OK LIERARY

E PHILLE,

E:

RKO LICENSE APPLICATION RANKS NARROWED

Since December the number of competing applications for the RKO stations has been cut in half - of the original 149 applications only 75 are still pending. Brad Woodward provides details.

Page 10

PYRAMID POWER: THE TWO PERCENT PROGRAMMING SOLUTION

Joel Denver applies the pyramid theory of society to programming, maintaining it's the super-active two percent of the population which influences a station's winning margin.

Page 41

PROVING RADIO'S EFFECTIVENESS

Guest columnist Robert Galen, RAB's Sr. VP/Research, outlines a shopping center experiment whose results clearly underscore "that radio shouldn't take a back seat to any other medium

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PEOPLE IN THE **NEWS THIS WEEK**

- Bob Young PD at WXTU
- · Carey Curelop New WLLZ PD
- Todd Chase Corp. PD at Wodlinger Broadcasting
- · Dave Hamilton PD at KQRS-AM & FM
- · Chris Gable Station Manager at WEAN & WPJB, Don Hallett WPJB **Program Director**
- . Dick Bascom PD at KOPA-AM & FM
- · David Chackler Vice-Chairman, Danny Davis VP/GM at Private I
- Pat Shaughnessy CEO, John Hazelton Chairman following TM merger with Video Image
- Fred Horton OM/PD at WDRC-AM & FM
- · Charlie Cooper programs KOFM
- · Longtime station owner/operator Don Burden succumbs
- Fred Grumbach GSM at WCII & WKJJ

Page 3, 6

BILL COLLECTING MADE EASIER

"All salespeople want to sell, but very few want to collect." Collecting money is a necessary evil in the sales game, but it doesn't have to be. Michael Hesser says setting up a collection goal and a system are the first steps toward alleviating the hassle.

Page 24

AOR'S MATURATION TO ADULT ROCK

Besides increased 12+ shares, the winter sweep shows continuing demo maturation for AOR. Steve Feinstein discusses the "greying of AOR" and provides a ratings scoreboard

Page 44

the quality of our talent, I know we can't fail. We're going full speed ahead."



RADIO & RECORDS

MADSEN PRESIDENT EMERITUS

Brady Named Bonneville's New President/CEO

Rodney Brady, President of Weber State College in Ogden. UT, will become President of Bonneville International beginning July 1. Arch Madsen, who has been the organization's President since its inception in 1964, will assume the role of President Emeritus and remain as a Director while acting in a consulting capacity.

Madsen said, "I intend to support Rodney Brady in every way I can. It's my good fortune to work alongside a group of highly capable individuals at Bonneville, and I'm sure they will carry on as they have always done. They deserve the credit for whatever accomplishments we may have achieved in the Bonneville organization."

Bonneville International has

named Lynn McFadden VP/-

GM of KMBZ & KMBR/Kansas

City, its Information/Easy Listening combo. She fills the

vacancy left when Russ Wood

Prior to her appointment, Mc-

Fadden was VP/Business &

Operations for the stations. She

has been with KMBZ & KMBR

for a decade, working up from

her original position of Business

As part of the restructuring.

Station Manager/GSM Paul

Leonard relinquishes his man-

ager title to devote his full at-

McFadden told R&R, "I'm

gratified to say I'm the first GM

in Bonneville who came from

the financial side. I'm proud of

that. And I'm excited and privil-

eged to have the opportunity to

lead the talented professionals we have at our stations. With

tention to sales.

Manager/Personnel Director.

left the stations last August

McFadden VP/GM

At KMBZ & KMBR



Rodney Brady

College in 1978, Brady was Executive VP/Chairman of the Executive Committee of Bergen Brunswig, a Los Angelesbased pharmaceutical/hospital equipment firm. He previously Before joining Weber State was a VP of the Aircraft Divi-

changes are planned at either

station, and she's especially pleased by the rapid growth of

KMBZ since the adoption of its

Information format. In the win-

ter Arbitron, KMBZ nearly pulled

even with the market's longtime

News/Talker, KCMO. "It's

growing even faster than we an-

ticipated," said McFadden.

during the early '70s. A Utah native, Brady com-

mented, "I hope to carry on the traditions of Arch Madsen with

sion of the Hughes Tool Co.,

having earlier served as Assist-

ant Secretary of the U.S. Dept.

of Health, Education & Welfare

Industry media analyst

divested in order to comply with

the FCC's one-to-a-market rule

at \$368.3 million. The properties

include Los Angeles outlets

KABC & KLOS (\$68 million and

BRADY/See Page 8

(\$11.5 million and \$26 million): New York stations WABC & WPLJ (\$15 million and \$31 million), WPAT-AM & FM (\$36 should be completed early next million); WRIF/Detroit (\$14 million); KGO/San Francisco (\$42 million); WLS-AM & James Duncan appraised the FM/Chicago (\$38.9 million); total value of the stations to be KSRR/Houston (\$26 million): KTKS/Dallas (\$12 million); and WKBW/Buffalo (\$2.9 million).

ABC, Cap Cities Plan 17 box

ABC and Cap Cities announce \$45 million), KLAC & KZLA

15 Radio Spinoffswson, MARYLANYO 21204

Cap Cities/ABC will retain ten stations in Washington. Atlanta, Detroit, Providence, and Dallas (see chart on Page 8). An additional two radio stations, WJR & WHYT/Detroit. will be sold if the FCC denies a waiver allowing retention of WPVI-TV/Philadelphia, in which case Cap Cities/ABC would sell that property and keep WXYZ-TV/Detroit.

Buyer List Tops 100

A Cap Cities executive told R&R over a hundred potential buyers have already inquired about purchasing the radio properties. "Anybody that's contacted us or Goldman. Sachs CAP CITIES/See Page 8

WNEW Promotes Two

Lowe Operations Director; Davis PD

Jim Lowe has been promoted to Operations Director, while veteran Pacific Northwest broadcaster Mike Davis has been named Program Director.

VP/GM Vicki Callahan told R&R, "Jim's new post will allow WNEW to draw on his vast music knowledge and promotional savvy. We're delighted to have Jim in this key position. Mike has the unique background we've been searching for. Not only is he an experienced PD with a glittering record, but Mike's also an expert in the computer field. That computer experience will be put right to use, adding another valuable dimension to WNEW."

A 30-year New York radio personality, Lowe has been with WNEW for 17 years and PD for

At WNEW/New York, PD three and a half years; he will retain his afternoon airshift. Lowe said, "I'm delighted with the new position and the opportunities it will afford me. WNEW/See Page 8

Utz Joins WMMR As PD



Ted Utz

KTXQ/Dallas OM Ted Utz is the new PD at WMMR/Philadelphia. He succeeds George Harris, who transferred to the PD post at fellow Metromedia AOR KMET/Los Angeles in February. Harris had been over-seeing 'MMR's programming since he changed assignments, and will continue in that capacity for a short time during the transition period.

Regarding his selection, WMMR VP/GM Michael Cra-ven observed, "During his career, Ted has consistently displayed the programming UTZ/See Page 8

Ellery New WWDB Operations Manager

Longtime radio personality Jack Ellery, has been named Operations Manager at WWDB/ Philadelphia, an FM Talk-formatted station. Ellery was the evening talk host at crosstown WIP until its recent format shift to A/C. He previously spent 20 years at WCTC/New Brunswick. NJ in positions ranging from morning announcer to PD.

WWDB VP/GM Art Camiolo commented, "We're pleased to get such a longtime professional peed ahead." to direct our programming ef-McFadden said no major forts." He added that Ellery



Jack Ellery will also perform some fill-in air duties but won't hold down a ELLERY/See Page 8

Newsstand Price \$3.50

Bustin' through to more of America with the biggest voice in sportscasting today-John Madden!

"Hey wait a minute..."
we're not just talkin' sports here!
Because United Stations Radio Networks knows that besides being the most popular guy in sports. **John Madden** is one of the most respected voices in broadcasting today. Our voice of authority.

Every day, in morning drive time, millions of Americans listen to John's sparkling, informative commentaries. But they're not limited to the games. They're about people for people—insightful, probing, humorous, enlightening—all part of the Madden philosophy that believes everyone should know what's going on. Maybe that's why his record as a coach remains unparalleled. And why his status as a sportscaster is unequalled. But as good as John Madden is, he's not all there is.

with Charley Steiner.
His in-depth commentaries are tailored to the 18-34 network of fans.
And US2 gives the 25-54 audience everything they want to know with incisive, up-to-the-minute sportscasts. It's all part of our way of continually broadening our share with unique new ways to reach the sporting public.

US1 cuts through and scores

But as big as we are on reach, we're bigger on knowledge, professionalism and most of all, personality. That's why, on or off the field, we've got America's sports fans by the ears!



PAGE THREE Curelop Named WLLZ PD

MAY 17, 1985

JAZZ: A **PROGRAMMING** ALTERNATIVE

One way stations are capturing the 25+demo's listening loyalties is by adding jazz. Berbera Barnes examines this programming strategy and reviews the winter ratings. Page 52

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What's New
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CHR Chart96

WSUN/Tamna PD Carey Cure. lop will return to Detroit to pro-

gram Doubleday AOR WLLZ, beginning June 5. He replaces ex-

iting PD Lee Arnold.

A nine-year radio veteran, Cure-loo programmed Detroit rocker WABX between 1981-83. He then joined WYNF/Tampa as PD and transferred to WYNF sister Country AM property WSUN last January. Curelop, who has also programmed KFMG/Albuquerque,

Hamilton **Tapped As** KQRS-AM & FM PD

After six months as PD at WBOS/Boston, Dave Hamilton has returned to Minneapolis-St. Paul to program Hudson AOR outlets KORS-AM & FM. He replaces Vicki Hodgson, who exits the sta-

VP/GM Mark Steinmetz said, "Vicki did a fine job, but in order to move the station into a position of dominance, I felt we had to take this step. Dave has the experience and ability to maximize our potential as the only AOR station in the market. He handily programmed (competitor) KDWB to a position of dominance, beating an institution like KQRS. He's always felt that KQRS's call letters are golden, and

HAMILTON/See Page 6

told R&R, "I'm very excited about going into WLLZ, which will remain AOR. At the same time, it's tough leaving a great company like

Taft, but they've been very understanding

Curelop's replacement at WSUN has not been announced

CHASE NEW CORPORATE PD

Wodlinger Acquires Miami License

Wodlinger Broadcasting, owner of KZZC (ZZSO)/Kansas City, has bought out the five remaining applicants for Charter Broad ing's former WMJX/Miami frequency (96.5 mHz) for \$2,950,000. The station went dark February 14.

The new station, to be called WCJX and be known by its old moniker 96X, is scheduled to debut June 15. KZZC PD Todd Chase has been named Corporate PD and will supervise the as-yet-unnamed format, and selection of on-site PD and staff.

Wodlinger was among over 60 applicants filing for the license. President/CEO Connie Wodlinger told R&R. "We've been involved

Private | Ups

In corporate restructuring at

Private I Records, President

David Chackler has been elevated

to the newly-created post of Vice-

Chairman, while National Promo-

tion Director Danny Davis be-comes VP/GM. Jay Warner re-mains President of Private I Music

In his new capacity, Chackler

will supervise label signings and

overall operations, with all depart-

ments reporting to him. Davis will

oversee daily activities, including

product distribution and promo

PRIVATE VSee Page 6

Chackler.

Davis

Danny Davis

we're certainly glad to bring it to a positive conclusion. I believe this is the most expensive buyout of its type in broadcasting." She said GM and sales staff appointments would be announced soon. Among the remaining applicants

were South Florida Broadcasters, First Black Broadcasters, Rana Broadcasting, Radio Centro, and

WODLINGER/See Page 6

with this for a number of years and

WXTU Selects Young PD

KHEY-AM & FM/EI Paso OM Bob Young has been named Pro-gram Director for Country-format-ted WXTU/Philadelphia, starting June 3. The position had been vacant for two weeks since Larry Coates resigned over philosophical

VP/GM C.J. Jones said, "I interviewed many of the nation's top programmers and was very impressed by Bob Young, especially by his enthusiasm and track record of successes everywhere he's been.

Young, a veteran Country PD, spent the last three and a half years in El Paso. His programming background includes three years at KNEW/Oakland, two at neighboring KSAN/San Francisco. and a year with KIKK/Houston after working with WMC/Memphis. "I'm anxious to get back into the ultra-competitive atmosphere." Young told R&R."Everybody at KHEY has been just great, but obviously this is a tremendous opportunity, C.J. Jones is a former programmer who know exactly what has to be done to win and provides the tools. Already there's great communication between us, and I'm as excited as he is about the great potential of

HALLETT NEW WPJB PD

Gable Station Manager At WEAN & WPJB

Chris Gable, who resigned as PD at Cox Communications' WAIA/ Miami last week, has been named Station Manager for Easy Listening-A/C combo WEAN & WPJB/ Providence, while Don Hallett is the new Program Manager for WPJB. That programming post had been vacant for five weeks since Tom Hunter resigned. Bob Allen remains PD at WEAN.

GM Jim Kefford said, "Chris is coming back to the group at a time when we're totally rebuilding. I have complete faith in him, as his



According to an article in the Los Angeles Times, George Collier, a former executive of MCA Distributing, filed suit in Los Angeles Superior Court last week, claiming he was wrongfully fired last year because MCA Records executives learned that he was gathering evidence about alleged "improprieties" at the company. Specifically, Collier alleges that several company VPs were improperly sending 'thousands' of free records to two retail accounts in the L.A. area. The suit, which names MCA, Inc. as a defendant, seeks \$5 million in damages.

A separate Times article published last week suggests that a report by MCA, Inc. internal cor-porate auditors indicates MCA Records was more deeply involved with reputed organized crime figure Salvatore Pisello than previ-

MCA/See Page 6



Chris Gable

Don Hallett

great station manager and a back-up to me." Of Hallett, Kefford added, "Don's a team player, a great organizer, and will be a massive assist to our management team. We're playing the hits and I'm confident that any format we pursue he'll be able to do." Gable, who worked with Eastern

at WRKZ/Hershey before becoming PD at WAIA in late 1962, told GABLE/See Page 6

Interep To Debut Fifth Rep Firm

Interep has revealed plans to open its fifth national radio representative firm with several offices on October 1, serving stations in the top 100 markets with annual billings of at least \$250,000. No name has been announced for the new company, but interviews for posi-

tions will begin June 15.
Interep President Ralph Guild told R&R, "There are a lot of broadcasters out there who still feel they'd like to be repped by someone other than their present NTEREP/See Page 6

BLACKWELL EXITS

Bascom Now Programmer At KOPA-AM & FM

KMBQ/Shreveport PD Dick Bascom has accepted the programming post at CHR-formatted KOPA-AM & FM/Phoenix, beginning June 5. His appointment rejoins him with GM Carl Hamilton. previously managed KMBQ. Bascom replaces Reggie Blackwell, who had been KOPA's PD for the past 18 months

Hamilton told R&R, "More than anything else, Dick's execution of the format and routine on a day-today basis is more in line with the way I want it done. As far as any major changes, we really expect none. I just think a general polishing of the KOPA product is in order. Reggie was responsible for kicking KOPA back into CHR, and did a good job with the station. He'll be of great value to whoever is lucky enough to hire him."
Noting his climb in market size,

Bascom said, "Phoenix is a tough

R&R Takes Memorial Day Holiday

Because Memorial Day falls on a Thursday this year, the official observance of the holiday has been designated for Monday, May 27 As in years past, R&R will close its offices in Los Angeles, Washington, Nashville, and New York on that Monday, resuming regular hours on Tuesday, May 28.



market. This is one of the hardest decisions I've ever made, since Multimedia has been a great company to work for, but this offer was

BASCOM/See Page 6

TM, Video Image Merge

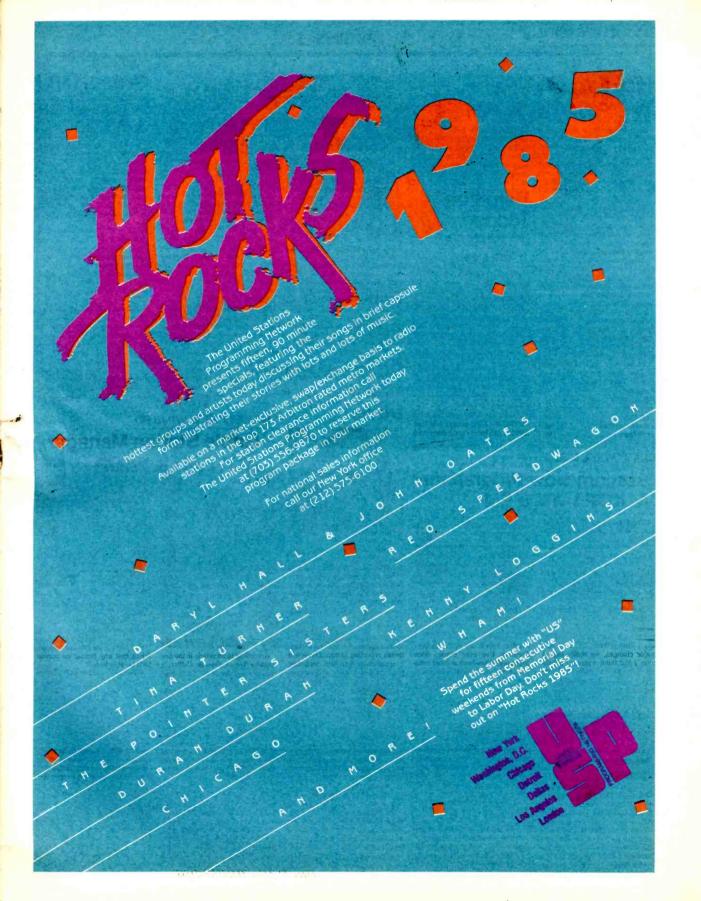
A proposed merger between TM Communications and Video Image, Inc. has been approved in principal by the boards of directors of both companies. The agreement provides that TM will merge with Video Image, but the new company will remain known as TM Communications, Inc. TM President Pat Shaughnessy retains his title and assumes the post of CEO. Video Image officer John Hazelton becomes Chairman of the Board. All other TM and VI officers remain status quo.

TM programs 250 radio stations.

creates jingles for radio/TV stations, develops TV campaigns and commercial advertising packages, and is involved in special creative projects for radio, TV, and general industry clients. Based in Oklahoma City, Video Image develops and markets video products for the home and educational market.

Commenting on the announce ment, Shaughnessy said, "Our proposed merger with Video Image holds considerable potential, from both a marketing and financial standpoint. Our product lines are

TM/See Page 6



Horton OM/PD At WDRC-AM & FM

Fred Horton is the new Operations Manager/Program Director at Buckley Broadcasting's Gold-A/C combo WDRC-AM & FM/ Hartford. He takes over for 16-year staffer Ken Trimble, who acquired an equity position with Kentucky outlets WIEL/Elizabethtown and WKMO/Hogenville.

Buckley Exec. VP Dick Korsen remarked, "All of us are thrilled to have an individual of Fred's experience and tenure in the radio business at the helm of the programming department of Buckley's East Coast flagship stations. Fred has a very finite understanding of WDRC's objectives and a fundamental, proven technique in reaching and maintaining those objectives."

A 15-year broadcaster, Horton has been handling evenings at Katz's WYYY (Y94)/Syracuse since last September, having previously programmed its sister AM station WSYR for 21 months. His PD experience also includes terms at New York stations WRUN & WKGW/Utica and WAAL/Binghamton. "I learned a lot from Katz." Horton said, "and I owe a

MCA

Continued from Page 3

ously revealed in court.

According to the Times, the report details a sequence of payments to Pisello made without written contracts, including an advance for MCA's distribution agreement with Sugar Hill Records, a deal involving mats for break dancing, and another advance involving the start-up of a Latin music label for MCA Records; the deals totalled more than \$550 nm.

The article said that unidentified MCA Records executives indicated that the company's position is that the internal audit report clears MCA Records of any wrongdoing but not of bad judgment. Last month, Pisello was sentenced to two years in prison for income-tax evasion.

Gable

Continued from Page 3

R&R, "This new job is a combination of things I've already done and a new challenge I gladly accept. It's a pleasure to be working with the folks at Eastern again. Their spirit for winning is as strong as I've ever seen"

Formerly PD at WKRZ/Wilkes-Barre, Hallett will be integral in navigating WPJB's programming direction. He said, "It's great to have this new opportunity that'll allow me to not only program a new station, but will also give me a chance to have a say in what format we'll have." Hallett has also worked as MD/Promotions Director at WEZX/Scranton and on-air at WXLR & WMAJ/State College, PA.

Additionally, Ron Roy will be the new Local Sales Manager for WEAN & WPJB. He joins the stations from crosstown A/C competitor WSNE. on 'Cloud Nine' with the Temptations! Our goals are to maintain seeking the 25-34 age group and to bring 'DRC-AM & FM back into their own again. I'm very excited Buckley has offered me this opportunity to re-enter management and work with two stations that have a great amount of history." Horton starts at WDRC May 28.

lot to (GM) Hugh Barr and (Presi-

dent) Dick Ferguson. But now I'm

Interep

Continued from Page 3

company, combined with the fact that there may be some new FM stations going on the air shortly. The whole industry is in flux right now. This company will fill the pent-up need for a new, aggressive independent rep company to fight TV and other media to bring more ad dollars into radio."

Interep, which represents radio exclusively, includes Major Market Radio, McGavren Guild Radio, Weiss & Powell, and Hillier, Newmark, Wechsler & Howard.

Private I

Continued from Page 3 tion. Regarding Davis, Chackler commented, "The restructuring will fully utilize Danny Davis's nany years of label experience

and expertise."
Davis, a longtime record company veteran and former Sr. VP/Promotion at both PolyGram and Casablanca, told R&R. "It's a pleasure to enjoy a position with a fledgling entity that you just know is earmarked for success. I am grateful to Dave Chackler and all at Private I for this opportunity."

Bascom

Continued from Page 3

too good to pass up. Carl and I got along famously at KMBQ, and I look forward to working with him again."

During his tenure at KMBQ, Bascom had changed its format from AOR to CHR. Prior to Shreveport. Bascom served as MD at WQXM/Tampa (now WZNE) and WYFE/Rockford, having earlier been Asst. PD/MD at WAAL/Binghamton.

Blackwell, who'd programmed the station for a year and a half, noted, "During my time at KOPA, we put the station back into the running as a market leader in both target demos and revenue. The research has expanded greatly, and we were able to lock up several key air talents with contracts that insured their happiness and station stability. While I'm sorry to leave. I'm looking toward the future and my next programming assignment."

TA

Continued from Page 3 complementary and, more important, the combined synergism of capital and assets will strongly position us to pursue our aggressive growth-plans."

MILLER DEPARTS

Cooper To Program KOFM

KOFM/Oklahoma City MD Charlie Cooper has been promoted to Program Director, succeeding Mike Miller, who has departed from the CHR station due to "philosophical differences in programming."

ming."

VP/GM Mike Colello told R&R,
"When we went CHR last year,
Mike was the one to take us back
into the format. However, this
market has become very competitive, and it was the general consensus that we needed to take a more
aggressive posture. For that reason, we made a change, but our
parting was amiable. Mike did a
fine job, and we wish him well.

"With Charlie's experience and input into reshaping KOFM, it was decided his youth and aggressiveness were the perfect combination to take us onward. (Consultant) Rick Sklar and Charlie seem to have developed a good rapport, which we think will be key to our success."

Cooper, who, joined KOFM as MD from WRFC/Athens where he did afternoons, discussed his first programming opportunity. "Guy Gannett Broadcasting is a growing company, and I'm happy they have the faith in me to pull this off. Having the additional help of Mike Colello and Rick Sklar will be a big plus. KOFM wants to be the CHR station in town. I'm trying to improve our 12+ while maintaining the great adult demos we already have." Cooper added that PM drive personality Sean Casey has moved up to MD.

Miller became PD for the second time when he rejoined the station 14 months ago and noted his departure optimistically. "I anticipated the change with the hirring of Rick Sklar, so it was not really a surprise. I'm disappointed, but hold no hard feelings. I hope KOFM continues to grow."

Hamilton

Continued from Page 3

appreciated our 17-year AOR history."

Added Hamilton, "It was a pleasure working for the pros at Sconnix and I wish them continued success. The Twin Cities is my home town and KQRS is my hometown radio station; I know where all the bodies are buried in that market. When I was programming KDWB, I always wanted to have KQ's call letters, heritage, and image. We're going to see KQRS take advantage of its legend factor in the market and re-emerge as a leader."

Prior to WBOS, Hamilton worked as an AE in Minneapolis at WI.TE with Steinmetz, who was GSM there at the time. He has programmed KDWB twice, and formerly held the joint post of WAPP/New York PD and Doubleday National PD.

A new PD for WBOS has not been named yet.

Burden Succumbs To Cancer

Don Burden, well-known former owner/operator of Starr Broadcasting, died of lung cancer after a yearlong battle with the disease. He was 56.

Perhaps best known for his flamboyant, maverick-like broadcasting style, it was this same demeanor which eventually stripped Burden of all five of his radio licenses in the late '70s. The FCC found him negligent in a variety of areas, including fraudulent billing and improper call-sign designation.

Burden entered radio in 1948 after being reassigned to sell time on KEIO/Pocatello, which was owned by the Idaho Falls newspeper he worked for. Ten years later, the station became part of Starr Broadcasting, which later included KOIL-AM & FM/Omaha, KICN/Denver, KISN/Seattle, and WIFE/Indianapolis. Burden reentered radio several years ago by purchasing 49% of KPEN/Los Altos, CA: the station was sold last year due to his failing health.

Born in Gilcrest, CO, Burden is survived by his wife Kay, son Scott, daughters Wendy, Theresa, and Kelley, and mother Grace Collister. Services and burial will be held in San Mateo, CA; contributions in his name may be made to the American Cancer Society.

Wodlinger

Continued from Page 3

Onyx Broadcasting. Charter lost the license after a protracted series of hearings, involving numerous contest violations, stretched back to former owner Bartell. The problems reoccurred under Charter ownership, eventually costing it the license.

Wodlinger continued, "We're building brand new Miami studios, but our transmitter and antenna will be on the new tower owned by Guy Gannett Broadcasting. We'll be broadcasting at 100 kw, so our market coverage will be formidable."

Regarding Chase's promotion to the newly-created Corporate PD post, she added, "Todd has done a fine job for us at ZZ99, and we have all the confidence in the world in him. We know he'll be able to supervise our interests in Miami as well."

Chase declined to discuss the specifics of 96X's new format, but revealed. 'Miami is already super-saturated with every format, so we're going to try something different. I don't believe what we're planning has ever been done in a major market before.

"Necessity is the mother of invention for sure in this case. Our format will be a bit radical-sounding and it will make a definite impression. Among the possibilities," he joked, "is going all-Hawaiian, and having Don Ho do mornings." Chase will continue to program ZZ99, and will oversee 96X's progress once it hits the air-

Grumbach GSM At WCII & WKJJ

WKTZ/Jacksonville General Sales Manager Fred Grumbach has joined Great Trails Broadcasting for the newly-created GSM post at Country-A/C outlets WCII & WKJ/J/cuisville. At the same time, three-year Account Executive Jeff Kautz was promoted to Regional Sales Manager.

GM Tom Perryman commented, "We are very pleased to bring Fred into Louisville. He has a fine record of success which we hope to build on." Perryman added, "Jeff has earned his promotion, and we feel we couldn't have a better person in the position."

Grumbach served four years as GSM at WKTZ. Prior to that, he worked four years in sales at Cox Communications' WIOD & WAIA, the last 12 months as National Sales Manager. Grumbach told R&R, "Il's a great opportunity for me to grow with a damn good broadcaster in a market that's coming on. We've just started selling the stations in combo, and I'm very pleased to be able to join this super organization."

STAFF

Annaher ECH (ACC)
Advance (Order) CASI
Advance (Order) CASI
(Considers Vote Memory) CEC + ROMAN,
Nat President E Eller (ES) + SIMAN,
Nat President E Eller (ES) + SIMAN,
Nat President E Eller (ES) + SIMAN,
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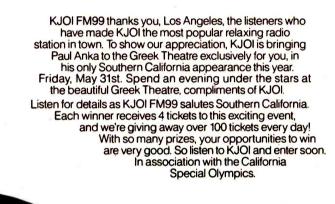
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6/R&R FRIDAY, MAY 17, 1985

WEEKE .

THE MAJOR EVENT OF THE SEASON... PAUL ANKA FREE AT THE GREEK THEATRE!



KJOIFM99

THE RELAXING PLACE

SOLD OUT...
TO KJOI ONLY
FOR THOUSANDS
OF LUCKY
LISTENERS.

Broadcast Media Buys Canton Combo

WINW & WOOS/CANTON,

PRICE: \$2.5 million

BUYER: Broadcast Media Corp., headed by Carl Lanci and Randali Blair, BMC has also contracted to buy WKLH/St. Johns (Lansing), MI.

SELLER: North American Redio and Kimochi, inc., owned by Jeck Steenberger and Earl Wise, respectively. DIAL POSITION: 1520 kHz; 106.9

POWER: 1 kw daytimer; 27.5 kw at 341 feet above average terrain. FORMAT: Urban; AOR

BROKER: Americom Media Brokers represented the seller; Blackburn & Co. represented the buyer.

WIOU & WZWZ/KOKOMO, IN

BUYER: Caravelle Broadcast Group of Indiana. It also owns WISP & WODW/Kinston, NC; and WAIZ & WOFX/Guifport, MS.

SELLER: Kokomo Community Service Radio. Principal David Keister retains WMCB & WCSK/Martinsville, IN; WIFE & WCNB/Corneraville, IN; and WOFR & WCHO/Washington Court House. OH.

DIAL POSITION: 1350 kHz; 93.3 mHz
POWER: 5 kw days/1 kw nights; 3 kw
at 340 feet a.a.t.
FORMAT: A/C; CHR

WLET-AM & FM/TOCCOA, GA

PRICE: \$1.8 million

BUYER: Faver Broadcasting Group Ltd., which also owns WGAF/Valdosta, GA; WTGQ/Catro, GA; WSMY & WPTM/Roanoke Rapids, NC; and WWWN/Vienna, GA.

SELLER: Kelott, Inc., headed by H. Otto MacDonald

DIAL POSITION: 1420 kHz; 106.1 mHz POWER: 5 kw daytimer; 100 kw at

285 feet a.a.t. FORMAT: Country; A/C WUWU/WETHERSFIELD TOWNSHIP, NY

TOWNSHIP, NY PRICE: \$1,285,000 BUYER: Devine Broadcasting; major ity stockholder is C. R. Allen SELLER: Stereo Seven Associates headed by Ronald Chmiel

headed by Ronald Chimlet DIAL POSITION: 107.7 mHz POWER: 11.5 kw at 800 feet s.s.t. FORMAT: A/C BROKER: Kozacko-Horton Co. KUQQ/FT. WORTH, TX

BUYER: Command Broadcast Associates of Texas, which also owns WADO/New York. Buyer is owned by Albert Cameron and Command Broadcast Associates, Inc., which is

owned by Nelson Lavergne. SELLER: Cittled McMaster, receiver for S.G.M. Broadcasting

DIAL POSITION: 1540 kHz POWER: 50 kw days/10 kw nights FORMAT: Spanish

Continued from Page 1

depth and marketplace intuition critical to the continuing success of a major market album rock facility like WMMR. He's a street-fighting PD with roots in Philadelphia, and he's acutely aware of the highly regionalized music needs of local listeners. Ted's convinced us that programming WMMR has been a personal goal of his; in essence, Ted already is a part of WMMR's heritage. We're confident that with Ted in place we'll expand our appeal beyond our current demographic dominance."

A ten-year broadcaster, Utz started his career at WRNW/
Briarcliff Manner, NY. From there, he became coprincipal/
PD at WAQX/Syracsse, OM at WPYX & WTRY/Albany, and PD at WHJY/Providence before joining KTXQ last July.
"I'm thrilled," Utz said. "Having family in the area, WMMR is a station I've lived with for the last nine years, so I really feel as if I'm a part of it already. WMMR is the only station I would leave KTXQ for."

Utz begins his new post June
3. No replacement has been named yet at KTXQ.

WNEW

Continued from Page 1

Davis has been active in radio only on a parttime basis for the last several years, having concentrated on his position as Technical Group Manager/Sr. Engineer for Oregon Software, a Portland computer software company he helped develop in 1980. Between 1976-80, he programmed then-CHR KYTE/ Portland, and afterwards stayed on in a limited capacity. Davis, who has been involved in broadcast engineering since childhood, brings experience from neighboring KYXI and KKRZ, WRKO/Boston, and KING/Seattle.

Explaining his return to the programming ranks, Davis told R&R. "It's something I've missed for a long time, but having been a radio junkie since my youth, getting away from it helped me mature and learn more about life. My goals for the station are to gain an additional ratings point and bring WNEW up to 1985 radio. Our personalities are excellent pros, and I'm very happy to be here."

WNEW programs a variety of popular standards and Big Band music.

Cap Cities/ABC Spinoff Plan

Here's a list of the stations that will be sold and retained:

247	Koop
WABC-AM	
WPLJ	
WPAT-AM & FM	
KABC-AM	
KLOS-FM	
KLAC-FM	
KZLA-AM	
KGO-AM	
WRIF-FM	WJR-AM
	WHYT-FM
WLS-AM & FM	
KSRR-FM	
KTKS-FM	WBAP-AM
	KSCS-FM
WKBW-AM	
	WMAL-AM
	WRQX-FM
	WPLO-AM
	WKHX-FM
	WPRO-AM & FM
	WPLJ WPAT-AM & FM KABC-AM KLOS-FM KLAC-FM KZLA-AM KGO-AM WRIF-FM WLS-AM & FM KSRR-FM KTKS-FM

Cap Cities

Continued from Page 1

(the firm handling the transactions) that we consider to be bona fide broadcasters can negotiate with us." he commented. The executive also added that Cap Cities has no preference for individual spinoffs over groups of stations, which he conceded would be "easier."

In addition to most major broadcast groupe, it's known that the list of possible buyers includes a group of ABC executives, headed by former ABC Vice-Chairman Etton Rule and ABC Radio President Ben Hoberman.

Brady

Continued from Page 1

the management style that emphasizes community service, personal development, and service to clients in a financially responsible way. The most important asset of any organization is its people, and Mr. Madsen has created an excellent organization of strong, professional individuals."

Brady continued, "Arch Madsen is a true pioneer in the field of electronic communication. He has hiked trails never hiked before and has made a major contribution to our understanding of the world around us and the forces which contribute to our enjoyment of a free society. I am both honored and humbled by the opportunity to extend his important trailblazing into the fiture"

In addition to two TV stations, Bonneville operates 12 radio stations: flagship KSL/Salt Lake City, KIRO & KSEA/Seatte, WRFM/New York, KBIG/Les Angeles, WCLR/Chicago, KOIT-AM & FM/San Francisco, KAAM & KAFM/Dallas, and KMBZ & KMBR/Kansas City, The company also has a Technology Group, comprised of Bonneville Media Communications, Benneville Bread-casting System, and Bonneville Predearmunications Company.

Can Cities officials held a special meeting in New York on Tuesday (5-14) for prospective minority buyers. They were given detailed information about eight of the radio properties - WPAT-AM & FM/New York, KLAC & KZLA/Los Angeles, WRIF/Detroit, KSRR/ Houston, KTKS/Dallas, and WKBW/Buffalo. A Cap Cities source said the other stations weren't included "because they're more closely tied into the networks," which will be retained. In some cases, selling to minorities could earn Cap Cities/ABC a tax certificate that would defer payment of capital gains taxes.

Minorities Briefed On

Eight Properties

Release of the spinoff list came in a proxy statement issued in preparation for ABC and Cap Cities stockholders meetings on June 25 in New York. The release, which capped seven weeks of intensive industry speculation and rumor. contained few surprises. As expected, the group opted to keep television over radio except in Detroit. where WXYZ-TV is reportedly a weak performer. The decision to hold onto ten stations and the seven ABC networks dampened speculation that the entire combined radio operations of both companies would be divested, at least initially.

Ellery

Continued from Page 1

regular talk slot for the time

Ellery said he's especially pleased to be remaining in Philadelphia. "I'm just delighted. It's a great opportunity to stay in the fifth largest market. I'm going to sit and listen to the station a little bit: they're doing pretty well right now. Its slogan is 'Nobody does it better,' and that seems to be true. The station has more personality and less dullness than many of the Talk stations I've heard."

WB Gets A Rough Cutt



WB's latest heavy metal monsters, Rough Cutt, stopped by the offices to plot strategy with the label's ABR people. Shown (I-r) are WB's Tom Whalley, Rough Cutt's Matt Thorr, WB Sr. VP Ted Templeman, band members Chritager and David Alford, VP Michael Ostin, Rough Cutt's Amir Derakh and Paul Shortino, and (seated) band manage Wagedy Dio.

WAGONTRAIN ENTERPRISES, INC.

William S. Sanders, President

has acquired

DRAKE-CHENAULT ENTERPRISES, INC.

Our Associate Elliot Evers initiated the transaction, assisted in negotiations, and aided Wagontrain in obtaining financing. Old Stone Bank of Providence, Rhode Island provided senior financing of \$2.9 million.



Elliot B. Evers Chapman Associates, Inc. 616 Second Avenue San Francisco, CA 94118 (415) 387-0397



Robert J. Maccini Old Stone Bank 1 Old Stone Square Providence, RI 02903 (401) 278-2532

WASHINGTON REPORT

74 APPLICATIONS DISMISSED

RKO Station Challenger Ranks Cut By Half

Since the 12 RKO radio licenses were designated for hearing in December, the crowded field of competing applicants has dwindled rapidly — even faster than in typical comparative proceedings. So far, 74 of the 149 original applications have been withdrawn or dismissed,

leaving only 75 still pending. There are several reasons for the rapid falloff. First and foremost is the fact that a substantial number of the applications were more speculative than serious. And the realization has set in that nobody is likely to win an RKO property without going through a long, expensive legal fight.

Some of the challengers never even bothered to prosecute their applications in the first place. Some who applied for several stations have narrowed their sights to a smaller group or even a single property. Others withdrew after RKO or other rivals succeeded in getting serious issues designated against them. Still others fought to hold off any hearings until after RKO's qualifications were decided, because their pockets weren't deep enough to survive this first round, only to risk facing an even longer and more expensive hearing against RKO.

Memphis and Washington are good examples of how RKO's competitors have dropped by the way-side. The initial group of five applications for WHBQ/Memphis is now down to a lone applicant. The number of groups seeking the right to take over WGMS-FM/Washington has dropped from 22 at the outset to only 11 today (see chart for complete counts).

Law Judge Trials This Summer

Trials before administrative law judges (ALJs) to compare the ba-

sic qualifications of the surviving applicants will be held this summer, with two scheduled each month through October. Then the process will be put on hold until the FCC decides whether RKO is fit to remain a licensee in light of past misconduct. That central issue is being settled in the case of KHJ-TV/Los Angeles.

If RKO is found unfit, the most qualified applicant in each case will be awarded the respective radio license. If RKO is deemed to still have the "character" required of broadcasters, full-scale comparative renewal hearings will be scheduled between RKO and the most qualified competitor for each license, as determined by the individual hearings this summer and fall. RKO attorney Harold Cohen of the firm Pierson, Ball & Dowd now says he doesn't expect an initial KHJ-TV decision until next winter, at the earliest.

Trial Probes Radio Net Overbilling This Week

After a recess of several months, the trial in the KHJ-TV case resumed in Washington on Monday (5-13) and is set to continue through June 7. Among the issues being explored are advertiser overcharges of millions of dollars by the former RKO Radio Networks. This week's witness list included the networks' former President Tom Burchill and former VP/Sales Kevin Lyens.

