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## CHR COMPUHITS OF THE MONTH *\*Hit-Projected By Active Listeners In New York, Chicago, Atlanta and Los Angeles*

ARTIST	SINGLE	LABEL
1. Katrina And The Waves	Do You Want Crying	
2. Michael McDonald	No Lookin' Back	
➔ 3. What Is This	I'll Be Around	<b>MCA</b>
4. Laura Branigan	Spanish Eddie	
5. Go West	Eye To Eye	
6. Mary Jane Girls	Wild And Crazy Love	

## COMPUHIT

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“Our shares are the best we’ve ever had.”

“At K-104 FM in Dallas our ratings have improved tremendously since we started working with The Research Group three years ago. Then, we had a pretty decent 12+ share in the 5s—but we really weren’t growing and we were ‘neck in neck’ with our format competitor.

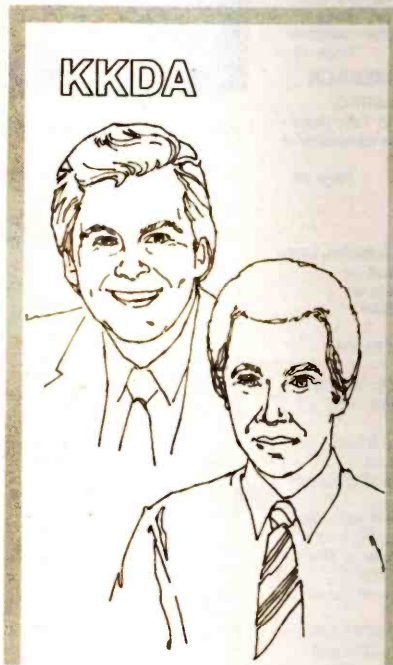
Today, thanks to our partnership with The Research Group, we’re up to a 7.4 share 12+\* and we’ve outdistanced our competitor who is now down at a 3 share.\* And our last three out of four books have been the highest in the station’s history.

The most valuable thing The Research Group offers is a clear direction for the station—a specific ‘plan of action’ based on the research. We have a great team of people at K-104 and we’ve all benefited from working with The Research Group. They are responsive to our needs—and always there to help us when we need to act quickly.

The Research Group is more than good researchers—they’re strategists who know how to win.

*Michael Spears  
Vice President  
of Programming  
KKDA-FM*

*Chuck Smith  
Station Manager  
KKDA-FM*



\*Spring 1985 Arbitron. AQ11 Share, M-S, 6A-12M, MSA

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## The Research Group

*Radio's Strategic Research Team*

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AUGUST 16, 1985

## TOP OF THE HEAP IN TINSEL TOWN

Gerry DeFrancesco of KIIS-AM & FM tells Joel Denver what it takes to lead the pack in Los Angeles.

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## Jacobs Manages KQKT

Stephen Jacobs, Exec. VP of Behan Broadcasting, will transfer to the GM position at KQKT/Seattle September 1, replacing Ron Watson. He moves from Behan's KCEE & KWFM/Tucson, which he has managed for the past five years.

Jacobs, part owner of the company along with Dennis Behan, told R&R, "I'm looking forward to working in Seattle. Certainly this market poses one of the greatest programming challenges of all time."

Before joining KCEE & KWFM, Jacobs was GM at KSDO & KEZO/San Diego, KTAR/Phoenix, and KBTR/Denver for five years. In addition to KQKT and KCEE & KWFM, Behan Broadcasting also owns KLMR & KSEC/Lanar, CO.

## Blackwell Programs WROQ-AM & FM

Former KOPA-AM & FM/Phoenix PD Reggie Blackwell has been selected as PD for CHR combo WROQ-AM & FM/Charlotte. He replaces Randy Kabrich, who resigned eight weeks ago and became PD at WRBQ-AM & FM/Tampa shortly thereafter.

WROQ-AM & FM Stan Kaplan told R&R, "We were struck by Reggie's willingness to get his hands dirty, his thoroughness, plus his decency as a human being. It's very diffi-

## HASTINGS, JAMISON, GOLD APPOINTED

# D-C Launches "Evergreen" A/C

As broadcasters find success with the new strain of soft A/C programming aimed at 35-44 adults, Drake-Chenault has unveiled its own "Evergreen" A/C programming package available on tape or carts, overseen by VP/Programming Bob Laurence.

## Lewis VP/GM At KHVN & KNOK

Garry Lewis has been named VP/GM at KHVN & KNOK/Dallas-Ft. Worth. Lewis, who replaces William Chatman, was most recently GSM at WTOP/Washington.

Lewis told R&R, "The Earl Graves organization is a fine company to be associated with, so I feel great about what we can accomplish here. We hope to get things on track quickly. We are embarking upon a new era for both of our radio stations, and I think we'll be making a big mark on things down here in the Big D."

An 18-year broadcaster, Lewis started his career as a desk assistant at ABC-TV in Washington, DC, later becoming stage manager and Assoc. Director for "Good Morning America" during a nine-year ABC stint. He then became an Account Executive for WTOP and moved through the ranks to become the station's GSM six years later.

## Lindsey Takes Quiet Storm To WKYS

Melvin Lindsey, longtime evening personality at WHUR/Washington and originator of the adult-oriented Black/Urban "Quiet Storm" format concept, plans to take his groundbreaking on-air approach to cross-town competitor WKYS in November.

Lindsey's attorney Amy Goldson told R&R, "Melvin has received an offer to perform on WKYS from 7pm-midnight, which he has accepted. We anticipate that he will be doing the same type of show that has made him successful here in the Washington area. The final details will be worked out with the officials of NBC sometime in the near future."

She continued, "Melvin will be starting at WKYS on November 11, 1985, unless he is released by WHUR sooner. He has a provision in his current contract that allows him to terminate his agreement with 90 days prior notice, and Monday, August 12, 1985, he did give that notice."

Blackwell, whose background includes an MD stint at WBWJ/Olando as well as PD posts at WRFC/Athens and WAIV/Jacksonville, said, "It's a rare opportunity to inherit a station which is as hot as a pistol. It took us almost a year to live down the AOR image, but now we have twice as many females as men, and Reggie's job will be to protect that female base and add to it."

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BLACKWELL/See Page 6

Explained D-C President Denny Adkins, "This is 'America's A/C' — classic music for the buying demo. It's similar in sound to what Transtar's doing with 'Format 41,' but I think we have a better mousetrap because 1) it's not satellite-delivered, which means it can be a lot more flexible and localized; 2) we'll be offering some recurrents, which Transtar does not; and 3) we feel our base library material is structured with more variety."

Joining the company to market the new format are Jamie Hastings as Sales Manager, Ron Jamison as VP/Major Market Sales, and Judy Gold as Regional Manager & Director/Special Projects. Hastings

previously worked as VP/Sales at Century 21, Jamison is a former Bonneville VP/Sales, and Gold comes aboard from her VP/Marketing post at Transtar. Said Adkins, "A lot of the puzzle pieces are coming together now. We've found some very good people with excellent track records to become part of our team."

Adkins noted that no client stations have been announced yet, but expressed confidence in the new direction, adding, "This format is for stations seeking to play the best music with less talk and fewer interruptions. We see this as where adults are going to be turning to for their music in the 1990s."

## DKM Acquires Stuart For \$23.5 Million

DKM Broadcasting has agreed to purchase Stuart Broadcasting, a Nebraska-based group of ten Midwestern stations, for \$23.5 million, pending FCC approval. Operation and management of the Stuart stations will continue under the direction of Stuart President Dick Chapin, who will become President of DKM Midwest, a new division of the parent company.

DKM Chairman Bob Dyson called the acquisition a "perfect addition to the DKM group. The Stuart stations are known for their commitment to high quality and pro-

gramming, and service to their communities."

Speaking for the Stuart family, Scott Stuart remarked, "We're proud of the accomplishments of Stuart Broadcasting, and are pleased that this fine group of stations can continue to operate under the ownership of sophisticated broadcasters who share our commitment to public service."

DKM President Jim Wesley noted, "I'm especially pleased to have Dick Chapin join our company. Dick has been President of Stuart Broadcasting since 1966. It will be business as usual for the group, and that means very good business, indeed."

Chapin added, "I've had the privilege of building this group from one AM station to the ten-station group we now operate. With the support of DKM, I'm sure we can continue to grow and serve our listeners well."

The ten Stuart stations are flagship KF0R & KFRX/Lincoln, NE; KWTO-AM & FM/Springfield, MO; KRGI-AM & FM/Grand Island. DKM/See Page 6

## Spencer, Clarke Move To New SMN OM Posts

Satellite Music Network (SMN) "Rockin' Hits" Operations Manager Tim Spencer has shifted to the OM post at SMN's "Star Station" format, while "Rockin' Hits" afternoon air personality Pat Clarke has been elevated to OM for the CHR format.

SMN Program Manager Robert Hall told R&R, "Tim's depth in talent development, computer programming, and affiliate relations makes him an exceptional choice. Pat has demonstrated leadership qualities and a keen interest in CHR programming, which makes him the obvious choice to rise from the ranks to take the reins of Rockin' Hits."

Spencer, whose programming background includes WRQC/Cleveland, KISS/San Antonio, and KTXQ/Dallas, commented, "I've designed a new computer software program to be used in the management and rotation of the music and programming in all our formats. I'll be installing it in the Chicago and Dallas studios by year's end."

Clarke will continue with an airshift in addition to his new duties.

He commented, "SMN is on the leading edge of broadcast technology, and I'm glad to be a part of it all." A two-year SMN staffer, Clarke's background includes programming and sales at KOFM/Oklahoma City, KUPL/Portland, and KWSS/San Jose.

## Major Market Expands

Major Market Radio has promoted a number of its regional VPs. Tom McKinley was elevated from Exec. VP/Stations to Exec. VP/Corporate, with three division heads, research, and the newly-created Special Sales Division accountable to him.

Western Region Manager Austin Walsh advances to Exec. VP/Western Division; VP/Central Region Manager Jim Hagar becomes Sr. VP/Midwest Division; and Eastern Region Manager David Kaufman is upped to Sr. VP/Eastern Division. Sr. VP Michael Disney assumes the additional role of

MAJOR MARKET/See Page 6



Don Crawley

## Crawley New PD At WDAF

WDAF/Kansas City Assistant PD/MD Don Crawley has been promoted to PD for the Taft Country outlet. He succeeds Neal "Moon" Mullins, who left to program WHN/New York two weeks ago.

Newly-appointed WDAF VP/GM Mike Costello said, "Don was promoted to the Asst. PD position shortly after his arrival at WDAF, so in essence he's been preparing to become Program Director for a number of years. He's intelligent and talented, so the transition was very easy."

Crawley has been with WDAF for six years, the last five as Asst. PD. Before joining the station, he worked on-air in Lincoln, NE at KECK and KLMS. He said, "WDAF is America's greatest Country music station, if not America's greatest radio station. I'm just happier than a cold hog in warm mud."

## Newman GM At KCFX



Bill Newman

Concurrent with Hoker Broadcasting's takeover of AOR-formatted KCFX/Kansas City from Professional Communications, Bill Newman has been named GM. The manager's office had been vacant since Gary Reames departed three months ago.

President Jay Hoker remarked, "Bill has a Kansas City background, and is a deliberate, aggressive, and creative person. It was important for us to get the right manager at our first station, and I'm pleased to have someone with his marketing and sales experience."

Newman joins KCFX after two and a half years as VP/GM at KBBJ & KMOD/Tulsa. Before that he worked in Kansas City as GM at KCMO, LSM at KCBZ (now KBKC), and as an Account Executive with WDAF. "I'm real excited about returning to Kansas City," he told R&R, "and I'm equally excited about working with Jay Hoker. KCFX's signal is at parity

NEWMAN/See Page 6

## Carver New GSM At WCBS-FM

Seven-year CBS Radio sales executive Steve Carver has been promoted from Retail Sales Manager to General Sales Manager at WCBS-FM/New York.



Steve Carver

Carver came to the station in 1978 as an Account Executive, and shifted to CBS Radio Spot Sales in 1981. He returned to WCBS-FM the following year as National Sales Manager and took on his most recent duties in 1983. Carver told R&R, "This is a great radio station with a unique and strong position in the marketplace. I'm very happy to be named GSM of this operation."

## Jones Opts For Manhattan View

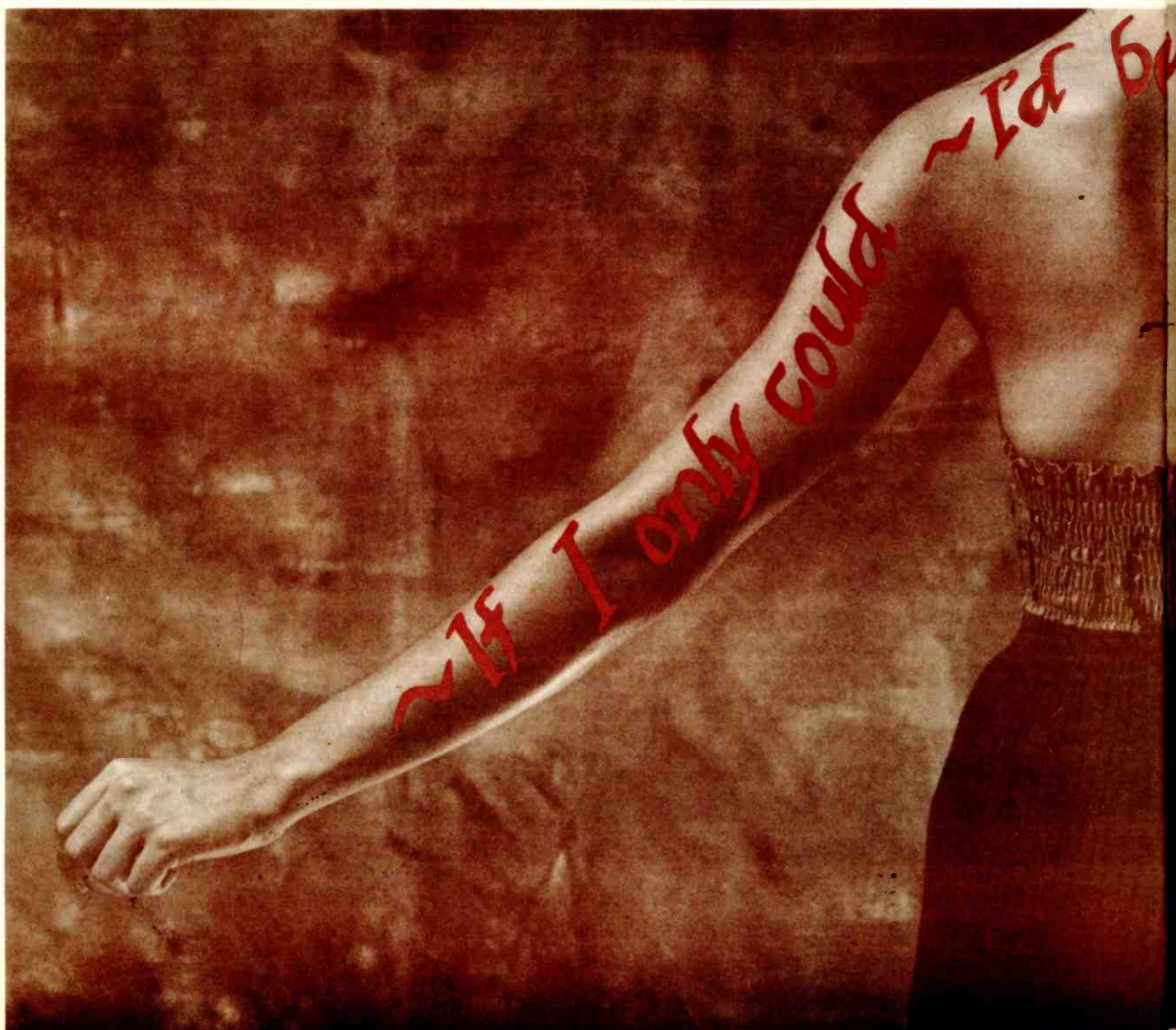


Grace Jones (right), costar in the latest James Bond film, "A View To A Kill," was recently welcomed to Manhattan Records by label President Bruce Lundvall. She'll be releasing her debut LP this fall.

## Barackman A&R VP At EMIA

Michael Barackman has been named VP/A&R East Coast for EMI America, coming to the newly-created post from Arista, where he was Director of A&R for the past three and a half years. Barackman was earlier A&R Director for Planet and a rock journalist/editor before that.

EMIA VP/A&R Neil Portnow who made the announcement, commented, "Michael's background and experience make him uniquely qualified for this new position and a welcome addition to our growing team of creative professionals."



# Rudolph Appointed KUMU's New Station Manager

George Rudolph is set to join KUMU-AM & FM/Honolulu as Station Manager September 1. He comes to the stations after four years as Program Director of Easy Listening WLYF/Miami.

Rudolph first came to WLYF in 1977 as midday announcer, advancing to the PD post in 1981. Prior to that he enjoyed a four-year tenure (1973-77) at WSHH/Pittsburgh as evening host.

Commenting on his move, Rudolph said, "WLYF GM Dennis Collins's dedication to programming and sales research, staff, and profits, as well as his overall keen business sense and foresight, guarantees the station will continue to be the dominant force in Miami/



George Rudolph

Fl. Lauderdale. I look forward to working very closely with (owner/CEO) John Weiser and (GM) John Gregory at KUMU. Together we will take those stations to new heights in ratings and revenue."

## Animoted Gathering



Animotion recently played in New York and were greeted by PolyGram staffers backstage. Pictured (l-r) are co-manager Larry Ross, group's Greg Smith and Charles Ottavo, PG's Dorine Gruen, group's Astrid Plane and Bill Wadhams, PG's Linda Feder, group's Don Kirkpatrick, co-manager John Johnson, and (kneeling front) group's Frenchy O'Brien.



URBAN FORMAT DROPPED

Kramer New PD At WWTC

Scott Kramer has left his weekend/research position at KDWB-FM/Minneapolis to become PD at crosstown WWTC, replacing Roger Bull. The AM station has temporarily shifted from Urban Contemporary to CHR.

GM Sam Sherwood explained, "We're CHR for the moment to allow us to get some come over to

our frequency. We are still making an evolution and we won't end up being CHR. What we're setting out to do is to present something never heard on commercial radio, and if everything happens the way it should, we'll be able to kick it off around the first of September. Scott is a very bright young man with a wonderful head for programming. So whatever format we end up presenting, Scott is the man to program it."

Kramer told R&R, "Because KDWB (AM) simulcasts and shadowcasts with the FM, we've got available come to draw upon. We have a good signal with 5kw at 1280 kHz and no coverage problems to speak of. We've adopted the slogan 'Twin Cities' Favorite Hits,' and will live up to it until our final format alignment takes place."

Blackwell

Continued from Page 3

tunity to associate oneself with an organization that possesses a history of great resources and values. I look forward to programming against some tough competition and making their lives a little less comfortable with some of the ideas we have yet to unleash." Blackwell added that acting PD Chris Williams would remain on staff in an administrative capacity.

Kaplan also noted that in early 1986 WRQJ-FM would move its antenna to the new WPEG-TV tower at the 1900-foot level, greatly improving the station's signal.

Newman

Continued from Page 3

with the other 100-kw FMs in the market, and our research will determine the direction we elect to go in."

Strait To Gold



MCA's George Strait was awarded two gold albums for the "Right Or Wrong" and "Does Ft. Worth Ever Cross Your Mind" LPs. Pictured before Strait's Universal Amphitheatre/L.A. show are (l-r) MCA Records/Music Group President Irving Azoff, Strait, and MCA/Nashville President Jimmy Bowen.

Hamby Elevated To Epic/Portrait VP/A&R

Epic/Portrait Records Sr. Director/A&R Larry Hamby has been promoted to VP/A&R, West Coast. Reporting to VP/National A&R Frank Rand, Hamby will, along with creative duties, administer the West Coast A&R staff.

Hamby came to parent CBS in 1979 from Jerry Weintraub's Management III organization, where he served as National Promotion Manager between 1975-78. He start-



Larry Hamby joined with Epic's West Coast A&R staff in 1979 as an Associate Director, advancing to Director/Talent Acquisition in 1981 before assuming his most recent post two years ago. Said Hamby, "We have one of the most stable and successful A&R teams in the business here at Epic/Portrait. I'm proud to be a part of it."

Plombino

Continued from Page 1

grammed WEZX/Seranton, and served as MD at WKLS during the second of two stints there.

Golden West

Continued from Page 1

When asked about a possible format change from the present album/jazz presentation, Ward said, "We're buying a very good-sounding and successful radio station, and haven't made a decision on what, if any, programming changes we would make." Regarding a possible power increase to improve the facility's service area, he added, "We'll be a full-market competitor. If there's any allowable increase in coverage, we'll obviously take advantage of it."

KUTE, which first went on the air in 1948, operates with 690 watts on 101.9 mHz at 5800 feet atop nearby Mt. Wilson. In addition to KMPC, Golden West also owns WXCI-AM & FM/Detroit and KVI & KPLZ/Seattle, as well as the California Angels.

Imer City retains ownership of KGFJ/Los Angeles, WLJB & WBLN/New York, KRE & KBLX/Berkeley-San Francisco, WKSG/Detroit, and KSJL/San Antonio.

Major Market

Continued from Page 3

Director/Special Sales, while Exec. VP/Sales Rich White will take an as-yet-unannounced corporate strategic planning position, reporting to MMR President Warner Rush.

In making the promotions, Rush said, "By decentralizing responsibilities in these areas, we can take advantage of the individual strengths and talents of our people, while our stations benefit from tighter maintenance and improved communications."

It was also announced that two-year Sales Assistant Laurie Bonney was named to the newly-created position of Director of Communications.

DKM

Continued from Page 3

land, NE; KOEL-AM & FM/Oelwein, IA; and KSAL & KYEZ/Salina, KS. DKM also owns WAOK & WVEE/Atlanta, WCAO & WXYV/Baltimore, WZNE/Tampa, and WJJO & WUBE/Cincinnati.

The Mahlman Company served as broker for the transaction.

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 Columnist/Assistant Columnist: GARY GARBOR  
 Contributor: MARGARET BECIVATH  
 Accountant: WENDY YANG  
 Archival Assistant: LESLIE GRABBER  
 Legal Counsel: JANIS HOFFMAN  
 New York Bureau: (212) 609-0395, 175 Madison Avenue,  
 New York, NY 10022  
 Bureau Chief: ADAM WIRTH  
 Office Manager: BARBARA LAMBERT  
 Washington Bureau: (202) 662-1888, National Press Building  
 Room 207, 1715 16th St. NW, Washington, DC 20037  
 Bureau Chief/Manager: FRED BRAD WOODWARD  
 Editor: ANNE CASH/NEA ACCU  
 Nashville Bureau: 815 RIVERBEND, P.O. BOX 1888, 1810 16th Avenue  
 South, Nashville, TN 37212  
 Bureau Chief: MURKIN ALLEN  
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*DC* JUNE 69: The sensational HISTORY OF ROCK AND ROLL radio special airs all across America.

*DC* JUNE 73: GREAT AMERICAN COUNTRY, the nation's first syndicated modern country format, is up and running. By 1985, Drake-Chenault's radio formats will total eight, including CONTEMPO 300, XT-40, GREAT GOLD, LITE HITS, LITE COUNTRY and SUPER SOUL.

*DC* JUNE 82: HISTORY OF COUNTRY MUSIC debuts, capping years of legendary marathon radio specials.

*DC* JANUARY 83: PLAYLIST +, Drake-Chenault's live, hands-on consulting and marketing service, is the first to combine high-tech music rotation systems with strategic positioning implementation.

August 83: National music research in three format arenas is another Drake-Chenault first.

*DC* AUGUST 85: Spring Arbitron results show Drake-Chenault delivering scores of #1 and #2 winning demos among its 300 radio stations.

As America's radio stations respond to fragmented listening, Drake-Chenault prepares the debut of a brand new kind of radio format carefully researched and designed to deliver the elusive 35-44 year old NONROCK audience. EVERGREEN is the name — be prepared to watch it grow!

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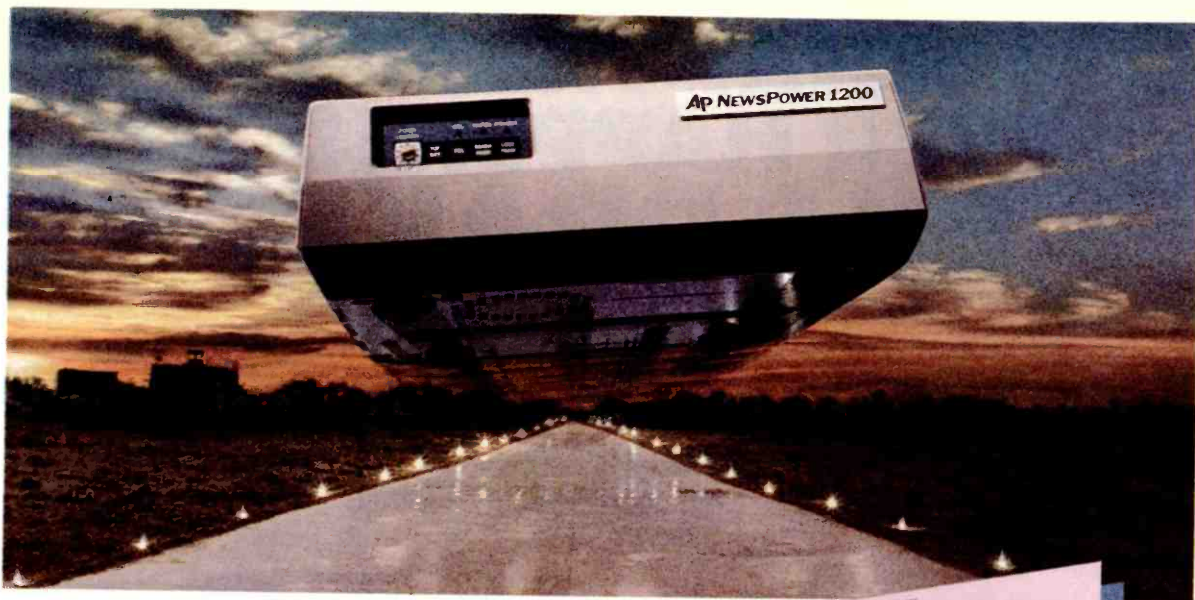
Clearly, Bill Drake has had major impact on broadcasting over the past 20 years with his landmark accomplishments. Now a new era begins. Oh...for the moment, Bill Drake is in Florida spending his time roddin' and reelin' instead of rockin' and rollin.' Who knows what he'll do next!

*DC* SEPT. 85: MORE THAN EVER BEFORE, DRAKE-CHENAULT IS AT THE LEADING EDGE OF THE RADIO INDUSTRY. SEE AND HEAR FOR YOURSELF AT THE DALLAS ANATOLE, SUITE 1572, RMPC, SEPT. 11-15.

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**RCA, Ariola Form Worldwide Partnership**



RCA Corp. and Ariola (a division of Bertelsmann, A. G.) announced they had completed the transaction to merge their worldwide record, music publishing, and music video businesses into a new enterprise named RCA/Ariola International. The terms specify that RCA owns 75% and Bertelsmann 25% of the new enterprise. Each company will continue to exercise creative control over their operations, and maintain their own trade names and logos. Toasting the partnership are RCA/Ariola International President Bob Summer (center), Ariola/RCA Musik President Monti Lueftner (left), and RCA/Ariola International Exec. VP/Operations Jose Menendez (right).

**Eugene Broadcasting Buys KZEL**

**KZEL/EUGENE-SPRINGFIELD**

PRICE: \$2,273,000  
 BUYER: Eugene Broadcasting, which recently purchased KQDI-AM & FM/Great Falls, MT  
 SELLER: Emmanuel and Noulis Pappas, who also have interest in KTRB & KHOP/Modesto-Stockton, CA.  
 DIAL POSITION: 96.1 mHz  
 POWER: 100 kw at 870 feet  
 FORMAT: AOR  
 BROKER: Blackburn & Company

**KXOL/FORT WORTH**

PRICE: \$900,000  
 BUYER: Universal Broadcasting  
 SELLER: TETCO, headed by Tom Turner, who also has interest in KBUC-AM & FM/San Antonio and KRYS-AM & FM/Corpus Christi.  
 DIAL POSITION: 1380 kHz  
 POWER: 5 kw days/1 kw nights  
 FORMAT: Country  
 BROKER: Chapman Associates for the buyer, Norman Fischer for the seller.

**WAML & WEEZ/LAUREL, MS**

PRICE: \$600,000  
 BUYER: Vango Broadcasting  
 SELLER: New Laurel Radio Station  
 DIAL POSITION: 1340 kHz; 99.3 mHz  
 POWER: 1 kw, 3 kw at 300 feet  
 FORMAT: A/C; Easy Listening  
 BROKER: John Mitchell & Associates

**KPUR/AMARILLO**

PRICE: \$600,000  
 BUYER: Alfred Broadcasting, which also owns KHQB-FM/Canyon, TX.  
 SELLER: Lone Star Broadcasting  
 DIAL POSITION: 1440 kHz  
 POWER: 5 kw days; 1 kw nights  
 FORMAT: CHR

**WCVC/TALLAHASSEE**

PRICE: \$500,000  
 BUYER: WCVC, Inc., which recently purchased WGEC/Springfield, GA.  
 SELLER: Plantation Radio, Inc.  
 DIAL POSITION: 1330 kHz  
 POWER: 5 kw  
 FORMAT: Religious  
 BROKER: Wilkins & Associates

**KYSR-AM & FM/EL PASO**

PRICE: \$1.3 million  
 BUYER: Tichenor Spanish Radio Group, a subsidiary of Tichenor Media System, Inc., which also owns Texas stations KUNO/Corpus Cristi, KGBT-AM & KELT/Harlingen, KLAT/Houston, and KCOR/San Antonio.  
 SELLER: KYS Radio, Inc.  
 DIAL POSITION: 920 kHz; 97.5 mHz  
 POWER: 1 kw days/500 watts nights; 60 kw at 1050 feet  
 FORMAT: Big Band; A/C

**WREY & WMVB/MILLVILLE, NJ**

PRICE: \$750,000  
 BUYER: Crisp Communications, headed by Don Crisp, who also owns WSUX-AM & FM/Seaford, DE and WBEJ/Elizabethton, TN.  
 SELLER: Thompson Communications  
 DIAL POSITION: 1440 kHz; 97.3 mHz  
 POWER: 1 kw days; 5200 watts at 275 feet  
 FORMAT: Spanish; CHR  
 BROKER: Kozacko-Horton Co.

**Lyric**

Continued from Page 1

dent Eddie Fritts, is impractical for "a variety of reasons," said Gortikov, including lack of space on albums and especially cassettes, and copyright control of lyrics by music publishers, rather than record companies.

**NAB's "Defensive" Stance Hit**

Gortikov criticized NAB's support of lyric sheets as "merely a defensive act on its part to place the burden where it does not belong. Every radio station which programs music has on its programming staff music experts well skilled in evaluating the content of what they unilaterally choose to air."

"Further, under FCC regulations, a radio station is obligated to know what it broadcasts. That is its responsibility, not the role of the recording company."

**Multiple Warnings Impractical**

PMRC had sought a rating system with the designations "V" for violence, "O" for occult, "D/A" for glorification of drugs and alcohol, and "X" for violence, suicide, profanity, and sexual themes such as fornication, sadomasochism, incest, homosexuality, bestiality, and necrophilia.

RIAA said the multiple symbols are impractical because 25,000 songs are released annually, and album jackets and cassette packaging are often printed before all songs have been recorded or even written. Four symbols are also "unnecessary," RIAA maintains, since a concerned parent would likely worry about all forms of explicitness.

**Forbidden Fruit Syndrome?**

Gortikov noted that any non-industry group is free to set up its own standards but cautioned of "the reality that any rating mark for explicitness could itself invite extraordinary attention and patronage, as it has with movies."

Clearly trying to deflect criticism he feels is unfair, and to head off government action, Gortikov pleaded with PMRC to recognize the industry's positive response to its concerns and "cease its campaign through the press and government for targeted attacks on recording companies. The industry is being totally maligned under the mass of PMRC's extensive, almost daily media protests," Gortikov complained.

**Senate, Convention Spotlights**

There's no sign that the "porn rock" issue will die anytime soon. The Senate Commerce Committee or its Communications Subcommittee will explore the issue at a fall hearing on a date not yet finalized. And a panel, "Porn Rock: Too Hot To Air?," is scheduled at next month's NAB/NRBA convention in Dallas. It will feature PMRC leader Tipper Gore, Gortikov, and WBZZ/Pittsburgh PD Nick Bazoo. NAB President Eddie Fritts will moderate.

**Cap Cities/ABC**

Continued from Page 1

WRRB/Syracuse; WDEF-AM & FM/Chattanooga; WNCT-AM & FM/Greenville, NC; and WNAX/Yankton, SD.

President of the National Association of Black Owned Broadcasters, Lee is majority stockholder of separately-owned Silver Star Communications, Inc., which operates WTJH/Atlanta; it has reached terms to sell WJAX-AM & FM/Jacksonville to Statewide Broadcasting. More than 75% of Silver Star is owned by minority stockholders.

It is expected that Cap Cities/ABC will soon sell WKBW/Buffalo, and proceed with its application for an 18-month waiver on its seven remaining radio properties in New York, Los Angeles, Chicago, and San Francisco.



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## "CHILLING" EFFECTS DOCUMENTED

# FCC Sets Stage For Court Challenge To Fairness Doctrine

Even though it concluded that the Fairness Doctrine is out-of-date and discourages stations from covering controversial issues, the FCC said last week it will defer to Congress and the courts on the touchy question of repealing the doctrine.

Despite growing GOP strength, Congress has shown no interest in softening the policy. But the Supreme Court last year said it would "be forced to reconsider" the policy if given proof that it has a chilling effect on broadcasters.

Last week's FCC decision, wrapping up a lengthy inquiry into the Fairness Doctrine, is clearly designed to document that chilling effect in an ironclad record that will almost certainly be taken to the federal courts in a test case.

### Information Explosion Assures Balance

The FCC cited three factors that argue for throwing out the doctrine:

- A vast increase in the number and types of information sources, negating any need for government-imposed obligations of "balanced coverage."

- A strong showing, developed in last week's report, of the doctrine's chilling effects. "Broadcasters opt not to present controversial issues in an effort to avoid the burdens associated with the requirement to provide reasonable opportunity for opposing viewpoints," the Commission argued.

- The doctrine's undermining of "fundamental constitutional principles" of journalistic freedom, opening up "a dangerous opportunity of government abuse."

### Law Vs. Policy Dispute Unsettled

The Commission took no stand on the key question of whether the doctrine is a law that only Congress can change, or a policy that the FCC can alter unilaterally. In deferring to Congress, however, it bowed to political reality, calling the doctrine a "longstanding administrative policy and a central tenet of broadcast regulation in

which Congress has shown an intense interest."

FCC Commissioner Jim Quello argued strongly for repeal, but said he's convinced Congress cemented it into law in 1959 with "clear language" that only the House and Senate can now alter.

Deriding the doctrine as "misguided," Chairman Mark Fowler said in a statement, "We should reverse course and head ballistically toward liberty of the press for radio and television... The First Amendment dictates: Choose between the right of the press to criticize freely and the authority of the government to channel that criticism."

### Doctrine Foes See Progress

NAB President Eddie Fritts praised the FCC findings and voiced confidence that the doctrine "will not pass constitutional muster." RTNDA President Lou Adler, while disappointed that the FCC won't strike down the doctrine on its own, praised the Commission for assembling "a solid record demonstrating that the doctrine does not serve the public interest."



**RIVERA HONORED** — FCC Commissioner Henry Rivera, who's leaving to practice communications law, was honored in Syracuse last week at a minority seminar staged by BROADCAP, the NAB minority venture capital organization. Cosponsors of the Rivera reception included National Black Network and Sheridan Broadcasting. Pictured (left to right) are National Black Media Coalition Chairman Plurta Marshall, Craig Foster, CBS; Rivera; Helena Mitchell, National Telecommunications & Information Administration (NTIA).

## "RAMBO" COMMISSIONER MOVES ON

# Henry Rivera To Leave FCC September 15

Four years from the month he was sworn in as an FCC Commissioner, Henry Rivera announced at the beginning of last week's FCC open meeting that he will leave the agency September 15 to practice communications law with the Washington firm Dow, Lohnes & Albertson.

Rivera had been openly looking for a private sector job for some time, so his departure is no surprise. Nevertheless, his announcement triggered renewed speculation about a successor to serve the one year left in Rivera's term. Since three of the four remaining commissioners are Republicans, the seat must by law go to a Democrat.

One prospect whose name has already surfaced is another Hispanic, Edward Lavergne, 31. He currently practices law at the Washington firm Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey. His father, Nelson Lavergne, is Chairman of Command Broadcast Associates, which owns Spanish-formatted WADO/New York.

Unofficially, Rivera's slot is identified as the Commission's "minority" seat. Rivera replaced a black Commissioner, Tyrone Brown, and the naming of another

minority member is considered likely.

Rivera was the minority member in more ways than one. Besides being a Hispanic who championed the cause of all minorities in FCC affairs, he was often on the losing side of Commission votes, frequently as the lone dissenter. In fact, last week he described himself as the "Rambo" commissioner. Unable to prevail, Rivera became a master of the blistering written dissent, with which he often exorcised his colleagues.

An Albuquerque attorney with no experience in communications, Rivera was brought to White House attention in 1981 by then-Sen. Harrison Schmidt (R-NM), an ardent conservative. Once confirmed and sworn in, however, Rivera quickly dispelled any illusions that he might complacently go along with the GOP majority. And he quickly developed a reputation — even among those who disagreed with him — as a hard-working, fair, and thoughtful commissioner.

### FCC "Conscience"

Rep. Mickey Leland (D-TX) praised Rivera as the FCC's "conscience." He added, "He has served as a voice of reason and compassion on virtually every issue affecting those groups traditionally underrepresented or ill-served by the marketplace approach to regulation. To avoid what he called a drastic change in the FCC's ideological balance, Leland called on President Reagan "to choose a successor who brings the same talents, intellect, and sensitivity as Henry demonstrated."

# NEWS BRIEFS

## Mann Stumps For Radio-Only Super Group

NRBA President Bernie Mann took his campaign for a radio-only "super-association" to the Wisconsin Broadcasters Association meeting in Oshkosh last week.

Radio and TV can sometimes stand together, he said, but more often than not they have different needs. "It's not a matter of being divisive... quite the contrary. Separate, autonomous associations would give radio and television the opportunity to tell their own stories, which together but separate are stronger than one story for both."

Except for possibly sending an "observer," NRBA still plans to sit out this week's (8-16) summit in Washington because its board hasn't voted on a

radio-only trade group. Groups invited by NAB include RAB, Radio-TV News Directors Assn. (RTNDA), Broadcast Financial Management Assn. (BFMA), American Women in Radio & TV (AWRT), Broadcast Promotion & Marketing Executives (BPME), Radio Network Assn. (RNA), Station Representatives Assn. (SRA), and the Illinois, New York, Kentucky and Ohio broadcasters' associations.

### Other Key Developments:

- Overnight talk host Larry King of Mutual will receive the Radio Award at next month's NAB/NRBA convention in Dallas for his "longterm involvement and continuing contribution to the radio industry."



Larry King

- The latest FCC totals show 9787 radio stations in the United States — 4792 AM, 3801 FM commercial, and 1194 FM educational. There are 1559 TV stations.

# Vintage Rivera: 1981-1985

"I don't think this Commission sees itself as ensuring the profitability of broadcasters."

(January 1983)

"I think our priorities are all screwed up."

(April 1983)

"Frankly, I am almost shocked that broadcasters have not rallied around the deregulatory marketplace flag more than they have."

(November 1983)

Ending regional concentration of control rules may cause "further erosion of the FCC's longstanding and meritorious broadcast ownership diversification objectives without substantial countervailing public interest benefits."

