June convention in Chicago; per haps a panel discussion is in order. Your peers may have some ideas about this issue, and as R&R's representative there. I'd be more than glad to talk with you

Structure/Reporting Are Success Keys

Whoever is in charge of creative services must work in all areas of station activity. In drawing the flow chart, Rick feels, "There has to be a direct line to the GM, and a number of broken lines (indicating interaction but not subordina tion) running to sales and pro gramming." He also believes that a three-person "think-tank" session between the PD, promotion director, and either a consultant, music person, or other staffer presents an fertile environment for creating unique ideas. How many times do you schedule ses sions where the air is clear and no territorial imperative exists? Not often, I imagine. Don't be afraid of the think-tank. Many times an individual who is not innately creative is a great "hitchhiker provides the needed twist or angle that lifts an idea from mediocre to marvelous

Understanding And Leadership Missing

Rick praised the late Hal Neal, former President of ABC Radio, as one who made "a contributing factor because he understood promotion and its value. There was all kinds of emphasis given to it at ABC in his time.

Hal made promotion people feel good at ABC because he started in that area and then made it all the way up the ladder. At the BPME in 1972, Hal made a special effort to hang out with the station promo people in attendance. He showed them he was one of them and that they were important to him.

Hal's overt concern for promotion folks points to their classic positioning problem: promotion talents are traditionally writing words for other people's mouths. That is, they create promotions that personalities reap the benefit from, and stage events and productions which accent the sales department.

The message here for promotion people is to now think abou yourself. Enter your material in competitions. Win an award or two from BPME, the local art directors club, etc. With your name on the plaque or certificate, see how your stock in trade increases. An old, tired, but ever-timely line in this business is the one about the publicist who could publicize everyone but himself.

Ad Agencies Just Don't **Understand Radio**

Many station promotion directors have mentioned problems they've encountered with ad agencies which don't seem to understand how to market radio as well as they could. Rick pointed out that this difficulty is rooted in the uniqueness of radio itself. He felt most agencies are superb in the marketing of tangible products. But when it comes to radio? "They frequently don't come up with the most effective approaches to advertising it, promoting it, or using other media to reinforce what is happening on the air to get results in a rating book."

Remember that in many cases when you have an agency, the nromotion manager is not fulfilling the vital role of "translator." It is critically important to attend all meetings to reinforce the uniqueness of radio and the best ways to market it. Often the manager or PD is saddled with this burden at agency get-togethers, and it just doesn't work as well.

A Marketing Contradiction

It seemed ironic to Rick that in a time characterized as the "era of the marketer." the role of the marketing person in radio has been so severely diminished. He reiterated the need to make mangement understand how important an area promotion is when distinguishing one station from the next. He said, "As this understanding grows I hope we'll see better promotions, more imaginative and creative individuals, and better-paid people getting into the promotion field."

Agree/Disagree

R&R would like your feelings on this issue. Whether you agree or disagree, drop me a line. Let this page serve as a public forum for a topic that at least one major figure in our industry feels needs at-

ONE YEAR AGO TODAY

P DAVID BARRETT NAMED GM AT WBAL & WIYY/BALTIMORE ... BLAKELY BECOMES YP/GM AT KACE/LOS ANGELES

BILL KUNKEL STATION MANAGER AT WAVAWASHINGTON BOB GARRETT NAMED PD AT KITS/SAN FRANCISCO

MIKE WAGNER VP/PROGRAMMING AT ALTA BROADCASTING

. BOB SCOTT NAMED PD AT KHTR/ST. LOUIS • GREGG LINDAHL UPPED TO GROUP PD AT GAYLORD

e #1 CHR: "Let's Hear It For The Boy" — Deniece Williams (Columbia) e #1 A/C: "The Longest Time" — Billy Joel (Columbia) (2nd week)

e#1 Black: "Let's Hear It For The Boy" — Deniece Williams (Columbia)

•#1 Country: "Honey" — Ricky Skaggs (Epic)

e#1 AOR Track: "Magic" — Cars (Elektra)
e#1 LP: "Heartbeat City" — Cars (Elektra) (8th week)

FIVE YEARS AGO TODAY

. JERRY AND BOB GREENBERG FORM MIRAGE RECORDS TOMMY HADGES NAMED PD AT KLOS/LOS ANGELES

OAL DI NOBLE NAMED VP/GM AT CASABLANCA BOB LOONEY NAMED GM AT KGFJ/LOS ANGELES TOM YATES BECOMES PD AT KSAN/SAN FRANCISCO

e#1 CHR: "Biggest Part Of Me" - Ambrosia (WB) e #1 A/C: "Don't Fall in Love With A Dreamer" - Kenny Rogers &

Kim Carnes (UA) (2nd week) e #1 Black: "Let's Get Serious" - Jermaine Jackson (Motown) (3rd week)

e #1 Country: "The Way I Am" — Merle Haggard (MCA) e#1 LP: "Against The Wind" - Bob Seger (Capitol) (8th week)

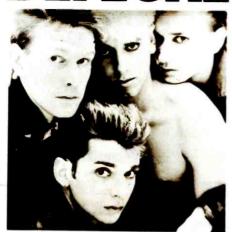
TEN YEARS AGO TODAY

ONEIL ROCKOFF NAMED GM AT WHIVNEW YORK

●#1 CHR: "He Don't Love You" — Tony Orlando & Dawn (Elektra) • #1 A/C: "Love Will Keep Us Together" - Captain & Tennille (A&M)

#1 Country: "Thank God I'm A Country Boy" - John Denver (RCA) e #1 LP: "Straight Shooter" - Bad Company (Swan Song/Atlantic)

DEPECHE



MODE





KMEL 27-15
I95 add
KIIS-FM add
KZZP add
KS103 add
KPLUS add
KITY deb 40
KCAQ add 22

Marketed by Warner Bros. Record

STREET TALK

Now that KQAK (to be KKCY)/SAN FRANCISCO has set its new management and programming team (see Page 1), it's only a matter of time before the new format unfolds. Considering the backgrounds of joint PDs TOM YATES and KATE HAYES, all bets are on AOR . . . but what kind?

When KQAK jock JED THE FISH made a few less-than-flattering remarks about consultants and his station's future on the latenight, local "Night Music" video show, he didn't know Tom was listening. And so when Jed arrived for work the next day, there was a dead mackerel wrapped in a newspaper waiting for him with the note, "Is there life after "Night Music?" Moral: never assume your PD is hard of herring.

Just a few blocks away, concert promoter BILL GRAHAM's offices burned to the ground Tuesday (5-7) to the tune of \$1 million in damages. Gasoline cans reportedly found nearby led authorities to suspect arson.

Following the \$2 billion sale of METROMEDIA's TV outlets to Marvin Davis and Rupert Murdoch, don't be surprised if the radio stations go on the block next.

Rumor has it that UNITED STATIONS has its eyes set on drafting two major (and we mean major) national radio personalities. Further rumor has it that U.S. principal DICK CLARK is personally involved in one of the talent negotiations.

We also hear that RKO Director of Programming GARY LANDIS, who's relocated to the United Stations office in New York, is ready to consider a new opportunity.

ROCSHIRE RECORDS principals SHIRLEY and CLYDE "ROCKY" DAVIS were sentenced to ten years in federal prison and fined \$100,000 and \$60,000, respectively, for embezzling more than \$12 million from the Hughes Aircraft employee medical fund.

In other courtroom action, WILLIAM B. TANNER, the advertising/broadcast services executive who pleaded guilty earlier this year to mail and income-tax fraud charges, has been sentenced to four years in prison and fined \$16,000.

LEE DE YOUNG will be leaving A/C-formatted WCLR/CHICAGO in August to answer "a calling from God." Lee is moving to Grand Rapids, where he'il be responsible for the broadcasting arm of the Reformed Church of America. His missionary travels will take him around the world, and that decision leaves 'CLR President/GM CHET REDPATH searching for a new programmer.



ACROSS THE GREAT DIVIDE — When IRS Records formally pacted with MCA Records May 3, IRS President Jay Boberg (left) and Chairmen Miles Copeland (right) marched along with the label's staff from their former A&M Records home in Hollywood to MCA's Universal City. Along the way, they were met by an MCA welcoming committee on a Universal Studios tram, led by MCA Records/Music Group President Irving Azoff. The joint contingent then climbed aboard the tram and crossed the Studios' Red Sea, with Copeland and Boberg demonstrating their remarkable promotion abilities by parting the waters.

Confirmed for WNIC/DETROIT's all-star reunion next weekend: BILL GABLE, GARY BURBANK, SUPER MAX KINKLE, LEE ALLEN, MICKEY SHORE, and BIG JIM EDWARDS. Could it really be true that DICK PURTAN, who happens to be celebrating his 20th year in Detroit radio, is being snubbed because he's employed at competitor WCZY?

Across town, local prognosticators seem to think with increasing certainty that WLLZ/ DETROIT will be shifting soon from AOR to a CHR hybrid, a la WMMS/Cleveland, under the guidance of consultant BOBBY HATTRIK.

Other exiting PDs this week include CHRIS GABLE, who resigned from AC outlet WAIA/MIAMI. Chris will remain with the station for three weeks; MD RON ST. JOHN is interim PD. Another programming opening was created up the coast at WNFI/DAYTONA BEACH, as PD RANDY VAN HALEN is packing up for evenings at KOFM/OKLAHOMA CITY. The Florida CHR not only needs a new PD, but several air talents as well.

It appears that A/C-formatted WKSY/ COLUMBIA CITY (Ft. Wayne) has gone dark due to a lack of funds; no one is answering the phones.

If you think working in Spartanburg, SC is small potatoes, think again, as departing WSB/ATLANTA personality RUSS SPOONER is headed for the good life at WORD, where he'll earn a cool \$100,000 per year.

Continued on Page 26

В	PROGRAM DIRECTORS	SAT. MA	418 BPM	EDT
o	WESTWOOD ONE	(2/3)	204-50	200
M	HUEY LEWIS	M	SHOWT	IME
E	CONCEPT SIMUCASI		וששות	
0	FOR THE BIGGEST EVENTS ON RA	ADIO, IT'S WES	STWOOD ONE	AND ONLY



SENTIMENTAL STREET THE DEBUT 7 WISHES

PRODUCED BY PAT GLASSER

Santana

"I'm the one who loves you"



CHR SIGNIFICANT ACTION

KPLUS	KKFM	WCGQ	KKAZ
WVSR	KPOP	WHSL	кнтх
WERZ	OK100	WBNQ	KBIM
KAMZ	WKHI	WDBR	OK95
WJXQ	WOMPFM	KTRS	S. Acad

Mick Jagger

"Lucky in love"

CHR Chart
DEBUT 40

Over 170 Stations Strong!

AOR Tracks 7-4



STREET TALK

Continued from Page 24

Not far away, a great set of calls for a Black/Urban station east of the Mississippi has become available, as 5 kw daytimer WSOL/ELLERY, SC switched to CHR WMNY. Picking up the Black slack is nearby WORG (AM)/ORANGEBURG, which is ending A/C for Black/Gospel/Urban programming.

Get-well-quick wishes go out to M.S. DISTRIBUTORS Minneapolis sales rep PAT THOMPSON, who's recovering from brain surgery.

A change at KKRZ/Portland finds midday personality SEAN LYNCH elevated to MD. SCOTT DRAKE, who gives up the title, also gets a boost to Programming Assistant/ Production Director.

Beginning in a few weeks, Y108/Denver Assistant PD BEAU MATTHEWS will be taking a sabbatical from radio until September. The station still needs a PD, and will now need an afternoon personality and night rocker as well. Contact MALRITE VP/National PD JIM WOOD at KSAN/San Francisco.

CHRISTOPHER LANCE leaves the noon-3pm slot at KKHR/LOS ANGELES. Replacing him is former KFRC/San Francisco and WLS/ Chicago personality "SLIM." She is the first female personality to hold down a regular shift on the station since it switched to CHR.



Sad to note several deaths this week. Among them was veteran ABC RADIO business correspondent PHILIP GREER, 54, who died while covering the Economic Summit in Germany last week. KRLD/DALLAS Sports Director and longitime CBS-TV sportscaster FRANK

Philip Greer sportscaster FRANK GLIEBER, 51, suffered a fatal heart attack while jogging last week.

Two auto accidents claimed lives of broadcasters — former WHK/CLEVELAND personality "WILD BILL" WILKINS, 35, and WIGS/GOUVERNEUR, NY owner HERBERT SPRINGER, a former Washington, DC station engineer. Herbert was 34.

Our condolences to POLYGRAM Sr. VP/ Promotion JOHN BETANCOURT and family on the loss of his father after a lengthy illness. The NEW MUSIC SEMINAR has changed dates for its convention from August 6-9 to September 25-28. The confab is still slated for New York's Marriott Marquis Hotel.



Congrats to former WAPL & WHBY/Appleton, WI GM DON WEIR, who's the new GM at COMMUNITY PACIFIC COUNTRY/CHR combo KEED & KSND/EUGENE.

Meanwhile, PD MIKE ANTHONY will leave at the end of May to join the RESEARCH GROUP as a client counselor.

Don Weir

Just in time for Mother's Day, GTE Sprint Communications has scooped STEVIE WONDER's "I Just Called To Say I Love You" hit as the theme to its new TV/radio spots.

Former Y100/MIAM Music Director FRANK AMADEO has returned to the CHR giant as Asst. PD/MD, rejoining the station from ELEKTRA-ASYLUM, where he was the Florida Promotion/Marketing Manager. Former MD JONI SIANI is now Entertainment Editor.

KROQ/LOS ANGELES Operations

Manager SCOTT MASON also adds Assistant
PD duties, while KTFM/San Antonio upped MD
STEVE OWENS to Asst. PD, moving PM
driver Joe Nasty to MD... On the heels of a
fine winter book, KBPI/DENVER acting PD
JOHN SIMON has also been advanced to
Asst. PD.

WLS-FM/CHICAGO is seeking an aggressive, creative Production Director/swing personality. Contact PD DALLAS COLE immediately.

KSHE/ST. LOUIS has snared WMMS promotions ace JIM MARCHYSHYN as Director/Marketing & Promotions.

GARY GUTHRIE has officially opened the doors on his program/management consultancy, called "Edinborough Rand," with FIRST MEDIA as his first client. Gary can be reached at (602) 991-6761.

Stork Stops: Congrats to consultant PETE SALANT and his wife Debbie, who announce the arrival of Geoffrey David (4-27)... Happy to report that WDST/WOODSTOCK, NY Sales Manager IKE PHILLIPS and his wife Carloe gave birth to daughter Marisa Danielle (5-2).

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If you believe in Rock & Roll... You've got to believe in Hits, You've got to believe in Van-Zant, "You've Got to Believe Debut single from the Geffen/Network album, VAN-ZANT ansmso 24 Produced by: RODNEY MILLS Management: GEORGE CAPPELLINI FOR GROUND CONTROL MANAGEMENT. INC. Burnin **ROSS CULLUM & CHRIS HUGHES** .Radio! And the Vinner is #1 BILLBOARD/R&R THE BACK PAGE is to the 5 finalists in the VISION QUEST contes

thanks to all the participants, and congrutulations to the 203 winners of a VISION QUEST Compact Disc

4 More Hits — Count On RCA!



MENUDO "Hold Me"

The Brand New Single From The Brand New Album "MENUDO"

WPLJ 22	WCAU-FM	KBFM
Z100 29-26	195	WSEZ
WTLQ 35-29	KMEL	OK100
Y100 38-35	Q100	95XIL
WJZR deb 38 KAMZ deb 30	K104	WKSF
	WLAN-FM	WXLK
	WZLD	WIXV
KRGV 35-29	KITE	WDBR
KITY deb 38	KSET-FM	KTRS
KTFM 30-25		





EURYTHMICS "Would I Lie To You"

WHTX deb 30 PRO-FM 33-27 CHUM 30-24 WAVA deb 30 293 32-24

B104 add K106 35-30 WHTT 38-30

Z100 18

WXKSFM deb 31 WNYS 38-30

93FM add 30 Y100 add 36 B97 deb 28

WGCL 31-27 92X 34-30 WNCI add WCZY 32

KHTR 29-24 KIMN 38-36 KPKE add Q103 deb 29 KIISFM 39-31 KKRZ 33-30 KWOD 37-35 KS103 deb 40 KMEL 30-25 KPI US 35-28

CHR CHART: DEBUT > 35 211 REPORTERS - 84%!

A.O.R. TRACKS: (3)



RICK SPRINGFIELD "Celebrate Youth"

WXKSFM 23-20 CHUM add WNYS 20-17 Q107 19

KAFM 14-12 Y100 30-26 PRO-FM 15-13

B97 17 WGCL 16-14 92X 22-19 WCZY 27-17

KREO 9 ZZ99 13-10 KWK 17-15

KPKF deb 29 KOPA 15-12 KWOD 19-16 WLOLFM 33-29 **KPLUS 22-19**

CHR CHART: 23 203 REPORTERS - 81%



DOLLY PARTON KENNY ROGERS

"Real Love"

From the Dolly Parton album "Real Love Is The Real Thing" ON YOUR DESK THIS WEEK

MEAT LOA

RC∕I≥

We're proud to announce the RCA debut single

"(Give Me The Future With A) Modern Girl"



KEN BARNES

ALL THE MALE NAME HITS

The Name Game, Part II

Me & Bobby McGee - Janis

Chartie Brown - Coasters

- Danny O'Keefe

Daniel - Elton John Danny Boy - Conway Twitty

Jones*

Goodtime Chartie's Got The Blues

Chuck E.'s In Love - Rickie Lee

Danny's Song - Anne Murray Do The Freddie - Freddie & The

Wreck Of The Edmund Fitzgerald

Eli's Coming - Three Dog Night

Freddie's Dead - Curtis Mayfield Happy Jack - Who

Hit The Road Jack - Ray Charles

House That Jack Built - Aretha

Jack & Diane - John Cougar

Jumpin' Jack Flash - Rolling

Master Jack - Four Jacks & A

Jessie's Girl - Rick Springfield Jim Dandy - Lavern Baker

Dandy - Herman's Hermits

D.W. Washburn - Monkees

Gordon Lightfoot!

Fernando - Abba Frankie - Connie Francis

Franklin

Jill

Mellencamp Jack & Jill - Raydio

Jesse - Carly Simon

As promised, here's the second and final part of the On The Records Definitive Guide to Specific Name Hits. Already, reaction to the list is so overwhelming that as I write I'm looking at an anthology album and a home video spectacular. (The LP is "Ronnie Milsap's Greatest Hits" and the video is "The Doors Live," which happened to be lying around the office, but the reaction to the name list has been pretty good, anyway.)

This time the focus is on male names that have hit Top 15. While most female name songs have been sung by males, there seem to be a lot of male name numbers. usually story songs, by same-sex singers. Once again, songs about historical characters are not included, which lets out records like "Vincent" (Van Gogh) or "Harry Truman." As for other trends, they're here for the delving, as

Uncle Albert/Admiral Halsey -Paul McCartney & Wings Alfie - Dionne Warwick Amos Moses - Jerry Reed Movin' Out (Anthony's Song) **Billy Joel** Arthur's Theme - Christopher

Ben - Michael Jackson* Bennie & The Jets - Elton John Don't Mess With Bill

My Girl Bill - Jim Stafford## Ode To Billie Joe - Bobbie Gentry Billy - Kathy Linden

Billy Don't Be A Hero - Bo Donaldson & The Heywoods Which Way You Goin' Billy -Poppy Family Bobby's Girl - Marcie Blane



John does double duty with Jack

Jim Dandy - Black Oak You Don't Mess Around With Jim Jim Croce

Go Jimmy Go - Jimmy Clanton Goodbye Jimmy Goodbye -Kathy Linden

Jimmy Mack - Martha & The Vandellas

Down At Papa Jee's - Dixiebelles Run Joey Run - David Geddes Big Bad John - Jimmy Dean Sloop John B. - Beach Boys Johnny Angel - Shelley Fabares Johnny B. Goode - Chuck Berry Johnny Get Angry - Joanie Sommers

Hey Jude - Beatles Me & Julio Down By The Schoolyard - Paul Simon Junior's Farm - Paul McCartney

and asked Alfie what it was about

Shelley had a ball with Johnny Angel

Toni gave Mickey good cheer

The Marvelettes offer advice for Jim Stafford



Abba hit stronger with "Fernando" than the Dodgers have

Kookie Kookie (Lend Me Your Comb) - Edd "Kookie" Byrnes Hats Off To Larry - Del Shannon Bad Bad Lerey Brown - Jim Croce

My Boy Lollipop - Millie Small# Brother Louie - Stories Mack The Knife - Bobby Darin Message To Michael - Dionne

Michael - Highwaymen Mickey - Toni Basil Mickey's Monkey - Miracles Norman - Sue Thompson Patches - Clarence Carter Tall Paul - Annette Peter Gunn - Ray Anthony

Quentin's Theme - Charles Randolph Greane Sound Rikki Don't Lose That Number -Steely Dan

Romeo's Tune - Steve Forbert Watching Scotty Grow - Bobby

Simon Says - 1910 Fruitgum Co. Speedy Gonzalez - Pat Boone Stagger Lee - Lloyd Price A Boy Named See - Johnny Cash Timethy - Buoys Major Tom - Peter Schilling Tom Dooley - Kingston Tric Willie & The Hand Jive - Johnny

Otie Show

Little Willy - Sweet

Johnny wins the weirdest boy's name title award

There you have it. With this week's list and last week's, no one in the industry need ever suffer uncertainty about naming a song again. (No song named "Again" has ever made the Top 15.) Now the complete list of specific name hits is conveniently at your disposal (or already in your disposal).

I trust this will prove an indispensable tool in all future dealings with artists who might be prone to improperly title a song - a poten-tially fatal error. Make sure your artists use only names proven successful in the past. No need to call and thank me for this service - really, it was nothing. (No need to call and tell me it was nothing. however.) As the Showmen once sang about rock & roll itself, "Don't you misname it."

Footnotes

* Actually a rat - but a male rat ** A real person (musician Chuck E. Weiss) but judged not histori-

cal yet

*** A coup of sorts - putting a song with your own name in the title'in the Top 15. See also "Go Jimmy Go" and "Kookie Kookie" # Weird name for a boy, but that's what Millie wanted ## Weird name for a girl; that's

why they invented commas ! Actually a ship, but I'll take anything that floats! See also "Sloop John B"

R&R FRIDAY, MAY 10, 1985/29





Ways to be

LONE JUSTICE GHS/M5G 24060

Produced by: JIMMY IOVINE

Management. CARLYNE MAJER



CHR NEW & ACTIVE

51/23 20%

AOR ALBUMS BREAKERS

30

AOR TRACKS BREAKERS





Decade Dominators

ated popular musical tastes. In the '30s it was Bing Crosby, the '40s Frank Sinatra, the '50s Elvis Presley , the '60s the Beatles, and in the '70s you could make an excellent case for Elton John.

These artists crossed paths along the way. Crosby and Sinatra met during WWII. Sinatra was a guest on the "Welcome Back, Elvis" TV special on May 12, 1960. The Beatles met with Elvis in Graceland during 1965, and Elton John has appeared on records with John Lennon and Ringo Starr.

With the exception of Elvis Presley, all of these Decade Dominators were at their peak by a year ending with "5," For example, on May 17, 1975, Elton released his album "Captain Fantastic And The Brown Dirt Cowboy." It became the first album to be certified platinum on release date. Despite some lengthy timings, various tracks from that album were played on CHR stations.

At the time Elton was President of Rocket Records, although he continued to release his own records for MCA. It was reported that MCA had a \$25 million insurance policy taken out on Elton John's life with Lloyd's Of

Who is the musical master of the '80s? Could it be Prince, Michael Jackson, Bruce Springsteen? Or Cyndi Lauper, Madonna, or Duran Duran? And has he/she/they met with Elton John yet?

MONDAY, MAY 13

1955/Elvis Presley experiences his first riot white playing at Jacksonville, FL

1974/More than 50 persons are injured in a riot outside a Jackson 5 concert in Washington, DC's RFK Stadi-

1977/After years of bootlegs, the "Beatles At The Hollywood Bowl" album is released.

1977/Larry Flynt offers ten famous women \$1 million to do a nude centerfold. Linda Ronstadt is the first of the ten to reject his offer

Birthdays: Ritchie Valens 1941, Mary Wells 1943, Stevie Wonder 1950.

TUESDAY, MAY 14

1955/Bo Diddley's first record debuts on R&B charts. Originally titled "Uncle John," it was changed to "Bo

1973/Loggins & Messine's album "Sittin" in" goes gold. The album was supposed to be Kenny's first solo alburn, with Jim Messina as a session man. The duo recorded together for five years, and Loggins's tirst solo album "Celebrate Me Home" came out in 1977

Birthdays: Bobby Darin 1936, Jack Bruce (Cream) 1943, Gene Cornish (Rescals) 1945

WEDNESDAY, MAY 15

1918/Eddy Arnold is born as Richard Edward Arnold. His first manager was Colonel Tom Parker during the '40s. In 1966, Eddy was elected to the Country Music Hall Of Fame.

1963/The 5th annual Grammy Awards (for 1962) are held.

1974/8HI Wyman becomes the first Rolling Stone to release a solo LP with "Monkey Grip."
1976/in honor of George Clinton, who grew up there, Plainfield, NJ declares a Parliafunkadelicment Week Birthdays: David Byrne (Talking Heads) 1952, Brian Eno 1948.



THURSDAY, MAY 16

1958/A notable day for Alan Freed. First he's arraigned by the Suffolk County, MA grand jury on charges of inciting a riot on May 3. Later in the day he signs a contract with WABC/New York, where he will work for both radio

1960/The formation of Motown Records is reported.

1972/"Fillmore," the documentary film of Bill Graham's Fillmore West, premieres in New York with an "R"

1981/The Pretenders' Martin Chambers is married to Tracy Atkinson

Birthdays: Roger Earl (Foghat) 1946, Barbara Lee (Chiffons) 1947, Jock Bartlett (Firefall) 1950.

FRIDAY, MAY 17

1969/"Chicago Transit Authority" is released, the first of 17 albums by Chicago. For most of the '70s, the group is a success with both AOR and CHR formats, then becomes an A/C staple. Lately the group is regaining its

1978/The movie "Thank God It's Friday" premieres. Donna Summer's "Last Dance" will take an Oscar for the

1980/Kiss drummer Peter Criss leaves the band to pursue a solo career

Birthdays: Taj Mahal 1942, Jesse Winchester 1944, George Johnson (Brothers Johnson) 1953.

SATURDAY, MAY 18

1963/The Beatles start their first headlining tour in the UK as "Please Please Me" tops the British charts, Touring with them are Roy Orbison and Gerry & The Pacemakers.

1968/Doors, Grateful Deed, Steve Miller Band, and Janis Joolin perform for 8000 people at the North California Rock Festival in Santa Clara, CA.

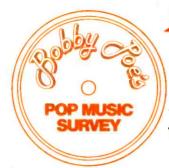
Birthdays: Blg Joe Turner 1911, Perry Como 1913, Rick Wakeman (Yes) 1949.

SUNDAY, MAY 19

1945/Pete Townshend is born. During his 30th birthday, there were stories of the Who breaking up. Now as he turns 40, the stories say the Who will get together again.

1979/Since the breakup of the Beatles there have been rumors of a reunion, and two near-reunions. The first is on Ringo Starr's "I'm The Greatest" track (with John Lennon and George Harrison). The second was at a "Welcome Home" party for Eric Clapton and bride Patti Boyd Harrison, by Ringo, George, and Paul McCartney. Birthdays: Grace Jones 1953.

(This column written by Hurricane Heeran, filling in for the vacationing Sean Ross).



Presents The Fourteenth Annual Radio / Records Seminar / Awards Banquet At The

Marriott Airport Hotel Atlanta, Georgia JUNE 21st & 22nd, 1985



The only convention that honors the real stars of the recording industry, the radio / record executives! If you have a serious career in our industry, you cannot afford to miss this event.

Final Nominees for the Radio Industry '84:

ITHEL TWOTTSTTOWNS TOT LITTO PLACED INTRUBENT (SP.

Radio Exceptive Of 19th: Dean Theolore (Mainte) Bished Celetricust (Edwar) Jey Creik (Gerneti)
Cary Stevens (Doubledy) Ted Aktine (Heart) Ken Well (HAW) John Gehren (ABC) Tex Mayer
(EQ George Wilson (Outle) But Pelsoon (EQ Trickel) Beb Travia (GCC) Lee Deugles (Gerneti)
Jestinad Programmer Of 19th Gerry DeFrancesco (Gerneti) Jim Weed (Mairie) Den Vallie (EZ)
Devide Material (Outleidey) Serve Reddy (Gropp-Howerd) Deve Van Steven (Rollowskie) Rendy L
((Ditmen) SEE Shennon (Burbach) Jee Mentleine (Future Mark) Stdp Bishep (Culpopper)
Van Mittheld (Parmyth) Bish Camendana (Future Mark) Stdp Bishep (Culpopper)

- (Ditman) Bill Shannon (Burbach) Joe Mentleine (Future Mark) Skip Blakep (Culpapper)
 Tom Mittohall (Pyramic) Riods Cassminings (Emmis)
 Radio Consultant Of 145: Note Stater...Lant Burthart...Milte Joseph...Jerry Ciffion...Gary Burns
 ...E. Alvin Davis...Marky Catherine Secod...Milte McVay...John Gorman...Bob Harper...
 Durlyth Dougles....Waller Sibbe : KISS-Fill (Los Angeles) T90-35Fill (Houston) Z-03 (Alanta)
 (107 (Washingon) Si 164 (Barlimon) WCAL-Hill (Dis Angeles) T90-35Fill (Houston) Z-03 (Alanta)
 (107 (Washingon) Si 164 (Barlimon) WCAL-Hill (Philadolphia) 94-Q (Alanta) WBBM-Fill (Chicago)
 KS 103 (San Diego) B-84 (Pittsburgh) WPLJ (New York) WLOL-Fill (Brinnepolis)
 S.Major Martinal Program Director Of '94: Deve Parks (KS 103) Alan Burns (1017) Seanny Joe White
 (WKKS-Fill) Share Kingston (10-0) John Stemp (Z-03) Yorld Cheese (WHT)) Seat Waller
 (WCAL-Fill) Randy Kabrich (WAVA) Jim Morrison (94-Q) John Shemby (KAFM) Gary Berkowitz
 (WCAL-Fill) Zapoleson (95-94)
- (VV.AU-F III) reantly Kaprich (WAVA) Jim Morrison (94-Q) John Shemby (KAFM) Gary Bertsonftz (WHYT) Gury Zepoteen (9-44) Meet (Park Meet Director Of 194: Kelth Abrama (WHTX) Milto Schooler (KIS-FM) Mery Telen (Q107) Chris Thomas (2-93) Jim Payno (WAAR) Steve Kelly (WCZY) Glenn Kaline (WCAU-FM) Gent Doneghey (WXIS-FM) Patry Hemitten (79Q-95FM) Art Titler (2108) Resent Meerinaad (KICQ) David Generalen (KICTM)

- Devid Gressman (KRTH)

 7. Alajor Markst Air Personality Of '84: Andy Barker (KAFN) Soott Shannon/Reas Stittatia (2:10)

 Larry Lajack (W.S.) Jim Ellistot Soott Weodable (0:107) Jim Kim (WHL) Shan O'Brian (KISC)

 Carry Spears (WSEM-FN) John Lander-Jim Rea (750:35FM) Jay Thomas (WKTU) Steve Mit-Cay

 (2:3:3) Brian Willeam O'Brian (1:104) Den Gerentine (WSEM-Jim) Jay Thomas (WKTU) Steve Mit-Cay

 (2:3:3) Brian Willeam O'Brian (1:104) Den Gerentine (WSEM-Jim) Jay Thomas (WKTU) Steve Mit-Cay

 (Karas City) KPKE-Pil (Denver) KWSE (San Jose) KTPIR (San Anton) WKRQ (Cincinnas) Pi8192

 (Karas City) KPKE-Pil (Denver) KWSE (San Jose) KTPIR (San Anton) WKRQ (Cincinnas) Pi8192

 (Sacramento) WKTI (Mitmase) KZEP-Fill (Plocatin) WWSE (Nortols)

 9. Large Martine Program Director Of '94: Mark Driscall (WZPL) Missen Director Wester (1:105)

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 Christ O'Kelly (8-97) Root Gillette (FMIC2) Charite Guinn (KZEP-Fill) Kevin Bill-Cartley (WGL-Fill)

 Devid Lee Millehands (WZUL-Fill)

 Blange Mitmat Blanks Riesan (MSEL-Fill)
- Chris O'Kolly (6-97) Rick (Dillotte (Fix) (2) Charific Quirin (KZZP-Fix) Kevin Intectantly (David Los Richicatos (WZUV-Fix) 18. Large Blantest Mindel Director Of '94: Chris Callins (Fix) (2) Grag Relling (6-97) Mark ((KPKE-Fix) Brism Kelly (WZUV-Fix) Jose Nassly (KTFix) Jose Stant (1905) Team Jellins (Kriso) (Karon Bariser (KBE)) Grag South (WNY) Alam Stadge (0103) Danny Clayfon (WKT) Am Allies (WZPL)
- Large Market Air Personality Of '94; Harv Moore/Robert Teylor (WPHD) Meson Dizon (Don Cex (1-95) John Walton/Stove Johnson (WQUE-FM) Richard Sands (KITS) Reger Cl

- Don Cas (1-95) John Walten/Steve Johnson (WOUE-Fili) Blieberd Sende (KITS) Reger Christian (ROCK102) Bleeft & O'Conner (WZUL-Fili) Buillas (Kineald (KOPA) Teer) Hamilton (WZUL-Fili) Leri Thompson (KITS) Bliebed J. Pau (Fili 102) Steven B. & The Howk (KPKE-Fili)
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 (Providence) KC 191 (New Haven) KMPS (Austin) WTIC-Fili (Herdord) WKRVS (Williae-Barre) WPXY
 (Rochester) WRVQ (Richmond) WGQQ (Allentown) WHOT (Youngstown)
 Litedium Blarket Program Director O'l '84: Kdaly Norris (KROQ) Bill Ted (WNYS) Wayton Richards
 (KHFI) Dan Hadest (WKRZ-Fili) Blieft 91, John (KC104) Nerv Blaere (WPHD) Rich Freemen (WDCQ)
 Mark RJ. John (WAP)-Fili) Larry Martine (WZKS) Kevin Casey (BJ105) Bryan Gerentmo (WQCQ)
- Modellum Bitariadi Bitariadi Director Of 184: John Piccillo (WPHQ) Bitaf Rybek (KC101) Biobby Cook (Modellum Bitariadi (MODellum Bitariadi Bitar **Bill Richards (KLUC)**
- 15.Modium Market Air Personality Of 194: Dave Billion (WOQC) Gary Craig (WTIC-FM) Nicole (WSTW) Rick Honson (KNBC) Bill Volkman (K-FR) Br. Dave (KX10) Bills Peag (WHOT) Birls Repairs (KNAE) Fammus Amos (KHF) Biller (Boughes (KOX10) Cary Dietz (WRVQ)
- R.C.: (VPPO I)

 Lemail Matrick Redio Station Of '94: WQEM (Gadeden) N 194 (Erie) Y 192 (Montgomery) WABB-Pit (Mobile) WPST (Tranton) Z162 (Savannah) WHOH (Cosen City) NZZE (Beaumont) WILLK (Roanoke) WOMB-Pit (Moreing) WCGG (Columbus) WABB-Pit (Greenwille)
- **. Small Market Program Director Of '94: John Chammie (KHTX) Jack Alix (WKPE-FM)
 Reger Galther (WCEN) Russ Brown (MXLK) Raigh Carroll(WCGG) Chris Andrews (WZYP)
 Jack (Billen (WKH)) Jerry Lousteau (KZZB) Todd Martin (WIXY) Chris Balley (WVSR)
 Bild Billet (WJAC) Bill Martin (WVC-FM)
- y comer (1976) pair interior (1976; Jerry Michaele (WLAN-FM) Randi Semmors (2102) on DuPriest (Y102) Lee Devis (WQEN) Jeff Devis (WPFM) Don O'Shee (WXLK) Bill Cree TYX) Will Keuffmen (WQCM) Don Rivers (KBIU) Merty Oeborne (WJAD) J.P. Hunter (W
- rice Line Air Personality Of 194: Bob Rateigh (Y102) Bill Thomas (WPFM) Blok Phillips sm Shannon (Q106) Michael Cruz (WSOV) Bill Metthews (WICZ) Jim Heyward (WZLD) ningway (WORD) Larry Cannon (WFLB) Jim Martin (WOAY) Jack O'Brion (WERZ) MANOK-FMI

- Final Nominees for the Record Industry '84:

 1.Record Company 94 (Corporate): Polygram...Warner Brothers...Atlantic...C
 ...EBM America...RCA...Atoo...Biotxtrs...Portrail
 2.Record Company 07 94 (Independent): Arista...Biotxm...Chrysalis...Bcottl

- ...EM America...RCA...Atoo...Elektra...Por 2.Record Company Of 94 (Independent): Ar-ioland...Camel...Private I...Mirage...IRS 3.Record Company President Of 94 (Corper Bob Summers (RCA) Den Zimmerman (Cap

- 2.Record Company Of '94 (Independent): Arista...Biotown...Chryselfe...\$cotti Brothers...\$ire...bland...Camel...Private L...Marge...IRS

 3.Record Company Procident Of '94 (Corporate): Doug Morris (Atlantic) Jim Mazza (EMI America) Sob Summers (RCA) Dou Zimmerman (Capito) Lenny Warenher (Warmer Brothers)
 Bruce Landwidl (Eleitzi Quenter Hesselder (Polygram)
 4.Record Company Precident Of '94 (Independent): Jeck Craige (Chryselia) Jey Lasker (Motown)
 6.Riscoed Company Precident Of '94 (Independent): Jeck Craige (Chryselia) Jey Lasker (Motown)
 6.Riscoed (AM) Seyment Solin (Sira) Bruce Sird (Canal) Jehnny Nissae (Scott Brothers)
 Jerry Greenberg (Mrzge) Charlis Prevest (Island) Al Coury (Network) Deve Chackler (Private I)
 5.Record Company Executive Of '94 (Independent): Allert (Columbia) Dem Dompany (Epic)
 Rissa Thyrat (Warner Brothers) Walter Lee (Capito) Jehn Betancourt (Polygram) Bast Cooper (Atlantic)
 6.Record Company Executive Of '94 (Independent): Bet Liceata (Arista) Demy Resourcembriz
 (Ful Moon) Mitchael Leen (AMM) Relt Pertinew (Arista) Beb Greenberg (Nirage) Charlis Billier (AMM)
 Risch Debis (Arista) Care Pesters (Pesha) (Bolk Killier (2) Billy Blees (Chryselia)
 7. Visios Precident Premotion Of '94 (Independent): Denny Isomer (Arista) State Billy Billy Blees (Chryselia)
 8. Visios Precident Premotion Of '94 (Independent): Denny Isomer (Arista) State Miller (Motown)
 Billich Teles (Scott Bros.) Risk Stene (A&M) Pell Questranzer (Island) Ralph Tashijkan (Private I)
 Billichael Place (Scott Bros.) Risk Stene (A&M) Pell Questranzer (Island) Ralph Tashijkan (Private I)
 Billich Premotion Director '94 (Independent): Denny Isomer (Arista) State (Motown)
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- George Challes (Columbia) Micro Hathan (Alco) Bab Felinetgie (Portrat)

 10. National Pramation Director '96 (Independent): Seasone Emil (Sre) Rich Bloosgila (Arista)

 Daniel Bloos (Chrysels) Steve Recenti, (AAM) Arther Presenti (Gelfen) Kathry Kenyon (Island)

 Lyn Cary Season (Parka) Britan Recenty (Rocchins) Teny Anderson (Motown)

 1. Metional Prometion Essentive of '96 (Corporate): Anderson (Motown)

 12. Metional Prometion Essentive of '96 (Corporate): Anderson (Island) Britan Recent (Motown)

 12. Metional Prometion Essentive Of '96 (Independent): Visid Labon (Motown) Sean Coating (Arist
 Basha Babhasau (Gelfen) J.S. Brenner (AAM) Seb Catanto (Island) Bruce Sehson (Arista)

 12. Metional Prometion Essentive Of '96 (Corporate): Bill Bennett (Corporate) Columb (Arista)

 13. Metional AOR Essentive Of '96 (Corporate): Bill Bennett (Cipic) Dem Wastey (Ein America)

 Paul Respondor (Columb) Searge Gerty (Warrar Cros.) Bill Bertisto (Capici) Green Burry

 (Polygram) Alan Welmartt (RCA) Judy Libere (Aland): Bill Bertisto (Capic) Green Burry

 (Epo) Mary Convey (Alanto) Millio Martsool (Columbia) Derine Green (Polygram) Bonnie Geldener

 (RCA)

- (RCA)

 1. Morthorn Regional/Local Premedion Executive Of '84 (Corporate): Den Denigrie (Epic)
 Tom Bernan (Capito) Sal Ingome (Columbia) Terminy Scheberg (EMI) Rick Miller (Atlanic)
 Tom Bellack (RCA) Ren Gregory (Warner Bros.) Rick Alden (Elektra) Roman Rerelatedevice (MCA)
 Lonnie Collins (Epic) Horn Gerden (Columbia) Rick Revider (Capito) Rich Temberre (EMI)
 Pat Millenese (RCA) Gerry Thompson (Epic) Arthur Field (Capito) Ted Millenere (EMI)
 Pat Millenese (RCA) Gerry Thompson (Epic) Arthur Field (Capito) Ted Millenere (EMI)
 Pat Millenese (RCA) George Stone (Warner Bros.)
 16. Morthorn Regional/Local Promotion Executive Of '84 (Independent): All Tenamo (Chrysalis)
 Bra Wood (AMI) Linde Feder (Join) Jeff Backer (Arets) Judy Verlucci (Motown) Biel Zuller (AMI)
 Tom Moran (Arista) Jerry Lembe (Chrysalis) Jehn Beside (Interd) Jehn Gredy (Arista) Bruce Hitze
 (Motown) Grego Federma (Arista)

- Billy Jerome...Dave Carrico...Paul Gallis...Juggy Gayles...Moe Preskell...Rich Sarg Chuck Dembrak...Tem Gerardi...Don Anti...Sammy Allano

Award Winners for '82 & '83 Were Not Eligible for N \$200 Registration Fee After June 10th



REGISTRATION FEE: \$150.00 Seminar/Cocktall Party/Awards Banquet Checks Payable to: Pop Music Survey, 4818 Chevy Chase Dr., Chevy Chase, Md. 20815

COMPANY/STATION Rooms evaliability on a first-come, first-corve basis. Room Reservations: (404) 786-7900 Badges & Tickets are mandatory for admittance to all functions—strictly enforced.