Cosby Contracts At Issue

Several well-known broadcasters are among the dropouts in the 12 radio proceedings. Dick Clark has pulled out of the running for all the properties he was seeking, and Donnie Simpson Enterprises, headed by the wife of the WKYS/ Washington PD, has dismissed applications it originally filed for all 12 stations.

Entertainer Bill Cosby's Cozzin Communications is still in the race, but is embroiled in one of the more interesting battles. His pledge to spend 20 hours a week as PD of one of the Los Angeles or New York stations if he wins — known in FCC parlance as "integration of ownership into management" — has led to a demand by skeptical rivals that Cosby reveal his employment contracts. Citing confidentiality, Cosby is seeking a protective order against a law judge's directive that he produce the contracts.

Also making life difficult for Cozzin is an issue designated against it to determine whether one of Cosby's partners in the applications. Joe Zingale, improperly signed the names of family members to low-power TV applications.

Judges Keep Rivals' "Feet To The Fire"

Commenting on the rapid attrition among the 149 competing applicants, RKO attorney Jim Freeman, also of Pierson, Ball & Dowd, said of the 12 radio hearings, "Most are down to manageable size or even smaller." He added, "We're certainly pleased with the win-

The following chart breaks down the original number applications and those still in the race for each RKO station.

Station	Original No. of Applications	Remaining Applications
WRKO/Boston	10	6
WROR/Boston	13	9
WOR/New York	11	6
WRKS/New York	13	5
WGMS-AM/Washington	14	7
WGMS-FM/Washington	22	11
WAXY/Ft. Lauderdale	9	3
KHJ/Los Angeles	11	6
KRTH/Los Angeles	16	9
WFYR/Chicago	11	5
KFRC/San Francisco	13	7
WHBQ/Memphis	6	1

nowing out to date of applicants who obviously didn't have the wherewithal to operate these stations. It's satisfying to see the Commission processes do the winnowing out. At this stage, the judges are keeping everyone's feet to the fire "

NEWS BRIEFS

RTNDA Finds Radio News Unscathed By Deregulation

A study conducted for RTNDA by Dr. Vernon Stone of the Southern Illinois School of Journalism has concluded that "most radio stations have not changed their news or public atfairs staffing or programming as a result of deregulation" in 1981, which abolished the non-entertainment programming guidelines of slx percent for FM and eight percent for AM.

The mail survey of 327 stations, verified by a callout of over 100 non-respondents, found that 84% who reported cutbacks were offset by an equal number who say deregulation has led to staff increases. Regarding quality of news, 79% reported no change, 16% cited improvement, and only five percent said It had deteriorated.

The only significant change uncovered by the survey was a cut in local public affairs time, reported by 26% of major market stations, 16% of medium, and eight percent of small market stations.

In one revealing comment, a news director wrote. "Since deregulation, the news staff can devote more to news itself and digging up public issues for airing, rather than spending so much time racking up hours of weekly programs to be dumped in the Sunday graverad."

NAB Exhibitors Tackle Convention Snafus

The NAB staff and representatives of exhibitors at the association's annual spring convention met last week in Washington to begin working toward solutions to a wide range of problems they hope to avoid at next year's meeting, scheduled for Dallas, Exhibitors on hand included Sony, Panasonic, Ampex, Eastman Kodak, and the Grass Valley Group.

The exhibitors lobbied against a plan to open the half on Saturday, rather than Sunday, and asked that final-day major entertainment be slated for the evening, rather than early afternoon, to hold broadcasters at the convention longer. As an outgrowth of the session, NAB will conduct a detailed space availability study before deciding

whether to use a second half some distance from the Dallas Convention Center next spring.

The group recommended creation of a seven-member Advisory Exhibitor Committee to counsel NAB, including representatives of large, medium,"and small exhibitors.

Five Stations Renewed With EEO Reporting Conditions

Signaling that it will keep up the pressure on broadcasters to hire minorities, the FCC last week conditioned five station renewals on the filing of Equal Employment Opportunity (EEO) progress reports for the next three years. Stations hit with the conditions were KUNA & KSLY/San Luis Obispo, CA and the University of South Delsota's KUSD-AM-FM-TY.

According to the FCC, the California stations failed to hire a single minority for 16 vacancies in 1983, and had no Hispanics on their staff in 1982 and 1983. The stations were orded to beef up contacts with minority recruitment sources.

The three university stations had been admonished for under-representation of females in 1980, and the Commission said its current EEO programs contain "no evidence of any remedial measures having been little".

More AM Technical Rules On Endangered List

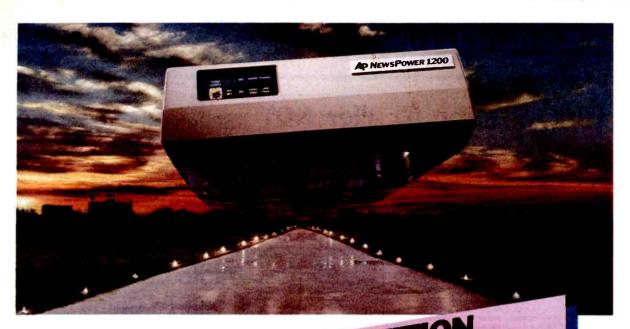
Saying the rules "may no longer serve their original regulatory purposes," the FCG last week asked for public and industry comment on its proposal to eliminate or revise five more technical regulations for AM radio.

Under the plan, the FCC would revise requirements for indicating instruments, while deleting:

- Program signal quality requirements for AM stereo
- The filing of comprehensive reports on antenna resistance measurements
- Transmission safety system requirements which may duplicate the rules of other government agencies
- AM technical rules that merely provide engineering advice.



AM RECEIVER TECHNOLOGY — Members of NAB's Medium Market Radio Committee lest week witnessed a demonstration of a half-dozen AM receivers, billed as, "state-of-the-art," that were also shown at last month's convention in Les Vegas, in other action, the panel urged broadcasters to lend their support to the Alf-industry Radio Music Licensing Committee in its current battle with ASCAP over music licensing rates. Shown above (i-r) are NAB Staff Engineer Mike Rau: Athena Solias, WOLO/Evanston, IL: Andrew Langston, WOKO/Roberster, NY: Ken Hoonald, McDonald Broadcasting (committee chairman); Ted Shider, KARN & KKYK/Little Rock; Joseph McMurray, KNUU/Las Vegas; William Eure Jr., WSSV/Petersburg, VA: Patrick Harpell, KHAR & KKLV/Anchorage; Gene Millard, KFEO/St. Joseph, MO; and Edward Dunbar, WBBQ/Augusta, GA.



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.

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Prozzled? We'll help you put the pieces together! Call 846-8500

Just A "Jig-A-Logo"

From Texas-based **Toby Arnold & Associates** comes the "Jig-A-Logo," a customized jigsaw puzzle designed to create time-buyer awareness. This unusual sales promotion tool is sequentially numbered and mailed to time buyers with the following instructions: "When you solve the puzzle and find your lucky number, call your account executive to claim your prize."

Each number has already been assigned a prize — which, if you're thinklink, will be trade-out merchandise — all the account exec has to do is look it up. Everybody wins something.

The "Jig-A-Logo" is shipped in a cardboard tube that contains the puzzle's pieces wrapped in a plastic bag. When assembled, the puzzle measures 9" x 12" and is made up of 60 individual pieces.

Basically, the item feeds off human curiosity. Who can resist a puzzle? Not to mention that everybody likes to win something. Your payoff comes when your account execs go down to the time buyers' offices to deliver the prizes in a modern version of the old foot-in-the-door approach.

Customized "Jig-A-Logos" can be created for your station. For details, contact Toby Arnold & Associates at (800) 527-5335.

How NOT To Get A Job

You sent the tape and resume, talked to the PD, and felt pretty good about the interview. But you still didn't get the job. Could be you made one of the seven most common mistakes a job candidate makes.

According to a Robert Half survey of 1000 personnel directors, the most common error is "failing to research the company" you want to hire you (24% of the surveyed execs noted this). "Being unprepared for the job interview" inshed a close second, with a 23% response rate.

"Failing to project strengths and skills" was the third major culprit, named by 12%, while "tailing to list accomplishments" and "poor personal appearance" were each cited by eight percent of those polled. "Being too aggressive or pushy" and, ahem, "exaggerating qualifications" rounded out the mistake list at seven percent.

Sitting On The Radio

The car of the future may feature its radio housed under the rear seat, according to a recent USA Today article. Officials at Intel Corporation are claiming that tomorrow's cars will aport deathboards so crammed with sophisticated electronic devices (talking ionitions, oil level indicators, and

anti-theft mechanisms) that there won't be any room left for the

Compulsive button-pushers needn't worry, however. Radio controls will still be found within easy reach on the dashboard. Now where are they going to put the cassette deck?

Radio Luxembourg Goes To China

The English-language service of Radio Luxembourg recently signed an agreement to broadcast a weekly program of the tops in British poprecords to mainland China. Under the terms of the contract, Radio Luxembourg will deliver 13 two-hour programs to a station in the Guangdong province.

In making the announcement, a Radio Luxembourg spokesperson told the **Reuters** news service "the agreement was concluded with the Chinese Minister of Radio & Television" and that the groundbreaking broadcasts would reach a potential audience of 61 million.

Radio Luxembourg is currently preparing the first broadcast, for which it has hired a Cantonese-speaking DJ to explain the lyrics of the songs and "provide insights, into Western life where necessary."



Portable AM Stereo Radio Available

One of the problems with AM stereo has been the relative lack of receivers available to consumers, which in turn has contributed to the lack of consumer awareness of AM stereo in general. With over 400 AM stereo stations worldwide. Norwalk, CT-based Advanced Design Group Ltd. has created the "AMS-10," a portable AM stereo receiver with

multisystem capability. These units will be distributed to AM stereo stations who can then offer them to listeners and thereby improve consumer awareness of AM stereo.

The AMS-10 is capable of decoding Kahn-Hazeltine, Motorola, Harris and Magnavox transmissions at a frequency response greater than 7 kHz. Additional features include: automatic on/off when headphones are in use, dual volume controls for proper channel balance, and a stereo indicator light that enables the user to determine the proper position for the transmission decoding switch. Headphones and belt clip are included.

Sized at 5-1/8 " x 2-15/16" x 1-1/8 " and weighing 5.5 ounces, the AMS-10 is available to broadcasters at around \$20 per unit. (Suggested retail price is \$39.95.) The first production run is due in

For more information, contact the Advanced Design Group Ltd. at (203) 853-3575.

THE TOP OF THE PARTY OF THE PARTY.

IS YOUR IMAGE FADING?

It happens when you let it. Update your image with the ID package that distinguishes your station as the winner. Don't just fade away — call us.

CALL 1-800-251-2058

In Tennessee 901-320-5126



The bottom line has always been better people.

At Eastman Radio, we've never forgotten that selling is a one on one process between buyer and seller.

So while other radio rep firms depend on numbers to do all their selling, we've concentrated on hiring, training, motivating and keeping the best sales force in the business.

Hiring. Most people we hire

don't have a spot radio background. That way they don't have to "unleam" someone else's system.

else's system.

Tiraining. Eastman sales training has always been the toughest in the business. We pioneered videotape roleplaying. Before Eastman people sell for you, they have to be able to sell to their peers and to our

management. Then they must undergo a daily routine of selfevaluation and improvement.

evaluation and improvement.

Motivation. Eastman is
employee-owned. Our people
are motivated from Day One. No
fancy psychology, just simple
economics—they work harder
for you because they're working
for themselves.

for themselves. Experience. Because we're dedicated to our people, they remain dedicated to us. They stay with us longer—an average of 10 years. They know their stations and their markets.

So this is our bottom line: at Eastman, we put all our efforts into developing and holding onto winners. Aren't those the kind of people you want to sell your station...one on one?

Eastman Radio. One on one, no one can best us.



EASTMANRADIO



A SPECIAL INVITATIONS A SPECIAL INVITATIONS

On Saturday, June 1 at 3:00 PM (Eastern),
CBS RADIORADIO will present
CHILDREN OF THE WORLD,
an extraordinary half-hour event,
via satellite.
Hear today's young superstars
along with boys and girls
of all ethnic groups
speak up for mankind and the
famine victims of the world.

HEAR THEM SINGING THE WORLD PREMIERE OF THE SPECIAL CHILDREN'S RECORDING OF "WE ARE THE WORLD"

Hosted by Kris Erik Stevens. Available to all stations in all markets, from CBS RADIORADIO. Call Maureen Kelly at (212) 975-7316.

To KOED



All proceeds from sales of records will go to USA for Africa.

PRO:MOTIONS

WSSP Names Management Team

Buy Gennett's "soft sounds" W88F/Dytende has announced its management teem. Rebert Clarke is GM of the outlet, moving over from a similar post with WMRIT/Cesee Beech. He's a 15-year Guy Gennett veteran. Working with him as Sales Manager is Learny Weles. Weles also halls from WFWIT, where he had heeded the sales staff since 1963. Alles Jestieses, a "70s WFWIT alumni, comes aboard as PD. He was most recently OM at WIRRD & WROTE/Mirrael Besalds.

Boltz New KIYS GM

Seets Beltz has been named General Manager of CHR INTYS Belse, moving over from the Sales Manager post at KABC & KKYS/Bryan/College Station, TX. His beckground includes Station Manager posts at WTAZ/ Merten, IL; WHPQ/Barsboo, WI; and WZZC (now WMLR) in Quad Cities (Devenport), IA. He also served as Sales Manager ACUARD Cities (Devenport), IA. He also served as Sales Manager ACUARD Cities (Devenport), IA. He also served as Sales Manager ACUARD Cities (Devenport), IA. He also served as Sales Manager ACUARD Cities (Devenport), IA. He also served as Sales Manager ACUARD CITIES (Devenport), IA. He also Served ACUARD CITIES (Devenport), IA. He also Served ACUARD CITIES (Devenport), IA. He ACUARD CITIES (Devenport), I

Arista Appoints Brownjohn



Eliza Brownichn

Eliza Brownjohn has been promoted to Director/International Operations at Africa. Prior to International Operations. She joined Arista last year after heading the international Department at Chrysealle.

PROS ON THE LOOSE

John Amberg — MD WWCT/ Peerle (309) 688-4088

Reggle Blackwell — PO NOPA/Pheenix (602) 961-3036 Pred Brennen — MD WYFE/ Restdert (515) 229-3590

Wes Davis — PD WYFE/Restried (816) 877-4386

Mark Officepte — News anchor WIBC/Indianapolic (317) 843-0362 or 747-9253

Con Manilla — Feature writer/ producer RHO Network (212) 220-1404

Mile Miller — PO HOFM/Oldehome City (405) 340-1233

Arieta Tana Zieltrout



Jey Ziekrout

Jay Ziehreut has been appointed Manager/National Abum Promotion at Arieta Recente. He assumes this post after a stint as National Director of Promotion for Enigman Recents. Prior to that Ziehrout was Assistant Director of North American Operations for Gz Recents.

Portmess & Assoc. Bows

Gary Pertmese & Associates is a brokerage-consulting fine peculating in the listing/sales of small and medium merket stations. The 25-year broadcast veterion most recently owned and operated WNAG & WCCM/Hagers-Valley Selver Spring, MD. GP & A's mailing address is P.O. Box 11074, Washington, DC 20008; (202) 872-1485.

Ancelmo New WDGY



Michael Aneelmo

Mitchesi Anasimo has been named Local Sales Manager of WDGY & KEEY/Minneapolis-St. Peat, moving up from Account Executive. Before joining the stations in 1984, he was GSM of KAAL-TV/Austin, MM.

WGAR Appoints Jerus RSM

WGAR-AM & PM/Cleveland welcomes Naney Jazzes as its Regional Seles Menager. With the stations for three years, she brings 11 years' media seles experience to the root.

Carnes Assumes KBOY GM Helm



Tom Carnes

Tem Cernes is the new General Manager of KBOY/Medford, OR. He joins the station from crosstown KDBI-TV, where he had been OM. Prior to that he was GM of KGUI/O/hympia, WA and KLOO/Corvellis, OR. Carnes began his radio career as a DJ at KBOY in 1986.

Carter Heads HNW&H/Houston

Presix Center Jr. has been selected as heed of Million, Neuments, Weeheler and Howard's new Houston branch office. Before accepting this post, he spent four years at crosstom KMBEZ as an AE. Prior to that he held a similar position at KOMA/Okisheme City. HNWAHH-Houston is located at 5959 Westhelmer, Suite 122, Houston, TX 77057; (713) 784-4994.

Heimers Directs RIAA PR

Petriele Helmers joins RMAA as Public Relations Director. Privately, Helmers served as an AE for PR agency Geltzer & Co., les. in New York City. Her background also includes a publicity and exhibits coordinator post with high-technology detabase producer EEC/Intelligence.

Bell Accepts KHJ LSM Post



-

Jim Bell has been appointed Local Sales Manager of IONA/Les Angeles. Prior to working with Paulie, Bell apent five years with RMD.

DMN Names Eric Exec. VP/COO



Dain Eric

Dein Erie has been promoted to Eusc. VP/COO of the Bleesery Music Network. He had served as the network's VP/Director of
Programming for the past year.
Succeeding him as Director of
Programming is Michael Sheahy,
former PD of KRIS-PBMLos Angetes. In other related activity. Less
Casablence is named VP/Program Development. Terry
Themsees becomes VP/SM of
the Discovery Television Studios,
and William Tyses joins as VP/
National Sales.

Collins Manages Chrysalis A&R



Sugan Collins

Susen Cellins has been appointed Manager. West Coast A&R at Chryselle. Collins was most recently Professional Manager at Chappell Muele, Los Angales.

Baker Directs NYMRAD Marketing



Shirtey Baha

Shirtey Beter has essumed the Marketing Director post at the New York Market Radio Bread-absters Association. She comes to the newly-created position after serving as Marketing/Sales Executive for the Television Bureau of Advertising in Dates.

CHANGES

Radio

Rob Ferraro appointed Account Executive WMAD/Madison.

Tom Charles Schmidt named Local Advertising Sales Representative WTQR/Winston-Salem from KBOYA/Add ford.

Brien Buhler joins WMAD/ Mediagn as Account Executive.

Cary Casperson Wilson named Promotion Associate KGW/Portland

IGm Nicholis appointed Account Executive WYNY/New York from John Blair Marketing.

Barbra Dickstein joins WMAD/Madison sales from WLUP/Chicago.

RECORDS

Mary Ann Bryson appointed Assistant Buyer WEA/Philadelphia

Arnold Kaplan named Associate Director Domestic Royalities Atlantic/Elektra Records.

Mary Marini promoted to Domestic Royalties Manager Elektra Records

Pet Lucas appointed Manager, Film & Televisionn Music CBS Songs/New York.

INDUSTRY

Debbie Leas named Account Executive Bruce Merrin Public Relations/Woodland Hills, CA.

Cathleen Pratt appointed Account Executive Selcom Radio from ABC Radio.

Liz Ferraro joins Selcom Radio as Account Executive from Weiss & Powell.

Linda Mirandi appointed Account Executive at Selcom Redio from Weles & Powell.

Phythis Jones joins Eastman Radio as Account Executive from WRVR-FMMemphis.

Pierson Segues To KOED

*Carel Piersen has been elevated to Assistant Station Manager at 102ED/Sen Pranelese. She was previously working as a special projects consultant with the station. Pierson's baciground also includes a stint with the WBBH Educational Pseudation in Boston, where she held a similar post as well as served as Director of Operations/Training and supervised the group's national projects.

Quartarone New ACME Exec. Sec'y

Mary Quarterene has been named Executive Secretary for the Ontario-based Academy of Country Music Entertainment. She succeeds Shalle Paterses.

RATINGS AND RESEARCH



JHAN HIBER

Plummet Mall: Proving Radio Does Work

The Greater Cincinnati Radio Broadcasters Association, like many radio marketers. wanted to demonstrate radio's effectiveness. Having been exposed to advertisers and agencies who weren't quite sure that radio worked, 17 member stations conducted a major test during early 1985 that would clearly prove radio's tremendous ability to communicate.

Building The Illusion

Working with Jerry Galvin, Creative Director of local agency Galvin, Menderson, Maier & Press, the stations developed a radio campaign and researched awareness to demonstrate our medium's power. They built a campaign for a brand new, hypothetical shopping center called Plummet Mall. The copy stressed that this would be Cincinnati's first vertical mall. Moving sidewalks, spiral escalators, controlled temperatures, and low prices based on pass-along energy savings were selected as the distinctive features. To build anticipation and demand the campaign teased the opening at an undisclosed Cincinnati location "soon." These points were also reinforced by a tag line: "The best value in town is a hole in the ground - Plummet Mall."

To demonstrate how easily an advertiser could duplicate the campaign, the stations produced the spots with only one voice, minimal sound effects, short musical phrases, and dramatic pauses. The commercials were produced by a local firm, Jay Gilbert Productions. Of four 60-second spots, the first three talked about Plum-

met Mall coming soon. During the fourth week, the spots revealed the illusion and announced that "heavy freezes had caused a seismological occurrence, which shifted the mall to a location somewhere between Cincinnati, OH and Lincoln, NE."

agency, which maintained the confidentiality of the project. Calls came from merchants who wanted to know what other merchants would be opening stores there. People interested in opening stores or selling services (Muzak, Cincinnati Bell, Cincinnati G&E) and even somebody seeking the contract for

Plummet Mall's waste disposal phoned. Raiph Leibing, the Hamilton County Building Commissioner. told the Cincinnati Post that he was flooded with calls, as did the Greater Cincinnati Chamber of

ing after just four weeks of radio-only advertising.

By Robert Galen

The study also went a step further, asking those who didn't remember the name whether they had heard of a new underground mall called Plummet Mall. Another 19.8% acknowledged awareness. This means that 60.5% of people interviewed had some awareness after only four weeks of advertising.

According to Burke VP Jim Russell, "These results are extraordinary awareness figures no matter what qualifications. A 41% unaided awareness number after just four weeks is to my knowledge unprecedented, and it was achieved with a relatively modest radio buy. Most product managers are very happy with 10-15% figures, which are gained only after significant television advertising supplemented with couponing, sampling, etc.

In spite of several caveats; i.e., general problems in gauging consumer awareness, the campaign's brevity and local scope, the relative size of the product category, and the difficulty in squaring this test with Burke's normal threemonth ad cycle, Russell said that many on his staff were "amazed" at this

It also says there are certain things you have to do in order to make radio work.

First, you need a good commercial. These spots were very well-produced even though they weren't expensive. Second, you need to put together a reasonably-sized radio campaign. People who buy six spots a week on one radio



Robert Galen

Committee

Robert Galen has served as RAB's Sr. VP/Research since August 1984. Prior to that he was Sr. VP/GM of the Marketing Services/Research Division of Blair Radio. Galen is also a founder and co-chairperson of the RAB GOALS

station and then wonder about the impact are missing the boat. In terms of the Plummet Mall campaign, its \$60,700 budget was much less than what the Biggs department store spent when its first U.S. store was opened in Cincinnati last year. Finally, radio alone can develop

major impact for an adver-

tiser. This gives us two sales points: 1) A radio campaign with sufficient thought and budget can pay off for advertisers; 2) if radio alone can ring the bell, radio can certainly improve the effectiveness of a TV, newspaper, or direct mail campaign. Plummet Mall was strong proof of radio's ability to sell. The results say clearly that radio shouldn't take a back seat to any other medium. People listen to radio and rely on what they hear. After all, Americans didn't buy 84 million radios in 1984 to use as doorstops.

"A 41% unaided awareness number after just four weeks is to my knowledge unprecedented, and it was achieved with a relatively modest radio buy."

> -Jim Russell **VP/Burke Marketing Research**

The spots were run according to a media plan developed by Galvin, Menderson, et al.'s Rudy Siegel. Using a Tapscan schedule analysis, four weekly flights were designed to generate 60-70% reach and 2-2.5 frequency using ROS schedules, with even distribution through all dayparts and days of the week. Each station ran a "typical" schedule, 14 to 30 spots per week, from January 14 through February 10. The total cost of the "buy" would have been \$60,700.

The campaign attracted immediate attention. Stations referred all telephone calls to the advertising

-Jim Russell

VP/Burke Marketing Research

Commerce, which reported 20-25 calls a day.

Researching **Awareness**

The radio group hired **Burke Marketing Research** to do an awareness study. The first question asked was: "Have you, yourself, heard anything recently about a new mall opening in the Cincinnati area or not? If yes, what is the name of that mall?" Nearly a third (33.2%) correctly identified Plummet Mall by name. If a person indicated that he didn't know about a new mall opening, he was asked: "Have you heard of a new underground mall opening soon in the Cincinnati area or not? If yes, what is the name of the underground mall?" In response, 7.5% correctly said Plummet Mall. And 40.7% of the 506-person sample were able to identify the mall correctly without prompt-

campaign's impact. Radio's Selling Ability The Plummet Mall test firmly reinforces our strong belief in radio. It says that radio does work.

16/R&R FRIDAY, MAY 17, 1985

back seat to any other medium."

"The results say clearly that radio shouldn't take a

From deep inside the mind of Plummet Mall

with Jerry Galvin.

On Sundays the personality behind the Plummet Mall campaign is the host of "TalkTalk with Jerry Galvin." It's America's only live national phone-in humor show. "TalkTalk," wildly successful on public radio for ten years. is now available to commercial stations.

Toll free numbers make it easy to play around with Jerry on each Sunday's topic. The topics are always warm, human, a little outrageous, and will cause the same kind of talk and interest in your market that Plummet Mall has nationally.

The program builds audience fast, because the audience participates in the humor, without ever being the butt of a joke.

"TalkTalk" is available on a barter basis with six local commercial





NETWORKS/PROGRAM SUPPLIERS

REED BUINZEL

NETWORK NET WORTH

The Great American Domino Game

This year may go down in the annals of broadcast history as the Year Of The Network. The RKO Radio Networks have been sold to United Stations, ABC decided to merge with Cap Cities, Ted Turner has taken on CBS, UPI has reorganized (more than once). and Drake-Chenault was purchased outright. Since January the industry has played host to a series of network purchases, takeovers, mergers, and restructurings - and more appear imminent (or possible).

Two weeks ago (5-3) R&R examined the increasing volume of broadcast transactions and explored the source — and effects — of this industrywide phenomenon. More money than ever is changing hands for radio and television properties, and it looks like the trend will continue for at least several years. What this means to the radio network business is the focus of this week's column.

Net Worth

The financial community has only recently discovered the radio stations' value, but computing that value extends beyond the basic bricks and mortar of the building itself. The same holds true with a radio network, except even more intangibles become in-



volved. Networks rely on a steady marketplace and stable station affiliations for maximum profit, variables subject to constant flux. to say. Beauty is in the eye of the beholder. If someone is willing to pay twice what I think something is worth. I must think it's worth half of its real value. If a 'money man' is looking for real value, then, he should consider a group of stations because it would give him something profitable to break up. The parts of a group may be worth more than the whole. A radio network has no nearts to total up."

As with other broadcast facilities, networks have an intangible value that's not necessarily reflected in their physical inventory. United Stations President Nick Verbitsky, who recently went through the acquisition process himself, says "It's very tough to value a network in terms of



PUN WITH DICK AND JAMES — Following a recent "American Bandstand" taping, Dick Clark interviewed the Mary Jene Girls for an upcoming segment of Mulusia" Dick Clark's National Mules Survey, "Pictured (I-r) are Cark and MJs Kim Wuledich, Yvette Merine, Candice Ghant, and Joanne McDuffle.

division earns enough money based on its gross revenues to cover the networks." says Westweed One President Norm Pattis. "When large groups get involved in acquiring or merging with other large groups, they have to shake loose some of the baggage. If the network in 't turning a decent profit, and most of them aren't, they have to make the decision to keep it or shake it loose."

Risky Business

Buying an under- or over-priced network is no sure guarantee to great cash returns, either, says NBC Radio President Randy Bengartes. "Radio networks have not been a highly profitable business for anybody," he comments. "They have been more profitable for ABC than for the other majors, and some syndication networks have been making good money.

the network dollar. The pie is bigger — there is more money being spent on network radio than ever before — but there are also more people with their hands in the nie."



Getting into the network business can be accomplished one of two ways: buy a network and trim the excess fat, or build a network and keep it lean from birth. "An existing network can be a good buy," says Pattiz, "But when it has been a part of a major conglomerate for years there tends to be a lot of fat. New operators usually come along and find ways to make them leaner and mes Sometimes it makes sense to start fresh without the encumbrances that make these ventures unprofitable. United Stations acquired RKO because they think they can run it better and make it more profitable. We feel we have built a better mousetrap from the ground

Buy or build, the network industry has become crowded over the last few years.

"There are already enough networks," says Clement. "I'm not anxious for anyone else to enter the business because it's tough enough right now. RKO showed that a network can be built from scratch, but they also showed how expensive that scratch can be. Still, the areas is going to be even more crowded than it is now. We're also going to be competing for more dollars. People are reevaluating their TV dollars, and as they see the kind of CPM, reach, and frequency they can get in network radio more dollars are going to go into it."

So ... just what is the true

So . . . just what is the true value of a network? Two-to-three times revenue or seven-to-eight times cash flow? What increased value do owned-and-operated stations bring, and what affiliates are on-line? Are operational expenditures draining the bottom line? Is competition going to get better or worse? Will unpredictable inflation and fluctuating interest rates affect national advertising dollars?

All variables aside, true value is just a hardware store. The value of any broadcast facility is probably the haggling point where both the buyer and the seller feel raped. You get what you pay for and you pay what something is

The real value of a network? Only your hairdresser knows for

Note: For understandable reasons ABC and CBS declined any comment for this column.









Nick Verbitsky

Thus, basic broadcast assessments may not apply. What, then, is a radio network worth?

"Something is worth what a person is willing to pay for it,"
Mutual Breadcasting Exec. VP
Jack Clements says with nebulous
conviction. "Whether a network is
overpriced or underpriced is hard

assets because, as opposed to buying some furniture, machines and stock, you're really buying an organization and a reputation."

In a publicly-held company the value of a network (separate from any OliCo) can become buried in a column of figures. "What it often bolls down to is whether the radio

But the prohibitive investments in news operations, and some unforeseen problems in marketing, make them less profitable than a lot of people would think."

"There are very high risks involved in running a radio network," adds Clements. "There are a lot of operations vying for

NETWORK SPOTS

New Format Services

Anticipating a format change? Expecting a bad spring book and looking for a new lease on life? Several new automated formats are now evallable for customized use at radio stations around the country, including:

e "Power Cuts": a customized contemporary music format developed by Stifer Communications for Century 21 Pregramming. The format is designed for locally-hosted mass-appeal personality radio stations, and music is furnished on prerecorded cartridges accompanied by song-by-song playlists. Call (212) 370-0077.

"Ster Choice Format 35-54":
 Klemm Media Inc. is offering this contemporary format targeted lowerd

an upacale A/C demo of adults 35-54, For more information call (203) 927-3581.

e "Constant Country Hits" is available from Jay Stepane & Associates for stations looking for more music and less talk, while "Your Great Country" is designed for full-service or personality-oriented stations. Both formats are consulted and programmed by Allen J. Garden. Call (213) 453-4542 for further ceals.

Mutuel, PGA On Course

Mutual Radio Naturet has signed a five-year, exclusive deal to broadcast the action of the PGA Championship. Mutual has been covering the annual golf event since 1976, and this agreement extends those rights through 1989. The chempionehip match is played every August, and is the final tournement on the PGA tour.

Anchors Jim Gennen and Larry Midnest will provide coverage of the chemionehip, which this year will be played at Cherry Hills Country Club in Denver. Future altes include Toledo, OH; Palm Beach, FL; and Edmond, CM.

For more information call (703) 685-2000.

Two For The Birds

Two more programs have taken to the air, and are now being distributed via satellite:

 "Jackle Talks Food," a new network version of KNK/Lee Angelee's "100K Food News Hour," will be swalable via satellite later this month.
 Featuring co-hosts and chefs Jeattle Olden and Mel Beldwin, the show discusses load preparation in a "mid-western common series" style and features a "recipe of the day." The program is available on a 60-40 barter basis, and will be distributed on Sel-com 18, Transponder 3. "JTF" is syndicated by JMer Predictiones, produced by Mereury Setellite Metwerk, and placed by Real Redile Co. For more details call (818) 796-4900.

"Forbes Magazine Report," entering its 6th year on radio, is now being distributed via setelfite on Setoom 1R. The show consists of ten westly segments derived from the contents of Forbes magazine, and is available on a barier basis. "FMR" will supply free crystals for access to Transporder 3 to all existing and future affiliates. Call (213) 400-1835 for further acting and contents.

18/R&R FRIDAY, MAY 17, 1985

THE NATIONAL

MOTOWN

Star!

Experts ask:

"WHO'S HOLDING DONNA NOW?"

Daring Fashion
Predictions:
National
Motown Star
Shows You
How To Dress
Like DeBARGE



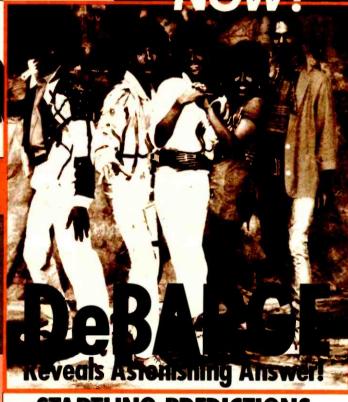
THE DeBARGE DIET: 1 Play an hour-never go hungry

RADIO STATIONS
Taken Over By
JUNKYARD DOGS!

Fat Cats' Ranks Getting Thinner!



Your Favorite
DeBARGE Song RevealsYOUR PERSONALITY...
-All Nine Songs From
Rhythm Of The Night gold
album analyzed inside...



STARTLING PREDICTIONS: "New DeBARGE Single will be Summer Ballad Of The Year!



"SPACE ALIENS
Helped Me Promote
Last Record!"
Michael Lessner
Reveals!

VH-1 Subscribers: 6,000,000 + Explodes on Impact!

VH-1 Impact On Record Sales

"Shortly after VH-1 went on the air in early January, they began airing our "CATS" video. Only a few weeks later, we saw the "CATS" original cast recording album move on to the charts. VH-1 is not only an excellent medium of exposure for Adult Contemporary Music, it also helps to sell tickets to Broadway shows as well as original cast recordings."

David Geffen
Geffen Records

"Diana Ross has a hit with "Missing You." The song came to life one night in a New York studio. Lionel Ritchie was evolving the melody and lyric as Diana added her own special phrasing. James Anthony Carmichael was there working on the production. In the end, we had a magnificent tribute to Marvin Gaye. When VH-1 launched on January 1, the record was doing

moderately well. Three weeks after VH-1 placed "Missing You" in a heavy rotation, we saw a marked increase at both radio and retail."

Bob Summer President RCA Records

"Everyone is talking about VH-1. We've seen a phenomenal growth in sales for SADE's album and there is no doubt VH-1 has been the reason. We've also noticed an upswing in requests for the CAST of CATS album."

Ted Stevens

Assistant Manager Sound Warehouse

"I know VH-1 has had an impact on our sales. I've noticed unexpected sales boosts for Kenny Rogers, Anne Murray, Diana Ross, Debarge, Dionne Warwick, the Commodores and Olivia Newton-John, and VH-1 is definitely the reason."

Steve Lerner

Buyer, RECORD WORLD Elroy Enterprises

"There is no doubt that people are watching VH-1 and that VH-1 helps to sell records. We have had a lot of people asking for SADE's record after seeing her video on VH-1. I've also noticed a renewed interest in the CAST of CATS record "RUM TUG TUGGER."

Scott MacBride

Manager Budget Tapes and Records "People must be watching...they're asking for albums by artists seen on VH-1."

"We were an entry point for the local contest and it resulted in a lot of excitement and traffic in our stores...! was surprised by the response by the Adult Contemporary audience."

Jeff Lake President Stone Records

"I know VH-1 is helping to sell records. People have come in to purchase SADE's single and album, as well as KIM CARNE's "Invitation to Dance", after seeing their videos on VH-1."

John Hornaday

Manager Record Shop

VH-1 Impact On Radio Stations

"VH-1 has made a tremendous impact on the Des Moines market. The street talk among adults is all about your service, and we at KIOA look forward to working with you on an on-going basis.

VH-1 is definitely a winner!"

Dic Young

Marketing Director KIOA-AM

"We're excited because for the first time, an A/C station can logically cross-promote with cable."

Sam Church Program Director K-Lite

"We are very excited about VH-1 as it offers a perfect promotional opportunity for KMJI-FM to work with the cable operators in our area. We anticipate that VH-1 will increase interest in the A/C format and look forward to future tie-ins with VH-1."

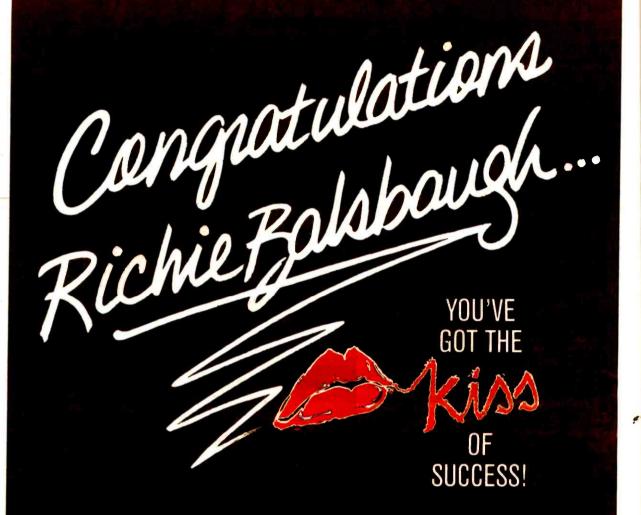
Nancy Burger

Nancy Burger
Promotion Director
KMJI-FM

You said it.

VH-1 has been on only four months and already it's the talk of the industry. It's targeted, differentiated, record breaking and record selling music programming 24 hours a day. When it comes to video music for a whole new audience, VH-1 is the right one.





THE SIXTH ANNIVERSARY KISS PARTY!