(January 1984)

"This agency is no longer genu-

inely committed to maximizing diversity in the media."

(June 1984)

"The Commission could do much more to further the cause of minority ownership."

(October 1984)

Docket 80-90 preferences for daytimers "will effectively stymie the efforts of many newcomers —

both minorities and others — to obtain an FM radio station."

(March 1985)

"Minority ownership and, through ownership, autonomy over our views, visions, and aspirations, will assure that this nation's minority community will, once and for all, break free of majority domination."

(July 1985)

**BREAKER.**

A SONG ABOUT BUILDING WALLS.  
FROM AN ARTIST WHO BREAKS THEM DOWN.

"FORTRESS AROUND YOUR HEART"

(AM 2767)

# STING

From the album  
*The Dream Of The Blue Turtles*  
(SP 3750)

Produced by Pete Smith and Sting

## STING ON TOUR

### AUGUST

13 SAN DIEGO CA  
15-17, 19 & 20 LOS ANGELES CA  
21 COSTA MESA CA  
23 & 24 BERKELEY CA  
26 SALT LAKE CITY UT  
28 DENVER CO  
30 OMAHA NB  
31 KANSAS CITY KS

7

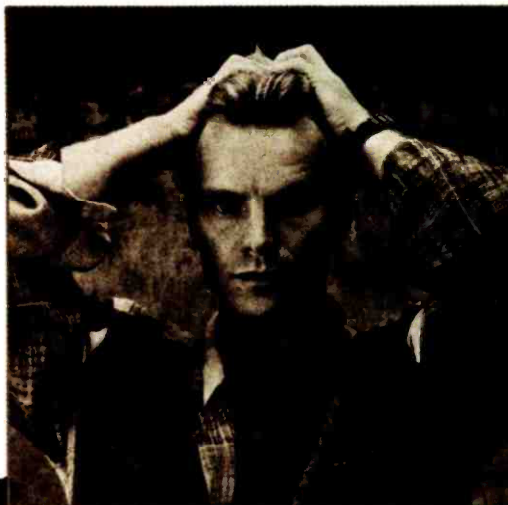
CHICAGO IL  
9 DETROIT MI  
10 CLEVELAND OH  
11 CINCINNATI OH  
14 & 15 TORONTO  
17 MONTREAL  
19 BOSTON MA  
20 JONES BEACH NY  
21 WASHINGTON DC  
23-25, 27-29 NEW YORK NY

### SEPTEMBER

1 ST. LOUIS MO  
3 ST. PAUL MN  
5 E. TROY WI  
6 CEDAR RAPIDS WI

### OCTOBER

1 & 2 PHILADELPHIA PA



...AND MORE  
TO COME



AND THE FIRST BIG HIT  
FROM A  
LITTLE BAGGARIDDIM.

"I GOT YOU BABE"

(AM 2758)

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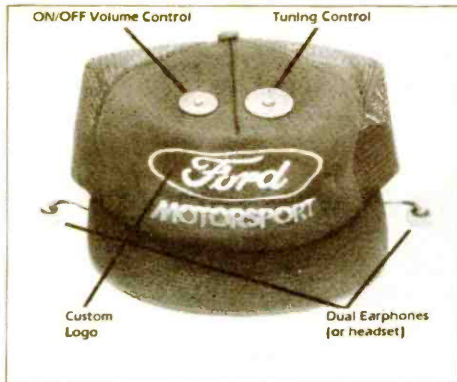
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## SPIRITS ON THE WANE

# America's Drinking Drops For 3rd Straight Year

The U.S. consumption of distilled spirits declined 1.4% from 1983 to 1984, according to figures published recently by *Impact*, a wine and spirits industry newsletter. Meanwhile, Americans' per capita consumption of distilled spirits dipped from 2.77 gallons per person in 1983 to 2.70 gallons in 1984.

This trend, which analysts claim stems from Americans' increased health and weight-consciousness as well as growing public outcry over the current drinking and driving laws, can be seen in the lessening percentage of distilled spirits sold. From 1980 to 1981 sales sank 0.9%, dropping another 2.7% by 1982, followed by another 1% percent in 1983. Meanwhile, U.S. per capita consumption has fallen from 3.32 gallons per person in 1975 to 3.02 gallons per person in 1980 to 2.84 gallons per person in 1982.

In general, dark spirits (scotches, bourbons, whiskeys) have been the hardest hit, while light spirits (rums,



vodkas and tequilas) are holding steady at best. The real growth story involves cordials and cream liqueurs. When **Hiram Walker** introduced Haagen-Daz Cream Liqueur last year, sales totalled 200,000 cases and garnered an amazing 20% of the cream liqueur market. (Bailey's is the number one cream liqueur at one million cases and 50% of the market.)

### Cordial Reception

Nevertheless, certain super-premium brands as well as those with strong image identification have been able to post gains in the face of extreme adversity. For an interesting look at how another, not dissimilar industry performs in your marketplace, read on:

The absolute hottest market segment is cordials, with shipments up 9.6% overall during 1984. DeKuyper cordials were up 37.8% (to 1.8 million cases) — by far the largest percentage increase. Rounding out the top ten of epercentage of shipments increased are Popov vodka (up 9.0%), Crown Royal whiskey (up 8.7%), Canadian Mist whiskey (up

7.3%), Bailey's cream liqueur (up 7.1%), Ron Rico rum (up 5.1%), Dewar's scotch (up 4.7%), Arrow cordials (up 4.3%), Windsor Supreme whiskey (up 3.4%), and Kamchatka vodka and Jose Cuervo tequila ties (up 3.1% each). Incidentally, Jose Cuervo is the top tequila at 985,000 cases shipped.

The big losers in terms of percentage were: Old Crow bourbon (off 10%), Gilbey's gin (off 8%), Calvert Extra whiskey (off 6.5%), Old Granddaddy and Old Smuggler bourbons (off 5.0% each), Seven Crown whiskey (off 4.1%), Seagram's V.O. whiskey (off 4.0%), Club Cocktails — the cocktails-in-a-can favorite — (off 3.4%), and Canadian Club whiskey (off 2.1%).

### Just In Case

These percentage shifts take on added significance when compared with the cases shipped figures. Bacardi rum is the undisputed brand name champ at 8.5 million cases shipped during 1984, no other rum made the top 30. Similarly, Smirnoff took second with 7 million cases, while Popov placed seventh (3.4 million), Kamchatka 12th, (2.5 million), Gilbey's vodka 17th (1.9 million), and Wolfschmidt 25th (1.2 million). Although Smirnoff enjoys a commanding lead, its market share is eroding due to increased competition with such super-premium brands as Absolut and Stolichnaya.

Rounding out the brand name ten best list is Seven Crown in third place (5.2 million cases shipped), followed by Jim Beam bourbon (4 million), Jack Daniel's black whiskey (3.7 million, good for 17% of the market), Seagram's V.O. (3.4 million), Popov vodka, Seagram's gin (3.4 million), Windsor Supreme (3.3 million), and Canadian Club (3.2 million).

### One Scotch . . .

Dewar's is now the leading scotch at 2.7 million cases, good for 22% of the market, and 11th place overall. Here, again, the competition nibbling away at Dewar's fat market share is coming from super-premium, single-malt scotches such as Glenlivet. On the gin front, Gilbey's placed 14th at 2.2 million, but the super-premium Tanqueray is the number one imported gin at 1.2 million cases and 27th place overall.

Kahlua is the number one liqueur, shipping 1.7 million cases (up 1.8%) and placing 18th overall. The entire DeKuyper cordials line only shipped 1.8 million cases. Same goes for the Hiram Walker cordials at 1.5 million. Bailey's cream liqueur and Southern Comfort were the only other liqueurs to make the top 30 at 1.1 million and 1.2 million cases shipped, respectively.

Overall, scotches were down 8.9% and bourbons down 6%. Hennessy and Courvoisier cognacs are in a dogfight at 680,000 cases and 575,000 cases, respectively, and Korbel remains the number one domestic, fermented-in-the-bottle champagne. Cheers!

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To operate this \$30 gizmo, which basically works by measuring ultraviolet rays, all you have to do is enter your skin type — dark, medium or fair — and the blocking power of your sunscreen. The beeper then gives you two warning signals. One tells you it's time to cover up, the other advises that longterm skin damage may result. Ouch!

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The Spring 1985 Arbitron\***

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PD: Ron Rodrigues  
**Up 1.7 to 2.3!**

**WLTF-FM Cleveland**

GM: Gordon Stenback  
PD: Dave Popovich  
**Up 5.5 to 7.3! Once again, the #1 A/C in Cleveland.**

**WLOL-FM Minneapolis**

GM: Doyle Rose  
PD: Tac Hammer  
**Up 8.5 to 9.4! Once again, the #1 CHR in Minneapolis.**

**WJYO-FM Orlando**

GM: Harvey Tate  
PD: David Sousa  
**Flat 12.9 to 12.6! Now, the #1 station in Orlando.**

**WIQB-FM Ann Arbor**

GM: Ernie Winn  
PD: Brent Alberts  
**Up 6.3 to 9.1! Now, the #2 station in Ann Arbor (second only to Detroit's WJR).**

**WVIC-FM Lansing**

GM: Bob Goodrich  
PD: Mark Maloney  
**Up 17.1 to 20.5! Once again, the #1 station in Lansing.**

**WIOG-FM Saginaw**

GM: John Casey  
PD: Rick Belcher  
**Up 16.6 to 19.4! Once again, the #1 station in Saginaw. Also, #2 Flint TSA.**

**WGGZ-FM Baton Rouge**

GM: Manuel Broussard  
PD: Michael Adams  
**Debuts with a 9.6! #3 in Baton Rouge their first book.**

**WZZP-FM South Bend**

GM: Vince Ford  
PD: J.J. Duling  
**Debuts with a 12.1! #2 in South Bend their first book.**

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# PRO:MOTIONS

## Edelstein New E/A Director



Marcia Edelstein

Marcia Edelstein has been appointed to the newly-created position of Director/Merchandising & Advertising for **Elektra/Asylum Records**. She will initiate ad campaigns and merchandising projects for EJA releases. Edelstein will also act as a liaison for the art and production departments and work with the labels' field marketing coordinators. Prior to her appointment, Edelstein served as EJA's Assistant to the VP/Creative Services.

## United Stations Names Gneiser SM

David Gneiser is the new Sales Manager for the **United Stations-Detroit Region**. Prior to this appointment, Gneiser was General Sales Manager for **WCXI-AM & FM/Detroit**. He has also served as VP/Office Manager for **Eastman Radio**.

## Capitol Appoints Bonilla

Steve Bonilla joins **Capitol Records** as its National Alternative Marketing Manager for Record Group Services. Bonilla is responsible for all aspects of alternative marketing, including college marketing and promotion. Before Capitol, Bonilla served as National College Coordinator at **Island Records**, a position he held for two years.

## Kahle Named Maritz Senior Project Director

Robert Kahle, research analyst with **Raymer & Gersin Associates**, has resigned to become Senior Project Director with the Detroit division of **Maritz Market Research, Inc.**

## Galardi Editor Sound Management

Susan Galardi joins the **RAB** as Editor of **Sound Management Magazine**, the association's monthly sales and marketing publication. She replaces founding Editor **Adam Buckman**, who retired. Galardi was most recently Assistant Editor of **Musical America**.

## Pacific Arts Taps Murray As New GM

Stephanie Murray has been named General Manager of **Pacific Arts**. She previously was scoring administrator for the **Record Plant's Scoring Stage M at Paramount Studios**. Murray has also served as Copyright and License Director for **United Artists**, in addition to stints at **Geffen** and **Screen Gems**.

## Famous Promotes Melina

**Famous Music** has announced the promotion of **Al Melina** from Creative Director to Senior Creative Director. Before coming to Famous in 1984, Melina was GM of **Chappell Music** in London. He also has 13 years' experience in the UK music industry.

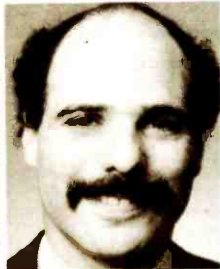
## Toot Toot Recordz Bows

**Toot Toot Recordz** has been formed in New Orleans by entertainment attorney **Ellis Jay Pallet** and World Entertainment producer **Robert Vernon**. The label will be distributed by **Paula Records**. Pallet, Vice-Chairman of the **Louisiana Music Commission**, will assume the presidency. Vernon, LMA Exec. Director, becomes Exec. VP. Toot Toot is based at 1001 Howard Avenue, Suite 4200, New Orleans, LA 70113. (504) 525-0000.

## Bug Music Opens Nashville Office

**Bug Music** has opened a Nashville office, and **Garry Velletri** is its new General Manager. Velletri joins Bug after a stint with the **Nashville Music Group**, having previously worked with **Faulty Products**. The new office is located at 65 Music Square East, Nashville, TN 37203. (615) 321-4593.

## Hoffman Promoted To CBS Songs VP



Rand Hoffman

**Rand Hoffman** has been promoted to VP/Business Affairs for **CBS Songs**. Hoffman joined CBS in 1981 as an attorney in the CRG Section of the CBS Law Department. In 1983 he was appointed Director/Business Affairs for the label.

## Chappell Ups Fret



Steve Fret

Steve Fret has been promoted at **Chappell/Intersong** from VP Finance & Administration to Sr VP. Fret, who was named VP in 1982, came to Chappell in 1978 from the accounting firm of **KMG & Main, Hurdman**.

## Epstein Directs MCA Administration



Norman Epstein

Norman Epstein has been tapped by **MCA Records** to be the label's Director of Administration. Epstein has been a manager for 13 years, representing such artists as **Karla Bonoff, Andrew Gold, Jennifer Warnes, and Jonathan Richman & The Modern Lovers**.

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✓ CHAT TROT TO ORGANIZE IDEAS EXCHANGE FOR NY MUSE STATIONS.	✓ WENT, WAMA, MONTICLON, WVA
✓ EXPAND RAR'S NY OFFICE SALES CAPACITY. ADD: SEVE, ANDEL, CHRIS, JACOB.	✓ KQED-FM, LOS ANGELES
✓ BRING TOM TURNER BACK TO RAR BY END OF MONTH.	✓ ANNOUNCE & BOB LAW AS VP GENERAL MANAGER, BLAIR RADIO NETWORKS, BLAIR'S RECOMMENDATION TO UNWIRED NETWORK REPRESENTATION.
	✓ RECRUIT ANDREA KESHIN AS AE, NY NETWORK SALES.
MAY	JUNE
✓ TRANSFER SCOTT LEAHNE AS VP GENERAL MANAGER TO STREAMLIN BLAIR RADIO'S NEW YORK OFFICE.	✓ MAKE OFFICIAL BLAIR RADIO REPRESENTATION DIVISION AND NETWORK DEAL.
✓ ADD KAREN WHO AS WEST COAST PROGRAM VENDOR SALES MANAGER.	✓ BLAIR/RAR ADS: KQET (FM) SEATTLE UP FOR VENDOR SALES PROGRAM.
✓ CANCEL SALES'S & SPECIAL SALES'DUM WITH FRANK KELLY AS HEAD.	✓ CBS NEW UNWIRED RADIO NETWORK DEAL.
✓ BLAIR RADIO SIGNS UP WABY, WJVM, ALABAMA.	✓ ORDER NATIONAL WIDE ADVERTISING START UP BRN/DIRECT MAIL.
✓ ADD NEW AEs TO BLAIR RADIO, NY SALES SUPPORT/RESEARCH/COMMUNITY BLISE, KIVBALL.	✓ ORDER NATIONAL WIDE ADVERTISING START UP BRN/DIRECT MAIL.
✓ PROMOTED LAURENCE 25th ANNIVERSARY.	✓ NEW BIZ PRESENTATIONS.

## PROS ON THE LOOSE

Jolene Baller — MD/middays  
**WVSR/Charleston, WV** (304) 345-6593

Chuck Browning — Nights  
**K101/San Francisco** (415) 934-2055

Kevin Cooke — Afternoons  
**WKWK/Wheeling, WV** (304) 233-3007

Chuck Davidson — PD  
**WEQX/Manchester, VT** (802) 362-2514

David Langford — Mornings  
**KMGC/Dallas** (214) 899-3678

Mike McKay — Host **RKO's Nighttime America** (518) 887-1875

Joe Pachino — Allnights  
**WCAO/Baltimore, MD** (301) 653-2586

## CHANGES

**B.J. Fletcher** promoted from Traffic Director to Account Executive at **WARK/WARX/Hagerstown-Frederick, MD**.

**Deborah Crawford** named Account Executive at **WARK/WARX/Hagerstown-Frederick, MD**.

**Jeffrey Himes** named Account Executive at **WARK/WARX/Hagerstown-Frederick, MD**.

**Craig Olive**, former **WKQQ-FM/Lexington, Kentucky/Regional Sales**, named Account Executive at **98 KZEW & KRQX/Dallas**.


# Entertainment: Coast to Coast

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JHAN HIBER

Country: Storm Clouds Ahead

While there are some outstanding exceptions, an objective analysis of Country's share of listening in this sweep shows the format slipping. More stations than ever are programming Country, but in the ten markets examined for this review, its total shares were down from a year ago.

Let's see what the share trends involving stations that earned at least a one share in the respective sweeps. See how they might compare to your market on a spring-to-spring basis. Then, let's discuss what can be done to keep the storm clouds away from Country.

Here are the specific situations involving stations that earned at least a one share in the respective sweeps. See how they might compare to your market on a spring-to-spring basis. Then, let's discuss what can be done to keep the storm clouds away from Country.

Albany

Table with 3 columns: S '84, F '84, S '85. Rows for 12+ and 25-54 age groups.

The two Country stations in the Albany area did well a year ago. With A/C and CHR performing well now, Country has some ground to make up.

Charlotte

Table with 3 columns: S '84, F '84, S '85. Rows for 12+ and 25-54 age groups.

In the spring '84 results, four stations garnered a one share or better. That slipped to two in the fall, but returned to three this sweep, which helps explain the slight fall '84-spring '85 rises.

Cincinnati

Table with 3 columns: S '84, F '84, S '85. Rows for 12+ and 25-54 age groups.

There've been three Country stations in this market during these sweeps, so the trends can be thought of as indicative.

Houston

Table with 3 columns: S '84, F '84, S '85. Rows for 12+ and 25-54 age groups.

In both spring surveys, there were three stations that scored above a one share, four in the fall. Keep that fact in mind as you evaluate the spring-to-spring picture.

Minneapolis-St. Paul

Table with 3 columns: S '84, F '84, S '85. Rows for 12+ and 25-54 age groups.

The Twin Cities have had two Country stations which, compared to other markets, held their own overall.

Nashville

Table with 3 columns: S '84, F '84, S '85. Rows for 12+ and 25-54 age groups.

It's heartening to find a small 12+ increase. As for the share slippage 25-54 this book, perhaps the growth garnered by A/C WLAC-FM made some impact in that demo.

Portland

Table with 3 columns: S '84, F '84, S '85. Rows for 12+ and 25-54 age groups.

A vigorous CHR battle and another killer A/C book this sweep may have affected Country shares here. The format just hasn't kept up with the overall listening increase in the market.

Sacramento

Table with 3 columns: S '84, F '84, S '85. Rows for 12+ and 25-54 age groups.

A slight increase over last fall, but still well off from a year ago.

New Arbitrends Weighting To Debut

Arbitron officials have confirmed that the company is developing a diary value weighting system that will relate to Arbitrends and the quarterly reports. According to Arbitron VP/Sales & Marketing Rhody Key, "We're close to time period weighting. In essence, it will take into account any possible differences from one month to the next, such as amount of sample that's there. As a result, the Arbitrends and the quarterly reports will have the same weighting method. That makes the Arbitrends much more reliable to the quarterly."

Asked when this change might be implemented, Bosley speculated, "In the final stages of review, and could be started in the fall '86 survey."

Ethnic Composition Report To Come

Based on input from the Arbitron Radio Advisory Council (ARAC), Arbitron will soon issue Ethnic Composition Reports for all stations in markets where High Density Black/Hispanic areas are in use. All subscribers in the markets will receive the report at no charge. The report, based on the spring '85 sweep results, will likely be sent to relevant subscribers in October.

Tampa-St. Petersburg

Table with 3 columns: S '84, F '84, S '85. Rows for 12+ and 25-54 age groups.

The two stations finished with relatively stable 12+ shares. However, erosion among the target is enough to be concerned about.

Washington

Table with 3 columns: S '84, F '84, S '85. Rows for 12+ and 25-54 age groups.

Not huge growth in the D.C. area, but a shining example when compared with many other metros. There was steady improvement on the part of the two FMs.

Avoiding The Storm

How do your market and competitive situations stack up against the examples here? If you're in the same boat as most seem to be, better get ready to ride out the storm. But how do you do that?

First, keep in mind the actual audience figures your station delivers. While shares may have slipped, don't get caught in hysteria if your average quarter-hour and cumulative audiences have remained

stable. The Country listener to be a loyal fan and may around after the excitement CHR dies down (if it ever does).

Next, have your sales team aggressive in marketing what do have. Are they debunking "share slippage means death" drome on the street? Are you taking the CMA qualitative information or Simmons data (available through the RAB) with their sales calls? Put together a picture of the Country listener's summer.

Keep in touch with your market. Are you out there mingling with the Country fans? Do know what it takes to get casual Country samplers interested in your station? Have you your research homework?

Finally, play the music the lic wants and let them know available on your station. So basic, but recently I've seen Country stations that were not perceived by the public as playing country music. A fuzzy image can be an enemy.

Next week a peek at CHR, a mat that's strong right now.

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12 YEARS OF THE BEST



# BEHIND THE SCENES WITH JOE WALSH



Here's me after successfully getting out of some guy's car for my NBC Radio Album Party.



Here's me with somebody's dog, the point being that we all hate weird eyes.



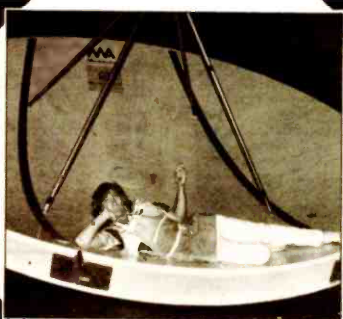
Here's me talking on the telephone in the control room with my hand in my pocket.



Here's me being asked something I obviously don't know.



Here's me holding out my hand for absolutely no reason.



Here's me being transmitted by satellite.



Here's me holding up a picture of me with Dr. Ruth Westheimer.

**JOE WALSH'S  
CURRENT LP, "THE  
CONFESSOR,"  
IS ON WARNER  
BROTHERS  
RECORDS.**

**NBC RADIO  
ENTERTAINMENT  
AMERICA'S MUSIC NETWORK**

# RATINGS

## Arbitron Demographic Rankings For Spring '85

### Atlanta

WVEE Wins Older Demos, Second In Teens And Young Adults; WQXI-FM First For Young Adults, Second With 18-49 And 25-54 Demos; WZGC Tops For Teens

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WZGC (CHR)	WQXI-FM	WVEE	WVEE
2 WVEE (BU)	WVEE	WQXI-FM	WQXI-FM
3 WKLS (AOR)	WZGC	WZGC	WKHX
4 WKHX (City)	WKLS	WKHX	WZGC
5 WQXI-FM (CHR)	WSB-FM	WKLS	WSB-FM
6 WGO (BU)	WQXI	WSB-FM	WPCH
7 WYAY (City)	WFOX	WFOX	WFSB
8 WSB-FM (A/C)	WYAY	WPCH	WSB
9 WACK (BU)	WRMM (A/C)	WSB	WKLS
10 WFOX (A/C)	WSB (A/C)	WYAY	WRMM

### Baltimore

WBSB Is Everyone's Second Favorite Station; WMKR First Choice For Teens; WIYY Gets Young Adults And 18-49; WLIF Easily Wins Older Demos

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WMKR (CHR)	WIYY	WIYY	WLIF
2 WBSB (CHR)	WBSB	WBSB	WBSB
3 WWIN (BU)	WIYY	WIYY	WIYY
4 WIYY (AOR)	WMKR	WLIF (BEZ)	WPOC
5 WIYY (BU)	WWDC-FM (AOR)WPOC		WYST
6 WEBB (BU)	WWIN-FM	WYST	WIYY
7 WRQX (CHR)	WPOC	WMKR	WFBR
8 WWIN-FM (BU)	WYST (Bld)	WWIN-FM	WBAL (A/C)
9 WPOC (City)	WWIN	WWDC-FM	WBGR (Rel)
10 WHFS (AOR)	WOSR (Gold)	KWQSR	WMKR

### Seattle-Everett-Tacoma

KUBE Champ For Young Adults And 18-49, Places Second For Older Demo; KPLZ Tops With Teens; KIRO First Choice Among Older Adults; KISW Strong #2 With Teens, 18-34 And 18-49

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KPLZ (CHR)	KUBE	KUBE	KIRO
2 KISW (AOR)	KISW	KISW	KUBE
3 KIRO (CHR)	KLSY	KIRO	KSEA
4 KUBE (CHR)	KIRO	KLSY	KLSY
5 KIMS (Rel)	KZOK	KSEA	KOMO
6 KHT (CHR)	KPLZ	KIRO	KMPS
7 KZPK (AOR)	KEZZ (AOR)	KOMO	KING
8 KQFX (BU)	KIRO (TV)	KMPS-FM (City)	KIRO (BEZ)
9 KJET (AOR)	KJR	KJR	KRPM
10 KJR (A/C)	KVI (Gold)	KEZZ	KVI

### Tampa-St. Petersburg

WRBQ-FM Sweeps All Demos; WZNE Second Home Of Teens; WYNF #2 With Young Adults; WIQI Doubles To Second With 18-49 And 25-54

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WRBQ-FM (CHR)	WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WZNE (CHR)	WYNF	WQI	WQI
3 WYNF (AOR)	WQI	WYNF	WWBA
4 WTMP (BU)	WZNE	WYNF	WQYK
5 WQI (A/C)	WMGG	WQYK	WSUN
6 WMGG (CHR)	WTMP	WWBA	WYNF
7 WRBQ (CHR)	WQYK	WSUN	WMGG
8 WWBA (BEZ)	WWBA	WMGG	WZNE
9 WQYK (City)	WAVE (A/C)	WTMP	WFLA (A/C)
10 WFLA-FM (A/C)	WSUN (City)	WHBO (Gold)	WHBO

### Cleveland

WMMS Files Off With Adult Demo Crowns, Second With Teens; WGCL Tops With Teens; WLTF Solid Second With Adult Demos

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WGCL (CHR)	WMMS	WMMS	WMMS
2 WMMS (AOR)	WLTF	WLTF	WLTF
3 WROC (CHR)	WZAK	WMAJ	WMAJ
4 WDMT (BU)	WMAJ	WZAK	WDOK
5 WZAK (BU)	WGCL	WGCL	WGAL
6 WLTF (A/C)	WDMT	WDMT	WZAK
7 WKDD (CHR)	WRQX	WDOK	WHK
8 WMAJ (A/C)	WHK (Gold)	WGAL	WGAR
9 WJMO (BU)	WWWE (A/C)	WGAR	WGCL
10 WABQ (Rel)	WDOK (BEZ)	WHK	WWWE

### Minneapolis-St. Paul

WLOL Tops For Teens And Young Adults; KSTP-FM First With 18-49, Second With Young And Older Adults; WCCO Gets Older Demo Crown, Runner-up With 18-49; KDWB-FM #2 In Teens

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 WLOL (CHR)	WLOL	KSTP-FM	WCCO
2 KDWB-FM (CHR)	KSTP-FM	WCCO	KSTP-FM
3 KQRS-FM (AOR)	KQRS-FM	WLOL	WLOL
4 WCCO (A/C)	KDWB-FM	KDWB-FM	WYLF
5 KSTP-FM (A/C)	KTCZ	KQRS-FM	KEEY
6 WLTE (A/C)	WCCO	KTCZ	KTCZ
7 KLJO (Gold)	KEEY	KEEY	WLTE
8 KEEY (City)	WLTE	WLTE	WDGY
9 KQRS (AOR)	KLJO	WYLF	KDWB-FM
10 WDGY (City)	WDGY	WDGY	KSTP-FM

### Luncheon Fit For King



E/P/A and CBS International staffers hosted a luncheon in London for Epic's King after their recent performance. Pictured (l-r) are E/P/A's Cliff O'Sullivan, CBS VP Joe Sentkiewicz, group's Paul King, CBS's Andy Stephens, and E/P/A's LaVerne Perry and Dan DeNigris.

### Anaheim-Santa Ana-Garden Grove

KIIS-FM Sweeps Adults, Second Home To Teens; KKHR First With Teens; KLOS #2 Choice With 18-34 And 18-49; KBIG Takes Second With Older Demo

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KKHR (CHR)	KIIS-FM	KIIS-FM	KIIS-FM
2 KIS-FM (CHR)	KLOS	KLOS	KBIG
3 KROQ-FM (AOR)	KMET	KOST	KOST
4 KROQ (CHR)	KROQ-FM	KMET	KMET
5 KDAY (BU)	KRTH	KBIG	KABC
6 KMET (AOR)	KOST	KRTH	KLOS
7 KLOS (AOR)	KKHR	KROQ-FM	KRTH
8 KRTH (Gold)	KBIG (BEZ)	KABC (Talk)	KHTZ
9 KISS (CHR)	KMGG (A/C)	KKHR	KZLA
10 KJLH (BU)	KWZ-FM (A/C)	KHTZ (A/C)	KWZ-FM

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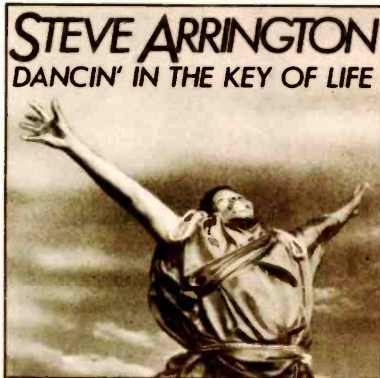
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The new Talking Heads single is going places! "And She Was"<sup>(120917)</sup>  
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On Sire Records.



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(81245)

**WITH HIS HIT SINGLE,  
"DANCIN' IN THE KEY OF LIFE"  
(7-89535)  
STEVE ARRINGTON'S  
DANCING HIS WAY TO THE TOP.**

**FROM THE ALBUM,  
"DANCIN' IN THE KEY OF LIFE"  
Produced by Keg Johnson & Wilmer Roglin for:  
The Producers Alliance**

### This Week In CHR:

WXKS-FM	KITE	WKHI
WCAU-FM	WFMI	WOMP-FM
WHYT	Y106	WKSF
WKRZ-FM	KTFM	WJAD
WTLQ	KMGX	Q101
WZLD	KCAQ	WPFM
	KHYT	WHSL

**ON ATLANTIC RECORDS & CASSETTES**

1985 Atlantic Recording Corp. • Warner Communications Co.

20/R&R FRIDAY, AUGUST 16, 1985

## RATINGS

Arbitron Demographic Rankings For Spring '85

### San Diego

**KSDO-FM Hits With Teens; KGB First Choice For Young Adults And 18-49; KFMB Wins Older Demo Pennant; XHRM #2 In Teens; XTRA-FM Places Second For Young Adults; KFMB-FM Runner-up With 18-49 And 24-54**

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KSDO-FM (CHR)	KGB (AOR)	KGB	KFMB
2 XHRM (B/U)	XTRA-FM (AOR)	KFMB-FM	KFMB-FM
3 KGB (AOR)	KFMB-FM	XTRA-FM	KJQY
4 XTRA-FM (AOR)	KSDO-FM	KFMB	KIFM
5 KFMB-FM (A/C)	KLZZ-FM	KSDO-FM	KLZZ-FM
6 KLZZ-FM (A/C)	KFMB (A/C)	KIFM	KGB
7 XHTZ (CHR)	KFMB (A/C)	KLZZ	KSDO (News)
8 KKHR (CHR)	XHRM	KJQY (B/EZ)	KSON
9 KLZZ (A/C)	KBZT (A/C)	XHRM	XTRA
10 KFI (A/C)	XTRA (Gold)	XTRA	KFSD (Class)

### Denver-Boulder

**KBPI First Choice Of Young Adults And 18-49; KPKE Grasps Teen Crown; KRXY-FM Second Teen Choice; KOSI Eases Into Older Demo's First Choice; KMJL #2 With 18-49 And 25-54; KBCO Runner-up With Young Adults**

# 12-17 Rank	18-34 Rank	18-49 Rank	25-54 Rank
1 KPKE (CHR)	KBPI	KBPI	KOSI
2 KRXY-FM (CHR)	KBCO	KMJL	KMJL
3 KBPI (AOR)	KMJL	KBCO	KHOW
4 KDKO (B/U)	KRXY-FM	KOSI	KBCO
5 KOAQ (CHR)	KOAQ	KRXY-FM	KYGO
6 KBCO (AOR)	KAZY	KHOW	KBPI
7 KAZY (AOR)	KMIN	KOAQ	KOA (Talk)
8 KYGO (Chr)	KPKE	KAZY	KOAQ
9 KMJL (A/C)	KOSI (B/EZ)	KMIN	KMIN
10 KMIN (CHR)	KYGO	KYGO	KVOD (Class)

## Format Legend

**AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Bik—Black, BM/Easy—Beautiful Music/Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, N/T—News/Talk, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban Contemporary.**

### Golden Waves



*Katrina & The Waves were presented with Canadian gold awards for their LP and single "Walking On Sunshine" by Atlantic Records and its distributor A&M after a recent performance. Pictured (l-r rear) are Atlantic's Ralph Alfonso, band's Katrina Leskanich and Vince De La Cruz, A&M's Veima Buckley and Al Mair, group's Alex Cooper and Kimberley Rew, A&M's Pat Ryan, and Trick Or Treat Booking's Mike White; (l-r front) A&M's Ray Rosenberg and Coralee Hummel and Atlantic's Lindsay Gillespie.*

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(\* 12+ ARB/Spring 1985)

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K104	KSET-FM	WKFR	WOMP-FM	KTRS
WERZ	WANS-FM	WRQN	WKSF	KHTX
WSPK	WOKI	KBOS	WXLK	SLY96
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REED BUNZEL

# NETWORKS/PROGRAM SUPPLIERS

## A Conversation With RNA President Bob Lobdell

Following a long and exhaustive search, the Radio Network Association last month finally located the replacement for former President Jack Thayer (R&R 7/19). Thayer had been named to the top slot last fall, but was forced to step down in November due to health reasons. With Thayer's departure the association continued the "revolving door" syndrome that's plagued its recent leadership, a malaise that the search committee hopes has ended with the appointment of new President Bob Lobdell.

Lobdell comes to the RNA following a 30-year radio career that began in 1964 with Young & Rubicam and included 20 years with Blair Radio. He started with Blair in Chicago in 1964, and was transferred to New York as VP/Sales in 1971. Lobdell was later appointed National Sales Manager, eventually being named Sr. VP/Assistant to the President. This week: a candid conversation with Lobdell on his views of network radio and his goals in his new post.

**R&R:** To erase any lingering speculation, can you describe the purpose and objectives of the Radio Network Association?

know is that an investigation caused RKO to return money to advertisers, for one reason or another. Now people are saying, "If someone did something incorrect at RKO, it could also happen elsewhere." Our biggest task is to clear the air about the credibility of network radio.

**R&R:** Are networks experiencing a backlash from advertisers who suffered from the RKO problem?

**BL:** Those advertisers who were affected by the situation at RKO conducted their own investigations, and I am totally unaware of anyone



Bob Lobdell

**R&R:** 1984 was a mediocre year for network radio. How much of this can be attributed to the RKO overcharges?

**BL:** The first thing we saw was a dropoff in business, but we can't be

hitting the streets, and a lot of people had questions. 1984 was an abnormal year because of the Olympics, and we don't really know what budget redirections were based on what influences.

**R&R:** The RNA has been criticized for duplicating the efforts of the Radio Advertising Bureau. Is there a lot of duplicity in your efforts?

**BL:** Not really. It certainly is not our plan to waste anybody's time or money duplicating the efforts of other effective organizations. We are working with RAB in some areas, but the two organizations have basically different objectives and constituencies. A major part of the RAB's activities are directed to servicing its 3500 member stations. Their national sales effort involves local sales, spot radio, co-op, and the peculiarities of individual local markets. The RNA serves the national network marketplace.

**R&R:** What avenues of activity will you be pursuing to convey the "network radio message"?

**BL:** We'll be contributing information to the industry so that people will gain further understanding of radio networks. This is a nebulous way of saying we've got a number of projects in the works that will assist networks in both approaching advertisers and agencies, while also contributing to the overall strength of the medium.

**R&R:** Any examples?

**BL:** We're preparing a list of all the accounts and agencies that have bought time in national network radio in a full calendar year. It's hard to find that information in one place, and we will make it available to all networks, not just

"Radio — especially network radio — is probably the best advertising buy around."

RNA members. We also plan on being a resource for people or agencies looking for factual information on network radio, and we'll be expanding our client presentations around the country. The RNA will become more involved with Statistical Research, Inc. on RADAR, and we'll be working closely with the advertisers, agencies, and network community to evaluate the opportunities in the medium.

**R&R:** How does network advertising stack up against other media in terms of cost?

**BL:** Radio — especially network radio — is probably the best advertising buy around. A lot of advertisers already see the merits, and our job is to get even more to understand.

**R&R:** How can you get them to see the value of network advertising?

**BL:** By establishing a specific value for it. To a large extent, network radio works on a tonnage mode, a price per pound. This attitude prevails largely because people have a little difficulty recognizing and accepting the inherent values in the medium. For example, spot radio on a broad national basis can become prohibitively expensive, but national networks have the ability to cover 150 or 1500 different radio stations for considerably less. If you were to try to put together a spot radio campaign with such a market list, it would be very costly and horribly inefficient. For an advertiser who has a national marketing job to do, network radio is an effective way to go.

**R&R:** What do you see in financial growth for the rest of 1985 and into '86?

**BL:** I'm just settling in, so it's a little hard for me to shoot to the long range. But based on general economic conditions, I don't see network revenue slackening at all in the next 12 months. We saw a total of \$260 million in 1984, we should see as much as \$320 million by the end of this December, and we expect good business at least through the first half of 1986.

"Many times in the media planning process radio is eliminated before it is ever discussed. We need to establish a greater presence with the people who are in the position to buy network radio."

**BL:** In 1981, the RNA was formed to educate the industry in general — and the advertising community in particular — about the power of network radio as a medium. Many times in the media planning process radio is eliminated before it is ever discussed. A client and an account executive get together and decide to put so much in TV, so much in print, so much in collateral — and radio isn't even mentioned. We need to establish a greater presence with the people who are in the position to buy network radio.

**R&R:** Has the RNA been hurt by the lack of full leadership following the illness of the last president?

**BL:** The absence of continuity in the association's presidency has hampered the way the organization's been able to fulfill its objectives. The departure of Jack Thayer was due to an unfortunate and unavoidable set of circumstances, and we were set back a bit. But I don't feel that'll come up again.

**R&R:** What do you see as the most pressing challenge ahead?

**BL:** We first must get ourselves oriented to the RKO situation. We have a lot of testimony about who did what, but all we really

who didn't find their involvement with other networks essentially on the level. As far as I know, they were all given a clean bill of health.

sure where that decline came from. Business is very strong this year, but there was a period in '84 when information about RKO was

## NETWORK SPOTS

### AP Expands Regional Coverage

**AP Network News** is expanding its regional coverage and opening a new bureau in Chicago in an effort to improve service to stations throughout the country. In addition to expanding its regional coverage, AP will also make the top stories from each region available to all stations as part of its series of daily "Drivetime Focus" features. Each of the regional bureaus will prepare two daily feeds, one for afternoon drive and one for morning drive. In addition, the national weekday news feeds will contain regional focus sections, highlighting the top stories from each region. For more information, call (202) 955-7243.

### Wire By Satellite

**Bonneville Telecommunications** will be designing and implementing an

expanded, modernized communications system for distributing UPI's news and data. This new system is being developed to reduce operating costs and increase productivity, and will use Bonneville's satellite and FM subcarrier data distribution technology. It will also allow inexpensive "dial-up" access to the network, a service provided by **General Electric**. Call (202) 898-8228 for more details.