WHITNEY HOUSTON. "You Give Good Love"



CHR NEW & ACTIVE 88/57

B97 deb 29 B104 add K106 add 24 WCZY add WCAU-FM on WHYT add 33 KIIS-FM add PRO-FM add **KOPA** on WAVA add KMJK on 94Q 25-19 FM102 on Z93 deb 26 KS103 add KAFM add KMFL deb 38 195 deb 37

2nd WEEK #1 BLACK/URBAN

PRODUCED BY KASHIF WRITTEN BY I ALA

ARISTA

CALENDAR



BRAD MESSER

Pope Shot At St. Peter's Square

MONDAY, MAY 13 — The Pope was shot four years ago today (1961). Pope Jake Paul II was hit by two bullets, reserve room doctors worked on him for five hours. A few days later he was smiling, and three weeks after he was shot. Pope left the hospital and bleesed crowds on the way to his Valican apart

1940 — 1st flight by single-rotor helicopter (Vought-Sikorsky VS-300). 1930 — Helistone killed Texas man near Lubbook. 1918 — "Jenny" U.S. airmail postage stamp issued with airplane printed upside-down. In 1982 — a collector paid

\$500,000 for four of them, the world record price for "mistativ" stamps.

1854 — 1st US billands match Syracuse NY. 1846 — US declared war on Mexico, 1607 — Jamestown settlers landed near James River, Virginia, and began building 1st permanent English settlement in the New World. They were 13 years d of the Pligrims in the "Mayflower

ider (Stevland Judkins, later Stevland Monts) 35. Bes Arthur (Bernice Frankel) 59. Heavyweight champ Jee Louis, "The Brown Bomber," born 1914. Dr. George Papanicoleou born 1883: developed "pap smear" test for carvical cencer in 1928, a discovery which was ignored by other doctors until 1940.

Thermometer Inventor Born

TUESDAY, MAY 14 — Gebrief Fehrenheit was born 299 years ago (1686). He invented the common household (mercury) thermometer when he was 28. On the original Fehrenheit thermometer, the everage human body temperature was 100 degrees, but manufacturing technology was so crude that the copies registered 98-point-6 . . . and ther's the reading that stuck.

Today the Midnight Sun begins at the North and South Poles.

SOR anniversary of the first major leads of the first major league night baseball game (1935). 1913 — Rockeleller Foundation established with \$100 million donation from John Ib. Resitabilistic. 1904 — 1st Olympic Games in USA, St. Louis, MO. 1878 — Veseline trademarked. 1874 — 1st goal posts in football, 1804 — Lewis & Clark Expedition began. George Leece 41. Soprano Platrice Mancel 60.

U.S. Rescue Raid Unnecessary

WEDNESDAY, MAY 15 - The American m serchant ship "Mayaguez" was seized by Cambodia on May 12, WELFREGULATE WATE 19 — THE PRINCENT MEMORIAL PROPERTY OF THE AMERICAN THE PROPERTY OF THE THE PROP

Baseball player George Brett 32: Singer Labite Kassin 45: Musician Trini Lepox 48: Photographer Richard Av 62: Singer Eddy Amedil 67:

Silent Movies Won 1st Academy Awards

THURSDAY, MAY 16 — The first Academy Awards were presented 56 years ago (1929). Best production was "Wings." Best director, Frank Birzage for "Seventh Heaven." Best Actives, Jenet Beyner in "Seventh Heaven." "Street Angel" and "Survise." Best actor, Emil Jannings in "The Last Command" and "The Way of All Flesh." Those were all stent movies. A special award was given to Warner Brothers for "The Jazz Singer" as "the outstanding taking picture which has revolutionized the industry". A second special event was voted for Chartes Chaptin. Only 200 people attended the banquet and all the awards were handed out in just under five minutes.

1903 — 1st US transcontinental motorcycle trip began at San Francisco: George Wymenn reached New York City July 5. 1866 - Nickel five-cent coin authorized

Former Olympic gymnast Olga Kerbet 30. Four-time Yankees manager Billly Martin 67. Entertainer Libersoe (he dropped the first name Whatchu) 66. Writer Stude Tertel 73.

Glacier Park Never Defrosts

FRIDAY, MAY 17 - 75th anniversary of the designation of Clacier National Park, over one million acres of Rocky Mountain scenery in Montana (1910). Winter is reluctant to depart. The huge icepacks never melt, and enow usually blocks Glacier Park's major road across the Continental Divide until early June, when 50-foot snowdrifts are still commonplace.

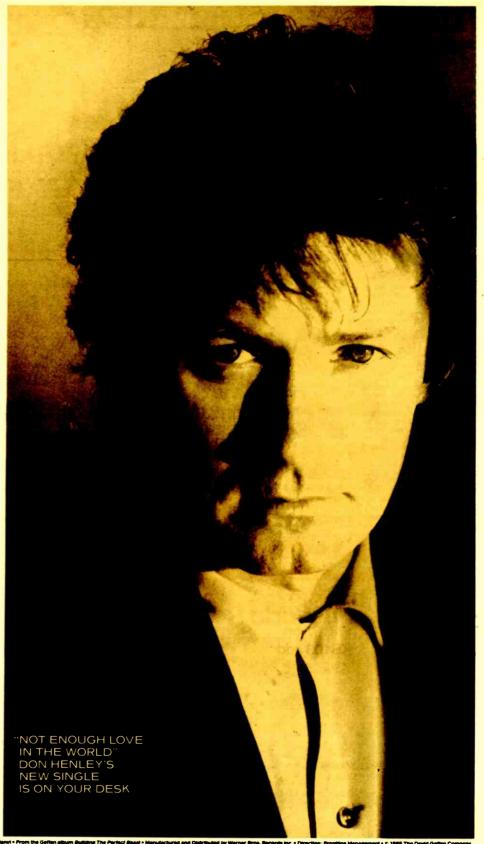
1973 — Watergate hearings began in U.S. Senate, 1954 — Supreme Court school desagregation ruling, 1920 — Oldest still-existing airline Royal Dutch KLM began service Amsterdam-London. 1875 — 1st Kentucky Derby won by

Retired boxer Sugar Ray Leonard 29, Mutician Tel Mahal 43, Actor Dennis Hopper 49, Ayetolish Khoumeini 85 Saturday (5-18) Armed Forces Day, 1980 - Mount St. Helens' big blast, 1953 - 1st supersonic woman Jacqueline hran went 652mph in an F-86. 1910 — Comet Halley appeared.

Reggle Jackson 39. Pope Jahn Paul II 67. Perry Como 72.

Sunday (5-19) 1964 — U.S. Embasey in Moscow discovered electronically bugged. Peter Townshend 40. Devid Hartman 48. Ho Chi Mihn, architect of communism in Visinem, born 1890.

NOT ENOUGH GOOD SONGS ENOUGH ENOUGH LOVE THE WORLD



CONTEMPORARY HIT RADIO



JOEL DENVER

STUNTING FOR EARS

Kelly "Sticks To It" In Boston Marathon

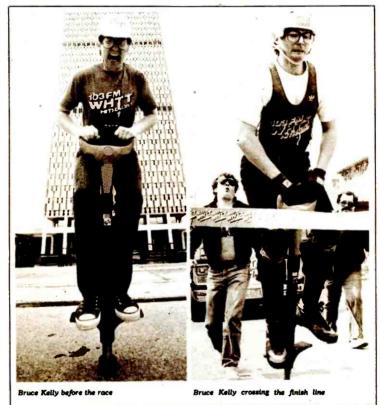
You're the new morning kid on the block in Boston, and this city has some tough wake-up service competition. So how do you make a big splash? Certainly not by just running cute phone bits and playing the most music. Everybody's doing it that way.

You get out, put your face in front of the crowd as often as possible, and hope you build a following. Or . . . do what WHTT's new morning maniac Bruce Kelly did pull off a stunt so attention-grabbing no one could possibly miss it. Unless, of course, that weekend he was visiting his sick aunt in Tibet.

Stick This

Taking advantage of an already-famous event, the 26-mile Boston Marathon. Bruce decided to complete the entire course on a pogo stick! With thoughts of increased AQHs bouncing in his head and a charitable cause as increased motivation. Bruce raised over \$10,000 for the Children's Happiness Foundation, an organization that grants the fondest wishes of children with lifethreatening or terminal illnesses.

Timing is everything in a promotion, and Bruce couldn't have clocked this one better. Beginning the grueling trek at midnight on Friday, April 12, he arrived at the Boston Marathon's official finish line at the Prudential Center the following Monday morning just 30 minutes before the big race began.

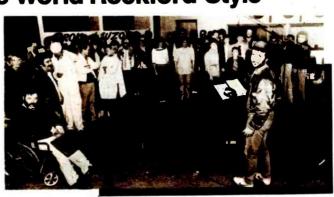


We Are The World Rockford-Style

Not to be outdone, and certainly to show a strong measure of support, WZOK/Rockford night personality J.D. Stewart assembled 22 talented local occalists and a collection of area media notables to sing "Rockford/We Are The World." Aside from references to llinois and nearby Wisconsin, the hyrics follow the original verbatim.

The single went on sale for \$2.50, and thousands have now crossed the counter. Sixty percent of the proceeds stay in Rockford to help the needy, while the remainder is sent to USA For Africa.

Backed by extensive local TV/ newspaper exposure and national coverage from ABC, the wellproduced project has been a super success, according to J.D. and PD Brad Fuhr.



J.D. Stewart (at podium) says, "Let's pick it up from the chorus again. Ah-one, and ah-two, and

The Agony Of "De Feet"

If you've ever used a pogo stick, you know what fun it can be to spring up and down for a few minutes at a time. But what about doing it for hours on end? We're talkin' noin and planty of it

talkin' pain, and plenty of it.
During this 60-hour one-man pogo
parade. Bruce was forced to stop
twice briefly owing to muscle
cramps in his stomach, legs, and
feet; both times he received
medical attention. At one point,
suffering from dehydration, heat
exhaustion, and hypoglycemic

Continued on Page 36

KZ 93 With A Sobering Thought





PLEASE DON'T DRIVE!

Play It Safe And Stay Alive

With prom time just around the corner, KZ93/Peorla came up with a novel idea to remind everyone not to drink and drive. Stuffed inside each rented tux in the Peorla area is a jacket card (pictured) which makes the messace clear.

The obvious tie-in is that most people putting on a tux are headed for a social occasion where alcohol is likely to be consumed. The campaign has been backed up by numerous on-air announcements. A positive way of reinforcing a grim fact — drunk driving takes lives.



allnighter

YOU'RE PLAYING THE RECORD SMUGGLER'S BLUES

CHR: ② AOR TRACKS ⑥
NOW SEE THE SHOW...AGAIN

THE SMUGGLER'S BLUES EPISODE

ON MIAMI

FRIDAY, MAY 17, ON NBC

CONTEMPORARY HIT RADIO

THE MAILBAG

All Night But Not Out Of Sight

After the recent article "A Day In The Life Of An Allnighter" (R&R 4-12), several letters came to my attention. One person, who asked to remain anonymous, related how the all-night show was a "learning experience."

He went on to explain that when no one else was around, it provided an "opportunity to learn what was really going on at the station by casually sifting through the mail on the PD's and GM's desks!" Granted, this airshift in the dead of night does allow opportunity for experimentation and growth, but being nosy is risky and in bad taste, no matter what time of day.

However, another letter from KC103/Evansville, IN allnighter Chip Ramsey did strike a chord with me. He brings up some pretty valid thoughts worth consideration if you work overnights or are involved in programming or management.

Kelly "Sticks To It" In Boston Marathon

Continued from Page 34

shock, he was taken to a local hospital emergency room.

Is this any way to earn a living? Bruce said, "It's that little extra you have to give. With 40,000 jocks out there across the country, you have to do something different. I've been here only two months, and this has generated bags of mail, media coverage, and more important, contributions. We'll top the \$20,000 mark before it's all over."

Not Evel Knievel

Bruce talked about steeling himself to complete the stunt once he said he'd do it. "This was a hard one, and I worked out to prepare my body for it. It definitely goes a step beyond just showing up on the telethon to say 'Hi,' and then going to answer some phones.

"I'm not the Evel Knievel of radio. I don't crash into walls. I do what I say I'll do. Even though I needed medical attention during this event, I got up and finished it, and was still able to walk away from it, ready to start something different.

285,000 Jumps

"Some people figured out a jumps-per-mile formula on a computer, and estimated I jumped 285,000 times. I was using a high-tech pogo stick, and I did some nerve damage to my left arm. My little finger is a mess and I'm going to undergo some rehabilitation."

Does Bruce see more morning personalties doing pogo schtick like this to gain attention? "It all depends if you have the confidence in yourself to pull off the impossible. Make sure you tie the idea back into the community serving it in some way — or you might be labeled a buffoon. If you help the community, they will pay to see you be a funny man.

"People are into heroes, and this puts me into a responsible position through a wacky, impossible premise, giving ft credibility by way of the charity," said Bruce. "Now I've become more than just a voice on the radio. The audience is getting the feeling, 'He's out there working for us, do ing something for the community.' The exposure is invaluable."

More To Come

No stranger to massive publicity, Bruce has pulled off other stunts. While working at B84/ Pittsburgh, he sat in every one of Three Rivers Stadium's 80,000 seats, raising close to \$50,000 for the Muscular Dystrophy Association. Bruce once dived into 5000 gallons of jello for MDA, and is still the world recordholder for the longest underwater radio broadcast — seven days.

What is this daring young man up to next? "I'm still formulating another stunt. It could have something to do with a parachute, a glant birthday cake, a 55-gailon drum of KY Jelly, and a set of car keys," he joked. And he offered this hot tip. "I predict pages will be a hot item this summer. At least in Boston, anyway."

Right now Bruce has a justreleased single receiving national distribution, titled "Wrestlemania," on Pink Pig Records, whose motto is "The Hits Just Keep On Squealing." "It's a story of the good-guy and bad-guy wrestlers joining together for one momentous match to save the world against Martian maggots," Bruce explained. This one might need some dayparting.



GETTING A TAN ALL OVER — WPST/Trenton DJ Jey Sorenson celebrated the first day of spring by inviting three lovely listeners to shave off his beard. Show (i-r) are Sandy Gold, Victir Teste, and Olga Bossso, who were more than happy to prepare Jey for uncoming months of tenning.



A NEW WINDOW ON THE WORLD — RAB VP/National Sales-West Gordon Hearne (I) and President Bill Statetin (r) recently visited KIRS-AM & FM/Los Angeles VP/GM West) Clark (c), and were treated to a VIP tour of the stational new facilities

KC 103 - Hirate!

Dear R&R:

I just finished reading your article on overnight guys and gats. On behalf of countless overnighters (myself included), it's nice to know that even the invisible get recognition once in a while.

The value of a good overnighter to a station is worth far more than Glika and PDs realize. I pride myses on the fact that no matter what happens, I can probably figure out a way to squeak through under morning. No boss likes to get a phone call at 3am saying that the john is backed up again and what do I do? I'm also proud of the fact that when the morning guy and news get arrive, the coffee is fresh, the wire is stripped, a new weather forecast is typed, and things are all set for the fast pace of morning drive. Keeping the station going is what being an overnighter is all about.

I hope the GMs and PDs of the world see this. Because we overnighters are on in an unrated time stot, it's difficult, if not impossible,
to reap the rewards other jocks do. We are the lest choice for remotes and station appearances, even though we are the lowest-paid
members of the airstaff and could use the money the most. When it
comes to review time, many GMs find it hard to give the overnight guy
a raise because he is in a non-money shift.

We work the longest and most physically demanding shift; yet we must come to a staff meeting at noon, which is the middle of our "night," I doubt my boss would meet with me at 2am. When my GM says he'll meet with me at ten, he totally forgets that 10am for him is an for me. Yet, if I have to see him, that's when he's available.

Don't get me wrong — I love my job and I love radio. Most of the time, we're allowed to miss a meeting, and they try to call us after 2 in the afternoon, it's just that we are seldom heard from and often forgotten. The next time your GM or PD asks you, "What have you done for me lately?", just remind them that his phone didn't ring at 2am last night.

Sincerely.

Chip Ramsey, KC103/Evensville, IV

MOTION

Dave Byrd Coldren, former night jock at Boston's WCOZ and WBOS, has tended the night show at Oldies outlet WCGY in Beantown, not at KFRC/Ban Francisco as previously resported. — Brad Fohr gives up middleys to concentrate on WZOK/Rectiferd programming duties, and Chrie Michaels steps in to replace him ... Donna Dark exits WRKR/Recine for weekends at WLAK/Chicago ... WLRS/Loutelle night rocker Rectife WLRS/Loutelle night rocker Rectife to the work of the work

WOID/Billox! PM driver Ralph Christopher is named MD. ... Jon Allein leaves OK100/Rthacs for afternoons at WIXV/Sevenneh ... Steve Getder is new to mornings at Z101/Fairmott, NC ... Steve Owens is upped to Assistant PD at KTFM/Sen Antonio, and Joe Nasty regains the MD title ... At WZMM Wheeling, Michael St. James takes on AM drive, Cheryl Lynn joins as MD/PM drive, and Merk Anthony signs on for evenings ... Craig Nevak fills the on-air vacancy at LASER SSE, replacing former PD David Lee Stone, who exits for Radio Luxem-

KHTX/Reno welcomes Dave Evans to middays, replacing Stilp Davis, who becomes fulltime Production Director. At the same time, Tamera Nelson is

Coming Next Week:

"The Two-Percent Theory," as applied to programming, will demonstrate how a small sector of the population actually determines what we hear on the radio. Proorem to them and wir. KHTX's News Director, succeeding Art Crass, now heeded for KPROMINION worside... John Kessler leaves B100/8en Diego for morning drive at KRBO's/Freeno... KRBO's/Freeno... KRBO's/Freeno... KRBO's/Freeno... KRBO's/Freeno... This work of the City announces the following lineup: Steve Carteon on AM drive, Bob Jennings during middey, "Tiny" Tony Dencer in the effermon, Mike McKey at night, and Lyle Morris working overnight... KOD-AM & FMMGreat Falls, NTT shendon A/C for CHR.

BITS

 Happy Birthday To Me — WLS (AM)/Chicago is celebrating its 25th anniversary by giving away \$25,000.
 Sometime during the week the station will play the Beetles' "Birthday" song: the 25th caller will win the money.

 A Corvette For You, And You, And You! — WhTT/Boston is giving listeners the chance to win one of three Corvettes in a month-long promotion. Whenever the Corvette's revup is heard, the 13th caller will receive a key which is either bogus or the real deal. The keyholders with keys that start the cars drive 'em home.

A Fuel's Peradise — CFRW/ Winnipse, Manitobs celebrated April 1 by declaring it April "Fuel's" Bey, not only for the day, but until May 13th. The station will be announcing a location of a participating Gulf station up to three times a day; the first 13 listeners to arrive with a CFRW Supercard receive a free 8th.

EVERYTHING YOU NEED TO



"ALL YOU ZOMBIES"

This Is The Song That You've Been Hearing In Immediate Heavy -Rotation On Your Neighborhood AOR - Can you really wait any longer?

AOR ALBUMS BREAKERS 63% DEBUT 28

22 Pre-Release CHR Additions:

CHR SIGNIFICANT ACTION

WCAUFM WLANFM WRCK Q100 Z106 K104

WKRZFM KOXR WTLQ KBOS

OK100 WKHI 95XIL

WIXV KNIN

WHSL WOBR WBNQ



EVERYTIME YOU GO AWAY

CHR:112/60-44% AOR Tracks DEBUT 40 The Excitement Is Spreading With The Second Straight Week Of Out-Of-The Box CHR Additions.

Y LOGGINS

"FOREVER"

Another Classic In Kenny's Trademark Style.

This Is The Cut That Your Audience Is Begging For.



"WHEN YOUR HEART IS WEAK"

Bound To Be The Biggest Record Of The Season.



COLUMBIA RECORDS



STEVE FEINSTEIN

FORMAT BIAS: FACT OR FICTION?

When Ratings May Not Result In Requisite Revenues

What could be more frustrating than having your station successfully attract 25+ listeners, only to be turned down for the business those upper demos were supposed to draw? The stumbling block would be a reputed "anti-AOR format bias" among advertisers, particularly national ones.

AOR Stigmatism

Reports say that some advertisers tell AOR stations, "Even though you've got 25+ numbers, we still won't buy you. AOR listen-ers aren't the kind of upscale consumers we're looking for."

When WMMS/Cleveland change ed its format label to CHR, for example, VP/GM Bill Smith commented (R&R 4/12/85) that he expected the change to have a "posi-tive affect on national advertisers who've taken a dim view of the term 'AOR."

Could a station that's numb one in 25-40 adults (as 'MMS in). no matter what format label, get shut out of business it so obviously deserves? In a subsequent conver-sation, Smith clarified his comments. "Years ago there was a real problem of getting banks, airlines, and major clothing retail-ers; we don't have that problem now. We're number one in the market in national billing, and about 20-30% over our national hudget each month

"However, on several sales calls our GSM has faced an AOR stigma from airlines, for instance, whose buvers said no AOR station was to be bought, regardless of numbers. They were comparing us to how AOR stations in their own markets sound, but when they heard our airchecks they

Rock 'n' Roll Threat

WIOT/Toledo VP/GM Bob Lafferty allows that certain older, conservative advertisers may "feel threatened by rock 'n' roll and do some unfair projecting about the audience." To overcome those fears, 'IOT quotes Birch data that shows it leading its en-tire market in households with combined annual incomes of \$35,000+, as well as those house holds with plans to purchase a single-family residence within the

Techno Rockers

WAAF/Wereester VP/GM Richard Ries says, "With AOR setting more mature and heavy metal music waning, the format is becoming more acceptable to buy-

For example, he reports busi ness from New England-area high-tech companies looking to recruit new employees. The station's selling point was that 'AAF is a better way to reach a currently-employed "yuppie" engineer or programmer than a newspaper's classifieds, which may be read primarily by people out of work.

Ries Isn't Format **Exclusive**

WEBN/Cincinnati President/ GM Frank Wood notes, "Bias probably exists for every format. Also, there is such a thi Also, there is such a thing as an in-telligent format bias. Each format has certain audience characteristics that make it a better vehicle for some advertisers than oth-

an essential part of any 25-54 campaign, says Wood. "No one format really does well 25-54; it's too broad a demo. For an advertiser to cover it, he's got to buy the lower, middle, and upper flanks."

Station image helps melt resist-ance, particularly on a local level, he feels. "We do things to make ourselves a Cincinnati institution charity work, our fireworks show - whether or not people like

The AOR Listener **Down The Block**

WMMR/Philadelphia VP/GM Michael Craven is familiar with format bias from his days selling Country which, like AOR and Country which, nice ANK and Black, often experiences resist-ance. "A bias is simply an oppor-tunity to change a buyer's attitude by using good salesmanship. We take the Arbitres apart and use qualitative data such as Tapacan and ChasterPlus to show that an AOR listener and an all-News listener can live next door to each other in the same neighborhood. In fact, the the same person may even listen to both stations."

With 'MMR number one in men 25-54, Craven reports, "We're making steady inroads into prestige accounts that were previously not heard on AOR." Three banks, an investment house, and three airlines came on board lately. One of the banks signed on for the first time after 'MMR wisely made it a stribution point for 100,000 maps detailing alternate commute routes when the main traffic artery into the city was shut down. The traffic that was generated also backed up 'MMR's qualita-tive claims about its audience. The bank was "overwhelmed,"

Preempting Protests

At WIYY(98 Rock)/Baltin VP/GM David Barrett sees little problem with format bias. Ac-

Ryan Homes By M.K.M. BUILDERS, INC. y 13, 1984 Industry Square Quality Su I'm conding you this letter to thank you for all the work you do not not ment you The advertising we did with FR 104 is Exempter, which are a size menth, proved to draw very unit. The quality of brough in to cur and have quest opening was consequen-our value staff on other broader cases of the time of the course of the course of the course of the laws Course." In other Taileds cade outsize that I we will have consequent to the course under or of higher out-takes the are able to bur hames! which usually is ality of the custom comptioned, therei a l'us used has bee higher quality (i.e. Thank-you again for all of your fine work. I'm looking working with you much save in 1984. J. Histori Ballifeld President, H.K.R. bullers, Inc.

ROCKERS BUY HOUSES, TOO — A campaign that ran on WIOT/Tolado

counts include real estate companies and financial institutions. and qualitative info showing 'TYY's high index of households that spend \$75 or more per week on food convinced a formerly reluctant grocery chain to buy the

Barrett says 'TYY's presentation is geared ahead of time to preempt objections. A slick sales brochure is designed to break down biases; by virtue of its upscale promotional events and ommunity involvement, 'IYY is positioned as something other than a stereotypical AOR.

"We run into as many bi ng WBAL (the market's topranked A/C) as we do 98 Rock," claims Barrett. "BAL is stereotyped as being too old and on AM. while 'TYY is stereotyped as being too hard and not delivering the right kind of people.

'In the final analysis, some stations are better sold than others. and some stations have a market niche that has more potential than others. We're multidimensional we've got heritage and our image

on the street is good. Those elements help shape our whole mar-keting effort."

WBCN/Besten GSM Bob Mer delector considers objections to AOR as "less of a bias than a legitimate marketing question. Your rep then has to go as far as he needs to - to the media planner or director, or even the client

"Sometimes the target is a certain quality of audience that maybe we really can't deliver. Other times the assumption is based on national AOR tendencies that may not be true for 'BCN. We then show that the person's assump-tions about rock 'n' roll are not necessarily true. It's a matter of basic salesmanship - making the effort, pursuing what the objec-

The simple truth, says Mendleohn, is that "our listeners from the late '60s and early '70s have grown up with the station, and are now in their late twenties to midthirties. They're exactly the people advertisers want to reach.

You Can Bank On AOR

BCN just landed the Bank Of Boston, a conservative company that, according to Mendelsohn. had been "afraid rock 'n' roll would be a negative for its image. We got a \$10,000 schedule on an auto-loan buy, not by doing any-thing magical, but just through chipping away and consistently presenting our story."

On a related note, KSHE/St. Louis GM John Beck tells of a radio commercial on KSHE that spotlights a local bank's young executives. A 26-year-old branch VP presents himself as a yuppie-type, providing an image a KSHE liser can identify with. The result, says Beck, is that young peo-ple are walking into the bank ask-ing about the services offered in the spot.

With me Never Too Old To Rock 'N' Roll" and "I Grew Up With KSHE," the station's billboards, TV spots, and sales literature (see 4/5/85 column) have positioned KSHE as clearly rock, but with a broad appeal to adult liste ners and adve Continued on Page 40

Rep Raps Bias

Selcom VP/New York Sales Manager Scott Donahue represents AORs such as KFOG/San Francisco, WXRT/ Chicago, WQFM/Milwaukee, and WDIZ/Orlando. He presents a strong indictment of the inequities in how AOR is regarded by some advertisers.

"It's frustrating to look at the other end of the spectrum, at Easy sing, Music Of Your Life, or News and Talk stations. They're as old as AOR is young; they spill out over the primary demo as much as AOR spills out young with 18-94s. Yet advertisers go out sir way to buy these stat nuse of their so-called upscale slant. Even when qualitative proves man. Aven when qualitative proves that we have 25-34 year-old exe-cutives with high-income, high-educational indices, there's still a

"With airlines in particular, an AOR that's #1 men 25-54 has to

overcome incredible obstacle overcome incremes dustaction but to get in on the buy. But it's the young turks and white collar executives who are doing all the travelling because the older execs are more settled and not bouncing around as much.

'AOR's audience is not saturated with airlines and 25+ advertisers. How many more trips can you get out of an Easy Listening sta-tion that runs so much of that kind of advertising? A schedule on an AOR station stands out; you have a degree of exclusivity. One hour separation between airline spots is certainly a salable item.

stand with clients. Instead of buying A/C and relying on spill to get 25-34, they need to target the sta-tion that really hammers away at that sub-cell. The best way to do it with men is a rock station. I can appreciate that agencies are in the service business. But they are the experts at marketing and advertising, and they let a compe whose primary business is flying airplanes tell them how to mark air travel. Who needs the agency,

"If I'm 29 years old and my father is 53, and you're buying 25-54 year-old men, do you think my Dad and I listen to the same station? Of course not. If you want me, you've got to buy the station I listen to. Everyone will gain: advertisers will sell more product and rock radio will do better."

36/R&R FRIDAY, MAY 10, 1985

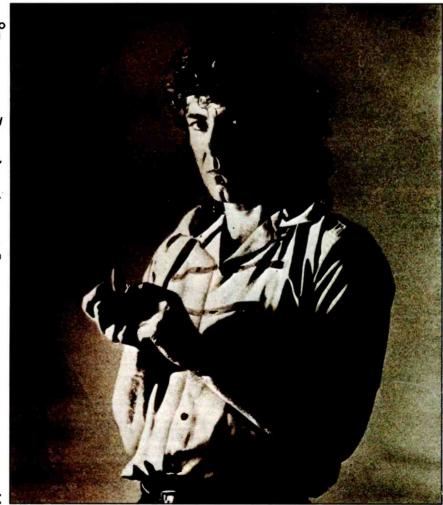
ROBERT PLANT

LIVE ALBUM PARTY

ive from NBC Studios in New York, NBC Radio Entertainment is proud to present Robert Plant in a very special 60-minute Album Party. Join Robert as he discusses his musical career, and reveals the creative process behind his new album Shaken'N' Stirred on Es Paranza/Atlantic Records. Featured will be the new single Little By Little, plus more great songs from Robert's latest and most adventurous album to date. Don't miss the party. Call (212) 664-5538.

Produced by NBC Radio Entertainment in association with Torus Communications.

Tuesday, May 21. 10 PM Eastern 9 PM Central 8 PM Mountain 7 PM Pacific





Ioe Walsh Knows What You Do... Which Is Why He Knows You Need "The Confessor"

DOUBLE BREAKER

Joe Walsh: 'The Confessor''

RADIO ACTIVITY

For The Record

- in the 4/19/85 column, KGB/ San Diego was listed incorrectly as being #1 in men 25-54 in the fall '84 book KEMBIAMI was #1: KGR was
- . In the 3/22/85 article on KISS/ San Antonio, GM Jim Tiller stated that KISS beat rival KXZL 4:1 in adults 25-34. It should be noted that Tiller was referring to recent Birch numbers not the fall '84 Arbitron. where KISS had only 44% more quar ter-hours than KISS in that demo.

Also, KXZL consultant Gary Burns ites Tiller's contention that KXZL's sign-on as AOR in spring '83 vas commercial-free. Additionally. Burns attributes KXZL's 7.1-6.4 drop last fall primarily to losing about ten shares in teens to two new CHRs.

Late Breaking Foolin' Around: On Fool's Day, KBCO/Boulder spoofed high-tech by simulating a broadcast from the year 2027. The bit included synthesized lock voices. timechecks measured in "Kronars, and futuristic spots and newscasts

WBCN/Boston broadcast a sixhour Fool's Parade . . . WRCN/Long Island turned Country, with appropri ate music and jingles: WHCN/Hartford caused a stir by also playing cosmic cowboy tunes for 90 minutes

WAAF/Worcester morning man Peter "Zip" Zipfel, posing as coun try singer Danny Brockway and accompanied by a lawyer, phoned Fools' lead singer Mike Girard to claim that the band's "She Makes Me Feel Big" was a rip-off of the fictitious Brockway tune "I Love My Rig." Girard fell for the bit, devised with the help of his manager, and called his own lawyer in a nanic

Tax Tips: On T-Day, April 15. KMET/Los Angeles provided free tax advice from accountants at the site of a live broadcast. Packets of Alka-Seltzer were also distributed

KTXQ/Dallas led up to the big day with the "1040 Blues," airing a blues tune every night at 10:40.

reary Action: Ten thousand KTXQ "Q-Card"-carrying listeners saw a Stevie Ray Vaughan/Lonnie Mack concert on Q102's tenth an niversary. Cardholders picked up their free tickets by stopping to see a series of live broadcasts at area clubs emceed by Assistant PD Redbeard

B/A/M/D PLANS 25+ RESEARCH STUDY

Ultimate Sales Piece

What the world needs now is definitive data showing that AOR's 25+ audience is legit, with the disposable income to buy premium products. At this year's Burkhart/ Abrams AOR client meetings, plans for such a study were announced.

So far, a committee of client GMs has been formed to take bids from research firms. The researchers will conduct a study and link it with existing qualitative data

All client stations and major rep firms have been solicited to contribute to the project's cost. Clients are also being surveyed on which product lines are proving the most difficult to land as adver-

Will the study results be available to the press and non-client stations? That will be determined by a vote of client stations. Stay tun-

BIAS

Continued from Page 38

WNEW-FM/New York National Sales Manager Wendy Stock attributes format bias to a lack of sophistication on the part of some buyers. She cites two examples:

· The only major airline not on 'NEW-FM is one that wasn't moved by airchecks or qualitative information dealing specifically with 'NEW-FM. Instead, it insisted on employing only national format averages.

· A nationwide floral service shut out AOR for Secretaries' Day despite the fact, Stock says, that 'NEW-FM attracts many executive bosses with secretaries.

Stock refers to 'NEW-FM as "'Adult Rock,' never as a 'rocker,' which she feels has negative connotations. "I tell a buyer, 'Our listener is someone just like you.' WNEW-FM is the station that New York's fast-track, 25-34 yuppies and entrepreneurs are loyal to. If I weren't so disgusted by the word 'yuppie.' I'd call us 'yuppie radio.' That's who we reach. The same people who think they don't want us would realize that they actually do.'

A Chase Manhattan service offering computerized home banking bought 'NEW-FM, understanding that its listeners are consumers of cutting-edge, hightech items such as wide-screen TVs, compact discs, VCRs, and home computers.

Comparing Comp

While many AORs are just beginning to draw significant 25+ shares, WXRT/Chicago has been attracting those demos for several years. 'XRT, says GM Seth Ma-son, has always told buyers, Whatever premise you have about AOR, throw it out. We don't fit the mold."

He explains why some AORs may not be getting what they feel is their fair share of the business:

- . Most AORs are just beginning to draw dominant 25+ numbers. Many haven't had an audience composition of mostly 25+ listeners on a consistent basis over a number of books, and buyers need to see a pattern.
- · If comp is still weighted towards under 25s, then buyers may assume the older end has more in common with the younger end than with a more desirable, upscale 25+ listener. Substantial teens even at a station with respectable 25+ numbers, scare off a 25+ buyer. 'XRT purposely stresses its paucity of 12-17s in a sales piece called "Less Teens For Your Money." It offers a reverse ranking for teen shares
- · Having a significant segment of its audience under the age of 25 can make a station inefficient when competing for 25+ business against formats targeted purely

among Chicago stations.

- · Smaller markets don't have qualitative data such as Scarborough indexes that document what percentage of a station's audience uses various products and ser-
- · Stations' aggressive pursuit of 12-24 business in the recent past at the same agency they're now pitching for 25+ buys lingers in the minds of decisionmakers.

Time Buys Come In Time

Mason says, "You're in an arena with stations that have 70-80% of their audience in the 25+ demo. When you've got only 40%, you're an underdog that has to prove beyond a shadow of a doubt that you belong. You must prove you're not just sitting there with a bunch of 25-27 year-olds

"In the same way that you can't get the 25+ audience overnight, you can't get the business overnight. We didn't get 15 airlines overnight."

SEGUES

er 1. Owner/GM Jay Speegle and OM Janice Williams are looking for a PD, MD, and air talent. Reach them at (806) 374-1637

WAPLIAppleton's Rick (Absolute) Panneck is named MD as Marc Coulter steps down to concentrate on

WCKG/Chicago's new Promotion Director is Patti Stephen, upped from Promotion Coordinator

WDtZ/Orlando nights go to Slats Gannon from KEZO/Omaha

KOMP/Las Vegas overnites belong to Clay Downey from KVEZ/Logan, UT Robin Rio Coates moves from parttime to overnights at WHMD/Hammond, as night rocker Alan Rider exits for WQUE/New Orleans. Former WMET/Chicago staffer

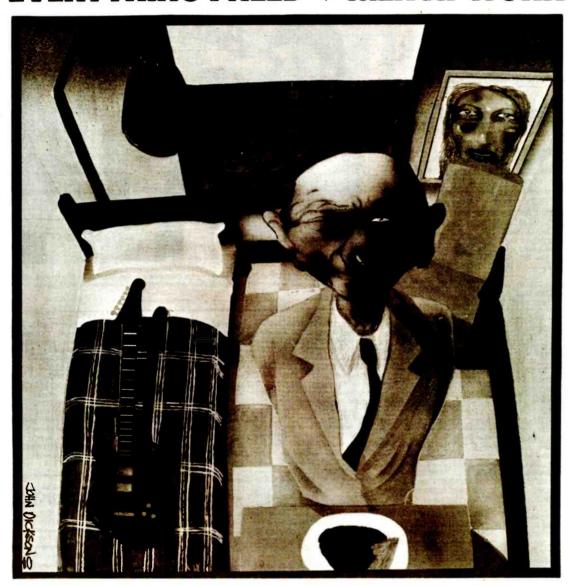
Scott Loftus has joined with area concert promoters Jam Productions to broker the 9pm-1am slot on WVVX/ Highland Park. The "R.P.M." (Real Precious Metal) show airs Sunday through Friday nights, and syndication

nix moves to 740 East Highland #104-106; Phoenix, AZ

Laurle Neff is appointed WCCC/ Hartford's News Director ... KATT/ Oklahoma City ND Shelly Dunn leaves for KRQX/Dallas nights.

Tom Koetting joins WDVE/Pitts-WRXL/Richburgh weekends . d parttimer Mike Rossi exits KLOL/Houston's Vanessa Lake takes on KEZE/Spokane weekends.

EVERYTHING I NEED + MEN AT WORK



AVAILABLE NOW!

Single and 12" from the Columbia album,

"TWO HEARTS."

ON COLUMBIA RECORDS AND CASSETTES.

Produced by Colin Hay and Greg Ham.

Mixed by Bob Clearmountain, Colin Hay, Greg Ham.





ADULT/CONTEMPORARY



DONNA BRAKE

B100, KLZZ WINTER SUCCESSES

2 Ways 2 Win

There are few markets more prolific in A/C radio than San Diego. B100 (KFMB-FM) and "Class FM" (KLZZ-FM) led the pack of ten A/C's in the winter Arbitron, notching significant growth in both 12+ and adult demo cells. This week two ecstatic programmers, B100's Bobby Rich and KLZZ parent VP George Johns, talked about their different ratings successes.

For Bobby, who returned to B100 as PD seven months ago, this book was more like a deja vu experience. The station scored its best book since Bobby left 25 sweeps ago, back in the spring of 78.

The winter stats for B100 were impressive, as the station jumped 5.3-6.5 12+. B100 is first in women in all adult demos 18-54 and second to sister station KFMB with adults 25-49 and 25-54.

KLZZ-FM, one of over 20 "Class" stations George works with, completed its first year as an A/C with a bang. Class FM increased 12+ from 2.9-5.3, and moved into third place in the crucial 25-49 and 25-54 demos.

A Ten-Year Tradition Gets Even Better

How did they do it? Bobby credits most of B100's success to intangible factors. "I was lucky to get here at a good time because B100 was already doing well. It was just a matter of pulling elements together and tightening up. I have a good feel for the market, and nobody was bringing A/C to San Diego in a fun way. It's a certain sound . . . feeling . . . magic. I know how to pinpoint it, and luckily, was able to recreate it."

Musically, B100's format is what Bobby calls "Adult Hit Radio." He programs music common to both A/C and CHR charts, creating a very bright sound. Boby thinks most A/C stations would

John Forsythe

KLZZ Class FM 106.5/AM 600

be better labeled "A-DULL Contemporary." "The main reason we're doing so well is because we're having fun and we sound like it."

Bobby doesn't believe in pursuing Arbitron's specific demo cells. Instead, he's aimed B100 at a broad 21-49 year-old target. "I don't believe in narrowcasting. I shoot for a median audience of 28-42 and attempt to superserve that range of listenership."

Is he worried about new competition from KLZZ? Not really. "B100 is a station that takes the offensive. We do not program defensively, or counterprogram. But they can counterprogram us if they want to."

B100 is celebrating its tenth anniversary this month and operates without the assistance of a consultant. Bobby said, "I'm not the kind of guy who works well with consultants; I've had nothing but bad experiences with them. Some people get a lot out of them, but I'm much happier knowing I win or lose based on my own leader-ship."

The Meaning Of "Class"

Despite certain similarities between KLZZ and the other Class stations, George Johns claims the San Diego outlet is an experimental one for him. He calls it the "Lab."

When contemplating changing KLZZ (then KPRI) from AOR to A/C. George felt the only way to succeed was by doing it "hotter and bigger" than the existing competitors. George was reluctant to go into much detail regarding station strategy, saying he'd learned a long time ago to sell information rather than give it away! But he did break the KLZZ success story into three basic parts: music, talent, and promotives.

Like B100, KLZZ programs more upbeat music than most other A/C stations. Songs are selected according to the philosophy that "a hit is a hit is a hit." George revealed, "I don't add a record that is considered just an adult hit; I don't believe there is such a thing. Besides, A/C music, can be louder now. There was a time when you couldn't play loud records on an A/C station, but that





IT'S A JUNGLE OUT THERE — That's the slogen for the 8100 B-Morning Zoo featuring the Rich Brothers, shown here in before and after poses: (f-r) PD Bobby Rich, Frank Anthony, Assistant PD Scott Kenyon, and Pat Gaffey.

changed when Michael Jackson and Boy George began appealing to housewives. Loudness is still a factor, but no longer the main criterion for adding music."

George stressed how crucial it is to have the right air talent. "A/C is the most expensive format to run because you must use talented people to win. You must have adults on the radio talking about adult things. I hired great talent who were either troublemakers or labeled hard-to-handle. But I don't have any problems with them."
Class FM centered its winter

Class FM centered its winter promotion around its first birth-day. Among the prizes, KLZZ gave away ten cars valued anywhere between \$8-10,000 each. George placed great emphasis on using the correct promotions. "Promotion affects a station by 25% either positively or negatively, and is responsible for 25% of the ratings either way. I've seen bad promotions destroy radio stations."

Is KLZZ setting its sights for an all out battle with B100? Not according to George. "I'm not interested in B100. The enemy is KFMB(AM). They are the market leader."

Mornings Get Competitive

A major daypart where both stations have been concentrating their efforts is morning drive, and the hard work has paid off for both. B100's "Rich Brothers B-Morning Zoo" increased the station's ratings 12+ 53% over last fall, finishing second behind KFMB's Hudson & Bauer in 25-49 and 25-54 adults. With a 7.0 12+ share, morning drive actually led the other dayparts at B100. Meanwhile, KLZZ-FM (which simulcasts drivetimes with its AM) had impressive gains as well, moving into third with 25-49 and 25-54 adults

The philosophies of both morning shows, however, are quite

different. Rich describes B100's Morning Zoo as "unique from other zoo-type shows. It's a true team effort. We're presented as a group and only give our individual names once per hour. The show is heavily produced. We lead off each stopeet with a 'Promo-ette,' which is produced during the record that's playing and is the first thing the listener hears out of the song. These features constantly promote what's coming up, always working toward achieving that 'afraid-to-turn-the-radio-off-because-you'll-miss-something' goal with listeners."