BOSTON May 20-21,1985

FROM YOUR FRIENDS AT MAJOR MARKET RADIO

MUSIC CALENDAR

NEWS & INFORMATION FEATURES

May 20-24

The Weekend

The Week Of

May 27-31

THURSDAY

COMEDY

LIFESTYLE

May 25-26	
The Countdown	(WO)
	leh
John Leader Eurythmics	(USR1)
Country Closeup	(NP)
Ed Bruce-Keith Stegall Country Report Sylva-George Strati-Glen Campb Jame Friche	(WRN)
Country Six Pack	(US)
Loretta Lynn Dick Clark's National Music Survey Byan Adams	(MBS)
Dick Clark's Rock, Roll, & Remember Card Hall & John Cases	(US)
Don & Deanna On Bleecker Street	(CB)

(WO)

CREE

(WO)

(US)

(BRE) (USR1)

(US)

(MBS)

(MJI)

(MS)

(NP)

(US)

(WO)

(RI)

(WO)

(ABCE)

(BRE)

(TRAN)

(CBSR)

(US)

(BRE)

(NSBA)

n Beez/Tom Pa Dr. Demen

sest-To-Coasi

Future Hits

Gospel America Gospel Line The Great Sound

Hot Country Gold Oak Ridge Boys

Lee Arnold On A Country Road

John Denver Statler Bros. Metalshop

Musical Starstreams

Music Makers

On The Radio

Power Cuts

Rock Chronicles

Rock Over Londo

America Top 30

Silver Eagle

Street Beat

Super Gold

Top 30 USA

Countdown

Rock & roll heaven (5/25) Superstars Of Rock

Weekly Country Music

King Biscuit Flower Hour (ABCR)

Rare & Scratchy Rock & Roll (PIA) Rick Dees' Weekly Top 40

Scott Muni's Ticket To Ride (DIR)

Solid Gold Saturday Night (USR2)

Scott Shannon's Rockin

Hot Ones Hot Rocks

Country Today	(MJI)
Michey Gifey Dence Music International Lignal Riche Pt. 1	(PU)
Earth News Glenn Frey/Harold Fallermeyer/David	(WO)
John Murray Encore	
w/William B. Williams 1940: Bing Crosby	(WO)
Live From Gilley's Ed Bruce	(WO)
Off The Record Hall & Oates/Robert Plant/Bon Jovi	(WO)
Off The Record Special John Fagerty	(WO)
Shootin' The Breeze Teens Marte/New Edition/Con Funk 8	(WO)
Special Edition Kool & The Gang	(WO)
Ster Trak	(WO)

WRN (US

Summer spem splash/family r	nght/
fenteey island/quick orde	rs .
Comedy Express	(CMW)
National perspirer/John Coug	er Mellencemper
Daily Feed	(DCA)
Gorbachev rewrites WWII/tre	
Mitterrand rejects "The F	
Murdoch media/White So	x heeven
Hiney Wine	(DM)

Gorbachev rewrites WWII/tred	de war song/
Mitterrand rejects "The F	'orce"/
Murdoch media/White So	x heaven
Hiney Wine	(DM)
Shave cream/picric/Indy 500	restanded Hiney
Laugh Machine	(PRN)
Robert (Gein/Steve Martin/Kip	Adolle/
Flip Wilson/Skip Stephens	son/Emily Latella

GENERAL FORMATION

erican Focus (FOY);RT Peter Jenninos (5/18-19) Larry King Show Lynn Singer/Erice Hotz Elliot Abravenel (5/21) John Oliver Wilson (5/23) Shella Davis (5/23) m (8/22)

	Public Affairs Testing question (5/19)	P
Program (PRN)		
sitrization allt Show (AP) can industry/muto safety (5/18) It Herbert/staying in debt	Something You Should Know Enting breaklest (5/20) Dealing with crises (5/21)	(881

l .	
Waldenbooks Review Robin Cook/Diok Francis/Steven	(WO
Robin Cook/Dick Francis/Steven	Emerson

FRIDAY

May 31	
Country Report w/Ron Mertin	(WRM)
Bellamy Bros./Rebs McEntire Solid Gold Country Feeture year: 1977	(US)

MONDAY

WO

or Trak Profile

May 27

Country Report	
w/Ron Martin	(WRN)
Ronnie Milesp/Rebs McEntire	
Solid Gold Country	(US)
t ate great country legends	

TUESDAY

May 28

Country Report	
w/Ron Martin	(WRN)
Charley Pride/Bellemy Bros.	
Solid Gold Country	(US)
Don Williams	

WEDNESDAY

May 29

Country Report w/Ron Martin (US) Solid Gold Country



KGBI-FM Omaha, Nebraska, chose an ESA-10 Broadcast Console

Because - Technically, It Fit The Bill

"I am impressed with the easy access to internal circuit boards and the funct-

"A major factor in our purchase was the electronic step attenuation. Our announcers wanted linear faders, and your system avoids any problem with noisy

"Another new feature is the full LED metering that's switchable between VU and peak reading. We use the VU meter for on-air work and peak meters for recording. We've had no regrets or second thoughts on our purchase of an ESA-10'

> Harry W. Scott Chief Engineer

Radio SYSTEMS INC.

5113 West Chester Pike • Edgemont, PA 19028 • 215/356-4700 Call 800/523-2133 or (in PA call 800/423-2133)

DECREASE BAD DEBT

Collecting The Money, Part One

By Michael Heaser

Have you ever heard a fellow broadcaster comment, "All salespeople want to sell, but very few want to collect"? We tell our salespeople there are three phases to their job: sell advertising, service the account, and collect the money. We train our salespeople to sell, we train them to take care of their accounts, to service them and keep them happy, but do we train them in the collection process? Not usually. Whoever is given the responsibility of collection, whether it be the salesperson, station manager, sales manager, bookkeeper or an employee who spends full time just collecting our receivables, it's still a team effort.

Step 3:

Current billings

30-day column

60-day column 90-day column

120+ column

determined on each

Step 4: As you work with this formula, it will vary slightly.
Usually the percentages increase over time as your other collection

procedures are put into place.

Now that a collection goal is es-tablished you have a figure to shoot

at, and you're also aware of the

amounts you're looking for under each category.

Callection Procedure

The collection procedure begins at the time of sale. Our contracts

at the time or sale. Our contracts (insertion orders, etc.) have small print explaining policy and all le-gal jargon the PCC guidelines expect. But our salespeople should be asking "cash or charge?"

Retail stores expect it — why not us? Your salespeople should orally explain your station's payment

policy. You could add a form letter to make it very clear. For ex-

ample (at right):

individual account

In order to maximize the amount In order to maximize the amount of dollars we collect and docrease our bad debt, we must have a system, know how to collect, and follow the system. It's just like programming: the best laid out clock does a station no good if the folics don't follow the system. There are four steps to improving your collections: 1) setting a collection goal, 2) setting up a procedure, 3) training your people on how to col-lect, and 4) following the system.

Collection Goal

You would surely love to be able to plan your cash flow - and you can. Some stations use the "I know my market" system; others use the "collect all you can and when we think about it, we'll go after the 90-day guys" system. Whichever you use isn't wrong if it works and stently. However, you can establish a collection goal.

Here's a system to reach it and an almost fail safe method of keeping track of who, what, and when dollars will be received:

Step 1: Total accounts ble in five columns: current, 30 days, 60 days, 90 days, and 120+ days.

Step 2: Since there tends to be consistency, you can establish percentages of each category on an average during the month for current, 30-day and 60-day, and do an account-by-account analysis of 90 and 130+, 30% for current, 30% of 30-day, and 75% for 60-day.

It would be advisable for you to function of making it "station policy" and takes a great deal of the pressure off the salesperson the pressure off the salesporson regarding payment. It will also in-flate your station's image to the business community that your organization is a well-run entity.

Request for money should begin

\$67,564.00 × 50% = \$28,782.00

\$3.189.00*

96,432.00°

Month Goal

have a standard credit application to be filled out at the same time. Yet please note that the form let-ter below performs the added

when an account reaches the 30-day column. If a schedule ran April 1 through April 28 and the bills are out by May 3, you show the account in the 30-day column by June 3. It is now, in fact, 60

colure — a friendly reminder may be in order (see letter below). This letter is signed by the book-keeper and is always in friendly terms. You should be aware that the value of the money owed to

Your account, in the amount of \$. , is now past due. As you now our payment schedule is, as stated, the 18th of the following

We're sure this is just an oversight on your part, and we would appreciate your payment before the beginning of the next month.

If there are any problems with your bill, please contact your account executive or myself. I'm sure we can straighten out any problems or answer any questions you may have.

Sincerely.

\$24,104.00 × 50% = \$12,052.00 \$10,908.00 × 75% = \$ 8,181.00 \$ 1,060.00 \$51,012.00

days plus from the first commercials that aired. You deserve your you is decreasing daily, so therefore - "we need it " money now. However, if not, you should start the prodding pro-

Dear Client:

\$ 947.00

We are very pleased to have you as a KXXX advertiser.

We look forward to a long and mutually rewarding relationship.

To avoid any complications in the future, it is important that you understand our billing policies now.

All business placed on KXXX is to be paid in full in advance of schedule. If credit is desired, one-half of the total cost of schedule is required in advance of first order, and (upon approval of crudit) the balance is due and payable on the 19th of the month following completion of the schedule each month.

On subsequent schedules, all payments are due on the 15th of the month following completion of monthly schedules.

Please sign below indicating your understanding and acceptance of these conditions.

Yours truly, General Manager

Accepted by:_

Print Name

el Hesser, co-founder of lunbelt Communications, now consults radio stations, as well as other businesses on sales and ement. One of his seminars

"Did you want to be a salesperson when you grew up?" - stresses the basics of sales, the art of listening, and an understanding of co-op. His firm, SB Manage ment, is located in Redwood City.

In markets of all sizes, with both AMs & FMs, DONNA HALPER gets results. In 5 years of consulting 95% of our clients have shown ratings increases . . . many have DOUBLED or TRIPLED!

We offer a wide range of consulting services, from format changes to hiring and training talent . . . but most important, we get RESULTS!

Let Us Help You Increase **Your Ratings Now!**

DONNA HALPER & Associates

Radio Programming Consultants 28 Exeter Street, Suite 611, Boston, MA 02116, (617) 266-5666 Ron Nessen thinks the best way to get affiliates is to offer aggressive reporting, flexible schedules, targeted news products and a satellite connection.



It looks like he may be on to something.

He is. As Vice President, Mutual News, Ron's leadership gives our news team an edge. His background as broadcast journalist, editor, author, and former presidential press secretary means he knows how to deliver substantive radio news.

Just the way affiliates want it. Proof: over 800 carry the Mutual news product. And the list is growing fast.

THERE'S NO SUBSTITUTE FOR SOLID REPORTING.

News is news, you say? Ask your listeners. Ask them where they tuned to hear reports from the *first* radio correspondent *to reach Grenada* after the U.S. invasion.

Mutual.

Or where they heard reports on the condition of President Reagan from the *only* reporter *at the operating nom* after the assassination attempt.

Mutual.

The Mutual Radio Network regularly

beats the TV networks and wire services on big stories. Like the plans to send Marines to Lebanon; the evacuation of dependents from Beirut; the resignation of James Watt.

Sure you can take your radio news from the TV networks, but what are you and your listeners really getting? Often just warmedover television news.

OR FLEXIBILITY.

Your station can have our news any way your listeners want it: up to five minutes on the hour or up to five minutes on the half hour. And, unlike the TV networks, it's not all wrapped in a rigid package that allows you no scheduling options.

you no scheduling options.

We also offer "Lifestyle" news and features — targeted to younger listeners — for up to

3½ minutes at the :55 mark, plus the news magazine "America

in the Morning," business reports, and closed circuit updates and special reports that you can broadcast directly or incorporate into your own presentation. You choose the combination that best fits your format.

HOW ABOUT A FREE SATELLITE DISH?

We'll help you deliver the news with a free satellite dish. It'll provide you with our regularly scheduled programming and, simultaneously, continuous live coverage of fast-breaking news events and special short-form updates.

Nobody else offers anything else like it. When you want *radio* news, come to the *radio* network. To learn more call Mutual Station Relations at (703) 685-2050.

Mutuals on a Roll.





HARVEY MEDNICK

Turning Life At The Bottom **Upside Down**

Portland, Oregon is a beautiful city. A large green park runs right through the center of town, the air is clean and the people are friendly. It's a great place to live, right?

Wrong! Recently Rand-McNally dropped this pearl of the Northwest in terms of livability from its eighthranked position to 63rd in the nation, and the morning team at KMJK ("Magic 107") took retaliatory action.

To give their listeners perspective as to just how bad living conditions can get, Kent & Alan decided to offer listeners a taste of life in the city that had been named as 'least desirable" - Yuba City, CA. located north of Sacramento. First Kent and Alan interviewed Yuba City DJ Randy Jo of KUBA. who gave them a verbal guided tour of the city's highlights (lowlights?) and recommended the fash-

ionable Bonanza Inn as "the only place to stay." Travel arrangements were made via Trailways, the only carrier to serve Yuba City. All that remained was to determine a winner

How To Win

Listeners were invited to send letters to the station describing RAILWAYS

YUBA CITY HERE I COME — At the Trailways terminal on his way to Yuba City is winner Robert Barry, flanked by Magic 107 morning team of Kent Phillips and Alan Budwill

ting a situation reasonably free of

"professional contestant" intru-

. Kent and Alan did their home-

work. Interviewing the local Yuba

City DJ gave the promotion some

reach outside of the community

and afforded the potential par-

ticipants a sample of what winn-

The idea paid off in dividends greater than the promotion itself

through the TV exposure receiv-

· It was fun even if you chose

not to enter. By reading letters

from listeners and inviting the

ing could mean.

their worst date ever, and many were read over the air during the morning show. The grand-prize winner was determined by a phone poll of Kent and Alan's lis-

The Big Winner

After careful deliberation, the winner was chosen by virtue of his agonizing recounting of a blinddate encounter while still new to

However, the station came up the big winner. A local TV station took to the promotion and brought the morning team and winner on its highly-rated "Two At Four" program. Not only did the TV show devote an eight-minute segment to the promotion, but the station also debuted KMJK's new TV spot (even though KMJK had not placed a schedule on the TV station at that time).

A Good Idea That Worked

Let's take a look at the ingredients which contributed to the suc-

cess of this promotion:

• KMJK hitchhiked on a national event which received a great deal of press, forestalling the need to create awareness. It also associated with a major name (Rand McNally), adding credibility to the idea

• The station played on civic pride. Portland is a nice town, and no doubt the residents were outraged about being dropped unceremoniously from the top ten to

 Magic 107 cornered the market. There realistically isn't anything the competition could do to cut the station off at the pass. Only one city is the worst, and KMJK had a winner on his way there. It was an exclusive, one of the most desirable attributes to any promo-

• The promotion didn't cost a lot to execute. For a station with a limited promotion budget, here's where invention replaces re-

· KMJK created an inviting environment. The winnner was selected by writing about a losing situation. To enter, there was no need to be extremely creative, setpublic to help select the winner positioned Magic 107 as a station which cares about its community.

It Happens All The Time

Mr. Binckwell has his "Ten Worst Dressed" list, wire services make up their "10 Bottom Teams" rankings, and critics assemble their "worst movies/TV series" rosters. Such lists are potential hitchhikes for promotions. All you need to do is look at the list from a promotional perspective, as KMJK's morning team did, and you can have a great time in your

ONE YEAR AGO TODAY

- ANDY BLOOM NAMED PD AT WOFMMILWAUKEE
- PROBERT W. MORGAN MORNING MAN AT KMGG/LOS ANGELES • BRUCE BUCHANAN NAMED OM AT WCLS/DETROIT
- ROBERT DE LUCA BECOMES GM AT WLYK/CINCINNATI
- KEITH HALLAM NAMED GM AT WCFL/CHICAGO
- **DINO BARBIS NATIONAL PROMOTION DIRECTOR AT WB**
- #1 CHR: "Let's Hear It For The Boy" Deniece Williams (Columbia)
- #1 A/C: "Time After Time" Cyndi Lauper (Portrait/CBS) ● #1 B/U: "Let's Hear It For The Boy" — Deniece Williams (Columbia)
- (2nd week)
- #1 Country: "When We Make Love" Alabama (RCA)
- #1 AOR Track: "Magic" Cars (Elektra) (2nd week)
 #1 LP: "Heartbeat City" Cars (Elektra) (9th week)

FIVE YEARS AGO TODAY

- DOUG MORRIS PRESIDENT, DAVE GLEW EXEC. VP, SHELDON VOGEL VICE CHAIRMAN AT ATLANTIC
- JAY CLARK NAMED OPERATIONS DIRECTOR AT WABCINEW YORK • KEITH ADAMS BECOMES PD AT KDIA/SAN FRANCISCO
- •#1 CHR: "Biggest Part Of Me" Ambrosia (WB)
- (2nd week) • #1 A/C: "Don't Fall in Love With A Dreamer" - Kenny Rogers & Kim Carnes (UA) (3rd week)
- •#1 B/U: "Let's Get Serious" Jermaine Jackson (Motown) (4th week) • #1 LP: "Against The Wind" — Bob Seger (Capitol) (9th week)

TEN YEARS AGO TODAY

- DWIGHT CASE NAMED PRESIDENT AT RKO RADIO
- BRUCE JOHNSON PRESIDENT/BROADCAST DIVISION FOR SRO
- STEVE RIVERS NAMED PD AT WDRQ/DETROIT
- **OHOWARD ROSEN NATIONAL PROMOTION DIRECTOR AT** PRIVATE STOCK
- #1 CHR: "Philadelphia Freedom" Elton John (MCA) (6th week) •#1 A/C: "Love Will Keep Us Together" — Captain & Tennille (A&M) (3rd week)
- •#1 Country: "Thank God I'm A Country Boy" John Denver (RCA)
- ●#1 LP: "Stampede" Doobie Bros. (WB)



PICK UP FOR AFRICA - KWAI distributed this poster in conjunction with its USA For Africa program

Over 250 Radio Stations Know a "Forever Man" When They Hear One.

KTXQ-FM WWDC-FM KOME-FM WBCN-FM WRIF-FM WYSP-FM WNEW-FM KLOS-FM WLS-AM KZOK-FM KSHF-FM WRBQ-FM WYDD-FM KTCZ-FM WSHE-FM WKLS-FM KSRR-FM WMMS-FM WFBQ-FM KGB-FM WCIU-AM KCNR-FM WHCN-FM KUPD-FM KAZY-FM KZAP-FM WIYY-FM KATT-FM WRDLIEM WBEN-FM WQFM-FM WDIZ-FM WKDF-FM WRNO-FM WLVQ-FM KKCI-FM **WOMF-FM** WNOR-FM WTPA-FM WKLC-FM **KITY-FM** WLAV-FM WZXR-FM KLRZ-FM WHJY-FM KMJX-FM KICT-FM WRXL-FM KMBQ-FM KMOD-FM WEZX-FM WKZL-FM WPYX-FM WTUE-FM KKDJ-FM KGGO-FM WKGR-FM WFYV-FM KFMG-FM WIOTEM WTKX-FM WIMZ-FM **WWCK-FM** WKQQ-FM KFMW-FM WPGU-FM WKYX-AM WXLP-FM **KEZE-FM** WCMF-FM KEZO-FM WAQX-A/F WNDU-FM WZXY-FM WOWE-FM KLBJEM KTOZ-FM KLPX-FM WZXQ-FM WGW-FM WMGX-FM WRKI-FM WPDH-FM WWOS-A/F WMEE-FM **WWCT-FM WQLT-FM** WHOT-FM WAQY-FM KQKY-FM WMDM-FM WPGX-AM WMGM-FM WQQQ-FM WPST-FM WKMZ-FM KDOL-FM WLLI-FM KQYN-FM KQSK-FM KROUFM WAIL-FM KITI-AM KDUX-FM WXIE-FM WHMH-FM WCLG-FM WOOS-FM KCBW-FM WZWZ-FM WAMDAM KBZY-AM KIL-AM KVMT-FM KRFD-FM KDJK-FM KRAL-AM WILL-AM KADS-AM WQXX-FM KXOR-FM WDIF-FM KCRC-AM KVRO-FM WDZK-FM WHKY-FM WKSB-FM WXTQ-FM WOHY-FM WHKW-FM WPYK-AM KBRE-FM KSIT-FM WRNF-FM WBCH-FM KLVF-FM WFXZ-FM WCTT-FM WMIK-FM WBNO-FM WBEC-FM KOAP-FM KDCK-FM WYLREM WKAU-FM WGLQ-FM WIQO-FM **WITY-AM** KGMO-FM WTAO-FM WVVV-FM WNGZ-FM KXXX-FM KFBD-FM WIRX-FM KTTFFM KQAA-FM WGBQ-FM KOZE-FM WERD-FM KGRS-FM KNJY-FM KASK-FM WZYC-FM WXTY-FM KOWB-FM KILO-FM WZAT-FM KLOH-AM **MA-MATM** KLBQ-FM KCLV-AM KRIX-FM WYBR-FM **WOOJ-FM** KMBY-FM WLSQ-AM KWIC-FM KATS-FM WUPM-FM KSYN-FM KZIO-FM KOWL-AM WRTB-FM KZEL-FM KW-AM KOZZ-FM KZZK-FM WWMH-FM WBIZ-FM WIFC-FM WIZM-FM KYNG-FM KFMX-FM WRRK-FM KVRF-FM KIZZ-FM WKHQ-FM KXBQ-FM KSKI-FM KFMZ-FM KKEG-FM WJMX-FM KYYY-FM KYYZ-FM KYZZ-FM WHSL-FM WALG-AM WGUY-FM KZOQ-FM KOPR-FM KBBZ-FM KPKY-FM WOUR-FM KIPR-FM KAGO-FM KVMX-FM KQPI-FM WNBT-AM WLVY-FM WNSL-FM KDSJ-AM KYYA-FM WHAR-AM WZKX-FM WMQT-FM WHUH-FM WNLA-FM WRUF-FM KMMR-FM WQCM-FM KOYE-FM KFBQ-FM WAIN-FM KXAZ-FM KDOG-FM WHIZ-AM WHOU-A/F **KPOI-FM** KIPA-AM KELN-FM WHSB-FM KWHL-FM WJRZ-FM KSUA-FM KSUP-FM KCHE-FM KBRF-FM Eric Clapton In Concert May 24-Memorial Day Weekend

Supergroups ABC Rock Radio Network

SPONSORED BY



PRODUCED BY DIR BROADCASTING

DEPECHE





WCAU-FM add WZPL add 195 deb 38 B97 add KIIS-FM on KZZP on KKRZ add FM102 add KWOD add KS103 deb 34 **KMEL 15-10** KPLUS deb 30 Ol00 add WTLQ add **KITY 40-28**

Z104 add WRQN add KKXX add KMGX add KLUC add **KCAQ 22-18** KWES add WPFM add Z102 add WHSL add WCIL-FM add OK95 add

Marketed by Warner Bros. Records

STREET TALK

Depending on who you talk to, word has it that METROMEDIA Chairman JOHN KLUGE was either having dinner with a top GANNETT executive to talk about merging to buy CBS, or having breakfast with TED TURNER to discuss the same thing. Either way, considering Kluge's resources after selling seven TV stations, there's plenty of food for thought surrounding those possibilities.

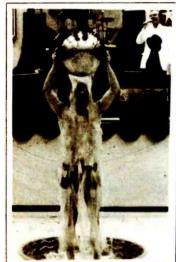
And with all the buzz about the sale of Metromedia stations, is President CARL BRAZELL interested in acquiring WIP/ PHILADELPHIA from the company?

Since we're speculating about station sales, a Detroit paper reported that local ABC outlet WRIF is being sought by both DOUBLEDAY and MALRITE. Look for a flurry (make that a blizzard) of transaction talk now that the ABC-CAP CITIES divestiture list is out (see Page 1).

On the record side of the industry. WARNER COMMUNICATIONS firmly denies that it or any authorized representative (read broker) contacted MOTOWN or any other label about acquiring the WEA labels. The commotion started when the L.A. Times reported that Motown President JAY LASKER said he'd been contacted about buying WCI's recorded music division. Jay declined to comment about the article

Whether the WEA companies are available or not, various sources insist there's good reason to expect WARNER-AMEX to be sold in the very near future, possibly to VIACOM. That sale would include the MTV companies.

Is one of Chicago's Black-formatted AMs about to change GMs?



AGOMY & FOG.STASY - An unidentified contestant is caught in the act of becoming a "Human Quiche," perhaps the coop-de-grace of KDWB/Min-neapolis" "Most Outrageous Acts" promotion. Air personality Craig "Hollandaise" Hunt (at rear) pro-vided the play-by-play for the event, which helped the U of M raise \$50,000 for charity. No, it's not true that Muhomelette Ali appeared to read egg-cerpts from "The Crepes of Wrath," (Sorry if that

A fire at its tower took 91X/SAN DIEGO off the air for 24 hours last week. Alert midday jock JIMMY G. climbed 12 feet up the 170foot tower and put out the blaze.

Which major Southeastern station is fixin' to sue its competitor? Continued on Page 30

King Signs Five-Year Pact With Mutual



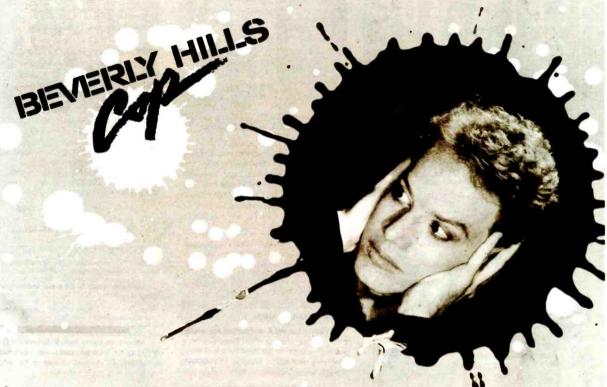
Despite feroclous competition for his services, talk host Larry King inked a new, five-year contract to continue his overnight program on Mutual. The new agreement negates the remainder of his prior deal, which would have expir-ed in 1986. Within 90 days, King will cut back his live time from five to four hours. The time will be made up by repeating the program's first hour at the conclusion. Among the offers King rejected was a bid by Dick Clark's United Stations to do a daytime network radio talk show. In addition to signing with Mutual, King will begin an hourly interview/call-in show on the Cable News Network in June. From left, Mutual VP/News Ron Nessen, King, and Exec.



A Two-Hour Weekly Program Of New Age/Spacemusic

Complements your AOR, AC, JAZZ or Classical Programming #1 25-49 Adults In Seattle! See this week's R&R Jazz Column

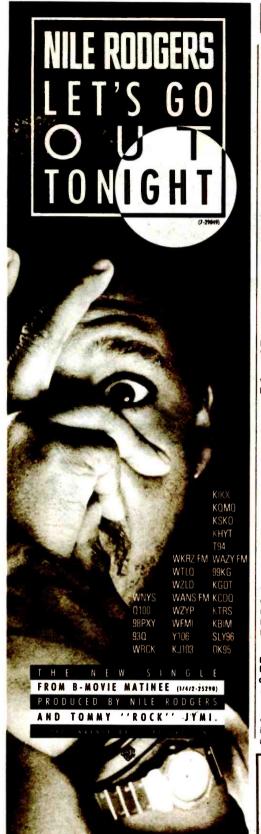
Valley, CA 94942 Consultant John Sobestinn: "Added this sho (415) 388-0623 all my client stations, will continue to do so" ant John Schaetten: "Added this show



GRATITUDE

DANNY ELFMAN

MCA RECORDS



STREET TALK

Continued from Page 28



Former WAPP/NEW YORK PD/Doubleday National Music Director MICHAEL ELLIS has returned to CHR competitor 92-KTU as Music Coordinator. Said VP/GM TOM CHIUSANO, "Michael is the most talented music person in the market, and his

Michael Ellis knowledge will be invaluable." Michael first came to national prominence as WKTU's MD during its Disco, heyday before he moved to Z100 and eventually WAPP.

Meanwhile, WAPP is using the positioning slogans "Hot 103," "The Rock Is Back," "The Rock Of A New Generation," and "New York's Rocker." Consultant BOB HATTRIK has termed it a "non-ethnic appeal CHR." The move was done to further separate itself from 2100, WPLJ, and 92-KTU, which all have a heavy ethnic flavor to their music.

WPXY/ROCHESTER midday personality BERNIE KIMBLE is the new PD at Gold outlet WHK/CLEVELAND.

Congratulations to STEPHEN PRITCHITT, who's been elevated to VP/International Promotion for POLYGRAM.

KZZU-FM/SPOKANE's sister station KLHT will drop its A/C format in favor of CHR and become KZZU (AM). The stations will simulcast from 6am-2pm weekdays, and the AM will have a separate staff from 2pm-1am, signing off overnights.

Switching from radio to records is New Orleans broadcast veteran BARNEY KILPATRICK, who's I.R.S.'s new Director/ Southwest Promotion & Sales, based in Dallas.

Hats off to WQIK-AM & FM/
JACKSONVILLE GM BILL MIZE. Bill, who's been with the stations for 14 years, has been elevated to VP for parent JACOR BROADCASTING.

JOE THOMAS, former PD at AOR WIOT/
TOLEDO, has taken the PD alot at crosstown
CHR outlet WRQN . . . MIKE RYAN is leaving
his post as WHIT-AM & WWQM-FM/MADISON
PD to take over programming at WQDR/
RALEIGH.

Y108/DENVER has named morning zoo personality GEINA HORTON as Music Director. The station still needs a PD, so contact MALRITE VP/National PD JIM WOOD at KSAN/SAN FRANCISCO.

UPI has reported that it expects British wire service REUTERS to make an offer imminently to buy the beleaguered news agency. KCKC/SAN BERNARDINO morning talent BOB HARVEY is leaving for the morning news anchor spot at all-News KFWB/LOS ANGELES. Meanwhile, KCKC PD BOB MITCHELL is looking for a new morning person. Send your T&Rs ASAP.

Back in L.A., KMET nights go to WSHE/MIAMI's RICK ANDERSON, who'll be using the air name MAX HUNTER. The Mighty 'MET's RICK LEWIS shifts to overnights, as DOC PHILLIPS exits ... Across town, CHUCK TYLER has been named Asst. PD/evening personality at KFI.

Former WDGY/Minneapolis PD ART SANDERS has found a new home in the great Northwest. Art is the new MD/morning jock at KDRK/SPOKANE... Over in Seattle, former KVI PM driver RON ERAK is the new Production Director at crosstown KUBE... MISS KITTY (LEDBETTER) has been upped to MD at KWKH/SHREVEPORT.

Look for AOR WYFE/ROCKFORD to switch to either A/C or CHR by July 1. PD WES DAVIS and MD FRED BRENNAN will have split by then. (See "Pros on the Loose.") . . . KPLQ/LITTLE ROCK, which just ended Country for A/C, has picked up new call letters KHLT ("K-Lite 94").

Up in Madison, WMAD has gone dark "for a few days" while it builds new studios so it can begin live local broadcasting. The station formerly carned TRANSTAR programming.

Former programmer RON DENNINGTON has gone to work for the CLAYTON WEBSTER CORPORATION out of St. Louis as a station rep.

Congratulations to "Radio's Best Friend," ART VUOLO, whose RADIOGUIDE PEOPLE company will produce five million "Rock Radio Guides" listing 1200 U.S. AOR, CHR, A/C, and Gold-formatted stations. The free guides will be distributed in 43 markets this summer. GM is cosponsoring the project, as are many fine radio stations.

Nuptial Notes: Cheers to KWTO-FM/
SPRINGFIELD, MO overnighter CEDRIC
RANDLE, who tied the knot with Vicky
Waggoner (4-27) . . . And here's to KQSW &
KRKK/ROCK SPRINGS PD/MD CHRIS
ALEXANDER, who'll marry Karen Blaha June
8.

Stork Stops: Newly-appointed WLLZ/DETROIT PD CAREY CURELOP and his wife celebrated not only Carey's new job, but also their new son, Elliott Christopher . . Congrats to WSKZ/CHATTANOOGA MD ERIC PAGE and his wife Andrea on the arrival of Rachel Lee . . . And great timing for ATLANTIC West Coast Artist Relations rep PAULA TUGGEY PERKINS and husband Tom, who produced their first child, Brianna Nicole, on Mother's Day.

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WILKE ABOUTE LOVE The first single from their forthcoming album.

Capitol

E/P/A Delivers--Just Check Our Batting Average

BEACH BOYS "Getcha Back"



First Week: 103 CHR Reporters-41% #2 Most Added

> #1 A/C New & Active #1 Most Added 84 Reporters — 59%

AOR Tracks One Of The MOST ADDED

DEAD OR ALIVE

"You Spin Me Round (Like A Record)"



CHR SIGNIFICANT ACTION

KIQQ **KPLUS** KCAO **KBIM KKHR** WFMI KHYT OK95 195 KIKX KWES KMEL KQMQ WAZY-FM





AOR Tracks: 1

'TIL TUESDAY "Voices Carry"

183 Reporters — 72% CHR Chart: 33

Check These Moves:

WNVZ 27-17 **KMEL 18-9 WXKS-FM 11-9 KPLUS 12-10** WGCL 31-25 WCAU-FM deb 38 KUBE deb 27 WHYT 30-22 WHTX deb 22 ZZ99 add 35 PRO-FM 14-11

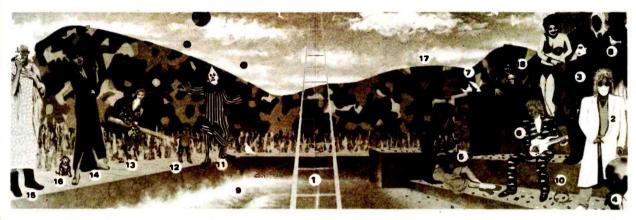
KIIS-FM 17-15 KAFM 31-24 KEGL deb 18 KS103 32-20





KEN BARNES

Prince: Taking The Ultimate Trip?



Here's another clue for you all - the Walrus was Prince

It had to happen. Prince's paisley-phased psychedelicacy "Around The World In A Day" has already inspired comparisons — in music, theme, and packaging — to "Sgt. Pepper," "Magical Mystery Tour," and the Beatles in general. Now Henry Van Den Hoogen, Asst. MD at CFTR/Toronto, has proposed that Prince is following in the footsteps of another Beatles media extravaganza — the "Paul Is Dead" hoax.

Remember that one back in '69' McCartney walking barefoot backwards across the "Abbey Road" cover, backward messages on the records, visual clues on the 'Sgt. Pepper" cover, the Billy Shears replacement theory? Well, Henry was studying the gatefold cover of the new Prince LP, and found a lode of clues that he feels points to one conclusion: "Prince Is Dead."

Before I get to the clues, I should stress that I don't really deserve any credit for publishing this modest proposal. All the credit should go to Henry. That includes all the crank calls from Prince fanatics. Also any conversations with Prince's entourage, especially his 7-foot bodyguard Chick.

The original inspiration and most of the chies that follow come from the hyperactive imagination of Mr. Van Den Hoogen. I will admit to embellishing two or three and unearthing a few of my own with the help of R&R's trained staff of whatever you call experts on death – necrologists? Necrophiliacs? (I always thought a necrophiliac was a fan of Yankees pitcher Páli Nielure.)

For easy reference I've number-coded the visual clues with the cover photo on this page. Here goes:

- 1. The ladder rising from the pool to the heavens. This is obviously the key to the whole scenario. When Prince told the media he was giving up touring, he said he was searching for the ladder. The song "The Ladder" is about salvation in the hereafter, which the "king" (or "prince") is seeking. (The line in the title track: "The latter is purple climb, climb" is a punning reference to the same concept.) The ladder is the centerpiece of the foldout and covers the spine of the jacket. Conclusion: Prince aspires to become a ladder-day saint.
- The surgeon. Prince in a surgical mask, red-eyed, implies illness, mourning, and death. Note also the ladder fragment in his hand.
- To the left of the surgeon, the lady in black (Wendy Melvoin?), with ashen complexion, further symbolizes mourning.
- 4. The weeping older man adds to the general aura of funeral gloom, as does . . .
- The vielin, an ancient symbol of mourning. (We can probably rule out death by violins, however.)
- And that guitarist doesn't look any too happy either.

- 7. The doves. A symbol of peace (everlasting?), and you've heard of mourning doves, right? This is what it looks like when doves cry...
- 8. The three robed figures, perhaps a biblical parallel, or the mythical three Fates, whatever they're not there for the swimming
- 9. Speaking of which, there's that pool, turbulent water in one half, drained on Prince's side. A half-empty pool represents the inevitability of death, according to an old Chippewa belief. (I checked this with an old Chippewa, who told me that's why you never see Chippewas diving into the shallow end of a swimming pool.)
- 10. The scattered flower petals and discarded tambourine are vivid symbols of the transience of earthly life (unless someone just forgot to pick up the tambourine).
- 11. The juggler, trying to keep all his balls in the air, including the Earth itaeff, and just about to fall in the pool. Prince has taken on too much, can't hack it, and is about to make his exit.
- 12. The baby with flag: symbol of rebirth, which follows death.
- 13. Peter Frampton leskalike on seesaw. A prediction that after Prince's death, Frampton will springboard back to his reigning position on pop music's throne.
- 14. Lady in black with apple. Black for mourning again; also, in conjunction with apple, an evil temptation of the sort that according to the song "Temptation" got him into this mess in the first

place. (See also temptress above guitarist on the other side.)

- 15. Weeping older woman. Spiritual counterpart to the man in the lower righthand corner. Prince sure knows how to throw a cheery little psychedelic party.
- 16. Even the puppy or kitten or whatever it is looks unhappy.
- The jigsaw puzzle woman shape that makes up the hilly background for the cover scene is reclining as if ready for sex or death (and the two seem to be pretty tangled up for Prince anyway).
- 18. Neither Henry or I can figure out the acoop on the androgynous-looking personage in the red hair eating the ice cream cone. The cone might represent Prince's life melting away. Or he/she wandered in from another party entirely.
- 19. The clues are in his music, too. The whole "party-till-we-die" spirit of "1999" takes on new meaning, and "Purple Rain," in this new psychedelic setting, now suggests "acid rain" (Owsley Purple was a legendary brand of LSD), which can be destructive either way you look at it. And how about "I Would Die 4 U?"
- 20. Not to mention that weird bit of backward masking I talked about in a column last year, in "Darling Nikk!," where he intones, "I'm fine 'cause I know the Lord is coming soon, coming soon."
- 21. Talking with God has become an increasing preoccupation. The song "God" on the flip

side of "Purple Rain" is an interesting dialogue, and there's the rather pointed exchange toward the end of "Temptation" on this album:

God: You have to want her for the right reasons

Prince: I do God: You don't, Now die!

22. After which Prince signs off by saying, "I have to go now. I don't know when I'll return. Goodbye." Sure, that could mean he's taking some time off for a holiday. But is it a permanent vacation?

That's the case so far. Further clues no doubt exist. The last time I contacted Warner Brea, an official stated that they'd already run out of Madonna tickets. So, as the old Chippewa reflected, who knows?

Time For Corrections

A slip of the keys recently had me asserting that Jesse Johnson was ex-Prince; he's really a former Time member. And speaking of that recently-split group, the forthcoming Morris Day LP features a cameo from KIIS-FM/Les Angeles's Raechel Denahue announcing the demise of the Time

I noted a few columns back that 92.5% of recent Top 40 hits were available in picture sleeves. Subsequently I discovered that Animetion's "Obsession" now has a sleeve, bringing the total up to 95%. Amazing.

Finally, a lot of stations had fun playing "Lovergirl" next to "Loverboy." Recently released was "Loverman," by Nerman Nardini & The Tigers." I'd include Nuanec's "Loveride" in this section as well if I could figure out just what an "ide" is.

R&R FRIDAY, MAY 17, 1985/33

KING "Love & Pride"



ON YOUR IS WEEK

Already a European SMASH and Crossing to America!

DATEBOOK

SEAN ROSS

Family Tradition Stomps On

Hank Williams Jr. gave himself nearly a year to turn out his 50th LP, appropriately entitled "Five-O." Not only is that a relatively long histus in Country (where two LPs. a year and unusual, even for superstar artists), it's about as long as Williams has ever taken betwen LPs. In fact, Williams has been so prolific that when he was injured in a now-famous mountain-climbing accident, there was still enough material for MGM to issue two LPs before he switched labels and began recording again.