### Rockin' To London

**Radio International's** "Rock Over London" is sending not only a listener and a quest to the United Kingdom for a week, but the winning entrant's program director will receive a duplicate prize. The contest, which is sponsored by **Levi's** 501 jeans, is open to all of the program's U.S. affiliates through August. To qualify, entrants must correctly answer a question

about Levi's and include their affiliate's call letters. The winner will be randomly selected, and the winning station's PD will be given the same prize. Call (212) 302-1670 for more information.

### Island Hopping

**NSBA Radio Network** will be sending a lucky couple to the "Islands of Paradise" for a week's vacation. Listeners of the "On The Radio" program will be asked to send in their names and addresses during August, and each entrant will receive a sample assortment of **Nexus** shampoos and conditioners. A random drawing will be held in September, and the winner of the one-week Hawaiian vacation will be announced during one of the programs that month. For more information, call (213) 306-8009.

Get Down To The  
**"Sunset Grill"**



The New Single From  
**Don Henley**  
Is On Your Desk Now

Gene Sandbloom, MD KIIS-AM & FM/Los Angeles  
*"A summertime classic. Stunning! Explosive phones."*

Frank Amadeo, MD/Asst. PD Y100/Miami  
*"Instant response, 18 + phones."*

Devon Durrant, MD K-PLUS/Seattle  
*"Image-wise, you can't miss with it. Moves 37-33."*

Rick Stacy, PD Y100/Oriando  
*"Can't go wrong with this one. Has a great hook. Bigger than the Captain himself."*

Brian Thomas, PD BJ106/Oriando  
*"Automatic hit due to AOR airplay."*

Mark St. John, PD WAPI/Birmingham  
*"In 3 days, #1 phones."*



Produced by Don Henley, Greg Ladanyi and Donny Kortchmar  
From the Geffen album *Building The Perfect Beast*  
© 1985 The David Geffen Company

# MUSIC CALENDAR

NEWS & INFORMATION FEATURES

August 19-23

## The Weekend

August 24-25

- American Country Portraits**(BRE)  
Merle Haggard
- The Countdown** (WO)  
Boogie Boys/Mia Tia
- Countdown America With John Leader** (USR1)  
The Motels
- Future Hits** (WO)  
Night Ranger/Huey Lewis/Paul Young
- Hot Ones** (USR1)  
Paul Young
- Hot Rocks** (US)  
Kim Carnes
- King Biscuit Flower Hour** (ABCR)  
X
- Metalshop** (MJI)  
Mötley Crüe
- Musical!** (WO)  
Milton Seler: Musicals From The 50's
- Rick Dees' Weekly Top 40** (US)  
Go West
- Rock Chronicles** (WO)  
Sting/Talking Heads/R.E.M.
- Rock Reunion** (BRE)  
The Eagles
- Rock Week** (WO)  
Dire Straits/John Waite
- Scott Shannon's Rockin' America Top 30** (WO)  
Corey Hart/Tina Turner/Paul Young
- Spirit Of Summer** (CBSR)  
Cyndi Lauper/Survivor/Beach Boys/  
Eddie Grant
- Superstar Portraits** (BRE)  
Kenny Loggins
- Superstars Of Rock** (BRE)  
Madonna/Tina Turner/Cyndi Lauper
- Superstars Rock Concert** (WO)  
The Firm
- Top 30 USA** (CBSR)  
Top groups of all time

## MONDAY

August 26

**Country Calendar** (CW)  
Michael Murphy

## TUESDAY

August 27

**Country Calendar** (CW)  
Jeff Cook

## WEDNESDAY

August 28

**Country Calendar** (CW)  
Kathy Mathis

## THURSDAY

August 29

**Country Calendar** (CW)  
Roy Clark

## FRIDAY

August 30

**Country Calendar** (CW)  
John Schneider

## The Week Of

August 26-30

- Earth News** (WO)  
Aretha Franklin/Jennifer Beats/Brian Grazer  
Martha Cookidge
- In Concert** (WO)  
Lone Justice/Howard Jones
- Live From Gilley's** (WO)  
Best of Gilley's Part 2
- Off The Record** (WO)  
The Motels/Dire Straits/Conroy Hart
- Off The Record Special** (WO)  
Talking Heads
- Shootin' The Breeze** (WO)  
Kool & The Gang/Melba Moore/  
Whitney Houston
- Special Edition** (WO)  
New Edition
- Star Trak** (WO)  
Dire Straits/The Motels/Aretha Franklin
- Star Trak Profile** (WO)  
Beach Boys

## COMEDY

- Comedy Show** (CW)  
Telephones: Jerry Lewis/Steve Allen/  
Don Knotts/Lily Tomlin/Albert Brooks  
and more.
- Daily Feed** (DCA)  
Meeus paratard squad/Hally's Comet  
cancelled/Turner bid. for BBC/  
White House PCB's/Early fall cabin fever
- Laugh Machine** (PRN)  
Robert Mann/Rowan & Martin/Jackie Mason/  
Woody Allen/Eddie Murphy/Bill Cosby
- Party Drop-ins** (ASR)  
Fat Chance/How to party #17/TV  
promo #2/Now this
- Radio Hotline** (ASR)  
I love this girl/General manager/  
A few pointers/Hey/Heyward/I'm so lazy
- Stevens & Grdnic's Comedy Drop-ins** (ASR)  
"Duck sneeze" /Luck Louie's stereo/Believe it  
or else/Federal excess/Pet stoop

## GENERAL INFORMATION

- Ed Busch Talk Show** (AP)  
Mobilization for animals/John Birch Society/  
World Citizens Assembly (#17)  
Re-invention of economy/open/nutrition (#18)
- Computer Program** (PRN)  
Teleshopping/disaster recovery centers/  
computer training/computers and  
security/computers in alarms
- News Blimp** (PRN)  
Courtroom drama/jingle sells/dialing for  
dollars/taken for a ride/crash dieting
- Sound Advice** (PRN)  
Reverb/late echos/phasing and flanging/  
multi-track studio recording of EG
- Sporting News Report** (CW)  
George Scott (E/19)  
Tommy John's "Oh Can Boyd" (#20-21)  
Oral Heranson/Ivan De Jesus (#22-23)
- Sports Flashback** (CW)  
Lou Gehrig/Hall of Fame/Babe Ruth/Paul Dean
- Waldenbooks Review** (WO)  
Dr. Stuart Berger's "Children Of Fortune"  
When Talk is Not Cheap  
"Breaking Points"

## NETWORK PROMOS

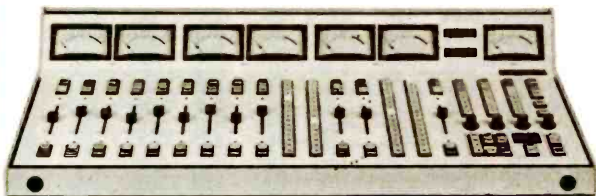
A number of changes at the Mutual Broadcasting System:

- VP/Broadcasting Operations **Peggy Solomon** has been promoted to VP/Operations, reflecting a restructuring of the broadcast and communications departments. In addition to her present duties, Solomon will be responsible for overseeing development and execution of client fulfillment activities, including distribution, installation, and service for MultiComm and Mutualink.
- **Michael Hrinko** has been promoted from Director/Engineering to VP/Engineering. He will now be responsible for establishing customer support systems and long-range business opportunities for Mutual's owned-and-operated satellite communications facilities.

- **David Wilcox** has been promoted to the newly-created position of Director/Telecommunications Services. Wilcox, who had been MultiComm Project Administrator, will manage networking and origination activities for MultiComm and Mutualink.
- Former Director/Public Relations **Mark Feldman** has been promoted to Director/Corporate Communications. He is now responsible for the new department formed by merging the public relations and advertising/promotion departments. Prior to joining Mutual in 1984, Feldman served as Broadcast Promotion Manager/Account Executive for Dorfi/MJH, Inc.
- **Bernie Kvale** has been appointed Midwest Sales Manager in the Chicago sales office. Kvale will manage the network's advertising sales effort for

the Midwest region, which extends from the Canadian border to the Gulf of Mexico and from Tennessee through Oklahoma.

- Elsewhere:
- **Associated Press** has promoted former newsmen and sales executive **Kim Price** to General Broadcast Executive for the Western U.S. His new responsibilities include supervising AP's broadcast membership activities in the Western section of the country.
- **MJI Broadcasting** has named **Jeffrey Peisch** and **Raj Bahadur** producers of the network's new weekly program, "Rock Today." Peisch is a freelance writer who contributes to USA Today, Variety, and Esquire, and is the author of a biography on **Stevie Wonder**. Bahadur is a contributing editor to Scene magazine.



**AUTOGRAM**  
Working with Broadcasters since 1969

# DJ's Delight

Rock-n-roll or the sound of music and news: anything you do, you can do better with an Autogram Console.

Our Microgram microprocessor based consoles offer state-of-the-art performance with amazing programming options including live-assist.

The top of our line, they join 900+ Autogram consoles now in the field.

Old Number 1, delivered in 1975, is still working a full shift 7 days a week.

Whatever your needs, we build a console you'll love to play. Or have it play for you. For specs and referrals, give us a call.

214/424-8585 Autogram Corporation, 631 J Place, Plano, Texas 75074

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HARVEY MEDNICK

PROMOTION PHOTOGRAPHY

# Are You Getting The Picture?

Now that I've been at R&R for a little over a year and have since started writing for the paper every week, I've noticed a situation that deserves attention — the general quality of photos that stations are taking for publicity purposes.

It's essential that your promotion person has photographic skills. It doesn't matter how many people at your station can "take a picture" — it's a vital part of your creative services department to have someone available to take pictures at any time.

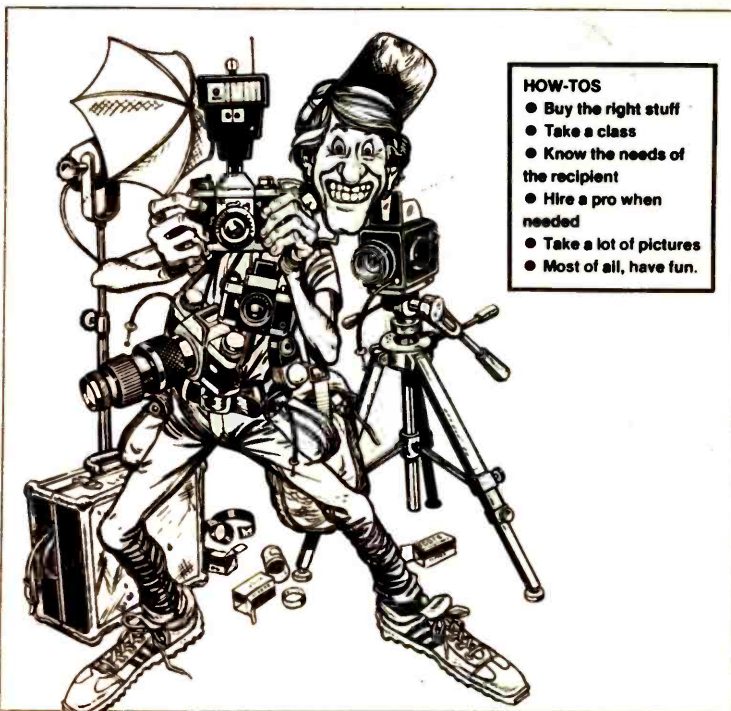
### Easy As Pie

Fortunately, cameras have reached the "any dummy" stage in their development. That is, all the technical difficulties — exposure, aperture/shutter priority, flash index numbers — and the myriad of other worries have vanished in a wave of new user-friendly technology. There

are even cameras that focus themselves and talk to you when there's not enough light.

### Buy Smart

Consider a programmable 35mm SLR (Single Lens Reflex; compose through the lens) camera, which offers more versatility than one with only a range-finder. SLRs offer the advantage of interchangeable lenses for wide-angle or telephoto situations. But if you don't want to hassle with switching lenses, a 35-135mm zoom (variable) lens is ideal for general use. You can shoot groups of people and still get quality close-ups.



### HOW-TOS

- Buy the right stuff
- Take a class
- Know the needs of the recipient
- Hire a pro when needed
- Take a lot of pictures
- Most of all, have fun.

You'll also need a "dedicated" flash that's matched with the camera. The automatic film advance capability, a standard feature on some new cameras, helps in action situations as well as in meetings. But study the camera's strength and construction to make sure you're not sacrificing too much for convenience.

### The Final Product

Like most newspapers, R&R prefers black-and-white pictures. We can use color photos, but make sure the contrast is sharp. Many other publications won't accept color shots at all.

Sending slides is also inconvenient for publishing purposes. It's recommended to send prints at least 5 x 7; 8 x 10 glossies are the best. Make sure that what you have in the photo is what you want printed. You'd be surprised at the number of group shots we get with one head circled, along with the note, "That's our GM Paul Perfect. Would you please show him only?"

Captions present another often-overlooked problem. Caption each photo you submit with the names, location (left to right), and title of everyone in the picture.

Many publications (not including R&R) refuse to print a group shot unless everyone is properly identified. Also, try affixing a stick-on label to the back of the photo, in case the caption becomes accidentally detached during handling. Do you want the photo returned? Be sure to say so, as not all pictures are saved for posterity.

### Go To School

Most colleges offer night courses in photography. The classes range from "Introduction To The 35mm Camera" to advanced photojournalism. Take one, or more, and you'll discover many new tricks and skills to make the picture-taking process a lot easier.

### Don't Do It All

Now that you are the Ansel Adams of your station, don't forget there will be situations when only a qualified professional should be employed. They're most useful for concert settings, portraits for one-sheets and press releases, and events where you are the host.

When you hire a pro, be sure to stipulate whether you want color for sales pitches, slides for audio-visual presentations, or

simply black and white. Too often we lament after an event is over that we didn't take color for sales purposes.

Most of all, have fun with the equipment. Take it home for a few days and experiment a lot. A general rule of thumb is that for every ten pictures you take, one will be usable. But sometimes that's all it takes. Good shooting!

## ONE YEAR AGO TODAY

- Ed Mascolo VP/Promotion for RCA
- Gary Price PD at WJMK/Chicago
- Bobby Rich PD at KFMB-FM/San Diego
- Don Meyers GM at WMC-AM & FM/Memphis
- Michael Konecko PD at WYDD/Pittsburgh
- John Haggard Jr. Sr. VP for WVOL & WQQK/Nashville
- #1 CHR: "Stuck On You" — Lionel Richie (Motown)
- #1 A/C: "Leave A Tender Moment" — Billy Joel (Columbia)
- #1 B/U: "You, Me And He — Mtume (Epic) (2 wks)
- #1 Country: "Turning Away" — Crystal Gayle (WB)
- #1 AOR Track: "Missing You" — John Waite (EMI America) (6 wks)
- #1 LP: "Born In The USA" — Bruce Springsteen (Columbia) (6 wks)

## FIVE YEARS AGO TODAY

- Ted Carson PD at KSRR/Houston
- Bob Edson Exec. VP, Rich Fitzgerald Sr. VP/GM at RSO Records
- Jim Mulla Pres./GM at WCZY-AM & FM/Detroit
- Joe Archer GM at WWWJ/Detroit
- #1 CHR: "Sailing" — Christopher Cross (WB) (4 wks)
- #1 A/C: "Sailing" — Christopher Cross (WB)
- #1 B/U: "Upside Down" — Diana Ross (Motown) (2 wks)
- #1 Country: "Drivin' My Life Away" — Eddie Rabbit (Elektra) (3 wks)
- #1 LP: "Hold Out" — Jackson Browne (Asylum) (5 wks)

## TEN YEARS AGO TODAY

- Steve Mitchell PD at WKLS-FM/Atlanta
- #1 CHR: "Jive Talkin'" — Bee Gees (RSO) (5 wks)
- #1 A/C: "How Sweet It Is" — James Taylor (WB) (3 wks)
- #1 Country: "Feelins'" — Loretta Lynn & Conway Twitty (MCA)
- #1 LP: "Fleetwood Mac" — Fleetwood Mac (WB)

## DATELINES

### September 11-14

"Radio '85," the second annual Radio Convention & Programming Conference, presented jointly by the NAB and NRBA  
Dallas Convention Center.

### September 11-14

Radio/Television News Directors Association's International Conference  
Opryland Hotel, Nashville.

### September 11-14

4th JazzTimes Convention  
The Roosevelt Hotel, New York City.

1986

### February 2-5

National Religious Broadcasters' 43rd Annual convention  
Sheraton Washington, Washington, DC.

### March 6-8

Country Radio Broadcasters' 17th annual Country Radio Seminar  
Opryland Hotel, Nashville.

# THE O'JAYS



**"LOVE FEVER"**  
 Featuring the hit single,  
**"JUST ANOTHER LONELY NIGHT"**  
**2 WEEK**  
**BLACK/URBAN BREAKERS**



Distributed by Manhattan Records.  
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# R&R STREET TALK

With MALRITE buying KLAC & KZLA/LOS ANGELES, speculation is widespread about whether KZLA will remain Country. The latest word from Malrite VP/Programming JIM WOOD is that KZLA will keep its boots on. Yes, the company has proven success with Country in San Francisco and Minneapolis, but the idea of KZLA going CHR vs. GANNETT's overly-dominant KIIIS-FM is the ultimate Super Bowl matchup everyone would like tickets to.

Don't overlook the tight relationship between (Malrite's) Z100/NEW YORK quarterback SCOTT SHANNON and JOHN LANDER, who calls the plays at Gannett's KKQB/HOUSTON. Is Lander's contract with Gannett really a done deal? Or is Malrite planning an East/West CHR programming alliance that would draft Lander to L.A.? If so, you can expect a CHR war of nuclear proportions, and Southern California radio could indeed use some excitement.

Meanwhile, Lander and the entire KKQB Morning Zoo will be weekending in New York, and so naturally folks will be assuming there'll be some preseason huddles going on. Maybe so, but the official reason for the road trip is to photograph the cover for a Christmas charity LP.

A lot of tongues in Tinsel Town are just now wagging about a conversation that took place over two months ago at the Palm, L.A.'s famous dealmaking lunch trough. Who was involved? KIIIS-AM & FM morning sidekick RAECHEL DONAHUE and KMET VP/GM HOWARD BLOOM. They've been old friends for 16 years since the days when Raechel worked there. So why, all of a sudden, with Raechel laid up in the hospital in a body cast, is there talk about her switching stations? From her hospital bed, Ms. Donahue told the Street Talk fun-fone, "I just love having lunch at the Palm. Trouble is, people have you hired, fired, or pregnant before you pay your check and get your car from the parking lot."

DAVE ERVIN has suddenly "exited" as PD at AOR KGON/PORTLAND. No replacement yet, nor word of Dave's next programming destination.

What's the latest hobby around WHN-NEW YORK these days? Ant farms! It's said that the station is planning to give up its scenic views of Manhattan soon when it joins co-owned WAPP in an underground environment somewhere out in Queens. (They knew they were moving to the "burrows," but who would ever think...?) As a practical matter, the studios will undoubtedly make a handy bomb shelter.



**A GIRL'S BEST FRIENDS** — Here's KLOS/Los Angeles programmer and parttime thespian Tim Kelly (third from left, behind "Marilyn Monroe") in a scene from "Guide To Getting Girls." Tim plays a game show host in the 45-minute feature, coming soon to a video store or cable channel near you.

Turn On, Plug In, Tune Out Dept.: You won't hear WHN, WAPP, or any other N.Y. station — at least not out loud — in areas of Central Park and along several New York City beaches this summer. That's because the Big Apple has new "radio-free zones," which permit radio listening only with headphones. Those who ignore the signs (featuring ghetto-blasters crossed out in "Ghostbuster" fashion) face a \$50 fine and having their gear impounded.

And before we leave town, it's true that DAN INGRAM has left WXRK. He's apparently considering two other offers, one of which would logically be Oldies-formatted WCBF-FM. That's where COUSIN BRUCIE is holding down Saturday nights. How did Bruce get his nickname anyway? Way back when at WINS, an elderly woman found her way up to the studio, saw Brucie and asked, "Hey, Cousin, can you give me fifty cents?" Bruce gave her the money and you know the rest.

They said it couldn't be done, but for the first time in any ratings service, KDKA/PITTSBURGH has been topped. A tip of the hat to NICK BAZOO and the staff of EZ COMMUNICATIONS' WBZZ(B94), who finished first against the perennial market leader (13.5-12.1) in the June/July BIRCH 12+ box score.

Continued on Page 28

B I O	TO	PROGRAM DIRECTORS	AIR DATE	SEPT 28	TIME	10:00pm	EST
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000	PST
M E M O	MESSAGE	PHIL COLLINS					
		CONCERT SIMULCAST with HBO					
	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY						

# DAVEY HALL & THE POLO AT THE LIVE

featuring  
**DAVID RUFFIN &  
 EDDIE KENDRICK**



**DANCE, SHOUT, KNOCK YOURSELF OUT!**

...of all the highlights that night—from Hall's powerful performance of his self-penned song "Everything You Go Away to the Young Sam and Dave classic "When You Go Something Is Wrong With My Baby," one moment stood out from all the rest...  
**A NITE AT THE APOLLO LIVE!**  
 The best hit single & 7"



From the  
 Forthcoming  
 Album



Management & Direction  
 Sammy Bloch  
 Champion Entertainment Organization, Inc.  
 Produced by  
 Davey Hall, John Oates and Bob Clearmountain



## the new single "take on me"

(7-29011)



# CHR BREAKERS

Debut **37**

produced by alan tarney  
from the lp  
hunting high and low  
on warner bros.  
records and cassettes.



## STREET TALK

Continued from Page 26

From Miami comes word that **WODLINGER's 96X (WCJX)** is already for sale. It's said that EZ would like to get its mitts on that top-quality signal to give **BILL TANNER** and staff parity with the other big guns in town. Such a move would mean spinning off **WHQT**.

And in other EZ news, sister **CHR WBMW/WASHINGTON** has inked **JOHN "MURPHY IN THE MORNING" MURPHY** to a three-year deal worth over \$400,000. Now, that's putting your money where your mouth is.

In the continuing saga of **WLS/CHICAGO's** now-famed **ARBITRON** diary comments, competitors **WJJD** and **WKQX** have chalked their names on the complaint list. You'd think 'LS would cool it, but nooooo! The latest from Arbitron VP/General Counsel **TONY KELSEY?** "It seems that **WLS** sportscaster **LES GROBSTEIN** was talking about the Dahl ratings/comments and said, 'Let's give away seven cars and make sure they go to diarykeepers.'" The details are being reviewed, but **WJJD GM HARVEY PEARLMAN** told Arbitron that "delisting" was the only appropriate course of action. Can Arbitron afford to take a stand against an entity such as **CAP CITIES/ABC?** We'll see.

Meanwhile, **WLS (AM) Operations** Director **JOHN GEHRON** splashed cold water on a steamy report in the *Chicago Tribune* that morning "Superjock" **LARRY LUJACK's** departure from the FM simulcast precedes his permanent exit at year's end. "He may indeed leave morning drive," observed Gehron, "but he's under contract to us for at least a decade."

**WMJC/DETROIT** has finally found its new morning show, and no, it's not another morning duo. Proving that the more the merrier, **KPOP/SACRAMENTO's** team of **PAUL ROBINS, PAUL KINNEY,** and **PHIL COWAN** is arriving in the Motor City for a bit of three-man mayhem.

Another **ARBITRON** VP to depart? Street Talk heard that **VP/Agency Sales-Radio JIM RIDINGS** would return to Knoxville as **GM** at **WMYU**, but parent **SEVEN HILLS** says no. Interestingly, it's said that Arbitron wanted **Ridings** for the vacant **VP/Radio Sales** slot. But **Ridings** turned 'em down, and then tendered his own resignation.

**SESAC**, the music licensing organization, has slapped **KZIQ/RIDGECREST, CA** with a \$250,000 lawsuit for five "willful infringements" in playing its copyrighted music without a license. A September 3 federal court trial date has been set.

Is it true that former **KIQQ/LOS ANGELES GM GEORGE WILSON** and family are heading up the coast to romantic Santa

Barbara to play **BOBBY VINTON's** "Days Of Sand And Shovels" as the "tide" washes in?

Some fresh faces at **WYAV/MYRTLE BEACH, SC**, a new 100-kw powerhouse blanketing the entire Eastern Carolina coastline. Former **WSJS & WTQR/Winston-Salem GM ROGER STOCKTON** is the new **GM**, **TOM ATKINSON's** the new Sales Manager, and serving as **OM/PD** is **JEFF KELLY**.

**Car 1110, Where Are You?** Believe it or not, 400 California Highway Patrol cars in the L.A. area had their two-way mobile communications jammed for 25 minutes during rush hour one day last week, when a patrol officer who had a portable radio tuned to **KRLA** inadvertently left his mike turned on. **KRLA** declined the **CHP's** request to go on air and say, "Will the California Highway patrolman who has his mike keyed and is broadcasting **KRLA** over an entire frequency please turn his microphone off?" Every police car in town was fed "The Heart & Soul Of Rock 'N' Roll" until the bewildered dispatcher was able to figure out who the rockin' rookie was and return the law to order.

The official Street Talk rumor stomper crushes the rhetoric spewed by a tipsheet recently about **H&W COMMUNICATIONS** principals **CECIL HEFTEL** and **KEN WOLT** battling each other. As for the juicy gossip about **FAIRWEST** possibly buying **H&W's WZPL/INDIANAPOLIS** and **WMET/CHICAGO PD REID REKER** consulting the station, those possibilities may or may not happen. The station still needs a **PD**. Out in L.A., nothing's being confirmed or denied about **Fairwest** being involved with new acquisition **KLVE**, while the rumor about a switch from Spanish to Urban rumbles on.

**KOMA/OKLAHOMA CITY's** planning a "homecoming" this fall. Alumni should contact **VP/GM JACK SABELLA** for details . . . Not far away, **WILST. LOUIS** has picked up **TRANSTAR's** Country programming for nine hours a day.

Congratulations to **MCA Exec. VP/Marketing & Promotion RICHARD PALMESE** and his bride **LANA DENGROVE** on their August 17 wedding.

Our condolences to **MCA Executive VP MYRON ROTH** and family on the loss of Myron's wife, **LESLIE DIETZ ROTH**, after a lengthy illness. In lieu of flowers, donations should be made in her name to the Music Industry Chapter/City Of Hope, 208 West 8th St., Los Angeles, CA 90014.

Ending on a positive note, **KOSTILOS ANGELES MD JAN MARIE** is making a miraculous recovery after a near-fatal accident that left her in a coma for some time. She's making cameo appearances on-air again, and wishes to thank everyone for the cards, letters, and prayers of support.

## STRATEGIC RADIO RESEARCH

OUR RESEARCH HELPS YOU  
MAKE BETTER DECISIONS.

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

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

The spirit of Live Aid continues...

Mick  
Jagger

David  
Bowie

Dancing  
in the  
Street



© 1985 David Bowie and Mick Jagger under license to EMI America Records, a division of Capitol Records, Inc.





KEN BARNES

1981-1985

## Comparing The Number Ones, Part II



"Gypsy": #1 R&R, #12 BB



"Mickey": #1 BB, #11 R&R



"Dancing in the Dark" was #1 in R&R only



Top-of-the-chart "Material" for R&R

Last week I launched into an ambitious look at No. 1 records during the R&R era (late 1973 to the present), listing the songs that went No. 1 in R&R but not in Billboard and the Billboard chart-toppers that failed to duplicate that feat in R&R. I added a little commentary on apparent trends and wound up, surprising myself, with a two-part column. I left off at 1980 last week, so here goes with 1981.

1981  
Total BB #1s: 21 Total R&R #1s: 18

- #1 BB But Not R&R  
Celebration/Kool & The Gang  
9 To 5/Dolly Parton  
I Love A Rainy Night/Eddie Rabbitt  
Medley/Stars On 45  
Jessie's Girl/Rick Springfield  
Physical/Olivia Newton-John  
Keep On Loving You/REO  
Speedwagon  
Rapture/Blonde  
Morning Train/Sheena Easton

- #1 R&R But Not BB  
Woman/John Lennon  
The Best Of Times/Styx  
While You See A Chance/Steve  
Winwood  
Just The Two Of Us/Grover  
Washington  
Being With You/Smokie Robinson  
All Those Years Ago/George  
Harrison  
Greatest American Hero/Joey  
Scarbury  
Slow Hand/Pointer Sisters  
Who's Crying Now/Journey  
Waiting For A Girl Like You/Foreigner

1982  
Total BB #1: 15 Total R&R #1: 13

- #1 BB But Not R&R  
Centerfold/J. Geils Band  
I Love Rock & Roll/Joan Jett  
Chariots Of Fire/Vangelis  
Don't You Want Me/Human League  
Abracadabra/Steve Miller  
Who Can It Be Now/Men At Work  
Mickey/Toni Basil

- #1 R&R But Not BB  
Open Arms/Journey  
Make A Move On Me/Olivia Newton-John  
Don't Talk To Strangers/Rick Springfield  
Rosanna/Toto

I Keep Forgettin'/Michael McDonald  
Gypsy/Fleetwood Mac

1981 was another of those different-planet years, with 10 of the 18 R&R No. 1s not ascending the heights in Billboard. 1982 featured the lowest number of total No. 1s for both charts, but the disparity was still great. That was about to change.

1983  
Total BB #1: 16 Total R&R #1: 17

- #1 BB But Not R&R  
Africa/Toto  
Baby Come To Me/Austin & Ingram  
Come On Eileen/Dexys Midnight  
Runners  
Let's Dance/David Bowie  
Sweet Dreams/Eurythmics  
Islands In The Stream/Rogers  
& Parton

- #1 R&R But Not BB  
Shame On The Moon/Bob Seger  
Do You Really Want To Hurt  
Me/Culture Club  
You Are/Lionel Richie  
Separate Ways/Journey  
Jeopardy/Greg Kihn  
Overkill/Men At Work  
King Of Pain/Police

1984  
Total BB #1: 19 Total R&R #1: 22

- #1 BB But Not R&R  
Hello/Lionel Richie  
What's Love Got To Do With It/  
Tina Turner  
Caribbean Queen/Billy Ocean

- #1 R&R But Not BB  
Thriller/Michael Jackson  
Dancing in the Dark/Bruce  
Springsteen  
Stuck On You/Lionel Richie  
Hard Habit To Break/Chicago  
Purple Rain/Prince  
The Wild Boys/Duran Duran

1985 (thru July 26)  
Total BB #1: 13 Total R&R #1: 17

- #1 BB But Not R&R  
None
- #1 R&R But Not BB  
You're The Inspiration/Chicago  
Material Girl/Madonna  
Raspberry Beret/Prince  
Shout/Tears For Fears

Recently the consensus between the two charts has become much greater, with more total No. 1s in R&R than in Billboard, which seems natural with a faster-action chart. Over the years, Billboard has changed its radio reporter panel considerably, resulting in a lineup much more similar to R&R's than used to be the case. Billboard has more recently made airplay a more important component in its chart computations, so it seems reasonable to expect the relative present-day consensus to continue.

Aside from trying to figure out overall trends, it's interesting just to look at the actual songs that didn't make it to both charts' top position. You can pick out minor oddities like John Denver missing #1 with three records in R&R or Journey losing out three times in Billboard.

You can also see that, on the whole and with significant exceptions, more black records seem to go #1 in Billboard but not in R&R than the reverse. Industry wisdom once again would say that sales on black records tend to outstrip pop airplay. R&R reflects national airplay. Billboard reflects a hybrid of airplay and sales, and differences are to be expected.

### Biggest Disparities

Speaking of differences, I came up with one final set of figures. All the songs listed throughout these columns are hits, no question. And most of the songs that went #1 in one chart were #2 or #3 on the other. But there are some curious disparities, and I've charted them

below. (The number in parentheses is the position the song attained on the other chart.)

- Billboard #1s  
Before The Next Teardrop Falls (13)  
Got To Give It Up (11)  
Love Machine (11)  
Mickey (11)  
Jessie's Girl (8)  
You Haven't Done Nothing (8)  
Celebration (7)  
Disco Duck (7)  
Don't Leave Me This Way (7)  
Funkytown (7)  
Keep On Truckin' (7)  
Please Don't Go (7)

"Please Don't Go" is an intriguing case: it peaked in R&R at #7 Nov. 16, 1979, yet hit #1 in Billboard Jan. 5, 1980.)

- R&R #1s  
Gypsy (12)  
Separate Ways (12)  
Shine A Little Love (8)  
The Long Run (8)  
Sara (7)  
While You See A Chance (7)  
Late In The Evening (6)  
Lonesome Loser (6)  
The Logical Song (6)

Anyway, that's the story, and a pretty interesting one at that. To date this kind of comparative research has been handicapped by the general unavailability of R&R chart stats (I had to do some scrambling myself to get them), but we're working on making our chart history available to the public in a convenient form. Then you'll be able to find some really interesting comparisons.

## Rick Raises Cane




Rick James has an interesting past, musically speaking. Motown still hasn't found (or hasn't decided whether to release) its tapes of the Mynah Birds, the Toronto-based group featuring Rick as singer and Neil Young as guitarist (see my column in the August 5, 1983 issue, which I'm sure you have stashed just underneath the board for easy reference). But I recently uncovered the next phase in his glowing career.

In 1972 he hooked up with a band called the Great White Cane and made an album with that title on Lion Records, a subsidiary of MGM. You can see Rick, who was lead singer and percussionist, directly under the cane on the cover, which was a bizarre cutout affair that folded out into a great white cane, appropriately enough. I don't know what blinding flash of insight produced the name Great White Cane, but the album

and group vanished into obscurity quickly, despite co-production from Jimmy Ienner, brother of Arista's head of promotion Don Ienner and that year producer of two big hits for the Raspberries.

Rick went on to do a single for A&M and at least one more Canadian-only single before launching his Motown career, but this album, at least until the Mynah Birds material surfaces, remains his most obscure and arcane association.

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## DATEBOOK

SEAN ROSS

### Big Chairman Of The Board

The leaders of **Tears For Fears** really don't want to depress you this year. "A lot of people thought our first album was really negative — whereas it was us, really, not explaining ourselves well." **Curt Smith** told *Creem*, "Our idea wasn't 'things are bad but never mind.' Our idea was 'things are bad so let's do something about it.' But people didn't get that."

"I never even felt (there was) negativity," adds **Roland Orzabal**. "It was reflectiveness. Having said that, though, I don't think it was ultimately communicative. And I think now, this stuff is reaching out more." TFF's determination to counter their image extends to the official bio — an unlikely place for analysis — which insists, "There's a redemptive pop accessibility to their music and a subtle underlying optimism to their worldview."

Orzabal will be 24 on Thursday. He met Smith 11 years ago at school in Bath. Five years ago they formed **Graduate**. In 1982, they recorded their first British single as TFF, "Suffer The Children," followed by "Mad World" and the LP "The Hurting" a year later. Those titles and the death-is-the-only-relief bent of their lyrics stemmed from the primal scream theories of **Arthur Janov**. As **John Lennon** did, TFF is now beginning to inch away from that image.

"It's very hard explaining somebody else's theories," says Orzabal. "I can agree with (Janov) wholeheartedly, but I still can't put it across. It probably did backfire, take away from our trying to be ourselves." (Orzabal does add that the "Hurting" review that meant the most to him was in the *Primal Newsletter*. And "Shout," from its title on down, sure does seem to be about the same things that songs like "Change" were about.)

Still, most of those who interview TFF comment on how amiable and non-funereal Smith and Orzabal are. "Frankie Goes To Hollywood," **Roland** states, "have this thing of bringing out a different mix every week. Well, we're going to have a different haircut every week!"

#### MONDAY, AUGUST 19

1969/Now known for its stereo liquidation sales, San Francisco's Cow Palace houses the first show of the **Beatles'** second American tour.

1973/**Kris Kristofferson** and **Rita Coolidge** are married in Malibu.

1978/**The Who's** "Who Are You" is released.

1983/Educational KFJC/Los Altos begins its 63-hour "Louie Louie" marathon in which it will play more than 800 versions of the **Richard Berry** standard.

**Birthdays:** **Johnny Nash** 1940, **John Deacon** (**Queen**) 1951, **Ginger Baker** 1940.

#### TUESDAY, AUGUST 20

1967/The development of the new Dolby noise-reduction system is announced with a story in the *New York Times*.

1981/**Bruce Springsteen**, **Pat Benatar** and others headline a benefit concert for Vietnam Vets at the Los Angeles Sports Arena, the same venue he'll return to on the "Born In The U.S.A." tour.

**Birthdays:** **Robert Plant** 1948, **Isaac Hayes** 1941, **Jim Pankow** (**Chicago**) 1947, **Phil Lynott** (**Thin Lizzy**) 1951.

#### WEDNESDAY, AUGUST 21

1972/**Grace Slick**, **Jack Casady**, and **Paul Kantner** are abused by Akron, Ohio police following a bomb threat at a **Jefferson Airplane** show.

1980/"Breaking Glass," the British punk movie that turns up here on cable occasionally, premieres in London.

**Birthdays:** **Kenny Rogers** 1938, **Joe Strummer** (**Clash**) 1952, **Jackie DeShannon** 1944.



#### THURSDAY, AUGUST 22

1956/"In The Still Of The Night" by **Fred Parris** & the **Five Satins** debuts on the R&B charts. 29 years later, **Ronnie Milsap** borrows their hook for "Lost In The Fifties Tonight."

1968/Well after their marriage has really broken up, **Cynthia Lennon** sues **John** for divorce. Until his death, she maintains the belief that they will be together again at some point.

1969/**Elvis Presley** opens at Las Vegas's International Hotel, thus beginning the last "live performance" phase of his career.

**Birthdays:** **Ron Dante** (**Archies**, **Barry Manilow's** producer) 1945, **Ian Mitchell** (**Bay City Rollers**) 1958.

#### FRIDAY, AUGUST 23

1962/**John Lennon** and **Cynthia Powell** are married.

1970/**Lou Reed** plays his last show with the **Velvet Underground** before surprising them and leaving (although probably not on a Honda).

1979/**Peter Tosh** Day in Brooklyn.

1980/The first day of the "Heatwave Festival" with **Elvis Costello** and others at Mosport, Ontario.

**Birthdays:** **Keith Moon** would've been 38.

#### SATURDAY, AUGUST 24

1956/London's first rock club, **Studio 51** opens.

1968/**Country Joe & The Fish** (and many others) are assaulted at the Democratic Convention in Chicago.

1979/B.B. King celebrates his 30th anniversary as a performer with a show at L.A.'s **Roxy**.

1982/**Vince Van Patten** and **Mike Reno** are the winners at the first music/tennis festival in Atlanta.

**Birthdays:** **Jim Capaldi** 1944, **Jeffrey Daniel** (ex-**Shalamar**) 1957, **Fontella Bass** 1942.

#### SUNDAY, AUGUST 25

1970/If you ride past the Troubadour in Los Angeles often enough, somebody with you will eventually claim he was at **Elton John's** first U.S. appearance which took place on this day and began a 17-day tour. On the same day, **Emerson, Lake & Palmer** make their world debut in Plymouth, England.

1979/Jazz musician **Stan Kenton** dies.

1983/**Jeffrey Osborne's** "Don't You Get So Mad" goes #1 on the B/U chart.

**Birthdays:** **Rick Springfield** 1949, **Elvis Costello** 1954, **Gene Simmons** 1949.



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BRAD MESSER

## CALENDAR

### Ode To The VP/GM

Had a nightmare. Dreamt I got promoted! A professional photographer set up backlighting, had me sit awkwardly, took my picture, and the photo appeared in all the trades under the big fat headline "Messer Named VP/GM of Bazbo Broadcasting."

In my dream, the phone rang. Line four. Cronkite or Koppel calling to congratulate me? Warmest personal regards?

Hope. A co-worker from 1963, calling from a pay phone at the Dew Drop Inn in downtown Arkansas, assuring me he has whipped his personal problems and needs a job. Line four on hold.