The KLZZ-AM & FM morning show revolves around personality/Operations Manager John Forsythe. George said, "It's based on the Jehany Carson Show. We have, all of the necessary players, but John Forsythe is definitely the central character. John is a very good-looking guy — a sort of Robert Redford type — so we've worked at getting him out in the marketplace. He's very pleasant and ladies like him." George added that the KLZZ morning show is not at all zoo-like. The station uses a little humor and a lot of listener call-ins for content.

An A/C Kind Of Town

So why is A/C radio so popular in San Diego? Both programmers agree that it's for a combination of reasons. One is that with A/C stations KFMB-AM & FM being longtime market leaders, it's only natural that other stations would follow. Said Bobby. "Stations follow leaders, and right now, San Diego is in an A/C cycle. Of course," he laughed, "we are the hippest, the funniest, and the best." George and Bobby concur that San Diego is a great place to live and has a large audience of quality, affluent people. George likes to think of the perfect KLZZ listener as a "35-year-old female married to a vice president of a corporation.

San Diego will continue to be a great A/C market to watch and the race between B100 and KLZZ will no doubt become more exciting as we approach the spring results. For now, it's a dream come true for Bobby, who said, "It's been a goal here for B100 and KFMB to be numbers one and two in the market, and in our prime demos we are right now."

Still, he might be best advised to take an occasional glance over his shoulder, because there is a slew of quality A/C's right behind battling to gain the biggest piece of the nie.

PROGRESS

Mark St. John leaves WHHY/Montgomery for nights at CK101/Cocce Beach . Bryan Michityre is the new Program Operations Manager at WPTF/Raleigh, departing from WBBY/Columbus . A lan Jay joins WIP/Philadelphia for weekend news

Lisa Waxler is promoted to MD at WRRM/Cincinnati Jay Matthews, evening personaity at www.MI Toledo, is named MD ... Ed Hopkins exits KRAY/Tulsa to become Production Manager at WMET/Chicago.
Angela Fleming is now Programming Coordinator and Pegay Soeck is the.

Angela Fleming is now Programming Coordinator and Peggy Boeck is the new Promotion Coordinator at WHAS/Louisville.

Rick Joyce leaves his PD post at WCFR/Springfield, VT to take the Operations Manager's position at WCNL/Newport, NH. Bob Filmt is appointed the new WCFR PD. Christle Maxx joins WMJI/Cleveland for 7pm-midnight ... Mike Greene checks out from middays at WBEY/ Annapolis for the same slot at WPTX/Lexington Park ... Three promotions at WTRX/Filmt: Johnny Burks is upped to Operations Manager, Cameron Smith is now PD, and Milchael Thorpe is named Assistant

42/R&R FRIDAY, MAY 10, 1985

MUSIC STATIONS OF AMERICA, CAN WE TALK?

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.



Source: NBC Survey, completed January, 1955. Format information based on American Radio. Fall. 1984 by James H. Duncan, Jr.





BRAD WOODWARD

AVOIDING "DING-A-LING ROULETTE"

Screening Radio Calls For Fun And #£?‡#£‡

Would a music station let a crowd of strangers wander in off the street and pick the records to be played that day? Of course not! Yet many Talk stations do exactly that when they engage in the risky game known in some circles as "ding-a-ling roulette." That's the high-stakes. no-win game of letting callers go on the air unscreened. with no consideration for who is calling, what they want to say, or how their comment fits into the program's theme and pace.

Quaint obscenities and simulated barnyard sound effects are the most obvious signs that a round of ding-a-ling routlette is in progress. ider these less apparent but equally lethal giveaways:

- · Ten callers in a row expressing an identical opinion
- · Habitual callers who have nothing to contribute but like to hear themselves on the radio

ON THE MOVE

Executive Editor Lorna Gladistone upped to Assistant Program Manager joins WBBM/Chicago as Ass News Director, Shaun Benford and Steve Miller sign on as writers, Ron Dr. Joy Gleason as sportscaster . Browne to WABC/New York as wee end overnight host; Steve Albert named aports announced Philadelphia promotes Resembry Haddad to Assistant News Director. names Lauren Lioton editor/writer. takes on Susan Wainer as Advertsing Promotion Manager . . . TV game show host Bob Barker now appe each Monday on KIEV/Los Angeles



Ans Co-hosting PM drive on WERE!

sland is Bill Gordon . . . Retel host Dave Scott earns a permanent slot doing weekend overnights on KGO/Sen Francisco . . . Financial planner Michael Odes hosts a Saturday show on WCBM/Baltimore Attorney Neal Boortz takes over the 10am-noon talk show on WGST/At-

. WINZ/Miami appointments include Technical Director Mitch Wein, reporters Mary Croft and Lori Tony DiBlesio now Shepard covers traffic for WHJJ/Providence, while Mayor Buddy Clenci takes on ... Paul Muth returns to WIND/Chicago as Executive Pro-



Chris Davala

· The caller who wants to dis cuss garbage pickup in the middle of a spirited conversation about prostitution.

For many stations, failure to screen calls is simply a matter of economics. They can't or won't foot the extra cost of hiring screeners for a station already top-heavy with hosts, producers. and news personnel. Where screening does take place, it can be as cursory as answering the phone and placing callers on hold or, at the best stations, as elaborate as having the screener run a "mini-program" off the air.

Two stations that exert the extra effort are WGST/Atlanta, where screening is a longstanding custom, and KARN/Little Rock, which recently adopted the prac-

"Keeper Of The Gate"

WGST Station Manager Chris Davala says screening "gives the station control over the program's flow and direction, keeps crackpots off the air, and helps immenuely with content. I see the acreener as the keeper of the gate. If the job's done right, your talk programs move forward smoothly. Done improperly, the show can drag. Burnout on subjects, topics, and content is our biggest ene-

KARN Director/News & Operations Neal Gladner can personally testify to the perils of failing to: screen calls. "We just answered the phones live . . . hoped and prayed," he recalls. "The bissest

raon on the line really meant to call the show. You always run the chance of being in the middle of a great piece with a Congressor only to have the caller say, 'Do you have the number from that PSA?' or 'What time is the stock market news on?' We've even had people answer contest questions from contests that were running on other stations!"

KARN's hosts used to screen their own calls - the Talk radio equivalent of taking your hands off the wheel of a speeding car to tie your shoes. The hosts would either answer the phones during commercials or break away to screen while a guest or caller was talking. "Both situations are had," says Gladner. "They cause the host to take attention away from the program. The guest would often stop speaking when he noticed the host had turned around to answer and talk on another phone. Or a caller would ask a question and then have to repeat it because the host didn't hear it."

Controlling Flow. Direction

Gladner maintains "callers are to a Talk station what records are to a music station. Who you're able to attract as a listener is in direct line with what you're doing on the air. If you sound old and scratchy, you're likely to attract that kind of listener. If your calls sound old, stray from the subject, and are irrelevant, it's hard to attract that sought-after 25-54 demo or even the 35-64s.

"Call acreening allows for a nice on-air mix. If we had six callers taking the same position on a topic with three others on hold who have the same position, and a lone voice calls to take the opposing view, a acreener allows us to move that call right ahead. It lets us work every moment to make that show the best it can be."

Gladner sums up, "We're now sold on the acreening process. which he partially credits for a big jump in one show's 25-54 numbers. We put a lot of work into re search and topic selection, and we're sure that contributed. But we're equally certain the acreening, which gave us a younger sound, helped as well."

Computer Link

KARN's screener communicates with the host via flash cards. but will soon switch to an intercom system (hooked) to the host's eadphones and eventually to an



"The ideal screener is an individual with two h

inexpensive computer as WGST recently did. "With the computer, the screener can display each caller's name, location, and comment on a CRT unit in front of the host," Davala explains. "The screener can indicate which calls are better than others and can even add his own comments to the

Veteran Talk programmer Ira Apple asserts. screener is an individual with two heads and four arms," who has the ability to simultaneously listen to the program, answer phones, converse with callers and judge whether they should be allo on-air, keep track of the log, and, if necessary, engineer the show. In many cases producers double as screeners, while other stations hire a separate body - either a fulltime broadcast professional or a college student getting minimum wage.

The competent screener is always on the lookout for ways to improve the show's quality. In addition to deciding who goes on when, the acreener should tell soft. talkers to speak up and advise callers to turn down their radios. They can steer callers away from repetitive comments or questions, suggesting a fresher approach. They must "babysit" the callers on hold, being careful not to promise that someone will get on after a certain number of other calls, for the order of putting calls on the air can (and should) change frequent-ly, depending on available calls.

Screeners must also be diplomats. They're an important point of public contact with the station, and their function guarantee that they'll be offending a fair number of listeners. They should readily supply management names when requested by a miffed caller, and then warn their bosses that a complaint may be forthcoming. They must tactfully prevent callers from monopolizing their time in the screening conversation, and avoid getting into battles with argumentative callers. Often, screeners must silently endure verbal abuse and even threats plus steel themselves against being bullied into putting through unsuitable calls. By the same token, they must also keep trivial calls off the air.

Outstanding screeners go be-yond filtering calls, especially when there's no producer on duty. They keep an eye on the wires, watch for appropriate guest callout opportunities that may flow from the conversation, listen for and flag segments that might make good promos or notify the news department if a guest is breaking news. The skilled screener can also give valuable feedback to the host through facial expressions, signals, or body lan-

King Breaks The "Rules"

Of course, there are no hard and fast screening "rules." The "Larry King Show" violates virtually all the guidelines covered-here. He takes calls in the order they're received, and callers are only seked their location. But the audience knows that when it comes to bad calls, King takes no pris ers. That's a major element of his style. It's also true that some natural acreening occurs when callers are required to hold for long time periods at their own ex-

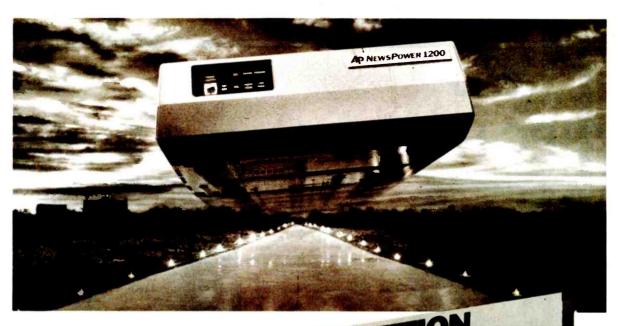
As a general rule, unless you have a Larry King on your staff, your station - and your listeners will he the winners if you avoid ding-a-ling roulette. Apply careful and thoughtful screening to calls from people who are seeking the privilege of programming your

Screening Tips

Screening can and should vary by station and show. However, WGST/Atlanta Station Manager Chris Davala passes along these general tips:

- . Beware of callers who pause s lot between sentences as they're being screened
- . Avoid callers with a personal "hone to pick" with the host, besed on a pest conversation
- . Watch out for regulars who disguise their voices to thwart policies like the one-call-s-day rule . Look for the ability to express
- s viewpoint concisely and knowledgeably . Seek those with a desire to shed "light" on the subject as op-
- posed to "heet" on the host . Look for a variety of fresh, unpredictable viewpoints, especially ones that are different from the current on-air call
- . Steer clear of callers who like to aroue for aroument's sake.

44/R&R FRIDAY, MAY 10, 1985



SO FAST, THE COMPETITION WHAT HIT THEM.

From the minute we launched our NEWSPOWER 1200 service, we knew we were on to something hot.

Because it delivers news that people want to hear. It delivers news you can believe. And it delivers it, without a glitch, at 1,200 words per minute.

That's 18 times faster than the AP Radio Wire.

Not only that, NEWSPOWER lets you pre-program your news. So you get only the news you need—state and local reports, sports, financial, world news and weather.

There's something else. With NEWSPOWER 1200, you get a direct line to the most pervasive, precise news staff in the world.

And when you consider all that, you realize something.

You realize that AP NEWSPOWER 1200 can be a tremendous advantage in your business, no matter what kind of competition you run up against.

For details about NEWSPOWER 1200, call Glenn Serafin, at AP Broadcast Services (800) 821-4747.

AP ASSOCIATED PRESS BROADCAST SERVICES
WITHOUT A DOUBT.





WALTLOVE

YBPC Honors Avery & Busby



Jheryl Busby

n May 11 the YBPC (Young Black Programmers Coalition) will present its Awards of Excellence to KKDA-FM/Dallas Asst. PD/MD and newly-elected YBPC VP Terri Avery and MCA Records' Sr. VP/Black Music Division Jheryl Busby. Slated for presentation during the organization's annual scholarship banquet at Dallas's Plaza of Americas Hotel, these awards honor outstanding achievements in the radio and record industries.

Moving On Up

Terri's broadcasting career began in her hometown of New York City. With the help of WWRL's Soany Taylor and Bobby O'Jay, she became an intern there in 1977. Her first position was working in the research department. I should say she was the research department because the station didn't have one until she arrived. Avery also got the opportunity to become an on-air weekend personality. He first female at 'WRL

to be given such a chance. Other women had hosted station talk shows, but never an R&B music and gospel program.

When Terri felt the timing was right, she mailed out airchecks. Chuck Smith, Operations Manager for KKDA-AM & FM, was impressed by one of these early offerings. He offered her an opportunity she couldn't refuse, middays on the FM (Klo4). In 1978 she advanced to the newly-created MD post.

Since then Terri has earned awards from a number of organizations. In 1983 the YBPC named her Music Director of the Year. While working with VP/Programming Michael Spears in 1984, she was promoted to another newly-created position. Asst. PD. As part of this programming team, Terri helped the station achieve the highest Arbitros share (7.8) in its history. She's also active in Dallas/Ft. Worth community organizations.

An Industry Buzz

Jheryl "Buzz" Busby's first record gig was as a regional promotion rep for Memphis-based Stax Records, home of Isaac Hayes, the Staple Singers, Johnnie Taylor, the Bar-Kays, and others. Following his Stax stint, Jheryl established his own independent promotion business, working with various labels. "I became quite fond of one account - Neil Bogart's Casablanca Records," he recalled. "Neil offered me a regional rep position. I accepted."





Brute Baile:

When Casablanca contracted for PolyGram distribution, Jheryl left to pursue a career with Atlantic and later CBS Records. He rejoined Casablanca as National Director of Promotion/Black Product and was later upped to VP/ Black Promotion for the label.

Jheryl then moved to A&M Records as VP of its Black Music Division. After three years Jheryl joined MCA as VP. Commenting on his shift to MCA, he said. "I felt that working with a creative mind like (MCA Records & Music Group President) Irving Azoff's, in a diversified conglomerate like MCA, would be one of the greatest opportunities ever afforded me." Upon appointing Jheryl Sr. VP, Azoff commented, "Jheryl Busby's aggressiveness and instincts are the reasons for the success of black music at MCA for the



first time in the company's history. Jheryl has achieved in a year and a half what those before could not accomplish in a decade."

YBPC President Brute Balley had this to say about the two honorees: "The YBPC looks forward with great pleasure to presenting the Awards of Excellence to Jheryl Busby and Terri Avery. Selecting Mr. Busby and Ms. Avery was a most difficult task, given the number of quality brothers and sisters who merit this kind of recognition. We are positive the radio and record industries will endorse and support our selection. The YBPC hopes everyone will join us in Dallas for this exciting evening of togetherness."

Congratulations again to Terri and Jheryl. I'm really looking forward to a wonderful evening; hope to see you there.

Spring '85 Ratings Wars

There are a number of hot Black/Urban wars this spring. But the biggest story is perhaps an armistice in Detroit's vicious three-year battle between WJLB and WDRQ.

Several weeks ago, "Strong Songs" WJLB flexed enough muscle to prompt its arch-rival to adopt Transtar's Format 41 service. WDRQ was one of several highly-publicized format switches, (including KMAI/Honolulu and an imminent change at WQKS/Williamsburg), but it was the foremost instance of a once-dominant Black/Urban outlet finally abdicating.

Last fall, it was noted that B/U stations were now competing musically with each other and CHR rockers. As the multi-format hit marches on, that list must now be expanded to include A/C and even some AOR stations. And B/U programmers who've always led CHRs on black music by four to eight weeks must now contend with CHRs starting to play such

tunes as "Solid," "Jungle Love," and "The Word Is Out," well after most B/U outlets have moved these songs to recurrent.

In several markets a rift is developing between stations that will play rap and techno-funk product, and those that try to avoid it when possible. While few stations are turning outright to a Black A/C format, many that once tried to go head-to-head with a musically tough competitor are now sitting out some hard records and targeting the 18+ listener.

Birmingham

WATV 6.3 7.6 5.9 8.5 WENN 10.4 9.8 11.7 11.8 WJLD 3.7 4.9 1.9 2.4

WENN seems to be living up to its "making it happen in the "80s" slogan. Last fall, it trailed only Country WZZK. This spring, PD Dave Deanell is making house and car payments in his quest for the top slot. Crosstown WATV is holding up pretty well for a 1kw AM daytimer. (Ironically the station has tended to do better in the fall, operating with reduced

By Sean Ross

hours.) The station is continuing a dollar bill serial contest that's been running for more than a year. Both stations have long and fairly similar playlists although WATV's list seems a little more heavily-pyramided. WJLD airs some contemporary music but concentrates mostly on gospel.

Columbia

	137 🚓	F '83	Sp '84	F 7
WDPN	6.3	5.9	6.4	4.
WOIC	11.9	7.9	6.6	6.
MOWW	5.9	11.6	10.7	9.

Continued on Page 51

46/R&R FRIDAY, MAY 10, 1985.....



"You Give Good Love. 451-9274"

It's shot to the top spot on the R&R chart, just proving what we've been saying all along:

She's Got It!

It's just the first smash from her debut album, <u>Whitney Houston</u>.



Thanks To Black Radio #1 HOTTEST/100%



7 6 1 WHITNEY HOUSTON/You Give Good Love (Arista)
Produced by Kashif, Wriffen by LaLa.

Arista Means Action...& There's More To Come!

ARISTA.

THE E/P/A STORY

CYNDI LAUPER

"The Goonies. 'R' Good Enough"



BREAKER

First Week:

#2 MOST ADDED!





SADE

"Smooth Operator"



CHR Chart: 6
A/C Chart: 1 5/3



JOHN CAFFERTY

"Tough All Over"



BREAKER

odi popus

184/80 73% One Of The MOST ADDED

AOR Tracks: 29-10!!

REO SPEEDWAGON

"One Lonely Night"



CHR Chart: 13
A/C Chart: 13



BREAKING ARTISTS Is An

CONTINUES

"Voices Carry"



"Getcha Back"



CHR Chart: OEBUT > 38 156 REPORTERS-62%

AOR Tracks: 2





"The Search Is Over"

CHR Chart: 30 AOR Tracks: 2 A/C Chart: 15



"'Til My Baby Comes Home"

CHR Chart: 33







iveryday Commitment At E/P/A!



MARVIN "Sanctified Lady"

Black/Urban Chart: 2

From The Forthcoming Album

"DREAM OF A LIFETIME"



WHAM!

"Everything She Wants"

Black/Urban Chart: 18



BILL WITHERS

"Oh Yeah"

Black/Urban Chart: 2

From The Just-Released Album

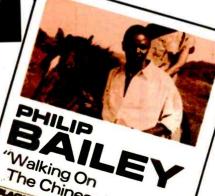
"WATCHING YOU WATCHING ME"



GLADYS KNIGHT & THE PIPS

"Keep Givin' Me Love"

Black/Urban Chart: 31



The Chinese Wall" BACKINGAN ARWA ACTIVA

Now On The Verge Of Breaking - 40
Black/Urban Reporters - 48% Including. WXYV WAMO WVEE WDIA WOLD WDLY KYOK WHRK KACE KJLH WYLDFM KHRM KSCH



LISA-LISA AND CULT JAM FULL FORCE

"I Wonder If I Take You Home"

Second Week And Already On WKND

WZEN-FM WNHC WXYV YLOW waak WRKS KRNB KACE WANM WDAS WOWI KDAY wwws WUSL WDMT **KJLH**

Busting Out In New York, Philadelphia And Los Angeles!



COLUMBIA RECORDS

Spring '85 Ratings Wars

Continued from Page 46

This market has been very active in recent months, resulting in a battle of the female PDs. New PD Marva Mays has help from a new tower that finally gives WWDM a city-grade signal in Columbia (not that it was suffering without it), and a "fantasy giveaway contest" with trips to the Bahamas and other vacation spots. Chaz Saunders, new to the WDPN PD helm, has rebuilt the station in recent weeks, adding former WWDM MD Tony Hart in mornings, a "quiet storm" show, and special weekends. Floyd Blackwell, best known for his work at KRNB/Memphis, has joined "Magic 1320" WOIC as MD for PD Vanessa Pendergrass.

Dallas/Ft. Worth

	W '84	Sp '84	F '84	W '86
KKDA-FM	5.9	7.1	6.7	7.8
KKDA	0.7	1.1	1.0	1.1
KMOK	37	32	2.5	2.5

It's a fight between former CHR programmers in the Metroplex. PD Michael Spears, MD Terri Avery, and morning man Tom Joyner have built KKDA-FM into a power on the WRKS/WKYS level. Through research and continual promotion. K104 manages to play Sexual Harrassment and the Wreckin' Cru and still remain #2 in 18-49 adults. KNOK PD Kelly McCann, recently arrived from Inner City's CHR KSJL/San Antonio, has a tough road ahead He's reimaging the station around "fresh hits" and doing an exten-"cash call"-type contest where those called have to know that hour's prize packages. Prizes include \$4000 in long-distance calls, maid service for two years. and a VCR complete with satellite dish. KNOK runs a shorter list than K104 with more crossovers, emphasizing "rhythm rock."

Detroit

	Sp '84	Su '84	F '84	M ,88
WJLB	5.9	5.8	5.8	5.6
WCHB	1.6	1.0	1.6	1.3
WGPR	1.3	1.3	1.1	1.5
WOBH	0.9	0.6	0.9	1.3

Now that WDRQ has changed format, the question is who'll get that station's listeners? If they choose WJLB, currently fourth in the market, that station could be a serious first-place contender. They could also give Joe Spencer's WGPR a new lease on life. Working with a long list, WGPR is hoping its "relief-button" status, along with the attention generated by afternoon jock Clarence "Foody" Rome, will help put the station back into contention. Interestingly, the winter book was the first time in

recent months that AMs WQBH and WCHB, both emphasizing alternate programming, have been over a one share.

Houston

	9b 94	30 94	. 94	W 83
KMJQ	9.1	10.2	9.4	9.5
KCOH	1.4	1.3	0.8	0.7
KKBQ	2.2	1.6	1.0	0.9
KYOK	2.6	1.5	2.6	1.9

For the last year, the competition for Houston's top slot has been between KMJQ (Majic 102) and CHR KKBQ-FM (93Q). In recent months, 93Q has been pretty liberal with black crossovers, playing not only "Roxanne Roxanne" but also "Roxanne Roxanne" but also "Roxanne's Revenge" and Theima Houston LP cuts. Two months ago KKBQ-AM, which had been the FM's companion station, began playing black music as "Hot 79Q" in an apparent attempt to hit KMJQ from both sides, (Of course, KKBQ-FM now has to fend off CHR KRBE-FM, which also plays a considerable amount of black music.)

New Majic PD Rea Atkins comes from sister KMJM/St. Losis, so the station's diet of "strong songs" with heavy production and contesting will probably go unchanged. Numerically, KMJQ's playlist is rather conservative, but the station remains one of technoriuh's strongholds. Steve Hedgewood's KYOK also deals a lot of rap and scratch rockers.

The other two AMs are from entirely different worlds. KCOH has held firm to its "southern" R&B sound and appeals to the older black community. John Lander's 79Q is working with the same jock staff it had as a CHR station and running a very tight list. The net effect is that the station is identifiable as a B/U outlet through its music only. Noncommercial KTSU is also a factor here; it usually manages to show a neartwo share in the Birches.

Jackson

	\$9 '82	Sp '83	Sp '84
JAAL	14.9	12.9	14.6
KXI	13.0	15.3	12.0
OKJ	6.9	9.7	2.2

WIMI (FM100) was last spring's market leader. This year Carl Haynes is protecting his flanks with a "gold card" promotion, prizes from \$50-\$1000, and advertising on all four local TV stations. WKXI's Tommy Mar-shall is countering with a "KXI Carousels" cash giveaway and morning man "Heavy" Herb Anderson. WJMI has a tight list and close to half the market's teens. WKXI, again doing very well for an AM music station, has led sister CHR WTYX for two years. WKXI plays more oldies, blues and Southern R&B than its competitor. WJMI's sister, WOKJ, is primarily a blues outlet aimed at

Los Angeles

	Sp '84	Su '84	F '84	M .92
KACE	1.3	1.3	1.2	1.3
KDAY	1.6	1.6	1.7	1.7
KGFJ	0.8	0.7	0.7	0.6
KJLH	2.3	2.0	2.0	1.9

Forget the rumors about L.A. finally getting a full-powered Urban FM. There's still close to a six share for the format just from those currently tuned to Black/

Jim Maddox has given KJLH its tightest list ever and brought in KDIA's C.J. Stone to do mornings as Frankle Ross. (KJLH's contesting centers on Ross's show; one of the prizes is leather clothing.) KJLH is now playing "One Night In Bangkok." "Don't You (Forget About Me)," and other songs that probably wouldn't have been heard earlier.

KACE plays some crossover music, but MD Pam Robiason also plays jazz and some club records. KACE's niche is somewhere between the mainstream and "Quiet Storm" hybrid KUTE. KACE's dispute with Warner Brothers has also directed a lot of outside media attention to the station. It'll be interesting to see if that translates to new listeners.

On the AM side, KDAY is hitting the teen records and long versions harder than ever. You'll hear "Roxanne," the Cosmic Cat, Cybotron, and Debble Deb. Kevia Flemming's KGFJ is a full-service Black AM playing 'Roxanne's A Man' as well as "Stoned Out Of My Mind" by the Cal-Lites. There are oldies at noon and a "Lovelines" show at night. Flemming also uses the "strong songs" imagery to cover this wide variety of programmins.

Although it suffered a setback in the winter book, Laurence Tanter's KUTE. a Black/Jazz/A/C hybrid, is very popular among local media buyers. KUTE also does heavy outdoor advertising, with buscards and billboards promoting its musical range; i.e., "Miles to Michael," "Stevie to Streisand".

Louisville

	M .84	Sp '94	F '84	
WLOU	10.7	10.8	8.3	6.2
WJYL	7.0	5.7	5.1	3.5

When you're up against a legend such as WLOU, you have to battle on the street and on the air. For that reason, both B/U outlets are slugging it out with community promotions. "AM Superstar"
WLOU is sponsoring a talent search contest with a local club. "The Rhythm Of The City, WJYL, is teaming up with New Edition for an academic excellence promotion and even has a kite day at a local park coming up. Both stations have changed musically as a result of the competition. WJYL, which debuted with an almost 50/50 Black/CHR mix. is now mainstream Black and

maybe even a little Southern. WLOU, meanwhile, ended up playing crossover artists for the first time, including Madonna and Hall & Oates.

Miami/Ft. Lauderdale

	W '84	Sp '84	F '84	W '85
WEDR	3.7	3.4	4.9	2.7
WRBD	1.7	0.9	1.3	1.2
WHQT	-		-	4.5

Without much outside advertising. WEDR has entreached itself firmly in the local black community. That fact became very clear when the Liberty City crisis erupted, and the station became an important voice in restoring the peace. PD Leo Jackson and MD George Jones run a long list with everything from "Funk Box Party" by the Master Don Committee to Denise LaSaile. EZ Communications' WHOT (The Hot 105) is aimed largely at the whites and Hispanics, who've thus far been getting their jams from CHRs Y100 and 195. Yet 'HQT still posted an impact against WEDR the first time around. Hot 105 has a young, jumpy sound that PD Bill Tanner made famous over at Y100; the only thing taken from WEDR is night jock Be Griffin. Also fighting here are longtime Ft. Lauderdale AM WRBD, Spanish/Urban WQBA-FM, and lowpowered WTHM (Rhythm 98). which many say sounds good but can't be heard outside of South Mi-

Norfolk/Newport News

	. 62	-	
7.0	7.8	4.8	7.5
5.5	3.5	6.9	5.0
4.3	5.2	3.9	3.1
	7.0 5.5	7.0 7.8 5.5 3.5	7.0 7.8 4.8 5.5 3.5 6.9 4.3 5.2 3.9

What happened in Philadelphia and Memphis has happened here also: A proud set of call letters is suddenly unstaged by a new competitor, makes major changes, and bounces back the next book. Expect full-fledged warfare between WOWI (FM103) and WMYK (K-94). Both stations have heavy giveaways planned, with K-94's built around its cash card. K-94 has responded to WOWI by adding some beat-box primarily at night. But it's still playing Greg Kihn and Animotion, and seems content to concede teen listeners to its rival. While WQKS (Kiss 96) was more influential in Richmond than Tidewater, it'll be turning its listeners loose soon. Given that station's dial position and Urban bent, this could help K94. Market legend WRAP plugs along with veteran personalities (including the Master Storyteller) and diverse programming.

Ocean City/Salisbury

Sp '94
14.9
7.7

Many people are surprised to find a successful Black/Urban station on the Delmarva Peninsula, much less a battle. What's unusual is that, because Ocean City is a resort community, most promotional activity occurs during the summer when Baltimore and Washington residents pour into town. This is also supposed to be the first time that the market gets a bona-fide rating book instead of a trading area report. Dave Allan's WOCO (OC104) recently segued from CHR to Urban so you can still hear Don Henley and Phil Collins on the station. WJDY, under Vic Sample, is funkier and stronger inland where business is less tourism than agriculture. Both stations are after listeners commanded by CHR WKHI, which held more than a quarter of the market last time.

St. Louis

	Sp '84	Su '84	F '84	M 84
KMJM	6.2	6.7	7.6	7.0
KATZ	1.9	2.5	1.9	2.0
WESL	1.1	1.4	1.6	1.0
WZEN	1.8	1.7	1.4	1.4

New KMJM PD Mike Stradford is inheriting a well-established, well-financed radio station. Majic 108 recently gave away \$16.000 in an "\$8000 for you, \$8000 for a friend" contest. As with sister station KMJQ, KMJM plays hip-hop music and employs the "strong songs" logo. New WZEN PD Deeg Harris is shooting for 18-35 women and imaging around Sade, Luther Vandross, Wilton Felder, and similar artists. KMJM has a long but heavily-pyramided list; WZEN is working with about 15 fewer records.

Washington

	Sp '84	Su '84	F '84	W '96
WHYS	8.9	8.2	7.3	8.0
WHUR	7.3	7.1	6.4	6.5
WDJY	2.7	3.7	2.8	3.3
wa		1 2	1 2	

As market leader WKYS approaches its sixth anniversary under Donnie Simpson, the staton is preparing a bumper-sticker campaign. However, it's also readying charity promotions with Prevent Blindness, the March of Dimes, the Urban League, the YMCAs, and the Multiple Sclerosis Foundation. Recently, WKYS has attracted a lot of attention by playing "Stairway To Heaven" and Bruce Springsteen in between black product. MD Joe Alfinito asserts that the presence of black rockers like Prince and Xavion has finally allowed Kiss to build on its longstanding "non-partisan" approach. Over in Northeast Washington, Dan O'Neil has taken WDJY slightly older, but there are still Furious Five songs on the station along with the most club music between Miami and New York. WHUR has buscards throughout the city promoting its morning team of Jesse Fax and Libbe Lawson. The former "Progressive 96" is more hit-oriented than ever during the day but segues to Melvin Lindsey's original "Quiet Storm" at night





L'ON HELTON

WMC, KVOO, WLWI PROFILES

ACM Country Stations Of The Year

Earlier in the week the Academy of Country Music acknowledged the winners of this year's "Hat" awards for Station of the Year and DJ of the Year before a nationwide television audience. Following a different procedure than in previous years, the ACM presented awards to stations and personalities in each of three market sizes. In the past, only one station and one DJ award were presented. The winners were determined via a vote of the Disc Jockey, Radio, Promotion, and Publication category members of the Academy.

It's become traditional here to profile the winners of both the ACM and Country Music Association awards. This week, we'll take a look at the three celebrated radio stations; next week we'll profile the award-winning DJs.















Eddie Edwards Debbie Arnold

LARGE MARKET STATION OF THE YEAR

WMC/Memphis: Mid-South Monster

WMC/Memphis may well be the prototype of what an AM must be to win in today's environment. Profiled on these pages on previous occasions, WMC is a classic AM Country radio station. The fall '84 Arbitron showed 'MC with a 12+ of 7.8, good for fourth in the market; it also came in fourth 25-54. A ton of promotions, loads of personality, and a heap of community involvement have made WMC one of only a handful of AM music stations still outpointing an FM competitor.

They've Got Personality

WMC, which has been on the air for more than 60 years, turned Country in 1972. Its broadcast day starts how all of us would like to have our our station's day begin -with the number one morning show in town. As a matter of fact, the morning team of Bill Detsee and Aunt Eleise Leuise have top-

for the last 11 consecutive books!
They provide waking Memphians with a blend of topical humor and timely information with an accent on local events and news. Capsulon local events and news. Capsul-izing their roles. Old Res Jenes said, "Bill plays a straight man to Eloise, who jokes about every-thing from local politicians to Hollywood stars. She says what everybody else would like to say and reflect the local stitutes and and reflects the local attitudes and lifestyle." (While I've never heard their show, I understand that to believe them you have to hear them. We'll do a feature on this

Next up in middays is Bill Knight, a 13-year radio vet. Bill does a lot of freelance commercial work around town, and is also involved in outside civic work.

Afternoons are handled by Eddie Edwards, a third-generation disc jockey who's been at WMC a little over a year. For those of you who've never met Eddie, you'll find his picture in the dictionary under the word "crazy." That definition can also be applied to his show, which features his fast-paced "Get Eddie-Ized" sound in addition to the musical accompaniment he provides on various in-

MEDIUM MARKET STATION OF THE YEAR

KVOO: The Pulse Of Tulsa

The success of KVOO/Tulsa - the "Voice Of Oklahoma" - over the last 14 years is almost legendary. The years have seen KVOO consistently ranked among the market's top three stations. More often than not, KVOO's been sitting right on top of the ratings. The fall '84 book shows KVOO number one with a 12+ of 14.1 - almost four shares ahead of the number two station.

The demos are right there too. KVOO is number one in cume, number one 25-54, and number three 18-49. Not too shabby in a market where only three of the top ten stations are on the AM band. And, as Frank Sinatra might say, they've done it their way.

KVOO, as programmed by VP/ Operations Billy Parker, flies in the face of most modern-day programming gurus' philosophies. Billy's 70-record playlist is renowned. Another KVOO policy contrary to the "rules" is the 14 minutes of spots the stations runs all the time, even through the book." Billy describes KVOO as a "real Country station. By that I a station that not only plays the country hits and a ton of country gold, but we also play the new hits by the new artists." Billy's philo-sophy is that "No one can pick all the hits all the time, so we let our

Continued on Page 54



Front, I-r: Personallies Jim Hill, 7pm-midnight, and Jerry Va Back row. I-r; Bob Laffite, midnight-5am; Bobby Lester, 3-7pm 9-11am; Jack Fox, 5-8pm; and KVOO VP/GM Jack Creese. ies Jim Hill, 7pm-midnight, and Jerry Vaughn, 11am-3pm.

top-rated morning duo in the near Continued on Page 54 SMALL MARKET STATION OF THE YEAR

WLWI Dominates **Montgomery**

Involvement is the key word at WLWI/Montgomery, a station with a history of dominating the 127th largest market in the U.S. All you have to do is spend a few minutes perusing its quarterly "Call Letter" newsletter to see what I mean. The pages are full of shots showing jocks out and about in the town. Other pics show contest winners, straight A students receiving certificates from the station, and sales and management personnel involved in outside activities.

The involvement has shown up in the ratings. The last four Arbitrees show the station with 12+ numbers of 18.0, 23.5, 24.8, and 18.5. The nearest competitors in the middle two books were over

ten points away! The 25-54 numbers are equally as impressive, with the station ranging from the mid-20s to the mid-30s.

While the ratings are the most

Continued on Page 5.4

200 HIT SHOWS AND SOARING HIGHER...



WITH EMMYLOU HARRIS

The Silver Eagle Cross Country Radio Show is celebrating its 200th broadcast. We thank the artists, managers, record companies, agents and everyone else who have made this show a great success. What a celebration we have planned!

Join us for a very special concert. Singing her hits, including The Ballad of Sally Rose and all your other favorites...Emmylou Harris and the Hot Band recorded live at the Taft Theater, Cincinnati May 11th.

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A Response To The "New Deal"

Dear R&R.

I'm writing in response to the comments made by Jimmy Bowen in R&R (3-22) regarding the "New Deal." Mr. Bowen says that he wants to see record companies quit lying to radio. This statement is a very noble one, but I would like to see it practiced by his own label.

Mr. Bowen assumes that most music directors allow promoters to run their playlats. Any music director who takes his job seriously will not be coerced into moving numbers around to suit record companies. In Mr. Bowen's words:
"Don't let anybody tell you what

your damn #1 record is in your market." Well, I have news for Mr. Bowen, I was absolutely slammed against the well when my chart didn't reflect MCA's ideal for the Beliamy Brothers. The week before, I was asked to artificially move one pece of MCA product

ahead of another so the "priority" act could go into the number one spot in Billboard, This is ridiculous!

Having worked on both sides of the music industry, I am well awar of how records are worked. The bottom line is that record companies should want to sell records, pencid! Aliphy is a vital element to reach that end. The battle for chart numbers should be of less importance than rotations because, as we all know, the higher the rotation, the more airplay. This same theory is not always applicable to

hart numbers.

Redio stations and record companies should work closely together to be effective, ideally, the local, and regional promoters are "speculists" who know the programming philosophies of their radio stations. If it were not for these "specialists," there would be no need for promotion on the local level. When national record people put undue pressure on their local repe, radio feels it. I work with a regional promoter who, in my goldlon, is excellent. I can tell when pressure comes from the top because he becomes a different person and our working relationship drestically changes.

As far as I'm concerned, this whole issue has become a vicious cycle. Labels complain about radio giving bogus reports and radio blames the labels for chart presure. I think we all need to 3t down and reexamine what we do for a

This letter was written by an MD in a top ten market. The name has been withheld.

WMC/Memphis

Continued from Page 52

In evenings there's Debbie Arnold, who grew up in Memphis. She says her goal had always been to work at WMC, and she's had her wish come true the last two years.

Les Tivers has held down the overnight show for the past ten years. A former college math professor, Les started his radio career in 1972.

Also on staff is Production Director Reb Grayson. Rob was recently honored with a "Best Of Category" selection at the Memphis Advertising Federation's 19th annual "Pyramid/Addy" awards.

These personalities weave together programming elements which add up to full service. Included throughout the day are 16 traffic reports from the station's helicopter, features from fulltime Farm Director Buddy Sanders, Memphis State University football and basketball, reports from MSU Coach Dana Kirk, Paul Harvey news and commentary, and stock and commodity reports

Promotions

Ron Jones attributes much of WMC's success to its long history of promotions featuring audience and community involvement. The list of things WMC has been associated with over the last year or two alone is as long as your arm Marsha Roberts is the Promotion Director who keeps the staff hopping from chili cookoffs to softhell games. WMC promotions are a mix of annual events the station has participated in for a number of years to new activities based on community needs. Such was the case with the "I'm A Sober Driver" campaign instituted over the holidays.

Remote broadcasts are also a large part of the WMC arsenal.

Any activity which draws the people of Memphis together is fodder for a potential live broadcast. From fairs to a barbeque contest which attracts 300,000 chefs, WMC makes it a point to be in the middle of the action.

Ron said, "All of these activities together are necessary for an AM station to garner the numbers needed to be dominant in a market. The real key in putting these things together, though, is for the people on the air to have fur. In that way I guess we're probably a little formatically looser than



many stations. I like to hear good formatics, but by the same token I don't want it so tight that it's like a rubber band ready to break. I believe in the jocks having a lot of leeway. After all, they're professionals. A PD certainly has to provide parameters, but the air talent need to be able to do what they feel is right and relatable within those guidelines. Listeners love the human aspect of a station that laughs and has fun. Being real and spontaneous is also very important. These things are critical for an AM station today.

Few folks on either band are doing it as well as WMC. Perhaps one of its publicity flyers sums it up best: WMC-79 serves Mempnis and the mid-South with the best in entertainment, information. and community involvement. Congratulations to everybody at WMC for being the ACM's Large Market Station of the Year.

KVOO: The Pulse Of Tulsa

Continued from Page 52

audience do it by leting them hear as much of what's out there as possible. If you stay in touch, it really doesn't take long to find out what the audience really likes."

As you might expect, KVOO relies heavily on personalities, information, and promotion. Starting off the personality lineup is morning man and 12-year station vet Jack Fex. followed by Billy Parker, Jerry Vaughn, Bebby Lester, Jim Hill, and Beb Laffite Billy was also quick to point out that while the music is very important, they base their sound on music and information. Thus, KVOO's eight-person news staff is an integral part of the station's auccess.

As you can see, KVOO is one of the unique radio stations in the country, let alone in Tulsa. In addition to all of the full-service elements. KVOO features a good amount of programming which can't be heard on any other station in town. The weekend includes rodeo news. a bluegrass hour, some Gospel, and a square-dance show that Billy says 'gets more mail than anything else on the radio."

Perhaps it is that very "uniqueness" which has contributed so greatly to KVOO's success. Congratulations on being named the ACM Medium Market Station of the Year.

WLWI Dominates Montgomery

Continued from Page 52

visible (to outsiders) measure of WLWI's success, the station's overall excellence is what earned the ACM honors. Describing the station, OM Dr. Sam Faulk says, "The accent is on personality in everything we do. We also believe it takes more than just music to gain the widespread audience response we've enjoyed. It takes constant promotions, heavy community involvement and wareness, high visibility, and a commitment to all-around excellence."

Although WLWI resides in a "small market," there's nothing at all "small" about the station or the way it's run. Judging by the numbers 'LWI garners, I doubt there's anything small about its revenues. In fact, WLWI could be transplanted to any city in America and sound right at home. The station promotes constantly with heavy on-air contesting and giveaways. Cash prizes of \$1000 are regularly offered as part of the current "Money in the Music" contest. Promotionally, heavy billboard and TV advertising are part of its arsenal.



OM Sam Faulk

Like so many successful FM stations these days, WLWI – 1-82 – has a heavy news and sports commitment. Locally produced newscasts air at 20 minutes before the hour with updates at :10 past. Drivetime sportscasts are included in the headline summaries. WLWI also has a heavier sports commitment than most music edented FMers, as it's the flagship station for the Auburn University feetball on the statement of the second research.

football and basketball networks. Besides doing all of the big things right, WLWI is tops when it comes to the "people things." On a personal note, I was knocked out last year when afternoon personality Rhebarb Jeses (who has since left for mornings at WYAY/ Atlants) won the Personality of the Year award from the CIMA.