Williams was born in Shreveport on May 26, 1949, while his father was still an in-house performer on KWKH's "Louisians Heyride." The senior Williams died three years later, Hank Jr. signed with MGM when he was 14 in what he describes as his mother;s attempt to reconstruct the Williams legend. His early hits were mostly remakes of his dad's hits, "Long Gone Lonesome Blues" and "Standing in The Shadows" among them. Interspersed with these was a duet LP with Connie Francis, several concept LPs (including one where his material was combined with that of Hank Sr.), rock records under the name Bocophus (before that nickname was associated with him), and roughly 200 concert dates a year

Although Williams would probably deny ever wanting to get out from under Dad's shadow (he still covers one of his songs on most LPs), it wasn't until he confronted the legacy head on in 1979's "Family Tradition" that he became a major country star. Since then, he's been one of that genre's most successful mavericks, using the Muscle Shoels Horns on one track and duetting with Wayton Jennings on the next. That eclecticism continues with "Five-O," in which Williams reworks Fats Weller, Gery "U.S." Bonds, and Warren Zevon. He also duets with George Thorogood, which isn't that surprising, since it was a Hahk Williams Sr. composition, "Move it On Over," that gave Thorogood his AOR breakthrough.

MONDAY, MAY 20

1968/Pete Townshend and Karen Astley are married.

1977/Blondle opens its first British tour at London's Roundhouse club.

1978/"The Buddy Holly Story" premieres in Holly's hometown of Lubbock. TX, thus immediately starting the bate over the creative liberties taken with the film subject's life.

Birthdays: Cher, who recently told the Los Angeles Times that she was sick of hearing about the "new direction" in her life every time she changed boyfriends, 1946.

Peggy Lee 1920, Joe Cocker 1944, Nick Heyward 1961, Dave Thomas (MacKenzie Bros.) 1949, Jill chaon (a/k/a Paule of Paul & Paule) 1942.

TUESDAY, MAY 21

1969/Allen Klein officially becomes financial adivsor to the Beatles.

1979/Elton John kicks off an eight-show tour of the Soviet Union with a show in Leningrad. Although the (then-obscure) Nitty Gritty Dirt Band has been there already, John is one of the first Western rock stars to four in Russia. He does not modify his current hit to "Mama Can't Buy You Love Unless She Queues Up For It Six Days In

Birthdays: Ronald Isley 1941, Payola\$ leader Paul Hyde 1955.

WEDNESDAY, MAY 22

1954/Bob Dylan's ber-mitzvah

1955/Bridgeport (CT) police cancel a Fats Domino concert after intuiting that "rock and roll dances might be

1975/Only the U.S. Government could bring Rufus, Pure Prairie Leegue, Joe Cocker, and Earl Scruggs toer. On this day they entertain 17,000 army troops and their families in the "Music You're My Mother" concert at Ft. Campbell, Ky.



THURSDAY, MAY 23

1970/The Grateful Deed plays its first British show

1979/The Who's concert film, "The Kids Are Alright," premieres in New York.

1979/Tom Petty files for bankruptcy.

Birthday: Synth-inventer Robert Moog 1934.

FRIDAY, MAY 24

1963/Influential bluesman Elmore James dies of a heart attack at age 45.

1978/Van Halen's first LP goes gold.

1980/The members of Genesis show up at a Los Angeles box office to sell tickets for their own show Birthdays: Tommy Chong 1938, Bob Dylan 1941, Rosenne Cash 1955.

SATURDAY, MAY 25

1965/Dave Davies bumps into Mick Avory's cymbal on stage. Davies is knocked out and the rest of the Kinks' British tour is cancelled

1981/Roy Brown, known for the original "Good Rockin' Tonight," dies.

Birthdays: Paul Weller (Style Council) 1958, Tom T. Hall 1936, Jessi Colter 1945, Miles Davis 1926, Leslie Uggams 1943.

SUNDAY, MAY 26

1965/Bob Dylan is hospitalized in Paddington, England with a virus.

1969/John & Yoko begin their Montreal bed-in for peace.

1974/A riot ensues at a London David Cassidy concert. 1000 are treated by paramedics. Three are hospital ized and one girl is killed. Although Cassidy feels guilty about what authorities dub the "suicide concert," the parents of the slain concertgoer announce that their daughter would have wanted it this way.

Birthday: Stevie Nicks 1948.

Ready To Play. Today.

"Centerfield" The AOR Smash From John Fogerty



Arranged and Produced by John Fogerty - From the Warner Bros. album Centerfield - 1985 Warner Bros. Records Inc.

HIBERNETICS

A Guide to by Jhan Hiber Radio Ratings and Research

Here's what you get in simple, easy to read and useable form Radio Research Overview - a history of research Chanter 2 Focus On Focus Groups - Definition, use, do-it-vourself Telephone Studies - strengths/weaknesses, do's and don'ts Chapter 4 Other Market Research Techniques - Mail, in-person, when/how to A Look Inside Arbitron - Intro and production The Almighty Diary - evolution, longevity, history Diary Analysis - how to get the other 75% of inf Quarterly Measurement how to succeed, history and problems Chapter 9
Birch Radio - background, methodology, comparison with ARB Chanter 10 Sales Research - a key to better revenues Chapter 11 Sales Breakouts - computer options, types of breakouts

Please send me copies a	\$39.95 of	
Hibernetics, A Guide to Radio Rat	ings and Res	earch.
STATION/AFFILIATION		
CITY	_STATE	
MASTERCARD /		
EXPIRATION DATE		PAR
VISA #		
EXPIRATION DATE	_	BOOKS
Make check payable to: R&R Bo foliage allow 4-6 weeks for deliver Ca. residents add 61/2% sales to:	y.)	tics

CALENDAR



BRAD MESSER

One Excuse At A Time

There are so, so many excuses. We missed the spot because the cart wasn't in here. We didn't have the story because I couldn't get anyone to answer the two-way. The station has no giveaways because someone got into the prize closet. The winner's check wasn't ready. The salespeople were all out. So many excuses.

The key to making a radio station work is to eliminate, one by one, the excuses. To eliminate the very need for them. It is a slow, methodical process and it is absolutely, vitally necessary.

One must have a plan. In fact, a whole bunch of plans.

For each problem, a plan. For instance, spots being missed. The plan must cover salespeople knowing and observing the

deadline for turning in production orders, jocks showing up for their production shifts, the production room having the necessary supplies, cart labels being correct and complete, new spots getting put in the Control Room and old ones taken out, and so on.

Plus this. Every one of those steps must have a backup. Who will keep supplies in Production?

If no jock is there to read the copy, what do we do and who will do it? Who checks on new spots being where they should be and if they aren't what's to be done about it?

The plan is not simple because it must eliminate every possible excuse for missing a spot.

When all the excuses are eliminated, you won't miss any more spots. Period.

Over a period of time, when workable plans have been made for each and every station operation and function, there will be no more excuses and the station will

Columbus Died In Poverty

MONDAY, MAY 20 — Christopher Columbus, who discovered the New World in 1492 and changed the course of history, died 479 years ago today . . . in poverty and dishonor. Columbus was 41 when he discovered America. During three subsequent voyages, he established several colonies, including the first European town in the New World, Isabela, on Helti. His mistreatment of those New World natives got him in so much trouble back in Spain that, in the year 1506, at the age of 55, he died a neglected, poor, and dishonored man.

1971 — Ford Parts Center building opened at Brownstown, Michigan with 71 acres of floor space, the greatest ground area of any building in the world. 1927 — Charles Lindbergh began his 33.5-hour solo Atlantic flight. Cher (Cherityn LaPiere) 39. John Robert "Joe" Cocker 41. George Gobel 66.

Lucky Lindy Became World Hero

TUESDAY, MAY 21 — The first person to make a solo nonstop flight across the Atlantic Ocean, 25-year-old Charles Lindbergh, landed in Paris 58 years ago (1927). Sixty-six other people had already made transatiantic flights. Lindy was just the first to do it alone.

1980 - State of emergency declared at Love Canel, New York because of toxic waste, 1968 - U.S. Navy nuclear atack submarine "Scorpion" disappeared two miles deep with 99 aboard, 1881 — American Red Cross founded by Clarissa "Clara" Barton

Ronald Isley 43. Sixties activist Rennie Davis 45. Raymond Burr (William Stacey Burr) 70. Harold Robbins (Harold Rubin) 70.

National Maritime Day

WEDNESDAY, MAY 22 - Today is National Maritime Day, commemorating the voyage of the "Savannah", the first American steamship to cross the Atlantic. The "Savannah" departed Georgia on this date in 1819 and reached England on June 20. She was a regular salling ship, fitted with a steam engine for auxiliary power.

1924 — Leopoid & Leob arrested. 1892 — Toothpaste tube was "invented by Dr. Sheffield," according to Old Farmer's

Almanac. 1888 - The Great Train Robbery.

Berbera Parkins 40, Tommy John 42, Michael Sarrazin 45, Pianist Peter Nero 51, Susan Strasberg 47, Richard Benjamin 47. Author Vance Packard 71. Lord Leurence Olivier 78.

First Transcontinental Car Trip

THURSDAY, MAY 23 - Dr. Horatio Jackson left San Francisco 82 years ago today for New York City. trying to be the first peach to drive an automobile coast to coast (1903). He and mechanic Sewall Crocker did it on a \$50 bet, in a 20-horsepower Winton touring car with a top speed of 30mph. They crossed the continent in 63 days. The Winton now belongs to the Smithsonian Institution. (Dr. Jackson later got the first speeding ticket ever issued in Burlington, Vermont, for iding 6mph.)

1960 — lersel announced capture of Nazi war criminal Adolf Elchmann. 1934 — Bonnie & Clyde killed. 1701 — Capt.

William "Billy" Kidd hanged in London for piracy and murder.

John Newcombe 42, Joen Colline 52. Robert Moog (invented synthesizer 1964) 51. Rosemary Clooney 56. Bandleader Artie Shew 75.

Second American In Orbit

FRIDAY, MAY 24 - The biggest, most exciting news event of 23 years ago today has now become a trivia question: Who was the second American to go into orbit? He was Nevy Lt. Cdr. Malcolm Scott Carpenter, who rode three orbits on this date in 1982 in the space capsule "Aurora-7."

1983 — Supreme Court ruled racially segregated private achools can lose IRS exemptions, 1883 — Brooklyn Bridge

pened, 1844 — Instant communication born when Samuel Morse sent telegraph message "What Halfs God Wrought" from Washington, DC to Baltimore.

Leo Seyer 37. Patti Labelle 41. Bob Dylan (Robert Zimmermen) 44. Ex-Chicago Meyor Jane Byrne 51.

arday (5-25) 50th anniversary of Beibe Ruth's lest career home run (#714) in 1935. Karen Valentine 38. Leelle Ugs 42. Tom T. Hell 48. Boverty Sills 56. Sunday (5-26) 1945 — U.S. B-29 bomber set 20 square miles of Tokyo after with 4000 tons of firebombs (WWII). 1768

mes Ceek began the 1st around-the-world voyage. Williams Jr. 36. James Arness 62. Peggy Lee 65. John Wayne born (Marion Michael Morrison) in 1907 (died June 11, 1979).

SHOWBIZINSDEOUT Interior to Coast C

RADIO'S HOTTEST MUSIC AND ENTERTAINMENT SHOW IS EXPLODING ACROSS AMÉRICA!

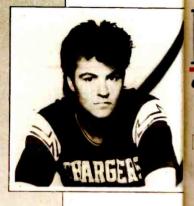
Become part of this audience and sales success. Call Maureen Kelly in New York at (212) 975-7316 or Steve Epstein in Los Angeles at (213) 460-3547.

CBS RADIO

THE PROGRAMMING SERVICE

MIDLE DE COS DISSERBACIO

future of radio is in hands.







Paul Young

"Everytime you go away"

An explosive chart attack from the most dynamic young artist of the year.

CHR BREAKERS

163/52 - 64%

AOR TRACKS BREAKERS

38

AOR ALBUMS BREAKERS

34

Mick <u>Jagger</u> 'Lucky in love"

CHR Chart: 39

AOR Tracks: 4



CHR SIGNIFICANT ACTION

First Week 46 Reporters!

Kenny Loggins

"Forever"

Including WNYS WCAU-FM KEGL WGCL

Q103

KIIS-FM

K104 98PXY WKFM WKRZ-FM WTLQ WSSX WBCY

WFMI

FM100 KX104 KTFM WKDD WRQC WZPL

WJXQ

KOFM.

KEYN-FM KF95 KIKX KQMQ KSKD KCPX KISN

Men at Work

"Everything I need"

CHR NEW & ACTIVE

70 Reporters - Out Of The Box

One Of The MOST ADDED

The men are at it again with the debut single from the forthcoming album "TWO Hearts"?

Men at Work have produced two #1 singles, two Top 10 singles, two #1 albums, and have sold over 7.2 million records!!



hands-down **favorites**

artists to make



One of the fastest-breaking new artists ever! Your listeners will be switching to your station looking for this song

AOR Tracks: 20 AOR Albums: 22

Cock Robin

*Hooters

"All you zombies"

CHR SIGNIFICANT ACTION

WKHI

95XIL

WPFM

WIXV

KNIN

WHSI

WRNO add

WJXQ add

KQXR deb 36

OK95 deb 38

WIK7 add

K104

WZLD

"When your heart is weak"

T94

WVSR KRBE

WCAU-FM 25-15

93FM add KPLUS add

Q100 30-27 Z106 27-19

WPST deb 37

WTLO deb 40

WKRZ-FM deb 36

WPFM **KTFM** KGOT



"A breath of fresh air from this new foursome who have a style all their own . . . captured my attention within 30 seconds, and the longer I listened, the more I was hooked. Vocal work of lead singer Peter Kingsbery is exceptional."

Dave Sholin's Personal Picks Gavin Report - May 10, 1985



Attention CHR programmers in: New York, Boston, Philadelphia, Baltimore, Washington D.C., Atlanta, Detroit, Cleveland, Houston, and Los Angeles. Just one phone call to any of your key retail accounts will testify to the phenomenon of the hottest record of the month.

Lisa-Lisa l Force

"I wonder if I take you home"

WXKS-FM add WPLJ 19-12 Z100 add 21

195 deb 37 92KTU add 28

Peter Brown "Zie zie won't dance"

PAGE AND THE APPRICATIONS

WXKS-FM PRO-FM

195 WHYT



Columbia Records

CONTEMPOR

CONTEMPORARY HIT RADIO

JOEL DENVER

AIMING FOR THE LEADERS

The Two Percent Theory Applied To Programming

Have you ever heard of the "pyramid theory" of society? No, I'm not talking about sleeping under a pyramid to reach a higher consciousness or to sharpen razor blades. This is the theory that if society were arranged to look like a pyramid, the followers form the large, sturdy base, while approximately two percent of society form the peak and control what we all ultimately do with our lives.

To call it the 2% theory is actually misleading. It should be called the 2% axiom because, in reality, 2% of the population do control just about everything. Did you know only 5% of the population make over \$25,000 per year? Like it or not, \$25,000 isn't the lofty sum it once was. But more importantly, approximately 2% of the population earns over \$50,000 a year! That's a lot of money for such a small segment of society.

Money Talks, The Rest Walks

Face it, the people with large amounts of expendable income are the shakers and movers of society. They start businesses, launch new ideas, and the rest of the people sort of tag along in follow-the-leader fashion. So what has this to do with programming a winning CHR station? Plenty.

Advertisers are looking to reach the active core of the listening audience. Believe it or not, it's that 2%, give or take a point, that are initially willing to give up their brand loyalty and switch to the new product. It is this select group of individuals that is willing to put their money down on the table for something new. They are willing to take the chance.

"If you want to continue to win those big 12+ shares and be the mass-appeal leader in the coming years, you'd better be ready to read what's on the horizon. Don't let your radio station merely become a reflection of the tastes of the masses."

Virtually every product advertised on TV shows people trying it, liking it, and suggesting that the audience buy it to see for themselves. Radio is the same, only the image of trying, liking, and buying is conveyed through a mental image — the theater of the mind.

Once they discover it's safe, the actives are consequently first to spread the word, and the rest of

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the target audience for that product comes along for the ride. Only then is this new product considered a mass appeal success. But look out! All may not be well on the horizon, because the original 2% may be off in search of something new if the original product

isn't kept up to date, interesting, and stimulating.

Spotting The Actives

Look at the people within your own radio station. You can spot who the actives are right away. The actives are more aware, in some category. Almost everyone is an active or a member of the 2% club in some facet of his life, unless he is a total intro-

Someone into the latest in computer hardware and software is an active within that target market. Someone who trades cars each year for the newest model is a member of that 2% club. Many of us are actives within a number of categories.

The same concept applies to trying new household items such as
toothpaste deodorant, or that new
softer-than-soft brand of tollet
paper. And how about restaurants
and movies? You know the trendies who are first to tell you
what's hot and what's not. Want to
try putting radio and music into
this scenario?

"The actives are more aware, ready to experiment, explore new ideas, and seek new challenges."

Stamp Out Boredom To Win

If you want to continue to win big 12+ shares and be the massappeal leader in the coming years, you'd better be ready to read what's on the horizon. Don't let your radio station merely become a reflection of the tastes of the masses.

Why? Because it's not the masses that deem your radio station as "the station to listen to." It's the super-active 2% segment of the radio audience. They in turn stimulate the next 5 to 8% of the population which is suggestible to change, who in turn push the snowball down the hill.

"The rule 'if it's not broken, don't fix it' can be good advice. However, a new rule should be explored — 'If it's successful, let's keep it that way.""

The problem is that the original super-active 2% which got all those followers to tune to your station can get awfully bored in no time. Then they're off in search of new adventures in contesting, music, and radio stations. They're ready to help make someone else number one.

With the exception of the active sides of our personalities — where our specific interests lie — we are, for the most part, creatures of habit. We watch the same news program in the evening, buy the

Continued on Page 42

Active Music Stimulation Of The 2 Percenters

Each week, R&R offers the most comprehensive quantitative and qualitative music information in the industry. Within the information offered in CHR, every record is listed on the Breaker Page in order of quantitative activity.

The same information, record by record, is then found on the Paral-lel Pages. But it's arranged for making qualitative judgments about each selection according to the movement on a given station's chart.

The easiest way to see which records are receiving the most airplay each week is to look at the

quantities. But checking the number of adds is a superficial way to evaluate the hits. The quickest way to get the jump on your competition is to become the student of the Parallels.

Beat Them To The Hit

Learning which stations have the most in common with yours, in terms of market similarity and pro-

gramming philosophy, will allow you to spot, add, and play a hit before the guy across the street knows what's happening.

If it's a hit record, don't wait for the other followers. Become a leader and step out. Freshness keeps the 2 percenters happy by giving them a reason to keep coming back to your station. When they're happy, the rest of your audience will be as well. After all, they're following the lead of the 2 percent-

R&R FRIDAY, MAY 17, 1985/41

CONTEMPORARY HIT RADIO



JOET DENNES

to reach a higher consciousness or to sharpen razor

ety? No, I'm not talking about sleeping under a pyramid

Have you ever heard of the "pyramid theory" of soci-

AIMING FOR THE LEADERS

The Two Percent Theory Applied To Programming

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13861, T1 YAM, YACIRT R&R

CONTEMPORARY HIT RADIO

Letting Them Hear The Hits Two Percent Theory

peal for the active audience. variety of sounds which hold apexposing the audience to a wide from playing hit records, and by you. CHR has gained its st national, and by what your gut tells programmer by making decisions Demonstrate your abilities as a

big 12+ shares filled with active your GM when you hand him those erybody happy that way, including active audience. You'll keep evels. Research and program to the canse of sheir low awareness for them to make a decision beknow. It generally takes too long tolis you things you should already Hesearching only the messes

> something happening in R&R or in your local research that unless you make it available for them to hear. When you see make a decision on whether they like or don't like a record Variety Of Hits No one in your listening audience can be expected to

looks like it may fit your station's sound, go shead and play it.

chances are not enough to give are a few 2 percenters up all night, but for a trend to develop. Sure, there stee well out of it sesogise works audience, Burying it on the att-right But give the song strong enough

4-2 Formula

legued engleuce' (wo bjeke oneang. For a record with a more For a mass-appeal record, four plays in 24 hours will start the ball

> Community involvement is a munity on its cars. the hits in your market, then do a promotion that will stand the com-

munity is what binds you to their the cake, but putting your station into a service mode for the commoney and contests are icing on cess. Music is the foundation. great evolutionary step in the growth and maintenance of suc-

the pickiest of 2 neve nistnism lliw tsrtt programming elements your audience with new sake, but to gently lead change for change's exism of fon ai sebi eff"

2 percenters. If the 2 percenters are happy, chances are the rest of your audience will be happy too. will maintain even the pickiest of new programming elements that to gently lead your audience with The idea is not to make change, but merely for the sake of change, but

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setti. If you're aiready breaking programming (product) without Keep your audience interested and stimulated by improving your

Maintaining Success

d - "If it's successful, let's keep even just a bit, to losep it fresh.
The rule "if it's not broken, don't
fix it" can be good advice. However, a new rule should be explor-

cess is attained, it's difficult at best to break out of the pattern,

Once a level of measurable suc-

The same goes for program-mers and on-air personalities.

same brand of spagnetti or salad dressing, and listen to the same radio station until something bet-

ici comes along.

NOITOM

anotiomor9 wen ent ai his wife Becky on the birth of Mells Ann, their first child ... Jeni bile Chief Engineer Tim Comp and



tour and new album "Tough Ail TOUGHENING UP - John Carler-iy (i) visited with WPST/Trenton evening air latent Tom Cunning-

Brunner, and John "Rock n' Roll" Anthony, Kenny Loggins, and Assistant "anamul xov" mudia wen sin stomote ot oos gnimon s'UOXV belishe he iliooz (She was beel credentors, scott morte in the interest of the control of the interest FROM THE ZOO TO YOU — Kenny Loggins woke up Boston listeners when

STIB

designated drivers. free nonalcoholic beverages to all pert of the deal, the clubs will offer suge cings and pare to bangcipals. As and WGCL is running spots to urge all 'DIRU DURING RIM SECURIOUS SEEL driver when it's time to go home of two or more to serve as the sober eucontage que person in every group driving. The program is designed to Life" campaign to help eliminate drunk sponsor for a statewide "Drive For nd has become the official radio

. DIM LOI FIR - MOCFICE

po's AE Amy Jerney May 18 ...

manying Uses(KUS)/San Lule Obla-

Luis Obispo PD Joe Collins, who's

trolf ... Dave McCermick is upped to GM at KJEZ/Popler Bluff, MO ... A big congratulations to SLY96/Sen

Julie Finitel is the new Advertis-ing/Promotions Director at WCZY/De-

gnitub margord eruteel wen a tech

fron of Entertainment Editor; she'll who moves to the newly-created posi-PD/MD. Frank replaces Joni Siani,

leaves Elektra-Asylum Records and returns to Y100/Milemi as Assistant

begin working weekends at FM102/ stebnes nidofi bre nonneric shell

Director at 92KTU/New York

Yelete briude notifite tud

current music available, why make

anyway. There is so much great

selbio escrit grimeri no luo be

euce. Chances are they are burn-

ne to attimulate the active audi-

Cut back on the oldies and contin-

too many oldies or too many titles.

If you can't rotate new music this often, then you're either playing

tore midnight) will begin to tell you

MA Mnerit Am

noons at WYBF/Boston. ing Woody P. Sno, who exits for afterat KWTO-FM/Springfleld, MO replac ... Dr. Don Carpenter moves from mornings at KFSB/Joplin to mornings takes on overnights at KFRXA.Incoln

· BALLO BUILLIOUS

teners to contribute another the Merch Of Dimes, challenging its ter Seels. Now WFBG is working on 100 hours, raising \$25,000 for Eas-100-hour "Big Bounce," for which college tide dribbled basketballs for ing trail. It recently sponsored a Some Very Important Dribbies
 WFBC/Altoons is on the fundrals.

doing it four to eight times daily. lie bne ,(ebyheguen flo gnilleen inis ei notists eriT .eelboog serito to ebnisi

bego trimiture (the sound of sacity

MINOR' MIUGENLIELE' SIELEDE' CEEU'

the prizes, which include VCPs, micro-

the prize makes, Listeners correctly the prize make with a guesting the sounds walk away with

sest \$500 and played sound effects

KZZU's taken luxury items worth at record and then giving it as a prize, a to nothog flams a gninnige to bestant

Spokene has come up with a twist on the old "Name it And Claim it Game."

cer an owner, but gives the owner 96

4 drawing, which not only gives the Heldy prizes and register for the July

paud: rieseueus sue cessud iu so miu SANUS SMSA S COUVERBOR FOR MUSE-

ymerica's original motor company and

Fourth Of July this year by honoring

· Heppy Birthdey America — WZXS/Neshville is celebrating the

people who back up Mick Dees and

Los Angeles Reschel Donahue, and Z100Mew York's Ross Brittain, the

Moming Sidelicies," leafuring KitS-FM

Next Week Coming

A look at "Spectacular First String

Malo in evenings, and Kathy Shaffer

Willie Herrison during PM drive, Tony on a speedy recovery . . . New lineup at WOAY/Bectley: Jim Mertin in the middays, morning, Cindy Mentin in middays,

underwent hand surgery. Thumbs-up

L.A. rep Mark Gorifck, who recently

98101 ... D.J. Dewn has been promoted to Assistant MD at KRNArlows City ... Get-well wishes to Atlantic's

Tower Bidg., 7th & Olive, Seettle, WA

M224 - N WIGO DUY N OMON .



GO ON, GIVE IT WE WARPPLING WOR gave ware your \$20,000 during March in its Money Music Montage. Lis-isensis are challenged to identify, in order, spikces of 12 different orongs, Hear (i-r) are evening personally Willie Sanchez, winners John Kourabas and Paul Kustus, and OM Genry Cagle.

DETTITION TO MENT

9.1-6.6

1.4-9.6

S.6.2.9

3.2-4.1

3.7-4.2 51-30

6.6-6.d 5.8-6.8

Z'9-9'9

9.8-9.8

L'9-9'9

9.8-8.4

8.0-1.4 8.6-8.5 C. A-E.A

3.1-3.5

2.6-2.3

0.6-2.8

0.1.1.

S.1-1.1

6'9-0'8

uce in the late "Yos and early

CHIR neglected its own natural

shares imperited by default when

cases, the artificially high 12+

has shed the teens and, in some

young adult males. The format

In short, AOR has returned to

at always contains few teens

portion of under-25 audience al-

over the age of 25. The remaining

70+ issel is bernee SIOA gaibe

becoming more balanced between those under 25 and over 25. In 17 of the 25 markets, a looking AOS correct at least 405.

of its quarter-hours from liste

10.3-11.2

(w) endiebeling/AMMW

ANGENIO TI ANGENIO

RROOM solvoom

KWETILes Angeles (A)

KLOSKos Angeles (P)

KLOLMouston (A)(P)

MOMEON-WHA

KBCONDOUM

(A) selled/DXTX

WXRT/Chicago

WLUP/Chicago

WMMS/Cleveland (P)

(S) enomitted(XADW

WAAF/Boston-Worcester

is forming product preferences and brand loyalties. AOR is the

tise to such a person who has considerable disposable income and

bile. It makes good sense to adver-

ancial services, upacale automo-

-uu 'Busnou - sassuaand aoleuu 35-34 male is likely to be a young professional considering his first and professional considering fin-

AOR in your media mix. That

wage-earner, you must include

clear: to reach the 25-34 male

in the broader men 25-49 demo.

I's gained qu aban andto it lant lleo

whelming choice of 25-34 males.

13-34 formal; it's now the over-

lant in groups on at larmol off.

st gradition to again

MAZYIDom







STEVE FEINSTEIN

ADULT ROCK

Demo Maturation The Format's Continuing

most stations in the position to market themselves as "Adult Rock." ing demographic maturation. The "greying of AOR" puts But the real reason to celebrate is the format's continu-AOR field do well in that beauty contest cum ego race. ed, it's heartening to see nearly three-quarters of the winter book is the format's increased 12+ shares. Grant-What impresses even AOR's detractors about the

se older material, as well as They play up their rich variety of fering "more than just the hits." stance, most AORs exploit their own unique musical position of ofhyper-current, at its own game by mimicking its hyper-current, "hit"-oriented

39

survey areas, Monday-Sunday.

chares have their 12+ figures in Support January (INM. enotice) .htginbim-með

Winter '85 Station Stats

boned against ord hart nare even.

the station, he was involved for

was secribed when, according to

(S) John Sebestien. A consultant

cheels/Dougles; (F) Frank Felix; (P) Jell Pellsok Communications;

(A) 101 BurkharitAbramalmi-

Debutori ere alangia anti-arti-rabriU

signifies a te for the position.

in hey demos are indicated, fiafics

LASE OF SECOND-PIECE SHOWINGS

Rather than trying to beat CHR

record promotion exects concern-ed about whether or not AOR still hyper-current blend, has left some currents, versus CHR's more mix that usually includes any-where from one-third to one-half depth on current albums beyond just the songs selected as singles. AOR's unabsance embrace of a

WHFS/Washington-Annapolis

KFOG/Sen Jose-Sen Francisco (A) KGAK/Sen Jose-Sen Francisco

MMDC-EMMespingson (V)

WYNETTempe (P)

KZOK/Seettle (A)

otheos/XZ3X

AUMOR/MOIN

GOOD WORKSTON

KFOGISen Francisco (A)

agold noBIX report-AATTX

KZAPISacramento (A)(P) KGRESt. Louis (H)(P) KGREstn Diego

KGON/Portland (A)(F)

MDAE/bittspntdp (V)

eindlebaling/QOW (9) singlebaling/q2YW

XIMBOULANN LEY

XIMBORY/BALLA

nestissible A....MRIOOF is berbon 100-mjunts tecebe of each year it's 100th day of the year (4/10), with strainersery, which occurred on the

plays a role in breaking records.

AOA birthday. IGSS was the market's

Corvette, meriding the station's 15th

Over a shello notiomong yest a 1970

Home Rune: Some great se-ins with

Continued on Page 46

fon . . . WPGUIChempeign concert. marked his 1 Oth anniversary at the sea-WHO WHEN mem yebbirn bloholf WOO

RADIO ACTIVITY

W.C-8.C

0.1-1.0

1'2-9'2

E.E.S.S.

C.0-4.8

3.5-2.6

4'9-9's

B.I.T.F 111-11

1.5.2.5

7.S-8.S

P.8-6.1

3.8-8.5

8.6-6.0

8" L-R" L

9.7-9.7

L'9-L'9

2.6-9.5

VYNE/Tampa, and WKDF/ spotlights KSRR/Houston, great South, as a regional profile CHR. Next week, it's a trip to the record companies subsequently divide the spoils between AOR and

In two weeks, we'll thream out that thorny issue, along with how

IS PR. JOSUM	OS SS. ASSULA	beyeving enables
29 up (57%) 20 down (39%) 2 mit (4%)	(4527) qu 86 (4525) mob 1 f (454) 148 S (455) 146b T	2+ Scores
53	52	beyeving sterhel
(%64) 01	(%99) Հ Լ	AOA datW sterhel PC-81 stlubA ni 1
S1 (91%)	\$3 (85%)	ROA diffY sterhel PC-81 neM ni 1
(%18) E1	S1 (84%)	ROA down atenhal AG-SS male of t
(%/1) +	(%96) 6	ROA datW steinel 81-85 nell of t
S (8#)	(%) 1	ROA datW stedness anseT ril I'

Format Scorecard

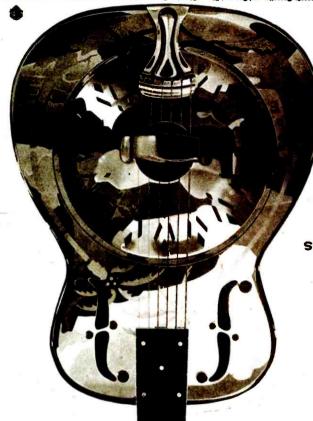


STIARTS BRID MUBJA WBU BHT SMRA VII SRBHTORB

AOR BREAKER

DEBUT

©



More Than 2,000,000 Fans

Will See
Dire Straits
In Concert This Year
The 220-Date World Tour
Comes To North America

mong to provide a tive audience, i-ree

sõe pibe pom s pavel sõency went

Jamaica: Listeners who bought pack-

side broadcasts from Ocho Paos,

MOUNTAIN TOO GIR WASH OF HIVE DOO!

which start Fieros being given sway

Sen Jose Isteners win keys, five of HOUSE WORTH \$84,000 ... 98 KONNEJ

MOONDEG-OWT, WAN & OF BUIL 8-MET 18-01

MOLIMIMERIES, E KEY SONG CON-

ASY & winner a Winner S VISA cost of Cost for \$10,000

Atlanta talk outlet WCNN had a great

weekly grand prize winner also nabs

listener who calls when the previous

bourspie compact disc players to a

To to eno sbraws 2JXW gnimom

Cindes a boat, sids, and rope ... Every away a \$20,000 siu package that in-

Weekend" each received their own repealing songs on a "No Repeal Three winners who caught the station

Creek, an outdoor music facility. animules series of concerts at Poplar of credit for \$1000 in tickets to a the air. The Loop also gave away lines no been pried emen vierti lo setunim

go to registrants who call within 30

Days." Apple MacIntosh computers

ing away an "Apple A Day For 30

Prize Patrol: WLUP/Chicago is giv-

from each ticket went to the 1.4.

game of their 25th season. One dollar

buces (25) for the Vatros, obening

Houston sold 5000 tickets at 1961

to the Yankees' opener ... KLOL/

WDHA/Dover, NJ bused 5 listeners

the Braves' home opener, while sway a block of centerfield fickets for

ten confestants got their pick of 96 cassettes

rather than the real thing. Each of the

ed out to be a cardboard stand-up,

standing on home plate. Fogerty turn-

game and try to throw a ball at Fogerty

conjq stand in centerlield at a Reds'

WSKS/Cincinnati told listeners they

and our great national pastime:

Continued from Page 44

DUME IS SIMING

qel, e creasic soud is tebested.

good idea regardless of format" dept In the "a good idea is a

25200

fine of credit.

Martell Foundation.

. Tropical Zoo: KSHE/St. Louis's



CURD VEUIDA HONDA

lotion. He's pictured with poster

Record and some intensive hand

IOUGOU LOL & GININGES MOULD

Of Dimes and put Jeffries in con-

ISISSO ONSE 20000 FOR THE MISICH

tz39-054 (EIZ)/6004-894 (EIZ) gold ratings platinum: getting heavy

> were given away at maternity wards and baby shops. Demand was so great that after the promotion, another 500 T-shirts were made svaleshe at the the promotion, and the state of the state o on the back and the saying "I'm A Rock 105 Baby" on the front. The shirts ONE SIZE FITS SMALL - In order to promote the movie "Baby! The Secret





physical property

and Mark Farmer ... WEBN/Cincinancy sees musicians as Mitch Ryder Critta Army" benefit concert with Podeli organizad and played in a donated to the Vets. And MD Doug sold for \$9, with \$3 from every ficket tickets to a Pistons/Bucks game were nam Vets chapter. Twelve-dollar BABUIR URRED WOUGH LOL (US JOCS) AIGH-Olympics ted \$10,000 for the local Special

sities of singles' lifestyles and rela-The series explored the myths and re-To Cinderella: The Singles Psyche. morning drive called "From Peter Pan aired a weeklong series of reports in · Program Notes: WRDU/Raleigh

INO MELZIDARION Just Ceuses: WNORI-TM mom-ing men Henry "The Bull" Del-toro's 24-hour "Bull-A-Thon" net-'sdwsuon

'sade

show. The station received 450 the most creative songs about the

promotions, inc. neavy lenny

iet's make those

again

aor radio great to see

Charle moger from WCrEVCape Cod. rector of Advertising & Promotion is

KSMM/Houston's new Assistant Di-

WKDFMeshville's Lise Mirick, and

crossrown KIMET's production depart-

rector/afternooner Robert Roll joins

KROOKos Angeles Production Di-

to Production Director . . Former duction Director Joel Moss is upped

WEBWICIncinneti Assistant Pro-

uiduts and ups partimer Eric Stone to

Symmonds from WGBO/Galesburg

enepolis joins for middays and Jon

while tom Woerner from WFBQ/Ind+

Peoria MD John Amberg Jeaves. or Bill Prescott as MD.

SECINES

KZAP/Secremento tapa night rock-

MMCIL

KROULaramie adds Rick Keily for

KATT/Oldshoms's News Director is

Richard Connor Joins KATT for w

Deppte Hoy rejoins WWTR

Ocean CHy as NO.

SYBDDIM.

comes on for sirwork



its support, referring to it as the "first Bono thanked WLIMLong Island for Massau Coliseum concert, singer mont of a crowd of 18,000 at UZ's Big Marty as numero uno jock favorite station, and MD/morning man KOMP/Les Veges as the town's Mevada's largest newspaper selected Readers or School Board ... on justicial abuses by the Chicago froger evitegitsevni sti tot braws etste gos news department won a UP! . Odds 'n' Sods: WXRT/Chica

'000'S1\$ pue station's fundraiser - 1100 pledges VT ert) to talking and dollars for the TV local P85 outlet generated all-time co simulcast of "Woodstock" with a For Africa . . A KFOG/Sen Franciscopy; proceeds are donated to USA Foole" gende self-perody for \$25 a eW" ati grilline si then

also got a bonus - a concert with Stevie Ray Vaughan and Joe King Car-WHERE THE BOYS AND GIRLS ARE — SIARSHING WHAT BE CLOWD KHING'NG STARSHING SO GANTSHING SITT. ZENDE DEMSET, T. IDEACH ON MENDEN OF THE STARSHING SO S

RADIO ACTIVITY

BEZL When you want the

POCK DE STATE

DIR BROADCASTING

The King Biscuit Flower Hour is produced by DIR Broadcasting.

Radio Network On over 200 radio stations via the ABC Rock

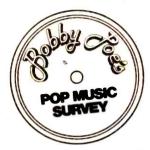
To a little to the party of the fire and

Recorded live in concert halls around the world with state-of-the-art equipment.

choice of radio programmers, listeners and bands including Genesis, the Rolling Stones, U2, Robert Plant and David Bowie. Every week, King Biscuit is the consistent







A PERSONALIZED RECORD REPORT
4818 Chevy Chase Drive • Suite 201 • Chevy Chase, Maryland 20815
Phone: (301) 951-1215

May 17, 1985

An Open Letter:

I am honored to announce, in association with Joyce Bogart,that PRINCE is the unequivocal choice as recipient of the 1985 Neil Bogart Memorial Achievement Award. This award is presented annually to the person or persons deemed the most innovative and charismatic within the recording industry.

The award will be presented at the Pop Music Survey Convention in Atlanta, Georgia on Saturday night, June 22, 1985.

Sincerely,

Bobby Poe Publisher

BP; om

A PERSONALIZED RECORD REPORTS
4818 Chevy Chase Drive • Suite 201 • Chevy Chase, Maryland 20815



3891,71 YSM

An Open Letter:

The award will be presented at the Pop Music Survey Convention in Atlanta, Ynteubri gnibroost and charismatic within the recording industry. Achievement Award. This award is presented annually to the person or persons is the unequivocal choice as recipient of the 1985 Neil Bogart Memorial l am honored to announce, in association with Joyce Bogart, that PRINCE

Georgia on Saturday night, June 22, 1985.

Sincerely,

Publisher Ворру Рое

8P; om



Thank you, Black/Urban Radio for another #1 record — MARVIN GAYE

REAKER BREAKER IN And another BREAKER







WHAM! "Everything She Wants" @

GLADYS KNIGHT & THE PIPS

"Keep Givin' Me Love''

"Keep Givin' Me Love''



NEW & ACTIVE ON:

LISA LISA AND CULT JAM WITH TORICE YOU HOME!!! Take You Home!!