PD walks in. I open my executive mouth to greet him, but line two interrupts with word that the 50,000 bumper stickers ordered before we changed our call letters have just been delivered.

The PD quits. No notice. The

sleazebag over at Bozo Broadcasting deserves him.

Line three. The machines are back-ordered. Line one. Can't work a trade.

Engineer walks in. The stuff we saw at the convention won't go into actual production until late '87 and the big main tube in the transmitter — the one that's about three feet tall — just started smoking and he's still gonna leave on vacation tomorrow.

Line Two. Where shall the men stack the bumper stickers?

Line four. A good ol' pal from the Coast. Saw me in the trades. Hope

that when he becomes a VP/GM, there'll be a coin-op photo machine at his K-mart so his portrait will be as good as mine.

Line one. Will I accept a collect call from downtown Arkansas?

Line three. The owner. Serious stuff. One of the jocks just made a joke about Mrs. Owner on the air... something about her being so fat that when she walks, her thighs sound like applause, and exactly what am I going to By God do about that?

Line one. Line four. Equipment! Vacations! Trades! Sales! Quitters! Jobhunters! Arrrrghhh!

No dream. Nightmare, plain and simple.

To all of you VP/GMs who pilot stations onward through the fog, for all you do, this ode's for you.

**MONDAY, AUGUST 19** — A big flood hit Connecticut and nine other Northeastern states 30 years ago (1956). It was the worst flood in the area's history. Forty thousand people lost their homes and nearly 200 were killed.

1980 — A Saudi Arabian (Lockheed Tristar) airliner, on fire before it landed, burned on the runway at Riyadh airport with the loss of 301 lives.

1979 — Unofficial waterski speed record 128mph by Craig Wendt at Long Beach Stadium, CA. 1890 — Daughters of the American Revolution formed (no men allowed). 1812 — Frigate USS Constitution ("Old Ironsides") defeated British frigate "Guerriere" near Nova Scotia. 1692 — Five hanged as witches at Salem, MA.

Queen's John Deacon 34. Ginger Baker (Cream '66-68. Blind Faith '69-70) 45. Jill St. John 45. Winingest jockey Willie Shoemaker 54. Orville Wright born 1871, flew in 1903 at age 32.

**TUESDAY, AUGUST 20** — Five years ago, the *New York Times* revealed the American military was working on "stealth" technology, to make airplanes virtually invisible to radar (1980).

1953 — USSR announced H-bomb capability. 1932 — Pistol shooting exhibition by Ed McGivern, 5 shots into a 1-inch target (from 15 feet) in 0.45 second. 1851 — Whale sank ship "Ann Alexander" in South Atlantic, 1 of only 4 documented cases.

1741 — Alaska discovered by Danish navigator Vitus Jonas Bering. Graig Nettles 41. Benjamin "Little Ben" Harrison born 1833, 23rd President.

**WEDNESDAY, AUGUST 21** — The U.S. Marines landed in Beirut, Lebanon, in 1982 as part of a joint United Nations peacekeeping force that included Italian and French soldiers.

1983 — Philippines opposition leader Aquino shot. 1979 — Diana Nyad swam 60 miles Bahamas-Florida in 27hr 38 min. 1959 — Hawaii declared 50th state by Ike and new 50-star flag unfurled.

1950 — United Nations staff moved into new permanent headquarters building in NYC.

1940 — Leon Trotsky, Communist revolutionary and a founder of Soviet Russia, died in exile in Mexico City at age 61. 1912 — First Eagle Scout. 1887 — Phillies pitcher Dan Casey struck out in 9th vs NY Giants, inspiring E.L. Thayer to write the poem "Casey at the Bat." 1878 — American Bar Ass'n formed.

Archie Griffin 31. Jackie DeShannon 43. Kenny Rogers 47. Wilson "Will" Chamberlain 49.

**THURSDAY, AUGUST 22** — The priceless Leonardo daVinci painting "Mona Lisa" was stolen from the Louvre in Paris in 1911. A former museum carpenter smuggled it out under his coat, and with two accomplices kept the Mona Lisa hidden for over two years.

1932 — BBC's 1st experimental television broadcast. 1906 — Victrola phonograph patented. 1851 — US Cup Yacht Race series began.

1762 — Ann Franklin 1st female American newspaper editor (the *Newport Mercury*, Rhode Island). 1692 — Witchcraft executions: 8 more hanged at Salem, Mass.

Cindy Williams 37. Valerie Harper 45. Carl Yastrzemski 46. Ray Bradbury 65. Heart surgeon Dr. Denton Cooley 65.

**FRIDAY, AUGUST 23** — Silent movie star Rudolph Valentino, Hollywood's first sex symbol, died in 1926 at age 31. He happened to be flat busted at the time, but rereleases of Valentino's old movies became so popular that the deficit was overcome within weeks.

1980 — Acoustic microscope announced by Stanford's Dr. Calvin Quate. 1977 — 1st man-powered maneuverable flight by Paul MacCready in "Gossamer Condor." 1955 — First NY-London round trip flight in one day. 1927 — Sacco & Vanzetti executed. 1914 — Japan declared war on Germany (WWI). 1902 — Fanny Farmer opened School of Cookery in Boston.

Sonny Jurgensen 51. Vera Miles 55.

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- Black/Urban Chart: **17-12**

## CHR Chart: **21**

WXKS-FM 21-16	WFMF 20-17	KF95 11-10
WNYS 16-12	KXX106 21-17	KKFM 16-14
WHYT 18-14	WSSX 13-11	KSKD 22-18
94Q 19-14	WJZR 20-15	WFBG 13-11
KTKS 23-19	WSKZ 19-14	WKHI 22-18
Y100 16-13	WNOK-FM 22-17	WOMP-FM 22-16
B96 20-17	WZLD 20-14	WSQV 13-11
WLS 29-21	WANS-FM 22-19	Q104 16-13
WLS-FM 29-21	WZYP 19-16	WYKS 24-19
ZZ99 19-16	FM100 18-15	Q101 25-18
KHTR 20-18	WNSY 21-19	T94 24-18
WLOL-FM 13-11	WRVQ 19-16	Z102 20-17
Y108 29-23	KITY 21-17	WHSL 17-13
FM102 15-12	WKDD 21-17	WBNQ 16-14
KMEL 17-13	WRQC 26-21	WBWB 16-12
WFLY 23-16	KHK 21-18	KQCR 17-14
Q100 23-17	WGRD 22-19	WAZY-FM 20-16
K104 16-13	KJ103 14-10	KFRX 22-19
WTIC-FM 17-15	WZOK 21-16	KKLS-FM 20-14
WAMX 12-7	KEYN-FM 22-18	KGOT 23-17
WKEE 15-9	KKRD 21-18	

Produced by Richard Perry







JOEL DENVER

# CONTEMPORARY HIT RADIO

## Gerry DeFrancesco: Riding High Atop KIIS-AM & FM

From the hallowed halls of Temple University to the request lines of WFIL/Philadelphia in 1977. From there, MD duties of that once-legendary CHR station. Next, PD at Gannett's KSD-FM/St. Louis in 1980. In 1982, the helm of the chain's mothership, KIIS-AM & FM/Los Angeles. And last year, Gannett VP/Programming in 1984 — that's the course of Gerry DeFrancesco's career thus far. And what a career it's been!

Known for his ability to stay calm and collected in the tightest and most difficult competitive circumstances, Gerry has taken KIIS to unprecedented ratings victories in L.A. book after book (see "A Ratings History"). Battling off the assaults of 88 other signals in the market, KIIS-FM (along with an increase at simulcast/shadowcast KIIS-AM, from 0.40.8) again remains the dominant station, with a 9.0 12+ share in the spring Arbitron.

### Shrewd Programmer

Unlike Z100/New York's Scott Shannon (R&R 8-9), Gerry isn't on the air. Nor is he likely to participate in an event where he becomes the visual center of attention, such as a TV show or public speaking engagement. In many ways, he and Scott are exact opposites with the exception of programming number one stations. So what's he like? Does he stay up late at night hunkered over his desk working on the latest "hot clock"? Or is Gerry the type to delegate the duties out, and be shrewd enough to make the right call every time?

"We do no callouts. We depend heavily on requests, retail research, and our combined gut feel. I don't think by using callouts you can keep on top of things or stay as fresh-sounding as you need to be."

Actually, observers say he's a bit of both — not afraid to get his hands dirty, but smart enough to utilize the expert advice from those around him. As a result, Gerry has built KIIS into one of the most consistent and easy-to-listen-to stations I've ever heard. As with any well-programmed station, it becomes a direct extension of the PD's personality. KIIS makes a reflection Gerry should be most proud of.

R&R: Describe KIIS and its sound, and how it evolved into what it is today.

GD: I think KIIS is best described as mass appeal contemporary hits; personality-oriented; a fun-sounding atmosphere; locally topical; in touch with the market; in

touch with the music; tight on-air production; and strong marketing and promotion.

Since its inception ten years ago, KIIS has always been perceived as a contemporary radio station. It started out as Top 40, went Disco for a while and gradually turned into Urban Contemporary. Then it was sort of trying to find its way, as it went back to Top 40 with some oldies mixed in to tack on some adult demos. By this point, I joined the station and it became obvious that a straight-ahead CHR approach was needed.

### Mass Appeal & Aggressive

R&R: Elaborate a bit on the station's mass-appeal music policies.

GD: Well, we sort of look at it as if we're competing with every format. That means that we'll play the hottest songs that (A/C) KOST, (AORs) KROQ, KLOS, KMET, and our direct competitor KKKR are on. We're trying to be mass appeal, attacking every format by offering the best of each. If it's hot on these key competitors, you'll hear it on KIIS.

R&R: The aggressive music posture you've adopted on breaking records has served your station well. Isn't it a combination of several elements which make it all happen?

GD: No doubt, and that includes (Asst. PD/KIIS-AM PD) Mike Schaefer and (MD) Gene Sandblom. Everyone brings something different to the table each music meeting. I guess Gene would be the most aggressive, Schaefer would be next, and I'm sort of the stabilizer. I'm very willing to hear their opinions, and they're willing to go along with what I have to say.

We do no callouts. We depend heavily on requests and retail research, plus our combined gut feel. I don't think with callouts you can keep on top of things or stay as fresh-sounding as you need to be.

### Very Few Oldies

R&R: While KIIS uses the "Hot Hits" handle, it's not really a Hot Hits-formatted station. There are a few recurrents and oldies, right?

GD: Few is a good choice of words. We never play anything older than two years. There's no real need to. Most of that stuff is burned out. KIIS is about 85% current, with the rest recurrents and a few select oldies, depending on who's hot with current product or coming to town for a concert.



Gerry DeFrancesco



My rotations are not as tight as most CHRs around the country because we have such a strong cume. By going with a current music profile, we always sound fresh. That keeps the cume high and gives us good AQHs. Of course, all rotations are subject to change as the market does, but being aggressive with our music is a big plus.

R&R: You've developed a great reputation for picking major hits out of the box by previously unknown artists. Is this one of the key reasons you've stayed on top?

GD: If you are going to survive, you have to play the right songs and your sound must stay fresh. In our new music rotation, some things are turning over a lot more often than others. That's determined by which ones surface within the first couple of days of airplay. If the request lines kick in, they are boosted into a faster rotation. The others are given adequate exposure to see if they develop.

### Amazing Demos

R&R: Your demographics are amazing. Many other CHRs around the country are topping their markets in both 12+ and adult demos. Do you see this continuing?

GD: Adults are into more contemporary thinking than before. Maybe it's just a function of this market; L.A. tries very hard to be hip. But I guess it's the same elsewhere. No one wants to feel old or be perceived as being out of touch with what's happening. It would include tastes in cars, vacations, radio stations, clothing, being aware of movies, and music.

R&R: But isn't the way KIIS is packaged part of the reason you have strong adult and teen numbers?

GD: It's a function of all the elements combined. We're offering enough adult-oriented music so they'll stick with us, and there's enough new music to keep the teens satisfied as well. The personalities are certainly mature in their approach, yet zany. The promotions are big, so there's a chance to win big money and vacations and all kinds of stuff. It's a combination of all the elements; you can't say it's just one thing.

### Trust, Respect, & Compromise

R&R: Let's talk about (morning man) Rick Dees. Word has it you two get along very well.

GD: I have an excellent relationship with Rick, because we've grown to respect each other. We worked well together initially, and it's matured over time into a trusting relationship. I credit him for knowing his morning audience, and he credits me with knowing what's best for his show and the whole station. So it's really a lot of mutual respect. We're both compromisers. It's our combined knowledge that's made this morning show work.

R&R: While many stations wish a high-powered morning man such

as Dees might concentrate only on his time period, you make the whole station a priority.

GD: The entire radio station is made up of great, vibrant personalities. Each one is different, and each offers a reason for the audience to be very much aware of them and their style, and to enjoy listening to them. However, we do promote the morning heavily, which is a chainwide philosophy. We believe if you can get the audience in the morning, and if your product is good around the clock, they'll stay with you.

R&R: How do you work with the rest of the airstaff?

GD: I critique them, but I'm very flexible in my approach with each personality because you have to figure out what inspires each individual. They have the talent, and from time to time need to be reminded that they do have the talent; they need to be inspired.

"We're always trying to be bigger and better than everybody else on the dial . . . A winning station constantly needs to grow, offering bigger and better promotions. You must do whatever it takes to capture the minds of the audience."

### Low Turnover

R&R: Your turnover rate is nil. That has to be a great plus for KIIS.

GD: We've had the same fulltime staff in place for almost three years. These are very experienced people who know what this business is like as far as job stability goes. I think everyone is very much aware that this is probably the best situation they've ever been in. They're making more money than they've ever made, and are enjoying more success than they've ever had in the past, leading to a very happy atmosphere.

R&R: You must get a ton of tapes.

GD: We sure do. I listen to every tape I get, and within the first 30 seconds I decide whether or not to continue listening. I keep in mind what the other stations in the chain might need, or pass them along to other PDs who're looking for someone. I keep the excellent ones on file, just in case there is a fulltime opening. Every now and then we find someone with real promise and potential, like Larry Morgan. He came to us about a year and a half ago, and does weekends on the

Continued on Page 38

## A Ratings History

KIIS-FM's success story should be tracked from the fall 1981 Arbitron up through the present. With only a few minor wobbles, the station has continued skyward, setting new milestones in L.A. ratings history. Those numbers are the market's biggest radio revenue builders.

P '81	W '82	Sp '82	Sm '82	P '82	W '83	Sp '83	Sm '83
2.1	3.1	3.9	3.3	4.4	4.7	6.0	7.6
P '83	W '84	Sp '84	Sm '84	P '84	W '85	Sp '85	Sm '85
8.1	7.8	9.7	10.0	9.1	9.7	9.0	?

## Gerry DeFrancesco

Continued from Page 37

FM and nights on the AM. We've worked with him and he's really flourished in this creative atmosphere.

**R&R:** What about the unthinkable? What if Rick Dees decided to hang up the headphones?

**GD:** Well, Rick has a five-year contract and I hope I won't have to worry about that for the next four years. Having people like Rick and the rest of our talented airstaff sets us apart from the others, especially those stations which sound like jukeboxes. It's a special edge. Sort of an "X factor" to give your station the capacity to capture the minds of the audience. It's real evident on our station and others, such as Q105/Tampa, Z100, and KVIL/Dallas.

### And The Dough Just Keeps On Comin'

**R&R:** KIIS's reputation for handing out the cash has received national attention, not only within the industry but the mainstream press as well.

**GD:** We're always trying to be bigger and better than everyone else on the dial. Things that were big yesterday, like our "Daily Cash Payoff" (offering up to \$5000 a day), have become an integral part of the radio station. We need to add on to that. A winning station constantly needs to grow, offering bigger and better promotions. You need to do whatever it takes to capture the minds of the audience. Without tipping our hand, we've got some bigger promotions planned for the future — some very exciting things!

**R&R:** Los Angeles is such a huge market, yet you tackle it with public appearances as if size wasn't an obstacle.

**GD:** The only way to do it is in sections. Our biweekly "Weekend Warmups" are wildly successful. They attract up to 3000 people, with an average of 1500 at every one. Our van is out on the road every weekend. We're on the beach and

in the shopping malls. We try to be everywhere.

A volleyball tournament held at the beach drew 12,000 people. We like to do walkathons, bike races, job fairs, county fairs, and of course, concerts. When the Jacksons were here for six shows, a different KIIS personality introduced them each night.

It makes more sense for us to be on the streets because as far as TV goes, it's awfully expensive in this market. It doesn't seem to be as effective as the busboards and billboards. With the weather being good, people are outside. TV can be very cluttered, so certainly you can get lost in the shuffle.

### A Charitable Image

**R&R:** What about the humanitarian side of KIIS? How important are charitable causes?

**GD:** Our main one each year is the March of Dimes walkathon. The image projected by involvement in charity work is important. If the audience perceives you as a station that does good work for the community, it can only help your overall image.

**R&R:** The winning philosophy of KIIS is greatly admired and even envied by other broadcasters. It's got to be a pleasure to work for such an aggressive company.

**GD:** (President/GM) Wally Clark is wonderful. But the idea of only going for the best includes all of us: (Gannett executives) Joe Dorton, Jay Cook, Jeff Davidson, and the other PDs and GMs in the chain. It's an excellent radio company to work for. Radio can be frustrating when you have an idea that you can't implement because you can't get the money. We've been lucky because we've always had enough to implement our creative ideas.

**R&R:** What about the rest of the market? You know everyone's gunning for you. Does that make you nervous?

**GD:** Do I sweat it? Oh, yeah. I never take our success for granted,



**KIIS HITS THE STREETS:** Pictured (top l-r) are Rick Dees, Rachel Donahue, and Commander Chuck Street; at bottom is Brother Bill solo and in the middle of a Weekend Warmup.

which is why I think we've been able to maintain it over an extended period of time. There've been a lot of changes in the last six months: new PDs at KLOS and KMET; Rick Carroll coming back to KROQ; Rick Carrroll coming back to KROQ; KKHR making some adjustments with its personalities and music; KIQQ dropping out of the race; KMGG spending a lot of money. We're just trying to stay on top of things, to keep ahead and be aware of what

everyone else is doing.

### Okay, What's Next?

**R&R:** You sit on top of what is now fast becoming a legendary station. What about your future, and any advice for aspiring programmers?

**GD:** I rarely give what's ahead much thought because maintaining KIIS's numbers is foremost in my mind. Who knows? One day I'll probably do some consulting.

As far as advice, I'd suggest you know your marketplace. Be locally topical and press the button that makes the audience react. Touch their hearts, capture their minds, try to do things in a bigger and better way than anyone else on the dial. And especially important, don't take anyone for granted because you compete with every radio station in the market and with yourself. Never get lazy, and learn to be a compromiser.

## BITS

• **To Ronnie, With Love** — KQIZ-FM/Amarillo invited listeners to sign a huge get-well card for President Reagan. Three TV stations covered the event, which saw 400 signatures collected within four hours.

• **Going For Soda** — WIXV/Savannah and Dr. Pepper are helping out MADD by donating 50 cents for each 12-pack of soda sold in the local mall. \$1500 and a mini Dr. Pepper Delivery truck are also being awarded to the lucky listener whose name is picked in a drawing at the end of this month. Listeners register by calling in when Kim Mitchell's "Go For Soda" is heard.

• **Turn In Your Pillow, You're Finished** — Y107/Nashville air personality Marc Chase and MD Chris Tyler recently made a bet. They agreed to form pillow fighting teams and pound on each other until a champion emerged. Alas, only one team could be the winner. So Chris Tyler was left with a pillow-fighting debt to pay. So he shaved his legs, donned pantyhose, and served drinks all night at a local bar!

• **Rock To London** — KWIC/Beaumont and Wendy's will be sending two lucky listeners to London next month to see ZZ Top and the Cars, in their "Wendy's 108 Rock Good Morn-

ing Rock To London Contest." Listeners register by picking up bumper stickers at their local Wendy's outlet. If a sticker is spotted by KWIC's traveling van, the winner receives a numbered T-shirt. And one of those numbers will be selected to win the grand prize.

• **I Love You For Your ...** — WPLJ/New York is giving away a 1957 Pink Cadillac convertible, complete with leather interior and all those extras. It's for a contest that'll conclude when Bruce Springsteen hits NYC. As an added incentive, the car will contain two tickets inside the glove compartment to the show.

## MOTION

Jeff Michaels has left the News Director/morning anchor slot at WZOU/Boston. He's replaced by Steve Hausmann. Also new to WZOU is Karen Blake from crosstown WXKS-FM. KTKS/Dallas promotes Programming Coordinator Marcie Guckian to Music Director, replacing Kurt Kelly who transfers to ABC sister KLOS/Los Angeles in the same position.

Jefferson Ward, who does weekends/swing at WCAU-FM/Philadel-

phia, adds Promotions Director to his duties. Paul Fuller is no longer MD at WABB-FM/Mobile as Betsy Dittman steps into the slot. Also at WABB, "Marathon Mike" Brazile takes on the 6-10pm shift. Bob Lee is now programming KSXO/Redding replacing Larry DuBoise, who's been boosted to Operations Manager. KWIC/Beaumont OM Chris Rasor exits for the PD chair at T94/Panama City. Slipping into his vacated PM-drive spot is weekend Paul Keel.

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STEVE FEINSTEIN

# AOR

## SUCCESS SKETCHES

# Secondarily Speaking

What you notice first in the spring book are the gains for AOR in major markets. A roll call finds 12+ growth for leading rockers in New York, Chicago, Philadelphia, Washington, Dallas, Miami, Long Island, Pittsburgh, St. Louis, Baltimore, Minneapolis, San Diego, Denver, Phoenix, Kansas City, San Jose, Portland, Sacramento, and Norfolk.

### Major Market Moves

Consider these statistics:  
• Of the 35 markets with 1,000,000+ populations, 31 have AOR stations. Anaheim, Cleveland, New Orleans, and Buffalo have none within their metros.

• In those 31 markets, a tally of the AOR leaders finds (in 12+ share):

- 61% up (19 markets)
- 10% flat (3 markets)
- 29% down (9 markets)

Bear in mind that the "down" markets include Boston, where #1 WBCN bobbed by only 0.2 (9.0-8.8). Also, AOR still reigns in the supremely profitable 25-49 male demo in such "down" markets as Boston, Columbus, and Milwaukee. The same is true for Providence among the flat markets.

### Stars In The Secondaries

Having assessed the heavy hitters, I'd like to switch course and turn to some significant stories in the less prominent markets. We'll hear from some programmers whose success in the secondaries deserves attention.

#### Oklahoma City

PD Pat Welsh attributes KATT/Oklahoma City's 9.8-11.6 jump partly to a better rate of diary returns for 18-34 adults, and partly to promoting effectively to 18-34 women. In that latter demo, KATT rose from fifth to a tie for second. "Working Women's Wednesday" gave \$100, a dozen roses, and dinner for two to workforce gals who called in within ten minutes of their letters being read on the air. Another forced-listening promotion, the "KATT Payroll," announced a listener's name each hour, and if he called within ten minutes, put him on the payroll for either \$10 or \$100 an hour until the next person whose name was drawn called in.

#### El Paso

KLAQ/El Paso calls this book its "best seller," says PD Arin Michaels. The 10.6-13.8 move returns the station to the number one position, where it had roosted from '81-'83. Michaels credits better production values, realized through an eight-track studio installed by new owners Kenny Brown and Jon Sinton, for part of the increase.

For a more adult appeal, she says, "We backed off heavy metal a bit and played a few more oldies for flavor." The station also changed its slogan from "El Paso's Only Rock" to "The Heart Of Rock 'n' Roll," (feeling the latter terminology's softer image would be less offensive to older listeners. Twelve billboards used themes linked to the titles of popular songs; e.g., (the Cars') "Drive With KLAQ," while an "El Paso For Africa" fundraising campaign netted regular cross-media exposure.

#### Danbury

Bob Kocak (aka Buzz Knight) is a rampant radiomaniac. To begin with, he programs WRK1/Danbury, which jumped 11.8-14.3 for its second straight #1 finish and its highest-ever 12+ share. He's also on the air seven days a week, handling 196 mornings while pulling weekend work at WNEW-FM/New York.

An auditorium music test helped guide 196 in its move away from a metal image, as did the institution of a Sunday morning "Jazz Brunch" show. Promotionally, a 160,000-piece, direct-mail key-song contest offered a Porsche. Amazingly, the winner was the same



KOME DRIVE WITH ME — KOME San Jose gave away five 1985 Fieros. Pictured are (l-r) Production Director Dave Wohlman, one of the winners, DJ Larry Miles, Programming Assistant Mindy Vargas, and a Pontiac rep.

gent who had won a Fiero from the station last fall!

"We were bummed at first, but we turned it into a positive," says Kocak. "We told people, 'How could this have been fixed? Do you think we wanted it this way?'" Local TV and the New York Post covered the bizarre coincidence, and the station spoofed itself by following up with a giveaway of a beat-up 1974 Plymouth Satellite with doors of different colors — one brown, the other green.

#### Worcester-Boston

WAAF/Worcester-Boston looks good from any angle. Viewed as a station in Worcester (its city of license), 'AAF is a monster, leaping 11.8-14.0 for a first-place showing and its highest 12+ rating ever. However, what really has VP/GM Richard Reis jumping for joy is 'AAF's performance in the Boston survey, where its 2.3-3.6 improvement gives the station its highest Boston share ever, good enough to rank ninth in the market.

Promotions Director Steve Stockman continued the elements

that have kept WAAF's "Non-Stop Rock" attack in a growth phase for the past two years. A "Cash & Cars" key-song contest gave away a \$60,000 Ferrari as first prize, with \$107 for the runners-up. A customized Rock Bus is used for visibility on the street in both metros and for concerts at the region's main hall, the Centrum in Worcester.

#### Orlando

PD Rad Messick says WDIZ/Orlando bounced back 7.9-9.9 because of a better diary return rate and more depth on such artists as the Who, Zeppelin, Stones, and Doors. "Instead of playing only 'Light My Fire,' we'll play 25 Doors' songs," he explains. "We've also gotten rid of a 'party-'til-you-puke' image, and are more involved in community service projects and upscale promotions."

'DIZ gave away a \$20,000 ski boat package, and a weekly "\$100 Fantasy Payoff" awarded cash to the person who wrote in with the best fantasy of how he'd spend the loot. Other activities included commemorating the station's 14th

birthday with time capsules of each year, and local TV coverage of the morning team's "Canada's Out Of Brew" song that spoofed a strike by Canadian brewery workers.

#### Terre Haute

"My owner, Mike Rice, is an avid AOR person and felt we could take on CHR and win," says WZZQ/Terre Haute PD Kevin Young. Two years into the format, 'ZZQ's accomplished its mission, moving 12.7-17.2 for its highest share ever and a second-place finish to Country WTHI-FM.

Acknowledging the quality AOR product available this sweep (Petry, Don Henley, Springsteen), Young employed a music mix tipped 60/40 towards currents. On the promotional front, giveaways included trips to Disney World, San Francisco, and Palm Beach. 'ZZQ also gave out compact discs and CD players, which the station has readily access to because Terre Haute is where CDs are manufactured. On the public service front, 'ZZQ raised money for the Children's Wish Fund, which grants wishes to terminally ill kids.

#### Austin

Still not subscribing to Arbitron after all these years, KLBJ-FM/Austin nonetheless rebounded 8.6-13.0. PD Clarke Ryan describes an off-the-wall "Holiday Season" campaign, where KLBJ dreamt up a different bogus holiday every day for an entire month. Each was celebrated all day on the radio and at related outside events and stunts.

"Polyester Day" included a parade of plaids, and a polyester garb contest at a club night. "Have A Nice Day Day" encouraged listeners to sport "happy faces, and to try beating the store clerk, policeman, or bail bondsman to using this international greeting." T-shirt sales on "Save The Nauga Day" raised money for the Humane Society. "Cinco De Mayo Day" recognized all the major mayonnaise manufacturers, with

Continued on Page 42



BRUCE IS IT! — KTXX/Dallas's Bo Roberts (left) and the winner of four round-trip tickets to see Bruce Springsteen in London are sitting on the 350,000 entries received in a Q102/Coca Cola Hot! contest.

THIS JOB'S A BEACH — WWTR/Ocean City's annual Best Body On The Beach Contest has personality Chazz jazzed by his judging duties.

HOW TO BEAT MORNING RUSH HOUR — When the circus is in town, WIOQ/Philadelphia's Harvey-In-The-Morning gets to ride bareback in an Animal Walk event. Harvey said the experience was like "riding a 7600-pound hairbrush."



## Important News for the Fall Book from Film House

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# Secondarily Speaking

Continued from Page 40

Fiona helping out with a taste test. (Miracle Whip won, but was disqualified because it's actually a salad dressing.)

"Fry Day" (celebrated on a Friday, of course) honored fry cooks, "the world's overlooked and under-recognized heroes." KLBJ called McDonald's on the air to make reservations, as the station expected many outlets serving fast food to close in observance of the holiday. The station also did a live remote from a well-known greasy spoon, offering free burgers to the first 97 people to mention that it was "Fry Day."

How much did the daffy days end up costing? "Just a lot of imagination," says Ryan, who also offers incisive comments regarding Arbitron's methodology. "They're asking people to fill out diaries in an era when people do not write things down, but instead call friends on the phone. Society has changed from our parents' time when people wrote letters. How many people do you know who keep a personal diary? What they're asking for is counter to our

culture, particularly for younger people. They're really just flipping coins every six months."

## Albany

How did longtime alternative outlet WQBK-FM/Albany rise 3.6-5.5, its highest share ever? "We're more focused, zeroing in on 25-44 adults who like a good mix of '60s, early '70s, and current music," says PD John Cooper. "Used to be that we'd throw everything up against the wall and see what would stick. We were very far ahead with currents. For instance, we'd play U2 as an import, then be off it by the time it became a hit domestically."

Now WQBK is more likely to jump out on records by Aretha Franklin, Tina Turner, Pointer Sisters, and Sade and then continue playing them (rather than drop them) when they become cross-format hits. The library has been pared from as many as 5000 tracks to under 2000, and jocks follow a more structured set of guidelines in choosing music, rather than operating with the free rein they used to

enjoy. Image is maintained by the staff's credible delivery, says Cooper, and depth on albums by such acts as Dire Straits and Talking Heads.

## Odessa-Midland

PD Mark Lapidus took KUFO/Odessa on a similar belt-tightening course and came up with a 7.9-10.2 increase. He started a card file system, jettisoned tunes that were personal faves of previous regimes, and halved an 80-song current list.

A wacky water bed promotion had four finalists — two guys and two gals — competing to see who could outlast the other heretofore strangers on a communal waterbed. The winner, after five days, got to keep the bed.

Every shift, \$98 cash giveaways went to either station cardholders whose numbers were read on the air, or to people whose license numbers were called after their car was spotted with a station window sticker.

## Albuquerque

KFMG/Albuquerque's 6.4-10.2 comeback resulted from the station's first-ever cash giveaway and what PD Tom Marshall considers listener confusion about rival KRKE-FM, which changed call letters, musical direction, and morning lineup near the survey period.

A "Bonus Music Marathon" count-the-songs gambit gave out prizes of \$100, and occasionally \$1000. Public service action included a Rock Relief For Africa radiothon, which gathered 500 pounds of food for a local food bank, and KFMG's ongoing Life Ride program to prevent drunk driving.

Next week: a comprehensive scorecard with breakdowns of every rated AOR's shares and demo ranks.



**JOCKS GET CANNED** — KZEL/Eugene's "Young And Wild Canned Food Marathon" raised 2500 cans of food for the local needy. Shown atop the fruits of their labors after spending 52 hours on the air are morning dudes Pete Wild (left) and Eric Young.



**SANTA BARBARA STAY** — KTYD/Santa Barbara's July 4th guest jock was none other than Jackson Browne, pictured with PD Rick Williams (right).



**HOT SEAT** — With Tears For Fears' latest album entitled "Songs From The Big Chair," KCGL/Salt Lake City's "Chairs For Fears" contest offered a Tears For Fears concert kit to the fan who devised the most creative chair. This slicer beat out entries that included an oversized rocking chair and a human chair with two people forming the base and seating area. Pictured are a winner, personality Lara Jones, and another winner.

# GUADALCANAL DIARY

## "TRAIL OF TEARS"



### NOW WALKING IN THE SHADOW OF THE BIG MAN:

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On Elektra Music Cassettes and Records

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# SEGUES

**WTKX/Pensacola** gives Mark Dagwell the PD gig; he was handling the station's research & promotions ... **John Grappone** is the interim PD at **WRNC/Riverside**, as **Mark Coppola** moves to 6-10pm at **WXRK/New York**. Another change at K-Rock is that **Quincy McCoy** is now doing the 10pm-2am shift.

Former **WYSP/Philadelphia** PD **Nichael Picozzi** returns to **WHCN/Hartford** for mornings ... **Q107/Toronto** hires **Brother John Edwards** from **CFRQ/Dartmouth** to do mornings, while **MD John Derringer** returns to PM drive.

**Rolodex Rostrum**: **WOOS/Canton** switches calls to **WRQK**, with no format change planned ... **KTCZ/Minneapolis**'s new address: The City's Broadcast Center, Butler Square, 100 North Sixth, Minneapolis, MN 55403-1596; (612) 339-0000.

**Consultants' Corner**: **WXPJ/Davenport** signs with **Larry Moffitt** ... **KLPX/Tucson** goes with **Burkhardt, Abrams, Michaels, Douglas & Associates** in place of **Gary Burns & Associates**.

**This Just In**: **WIMZ/Knoxville** promotes **Mike Kapps** to MD, as **Scott Paulsen** becomes Production Director ... **KEZX/Seattle** hires **Lee Mathew** for weekends ... **WIZN/Burlington** moves parttime **Elise Brown** to 6-10pm and Promotions Director ... **WHMD/Hammond** hires **Marc Vernon** from **WPGU/Champaign, IL** for 8pm-midnight ... **WRXL/Richmond** taps **John Lawrence** for morning news, which he did at crosstown **WRVO** ... **KSHE/St. Louis** brings aboard **Jay Goldman** to assist with media planning ... **KFMX/Lubbock's** Morning Man/Asst. PD **Bob Trebor** exits.

# AOR PICTURE PAGE



**R.E.M. IN B.C.** — R.E.M.'s victorious Vancouver visit finds CFOX MD Karen Hawko up in the arms of (l-r) the band's Peter Buck, IRS's Paul Orescan (rear), and CFMI MD Dale Buote. R.E.M.'s Michael Stipe (far right) maintains a hands-off policy, choosing instead to demonstrate his digital dexterity.



**HOW TO CURE DRY MOUTH** — WLUP/Chicago's Bob Stroud has developed a device to end the problem of on-air dry mouth. Stroud demonstrates his patented Beer-bustor hat during a pre-Cubs game remote from a pub.



**DOIN' THAT CRAZY MAINE JIVE** — There was magic in the air when WMGX/Portland met up with George Thorogood & The Destroyers. From left: MD Jeremy Prescott, drummer Jeff Simon, EMI's Tom Jodka, Thorogood, afternooner Loretta Crawford, and bassist Billy Blough.



**PHOENIX PHUN** — At a party to celebrate WFNX/Boston's second year of alternative "Rock The Boat"-style radio are (l-r) PD Judith Brackley, personality Tom Lane, and MD Deb Brady.



**LITTLE BIT O' HEAVEN, 94.7** — It was heaven on earth for KMET/Los Angeles midday man Billy Juggs when he was the center of attention for two Capitol angels bearing Helix's "Long Way To Heaven" album.



**OFF HIS HEELS OVER NEW WHEELS** — CIZL(Z99)/Regina's morning man, "The Concerned Citizen," gave away the station's vehicle to one of the reported 100,000 members of his "Concerned Citizens Club." Jumping for joy are Citizen Z (left) and the winner.



**LRB PLAYS AND WINS IN SEATTLE** — The backstage bunch at LRB's Seattle stop includes (rear, l-r) Capitol's Steve Morgan, KEZX MD Nancy Low, the label's Stan Foreman, LRB's Wayne Nelson and Steve Housden, and Capitol's Russ Martin. Up front and personal are KZOK's Connie Cole (left) and KPLZ's Mike Bell.



**EVEN BETTER THAN MONEY & CIGARETTES** — One of the winners of WCMF/Rochester's Eric Clapton concert packs also nabbed an autographed guitar. From left, 'CMF's Scott Van Dusen, the winner, Assistant PD Dave Kane, and Promotion Director Simon Jeffries.



**UNQUEASY ROCKERS** — WKDF/Nashville's "One For The Sun" charity concerts drew over 11,000 people and raised over \$20,000. From left, promoter Joe Sullivan, PD Mr. Bill (Pugh), Charlie Daniels, and the concerts' chief organizer, morning man Carl P. Mayfield.



**NAKED BEAVER SHOT** — John Cafferty of the Beaver Brown Band (left) and Steve Smith of the Naked8 (right) rank DC101/Washington afternoon ace Adam Smasher before a charity concert.



BRAD WOODWARD

# NEWS/TALK

## A FOUR-YEAR ODYSSEY

# WRKO's Journey From CHR Giant To Talk

Next month, it will be four years since WRKO/Boston, once Northern New England's CHR powerhouse, surrendered to FM radio's music dominance. WRKO launched a News/Talk conversion that struck many as the sorrowful close of an era, the final slide of a once-proud giant into the dreaded abyss of AM oblivion.

These four years, however, tell anything but a sad story. WRKO has shown steady growth in its new format, capped by an outstanding 5.8-6.7 surge in the Arbitron from winter to spring 1985. The more reliable spring-to-spring comparison shows an even more impressive gain, 4.7-6.7. Against stiff competition, WRKO now ranks fifth in the Boston market in overall 12+ shares.

What immediately strikes me about WRKO's accomplishment is the remarkable consistency of its performance across demos and dayparts, holding steady in the 6-8 share range.

In many ways, WRKO is a classic confirmation of the fact that Talk radio's overworked clichés — "slow growth," "longterm commitment," "deep pockets" — are deeply rooted in cold reality, after all.

### "Your Kind Of Talk"

From WRKO VP/GM Dan Griffin I learned that spring '85 was the first book when a variety of programming and personality changes came together, solidifying a developing image as a gutsy, hardhitting station well-suited to what Griffin calls "a very opinionated market."

Simultaneously, WRKO undertook a massive promotion cam-



Dan Griffin, VP/GM

aign that included heavy television, billboards, bus backs, and 600,000 pieces of direct mail emphasizing the theme, "Your Kind of Talk."

The overall thrust of the format finetuning has been to reduce soft programming elements, such as sports talk lifestyle programming, and weekend how-to or service shows. What's left is a stable of strong, even controversial personalities hosting issue-oriented programs that lean heavily toward open phones. NBC Talknet, added from 10pm-5am last winter, pulled extremely strong numbers for WRKO, as it has nearly everywhere in the country.

### Blending News, Talk In AM Drive

Griffin seems especially pleased with the station's morning show, featuring a conservative-liberal matchup of anchor/hosts. The conservative half is Janet Jeghelian, a former WBZ/Boston host. Her counterpart is former Boston TV anchorman Ted O'Brien, who joined WRKO seven months ago.

"We're heavy on news and have all the essential survival information that's in any good morning show," says Griffin. "But we also leave three elements an hour for people to call in and talk to the

morning crew. That takes it out of the realm of a sterile, straight news operation."

From 10am-2pm is Gene Burns, who arrived in February from WKIS/Orlando. His issue-oriented style replaced a lighter program with Dick Syatt, who continues to host an enormously successful dating show Saturdays from 10am-2pm and a lifestyle program Sundays during the same time slot.

### Sports Gives Way To Issue Talk

From 2-6pm, WRKO features the progressive, often-acerbic viewpoint of Jerry Williams. "He's been in the market more or less for 30 years doing Talk," Griffin explains. "He knows the market inside and out, and where the bodies are buried."