MD Greg Mosingo

The station printed up T-shirts and erected a billboard saluting him Talk about class.

As Dr. Sam points out. WLWI's success starts with the support it receives from its parent company. Owned by Colonial Bruadcasting, whose other Country properties include WOWW/Pensacela, WLSY/Chattanooga, and WWWI/Creensbors, Winston-Salem, WLWI is a member of one of the premier, young radio chains in the country. Colonial's most recent show of support for WLWI was the purchase of an Alf sister for the FM Country glant. WLWI-AM signed on March 25 with 80,000 watts at 740 — another weapon for the ACM Small Martest Station of the year: WLWI/Montgomery!



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"I've Been Had By Love Before"

Produced by Tommy We



Thank you Radio,

for your tremendous response to my first single!

Look across the page...

I want you to meet a friend of mine.

Sudy Todman

Holly DUNN "Playing

"Playing For Keeps"

Produced by Tommy Was



Distributed by Capitol Records





SHARON ALLEN

MTV/VH-1 Comes To Nashville

Last January MTV launched a second video music service, VH-1. It was designed to reach the 25-54 demos and therefore provides an outlet for videos on country artists.

Last week the Nashville Music Association sponsored an MTV/ VH-1 seminar here to find how the Nashville music industry could get its fair share of exposure on the 24-hour music cable channel.

MTV principals encouraged the labels to produce more crossover material. They said VI-1's target audience (25+) feels free to like the songs they like regardless of format. They don't appear to be as susceptible to peer pressure as a vounger demographic.

To support this theory, MTV CEO Beb Pittmen said, "There are only two categories of music good songs and bad songs." VH-1's Kevin Metheny said,

VH-1's Kevin Metheny said.
"When we first discussed this, it
looked a little unbelievable on
paper ... Earl Thomas Conley
back-to-back with the Commoderes, back-to-back with Air Supsty."

One of the most important questions yet to be answered is whether VH-I will directly affect country record sales... and to that we can only say — time will tell the tale!

Heart To Heart For Phil

Lossa Williams, Webb Pierce, Jeanne Pruett, Sammi Smith, Perlin Husbey and WSIX/Nosbville morning man Gerry Heuse were among those on hand last weekend at a benefit for session guitarist/producer Phil Baugh. Baugh suffered a heart attack recently and is acheduled for corrective nursery.

tive surgery.

One of the most noted guitar players in the industry and one of the Nashville Superpickers. Baugh appeared on sessions for artists such as Tammy Wysette, Jehnay Duncan, George Jeses and many others. As a producer, he formed his own label, Sound Factery Records, and released product on Alles Prissell, Sammel Smith, Linda Davies, and Lees

The fund to benefit Phil is called "Heart to Heart." Those wishing to donate can send contributions to the Heart to Heart Fund, 1107 Joseph Ave., Nashville, TN 37307. Is It In The Water?

According to Sawyer Brown's lead vocalist Mark Miller, there must be something in the water in



WHO'S NEW

Chance For Country

Mercury/PolyGram's newest vocal band is Chaeses. This name could be Chaeses the common and the group prefer to think of it as "the possible" of a fevorable outcome in an uncertain situation." All live hall from Texas and have played together in various bands throughout the state for the past several years. They were most recently known in their home sale.

ing dences in the Gulf Cosst area, then expended to South-Central and Northern Texas. Though they've gone through a few changes, the most recent being leyboards, the group now consists of Jeff and his brother Milot Beresh, with Jeff handing fiddie, steel, and Billly Hefer, bess. Mich. Jeff, and John handle things vocally, with Billy contributing backup vocals.

RCS

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WELCOME TO THE CMA — Members of the Country Music Association welcome new member Jey Cook, National Radio PD for Gennett Radio. Pictured are 8-1; CMA's Rob Partish, CMA board member and Gennett President/CEO Jelf Davidson, Cook, and Steven Graf, CMA board member and President of Grafworks/Bareworks.

Apopka, FL that produces country singers. Mark and fellow band member Gregg Hubbard both hail from Apopka, as does WB's John Anderson.

Actually it may be a case of follow-the-leader. You see, John used to bebysit Gregg when he was little and would pass the time singing and playing for him.

While we're on the subject of Sawyer Brown, Miller has turned over his lead guitar duties to Michaet Thomas. They've also added Steve Scruggs on keyboards, rhythm guitar, and sax. The two new members will round out the group's concert band and be known as the Guys Next Door.

Where's The Fire?

During a recent concert appearance at "Duite's" in Tulsa, Leen Everette got quite a surprise. Following his band's two-song warm-up. Leen took the stage and began performing his opening number, "Hurricane." As he did, the club's entire sprinkler system began releasing a torrential downpour. Needless to say Leon wasn't ex-

pecting the "special effects."

Luckily there was no fire; how ever, the sprinklers couldn't b shut off quickly enough to avert we ter damage to the stage and equip ment. So the show had to be car celled, but Leon promised th crowd a . . . raincheck.

Conlee Aids Farmers

As you know, Jehn Conlee has reputation for sympathizing wit the working man, and his concer for farmers and ranchers has prompted him to schedule a benef for them June 2 at the Omaha Chic Auditorium. Proceeds will go the newly-established -Famil Farm Defense Fund.

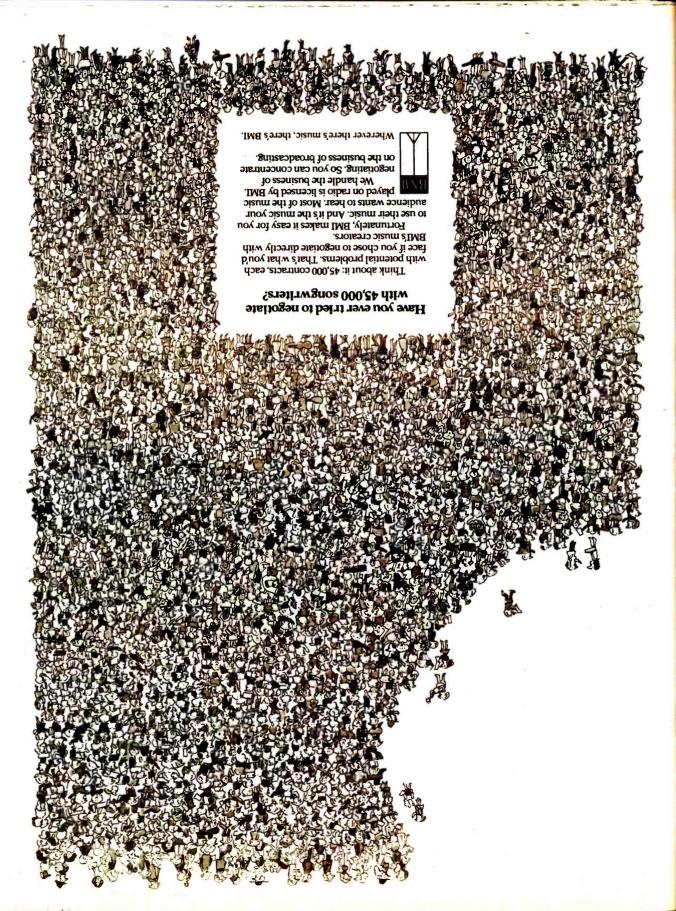
Concerned over the plight of farmers after Reagan's veto of the farm debt bill. Conlec called D ven Weedland. President of the National Farmers Organization and said he wanted to do a benefined to the second the second between the money raise would be used in a way to helf armers and ranchers. So the NFO is setting up the show with the aid of Conlec's booking agent.

Nashville In Motion

Congratulations to Con Hunley and his wife Karen. On April 24 they became parents of a 9 lb. 13 oz, beby girl, Britteny Logen. She's named after her father, Conrad Logen . . . And congratu-lations to Shelly West in her engagement to Garry Hood. The couple met on "Hee Hew," where he worked as part of the production crew. He has worked as stage manager for several CMA awards gen's inauguration. Shelly and her mother Dottle are busy planning the July 16 nupticls . . . Johnny Cash is recovering from minor surgery. He was hospitalized last week for removal of adhesions and scar tissue that formed as a result of a previous stomech operation

... Devid Alten Coe formed a new road band. Members consist of Richard Marz on steel, Ken Morgen on piano, Wayme "Bear" Seule pleying lead guiter, Gloss Wattine on base, and Edward Gray on drums ... Meric Osmond will join the Stelars and John Schneider to cohost the 19th annual Music City News Awards June 10. Gov. George Wallece proclaimed the week of June 9 "Alabama. Appreciation Week" in Alabama. WFPA/Fert Payes originated the idea to honor the group for continuions to their home state. Alabama June Jam will climax the week of events, which will include a parade, calebrity auction and oither activities . . . Chertey Pride is being awarded a doctorate from Wheeling College in Wheeling W. VA. Pride will receive the doctorate in humanities at commencement coremotes this weekend.

Shelly West eigned with McFadden & Associates for booking. — Micky Skeggs leeves next week on a Europeen tour which will cover the United Kingdom, Including Management, Holland, and Sweden. A "Live in London" sibum will be recorded and will be released in September ... Neshville's Limetighters, Inc. has merged with the Redigers Agency of Altanta, making Limetighters Precident Mittee Bell and Hugh Redgers pariners. The booking/imanagement enterprise will be based in Neshville.



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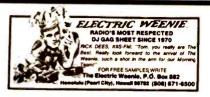
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VP/Programm



Capitol Broadcasting Corporation 530 Beacon Parkway West Suite 600 Birmingham, Alabama 35209

OPENINGS FAST

BUS-PM A/C, le seeking full & partitime announcers. Té ank Genity, Box 102, Franklin, NJ 07416. EOE M/F (5-10)

Copyoritor wanted to create & write unique & exciting radio ade. Contact: Mrs. HB, WFFG/WIN, 2707 Atlantic Ave., Atlantic City, NJ 08401. 1809) 348-4846 EOE M/F (5-10)

Major market combo in New York State seeks candidates for future news openings. All day-parts, possible news director. Experience, maturity, stability, serious hard-working attitude mandatory. Tapes, resumes, and salary requirements to: Radio & Records, 1930 Century Park West, #988, Los Angeles, CA 90097-EOE

Immediate opening: We need a community-minded & three years experienced morning personality at this full-service Old-tee AM. T&R: Jim Reed, Caprack Rd., Norwich, CT 08:380. EDE MF (6-10)

New lingland group teching for sales pros. Two greet stations in two greet states. Cell Linds C.: (413) 967-8231 & let's talk about your future. EOE M/F (5-10)

New England A/C needs fulltime experienced enchor/street reporter. Women/minorities encouraged. T&R: Howard Her-man, WBRK, 100 North St., Pitsfelld, MA 01201. EOE M/F

OPENINGS

net newswomen reporter/personality, comfortable with AOR & AC formets, needed for AMAFM combo. C&R: Richard Remakers, WWTR, Box 717, Ocean City, MD 21842. EOE MF (5-10)

MEDIUM MARKET STATION

Switching to Contemporary Ht Radio. Need qualified PD, AM personality and other air talent. Sand lapse & resumes to: Radio & Records, 1930 Century Park West, #989, Los Angeles, CA 90087. EOE

MM-ME SOkw is assepting T&Rs for fultime openings, in-cluding NO. Don Spencer, WDBX, Box 79, Waterville, 04901. EQE M/F (5-3)

Afternoon drive jook needed for this U.S./Conedian border A/C station. \$190 a week. T&R: Paul James, WYBG, Masse-na, NY 13682. EOE M/F (5-3)

NSLE/Opdoneburg to leeking for an overnigf service our automated FM & to do production ranco, Box 239, NY 13669, EOE M/F (5-3) y 95/Washington, D.C. is lesting for a female i anchor who has qualities, friendly conversati selonal, Al Casey: (301) 441-3500 EOE (5-3)

vennerGover to teaking for individuals for partitine & utility eirshifts. Local telent is encouraged. T&R: PD, 251 Millerook Ave., Randolph, NJ 07869. EOE M/F (5-3)

PD with air shift is evallable at this MOYL station in Barkshire. Salary requirements, C&R: WUHN, Box 1265, Pittsfield, MA 01202: EOE M/F (6-3)

T&Rs are new being accepted to fill afternoon shifts at these great A/C stations. WUFM/WLBR, Box 1270, Lebenon, PA 17042. EOE M/F (6-3)

Small market A/C near Buffelo & Erie is seeking T&Re for fu-ture air & news opening. Females are encouraged. Bill Tyan, Box 209, Willow Rd., Dunkirk, NY 14048. EOE M/F (5-3).

We've get full & parttime positions open for personable dedicated pros for our suburban NYC A/C. T&R: Bruce Goson, WIME, Box 95, Denbury, CT 06810. EOE M/F (5-3)

SOUTH

station in the fifth festest growing county in the U.S. KMMK FM, Box 865649, Plano, TX 75086. EOE M/F (4-26)

Hot East Coast FM

Brend new hot Fast Coast FM. Will be #1 in an hour. Rock-CHR. Can't tell you much more. Send cassette air check and resume quick! Before it's too late!!! Send tapes to RADIO, P.O. Box 15058. Richmond, VA 23227.

OPENINGS

meen jock/production pre with great pig to beginners please. Contact Rick James t, TX: (409) 768-2475 EOE M/F (5-10)

unt Executive wanted for this top-rated Key West combo. Salary, commission, bonuses & benefits, act WAIL/WKWF: (305) 296-7575 EQE M/F (5-10)

IR in OK's shird largest market has an opening for a drive with good benefits & bucks. T&R: Chuck pic 95, Box 7953, Lewton, OK 73506. EOE M/F

Knowledgesble & sany female weened to join CHR "Zoo" morning show, You'll do traffic, but still have fun! T&R: Ran-dy Kabrich, WROQ, 400 Radio Rd., Charlotte, NC 28218. EDE (8-10)

Capital Cities Communications

Capital Cities is expanding in Atlanta. Personality air talent needed for future openings: 10am-3pm; 7pm-Midnight; Midnight to 5am. Tapes and resumes to: Neil McGinley, WKHX, 360 Interstate North, Suite 101. Atlanta, GA 30339, EOE

VA Country station is accepting T&R for air telent/Production Director. No cells. Station Manager, WREL, Box drawer 902, Lexington. VA 24450. (5-10)

IFM Market leader seeking middey announcer with pro-tion skills. T&R: Russ Cassidy, WCMF, 900 Common-lth Pl., Virgins Beach, VA 23464. EQE M/F (6-10)

HMB PM/Myrtis Beach needs individual with voice & pro-ction personality. T&R: Mett Sedots, 429 Pine Ave., N. rrtle Beach, SC 29582, EOE M/F. (5-10)

NEWS DIRECTOR

Central Florida AM/FM looking for a quality News Director with good management and people skills. Must be a molivator. T&R to Radio and Records, 1930 Century Park Wes Los Angeles, California, 90067. EOE.

Tep-rated Country station is leaking for entertaining & creative people. Production ability a must, T&R: OM, Box 522, Amherst, VA 24521. EOE M/F (4-12)



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Class C FM, 50kw AM in top 50 market. Hands-on position. Must be able to main-tain high quality from studio to transmitter. Good salary and benefits. Send resume with references to: Bernie Barker, General Manager, WAPI, 2146 Highland Ave., S., Birming-ham, AL 35205, EOE

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composite aircheck, rating history, programming phil-osophy, related programming material (memos, reports, etc.), a recent photo, earnings history and detailed information outlining your strengths and the ways in which you can contribute to our growth. Please respond completely and in enough detail so that we can get to know you thoroughly in your first correspondence. All info Radio & Records, 1930 Century Park West, #984, Los Angeles, CA 90067.

OPPORTUNITIES

OPENINGS

Experienced AOR programmer is needed for a new FM. Photo, programming thoughts, C&R: Janice Williams, Best 30,000, Amerika, TX 79120. EOE M/F (5-3)

Immediate opening for newsperson to serve the AMPER. News gethering & writing is important. T&R: Millie Turner, WDXI, Jackson, TN 38301. EOE M/F IS-31

Rare drive time stat open at this college town CHR. T&R: BIII Brown, Box 430, Rustin, LA 71270. EGE M/F (5-3)

ortaining morning personality. No beginners. T&R: Stove Anterior. KRRG, Box 6117, Laredo, TX 78042. EOE M/F (5-3)

Leabing for your first break? Small merket A/C needs com-ene who can think. T&R: KAPB, Box 7, Markeville, LA 71361. EOE M/F (5-3)

WAGR/WJBK needs meture & versatile announcers with good knewledge of oldes. T&R: Beil 2266, Lumberton, NC 26369, EGE M.F (6-3)

WAEV FM will have rore eposings for full & pertitine personal-rises in the roor future. T&R: Phil West, Box 727, Sevenneh, GA 31402. No cells. EQE MIF (6-3)

Contemporary Country FM in Planese needs an innovative & community-minded FD. C&R: J.T, Strigtey, WDAR, Sox 611, Dartmater, SC 29632, 8039 383-4081 EDE MF (6-3)

Sports/Taffi hast is wanted with good knowledge of basels & football for San Diago station. T&R: Producer, 6 Birchwe Trad. Ownerd Basch. FL 32074. EOE MF (6-3)

TOP-RATED MEDIUM MARKET CHR

In a large chain is now taking tapes and re-sumes for openings in June. We need a Rich Little Jr. for a morning team! Lots of voices a must. Also, a seasoned pro for middays and a crazy person for early rights! The cesh is right! Radio & Records, 1930 Century Park West, #990, Los Angeles, CA 90067. ECE

KMIZ/KQUE is leaking for a ND & accepting T&Rs for possible future openings. Larry Swikard, Box 188. Houston, TX 77001. No calls. EOE M/F (6-3)

Major group station in Top 15 Sunbett market is seeking an exceptional talent to help increase our morning ratings. Applicants must have at least 5 years' commercial radio experience, and the ability to entertain and inform an adult audience. You will work in a new stateof-the-art facility located in one of the nation's most desirable cities. Your efforts will be supported by a professional management team and all the tools it takes to win big. If you can effectively use humor to relate to adults and are looking for a unique opportunity to grow in your career, this could be your chance of a lifetime! We offer major-market pay for majormarket talent. Please mail your tape and resume today. We are an Equal Opportunity Employer eager to hear from you. T&R to: Radio & Records, 1930 Century Park West, #983, Los Angeles, CA 90067.

MIDWEST

Promotional programmer/OM alot open nour at this CHR. T&R: GM, CLUB2, Box 1320, Circlinnati, OH 46201. EQE

Strur regional Country station in in. IN to eaching an experienc od pursonality with great production stills. Contact Rick Cor son; (218) 875-5106 EOE M/F (5-10)

Talk programming producer wanted to book guests, direct phones, & run boards with weekend simbilit passible. T&R: Gary Bruce, IMMBD, 3131 M. University St., Peerle, H. 81804. EOE MF (5-10)

OPENINGS

Partitime announcer. If you're conversational, have fulltime experience communicating w/ adults 26+, here's your chance to step up to one of the most respected stations in Mpts-St. Paul. Fulltime potential later it you're good enough. Tape & background to Rado & Records, 1930 Cantury Park West, #987, Los Angeles, CA 90067. EOE

Award-shading capital newsream needs pre who can do it all. T&R: ND, KLMS, Box 81804, Lincoln, NE 98801, No calls. EGE MAT 15-103

Chinege metro A/C station scale experienced & professional news ancher, T&Rverting sample: Anne Kraft, WZVN, 1000 E. 80th Pt., Marrifulla, MI 48410. EOE MF (5-10)

Reeded: Air telent for KOSS. T&R: Bruce Clark, WKDQ, Ban 2000, Evenoville, M 47714. EQE M/F (5-10)

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We're teshing for full & persons Oldies/CHR jacks, T&R: J.P. Desentis, WJMI, Box 30124. Lansing, MI 48009. EQE M/F (5-10)

Wanted: News encher/farm breedcaster with one year's ex-perience. T&R: KGRC, Sox 1017, Hannibel, MO 83401. EOE M/F (S-10)

Pt. Wayne's only storce Country needs at talent with high energy, the shifty to communicate with adults, & premotions-minded. T&R: Karon May, WETU, Box S33, IN 46801. EOE MIF (8-10)

NEWS DIRECTOR

NEWS DIRECTOR
Needed for ewerd-winning Midwest AM/FM to head up five-man news team. Must be experienced in management, innovative and popicification of Farikastic benefits and facility. T&R to: Radio & Records, 1930 Century Perk West, 9992, Los Angeles, CA 90067. EOE M/F

Sales Manager wanted for northern Mt 100km PM, Must have experience with national & regional accounts. Cell evenings: (517) 321-1763 (5-10)

Mature Pro DJ w/strong production sidls. Grow Malife P10 LU Watering produced sees. Strow with innovative contemporary, adult FM in major Rorth-Central market. Warm, Irlandly, one-to-one. Smooth, potented volce. Aircheck, production, resume, & obyy of leat Arbitron to: Radio & Records, 1930 Century Park West, #998, Los Angeles, CA 90087. EOE

OPENINGS

Magis 104Mgglaten has present, part & possible fulltime openings, T&R: Dan Bryan, WMQV, 2333 Bowen Rd., Qub-lash, WI 548QS, BQE MAF, (6-10)

Formities encouraged for middley opening, at top-resed small market CHR. T&R: Michael Brovens, KEBQ Best 2200, Ard-mare, OK 73402, BDE MAF. (5-10)

Big Fill, Country format. Live-assist in drivetimes. Top 100 menter. Send T&R: Lee Auvil, WQXX, Ben \$30 Selem, OH 44480. (5-10)

Bynamic Morning Announcer/PB More stics, experience, Salary nagotistic. Contem-parary Country. Excellent person needed to create an istanding "sound." Salary requirements, tape, re-ne to: Manager, KOUR-AM/FM, Independence, IA 586H (319) 334-2549 DOE

Assesset Executives: Get paid what you're worth! Sell A/C in MFs feetest growing county. Cell the station manager at WAICE AM/Valparaise: (218) 462-6111 EDE M/F (6-3)

KYYY PM has an opening for a chief engineer. R: Bab Denver, Mayor Breedcasting Co., Box 1738, Blamarck, ND 58502. No cells. EGE M/F (6-3)

Want to work for a top small market station? Full service AM starce needs a marring personality. CSA: Scott Hickenbot-tem, KOGA, Ogallota, NE 80153. EOE M/F (5-3)

New Class A PM in Codition needs a manager who has strong sales & management experience. Will be on air in one to two manths. (617) 321-1763, evenings. EQE M/F (6-3)

We've new accepting TB/fix for hey openings with small mar-het A/C & CHR otent stations. James Madia Services, 1778 Weadnew Ct., Wichite, ICS 67203. EOE M/F (6-3)

PROGRAM DIRECTOR

Major Market, Midwest. Multi-format experience mandatory. Top pay and benefits package, Resume to: Redio & Records. 1930 Century Park West, #991, Los Angeles, CA 90067.

Wented: News Editor at full service Country station in state capitol. T&R. John Austin, WITL, 3200 Pine Tree Rd., Len-sing, MI 48810, No calls. EOE M/F (5-3)

country K100 FM/Fargo-Moorhand needs a top evening per-smallry with strong production expensions. T&R: Dick John-on, Box 97, Moorhand, MN 56560. EOE M/F (8-3)

We have an epening for an overright A/C personality at WNAM/Appleton-Oshkosh, T&R: Charles Bennet, Box 707, Neensh, WI 54956. EQE M/F (5-3)

Experienced air telent with good production is needed now for the afternoon drive at top-rated Country FMI. TeR: Carl Rards, KOEL FMI, Onlivein, IA 50882. EDE MIF (5-3)

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Opening for a chief engineer who has at least eight years ex-persence, including satellite communications & FM stores. J.D. Best at KBEMMfirmespale: (612) \$22-4491 EDE MF (6-3)

93QFM

is seeking a successful Program Director who will keep it a whning ACR Good pay/ benefits/working conditions. Resume for Raph Barnes, WGPM 606 W. Wisconsin Ave., Milwaukee, WI 53203. EOE.

OPENINGS

WEST We have feture openings for Country smalle talents with least five years experience. T&R: KGHL, Bas 30198, Billing AIT 99107. No calls. BOE MF (5-10)

KOBO to leaking for an afterneon drive air personality who well sessoned in Nestalgis, MOR & production. T&R: Jos Pine, Bast 1086, Yubo City, CA 96801. BOE M/F (6-10)

Country EPIMICVES to now accepting TS/Rs for future 404 ings. Doug Shone, 1986 E. Plantings Rd., Suite 436, L Vages, NV 89119. ECE M/F (5-10)

SW CHR sepreted in mertet, seeking future MD/DJ. Go production a must. T&R/production complex: KBMI, B 2308, Reswell, HM 88201. EGE M/F. (5-10)

PD & AM delver wanted for A/C information station, tions & production a must C&R: Charle Michaels, KS 1120, Grand Junction, CO 81602. EOE M/F (5-10) estion. Prom etc. KSTR, B

Incor needed for AMPM in Tri-Cities, WA. Good pay plits. References/resums: OM, KOTY/KHWK, Box 612 newlet, WA 98336. EOE M/F. (6-10)

Attention CHR Jocks

MULTISHER VEIT JOCES
Mountein West 100,000-weit CHR FM seeking top-notch jocks — middeys and 7-midnight. Good bucks. Send tape & resume immediately to: Chris Levod, 515 7th Street West, Billings, MT 99101. EOE

Like mountains, elsen air and manay? Clase-3 CHR in Rocki is leaking for talent. T&R: KQB2, Rt-1, Box 48, Paleen, It \$6000. EQE M/F, (\$-10)

On our way to SONw of stores Country! AM-SS/KTRS-Mode to, leaking for makure value for PM drive & production. Ko Masser, KTRS, Sax 3838, Mediano CA, 96362 76-10!

Austen telente & leve te work, T&P: John Willyard, Pt CWIN, Bee 7871, Stackton CA 95207, (5-10)

62 KGW/Portland needs Sports Director to handle reportin talk show, operas productions & sportscosts. T&R: 6 Gallagher, 1601 SW Jofferson, Portland, OR, 97201. (6-1)

Communications' new 104.5 KMYZ in Tules is looking for

the most creative persons drive. Individual or ream. State of the art facilities in the great state of OK Send tapes, resumes, photos and all your good

Jim Ray, KMYZ, 5810 E. Shelly Dr. Sulte 801, Tutes, OK 74135.

Medium meriet CHR is sessing a motivated & creative mor-ing humerist. Strong production & alliness required. T& Paul Wilson, KJO, 1808 Gitson St., Opten, UT 94404. EC MF (5-3)

Expurienced engineer/enneuncer is needed for future opening. T&R: Jim Hampton, KWUN, 300 Holly Dr., Concord, C 94621. EQE M/F (S-3)

Orango County's Country, KRI FBI, to seeking new or & new talent. T&R: Chris Adems, 2 City Blvd. East, #183, Orang CA 92668. No cells. EOE IMF (6-3)

Openings are evellable for all shifts & news at new Southe OR menuter Big Band statum. C&R: Mick Ryon, KBIG, Br 8000, Modford, 97501. EOE M/F (5-3)

K-STAR AMPM, a medium merket station, is seeking a beg-ning ancher/reporter with potential. T&R: John Schodl, Br 1120, Grand Junction, CO 61801. EOE M/F (5-3)

New 100,600 west A/C PM glass covering all of Northern C seeks oftension drive pre with great production. C&R: KAR Ben BO, Burney, 98013. EOE M/F (8-3)

AZ's only progressive AGR scale fulfilling on-air person we strong production stills & who knows rect. part & preser T&R: Just Parets, KSTM, 525 W, Southern, Mose, 8520 EGE MAF (b)-31

Immediate opening new for or personality/Production Dire-tor of this A/C station. T&R: GM, IXXUS FM, Box 8650, Se Luis Obiopo, CA 93403. EOE M/F (5-3)

Magic 96 has openings for an expenenced seleoperson & personsity PD with production shifts. T&R, Roger McDowel KUJ, 560 Price Ave., #8, Redwood, OR 94063. (50) 529-8000 EOE MF (5-3)

This A/C is now accepting T&Rs for future openings. Goorg Feels, KBCM, 7886 W. 12,000, N. Trementen, UT 84337 No calls. BOE M/F (5-3)

62/R&R FRIDAY, MAY 10, 1985

OPPORTUNITIES

POSITIONS SOUGHT



We're not looking for good tale

We've looking for the best! Specifically morning telent and PDs. Several opportunities currently available. Send information as soon as possible to: Don Anthony

Surrey 105 S. Union, Suite 666 Denver, CO 66286

pening for immemous/subspection who wante to ratio in the oths. Tail: Poul Child, KRAL, 600 Highly Sivel., Revoline IV 62301. 606 MiF (6-3)

ESSEE, Rentere A2's lander, has openings for full & portion anneurous. T&R: Nice Thompson, Box 10, Cottonue 86326. No calls: BOE M/F (6-3)

POSITIONS SOUGHT

Former of television WHE/Indianapole reads work. Ready to releasts. Team player and a plus for you. TERRY PULLEN: (317) 344-3841 (5-10)

us CHR er A/C, currently middley & Prems-nce as Preduction Directer. Company with litment wented. BRIC: (400) 823-1712

MID with 10 years experience seeks new challengs. of are that gots results. GARRETT: (814) 838-7826

Creative Production Streater has extgrown current : Have enthicten, great takes & value, New 1 need allo on the Sest ceest. DESPALSE: (814) 838-7825 (8-10

get things done, seeks inevestive CHR or A/C with go agament. NORMS: (817) \$36-3663 (6-10)

West numbers? I've get ten ef them (801) 483-4083. C yau'll get more numbers. Seven year medium merket available neur. JOHN WALKER (6-10)

impo 37-year old personality with characters who can the wit & creativity. Disvotine & experienced in program-y & management. TOM: (313) 604-6702 (6-10)

RICK RANDALL is testing for jost or news gig envir Australia news, 48129 446-4671 (6-10)

English professional coating on-oir position anywheret Youwen't be deeppermed RUSSELL HARRIS: (802) 577-3630 (6-10)

By anchorhoporter wants to join commits n medium or large market. Yen years cape NICK LINSSIQ: (319) 386-8877 (6-10)

You're there. I'm here. I'd rether be there. Fermer PM di pre is ready to move ani ROD: (315) 342-3000 (6.10)

et coat FDrBM is available! Ten year pro coaks program ng position with essione locking for a creative & honos on player, JMM KSRK: (200) 221-8220, (5-10)

Famale with 12 years experience, mostly in nowe, live at WLW/Cincinnesi. Super anaher & street reperter, profer MW. (613) 828-0331 (5-10)

ReportentAncher & RD, ten years experience in large & medium markets. Five time award winner, good writing & valos. Available new. JOHN REMY: (414) 873-4235 (5-10)

GROS SHEERICO, aporto & on-air talons. (201) 881-8276 (5-10)

BIACY is the membry, ready to make your marriage number one. Only stable companies considered. DAVE: (\$04) 785-8624 (5-10)

Ed Huneke (Larson)

Ambition abounds! Mature pro seeking position with music station. Two years' experience with medium market CHR and AOR Looking for a future in programming. Call mornings (488) 477-4696.

POSITIONS SOUGHT

13 year vateren PD seeks apportunity in major market. Proven treek reserd. Profer B/U station. RICH PHILLIPS: (616) 877-7432 (6-10)

Modhum market monding man, major market troined on or off gir in Weshington, Baltimore, NYC & in orese in CA & PL. TOBE: (315) 882-4639 (6-10)

Bright new value wants to boost your rotings. Seeking S/U josk slot in TX or TN medium market. Will relocate. PAULA: 1719: 842-4679 (5-10)

Unemplayed announcer cooking poolston in small marter. Any formet. Ready to releasts. T&R available, SD MEMMER: (210) 768-8212 (6-10)

re year radio nowe pro. Great pipes, insvesive writing style versestiny, Make (ICNALD OWER COHER on assett to any sedeset wellt. (801) 863-8380 (8-10)

Add that big market cound to your CHR. Experienced medium market personality cests new shallongs. Great place. T&R prolisios. NCON MxCOLLISTER: (312) 464-6374 (5-10)

Over 1000 character valued Many sound the same . . . amening BROWN & CO, for hire. Top-60 merios. (804) 237-2138 (5-10)

to pashage. FBP announcer available for your sports age new. Five years division one experience. JOHH RE-TTORP: (714) 526-2475 (5-10)

Medium market mercings. Telerand AM drive pre pr nations & coverus, SEAR: (208) 533-6002 (6-10)

Major montot pro avallette for APD/GID or alrebili. All for mass. Season markets professol. AL: (201) 665-2041 (6-10

reduction manager at EMETA.co Angelos for eigi validate news. QUB (CRUBQBN: (2126 472.000)

sten RYC joshs: Nood a sidebick? I can do voloce & write Experienced on top shows. Ring my ding-o-ling! The Rt (618) 200-1143 (6-10)

Declarated & hard-working A/C or Country personality testing for a good seed market. Willing to releases. JOHN: 1801: 767-1986 (6-10)

iumend medium merket als percendity ecolo fulfii ion. Steeng vales, entivelectic, all merkets consi electic. MICHAEL: (617) 372-0443 (6-10)

Tulishasses CHR, ArC personality testing for FL gip. Top pro-duction & references. LARRY: (904: 386-1780 or (812) 246-1690 (6-10)

oy, de I wast best tel 15 year funny & family men new in ther business. Marring communicator, Lat's tell. (702) 71-7865 (5-10)

Tota Kapa, accordited school. Need start, mature & de-ile. Six membre name tutering. DJ for sports. Can de Iten. 808 DAVIS: 1602) 244-8473 or 832-2222

eather 16 year voteren in all formate copking full or partitime obtain in CA. Excellent production. JACK: (818) 204-8013

Oursers/BM*s, take charge GM/PD with 23 years experient to cooking CHR or A/C for research, production or on-sir pt

Wanted: Greater Chalmest-Bayton area. Professional with 15 years experience as PDAID leaking for CHR, A/C or B/U. Available new. SCOTT; (513) 528-5783 (5-10)

vionand Country programmer with anostient track numbers seeking a long term position with a stable op in SE/SW, NCCK; (218) 633-4663 (5-10)

GM's: Modhum market PD in Great Labos area in my gool. Will consider small market PD. Experienced, amouth & great pro-duction, MARK: :2001 484-9431 (5-10)

past achest grad eaching entry level position en-air. Id in news/production. Will releasts to CHR, A/C or Available new, TOM: (318) 386-4212 (6-10)

Miners Philasher wents to stick his shilch in your or get the audience? Sign on the ultraseny innovator is blass. Phana PH.AMH: (2011 277-8240 (5-10)

stanced research consistent is looking for a charge. Ma-ledium markets considered & am relecatable. Lut's tolk it increasing your numbers! (416) 294-5408 (5-3)

I am homeeleh for New England & the NET Recent college grad with over seven years superionas seeks elet in any AOR, CHR or A/C. SCOTT LEVISON: (306) 730-4230 (6-3)

PD with winning treak recent wents to come home to the East in any Country, CHR or ACR esstion. JOHN: (703) 886-8044 as 848-8271 (6.3).

very percentality in the same market since '66 cooks simi

POSITIONS SOUGHT

Presently employed, hard working & experienced family man seeks a long-term appartunity in MA or NM. THOM WHET-What is 1% SAEL 1888 (E.S.)

IBBY HART: Major market dating talk show personal pling good apportunity in Top 25 market. If you're lea | volumes: 17071 443-8030 (5-3)

Young & ambitious pre-with four years experience is now at 100,000 wett Country PM & went a CHR or small merhet PD ster. BDM ALLBIE: 6116: 663-7466-75.3

Con't reak when you're unemployed. Pre with experience at KLOL & 96X profess NW, North or East. DON YORK: (\$12) 676-2686 or 676-7036 (6.3)

Just namewhy missed out a ME glg. KCRK/Welnut Cresh weshender is easiling fulltime slot. PRANK BUTERA: (415) 223-1534 (6.76)

12 year are currently breedcasting music & news worldwide with the Veice of America in D.C. wents a position in S. CA or Les Vegas. STEVE: (301) 340-2296 (6-3)

The best needs one more page. Large motes area ject with drive time & MD experience seets Top 100 mile climate sta-tion. CRAIG: (306) 746-8092 or 766-1292 (5-3)

PROMOTION SPECIALIST

w/production MAJOR MARKET EXPERIENCE in all phamayor mannos Extravores on an phe-nes of marketing including elec client te-ira, promos w/major bands. AMD commercial production. Conception to essecution. Teed a portfolio w/escellent refs upon request. R. Reth Wilson. (303) 759-8008. P.O. Box 781, Englewood. CO 80110.

Available new: Reteastable DJ with experience in news, copyrighting, PEP & production. Give me a good start! GREG: (308) 366-4212 or 704-6526 (6-3)

working pro with eight years experience in news, an-ing & production is immediately available in L.A. RON WIGTON: (213) 501-6048 (5-3)

ionce in gramations, traffic, continu-luction decires beginning oir shift, but pn. (200) 782-0177 (6-3)

Helpi Creative reck jeck is being held priceser in Pitteburgh, America's leading MOR only. Send help quickly! JERNY STROTHERS: (412) 244-8872 (5-3)

vo dene AOR & CHR air werk in Chicego, Sc Re & have programmed in Milwayles, Ada RENT ALBERTS: 14041 794-8007 (5-3)

yeer gro with major market experience seeks Production for slot &/or sir shift in the TemperSt. Petersburg ares. BDO: (212) 878-8866 (8-3)

DAVE HENDRY: Jock in the alternaces of KLEW-Louvence to teching for a Kanese City or Topola opening at any station. (812) 841-7044 (6-3)

Fire with three years experience in Country, A/C & CHR is leaking to move up to a medium market challenge, especially in that TX, JMI: effolis 5.22-794.3 (5-3)

ude is my Me. Ambitious team player with good voice & eduction shifts has a S.A. & eight years A.C., CHR & AOR gariance. JSFF: (306) 763-1071, ofter 7 edt (6-3)

Top-resed jost with eight years experience is tired of the B.S. & worse to work with true professionals. D.L.: (317) 368-4360 (6-3)

15 years experienced at retent currently working #1 Oldes station Super 1080 wents to relocate anywhere for any station, DARRYL EVANS: (818) 805-9386 (5-3)

Man assest five on paratime alonel Announcer/production position sought in very small market station East of the Mis-sissippi. DOM: (815) 888-3752 (5-3)

I'm lacking for a real good PD to round out my air parlermanes. I've get five years UIC experience & profer a West Coast rendum/maior methot, BLMO: s8005 773-8125 (6-3)

Turn me an tenight . . . I'm redio authre. Fermer WCKOAM Production Director/Assistant PD with good pipes acaks (AOR challenge. BMAN: (306) \$22-4323 (5-3)

Experienced Production Director who is a creative writer has a great blade & character velcas. Farmany with WFBQ/Ind-propolis, I'm ready new, TOM: (317) 540-2105 (6-3)

or market marning personality with ever 80 character set 8 11 years as a stand-up come; is leaking for a slot se or with a team. WOCDY: (400) 882-8238 (5-3)

RICK BECKETT: 16 year humanous, informative & creative pro is near available. Presently leaking for similar slot any values, (2008-061-7282-15-3)

Assention exail meriods: If you're looking for an ambitious, creative & hard working female announcer with drive & dedication, and MINIAM: (213) 283-1274 (6.3)

POSITIONS SOUGHT

ivalishte MD/angher with over 20 years expertance. Two ears in news, went stat in Philadelphia, St. Lauis, Denver or nywhere in Pt., (813) 446-4871 (4-26)

ID KBLLY: 10 years experienced CHR personality is evalu-tions, Fermerly with 884 & 887, I'm ready for a challenge th a winner arts. (SO4) 348-4428 (4-19)

pd 8th meriod the 21st year as a Philodolphia PD/GM/per-nality. New I'm sesting a similar combo in a Top 10 mar-s, ALAN SWAN: (215) 674-0888 (4-12)

Ban Prensisse volce ever/promotions specialist wents a pot-tion at a West Coast production house, agency or station. QEORQE: (714) 788-0805 (5-3)

MISCELLANEOUS

WBWG needs record corden from all labels. Cornect WBWG, Correllion Ave. Extended, Greenweed, MS 20030.

PMRC/Washington, BC needs MOR & A/C singles & LP ser-les from all labels. Chuck Dichemenn, 6121 Georgie Ave., Buer Suries. MD 20010, rtl-10s

SFWGatingham needs Country cervice of singles & albums. Non Res., Box D. WA 98227, (5-10)

CHR & A/C record corvice needed immediately! Send produ to: WVTI, 1366 Janes Rd., Malbourne, PL 32936. (6-10)

outh FL's top-ested AMFRII combo needs CHR & AOR co-co. Send singles & elbures to: Tine, WAR, 95, 7 McDenald rs., Key West, 32040. (200: 200-7576 (5-10)

Quad Chias requests A/C record corvice from all labels of aldies as well as current hits. Tim Scott, 2940 Brady overgent, IA 52804. (5-3)

WWINI, All 530 Red Country, each record service. We fee-ture current, traditional & bluegress music. Rechessor Hill Rd., Rechester, NH 03867. (5-3)

VRILLes Veges needs emergency CHR service from all Is-els. Robert Heliday, 919 West Benance St., NV 89106.

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope

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

R&R Opportunities Advertising

Radio & Recordo provides tree (24 words or 3 lines) lietings 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 de

Display Advertising

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

Blind Box: \$45 per inch per week (me mum 35 words per inch). In-cludes 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

For Opportunities you may place your free Por Opportunities you may pace you nee isongs by phone only on Wednesday, Thursday & Friday Sem-Spm (PST) (213) 563-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA

Thank you, Black/Urban Radio for helping us reach our goal!