KACE TSOM **MMDM** ESZ WH-NBZW SAGW YOTW MIKE MILE **MHK2 TNAW** MAHC MDMT MILD MOOK MKND MOM MXM КЛГН SMMM KICB



SIGNIFICANT ACTION ON:



BILLY GRIFFEN "Systematic"

WHUR WALL KACE WANM KACE WANM KACE WANM WAKI

ON YOUR DESK THIS WEEK:

CHERYL LYNN — "Fidelity"
"ON Y8S 1'nod" — SNATTAHNAM



BLACK/URBAN





WALTLOVE

Black Cable Station ICC Radio: Erie's

ported by a government agency, a cable operator, and a outlet recently celebrated its first anniversary, sup-Urban/Contemporary station. One such metro has proven to be Erie, PA, where a Black-formatted cable radio country and writing about markets with openings for an Not long from now I'll be taking a look around the

among other things, retrains displaced workers of all nationalihuman services agency that, tion Committee, an \$8-million the Greater Erie Community Acganization broadcasting R&B, jazz, goepel, and other forms of black music. ICC's parent is the Inner City Communications (ICC) is the name of the Erie or-17% ethnic population base.



black segment of the community economic implications for the has all types of political and to our needs, As you can see, this don't have any incentive to cater only one newspaper and our gen-eral market electronic media our minority community. Erie has radio station serving the needs of long-range goals was to develop a launched, Ben began, "One of our business corporation. Explaining how the cable radio station was (GEDEC), a nonprofit minority Wiley is also CEO for the Greater Erie Development Corp. Committee Exec. Director Ben

assist us in establishing a cable radio station with the understandtheir application were that they ont conditions for participating in trying to accomplish here. Among like to be a part of what they were Time, Inc.), asked GEDEC if we'd Telecommunications (owned by chises. One applicant, American "In 1960, the city was accepting applications for cable TV fran-

hope in the future we'll be able to ". yabəmos ii əsi cities, blacks don't have here. I ing that we intend to commercialpasic mings that you see in other



make this station a reality." for Dorothy and others who've volunteered over the years to plan to build in some ownership have a commercial facility and I

Keeping It All Together

neiping us keep it all together." students play a tremendous role is trained right here ourselves. Our We also have some people we've are in the communications field. professional broadcasting; others are Gannon students interested in non University station WERG. Dorothy said, "Many of our people have put in time at nearby Gan tended area colleges, Several staff has professional training, but all have worked for WQLN or atground includes work with Erie NPR outlet WQLN. None of her Dorothy's ten-year radio back-Radio Program Manager PD, although her offical title is More than an instructor, Doro-thy is a combination GM, OM, and



sumer through Black radio is new advertising to reach the black conlocal retail accounts. The idea of to jock in on some of the larger screening company, and we hope local black restaurants and a silksome advertising from two of our commission basis. We have had partment so we can begin reaping some financial benefits. Once we do that, people will be selling on a and we're setting up a sales decial time? Dorothy replied, "Yes, Is ICC allowed to sell commer-

Making Inroads

May, and in our first two weeks of then we first went on the air last ecommunications did a survey as black listeners. "American Telattracting general market as well Dorothy pointed out that ICC broadcasts 18 hours per day and is

NOITJA

Dorothy Smith

Merci Gres in that city's black comsee' which is roughly equivalent to king of that city's 50th Cottonnakers' KRNB PD Jerry Mason, was elected station's checkpoint. In Memphis, fying walkers who made it as far as the -freo anothed tuo behnef bits artigragolus pounding the pavement, while Johnny Gill, on behalf of WDJY, signed Chuck Davis, and Tony Kern out Shennon, Paul Porter, Kevin Ja merica." WKYS had jocks Candy tive in April's Merch of Dimes "Walkeoutlets, WKYS and WDJY, were actakes to the streets. Both Washington We shund shouseups' pages usgo

seugenb peaged

honorees at a recent Greater New York Black Media Coalition Linch-York GM Barry Mayo, one of the four

Congretulations to WRKS/New

EITH, PA 16501; (814) 459-4581, ext.

De happy to have it: 18 W. 9th St.

ble to offer, send it to ICC, They'd

in radio and have anything availa-

tinue to help themselves. If you're

ICC, so let's help our people con-

played on the air is purchased by

here's another outlet needing your help. Most of the music that is

For those in the record business,

has embraced us as an enjoyable

county. The general population

chasing cable in this city and

pact on the number of people pur-

we're neiping make a large imsponsible for 130 new FM sub-scribers. We have a great cross-section of listeners and know

operation we were directly re-

THE RECORDE

Nesks peloud the time a public official the state's statute of limitations to five 6 dispussion use peers bassed extending "Is Indiana For Sale?" series, new categories. As a result of the station's winning tirst place in all eight first prize casters' Association competition, -beord analbal Mu ent iquerecently was WTLC/Indianapolis, eon. Bill Coeby was part of the cele-









Bobby Kaigler

for blacks in Erie, and some of the

area. There is no economic parity

casters) we're way behind in this

for training young people, and hired Dorwthy Smith as an instruc-tor. Everyone works at the station

print ruto our grant enough money

agreed to supply their engineering expertise to help us get set up. We

use their lines free of charge and

the-art broadcast equipment, The

studios and to purchase state-of-

Affairs to renovate a building for

vania Department of Community cured a grant from the Pennsyl-

Ben continued, "In 1963 we se-

R. Ben Wiley

Ben added, "(As black broad-



AICHI LIBRIEL



BARBARA BARNES

ATTRACTING THE 25+ DEMO

punos **Alternative** nA nl gninuT

lightly throughout the regular pro-gramming for garnish, served as a side dish for enhancement, or belied right into the formet. Some best of Jazz and even including classical influence." Others have algned on with Frank Ferest's laneves no seiter vasterie sid! bebinnes et vam zzal anotieinav om zalemen seit tenebarende delimiter audience. One way they are doing this is by adding jazz. A growing number of stations are looking for pro-gramming alternatives to hold the attention of the 25+

The "New Mainstream"

ANI LANGEBURE AND CHIE WOXI

outlets, like A/C's KIFM/San Diege, WLVE/Minni Beach, and

Atlanta, offer Jazz in ever

being labeled as yuppies. Nover-theless, it's for this group that sta-tions are festioning 'alternative' to sobi sell sittle the National Selection of selection o to use those terms, so I call them 'new mainstream.' Those born beand "Yes - the yuppies and the beby boomers. I've always hated He explains, "It's the new genera-tion that grew up in the late after the after the second second second second second and second seco rams/Michaels/Douglas's Lee Abrame, jazz is the "background music for the 'new mainstream." According to Burkhart/Ab-

In a Los Angeles Tivres article Harvard Business School profes-sor Michael Ferter profiled the "new mainstream" as eclectic in

Peyton Mays 25-49 audience." appeal to our has a strong important and YNOV SI SZBL"

young urbanites are becoming in-creasingly interested in other music, like jazz. numbering 60 million. And the teste. They make up approud-mately 31% of the population,

Playing Cool

ick, real-sounding rock, with the incorporating the best of laided Rock) format as one approach. den's EOR (Eclectic Orie and a facilities are unique across





is repidly creating the polaring tion that will demand a relaxing top 46 is too repetitious and bub-blegum. They need their own for-met." Geing a step further, Frank Forest notes, "Medern day radio

hard, light rock is too syrupy, and sewing for the 26+ audie

es-as at basses badeinfi notials edf

25-60 feel that album rock is too now spend more time in jacuzzie. 2012's Schanian adds, "Peopl ple who were into 10-speeds, but A/C station as abowing for "peo-For example, KIFM/San Diego broadcasts a nightly jaxx show under the monitor "Lights Out." OM Bruce Bears describes his Though stations call their jazz programs by different names ("Jazz Flavora" "Soft Space," etc.), the bottom line is the same etc., the bottom line is the same

be an important part of a station's image to be thought of as cool leased" (R&R 3-8), said, "It can serving jazz on the side vie its Sunday morning "Jazz Brunch." Abrama, quoted in Steve Feins-tella's "Rock Radio Gets

we're making ,bemsb ed II'l'

- Jay Cresswell money on it!"

WYTE DEWOS DIG EVENING JAZZ

-niris Ingilious anti briuot shueer moraldra 36' retniw eff Winter '85 Ratings Review



chaels/Douglas clients are also

".830





It lart alluces seerly rilly bessely on and 26-54, in the Marri market, WLVE Wardy Warden at notation of .1.6-8.9 over the energe in both men 25-49

ject. KGB also lost some ground in this most CHR-AVC sound, has had an elps enpage cuerde to a more uplanto hold in the marketplace and B166, with for the gains. KLZZ finally solidited its has had some impact, while the poel-tioning of a few stations may account

wedood zzel fujuene sij puedne few

Great going, everyonel

52/ FLAR FRIDAY, MAY 17, 1965 mood-yded art tot evitamette art ed of OM Bruce Bases said, "Jezz continues

menting on the station's performence.

Ne seme demo categories, al

IDDE YOUR).

noet a 13-ahare males 25-54. Com

arly a 14-chare mates 25-49 and

ri agriworia gnorite bateog il ,XXLW avill of barrules cate again mattern. Strain or series afficient at the context at the context and series are series of the context and the context at the context

creased from 300 to 725 feet

reach (tower height was in-

creese to improved signal

HOWBYST, SENTINGS THE IN-

Manager Herman Haines,

noisses seins s'SLL' of met 41 may have contributed

Electr/Urben to Transtar's For-

demo. WDRG's switch from

OVER & Ten-share for each

gnimes , someb elem gnineve

place in the 26-49 and 25-54

not all. WUZZ captured first ches to 13th piece. And thei's

-ton ruot qu notists ent bevom

Jumped 2.5-3.1. This incresse ing on WIZZIDetrolf, which

"Jezz is very important and has a very strong appeal to our 25-49 au-dience." In the winter Arbitron,

cal Starstreams") Jazz program-

jezz cat every three hours. The station also feedures seven hours of lefe-night and Sunday ("Musi-

KEZX/Seattle, which affiliated with EOR in March, plays one

referred to as new age/space

music, employing acoustic and electronic instrumentals – often

featuring ethereal-sounding music, employing acoustic and

syndicated "Musical Star-

ayes says, meyen Hays says,

Yat/Pittaburgh PD Jay Creewell excitedly reveals, "I'll be darsed, we're making money on k!" sought-arter zo-es demo. Whelever the case, it appears that Jusz represents a visible pro-yides musical belance. For others if's attractive belt for the much-austria-siter. 25-48 demo. As are more apt to accept the jazz, he points out, "College to

that the top 50 markets may be

into the format." While he notes

secept more commercial laza cuts extremely dependent on the mer-het, (but) I'm finding that we can accord more commercial last cuits

the winter '86 sweep, KUTE posted over a two-share among men 25-99. Out of 45 stations

Andreas Vollemeider, Westless Report, Fat Metheny, Wilten Felder, and the Yellowjackets. In

oriented artists like Earl Klugh,

abowing toward an adult profile, we integrate jazz-fusion into our format's matrix." Mearly 40-65 % for its playlist consists of jazz-of its playlist consists of jazz-

nes Innier, "Because we're vocal," according to PD Law-

programming tag line, airs "about one instru- and is a programming the programming of the

operates under the "Qui

KUTE/Lee Angeles, which serates under the "Quiet Storm"

Attractive Balt

mrote that Storm

tor 13th place in that category. surveyed in the metro area, it tied

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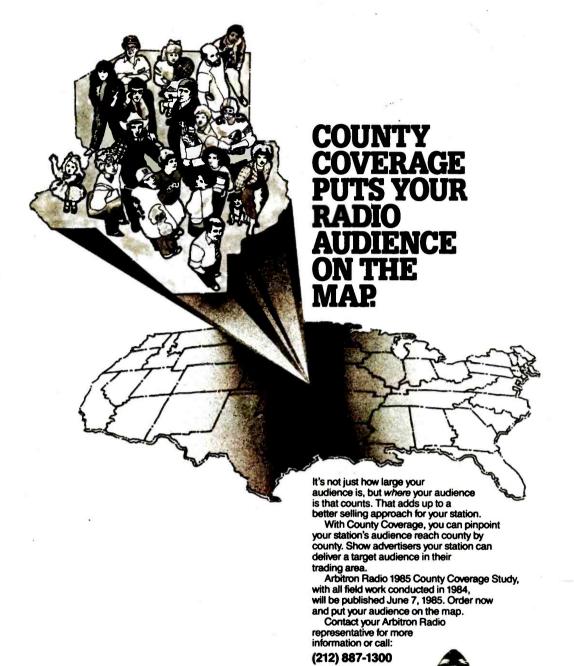
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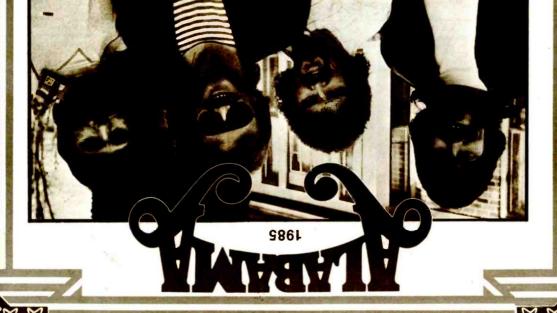


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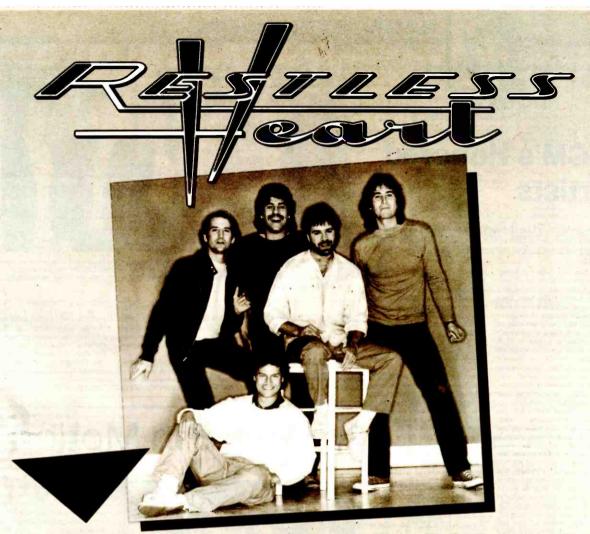
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DON HENLEY "Everything I Need"

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HONOE STRANT The Free

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MYATON SENIMOR P TOHINIA CVEH MITTE METBON KIND KIRZUOLLEHRON TYME LINCKE ... 24.9.P. ZINDO YOSU.

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MEN AT WORK "Everything I Need"
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KENNY ROGERS "Love is What We Make R"
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BLACK/URBAN

CHART EXTRAS

EVELYN "CHAMPAGNE" KING THI Midnight (RCA)

64% of our reporting stations on it. Rotations: Heavy 6/8, Medium 24/8, I Adde 1, WDAS. Mediums Include WWIN, WAMO, ICIDA-PRI, WDIA, WGCI. m 34/8, Light 36/1, Total

BREAKERS

MAZE L'FRANCIE REVERLY Too Many Games (Capi

74% of our reporting stations on It. Rotations: Heavy 6/6, Medium 23/3, Light 31/16, Total Adds 21 including WWIN, WXTV, WILD, WAIRD, WVEE, WBRDX, WBLZ, WULB, XHRM, WBLX. A most added record. Debuts at number 32 on the Block/Urban chart.

REHE & ANGELA Bave Your Love (For #1) (Moreury/PolyGram)

89% of our reporting stations on it. Rotations: Heavy 1/8, Idealum 17/1, Light 37/34, Total Adds 25 including WWNI, WILD, WRKS, WDAS, WDJY, WDIA, WEDR, KS4, KIMM, KSOL. A most added record.

PAUL HARDCASTLE King Tut (Proffie)

67% of our reporting stations on it. Rotations: Heavy 2/8, litedium 31/1, Light 21/7, Total Adds 8, WARD, KNOK-FM, WORRQ, WJM, WPDQ, WLOU, WORL, WPLZ: Heavy: WYLD-FM, WWORL behuts at number 36 on the Black/Urban other.

Respherry Beret (WB)

86% of our reporting stations on it. Rotations: Heavy 11/7, Bladium 18/13, Light 24/22, Total Adds 42 including WXYV, WDAS WHUR, WYEE, KKDA-PM, KMAQ, WHEK, WYLD-PM, WGCI, KMJM, KDAY, KJLH. This week's most added record. Debuts at number 33 on the

RUN D.M.C. You Talk Too Much (Profile)

66% of our reporting stations on B. Rotations: Heavy 11/6, Medium 20/2, Light 22/7, Total Adds 8, WWN, KGKD, W.MR, W.JAX, W.LOU, WORL, KOYTS, WANT, KJCS. Debuts at number 34 on the Black/Lifean cheert.

PHILIP BAILEY

TYPILLY MALLET

Walting On The Chinese Wall (Columbia)

64% of our reporting stations on It. Rotations: Heavy 4/0, Idedium 22/1, Light 25/12, Total
Adds 13 including KIMJO, WOWI, WBMIX, WGCI, WDMIT, WZAK, KGXL, WLOU, KHYS,
KOKA.

SKIPWORTH & TURNER

Thinking About Year Love (4th & Broadway/Island)
64% of our reporting stations on it. Rotations: Heavy 4/6, Medium 19/1, Light 29/8, Total
Adds 8, WVEE, WDIA, KSDL, KGRL, WGRIG, WKDI, WANT, KAPE, WAAA. Debuts at
number 40 on the Block/Arban other.

TIMA TURNER

Show Some Respect (Capital)

63% of our reporting stations on it. Rotations: Heavy 6/1, Medium 27/1, Light 16/3, Total Adds S, WXYV, WHRK, WZAK, KOSIL, KUKO, Heavy: WAOK, KRHB, WDIA, WLIM, JET94. Debuts at number 37 on the Black/Urban chart.

NEW & ACTIVE

DON NEMLEY "All She Wests To So to Sense" (Bellon) 49-G Rotstons Heavy 6/1: Medium 12/0, Light 22/6, Total Adds 7, WAMO, 9

MO, WOWI, WATV, WENN, WPEG, WPLZ, WDAO, H Heavy 6/1. Medium 12 LZ, JET94. WJAX. WJ.

MONAMO JORGE "Things Can Chuly But Butler" (Elektra) 29/9
Rottoman Heavy 10:0. Nedoum 14/1. Light 11/4 Total Adds 9. MOAS, KALAD, ISA, KSOL, WAHC, WLYL, FOYTS, WTOY, WIDAO Heavy WYXY, WOLW, WOLW, WELL, WISH, KALAD, ISA, KSOL, WHAC, KYLL, FOYTS, WTOY, WIDAO THOSEY WILLIA, KAMAR, KACZ, WYKE, JETHA, WINZ.
***TOREY LEE "Teaser" (Chillipse) 37/4
Rottoma Heavy 00, Medicum 14/6. Light 21/4, Total Adds 4, KSH, WYTHP, KKZ, WXWMI Medium reducte WWWI, WILD, KKALQ.

MERC & MOMY "Boby Fees" (Renhellen) 38/1
Rollinoral Heavy D'O. Medum 9/0, Lott 27/1, Total Adds 1, WDAO Medium WAMO, WAOK, KRNB, WYLD-FM, WKII, WPDQ

WUTL WEAS KOKA

SECREC CLINTON "Deable CD-Oh" (Capital) 34/15

RECENT HENRY ITO, Micham 12/1, 1,59/21/14, Total Adds 16, WOTY, WH-UR, WH-UR, WGC, WOMT, WRDW, WATY, WOOD, WYLZ WWOM WADO, WWWAW, WTC, WYD, KNOO Henry WZED-Fea

COMMODONES "Acland Institut" (filterum) 32/17

Resistors Henry 10, Micham 10/2, Lupe 21/15, Total Adds 17, MUSL, WHEE, WHEE, WHW, WTMP, WBMX WGC, W.L.B. FRANCH HENRY ITO, MICHAM 10/2, Lupe 21/15, Total Adds 17, MUSL, WHEE, WHEE, WHIN, WTMP, WBMX WGC, W.L.B. PEWITE FORD "Dangsreum" (Total Experience/RCA) 22/17

Rossions Henry 10, Micham 10/0 Light 21/10, Total Adds 10, WWM, WAMO, WHIN, WEDR KDAY, WKOT, WLOU, WBLX, WHYS WITC. HENRY WHOSE.

KHYS. WTLC Heavy WHHC VOYEUR "Paradise" (Camel/MCA) 32/18

DEVENUE STARSKI "Rappin" (Allientis) 22/7
Rollions Heavy 1/0 Metchin 6/0 Light 28/7, Total Adds 7, KMJQ, WEDR, WBMX, WGCI, WATV, 230, WWOM Heavy KDAY
Medium WOMT, KJCB, WGGX, KMPK, WEAS, WMM

MOST ADDED

PRINCE (40) opborry Borel (MB ME & AMBRIA (30) AS YOU LOVE (For #1) (Mercury)

Note (And Indee (An Too Many Games (Capitol) stub Newtons (ce) Let's Go Out Tonight (WB)

HOTTEST

You Give Good Love (Ariet You Give Good Love (Areta)
BRANNIII BAYE (40)
Senctified Lady (Columbia)
BLYMAUX (21)
seting in The ... (Constellation/M
PRESENT JACKSSIN (29)
Rock Me Tonight ... (Capitol)
1988 PRE AFRED (21)
We Are The World (Columbia)

MLE RODGERS "Lat's die dut Tonight" (NS) 20/20 Rotations Heavy 0/0, Medium 7/3, Light 21/17, Total Adde 20 mg

LIGHT 22/10, Total Adds 11, WEKE, WYLD-PM, WOME WZAK, XHIRM, WANG, 293, WOMG.

FOYTE, NOVE, Tourns Instead WILLE, WOMT, FLUTAL .

INC. 118.4. LEAS & SCILT, Julius WFEAL FORCE "I Wonder If I Tabo You Hasses" (Columbia) 29/18

Rossons Hosey 7G, Industria 162, Light 116, Tour Acto 10, WHM, WILD, WALE, WTKL, 233, WICH RACE, WART, WTCY, WWICH Hosey WILL WHILE, WOME, WORD, WARE WORD, WARE TO THE COLUMN TO

MAPPINE DIME: "Reggin" Date" (JUMP) 28/4
Rossone Heavy Sr.O. Medicin 11/1, Light 93. Total Acto 4. WDAS, WEIN: WBMC, WPL2 Heavy WTKL, WARF, WBLK.
WWMM, WTLC Medicin: WWMR, WIRST, WMAS, WBMC, WBCA, WBCA, WGC, WZAK, KBCI, W.CU WLAS

SIGNIFICANT ACTION

DIAMA ROES "Telephone" (RCA) 34/24
Robinos Hony 070, Medum 3/3, Upr 21/21, Total Adds 24, WWRL WILD, WDAS, WAMD, WHUR WADA (WADA FWA)
WDA, WYLD FM, WORMT, WLUM AAGE KDAY, PARM 255, WFEG W/FT, WEAS, WWOM WAMM, WAAM WDAO WILC

WILL KINS "I'm Serry" (Total Experience/RCA) 24/5 Rossons Heavy 1/0, Medium 6/0, Light 17/5, Total Adds 5, WYLD-FM, KACE, WKID, WLCU, WPLZ Heavy KRNS Medium Rollstone Heavy 1/0, Medium &O, Light 17/5, Total Adds S. WYLD-PM, KACE, WICH, W.C.U. WPLZ Heavy KRNB Medium WDA, WEN, WRIC, WBLX, KAPE, KOKA.

WDA, WEN, WRIC, WBLX, KAPE, KOKA.

ROLLSCHWINE "Kines Bio Hour" (Stabban) 23/8

Rollstone Heavy 1/0, Medium 40, Light 18/8, Total Adds 6, WOYY, WHRIC, WOW, WBAX; WHICK WORL Heavy WDA.

RESCRIME These has been recommended by the control of the control Michael KACE, WOMG SMOKE TYPE" (Epits) 21/3 Rosens Honey Ord, Michael Vee" (Epits) 21/3 Rosens Honey Ord, Michael 4/0, Light 17/3, Total Adda 3, KACE, WATY, WPEG Missium KSOL, KHYS, WEAS WAMA LANGER WILL "You've But the Remains" (Mritem Security) 21/3 Rosens Honey O'd, Missium 7/1, Light 14/2, Total Adda 3, WOAS, WIRHC, WORL, Missium WHOK, WFKC, KLICB, WEAS,

WILD: NAME "I Work To Bo A B-Boy" (Summyrlors) 19/14
Resistors Heavy D.C. Medaum 3:0, Light 16/14, Total Acto 14, WWW, WVEE, KKICA-PM, KVHdE, WHOR, WEDR, KSH, WB
KKICAY, XPHA, MERC, WISHAN, KOOK, WAAA Medaum week-C WAAAI, WAAAA Idelans Henry GrO, Medium 3: Q. Light 16:/ IDAY, XHRM, WPEQ, WBNEC, WOCK, WAAA MADDISSA "Angel" (Stro/WB) 19:8

) 75. Total Adda 6. KKDA-FM, KNOK-FM, WANT, WTOY, WWDM, WKW

is Heavy 0'Cl, Smithern Fr, Johnson B. Thomps "(WS) 16/3

AN INCOMES, WALKER "The Healers Of Things" (WS) 16/3

AN INCOMES, WALKER "The Healers Of Things" (WS) 16/3

A SMICHAEL WALKER "The Healers Of Things" (WS) 16/3

A SMICHAEL WALKER "The Healers Of Things "(WS) 16/3

A SMICHAEL WALKER "The Healers Of Things "(WS) WAYS WYOR Heavy WYEE Mindown KACE, WROW, KORD, WALKER WALKER "(WS) WALKER "(Robbins Heery 1/0. Medium 8/0 Light 9/3. Total Adds 3, 1977-Y, WRISE, WYCH Heery, WYEE Medium KACE, WRIDM, KCIRL, WAYN, WED, WRYC, WYDO, WOOD, WYDON, WYDON STAMLEY CLARKE BUNDO "Borns in The U.S.A." (Egicl) 18/14
Robbins Heery 9/0. Medium 9/12, Light 19/13, Total Adds 14, 1977-Y, WDJY, WACK, WEDR, WGCI, WILIA, KLIJ-I, KSOL, WHOM, WYEG, WHOI, KCIZ, WILIA, MANNA Medium WYLC.

WOOD, WYEG, WHOI, KCIZ, WILIA, WANNA Medium WYLC.

SAMI EDBORT "Billy Total Total" (Illinguis Albos) 18/8
Robbins Heery 8/0. Medium 9/2. Light 9/3, Total Adds 5, WYMP, WZAK, WBLX, HYVY, WYOH Heery, WOJY, WACK, WEDR,

KRM. WRLZ. WALK. WRLZ.

POINT D'OPS "Bussy Ways" (Richarms) 16/16
Restores Nany or Opt. Senior St. L. Lyn 15/13, Tout Acts 16, WWH, WOYY, WHUR WACK, KINS. WGC. WPEQ.

WRLC. MARK WANT, LANE WASHE, WISHON WITLC. WWWS.

JEANSMA GARDINES "Watshing Yes" ("Pilly World Albunics) 16/3
Restores Heavy Ord. Needow 41, Light 15/2, Tout Acts 3, WORK WOMG, WILK Medium KINS. KOKA, WTLC

PROBLE 2073 "Binths" For A Seniorish" ("General Boy) 16/12.

Restores Heavy Ord. Needown 1/0, Light 14/12. Tout Acts 12, WWM, WOYY, KMAD, WEDR, WESSE, KMSC, WHEG.

KICK). WEER, WHOM WASHA MAGAIN WITCC.

KJCB, WEAB, WANM, WAAA, Mudurn WYK; CNEYNE "Coll Me Mr. "Telephone" " (MCA) 15/9 Rhanons, Heevy O'O, Medium 4/0, Light 11/9, Total Adde S, W WACK KIALID, KITHIR WICK KLICE KAPE KOKA WANNI WACI

TOURS, WILMER, RALLY, WARM SECOND TO THE A Way!" (TRA/Palo Alle) 14/2 Restorm Heavy Ort. Medium 4/0, Light 10/2, Tola Acids 2, WARD, WILK Medium KRING, KACE, KALH, WOMG SHINELY BROWN "Boykinson" (Desemt Tours) 13/6 Restorm HEAVY DESEMBLY WEIGHT (Desemt Tours) 13/6 Restorm HEAVY DESEMBLY WEIGHT (DESEMBLY WEIGHT) ACID 4/6 RESTORMENT ACID 4/6 REST

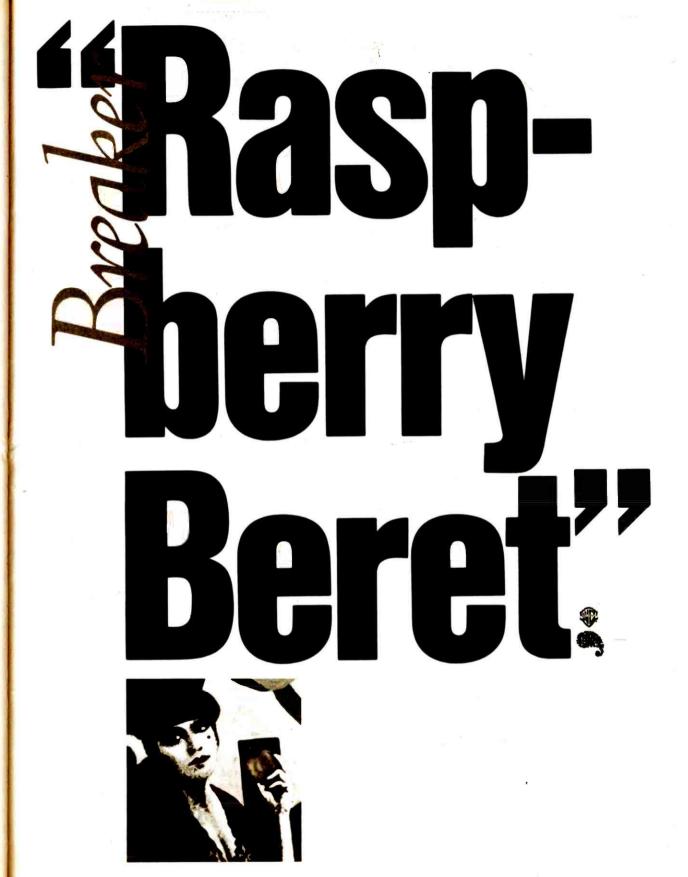
WAAA W/I.C MAJESTY "Toll file Whatehe West" (Golden Bey) 12/7 American Arthum S/I, Light 9/8, Total Adde 7, WOAS, W

Protectors Feesing 9 Ct. Michael 30 Ct. Light 6/3, Total Adds 3, KMAM, 1249M, WAJE Medium WGC, WZAK, WWWS.
LAMRY GRAMMAN "What We All Need is More Lave" (WB) 11/8
Receiver Feesing 1/3, Michael 21 Ct., Light 9/7, Total Adds 3, WYAY, WANDO WRTY, WYIZ, WWD.M. WANM WTLC Heavy

WZEN-PAI BELLY GMPFRH "Bystocentic" (Colombie) 11/6 Rottlora Honey Gr. Micham 1/6, Light 1615, Total Adds S, KRHB, WKHD, WPEQ, WKID, WPLZ Micham DEVIME SOURCE "How Fest Manny Geoo" (Specific) 11/3 Rottlora Honey Gr. Micham Gr. Light 11/3 Total Adds S, WAAK WEAS, WWWS

ANIMOTTON "Obsession" (Martwey PolyGram) 11/2 Rossons Henry 3r0, Medium 6r1, Light 3r1, Total Adds 2, WQQK, WPLZ, Henry KS4, WBLZ, WUAK, Medium WAHC, 200.

WWOMIA #AMBELIA "AB Hoing Up" (Birbra) 11/1 Rotations: Helevy 0/0, Medium 4/0, Light 7/1, Total Adde 1, WUSL, Medium WWWN KSOL, WOOK





TO JE DE LICENCE MAIS: LERGONE CV ALLOS PARR National Jazz Chart! Moves • - 10 on this week's "Safari

BEST OF BLUE (WITE "Ploat of the fishe" right" after NAMV. MONUT. WHILE WORLD Heavy WINNI TURE TO THE PRODUCT HEAVY OF WARN TURES AND TO THE ARCHITECTURE WORLD. WOULD WORLD WORLD.

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CAST STORM CANNON COUNTER AND Stars (Mindman Hill)

CAST STORM CANNON COUNTER AND Stars (Mindman Hill)

CAST STORM COUNTER AND STARS (Windman Hill) 15 TAL FAMILOW/ITe Legendary 1st Ferlow (Concord)

(Distriction of the Will for William (Strenchild) DAVE GRUSSINON OF A KING (GRP) 22 81 BROWEL PETROCCCAN TRIBOLNE AL The Village Vargurd (George Warn-Corcord)
ANTHORY BRAKTOW-Seven Standards 1995, Vol. 1 (Alegoria-Windham Hill)

SPECIAL EFXANDEM Memers (GAP)
FIRE VANDAGE GUARMETALINE From New York (Palo Allo) 8Z 51

MINDEY ESTEVINE MAREOUT VIO STANDING (Sepse)
DESIMOSE MONIMEDITY AND THE CONTROL (MOISH)
THE COMPANY OF THE CONTROL OF THE CON 02

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YELLOWANCKETS/Samurai Samba (WB) CHET ATKINS, C.S.P./Say Tuned (Columbia) TAINA MANNAAde in New York (Manhallan) EL

EMILY REMLER/Calwalk (Corcord)
MAYIAMB PENGEORGIAN From San Francisco (Palo Allo)

BOODA HITLCHERSOM/GOOD BAIL (Landment) ENGESTINE ANDERSOM/When The Sun Goes Down (Concord)

CAML SILLINGIN/Sode Fountain Shutte (WE)

STANCE TURNSHING (She Hote)
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 STANCE TURNSHING (She Hote)

NAME SELECAMENICAN Eyes (Palo Allo) STAMLEY JORDAN/Magic Touch (Blue Note)

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REGIONALIZED ADDS & HOTS

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PLVS flactuating updates, figures and quotes from the entries from the same and above these from VT - brown

P.L.U.S a clear, concine Calculus: birthdays, schecked events, fans facts from the pear. Written to be sent by your

Twice each month, GALAXY sead you frush new parametry bits about the current extince and records you're pluring endayd Easy to read, easy to use facts for sequent, intro, special factures...

Say Something!

SEVID FOR A PREE SAMPLE of the one and only Daily On-the Proportion Survice GALARY. Try it on the six and see for yourself?

 $N_{\rm L} N_{\rm B}$ ment From the order to the incredible, every inner of $M_{\rm L} N_{\rm B} N_{\rm B}$ and the information or the information of pour over the goody you need to entrich your proofs of freedy, reliable information!

KXAJAĐ

Box 20093 • Long Beach • CA • 90801

O Country Edition O Contemporary Edition

FREE SAMPLE

Most Jese (NCA) and Described stations, Total Adde 63 (NCA) or reporting stations, Total Adde 63 (NCAC), WOOK, LIES WASS, WORK, LIES WASS, MOSE, WORK, LIES WASS, MOSE, MOSE,

DOCTA LANGON & KEINIA MORENZ

Mighwaynen (Crimmish)
On 81% of reporting stations, Residentiamen 81, Light 64, Total Adda 36
Institute Wilder, Warren Kabal, Wilder, Amost added resonal bloves 46-26 on the Country Wilder, KithC, KithEW, A most added resonal bloves 46-26 on the Country Wilder, Wilder, A most added resonal bloves 46-26 on the Country Wilder, Wilder, A most added resonal bloves 46-26 on the Country Wilder, Wilder, Wilder, A most added resonal bloves 46-26 on the Country Wilder, Wilder, Wilder, A most added resonal bloves 46-26 on the Country Wilder, William Wilder, Wilder, William Wilder, William Wilder, William Wilder, William Wilder, William Will

W. HELSON/W. JEHNMOS/L. CASH/R. KRISTOFFERSON

BREAKERS

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(alternation and at the heavy being all \$4.5 in high \$4.5 in the control of the heavy being \$4.5 in the control of the control	_	- 3		
GLEN CAMPOBLL/glave Aheays) Letter To Home (Atlantic America)				
VEHIN COURTINUM Lights, Thick Smale (Complete/PG)				
EDDEE INVESTITATION SIGN (VID.)				
ANNE MANNATAN Don't Think I'm Neety For You (Capital)				
NAME WINCHE, Single Again (Columba)				
MERINA MODERATIONS IS AND AND AND IS (FROM).)				
(BHY-noth) farth cover() test off swe2,552, VINIMOL				
MEBN MeENTINE/Somebody Should Lasve (MCA)				
DOFTA NYMIOH & RESIDA DODESSAMS (ON (SICA)				
SAWYER SROWNLEND THAT Shop (Capitol/Curb)	×	62	6	6
BAND ALLAN COE/Don't City Darlin' (Columbia)				
T.B. SHEPPANDATYOU'N GOING ON NO MY MIND (NISACHO)				
MAY CHARLES WARRCIETY GRALETAR Ain? Gome Wony by Mind (Columbia)				
DEGREE 191155 & LACY & BALTON/Size Soven Round (Node Of Gold) (Epic)				
CHANGLEY PRIMEGOUM On The Farm (PICA)				
W. HELSONAW. JEHNMOSAL CASMAL KRISTOFFERSONAFGhusyman (Calambia)		EB	IΧ	BKE/
MANUE WILLIAMS JR. I'm for Love (WB/Carb)		ĸ		
(BW) noold wit com. ABINITION VIIAB				
19100 VINDEMPERATURE VII OPER HOW (MB)				
WHITESAN & Ain't Love Rains & Ainte, GACA-Carb.				
191111 SCHIEBBERYLE V SIGH MEN HOW! (INCV)		œ	-	19
DEFECUITY BROTHERBOOK HIPPIE (AICACLES)		16		
ALABARRATORY Hour West, (For A Livin') (RCA)				
ED BURGEVAURA GIVIA. (IP MAIS END (MCV)				
FORMOR MYHOWETT-VYPAPH INA DIPA (LICY)				
EAST. THOUSAS CONLEYAND Don't Care (FCA)				
NORMEE CONDUCTAIN A New York Minute (Epic)				
EBBY RAVER/Operator, Operator (RCA)				
SAFARYLEIN, IN FOR (UCV)				
BANN SEALBANN COU Yollow Car (EMN America)		22		
STEVE WARMERANDER Transle (NCA)		12		
Janu Contrectmoning Man (MCA)				•
(Shymonth) and year characterions maintain				
ENGLATOR HAVENEYMAN FIVE (MG)				
MANN BRAY & TANNET WYNETTE/Sometimes When the Touch (Columbia)		\$		
MEL Mediatrice. Lear in Post (Lat it Post) (Capital)				
THE CHEEKMOOD/DIVE JUNG (MCV)		81		
BANDARIA MANDRELL/There's No Love In Tomosoon (MCA)				
WILLE INELSON/Cogiving You Was Easy (Cohembia)				
MICHA SILVEDBA (Epic)				
ENLESSING A Minute (Epic)				
CHANGE MATERIALISM (Epic)			3	
CRYSTAL GAYLEAuchooy Works To be Alone (WB)		0L		
(193) April Entra (193) April 193				
OUR MESOE BOARTHE LINES (NCV)	•	•		
COMMAY TWITTY/Dun't Call Him A Combay (WB)	2	ı	٠	•

E MINLEANPAShe Keeps The Home Fires Burning (RCA)

OS HOL

Sile 's Single Again (Catembis)
On 84% of reporting stations. Retailibrate (Hony 4, Retains 27, Light 62, Total Adds 28 monthely WORK, WALN, WECG, WEZL, WUECY, KITLY, WWC, WUEC, WOHK, WO

NME FRICKE Country obser. JOHNNY LES Save The Last Cleaner (Test Moon/WE)
On 67% of reporting stations. Includency 1, sheddless 64, Light 61, Total Adda 36 insulating WCAO, WORS, WICK, KIYCK, KIYCK, KIKK, KIYCK, WLWI, WLWI, WOYK, WUBO, WCUZ, WWL, WITH, KYBO, KOKC, A most added resorts. Moore 64-61 on the Country should be seen to the country of the country of

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6/96

0/66

IZABZI

11/211

E/BOL

90/101

136/55

PLASEL

8/971

1/901

EL/LDL

180/13

183/38

134/3

9/90 l 01/981

0/921 L/991

131/0

0/901

C/991 0/921

188/2 E/291

136/0

1/991 2/191

0/901 Z/891

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0/270

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0/961

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0/891

0/291

Anne: nounty National Copies)

I Dea't Think I'm Ready For You (Capies)

On 60% of reporting authors. Fear You (Capies)

On 60% of reporting authors. Fear Foundation 24, Light 78, Total Adde 24

Including WIYEV, WESY, WHYR, WZZK, WBOC, RESH, KYNCK, WCMS, KYMEN, WGMS, KYNCK, WCMS, KYNCK, WGMS, WGMS,

stone owner in TREATON & CORD. THOSE TO THE CORD. THOSE TO THE CORD. THE COR

WILLE MELSEN (29)
Forgiving You West Easy (Columbia)
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Sometimes Wilter We Touch (Columbia) COLUMN TO COLUMN TO COLUMN TO COLUMN TO COLUMN TO COLUMN TO COLUMN (EDIC)
COLUMN TO CO She Keepe The Home Free.