Williams used to be followed by two hours of sports talk, and then conservative talk host David Brudnoy at 8pm. "A sports talk audience is totally different from an issue-oriented audience, and things weren't going that well," Griffin recalls. "Now we've brought Brudnoy up to follow Williams, so there's some consistency in audience flow."

### Open Forum Gains Ground

Regarding WRKO's overall approach to Talk, Griffin explains, "We'll have guests on quite frequently, but more and more it's a straight, open forum where the people have an opportunity to express their views on whatever's going on. We also do a lot of calls out, especially in the morning. We'll call anywhere in the world on a consistent basis to talk to people who are in developing news stories."

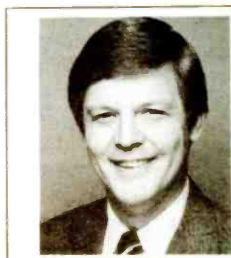
WRKO even extends open-phone talk to Boston Celtics halftime. "It's more consistent with the format and more listenable than the normal halftime interview," Griffin reasons.

### Promotion As "Aided Recall"

I asked Dan to explain further the station's aggressive promotion effort last spring. "Coming in more and more through the research is that people have difficulty remembering call letters. So your promotion needs to reinforce those. Nobody's going to run over and turn off 'Hill Street Blues' and switch on the radio just because they see your spot on the air."

"It's more in the line of aided recall. The stress of the TV spot was to remind people who and what they were listening to, and what time they were listening to it. We kept the call letters on all the way through, stressing the personalities and their time slots."

The 600,000 mail pieces compris-



Ted O'Brien 5:30-10am



Janet Jeghelian 5:30-10am

ed Unidyne's "Check's In the Mail" campaign. Carefully targeted, it hit "about half the metro market." Distribution was based on commuting patterns and other factors "to get to people who are vulnerable to talk."

Griffin added, "We position ourselves as 'The Talk Station' since there's a lot of Talk in this market. You have WBZ and WHDH talking from 6pm-6am; there's suburban WTTP/Natick doing Talk; and WEEI has an all-News format."

### Black Ink In Sight

Finally, I asked Griffin whether WRKO's ratings success has translated into profits yet. "It's coming close," he replied. "It's been extremely rewarding from an economic standpoint to see the thing turning around. As a matter of fact, we're a little ahead of target, and should be in good shape going into '86."

Given the station's current direction, Griffin also foresees the day when WRKO can stand as an equal, in both ratings and earnings, alongside the nation's premier News/Talk stations. "I think there's still growth room in this market for what we do. It's a question of refining it, applying more of the techniques, and making modifications as necessary."

Already, he says, the station's numbers are beginning to bring in national dollars that weren't there before. "With this kind of format you depend very heavily on local and direct sales," notes Griffin. "That's where you get the most immediate impact as far as results are concerned. And as the numbers have developed, this format is a more viable national sell; it becomes more effective from the standpoint of the national rep and national client."

### Host Credibility Aids Sponsors

"But in the immediate stretch, you can point to all the success stories. Local merchants and retailers know the station works because they can see heads coming in the door and they can watch the volume increase in their own busi-



Gene Burns 10am-2pm

ness. Consequently, they're helpful to us in spreading the word with fellow merchants.

"As far as I'm concerned, Talk is the most responsive format for the advertiser because it puts people in the store. They believe the credibility of the personalities; therefore, they believe what hosts say about a sponsor. In a Talk format, we lean very heavily on the credibility and rapport our hosts have established with their listeners."

## ON THE MOVE

KFBK/Sacramento appoints Tyler Cox of WRNL & WRXL/Richmond News Director ... Group W transfers KFNB/Los Angeles Assistant ND Steve Swenson to the top news job at WINS/New York ... Bob Price joins KCBS/San Francisco as reporter/anchor from crosstown KNEW ... Boston's Channel 5 meteorologists Bob Copeland and Dick Albert now forecast for WEEI ... WOR/New York Sports Director Don Criqui leaves to join NBC; Tim Scheid of Shadow Traffic joins WOR as staff reporter; Ben Manilla named WOR Supervisor/Technical Creative Production ... WRKO/Boston's Jerry Williams takes on a 5-9pm Sunday shift at WABC/New York ... KTAR/Phoenix hires anchor/reporter Eric Burch and weatherman Jim Schnebelt ... WXYT/Detroit retains the consulting services of Klemm Media ... Craig Way joins the KRLD/Dallas sports staff ... KGO/San Francisco VP/GM Mickey Luckoff completes his term as President of the California Broadcasters Association.



Jerry Williams 2-6pm



David Brudnoy 6-10pm



Dick Syatt Sundays 10am-2pm



WALT LOVE

# BLACK/URBAN



## WBLZ: Cincinnati's Urban Winner

Under owner NEWSystems Group, Urban Contemporary-formatted WBLZ/Cincinnati has certainly made its presence felt, as in the spring Arbitron the station ranked seventh in the metro. Its consistency has enabled it to challenge its general market competitors.

What is WBLZ's secret to success? For that answer, I spoke with VP/GM Peter Eden and PD Brian Castle. Peter has been with the station since 1976 and its only manager since the format's inception in 1981. Brian has programmed 'BLZ for three years, and applies his CHR background to the Urban direction. "We're a mass appeal station with a black-based target audience," he said. "I don't think any Black or Urban Contemporary outlet has to lessen its presentation because of color. If you're a pro, it will come through; if you're not, that will also show."

### Up Against Everyone

When asked why WBLZ was able to gain a full point in the latest survey, Brian replied, "It's because of some of the changes that (competitor) WCIN made. They really weren't much of a factor this time around. As far as we're concerned, we're up against everyone in this town, not only WCIN. WKRR (Q102) is the leading CHR here, and because we operate very much like a CHR station, that puts us in the same ball game. We sound more like a CHR than most other Urbans in the country."

### Comfortable For Everyone

Peter elaborated, "Over the past three years, Brian and I have put together the mass appeal sound that's necessary to become the overall market leader. We feel that anyone during the course of a week (black, white, Hispanic, etc.) should feel comfortable enough to turn us on because of the enjoyable things we do on the air. We make people feel good because we're an 'up' radio station. I hate it when someone says to me, 'I love your radio station and I listen to you all the time.' Why? Because just as soon as he doesn't like us, we have to fall out of bed with them. We prefer listeners who've started to say, 'I like your station and have started tuning you in more frequently. Some friends of mine have also started listening to you more.' To us that means we have a better chance of keeping them tuning in several times a week. It's an ongoing matter which can only help increase our cume. We want the person who's looking for a pick-me-up during the week, and he finds it by tuning on WBLZ."

Brian noted, "When I have conversations with Black/Urban PDs in other markets, all they're worried about is their format competitor; they act as if the general mar-



"I don't think any Black or Urban Contemporary outlet has to lessen its presentation because of color. If you're a pro, it will come through; if you're not, that will also show."

— Brian Castle

ket stations don't even exist. Well, I can't overlook the CHRs or the ACs in this market. If we did, we wouldn't have anything... not even a positive attitude!

"These guys better start understanding that one needs everyone listening for their stations to be

overall successes. I'm not playing down black listenership, but you need the others to get to the number one spot in your market."

Defending this position, Peter said, "We all know this is show business, so someone is always going to be second-guessing what you do and disagree with the moves you make. Radio is all about being creative and pleasing the listeners in hopes that the listeners will write down your call letters in a diary. You gotta do the best you can at all times and not worry about who agrees or who doesn't. The object is to win."

### Promotion As Investment

What about WBLZ's promotional budget? Peter conceded, "It's not like Chase Manhattan Bank. WKRR is part of Taft Broadcasting, which is on the New York Stock Exchange, and we can't spend the kind of money they do. A station such as WJLB/Detroit can because it's got a larger black population than we do and can bill more money than we can. Like any other station, we probably could use more money, but in this market we have to use more creativity."

Peter continued, "However, we are advertising more both on and off-air. We feel these are good investment dollars to help us grow, and we're trying to maximize that investment." Brian added, "The general market stations here are playing for keeps, so it's crucial

that we make sure we stay visible."

Regarding the regular annual advertising WBLZ schedules, Peter said, "We always buy the Grammys and the American Music Awards on a local basis. We buy them a year in advance to make sure we get the local avails. We know our listeners like music and music-oriented TV shows, so we don't waste any time evaluating that buy. The idea is to make sure that we get the positioning we want

to get the visibility we need."

As part of this strategy, WBLZ wisely bought the spot adjacencies to the "Bill Cosby Show" on NBC-TV eight weeks before the show aired. Dollars well spent, you say? "We try to maximize everything we do," agreed Peter.

For those owners and managers who never put an advertising dollar into their facilities, Peter bluntly suggested, "They should get out of radio. If they can't see that advertising their product is a form of investing in the continued success of their business, then they aren't very good businesspeople. After all, selling advertising is what we in radio do for a living! Those who don't understand this are nearsighted about the backbone of our industry."

"But simply investing money is not going to guarantee a ratings success. It also takes time, positioning, and good people to make a radio station a winner."

Brian emphasized the "people" factor. "You have to have a good airstaff in order to attract enough listeners to make the organization financially successful. I'm not advocating paying jocks fortunes, but jocks should not be used and abused with poor salaries. They are the product other than the music and the promotions." Does WBLZ pay what the management feels is in line? "Yes, I feel we do. No one's going to get rich at this moment, but who knows what the future will bring?"



"Like any other station, we probably could use more money, but in this market we have to use more creativity."

— Peter Eden

## ACTION

Vernon Wells has returned to WBLX/Mobile — "The Beat Of The Bay" under new GM Harry Williams. Wells is now programming the station where he handled music several years back. B.J. Taylor remains in her MD slot. With the race between WBLZ and longtime AM WGOK at its closest point in memory, Wells's promise to increase the station's community involvement may be significant.

Congratulations to WYLD-AM & FM/ New Orleans GM James Hutchinson Jr., who was recently elected Chairman of his city's Urban League. He was also chosen as one of five "Unsung Overachievers" from more than 35 submissions to New Orleans's *Citibus* newspaper. Congrats also to WJMI (FM100)/Jackson night rocker Jay DuBard, who was named "R&B DJ of the Year" at the 11th annual Jackson Music Awards.

WAOK/Atlanta has officially moved in with new sister WVEE. Both stations are now using the same phone number: (404) 898-8900.



Vernon Wells

WQIM/Montgomery has changed programming services from Drake-Chenault's "Super-Soul" to TM's "Urban 1" Jazz KSAX/FL. Worth is now religious KHVN or K-Heaven. "Spend a minute at a record store and grab as much as you can" is the familiar promotion at WPDQ/Jacksonville. The most any individual has been able to grab is a collection worth \$341.85. After six runs, \$1500 has

already been given away. Wonder if this promotion has become more expensive with the rising popularity of the cassette.

In its search for a station mascot, WWDM (FM101)/Sumter has been soliciting drawings and 25-words-or-less descriptions from listeners. The winner will receive \$1001... KMJM/ St. Louis recently gave away cassettes to winners on a "Car Tunes Weekend." The signal to call in was an actuality from Bugs Bunny.

Henry Kenney Jr., OM at WRPZ/ Paris (Lexington), called in to take exception with Steve Sandman's claim last month that "Eleven percent of Lexington's population is black and there is no Black or Urban format in the area." WRPZ, a daytimer, has been running B/U music for about a year.

WQDE/Albany, GA PD Bob Coleman, in a recent open letter to the music industry, complains about the onstage vulgarity of many of the acts at a recent rap festival. "The youth of

today are making you their heroes. They need a positive role model, not some foul-mouthed jerk with \$2000 worth of gold around his neck." Coleman warns record companies, "If this continues, you can expect no airplay from me."



WQDE's CHARITY BALLS — WQDE/Sumter has been holding fund-raiser parties for various area charities. During May, they came up with \$1020 to help rebuild a church that had been attacked by vandals. Seen here are the St. John's Baptist Church's Barbara Simmons and Armie Murray flanking MD Scottie B.

# JIMMY BUFEET



"It seems wherever you go you run into a closet Buffet break.



He has sold over 5 million records and performed in front of 7½ million in the past 4 years.



Just imagine if he had some radio.

His new album 'Last Mango In Paris' featuring 'If The Phone Doesn't Ring, It's Me'.

FRONT LINE MANAGEMENT  
WEA RECORDS





# ADULT/CONTEMPORARY

DONNA BRAKE

## More Spring ARB Results

As things begin to settle down following the spring '85 Arbitron results, here's a further look at 25-49 adult rankings over the last three books in some of the top 25 markets.

### Houston

	F '84	W '85	Sp '85
KLTR	2	2	1
KFMK	1	1	2

KLTR, with departing PD Jim Herron (now at WCLR/Chicago), took the lead over KFMK in all adult demos. KFMK was down nearly three shares, while KLTR gained over a share point. KLTR is looking for a new PD who can duplicate that success in this very competitive situation.

### Miami

	F '84	W '85	Sp '85
WJQY	2	2	1
WAXY	1	1	2
WLVE	4	3	3
WAlA	3	4	4

Transtar's "Format 41" station, WJQY, moved ahead of Oldies-based WAXY to take the lead by nearly a share and a half. WAXY suffered a setback following an extremely strong winter book. It was its lowest showing since fall '83. WAlA regained a little ground despite PD Chris Gable's resignation during the survey. WLVE, which programs Jazz seven nights a week, is ahead of 'AlA for the second consecutive book, leaving new 'AlA PD Jerre Sullivan with quite a challenge.

### Baltimore

	F '84	W '85	Sp '85
WYST-FM	1	1	1
WFBR	3	3	2
WBAL	2	2	3
WQSR	4	4	4

WYST-FM had its third down book, but still maintained the lead by a share and a half. WFBR is up slightly with Orioles baseball, but not as much as in previous springs. WBAL has its third consecutive down book, as its demo appeal grew older. WQSR shows promise with its third up book in a row.

### Seattle-Tacoma

	F '84	W '85	Sp '85
KLSY	2	4	1
KOMO	1	2	2
KJR	3	3	3
KEZX	4	1	4
KIXI-FM	5	5	5
KQKT	—	—	6

KLSY was the only A/C showing positive movement and wound up on top, as KOMO had its lowest showing in recent history. KJR suffered its lowest ratings since winter '82. KQKT, formerly KKMI, changed to "modified A/C" in April. Eclectic KEZX has slipped back to fourth place.

### Minneapolis-St. Paul

	F '84	W '85	Sp '85
KSTP	1	1	1
WCCO	2	2	2
WLTE	3	3	3

While KSTP-FM still led the A/Cs, WCCO pulled within one share point. WCCO was the dominant market leader 12+, with better than a 22 share, including huge upper-demo numbers. WLTE faced its third down sweep, and is over ten shares behind KS95 and 'CDO.

### San Diego

	F '84	W '85	Sp '85
KFMB	1	1	1
KFMB-FM	2	2	2
KIFM	4	4	3
KLZZ-FM	5	3	4
KBZT	6	6	5
KYXY	3	5	6
KEZL	7	7	7

KFMB continued to rule the roost in this A/C-abundant market. Helped by Padres baseball, KFMB gained a full point over its FM and is almost three shares ahead of next-best KLZZ. KFMB-FM gained slightly to strengthen one of the most successful A/C combos in America.

KIFM, which programs jazz at night, had another strong showing. KLZZ-FM slipped a bit after an unusually strong winter book. KBZT was stable, but moved up in ranking as KYXY continued to dip. It will be interesting to see what changes are in store at KBZT, with new owner Sandusky taking over

## Big Mac Under Glass



WLAC-FM/Nashville PD Dave Nichols joins Lisa Wallace for a candlelight dinner at McDonald's. Lisa was the grand prize winner in LAC's "Incredible Prize Catalog Sweepstakes." Her incredible grand prize was \$20,000 in McDonald's stock.

### Cleveland

	F '84	W '85	Sp '85
WLTF	1	2	1
WMJI	2	1	2
WWWE	3	3	3

soon and new PD Joe Eick. There have already been numerous personnel and music changes at KBZT since the ownership-change announcement, but perhaps most significant is the station's vastly-improved signal.

WLTF regained the A/C crown in a real see-saw battle against the other FM powerhouse, WMJI, with better than a two-point share increase. Both stations are highly successful and are second and third in every adult demo under 55 behind WMMs. AM'er WWWE fell far behind after a promising showing in the winter book.

### Tampa-St. Petersburg

	F '84	W '85	Sp '85
WIFI	1	1	1
WFLA	4	3	2
WFLA-FM	2	4	3
WAVE (Sarasota)	3	2	4

WIFI maintained its dominance, nearly ten shares ahead of WFLA; WIFI was the only A/C showing growth. WFLA-FM is still having its problems getting off the ground after changing to A/C less than two years ago.

### Denver

	F '84	W '85	Sp '85
KMJI	1	1	1
KHOW	2	2	2

KMJI had the best book in the station's history, creating nearly a four-point gap between it and KHOW.

### Phoenix

	F '84	W '85	Sp '85
KKLT	1	1	1
KLZI	4	4	2
KOOL-FM	2	2	3
KOY	3	3	4
KOOL	5	5	5

All A/Cs were down with the exception of KLZI, which has a consistent four-book upward trend. KLZI even edged out KKLT among 18-34 adults. KKLT led in the other adult cells under 55, and after its exceptional winter sweep, settled back near a 10 share — a full two spots ahead of KLZI.

Longtime AM legend KOY suffered possibly its lowest book ever, slipping almost four points from the winter survey. KOY was in double digits just three years ago. KOOL-FM suffered its poorest showing in four books, but remains very competitive with KKLT and KLZI.

## PROGRESS

Bill Love and Howard P. Bright Jr., better known as the Love Brothers, have signed a three-year contract with



Don Schaeffer

WEZS/Richmond ... Oldies-based WFOX/Atlanta has hired Don Schaeffer for mornings; he was handling afternoons at WIQT/Tampa ... Two changes at WZLQ/Tupelo: Robert Dorfman is the new Operations Manager, formerly of WKFR/Kalamazoo; and Steve Thomas moves from MD to PD, replacing Rusty McDaniels.

Lynne Adkins has been named producer of WIP/Philadelphia's "Infotainment" midday show, coming from WPEN/WMGK, where she was a news reporter. Also at WIP, Mark Engelman has been named Executive Producer/News & Information.

Greg Masters is upped from weekends to evenings at WCIL/Carbondale ... KNOB/Long Beach, CA personality Madeline Vlasic and WPXI/New York's Dick Summer will host a new A/C syndicated show called "That's Love."

## Turtle Soup



Turtles Flo & Eddie recently dropped by the WNBC/New York studios for a chat with midday personality Soup Sales during his daily "Lunch With Soup" segment. From left: Flo (Mark Volman), Soup, and Eddie (Howard Kaylan).



LON HELTON

# COUNTRY

## SPRING '85 OVERVIEWS

# There Are Eight Million Stories In The Naked ARBs . . .

And over the next few weeks I'll take a peek behind some of the more hotly-contested Country battles. I'll also focus on those stations which have done an exemplary job and were rewarded with an outstanding spring Arbitron.

### Major Northeast Markets

	12+	25-54 Rank			
	'85	'85	'85	'85	'85
WBOS/Boston	1.8	2.4	13	11	
WHN/New York	2.2	3.1	11	8	
WXTU/Philadelphia	2.6	3.3	10	7	

The spring sweep proved to be very strong for these three Northeastern majors. Interestingly enough, all three have new PDs.

This was the best Country book to date for WBOS. Mark Tudor, former WTQR/Winston-Salem PD, arrived on the scene a few weeks ago. Early reports say the station's sounding a tad more Country than under former PD Dave Hamilton.

WHN hasn't been in the threes in more than five years. Certainly the hot Mets added to the cause. Joel Raab left to form his own consultancy a couple weeks ago, and seven-year WDAF/Kansas City PD Moon Mullins will take over around September 1. Mullins is very excited about hitting the Big Apple, and it should be interesting to see what the nation's most successful AM programmer plans to do with 'HN.

Meanwhile, WXTU is also back in the threes after the winter 2.6. (The two previous books were 3.3 and 3.7.) And, the staff is really happy about being #1 25-54 men.

New PD Bob Young, who set up shop June 3, described the station's approach as "accentuating the modern Country sound without watering it down with pop artists. We're supervising the folks who like Country. We've become more mainstream Country, with more fun on and off the air."

### Atlanta

	12+	25-54 Rank			
	'84Sp	'85	'85	'84Sp	'85
WKHX	6.7	8.9	5	3	
WYAY	2.4	3.3	12	11	
WPLO	1.9	1.7	15	14	

The 13.9 12+ share is the largest Country has garnered in this market since at least the fall of '81 (when WKHX went on the air). It may be the biggest ever. The folks at 'KHX are extremely excited about the huge rebound. They're even more excited about the possibilities now that they have WPLO as part of the combo. 'PLO will definitely not be a weak sister AM along only for the ride. Look for it to be personality-oriented with a ton of promotion.

WYAY went on the air a year ago (June 25, '84), so this is its second full book. 'YAY must have hoped to have siphoned off a bit more of the 'KHX audience by now, so its reaction to this book will be interesting to watch.

A note of comparison: Big-signal A/C WFOX went on the air roughly the same time as 'YAY.

and the two compete for at least some of the same audience. 'FOX's two books were 3.3 and 3.7.

### Charlotte

	12+	25-54 Rank			
	'84Sp	'85	'84Sp	'85	'85
WSOC-FM	15.8	12.6	1	1	
WLVK	-	6.6	-	6	
WSOC-AM	9	1.6	13	11	
WLN	1.1	1.3	13	17	

WSOC-FM had been number one in Charlotte for at least the last four years, with numbers as high as 17.3 12+. This time,

however, it slipped to number two behind Black/Urban WPEG. Rumor has it that 'PEG sent a bouquet of flowers to WLVK, the 100-kw FM station which went head-to-head with 'SOC when it turned Country on January 22. 'LVK's Country sign-on marked one of the first serious runs at 'SOC-FM by a Country competitor.

Also in January, WSOC-AM switched to Country, simulcasting with the FM in morning and afternoon drive. The AM also carries Atlanta Braves baseball.

Northeast suburban WLN (I really should work at that station someday) has to be ecstatic over its consistently strong showing in the Charlotte book.

In a major change at 'LVK, Doug McGuire replaced R.T. Simpson in May; Simpson went to L.A. to program KLAC & KZLA. It was a good debut book for 'LVK against one of the ratings kingpins, and this is definitely a battle to watch. So far at least, the winner is shaping up to be the Country share — and that's always good news.

### Chicago

	12+	25-54 Rank			
	'85Sp	'85	'85	'85	'85
WMAQ	3.5	3.4	14	9	
WUSN	3.2	2.4	6	12	

WMAQ could have hoped for a little more help from the White Sox, but the team wasn't exactly tearing apart the league during the spring sweep. It appears that 'MAQ is back on solid footing in the threes after a ten-year low (2.8) last fall. The best news for WMAQ is the 25-54 growth, despite the slightest of slips 12+.

The biggest question in Chicago, though, has to be the affect WUSN morning man Gary Dee had on the book. Gary, who went on the air in April, was brought in to raise the station's morning visibility in what is perhaps the toughest morning town in the country.

A cursory look at the Chicago Arbitron shows Gary 16th 25-54 in the spring, compared to his predecessor's 11th-ranked 25-54 showing in the winter '85 book. Before pointing a finger, however, be aware that the sag in morning numbers is consistent with the overall softness shown by the station in the other dayparts.

Mornings were down a little less than a point with both men and women 18+. Comparatively, the other dayparts decreased more than that with women 18+. Mornings were about the same as the rest of the dayparts in the 18+ male decline.

Reviewing the 12+ figures, mornings also declined a bit less than a point, roughly the same as each other daypart. Meanwhile, the 'MAQ morning 12+ numbers nudged up ever so slightly in the spring.

The 12+ numbers might tempt conclusion-jumpers, but did the overall station dip affect Gary's numbers? Or did Gary's controversial act contribute to the station's slide? As far as I can tell, the jury still has to be considered "out" when it comes to Gary

Continued on Page 49

## Hoagie Cow!



WHN/New York's Jim Douglas hosted a record-breaking event in July in support of the Live Aid concerts. Taking place on "WHN Day" at the Westchester County Fair, 'HN provided live country music and the largest sandwich ever made. The 360-foot hero was cut to serve 1050 people who each donated \$1. All proceeds were given to the American Red Cross's African Famine Relief Fund.

Yonkers Red Cross Chairman Leo Sweeney was on hand to cheer on the efforts and accept the cash donation at the end of the day.



# COUNTRY

## There Are Eight Million Stories In The Naked ARBs...

Continued from Page 48

Dee's impact on the station as a whole and mornings in particular.

### Dallas

	12+	25-34 Rank
	W '85Sp '85 W '85Sp '85	
WBAP	6.3 7.4	2 2
KPLX	4.6 5.3	6 4
KSCS	5.3 4.7	5 5
KLIF	.7 .9	27 25

The see-saw FM battle has "sawed" again, with KPLX and KSCS almost flip-flopping shares. However, the big winner in the battle is WBAP. In the last five years, the AM giant has only had one better 12+ number, and that was a 7.7 in the spring of '82. And it's done this in spite of having to carry Texas Rangers baseball — using the term loosely. (I never overlook an easy target.)

One of the other unique things 'BAP has going for it is a morning drive team which turns around and also does afternoon drive!

As for the FMs, it's anybody's guess if either one will emerge dominant anytime soon.

### Denver

	12+	25-34 Rank
	W '85Sp '85 W '85Sp '85	
KYGO	5.7 4.0	3 5
KLZ	2.8 2.4	12 14
KBRQ-FM	2.5 1.6	16 18
KBRQ-AM	.7 .8	22 21

## HAVE YOU HEARD?

Congrats to **WMZQ-AM & FM**/Washington, which was named "Best Country Station" by readers of *Washingtonian Magazine* for the fifth straight year. Bob Snowden has been named GM at **WAIZ & WQFX**/Gulfport, MS. Congrats also to **WKIX/Raleigh** OM/morning man Joe Wade Formicola, who just inked a three-year deal with KIX owner Bernie Mann. "A great guy to work for," says Joe. With the departure of **KCUB/Tucson** PD/MD Tim Tyler, morning man PD Dave Nelson once again assumes the PD duties. Marlon Jay takes over as MD. **WEAT/West Palm Beach's** Steve Cody replaces Simon Train in the evenings at nearby WIRK. Simon has moved into sales.

Some new folks to midday shifts: **WVMI/Biloxi** hires Ted White, Robin Perry moves to KVOC/Casper, and Mike St. John joins KILM-FM/Tucson. Also new to KILM-FM is weekender Don Briggs. Sally Jo is now holding down the weekend fort at **WIXY/Springfield**. Newsline around, Kim Deal is upped to ND at **WESC/Greenville**. Lisa Carr moves from KOFM/Oklahoma City to the ND slot at **KFXE/Pine Bluff, AR**. Also at KFXE, Steve Kelly climbs from evenings to middays, John Randall jumps from overnights to evenings, and weekender Randy O'Bryan is promoted to fulltime overnights. Following the exit of **WRNL/Richmond PD** Mike Anderson, Bev Davis has been named Acting PD. Larry English, formerly of **WCIL/Louisville**, joins the station for mornings. What have you heard lately?

The big hurt this book is the 8.8 Country share, the lowest in the Mile High City in a long, long time.

**KYGO**, which suffered its lowest 12+ book since the fall of '82, has been on a bit of a roller coaster. Beginning with fall '83, the 12+ numbers have gone 5.9, 5.1, 4.9, 4.2, 5.7, and now 4.0.

**KLZ's** woes continued as it posted its lowest survey in at least five years. It was its second consecutive book in the twos — a number the station hadn't even seen in those same five years.

With the winter numbers **KBRQ** felt it had finally broken through. Alas, the relief was short-lived. The 1.6 is close to the FM's average since going Country in early '82.

### Detroit

	12+	25-34 Rank
	W '85Sp '85 W '85Sp '85	
WWWW	2.8 3.6	12 5
WCXI	2.2 1.8	15 21
WCXI-FM	1.9 1.6	17 17

**WWWW** beat the combined shares of **WCXI-AM & FM** for the only the second time since its debut as a Country station; the first time came at its inception. It's been done with an aggressive promotional stance, while combining a lot of music with personality in the right places.

There has to be some concern at **CXLI**. In the last 11 sweeps, the AM has beaten the FM eight out of ten times, with one tie. In that time, the FM has beaten W4 just once.

The Motor City Country share appears to have settled in at around the seven level. It's been there the past five consecutive books, following brushes with the mid-eights in the early '80s.

### Greensboro/Winston-Salem/High Point

	12+	25-34 Rank
	F '84Sp '85 F '84Sp '85	
WTQR	13.7 16.8	1 1
WPCM	1.4 1.4	13 16
WWVI	— 1.0	— 24

The old hands at **WTQR** probably considered the 13.7 in the fall a "bad book." You see, it came after three straight 16+'s! Well, things are back to normal for **TQR**, and that's the way new GM Don Boyles would like to keep it. He's been taking his time in selecting a successor to former PD Mark Tudor, who left for **WBOS/Boston** a few months ago.

The surprising aspect of this book was the initial showing by **WWVI**. The brand-new station, due to go on the air in January, didn't sign on until March 23. That hardly gave it a running start against an established market giant such as **TQR**. PD Gary Stone said, "Of course we're disappointed, but we're not dejected. I hate cliches, but we're in this for the war, not the battle."

Also, the monthly breakouts show we made great strides in the latter stages of the book, so we feel we're much further ahead than the spring Arbitron indicates."

### Los Angeles

	12+	25-34 Rank
	W '85Sp '85 W '85Sp '85	
KZLA	1.9 2.1	14 12
KLAC	1.4 1.5	18 22

The other shoe has finally dropped on the L.A. Country story: **Mairite** buys **KLAC & KZLA!** For these two Country stations to go from one Country-committed company with a great track record to another which is equally committed and successful is good news for Los Angeles's Country watchers.

**Mairite** currently operates two extremely successful Country combos: **KNEW & KSAN/Oakland-San Francisco** and **WDGY & KEEY/Minneapolis-St. Paul**. Of course, the company also has outlets in other markets programming a variety of formats, the most successful of which is **CHR Z100/New York**. And that brings us to **KLAC's** and **KZLA's** future.

According to **Mairite's** National

**VP/Programming Jim Wood**, "We're gonna keep 'em Country. We've proven we can put good Country stations together. I see it as a nice continuation of what's being done on a couple of good radio stations."

"I programmed **KZLA** before it was Country, so I know something about the L.A. market. Through the research we did back then I also know a little bit about what people are expecting from Country."

As for what you can expect the stations to sound like, it's probably a safe bet to say they'll be similar to the sound of **KNEW** and **KSAN**. Many feel the Country shares in L.A. could be a little higher than they are — perhaps into the sixes with a 2.3-2.8 on the AM and a 3.0-3.5 on the FM.

**KLAC** has spent much of the last two years as a "lame duck." First it was part of the **Metromedia-to-Cap Cities** sale. Then, less than a year later, the **ABC-Cap Cities** merger occurred.

Look for **KZLA** to be more aggressive than the laid-back **Cap Cities-style** of **Continous Country**. The line for **PD** applicants begins on the right and most likely al-

ready stretches for a mile or two. One thing for certain: whoever gets the gig will get everything it takes to win. As **Jim** says, "Mairite doesn't like to have stations that don't succeed."

### Memphis

	12+	25-34 Rank
	F '84Sp '85 F '84Sp '85	
WMC	7.8 9.2	4 3
WGKX	6.3 7.6	5 5

**WMC** continues dominating the Country shares, largely on the strength of the top-rated morning team of **Bill Dotson** and **Aunt Eloise Louise**. The station's consistently strong promotional stance and full lineup of personalities also helps keep 'em strong.

In the last few months, **WGKX** has gotten a new owner, **Al Kaneb**; a new GM, **David Gingold**; and it'll soon have a new PD. Longtime Memphis programmer **Les Acree** departed the station the day before the advances were released.

The good news, though, is that the Country shares are at their highest levels in at least five years and may even be at their alltime highs!

## CLOSE-UPS

• **Up, Up, and Away** — **WFMA-Rocky Mount, NC** announced it was going to bury **Rockin' Sidney's** "My Toot Toot" July 19, and that it'd never be heard again on the station. The "burial" was done on **Bob Mitchell's** afternoon drive show. The phones began to ring, as disgruntled listeners wanted to hear the tune. So a promotion was born: In coordination with **St. Jude Children's Research Radiothon**, **WFMA** took pledges of \$5 or more, and each time \$100 in donations was collected, the station gladly played "My Toot Toot."

In conjunction, the station also tied the "Toot-Toot" record to helium-filled balloons. The lucky finder of the record also received instructions on how to claim \$100.70. Shown releasing the balloons are **FMA personalities (l-r) Paul Bulluck, Rob Lynn, Roy Gregg, and Wade Allen Jenning**.

• On August 17, **KFDI/Wichita**, with support from **McDonald's**, a local TV station, and the **Wichita Area Builders Association**, took on the never-been-done-before-in-Wichita task of building a "House In A Day." The promotion is a benefit for the **Ronald McDonald Houses** in the town, and funds will come from auctioning off the house. The plan is to have the house completed and landscaped in eight hours!

• **WAXX/Eau Claire**, along with the **Eau Claire Tavern League**, is promoting a Designated Driver Program. Free nonalcoholic beverages will be awarded to the person who is designated to remain sober and drive throughout the evening's activities.



• **WILQ/Williamsport** had a "WILQ Willie Nelson Wednesday" promotion, during which listeners could register to win the "WILQ Night With Willie." Every time the station played a

Willie record (solo, duet, trio, or USA For Africa), the first three callers were registered in the random drawing for two pairs of tickets and backstage passes.



SHARON ALLEN

# NASHVILLE THIS WEEK

## Rogers Receives Acuff Award

Kenny Rogers will be the first recipient of the new Roy Acuff Award created by the Country Music Foundation. This particular award was established in 1981, in honor of the King of Country Music, to recognize outstanding service to mankind by country music artists. It is funded by the Tennessean, the Gannett Foundation, and the CMF.

The Foundation's board of trustees, chaired by BMI Sr. VP Frances Preston, felt that Rogers's successful food relief program in conjunction with his recent concert tours, and his World Hunger Media Awards, made him a most deserving recipient.

During the last four years, the Foundation has catalogued information about the charitable activities of country stars and found that it wasn't just newcomers or even the more established stars, but involvement was across the board. "You list any country star and they will have been involved in one cause or another," says CMF's Associate Director Diana Johnson.

Though a monetary amount of the honor has not yet been determined, a cash stipend will be awarded to a charity designated by Rogers during official presentation ceremonies planned here in Nashville later this year.

### Turnabout Is Fun Play

During a recent Oak Ridge Boys Concert in Sacramento, Joe Bonsall paused to thank the Judds for their portion of the show. The crowd went wild, and it was several minutes before the Oaks could resume their set. A speechless Bonsall glanced toward the back of the stage to see Wynonna and Naomi at the rear of the stage holding giant cardboard "applause" signs.

Well, one good prank deserves another. So a couple nights later in Orlando, CA, the Judds were closing their show with "Girls Night Out," the crowd again erupted. Naomi and Wynonna turned around to see Bonsall and road manager Raymond Hicks stroll on stage in dresses followed by William Lee Golden in a housecoat and fuzzy pink bunny slippers.

### Cash And Wynette Perform Benefit

Johanny Cash and Tammy Wynette are scheduled to perform a benefit August 26 for the

Touchstone Foundation, a newly created nonprofit organization specializing in aiding recovering alcoholics and drug abusers. The foundation was created primarily for (but not limited to) those in the industry with substance abuse problems.

The Cash/Wynette concert will be the first in a series of fund raisers to collect the \$1.2 million needed to construct the facility. Wynette has been instrumental in the organization's creation. Other artists supporting the project include Johnny Rodriguez, Moe Bandy, Minnie Pearl, and Larry Gatlin, who are on the advisory board, and also David Frizzell, Brenda Lee, Tommy Cash, and Barbara Mandrell.

The 22-bed facility will be located on 150 acres in Dickson County, TN, about 31 miles from Music Row. John W. North, a Charter Fellow of the American College of Addiction Treatment Administrators, will serve as director of the center, which could begin housing residents as early as this fall.



**TAMMY SUPPORTS TOUCHSTONE** — Tammy Wynette and husband George Richey (seated) listen as John W. North, a member of the American College of Addiction Treatment Administrators, explained the need for a continuing care center for recovering alcoholics and drug abusers in the Nashville area. Wynette and Johnny Cash are slated to cohost a benefit for the Touchstone Center on August 26 at the Tennessee Performing Arts Center. North will serve as director of the facility.



**PLANNING STRATEGY** — CBS Chief Walter Yetnikoff, Columbia Sr. VP/GM Al Teller and the CBS/New York label department heads joined CBS/Nashville Sr. VP/GM Rick Blackburn and the company's Nashville department heads for a day-long planning meeting in Nashville to discuss cross-promotionalizing Nashville artist album projects with New York. Pictured (l-r) are: Blackburn, Yetnikoff, Teller, Columbia VP/A&R Mickey Eichner, CBS/Nashville Director/Product Development & Marketing Mary Ann McCready, Columbia VP/Product Development Arma Anton, Director/Product Development Phil Sandous, and Columbia Director/Publicity Marilyn Laverly.

Tickets for the benefit concert are \$50 and also include admission to a 7pm reception preceding the show which will be held at the Tennessee Performing Arts Center. For more information you can call (615) 321-4401.

**Bits & Pieces:** Hank Williams Jr. and Highwaymen Johnny Cash Waylon Jennings, Willie Nelson, and Kris Kristofferson are the first artists to be confirmed as appearing on the CMA Awards show in October. It will be Hank Jr.'s first appearance on the show and the first time the Highwayman quartet will appear together on network television... Emmylou Harris will headline an August 29 concert at the Tennessee Performing Arts Center for Nashville's Entertainers Against Hunger organization. The show, billed as "Bread 'N' Jam I," will also feature songwriter/artists Gail Davies, Sonny Throckmorton, Bobby Braddock, curly Putman, Dickey Lee, Thom Schuyler, and Rafe Van Hoy... Tom T. Hall will

host and entertain the National Independent Truckers Association annual meeting this weekend in Nashville. He will entertain at the Brentwood Country Club and will also hold an Open House at his Fox Hollow Home... Everyone seems to be doing duets these days, but probably the most unlikely pairing this summer comes from Sesame Street's new movie "Follow That Bird." With encouragement from his five-year-old son Shooter, Waylon became involved in the project and sings a duet in the movie with Big Bird. "To me it was an honor to be in a movie with Big Bird," Waylon said. "I made a lot of points with Shooter"... Eddy Raven recently headlined a promotional concert for the "new" Coke in Clarksville, TN. In addition to Eddy's show, the promotion included a giant hot air balloon and over 6000 cans of iced-down Coke... In an attempt to attract a broader audience, the Nitty Gritty Dirt Band released a 5 1/2-minute video clip of the song "Telluride" from their LP "Partners, Brothers, and Friends" to public TV stations across the country. The clip features scenic footage of the Colorado town of the same name and conversation with band member Jimmy Ibbotson as well



**HE'S NOT EXACTLY WILLIE BUT...** — Big Bird may be Waylon Jennings's most unusual duet partner, as the two paired up for a duet in the first-ever Sesame Street movie, "Follow That Bird." Waylon plays a truck driver hauling a load of turkeys who gives Big Bird a ride. The soundtrack for the movie is on RCA and features not only Waylon but Alabama, Ronnie Milsap, and the Sesame Street cast.

as performance of the show... Didja know that Gail Davies co-wrote the Whites' new single, "Hometown Gossip"? Rosanne Cash and Vince Gill co-wrote his new song, on which they duet, called "If It Weren't For Him." And Restless Heart's Dave Inlis co-wrote the Pointer Sisters new single "Dare Me" with Sam Larber. Just thought you'd like to know!