Sade and Luther Vandross are now platinum-thanks to you! Robain / Spic

Distributed by CBS Records

NATIONAL MUSIC FORMATS

Added This Week

Satellite Music Network George Williams (214) 343-9205

The Starstation

HAROLD FALTERMEYER "Axel F"

Country Coast-To-Coast

JOHN ANDERSON "It's All Over Now"
GARY MORRIS "Lasso The Moon"

Rock 'N' Hits

PHIL COLLINS "Sussudio" SURVIVOR "The Search is Over"
JOHN CAFFERTY & THE BEAVER BROWN BAND "Tough All Over

"Crazy In The Night (Barking At Airplanes)"

Concept Productions

Elvin Ichlyama (916) 782-7754

DURAN "A View To A Kill"
CYNDI LAUPER "The Goonies 'R' Good Enough"
LUTHER VANDROSS " 'Til My Baby Comes Home" JOHN FOGERTY "Centerfield 'TIL TUESDAY "Voices Carry KIM CARNES

"Crazy In The Night (Barking At Airplanes)"
JOHN CAFFERTY & THE BEAVER BROWN BAND Tough All Over

Country

JANIE FRICKE "She's Single Again"
DAVID ALLAN COE "Don't Cry Darlin"
DOLLY PARTON & KENNY ROGERS "Real Love"

Media General **Broadcast Services**

Bob Dumels (901) 320-4433

JOHN FOGERTY "Centerfield" JOHN FOGERTY "Centerfield"
MAUREEN STEELE "Save The Night For Me"
TINA TURNER "Show Some Respect"
JOHNNY MATHIS "Right From The Heart"
EVELYN "CHAMPAGNE" KING "Till Midnight"
ANNE MURRAY "I Don't Think I'm Ready For You"

Your Country

HANK WILLIAMS JR. "I'm For Love"
BELLAMY BROTHERS "Old Hippie"
KENNY ROGERS "Love is What We Make It"

Hit Rock

PHIL COLLINS "Sussudio"
DURAN DURAN "A View To A Kill" BOY MEETS GIRL "Oh Girl" MICK JAGGER "Lucky In Love"
CYNDI LAUPER "The Goonies 'R' Good Enough"

Transtar

Chick Wetkins (303) 578-0700

Adult Contemporary

DeBARGE "Rhythm Of The Night" REO SPEEDWAGON "Can't Fight This Feeling" MADONNA "Crazy For You" BRUCE SPRINGSTEEN "I'm On Fire" DAN FOGELBERG "Go Down Easy"

Country

Tom Casey (213) 460-6383

LEE GREENWOOD "Dixle Road"
STEVE WARINER "Heart Trouble"
LOUISE MANDRELL "May-be My Baby"
STATLER BROTHERS "Hello Mary Lou"

TM Programming Cal Casey (214) 634-8511

Stereo Rock

LUTHER VANDROSS "Til My Baby Comes Home"
PHIL COLLINS "Sussudio"

REO SPEEDWAGON "One Lonely Night"

TM Country

JOHN ANDERSON "It's All Over Now" JANIE FRICKE "She's Single Again" HANK WILLIAMS JR. "I'm For Love" VERN GOSDIN

'Dim Lights, Thick Smoke, (And Loud, Loud Music)"

Peters Productions, Inc.

Country Lovin'

DAN SEALS "My Old Yellow Car" HANK WILLIAMS JR. "I'm For Love" GARY MORRIS "Lasso The Moon"

The Great Ones

LIMAHL "Never Ending Story"

Drake-Chenault

Bob Laurence (818) 883-7400

CYNDI LAUPER "The Goonies 'R' Good Enough" LIMAHL "Never Ending Story"
GRAHAM PARKER & THE SHOT 'Wake Up (Next To You)' JOHN CAFFERTY & THE BEAVER BROWN BAND

Tough All Over Contempo 300

MADONNA "Angel" GRAHAM PARKER & THE SHOT Wake Up (Next To You)

Great American Country

HANK WILLIAMS JR. "I'm For Love"
BELLAMY BROTHERS "Old Hipple"
WILLIE NELSON, KRIS KRISTOFFERSON,
WAYLON JENNINGS, & JOHNNY CASH

Radio Arts

Country's Best

BELLAMY BROTHERS "Old Hippie" HANK WILLIAMS JR. "I'm For Love" ALABAMA "Forty Hour Week (For A Livin')"

Soft Contemporary

DOLLY PARTON & KENNY ROGERS "Real Love" LIMAHL "Never Ending Story"

Sound 10

JOHN FOGERTY "Centerfiel WHITNEY HOUSTON "You Give Good Love" WHITNEY HOUSTON "TOU GIVE GOOD LOVE PHIL COLLINS "Sussudio" EVELYN "CHAMPAGNE" KING " 'Til Midnight" ANNE MURRAY "I Don't Think I'm Ready For You"

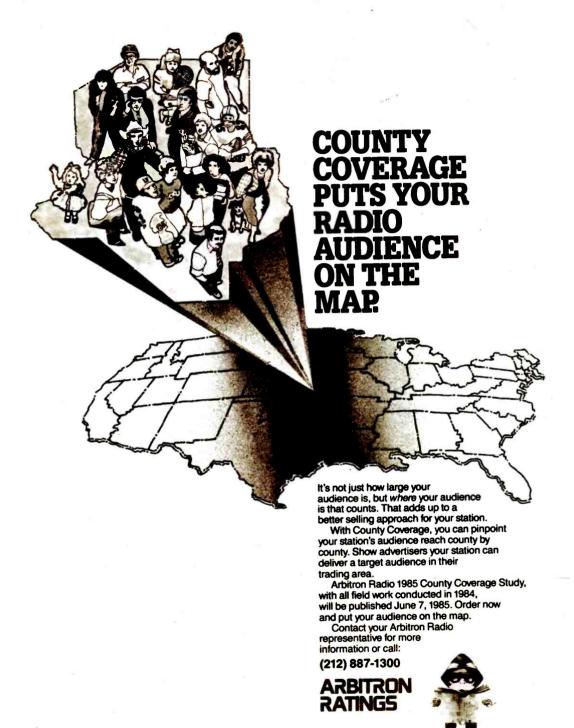
nn Sherman/Bob English (206) 624-8651

Adult Contemporary

LIMAHL "Never Ending Story" SADE "Your Love Is King"

Modern Country

ALABAMA "Forty Hour Week (For A Livin')" ANNE MURRAY "I Don't Think I'm Reedy For You" CHARLEY PRIDE "Down On The Farm"



BLACK/URBAN

BREAKERS.

Material Theogy (Soiar/Elektra)
71% of our reporting stations on it. Rotations: Heavy 2/A, Medium 26/A, Light 30/16,
Total Adds 21 Including WDAS, WDJY, KYOK, KYMB, WEDR, WYLD-FM, WOWI, WGCI,
WEIM, 230, WFLZ, WKWII. A Most Added record. Debuts at number 30 on the Block/

KENNY & & KASHIF

LEVO On The Rise (Arista)
70% of our reporting stations on it. Relations: Heavy 1/6, Medium 23/1, Light 33/6.
Total Adds 16, KINDK-Pil, KINNE, WYLD-Pil, KIN, KJELH, WKND, WJAX, WLOU, KAPE, KDKO, MOVES-64-37 on the Static

TYPE, CULLINS

Secondic (Altertic)

68% of our reporting stations on R. Rossifons: Heavy 3/0, Medium 20/3, Light 33/14,
Total Adds 17 Including KNOK-Pil, KIBJO, KRNS, WGCI, WZAK, KDAY, WJAE, WICK,
WDAO, WTLC. A Most Added Record.

LOOSE ENDS

Hangin' On A String (Contineplating) (BCA)
60% of our reporting stations on it. Relations: Heavy 6/0, Medium 28/2, Light 27/14.
Total Adda 16 including WILD, ICEAD, KYVOK, KSA, WRIEK, WILE, OCISA, WRDW.
WPDD, WBIK. A Most Added Record. Debuts at number 34 on the BlackUrban obstr.

EVELYN "CHAMPAGNE" KING

EVELYN "GRAMFFAGNE" KING
TIII Midnight (RCA)
65% of our reporting stations on R. Rotations: Heavy 646, Medium 2646, Light 29/7,
Total Adds 7, WHIK, WIDR, WIGD, KIE, WJYL, WLOU, WKWIL Mediums Include WARIO,
KKDA-PM, WGCL

NEW & ACTIVE

PASS. MARECRETLE "Wing Tet" (Pvolin) 40/7
Rossborn Heavy 10, Medium 21/1, Light 2548 Total Adds 7, WACK, KYCK, WEDR, KCIRL, WICK, WBMK, KHVS Meavy
WWOM Mediums include WYEE, KKOA-Fel KYME, WYLD-Fell WCON WOMT, KYZK, WALS, KACK
TINA TUSINESS. "Places Spans Respectal" (Califolin) 47/14
Rossborn Heavy 30, Medium 202, Light 34/11 Total Adds 11, WOMS, KMJD, WEDR, WCDM, KYZH, WARE, KYCK
WOOLD WYZH, WHICH KYCHE WWOM WOOD, Newy, WACK, WCOA, WALSK
WALS, "YANG THE Total Total Result" (Pvolins) 40/17
ROSS BLILL, "YOU THAT Total Result "Pvolins) 40/17
ROSS BLILL, "YOU THAT Total Result "Pvolins) 40/17
ROSS BLILL, "YOU THAT Total Result "Pvolins) 40/17
ROSS BLILL, "YOU THAT TO THE WOOD WOOD, "WERK, WCOA, WCCO, WCCO, NOCK, 10-94M WKOO, KKZ, KCNO, Heavy
WOOLK, KINGS WOOLK, WCCO, WCCO,

WOAD "PHILLIP BALLEY "Wolfeing On The Chineses Well" (Cubumbin) 48-6 Roberts Heavy 10 Medium 730 Light 168 Icea Acids 8 WAAD WHICH WITH, WOLDK WLIS, WPLZ, WZZZ KURCH Heavy WDDW Medium nichade WXTV WUD, WDDA WDDW KINS 1890 ICEA WITH RSDL WELL WOLDK WITH WITH ISDL WELL WITH ICEA WITH ISDL WITH ISDL WITH ICEA WITH IC

Q, WATER, WHOD, WEIGHT WUCH, WITCH WIND THE STREET PLANT "BETTE PLANT" "BETTE PLANT" "BETTE PLANT" "BETTE LEVE THE STREET PLANT "BETTE PLANT" BETTE PLANT "BETTE PLANT "BETTE PLANT" BETTE PLANT "BETTE PLANT "BETTE PLANT" BETTE PLANT "BETTE PLANT "BETTE

PENNYE PORD "Bangareus" (Total Experience (TCA) 27/6
Rossons, Heavy 1/0, Medium 10/1, Light 16/6, Total Adds 6, WKHVI, IV

BOBBY WOMACK "Semeday We'll All Be Pres" (Severly Glas) 27/4
ROSSOTS Heavy 1/0, Medium 9/2, Light 17/4, Total Adds 6, WHEE WILD KDAY, KJCB WJML WANT, Heavy KACE

Robbins Heavy 10, Medium 92, Light 17/4, Total Adds 6, WEE WILD KDNY, KJCB WJM. WHAT HEAVY MACE MEDIUM WINES WORK, KDC, WICK, WECK, WICK, WORK, WICK, WICK, WICK, WICK, KJCB WJM. WICK, KJCB WJM. WICK, WICK

MOST ADDED

Many Games (Capitol) Lovesus STANSII (25) ppin' (Affantic) DEELE (21) enal Thangz (Solar/Ele econec CLIRTON (19) Double Oh-Oh (Capitol PHL COLLINS (17)

HOTTEST

You Give Good Love (Ansuusa Pon Africa (11) ILYMAXX (27)

ng in The Lecies Room (Constellate seat (29) Smooth Operator (Portrat/CBS)

SIGNIFICANT ACTION

RAFFEN DUES "Rappin" Dubs" (JWF) 24.6
Rossons Heavy 4/1, Medium 9/1, Logit 11/3, Tool Addo 5 WIRKS WEDR WKND WTRL WLOU Heavy WJM. WKNM WTRL MICH. Selder www. WAME. WOX. WED. WZDK KLH WJJ. WBL.

**WYTEN "Paradios" (Casad/SECA) 24/1
Rossons Heavy 00, Medium 50 Logit 11/3, Tool Adds 1 WTDY Medium WKYV, KYDK, KRINS KAPE WWWS

**WILL (INIS "Tim Serry" (Tital Experience RCA) 21/6
Rossons Heavy 10, Medium 50 Logit 11/5, Tool Adds 5 WEDR WOW, WATV, KOKA WTLC Heavy KRINS Medium

**Rossons Heavy 10, Medium 50 Logit 11/5, Tool Adds 5 WEDR WOW, WATV, KOKA WTLC Heavy KRINS Medium

DIC CITY II ROOMY WENT YOU" (Epic) 19/9 STORE CITY II ROOMY WENT YOU" (Epic) 19/9 STORE HOUSE OO Mindow 4/2, Light 19/7, Told Adds 9, WACK, WYEE, WENN, WICH, WPDQ WLCU, KHYS WEAS

MINE MILL "You've Bot the Running" (Orban Sounds) 19/2 lors Heavy 60, Madum 60, Lant 13/2. Total Acto 2, WEDR, WENK Medium KING, WHOK WHIC KJCB, WEAS

RUNCE "Was the Neu" (Sinhes) 18-2 Brainnan Many 1/0, Madlum 7/0, Light 10/2, Total Adds 2, KJCB, KOKA. Heavy WDIA. Medium WYEE, KANB, WDMT.

WICH WEAR, WTLC, WWWS
LEAL-LIEA & CRUT JAIN with FULL PORCE "I Wonder II I Tulin You Nome" (Calumbia) 17/18
ROMENTS HONG 20, REGION 76, Light Sie. Total Adds 10, WXYV, WURL, WDJY, KINS, WDJY, KLINE WOLT, KLIN WICH, WHICH
WOOK, WWWS Heavy KACE WARM Makin, WINCK WDJA, WOW, WZEN-FIR KDJAY
CANE, MISSESSESS "Can I Step This Fooding" (Sale) 17/6
ROMENTS HONG 17/0, MISSIAN 20, Light 14/6, Total Adds 5, WMCK, KDJAY, KSDL, WFDQ WEAS Meavy WOW! Missian

ACE, WIGH MANDAISE WALBER "The Nature Of Things" (WB) 17/6 INSIGENT Henry 10, Indian 7.0, Jugh 95. Total Adds 5. WIGH) WEMAN, WITCY, WWDM, WWWS Houry WYEE Ma ACE, WHIDM, KORD, WATY, WEMEN, WYCK, WOTH, WINDFERS "Bon't Keep the Walting" (Subst/Elektra) 10/13 INDIANO HENRY DO, INDIAN SHAN, WHO WADO HEARIN WILD, WHUR WITMP, WILB KACE KDAY, WARK W WINDS, WWDM, WARR, WHO WADO HEARIN WIND.

18 "Angel" (Bire/199) 16/7 Heavy GO Middum 42, Light 12:6, Total Adds 7, WHUR WILLIM, KDAY, WJAX KIIZ, WJJS WPLZ Mo

NINGRAY HEAD "Goe Hight in Beegint" (NECA) 16/2 Nosacra Heavy 7:0 Modum 31, Light 61, Total Adds 2, WGLZ, WLUM. Heavy KNOK-FM. KSH, WRDW, JETSH. WJAX.

Rossbors Heavy D.G. Madum 1/1. Light 14:13 Total Adds 14, WUSL, WACK WYEE, KINGS WEAKS WOMT KOXL, WTKL WHOIL KUEB, WOOK, WTOY, WTI.C. WWWS

WIOK ILCB. WOOK, WTO', WTIC. WHWS
COMMODERES "Asimal Institut" (Bidwins) 18/13
Rossions News, 171, Modum 31, Light 11/11, Toss Adds 13, WXYV, WDJY, WHUR WAQK WRDW, 283, WPDG WJJS
ILANE, WARAN, WADA, WTIC. KURG Modum WZAK, WPEG
JAMMA CHARAN, WTIC. KURG Modum WZAK, WPEG
Rossions News, 90, Modum 240, Light 122, Toss Adds 2, WOTE, WEAS Modum KOKA KDKO
BESINGE NOWARDS "Love WIII Find A Wuy" (TEAL-Plas Adds) 13/4
Rossions News, 90, Modum 30, Light 124, Mark Adds 4, WXOK, WBAK, WTOY, WDAO Modum KRNB KACE KJLM
Rossions News, 90, Modum 30, Light 84, Toss Adds 4, WXOK, WBAK, WTOY, WDAO Modum KRNB KACE KJLM

WOMG WANNE EAST KINGENT "THY Test Test" (Birsparktes) 12.3 Rosebore Hesey 3.0, Medium 5.2, Light 9.1, Total Adds 3, WADK, WANNE, WWWS Hosey WDLY, WYLD-FM, WJAR Me Hosebore Hesey 3.0, Medium 5.2, Light 9.1, Total Adds 3, WADK, WANNE, WWWS Hosey WDLY, WYLD-FM, WJAR Me

n Reduction from the "Buttes 12/6 BELA "All Hung Up" (Buttes 12/6 Rons Newy 0/0, Medium 4/0, Light 8/0, Total Adds 0 Medium WDMT, WZEN-FM, KSOL, WQCK

Roselone Neery DO, Micromeria, Lighte VI. PRINCE: "Roselonery Boert" (WBD 11/6 Roselone Heavy 2/0, Medium 4/3, Light 5/6, Total Adds 8, WILD. K94, WBLZ, WILDA KACE, OCTOS, KRZ. W.US. Heavy (Roselone Heavy 2/0, Medium 4/3, Light 5/6, Total Adds 8, WILD. K94, WBLZ, WILDA KACE, OCTOS, KRZ. W.US.

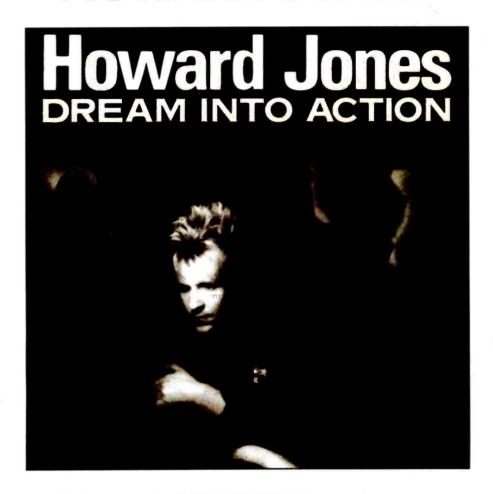
Robinson Heery 20, Medium 4/3 Light 90, Toll roll on Mich. M

WWDM DERNIES LaSALLE "Thy To To" (Bloknos) 11/2 Rotelana Hobry OO, Modum 2/0 Light 92. Total Adds 2, WBLK WEAS Modum KYOK, WATY AMATA "Ballon Str" (Bloknos) 16/6 Rotelana Hobry OO, Modum 91, Light 74, Total Adds 5 WBMK WGCI WKNO, WGMG WDAO Mediu

Roseborn Heavy DC resource - Carlo 1845 Roseborn Heavy 2:1. Medium 2:1. Light 6:3 Total Adds 5 WDLY KYOK KMLMI KACE OCYOS Heavy KNZ Medium WLD Roseborn Heavy 2:1. Medium 2:1. Light 6:3 Total Adds 5 WDLY KYOK KMLMI KACE OCYOS Heavy KNZ Medium WLD

Breakers are those records that have achieved concurrent airplay at 60% of cour reporting station. New & Author scools are receiving simpley at 25 or more stations. Records in Significant Author are receiving simpley at 25 or more stations. Records with substantial heavy and medium rotation simpley activity do not have to achieve thresher status to enter the Black/Urban chart. Records which have achieved Breater status must also have sufficient heavy and medium rotation airpley to enter the chart. Checkmarks signify the most added of the non-charted records.

HOWARD JONES



British superstar HOWARD JONES breaks in America with his smash single "Things Can Only Get Better."

Current believers are:

WWIN, WXYV, WDJY, WKYS, WHUR, WANT, V103, WPEG, WGIV, 3WZ, WWDM, WEDR, WPDQ, WTMP, WGCI, WBLK, WZEN, KMJM, KPRS, WHRK, WLOK, KRNB, KGFJ, KJLH, KACE, XHRM, WJYL, WNHC, WPLZ, WLUM, KQXL, WVKO, KUKQ.

Urban Track: 58* Biliboard
CHR Track: 19* Biliboard
17* R&R
CHR Album: 34* Biliboard
18* R&R
Pick To Click In Impact.

Remember, "Things Can Only Get Better" with HoJo!

BLACK/URBAN ADDS & HOTS

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82 Reporting Stations 79 Current Reports

this week: WWIN/Baltimore, JET94 Chettanoogs and WDIA/Memphis, WQKS/Williamsburg is no longer a Black/Urban reporter.

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INDESPRESSION JAPAN CONTROL CO

Stations are listed by region. Hots are listed in order of their airplay activity.



A <u>HIT</u> On THE RISE FROM KENNY G & KASHIF.

BREAKER37*

Together these two dynamic musicians have come up with a sound that's too hot to cool down.

'Love On The Rise"

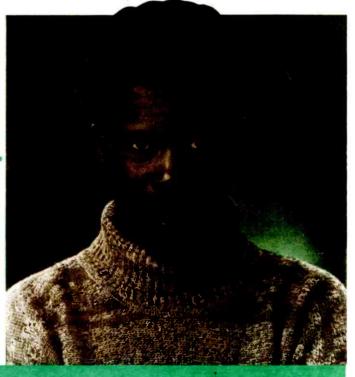
From the album **GRAVITY** by **KENNY G & G-FORCE**

THE THIRD WAVE OF SUCCESS FROM BILLY OCEAN.

The title track from his platinum LP is his third consecutive top 5 hit!

"Suddenly" 15*-5*





Arista Means Action...
And There's More To Come!

ARISTA

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

MAY 10, 1985

- STANLEY JORDAN/Magic Touch (Blue Note)
- RARE SM.K/American Eves (Palo Allo)
- ŏ WEATHER REPORT/Sportin' Life (Columbia)
- KENNY BURRELL GROVER WASHINGTON JR./Togethering (Blue Note)
- STANLEY TURRENTINE/Straight Ahood (Blue Note)
- PROFESTIME AND ERROR/When The Sun Goes Down (Concord)
- MAYNARD FERGUSON/Live From San Francisco (Palo Allo)
- BOOSY MUTCHERSON/Good Bart (Landmark)
- VELLOW JACKETS/Samurai Samba (MB)
- FRANK V REMILER/Canwalk (Concord)
- EARL KLUGH/Soda Fountain Shuffle (WB)
- CHET ATKINS, C.S.P./Stay Tuned (Columbia) 11 12
- TAMA MARIA/Made in New York (Manhattan)
- DAROL AMBER & BARBARA HIGBIE QUINTET/Live At Montroux (Windham Hill) 14
- PHIL WOODS QUARTET/Live From New York (Palo Alto)
- GEORGE HOWARD/Dancing In The Sun (TBA/Palo Allo)
- MIDRA LEBISANA W/NEBULA/No Standing (Zobra)
 - DAME GRUSSIL/One Of A Kind (GRP) 18
- DIZZY GALLESPIE/New Faces (GRP) DIZZY GILLESPIE/New Faces (GRP)

 23 PATRICK PLUMCETY/Plunteits' Safari (Noran)

 - SMICHEL PETRICCIAIN TINO/Live At The Village Vanguard (George Went/Concord)
 - ANDREAS VOLLENWEIDER/White Winds (FM/CBS) 22 22
 - # SPECIAL EFK/Modern Manners (GRP)
 - TAL FAMLOW/The Legendary Tal Farlow (Concord)
 DAVID SANSORM/Straight To The Heart (WB) 20 24
- DEBUT -ANTHONY BRAXTON/Seven Standards 1985, Vol. I (Magenta/Windham Hill)
 - 10 27 ROCKY FORD/Shorter Ideas (Muse)
- POCKET CHANGE/Colors Of The Wind (Brainchild) DEBUT > @
 - JAMES WILLIAMS/Alter Ego (Surmyside) 20 29
- DEBUT LIZ STORY/Unaccountable Effect (Windham Hill)

Block/Urban stations contributing to Jazz; WKIND/Harrford, Meltonae McClean; KJCB/Lefayette, Bostnoe Evens; WKILD-Milities Orleans, Data Bjennor; WGCIC/Incage, Carban Americang; WDMT/Clavistand, Dean-Dean Ruhal; WWII/Crideab, Milities Refered; 2018/86/an Dioge, Duff Uniterey.

NEW & ACTIVE

INTOKEL PORMAN "Train Of Thought" (Maganita: Windham HW) 18-6
RICC: RUSK Medium REAR KAR KEM
RICC: RUSK Medium REAR KAR KEM
RAKOY BERMERH "Medium FERA KAR KEM
RAMOY BERMERH "Medium FERA KEM
RAMOY BERMERH "Medium FERA WFOL
WANCH KICC: KFALI RICC: KFAL WFOL
MILES BAWS "Yes're Under Arrest" (Columbia) 12/4
Ressora Newy, 11-1, Medium 81, Light 21, Earl Adds 1, Idail Adds 4, WRTL KKGO, KJAZ, WYBC Medium WBEE, WNOP.

EE MONZON "The Stay is The Limit" (Passa) 11/3 sery 1/0, Medium 7/1, Light 2/1, Estra Adds 1, Total Adds 3, MLOQ, WBEE, WJZZ Heavy WZAM Medium KSAX.

WARD, WIVE, KIPM, WORD, WYCH
CHICK COREA "Voyage" (ECIR) 18/1
Relations Heavy 0'C, Medium 6/C, Light 3/Q, Entre Adds 1, Total Adds 1, WMOT Medium WKSU, KPLU, WUSF, KWMU KLCC.

DAVE MoRESMA "The Key Men" (Censord) 19/9 Robins Heavy 4/0 Medium 2/0 Lept 4/0, Edin Adds 0, Total Adds 0 Heavy WYRS, WFPL, KLON, WMD Medium WFAE.

David THIS ONE'S A KILLER! "You're Under Arrest" Miles's newset Columbia album is armed with songs of the highest ceilber. Nured is Miles's distinctive interpetation of the Cyndi Lauper hit, "Time After Time." Also ed as his first-over 12" single. A new milestone in a career that's already

MOST ADDED

DEZZY GOLLESPIE (24) New Faces (GRP) EARL ILLIEN (13) LIZ STORY (16)

Unaccountable Effect (Wind SPECIAL EFX (9)

HOTTEST

BASE SILE (18) mencan Eyes (Palo Alic WEATHER REPORT (18)

STANLEY TURNESTING (12) VELLOW MCKETS (12)

TOM GRANT "Just The Right Moment" (Passa) 9/8
Rossions Heavy 1/0, Medium 1/1, Light 2-2, Eutra Adds 5, Total Adds 8, KERA, WHADT, KJZZ, KMHO, WFSS, KRVS.

JAMENY POWDER "So Many Stars" (Missione/Factory) 9/7
Rossons Heavy 3/2, Medium 3/3, Light 2/1, Entra Adds 1, Total Adds 7, WBQO, WNOP, KBEM, KLON KJAZ WFSS

HONES, HAMPTON "Ambascader At Large" (Blad-Hamp) \$/2 Rossons Heavy, 010, Medium 7/2, Light 2/0, Extra Adds Q, Total Adds 2, WUWM, WYBC Medium WMOT, WBBY WKSU

Rotations Heavy 4.0, Medium 4.0, Light 1/0, Estra Adds 0, Total Adds 0 Heavy WBFO, WRTI, WUWM, WNUR Medium

MARK RIARPHY "Sings The Net King Cele Senghosk" (River) \$/1
Rossons Newy 4-0, Medium 2/0, Light 2-1, Estre Adds 0, Total Adds 1, WBEE Heavy WBFO, WYRS, WUWA, WUBF

PAML WITTER COMPORT "Concert For The Earth" (Living Music) 7/2 Rotations Henry 1/0, Medium 1/0, Light 5/2, Eates Adds 0, Total Adds 2, WGBH KE KERA Heevy KCSC Medium WFPL

Restors Heey: 1/0, Medium 1/0, Light 9,2 Estirs Adds 0, Tolai Adds 2, WiGBH KERA Heey: KCSC Medium WFF, JABANA BERGARTSTBE: "Fore fiver four Estirs Espects Den" (1906-pages 3) 8/2 Relations Heey: 3/1, Medium 1/0, Light 1/0, Extra Adds 1, Tolai Adds 2, WIGO, KADX Heey: WFFL KFLU Medium WEBR JEFF LOREST "This 9'S Size (Article) 8/1. Restors Heey: 9/0, Medium 4/0, Light 2/1, Extra Adds 0, Tolai Adds 1, KERA Medium WZAM, KEEM WMGI: WGC 8ADE "Othersonal Libin" (1916-page) (28) 9/6. Rotesona Heey: 3/0, Medium 1/0, Light 2/0, Extra Adds 0, Tolai Adds 0, Heey: WZAM: WMGP: WMGI: Medium KMHO.

REGIONALIZED ADDS & HOTS

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MENWEST

96 Reporting Stations 51 Current Reports

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--LIS STORY DESIGN STLASSIFIES But took :

KCSC/Oldehome City, KPLU/ Facome-Seattle, KTCJ/Minneapolia WBFO/Buffalo, and WVOI/Toledo called in a freeen playllet.

70/B&R FRIDAY, MAY 10: 1985

covered it all.

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

Shape S Months N	-	Last		
				CONWAY TWITTY/Don't Call Him A Cowboy (WB)
	•			CHARLY McCLAMARAGO Heat (Epic)
	5			ROBBIE BILLBAP/She Keeps The Home Fires (RCA)
	11			ROSSEE MonovielL/in A New York Minute (Epic)
	4	3		MARK GRAY & TAMMY WYNETTE/Sometimes When We Touch (Columbia)
12	7			JOHN CONLEE/Norking Man (MCA)
11				MERLE HAGGARD/Natural High (Epic)
15 16	10			QAK RIBGE BOYS/Little Things (MCA)
- 7	2			SYLVIA/Fallin' In Love (RCA)
23				CRYSTAL GAYLEAnobody Wards To Be Alone (WB)
	17			RECKY SKABOS/Country Boy (Epic)
21		14	ŏ	BARBARA MANDRELL/There's No Love in Tennessee (MCA)
				T.G. SHEPPARD/You're Going Out Of My Mind (WS/Curb)
n				EXILE/She's A Miracle (Epic)
20				WHITEBAT It Ain't Love (Let's Leave It Alone) (MCA/Curb)
24				MEL MadAMEL/Let It Roll (Let It Rock) (Capital)
39	23			WILLIE HELSON/Forgiving You Was Easy (Columbia)
35	27	22	Ā	LEE GREENWOOD/Dixie Road (MCA)
20	24	21	Ŏ	EMMYLOU HARRIEANNIe Line (MB)
36	31	23	ð	STATLER BROTNERS/Hollo Mary Lou (Marcury/PG)
32	29	25	ð	STEVE WARMERAleast Trouble (MCA)
31	20	24	•	BAM SEALS/My Old Yellow Car (EMI America)
3				SAWYER BROWN/Step That Step (Capitol/Carb)
1	- 1	12	24	REBA McENTIRE/Somebody Should Laure (MCA)
				EDBY RAVER/Operator, Operator (RCA)
				ED BRUCE/When Givin' Up Was Essy (RCA)
37	34	31		LOUISE MANDRELL/Maybe My Buby (RCA)
4	6	17	28	EDDIE RABBITT/Warning Sign (WB)
				EARL THOMAS CONLEY/Love Don't Care (RCA)
				JOHN SCHMEIBERAL'S A Short Walk From (MCA)
=	_	45		BELLAMY BROTHERS/Old Hippie (MCA/Curb)
				ALABAMA/Forty Hour Week (For A Livin') (RCA)
				JOHN ANDERSONA'S All Over New (NB)
-	_	44	9	BARY MORRISA.sso The Moon (WB)
46	36	36	*	CMANLEY PROBE/Down On The Farm (RCA) OCCUPAGE JONES & LACY J. BALTON/Size Seven Round (Made Of Gold) (Epic)
005				
DOF	AK	er er	7	MANK WILLIAMS JR.A'm For Love (WB/Curb) RAY CHARLES WANCKEY GILLEY/R Ain't Gonne Worry My Mind (Columbia)
				DAMO ALLAN COE/Don't Cry Berlin' (Columbia)
49	43	4	, 2	NELSON/JENNINGS/CASH/KRISTOFFERSON/Highwayman (Columbia)
				ALABAMA/There's No Way (RCA)
				KERTM STEGALL/California (Epic)
				BOLLY PARTON/Don't Call it Love (RCA)
				KENNY ROSERS/Love is What We Make It (Liberty)
				JUDY ROBINALA've Been Had By Love Before (MTM)
47	91 90	. 20 22	46	JOSEPH BUFFETT/Who's The Blande Stranger? (MCA)
				VINCE GILL/True Love (RCA)
(7)	30	nî.	. 6	JOHNNY LEE/Save The Last Chance (Full Moon/WB)
	7 1	≾		AMME MURRAY/I Dan't Think I'm Reedy For You (Capitol)
41	9U 17		-	KATHY MATTEAR'S Your Reputation Talkin' (Mercury/PG)
41	34	-00		

MAY 10, 1985

Total			
ReportsiAdds	Heavy	Medium	Light
159/2	142	15	2
155/0	131	16	8
162/0 153/0	122 127	39 13	1 13
155/0 155/0	127	29	6
154/0	116	28	10
155/0	117	36	2
162/0	109	47	6
151/0	113	21	17
162/1	81	72	9
153/0	88	51	14
149/1	70	71	8
147/0	81	52	14
160/3	50	97	13
143/1	66	59	18
153/1	59	78	16
158/5	44	99	15
159/1	36	102	21
150/2	27	103	20
154/7	27	106	22
153/7	26	96	32
146/3	29	91	26
123/0	74	25	24
110/0	51	36	23
149/8	16	90	43
133/4	19	87	27
142/9 98/0	24 40	86 31	32 27
144/19	-6	31 75	63
128/19	7	68	53
137/31	2	63.	72
124/61	-	49	69
121/16	2	55	64
125/20	2	55	68
108/4	9	67	32
106/15	6	56	45
113/32	3	48	62
109/21	4	44	61
90/2	6	52	32
96/47	1	31	63
53/0	15	24	14
64/0	9	35	20
55/0	13	29	13
75/2	. 9	35	31
73/2	. 1	45	27
64/0	4	36	24
56/1	10	34	12
84/36	0	21	63
77/48 62/2	2	16 29	59 26
04/2		25	20

MOST ADDED

ALABAMA (61)
Forty Hour Week (For A Livin') (RCA)
ARRE MINRAY (46) ANNE MARAY (48)
I Don't Think I'm Reedy For... (Capitol)
NELSON/ENGINES/CASH/KRISTOFFERSON LSONJEHRINGS/CASH/IPESTOFFER Highwayman (Columbia) BOLLY PARTON & KENNY ROBER: Peel Love (FCA)
JAME PRICKE (42)
She's Single Agein (Columbi
JOHNNY LEE (96)
Seve The Lest Chance (16)
BLEN CAMPBELL (34) (Love Always) Letter To... (Atlantic IMME WILLIAMS JR. (22) I'm For Love (WB/Curb) BELLAMY MINTERS (31) Old Hippis (MCA/Curb) LAME SREEY (28) He Burns Me Up (EMI America)

HOTTEST

CHARLY McCLARI (88) Radio Heart (Epic) COMMAY TWITTY (78) CONTRACT WITH 1 (19)
DON'T CAIL HIM A CONDOY (WB)
MAK GRAY & TAMMY WYNETTE (84)
NETIMES WHEN WE TOUCH (Columbia)
ROMNEE MILEAP (82) She Keeps The Home Fires... (RCA) ROWER MCDOWELL (84) In A New York Minute (Epic) MERLE MASSARD (89) Natural High (Epic) SYLWA (45) Fattin' in Love (RCA) OAK RIGHE BOYS (27) Little Things (MCA) RICKY SYAGES (36) Country Boy (Epic)
JOHN CONLET (30)
Morking Men (MCA)

MOST ADDED & HOTTEST but these eargs achieving the most adds nationally, and the sargs reported "hottest" compiled from all our reporter. The number in perentheses immediately featuring the songs in Most Added & Hottest indicate the lotal mber of Country reporters adding the song this all or noting that the song is among their this hotelest.

BREAKERS

ALABAMA

Ferty Hear Week (For A Livin') (RCA)
On 77% of reporting stations. Rotations: Heavy 6, Medium 48, Light 88, Total Adds 61 including WPTR, WHM, WXTU, KIX108, WZZK, WUSY, KIKK, WGKX, KKYX, WUSH, KSO, WWWW, KFKF, KLZ, KMPS. A most added record. Debuts at number 32 on the HANK WILLIAMS JR.

THEN THE STATE OF THE STATE OF

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, 5-7-85.

RAY CHARLES WIN MICKEY GILLEY

The Constitution of the Co

On your desk today is one of George Strait's hottest records yet!

"The Fireman"

1985 ACM Top Male Vocalist

Guaranteed to heat up your playlist and light up your phones!

From the LP "Does Pt. Worth Boar Cross Your Mind" 5518

Produced by: Jimmy Bowen and George Strait

.MCA RECORDS Delivering the Music of the 80's



Holly DUNN "Playing

"Playing For Keeps"

Produced by Tommy Was



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NATIONAL

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VP/Programm



Capitol Broadcasting Corporation 530 Beacon Parkway West Suite 600 Birmingham, Alabama 35209

OPENINGS FAST

BUS-PM A/C, le seeking full & partitime announcers. Té ank Genity, Box 102, Franklin, NJ 07416. EOE M/F (5-10)

Copyoritor wanted to create & write unique & exciting radio ade. Contact: Mrs. HB, WFFG/WIN, 2707 Atlantic Ave., At-fentic City, NJ 08401, 18091 348-4846 EOE M/F (8-10)

Major market combo in New York State seeks candidates for future news openings. All day-parts, possible news director. Experience, malurity, stability, serious hard-working attitude mandatory. Tapes, resumes, and salary requirements to: Radio & Records, 1930 Century Park West, #988, Los Angeles, CA 90097-EOE

Immediate opening: We need a community-minded & three years experienced morning personality at this full-service Old-tee AM. T&R: Jim Reed, Caprack Rd., Norwich, CT 08:380. EDE MF (6-10)

New lingland group teching for sales pros. Two greet stations in two greet states. Cell Linds C.: (413) 967-8231 & let's talk about your future. EOE M/F (5-10)

New England A/C needs fulltime experienced enchor/street reporter. Women/minorities encouraged. T&R: Howard Her-man, WBRK, 100 North St., Pitsfelld, MA 01201. EOE M/F

OPENINGS

net newswomen reporter/personality, comfortable with AOR & AC formets, needed for AMAFM combo. C&R: Richard Remakers, WWTR, Box 717, Ocean City, MD 21842. EOE MF (5-10)

MEDIUM MARKET STATION

Switching to Contemporary Ht Radio. Need qualified PD, AM personality and other air talent. Sand lapse & resumes to: Radio & Records, 1930 Century Park West, #989, Los Angeles, CA 90087. EOE

MM-ME SOkw is assepting T&Rs for fultime openings, in-cluding NO. Don Spencer, WDBX, Box 79, Waterville, 04901. EOE M/F (5-3)

Afternoon drive jook needed for this U.S./Conedian border A/C station. \$190 a week. T&R: Paul James, WYBG, Masse-na, NY 13682. EOE M/F (5-3)

NSLE/Opdoneburg to leeking for an overnigf service our automated FM & to do production ranco, Box 239, NY 13669, EOE M/F (5-3) y 95/Washington, D.C. is lesting for a female i anchor who has qualities, friendly conversati selonal, Al Casey: (301) 441-3500 EOE (5-3)

vennerGover to teaking for individuals for partitine & utility eirshifts. Local telent is encouraged. T&R: PD, 251 Millerook Ave., Randolph, NJ 07869. EOE M/F (5-3)

PD with air shift is evallable at this MOYL station in Barkshire. Salary requirements, C&R: WUHN, Box 1265, Pittsfield, MA 01202: EOE M/F (6-3)

T&Rs are new being accepted to fill afternoon shifts at these great A/C stations. WUFM/WLBR, Box 1270, Lebenon, PA 17042. EOE M/F (6-3)

Small market A/C near Buffelo & Erie is seeking T&Re for fu-ture air & news opening. Females are encouraged. Bill Tyan, Box 209, Willow Rd., Dunkirk, NY 14048. EOE M/F (5-3).

We've get full & parttime positions open for personable dedicated pros for our suburban NYC A/C. T&R: Bruce Goson, WIME, Box 95, Denbury, CT 06810. EOE M/F (5-3)

SOUTH

station in the fifth festest growing county in the U.S. KMMK FM, Box 865649, Plano, TX 75086. EOE M/F (4-26)

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Brend new hot Fast Coast FM. Will be #1 in an hour. Rock-CHR. Can't tell you much more. Send cassette air check and resume quick! Before it's too late!!! Send tapes to RADIO, P.O. Box 15058. Richmond, VA 23227.

OPENINGS

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unt Executive wanted for this top-rated Key West combo. Salary, commission, bonuses & benefits, act WAIL/WKWF: (305) 296-7575 EQE M/F (5-10)

IR in OK's shird largest market has an opening for a drive with good benefits & bucks. T&R: Chuck pic 95, Box 7953, Lewton, OK 73506. EOE M/F

Knowledgesbte & sany female weened to join CHR "Zoo" morning show, You'll do traffic, but still have fun! T&R: Ran-dy Kabrich, WROQ, 400 Radio Rd., Charlotte, NC 28218. EDE (8-10)

Capital Cities Communications

Capital Cities is expanding in Atlanta. Personality air talent needed for future openings: 10am-3pm; 7pm-Midnight; Midnight to 5am. Tapes and resumes to: Neil McGinley, WKHX, 360 Interstate North, Suite 101. Atlanta, GA 30339, EOE

VA Country station is accepting T&R for air telent/Production Director. No cells. Station Manager, WREL, Box drawer 902, Lexington. VA 24450. (5-10)

IFM Market leader seeking middey announcer with pro-tion skills. T&R: Russ Cassidy, WCMF, 900 Common-lth Pl., Virgins Beach, VA 23464. EQE M/F (6-10)

HMB PM/Myrtis Beach needs individual with voice & pro-ction personality. T&R: Mett Sedots, 429 Pine Ave., N. rrtle Beach, SC 29582, EOE M/F. (5-10)

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Central Florida AM/FM looking for a quality News Director with good management and people skills. Must be a molivator. T&R to Radio and Records, 1930 Century Park Wes Los Angeles, California, 90067. EOE.

Tep-rated Country station is leaking for entertaining & creative people. Production ability a must, T&R: OM, Box 522, Amherst, VA 24521. EOE M/F (4-12)



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composite aircheck, rating history, programming phil-osophy, related programming material (memos, reports, etc.), a recent photo, earnings history and detailed information outlining your strengths and the ways in which you can contribute to our growth. Please respond completely and in enough detail so that we can get to know you thoroughly in your first correspondence. All info Radio & Records, 1930 Century Park West, #984, Los Angeles, CA 90067.