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RADIO & RECORDS NATIONAL AIRPLAY

OUNTRY

TOP 50

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Thomp	700		-		
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					ROBBEE BMLBAP/She Keeps The Home Fires Burning (RCA)
					CONTRACT TWITTY/Don't Call Him A Contay (WB)
12	1	10			BAK RIBBE BOYEALINE Things (MCA)
					MERLE MAGGARGAlabral High (Epic)
					CRYSTAL GAYLEAtobody Words To Be Alone (WB)
					CHARLY McCLAMAndio Heart (Epic)
					EMLE/She's A Miracle (Epic)
					RICKY SKAGGE/Country Boy (Epic)
					WILLIE MELSON/Forgiving You Was Easy (Columbia)
					BARBARA MANDRELL/There's No Love in Tennessee (MCA)
					LEE GREENWOOD/Dixie Road (MCA)
	1		10	ä	MEL MeBAMELLat It Roll (Let It Rect) (Capital)
					MARK BRAY & TAMMY WYNETTE/Sometimes When We Touch (Columbia)
24	1	Ħ	19	9	ESMIYLOU MARRIS/Mile Line (MS)
					STATLER BRIGTHERS/Hullo Mary Lou (Marcury/PG)
					JOHN CONLEE/Norting Man (MCA)
					STEVE WARRINGRAMMENT Trouble (MCA)
					BAN SEALSANy Old Yellow Car (EMI America)
2		9	9	19	SYLVMA-Follin' in Love (RCA)
					EBBY RAVER/Operator, Operator (RCA)
					NORME Muse WELL/in A New York Minute (Epic)
-	1	3	20		EARL THOMAS COMLEY/Love Don't Care (RCA)
		n	27	ŏ	LOUISE MANDRELL/Maybe My Buby (RCA)
					CD BRUCE/When Givin' Up Was Easy (RCA)
					ALABAMA/Forty Hour Week (For A Livin') (RCA)
					BELLAMY BROTHERS/Old Hopie (NCA/Curb)
					JOHN SCHIEBER/I's A Short Walk From (MCA)
					WWITESAI II Ain'i Love (Lai's Love II Alone) (MCA/Cure)
					JOHN AMBERGORA'S All Over Now (NO)
					GARY MORRISALESSO The Moon (WB)
					MARK WILLMARS JR./Fm For Love (WE/Curb)
BRE	Al	K	R	•	W. HELBONAW. JEHNINGSAL CASNAK. KRISTOFFERSON/Highwayman (Columbi
30	3	6	35	Ó	CHARLEY PROBE/Down On The Form (RCA)
99	4	8	36	•	GEORGE JOHES & LACY J. BALTON/Size Seven Round (Made Of Gold) (Epic)
					RAY CHARLES WARRENCY GILLEYA Ain't Gorne Worry My Mind (Columbia)
					T.S. SNEPPARB/You're Going Out OI My Mind (NB/Curb)
					BAVID ALLAM COE/Don't Cry Dartin' (Columbia)
					BAWYER BROWN/Step That Step (Capitol/Curb)
					DOLLY PARTON & KENNY ROCERS/Not Love (NCA)
					REBA McENTIRE/Somebody Should Laure (MCA)
ROE	Ä	ř	Ď	-	JOHNNY LEE/Save The Last Chance (Full Moon/WB)
					KENNY ROCERCA.ore is What We Make is (Liberty)
					JAME PRICKE/She's Single Again (Columbia)
					ANNE BURRAYA Don't Think I'm Reedy Fer You (Capital)
					EBONE RABBITT/Warning Sign (WS)
					VERM @000MI/Oim Lights, Thick Smalle (Comptest/PG)
					OLEN CAMPBELL/(Love Alveys) Letter To Home (Atlantic America)
DE	$\tau_{\rm i}$			0	BANDANA/It's Just Another Hearteche (NB)
TE	Ī	n	•	•	T.S. SHEPPARS/Fooled Around And Fall In Lave (Columbia)
	Ħ			Ŏ	CMANCE/To the Lovers (Mercury/PG)
	401	_	_	_	

MAY 17, 1985

Total			
Reported Autolia	Hoavy	Medium	Light
162/0	143	18	7
159/0	137	17	5
161/0	134	24	3
156/0	131	21	4
161/0	111	46	4
142/0 161/1	96 75	27 79	17 7
152/0	100	36	17
159/2	68	82	
146/0	86	48	13
161/2	62	87	12
184/1	78	63	13
126/0	87	23	16
152/3	59	75	18
186/2	50	93	12
125/0	82	26	18
154/3	48	84	24
145/0	47	80	18
131/0	81	26	26
156/7 126/0	24 77	102 28	30 23
154/10	20	24	40
146/5	36	80	30
134/2	30	79	26
152/26	14	86	50
150/13	16	86	48
141/13	15	24	42
106/1	37	41	28
128/8	5	72	51
139/14		73	57
136/22	•	78	51
131/36		61	64
10 9/3 117/11	13 11	71 86	26 40
129/21	4	73	52
83/0	31	45	17
96/9		62	26
81/0	26	32	23
120/63	4	46	70
65/0	21	28	16
100/24	1	46	61
73/2	10	40	23
103/32	4	37	62
111/34	3	33	75
54/0	5	26	17 28
73/5 81/31	8	40 26	28 56
79/3	2	30	47
77/30	2	20	66

MOST ADDED

POLLY PARTON & REMITY ROOM
Real Love (RCA)
REGREE STRAIT (45)
The Fireman (MCA)
RELEON/REMINISTRATION (MCA) HELEON FERRING CASHANDESTOFFERENCES
HIGHWAYMAN (COLUMBIA)
AMME ENDERNY (SIG)
I DON'T Think I'M Ready For You (Capitol)
AMME FRICKE (SE)
She's Single Again (Columbia)
BECAMEL BARTHS HEAVINEY (SE)
Carolina in The Phree (EMI America)
GER CAMPUAL (ST)
LOVE Always) Letter To... (Adentic America)
Coled Around and Fell In I T.E. SHEFFARE (30) of Around and Fell in Love (Col ALABAMA (30) by House (41) ALABAMA (18)
Forty Hour Week (For A Livin') (RCA) JOHNNY LEE (24)
Save The Last Chance (Full Moon/MB)

HOTTEST

THE STATE STATE OF ST Little Things (MCA) RICKY SEASON (47) Country Boy (Epic) CHARLY McCLARI (37) Radio Heart (Epic) CRYSTAL GAYLE (26) by Wents To Be Alone (WB) Falln' in Love (RCA)
WILLE HILLSEN (28)
Forgiving You Wee Easy (Columbia)
BANK 69AY & TAMENY WYNETHE (28)
Iometimes When We Touch (Columbia)

BOOT ABSED & HOTTEST hat home songs anknown the most stifts naturally, and the con-reported "lettest" compiled from all our reporter. The number in parameters to mendessiry intenses the congs in Mari Added & Helliest includes the seal number of Country reporters acting the entry work or noting that the cong is among that the holized

BREAKERS

W. NELSON/W. JENNINGS/J. CASH/K. KRISTOFFERSON

W. INCLIGATIVE. CREMINES IV. RESIDENTIAL STATES OF PERSON
Mightwayman (Calumbia)
On 81% of reporting etations. Rotations: Heavy 8, Machan 81, Light 64, Total Adds 28
moleding WITU, WDSY, WIEZO, KASE, WUSY, KPLF,
WISIL, KESC, KTPK, KLAC, KREW. A most added record. Moves 46-32 on the Country

DOLLY PARTON & KENNY ROGERS

Real Love (RCA)
On 74% of reporting stations. Retationis: Heavy 4, Medium 46, Light 76, Total Adda 63 including WCAO, WBOS, WOBE, WHYR, KRRIV, WYSK, WXBO, WARZ, WYWW, WQHK, WOW, K18C, KYBB, KSBPS, KCUB. A most added record. Debute at master 30 on the Country chart.

3 23

AMME MURRAY

I Don't Think I'm Ready Fer You (Capitel)
On 60% of reporting stations. Rotations: Heavy 3, Medium 33, Light 75, Total Adds 34 including WKYG, WDSY, WHYR, WZZK, WBGC, KESBU, KYKK, WCMS, KRMED, WGHK, WTOD, KWEN, KKGS, KMAK, KBON. A most added record. Moves 48-44 on the

Country other.

JOHNNY LEE

Save The Lest Chance (Full Moon/WS)

On 67% of reporting stations. Rotations: Heavy 1, Modelin 64, Light 61, Total Adds 24 inshelding WCAO, WGBE, WKIL, KIYH, KIHEY, KILT-FIR, WLIW, WGYK, WUBG, WCUZ, WIL, WTHI, KYGO, KHIK, KCKC. A meet added record. Moves 48-41 on the Country

chart. AMSE FRACIS

She's Single Again (Columbia)

On 64% of reporting stations. Rotations: Heavy 4, Medium 37, Light 62, Yotal Adds 32 incheding WGRIA, WAJR, WIZZO, WEZIL, WUSY, KFLX, WPIC, WUSO, WSLR, WQHK, KIXY, WTH, KIUV, KWJJ, KIGO. A most added record. Debuts at number 43 on the Country chart.

Say Something!

hier about the current artists and sucurds y Busy to read, easy to use facts for stoputs, in

PLUS a clear, concine Calender: birthdays, scheduled events, fun facts from the past. Written to be used by your

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RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

QLEN CAMPBELL "(Love Alweys) Latter To Home" (Athentic America) 81/31
Revenous Heavy D. Madum 25 Light 55, Total Adds 31 including WOKQ, WKYS, WLQ, KASE, KOYL, WUSY, WTGR. KSO.

Telestone Heavy 0, Medium 25. Light 98, Total Action 3.1 molutority on-host with the Price KNIX KSOP, KRPM, KCUB, Debuts at number 47 on the Country Chert

BANDAMA "Hit's Listed Assetter Heartscale" (WB) 71/2

RESTORED 1: Heavy 2, Medium 20, Light 47, Total Acids 3, KCUB, KOT, KFRE, Heavy, KKYX, WCUZ, Medium C WGW, WTSV, WWWA WYII, WEZL, WKSJ, WCMS, KTTS, KFD, KTOM, Debuts at number 48 on the Country Chert.

7.9. SHEPPARD "Feeded Ansend And Feel In Liver" (Calchamble) 77/789

Restores Heavy 2, Medium 20, Light 55, Total Acids 30 including WWAM, WBGW, WPOR, KMML, KPLX, WDXE, Protection Heavy 2, Medium 20, Light 55, Total Acids 30 including WWAM, WBGW, WPOR, KMML, KPLX, WDXE, WBGW, WBGW, WPOR, KMML, KPLX, WDXE, WBGW, W

PASSES THE SEASON TO THE STATE OF THE STATE

LANE BROOY "He Sures Me Up" (EMI America) 68/17 WCAO WIXL WPOR KRRY, WXBQ, WUSY, WUSQ.

WTOR, WIND, KSO, WCII, WAXX, WGEE, WTH, KUGN. MICDLETTE LARSON "When Yes Get A Little Lenely" (MCA) \$4.7 Distribute March (Medium 2), Light 34, Total Adds 7, WGBE, WFOR, CHOW, WIRK, WAXX, KWMT, WITL, Medium; KASE,

HILLARY KANTER "We Work" (RCA) 82/9 Rotations, Heavy 0, Medium 24, Light 36, Total Addit 9. WPOR, KMML, WEZL, WUSY, WSLR, WTSO, KTPK, KKAL, KULY,

TO SCORE STRAIL "THE FROMEN (SECA) 4845

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WCXII KIXIY, KYUO, KUZZ, KWYU, KUSY **DAIN FOGELIERG "De Deus Easy" (Full Bleen/Epic) 49/2** Rotations Heavy 7, Medium 18, Light 24, Total Addis 2, WFMS, KILLIY, Heavy, WGNA, WBOS, WTSY, KKYX, KVOC, KCCY, Medium, KMML, WGXII, KRHO, WMIL, KTTS, WII, KSON

SIGNIFICANT ACTION

BELL MEDLEY "Wromen in Lave" (RCA) 48-9
Rotation: Heavy 0, Medium 11, Light 29, Total Adds 9, KEAN, KMML, WEZL, WGTO, WTVY, WITL, KYOO, KUGN, KCCY
BIAC DAVIS "1 Never Mode Lave..." (BICA) 38-9
Rotations: Heavy 0, Medium 10, Light 28, Total Adds 9, KMML, WTVY, WOKK, WLW, WTSO, KEBC, KTPK, KYOO, KTOM,

Rotations, Heavy U. Introduction to U. 10 to 10

), KMAK.

MECHAEL MARTIN MUNTHEY "Carolina in The Piace" (EMI America) 33/32

Rotsons Heavy 1, Medium 5, Light 27, Total Adds 32 including WCAO, WSNO, WNYR, KASE, WKSJ, WCMS, WTGR.

(KFDI, KTOM, KGA.

RREY, RCD, KTOM, RUG.
TRACY LYNDEN "Straight Laced Lady" (RCA) 28/7
Rotstone: Heavy 3, Medium 23, Light 7, Total Adds 7, WGNA, KRRY, WVMI, WLWI, KKAL, KMAK, KCBQ, Medium, KQIL.

BOLL ANDERSON "Ptty Party" (Swanse) 24/2
Rotations, Heavy D, Medium 5, Light 19, Total Adds 2, WIRK, KTTS, Medium; KKYX, WITL, WOW, WTOD, Light: WWVA

WTI, WALL, RED.:

DOTTIE WEST "We Knew Better New" (Permise) 28/6
Rotstone, Heavy C, Medium 4, Light 16, Total Adds 6, KMML, WOKK, WITL, KEBC, WOW, KTTS. Medium: KKYX, Light
Rotstone, Teach Commission (Commission) (Commission)

WILM, NED. RICH.

CARL JACKSON "Dizie Train" (Columbia) 18/16

Rotations, Heavy C, Medium 2, Light 16, Total Adds 16 including WOKQ, WOKK, KKYX, WIRK, WAXX, WOW, KTTS, KVOO.

KUZZ, KGA MARYEL FELTS "H R Was Any Better" (Evergreen) 15/13 Devance Heave O, Medium 1, Light 14, Total Adds 13 including WKYG, WIXY, WYII, KMML, WDXE, WOW, KTTS, KTPK

HOLLY DUNN "Playing For Keeps" (NTM) 15/11
Rotations: Heavy 0, Medium 2, Light 13, Total Adds 11, WYAM, WBGW, WYII, KRRV, WOKK, WLWI, KKYX, KBMR, KFGO.

NOTICE IN PACIFIC "Semeses's Genes Leve Me Tesight" (WB) 15/18
Rotations Heavy O. Medium 1, Light 14, Total Adds 10, WBGW, WDXE, WDKK, WLWI, WCMS, KRMD, WTQR, WOW, KTTS.

RAY PRICE "She Wee't Let Ge" (Step One) 15/4 Rottons: Heavy 0, Medium 4, Light 11, Total Adds 4, WBGW, KRRV, KTTS, KRSY, Medium: KBMR, KSO, WOW, KFDL Light WYII, KYOO.

INKARD & BOWDEN "Music industry" (WB) 14/6 stations: Heavy O, Medium D, Light 14, Total Adds 6, WOMS, WAXX, KFGO, WOW, KRKT, KRWQ, Light: WVAM, WBGW.

KTIS, KTI-K. MARAGO SMITH "All I De Is Dream Of Yeu" (Bermeda Dunes) 13/5 Rotatons, Heavy O, Medium 1, Light 12, Total Adds 5, WITL, WOW, KVOO, KFDI, KRWO, Light WYII, WLWI, WTOO, KRSY,

KSOP. MEL TILLIS "Yes Dene Me Wreng" (RCA) 12/12 Rotations Heavy O, Medium 2, Light 10, Total Adds 12 including WTVV, WCXI, KKXY, KKAL, KUZZ, KMAK, KRWQ, KQIL,

RENDALLS "IN You Break My Heart" (Mercury/PolyGram) 12/11 Retailors, Heavy D. Medium 1, Light 11, Total Adds 11, WGBW, WSNO, WGTO, WDXE, KSO, WCXI, KRKT, KRWO, KQIL,

RRS1, RSUF.
FREDDY POWERS "My San Astunio Rose" (MCA) 12/7
Rotations: Heavy D. Medium 2, Light 10, Total Adds 7, Kit T-FM, KFGO, WCUZ, KVOO, KRSY, KTOM, KSON, Medium: KFDI.

JIM COLLINS "You Can Abrays Say Goodbye In..." (White Gold) 12/4

m 1 Light 11 Total Arts A WYII KRRY WENC WAXX Medium KKYX Light KMML WGTO

WIDE: MT400, ARRIL.

CHARLESTON EXPRESS "Leaving" (Soundwaves) 11/3
Rotations: Heavy (), Medium (), Light 11, Total Adds 3, WYII, KTTS, KSOP, Light: WEZL, WFNC, WLWI, KKYX, KRMD, KFGO.

WOW, KYOO ALLEN FRIZZELL "N" Be Love By Marning" (Epic) 11/1 Rotations. Heavy 0, Medium 3, Light 8, Total Adds 1, WKIX. Med KYOO, KRKT, KUZZ, KRWO ACTUAL REST READS WOW LINK KRRY WOYK KEGO

RESTLESS HEART "I Wast Everyone To Cry" (RCA) 18/18
Rotations Heavy D. Medium 1, John 9, Total Adds 10, WGTD, KYKX, WOKK, KBMR, WCXI, KKYV, WWJD, KUZZ, KRWO

SANDY CROFT "Piece Of My Heart" (Capital) 16/8 Rotations Heavy D. Medium D. Light 10, Total Adds B, WVAM, WDXE, KRMD, WCXI, KFGO, WOW, KVOO, KGA. Light

WGTO, KHMO.

ROSAIME CASH. "I Den't Knew Why You Den't Want Me" (Cubamble) 16/7.

Rotations: Heavy O, Medium 3, Light 7, Total Adds 7, WYRK, WCMS, KKYX, WIRK, KFGO, KVOO, KGA. Medium. KSOP.

LUDIK FOGERTY "Centerfield" (WB) 9/5
Rotations Heavy 1, Medium 1, John 7, Total Adds 5, WOKQ, WDSY, WCMS, KRMD, KCCY Heavy, KCKC Light WSNO.

KATHY TWITTY "That's What Year Lavie" Dase" (Permiss) \$/1 Rotations: Heavy Q, Medium 1, Light 8, Total Adds 1, KRRY, Medium KRMD, Light WYII, WDXE, WLWI, KYOO, KSOP

ALBUM TRACKS

ARTIST/Song Title (Label)

ALABAMA/Down On Longboat Key (RCA) CONWAY TWITTY/Between Blue Eyes And Jeans (WB) EMMYLOU HARRIS/Rhythm Guitar (WB) BUDDY EMMONS/Steel Guitar Rag (Step One) CRYSTAL GAYLE/Touch And Go (WB) SHELLY WEST/I'll Dance The Two-Step (Viva) ALABAMA/Can't Keep A Good Man Down (RCA) KENNY ROGERS/A Little More Love (Columbia) OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA) JUDDS/Bye Bye Baby Blues (RCA/Curb) RESTLESS HEART/She's Coming Home (RCA) JUDDS/Drops of Water (RCA/Curb) GEORGE STRAIT/Any Old Time (MCA) HANK WILLIAMS, JR./This Ain't Dallas (WB/Curb) OAK RIDGE BOYS/Slep On Out (MCA)

OAK RIDGE BOYS/Love Is Everywhere (MCA)

Album Title

40 Hour Week Don't Call Him A Cowboy The Ballad Of Sally Rose Swingin' 40's - 80's Nobody Wants To Be Alone Don't Make Me Wait On ... 40 Hour Week We Are The World Step On Out Why Not Me? Restless Heart Why Not Me? Does Fort Worth Ever ... Five-O Step On Out Step On Out

BREAKER, BREAKER... Double Your Listeners' Pleasure With These Two Great Singles

Waylon, Willie. & Kris



lighwayman

Produced by Chips Moman

CB 52

RAR BREAKERS

AB 42

- The most exciting record of the year
- Audience response is positive coast-to-coast
- Video will make its world premiere on VH-1 on 5/27

Janie Fricke

"She's Sinale Again" 38-04896

Produced by Bob Montgomery

RAR BREAKERS | 48 BB 60

- CB 54

have been brought to you by Columbia Records

BREAKERS

These

It's sure to be another chart-topper for Janie

. This uptempo record sounds great on the radio

Video now available

COUNTRY ADDS & HOTS

MOST ACCED EAST rion & Henry Regers (RCA) Marco Jr. (WB-Curb)

MARK THE P Femile Milesy (HCA) Consey Tudly (HB) Onli Miles Days (HCA)

SOUTH MOST ACRES HOTTEST Bully Forton & Housey Regard (RCA) Seaton Street (MCA)

MIDWEST Bolly Porton & Heavy Regard (RCA) George Straff (MCA)

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this week and therefore their playlists
were freeze:

WPOC/Battle WCOS/Colu WESCA KIKKHOU WUBE/CI WDGY/Minne WXCL/P

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RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

Three Wrees	Fair We	D 941	U/ees	153 REPORTS	lotal	Hot	Medium	Total
-		6	0	ROBERT PLANT/Little By Little (Es Paranza/Atlantic)	144+	1014	42-	10
	5	3	3	EURYTHMICS/Would I Lie To You? (RCA)	141+	1104	30 -	2 -
	2	1		BRUCE SPRINGSTEEN/Trapped (Columbia)	129 -	104-	254	0
	7	4		MICK JAGGER/Lucky In Love (Columbia)	127-			1
			6		138+			_
	1	2	6	TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG) PHIL COLLINS/Sussudio (Atlantic)	119-			_
	19	5		TOM PETTY & THE HEARTBREAKERS/Rebels (MCA)	111+			
		58		SUPERTRAMP/Cannonball (A&M)	120-	82-		
14	12	7		JULIAN LENNON/Say You're Wrong (Atlantic)	134+	38 + 64 +		
		11		HUEY LEWIS & THE NEWS/Trouble In Paradise (Columbia)	106-	59-		
22 1	18	16		GLENN FREY/Smuggler's Blues (MCA)	95=		31 -	
5	8	12		JOHN FOGERTY/Centerfield (WB)	93 -			
				TIL TUESDAY/Voices Carry (Epic)	111+	39+		_
37 2	21	20	Œ	JOE WALSH/The Confessor (Full Moon/WB)	113-	29+		
	10	9	16	DON HENLEY/Drivin' With Your Eyes Closed (Geffen)	97-	58 -	39 -	
	UĪ	•	Ð	NIGHT RANGER/Sentimental Street (MCA)	119	16	81	118
				KIM MITCHELL/Go For Soda (Bronze/Island)	109+	28+	79 -	5 =
				HOWARD JONES/Things Can Only Get Better (Elektra)	97-	49+	47-	2-
				HOOTERS/All You Zombies (Columbia)	106+	19+	84+	10-
16 1	4	14	21	KATRINA & THE WAVES/Walking On Sunshine (Capitol)	93-	51 -	_	0-
				PHIL COLLINS/Inside Out (Atlantic)	83-	53-		1 +
	8	31	*		101+	24+	74+	19+
				FIRM/Satisfaction Guaranteed (Atlantic)	82 -	43-		0 =
				POWER STATION/Get It On (Bang A Gong) (Capitol) DOKKEN/Alone Again (Elektra)	92-	37+		
				ALAN PARSONS PROJECT/Days Are Numbers (Arista)	88 -	31+	56 -	3 -
				SLADE/Little Sheila (CBS Associated)	97-	19+	74-	5 -
		14	2	VAN-ZANT/You've Got To Believe In Love (Network/Getten)	90 -	15-	75 -	0-
31	1 2	10	00	BON JOYI/Only Lonely (Mercury/PG)	93+	14+	72 + 73 -	30 -
36				ERIC CLAPTON/See What Love Can Do (WB)	79+	28-	51+	8-
41				PRINCE/Raspberry Beret (WB)	78+	34+	44-	1-
32				BRYAN ADAMS/Heaven (A&M)	67-	38+	29-	2-
	7 3	15	0	LONE JUSTICE/Ways To Be Wicked (Geffen)	85+	12=	71+	10+
				BRUCE SPRINGSTEEN/Glory Days (Columbia)	67+	34+	30+	28+
	3	7	36	WILLIE & THE POOR BOYS/Baby Please Don't Go (Ripple/Passport)	82+	8+	69+	11-
6				SIMPLE MINDS/Don't You (Forget About Me) (A&M)	62 -	37-	25+	0 =
-	. 4	2	•	PAUL YOUNG/Everytime You Go Away (Columbia)	80+	24+	54+	11-
4	1	3	39	TOM PETTY & THE HEARTBREAKERS/Don't Come Around Here (MCA)		43-	13+	0 =
60				TEARS FOR FEARS/Shout (Mercury/PG) FRIC CLARTON/Shote Westing (MR)	65+	30+	34+	24+
72				ERIC CLAPTON/She's Waiting (WB)	53-	31 -	22 -	0-
16	- 3	2	43	PAUL HYDE & THE PAYOLAS/You're The Only Love (A&M) MAMA'S BOYS/Needle In The Groove (Jive/Arista)	72+	4-	60+	19-
40				DURAN DURAN/A View To A Kill (Capitol)	65 =	3+	61+	4-
59				GINO VANNELLI/Black Cars (HME/CBS)	66 +	17+	48+	8-
				REO SPEEDWAGON/One Lonely Night (Epic)	47-	7+	57+	5-
29					45-	23 -	14+	0-
50			48	SURVIVOR/The Search Is Over (Scotti Bros./CBS)	52 -	17=	34-	3-
42	39	,	49	TOM PETTY & THE HEARTBREAKERS/It Ain't Nothin' To Me (MCA)	43-	20-	23-	0-
55	52	(30	SHOOTING STAR/Summer Sun (Geffen)	48 =	7+	40-	3=
UT)	•	3	DON HENLEY/Not Enough Love In The World (Geffen)	51	11	34	48
39	48	1	52	PHIL COLLINS/Don't Lose My Number (Atlantic)	41-	17=	24-	0-
57	54		33)	JOHN FOGERTY/Searchlight (WB)	45+	15-	29+	8+
)UT	J	• (3	DIRE STRAITS/Walk Of Life (WB)	46	6	33	38
				JOE WALSH/Rosewood Bitters (Full Moon/WB)	39+	15+	21+	13-
				FIONA/Talk To Me (Atlantic)	43-	9-	34 -	0-
TIE				MEN AT WORK/Everything 1 Need (Columbia)	56	2	35	54
		. (23)	CYNDI LAUPER/The Goonies 'R' Good Enough (Portrait/CBS)	44+	9+	33+	9-
BUT				440 A T A A T A A A A A A A A A A A A A A			33 T	-
BUT 51	51		59	MEAT LOAF/(Give Me The Future With A) Modern Girl (RCA) DIRE STRAITS/Money For Nothing (WB)	44-	6+	38 -	2-

MOST ADDED

NIGHT RANGER (118) Sentimental Street (MCA) SUPERTRAMP (92) Cannonball (A&M) MEN AT WORK (54) DON HENLEY (48) Not Enough Love In The World (Geffen) BEACH BOYS (39) Getcha Back (Caribou/CBS)

HOTTEST

EURYTHMICS (110) Would I Lie To You? (RCA) BRUCE SPRINGSTEEN (104) Everybody Wants To Rule... (Me ROBERT PLANT (181) MICK JAGGER (100) Lucky In Love (Columbia)

BREAKERS

Cannonball (A&M)

88% of our reporters on it. 134/92 including adds at: WIYY, WNEW, WMMR, KZEW, KLOL, WXRT, KSHE, KLOS, KMET, KGB. Moves 58-9 on

Sentimental Street (MCA)

78% of our reporters on it. 119/118 including adds at: WBAB, DC101, KSRR, WSHE, WEBN, WRIF, KUPD, KGB. Debuts at #17 on the Tracks chart.

VAN-ZANT

You've Got To Believe In Love (Network/Geffen)

61% of our reporters on it. 93/30 including adds at: KTXQ, WNOR, WQFM, KSHE, KOME, WAPL, WIBA, KATT. Moves 44-29 on the Tracks chart.

LONE HISTICE

Ways To Be Wicked (Geffen)

56% of our reporters on it. 85/10 including adds at: KZEW, KOME, WCMF, WOUR, WKQQ, WOOS. Moves 35-34 on the Tracks chart.

WILLIE & THE POOR BOYS

Baby Please Don't Go (Ripple/Passport)

54% of our reporters on it. 82/11 including adds at: Q107, KGB, KRQR, WSKS, KKDJ, WGIR. Moves 37-36 on the Tracks chart.

PAUL YOUNG

Everytime You Go Away (Columbia)

52% of our reporters on it. 80/11 including adds at: WMMR, WDVE, WHJY, WLAV, KPOI, KZOK. Moves 42-38 on the Tracks chart.

FRIC CLAPTON

See What Love Can Do (WB)

52% of our reporters on it. 798 including adds at: DC101, WRIF, WAAF, WFYV, WOOS, KTYD. Moves 33-31 on the Tracks chart.

Raspberry Beret (WB)

51% of our reporters on it. 78/1 including adds at: KKDJ. Moves 34-32 on

NEW & ACTIVE

BEACH BOYS "Getcha Back" (Caribos/CBS) 39/39 (0/0) Adds riculae Wiley, WMP, KMET, KPCG, WADV, WHOU, KEZE, Hots 0, Mediums, 21 include WIV WMMR, WSFE, WMDR, WZZO, WEZY, WFVY, WOOS, KZEL. REO 7 "Heartbeat" (MCA) 36/3 (37/6)

KQAK, KFMF Mediums 32 include DC101 WSHF WNOR KROQ, KZAP, KFOG, KROR, KOM

BOOMTOWN RATS "Rain" (Columbia) 33/1 (32/7)
Adds. WSHE. Hots. 3.91X, KSPN, KROU, Mediums. 29 include WBCN, WBAB, WHLY, WXRT, KBCO, KROO,

HELIX "Deep Cuts The Kinite" (Capitol) 29/29 (0/0)

Actist include WHLIY WADY, WAPL, KILO, KIKDJ Hots 0 Mediums, 19 include KZEW, WNOR, WYNSF

DIRE STRAITS "So Far Away" (WB) 27/20 (8/4)
Adds include WDVE, WNOR, WLUP, KLOS, WWCT, KILO, KEZE, Holis, 7 KZEW, WXRT, KBCO, KAZY, Adds ricked WDVE, WNOR, WLUP, KLOS, WWCT, KIEO, K KINK, KPOG, KLBJ, Mediums, 17 include WBAB, WNEW, KISW BELOUIS SOME "Imagination" (Capital) 281/2 (25/4) Adds CHLIM, KSPN, Hors 4 KBOO, KQAK, WLIR, WCPZ, Medium

is 20 include WDVE, WHUY, WXRT, WLVQ.

CHINA CRISTS "The Highest High" (WB) 24/3 (25/15)
Adds WRCN, WEZK, WRKI, Hots 5 W.R. CHEZ, KTCZ, WZN, KSPN, Mediums 18 include WBAB, WDVE, WRRT, WOM, KROQ, WAOY, WDVZ, WAO, KNO,

GEORGE THOROGOOD . . . "Willie And The Hand Jive" (EMI America) 21/12 (9/3)

Adds include KBCO, KUPD, 91X, WHFS, WOUR, WOOS, KEZO Hots. 1 WBSW. Mediums. 16 include R. WXRT, WBA, WIOT, KILO.

WORK, WIRK, WISA, WID, KLO.

TOM PETTY & THE HEARTBREAKERS "Blade IR Beller..." (BICA) 21/18 (18/3)

Adds include WITY, WEZY, KEZE, WIRK, KWH., Hots 8 include KZEW, KAZY, KLO, KPOI, WCZ,
KSPN, KVEE Medium 13 include WIRAB, WOOK WORK, WCIE, KCO,

WILLE & THE POOR BOYS "Those Arms Of Minor" (Ripple/Possperi) 17/3 (18/5)

Adds KCOG, MCOR. WUTH, Hots 3 KHET, WCHA, WCCO Medium; 13 include WHARP, CD101, WPYX.

FIONA "Hang Year Heart On Me" (Atlantic) 18/6 (11/5)
Adds include WSHE, KZAP, WRCN, KILO, Hots: 4 include WHUY, WHSP, KTYD, Mediums: 12 include WBCN

JASON & THE SCORCHERS "Shop it Around" (EMI America) 15/8 (8/5) Adds include KBCO, WHES, WIBA, WAOX, Hots: 2 WOFM, WYSP Mediums: 8 include

V2 "The Three Sunrises" (Import) 15/4 (11/6)
Adds WNOR KBCO, KLOS, WAOX Hots: 2 CHOM, WLIR Mediums, 12 include WBAB, KZEW,

BRAHAM PARKER & THE SHOT "Break Them Dewn" (Elektra) 14/1 (12/0)
Adds KZAM Hots 8 include KROQ, 91X, KQAK Mediums 5 include KZEL, KTYD.

Adds KZAM Hots 8 include KROQ, 91X, KQAK, Mediums 5 include KZEL, KTYD.

JOHN PARR "Love Grammer" (Atlantic) 13/8 (5/2)

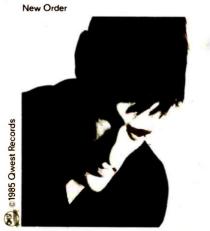
Adds include KGB, WEZX, WAQY, Hots, 0, Mediums, 9 include WNEW, WYNEF, WRIF, KSHE

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 eek's data. Checked records are those that were among the week's Most Added

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

fineer Taro Last Wrees Wrees Wree	153 REPORTS	MAY 17, 1985	Total Reports		Medium Rotation	Adds A Rotation
2 4 2 0	PHIL COLLINS/No Jacket Required (Atlantic)	"Sussudio" (111) "Inside Out" (83) "Don't Lose" (41)	144 -	127+	17-	0-
	USA FOR AFRICA/We Are The World (Columbia)	"Trapped" (129) "Trouble" (106) "If Only" (12)		112-		_
1 1 1 3	TOM PETTY & THE HEARTBREAKERS/Southern Accents (MCA)	"Rebels" (120) "Don't Come" (56) "It Ain't" (43)		109-	_	
- 11 6 4	EURYTHMICS/Be Yourself Tonight (RCA)	"Would I Lie To You" (141)	145+	111+	33-	-
3 2 4 5	TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	"Everybody" (119) "Shout" (65) "Head" (12)		110-		_
8 5 5 6	MICK JAGGER/She's The Boss (Columbia)	"Lucky" (127) "Lonely" (30) "Half" (15)		106 -	31-	_
DEBUT > 0	JOHN CAFFERTY & THE BEAVER /Tough All Over (Scotti Bros./CBS)	"Tough All Over" (138)	138	70	68	3
8 8	DON HENLEY/Building The Perfect Beast (Geffen)	"Drivin' " (97) "Not Enough Love" (51) "All" (20)				_
DEBUT > 9	SUPERTRAMP/Brother Where You Bound (A&M)	"Cannonbail" (134) "Still In Love" (12) "Better Days" (10)	135	41	81	93
7 7 10	ERIC CLAPTON/Behind The Sun (WB)	"See What Love" (79) "She's" (53) "Forever" (30)		60-		1
	JULIAN LENNON/Valotte (Atlantic)	"Say You're Wrong" (93) "Searchlight" (45) "Rock" (12)		64+	51 -	1
6 9 12	JOHN FOGERTY/Centerfield (WB)	"Centerfield" (93) "Searchlight" (45) "Rock" (12)	-			3
- 21 14 (E)	JOE WALSH/The Confessor (Full Moon/WB)	"The Confessor" (113) "Rosewood Bitters" (39)		34+	91-	2
13 11 14	POWER STATION/The Power Station (Capitol)	"Get It On" (92) "Some Like It Hot" (45)		55 -	54+	2
	GLENN FREY/The Allnighter (MCA)	"Smuggler's Blues" (95)		62+	32 -	5
	'TIL TUESDAY/Voices Carry (Epic)	"Voices Carry" (111)			72 -	8
	GRAHAM PARKER & THE SHOT/Steady Nerves (Elektra)	"Wake Up" (101) "Weekend's" (16) "Break" (14)			84+	_
	FIRM/Firm (Atlantic)	"Satisfaction" (82) "Someone" (10)			42-	1
	KIM MITCHELL/Akimbo Alogo (Bronze/Island)	"Go For Soda" (109)		28+	80 -	5
	KATRINA & THE WAVES/Katrina & The Waves (Capitol)	"Walking" (93)		53 -		0
	HOWARD JONES/Dream Into Action (Elektra)	"Things" (97)		50+		2
	HOOTERS/Nervous Night (Columbia)	"All You Zombies" (106)		19+		10
	BRYAN ADAMS/Reckless (A&M)	"Heaven" (67) "Kids Wanna Rock" (14)		45+		4
	ALAN PARSONS PROJECT/Vulture Culture (Arista)	"Days Are Numbers" (97)	102-		78 -	5
	VAN-ZANT/Van-Zant (Network/Geffen)	"You've Got" (93) "I'm A Fighter" (26)	101+		76+	14
	DOKKEN/Tooth And Nail (Elektra)	."Alone Again" (88)		31+	56 -	3
	BON JOVI/7800 Fahrenheit (Mercury/PG)	"Only Lonely" (86)		13+	79-	_
	PRINCE/Around The World In A Day (WB)	"Raspberry" (78) "Paisley" (21) "Pop Life" (13)		38+	49 -	- 1
	WILLIE & THE POOR BOYS/Willie & The Poor Boys (Ripple/Passport)	"Baby Please" (82) "These Arms" (17)		10+		-
	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"Glory Days" (67) "I'm On Fire" (10)		39+		
	BREAKFAST CLUB/Soundtrack (A&M)	"Don't You" (62) "Fire" (22)		39 -		0
	LONE JUSTICE/Lone Justice (Geffen)	"Ways" (85)	-	12=		10
	DIRE STRAITS/Brothers In Arms (WB)	"Walk" (46) "Money" (37) "So Far Away" (27)	91	13	65	77
	PAUL YOUNG/The Secret Of Association (Columbia)	"Everytime" (80)	84+	25+		13
	SLADE/Roques Gallery (CBS Associated)	"Little Sheita" (90)		15-	• • •	0
	PAUL HYDE & THE PAYOLAS/Here's The World For Ya (A&M)	"You're The Only" (72)	75	5	62	21
	REO SPEEDWAGON/Wheels Are Turnin' (Epic)	"One Lonely Night" (47) "Gotta Feel More" (12)	56 -	23 -	31 =	5
	MAMA'S BOYS/Power And Passion (Jive/Arista)	"Needle" (65)	66+		62+	4
	GINO VANNELLI/Black Cars (HME/CBS)	"Black Cars" (66)	67	8	57	5
	SURVIVOR/Vital Signs (Scotti Bros./CBS)	"Search" (52)	56 -	-	37-	-
. J. J. 46	Senter State Ordin (Cooki Dios/Coo)	300 (JZ)	30 -	10-	3/-	3



From The Album Low Life

BREAKERS

JOHN CAFFERTY & THE BEAVER BROWN BAND

Tough All Over (Scotti Bres./CBS) 90% of our reporters on it. 138/3 with adds at: Q107, KLOL, KLOS. Debuts at #7 on the Albuma chart.