**ASCAP SIGNS JACKSON** — Carl Jackson recently signed with ASCAP during master sessions at Nashville's Audio Media Studio. Listening to Jackson's self-penned tunes are (l-r): Columbia Product Manager Jim Carlson, ASCAP songwriter/engineer Marshal Morgan, ASCAP Southern Regional Director Connie Bradley, Jackson, and ASCAP Associate Director Merin Littlefield.



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## Nashville In Motion

Donna Hilley was promoted to Exec. VP of Tree International Publishing. Hilley was formerly a VP.

Joe Huffman assumes the post of Director of Business Affairs at Tree, while HARRIANNE CONDRA will move from Director/Copyright Administration to GM of the copyright division... Don Sampson of Nashville and Steve Seskin of San Francisco signed publishing agreements with Golden Reed Music... Karen Charlton and Billy Dean, both of Nashville, signed production agreements with SKP Productions... Look for Jerry Reed to sign with Capitol.

# MARKETPLACE

## AIRCHECKS

### Current And Classic Airchecks!

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VIDEO #2 features Dr. Don Rose's 10th Anniversary Show/KFRC, Jack Armstrong/KFRC-KKHR, Big Ron O'Brien/KIS-KI, Eric Chase-KFI, Tim Kelly/KIIS, Bruce Vidal/KIIS, Hudson & Bauer/KFMB, Magic Christian/KLZZ, News Brothers/KGB-FM. 2 full hours, on VHS or BETA, \$39.95.

Current issue #64 features WNBC/Soupy Sales, KMEL/London & Engleman, KIS/Bruce Vidal, KMGG/Laurie Allen, KOST/M.G. Kelly, WJMK/Rock & Roll Reunion, Portland's CHR/KMJ & KKRZ, Boston A/Cs WROR & WYVF, plus WZNE/Michael Fox. 9-minute cassette, \$5.50.

Special issue #5-60 features BUFFALO! CHRs WBEN-FM, WNTS & WYSL, AOR WPHD, A/Cs WGR, WGR-FM, WBEN-FM, WKWBV & WBUF plus Urban WBLK. Cassette, \$5.50.

Special issue #5-61 features SAN JOSE-SAN FRANCISCO! San Jose CHRs KWSS & KHIT, AORs KSJO & KOMA, A/Cs KARA, KLOK & KEZR, plus SF CHRs KMEL, KITS, KYUU, & KFRC (Game Zone). 90-minute cassette, \$5.50.

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\*CND - Audiotape AAA, SES-4 Tape - 700 units min. order after extended to include 1 cassette MasterCart II

## REAL ESTATE

If you're looking for a great office in Century City...  
**SUBLET FROM R&R!**

We've completed our consolidation to the 5th floor at 1930 Century Park West. This leaves 3500 square feet of prime office space available on the 4th floor in an outstanding Westside location, on the corner of Constellation and Century Park West.

Call R&R for details: 213-553-4330  
It's really worth looking at!

## Increase Sales Results

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

So why not put R&R Marketplace to work for you? It's a sure way to generate qualified sales leads. Just call: **(213)553-4330** for more information.



# MARKETPLACE

## PERSONALITY

### INFO-BITS

**BIG PRICE BREAK! A SHEET LIKE NEVER BEFORE.**  
 "MOST USABLE SERVICE EVER."  
 WRITE: INFO-BITS, % KFMB, SAN DIEGO, CALIF. 92138  
 GREAT SHOWS EVERY DAY!!

## PUBLICATIONS

### The Overnight Handbook's

First release brought raves! WZOU's Jim Cutler has packed it full of usable ideas. A must for the "graveyard shift". Limited quantity! Send \$12.95 to Jim Cutler Creative Services, 100 High St., Medford, MA, 02155.

## RECORD SERVICES

**OLDIES BY THE THOUSANDS**  
 NEW EXPANDED UP-TO-DATE CATALOG OF 45-rpm oldies from the past 40 years. Fast, reliable service. Credit card accepted; send \$2 for comprehensive catalog to:

**American Pie**

Box 66-666, Dept. 9701, Los Angeles, CA 90066  
 (213) 961-6666

# OPPORTUNITIES

## OPENINGS

## OPENINGS

## OPENINGS

## OPENINGS

### NATIONAL

### RADIO PERSONNEL NEEDED

NATIONAL is recognized as the leader in radio personnel placement. NATIONAL receives a constant flow of job openings in small, medium & major markets. We need announcers, news people, programmers, male and female, for all size markets. If you are ready for a move let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:



**BROADCAST TALENT COORDINATORS**  
 Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144



### Regional Sales Representative

Fortune 500 Company Subsidiary; Leader in the industry; producing Station ID's, Sales and Production Libraries, Music Commercials and Television Commercials, has opening for Sales Representative.

Candidates must have successful track record in Radio and TV Sales, Advertising Agency Sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits. Please send resume and salary history to:

**Jack Adkins, VP/Director Human Resources - Media General Broadcast Services, Inc.**  
 2714 Union Avenue Extended, Memphis, TN 38112 EOE M/F

### EAST

Promotions Director, AOR, A/C seeking young pro committed to radio. Long hours a must. Resume/written proposals. Buzz Knight, Box 95, Danbury, CT 06810 (8-16)

Production Director, 195-WINE, AOR, A/C looking for production wizard. Long hours & patience needed. T&R, Buzz Knight, Box 95, Danbury, CT 06810 (8-16)

News reporter/anchor. Two years' experience required. T&R, Georgeann Herbert, WTAR/WYTV, 720 Boush Street, Norfolk, VA 23510 (8-16)

MD non-metro Country needs midday job. Excellent facilities/good staff/pleasant working conditions & benefits. Good opportunity for night person. (301) 689-8871 (8-16)

Southern RI station seeks salespeople. Outstanding training & winning formula can make you rich. John J. Fuller, Full Power Radio, Hope Valley, RI 02832, or (401) 539-8502 (8-16)

### Committed New England News Leader

Seeks electric personality to take command of budding afternoon drive information program. Must be experienced journalist, skilled interviewer, and knowledgeable communicator living in Northwest. If you can go from speaking live to a U.S. Senator to chatting with an in-studio entertainment reporter and handle the heat when a four-alarm fire threatens downtown at 5pm... you may be who we're looking for. You'll be supported by a staff of superior reporters and other reliable professionals. Salary, benefits, facilities, and working conditions all the envy of the market. Send T&R and narrative to News, 116 Woburn Street, Andover, MA 01810. EOE.

Newscaster with good writing skills wanted. Ideal for college student or entry level person. John J. Fuller, Full Power Radio, Hope Valley, RI 02832, or (401) 539-8502 (8-16)

Immediate full & parttime openings for full service A/C. CAR, Dan Lee, WKBX, Box 564, Keene, NH 03431, or (603) 357-4582 (8-16)

### PRODUCTION ENGINEER

National entertainment company located in Washington, D.C. area seeks self-motivated and quality-conscious individual with heavy background in audio tape editing, pre-recorded music mixing and dubbing. Must be familiar with all aspects of audio signal processing gear. Permanent fulltime evening position. Comprehensive benefits package. Local residents only please. Send resume and salary history to:

**Barbara Fahey**  
 StudioLine Cable Stereo  
 11490 Commerce Park Drive  
 Reston, VA 22091  
**NO PHONE CALLS PLEASE!**

### MORNING PERSONALITY

Number ONE 25-34 A/C FM radio station in major morning market needs THE Canadian morning personality of the 1990's to complete winning team! Excellent salary and benefits. If you're a positive entertainer who knows how to make your listeners feel great, send tape and resume to:

**CJFM, FM96**  
 1411 Fort Street  
 Montreal, Quebec H3H 2R1  
 Attention: Susan Davis  
 Program Director

Dynamic 50-lw CHR has possibilities for parttime & fulltime on air talent. RI 104 serving RI/CT/MA. Enthusiasm. T&R, Jonathan Monk, Box 325, Westerly, RI 02891

Top flight A/C station needs ND to rebuild local & regional coverage. U.S./Canadian market. T&R, Paul James, WYBG, Massena, NY 13662 (8-16)

The Gilcom Corporation is accepting tapes for future openings. T&R, Tony Booth, WLEE, 6200 W. Broad Street, Richmond, VA 23226. No calls please. (8-16)

Mature morning personality/PD for A/C. Oldies station. Community oriented. T&R, Mike Harris, WEOX, Box 418, Poughkeepsie, NY 12602. EOE M/F (8-16)

### Help Build A Winner!

We're looking for an on-air PD to shape a new Bridgeport, CT AC/AM. If you're promotionally-oriented and can develop an airstaff, we want to hear from you. Cassette and resume to: Bob Pantano, P.O. Box 1700, Bridgeport, CT 06601. EOE

### Network Writer-Broadcaster

Vermont-based organization wants anchor for network of major Northeastern stations. Must understand skiing. Resume and demo tape to Sally Deegan, NEASC, 1 Cox Road, Woodstock, VT 05091. EOE.

### AOR PROGRAM DIRECTOR

Dynamic, successful AOR, 90 minutes from NYC, has rare opening for top-flight PD/Morning personality. Must excel in all departments. Send tape and resume to Radio & Records, 1930 Century Park West, #0074, Los Angeles, CA 90067.

### WALK FM 97.5 AM 1370

#### Production Director

WALK, Long Island's premier AC, needs an experienced Production Director/Copy Writers-On-air Person. Strong organizational management and copywriting skills essential. Send tape & resume and writing samples to: Bill Edwards, Program Director, WALK FM/AM, Box 230, Patchogue, NY 11772. EOE M/F

Possible openings for news reporter/anchor in media-intensive, upstate N.Y. market. T&R, Ellen Abbott, 317 N. Aurora Street, Ithaca, NY 14850. EOE M/F (8-9)

Buffalo's fastest growing radio station needs someone with hot production. T&R, Scott Robins, WKSE, Box 364, Grand Island, NY 14072. EOE M/F (8-9)

### SOUTH

Baron Rouge CHR, WGGZ-FM, has midday & nighttime openings. Contact: Michael Adams: (604) 383-9999 EOE M/F (8-16)

CHR station in SE NC, looking for air personality. Send T&R, Bill Sellers, Box 665, Farmont/Lumberton, NC 28340. EOE M/F (8-16)

### SUNBELT CHR

In growth market seeks creative, ambitious personality morning talent. Send T&R, plus cover letter with salary history included, to: Radio & Records, 1930 Century Park West, #0091, Los Angeles, CA 90067. EOE M/F.

FL's #100 now accepting T&Rs. Must have strong production skills. Contact: Bob Mitchell, 801 West Granada Blvd., Ormond Beach, FL 32074. (8-16)

Position available at Country FM, East coast central FL location. Send T&R: Jenny Simms, 2221 Front Street, Melbourne, FL 32901. (7-19)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
**HOT PD for #1-RATED ZOO TYPE**  
 Class C in a prosperous top 100 Sunbelt market. Resume, philosophy, and cassette to: Radio & Records, 1930 Century Park West, #0082, Los Angeles, CA 90067. EOE.  
 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Immediate openings at hot 100-lw CHR giant in SE. Key position open now. Right atmosphere for great people. CAR, WJAD-FM, Box 706, Bainbridge, GA 31717. EOE M/F (8-2)

Mature ND/lifestyle reporter for top-100 market. Personable, dedicated self-starter. Females encouraged. Call Rick James at R106: (409) 769-2475 (8-16)

News reporter needed at WDDO/Chattanooga. Females encouraged to apply. T&R, T.K. Patterson, WDDO, Box 4232, Chattanooga, TN 37402. (8-16)

~~~~~  
**THE STATION OF YOUR DREAMS**  
 Needs an experienced person with top production and writing skills to join our creative department. Excellent working environment, pay and benefits; number one station in unbeatable location. T&R to: Radio & Records, 1930 Century Park West #0089, Los Angeles, CA 90067. EOE  
 ~~~~~

ND. Chance to build a crack news team in central VA. You'll need production skills too. Females encouraged. Contact: WPED, Crozet, VA 22932 (8-16)

TX-101, WTKX-FM needs production pro for drive time AOR airstaff. Creativity a must. T&R quickly. Box 12784, Pensacola, FL 32575. EOE M/F (8-16)

Personality Country WCR/Louisville has immediate opening. High profile community involvement. No calls. T&R: Mark Williams, 307 W. Muhammad Ali Blvd., Louisville, KY 40202. EOE M/F (8-16)

News, sports, PDP. New VA information A.C. T&R/writing samples: Jim Pounds, 207 W. Jefferson Street, Bloomington, IL 61701. (8-16)

100-lw Country FM looking for mornings/PD with production/promotion skills for Little Rock fringe. T&R: KEYE-FM, 920 Commerce Road, Pine Bluff, AR 71601. (8-16)





# NATIONAL MUSIC FORMATS

Added This Week

## Broadcast Programming

John Sherman/Bob English (800) 426-9082

### Adult Contemporary

WHITNEY HOUSTON "Saving All My Love For You"  
LAURA BRANIGAN "Spanish Eddie"

### Modern Country

VINCE GILL "If It Weren't For Him"  
ALABAMA "Can't Keep A Good Man Down"  
BARBARA MANDRELL "Angel In Your Arms"  
GARY MORRIS "I'll Stop Loving You"

## Century 21

Greg Stephens (214) 934-2121

### The Z Format

JOHN COUGAR MELLENCAMP "Lonely Ol' Night"  
A-HA "Take On Me"  
WHITNEY HOUSTON "Saving All My Love For You"

### The AC Format

COMMODORES "Janet"  
AMY GRANT "Wise Up"  
MOTELS "Shame"

### Super-Country

LOUISE MANDRELL "I Wanna Say Yes"  
LEE GREENWOOD "I Don't Mind The Thorns..."

## Concept Productions

Elvin Ichiyama (916) 782-7754

### CHR

JOHN COUGAR MELLENCAMP "Lonely Ol' Night"  
A-HA "Take On Me"  
READY FOR THE WORLD "Oh Sheila"  
SURVIVOR "First Night"  
WHITNEY HOUSTON "Saving All My Love For You"  
Y&T "Summertime Girls"

### Country

ALABAMA "Can't Keep A Good Man Down"  
BARBARA MANDRELL "Angel In Your Arms"  
LEE GREENWOOD "I Don't Mind The Thorns"  
STATLER BROTHERS "Too Much On My Heart"  
SHELLY WEST "I'll Dance The Two Step"

## Drake-Chenault

Bob Lawrence (818) 883-7400

### XT-40

UB40 with CHRISSIE HYNDE "I Got You Babe"  
JOHN COUGAR MELLENCAMP "Lonely Ol' Night"  
JOHN CAFFERTY & BEAVER BROWN BAND "C-I-T-Y"

### Contempo 300

WHITNEY HOUSTON "Saving All My Love For You"

### Great American Country

ALABAMA "Can't Keep A Good Man Down"  
SOUTHERN PACIFIC "Thing About You"  
STATLER BROTHERS "Too Much On My Heart"

## Peters Productions, Inc.

Debbie Walsh (619) 565-8511

### Country Lovin'

RONNIE McDOWELL "Love Talks"  
ALABAMA "Can't Keep A Good Man Down"  
CRYSTAL GAYLE "A Long And Lasting Love"

## Radio Arts

John Benedict (818) 841-0225

### Country's Best

ALABAMA "Can't Keep A Good Man Down"  
JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow"  
LOUISE MANDRELL "I Wanna Say Yes"  
GARY MORRIS "I'll Never Stop Loving You"  
MICKEY GILLEY "You've Got Something On Your Mind"  
BARBARA MANDRELL "Angel In Your Arms"  
EXILE "Hang On To Your Heart"

### Soft Contemporary

COMMODORES "Janet"

### Sound 10

COMMODORES "Janet"  
AMY GRANT "Wise Up"  
AIR SUPPLY "The Power Of Love (You Are My Lady)"

## TM Programming

Cal Casey (214) 634-8511

### Stereo Rock

JOHN WAITE "Every Step Of The Way"  
COCK ROBIN "When Your Heart Is Weak"  
MADONNA "Dress You Up"  
JOHN CAFFERTY & BEAVER BROWN BAND "C-I-T-Y"

### TM AC

AIR SUPPLY "The Power Of Love (You Are My Lady)"  
COREY HART "Never Surrender"  
ARETHA FRANKLIN "Freeway Of Love"

### TM Country

SOUTHERN PACIFIC "Thing About You"  
EXILE "Hang On To Your Heart"  
ED BRUCE "If It Ain't Love"  
KAREN BROOKS "I Will Dance With You"  
GEORGE JONES "Who's Gonna Fill Their Shoes"

## Transtar

### Adult Contemporary

Dave Bogart (303) 578-0700

### Country

Tom Casey (213) 460-6383

RONNIE McDOWELL "Love Talks"  
WHITES "Hometown Gossip"  
OAK RIDGE BOYS "Touch A Hand"

SIGNIFICANT ACTION

FIRST WEEK:

WFBR KWEB  
WEIM KTWO  
WTKO KFSB  
WKYX KMGQ  
KFSB KALE



"IF YOU GOTTA MAKE A FOOL OF SOMEBODY"

BLACK & WHITES

FEATURING JIMMY GRIFFIN, RANDY MEISNER & BILLY SWAN

PRODUCED BY REGGIE FISHER

FROM THE ALBUM **WHEN THE NIGHT FALLS**

JAZZ

TOP 30

AUGUST 16, 1985

Last Week

- 1 McCoy TYNER/Just Feelin' (Palo Alto)
2 MANHATTAN TRANSFER/Vocalese (Atlantic)
3 AHMAD JAMAL/Digital Works (Atlantic)
4 SPYRO GYRA/Alternating Currents (MCA)
5 ANDY HARELL/Slow Motion (Hip Pocket/Windham Hill)
6 SADAO WATANABE/Maisha (Elektra)
7 DAVE VALENTINI/Jungle Garden (GRP)
8 VICTOR FELDMAN'S GENERATION BAND/High Visibility (TBA/Palo Alto)
9 WIDESPREAD JAZZ ORCHESTRA/Paris Blues (Columbia)
10 DAVE GRUSHIN & LEE RITENOUR/Harlequin (GRP)
11 ERNIE WATTS/Musican (WB)
12 DIZZY GILLESPIE/New Faces (GRP)
13 JUDY ROBERTS/You Are There (Pausa)
14 ASHLEY ALEXANDER/Power Slide (Pausa)
15 WOODY SHAW/Setting Standards (Muse)
16 FRANK FOSTER & FRANK WESS/Frankly Speaking (Concord)
17 KENNY PORE/You Don't Know Me (Passport Jazz)
18 OREGON/Crossing (ECM)
19 GARY BURTON QUARTET/Real Life Hits (ECM)
20 FLORA PURIM & AMTOS/Jumble People (George Wein/Concord)
21 MARTIN LUND/Landscape (MLM)
22 RAY BROWN TRIO/Soular Energy (Concord)
23 KEVIN EUBANKS/Opening Night (GRP)
DEBUT 24 BILLY HIGGINS/Mr. Billy Higgins (Riza)
25 DON RANDI & QUEST/It's All Night It's Alright (Bee Pee)
26 WYNTON MARSALIS/All American Hero (Who's Who In Jazz)
27 MICHAEL FRANKS/Skin Dive (WB)
DEBUT 28 ONE NIGHT WITH BLUE NOTE/Preserved (Blue Note)
29 GERALD WILSON ORCHESTRA OF THE 80's/Calafia (Trend)
30 STEVE NARAHARA/Odyssey (Pausa)

Black Urban stations contributing to Jazz: WKND/Hartford, Merleone McClearn, KJCB/Lafayette, Beatrice Evans, WYLD-FM/New Orleans, Dell Spencer, WJZ/Chicago, Graham Armstrong, WDMT/Cleveland, Dean/Dean Rufus, WVOI/Toronto, Charles Welch, KHRM/San Diego, Du/Lindsey

NEW & ACTIVE

- RIC SWANSON "Urban Surrender" (American Gramophone) 17/3
Rotations: Heavy 0/0, Medium 5/1, Light 12/2, Extra Adds 0, Total Adds 3, WGBH, WJZZ, WUWM, Medium: WNOP, WDET, WYVE, WEBR
PETER SPARAQUE "No Pail Coast" (Concord) 14/2
Rotations: Heavy 3/0, Medium 6/1, Light 4/0, Extra Adds 1, Total Adds 2, WJZZ, WUWM, Heavy: KJAZ, WHRO, KLCC, Medium: KLOM, KKGO, KPLU, WYBC, WUSF
BILLY COBHAM "Warning" (GRP) 12/10
Rotations: Heavy 1/0, Medium 2/2, Light 4/3, Extra Adds 5, Total Adds 10, WGBH, WGO, WFPL, WL00, WBE, WKPC, WDET, KKGO, KJZZ, KPLU, Heavy: KERA
JOHN ANELLO JR. "Jackson Street Band" (Coxsne) 12/7
Rotations: Heavy 0/0, Medium 2/2, Light 7/2, Extra Adds 3, Total Adds 7, WEBR, WFPL, WL00, KBEM, KCSC, KMHD, WYBC
JORGE DALTO "Urban Oasis" (Concord Picante) 12/4
Rotations: Heavy 4/1, Medium 5/1, Light 2/1, Extra Adds 1, Total Adds 4, WUWM, KJZZ, KJAZ, KLSK, Heavy: WGO, KPLU, KOPR, Medium: WFL, WBE, WKSJ, KLCC
PAUL YONEMURA "First Flight Home" (Jazz Mind) 11/9
Rotations: Heavy 0/0, Medium 0/0, Light 5/3, Extra Adds 6, Total Adds 9, WMOT, WJZZ, KADZ, KJZZ, KUOP, KPLU, WMID, WFS, KLCC
MARY PETTIS "In Good Company" (Concord) 11/3
Rotations: Heavy 4/1, Medium 5/2, Light 2/0, Extra Adds 0, Total Adds 3, KBEM, KJAZ, KLSK, Heavy: KLOM, KPLU, WMID, Medium: WFPL, WBE, WHRO

RIC SWANSON



AMERICAN GRAMAPHONE RECORDS 402-457-4341

LP AG-600

TAPE AGC-600

MOST ADDED

- BILLY COBHAM (10) Warning (GRP)
PAUL YONEMURA (9) First Flight Home (Jazz Mind)
FRANK FOSTER & FRANK WESS (8) Frankly Speaking (Concord)
BILLY HIGGINS (8) Mr. Billy Higgins (Riza)

DAVID FRIEDBERG "Live At Vine Street" (Fantasy) 8/7

Rotations: Heavy 3/2, Light 2/2, Extra Adds 3, Total Adds 7, WGO, WMOT, WMOP, KLOM, KKGO, KPLU, KOPR, Heavy: KJAZ

MARJAN McPOTLAND "Willow Creek & Other Ballads" (Concord) 8/2

Rotations: Heavy 1/0, Medium 4/1, Light 2/0, Extra Adds 1, Total Adds 2, WEBR, WKSJ, Heavy: WYVE, Medium: WGBH, WFAE, KUHF

ART PEPPER "New York Album" (Galaxy) 7/3

Rotations: Heavy 1/0, Medium 2/0, Light 3/2, Extra Adds 1, Total Adds 3, WBE, KJAZ, WYBC, Heavy: WKSJ, Medium: WEBR, KLOM

BILL PERKINS "Journey To The East" (Contemporary) 7/3

Rotations: Heavy 0/0, Medium 3/1, Light 3/1, Extra Adds 1, Total Adds 3, WFPL, WMOT, KOPR, Medium: WRTI, KLOM

GENE AMMONS "Night Lights" (Prezlog) 7/1

Rotations: Heavy 3/1, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 1, WMUR, Heavy: KUHF, KADZ, Medium: WMID, KBEM

CANDICE "Candace" (Coxsne) 7/1

Rotations: Heavy 0/0, Medium 3/0, Light 4/1, Extra Adds 0, Total Adds 1, WRGO, Medium: WEBR, KERA, WKSJ

JOHN STUBBSFIELD "Confession" (Soul Note) 7/1

Rotations: Heavy 2/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, WYBC, Heavy: WUWM, WYVE, Medium: KUHF, WBBY, WMUR

LOREZ ALEXANDRA "Tangerine/Johnny Mercer, Vol. 3" (Trend) 7/0

Rotations: Heavy 2/0, Medium 5/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy: WGO, KOPR, Medium: WGBH, WKSJ, KLOM, KPLU, KLCC

BUD SHANK "This Bud's For You" (Muse) 6/1

Rotations: Heavy 2/0, Medium 2/0, Light 2/1, Extra Adds 0, Total Adds 1, WGBH, Heavy: KPLU, WMID, Medium: KUHF, WUSF

MAX LEAVE "Dues In The Sun" (Visionary) 6/0

Rotations: Heavy 1/0, Medium 2/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WFS, Medium: KERA, WZAM

HOTTEST

- MANHATTAN TRANSFER (19) Vocalese (Atlantic)
McCoy TYNER (18) Just Feelin' (Palo Alto)
ANDY HARELL (18) Slow Motion (Hip Pocket/W.H.)
AHMAD JAMAL (14) Digital Works (Atlantic)
DAVE VALENTINI (12) Jungle Garden (GRP)
SADAO WATANABE (13) Maisha (Elektra)

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots grid with columns for EAST, MIDWEST, WEST, and SOUTH. Each column lists station call letters and program details for various jazz artists.

44 Reporting Stations 46 Current Reports
KRVS/Lafayette and KTCJ/Minneapolis called in a frozen playlist.

WRTI/Philadelphia, WYLD-FM/New Orleans, and WZAM/Norfolk failed to report; their playlists were frozen.

WBFO/Bufalo, KWMU/St. Louis, and WYRS/Stamford failed to report for two consecutive weeks and were not used in this week's data.



STANLEY

J  
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N

**HIS LONG  
HOT  
SUMMER.**

- Hailed as the brightest new star of 1985
- Two recent appearances on the Johnny Carson Show
- Rave reviews across the board
- Recent People Magazine spread
- MTV appearance August 25
- David Letterman Show, September 26
- Appearing with Miles Davis in NYC
- Playing to exuberant crowds on nationwide tour

**JUST SHIPPED — SPECIAL  
RADIO ONLY COMPILATION**

**SIDE 1:**

**NEW LOVE**

TRACK ONLY APPEARS ON CD AND 7" SINGLE

**WHEN YOU WISH UPON A STAR**

NEW LIVE TRACK FROM ONE NIGHT WITH  
BLUE NOTE CONCERT LP

**FUNDANCE**

FROM MAGIC TOUCH ALBUM

**SIDE 2:**

**ELEANOR RIGBY**

**ANGEL**

BOTH TRACKS FROM MAGIC TOUCH ALBUM

**STANLEY JORDAN. HE'S AFIRE.  
ON BLUE NOTE RECORDS.**

THE FINEST JAZZ SINCE 1939

**BLUE NOTE**



# BLACK/URBAN

## BREAKERS

### FAMILY The Screams Of Passion (WB)

74% of our reporting stations on it. Rotations: Heavy 10/1, Medium 23/2, Light 27/13, Total Adds 16 WILD, WAMO, WDJY, WYLD-FM, WOWI, WJLB, WLUM, KSOL, WRDW, WTKL, Z93, WFXC, WJAX, WLOU, KHYS, WVKO. A most added record. Debuts at number 35 on the Black/Urban chart.

### JENNIFER HOLLIDAY Hard Times For Lovers(Geffen)

68% of our reporting stations on it. Rotations: Heavy 1/0, Medium 12/5, Light 33/14, Total Adds 15 including WWIN, WYLD-FM, WTMP, WBMX, WICI, WBLZ, WJLB, KMJM, WJAX, KIZ, WBLX, KHYS, WANT, WWDW, WKWM. A most added record.

### NEW EDITION My Secret (Didja Gitt Yet?) (MCA)

67% of our reporting stations on it. Rotations: Heavy 16/0, Medium 24/2, Light 14/5, Total Adds 7 WAMO, KNOK, WHRK, WNHG, WENN, Z93, KDKO. Moves 36-33 on the Black/Urban chart.

### O'JAYS Just Another Lonely Night (PIR/Manhattan)

60% of our reporting stations on it. Rotations: Heavy 0/0, Medium 12/5, Light 37/19, Total Adds 24 including WWIN, WAMO, WAOK, WDLA, WOWI, WTMP, WBMX, WBLZ, WDMT, WJLB, KACE, XHRM, KSOL, WJMI, WJYL, WBLX, WORL, WPLZ, WWDW, WYVI. A most added record.

## CHART EXTRAS

### MARVIN GAYE It's Madness (Columbia)

62% of our reporting stations on it. Rotations: Heavy 4/0, Medium 21/0, Light 25/1, Total Adds 1, WVEE. Heavy: WYLD-FM, WPEG, WKXI, KOKA.

## NEW & ACTIVE

**GAP BAND "Disrespect" (Total Experience/RCA) 47/7**  
Rotations: Heavy 8/0, Medium 21/3, Light 18/4, Total Adds 7, WJLB, WZEN, KDAY, OCT14, WPEG, KJCB, WDAO, Heavy: WAMO, WDLA, WEDR, WICI, WENN, WJMI, WLOU, WTLG

**MAURICE WHITE "Stand By Me" (Columbia) 46/41**  
Rotations: Heavy 1/1, Medium 11/9, Light 34/31, Total Adds 41 including WWIN, WXYV, WDA5, WUSL, WAMO, WVEE, KMJQ, KRNB, WDLA, WHRK, WYLD-FM, WOWI, WBLZ, WDMT, WZAK, WJLB, WLUM, KMJM, XHRM, KSOL, WNHG, WENN, WFXC, WTLG, WWWW, KDKO

**ONE WAY "Serving It" (MCA) 40/3**  
Rotations: Heavy 1/0, Medium 19/0, Light 20/3, Total Adds 3, WJAX, WJYL, WTOY, Heavy: WOWI, Medium: KRNB, WAOK, KNOK, WTMP, WDMT, WZAK, KSOL, WFDW, WPEG, WKXI, KIZ, KJCB, WLOU, KAPE, KOKA, WANM, WKWM, WTLG, WWWW

**HERB ALPERT "8 Ball" (A&M) 38/10**  
Rotations: Heavy 0/0, Medium 3/0, Light 35/10, Total Adds 10, WAOK, WVEE, K104, WLUM, KDAY, KSOL, WENN, WOOK, WZPR, KJCB, Medium: KNOK, WJLB, WWWW

**ATLANTIC STARR "Silver Shadow" (A&M) 36/18**  
Rotations: Heavy 0/0, Medium 10/3, Light 26/15, Total Adds 18, WWIN, WDA5, KNOK, WDLA, WHRK, WDMT, KACE, XHRM, WRDW, WBMX, KJCB, WBLX, WOOK, WANT, WTOY, WAAA, WKWM, WWWW, Medium: WRKS, WUSL, KQXZ, WJAX, WQMG, WJMI, KAPE

**COLONEL ABRAMS "Trapped" (MCA) 33/13**  
Rotations: Heavy 0/0, Medium 10/1, Light 23/12, Total Adds 13, WWIN, WRKS, WUSL, WHUR, WHRK, K94, WBMX, KJLB, XHRM, WKXI, KIZ, KJCB, WAAA, Medium: WDJY, KRNB, WOWI, WICI, WFXC, WJMI, WLOU, KOKA, WANM

**CARL CARLTON "Private Property" (Casablanca/PG) 31/16**  
Rotations: Heavy 0/0, Medium 5/1, Light 26/15, Total Adds 16, WDA5, WDMT, XHRM, KSOL, KQXZ, WENN, Z93, WQMG, WBMX, WBLX, WORL, WTOY, KAPE, WANM, WZPR, WKWM, Medium: WDLA, KDAY, WFXC, WTLG

**BRASS CONSTRUCTION "Give & Take" (Capitol) 31/1**  
Rotations: Heavy 0/0, Medium 12/0, Light 19/1, Total Adds 1, WWIN, Medium: WILD, WDA5, WUSL, WJLB, KACE, WKND, WENN, KJCB, KOKA, WDAO, WTLG, WWWW

**WEATHER GIRLS "Well-A-Wiggy" (Columbia) 29/3**  
Rotations: Heavy 0/0, Medium 11/1, Light 18/2, Total Adds 3, WDA5, WDJY, WVEE, Medium: WCI, WDMT, WNHG, WPEG, WFXC, WKXI, WPDQ, WJLS, KOKA, WWWW

**COMMODORES "Jewel" (Motown) 27/12**  
Rotations: Heavy 0/0, Medium 12/0, Light 19/1, Total Adds 12, WHUR, KDAY, XHRM, WNHG, WENN, Z93, WQMG, WBMX, WJYL, WBLX, WTOY, KAPE, Medium: WTMP, KACE, WRDW, WWWW

**LOOSE ENDS "Choose Me" (MCA) 26/5**  
Rotations: Heavy 3/0, Medium 9/2, Light 14/3, Total Adds 5, WDA5, WUSL, Z93, WJMI, WWDW, Heavy: WHUR, KACE, WTLG, Medium: KJLB, OCT14, KIZ, WJYL, WORL, WPLZ, WDAO

**VERONICA UNDERWOOD "Victim Of Desire" (Philly World/Atlantic) 26/3**  
Rotations: Heavy 0/0, Medium 6/0, Light 20/3, Total Adds 3, WUSL, KMJM, WORL, Medium: KRNB, WOWI, WZEN, WPDQ, KOKA, WANM

**DAYTON "This Time" (Capitol) 25/5**  
Rotations: Heavy 1/0, Medium 8/0, Light 16/5, Total Adds 5, WXYV, KMJQ, KSOL, WJYL, WANM, Heavy: WDAO, Medium: KRNB, WBLZ, WZAK, WJLB, WENN, KAPE, KOKA, WWWW

**PATTI LABELLE "I Can't Forget You" (PIR/CBS) 25/3**  
Rotations: Heavy 2/0, Medium 12/0, Light 11/5, Total Adds 3, WDA, KACE, WQMG, Heavy: WAMO, WDAO, Medium: WHUR, WAOK, WDMT, KSOL, WFEW, WROK, WPEG, WBLX, KAPE, KOKA, WDDM, WANM

**WORD OF MOUTH / D.J. CHEESE "King Kart" (Profile) 25/3**  
Rotations: Heavy 1/0, Medium 8/0, Light 18/3, Total Adds 3, KSOL, WENN, WBLX, Heavy: WOWI, Medium: KMJQ, WDLA, WDMT, WPEG, WQMG, KJCB, WOOK, KOKA

## MOST ADDED

**MAURICE WHITE (41)**  
Stand By Me (Columbia)  
O'JAYS (24)  
Just Another Lonely Night (PIR/Manhattan)  
**ATLANTIC STARR (18)**  
Silver Shadow (A&M)  
**CARL CARLTON (16)**  
Private Property (Casablanca/PG)  
**FAMILY (16)**  
The Screams Of Passion (WB)  
**CHARLIE SINGLETON (16)**  
Make Your Move On Me Baby (Arista)

**HOTTEST**  
**ARETHA FRANKLIN (45)**  
Freeway Of Love (Arista)  
**WHITNEY HOUSTON (45)**  
Saving All My Love For You (Arista)  
**STEVE ARRINGTON (28)**  
Darcin' In The Key Of Life (Atlantic)  
**JESSE JOHNSON'S REVUE (27)**  
I Want My Girl (A&M)  
**KOOL & THE GANG (21)**  
Cherish (De-Lite/PolyGram)

## SIGNIFICANT ACTION

**HOWARD HEWETT "Obsession" (Elektra) 23/3**  
Rotations: Heavy 0/0, Medium 8/1, Light 15/2, Total Adds 3, WWIN, XHRM, WOOK, Medium: WUSL, WYLD-FM, WZAK, KSOL, WFXC, WJYL, WTLG

**JONZUN CREW / MICHAEL JONZUN "Redd Hot Mama" (A&M) 23/2**  
Rotations: Heavy 1/0, Medium 8/0, Extra Adds 13/2, Total Adds 2, K94, JET94, Heavy: WTLG, Medium: WTMP, WLUM, WATV, WKXI, WPDQ, KJCB, WOOK, KOKA, WWWW

**REAL ROXANNE w/ HITMAN HOWIE TEE "Romeo" (Select) 21/10**  
Rotations: Heavy 1/0, Medium 4/1, Light 16/9, Total Adds 10, WAMO, KNOK, KMJQ, KRNB, WDLA, WHRK, WKXI, KJCB, WLOU, WZPR, Heavy: KDAY, Medium: K104, WDMT, WZAK

**MICHAEL LOVESMITH "Break The Ice" (Motown) 21/4**  
Rotations: Heavy 1/0, Medium 4/0, Light 16/4, Total Adds 4, WJLB, WQMG, WAAA, WWWW, Heavy: WCI, Medium: KACE, WPDQ, WJYL, WTLG

**OSBORNE & GILES "Stranger In The Night" (Red Label/Capitol) 21/3**  
Rotations: Heavy 3/0, Medium 5/0, Light 13/3, Total Adds 3, WAOK, WDMT, WJYL, Heavy: WCI, WZPR, WYVI, Medium: WWIN, WDA5, WJLB, WTOY, WWWW

**FULL FORCE "Girl In Your Tobe Me Home" (Columbia) 20/6**  
Rotations: Heavy 1/0, Medium 5/1, Light 14/4, Total Adds 5, WPDW, Z93, WFXC, WQMG, KJCB, Heavy: KDAY, Medium: WWIN, WRKS, WUSL, WOOK

**MERC & MONK "Carried Away" (Manhattan) 19/9**  
Rotations: Heavy 0/0, Medium 3/1, Light 16/8, Total Adds 8, WDA5, WAMO, KRNB, WDLA, WENN, WORL, KHYS, WANM, WWWW, Medium: WXYV, WDMT

**CHARLIE SINGLETON "Make Your Move On Me Baby" (Arista) 18/16**  
Rotations: Heavy 0/0, Medium 5/3, Light 13/13, Total Adds 16, WILD, WHUR, KMJQ, WTMP, KMJM, KACE, KSOL, KQXZ, WFXC, WQMG, WJMI, KIZ, WOOK, WWDW, WTLG, WWWW, Medium: WJLB, WBLX, WHRK, KJLB

**GOON SQUAD "Eight Arms To Hold You" (Epic) 18/4**  
Rotations: Heavy 0/0, Medium 8/1, Light 10/3, Total Adds 4, KJLB, WKND, WZPR, WAAA, Medium: KMJQ, KRNB, WOWI, KRNB, WBLX, WFXC, WDLA

**MAZE / FRANKIE BEVERLY "I Want To Feel I'm Wanted" (Capitol) 17/11**  
Rotations: Heavy 0/0, Medium 6/3, Light 11/8, Total Adds 11, WHUR, WDA, KACE, WRDW, WFXC, WBMX, KJCB, KAPE, KOKA, WANM, WWWW, Medium: KRNB, KDAY, WJMI

**STARS ON 45 / THE NEW SAM & DAVE REVIEW "Sam & Dave Medley" (21/Atco) 17/1**  
Rotations: Heavy 0/0, Medium 4/0, Light 13/1, Total Adds 1, WYVI, Medium: WEDR, WBMX, WBLX, WTLG

**TEARS FOR FEARS "Shout" (Mercury/PolyGram) 16/5**  
Rotations: Heavy 8/0, Medium 8/1, Light 4/4, Total Adds 5, WRKS, K104, WDMT, KMJM, KURQ, Heavy: K94, WCI, WBLZ, WJMI, JET94, WJAX, Medium: WUSL, WQMG, WJLB, WBLX, WHRK, KJLB

**BAD BOYS / K. LOVE "Bad Boys" (Starline/Fantasy) 16/4**  
Rotations: Heavy 4/0, Medium 4/0, Light 8/4, Total Adds 4, K104, K94, WZEN, WZPR, Heavy: WRKS, WDA5, WEDR, WZAK, Medium: WXYV, WUSL, WDMT, KSOL

**KRYSTOL "Love Is Like An Itchin' In My Heart" (Epic) 16/1**  
Rotations: Heavy 1/0, Medium 3/0, Light 12/1, Total Adds 1, WENN, Heavy: WOKL, Medium: KRNB, KOKA, WANM