OPPORTUNITIES

POSITIONS SOUGHT



We're not looking for good tale

We've looking for the best! Specifically morning telent and PDs. Several opportunities currently available. Send information as soon as possible to: Don Anthony

Surrey 105 S. Union, Suite 666 Denver, CO 66286

pening for immemous/subseperson who wante to rate in the othe. Tail: Peul Child, KRAL, 600 Highly Sivel., Revoline IV 62301. 606 MF (6-3)

KSMK, Northern A2's lander, has openings for full & portion emeasures. T&R: Nice Thompson, Box 10, Cottonue 86328. No cells. BOE M/F (6-3)

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Former of television WME/Indianapole reads work. Ready to releasts. Team player and a plus for you. TERRY PULLEN: (317) 344-3841 (5-10)

us CHR er A/C, currently middley & Prems-nce as Preduction Directer. Company with litment wented. BRIC: (400) 823-1712

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re year radio nowe pro. Great pipes, insvesive writing style versestiny, Make (ICNALD OWER COHER on assett to any sedesset wells. (801) 863-8380 (8-10)

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reduction manager at EMETA.co Angelos for eigi validate news. QUB (CRUBQBN: (2126 472.000)

sten RYC joshs: Nood a sidebick? I can do voloce & write Experienced on top shows. Ring my ding-o-ling! The Rt (618) 200-1143 (6-10)

Declarated & hard-working A/C or Country personality testing for a good seed market. Willing to releases. JOHN: 1801: 767-1986 (6-10)

iumend medium merket als percendity ecolo fulfii ion. Steeng vales, entivelectic, all merkets consi electic. MICHAEL: (617) 372-0443 (6-10)

Tulishasses CHR, ArC personality testing for FL gip. Top pro-duction & references. LARRY: (904: 386-1780 or (812) 246-1690 (6-10)

oy, de I wast best tel 15 year funny & family men new in ther business. Marring communicator, Lat's tell. (702) 71-7865 (5-10)

Tota Kapa, accordited school. Need start, mature & de-ile. Six membre name tutering. DJ for sports. Can de Iten. 808 DAVIS: 1602) 244-8473 or 832-2222

eather 16 year voteren in all formate copking full or partitime obtain in CA. Excellent production. JACK: (818) 204-8013

Oursers/BM*s, take charge GM/PD with 23 years experient to cooking CHR or A/C for research, production or on-sir pt

Wanted: Greater Chalmest-Bayton area. Professional with 15 years expertence as PDAID leaking for CHR, A/C or B/U. Available new. SCOTT; (513) 528-5783 (5-10)

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past achest grad eaching entry level position en-air. Id in news/production. Will releasts to CHR, A/C or Available new, TOM: (318) 386-4212 (6-10)

Miners Philacher wents to stick his shilch in your or get the audience? Sign on the ultraseny innovator is blass. Phana PH.AMH: (2011 277-8240 (5-10)

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I am homeeleh for New England & the NET Recent college grad with over seven years superionas seeks elet in any AOR, CHR or A/C. SCOTT LEVISON: (306) 730-4230 (6-3)

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very percentality in the same market since '66 cooks simi

POSITIONS SOUGHT

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Turn me an tenight . . . I'm redio authre. Fermer WCKOAM Production Director/Assistant PD with good pipes acaba (AOR challenge. BMAN: (306) 822-4323 (5-3)

Experienced Production Director who is a creative writer has a great blade & character voices. Fermany with WFBQ/Ind-propolis, I'm ready new, TOM: (317) 540-2105 (6-3)

or market marning personality with ever 80 character set 8 11 years as a stand-up come; is leaking for a slot se or with a team. WOCDY: (400) 882-8238 (5-3)

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POSITIONS SOUGHT

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outh FL's top-ested AMFRII combo needs CHR & AOR co-co. Send singles & elbures to: Tine, WAR, 95, 7 McDenald rs., Key West, 32040. (200: 200-7576 (5-10)

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WWINI, All 530 Red Country, each record service. We fee-ture current, traditional & bluegress music. Rechessor Hill Rd., Rechester, NH 03867. (5-3)

VRILLes Veges needs emergency CHR service from all le-sts. Robert Heliday, 919 West Benance St., NV 89106.

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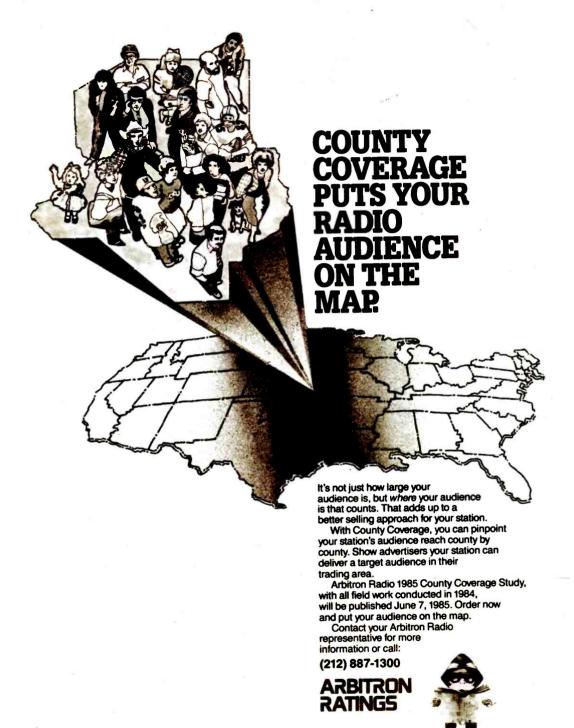
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BREAKER37*

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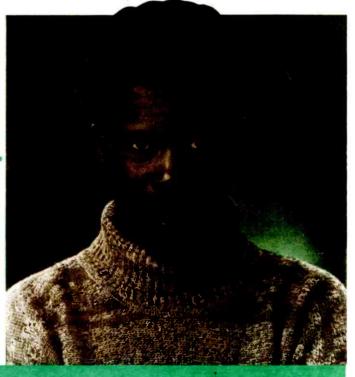
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The title track from his platinum LP is his third consecutive top 5 hit!

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ARISTA

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

Steep 1 Speec 1	-	Last		
				CONWAY TWITTY/Don't Call Him A Cowboy (WB)
	•			CHARLY McCLAMARAGO Heat (Epic)
	5			ROBBIE BILLBAP/She Keeps The Home Fires (RCA)
	11			POSSEE BIOCONFELL/in A New York Minute (Epic)
	4	3		MARK GRAY & TAMMY WYNETTE/Sometimes When We Touch (Columbia)
12	7			JOHN CONLEE/Norking Man (MCA)
11				MERLE HAGGARD/Natural High (Epic)
15 16	10			QAK RIBGE BOYE/Little Things (MCA)
- 7	2			SYLVIA/Fallin' In Love (RCA)
23				CRYSTAL GAYLEAnobody Wards To Be Alone (WB)
	17			RECKY SKAGGS/Country Boy (Epic)
21		14	ŏ	BARBARA MANDRELL/There's No Love in Tennessee (MCA)
				T.G. SHEPPARD/You're Going Out Of My Mind (WS/Curb)
n				EXILE/She's A Miracle (Epic)
20				WHITEBAT It Ain't Love (Let's Leave It Alone) (MCA/Curb)
24				MEL MadAMEL/Let It Roll (Let It Rock) (Capital)
39	23			WILLIE HELSON/Forgiving You Was Easy (Columbia)
35	27	22	Ā	LEE GREENWOOD/Dixie Road (MCA)
20	24	21	Ŏ	EMMYLOU MARME/Mile Line (NB)
38	31	23	ð	STATLER BROTHERS/Hollo Mary Lou (Marcury/PG)
32	29	25	ð	STEVE WARMERAleast Trouble (MCA)
31	20	24	•	BAN SEALS/My Old Yellow Car (EMI America)
3				SAWYER BROWN/Step That Step (Capitol/Carb)
1	- 1	12	24	REBA McENTIRE/Somebody Should Laure (MCA)
42	35	30	•	EDBY RAVEN/Operator, Operator (RCA)
				ED BRUCE/When Givin' Up Was Essy (RCA)
37	34	31		LOUISE MANDRELL/Maybe My Buby (RCA)
4	6	17	28	EDOLE RABBITT/Warning Sign (WB)
				EARL THOMAS COULEY/Love Don't Care (RCA)
				JOHN SCHIEBERAL'S A Short Walk From (MCA)
_	_	45		BELLAMY BROTHERS/Old Hippie (MCA/Curb)
				ALABAMA/Forty Hour Week (For A Livin') (RCA)
				JOHN ANDERSONA'S All Over Now (NB)
-	_	46	9	BARY MORRISA.sso The Moon (WB)
46	36	36	<u></u>	CHARLEY PRIBE/Down On The Farm (RCA)
005				GEORGE JONES & LACY J. BALTON/Size Seven Round (Made Ol Gold) (Epic)
BKE	AK		7	MANK WILLIAMS JR.A'm For Love (WB/Curb) RAY CHARLES WANCKEY GILLEY/R Ain't Gonne Worry My Mind (Columbia)
49	43	4	7	DAVID ALLAN COE/Don't Cry Derlin' (Columbia) MELSON/JENNINGS/CASH/KRISTOFFERSON/Highwayman (Columbia)
				ALABAMA/There's No Way (RCA) KCETTN STEGALL/California (Epic)
				BOLLY PARTON/Con't Call It Love (RCA)
				MEMIT ROSERS/Love is What We Make II (Liberty)
				JUDY ROBINALA've Been Had By Love Before (MTM)
47	41	30	46	JOSEPH BUFFETT/Who's The Blande Stranger? (MCA)
				VINCE BILL/True Love (RCA)
100	39		Ö	JOHNNY LEE/Save The Last Chance (Full Moon/WB)
	7 1	≺		AMME MURRAYA Don't Think I'm Reedy For You (Capitol)
LU	للق		-	KATHY MATTEAR'S Your Reputation Talkin' (Mercury/PG)
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Total			
ReportsiAdds	Heavy	Medium	Light
159/2	142	15	2
155/0	131	16	
162/0 153/0	122 127	39 13	1 13
155/0 155/0	127	29	6
154/0	116	28	10
155/0	117	36	2
162/0	109	47	6
151/0	113	21	17
162/1	81	72	9
153/0	88	51	14
149/1	70	71	8
147/0	81	52	14
160/3	50	97	13
143/1	66	59	18
153/1	59	78	16
158/5	44	99	15
159/1	36	102	21
150/2	27	103	20
154/7	27	106	22
153/7	26	96	32
146/3	29	91	26
123/0	74	25	24
110/0	51	36	23
149/8	16	90	43
133/4	19	87	27
142/9 98/0	24 40	86 31	32 27
144/19	-6	31 75	63
128/19	7	68	53
137/31	2	63.	72
124/61	-	49	69
121/16	2	55	64
125/20	2	55	68
108/4	9	67	32
106/15	6	56	45
113/32	3	48	62
109/21	4	44	61
90/2	6	52	32
96/47	1	31	63
53/0	15	24	14
64/0	9	35	20
55/0	13	29	13
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56/1	10	34	12
84/36	0	21	63
77/48 62/2	2	16 29	59 26
04/2		25	

MOST ADDED

ALABAMA (61)
Forty Hour Week (For A Livin') (RCA)
ARRE MINRAY (46) ANNE MARAY (48)
I Don't Think I'm Reedy For... (Capitol)
NELSON/ENGINES/CASH/KRISTOFFERSON LSONJEHRINGS/CASH/IPESTOFFER Highwayman (Columbia) BOLLY PARTON & KENNY ROBER: Peel Love (FCA)
JAME PROCEE (42)
She's Single Agein (Columbia
JOHNST LEE (96)
Seve The Leet Chence (16)
BLEN CAMPBELL (34) (Love Always) Letter To... (Altertis MARK WILLIAMS JR. (32) IMME WILLIAMS JR. (22) I'm For Love (WB/Curb) BELLAMY MINTERS (31) Old Hippis (MCA/Curb) LAME SREEY (28) He Burns Me Up (EMI America)

HOTTEST

CHARLY McCLARI (88) Radio Heart (Epic) COMMAY TWITTY (78) CONTROL TO WITH (179)
DON'T CAIL HIM A CONDOY (WB)
MAK GRAY & TAMMY WYNETTE (84)
NETIMES WHEN WE TOUCH (Columbia)
ROMNEE MILEAP (82) She Keeps The Home Fires... (RCA) ROWER MCDOWELL (84) In A New York Minute (Epic) MERLE MASSARD (89) Natural High (Epic) SYLWA (45) Fattin' in Love (RCA) OAK RIGHE BOYS (27) Little Things (MCA) RICKY SYAGES (36) Country Boy (Epic)
JOHN CONLET (30)
Morking Men (MCA)

MOST ADDED & HOTTEST but these eargs achieving the most adds nationally, and the sargs reported "hottest" compiled from all our reporter. The number in perentheses immediately featuring the songs in Most Added & Hottest indicate the lotal mber of Country reporters adding the song this all or noting that the song is among their this hotelest.

BREAKERS

ALABAMA

Ferty Hear Week (For A Livin') (RCA)
On 77% of reporting stations. Rotations: Heavy 6, Medium 48, Light 88, Total Adds 61 including WPTR, WHM, WXTU, KIX108, WZZK, WUSY, KIKK, WGKX, KKYX, WUSH, KSO, WWWW, KFKF, KLZ, KMPS. A most added record. Debuts at number 32 on the HANK WILLIAMS JR.

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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, 5-7-85.

RAY CHARLES WIN MICKEY GILLEY

This Genna Werry My Mind (Columbia)
On 67% of reporting stations. Rotations: Nesvy 4, Medium 44, Light 61, Total Adde 21 including WKYG, WXY, WILQ, KEAN, WYMI, WCOS, WMOX. WDXE, KYKK, WQYK, KSO, WCIZ, WDAF, KRST, KSOP, Moves 46-36 on the Country chart.

On your desk today is one of George Strait's hottest records yet!

"The Fireman"

1985 ACM Top Male Vocalist

Guaranteed to heat up your playlist and light up your phones!

From the LP "Does Pt. Worth Boar Cross Your Mind" 5518

Produced by: Jimmy Bowen and George Strait

.MCA RECORDS Delivering the Music of the 80's



COUNTRY ADDS & HOTS

MOST ADDED

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162 Reporters 157 Current Reports

The following stations reported no change in their rotations this week:

WAMZ/Louisville KSON/San Diego KCJB/Minot

The following stations falled to report this week and therefore their playlists were frozen:

WMZQ/Washington, DC KPLX/Dellas-Ft. Worth KLLL/Lubbock KRMD/Shreveport KWJJ/Portland

ICCYC/Prove has changed formats and is no longer a Country reporter.

A/C ADDS & HOTS

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142 Reporters 132 Current Reports

The following stations reported no adds or changes in rotation this week.

WSB-FM/Atlanta Y97/Pittsburgh WPRO/Providence K101/San Francisco WJON/8t. Cloud

The following stations falled report this week and their playlists were frozen.

WICC/Bridgeport WBT/Charlotte WNIC/Detroit WFFX/Tuncaloose KRNT/Des Moines is no longer

WEST KRLTPhones ChurchThomas SURVIVOR WHITEST HOUSTON SOCKOST! WHIL COLLINS SILLY OCEAN SADE GEORGY BERROON BABOLD PALTERINE

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KINOW Come SURVIVOR MANCORNA MOTERAT: SADE SILLY GURAN MANCOLD PALTER MEANT GROUDS BENNOW

JULIAN LEMMON LIGHEL SICHIE HALL & OATES BOTTOST SENGIO SENNES DESANGE MADORNA GEORGE NESSON SOLLY PAPTON SCHVIVOR HADOMIA BOCTOBLE BADE HABOLD PALTERWEYE DAM PODELDESE BILLY OCEAN BILLY OCEAN COLT PAPPER

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MANNET COMMAN CO

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

TOM PETTY & THE/Southern Accents (MCA) 1 1 1 TOM PETTY & THE/Southern Accents (MCA) 2 2 4 PMIL COLLINS/No Jacket Required (Attentic) 3 3 USA FOR AFRICA/We Are The World (Columbia) 3 3 2 4 TEARS FOR FEARS/Sorgs From The Big Cheir (Mercury/PG) 4 5 MICK JAGGER/She's The Boss (Columbia) 5 7 FENCK LAPTOM/Sehind The Sun (WS) 5 7 FENC CLAPTOM/Sehind The Sun (WS) 5 8 8 DOM MEMLEY/Building The Perfect Beast (Geffen) "Rebels" (130) "Don't Come" (93) "It Ain't" (51) "Sussudio" (109) "Ineide Out" (92) "Don't Lose" (44) "Trapped" (140) "Trouble" (113) "H Only" (16) "Everybody" (138) "Shout" (42) "Head" (12) "Lucky" (129) "Lonely" (34) "Haif" (16) "Would I Lie To You?" (140) "See What Love" (73) "She's" (68) "Forever Man' "Drivin" "(114) "All She Wante" (28)	145 - 145 - 143 + 142 + 142 + (45) 131 - 125 -	122+ 132- 127- 109+ 91+ 73-	26+ 13+ 18+ 34- 51-	2- 0- 0- 2-
2 2 4 PMIL COLLINS/No Jacket Required (Attentic) 6 4 3 3 USA FOR AFRICA/We Are The World (Columbia) 3 5 2 4 TEARS FOR FEARS/Sorgs From The Big Chair (Mercury/PG) 8 5 MICK JAGGER/She's The Boss (Columbia) - 11 DEUTYTHMICS/Re Yourself Tonight (RCA) 5 5 7 FENC CLAPTON/Behind The Sun (WB) 10 9 8 8 DON NEMLEY/Building The Perfect Beast (Gelfen) "Susseudio" (109) "Ineide Out" (92) "Don't Lose" (44) "Trapped" (140) "Trouble" (113) "If Only" (16) "EveryYou'd (129) "Lonely" (34) "Head" (12) "Lucky" (129) "Lonely" (34) "Heif" (16) "Would I Lie To You?" (140) "See What Love" (73) "She's" (68) "Forever Man' "Drivin'" (114) "All She Wants" (28)	145 - 145 - 143 + 142 + 142 + (45) 131 - 125 -	132 - 127 - 109 + 91 + 73 -	13+ 18+ 34- 51-	0- 0- 2-
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3 3 2 4 TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG) 8 5 6 MICK JAGGER/She's The Boas (Columbia)	143+ 142+ "(45) 131- 125-	109+ 91+ 73-	34 - 51 -	2-
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"Would I Lie To You?" (140) 5 5 7 ENC CLAPTON/Behind The Sun (WB) 9 8 DON NEMLEY/Building The Perfect Beast (Gellen) "Would I Lie To You?" (140) "See What Love" (73) "She's" (68) "Forever Man" "Drivin' " (114) "All She Wants" (28)	" (45) 131 - 125 -	73 -		4-
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10 2 8 8 DOM HEMLEY/Building The Perfect Beast (Goffen) "Drivin' " (114) "All She Wants" (28)		80 -	- 56+	4+
MO	123 -	- OU	45+	· 0=
7 7 9 JOHN FOGERTY/Conterfield (WB) "Centerfield" (0107) "Searchlight" (41) "Girls" (22)		82 -	39=	2+
19 12 12 A JULIAN LENNON/Valotte (Atlantic) "Say You're Wrong" (124)	125=	62+	62 -	1-
POWER STATION/The Power Station (Capitol) "Get it On" (95) "Some Like it Hot" (56)	115 –	62+	53-	0-
9 12 FMML/Firm (Atlantic) "Satisfaction" (98) "Radioactive" (16) "Closer" (12)) 108 –	64 -	44-	1+
17 15 14 C KATRINA & THE WAVES/Katrina & The Waves (Capitol) "Walking" (109)	113=	59+	53-	. 1-
n @ JOE WALSH/The Confessor (Full Moon/WB) "The Confessor" (114) "Rosewood Bitters" (28)	127+	23+	97=	14-
4 5 15 BREAKFAST CLUB/Soundtrack (A&M) "Don't You" (81) "Fire" (45)	101 -	61 -	40+	0-
30 22 19 (2) SILENN FREY/The Allnighter (MCA) "Smuggler's Blues" (95)	95+	56+	39-	4-
21 17 17 S SLADE/Rocues Gallery (CBS Associated) "Little Shella" (113)	113-	24+	89 -	2-
20 19 18 CO HOWARD JONES/Dream Into Action (Elektra) "Things" (104)	105+	47+	57=	7+
2 18 20 SRYAM ADAMS/Reckless (A&M) "Heaven" (72) "Kids Wanna Rock" (19)	190 -	43+	47-	6+
2 27 25 (SIM MITCHELL/Akimbo Alogo (Bronze/Island) "Go For Soda" (103)	104+	21+	82+	5-
25 24 25 ALAM PARSONS PROJECT//ulture Culture (Arista) "Days Are Numbers" (104)	107+	15-	91+	7-
16 14 15 22 VAN-ZANT/Van-Zant (Network/Geffen) "You've Got" (62) "I'm A Fighter" (52)	99 -	24 -	73-	4+
* 31 * TIL TUESDAY/Voices Carry (Epic) "Voices Carry" (102)	103+	23+	79+	16+
27 25 24 © DOKKEN/Tooth And Nail (Elektra) 7- "Alone Again" (92)	92 -	29+	60 -	4+
31 38 36 GRAHAM PARKER & THE SHOT/Steedy Nerves (Elektra) "Walke Up" (81) "Weekend's" (19) "Break" (12)	97+	26+	67=	8-
14 13 16 26 REO SPEEDWAGON/Wheels Are Turnin' (Epic) "One Lonely Night" (83)	84 -	52 -	31 =	2-
29 27 BON JOYL/7800 Fahrenheit (Mercury/PG) "Only Lonely" (86)	92+	11+	81+	7-
DEBUT > 49 HOOTERS/Nervous Night (Columbia) "All You Zombies" (94)	95	11	80	22
_ 35 29 PRINCE/Around The World In A Day (WB) "Respherry" (73) "Paisley" (26) "Pop" (18)			51-	3-
_ * * * LONE JUSTICE/Lone Justice (Geffen) "Ways" (75)	79+	12+	65+	8-
WILLIE & THE POOR BOYS/Willie & The Poor Boys (Ripple/Passport) "Belby" (72) "Arms" (16)	84+	8+	62+	31 -
15 16 22 RE FROMA/Fione (Atlantic) "Talk" (63)	69 -	17-	50 -	3+
39 33 30 SURVIVOR/Vital Signs (Scotti Bros/CBS) "Search" (54)	64 -	19+	45-	4-
BRUCE SPRINGSTEEM/Born in The U.S.A. (Columbia) "Glory Days" (39) "I'm On Fire" (17)	54+		33+	17+
DEBUT D PAUL YOUNG/The Secret Of Association (Columbia) "Everytime" (67)	69	9	50	30
m MAMA'S BOYS/Power And Passion (Jive/Arista) "Needle" (65)	65+	2+	58+	
DEBUT SHOOTHING STAR/Silent Screem (Geffen) "Summer Sun" (48)	53+	5+		
35 22 34 SB ALISON MOYET/All (Columbia) "Invisible" (34) "Love Resurrection" (21)	48 -	17+	31 -	0-
13 21 20 Se FOREIGNER/Agent Provocateur (Atlantic) "That Was Yesterday" (34)			19-	1 =
DEBUT > 49 MEAT LOAF/Bad Attitude (RCA) "Modern Girt" (51)	53-	5+	48=	4-

BREAKERS.

HOOTERS

Hervess Hight (Columbia)
83% of our reporters on it. 95/22 including adds at: WKLB, WLUP, WXRT, KKCI, KYYS, KSHE, KUPD, KOME, WCMF. Debuts at #26 on the Albuma chart.

WILLIE & THE POOR BOYS

Willie & The Peer Boys (Ripple/Passport)
88% of our reporters on R. 8421 including adds at: William, WHJY, KZEW, KBPI, 91X,
KOME, WPYX, WZZO. Moves 46-31 on the Albums chart.

LONE JUSTICE
Lane Justice (Geffee)
82% of our reporters on It. 766 with adds at: DC161, WNOR, KBHE, KNCN, WXLP, WIOT, KILO, KTCL. Movee 31-36 on the Albums chart.

AOR BREAKERS — A record in 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.

NEW & ACTIVE — Records building in airpley and coming closest to charting. Number indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are test week's date. Checked records are those that were among the week's most added.



The first single "YOU'RE THE ONLY LOVE"

from the new album

HERE'S THE **WORLD FOR YA**

PAUL HYDE AND

THE PAYOLAS

Produced by

DAVID FOSTER

On A&M Records and BASF chrome

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COUNTRY

NEW & ACTIVE

NELSON./EHMINGS.CASH/KRISTOFFERSON "Mighwayman" (Columbia) 95/47
Robborn Heavy I, Machum 31, Legit 63, Total Adds 47 rekuding WCAO, WBGW, WWYR, WWYA, WZZK, KILT-FM.
KISS-FM, WTOR, WIEE, WORK, WFMS, WIL, K102, KYEG, KCBO, KSBW, WWYR, WWYR, WWYA, WZZK, KILT-FM.
JOHNITY LEZ "Bow The Last Chance" (Fell Bloca/WE) 94/26
Robborn Heavy O, Machum 21, Legit 63, Total Adds 36 mehude WCKO, WCBY, WRYR, KMML, WSCC, WFMC, WKIO, WILL, KMAK, KMPR, KMAK, MCC, WCBY, WRYR, KMML, WSCC, WFMC, WKIO, WKIC, KMAK, KMPR, KMPR, KMAK, KMPR, KMPR Posterior Telescy D. Michael 21, Light 63, Total natus yet "Telescope Telescope Delay D. Michael 21, Light 63, Total natus yet "Telescope Telescope Delay D. Michael State T. Michael The Telescope Telescope Delay Telescope Telescope Delay Telescope Telescope Delay Delay Delay Telescope Telescope Delay Dela FM. MAC. KFOO, WAIL KEID, KYOO, KRIFI, KYOO, KURIN KFIE, KCKC.

BANDAMA "It's Just Another Nearbash" (WB) 76/17

Rostons Hoavy 1. Madum 23, Light 52, Tolal Adds 17 include WCAO, WCBE, WPOR KMML, WUSY. WFINC WESC.
W.W. WSM, WFAP, WRIK, WTOR, KKIY, KLUY. KMAK

KERNIT FOOERS "Lave is What We like in It'l (Likerty) 75/2

Rotstons Heavy 9. Medium 35, Light 31, Tolal Adds 2 WRML Heavy WBOS, KIKK, WKOL KKYX, KFMO, KBMR, WFMS. LO MUSY, WKLO, WDAF, WITL, WWJO, KRSY BERGY MICH. RYCO, POLIS BERGUME BOSS, KAZZ.

BERGY MICH. RYCO, POLIS BERGUME BOSS, KAZZ.

BERGY MICH. BERGY MICH. BERGY SS. TOM ACIDS 11 WHYA RASE, WTVY, WESC, W.W. WTSO, K102, WTOD, KMAK.

SOP, KGA Henry MOKK MISSIAN WOSY, KTOD. ISSOP, KIGA MBRY WURK RESIDENT WIGHT, KLOW CHANCE "TO BE LEVERS" (Mercury/Pulgram) 98-6 Resident Market 2 Mercury 15 Links 43, Total Adds 6, WOSY, WUBE, KTPK, KIK-FM, KRPM Heavy, KIKK, WOUZ. Mediums WYII, RLVI, WEZL, WORK, WPAP, RTTS, RICAL BAN FORELBERG "Be Down Essy" (Full Moon/Epic) 57/7 Rosston, Meny 5 Medium 20, Lotte 32, Total Adds 7, WCAO, KIKK, KS

KEGO, KWART, KKOY, KITS, KHITK, KAMAK, KIMIO, KCCY.

BLEN CAMPRELL "(Love Always) Lotter To Home" (Atlantic America) 96/34

BLEN CAMPRELL "(Love Always) Lotter To Home" (Atlantic America) 96/34

WARD WALL, KITS, KTPK, KAMAK, KNRY, KNRX, KAMAK, KNRY, KNRX, KNRY, KN

ds 12 CHOW, WGTO, WESC WOYK WHALL WAKE KERC WTOD

DOLLY PARTON & KERNY ROSERS "Real Leve" (RCA) 98-46
Pristons Hazor 1 Machan 11. Liant 44. Total Adds 45 include WPTR, WYRK, WRKZ, WZZK, WUSY, WGTO, WDKE.

SIGNIFICANT ACTION

T.B. SHEPPARS "Teeled Around And Fell In Love" (Columbia) 46/16.
Rotations Heavy 1, Medium 11, Light 34, Total Adds 16 include WHM, WIRE, KRIPY, KASE, KILT-FM, WITE, KRIK-FM.

KOLI, KREY **LLOYD DAVID FOSTER "I Can Feel The Fire Beln' Out" (Cotemble) 38/1** Rolstons Heavy J, Medium 12, Light 23, Total Adds 1, WCMS Heavy WTVY, KRKI, KKYX Mediums. WBGW, KEAN

RODE BANDY & JOE STAMPLEY "SMIII On A Roll" (Columbia) 37/I Rotelons Heavy O. Medum 17, Light 20, Total Adds 1, WGHA Mediums CHOW, WILD, WYII, WSM: WRK, WITL, KLIZZ.

WINIGHT BROTHERS "Fire in The Sty" (Mercury/PolyGram) 32/1
Rotations Heavy 4, Micham 12, Light 16, Total Adds 1, KIK-FM Heavy WOKG

Rotations Febry 4, Institution 12, Jugar 19, 1000 Profession 19, 1

PIDAC DAVIS "I Never Made Leve..." (INCA) 29/29
Rotations, Heavy D. Medium S. Light 21. Total Adds 20 include WVAM, WWYA, WYS, WPAP, KKYX, KSO, WKKO, KTTS,

BILL ANDERSON "Phy Party" (Swesse) 25/6 Rossons Heavy O, Medium S, Light 22, Total Adds 6, WCMS, WKIX, KEBC, WXCL, KOIL, KRPM, Mediums, WPAP, WITL

TOM T. MALL "A Ber With No Beer" (Mercury/PolyGram) 19/18
Rossons Heavy C. Medum 2. Lots 17. Tom Adds 18 robute WBGW, WWWA KMML WORK, WLM: MICK KRMR KFDS

KURKI, NIMBER "Bereight Leeed Leby" (RCA) 18/18 Rossons Heevy O. Medium 1, Light 18, Total Adds 10, WWAM, WWWA, WYR, WGTO, WPAP, WKIX, KKYX, KFGO, KTTS,

IS BOTTOMS "Bid I Stay Toe Long" (WB) 19/1 is Henry C. Nedum 4, Light 15, Total Adds 1, Whyt, Madiums KMAS, WPAP, KKYX, KTTS Lights WYK, WP

WADIC KEBC. KGA **MERILE (ELLORE "Guilly" (WS) 17/1** Rossians Hasev O. Modum 3. Light 14. Total Adds 1, WXTU. Modums. WTSV, WTVV, KFDI. Lights. WVAM, KRRV, W RAY PRICE "She Wen't Let 60" (Step One) 11/6 Rotstons Heavy C. Maduum 1, Late 10, Total Adda 6, WYII KPGO, KWMT, KEBC, WOW, KOIL Mediums. KFDI Lates

ALLEN PRIZZELL "It'll Be Love By Merning" (Epic) 11/2 Rotenore Heavy D. Medum 1, Light 10, Total Adds 2, KRPV, WQYK Mich

POINTARD & BOWDER "Blook Industry" (WB) 9/7
ROMONE Heavy & Medium & Light & Toni Adda 7, WAM WROM, WSM KTTS, KTPK KLICH KROP Lights KRAR

KATHY TWITTY "That's What Yeer Lavie" Bees" (Parmises) 9/1
Rossions Heavy 0, Medum 0, Light 9, Total Adds 1, WYS Lights WOMA, WIDE, WWOD, WLW. WPAP, KYOO, KSOP
BARNES SETTIN" "MEI 8 De 18 Process Of Yeer (Bernauch States) 844
Rossions Heavy 0, Medum 1, Light 7, Total Adds 4, WLW. WPAP, KYDO, KRSY Lights WYS, WTOD KTOM KSOP
CHARLESTERS EXPRESS "Location" (Beachings) 844
Rossions Heavy 0, Medum 0, Light 8 Total Adds 4, WEX, KKYX, KYDO, KYDO Lights WFNC, WLW, WOW
JEE COLLING "The Con Affaires Sey Readings." (White Selection 0), 400
Rossions Heavy 0, Medum 1, Light 7, Total Adds 3, KMMS, WGTO, WWJO, Medums KKYX, Lights WDIE, WCMS, KBMS,
KKYX

ALBUM TRACKS

ARTIST/Song Title (Label)

ALABAMA/Down On Longboat Key (RCA) CONWAY TWITTY/Between Blue Eyes And Jeans (WB) EMMYLOU HARRIS/Rhythm Gultar (WB) RESTLESS HEART/She's Coming Home (RCA) OAK MOSE BOYS/Touch A Hand, Make A Friend (MCA) ALABAMA/Can't Keep A Good Man Down (RCA) KENNY ROGERS/A Little More Love (Columbia) CRYSTAL GAYLE/Touch And Go (WB) SHELLY WEST/I'll Dance The Two-Step (Viva) BUDDY EMMONS/Steel Guitar Rag (Step One) JUDDS/Bye Bye Baby Blues (RCA/Curb) JUDDS/Drops of Water (RCA/Curb) **DOLLY PARTON/Tie Our Love (RCA) GEORGE STRAIT/Any Old Time (MCA)** OAK RIDGE BOYS/Love is Everywhere (MCA) QAK RIDGE BOYS/Siep On Out (MCA)

Album Title

40 Hour Week Don't Call Him A Cowboy The Ballad Of Sally Rose Restless Heart Step On Out 40 Hour Week We Are The World Nobody Wants To Be Alone Don't Make Me Wait On... Swingin' 40's - 80's Why Not Me? Why Not Me? Real Love Does Fort Worth Ever ... Step On Out Step On Out



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COUNTRY MUSIC FESTIVAL MEALTICKET

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

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

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162 Reporters 157 Current Reports

The following stations reported no change in their rotations this week:

WAMZ/Louisville KSON/San Diego KCJB/Minot

The following stations falled to report this week and therefore their playlists were frozen:

WMZQ/Washington, DC KPLX/Dellas-Ft. Worth KLLL/Lubbock KRMD/Shreveport KWJJ/Portland

ICCYC/Prove has changed formats and is no longer a Country reporter.

ADULT/CONTEMPORARY

BREAKERS

MADONNA

Angel (Sire/WB)

67% of our reporters on it. Rotations: Heavy 9/0, Medium 62/7, Light 24/6, Total Adds 15, 97AIA, WLLT, WMYX, WCCO, KHOW, KMJI, WGY, WGOW, WRKA, WHBC, WING, KRAV, KBOI, WTNY, KFQD. Moves 24-21 on the A/C chart.

CHAKA KHAN

Through The Fire (WB)
65% of our reporters on It. Rotations: Heavy 9/0, Medium 69/5, Light
14/4, Total Adds 9, W.L.T., WOMX, WMYX, KMGG, K106, KLYF, WLTE,
KVUU. Heavy: WSNY, WBT, WSFL, KIFM, WKNE, WCHY, WZLQ,
KMGQ, KALE. Moves 22-20 on the A/C chart.

NEW & ACTIVE

WHETHEY MOUSTON "You Sive Good Leve" (Arists) 84-16
Robbons Hobby 30, Medium 40-4 Light 41/12, Total Adds 16, WCLT, WLT, KKLT, KKW, B100, K105 WGOW,
WRAL, WFMC, WLTE, 3WM, KKULA, WKNE, WARR KWS Hosey WKSW, WEM, WKYX Mediums include WFBR WPRO,
WSNY, WASE, WKYW, WHAZ, KELT, WSFL, WRVA, WHSP, WHAM, WHST, WADOW, WASA, KELT, WSFL, WRVA, WHSP, WHAM, WHSP, WADOW, WASA, KELT, WSFL, WRVA, WHSP, WHAM, WHSP, WADOW, WASA, KELT, WSFL, WRVA, WHSP, WHAM, WHSP, WADOW, WASA, WASAN, W

BRYAN ADAMS "Heaven" (A&M) 79/9

IR ADDAMES "THOUSES" (ALE-III) "FIF"S

IN FEMION 140,0 MORIUM 392, UNI 287, TOM ADDS 9, WCCO, KOM, WGOW, CK101, MIYY, KELT, WILHT, KBOI,
MINDY WPJB, KIMOD, WKYE, WSFL, WARDA KREST, WERM WCKCO, WCHY, KRIB, WZLO, KYTL, KGBM, KALE
IN KORM KWIL FIR, SYAM, 2WO, WSMY, KLSI, KYKY, KLR, WARE WCC, V100, WEZC, WMAZ, WEZS, WAVE,
IN KOR, WESS WHINN KRAW, KDUK KORJA, KWAN, KKPL, DISIDAIS at number 28 on the AC Charl

Medium schilds RYUL-RI, SYAN, 2WG, WSY, KIS, KYKY, RJM, WAS WILC, YHOW, YEZ, WWILC, WHOM WEZ, WILC, W

CK101, WSPL, WAVE, WAMA, WEND, WWWA, WCKCO, WCHV, (RUB, KTVL, KRUY, KRUW MINDAM RICHARD TRY, KVIL, FM. WILT, XVID, SKROCK, WSRWY, KUB, KMAGC, K101 WASE, WAGGW, WAMAZ, WLHT, KWIGM, KÖLL KILLA, KREST BILL. WITHERS "6th Youth!" (Calumbia) BZA Rossions Hosey 6th Nadaum 24th, Light 22th, Tolal Acids 4, WAEB, KIDA, WLTE, WZLO, Hosey, WORE, WAHPI, WHIT.FM, KRBB, KIMDA GRadums richad WCCO, WISTAM WYKT, KTOB, WAMAZ, WINAX, WHYA, WHOE, WHOE, WAHPI, WHIT.FM, KRBB, KIMDA GRadums richad WCCO, WISTAM WYKT, KTOB, WAMAZ, WINAX, WHYA, WHOE, WHOE, WARPI, WHIT.FM, KRBB, KIMDA GRAdums richad WCCO, WISTAM WYKT, KTOB, WAMAZ, WINAX, WHYA, WHOE, WHOE, WHOEL KIE.

ROTATION BREAKOUTS

	TOTAL			
	Reports/Adds	Heavy	Medium	Light
BILLY OCEAN	141/0	121	20	0
2 SARE	138/0	121	16	1
MAROLD FALTERMEYER	137/7	109	27	1
4 MADOWNA	118/3	85	28	5
O WILLIE	124/1	93	24	7
CO KOOL & THE GAMS	124/4	81	37	6
7 BARABRE	110/0	60	40	10
A GEORGE DENIGOR	117/1	79	34	4
n nam Forelners	113/0	75	33	5
10 BRUCE SPRINGSTEEN	98/0	41	49	8
TEARS FOR FEARS	113/15	40	53	20
ANALIAN LENNON	116/6	26	74	16
O NEO SPEEDWAGON	113/4	35	61	17
14 BIGINE WARNES W BARRY BANK DW	106/1	42	52	12
SURVIVOR	114/16	18	71	25
© ENC CAMIEN	93/1	32	55	6
ALAN PARSONS PROJECT	109/4	23	68	18
18 PINL COLLINS	89/0	20	58	11
19 COMMODORES	83/1	21	45	17
CHAKA KHAM	92/9	9	69	14
C MARCHINA	96/15	9	62	24
22 USA FOR AFRICA	82/0	11	48	23
C BRYAN ABAMS	79/9	14	39	26
24 FOREIGNER	60/3	17	30	13
© LIMANL	78/21	7	40	31

MOST ADDED

Find A Way (A&M) nit I'm Ready For You James Passetty (24) Conterfield (WE) Elle CAMMES (22) Crazy in The Night. (EMI Am EVELTH "CHAMPAGNE" (ISSE Till Midnight (RCA) LIMMIL (21) Never Ending Story (EMI Am

HOTTEST

BILLY OCEAN (100)

Suddenty (Jive Anata)
Suddenty (Jive Anata)
Sance (1989)
Smooth Operator (Portrait CBS)
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Anata F (MCA)
MAGGRAM (PC)
Crary For You (Gatten)

AMME MURRAY "I Bue'l Think I'm Reedy For Yee" (Capital) 49/25
Ressors Heery 10, Medium 15/3, Light 33/23, Total Adds 26, WKBH, Mt 15 KFMB, WKYE KEY103, K106, WSYA,
WWYA, KICA, WYRE, WBHI, WHIN, KE, KICH, WWHI, KORG, WCKO, WCH-, KILB, WZLQ, KYNL, WAT-FM, KFSB
WZLG, WBOW, KOBW Medium schale WAES, WGY, WHAZ, WBY, WHIP, WTC, WRIU WAHR, WORG, WJBC WCK.

ACCE WASHER "Lody Of By Nacet" (Qureel/WB) 47/3

Robbins Heavy 50, Medium 28/1, Light 13/2, Tola Adds 3, WPD, WSPY, KFOD Heavy WKBW, WCCO, WGY, WAEV

Mediums rounds KOW, KEYTOG, K106, CK101, WMAZ WSPL, WWHA, WHSPY, KIDA WTRC, WHOR WKEB

PETELYTH "CHAMPASHE" (KINS "THE BESINGLE" (RCA) 45/2!

PETELYTH "CHAMPASHE" (KINS "THE BESINGLE" (RCA) 45/2!

WWYA, WAMAN, WHICE, WHORE, WCCO, KREB, WAEV, WSC, KFBB WINLE, WROT, KRYE, WKVE, WKVE, WKW, KEYTOS

WWYA, WAMAN, WHOC, WHORE, WSCO, WKYE, WORG, WZLO, WWT-FAB

PROBLEMS THE SHOPY OUR MEDIUM WISE, WKYE WORG, WZLO, WWT-FAB

PROBLEMS THE SHOPY OUR MEDIUM IT, Light 30/35, YOBS ADDS 36 WORC, WCCO, KFMB KEYTOS WAAZ WLAC-FM

WSTL, WAYE, WHAMA, WHORE, WHORE WKYE, WKYE, WKYE, WKYE, WKYE, WASO, WCCO, KFMB KEYTOS WAAZ WLAC-FM

WZLO, KYTE, WAGE, WCSE, WKTEN, KYSS WAEZ, KKZY, KYNY, WSON, WGS, WHOC KYRE WAEZ,

WZLO, KYTE, WALOS, WCCE, WKTEN, KYSS WAEZ, KKZY, KYNY, WSON, WGS, WHOC KYRE WAEZ,

WZLO, KYTE, WALOS, WCCE, WKTEN, KYSS WAEZ, KKZY, KYNY, WSON, WGS, WHOC KYRE WAEZ,

WZLO, KYTE, WALOS, WCCE, WKTEN, KYSS WAEZ, KKZY, KYNY, WSON, WGS, WHOCO, KERB, WHOCO, MAEZ

WZLO, KTYL, WJBC, WOIL, WAIT-FM, KPSB WKUS, REEZ, KKLV, KTWO, KQSW, KRSB, WMGQ, KALE

SUURRAY WEAD "thos Highs in Benginsh" (RCA) 38-6

Restance Henry 14.1 Medyum 100. Light 125, 1048 Acids 6, WSRY, WSFM, WSFL, WRAL, WEAK, WAIT-FM Henry, MPJB,
29D, WRYE, WKLL, WHAE, KKLM, WSR, WLOCO, WCH, KRSB, WKYY, KKLV, KGSW Mediums enclude KVR, FM, KMGG,
3100, WCC, WKHK, WERS, KWAW, WITHY WFFY, KEZ

ALROOM BOYET "Tavelable" (Castumble) 38-7

FM, WCCO, WKCC, WKYE, WGY, KEYTGS, WMAZ, KWAY, WWWR WEBJ, WSKL, WWFA, WCKG, WCHY, KRYLS,
KWYX, KYTL, KGSW, KMGG

RYL, KOSW, KMGD SABLATA "Beldee Birl" (Belswa) 36.1 Robbins Hosey 10, Medium 190, Upi 15.1, Total Adda 1, WSFM Heavy WKNE Medium mcLida WKBW, KFMB, WKYE, KEYLIO, WAAZ KELT, WHBY, WAGN KKEM KKIPL, WWWR, WGSV, WAAF, WORG, WATFAM, KFSB-KEEZ.