SUPERTRAMP

Brother Where You Bound (A&M)

89% of our reporters on it. 135/93 including adds at: WNEW, WMMR, KZEW, KSRR, WXRT, KSHE, KMET, KGB. Debuts at #9 on the Albums chart.

DIRE STRAITS

Brothers in Arms (WB)

59% of our reporters on it. 91/77 including adds at: WDVE, WHJY, KLOL, WNOR, WLVQ, WNOR, WLVQ, KYYS, KFOG, KOME. Debuts at #33 on the Albums chart.

PAUL YOUNG

The Secret Of Association (Columbia)

55% of our reporters on it. \$4/13 Including adds at: WMMR, WDVE, 91X, WLAV, KPOI, WGIR, WWWV, WRUF. Moves 35-34 on the Albuma chart.

AOR BREAKERS - A record is a Breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information fields; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

E/P/A--Always On Target



REO SPEEDWAGON "Gotta Feel More"

Three HIT SINGLES — three AOR BREAKERS — over TWO MILLION albums sold and destined for MORE, with the new 12" rock remix by Terry Manning



WEBN KUPD WCCC KISS KILO WLVQ KGB WKQQ KFMG And More





BEACH BOYS "Getcha Back"

The first hit track from their upcoming album

Produced By Steve Levine

Early Rock Believers:

WIYY WSHE KAZY WNEW WNOR KMET WMMR WYNF KFOG

YNF KFOG AOR Most Added
And More

#1





CYNDI LAUPER "The Goonies 'R' Good Enough"

The first hit from the "Goonies" soundtrack

Already On:

WBCN WNEW KROQ WBAB WSHE KDKB

And More

AOR Tracks Debut 58

NEW & ACTIVE





KING "Love & Pride"

From "Steps In Time"

ALREADY TOP FIVE IN ENGLAND!

Proudly On The Air At:

KBCO WDHA CHEZ WIZN KUFO KSPN KQAK WLIR WQBK WWWV WZZQ KRQU





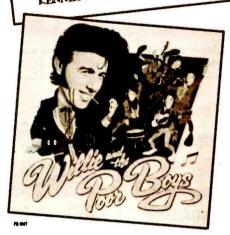
JOE LAMONT "Secrets You Keep"

Won't be a secret for long, to straight-ahead rockers!



GREAT NEW ROCK 'N' ROLL!

BILL WYMAN · CHARLIE WATTS JIMMY PAGE PAUL RODGERS ANDY FAIRWEATHER LOW KENNEYJONES AND FRIENDS



Double

Willie and the **Poor Boys**

AOR Albums: 29

Featuring "Baby Please Don't Go"

AOR Tracks: 86

Also Featuring These Arms Of Mine"

NEW & ACTIVE



Produced by Bill Wyman

MARKETED BY JEM RECORDS INC., S. PLAINFIELD, NJ 07080

AOR ALBUMS

MOST ADDED

SUPERTRAMP (93) Brother Where You Bound (A&M)
DIRE STRAITS (77) Brothers in Arms (WB) Born In The U.S.A. (Columbia) Here's The World For Ya (A&M) Steady Nerves (Elektra)

HOTTEST

PHIL COLLINS (127) Jacket Required (Atlan EURYTHINICS (111) Be Yourself Tonight (RCA) TEARS FOR FEARS (118) Songs From The Big Chair (Mercury/PG)
TOM PETTY & THE HEARTBREAKERS (109) Southern Accents (MCA)

NEW & ACTIVE

SHOOTING STAR/Silent Screen (Gollen) \$2/2 (\$3/3)
Adds: WPLR WWW. Hots: 9 KLOL KSRR, KYYS, WOFM, KSJO, WYSP, WSKS, KILO, KRQU. Mediums: 42 include WHJY, WNOR, WEBN, WRIF, KZAP, KGB.

MEAT LOAF/Bod Attitude (RCA) 47/2 (53/4) Adds: 91X, KQWB, Hots: 6 WBCN, WDH , WDHA, WAAF, WOOS, WBSW, KRQU, Mediums: 41 include WMMR, KZEW, WNOR WOEM KSHE KRPI KMET WACY

RED 7/Red 7 (MCA) 48/3 (42/7)

Adds: KZEW, KSRR, WWWV, Hots: 3 WRIF, KQAK, KFMF, Mediums: 35 include DC101, WSHE, WQFM, KBCO, KROQ, KFOG, KROR, KOME.

CHBBA CRISBS/Fleent The Imperfection (WB) 38/4 (33/14)

Adds: WSHE, WRCN, WEZX, WRKI. Hots: 6 WLIR, CHEZ, KTCZ, KEZX, WIZN, KSPN. Mediums: 29 include WBAB, WDVE, WXRT, WQFM, KINK, WDIZ, KKDJ.

BOOMTOWN RATS/In The Long Grass (Columbia) 35/1 (33/7)
Adds: WSHE, Hots: 3 91X, KSPN, KRQU, Mediums: 31 include WBCN, WHJY, WXRT, KBCO, KROO, KFOG, KOME, WF7X

RECORDE THOROGODO & THE DESTROYERS/Noverick (EMI America) 34/9 (32/1)
Adds: KUPD, 91x, WYSP, WOUR, WOOS, WXKE, KEZO, WZZQ, KVRE. Hots: 5 WQFM, KMET, KGB, WBSW, KMBY.
Mediums: 26 include WMMR, WXRT, WLVQ, KBCO, KLOS, KILO.

ABSON & THE SCORCHERS/Lest And Found (EMI America) 33/6 (42/2)
Adds: KBCO, WIBA, WZN, KROU, KCGL, KVRE. Hols: 4 WOFM, 91X, WYSP, KFMX. Mediums: 24 include WMMR. WRIF, KISW, WAAF, WKDF, WDIZ, KILO.

AMMOTION/Animetics (Recury/PolyBram) 28/5 (28/2)
Adds: KQAK, WHEB, WRDU, WIZN, WWWV. Hots: 6 WRCN, KMJX, WQMF, WSKS, K97, KFMF. Mediums: 17 include WBCN, WSHE, WYNF, KROQ, 91X, WKLC, WWCK.

BELOUIS SOME/Imagination (Capital) 28/2 (25/4)
Adds: CHUM, KSPN. Hots: 4 KBCO, KQAK, WLIR, WCPZ. Mediums: 20 include WDVE, WHJY, WXRT, WLVQ, KROQ, WAQY, WOUR, WIMZ.

GREG KINN/Citizes Kiha (EMI America) 17/6 (13/8)
Adds: WLVQ, WHEB, WIZN, WRUF, WBSW, KRQU, Hots: 0. Mediums: 13 include WBCN, KRQQ, KQAK, KOME, CHEZ KEME KZAM

UZ/Uniorpetiable Fire EP (Impart) 17/4 (14/6) Adds: WNOR, KBCO, KLOS, WAQX. Hots: 4 CHOM, Q107, KAZY, WLIR. Mediums: 12 include WBAB, KZEW, KROQ, 91X, KQAK, WCCC.

JOHN PARF/John Parr (Atlantic) 15/8 (19/2)
Adds: KGB, WYSP, WEZX, WACY, WRUF, WHMD, WZEW, KWHL. Hots: 0. Mediums: 11 include WBCN, WNEW, WYNE WRIE KSHE

ICING/Steps in Time (Epic) 14/5 (11/6) Adda: WDHA, CHEZ, WWWW, KUFO, WZZQ, Hota: 3 WUR, KRQU, KCGL. Mediums: 7 include KBCO, KRQQ, KQAK. WORK

VITAMMI Z/Rites Of Passage (Golfse) 12/3 (8/5)
Adds: WSHE, 91X, KVRE. Hots: 3 WLIR, KTCZ, KRQU. Mediums: 8 include KBCO, KINK, WHFS, WBSW. KZAM.

AOR ALBURIS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are BOLDED, Current week's total reports, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-). or equal (=) reports compared to last week's figures.

NEW & ACTIVE - Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's Most Added.

TRACKS - Track airplay data for songs from all configurations, including albums, LPs, and 45s. Shown fourweek trend of chart movement. Records showing significant upward momentum are bulleted. Current week's total reports, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

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WKLC/Charleston -

PARALLELS - Stations arranged by market size, according to Arbitron's MSA populaon figures.
Parallel One: 1,000,000 +.

Parallel Two: 200,000-1,000,000.

Parallel Three: Under 200 000 Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a

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KWSS 94.5m

PD: Dave Van Stone San Jose MD: Robin Kipps

P.O. Dave Van Sione

AMD: Robin Kipps

1 1 Sign, Brisde, Death Type (Fig. 1)

2 2 Note Brisde, Death Type (Fig. 1)

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U. Occ. Observed Properties

I. March Fred State of Color of Color

24 ALB SUPPLY/Just do I do KATEING & THE MAN/Molling On S SOM HERLEY/Mol Encuph Lave In SO MEST/Cell Me HISHT RANGE/Entimonial Stree TIL THE MANY/Molecus Carry

Seattle KUBE 93FM

PD: Bob Case MD: Wendy Christopher

MD: Wendy Christopher

**A Section of Control of Contro

GUNTINGS The Search Is Over HADDON/Into The Greave SDY HEETS 6186/06 61-1 BEACH BOYS/Setch Sect GRAMMS PARKET/Sales Up (Next To

Hot Hits Seattle K-RW FM PD: Jeff King MD: Damien

Description of the control of the co

20 100 TERS/Ail Yew Zoobles HIGHT REMODE / Sentimental Strength of HOSE AND AIR CONTROL OF HIGH AND AIR CONTROL OF HIGH AND AIR CONTROL OF HIGH AND AND AIR CONTROL OF HIGH AND AND AND AND AIR CONTROL OF HIGH AND AND AND A

OD MEST/Coll Po LONE JUSTICE/Mags To So Micho-EAST/ASS/1's The One Mic Leves

San Francisco

PD: Nick Bazoo

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M. J. ARCK SERVOY

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A MD: Jack Silver

COMMODURES/Aminal Invainct AMINOTION/Lot Mim the MINOTION/Lot Mim the MINOTION/Lot Mim the Minotion I MINOTION/Lot Minotion I Moud DEACH DUTAL-Dorth Box to Bound BEACH DUTAL-Dorth Box to

DEC SPEEDWARDS/One Lonely Hight

ZIOO FM KKRZ

PD: Gary Bryan MD: Sean Lynch

Portland

Sean Lynch

| Signature | Control of the Control of

OD MEST/Call the UNITED HOLETON/YOU SIVE GOOD L SEACH SOYM/Soling Soci SEPECHE FOSE/Popole Are Poople HOSERT PLAST/Little Sy Little

Time TulmER/Show Some Respect
RICH SPRINGFIELB/Celebrate Youl
ROSH OF LOW/INDEX
ROWS RESPECTIVE TO THE RESPECTIVE RESPE

Q103FM)

MD: Alan Sledge

KOAQ Denver

26 PER AT MORR/Everything I Meed SEACH BOTH/Settle Bock MITTER MORROW/Need Blue Good MITTER MORROW/Need Blue Good MITTER MORROW/Need MITTER MORROW/NEED MORROW/NEED MORROW/NEED MORROW/NEED MORROW/NEED MORROW/NEED MORROW/N

PM 102

PD: Rick Gillette Sacramento

MD/Assist PD: Chris Collins



PD: Jon Barry MD: Steve Neganuma

MD: Sieve Nagariuma

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PAGA, VOLME/Avergine von de mac CYMBI LAMPER/The Beenies '8' Ge SAMME SAMMEYA View To A mili AVM FOREIV/Conterfeeld JOSE CAFFERTY/Tough All Over AVM FOREIV/Conterfeeld LOSE CAFFERTY/Tough I Love 1010 AVM FOREIV/Contervato Vaut SOV MEETS SIM./OB 021

KC00 108 Sacramento His Maio

PD: Tom Chase MD: Mr. Ed

DO NO. Mr. Ed

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HIGHT AMMER/Sentimental Street PAIA, VO.486/Evergtime You So Ame BEACH SOVE/Settle Sect SEPECHE HOSE/Papis Are Pessis

KE TOBLY BOT HITS!

VP/Ops: Dave Parks San Diego

PUDDS Dave Parks

PD Mike Presson

3 1 made, P As The Transfer Transfer

3 2 made, P As The Transfer Transfer

4 2 made and single Transfer

5 3 made and single Transfer

5 4 made and single Transfer

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5 made and single

MEN AT MORE/Everything I have

PAUL YOURS/Everytime You So A

Hot Hits San Francisco

29
PRINCE/Mongherry Borot
LONG CONTENTY/Yough All Over
CYNEL LAMPEN/You Genium 'R' B
DUMAN DURAN/You To A mill
ANNINESY HOLMSTON/YOU BYUN BOOM

Timb TubmEP/Sees Base General BOY NEETS GIR./On Gr2 GLDDS FERV/Desgler's Block Til. httms//wairs Corry AL 200 EPERV/Desgler's Bright JA 100 LEDGOW/Sey You're bring SUMP/USD/He Search ID Deer PURPLICATION Search ID Deer PURPLICATION SEARCH SEES LUTTEE VANDOGS '71: Ny Baby Ce.



Denver

PD: Doug Erickson

MD: Gloria Avila

EAST

MOST ADDED Night Ranger Beach Boys Air Supply

HOTTEST

Tears For Fears Wham! Simple Minds

See Ryeas
GRANAM PARKER
GRANAM PARKER
HEACH BOYS
DON HWHLEY
HOLD SELLING
HIMOS 2-1
EARDLO PALTERMETS 6-6
HEYAM ADMIS 16-11
PALDOMAN 16-12
PHIL COLLING 19-16

82 K YU New York

WHITMEY HOUSTON GRANAM PARKER DOM MENLEY MICE JAGGER (dp) Nottest:

Sottest: SIMPLE RINDS 2-1 HOMERD JOHER 5-5 TEARS FOR FEARS 9-EATRINA & THE NAV HABOLD PALTERMETE

COORDINATES, NY Staveso Mesorer

COPEY/Rechaster, NY Tom Mitchell

HIGHT AAM/GD A18 SUPPLY ESBMY LODGINS WHITHEY HOUSTON HOTOSET WHAN1 7-1 BARDOLD PALTENNEYE 6-2 SIMPLE MINOS 3-3 TEARS FOR PEARS 8-6 DAVID LEE SOTH 12-9

Town Powher
JOHN POLENTY
GRANAM BARKER
SUPERFAME
SUPERFAME
BOTTER
BOTTER
HOLLE

WKFM/Syracupa, NY Stove Backer

WPST/Trunton, BJ Tom Toylor

WGFM. Baker Tom Parker

CHR ADDS & HOTS

SOUTH

Night Ranger Beach Boys Air Supply

HOTTEST Simple Minds Whami Harold Faltermeyer

EAST

PARALLEL TWO

HIGHT MANGER PAUL YOUNG RIM CARNES

RIM CHARME ROCLOST ROLD FALTERMEYE 2-1 RED SPEEDWAGON 3-2 BILLY CCEAN 9-3 HADDOWNA 13-8 SURVIYOR 14-9

DEPECHE MODE COMMODORES BEACH BOYS AIS SUPPLY SUPERTRANP

LISA LISA TIL TUESDAY TIL TORSONY MESHEDO PAUL TOURG DURAN DURAN NOTE-SE! RADDERA 10-5 DAVID LEE NOTE 23-15 FOREIGES 24-16 SHANKH 10-21 SUPERTANAP ROTTEST: SIMPLE HIMDS 2-1 HOMARD JOHES 3-2 POMER STATION 4-3 MARY JAME GIRLS 8-7 LIMANL 13-12

BILLY OCEAN JOHN CAPPERTY BOTTOST NOTES TATION 6-1 SIMPLE MINIS 2-2 MADDOMNA 1-3 MAROLD PALTERMEYE 12-9 DAVID LEE MOTH 20-10

BIN MITCHELL HOTLOST, MARY JAME GIRLS 3-1 HURRAY HEAD 2-2 DAVID LEE MOTH 10-4 WRAM! 8-5 SIMPLE MINDS 9-7

Hottest: TEARS FOR FEARS 5-1 SINDLE MIRDS 7-2 HARDLD PALTENERYE 10-4 WEAR: 11-5 MADDIMEA 12-6

HIBSEIN, PA

AIR SUPPLY ROOL 6 THE CAME PAGE BANDCASTLE SUPPERTAMP FIN CAMBES JOSE CAPPERTY PAGE YOUNG BOGGES 6 PARTOR RESHIT LOGGES COMMODORES ROTTERS

COMMODORES
ROTTOAT:
ROTTOAT:
RADORNA 1-1
POREIGNER 2-2
DAVID LEE ROTH 3-3
RED SPEEDMAGON 4-4
SIMPLE HINDS 11-8

ROBERT PLANT WHITNEY HOUSTON COMMODORES JOHN POGERTY SACE BOYS HIGHT RANGER

BIGHT NAMER Bottest: SIMPLE MIRDS 2-1 TEARS FOR PEARS 6-4 EOOL 4 THE GAMG 7-6 PRIL COLLINS 21-18 LIMARL 25-24

MADONNA MICE JAGGER PAUL YOUNG COMMODORES COMMICTORIES
GRADUL FALTERICYE 3-1
WARMI 9-3
MARY JAHE GIBLS 12-6
BOMAND JOMES 15-9
PHIL COLLINS 21-16

WAMEHuntingson, WV Robinson/Collins BOY MERTS GIRL MICE JAGGER JOHN CAPPERTY TIL TUESDAY DURAN DURAN CYNDI LAUPER

Hottent; Simple MINDS 1-1 SURRAY HEAD 2-2 TEARS FOR PEARS 7-4 WHAM! 8-4 BEYAR ADAMS 10-7

WKEEHuntington, WV

REACH BOYS
DURAN DURAN
HIGHT RANKER
COMMODORS
HES AT NORM
HOSTORY
HOSTORY
HOSTORY
BOXLOR
BOXL

Tem Toylor

BRACH BOYS

BRACH BOYS

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BRACH SON

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BRAT LOAF

BIGHT BARGES

SOPHATBARP

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SOPHATBARP

BIGHT BARGES

BIRDAR BITANS

BITAN ADAMS

BITAN ADAM MADOMMA
ART GRANT (do)
HIGHT NAMEZE (do)
SUPERTRAMP (do)
BOTEST:
WEAR! 3-1
ALISON MOTET 4-3
TYANS FOW FEARS 5-4
SADZ 4-5
BILLY OCSAN 14-10

WRCK/Ution, NY Jim Reitz

WIERZ FRANCIS

Deval/Devalue
BEACH BOTH
REA AT WORK
REANT WORK
REMBY LODGISS
SUPERTMANP
GREG RITH
COMMCDOWNER
ALL SUPPLY
RELOUIS SOME (do)
NOTE AND LODGISS (do)
NOTE AND

Monttona Tandler

JEAN ENIGHT
HIGHT NAMCER
HITHEY HOUSTON
ENITHEY HOUSTON
ENITHEY HOUSTON
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ENITH (do)
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GASG EINH (do)
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BILLY OCEAN 5-3
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DecisiTiber
PAUL YOUNG
SUPPLYOR
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MINDS
2-1
MADOWNA 20-10
MADOWNA 20-10
MADOTRAS 27-10
PHIL COLLINS 29-20 TIL TUESDAY
CYMDI LADPED
WHITMET HOUSTON
HIGHER HOUSTON
HIGHER HARRIER
SIMPLE HIRRS 2-1
PORCE STATION 3-2
SADE 7-3
TEARS FOR FEARS 8-4
DAVID LEE ROTE 10-5 G166/Yerk, PA

DURAN BURAN CYNOI LAUPER NOTCEST: SIMPLE MINDS 1-1 TEARS FOR FEARS 6-5 DAVID LEE NOTH 14-9 BRYAN ADAKS 19-12 ROOL 6 THE GAMG 19-14

PARALLEL THREE

WTOG Almon Store Kelsey PARSON PA

State Medicay

BEACH SOUTS

BEACH SOUTS

BEACH SUPPLY

SUPERTMAN

JOHN FORCETT

BIGGET ANNIER (do)

BOCKERS & PARTON (do)

BOCKERS & PARTON (do)

BOCKERS OF PARTON

BANDON POLYMONIER 4-3

BIGARI 2-1

BEACH 2-1

HEAT LOAF (No.) SUPERTRAMP SUPERTRAMP SUBSTITUTE HOUSTON ROBERT PLANT HEM AT HORE

WIGY/Gods, ME Reh Anderson
HEAT LOAF
PAYOLAS
DOM HENLEY
SUPERTHAMP
HOTEGREY
HOTE

163CM/Section, WV Seb Sporcer

DOM HEME EV HEM AT HORSE AIR SUPPLY TIL TURSDAY HADCHBAN HIGHT BANGER FOR SPECTORSOON EPO SPECTORSOON 10-6 BRYAN ADAMS 14-12 ALISON MOYET 33-21 PRINCE 16-22

Store Sector

GEACH BOYS
COMMODORS
COMMODORS
SUPERTANAP
DOM HEMILT
JUMN POGENT
ATS SUPPLY
ROTTER
ROTTER
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TARKS TARK PRIL COLLING 10-22
SQUÉNTIONNE SY
LandCheme
BEACH BOTS
COMBIGODES
ALBERT PLANT
HIGHT RAMACH
HIGHT RAMACH
HIGHT RAMACH
TRANS POR ECON 10-5
HARDLE PLANT
HARDLE PLANTERSEYE 13-7
BILLY OCEAN 15-8 WOAY Beckley, WV AIR SUPPLY BEACH SOYS DON HENLEY HEM AT HOME HIGHT RANGER SUPERTRANP PATOLAS (dp) Sottest. PATOLAT (OD) MOTTORY JAME GIBLE 1-1 MART JAME GIBLE 1-1 MIAMPI 4-2 BETAN ADAMS 14-5 ALIBOM MOTET 18-10 JEAN ENIGHT 27-15

WMZ/Chamberstrung, PA Minerhaum Alexander
GRANAM PARKER
HOOTERS
HOOTERS
HOOTERS
HOOTERS
HOOTERS
FAUL TOURG (do)
SUPETTANE
PAUL TOURG (do)
SUPETTANE
PAUL TOURG (do)
SUPETTANE
RICHT TANEER
HOTERS
SUPETTON 24-12
SUPETTON 24-12

Kennedbi Jee
Alf SUPPLY
POBERT PLANT
EIN CARMES
DON HUBLET
EEN LOGGINS
BEACH BOTS
HOLLET
DAVID LEE BOTH 9-2
POWER STATION 7-5
TEARS FOR FEARS 10-9
SADE 14-21.

ENDO SERVENE
SICHT MANCES
SEACH BOYS
ALE SIPPLY
SUPETRANF
COMMODORES
GOOMEST
HOUSES & PARTON
OO WEST
HOUSES & PARTON
ANDLE PALTKONEYE 1-1
HARY JAME CIALS &-2
JEAN SMICHT 9-3
BUAH 4-6
SILLT OKEAN 4-6

Westwo Reshards

AIR SUPPL
AIR SUPPL
AIR SUPPL
AIR SUPPL
BIGGY AMAGER
DOWN REALLY
SUPERTAMP
BRACK BOYS
BOTTOS
BOTTOS
BANDLO FALTENSEYS 8-3
DAVID LES NOTE 16-10
ROBOS PRESENCION 24-17

ROOL 4 THE GAMG CYMDI LAUPER HOCK-ST. SIRPLE HIMDS 4-1 HAROLD FALTERWEYE 7-5 BRYAN ADAMS 13-9 GLEME FREY 19-10 DURAN DURAN D-29

KWIC Beaumont, TX Recor/Perry

ResortPerry

NIGHT AAMGER
BEACH BOYS
DON REMLEY
AIR SUPPLY
DORESE (dp)
SUPERTANP
REAT LOSE
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SUBSTITUTE
HADDENA 24-12
HADDENA 24-17

WOOD-Show, INS Conductive Christian

CUPERTRAMP
WIGHT RANGER
HOTCOST:
BYAH ADAMS 2-1
SUBVIVOR 10-3
PATTI LABELLE 5-6
PRINCE 23-16

WSSX/Clurisoton, SC Phillips Allon

SUMPLYON
SEACH BOTS
SEACH BOTS
SEACH BOTS
NIGHT BANGER
MINITER MOUSTON
KENNY LONGINS
JACK HAGNER (dp)
BOTLOST:
MINANI 4-1
TEARS FOR FEARS 8-5
BILLY OCEAS 12-10
BILLY OCEAS 12-10

BILLY OCEAN 12-10
WMC-YChembonn, NC
BM Mineria
DURAN DURAN
TIL TOESDAY
ENRYL CAOCIES
DON REMLEY
NOTEST
NOTEST
SINPLE NINGS 5-3
BATHAN ADMAN 7-6
TEARS FOR FERRE 13-10

and, TH

KHIFKAnadin, TX Wayton Maharda

WVE KANCEPHAN
AIR SUPPLY
JOHN POGESTY
DOW REMILEY
BRIGHT MARKEP
EXHEV LOGGINS
COMMODORS
HOTERS 1005 3-1
TEARS FOR FEARS 4-2
WHAM1 5-2
BILLY GOZAN 6-5

SOUTH

PARALLEL TWO

Chrysler Denial HIGHT RANCER SUPERTRAIP COMMODORES HOBERT PLANT PAYOLAS BOM JOV!

OKIODADAMA, NY Demg Novel EIR HITCHELL BUPPLTMAP AIR SUPPLY PAUL YOUNG PAUL HARDCASTLE EIN CAMPES JOHN CAPPERTY BOGERS & PARTON ANY GRANT COMMODORES HOCKORY COMMODORES
ROTLEST
ROTLEST
RADOWNA 1-1
PORRIGHER 2-2
BILLY OCEAN 4-3
REO SPEEDWAGON 10-5
RATRINA 6 THE NAV 12-9

HRBE/Houston, TX Reger W. W. W. Go

Regar M. W. Garvell
CORAL SURAN
PAUL YOUNG
TIL THERMON
PAUL YOUNG
TIL THERMON
AND PAUL YOUNG
AND PAUL YOUNG
AND PAUL YOUNG
AND PAUL YOUNG
WALLEY
WALL

NOW JOY! BOTTON SIMPLE NIMDS 2-1 MART JAME GIRLS 13-9 HADOWN 26-19 PRIL COLLINS 36-30 WOLZ-CL-MART THE CHAMPING
SUPERTAMP
ANY CRAFT
HIGHT MANGER
ROBERT PLANT
CYBDI LAUPER
HOTTOST
HOTTOST
SIMPLE RINDS 1-1
BETAN ADAMS 10-7
EXTERNA DAMS 10-7
EXTERNA DAMS 10-10
ROWADD JORES 18-11
MANY JAMP GTHE 24-13 Steve King
APT GRAFT
SUPERTRAFF
DISTRIBUTED
STREET GRAFT

WHOOLFIG-Cohumbia, SC Joff Clark John Charle
ROBERT PLANT
RADOWNA
REMUDO
RIGHT BANGER
RRITHEY ROUSTON
ROTEST
TEARS FOR FRANS 4-1
RIGHT 6-2
RODL 6 THE GARG 10-6
ROMAND JOHNS 13-7
PATTI LARELLE 12-8 SATYXU Jackson, NS

PATTI LABELLE 12-8
WYZLD/Cohumbin, 9C
Handre Mountin, 9C
Handre Mounti DENIES LABALLE 8-7
WGGIT/Jahmen City, TN
Store Teylor
RIGHT RANGE APT GRANT
OUTAR DUIAN
ROLLET
BOLDAN
ROLLET
BYAN ADMIN 12-1
RANGE GRANGE
RANGE GRANGE 32-26
RANGE GRANGE 32-26

WORLHINGSHID, TN Bary Adhira

Gery Adhiban
JOHN FOCEPTY
BLOST DANGER
ALE SUPPLY
BLOST DANGER
BLOST DANGER
BRITCHELL
SUPPLY
BUSTON
BOARH DERING
BOATH DANGER
BOATH DAN

WFMI/Laxington, XV Fox/Kelly

PONTAGE

REM AT JOSE

HOUTERS (dp)

GRED SIMM

SUPERTAMP

ALIS SUPERTAMP

ROTES

ROTES

ROTES

FRANCE BOTS

FRANCE

KKYKAJINIo Rock, AR Mark MoCom DAVID LEE NOTH RED SPECHAGON MADDHWA MOTERAT: MURRAY HEAD 1-1 POWER STATION 5-5 NAMOLD FALTENEYE SILLY CEAM 19-11 BEYAM ADAMS 21-13

EATRINA 6 THE WAY
MADDWWA
MAITHERY MOUSTON (dp)
MITHERY MOUSTON (dp)
EIN CASHES
SIMPLE MIMOS 5-1
POWER WRATION 3-2
MINAH 4-3
MINAHAD JONES 10-8
SADE 14-9

ICITE/Corpus Clubs, TX Dans Perfe

DAVID LEE BOTH 29-10
COMMODORES
COMMODORES
SINCE NINDS 4-3
MANUELE NOME BOTTON TO THE STAN ADAMS 4-4 SADE S-9 STOLE STREET BRINGPIELD 19-19

K2FRPCorpus Christ, TX Gireburg/Tueber MADOMBA BOMARD JOHES PHIL COLLING HEW EDITION FRINCE BOATED LE BOATED LE TIRPLE MINOS 8-4 FOMER STATION 9-7 DAVID LEE BOTH 12-9 MARY JAME GIRLS 16-11

ENTERTANT
JOHN CAPPERY
CHECK ST.
CTEDI LAUPER
BOILEST:
WHAM! 1-1
SIMPLE WINDS 2-2
SADE 6-3
BROS SPEEDMAGON 7-4
TEARS FOR FERRS 12-6 FORMATOR PARTY
JACK MAGNER
HIGHT ARMORE
HIGHT ARMORE
HIGHT ARMORE
HITTER BOUSTON
JOHN POGERTY
HOLEST
HOLEST
HOLEST
BRANCL DATA
BILLY OCCAR 10-5
TRANS ID TRANS I)-4
HILLY OCCAR 10-5
TRANS ID TRANS I)-6

EXXION-Burningham, AL Galden-Ballay Garban-Marky
Patical with the patient of the patien HAMZEI Pass, TX Bab West Bub Weet
AIE SUPPLY
ANY GRAFT
BEACH BOYS
COMMODORES
ROCERS O PARTON
KOTERS IN AND IN ALTERNATE 3-2
SINGLE HINOS 4-3
SAUT - CHART 9-7
BILLY ORBAR 9-7

Rendy Reddigues

DURAN DURAN
BEACK BOTS

BIGHT BANGER

JEAN FERDOLE JACKSON

FREDOLE JACKSON

FREDOLE JACKSON

FREDOLE JACKSON

FREDOLE JACKSON

FREDOLE JACKSON

FREDOLE JACKSON

BANGLO FALTENGEYE 9-8

HANDIOLE JO-16

BETAN ADAMS 36-17 FM100/Mamphis, TN John/Contex Jumen Combay
CYMDI LADPER
ESHM' LODGINS
EDISTINUICS
ED WANS-PM Greenville, SC Red Morte Had Marte COMMISSIONS BEACH BOTS BEACH BOTS BEACH BOTS BEACH GRANAM PARKEN DOR MERLEY WOLLDEY SIMPLE RIMOS 2-1 WEARL 3-2 SADE 6-1 BANCLO FALCEBURY 8-6 BOMAND JOWES 12-10

WASS FREMINDING AL From Fuller
AIR SUPPLY
TIL TURSOAY
WOTCHEL:
RETAIN ADAMS 11-5
HADOUMMA 15-10
PRINCE 20-15
HEM EDITION 25-16

WKNBCOGGER CBy, 88D
JOCK ORBON
ROSEAT PLANT
DON HERLEY
SEACH BOYS
ALB SUPPLY
COMMODDERS
HER AT WORK
STREET HINDS 2-1
BRANT 3-2
TRANS TOP FRANS 5-3
HANDLO FALTEMENTE 6-3
SETTAM ADMES 16-5

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DOW HERLEY
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RANGE 1007 13-7
RANY JANE GIRLS 19-12 Upon/Owne DURAH DURAH MICHT MANCER MICHT MANCER COMMICDORES JEAN RHIGHT BEACH BOYS ANT GRAFT HOLLOW FEARS 6-2 SIMPLE MINOR 1-3 SADE 3-6 HOMAND JOHNS 12-7 HOMAND JOHNS 12-7

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Y107/Ganloville, Till Hobbe/Tyler

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MARY JAME GIBLS 32-22
MADOWNA 31-23

NOME HOTCOST SIMPLE MINDS 2-1 SADE b-2 TEARS FOR FEARS 12-9 BRYAN ADAMS 17-12 HADDWHA 24-17

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MAITHET MOUSTOM (dp)
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JAAN SELOCE
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PETER NOLF

MOLEGAL:
SIMPLE MINDS 2-1

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KGIZ-FM/Avarillo, TX Peter Barwert

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TEARS TOO FEARS 12-6
ALISON WOYET 16-7

WCGQ/Columbia, GA Relph Correll

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PAUL YOUNG
WHITENEY MOUSTON (dp)
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MOST ADDED Hight Ranger Beach Boys Supertramp Mon At Work

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Committee Description
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BETANI ADAMS 12-8
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WSPT/Stovens Point, Wi

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MANDLE PALTHWRYS 11-7
GOMBAD JOHNS 19-11
EGOL 6 THE GAMM 23-16

The following stations falled to report this week; therefore their playlists were frozen: KZZB/Beaumont KBOZ-FM/Bozemen Note: KHOP/Modesto has been dropped as a CHR reporter. Based on the results of the Winter Arbitron,

KTKS/Delies is now a P-1 reporter, with WZOU/Boston and KRBE/Houston joining as P-2

KRQ/Tumpon, AZ Kally Narris EHTIL/Ronn, MV John Cheminio

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RCAQ/Osmard-Venture, CA Teammanday EIN CAMPUS PARK TOWN METERNY MODERN WITHERS BROCKOCK HARDUMA 10-5 PRINCE 20-15 HARDUMA 10-16 BROKKOCK FORE 22-10 BROKKOCK FORE 22-10

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RECORD

Hillia Anthony SUPERITAMP SEACH DOYS SIGNY MAKESS NUM POSSTY DOSSTY BOSENM (40) ATT SUPPLY NUMBS 3-1 BOURN ASSESS 3-1

KSKDrBalam, OR Lan E. Miltohali

Lon E. Minghad GRAMAN PASSES SEMBY LOGIS IN BRACK BOYS SUPERVISION (dp) JOHN POSSESS (dp) ALS SUPERVISION (dp) ALS SUPERVISION (dp) BOYLOGIS (dp) ALS SUPERVISION (dp) BOYLOGIS (dp) BOY

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PART AND TELLS 10-13

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SILLY CCMMS 5-0
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THANE FOR FEMAE 12-7
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KDON-FM/S

How Tempher CYMDE LANDERS ROWERT PLANT ROWNY LOGGING WIGHT SHARKER BRACK BOTTS ALL METTER TOCK BORIS BOLLOW LOGGING BRIGHT HIGHS 1-1 BRIGHAR JORNE 5-2 800 DPHEROMAGON 6-3 PEINCE 32-16 DURAN BORNE 5-2 BORNE BORNE 5-2

KVVA/Millioga, MT PAMEL TOURGE MILITURY MODUPON SHOPLE MIRMS 2-1 SADEL 4-6 RABDOL PALTERWEYE 7-5 TRANS OF PEARS 12-6 SAVID LEE MOTH 16-0

Kelly Newto
ESHIT LOGI HS (dp)
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PARALLEL

THREE

KOOS-FRONTINO, MY

JOHN PORESTY MEMISSO SERVES SINGS 1-1 MEMNI 2-2 PORES STRESON 5-3 RAYED LIKE NOTH 6-4 DILLY GERNS 7-5

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SIMPLE MINNES 1-1

TRAME FOR PRANT 6-2

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BAYAN ADAMS 14-7

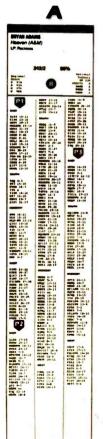
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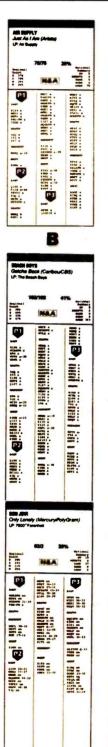
263 CHR Reporters 261 Current Reports

R&R FRIDAY, MAY 17, 1985/87

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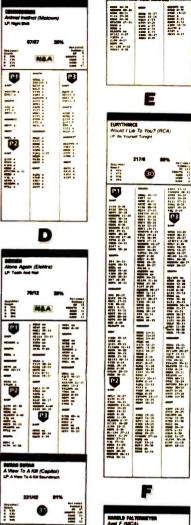






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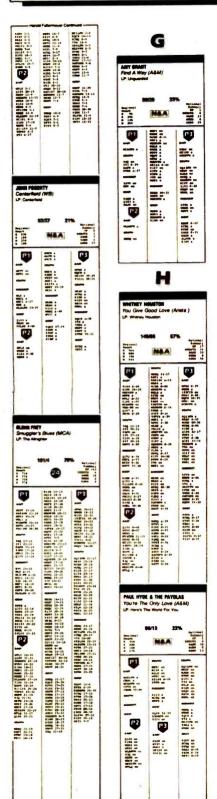


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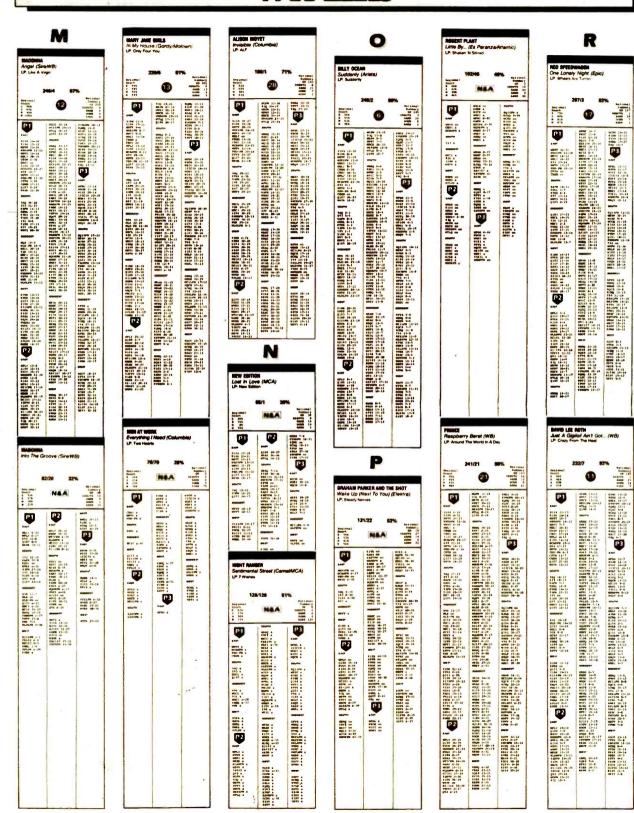
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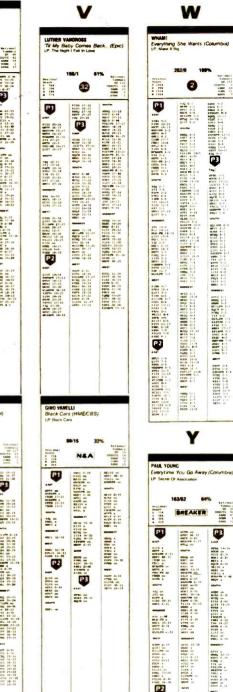
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22

RADIO & RECORDS NATIONAL AIRPLAY

CONTEMPORARY HIT RADIO

CHART EXTRAS

Chart Extres are records above the 60% airplay level without suf-chart activity to debut on the Nesconst Airplay (40 this week

KIM CARNES

Crazy In The Night (Barking At Airplanes) (EMI America) 70% of our reporters on it. Moves: Up 39, Debuts 55, Same 55, Down 0, Adds 29 including B104, K106, WHTX, PRO-FM, B96, KHTR, KWK.