**PHIL COLLINS "Don't Lose My Number" (Atlantic) 14/1**  
Rotations: Heavy 5/0, Medium 5/0, Light 4/1, Total Adds 1, WFEW, Heavy: WAMO, WVEE, JET94, WJAX, K94, Medium: KNOK, WHRK, WBLZ, OCT14, WJYL

**450 SL "The Rock" (Golden Boy) 13/8**  
Rotations: Heavy 0/0, Medium 2/1, Light 11/7, Total Adds 8, WDA5, WAOK, WVEE, WKND, WJAX, WENN, WQMG, KHYS

**WARREN MILLS "Sunshine" (Jive/Arista) 13/3**  
Rotations: Heavy 0/0, Medium 3/0, Light 10/3, Total Adds 3, WHRK, WFXC, WBMX, Medium: WOOK, WTLG, WWWW

**THELMA HOUSTON "Fantasy & Heartbreak" (MCA) 12/4**  
Rotations: Heavy 0/0, Medium 11/0, Light 11/4, Total Adds 4, K94, WKXI, KAPE, WZPR, Medium: KACE

**DEELE "Suspicious" (Solar/Elektra) 12/3**  
Rotations: Heavy 1/0, Medium 2/0, Light 9/3, Total Adds 3, K104, WTOY, WWWW, Heavy: KMJQ, Medium: KRNB, WBLZ

**RENE & ANGELA "I'll Be Good" (Mercury/PolyGram) 12/3**  
Rotations: Heavy 3/0, Medium 6/0, Light 3/2, Total Adds 3, WBMX, KDAY, WTLG, Heavy: WLUM, KMJM, WOOK, Medium: WILD, WUSL, WDJY, K104, WCI

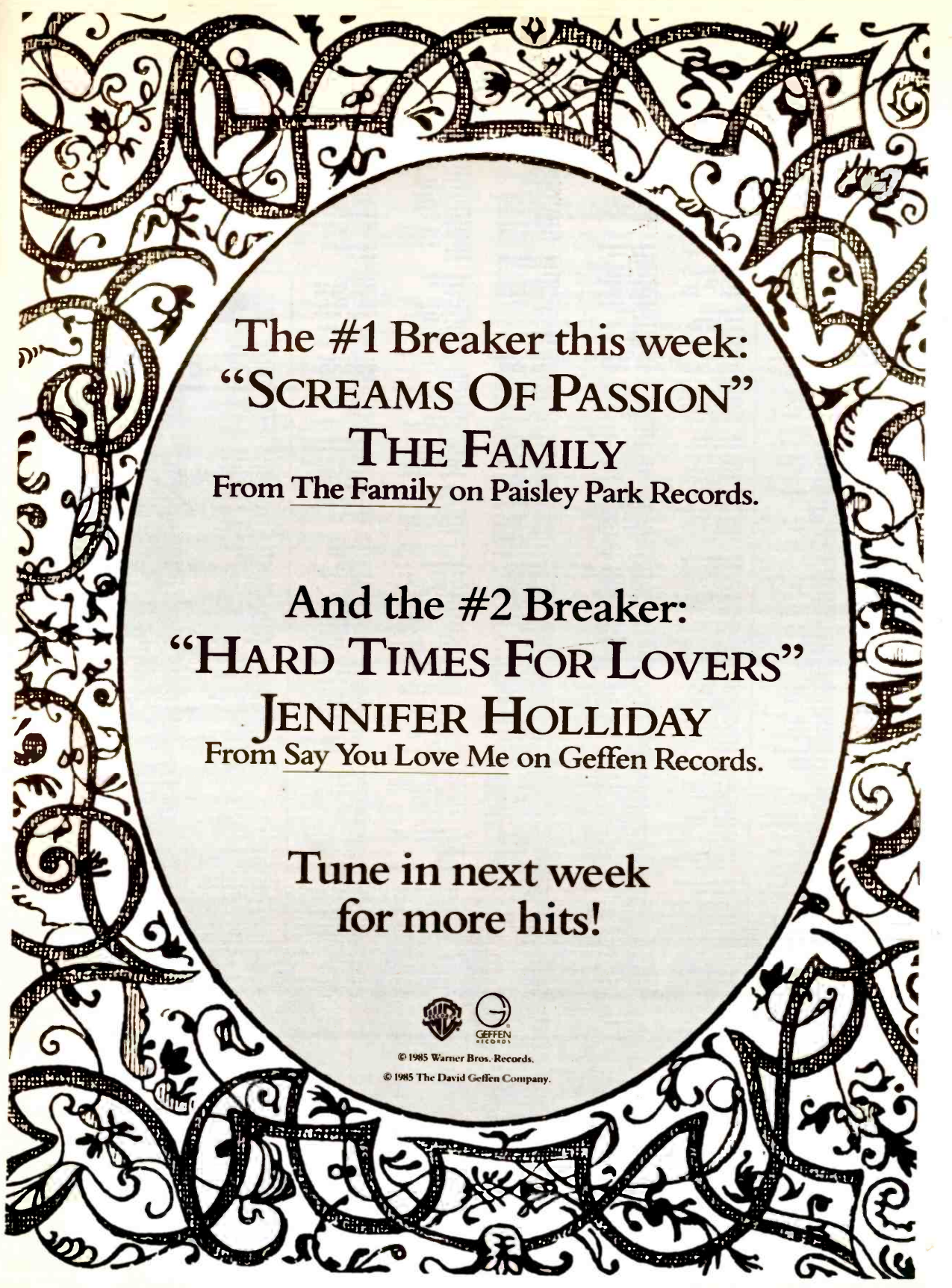
**JOE SAMPLE / PHYLLIS HYMAN "The Survivor" (MCA) 12/3**  
Rotations: Heavy 0/0, Medium 3/1, Light 9/2, Total Adds 3, WJLB, WJMI, WBLX, Medium: WZPR, KACE

**DOUG E. FRESH "The Shoop" (Fantasy) 11/8**  
Rotations: Heavy 1/1, Medium 3/3, Light 5/4, Total Adds 8, WWRK, WXYV, WUSL, WBMX, WZEN, KSOL, WANM, WZPR, Heavy: WRKS, KDAY

**WINDJAMMER "So Hard" (MCA) 10/4**  
Rotations: Heavy 0/0, Medium 3/0, Light 8/4, Total Adds 4, WHUR, WYLD-FM, WDMT, WLUM, Medium: WDLA, WANM

**VAL YOUNG "Mind Games" (Gordy/Motown) 10/1**  
Rotations: Heavy 0/0, Medium 4/0, Light 6/1, Total Adds 1, WAMO, Medium: KRNB, WZEN, WQMG, WTLG

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.



The #1 Breaker this week:  
"SCREAMS OF PASSION"  
THE FAMILY  
From The Family on Paisley Park Records.

And the #2 Breaker:  
"HARD TIMES FOR LOVERS"  
JENNIFER HOLLIDAY  
From Say You Love Me on Geffen Records.

Tune in next week  
for more hits!



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# RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

## NEW & ACTIVE

- JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow" (MCA) 93/25**  
Rotations: Heavy 3, Medium 36, Light 54, Total Adds 25 WYVA, WLO, KEAN, WYML, WUSY, KSSN, WMC, WTSO, WLLR, KGH, KUOT, KNK, KCBO, KCLB. Debuts at number 43 on the Country chart. A most added record.
- GARY MORRIS "It's Never Stop Loving You" (WB) 92/85**  
Rotations: Heavy 2, Medium 26, Light 64, Total Adds 55 including WQNA, WOKQ, WDSY, WSOO, KPLX, KIKK, WSM, WCMS, WMLL, WOW, KWEN, KRST, KLZ, KCCY, KTOA. Debuts at number 45 on the Country chart. A most added record.
- LORETTA LYNN "Heart Don't Do This To Me" (MCA) 91/11**  
Rotations: Heavy 3, Medium 43, Light 45, Total Adds 11 WLO, KEAN, WLO, WAMZ, KYOX, WONE, WGEE, KCJB, KIOV, KCCY, KRAK. Moves 44-40 on the Country chart.
- SOUTHERN PACIFIC "Thinking About You" (WB) 88/14**  
Rotations: Heavy 5, Medium 29, Light 54, Total Adds 14 WOKQ, CHOW, WSOO, WDXE, KYIX, WSKX, WRNL, WSLR, WFMS, WOV, KYAK, KGH, KLUY, KLAZ. Moves 50-44 on the Country chart.
- LOUISE MANDELL "I Wanna Say Yes" (RCA) 82/28**  
Rotations: Heavy 2, Medium 21, Light 56, Total Adds 26 including WDSY, WIXY, WYVA, KASE, WXBO, KLLL, KBMR, KSO, WCKI, KDDY, WL, KIK-FM, KJCS, KQIL, KYEG. Debuts at number 48 on the Country chart. A most added record.
- MARK GRAY "Smooth Sailing (Rock in the Road)" (Columbia) 77/9**  
Rotations: Heavy 1, Medium 33, Light 43, Total Adds 8 WBOS, WTSV, WYKY, WCOB, WRNL, WSLR, WUBE, KIK-FM, Heavy: KIKY, Medium: WKSJ, KDDY, KYOO, KTOA. Moves 48-46 on the Country chart.
- BARBARA MANDELL "Angel in Your Arms" (MCA) 72/43**  
Rotations: Heavy 0, Medium 17, Light 55, Total Adds 43 including WPTR, WBOS, WXTU, KASE, WCOB, WESC, WCMS, KIKY, WMLL, KRFB, KFDI, KRST, KMAK, KCCY, KSP, KMPS.
- T. GRAHAM BROWN "Drowning in Memories" (Capitol) 72/7**  
Rotations: Heavy 1, Medium 29, Light 42, Total Adds 7 WYVA, WSOO, KIKK, WAMZ, KYOX, WRNL, KYOO. Heavy: WFNQ, Medium: WBGW, WTSV, WJNL, WCLZ, WOV, KSOO, KRFM. Debuts at number 49 on the Country chart.
- CHANCE "You Could Be The One Woman" (Mercury/PolyGram) 63/6**  
Rotations: Heavy 2, Medium 28, Light 33, Total Adds 6 WFOR, WUBE, WFMS, WOV, KYAK, KQIL. Heavy: WOKK, KIKY, Medium: WBGW, WAJR, KMML, WTVY, WDXY, KFDI, KRSY.
- MICKEY GILLEY "You've Got Something On Your Mind" (Epic) 56/25**  
Rotations: Heavy 1, Medium 11, Light 44, Total Adds 25 including WQNA, WFOR, WYVA, WXBO, WSOO, WUSY, KSO, WTSO, WOKQ, KRAL, KQIL, KRFM, KFGO.
- STATLERS "Too Much On My Heart" (Mercury/PolyGram) 55/43**  
Rotations: Heavy 1, Medium 14, Light 40, Total Adds 43 including WFRZ, WFOR, WLO, KASE, WAMZ, WMC, KRMD, KWMT, WFMS, WLLR, KYOO, KJAL, KCCY, KSO, KCK, KMPS.
- JUDY RODMAN "You're Gonna Miss Me When I'm Gone" (MTM) 51/16**  
Rotations: Heavy 1, Medium 19, Light 31, Total Adds 18 WDL, WYVA, KMML, KPLX, WESC, KLLL, WKIX, WUSO, WUBE, KSO, WTSO, WOKQ, KRAL, KQIL, KRFM, KFGO.
- BOBBY BARE "When I Get Home" (EMI America) 50/6**  
Rotations: Heavy 1, Medium 20, Light 29, Total Adds 6 WTSV, WUSY, WTVY, WLVI, KTOA, KCUB.

## SIGNIFICANT ACTION

- JOHN ANDERSON "Tokyo, Oklahoma" (WB) 44/18**  
Rotations: Heavy 0, Medium 9, Light 35, Total Adds 19 including WDL, WYII, KMML, WAMZ, WLVI, WAJX, KFGO, K102, KRST, KTOA.
- MOE BANDY "Barroom Roses" (Columbia) 41/8**  
Rotations: Heavy 1, Medium 17, Light 23, Total Adds 6 KMML, WGTO, WESC, KSSN, WWOOD, WLVI, KWMT, WOOD, Medium: WYII, KRSY.
- BILLY BURNETTE "Ain't It Just Like Love" (MCA/Curb) 41/6**  
Rotations: Heavy 0, Medium 9, Light 32, Total Adds 6 WYKG, KEAN, KRFB, KSSN, KIKY, KWMT, Medium: WYII, KCCY, KRSY.
- DAN FOGELBERG "Down The Road/Mountain Pass" (Full Moon/Epic) 38/6**  
Rotations: Heavy 0, Medium 10, Light 28, Total Adds 6 KSSN, WCKI, WWJO, KMAK, KJAJ, KTOA. Medium: WQNA, WAJR, KMML, WOV.
- ALMOST BROTHERS "Don't Tell Me Love is Kind" (MTM) 33/5**  
Rotations: Heavy 0, Medium 8, Light 27, Total Adds 4 WYVA, WUSY, KIKY, KFGO, Medium: WYII, WTVY, KRMD, WOV, WWJO, KRSY.
- BUS HARDIN & DAVE LOGGINS "Just As Long As I Have You" (RCA) 31/8**  
Rotations: Heavy 0, Medium 8, Light 23, Total Adds 6 WQBE, CHOW, WWOOD, WPAK, KIKY, WFMS, WTL, KYOO. Medium: KRFM, WYII, KRSY.
- TOM T. HALL "Down On The Florida Keys" (Mercury/PolyGram) 27/11**  
Rotations: Heavy 0, Medium 7, Light 20, Total Adds 11 WBGW, WTVY, WWOOD, WLVI, WCMS, WPAK, KIKY, KRMD, WIRK, KFGO, KTOA.
- BRENDA LEE "I'm Takin' My Time" (MCA) 27/9**  
Rotations: Heavy 1, Medium 4, Light 22, Total Adds 9 WBGW, WOKQ, WYVA, KIKK, WDXE, WOKK, WCMS, KWMT, WOV, Heavy: KRST.

- MARGO SMITH & TOM GRANT "Everyday People" (Bermuda Dunes) 26/4**  
Rotations: Heavy 0, Medium 5, Light 21, Total Adds 4 WQNA, WCMS, KMAK, KYEG, Medium: KMML, WTVY, KIKY, WTL, Light: WYII, WMLL.
- RAY CHARLES w/ HANK WILLIAMS JR. "Two Old Cats Like Us" (Columbia) 24/18**  
Rotations: Heavy 0, Medium 4, Light 20, Total Adds 18 including WTSV, WAJR, WDXE, WOKK, KIKY, WAJX, WVOJ, KRKT, KJAJ, KSOO.
- LEE GREENWOOD "I Don't Mind The Thorns" (MCA) 22/22**  
Rotations: Heavy 0, Medium 3, Light 19, Total Adds 22 including WBGW, WSOO, WDXE, WOKK, WKIX, WIRK, WONE, WL, KRAL, KUZZ.
- WILLIE NELSON & NEIL YOUNG "Are There Any More Real Cowboys" (Columbia) 20/5**  
Rotations: Heavy 0, Medium 3, Light 17, Total Adds 5 KMML, WESC, KSSN, KIKY, KSON, Medium: KIKY, KQIL, KQCK, Light: WBGW, WSOO.
- DAVID ALLAN COE "My Elusive Dreams" (Columbia) 19/3**  
Rotations: Heavy 0, Medium 5, Light 14, Total Adds 3 WYII, KEAN, KFGO, Medium: WTVY, KIKY, WGEE, Light: WSOO, KDDY, KRSY.
- RAY PRICE "I'm Not Leaving" (Step One) 17/6**  
Rotations: Heavy 0, Medium 2, Light 15, Total Adds 8 WYII, WWOOD, WOKK, WPAK, WKIX, KIKY, KFGO, KRSY, Light: WIXY, WOV, KRAL.
- CRAIG DILLINGHAM "Next To You" (MCA/Curb) 17/2**  
Rotations: Heavy 0, Medium 2, Light 15, Total Adds 2 WBGW, KFGO, Medium: KIKY, KRMD, Light: WQNA, WYII, KRFB, KYOO, KGH, KIGO.
- CARLETT "Tonight's The Night" (Luv) 16/4**  
Rotations: Heavy 0, Medium 2, Light 14, Total Adds 4 WGTO, KWMT, WOV, KYEG, Medium: KMML, WTVY, Light: WWOOD, WLVI, KSO, KFGO, KSOO.
- KERN GOSDIN "I Know The Way To You By Heart" (Compaq/PolyGram) 15/10**  
Rotations: Heavy 0, Medium 3, Light 12, Total Adds 10 KEAN, WTVY, WDXE, WWOOD, WLVI, WCMS, KRMD, KFGO, KYOO, KMPS.
- JIM COLLINS "I Want To Be A Cowboy Til I Die" (White Gold) 15/8**  
Rotations: Heavy 0, Medium 2, Light 13, Total Adds 8 KIKK, WDXE, WCMS, KYOX, WKIX, KFGO, KYOO, KFDI, Light: KIKY, WAJX.
- RANDY TRAVIS "On The Other Hand" (WB) 15/6**  
Rotations: Heavy 0, Medium 0, Light 15, Total Adds 8 WKIX, KRMD, WAJX, KFGO, KIK, FM, KJAL, Light: WGTO, WOKK, WYII, KQCK.
- MAINES BROTHERS "When My Blue Moon Turns To..." (Mercury/PolyGram) 14/0**  
Rotations: Heavy 0, Medium 3, Light 11, Total Adds 8 KIKK, WDXE, WCMS, KYOX, WKIX, KFGO, KYOO, KFDI, Light: KIKY, WPAK, KIOV, KRSY.
- JOHN DENVER "Don't Close Your Eyes, Tonight" (RCA) 12/1**  
Rotations: Heavy 4, Medium 8, Light 1 KEAN, Medium: WTSV, WLO, KIOV, KCCY, Light: WBGW, WSOO, WOKQ, WYII, WSLI, WCMS.
- MASON DIXON "Houston Heartache" (Texas) 11/2**  
Rotations: Heavy 1, Medium 3, Light 7, Total Adds 2 KIKY, KSOO, Heavy: KPLX, Medium: KMML, KLV, Light: KEAN, KIKY, KRMD, WOV, KFDI, KRAL.
- BILL ANDERSON "When You Leave Like..." (Swanee) 11/0**  
Rotations: Heavy 0, Medium 3, Light 8, Total Adds 0 WOKK, WPAK, WTL, Light: KMML, WLVI, KIKY, WOV, KYOO, KFDI.
- LOY BLANTON "Selling Home To Me" (Soundwaves) 9/5**  
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 5 WTVY, KIKY, KSO, KWMT, KFDI, Light: WLVI, KRMD, KYOO.

## ALBUM TRACKS

- | ARTIST/Song Title (Label)                           | Album Title              |
|---|--------------------------|
| HANK WILLIAMS JR./This Ain't Dallas (WB/Curb)       | Five-0                   |
| ALABAMA/Down On Longboat Key (RCA)                  | 40 Hour Week             |
| CRYSTAL GAYLE/Touch And Go (WB)                     | Nobody Wants To Be Alone |
| SOUTHERN PACIFIC/Perfect Stranger (WB)              | Southern Pacific         |
| HANK WILLIAMS JR./Something To Believe In (WB/Curb) | Five-0                   |
| JOHN ANDERSON/A Little Rock & Roll (& Some...) (WB) | Tokyo, Oklahoma          |
| KATHY MATTEA/Heart Of The Country (Mercury/PG)      | From My Heart            |
| JUDDS/Drops of Water (RCA/Curb)                     | Why Not Me?              |
| DAK RIDGE BOYS/Love Is Everywhere (MCA)             | Step On Out              |
| JOHN ANDERSON/Down In Tennessee (WB)                | Tokyo, Oklahoma          |
| JOHNNY LEE/They Never Had To Get Over You (WB)      | Keep Me Hangin' On       |
| LORETTA LYNN/Just A Woman (MCA)                     | Just A Woman             |



# ALABAMA

## "You Can't Keep A Good Man Down"

PB-14165

Second Week **COUNTRY BREAKERS**  
**R&R 35 Most Added 114/77**  
**BB Debut 51 CB 52**



# COUNTRY

## TOP 50

Pos. Last  
Weeks Weeks

9	4	3	1	<b>NITTY GRITTY DIRT BAND</b> /Modern Day Romance (WB)
13	7	4	2	<b>FORESTER SISTERS</b> /I Fell In Love Again Last Night (WB)
17	9	5	3	<b>RONNIE MILSAP</b> /Lost In The Fifties Tonight (RCA)
4	2	2	4	<b>ROSANNE CASH</b> /I Don't Know Why You Don't Want Me... (Columbia)
11	8	6	5	<b>SAWYER BROWN</b> /Used To Blue (Capitol/Curb)
16	11	7	6	<b>WAYLON JENNINGS</b> /Drinkin' And Dreamin' (RCA)
1	1	1	7	<b>JUDDS</b> /Love Is Alive (RCA/Curb)
15	13	10	8	<b>REBA McENTIRE</b> /Have I Got A Deal For You (MCA)
24	20	16	9	<b>EDDIE RABBITT</b> /She's Comin' Back To Say Goodbye (WB)
22	18	15	10	<b>CONWAY TWITTY</b> /Between Blue Eyes And Jeans (WB)
20	16	12	11	<b>MAC DAVIS</b> /I Never Made Love... (MCA)
21	19	14	12	<b>SYLVIA</b> /Cry Just A Little Bit (RCA)
27	23	17	13	<b>MARIE OSMOND w/DAN SEALS</b> /Meet Me In Montana (Capitol/Curb)
3	3	14	14	<b>JAMIE FRICKE</b> /She's Single Again (Columbia)
42	32	21	15	<b>OAK RIDGE BOYS</b> /Touch A Hand, Make A Friend (MCA)
34	28	20	16	<b>JUICE NEWTON</b> /You Make Me Want To Make You Mine (RCA)
25	22	19	17	<b>KEITH STEGALL</b> /Pretty Lady (Epic)
28	25	23	18	<b>CHARLY McCLAIN w/WAYNE MASSEY</b> /With Just One Look In Your Eyes (Epic)
12	10	8	19	<b>MICHAEL MARTIN MURPHEY</b> /Carolina In The Pines (EMI America)
35	31	25	20	<b>MERLE HAGGARD</b> /Kern River (Epic)
33	30	26	21	<b>JOHN CONLEE</b> /Blue Highway (MCA)
41	35	28	22	<b>RONNIE McDOWELL</b> /Love Talks (Epic)
12	12	11	23	<b>RESTLESS HEART</b> /I Want Everyone To Cry (RCA)
2	5	13	24	<b>DOLLY PARTON w/KENNY ROGERS</b> /Real Love (RCA)
43	39	32	25	<b>STEVE WARINER</b> /Some Fools Never Learn (MCA)
38	34	30	26	<b>VINCE GILLEY</b> /It Weren't For Him (RCA)
26	24	22	27	<b>LACY J. DALTON</b> /You Can't Run Away From Your Heart (Columbia)
—	43	33	28	<b>EDDY RAVENH</b> /Wanna Hear It From You (RCA)
—	49	38	29	<b>CRYSTAL GAYLE</b> /A Long And Lasting Love (WB)
31	29	27	30	<b>GENE WATSON</b> /Cold Summer Day In Georgia (Epic)
49	41	36	31	<b>GEORGE JONES</b> /Who's Gonna Fill Their Shoes (Epic)
7	14	24	32	<b>W. JENNINGS w. NELSON J. CASH w. KRISTOFFERSON</b> /Highwayman (Columbia)
36	33	31	33	<b>WHITES</b> /Hometown Gossip (MCA/Curb)
6	5	18	34	<b>GEORGE STRAIT</b> /The Fireman (MCA)
<b>BREAKER</b>	—	—	35	<b>ALABAMA</b> /Can't Keep A Good Man Down (RCA)
<b>BREAKER</b>	—	—	36	<b>EXILE</b> /Hang On To Your Heart (Epic)
44	42	39	37	<b>KATHY MATTEA</b> /He Won't Give In (Mercury/PG)
8	15	29	38	<b>HANK WILLIAMS JR.</b> /I'm For Love (WB/Curb)
<b>BREAKER</b>	—	—	39	<b>ED BRUCE</b> /If It Ain't Love (RCA)
—	50	44	40	<b>LORETTA LYNN</b> /Heart Don't Do This To Me (MCA)
48	46	42	41	<b>EMMYLOU HARRIS</b> /Rhythm Guitars (WB)
40	37	34	42	<b>CHARLEY PRIDE</b> /Let A Little Love Come In (RCA)
<b>DEBUT</b>	—	—	43	<b>JOHN SCHNEIDER</b> /I'm Gonna Leave You Tomorrow (MCA)
—	—	—	44	<b>SOUTHERN PACIFIC</b> /Thing About You (WB)
<b>DEBUT</b>	—	—	45	<b>GARY MORRIS</b> /I'll Never Stop Loving You (WB)
—	—	—	46	<b>MARK GRAY</b> /Smooth Sailing (Rock In The...) (Columbia)
10	21	35	47	<b>GLEN CAMPBELL</b> /Love Always Letter To Home (Atlantic America)
<b>DEBUT</b>	—	—	48	<b>LOUISE MANORELL</b> /I Wanna Say Yes (RCA)
<b>DEBUT</b>	—	—	49	<b>T. GRAHAM BROWN</b> /Drowning In Memories (Capitol)
5	17	37	50	<b>ANNE MURRAY</b> /Don't Think I'm Ready For You (Capitol)

AUGUST 16, 1985

Total Reports/Adds	Heavy	Medium	Light
159/0	140	18	1
159/0	137	21	1
160/0	126	32	2
155/0	136	11	8
157/0	116	31	10
155/2	103	50	2
152/0	120	25	7
148/0	106	32	10
158/1	62	92	4
154/0	72	71	11
144/2	69	63	12
150/1	68	75	7
157/5	60	85	12
122/0	83	23	16
158/4	23	112	23
154/2	30	109	15
141/2	56	68	17
147/1	37	93	17
116/0	74	29	13
144/6	22	93	29
147/9	19	100	28
149/9	19	93	37
110/0	57	35	18
99/0	56	27	16
145/5	7	96	42
141/7	13	86	42
104/1	20	61	23
144/12	10	82	52
143/27	2	77	64
101/2	16	60	25
127/10	11	69	47
79/0	26	34	19
109/0	11	74	24
86/0	29	32	25
114/77	4	39	71
117/44	0	53	64
105/7	8	58	39
55/0	13	29	13
99/15	2	40	57
91/11	3	43	45
73/4	1	45	27
74/0	7	41	26
93/25	3	36	54
88/14	5	29	54
92/55	2	26	64
77/9	1	33	43
48/0	7	30	11
82/28	2	24	56
72/7	1	29	42
42/0	6	24	12

## MOST ADDED

- ALABAMA (77)**  
Can't Keep A Good Man Down (RCA)  
**GARY MORRIS (55)**  
I'll Never Stop Loving You (WB)  
**EXILE (44)**  
Hang On To Your Heart (Epic)  
**BARBARA MANORELL (43)**  
Angel In Your Arms (MCA)  
**STATLERS (43)**  
Too Much On My Heart (Mercury/PG)  
**LOUISE MANORELL (28)**  
I Wanna Say Yes (RCA)  
**CRYSTAL GAYLE (27)**  
A Long And Lasting Love (WB)  
**MICKEY GILLEY (25)**  
You've Got Something On Your... (Epic)  
**JOHN SCHNEIDER (25)**  
I'm Gonna Leave You Tomorrow (MCA)  
**LEE GREENWOOD (22)**  
I Don't Mind The Thorns... (MCA)

## HOTTEST

- RONNIE MILSAP (84)**  
Lost In The Fifties Tonight (RCA)  
**ROSANNE CASH (80)**  
I Don't Know Why You Don't... (Columbia)  
**FORESTER SISTERS (73)**  
I Fell In Love Again Last Night (WB)  
**JUDDS (71)**  
Love Is Alive (RCA/Curb)  
**NITTY GRITTY DIRT BAND (66)**  
Modern Day Romance (WB)  
**WAYLON JENNINGS (32)**  
Drinkin' And Dreamin' (RCA)  
**JAMIE FRICKE (31)**  
She's Single Again (Columbia)  
**SAWYER BROWN (25)**  
Used To Blue (Capitol/Curb)  
**REBA McENTIRE (23)**  
Have I Got A Deal For You (MCA)  
**CONWAY TWITTY (23)**  
Between Blue Eyes And Jeans (WB)

**MOST ADDED & HOTTEST** list those songs achieving the most adds nationally, and the songs reported 'hottest' compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS

### EXILE

Hang On To Your Heart (Epic)

On 73% of reporting stations. Rotations: Heavy 0, Medium 53, Light 64, Total Adds 44 including WBOS, WAJR, WWVA, KMML, KSOC, KIKK, WGXK, WUSQ, KJJY, WGGY, WXCL, KTPK, KSAN, KMPS, KCUB. Moves 47-36 on the Country chart. A most added record.

### ALABAMA

Can't Keep A Good Man Down (RCA)

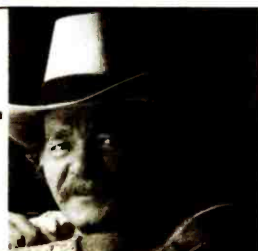
On 71% of reporting stations. Rotations: Heavy 4, Medium 39, Light 71, Total Adds 77 including WPTR, WRKZ, WPOR, WILQ, KASE, WZZK, KIKK, WKRM, WMMI, WOHK, KLZ, KLAC, KRAK, KMPS. Debuts at number 35 on the Country chart. A most added record.

### ED BRUCE

If It Ain't Love (RCA)

On 62% of reporting stations. Rotations: Heavy 2, Medium 40, Light 57, Total Adds 15 WQBE, WPOR, WYMI, WCOS, WKLO, WAMZ, WRNL, WTQR, WSLR, WLLR, WTHI, KVOC, KRPM, KCUB. Moves 46-39 on the Country chart.

RCA



# ED BRUCE

"If It Ain't Love"

PB-14150

R&R

**BREAKERS**

39

BB 48

CB 54



The love affair continues . . .  
. . . thanks radio for No. 1!

# “Modern Day Romance”

7-29027

# Nitty Gritty Dirt Band

from the album  
“Partners, Brothers and Friends”

Produced by Marshall Morgan and Paul Worley for  
Morley Productions



Personal management by Chuck Morris (303) 691-6000

where the music matters



# QUANTITY & HOTTEST

MOST ADDED	EAST	HOTTEST	MOST ADDED	SOUTH	HOTTEST	MOST ADDED	MIDWEST	HOTTEST	MOST ADDED	WEST	HOTTEST
------------	------	---------	------------	-------	---------	------------	---------	---------	------------	------	---------

Alabama (RCA) Gary Morris (WB)  
Arizona (RCA) Barbara Hubbard (RCA)  
California (NBC) Gary Morris (WB)  
Colorado (NBC) Gary Morris (WB)  
Florida (NBC) Gary Morris (WB)  
Georgia (NBC) Gary Morris (WB)  
Illinois (NBC) Gary Morris (WB)  
Indiana (NBC) Gary Morris (WB)  
Iowa (NBC) Gary Morris (WB)  
Kansas (NBC) Gary Morris (WB)  
Kentucky (NBC) Gary Morris (WB)  
Louisiana (NBC) Gary Morris (WB)  
Maine (NBC) Gary Morris (WB)  
Maryland (NBC) Gary Morris (WB)  
Massachusetts (NBC) Gary Morris (WB)  
Michigan (NBC) Gary Morris (WB)  
Minnesota (NBC) Gary Morris (WB)  
Mississippi (NBC) Gary Morris (WB)  
Missouri (NBC) Gary Morris (WB)  
Montana (NBC) Gary Morris (WB)  
Nebraska (NBC) Gary Morris (WB)  
Nevada (NBC) Gary Morris (WB)  
New Hampshire (NBC) Gary Morris (WB)  
New Jersey (NBC) Gary Morris (WB)  
New Mexico (NBC) Gary Morris (WB)  
New York (NBC) Gary Morris (WB)  
North Carolina (NBC) Gary Morris (WB)  
North Dakota (NBC) Gary Morris (WB)  
Ohio (NBC) Gary Morris (WB)  
Oklahoma (NBC) Gary Morris (WB)  
Oregon (NBC) Gary Morris (WB)  
Pennsylvania (NBC) Gary Morris (WB)  
Rhode Island (NBC) Gary Morris (WB)  
South Carolina (NBC) Gary Morris (WB)  
South Dakota (NBC) Gary Morris (WB)  
Tennessee (NBC) Gary Morris (WB)  
Texas (NBC) Gary Morris (WB)  
Utah (NBC) Gary Morris (WB)  
Vermont (NBC) Gary Morris (WB)  
Virginia (NBC) Gary Morris (WB)  
Washington (NBC) Gary Morris (WB)  
West Virginia (NBC) Gary Morris (WB)  
Wisconsin (NBC) Gary Morris (WB)  
Wyoming (NBC) Gary Morris (WB)

EAST			MIDWEST			SOUTH			WEST		
Alabama (RCA)	Arizona (RCA)	California (NBC)	Colorado (NBC)	Florida (NBC)	Georgia (NBC)	Illinois (NBC)	Indiana (NBC)	Iowa (NBC)	Kansas (NBC)	Kentucky (NBC)	Louisiana (NBC)
Maine (NBC)	Maryland (NBC)	Massachusetts (NBC)	Michigan (NBC)	Minnesota (NBC)	Mississippi (NBC)	Missouri (NBC)	Montana (NBC)	Nebraska (NBC)	Nevada (NBC)	New Hampshire (NBC)	New Jersey (NBC)
New Mexico (NBC)	New York (NBC)	North Carolina (NBC)	North Dakota (NBC)	Ohio (NBC)	Oklahoma (NBC)	Oregon (NBC)	Pennsylvania (NBC)	Rhode Island (NBC)	South Carolina (NBC)	South Dakota (NBC)	Tennessee (NBC)
Texas (NBC)	Utah (NBC)	Vermont (NBC)	Virginia (NBC)	Washington (NBC)	West Virginia (NBC)	Wisconsin (NBC)	Wyoming (NBC)				

WEST			MIDWEST			SOUTH			WEST		
Alabama (RCA)	Arizona (RCA)	California (NBC)	Colorado (NBC)	Florida (NBC)	Georgia (NBC)	Illinois (NBC)	Indiana (NBC)	Iowa (NBC)	Kansas (NBC)	Kentucky (NBC)	Louisiana (NBC)
Maine (NBC)	Maryland (NBC)	Massachusetts (NBC)	Michigan (NBC)	Minnesota (NBC)	Mississippi (NBC)	Missouri (NBC)	Montana (NBC)	Nebraska (NBC)	Nevada (NBC)	New Hampshire (NBC)	New Jersey (NBC)
New Mexico (NBC)	New York (NBC)	North Carolina (NBC)	North Dakota (NBC)	Ohio (NBC)	Oklahoma (NBC)	Oregon (NBC)	Pennsylvania (NBC)	Rhode Island (NBC)	South Carolina (NBC)	South Dakota (NBC)	Tennessee (NBC)
Texas (NBC)	Utah (NBC)	Vermont (NBC)	Virginia (NBC)	Washington (NBC)	West Virginia (NBC)	Wisconsin (NBC)	Wyoming (NBC)				



# W/C DIALS & HITS

## EAST

### PARALLEL ONE

**WAB/Albany**  
Bliss Haganey

**WB/Albany**  
DAVID MOORE  
DAVID TOSTER  
OHIO  
THE GARG  
ARTEA FRANKLIN  
RONALD JONES  
TINA TURNER  
BILLY JOEL

**WB/Albany**  
COMBOOS  
BLISS TIE  
ROCK YOUNG  
ROCK & THE GANG  
BILLY JOEL  
TINA TURNER  
ROXY LYREN & THE  
ROXY LYREN

**WB/Albany**  
Sandy Beach

**WB/Albany**  
ROCK & THE GANG  
BILLY JOEL  
TINA TURNER  
ARTEA FRANKLIN

**WB/Albany**  
Tina Turner  
NATALIE COLE  
CORREIA COLMAN  
NAUDICE WHITE  
CORREIA COLMAN  
WHITNEY BOSTON  
DEBARGE  
BILLY JOEL  
ROCK & THE GANG

**WB/Albany**  
Bliss Haganey  
WB  
WHITNEY BOSTON  
ROCK & THE GANG  
PAUL YOUNG  
TINA TURNER  
DEBARGE  
CORREIA COLMAN  
ROXY LYREN & THE  
ROXY LYREN

**WB/Albany**  
Tom Cuddy  
WHITNEY BOSTON  
CORREIA COLMAN  
DEBARGE  
CORREIA COLMAN  
BILLY JOEL  
ROCK & THE GANG  
TINA TURNER

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

### PARALLEL TWO

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

## MIDWEST

### PARALLEL ONE

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

## PARALLEL THREE

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

## SOUTH

### PARALLEL ONE

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

### PARALLEL TWO

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

### PARALLEL THREE

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

## WEST

### PARALLEL ONE

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

**WB/Albany**  
Bliss Haganey  
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TINA TURNER  
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ROCK & THE GANG  
PAUL YOUNG

### PARALLEL TWO

**WB/Albany**  
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### PARALLEL THREE

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PAUL YOUNG

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

## WEST

### PARALLEL ONE

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

**WB/Albany**  
Bliss Haganey  
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### PARALLEL TWO

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### PARALLEL THREE

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PAUL YOUNG

**WB/Albany**  
Bliss Haganey  
WHITNEY BOSTON  
TINA TURNER  
DEBARGE  
ROCK & THE GANG  
PAUL YOUNG

133 Reporters  
120 Current Reports

The following stations reported no adds or changes in rotation and their playlists were frozen.

- KFOD/Atlanta
- WSB/Atlanta
- WKBW/Bufalo
- WARR/Huntsville
- KMGD/Los Angeles
- W101/Tampa
- KRAW/Tulsa

The following stations failed to report this week, so their playlists were frozen.

- KLVI/Anchorage
- KNSI/Kansas City
- KEEZ/Manakota
- WLTE/Minneapolis
- WLTT/Washington (2nd week)

# ADULT/CONTEMPORARY

## BREAKERS

### WHITNEY HOUSTON

#### Saving All My Love... (Arista)

82% of our reporters on it. Rotations: Heavy 12/0, Medium 67/13, Light 30/20, Total Adds 33 including WTAE, WPRO, 2WD, WLLT, WNIC, WMYX, KS94, KYKY, KHOW, KMJI, KGW, KJR, WWOM, V100, WSFM, WGY, WIVY, WLAC-FM, WSTF, WING, KLYF, 3WM, KBOI, KVVU, KDUK, WLHT, KKUA, KFI, KSL, KKPL. Moves to number 15 on the A/C chart.

### HOWARD JONES

#### Life In One Day (Elektra)

67% of our reporters on it. Rotations: Heavy 12/0, Medium 58/6, Light 19/7, Total Adds 13, WMJI, WNIC, KS94, KHOW, KMJI, KJR, WRKA, WLAC-FM, KLYF, KFI, KBEST. Moves to number 18 on the A/C chart.

### AIR SUPPLY

#### The Power Of Love (You Are My...) (Arista)

62% of our reporters on it. Rotations: Heavy 4/0, Medium 45/10, Light 33/14, Total Adds 24, WFBR, 97AIA, WLTS, 2WD, WSNY, KYKY, B100, WGY, K106, WBT, WZCZ, WLAC-FM, WHBC, WMGN, WISN, KOIL, KBOI, WKNE, WTNV, WCHV, K99, KRNO. Debuts at number 24 on the A/C chart.

### MICHAEL McDONALD

#### No Lookin' Back (WB)

62% of our reporters on it. Rotations: Heavy 7/0, Medium 61/6, Light 14/8, Total Adds 14, KVL-FM, 2WD, WARM98, WMJI, KHOW, KJR, WSFM, WKGW, WIVY, WEZS, KLYF, WLHT, KVVU. Moves to number 20 on the A/C chart.