WJOH, RRIPS

##FFREY OBSORNE "Let Me Reew" (AAM) 34.2

Rossone Heery 0.0 Medium 16.0, Light 18.2, Total Adds 2, WTRK, WXLIS Mediums include WGY, REY103, K106 WMAZ.

WRSH, WPMA, WTRO, WGOW, WTRY, WJGC, WHITPA, KEEZ, KKIV, KNGO, RALE

#MANURERI STEELE "Bove The Hight For the" (Midwan) 33.2

Rossons Heery, 10, Medium 27, Light 2517, TOSH Adds 3, 200, REY103 WTRY. Heery WRSW. Mediums include

Rotation's Floary 1-0, Maddum 72, Light 25/1, Total Adds 3, 2WD, KEYLOS WINY Meany WKSW Mediums include WAAZ, WADN, WE M, WEIN, WEIN

SIGNIFICANT ACTION

INV BATTISS "Right From The Heart" (Columbia) 28.4 one Heary 20, Medium for Lugir 163, Total Acds 4, WAES, WHIG., WIRN, WTKO Heavy, WCCO, WEIM Medium I, WTK: WARS, WWA, WHISY, KING, WORDS, WIN WHIT FM

KALE. GEORGE HANGISON "I Ben't West To Bo It" (Columbia) 19/3 Brantona, Hasov (KO. Machum 2/0, Lotel 17/3, Total Adds 3, WAEB, WWMI, KFSB. M

SECURISE FRANCISCUS "I SINCE I WISH 10 THE I LOUISING FRANCISCO SECURISE FRANCISCO SECU 6. INALY, INVICE, INTOIN INSIDERIN YES INT.
DOSS ""TH My Buby Comes Home" (Epic) 18/6
D. Medum St., Lota B.A., Tolai Adda S. WSHY, KMGG, KFI, WORG, KMGO, Heavy KELT, KRSB

Madium KYL-Fill KWAY, KYO, KYO, EAE

JEHNINGS, MELSON-CASHARSTOFFERSON "Mighwoymen" (Colombia) 19/2

Polistore Nevry Ol, Molaim SYI, Leyk BY, Total Andis 2, WCCO, WGY, Madium WYIC, WMAZ, WEIM W.BC.

IRELISEA MANCHESTER "Minthematilize" (IRCA) 12/0

Finations Nevry OO, Micham 30, Leyk BO, Total Andis O Minthum WCCO, WBW, KEEZ

STABLEY JORDANI "The Linky In BY, Libh" (Black Total) 12/0

Robbinon Nevry OO, Medium 40, Light BO, Total Andis O Minthum WPCC, WRWA, WMT-FM.

A/C ADDS & HOTS

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142 Reporters 132 Current Reports

The following stations reported no adds or changes in rotation this week.

WSB-FM/Atlanta Y97/Pittsburgh WPRO/Providence K101/San Francisco WJON/8t. Cloud

The following stations falled report this week and their playlists were frozen.

WICC/Bridgeport WBT/Charlotte WNIC/Detroit WFFX/Tuncaloose KRNT/Des Moines is no longer

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MANNET COMMAN CO

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

Trees two List Week Week Week	153 REPORTS	Total	Hot A	Medium	Total
4 2 2 0	BRUCE SPRINGSTEEN/Trapped (Columbia)	140-	125-	15=	0-
	TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)	138-	121 -	17+	0 =
	EURYTHMICS/Would I Lie To You? (RCA)		90+		3-
	MICK JAGGER/Lucky In Love (Columbia)	129+		-	4-
	TOM PETTY & THE HEARTBREAKERS/Rebels (MCA)	130 -			0-
	ROBERT PLANT/Little By Little (Es Paranza/Atlantic)	138	64	52	
	JULIAN LENNON/Say You're Wrong (Atlantic)	124 =			
	PHIL COLLINS/Sussudio (Atlantic) DON HENLEY/Drivin' With Your Eyes Closed (Geffen)	114-		47+	1 =
	JOHN CAFFERTY & BEAVER BROWN/Tough All Over (Scotti Bros./CBS			100+	
	HUEY LEWIS & THE NEWS/Trouble In Paradise (Columbia)	113-		43+	4-
	JOHN FOGERTY/Centerlield (WB)	107-			5 4
	TOM PETTY & THE HEARTBREAKERS/Don't Come Around Here (MCA)	93-	83-	10+	0-
	KATRINA & THE WAVES/Walking On Sunshine (Capitol)	109+	56+	52 -	3=
	PHIL COLLINS/Inside Out (Atlantic)	92-	58 -	34 -	0-
	GLENN FREY/Smuggler's Blues (MCA)	95+	56+	39 -	4-
9 8 11 17	FIRM/Satisfaction Guaranteed (Atlantic)	96 -	59-	37-	
24 21 17 18	HOWARD JONES/Things Can Only Get Better (Elektra)	104+	47+		
	SLADE/Little Sheila (CBS Associated)	113-		89 -	
	JOE WALSH/The Confessor (Full Moon/WB)	114+			
	SIMPLE MINDS/Don't You (Forget About Me) (A&M)	81-			
	KIM MITCHELL/Go For Soda (Bronze/Island)	103+	-		5-
	DOKKEN/Alone Again (Elektra)	92-			4
	TIL TUESDAY/Voices Carry (Epic)	102+		88+	174
	ALAN PARSONS PROJECT/Days Are Numbers (Arista)	104+		58-	
	POWER STATION/Get It On (Bang A Gong) (Capitol)	83-			
	REO SPEEDWAGON/One Lonely Night (Epic)	94+	10+		
	HOOTERS/All You Zombies (Columbia) BRYAN ADAMS/Heaven (A&M)	72+		39 =	
_	BON JOVI/Only Lonely (Mercury/PG)	86-			
	GRAHAM PARKER & THE SHOT/Wake Up (Next To You) (Elektra)			57+	
	ERIC CLAPTON/She's Waiting (WB)	68 -	37-	31 -	2 4
	ERIC CLAPTON/See What Love Can Do (WB)	73+	30+	41+	16
_	PRINCE/Raspberry Beret (WB)	73+	27+	46+	10
	LONE JUSTICE/Ways To Be Wicked (Geffen)	75 +	12+	61+	8
	POWER STATION/Some Like It Hot (Capitol)	56 -	45 -	11-	7 :
sı 🛈	WILLIE & THE POOR BOYS/Baby Please Don't Go (Ripple/Passport)	72+	•-		
	FIONA/Talk To Me (Atlantic)	63 -			
	TOM PETTY & THE HEARTBREAKERS/It Ain't Nothin' To Me (MCA)	51+			6.
	MAMA'S BOYS/Needle In The Groove (Jive/Arista)	65+	2+		-
	ERIC CLAPTON/Forever Man (WB)	45 -			
	PAUL YOUNG/Everytime You Go Away (Columbia)	67+ 52-		50 + 33 -	
	VAN-ZANT/I'm A Fighter (Network/Geffen)	62+			
	VAN-ZANT/You've Got To Believe In Love (Network/Geffen)	54-		37-	
	SURVIVOR/The Search is Over (Scotti Bros/CBS)	61+	6+		
	GINO VANNELLI/Black Cars (HME/CBS) TEARS FOR FEARS/Shout (Mercury/PG)	42+	-		
	PHIL COLLINS/Don't Lose My Number (Atlantic)	44-			
	OURAN OURAN/A View To A Kill (Capitol)	62	8	37	62
	PAUL HYDE & THE PAYOLAS/You're The Only Love (A&M)	57+	5+		-
	MEAT LOAF/Modern Girl (RCA)	51-	5+		
	SHOOTING STAR/Summer Sun (Geffen)	48+	5+	41+	3-
	BRUCE SPRINGSTEEN/Glory Days (Columbia)	39+	12+	24+	21 -
	JOHN FOGERTY/Searchlight (WB)	41+	17=	22+	6
	WANG CHUNG/Fire In The Twilight (A&M)	45 -	12-	33+	1.
	TRIUMPH/Killing Time (MCA)	43=	6-	35+	5-
	FOREIGNER/That Was Yesterday (Atlantic)	34 -	18-	16-	1 :
	SUPERTRAMP/Cannonball (A&M)	41	5	26	41
DEBUT DEBUT					
19 32 44 50	MICK JAGGER/Lonely At The Top (Columbia) DAVID LEE ROTH/Just A Gigolo/I Ain't Got Nobody (WB)	34 -		19-	_

MOST ADDED

ROBERT PLANT (138) Little By Little (Es Paranza/Atlantic) DURAN DURAN (62) A View To A Kill (Capitol) SUPERTRAMP (41) Cannonhall (A&M) CYNDI LAUPER (37) The Goonies 'R'... (Portrait/CBS) VAN-ZANT (34) You've Got To. . (Network/Geffen)

HOTTEST

BRUCE SPRINGSTEEN (125) Tranned (Columbia) TEARS FOR FEARS (121) (Mercury/PG) Everybody Wants To . . . (Me MICK JAGGER (98) Lucky In Love (C FURYTHMICS (90) Would I Lie To You? (RCA)
TOM PETTY & THE HEARTBREAKERS (83) Rebels (MCA)

BREAKERS

Little By Little (Es Paranza/Atlantic)

91% of our reporters on it. 138/138 including adds at: WBCN, WNEW, KTXQ, KSRR, WNOR, WLUP, WXRT, KLOS, KMET. Debuts #6 on the Tracks chart

> GRAHAM PARKER & THE SHOT Wake Up (Next To You) (Elektra)

53% of our reporters on R. 81/13 including adds at: WBAB, KYYS, KDKB, WRCN, WHEB, WKQQ, WRDU, KICT, KZOK, KEZE. Moves 38-31 on the Tracks chart.

NEW & ACTIVE

CYNDI LAUPER "The Goonies "R"..." (Portrait/CBS) 37/37 (0/0) Adds include WBCN, WSHE, KROQ, WHFS, WIMZ, KPOI, WWWV. Hots 5 KDKB, WZZQ, WLIR, WPLR, WCPZ. Mediums: 18 include WBAB, WNEW, WCCC, WHCN, WFYV, WRDU.

WEZX. WAQY

RED 7 "Heartbest" (MCA) 37/6 (34/8)
Adds: KROR, CHEZ, KRKE, KZEL, KZOK, WCXT, Hots: 2 WRIF, KFMF. Mediums: 34 include WDVE, DC101, WSHE, WQFM, KROQ, KZAP, KFOG, KOME.

BOOMTOWN RATS "Rain" (Columbia) 32/7 (27/10)
Adds: WNEW, KFOG, CFOX, WOUR, WOBK, WIZN, Hots: 2 91X, KRQU.
Mediums: 27 include WBCN, WBAB, WHJY, WXRT, KBCO, KROQ, KOME,

AUTOGRAPH "Send Her To Me" (RCA) 31/3 (31/2) Adds: KGB, WKLC, KMOD, Hots: 4 KSRR, KISS, KFMG, KTYD. Mediums: 27 include WHJY, KSHE, WAQY, WKQQ, WQMF, WKDF, KATT

JOE WALSH "Resewood Bitters" (Full Moon/WB) 28/20 (9/9)
Adds include WYNF, WXRT, WRIF, WQFM, KZAP, WOUR, KISS, WTUE,
KILO, Hots: 4 KZEW, KAZY, KFMF, Mediums: 18 include WBAB, WHJY, KBCO,

WI AV KEZE PRINCE "Paisley Part" (WB) 26/2 (31/11)
Adds: KROQ, KFMF. Hots: 9 include KQAK, WPLR, WWCT, CITI, KPOI, WIZN. KSPN, KTCL. Mediums: 17 include WIYY, WMMR, KKCI, KMET, WCCC, WRDU,

CHIMA CRISIS "The Highest High" (WB) 25/15 (11/11)
Adds include WDVE, WXRT, WOFM, KROO, 91X, WDHA, WWWV. Hots. 4
WLIR, KTCZ, WIZN, KSPN. Mediums: 16 include WBAB, WHFS, WDIZ, WLAV,

KKDJ. KTYD BELOUIS SOME "Imagination" (Capitol) 25/4 (23/6)

Adds: WDVE, WWCK, WIZN, KFMF. Hols: 3 KBCO, KQAK WLIR. Mediums: 22 include WBAB, WHJY, WXRT, KROQ, WAQY, WOUR, WIMZ.

BRYAN ADAMS "Kids Wanna Rock" (A&M) 19/2 (20/4) Adds: WYSP, KWHL, Hots: 3 KSRR, KISS, KMBY, Mediums: 16 include WNEW, DC101, WNOR, KLOS, KGB, WPYX, KICT

PRINCE "Pop Life" (WB) 18/3 (20/7) Adds: WIZN, WBLM, KSPN. Hots: 7 WXRT, KQAK, WLIR, KTCZ, WHMD, KCGL. KVRE, Mediums: 10 include WBAB, WIMZ, WWCK, KZEL, WGIR.

SANTANA "I'm The One Who Loves You" (Columbia) 17/2 (16/1)
Adds: WWWY, WCXT, Hots: 6 KAZY, KTCZ, WBSW, KSPN, KFMF, KVRE.
Mediums: 10 include WLUP, KKCI, KFOG, KLBJ, KZOK.

WILLIE & THE POOR BOYS "These Arms..." (Ripple/Passport) 16/5 (11/7)
Adds: WMMR, DC101, WPYX, KMOD, WWWV. Hols: 2 KMET, WDHA. Mediums: 12 include WCCC, WRCN, KLBJ, WDIZ, KZEL, KEZE

TRACKS - Track sirpley data for songs from all configurations, including albums, EPs, and 45s. Shows four-week trend of chart movement. Records

showing significant upward momentum are bulleted. Current week's total reports, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

AOR ALBUMS - Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulle burn'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

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

TOM PETTY & THE/Southern Accents (MCA) 1 1 1 TOM PETTY & THE/Southern Accents (MCA) 2 2 4 PMIL COLLINS/No Jacket Required (Attentic) 3 3 USA FOR AFRICA/We Are The World (Columbia) 3 3 2 4 TEARS FOR FEARS/Sorgs From The Big Cheir (Mercury/PG) 4 5 MICK JAGGER/She's The Boss (Columbia) 5 7 FENCK LAPTOM/Sehind The Sun (WS) 5 7 FENC CLAPTOM/Sehind The Sun (WS) 5 8 8 DOM MEMLEY/Building The Perfect Beast (Geffen) "Rebels" (130) "Don't Come" (93) "It Ain't" (51) "Sussudio" (109) "Ineide Out" (92) "Don't Lose" (44) "Trapped" (140) "Trouble" (113) "H Only" (16) "Everybody" (138) "Shout" (42) "Head" (12) "Lucky" (129) "Lonely" (34) "Haif" (16) "Would I Lie To You?" (140) "See What Love" (73) "She's" (68) "Forever Man' "Drivin" "(114) "All She Wante" (28)	145 - 145 - 143 + 142 + 142 + (45) 131 - 125 -	122+ 132- 127- 109+ 91+ 73-	26+ 13+ 18+ 34- 51-	2- 0- 0- 2-
2 2 4 PMIL COLLINS/No Jacket Required (Attentic) 6 4 3 3 USA FOR AFRICA/We Are The World (Columbia) 3 5 2 4 TEARS FOR FEARS/Sorgs From The Big Chair (Mercury/PG) 8 5 MICK JAGGER/She's The Boss (Columbia) - 11 DEUTYTHMICS/Re Yourself Tonight (RCA) 5 5 7 FENC CLAPTON/Behind The Sun (WB) 10 9 8 8 DON NEMLEY/Building The Perfect Beast (Gelfen) "Susseudio" (109) "Ineide Out" (92) "Don't Lose" (44) "Trapped" (140) "Trouble" (113) "If Only" (16) "EveryYou'd (129) "Lonely" (34) "Head" (12) "Lucky" (129) "Lonely" (34) "Heif" (16) "Would I Lie To You?" (140) "See What Love" (73) "She's" (68) "Forever Man' "Drivin'" (114) "All She Wants" (28)	145 - 145 - 143 + 142 + 142 + (45) 131 - 125 -	132 - 127 - 109 + 91 + 73 -	13+ 18+ 34- 51-	0- 0- 2-
Trapped" (140) "Trouble" (113) "If Only" (16) 3 3 4 TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG) 8 5 CHAIRS FOR FEARS/Songs From The Big Chair (Mercury/PG) 8 5 CHAIRS FOR FEARS/Songs From The Big Chair (Mercury/PG) 9 1 CHAIRS FOR FEARS/Songs From The Big Chair (Mercury/PG) 1 CHAIRS FOR FEARS	145 - 143 + 142 + "(45) 131 - 125 -	127 - 109 + 91 + 73 -	18+ 34- 51-	0-
3 3 2 4 TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG) 8 5 6 MICK JAGGER/She's The Boas (Columbia)	143+ 142+ "(45) 131- 125-	109+ 91+ 73-	34 - 51 -	2-
**Lucky" (129) "Lonely" (34) "Helf" (16)	142 + "(45) 131 - 125 -	91 + 73 -	51-	
"Would I Lie To You?" (140) 5 5 7 ENC CLAPTON/Behind The Sun (WB) 9 8 DON NEMLEY/Building The Perfect Beast (Gellen) "Would I Lie To You?" (140) "See What Love" (73) "She's" (68) "Forever Man" "Drivin' " (114) "All She Wants" (28)	" (45) 131 - 125 -	73 -		4-
5 5 7 ENC CLAPTON/Behind The Sun (WB) . "See What Love" (73) "She's" (68) "Forever Man" 10 9 8 DON NEMLEY/Building The Periect Beast (Gelfen) "Drivin' " (114) "All She Wants" (28)	125 -			
10 2 8 8 DOM HEMLEY/Building The Perfect Beast (Goffen) "Drivin' " (114) "All She Wants" (28)		80 -	- 56+	4+
MO	123 -	- OU	45+	· 0=
7 7 9 JOHN FOGERTY/Conterfield (WB) "Centerfield" (0107) "Searchlight" (41) "Girls" (22)		82 -	39=	2+
19 12 12 A JULIAN LENNON/Valotte (Atlantic) "Say You're Wrong" (124)	125=	62+	62 -	1-
POWER STATION/The Power Station (Capitol) "Get it On" (95) "Some Like it Hot" (56)	115 –	62+	53-	0-
9 12 FMML/Firm (Atlantic) "Satisfaction" (98) "Radioactive" (16) "Closer" (12)) 108 –	64 -	44-	1+
17 15 14 C KATRINA & THE WAVES/Katrina & The Waves (Capitol) "Walking" (109)	113=	59+	53-	. 1-
n @ JOE WALSH/The Confessor (Full Moon/WB) "The Confessor" (114) "Rosewood Bitters" (28)	127+	23+	97=	14-
1 15 BREAKFAST CLUB/Soundtrack (A&M) "Don't You" (81) "Fire" (45)	101 -	61 -	40+	0-
30 22 19 (2) SILENN FREY/The Allnighter (MCA) "Smuggler's Blues" (95)	95+	56+	39-	4-
21 17 17 S SLADE/Rocues Gallery (CBS Associated) "Little Shella" (113)	113-	24+	89 -	2-
20 19 18 CO HOWARD JONES/Dream Into Action (Elektra) "Things" (104)	105+	47+	57=	7+
2 18 20 SRYAM ADAMS/Reckless (A&M) "Heaven" (72) "Kids Wanna Rock" (19)	190 -	43+	47-	6+
2 27 25 (SIM MITCHELL/Akimbo Alogo (Bronze/Island) "Go For Soda" (103)	104+	21+	82+	5-
25 24 25 ALAM PARSONS PROJECT//ulture Culture (Arista) "Days Are Numbers" (104)	107+	15-	91+	7-
16 14 15 22 VAN-ZANT/Van-Zant (Network/Geffen) "You've Got" (62) "I'm A Fighter" (52)	99 -	24 -	73-	4+
* 31 * TIL TUESDAY/Voices Carry (Epic) "Voices Carry" (102)	103+	23+	79+	16+
27 25 24 © DOKKEN/Tooth And Nail (Elektra) 7- "Alone Again" (92)	92 -	29+	60 -	4+
31 38 36 GRAHAM PARKER & THE SHOT/Steedy Nerves (Elektra) "Walke Up" (81) "Weekend's" (19) "Break" (12)	97+	26+	67=	8-
14 13 16 26 REO SPEEDWAGON/Wheels Are Turnin' (Epic) "One Lonely Night" (83)	84 -	52 -	31 =	2-
29 27 BON JOYL/7800 Fahrenheit (Mercury/PG) "Only Lonely" (86)	92+	11+	81+	7-
DEBUT > 49 HOOTERS/Nervous Night (Columbia) "All You Zombies" (94)	95	11	80	22
_ 35 29 PRINCE/Around The World In A Day (WB) "Respherry" (73) "Paisley" (26) "Pop" (18)			51-	3-
_ * * * LONE JUSTICE/Lone Justice (Geffen) "Ways" (75)	79+	12+	65+	8-
WILLIE & THE POOR BOYS/Willie & The Poor Boys (Ripple/Passport) "Belby" (72) "Arms" (16)	84+	8+	62+	31 -
15 16 22 RE FROMA/Fione (Atlantic) "Talk" (63)	69 -	17-	50 -	3+
39 33 30 SURVIVOR/Vital Signs (Scotti Bros/CBS) "Search" (54)	64 -	19+	45-	4-
BRUCE SPRINGSTEEM/Born in The U.S.A. (Columbia) "Glory Days" (39) "I'm On Fire" (17)	54+		33+	17+
DEBUT D PAUL YOUNG/The Secret Of Association (Columbia) "Everytime" (67)	69	9	50	30
m MAMA'S BOYS/Power And Passion (Jive/Arista) "Needle" (65)	65+	2+	58+	
DEBUT SHOOTHING STAR/Silent Screem (Geffen) "Summer Sun" (48)	53+	5+		
35 22 34 SB ALISON MOYET/All (Columbia) "Invisible" (34) "Love Resurrection" (21)	48 -	17+	31 -	0-
13 21 20 Se FOREIGNER/Agent Provocateur (Atlantic) "That Was Yesterday" (34)			19-	1 =
DEBUT > 49 MEAT LOAF/Bad Attitude (RCA) "Modern Girt" (51)	53-	5+	48=	4-

BREAKERS.

HOOTERS

Hervess Hight (Columbia)
83% of our reporters on it. 95/22 including adds at: WKLB, WLUP, WXRT, KKCI, KYYS, KSHE, KUPD, KOME, WCMF. Debuts at #26 on the Albuma chart.

WILLIE & THE POOR BOYS

Willie & The Peer Boys (Ripple/Passport)
88% of our reporters on R. 8421 including adds at: William, WHJY, KZEW, KBPI, 91X,
KOME, WPYX, WZZO. Moves 46-31 on the Albums chart.

LONE JUSTICE
Lane Justice (Geffee)
82% of our reporters on It. 766 with adds at: DC161, WNOR, KBHE, KNCN, WXLP, WIOT, KILO, KTCL. Movee 31-36 on the Albums chart.

AOR BREAKERS — A record in 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.

NEW & ACTIVE — Records building in airpley and coming closest to charting. Number indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are test week's date. Checked records are those that were among the week's most added.



The first single "YOU'RE THE ONLY LOVE"

from the new album

HERE'S THE **WORLD FOR YA**

PAUL HYDE AND

THE PAYOLAS

Produced by

DAVID FOSTER

On A&M Records and BASF chrome

cassettes.



They'll Show You What It Takes To Reach

THE HIGHEST HIGH

Produced by Walter Becker





AOR ALBUMS

MOST ADDED

NLLIE & THE POOR BOYS (31) Wille & The Poor Boys (Ripple/Passport PAML YOUNG (36) The Secret Of Association (Columbia) HOUTERS (22) Nervous Night (Columbia) WESTEEN (17) BONCE SPRINGSTEEN (17)
Born in The U.S.A. (Columbia) TIL TUESDAY (16) Voices Carry (Epic)

HOTTEST

TOM PETTY & THE HEARTBREAKERS (132) Southern Accents (MCA)
usa Fon AFRICA (132)
We Are The World (Columbi
TEARS FOR FEARS (127) Songs From The Big Chair (Morcury PMML COLLING (122) No Jacket Required (Atlantic) MICK JAGGER (189) She's The Boss (Columbia)

NEW & ACTIVE

THUMPH/Thunder Seren (MCA) 46/4 (46/7)
Adds: WYSP, WDIZ, KISS, WRUF, Hots: 8 WBCN, WMMR, WRIF, WQFM, WAQX, KNCN, KUFO. Mediums: 36 include WBAB, KSRR, WSHE, WNOR, KYYS, KSHE, KMET, KGB.

REB 7/Ref 7 (REA) 42/7 (BUS)
Adds: KROR, KRIKE, K97, KZEL, KZOK, WCXT, KTCL. Hots: 2 WRIF: Mediums: 37 include WDVE, DC101, WQFM, KBCO, KAZY, KROQ, KFOG, KQAK.

CHMA CN000/Placet The Imperiodice (198) 39/14 (8/9)
Adds include WDVE, WXRT, WQFM, KROQ, 91X, WDHA, WLAV, WWWV. Hots: 5 WLIR, CHEZ, KTCZ, WIZN, KSPN, Mediums: 23 include WBAB, KBCQ, WHFS, WAQY, WDIZ, KKDJ, KLPX.
BOORTOWN INTERIOR The Long Brees (Datemble) 39/7 (29/9)
Adds: WNEW, KFOG, CFOX, WDUR, KZEL, WQBK, WIZN. Hots: 2 91X, KRQU, Mediums: 28 include WBCN, WKRT, KBCQ, KAZY, KRQQ, KQAK, KOME.

AUTOGRAPH/Sign to Pieces (RCA) 39/2 (36/2)
Adds: WKLC, KMOD. Hots: 4 KSRR, KISS, KFMG, KTYD. Mediums: 29 include WHJY, WRIF, KSHE, KGB, WAOY, WOMF, KATT, KRSP.

WLVQ, KROQ, WOUR, WIMZ, WWWV.

UZ/Untergetiable Fire (Import) 14/6 (8/6)
Adds include KZEW, KAZY, 91X, KQAK, KLBJ. Hots: 3 CHOM, WLIR, CITI, Mediums: 9 include WBAB, Q107, WXRT. KROO, WCCC.

LOWING BLACK/Shi

LOWINE MACK/Strilles Life Lightning (Alligning) 12/7 (6/6).
Adds: KZEW, KAZY, CHEZ, WZEW, WBSW, KSPN, KTCL. Hots: 0. Mediums: 8 include KTXQ, WXRT, KBCO.

ESIME/Steps to Time (Epits) 11/8 (3/2)
Adda include KBCO, KOAK, WRCN, WIZN, WBSW. Hots: 2 WLIR, KCGL. Mediums: 3 KROQ, WQBK, KRQU.
STRANGE ADVANCE/Zwe (Capital) 11/1 (18/2)
Adda: KBCO, Hots: 3 Q107, CFOX, KRQU. Mediums: 7 include CHOM, CHUM, WHFS, WHMD.

AOR ALBURS — Album airplay data, with four-week trend of chart movement. Records showing algoriticant 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 test week's figures.

TRACKS - Track airpley data for songs from all configurations, including albums, LPs, and 45s. Shown four week trend of chert movement. Records showing significant upward momentum are bullsted. 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 to date. Chacked records are those that were among the week's Most Added.

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(94-Q) Atlanta

PD: Jim Morrison MD: Jeff McCartney

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Columbus

PD: Adam Cook Asst. PD: Joel Kelly

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Minneapolis

Ass. POMD: Don Mchaels

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Chicago

PD: Buddy Scott

P.D. June Boharmon

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WKTI Milwaukee

PD Tim Fox MD: Kelly Wallace

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Kansas City PD: Pst McKsy MD: Karen Berber

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Sheet Sections The Grane Chicago

97.9 WNCI PD: Rich Meyer Columbus MD/Asst. PD: Bruce Wheeler

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Ops. Mgr.: John Gehron PD: Daffes Cole

Chicago

WO (Ass.) P.P. Bruce Wineses

For June 1997 and P. Bruce Wineses

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Detroit

PD: Lee Dounles

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VP/Prog.: Gerry DeFrancesc Assistant PD: Mike Schaefer

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PD: Mark Bolke

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PD: Reggie Blackwell

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San Francisco PO: Nick Bazon

MD: Jack Silver

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PD: Rick Gillette Sacramento MD/Assist PD: Chris Collins

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Seattle KUBE 93FM KMJK PD: Bob Case MD: Wendy Christopher

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MD: Sean Lynch

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ZIOO FM KKRZ PD: Gary Bryan MD: Sean Lynch Portland

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PD: Jack Regen MD: Alan Sledge

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PD: Guy Zapoleon MD: Steve Goddard

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PD: Doug Erickson

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Thomas Goods
CYMD LANTED
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S WCGG/Columbus, GA Ratph Correll

Radah Carrell

COMAR SONAN (dp)

PACK FORM

CYMUS LAFFEW

CYMUS LAFFEW

CYMUS LAFFEW

CYMUS LAFFEW

FILL

FORMAN (dp)

FILL

DUBAN SHAME
PATCHAS
DOLLOGS
DOLLOGS
SANCE 9-2
SANCE 9-5
SANTE SANCE 0-5
SANTE SANCE 1-8 WIXVSevenneh, GA 819 Wester

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COMMAN PROMET PLANT (COMMAN PARTY PLANT COMMAN CAP) (COMMAN CAP) (COMM

Music Key: (DP) indicates the song is getting play dur-ing certain parts of the day and/or night. (RA) indicates the song was dropped from the playfest then readfed.

MIDWEST

Duran Duran Cyndi Lauper

Prince

HOTTEST

Harold Faltermeyer Simple Minds Madonna

CYNDI LAUPER

WZUU/Milwaukse, Wi John Driscoll

John Driscoll
JULIAN LENMON
DURAN DURAN
HADDWHA
HADDWHA
HOMARD JONES
PHIL COLLIMS
ROTERE:
DEBARGE 3-1
SIMPLE MINDE 10-3
MURRAY HEAD 4-4
ANIMOTION 6-5
POMER STATION 9-8

KJ103/Oklehome City, OK

KOFM/Oklehome City, OK

PPINCE
LINAMI
LI

WHARL 6-4 HURRAY READ 9-7 HABOLD PALTERHEYE

Taylor/Deem
DURAM DURAM
CYMOI LAUPER
TIL TUESDAY
JOHN CAPPERTY
EIN CARRES
HOTLOGE:
HADOMNA 1-1
SIMPLE HIMOS 3-2
HHAM1 6-3
HADOMNA 10-4
BRYAM ADAMS 9-7

KZ93/Peoria, IL Keith Edwards

CHR ADDS & HOTS

KWTD FM/Springfield, MO

Mike Schmidt
ALISON HOYET
JOHN CAPPERTY
DURAN DURAN
POSERT PLANT
LOWE JUSTICE
WHITHEY HOUSTON
AL COMLEY
HADOWNA 1-1
DAVID LEE BOTH 0-6
GLENN PREY 14-8
HABOLD FALTERMEYEE
BRYAN ADAMS 10-12

WEST

MOST ADDED Cyndi Lauper

Prince

HOTTEST Simple Minds

Harold Faltermeyer Tears For Fears

MIDWEST

PARALLEL TWO

Mart Paysch
PSINCE
CYROL LAUPEN
CYROL LAUPEN
GINO VANHELLI
ANY CRANT
MORERY PLANT (dp)
ROCKET
RICH RECTER
WHITTER HOUSTOR
HOTTOR
HOTTOR Jim Miles
BILLY OCEAH
DOBAH DORAH
CYMOI LAUPER
PAUL YOUNG
ROWARD JONES
NOTESET:
USA POR AFRICA 1-1
MADOWNA 2-2
WHAN1 4-3
SIMPLE RIMOS 7-4
BILLY GCEAH D-14 WJXQ Jackson, Mi Ryan/Cheeks

HOTERT PLAN: HOTERS: HADOWNA 1-1 SIMPLE MINDS 2-2 TEARS FOR FEARS 3-3 BAYAH ADAMS 12-9 HADOWNA 33-27 WKFR/Kelemezoo, MI Weinecht/Chapman

WKAU/Appleton Os Ross/Bradleigh

RossiBredisign

PAUL FOUNG
DURAN DURAN
JOHR CAPPETT

AUGUST CAPPETT

ROSSIT FLAVE
FILE CAPPET

FILE CAPPET

THAN FOR FILE FORM 15-10

ONTO 12E FORM 15-10

AVENUAL 5-1

TRANS FOR FILES 9-6

RATSIRA 5 THE WAY 28-15

WROCCIO

AROLD PALTEMPETE (dp)
ETH CANVES
OUBAN DURAN
HOTE-SE:
HADOWNA 1-1
POMES STATION 5-2
MURRAY HEAD 7-3
SADE 10-6
TEARS POB PEARS 11-8 KIIK/Devenport IA

PRINCE PAINT FORMS

PAUL YOUNG
CYMDI LAUPER
JOHN CAPPERTY
MRITHEY MOUSTON
HOLLOR IN ANDION 16-12
ALLIN LOWNON 16-12
ALLIN LOWNON 11-18
SUNYYON 31-25

WGTZ/Dayton, OH DUBAN DURAN CTRDI LAUPEN EIN CANNES JOHN CAPPERTY NOTESEL! DEBARGE 2-1 RADONNA 1-2 NUBERT HEAD 4-3 SADE 13-7 RADOLD FALTERMEYE 23-16

KZIO/Duluth, MN

CYMDI LAUPER DURAN DURAN BRYAN ADAMS GINO VANNELLI GINO VANHELLI HOTTOST: SIMPLE MINOS 4-1 WRANI 6-3 HAROLD PALTERMEYE 9-4 POWER STATION 8-5 SADE 10-6

WKDQ/Evensville, IN

Bruce Clerke
CRAMM PAREE
MILTERT HOUSEON
HOT RESETS GIRL
LUTHER VANDROES
PHIL COLLINS
ROCEPRE
HOMBOD PALTERNEYE 13-10
HOMBOD PALTERNEYE 13-10
HOMBOD JONES 25-17
EATRIKA & THE MAY D-21
FOWER STATION D-25
FOWER STATION D-25

WSTO/Evansville, IN

WMEE/Ft Weyne

Tony Richards TOWN MICHARDS
RATEINA & THE MAV
DUBAN DURAN
PRINCE
JOHN CAPPERTY
HOLIVET
HOLIVET
FARE FINDS 6-3
WHAN 8-5 FEARS 12-9
HANDLO FALTERMEYE 17-11
BUTTAN ADMS 20-13

OWNFUNTEVEN GIRL FOREST FLANT GRANAN PARKEN CYMDI LAUPER NOTES TO THE TOTAL FORESCHEP 2-1 HADONNA 1-2 WHANI 6-4 RED SPEEDMAGON 8-6 BRYAH ADAMS 18-13

GLENN PREY DURAN DURAN HICK JAGGER SURVIVOR
JEAN ENIGHY (dp)
HOTTEST:
USA FOR AFRICA 1-1
HURRAY HEAD 2-2
HADDHWA 3-3
HOMARD JOHES 19-9
PRINCE 26-18

WIOG/Seginew-Bay City, M Belcher/Shennon

Betcher/Shennon
RATRINA 6 THE WAV
PRINCE
LIMANL
HOTESET:
HANDLD FALTERMEYE 1-1
BRUCE SPRINGSTEEM 13-2
HADDINA 8-3
ANIMOTION 5-5
BRTAH ADAMS 9-6 Ryan/Cheeks
ROBERT FLANT
DURAN DURAN
CYMOI LAUPEN (dp)
GING VANNELLI (dp)
GING VANNELLI (dp)
GING VANNELLI (dp)
GING VANNELLI (dp)
GING FROM 1-1
DAVID LEE ROTH 0-2
POWER STATION 7-6
RED SPEEDWAGON 13-10 USS South Bend, IN

J.M. Deering
TEARS FOR FEARS
RATEINA 6 THE MAY
MANDLD TALTEMETE
USA FOR AFRICA 1-1
MADDIMA 2-2
MURRAY MEAD 6-3
MHAM; 16-5
SADE 19-7

CHURCH SAMPER PRINCE
PR HOTTOPE HOTTOPE USA FOR AFRICA 1-1 HADOWNA 2-2 DEMANGE 3-3 POWER STATION 4-4 SIMPLE HINDS 8-8 KAY107/Tuiss, OK

WVIC/Lensing, MI Meloney/Kittredge DAVID CEE ROTH
PRINCE
JOHN CAFFERTY
HARY JANE GIRLS
HOLLER:
HADONNA 1-1
HAROLD FALTERMEYE
DEBARGE 5-4
MURRAY HARD 9-5
WHAM! 10-7 KEYN FM/Wichita KS

CYNDI LAUPER DURAN DURAN ROBERT PLANT TIL TUESDAY GINO VANNELLI LITTE-Mudson
DURAN DURAN PRINCE
PRINCE
DOBERN (dp)
THE AND...
CYMDI LAUPER
NOTESET;
HADONNA 1-1
HADONNA 1-4
DRYAN ADAMS 16-4
DAVID LEE ROTH 12-6
MADONNA 18-12 HOTEGAT: SIMPLE MINDS 5-3 BRYAN ADAMS 12-7 NADONNA 20-19 MARY JANE GIRLS 30-21 SURVIVOR 38-31

KKRD/Wichite, KS Oliver/Williams

ORGANIZATION 10-6
PRINCE
CYNDI LAUPER
BORRET PLANT
TIL TUESDAY
WHITHEY HOUSTON
HOTEGET
MURRAY HEAD 3-1
SIMPLE MINDS 6-2
WHAN; 7-3
POMER STATION 10-6
SADE 11-5

WHOT/Youngstown, OH Dick Thompson

Dick Thompson

PBINCE
MITTHEN HOUSTON (dp)
MITTHEN HOUSTON (dp)
MITTHEN HOUSTON (dp)
CTBD1 (AUPER
JOHN CAPPENT
PETER HOLF (dp)
PAUL YOUNG.
HOLEGAL
SIRPLE HIND 2-1
MMAM1, 7-ALTEMBERT 10TEARS FOR PEAS 12-8
DAVID LEE BOTH 17-11 DUBAN SERAN CYBOT LAUPER SIM CAMEETY (dp) HILE ROCKES (dp) HOLE ROCKES (dp) HOLEBRI DAVID LEE ROTH 3-2 POWER STATION 7-3 HARDLO FALTENMEYE 12-7 BRYAN ADAMS 14-9 HARDHOM 24-17

PARALLEL THREE

KFYR Bismerck, ND Brenner/Hardt BromonyMardt
PHIL COLLIMS
ALISON MOYET
GRANAM PARFER
HOTEGEL
HURRAY HEAD 3-1
WHANI 5-1
HABOLD FALTERMEYE 11-DAN FOGELBERG 10-4
TEARS FOR PEARS 13-7

Justin/Robbins

DURAN DURAN
EIN CARNES
ROBERT PLANT
CYBDI LUPE
ROCCESS (dp)
ROCCESS

WBWB/Bloomington, IN Bob Leonard

Gobleonard
GRANAM PARKER
DURAN DURAN
RIN CARRES
HAUSERN STEELR
PAUL YOUNG
HOOTERS:
HADOSSA 1-1
SIMPLE MINOS 3-2
WMAN; 10-5
POWER STATION 11-6
TON PETTY 9-7

DURAM DURAM PRINCE HOTCOST: HUBERY MEAD 3-1 HAROLD PALTERMEYE 2-2 DEBARGE 4-3 NEW EDITION 10-4 HADOHNA 20-10 KQCR/Cedar Rapids, IA

none Hottest: HADDHMA 1-1 SIMPLE HIMDS 2-2 POMER STATION 4-4 SADE 4-6 BRYAH ADAMS 21-21 KCMQ/Columbia, MO Tuttin Baker

Tuthi-Wasker
PRINCE
DURAN DURAN
JOHN CAPPERTY
HOREST PLANT
GRAHAN PAMER
HOTEGST PLANT
HAPDLO FALTERMEYE 12-0
HADOUMA 27-16
EXTRINA 6 THE MAY 29-22
BYAN MOANS 33-23
PRINCE D-3
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PRINCE D-3

Y94-Fargo, ND Colline Anderson

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PAUL YCOMG
GINO VANHELLI
DORREN (dp)
JOHN CAPTERY
CYNGI LAUPEN
CHIGI LAUPEN
SINPLE MIMOS 0-3
SADE 12-6
TEANS FOR PEANS 13-7
BILLY OCEAN 16-13
HAROLD PALTERMETE 28-14

KKXL-FM/Grand Forks, ND MICE JAGGER

WAZY FM/Lefsyette, IN Stacy/Louizon

PAUL YOUNG MOTERS: WHAM! 2-1 SADE 7-3 HOWARD JONES 8-4 TEARS FOR FEARS 10-5 HAROLD SALTERMEYE 20-8

KFRX/Lincoln, NE Tracy Johnson

Tracy Johnson
CTNDI LAUPER
EIN CAMPES
GRANAN PAREER
WHITMEY HOUSTON
DURAN DURAN
HOESE:
HADDNINA 1-1
HYAMI 5-3
HADOLD PALTEMBEYE 20-9
BILLY ORLEAN 17-13

BILLT NOW. MOTEBRY HEAD 1-1 HARDOLD FALTERHEYE 1-2 HADDONNA 12-5 BETAH ADAHS 13-7 HOMARD JONES 16-8

KKLS FM/Rapid City. SD

PRINCE
DURAN DURAN
ROBERT PLANT
HOCLOSI:
MADONNA 1-1
POMER STATION 4-2
TEARS FOR FZARS 6-4
SIMPLE HIMDS 9-5
JULIAN LENMON 23-15

99K Q/Salina, KS Denny Collie

PHIL COLLINS GRAHAM PARKER RIN CARNES WHITNEY HOUSTON (dp) WHITNEY HOUSTOM (OF PRIMCE ROSERT PLANT NILE ROGERS (dp) RIM HITCHELL (dp) CYMOI LAUPER HADOMNA 1-1 DOM HERLEY 3-2 SIMPLE HINDS 9-3 POMER STATION 10-7 BILLY QCFAM 15-10 KKHGCEGOUS Fells ST

KKRC/Slout Fells, SD Den Kieley DURAN DURAN MICK JAGGEP PHIL COLLINS ROTEGE: SIMPLE MINDS 4-3 BEYAN ADANG 15-7 DAVID LEE NOTH 11-8 TEARS POR FRANS 20-12 PRINCE D-28

WSPTIStevens Point, WI

EIR CARNES NADONNA DURAN BURAN ROBERT PLANT CYNDI LAUPER PAUL YOUNG PAUL TOURG
VITANIN 2
WITHAN MOUSTON
ANY GRANT
REBUTOD
JEAN HRIGHT (dp)
BELOUIS SOME (dp)
ROTEST:
TEASS FOR FEARS 6-3
WHANI 6-4
HANGLO PALTERMEYE 10-6
HANGLO PALTERMEYE 10-6
HANGLO PALTERMEYE 11-6

KDVV/Topeka, KS Rebet/Permely

Rebet/Permety

DURAN DURAN

JOHN CAPPERTY

ROBERT PLANT

CONTEN (A)

GRANNAN PAREE

PAUL TOURS

TOUR

Mark Potter
PFINCE
CYMDI LAUPER
DURAN DURAN
DURAN PARE
GIRO VANNELLI
ROTTE STATION 1-1
POREIGER 3-2
SURVIVOR 14-8
HAROLD PALTEMENTE
BEYAN ADAMS 20-15

KOZE/Lowiston, ID

KHTM/Reno NV

John Chommi-

Dave North

Jay McCell
RAPY JANE GIRLE
CYMOI LAURER
ANY GRAHE
BURAN GURAN
GRAHAN PARER
NOTEGET
WHAM! 1-1
SADE 3-2
DAVID LIEE HOTH 15-10
SURVIVOR 10-14
RADDOWNA 21-15

JOHN CHOMMHE

PICE SPRIMGPIELD

PHIL COLLINS

JOHN CAFFERTY

GRAHAM PAREE

DORERN

HOTEGST.