BREAKERS

PAUL YOUNG

Everytime You Go Away (Columbia)
64% of our reporters on it. Moves: Up 20, Debuts 44, Same 47, Down
0, Adds 52 including WHTT, WAVA, KAFM, B96, WLS-FM, KZZP, KWSS. Complete airplay in Parallels.

NEW & ACTIVE

WHITNEY HOUSTON "You Give Good Love" (Arista) 145/56 house Up 17, Dishin 38, Sems 33, Down O, Adds 56 including WIDGA UP WIGG. CHOIG MARY, KING 24-18 KARES, 433.0, SERVI 28-19 EMANAIS PARKER "White Up (Mext To You)" (Enabling) 121/22 house Up 26, Sens 5-1, Down O, Adds 22 including Serv. Went'r, in More Up 26, Sens 5-1, Down O, Adds 22 including Serv. Went'r, in More Up 26, Sens 5-1, Down O, Adds 22 including Serv. Went'r, in More Up 26, Sens 5-1, Down O, Adds 22 including Serv. Went'r, in More Up 26, Sens 5-1, Down O, Adds 22 including Sens 1, Went'r, in Mary 1, Deck PM. WRIYS, WPLJ 2100, C107, V100, WRW7

WICL, RIPO, UK PO, KPD, KWOC, NEEL, PULIS

NO. KPD, WHYD, SIRM SP, Donn O, Adds 22 including B87, WHYT, KMMI, KUBE, R104, WTLQ, WWNO, KAY197, KMLUC, KNDQ, WFBQ, G101, WAY4, 4-30 KKRZ 92.55 W00PD 54-25

WINDERT RAMBERS "Southmental Street" (INCA) 128/128

Moves Up 0, Distribut 0, Same 0, Down O, Adds 128 including WNYS, PRO-FM, 94Q, 283, KEQL, Q105, WQCL, 92X, WMC, KREQ, KPUM, WMOO, KNEE, KPUMS

BEACH BOYS "Getate Back" (Carthou/CSS) 169/163

Complete airplay in Parallels.

Moves Up 0, Debus 0, Seme 0, Down 0, Adds 103 including K 108, WCAU-FM, DWN, WTIA, NOTICE WWYZ, C105, 82X, WCZY, KMAX, KS103, KMEL ROCERT FLANT "Libbs by Libbs" (Es Prantza/Atlantie) 182/48
Moves Up 2, Debus 10, Seme 44, Down 0, Adds 46 including CKOt, WCAU-FM, 283, WGCL, 82X, Z290, KHTR, KKRZ, KYLLB, WGZ, KAY10F, KOMO, WKHI, WAXD 35, ZW9NO 0-53

WEFERTRAINF" "Canasabasi" (AABI) 84-61
Moves Up 0, Debus 0, Sema 3, Down 0, Adds 81 including CKOt, CHJM, 840, Z93, WKTI, KMJK, WKFM, WKRZ-FM.

MA "Into The Greeve" (Stre/WB) 82/28 Moves Up 40, Debuts 12, Same 9 Down 1, Adds 20 including KTICS, Q102, WNCI, KDWB-FM, KUBE, WTIC-FM, WLAN-FM WNCK FM, WLRS, WGTZ, WZOK, KLUC, 894 16-6, KAFM 20-9, 896 11-7, KIS-FM 1-1

CMOV VANWELLI "Block Cars" (WIEC/CBS) 98/15

Moves Up 16, Debus 10, Sama 39, Down O, Adds 15 including WXRS-FM WCAL-FM, KEGL, WWYZ, KITE, KI104, WKZL,
KITK, KDOH-FM, WFM, WFM, WFM, WHING WAW, SWC CLAWA 12-8, KMEL 32-26

ARR SUPPLY "Jack As I Am" (Arists) 75/75

Moves Up 0, Debus 0, Sama 00, Down O, Adds 17 Knocketing RVINS-FM WCAL-FM, KEGL, WWYZ, KITE, KI104, WKZL

MAR SUPPLY "Jack As I Am" (Arists) 75/75

Moves Up 0, Debus 0, Sama 00, Down O, Adds 17 Knocketing RVINS WHITK RPOLEM, CARMA SAM, 278, RPZ KIRCO uding B104, WNYS WHTX PRO-FM, CHUM: 84Q, 283, 887, KBEQ.

Up 0, Debuts 0, Same 0, Down 0, Adds 75 includ WANS-FM, Y107 KDON-FM, OK100, KKAZ

MER AT WORK "Everything I Need" (Calumbia) 78/78

MER AT WORK "Everything I Need" (Calumbia) 78/78

MAREL RELIS MOVES UP 0, Datum 0 Serve 0 Down 0, Adde 70 including CROL WHTX, PRO.FM, KEQL, WCZY, KIIS-FM, KS103.

MAREL RELIS MORK, WEM, KIK KZZU, WKZ

KMEL RPLUS WRCK WPM. KWK KZZU WWKZ

DOWEREM "Nabone Again" (Edwins 78/12**)

***Moves Up 18, Debuta 9: Same 31, Down 0, Adda 12, WCALJ-FM, KEGL, KPLUS, KWIC, WKAU, KKFM, KSND, Q104

KNDG-FM WPM, MFANY, KKAZ, KWIK 22-18, WZR3-94-28, KK104 33-27

COMMODURES "Nahmad Inationa" (*Microws) 97/87**

**Moves Up 0, Obuba 0, Same 0, Down 0 Adda 67 including WXKS-FM CKOL 940, Z93 WNYZ, WHYT, KMEL

**WYSR 830, WFM, WZPL, WHOT, KPOP, OK100, KDW

**WYSR 830, WFM, WZPL, WHOT, KPOP, OK100, KDW

**TOWN FROM 1 and 16 a few 1 and 16 and 16

MEW EDITION "Lost in Love" (BICA) 867 Moves Up 36 Debuts 0. Same 14. Down 14. Adds 1. KZFM, WHIT 29-23. WOIS-FM 13-10, PRO-FM 36-32. C107 2 -19, WHIT 12-1, KWOOD 30-27, KITS 3-23. KIEST FM 3-2. WABS-FM 25-16: WHIT-ZM 3-1. WOCH 10-8, C104 15-5. WGLF

7-3, WCIL, FM 4-4.

BON JOVI "Only Leasty" (Mercury PolyGram) 82/2

Moves Up 19, Disbus 4, Same 37, Down 0, Adds 2, PRO-PM, WJZR, WCAU-FM 31-24, WGCL 34-32, KWK 17-14, WKRZ-FM 36-29, WTLO 30-38, WZLD d-38, WCKI 32-29, KX104 34-29, WTKIO 20-27, WKZ 38-33, WKH4 38-38, WSQV 34-32

Fig 35-cf. White-WAZY-FM d-0"
ABIY GRAATT 'FRIde A Wey!" (A.A.M) 58-29
Moves Up 1. Debus 6. Seme 22, Down 0, Adds 29 including WCALL-FM, KAFM, KTKS, KIMN, Q103, WOUT, WSEZ, KEYN-FM, KKFM KOBS, KDON-FM, OK 100, 280 o -29. WKDD 60-36, 2109 d-40
LODE _ABITCO: "Ways To Bo Wildow!" (Beffee) 57/7
Moves Up 3, Debus 6, Seme 41, Down 0, Adds 7, WHTT, WWYZ, KIXI108, KKRD, WKSF, KQCR, KBM, KBEQ 34-31
MOVES UP 3, Debus 6, Seme 41, Down 0, Adds 7, WHTT, WWYZ, KIXI108, KKRD, WKSF, KQCR, KBM, KBEQ 34-31
MOVES UP 3, Debus 6, Seme 41, Down 0, Adds 7, WHTT, WWYZ, KIXI108, KKRD, WKSF, KQCR, KBM, KBEQ 34-31
MOVES UP 3, Debus 6, Seme 41, Down 0, Adds 7, WHTT, WWYZ, KIXI108, KKRD, WKSF, KQCR, KBM, KBEQ 34-31
MOVES UP 3, Debus 6, Seme 41, Down 0, Adds 7, WHTT, WWYZ, KIXI108, KKRD, WKSF 4-0

KNELL 6-37. W/ZLD 6-38. KK/160 39-34. W/ZD G-35. KLL/C G-38. W/CCM 6-06. KR3T G-40
PABAL HYDE 6 THE PAYOLAS. "Two 's 'The Objo Lave' ("ABA") 58/13
Moves Up 1, Debtas 4, Sams 38. Down 0, Adds 13 including WXGG-FM, CKO1. W/ZP, KZIO, WKFR, WGY, WOAY, Q101.
WWWR, KCOZ, YK, 94KC, C-LVM, 0-26. KK/160 4-36. KCRS G-38.
SHABINDON "Do You Winnes Bat Away" ("Bitmage Alexo) \$3.00
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IB Up 6, Debuts 2, Serre 7, Down 0, Adds 37 including WLS,WGCL, WNCI, KWK, Q103, WV\$R, WKFM, KRBE, KZYO, I. WFBG, KISR, WLOL-FM 33-26, OK100 39-29, BSRL 30-26

MALWRESS STEELE "Save The Night For Its (Tilbateus) 82/1
Move Up 6, Despis 3, Save 42 Down 0, Accis 1, WHY! WINDS-PM or, CKDI or, WCALI-FM d-36, WHYZ or, KRIN or,
KRID 3-428, WIND 3-522, WIND 3-50, OK 100 36-29, SEXIX 35-34, WSDV 35-33, WHYM d-40, WBWB or, KBMI d-38

MOST ADDED MIGHT RANGER (128) Sentimental Street (MCA) BEACH BOYS (163) Getcha Back (Caribou/CRS) SUPERTRAMP (81)

> AIR SUPPLY (75) Just As I Am (Arista) MEN AT WORK (70)

Everything I Need (Columbia

HOTTEST SIMPLE MINDS (118) Don't You (Forget About Me) (A&M) TEARS FOR FEARS (115)

Everybody Wants To Rule. (Mercury/PG) HAROLD FALTERMEYER (113)

Axel F (MCA) Everything She Wants (Columbia)

BRYAN ADAMS (184) Heaven (A&M)

SIGNIFICANT ACTION

ÆAN KINGHT "My Tool Tool" (Mirage/Also) 47/9

TLQ, KSET-FM WRVQ, KITY KTFM, Q104 WSPT KTRS WVS

Wilson Lip 20, Debuis 4, Sene 14, Down 0, Adds 9, 86, 17-10, WBBO 9-3, WOAY 27-16, Z102 28-15, KIST 30-17 KEHNY LOGGISS "Ferever" (Columbia) 46/46 Moves UP 0, Debuis 0, Sene 0, Down 0, Adds 46 include SPPX WSSX Market Market 6 including WROYS WCALLEM KEGL WIGCL 92Y O103 KIIS-EM K104

DOIN HERILEY "Not Enough Love in The World" (Boffen) 45/44 Moves Up 10, Debuts 0, Same 0, Down 0, Adds 44 including WKTI KHTR K KWIC, KOK108, WBCY, WKDD, KLUC, KZZU

KWC. KOK108. WBCY. WRDD, KLUC. KZZU.

MATALIE CDLE "Desporsus" (Modern./Mose) 41./9

Moves Up 7 Debus 4, Sere 30, Down 0, Add 0, WXX3-FM on CKGM on, 94Q d-31, 293 on Y100 40-34, FM102 on KMEL 33-29, WJZR d-38, KSET-FM 40-37, KZ10 33-29, WJCM 35-33, KWES on-dp, 194 d-40, WXX d-40, Z102 35-32

FIRM "Satisfaction Guaranteed" (Atlantic) 39/8
Moves Up 9 Datus 1, Same 29, Down 0, Adds 0 WCAL/FM on, KIRN on, Q103 on, KPLU3 40-39 WERZ on WTI, Q on KIKU10 30-28 KWRW0 34-33 WFZ 27-20, WWIQ 92-28 KWRW 10-27 WOCM 34-32 WDBR 32-31 KDV/29-27 KST 33-26
ALEX RROWN" "(Came Ca) Shout" (Hiercary/PulyBram) 37/2
Moves Up 7 Down 3 Same 25 Down 0 Adds 2, WHYT KIMCK WINGS-FM on PRO-FM d-36 65 on 2286 d-34 FM102 on, WLXT 36-38 WOKI 33-34 FM 100 31-29 KKFM 34-32 WBDV d-40, KHTX 37-29, KBM 31-25 KST 34-27

Or. WLER 193-96. WOKI 93-34. FM 100 31-28. KKFM 34-32. WSDVI d-40. KHTIZ 37-28. KBM 31-25. KBST 34-27. MERMADO "MOM Min" (RCA) 36-96. Moves Up 10. Disbuls 2. Same 14, Down 0. Adds 9. SSFM. WNVZ. FM 102. SSKTU, WNOK.FM. KNBQ. KHYT. WFSM. KKDQ. 2.103-84.2. WTQ.02-24. JMXZR3-93.2. KKMZ 30-27. KRDQ 28-21. KTFM 28-21. BMUSE SPRIMSSTEEM "Trapped" (Columbia) 32-7. Moves Up 18. Dobbals 1. Same 10, Down 2. Adds 1. KNBS. WKMS.FM 27-25. B86 28-32. WNCI 12-7. KWK 16-11. WLQ.FM. 30-24. RI 104 28-21. WFMF 30-28. WWCI 28-22. WGRD 30-28. WKCI 34-24. WMCI 14-7. OK 100 28-21. WKILX 28-22. WGRD 30-28. WKCI 34-24. WMCI 14-7. OK 100 28-21. WKILX 28-22. WGRD 30-28. WKCI 34-24. WMCI 14-7. OK 100 28-21. WKILX 28-22. WGRD 30-28. WKCI 34-24. WMCI 14-7. OK 100 28-21. WKILX 28-22. WGRD 30-28. WKCI 34-24. WMCI 14-7. OK 100 28-21. WKILX 28-22. WGRD 30-28. WKCI 34-24. WMCI 14-7. OK 100 28-21. WKILX 28-22. WGRD 30-28. WKCI 34-24. WMCI 14-7. OK 100 28-21. WKILX 28-22. WGRD 30-28. WKCI 34-24. WMCI 34-24. WMCI 34-24. WMCI 34-24. WMCI 34-7. OK 100 28-21. WKILX 28-22. WGRD 30-28. WKCI 34-24. WMCI 34-7. OK 100 28-24. WKILX 28-22. WGRD 30-28. WKCI 34-24. WMCI 34-7. OK 100 28-21. WKILX 28-22. WGRD 30-28. WKCI 34-24. WMCI 34-7. OK 100 28-21. WKILX 28-22. WGRD 30-28. WKCI 34-24. WMCI 34-7. OK 100 28-21. WKILX 28-22. WGRD 30-28. WKILX 28-22. WKILX 28-22. WGRD 30-28. WKILX 28-22. WKILX 28-22.

20-16 CMAIA RIAM "Through The Fire" (WIS) 22-6
Moves Up 12, Debate 3, Serre 16, Down D. Acts 0, WCAU-FM 39-35, WCZY 37-34, WHYT 23-20, KOPA d.30, KS100 3127, KME1 1-411, WLAN-FM d.35, WSSX 25-21, KSET-FM d.38, KZD 23-18, WKDQ 36-34, KKPD 22-18, KMDX 28-24,
KSN 35-34, KNYT 6-22, SSXL, 16-15.
MOVERS "AVE Zambles" (Columbia) 28/7
Moves Up 3, Debate 5, Serre 14, Down 0, Acts 7, SSYM, KPLUS, WFM, WWWO, WKD, WHOT, WKZ, WCAU-FM 25-15,
C100 300-27, 202 7-19, WWST 6-37, WKZF, Mr 6-30, WTLO d-40, KQXR-d-36, CKSS d-38
KLYRIAXX "Resiting in The Ladice Recom" (Constallation, MCA) 22-6
Moves Up 5, Debate 3, Serre 14, Down 0, Acts 4, Es, KTR, Y100, WKPQ, KWDC, FM, WCL-FM, WCAU-FM or, Y100 3430, WHYT 36-32, FM102 23-20, KWEI 28-21, WFM 6-39, KCAQ 6-31, WKSF d-36, KWES 30-26
REQ CRISE THROUGH "(Constallation, MCA) 24-36
REQ CRISE 23-20, KWEI 28-21, WFM 6-39, KCAQ 6-31, WKSF d-36, KWES 30-26
REQ CRISE 23-20, KWEI 28-21, WFM 6-39, KCAQ 6-31, WKSF d-36, KWES 30-26

Moves UP 3. Discuss d. order 1 WFM d.38, KCAO d.31, VMSIZ 6-20, NMC 35 30, KCAO d.31, VMSIZ 6-20, NMC 35 30, SMC 35 30, S

KR2-FM, WZYP, WAZY FM, KTRS, KBIM SLY96 WNYS on 98PXY on 0 Debuts 2 Same 18 Down 0, Adds 6 WKF Y105 d-39, KJ103 d-39, KQMQ on, KHYT on

AL CORLEY "Square Reems" (Mercury/PolyGram) 25/2 Moves Up 1 Debuts 0 Sems 22 Down 0 Adds 2 CKOt OK95 1 WICKS-FM on, PRO-FM on 195 on WGCL on, KIMN or

SANTAMA "1"m The One Whe Leves Yeu" (Columbia) 18/1
Moves Up 0 Debuts 0 Same 17 Down 0. Adds 1 WXXS-FM, KPLUS on, WVSR on WERZ on, KAMZ on, KKFM on KPOP WHSL on WRNO on-do WORR

JACK WAGNER "Lady Of My Heart" (Qwest/WS) 17/7

Moves U.B. B. Disco. Som 2. Down 0. Adds 7. 940, WHYT! WSSX, WDCQ, Y107, Z98 WCIL-FM WPLJ 27-26 Z100 25-19 Y100 25-24 Y103 25-34 WKFEPA 96-34 WTIO-64, WSB02 40-38 WCAY 34-26 WUEY LEWIS 3 THE REWIS "Treather in Paraeller" (Colombia) 18-7 Whose U.B. Disbath 1. Same 2. Down 2. Adds 2, WLS, WLS FM, WHTTO, WHCH 17-8, KWK 27-9 WLOL FM 17-11 WKDD 25-20, WGRD 25-23, WZAU 22-31; WGG 22-12, KLUC on WKLK d-36, OKSS 25-23 SLADE "LINES Shottler" (CSS Administration 14-2).

SLAGE "LIMB" Shoole" (C33 Assessinate) 142 or Natura 318 LUNG 12-23
SLAGE "LIMB" Shoole" (C33 Assessinate) 142 no.
Minore Up S, Debase O, Same 9, Down O, Asda O, CFTR On. WRCK on-dp. WTLQ on-dp. WZLD on-dp. KX104 35-35 WRWD on WZPO, on WRDN on WZPO OR OR CHI 03 3-26 SSX 13-24 WXY 36-29, CKISS 27-25

DEAD OR ALIVE "You Spin life floored (Lilie A Resert)" (Epic) 12/3 Moves Up 1, Debut 2, Sern 6, Down 0, Adds 3, NREL KPLUS KWES 86 6-34 WFM on KRX on-op KOMQ on KCAQ 34-32, NRT on MAX-Y-Pal on NRM on-op. OX65 0. 39-35, MITT ON WAST THE ON NORMED THOSE, NAMED WEST. 900 WEST "Call Me" (Chrysedie) 11/6 Moves Up O. Dibuls 1, Sams 2, Down Q, Adds 8, CKOL KBEQ, KOPA, KKRZ, WBBQ, WMSY, WJAD. KKLS-FM. KPLUS on

BOLLY PARTON with KERNY ROBERS "Real Lave" (RCA) 18/19

Moves Up 0, Debus 0, Serie 0, Down 0, Adds 10 K104, WBBQ, KAMZ, KRBE, KISN, WFBG, OK100, WKSF WJAD, KIST Moves Up 0, Debuts 0, Seme 0, Down RED 7 "Heartheat" (MCA) 18/4 to Up 0, Debuts 0, Same 6 Coun 0, Adds 4, WRCK, WAZY-FM, KHTX, KBM, WFMI on, KISR on, Q101 on, KNOE-FM

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by lewer than 50, but at least 10 of our CHR reporters. The two numbers following the artistates (about designation includes the total numbers, however, and the first team the result. Moves anches the type of activity has week. Use for upward chart movement, Sparse for estimately or continued uncharted activity. Down for downward chart activity, and Addit for this number is a sempring of individual asteon activity. Completes activity and to brund in the Parallela NOTE: Records that facts the required 6th of our CHR reporters to become therefore may accumulate shought from fails.

TRUE or FALSE

The first step in the promotional process is getting radio to listen to the record.

TRUE or FALSE

When calling radio stations to promote, it is difficult to discuss a particular record if it hasn't been heard.

TRUE or FALSE

Records are not usually added to a radio station until such time as the music director and/or program director has heard them.

TRUE or FALSE

Until your record is heard, it's one week further from being added.

TRUE or FALSE

With AIR, your record is impacted and listened to so you can get to the business of promotion without losing valuable time.

Each week, dozens of new records are released and wait their turn, not only for airplay, but just to be <u>listened</u> to by those in a decision-making position.

If you don't have the time to wait, call AIR. AIR insures listening because AIR is the fastest, most reliable way to get records listened to by radio, CHR or AOR (our 12" impacter will surprise you).

Oh, by the way, the answers to the questions above are all TRUE.

WEEK #32

AIR Priorities

WEEK # 32

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. Desdiine for CHR response is 5pm, Wednesday, May 22, 1985

CHR

(CLOSE ENOUGH TO) PERFECT
(FROM THE FILM STANDING JOHN TRANCITA JAME LEE CURITS)
YOU'VE GOT TO BELIEVE IN LOVE
(COME ON) SHOUT
DO YOU WANT TO DANCE
CANNONRAL!

TITLE

ARTIST
JERMAINE JACKSON

VAN-ZANT ALEX BROWN DAVE EDMUNDS SUPERTRAMP

ARTIST

ARISTA

GEFFEN MERCURY/POLYGRAM COLUMBIA A&M

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 301-984-5544. Deadline for AOR responses is 6pm, Thursday, May 23, 1985

AOR

SIGN IN PLEASE
"Nineteen" "Non-Stop" "In The Night"
LIFE BY NIGHT
"Phone To Phone"

TITLE/CUTS

AUTOGRAPH

RCA

LIFE BY NIGHT

MANHATTAN/CAPITOL

1985 Active Industry Research, Inc

AIR

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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



CONTEMPORARY HIT RADIO

Street Two Last 1 SIMPLE MINDS/Don't You (Forget About Me) (A&M) 3 WHAM!/Everything She Wants (Columbia) 4 3 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG) AROLD FALTERMEYER/Axel F (MCA) SADE/Smooth Operator (Portrait/CBS) 10 BILLY OCEAN/Suddenly (Jive/Arista) 7 MADONNA/Crazy For You (Geffen) BRYAN ADAMS/Heaven (A&M) 14 9 HOWARD JONES/Things Can Only Get Better (Elektra) 7 10 POWER STATION/Some Like It Hot (Capitol) 13 DAVID LEE ROTH/Just A Gigoto/I Ain't Got Nobody (WB) 20 MADONNA/Angel (Sire/WB) MARY JANE GIRLS/In My House (Gordy/Motown) 16 KOOL & THE GANG/Fresh (De-Lite/PG) KATRINA & THE WAVES/Walking Qn Sunshine (Capitol) 19 MURRAY HEAD/One Night In Bangkok (RCA) 18 RED SPEEDWAGON/One Lonely Night (Epic) 8 18 DeBARGE/Rhythm Of The Night (Gordy/Motown) PHIL COLLINS/Sussudio (Atlantic) JULIAN LENNON/Say You're Wrong (Atlantic) PRINCE/Raspberry Beret (WB) SURVIVOR/The Search Is Over (Scotti Bros./CBS) 2 4 11 23 USA FOR AFRICA/We Are The World (Columbia) 34 30 28 GLENN FREY/Smuggler's Blues (MCA) 29 DIMAHL/Never Ending Story (EMI America) 6 7 15 26 DON HENLEY/All She Wants To Do Is Dance (Geffen) 29 24 23 27 RICK SPRINGFIELD/Celebrate Youth (RCA) 39 35 32 (Columbia) 28 26 25 29 PATTI LABELLE/New Attitude (MCA) 35 @ EURYTHMICS/Would I Lie To You? (RCA) DEBUT DURAN DURAN/A View To A Kill (Capitol) LUTHER VANDROSS/Til My Baby Comes Home (Epic) TIL TUESDAY/Voices Carry (Epic) 8 14 26 34 ANIMOTION/Obsession (Mercury/PG) N&A Begins on Page 94 38 * TINA TURNER/Show Some Respect (Capitol) 39 37 BOY MEETS GIRL/Oh Girl (A&M) TOM PETTY/Don't Come Around Here No More (MCA) 21 18 21 37 DEBUT

DIAN CAFFERTY & BEAVER BROWN.../Tough All Over (Scotti Bros./CBS)

MICK JAGGER/Lucky In Love (Columbia) DEBUT DEBUT CYNDI LAUPER/The Goonies 'R' Good Enough (Portrait/CBS)

ADULT CONTEMPORARY

BILLY OCEAN/Suddenly (Jive/Arista) 13 5 3 2 HAROLD FALTERMEYER/Axel F (MCA) 2 1 2 3 SADE/Smooth Operator (Portrait/CBS) (De-Lite/PG) 9 6 5 6 WHAM!/Everything She Wants (Columbia) 1 3 4 6 MADONNA/Crazy For You (Geffen) 21 19 11 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG) 22 17 12 9 JULIAN LENNON/Say You're Wrong (Atlantic) 16 15 13 TO REO SPEEDWAGON/One Lonely Night (Epic) 10 9 9 11 DAN FOGELBERG/Go Down Easy (Full Moon/Epic) 8 8 12 GEORGE BENSON/I Just Wanna Hang Around You (WB) 3 4 7 13 DeBARGE/Rhythm Of The Night (Gordy/Motown) 20 18 17 ALAN PARSONS PROJECT/Days Are Numbers (Arista) 5 7 10 15 BRUCE SPRINGSTEEN/I'm On Fire (Columbia) _ 24 21 MADONNA/Angel (Sire/WB) _ 22 20 CHAKA KHAN/Through The Fire (WB) 17 16 16 18 ERIC CARMEN/I'm Through With Love (Geffen) BREAKER (9 LIMAHL/Never Ending Story (EMt America) 14 14 14 20 DIONNE WARWICK & BARRY MANILOW/Run To Me (Arista) BREAKER @ BRYAN ADAMS/Heaven (A&M) 7 11 18 22 PHIL COLLINS/One More Night (Atlantic) 12 12 19 23 COMMODORES/Nightshift (Motown) BREAKER WHITNEY HOUSTON/You Give Good Love (Arista) DEBUT > DEBUT > DEBUT | DEBUT

N&A Begins on Page 73

AOR TRACKS

O ROBERT PLANT/Little By Little (Es Paranza/Atlantic) 15 5 3 2 EURYTHMICS/Would I Lie To You? (RCA) 2 2 1 3 BRUCE SPRINGSTEEN/Trapped (Columbia) 12 7 4 MICK JAGGER/Lucky In Love (Columbia) JOHN CAFFERTY & THE BEAVER ... /Tough All Over (Scotti Bros./CBS) 5 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG) PHIL COLLINS/Sussudio (Atlantic) 6 3 5 B TOM PETTY & THE HEARTBREAKERS/Rebels (MCA) BREAKER (9) SUPERTRAMP/Cannonball (A&M) 14 12 7 10 JULIAN LENNON/Say You're Wrong (Atlantic) 9 9 11 11 HUEY LEWIS & THE NEWS/Trouble In Paradise (Columbia) 22 18 16 19 GLENN FREY/Smuggler's Blues (MCA) Complete Tracks Chart 5 8 12 13 JOHN FOGERTY/Centerfield (WB) Begins on Page 78 38 33 24 TIL TUESDAY/Voices Carry (Epic) 37 21 20 D JOE WALSH/The Confessor (Full Moon/WB) 7 10 9 16 DON HENLEY/Drivin' With Your Eyes Closed (Geffen) BREAKER 19 NIGHT RANGER/Sentimental Street (MCA)
34 30 22 19 KIM MITCHELL/GO For Soda (Bronze/Island) 21 17 18 19 HOWARD JONES/Things Can Only Get Better (Elektra) 57 34 28 O HOOTERS/All You Zombies (Columbia) 16 14 14 21 KATRINA & THE WAVES/Walking On Sunshine (Capitol) 10 13 15 22 PHIL COLLINS/Inside Out (Atlantic) 47 38 31 @ GRAHAM PARKER & THE SHOT/Wake Up (Next To You) (Elektra) 8 11 17 24 FIRM/Satisfaction Guaranteed (Atlantic) 29 27 76 POWER STATION/Get It On (Bang A Gong) (Capitol) 23 23 26 DOKKEN/Alone Again (Elektra) 31 26 25 27 ALAN PARSONS PROJECT/Days Are Numbers (Arista) 18 16 19 28 SLADE/Little Sheila (CBS Associated) BREAKER WAN-ZANT/You've Got To Believe In Love (Network/Geffen)
36 31 30 BON JOVI/Only Lonely (Mercury/PG)

BLACK/URBAN

## 15 5 6 BILLY OCEAN/Suddenly (Jive/Arista) ## 15 5 6 BILLY OCEAN/Suddenly (Jive/Arista) ## 15 5 6 BILLY OCEAN/Suddenly (Jive/Arista) ## 15 5 6 SHANNON/Do You Wanna Get Away (Mirage/Alco) ## 15 13 6 SATLANTIC STARR/Freak-A-Ristic (A&M) ## 15 6 7 FREDDIE JACKSON/Rock Me Tonight (For Old Time's) (Capitol) ## 16 7 6 FREDDIE JACKSON/Rock Me Tonight (For Old Time's) (Capitol) ## 17 10 CON FUNK SHUN/Ficertic Lady (Mercury/FO) ## 10 FREDDIE JACKSON/Rock Me Tonight (For Old Time's) (Capitol) ## 10 JESSE JOHNSON'S REVUE/Can You Help Me (A&M) ## 10 9 8 10 RICK JAMES/Can't Stop (Gordy/Motown) ## 10 9 8 10 RICK JAMES/Can't Stop (Gordy/Motown) ## 10 9 8 10 RICK JAMES/Can't Stop (Gordy/Motown) ## 10 9 8 10 RICK JAMES/Can't Stop (Gordy/Motown) ## 10 9 8 10 RICK JAMES/Can't Stop (Gordy/Motown) ## 10 9 8 10 RICK JAMES/Can't Stop (Gordy/Motown) ## 10 9 8 10 RICK JAMES/Can't Stop (Gordy/Motown) ## 10 9 8 10 RICK JAMES/Can't Stop (Gordy/Motown) ## 10 9 8 10 RICK JAMES/Can't Stop (Gordy/Motown) ## 10 9 8 10 RICK JAMES/Can't Stop (Columbia) ## 10 9 8 10 RICK JAMES/Can't Stop (Columbia) ## 10 9 8 10 RICK JAMES/Can't Stop (Contemplating) ## 10 12 9 13 USA FOR AFRICA/WE Are The World (Columbia) ## 12 9 14 USA FOR AFRICA/WE Are The World (Columbia) ## 12 9 15 10 USA FOR AFRICA/WE Are The World (Columbia) ## 10 12 9 PHIL COLLINS/Sussudio (Altantic) ## 10 13 9 2	21	10	2	0	MARVIN GAYE/Sanctified Lady (Columbia)
BILLY OCEAN/Suddenly (Jive/Arista) SHANNON/Do You Wanna Get Away (Mirage/Alco) ATAMTIC STARR/Freak-A-Ristic (A&M) FREDDIE JACKSON/Rock Me Tonight (For Old Time's) (Capitol) KLYMAXX/Meeting In The Ladies Room (Constellation/MCA) O 17 11 OCON FUNK SHUN/Electric Lady (Mercury/PG) JESSE JOHNSON'S REVUE/Can You Help Me (A&M) GON FUNK SHUN/Electric Lady (Mercury/PG) JESSE JOHNSON'S REVUE/Can You Help Me (A&M) RICK JAMES/Can't Stop (Gordy/Motown) READY FOR THE WORLD/Deep Inside Your Love (MCA) STEVE ARRINGTON/Feel So Real (Atlantic) READY FOR THE WORLD/Deep Inside Your Love (MCA) The Maralle Cole/Dangerous (Modern/Alco) WHAMI/Everything She Wants (Columbia) WHAMI/Everything She Wants (Columbia) WHAMI/Everything She Wants (Columbia) WHAMI/Everything She Wants (Columbia) BILL WITHERS/ON Yeah! (Columbia) DEBUT DOINTER SISTERS/Raby Come And Get It (Planet/RCA) SADE/Smooth Operator (Portrait/CBS) DOSE ENDS/Hangin' On A String (Contemplating) (MCA) DEBUT DOINTER SISTERS/Raby Come And Get It (Planet/RCA) SAPHORD & SIMPSON/Babies (Capitol) SS 32 ASHFORD & SIMPSON/Babies (Capitol) SS 31 C GLADYS KNIGHT & PIPS/Keep Givin' Me Love (Columbia) DEELE/Material Thangz (Solar/Elektra) ASHFORD & SIMPSON/Babies (Capitol) SS 32 SEPERMY G & KASHIF/Love On The Rise (Arista) MAA Gegins on Page 66 NAA Gegins on Page 66 REAKER D MAZE L/FRANKIE BEVERLY/Too Many Games (Capitol) BREAKER MIND M. C. /You Talk Too Much (Profile) DINNEY STAN HARDEASTER/King Tut (Profile) MAA GEGINS ON PAGE 65 PAUL HARDCASTLE/King Tut (Profile) MAA HARDCASTLE/King Tut (Profile) MAA HARDCASTLE/King Tut (Profile) MAA HARDCASTLE/King Tut (Profile) MAA BREAKER D PAUL HARDCASTLE/King Tut (Profile)					
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22 16 7 FREDDIE JACKSON/Rock Me Tonight (for Old Time's) (Capitol) 8 4 3 7 KLYMAXX/Meeting In The Ladies Room (Constellation/MCA) 20 17 11					
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RICK JAMES/Can't Stop (Gordy/Motown) READY FOR THE WORLD/Deep Inside Your Love (MCA) READY FOR THE COLE/Dangerous (Modern/Alco) READY FOR THE COLE (Modern/Alco) READY FOR THE WORLD FOR THE COLUMBIA READY FOR THE COLE (Modern/Alco) READY FOR THE WORLD FOR THE COLUMBIA READY FOR THE COLE (MCA) READY FOR THE WORLD FOR THE COLUMBIA READY FOR THE COLE (MCA) READY FOR THE WORLD FOR THE COLUMBIA READY FOR THE COLUMBIA READY FOR THE WORLD FOR THE COLUMBIA READY FOR THE	20	17	11	0	
### READY FOR THE WORLD/Deep Inside Your Love (MCA) ### TEXT ARE INSTANCT OF THE WORLD/Deep Inside Your Love (MCA) ### TEXT ARE INSTANCT OF THE WORLD/Deep Inside Your Love (MCA) ### TEXT ARE INSTANCT OF THE WORLD/Deep Inside Your Love (MCA) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE WORLD OF THE FIFE (WB) ### TEXT ARE INSTANCT OF THE FIFE (WB) ### T	_	31	20	Ŏ	JESSE JOHNSON'S REVUE/Can You Help Me (A&M)
STEVE ARRINGTON/Feel So Real (Atlantic) The state of the	10	9	8	10	RICK JAMES/Can't Stop (Gordy/Motown)
DEBUT OF PILL COLLE/Dangerous (Modern/Alco) WHAMI/Everything She Wants (Columbia) 1 2 9 14 21 WHAMI/Everything She Wants (Columbia) 1 2 9 14 21 WHAMI/Everything She Wants (Columbia) 1 2 9 14 21 WHAMI/Everything She Wants (Columbia) 1 2 9 14 21 WHAMI/Everything She Wants (Columbia) 1 2 9 14 21 WHAMI/Everything She Wants (Columbia) 2 19 10 WHAMI/Everything She Wants (Columbia) 2 19 10 WHAMI/Everything She Wants (Columbia) 2 19 10 WHAMI/Everything She Wants (Columbia) 3 27 25 POINTER SIZERS/Baby Come And Get It (Planet/RCA) 3 30 20 SADE/Smooth Operator (Portrait/CBS) 4 0 WHIL COLLINS/Sussudio (Atlantic) 4 0 WHIL COLLINS/Sussudio (Atlantic) 4 0 WHIL COLLINS/Sussudio (Atlantic) 5 3 WHIL COLLINS/Sussudio (Atlantic) 4 0 WHIL COLLINS/Sussudio (Atlantic) 5 WHIL COLLINS/Sussudio (Atlantic) 5 WHIL COLLINS/Sussudio (Atlantic) 6 WHIL COLLINS/Sussudio (Atlantic) 7 WHIL COLLINS/Sussudio (Atlantic) 8 WHIL COLLINS/Sussudio (Atlantic) 9 WHIL COLLINS/Sussudio (Atlantic) 10 WHIL COLLINS/Sussudio (Atlantic)	30	22	13	0	READY FOR THE WORLD/Deep Inside Your Love (MCA)
**MATALIE COLE/Dangerous (Modern/Alco) **Bill WHAMI/Everything She Wants (Columbia) **Description of the Marold FaltermetyEr/Axel F (MCA) **Political States of the Marold Global State	16	14	12	Ø	STEVE ARRINGTON/Feel So Real (Atlantic)
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### PAROLD FALTERMEYER/Axel F (MCA) ### USA FOR AFRICA/We Are The World (Columbia) ### PAROLD FALTERMEYER/Axel F (MCA)	33	25			
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