SIMPLE MINOS 1-1

DAVID LEE NOTH 8-6

BRYAN ADANS 18-8

TEARS FOR FERMS 11-9

GLEMM FREY 24-17

WEST

PARALLEL TWO

Same Fe. KYNO FM Fre

WWHAE/Deck PHIL COLLINS RICE JAGGER HOWARD JOHES DURAN DURAN JOHN CAPPERTY HOLESEL SIMPLE HINDS 2-1 RURANY HEAD 5-2 RURANY HEAD 5-2 HOME 13-9 TEANS FOR FERRS 22-14 DURAN DURAN CYNDI LAUPER JORN CAFFERTY TIL TUESDAY SURVIVOR SUMPLE MINDS 2-1 SIMPLE MINDS 2-1 SADE 5-6 TEARS FOR FEARS 7-5 WHAMI 14-9 HABOLD FALTERMEYE 19-10

KKXX Bekersfield CA KOMO/Honoluly HI

Squires/Kamper DURAN DURAN PRINCE CYNDI LAUPER BILLY OCEAN SILLT OCEAN
HOTESET:
MURRAY HEAD 1-1
WHAM: 3-2
SIMPLE MINDS 6-3
HANDLD PALTEMETS 15-6
HADDWMA 17-9

KIMO Akane

DUPAN DUPAN
PRINCE
CYNDI LAUPER
CHARA FRAN
MITTHEY HOUSTON
ELFMARK
DEAD OF ALIVE
HOSTOR
HADDONA 1-1
DEBARGE 2-2
SADE 5-4
RILLY OCEAN 4-5
HADDON FALTERMEYE 7HADDON FALTERMEYE 7-KQXR'Bakersfield CA Doug DaRog Doug DAROO
JOHN CAFFEPTY
MOOTERS
ROBERT PLANT
HOTEST
HABOLD FALTERMEYE 5-2
DAVID LEE BOTH 12-7
FRANKIE GOES TO H 20-14
BRIAN ADAMS 26-15
PRINCE D-23 KLUC/Las Vegas, NV

KF96/Boise ID Doss/Gregory

PRINCE DURAN DURAN CYNDI LAUPER TIL TUESDAY TIL TUESDAT HOTTEBET HAROLD FALTERMEYE 3-1 SIMPLE MINDS 5-2 WHARI 7-4 BETAN ADAMS 19-11 MADONNA 28-16

KIKX/Colorado Springs, CO John Dentzer

John Dantser
PRINCE
CTMDI LAUPER
DEAD OB ALIVE (dp)
HILE MODGES (dp)
DOUBLE (dp)
HILE MODGES (dp)
H

KKFM/Coloredo Springs, CO Malmbers/Anderson

Maimberg/Anderson
MMITHEY HOUSTON (dp)
OURAN DURAN
CO MEST
GON THE CONTROL (dp)
OURST
GINO VANHELLI
GRAHAM PARKER (dp)
ROW JOWN (dp)
HOUTER (dp)
HOUTE

KSND/Eugene, OR Mike Anthony DURAN DURAN CYNDI LAUPER VITAMIN 2 EIM CARNES WHITMEY HOUSTON WHITMEN
HOTCORI
SIMPLE MINDS 2-2
HANGLD FALTERMEYE 15-0
BEYAN ADMS 25-16
PRINCE 40-21
HADDONNA 34-23

KBOS/Fresno, CA Kris Ven Kamp

NAME VAPE KEMPO
DURAN CURAN
CYROT LAUPER
PAUL YOUNG
KHOYERS (dp)
ETH CAMMES
STATEMENT
SIMPLE MIMOS L-1
MOURAN MADO 2-2
MARY JAME GIBLS 9-5
TRANS FOR TRANS 10-7
HARDLO PALTREWITE 18-14
EMGCHERO KMGX/Frestio, CA Cerey Edwards

KDON FM Salines Monteres THREE

KER CHET

OURAN DURAN

EURTHMICS

FIN CANNES

FIN CANNES

JOHN CAPPERTY

ROBERT FLANT

PAYOLAS [61]

KOTERET | FLANT

FATOLAS [61]

TEAST FOR PEARS 6-2

TEAST FOR PEARS 6-2

PENECT 34-23

PRINCT 34-23 KGOTIAnd

KCPN/Salt Lake City, UT Aushem/Main

DURAN BURAN MADDMHA
CYNDI LAUPER
GRAHAM PARFER
TIL TUESDAY
HOLESAY
HOLESAY
HOLBARY HEAD 2-1
HOMRAD JOBES 4-4
HABOLD FALTEMBRYE 8-5
RICK SPREMOFIELD 17-12
LIMAHL 22-16

KISN/Selt Lake City, UY DURAN DURAN AMY GRANT

KZZU/Spokane, WA Bill Stairs

DURAN DURAN LOWE JUSTICE HOTERS: TEARS 10-5 DAVID LEE ROTH 16-9 SADE 23-1 HADDINA 30-22 PHIL COLLES PHIL COLLES FRIE COLLES FRIE COLLES Frien Casey CYNDI LAUPER PRINCE CYMOI LAWREN
PRINCE
DURAN DURAN
MHITNEY MOUSTON (dp)
PAYOLAS (dp)
MADONNA 1-1
MADONNA 1-1
SIPPLE RINDS 2-2
POMER STATION 7-3
DON MEMLEY 4-4
MHAMI 5-5

Brian Casey
JOHN CAFFERTY
PAUL YOUNG
CHUNGTON
HOUSTON
SADE 8-7
RED SPEZINAZON 17-12
HART JANK CIPLS 23-14
JULIAH LENNON 21-15 NECHAMBED
DUBAN CYMOL LAMPHE
CYMOL LAMPHE
JOHN CAPPETY
PATTI LARELLE
HACOMHA 1-1
SIMPLE MINS 3-3
HABOLD PALTERMEYE 7-5
PRIMCE D-30

KHOP Modesto Stockton. David Kraham

David Krahem
PRINCE
JOHN CAPPERTY
CTHOI LAUPER
DORAN DURAN (dp)
ALEX RANNN (dp)
ALEX RANNN (dp)
SADE 2-1
SADE 2-1
SIMPLE MINNS 3-2
BILLY OCEAN 7-4
TEARS FOR FARS 13-8
EATRIMA 6 THE WAY 18-10 KHYT/Tucson, AZ Shermen Cohen

Sherman Cohan
PRINCE
CYMDI LAUPER
CHARA RHAN
WHITHER HOUSTON
RILE RODCERS
DEAD OF ALIVE
HOCKERS
ALIVE
HOCKERS
SOR
-1
SOR
-2
SOR
-1
SOR KCAQ/Onnerd Venture, CA

Thomes/Jay

DEPE/HE HODE
LIMANE
DURAN DURAN
TINE
EURITHHICS
EURITHHICS
EURITHHICS
EATPINA E THE MAV
ATLANTIC STARK
HOCESEL
DEBARGE 1-1
TEARS FOR FRANS 8-6
HADONNA 14-10
HEN EDITION 16-15
PRINCE D-20 KRQ/Tucson, AZ Kelly Norris PAUL YOUNG CYNDI LAUPER (dp) CYNDI LAUPER (dp) RIN CARNES (dp) GRAHAM PAPRER DURAN DURAN (dp) TIL TUESDAY (dp)

TIL TUESDAY (GP; HOTGES; SIMPLE MINDS 2-1 TEARS FOR PEARS 6-2 BILLY OCEAN 9-6 DAVID LEE MOTH 13-9 HOMARD JONES 18-13

KPOP/Secremento, CA Jeffrico/Ferrori

JOHN CAPPERTY PAUL YOUNG DURAN BURAN DUBAN DUBAN
PRINCE
SANTAHA
DUBERUN (dp)
NEW BUITION (dp)
ROTEST:
SIMPLE MINUS 5-2
SADE 8-5
TEARS FOR FEARS 10-6
BILLY OCEAN 12-8
HAROLD FALTERMEYE 17-11

Len E. MATCHAEI
PEP INCE
QUANE GURAN
CUMPO LAUPER
GIMO VANNELLI (dp)
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LONE JUSTICE
DURAN BURAN
HILE RODGERS
SIRPLE MINDS 6-1
HOMARD JORES 10-5
REO SPEEDWAGGER 8-1
TEARS FOR FEARS 1
GLENN FREY 17-10

KYYA/Billings, MT Cherlie Fox

Charle Fos

PILC JAGGER

PILL COLLINS
ALISON HOYET

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252 CHR Reporters

The following station reported a frozen playlist this week:

The following stations failed to report this week; therefore their playlists were frozen:

CKOI/Montreal WAMX/Huntington KXX106/Birmingham KQCR/Cedar Rapids KRIM Roswell

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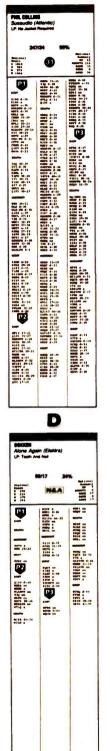
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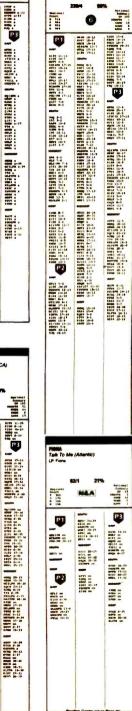
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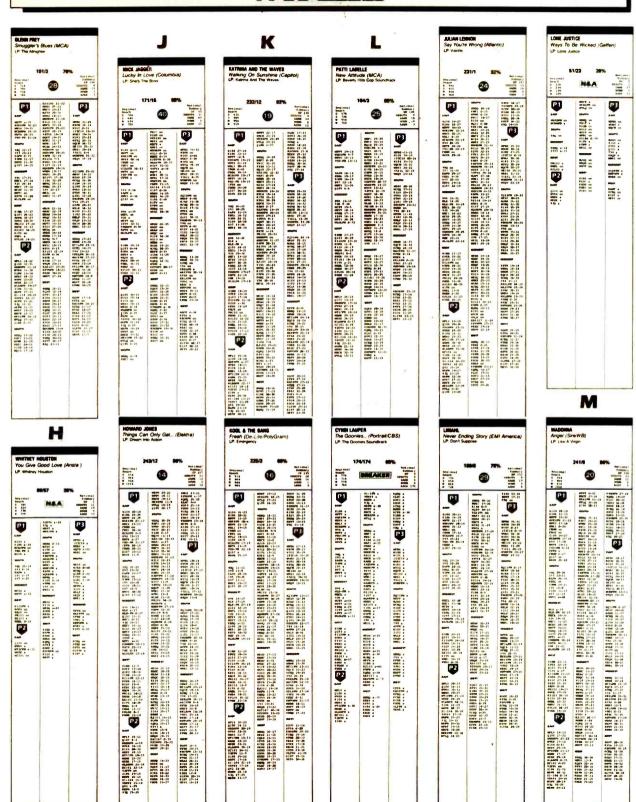
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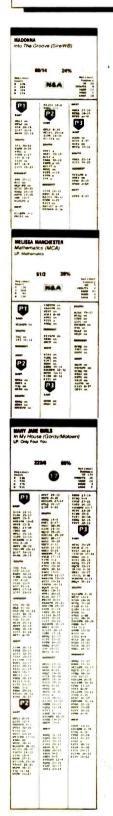
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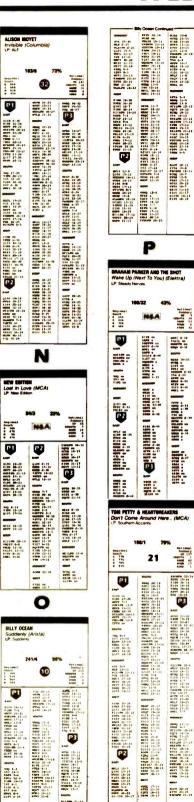
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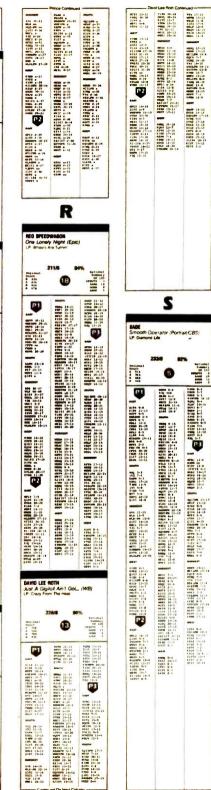


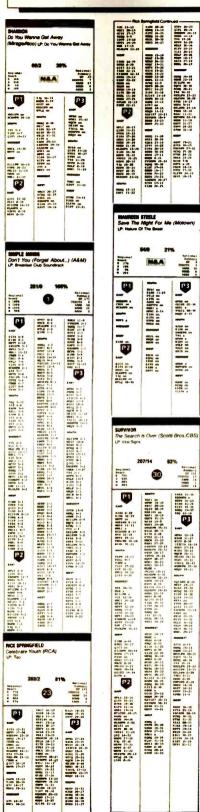












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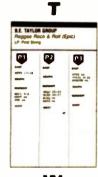


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"As Soon As I Heard It, I Knew It Was A Hit"

There's a lot more to that statement than you may realize. You've never heard people say "I knew it was a hit the minute I saw it on the charts," or "I knew it was a hit when I saw the name of the artist." The first step in determining the hit potential of a record should be listening. But too often, listening becomes the last step. A program director's day is filled with responsibilities that keep him from spending the time necessary to become totally aware of all the record product he receives weekly. Their time spent listening is usually taken up familiarizing themselves with those records which have the highest visibility.

In a recent AIR survey of our participants, we've determined that the number one factor in deciding playlist adds is the <u>sound</u> of the record. That simple fact is the reason for AIR's success.

AIR... the fastest, most reliable tool for getting radio to listen to music. Call Alan Smith at (301) 964-5544 for more information.

WEEK #31

AIR Priorities

WEEK #31

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, May 15, 1965

CHR

GET OUTTA TOWN
SQUARE ROOMS
ALL YOU ZOMBIES
CHILL OF THE NIGHT
OO-EE-DIDDLEY-BOP

TITLE

DAN HARTMAN AL CORLEY THE HOOTERS PETER SCHILLING PETER WOLF

ARTIST

MCA MER/POLYGRAM COLUMBIA ELEKTRA EMI

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, May 16, 1965

A O R

WILLIE AND THE POOR BOYS
"These Arms Are Mine" "Slippin' And Sliding"
THINGS TO COME
"Chill Of The Night"
KATRINA AND THE WAVES

"Red Wine And Whiskey" "Do You Want Crying"

TITLE/CUTS

WILLIE & THE POOR BOYS
PETER SCHILLING
KATRINA AND THE WAVES

RIPPLE/PASSPORT ELEKTRA

KATRINA AND THE WAVES CAPITOL

AIR

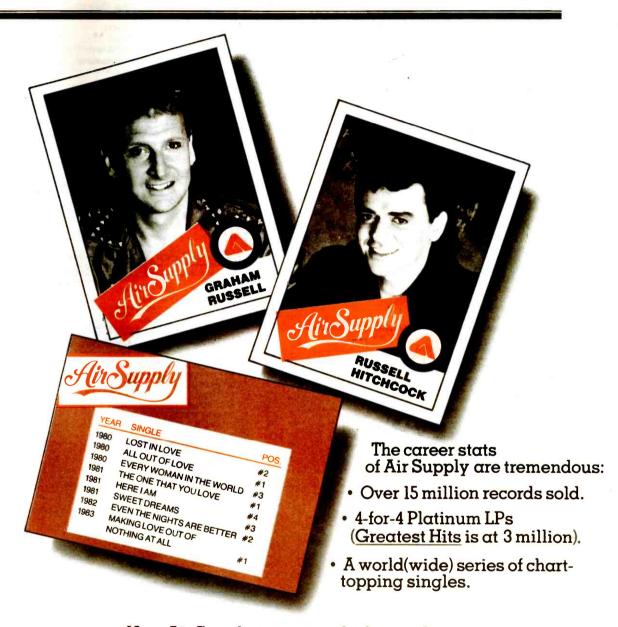
AIR (Active Industry Research) is a nationwide network
of program and music directors who assess CHR and AOR music
for artist managers, producers and record companies.

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

PARALLELS SIGNIFICANT ACTION

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Lone-Ball Hirrins



Now Air Supply steps into the box with

"Just As I Am."

Produced by Bob Ezrin. From the forthcoming album <u>Air Supply</u>. Is it a hit? Try <u>home run!</u>



CONTEMPORARY HIT RADIO

BREAKERS

PRINCE

Raspberry Beret (WB) 86% of our reporters on it. Moves: Up 28, Debuts 62, Same 12, Down 0, Adds 115 including Z100, PRO-FM, Z93, Y100, WCZY, KWK, KMJK. See Parallels, debuts at number 34 on the CHR chart.

DURAN DURAN A View To A Kill (Capitol)

75% of our reporters on it. Moves: Up 0, Debuts 1, Same 0, Down C, Adds 187 including WXKS-FM, 94Q, B97, WLS-FM, Y108, KNS-FM. Complete airplay in Parallels.

JOHN CAFFERTY & BEAVER BROWN BAND

Tough All Over (Scotti Bros./CBS) 73% of our reporters on It. Moves: Up 6, Debuts 51, Same 47, Down 0, Adds 80 including B94, KEGL, B96, KBEQ, Q103, KWOD. Complete airplay in Parallels.

CYNDI LAUPER

The Goonies 'R' Good Enough (Portrait/CBS)
69% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0,
Adds 174 including WCAU-FM, WAVA, WNYZ, WHYT, KOPA, KKRZ, KUBE. Complete airplay in Parallels.

'TIL TUESDAY

Voices Carry (Epic)
62% of our reporters on it. Moves: Up 54, Debuts 35, Same 27, Down
0, Adds 40 including WHTX, KEGL, WNCI, WHYT, KWOD, KITS, KUBE. See Parallels, debuts at number 38 on the CHR chart.

KIM CARNES

Crazy in The Night (Barking At Airplanes) (EMI America) 60% of our reporters on it. Moves: Up 6, Debuts 26, Same 50, Down 0, Adds 86 including WXKS-FM, B94, B97, WGCL, 92X, KDWB-FM, Y106. Complete airplay in Parallels.

NEW & ACTIVE

PHILIP SALLEY "Walking On The Chinese Wall" (Columbia) 124/6
Moves Up 72 Debus 12, Same 39, Down 1, Adds 0, MVrS 35-32, MWRZ 27-24, KKRZ 0-25, FM102 d-30, KMEL 34-31,
WRIZ 39-30 WAAN FM 32-25, WSSX 27-24, WORI 31-26, Y107 30-27, WKZL 37-32, KNMO 39-35 KF95 54-31, KPQP
30-25 WFRQ 30-36

38 25, WFBQ 38-34

PAUL YOUNG "Every Time You Go Ausy" (Columbia) 112/60
Move Up 1, Dobies 17, Same 34, Down 0 Adds 60 including CKGM, V
MANZ WHYT C103, KIS-FM, KCPA, KKRZ, KS103, KPLUS, WKDD 38-34

GINO VANNELLI "Block Cors" (HME/CBS) 67/29

Up 8 Disubs 7 Serie 32, Down 0, Adds 20 including WKEE WRCK, KHFI, WIZR, WKDD, KZYO, WJXQ, KKFM KKW) COGM 322, CTR 34-55 CHAR 20-12 NORN, CHURI 33-27, CP IM 35-25, CPLIM 20-12

PETER WOLF "10-E-Diddley-Bop" (EM America) 67/5

MOWES UP 12, Debuis 10, Same al Domin 0, Adds 5 WKRZ-FM, WHOT, WKH. WOMP FM, WGLF, WHYS 36-33, WCAU
FM 25-22 WHYZ 0-39, WERZ 39-36 WZYP 40-39, WCKI 40 34, WRNO 38-33, KITY 40 37, WKDD 36-32, Q101 d-40, KST
32-7

33-27 **SHAMMON "Do Yee Wanna Get Away" (Mirapa/Atab) 66.0**Moves Up 29 Datus 1, Sama 27, Doen 0, Adds 3, WUAH H, KITE, 256, Y100-97, KIS-FM 36-29 KOPA 26-23, FMI 19 WITE 74 H-101, KIZE 32, 52, Y102 9-7, KIS-FM 36-29 KOPA 26-23, FMI 21-19, WITE 74 H-101, KIZE 32, 52, Y102 6-7, KIDW 36-32

\$2.119 MTC EM 16-10, RZEE 32 22, VIOS 20 17, KCAO 32 28, KMTA 39-34, CIO 22 28, VIOS 20 17, KMT 39-34, CIO 22 20, WTCS 30 27, KMT 39-34, CIO 22 20, WTCS 30 27, KMT 39-34, CIO 22 20, WTCS 30 27, KMT 39-35, WTCS 30 27, WTCS 30 27, KMT 38-32, WTCS 30 27, WTCS 30 27, KMT 38-32, WTCS 30 27, WTCS 30 27, KMT 38-32, WTCS 30 27, WTCS 30

MOST ADDED

DURAN DURAN (167) A View To A Kill (Capito CYNGI LAUPER (174) The Goonies 'R' Good Enou

JOHN CAPPERTY & BEAVER BROWN (86)
Tough All Over (Scotti Bros/CB)
KOM CARNES (86) Crazy In The Night. .. (EMI America)

HOTTEST

SIMPLE IMMOS (134)

Don't You (Forget About Me) (A & M)

NAROLD FALTERMEYER (121) Axel F (MCA) Crazy For You (Ge Everything She Wants (Columbia)
TEARS FOR FEARS (98) Everybody Wants To Rule

PICOLA "Talk To Mo" (Atlantic) \$2/1 mi 1 10, Adds 1, 85XIL. PRO-FM 26-23, K104 d-36, WLAN-FM 13-8, WTLQ 33-31, KWC 126-22, KF95 on, WSQV d-37, KTDY 38-36, WPFM 37-33, WIXV 40-37, KOZE d-36 WUXQ 28-22, KF95 on 35-28 WORL 29-55 KKT 104 24-21 WAXO 29-52 KFBS on WSDV G-37, KTDV 39-35, WPEM 37-33, WIXV 40-37, KOZE G-35 LADRE JUSTICE: "Ways To De Withold:" (Belden) \$1/23 Moves Up 0, Debus 1; Sume 27, Down 0, Adds 23 encluding WCALFM, KBEQ, Z298, FM102; KPLUS, WKEE, 39Q, KWC, KITY, KUUC, KSRI, KWD 17-54, WKRSE, SFB on 1940 Q. KKTUS 4-33 MCRUS AVER ANACKIESTER: "Weblinmolders" (IMCA) \$1/2 Moves Up 5, Debus 2, Same 42, Down 0, Adds 2, WREX, KITY, WCALFM on, KBC 34-32, WBBQ on, WOKI d-40 WHOT on, KCPX 33-31, KWSE 34-32, WBBQ on, WOKI d-40 WHOT on, KCPX 33-31, KWSE 34-32, WBBQ on, WOKI d-40 WHOT on, KCPX 33-31, KWSE 54-35, CWSE 54-37, CWSE 54-37, CWSE 56-37, CWS

SIGNIFICANT ACTION

FRMS "Solishaction Georgeansed" (Affantits) 48.4
Mores Up 6, Dabuta 4, Sems 32, Down 0, Adds 4, WCAL/FM, WKFM, KNDE FM, KKCV, KNNN on, KPLUS d-40, WG
-0-39, KKT163 3-30, WRWD 03-9-3, WCPL 03-9-2, WCDCM d-34, WDBR 36-32, KDV 38-78, KST 38-33
MATALIZ COLE "Designation" (Blodiess/Miles) 48.6
Mores Up 5, Dabuta 1-Sems 48, Down 0, Adds 5, WKRS-FM, WCAL/FM, Y100, WKHR, 94Q on, Z83 on, KOPA on, FM1
on, KMEL 37-33, KSET-FM d-40, KZO 38-33, WCCM 38-36, Z102 38-36, KST 38-32
PABLE NYDE 5 THE PAYOLAS "You's Table Down 1, Level 38-36, Z102 38-36, KST 38-32
Mores Up 1, Dabuta 1, Sems 22, Down 0, Adds 20 notable CVGM, C1100 KKHR, WKRZ WKEE, WLAM-FM, 83Q, KW
WCDL, WHIS, KTRH, KDCM-FM, KZZJ, WCCM-FM on, CVGM 6-30, CVGM 37-32

WZID, WEM, KTEM, KDON-FM, KZZU, WCALFAM on, CHUM 6-30, KDDR 37-32.

IZAMI SIMBAT! "WIT Test Test" ("Ritrogar/Marco 4846"

Moves Up 18, Dobbet 9, Serve 13, Down 0, Adds 8, WANA, Went-FM, WULE-FM, WZCK, WKSF, WDBR, Z100 22-19, Z93

-8, EBF 17-7, VIDE 28-23, WBGD 26-8, Z98 28-20, DOSCH 39-25, KWSS 16-9, KHST 39-30

ALEK BROWN "(Come De) Shoot" (Mencury/FatyGram) 38-6

Moves Up 1, Dobbet 9, Serve 29, Down 0, Adds 8, WCALFAN, 85, FM102; WALAFAM, WARZ-FM, WTLQ, WDCG, KHOP, WUCGFH, on, TSBO-FM, OX ZBF 30-30, WCM d-38, KKFM d-34, KHTX d-37, KRST 40-34

WIGUS-RÍ ON PRO-PAI ON ZEÍB ON MUZRI G-39, WORK G-39, EKEPM G-34, KIPM G-37, KIST 40-34 COMACA BURMA "Through The Pire" (1989) 384-48 Horess (19.14, Debuts 2, Same 18, Down OL Adds 4, WIRES-PM, KURZ, KOMO, KHYT, WHYT 34-23, KS103 38-31, KMEL 22-16, WILO, 29:27, WISEST 28-28, KIZO 28-23 WINDO 38-38, KKEPM 2-22, KISM 39-38, CHICO 30-28 BESKL 22-16 DOWNCE SPINISSETERS KIZO 28-23 WINDO 38-38, KKEPM 2-22, KISM 39-38, CHICO 30-28, BESKL 22-16 MOVES (19.15, Debuts 4, Same 11, Down OL, Adds 2, KISM, WIKDO, WINDO 27-12, WILO, E-38 35-30, KIDG 20-15, RI-104 22-24, WINDO 38-38, WORDO 32-30, WINDO 27-12, WINDO 38-28, WORDO 32-30, WINDO 28-16, WINDO 38-28, WINDO 38-29, WIN

31-28

AMY GRANT "Find A Wey" (A.S.II) 29/29

Moses Up 0. Debus 0, Seme 0, Down 0, Adds 29 no.hudning 94Q, 283, 2299, KWK, KMJK, W88Q, KHFI WSSX, WX2R, WX0C, KMM, KK10A, 1197, WXDD, KOPM, KSN

BELOUIS SOME "Imagination" (Capital) 28/6

Moves Up 5, Debus 1, Seme 17, Down 0, Adds 5, WXXS-FM, CFTR, WTLQ, WZLD, WZBR, KPLUS 32-21, K104 39-35, WXXI on, RKPH 40 and pt KPG on-dp, KZU on-dp, CK100 58-35, KSR 38-34, WXX d-38, OK86 37-36

WORLD ON KEYN-FM On-de RECPO FOR KEZU ON-de). DIK 100 38-35. KISSI 35-36. KISSI 36-36. KISSI 36-

39.35, WTLO 35-26, WLZR 4:39, KNAZ 4-30, KRAZ 35-24, KTT 45-36 KTT 35-25 WKW 45-35, KTT 35-36 KTT 35-26 WKW 45-36 KTT 35-26 KTT 35-26

WHSQ, WBNQ, WDRR OKSB, WCAU,FM d-25, C100 3750, 2108 d-27. WLU DR
KLYMAXX, "Rebeiling in The Leading Recent" (MCA) 22.7"
Mones Up 3, Disbus 1, Same 11, Down 0, Adds 7, WCAU,FM, 1100, ISSET,FM, KITY, KWES, Z102, KQMQ WXKS,FM on, WHYT d-35, FMXD 22-22 XMED, 32-26 WTND on XCZE 38-35, WMIn on, KCAQ on KMIN ON CAP ON KMIN MITCHELL. "Ge For Sods" (Bressp./stand) 22.6"
Moves Up 1, Disbus 2, Same 13, Down 0, Adds 6, WHYS, SBPX; WKQD, WZGQ, WKSF 98KG, WGCL on KPLUS 25-23.
C100 ondgs, KID d-40, WREZ on d-60, WRM on, KITY ondgs, KQIR On, OKS6 d-40.

HILE RODGERS "Let's Go Out Tenite" (WB) 29/19 MAYS, O100, BRPXY, 93Q, WRCK, WZLD, WANS-FM WFM

Motion Up 0 Decting 0, same 1, Down 4, notes to exchange WHY 5 of the 18 of 18

WHOT and, "KKK and, KGMC on, KYCP on op, KRAID on, UNISS 34-35

**AMTAMA." THE **De WHO EVEN Leves Yea" (Columbia) 19-00

**Moves Up 0 Debuta 0, Same 15, Down 0, Adds 4, WYSR, WERZ, KAMZ, KPOP, KPLUS on, WAXQ on-dp, KKFM on OK100

on, WHH on, WGOQ on, WHS, on, WBNO on-dp

***SLADE "Liktle Shellia" (CBS Associated) 11-44

Whoves Up 5, Dobus 1, Same 8, Down 0, Adds 4, WYGK, WTLQ, WZLD, WOKI, CFTR on, K104 38-30, KX104 d-38 KZIO

8, Down 0, Adds 4, WHCR, WILE, MXII, 36-31, WIIV 38-35, OK95 29-27

On WZPL On OK 100 38-33. BOIR, 38-31, WORV 38-35. OK95 29-27
WILEY LEWIS & THE WEWS "Treathe in Paradies" (Calumbia) 18-6
Mores Up 9. Dubus 1, seme 9, Down 0, Adda 0, Bes 30-29, WHOX 32-17, KWM 6-27, WLOL-FM 23-17, WLPS on WKDD
35-26, WGRD 31-25, WZUJU 30-22, KGKQ 28-24, WWOQ 27-22, KKPKD on KLUG on, WKILK on, WAZY-FM on OK85 31-25
JOHN FOREITY "Contention" (WB) 15-6
Mores Up 2. Dabus 3, Seme 4, Down 0, Adds 6, WHIT, WLOL-FM, KRAK, KPLUS, WFLY, WZYP, WHITK on, K104 on,
WKSY 36-35, KGKD 43-30, KKTO 6-39, BSKR, 35-30, WKYF on, KNINY on, KPLW 4-39
B.E. TATLOR BROWF "Registe Read & Ref." (Epb) 11-6
MOREI UP 2. Dobus 11, Seme 6, Down 2, Adds 0, WHITK 17-14, WHYT on, KWK on-op, WROC 25-23, WJKQ on-op,
WKST 60-do, BSKR, 43-80 WOMP-FM on

WICH OHOD, MSKI, d.38 WOMP-Filton

JACK WASHER "Lody Of By Neart" (Queek/WB) 1846
Mores U.S. Dishon I. Seme O, Down O, Adds 4, WBLI, WPLI, WICH, WOAY, Z100 28-25, Y100 28-25, Y108 27-25, WFLI WTCQ 13-8



CONTEMPORARY HIT RADIO

Three Turo Last O SIMPLE MINDS/Don't You (Forget About Me) (A&M) MADONNA/Crazy For You (Geffen) 2 1 0 WHAM!/Everything She Wants (Columbia) 11 7 5 17 13 10 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG) SADE/Smooth Operator (Portrait/CBS) HAROLD FALTERMEYER/Axel F (MCA) POWER STATION/Some Like It Hot (Capitol) DeBARGE/Rhythm Of The Night (Gordy/Motown) MURRAY HEAD/One Night In Bangkok (RCA) BILLY OCEAN/Suddenly (Jive/Arista) 1 2 4 11 USA FOR AFRICA/We Are The World (Columbia) BRYAN ADAMS/Heaven (A&M) DAVID LEE ROTH/Just A Gigolo/I Ain't Got Nobody (WB) 28 25 17 HOWARD JONES/Things Can Only Get Better (Elektra) DON HENLEY/All She Wants To Do Is Dance (Geffen) 15 KOOL & THE GANG/Fresh (De-Lite/PG) MARY JANE GIRLS/In My House (Gordy/Motown) REO SPEEDWAGON/One Lonely Night (Epic) 27 24 20 📵 KATRINA AND THE WAVES/Walking On Sunshine (Capitol) 33 30 22 19 MADONNA/Angel (Sire/WB) TOM PETTY/Don't Come Around Here No More (MCA) FOREIGNER/That Was Yesterday (Atlantic) 10 10 12 22 32 29 24 @ RICK SPRINGFIELD/Celebrate Youth (RCA) 40 33 28 JULIAN LENNON/Say You're Wrong
31 28 26 PATTI LABELLE/New Attitude (MCA) JULIAN LENNON/Say You're Wrong (Atlantic) 7 8 14 26 ANIMOTION/Obsession (Mercury/PG) 4 9 15 27 COMMODORES/Nightshift (Molown) @ GLENN FREY/Smuggler's Blues (MCA) 39 35 32 LIMANL/Never Ending Story (EMI America)

— 36 SURVIVOR/The Search Is Over (Scotti Bros./CBS) 40 1 PHIL COLLINS/Sussudio (Atlantic) 39 35 ALISON MOYET/Invisible (Columbia)
40 37 LUTHER VANDROSS/Til My Baby Comes Home (Epic) ALISON MOYET/Invisible (Columbia) BREAKER PRINCE/Raspberry Beret (WB)

OEBUT DEBUT TINA TURNER/Show Some Respect (Capitol) N&A Begins on Page 94 39 BOY MEETS GIRL/Oh Girl (A&M) BREAKER TIL TUESOAY/Voices Carry (Epic)
9 15 31 39 CHICAGO/Along Comes A Woman (Full Moon/WB)

ADULT CONTEMPORARY

DEBUT > MICK JAGGER/Lucky In Love (Columbia)

25 24 23 24 FOREIGNER/That Was Yesterday (Atlantic) DEBUT DE LIMAHL/Never Ending Story (EMI America)

BILLY OCEAN/Suddenly (Jive/Arista) 4 2 1 2 SADE/Smooth Operator (Portrait/CBS) 17 13 5 1 HAROLD FALTERMEYER/Axel F (MCA) MADONNA/Crazy For You (Geffen) 6 WHAM!/Everything She Wants (Columbia) 10 6 KOOL & THE GANG/Fresh (De-Lite/PG) DeBARGE/Rhythm Of The Night (Gordy/Molown) GEORGE BENSON/I Just Wanna Hang Around You (WB) DAN FOGELBERG/Go Down Easy (Full Moon/Epic) BRUCE SPRINGSTEEN/I'm On Fire (Columbia) 21 19 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG) 22 17 D JULIAN LENNON/Say You're Wrong (Atlantic) 19 16 15 B REO SPEEDWAGON/One Lonely Night (Epic) 14 14 DIONNE WARWICK W/BARRY MANILOW/Run To Me (Arista) - 20 SURVIVOR/The Search Is Over (Scotti Bros./CBS) 20 17 16 ERIC CARMEN/I'm Through With Love (Geffen) 20 18 ALAN PARSONS PROJECT/Days Are Numbers (Arista) 5 7 11 18 PHIL COLLINS/One More Night (Atlantic) 8 12 12 19 COMMODORES/Nightshift (Motown) BREAKER @ CHAKA KHAN/Through The Fire (WB) BREAKER MADONNA/Angel (Sire/WB)
3 6 13 22 USA FOR AFRICA/We Are The World (Columbia) DEBUT BRYAN ADAMS/Heaven (A&M)

N&A Begins on Page 74

AOR TRACKS

Three fuel Lau 4 2 2 BRUCE SPRINGSTEEN/Trapped (Columbia) TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG) EURYTHMICS/Would | Lie To You? (RCA) MICK JAGGER/Lucky In Love (Columbia) 7 6 3 5 TOM PETTY & THE HEARTBREAKERS/Rebels (MCA) ROBERT PLANT/Little By Little (Es Paranza/Atlantic) 23 14 12 JULIAN LENNON/Say You're Wrong (Atlantic) 42 28 19 @ PHIL COLLINS/Sussudio (Atlantic) 10 O DON HENLEY/Drivin' With Your Eves Closed (Getten) 24 D JOHN CAFFERTY & BEAVER BROWN.../Tough All Over (Scotti Bros./CBS) 9 9 11 HUEY LEWIS & THE NEWS/Trouble In Paradise (Columbia) JOHN FOGERTY/Centerfield (WB) 6 5 8 12 3 4 13 TOM PETTY & THE HEARTBREAKERS/Don't Come Around Here... (MCA) 17 16 14 (Capitol) KATRINA & THE WAVES/Walking On Sunshine (Capitol) PHIL COLLINS/Inside Out (Atlantic) 8 10 13 15 GLENN FREY/Smuggier's Blues (MCA) 9 8 11 17 FIRM/Satisfaction Guaranteed (Atlantic) 24 21 17 18 HOWARD JONES/Things Can Only Get Better (Elektra) 22 18 16 19 SLADE/Little Sheila (CBS Associated) JOE WALSH/The Confessor (Full Moon/WB) SIMPLE MINDS/Don't You (Forget About Me) (A&M) KIM MITCHELL/Go For Soda (Bronze/Island) 29 23 23 DOKKEN/Alone Again (Elektra) 45 38 33 🚳 'TIL TUESDAY/Voices Carry (Epic) ALAN PARSONS PROJECT/Days Are Numbers (Arista) 34 29 27 POWER STATION/Get It On (Bang A Gong) (Capitol) 14 13 15 27 REO SPEEDWAGON/One Lonely Night (Epic) omplete Tracks Chart Begins on Page 76 - 57 34 4 HOOTERS/All You Zombies (Columbia) BRYAN ADAMS/Heaven (A&M) 44 35 32 🐼

BLACK/URBAN

31 BON JOVI/Only Lonely (Mercury/PG)

				- 1		
	,		6	,	0	WHITNEY HOUSTON/You Give Good Love (Arista)
				16	ŏ	MARVIN GAYE/Sanctified Lady (Columbia)
	10		8		ត	KLYMAXX/Meeting In The Ladies Room (Constellation/MCA)
	16		9	4	ă	SHANNON/Do You Wanna Get Away (Mirage/Alco)
	26		8	15	ă	BILLY OCEAN/Suddenly (Jive/Arista)
_	18					ATLANTIC STARR/Freak-A-Ristic (A&M)
	27					FREDDIE JACKSON/Rock Me Tonight (For Old Time's) (Capitol)
ı	16					RICK JAMES/Can't Stop (Gordy/Motowic)
1	1			2	9	USA FOR AFRICA/We Are The World (Columbia)
	3	- 2	2	9 1	10	SADE/Smooth Operator (Portrait/CBS)
1	22					CON FUNK SHUN/Electric Lady (Mercury/PG)
	21	16	5 1			STEVE ARRINGTON/Feel So Real (Atlantic)
ı	39	30	2			READY FOR THE WORLD/Deep Inside Your Love (MCA)
	6	5		, 1	4	NEW EDITION/Lost In Love (MCA)
	4	4		6 1	5	MARY JANE GIRLS/In My House (Gordy/Motown)
Į	29	22	1	9 (0	HAROLD FALTERMEYER/Axel F (MCA)
ļ	5	7		1 1	7	KOOL & THE GANG/Fresh (De-Lite/PG)
I	33	26	2	3	Ð	WHAM!/Everything She Wants (Columbia)
1	-	33	2			NATALIE COLE/Dangerous (Modern/Atco)
I	-	-		1 6	0	JESSE JOHNSON'S REVUE/Can You Help Me (A&M)
ı	31	29		6	D	BILL WITHERS/Oh Yeah! (Columbia)
I	12	9	12	2	2	GEORGE BENSON/I Just Wanna Hang Around You (WB)
Į	40	32		9	9	CHAKA KHAN/Through The Fire (WB)
ł	2	3		2	4	DeBARGE/Rhythm Of The Night (Gordy/Motown)
١	38	35	21	2	9	POINTER SISTERS/Baby Come And Get It (Planet/RCA)
I		12	18	21	D	MELBA MOORE/Read My Lips (Capitol)
1	11			2	'	GAP BAND/I Found My Baby (Total Experience/RCA)
١	19		21	21		GLENN JONES/Bring Back Your Love (RCA)
ı	-	40				ASHFORD & SIMPSON/Babies (Capitol)
ı	_	37				JEFFREY OSBORNE/Let Me Know (A&M)
	35	31	35	32	,	GLADYS KNIGHT & PIPS/Keep Givin' Me Love (Columbia)
I	35	38				GEORGE DUKE/Thief In The Night (Elektra) TEENA MARIE/Jammin' (Epic)
	DOE 4			_		
l	RKE	LK.	39			LOOSE ENDS/Hangin' On A String (Contemplating) (MCA) KLIQUE/A Woman, A Lover, A Friend (MCA)
	_	_	36		5	CHANGE/Let's Go Together (Atlantic)
	DDEA	~	ED			KENNY G & KASHIF/Love On The Rise (Arista)
1	DKEA	A	EK	7		ALTON O B ANOMIF/LOVE UTI THE MISE (ATISTE)

BREAKER DEELE/Material Thangz (Solar/Elektra)

DEBUT DOMNNY GILL/Can't Wait Til Tomorrow (Cotillion/Alco)

39 37 40 GWEN GUTHRIE/Just For You (Island)