### BEACH BOYS

#### It's Gettin' Late (Caribou/CBS)

62% of our reporters on it. Rotations: Heavy 5/0, Medium 65/4, Light 12/3, Total Adds 7, WMYX, KHOW, KJR, V100, WLAC-FM, KBOI, KKPL. Moves to number 21 on the A/C chart.

## NEW & ACTIVE

### COMMODORES "Janet" (Motown) 78/32

Rotations: Heavy 1/0, Medium 39/14, Light 38/18, Total Adds 32 including WFBR, WLTS, 55KRC, WARM98, WQMC, WMTX, WCCO, KOST, KGW, KFMB, WFSM, WKGW, K106, WKJJ, WBT, WRKA, KLT, WSPF, WRAL, WJNG, KLYF, WTRX, KDUK, KWAV, KBEST, KKPL.

### GOOLEY & CREME "Cry" (Polydor/PolyGram) 70/7

Rotations: Heavy 14/0, Medium 37/1, Light 19/6, Total Adds 7, WPRO, WSFL, WSTF, WHBC, WLHT, KBEST, WCIL, Heavy WKBW, WAEW, WKYE, WNNR, WSKI, WKPL, WPPA, WSKY, WCKQ, WCHV, KTYL, KOSW, KRSB, KALE. Mediums include WFBR, WRAM, KVL-FM, 2WD, WARM98, WCCO, KEY103, WRVA, WAVE, WNAM, WTRX, WHNN, KDUK, KUKA, KWAV, KSL, KFM, KKPL.

### LAURA BRANIGAN "Spanish Eddie" (Atlantic) 60/2

Rotations: Heavy 5/0, Medium 37/0, Light 18/2, Total Adds 2, WAEW, WLAC-FM, Heavy WKBW, KKPL, WKYE, KOSW, KALE. Mediums include WFBR, WLTS, WKYE, KEY103, WNAM, WHBC, K10A, WTRX, WMGN, WHNN, KWAV, KSL.

### HOTELS "Shame" (Capitol) 56/13

Rotations: Heavy 3/0, Medium 34/0, Light 18/2, Total Adds 13, WLLT, WSNY, KGW, WAEW, WCCO, WKGW, WKLV, WJNG, K10A, KBEI, KFMB, WAEV, WBOV, Heavy 2WD, WSKY, WCKO. Mediums include WFRM, KVL-FM, WMGN, KKUA, KWAV.

## ROTATION BREAKOUTS

#	Artist	Total			
		Reports	Heavy	Medium	Light
1	KOOL & THE GANG	133/0	122	11	0
2	BILLY JOEL	127/2	104	21	2
3	TINA TURNER	126/3	96	28	2
4	BILLY OCEAN	127/1	84	38	5
5	PAUL YOUNG	113/0	78	30	5
6	DeBARGE	115/0	81	27	7
7	DON HEWLEY	110/0	80	26	4
8	COREY HART	115/3	64	41	10
9	WHAMI	121/7	47	64	10
10	ARETHA FRANKLIN	110/0	73	29	8
11	KENNY LOGGINS	103/0	58	36	9
12	MUEY LEWIS & THE NEWS	97/7	52	35	10
13	RONNIE MILSAP	99/1	46	46	7
14	SADE	98/0	48	41	9
15	WHITNEY HOUSTON	109/33	12	67	30
16	MICHAEL FRANKS	103/9	19	69	15
17	NATALIE COLE	93/12	11	64	18
18	HOWARD JONES	89/13	12	58	19
19	AIR SUPPLY	69/0	13	37	19
20	MICHAEL McDONALD	82/14	7	61	14
21	BEACH BOYS	82/7	5	65	12
22	WHITNEY HOUSTON	63/0	9	38	16
23	AMY GRANT	63/1	10	33	10
24	AIR SUPPLY	82/24	4	46	33
25	SURVIVOR	51/0	4	30	17

## MOST ADDED

WHITNEY HOUSTON (33)  
Saving All My Love For You (Arista)  
COMMODORES (32)  
Janet (Motown)  
AIR SUPPLY (24)  
The Power Of Love (Arista)  
AMY GRANT (19)  
Wise Up (A&M)  
HUGH MASAKELA (17)  
The Joke Of Life (Arista)

## HOTTEST

KOOL & THE GANG (102)  
Cherish (De-Lite/PolyGram)  
BILLY JOEL (77)  
You're Only Human (Second...) (Columbia)  
TINA TURNER (61)  
We Don't Need Another Hero (Capitol)  
BILLY OCEAN (47)  
Mystery Lady (Jive/Arista)  
PAUL YOUNG (46)  
Everytime You Go Away (Columbia)

### PHIL COLLINS "Don't Lose My Number" (Atlantic) 44/6

Rotations: Heavy 11/0, Medium 17/3, Light 16/3, Total Adds 6, WLTP, WAEW, V100, WBYV, WTNV, KOSW, Heavy: WKYE, WKJJ, WAVE, WMGN, KKUA, WNNR, WSKI, WPPA, WSKY, WCKO, WKYX. Mediums include: KVL-FM, 2WD, B100, WFSM, KWAV, KBEST.

### AMY GRANT "Wise Up" (A&M) 43/19

Rotations: Heavy 0/0, Medium 10/1, Light 33/18, Total Adds 19, KFMB, KLT, WLAC-FM, WRVA, WNAM, WHBC, WKYX, WNIC, WTRX, KVL-FM, KBEST, KRPL, WSKY, WCHV, WJBC, WXLS, KRSB. Mediums include: WCCO.

### POINTER SISTERS "Dare Me" (RCA) 38/3

Rotations: Heavy 7/0, Medium 24/1, Light 7/2, Total Adds 3, KVL-FM, WTRX, WENS, Heavy: WNNR, WSKI, WPPA, WCHV, KOSW, KRSE, KALE. Mediums include: KMGG, WAEW, WKYE, KEY103, WKJJ, WNAM, WMGN, KWAV, KBEST.

### JOHN PARR "St. Elmo's Fire (Man In Motion)" (Atlantic) 34/11

Rotations: Heavy 10/0, Medium 16/7, Light 8/4, Total Adds 10, WRPM, 55KRC, WLLT, WLTF, WRKA, WSTF, WAVE, K10A, WLHT, WENS, WTNV, Heavy: KVL-FM, 2WD, WSNY, WKJJ, KKUA, WNNR, WEIM, WCKQ, KRLL, KTYL. Mediums include: B100, WHAS, WNAM, WHNN.

### JOHN DENVER "Don't Close Your Eyes, Tonight" (RCA) 32/2

Rotations: Heavy 4/0, Medium 15/0, Light 13/2, Total Adds 2, WAEW, KFMB, Heavy: WPRO, WEIM, WAHR, WMT-FM. Mediums include: KVL-FM, WCCO, WGY, WRVA, WHBY.

## SIGNIFICANT ACTION

### MEN AT WORK "Maria" (Columbia) 29/5

Rotations: Heavy 0/0, Medium 4/0, Light 25/5, Total Adds 5, WAEW, WCCO, K10A, WKNE, KALE. Mediums include: WEIM, WSKI, WCKQ, KOSW.

### GEORGE FISCHOFF "Feel" (FastFire Records) 24/6

Rotations: Heavy 0/0, Medium 4/1, Light 20/5, Total Adds 6, KEY103, WISN, WHNN, WZLQ, KFSS, KOSW. Mediums include: WFBR, WEIM, KRSE.

### DAVID FOSTER "Love Theme From 'St. Elmo's Fire'" (Atlantic) 23/12

Rotations: Heavy 3/0, Medium 2/0, Light 18/12, Total Adds 12, WCCO, WKYE, KEY103, WEZC, WAVE, KWNE, WKYX, WAEW, WCIL, KWBE, KWTO, KOSW, Heavy: KUDL, WHBY, KFMB, Medium: WFBR, WKTO.

### FREDDIE JACKSON "Rock Me Tonight (For Old Time's Sake)" (Capitol) 23/7

Rotations: Heavy 1/0, Medium 9/1, Light 13/6, Total Adds 7, KVL-FM, WSNY, WHNN, WNNR, KRLL, KMGO. Heavy: WSKI, Medium: KRLL, B100, WAVE, K10A, KWAV, KBEST, WPPA, KTYL.

### UB40 with CHRISSE HYNDE "I Got You Babe" (A&M) 20/3

Rotations: Heavy 0/0, Medium 12/1, Light 8/2, Total Adds 3, WAEW, KWAV, WJON, Medium: KVL-FM, WAVE, KBEST, WNNR, WEIM, WSKI, WCKO, WCHV, WAHR, WZLQ, WFFX.

### HUGH MASAKELA "The Joke Of Life" (Arista) 19/17

Rotations: Heavy 0/0, Medium 2/1, Light 17/16, Total Adds 17, WCCO, WAVE, WNAM, KSL, KFMB, KRPL, WEIM, WSKI, WSKY, WCKQ, WGSV, WORG, WAEV, WJBC, WMT-FM, KFSS, KRSE, Medium: WKYX.

### ERIC TAGG "Women In Love" (RMC Records) 19/11

Rotations: Heavy 0/0, Medium 2/0, Light 17/11, Total Adds 11, WCCO, WNAM, WEIM, WSKI, WPPA, WGSV, WFFX, KTYL, WJON, KOSW, KRSE, Medium: WMT-FM.

### EURYTHMICS "There Must Be An Angel" (RCA) 19/6

Rotations: Heavy 2/0, Medium 4/0, Light 12/4, Total Adds 6, WRPM, WHNN, KWAV, WNNR, WXLS, KALE. Heavy: WFBR, WCHV, Medium: WMGN, WEIM, WPPA.

### MADONNA "Dress You Up" (Sire/WB) 18/6

Rotations: Heavy 0/0, Medium 7/1, Light 11/5, Total Adds 6, WCCO, WKJJ, WHNN, WNNR, WPPA, KRLL, Medium: WSNY, WAEW, WKYE, WSKY, WCKQ, KTYL.

### JULIAN LENNON "Jesse" (Atlantic) 17/5

Rotations: Heavy 0/0, Medium 4/1, Light 13/4, Total Adds 5, WTRX, KWAV, WORG, WZLQ, WFFX. Medium: WSKI, WCKQ, KALE.

### BENI BOND "Heart Of Love" (Elektra) 17/3

Rotations: Heavy 0/0, Medium 3/1, Light 14/2, Total Adds 3, WAVE, WZLQ, KOSW. Medium: WNNR, KALE.

### TEARS FOR FEARS "Shout" (Mercury/PolyGram) 17/1

Rotations: Heavy 7/0, Medium 5/0, Light 5/1, Total Adds 1, KKUA, Heavy: KVL-FM, KMGG, WKYE, WHAS, KRLL, WAVE, K10A, Medium: V100, WENS, WHHE, WNNR, WPPA.

### KIM CARNES "Abadabango" (EMI America) 17/0

Rotations: Heavy 0/0, Medium 5/0, Light 11/0, Total Adds 0, Medium: WFBR, WNNR, WPPA, WKYX, KWTO, KALE.

### MATT BLANCO "Whose Side Are You On?" (WEA International) 16/16

Rotations: Heavy 0/0, Medium 2/0, Light 13/11, Total Adds 11, WFFX. Heavy: WHBY, WEIM, WSKI, WCKQ, WGSV, WAGÉ, WORG, KTYL, KFSS, KWTO, KOSW, KRSE, KALE.

### BILL WITHERS "Something That Turns You On" (Columbia) 16/1

Rotations: Heavy 1/0, Medium 5/0, Light 10/1, Total Adds 1, WFFX. Heavy: WHBY, Medium: WEIM, WCIL, WMT-FM, KRSE, KMGO.

### DAN FOGELBERG "High Country Snows" (Fall Moon/Epic) 16/1

Rotations: Heavy 0/0, Medium 8/0, Light 8/1, Total Adds 1, K10A. Medium: WHBY, KSL, WEIM, WKNE, WAHR, WORG, WCIL, WMT-FM.

### JOHN CAFFERTY "C-I-T-Y" (Scotti Bros./CBS) 15/3

Rotations: Heavy 0/0, Medium 7/1, Light 8/2, Total Adds 3, WAVE, KKUA, WCHV. Medium: WSKI, WPPA, WCHQ, KRVL, KOSW, KALE.

### JOHN COUGAR ELLENBAMP "Lovey O' Night" (Riva/PolyGram) 13/13

Rotations: Heavy 0/0, Medium 3/3, Light 10/10, Total Adds 13, KVL-FM, WAEW, WKYE, WKJJ, WNNR, WEIM, WSKI, WPPA, WSKY, WCKQ, WAEV, WFFX, KTYL.

### DURELL COLEMAN "Somebody Took My Love" (Island) 13/13

Rotations: Heavy 0/0, Medium 1/1, Light 12/12, Total Adds 13, WPIX, WHBC, WEIM, WSKI, WCKO, WAGÉ, WKYX, WCIL, WMT-FM, WJON, KOSW, KRSE, KALE.

### MAURICE WHITE "Stand By Me" (Columbia) 12/11

Rotations: Heavy 0/0, Medium 4/4, Light 8/7, Total Adds 11, WPKX, WBT, WSPF, WMGN, KWAV, WSKY, KRLL, WFFX, WMT-FM, KFSS, KMGO, KALE.

### ROB TRU "Let Me Be The Knight" (Jmex) 11/4

Rotations: Heavy 0/0, Medium 3/0, Light 8/4, Total Adds 4, WNAM, WXLS, WJON, KRSE. Medium: KOST, WMT-FM, KMGO.

### HEART "What About Love?" (Capitol) 11/3

Rotations: Heavy 2/0, Medium 8/1, Light 3/2, Total Adds 3, WLLT, KBEST, WZLQ. Heavy: WLHT, WNNR. Medium: WKJJ, KKUA, WTNV, KRLL, KALE.

### MANHATTAN TRANSFER "Ray's Placehouse" (Atlantic) 11/1

Rotations: Heavy 1/0, Medium 5/1, Light 5/0, Total Adds 1, WRVA. Heavy: KIFM. Medium: WKNE, WAHR, WMT-FM, KRSE.

### BLACK TIE "If You Gotta Make A Fool Of..." (Donch Records) 10/10

Rotations: Heavy 0/0, Medium 1/1, Light 9/9, Total Adds 10, WFBR, WEIM, WTKO, WKYX, KFSS, KWBE, KWTO, KRSE, KMGO, KALE.

### THI WEISSBERG "You've Got To Know" (Desart Rock Records) 10/7

Rotations: Heavy 0/0, Medium 0/0, Light 10/7, Total Adds 7, WNAM, WNNR, WEIM, WPPA, WORG, WKYX, KRSE.

### BERTIE HIGGINS "The Wall" (CBS Associated) 10/1

Rotations: Heavy 0/0, Medium 5/0, Light 5/1, Total Adds 1, WMT-FM. Medium: KOST, WAVE, KFI, WTGO, WAHR.

# AOR TRACKS

			147 Reports			Total			
Rank	Artist	Album	Reports/Adds	Power	Heavy	Medium			
6	5	1	141 +/2	42 +	118 +	23 -			
2	1	1	118 -/0	52 -	111 -	7 +			
14	1	4	140 +/19	37 +	100 +	37 -			
23	15	7	124 +/11	20 +	84 +	40 -			
3	2	5	106 -/0	31 -	94 -	9 +			
17	11	10	131 -/3	6 +	60 +	69 -			
29	16	16	121 +/3	10 +	67 +	49 -			
11	7	6	129 +/7	7 +	53 +	73 -			
26	17	9	97 -/2	35 +	80 -	16 -			
18	13	10	114 -/1	16 +	67 +	46 -			
13	8	11	112 -/1	24 +	61 +	49 -			
20	14	13	118 +/4	17 +	61 +	53 -			
12	9	13	115 -/1	16 -	64 +	46 -			
30	23	18	124 +/6	6 +	41 +	74 -			
4	4	5	95 -/1	19 -	68 -	27 +			
36	29	21	121 +/13	6 =	31 +	86 +			
1	3	4	83 -/1	26 -	74 -	8 +			
39	27	22	109 +/7	5 +	39 +	67 +			
25	20	18	107 -/3	7 +	31 +	70 -			
15	15	20	100 -/1	7 -	45 -	45 -			
DEBUT	21	21	114 /114	1	25	73			
32	25	24	115 -/2	1 +	17 +	95 +			
52	36	31	104 +/20	5 +	29 +	69 +			
35	28	24	98 +/7	1 =	21 -	74 +			
45	34	28	90 +/22	1 =	31 +	55 +			
9	19	26	61 -/0	17 -	43 -	16 -			
7	12	27	72 -/0	9 -	47 -	24 +			
27	32	28	64 -/5	8 +	36 +	26 -			
50	39	28	96 +/24	2 +	14 +	70 +			
22	21	23	74 -/1	13 =	40 -	31 -			
55	38	31	93 +/12	3 =	12 -	63 +			
47	41	35	79 +/12	4 +	15 +	59 +			
49	40	35	88 +/16	1 =	5 +	72 +			
26	30	34	60 -/1	11 -	34 -	24 -			
37	37	35	62 +/12	0 -	26 +	33 +			
57	43	38	65 +/10	1 =	15 +	39 +			
49	38	37	62 -/3	5 -	14 -	47 +			
14	21	35	52 -/1	6 +	19 -	24 -			
19	30	39	40 -/1	8 =	24 -	16 -			
5	16	27	41 -/0	7 -	21 -	18 -			
DEBUT	42	42	69 /63	1	7	44			
DEBUT	43	43	62 +/28	0 =	1 +	47 +			
53	45	43	52 -/4	4 +	15 -	33 =			
16	24	33	34 -/0	4 -	29 -	5 =			
56	48	45	63 +/6	0 =	4 +	47 +			
DEBUT	46	46	45 +/14	4 +	11 +	29 +			
8	20	37	31 -/0	5 -	21 -	9 -			
53	47	46	51 +/12	0 =	7 -	37 +			
DEBUT	48	48	50 +/18	0 =	1 +	37 +			
44	44	50	46 -/0	0 -	7 -	31 -			
54	50	49	42 +/6	1 +	1 -	33 +			
57	52	49	38 +/9	0 =	6 -	29 +			
28	34	43	33 -/2	4 =	13 -	19 -			
31	42	47	29 -/1	3 =	13 -	15 -			
51	55	52	35 +/6	0 =	13 -	19 +			
54	48	56	37 -/1	0 =	11 -	22 -			
DEBUT	57	57	29 +/4	2 +	18 +	8 +			
DEBUT	58	58	30 +/5	0 =	10 +	19 +			
57	55	59	26 +/6	3 +	13 -	11 +			
DEBUT	60	60	46 +/6	0 =	2 +	30 +			

### MOST ADDED

- LOVERBOY (114)**  
Lovin' Every Minute Of It (Columbia)
- SAGA (83)**  
What Do I Know (Portrait/CBS)
- DIO (28)**  
Rock 'N' Roll Children (WB)
- MICHAEL McDONALD (24)**  
Bad Times (WB)
- MARILLION (24)**  
Kayleigh (Capitol)

### HOTTEST

- DIRE STRAITS (52)**  
Money For Nothing (WB)
- STING (42)**  
Fortress Around Your Heart (A&M)
- JOHN COUGAR MELLENCAMP (37)**  
Lonely Ol' Night (Riva/PolyGram)
- PHIL COLLINS (36)**  
Don't Lose My Number (Atlantic)
- JOHN PARR (31)**  
St. Elmo's Fire (Man In...) (Atlantic)

## BREAKERS

### LOVERBOY Lovin' Every Minute Of It (Columbia)

77% of our reporters on it. 114/114 including adds at: WBCN, WNEW, DC101, WKLS, KSRW, WLLZ, WRIF, KMET, KGB. Debuts at #21 on the Tracks chart.

### NIGHT RANGER Four In The Morning (Cameo/MCA)

70% of our reporters on it. 104/20 including adds at: WQVE, WLUP, WOFL, KBPH, KLOS, KUPD, WHCN, WMXZ. Moves 31-23 on the Tracks chart.

### MARILLION Kayleigh (Capitol)

65% of our reporters on it. 96/24 including adds at: WIYY, WQVE, WKLS, KYYS, KZAP, WKDF, KEZO, KKQZ. Moves 39-29 on the Tracks chart.

### X Burning House Of Love (Elektra)

63% of our reporters on it. 93/12 including adds at: WKLS, WPYX, WFWY, WIMZ, KMOD, KRSP, KOZZ. Moves 32-31 on the Tracks chart.

### DIRE STRAITS One World (WB)

61% of our reporters on it. 90/22 including adds at: WOFL, KBCO, KUPD, KGON, WRNC, WEZZ, WFWY, WWWW. Moves 34-24 on the Tracks chart.

## NEW & ACTIVE

**ADVENTURES** "Send My Heart" (Chrysalis) 48/7 (34/10)  
Adds: CHOM, WHLY, KROQ, KOME, WAQY, WZEW. Heavy 5 include WBCO, 91X, WOAR, WQZ, K10. Mediums: 23 include KSPR, WOFL, WQWK, WQBC, WOUR, WQZ, K10.

**BOB & ZIP** "Just A Big Ego" (Ribbon) 37/5 (44/18)  
Adds: KISR, WQWK, WQVK, WLLZ, KFMG. Heavy 0. Mediums: 12 include WMMR, KZEW, WLUP, WQFM, WAFL, KLAG, WOL, KQMP.

**SUPERTRAMP** "Brother Where You Bound" (A&M) 32/2 (33/3)  
Adds: KMDD, WZHN. Heavy 7 include WHLY, KFQG, WRNC, WLAV, KZOK, KTCL. Mediums: 25 include KZAP, KRQR, WEZZ, WFWY, WQZ, WJOT, K10, KKDJ.

**RED SPEEDWAGON** "Live Every Moment" (Epic) 30/2 (32/2)  
Adds: WRLL, WWWW. Heavy 5 include KORS, KDKB, KLB, KRQL. Mediums: 21 include KBPI, KUPD, WHEB, WTRX, WOL, WTLE, KQO, WBLM.

**FOREIGNER** "Down On Love" (Atlantic) 29/12 (18/14)  
Adds: WNEW, WLUP, WLVO, WAQX, WAFL, WAPL. Heavy 5 include WNR, KBPI, WZZO, WCFM, KRK. Mediums: 20 include WBCN, WMMR, KGB, WAQY, KISS.

**BOB DYLAN** "When The Night Comes Falling From The Sky" (Columbia) 26/5 (28/8)  
Adds: WNR, WHFS, CHEZ, WWWW, KVMR. Heavy 4 include KZAM, KTCL. Mediums: 19 include WKLS, KZEW, WPYX, WAQX, WOUR, WQRT, K10, KKDJ.

**GUADALCANAL DIARY** "Trail Of Tears" (Elektra) 26/1 (25/1)  
Adds: WRNC. Heavy 1 include KZEW. Mediums: 13 include K10L, WXRT, KBCC, WHFS, KLB, KLAG, KYTD, KVMR.

**JOE LYNN TURNER** "Heartless" (Elektra) 25/3 (23/8)  
Adds: WAFL, KRQD, KRQD, WQZ, WFLZ, WRF. Mediums: 15 include WHLY, KSPR, WNR, WYAF, KORS, WDMA, KLAG.

**MICHAEL McDONALD** "Bad Times" (WB) 24/4 (8/0)  
Adds: WQRT, WOUR, WZEW, KSPN, KVMR. Heavy 3 include WNR, KFME, KZAM. Mediums: 14 include DC101, KYYS, KOME, WPYX, KAT, KEZO, WJOT, KQMP.

**STING** "Shadows In The Rain" (A&M) 24/3 (24/3)  
Adds: KAZY, 91X, KRQD. Heavy 10 include WNEW, KZEW, WRF, KROQ, WHCN, KPOI. Mediums: 14 include KISW, WQZ, WTLE, KEZO, WJOT, K10, KEZE.

**ERIC MARTIN** "Information" (Capitol) 23/9 (14/14)  
Adds: WBCN, WYAF, KOME, WEZZ, WTLE, KATT, KRQD, KZOO, KYTD. Heavy 0. Mediums: 15 include KZAP, WAQY, KLAG, KRFD, K10, KADJ, KVMR.

**TOM PETTY & THE HEARTBREAKERS** "Solita" (MCA) 23/3 (28/7)  
Adds: KMET, WAFL, KFME. Heavy 3 include WMMR, WZLN, KVMR. Mediums: 18 include WHLY, KZEW, WNR, 91X, KGB, WOUR, K10.

**STING** "Russians" (A&M) 22/2 (28/0)  
Adds: KRK, WOUR. Powers: 2 Heavy: 7 include CHOM, WLVO, KFQG, WCCC, WHCN, KPOI. Mediums: 13 include DC101, WRYX, WKDF, WQZ, WJOT, KQMP.

**ROBERT PLANT** "Ten Leaf" (Es Paranza/Atlantic) 21/3 (22/4)  
Adds: K10L, K10F, KRQL. Heavy 5 include WBCN, WSP, WZLN, WZEW. Mediums: 13 include KZEW, 91X, WFLR, WAFL, WTLE, KFME.

**APRIL WINE** "Rock Myself To Sleep" (Capitol) 19/10 (8/0)  
Adds: WNR. Heavy 4 include WNR, KLAG, KRZL, KOWB. Heavy 0 Mediums: 10 include WQFM, WPDH, WAQX, KNCH, WQWK, WJOT, KFME, KRZL.

**A-HA** "Take On Me" (WB) 18/5 (14/1)  
Adds: KBPI, WHFS, WPDH, WQDQ, WTRK. Heavy 4 include KROQ, WLR, KRQL. Mediums: 12 include KBCC, WAQY, OFNY, WCPZ, KZAM.

**ARNDURU SNOW** "Castles In Spain" (EMI America) 18/3 (15/4)  
Adds: WBCN, WRF, WQFM. Heavy: 2 include WLR, KRQL. Mediums: 8 include WNR, KROQ, WHFS, WHEB, KOZZ.

**NICK LOWE & HIS COWBOY OUTFIT** "I Know The Bride..." (Columbia) 17/16 (17/1)  
Adds: WNEW, WNR, WRT, KBCC, WRNC, KFMG, KMBY, KVMR. Heavy 2 include WLR, KTCL. Mediums: 7 include WMMR, KAZY, KFQG, KRQR, KSSO.

**JULIAN LENNON** "Jesse" (Atlantic) 17/1 (21/5)  
Adds: WTRX. Heavy 0. Mediums: 12 include WBCN, WQWK, WRNC, KGGG, WBLM, WRIF, KRQL.

**BRYAN FERRY** "Don't Stop The Dance" (WB) 16/2 (15/2)  
Adds: WHFS, WCPZ. Powers: 1 Heavy: 8 include KBCC, KRQD, KRK, KSPN, KVMR. Mediums: 7 include KYYS, KAZY, WDMA, KEZZ, KMBY.

**KATE BUSH** "Running Up That Hill" (EMI America) 15/14 (8/0)  
Adds: WBCN, 91X, WRNC, WHEB, KLAG, WZLN, KVMR. Heavy 3 include WLR, OFNY, KTCL. Mediums: 5 include CHOM, KBCC, CFXX, WHFS.

**BILLY CRYSTAL** "You Leak Marbles" (A&M) 15/2 (20/0)  
Adds: WNR, KRZL. Heavy: 9 include WBCN, Q107, K10T, KQMP, KLVY.

**GEORGE THOROGOOD & THE DESTROYERS** "Morphine Maria" (EMI America) 14/12 (4/1)  
Adds: 91X, WDMA, WJOT, KMBY, KVMR. Heavy 3 include WQFM, KBCC, WSP. Mediums: 8 include WMMR, KYYS, KORS, WAQX, KGGG.

**EVRYTHING** "There Must Be An Angel" (RCA) 14/3 (18/4)  
Adds: KBPI, WBLM, WWWW. Heavy: 6 include WRT, WFLR, CHEZ, WCPZ, KZAM, KVMR. Mediums: 8 include WQWK, WRZL.

# AOR ALBUMS

These Weeks	Peak	Last	147 Reports	AUGUST 16, 1985	Total Report/Adds	Power	Heavy	Medium
2	1	1	<b>1</b> DIRE STRAITS/Brothers In Arms (WB)	"Money" (118) "World" (90) "So Far" (62)	144-/-1	55-	128-	15+
1	2	2	<b>2</b> STING/The Dream Of The Blue Turtles (A&M)	"Fortress" (141) "Seventh Wave" (35) "Free" (34)	147-/0	50+	129+	18-
3	3	3	<b>3</b> BACK TO THE FUTURE/Soundtrack (MCA)	"Back" (124) "Power" (83)	135-/2	44-	120-	15+
4	4	4	<b>4</b> ST. ELMO'S FIRE/Soundtrack (Atlantic)	"St. Elmo's" (106) "Shake Down" (18)	108-/0	31-	94-	11+
11	7	5	<b>5</b> PHIL COLLINS/No Jacket Required (Atlantic)	Don't Lose" (97)	103-/1	36+	84-	18-
10	10	8	<b>6</b> TALKING HEADS/Little Creatures (Sire/WB)	"And She" (118) "Road" (16) "Lady" (10)	122+/4	19-	65+	53-
			<b>DEBUT</b> <b>7</b> MICHAEL McDONALD/No Looking Back (WB)	"No Lookin'" (121) "Bad Times" (24)	126 /8	10	68	52
13	11	9	<b>8</b> R.E.M./Fables...Reconstruction (IRS/MCA)	"Can't Get" (112) "Driver 8" (29)	116-/1	25+	62+	51-
19	16	13	<b>9</b> GODLEY & CREME/The History Mix Volume 1 (Polydor/PG)	"Cry" (131)	132-/3	6=	61+	69-
5	5	10	<b>10</b> JEFF BECK/Flash (Epic)	"Gets" (98) "People" (41)	127-/5	8-	37-	83+
12	12	11	<b>11</b> JOHN CAFFERTY & BEAVER BROWN.../Tough All Over (Scotti Bros./CBS)	"C-I-T-Y" (115)	118-/1	16-	64+	49-
6	6	7	<b>12</b> TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	"Head Over" (109) "Shout" (31)	119-/1	10-	50-	67+
-	-	-	<b>13</b> MOTELS/Shock (Capitol)	"Shame" (114)	114-/1	16+	67+	46-
-	-	-	<b>14</b> JOHN WAITE/Mask Of Smiles (EMI America)	"Every Stop" (129)	130+/7	7+	53+	74-
7	9	10	<b>15</b> HEART/Heart (Capitol)	"If Look" (52) "What About" (40) "Never" (30)	104-/2	12+	41-	60+
25	22	19	<b>16</b> HOOTERS/Nervous Night (Columbia)	"Danced" (121) "Zombies" (6)	123+/13	7=	33+	86+
-	-	-	<b>17</b> CHEAP TRICK/Standing On The Edge (Epic)	"Tonight" (124)	125+/6	6+	42+	74-
16	14	18	<b>18</b> MOTLEY CRUE/Theatre Of Pain (Elektra)	"Smokin" (100)	105-/2	7-	47-	48=
18	18	20	<b>19</b> NIGHT RANGER/7 Wishes (Camel/MCA)	"Four In" (104) "Sentimental" (10)	110+/12	5+	33+	71+
26	23	22	<b>20</b> Y&T/Open Fire (A&M)	"Summertime Girls" (107)	107-/2	7+	31+	70-
-	-	-	<b>21</b> NICK MASON & RICK FENN/Profile (Columbia)	"Lie For A Lie" (115)	115-/2	1+	17+	95+
9	13	16	<b>22</b> BRYAN ADAMS/Reckless (A&M)	"Summer Of '69" (61)	67-/3	17-	47-	17-
8	8	12	<b>23</b> COREY HART/Boy In The Box (EMI America)	"Nuver Surrender" (72)	78-/0	9-	49-	28+
24	19	23	<b>24</b> BILLY JOEL/Greatest Hits (Columbia)	"You're Only Human" (74)	79-/0	13=	42-	33-
15	15	21	<b>25</b> RATT/Invasion Of Your Privacy (Atlantic)	"Lay" (52) "In Love" (38)	78-/3	6+	22-	45-
-	-	-	<b>26</b> MARILLION/Misplaced Childhood (Capitol)	"Kayleigh" (96)	96+/12	2+	14+	70+
-	-	-	<b>27</b> X/Ain't Love Grand (Elektra)	"Burning House" (93)	93+/24	3-	12=	63+
-	-	-	<b>28</b> EDDIE & THE TIDE/Go Out And Get It (Atco)	"One In A Million" (88)	91+/17	2+	7+	73+
38	34	30	<b>29</b> COCK ROBIN/Cock Robin (Columbia)	"When Heart" (79)	81+/12	4+	15+	61+
-	-	-	<b>30</b> MAD MAX BEYOND THUNDERDOME/Soundtrack (Capitol)	"We Don't" (60)	60-/1	11-	34-	24-
23	25	26	<b>31</b> SUPERTRAMP/Brother Where You Bound (A&M)	"Better Days" (37) "Brother Where" (32)	66-/1	0-	16-	45-
17	21	25	<b>32</b> U2/Wide Awake In America (Island)	"Bad" (45) "Three Sunrises" (22)	64-/6	-5+	19-	40-
14	20	33	<b>33</b> ROBERT PLANT/Shaken 'N Stirred (Es Paranza/Atlantic)	"Sixes" (29) "Too Loud" (21) "Little" (12)	56-/1	3=	21-	33-
-	-	-	<b>34</b> MR. MISTER/Welcome To The Real World (RCA)	"Broken Wings" (65)	66+/10	1-	15+	40+
-	-	-	<b>35</b> UB40/Little Baggeriddim (Virgin/A&M)	"I Got You Babe" (62)	62-/3	5-	14-	47+
			<b>DEBUT</b> <b>36</b> DIO/Sacred Heart (WB)	"Rock . . . Children" (62)	62 /28	0	1	47
20	26	32	<b>37</b> BRYAN FERRY/Boys And Girls (WB)	"Slave To Love" (23) "Don't Stop" (16)	35-/0	4-	16-	15-
			<b>DEBUT</b> <b>38</b> KATRINA & THE WAVES/Katrina & The Waves (Capitol)	"Do You" (51)	55+/12	0=	9=	39+
			<b>DEBUT</b> <b>39</b> URGENT/Cast The First Stone (Manhattan)	"Running Back" (63)	63+/6	0=	4+	47+
34	39	39	<b>40</b> AC/DC/Fly On The Wall (Atlantic)	"Sink The Pink" (42)	49= /4	1+	2-	36=

## GARY MYRICK



### "STAND FOR LOVE"



## BREAKERS

### MICHAEL McDONALD No Looking Back (WB)

85% of our reporters on it. 126/8 with adds at: KBCO, KOME, KXZL, KATT, KEZX, KZAM, KTCL, KVRE. Debuts at #7 on the Albums chart.

### MARILLION Misplaced Childhood (Capitol)

65% of our reporters on it. 96/24 including adds at: WDVE, WKLS, KYYS, KZAP, WCMF, WKDF, KEZO, KKDJ. Moves 35-26 on the Albums chart.

### X Ain't Love Grand (Elektra)

63% of our reporters on it. 93/12 including adds at: WKLS, WPYX, WAQX, WFYV, WIMZ, KMOD, KRSP, KOZZ. Moves 29-27 on the Albums chart.

### EDDIE & THE TIDE Go Out And Get It (Atco)

61% of our reporters on it. 91/17 including adds at: WNEW, WYNF, KQRS, KAZY, KMET, KUPD, KISW, KISS. Moves 34-26 on the Albums chart.

**CHARTS** — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

**BREAKERS** — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.

# TAKE A LONG, COLD SHOWER WITH



# KIX!

With "Cold Shower" (PR 768), their new 12" single and MIDNITE DYNAMITE (81267), their explosive new album, Kix enters the major leagues of hard rock!

Produced by Beau Hill



ON ATLANTIC RECORDS & CASSETTES

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# What Artists Will Be Around

MCA-5598

Featuring:

## I'll Be Around

AOR TRACKS: 60

CHR SIGNIFICANT ACTION

38/19

Mallard Management

MCA RECORDS

Produced By Todd Rundgren

## AOR ALBUMS

### MOST ADDED

**DOO (28)**  
Sacred Heart (WB)  
**MANILLON (24)**  
Misplaced Childhood (Capitol)  
**GARY MYRNICK (21)**  
Stand For Love (Network/Geffen)  
**OUTFIELD (18)**  
Play Deep (Columbia)  
**EDDIE & THE TIDE (17)**  
Go Out And Get It (Atco)

### HOTTEST

**ONE STRAITS (56)**  
Brothers In Arms (WB)  
**STING (56)**  
The Dream Of The Blue... (A&M)  
**BACK TO THE FUTURE (44)**  
Soundtrack (MCA)  
**PHIL COLLINS (36)**  
No Jacket Required (Atlantic)  
**ST. ELMO'S FIRE (31)**  
Soundtrack (Atlantic)

### NEW & ACTIVE

**OUTFIELD/Play Deep (Columbia) 56/16 (32/22)**

Adds include WYUF, WLVO, WRIF, KDKB, KROR, KOMA, WCAF, WTUE, KEZE, Heavy: 1 WOUR Mediums: 37 include WHUY, KLGL, WNOR, WLLZ, KLFD, KGB, KISW.

**WHAT IS THIS/What Is This (MCA) 48/7 (42/21)**

Adds: WOFM, KNCH, WYCT, KLYV, KOWB, KTOL, KMBY, Heavy: 2 KSPN, KTYD, Mediums: 30 include KSPR, WLUP, KYYS, KBCC, KROQ, WPTX, WOUR.

**ADVENTURES: The Adventures (Clayco) 44/7 (38/12)**

Adds: CHOM, WHUY, KROQ, KOMA, WAGY, WTUE, WZEW, Heavy: 6 include KBCC, 91X, WLJR, CHEZ, KSPN, Mediums: 26 include KZEW, KSPR, WOFM, WHFS, WDIJ, KILQ.

**WORLD'S WORST RECORDS/Volume 2 (Rhino) 37/5 (44/17)**

Adds: KISW, WGBK, WYCK, WKLT, KFMO, Heavy: 0, Mediums: 12 include WMMR, KZEW, WLUP, WOFM, WAAF, KLAQ, WSKS, WOLP, KCT, KOMF.

**RETURN TO WATERLOO/Soundtrack (Arista) 31/2 (35/4)**

Adds: WOFM, WHFS, Heavy: 4 91X, KOMA, KLBJ, KZAM, Mediums: 21 include WNOR, WORT, KBCC, WRON, KFMO, KEZE, WGR, KTYD.

**RED SPEEDWAGON/Wheels Are Turnin' (Epic) 30/2 (32/2)**

Adds: WRXL, WWWV, Heavy: 5 include KORS, KDKB, KLBJ, KROU, Mediums: 21 include KBPI, KLPO, WHEB, WTKX, WTUE, KGGG, KKIC, KRBP, KWHL.

**FOREIGNER/Agent Provocateur (Atlantic) 29/11**

Adds include WNEW, WLUP, WLVO, WAQX, WAPL, WWWV, KWHL, Heavy: 5 WNOR, KBPI, WZZO, WCAF, KRK, Mediums: 20 include WBCN, WMMR, KGB, WAAF, KISS, KGGG, KILQ.

**GUADALCANAL DIARY/Waiting In The Shadow Of The Big Man (Elektra) 27/1 (25/1)**

Adds: WRON, Heavy: 1 KZEW, Mediums: 13 include KLGL, WORT, KBCC, KLBJ, KLAQ, KTYD, KYRE.

**HEAVENLY BOD/Soundtrack (Elektra) 25/3 (23/6)**

Adds: WAAF, WKQO, KROU, Heavy: 2 WLLZ, WRIF, Mediums: 15 include WHUY, KSPR, WNOR, WYUF, KQRS, WDIJ, KFMO, WRFL.

**GARY MYRNICK/Stand For Love (Network/Geffen) 21/21 (8/6)**

Adds include WHUY, KBCC, KROQ, KLBJ, KOWB, KMBY, KYRE, Heavy: 1 WLJR, Mediums: 11 include KZEW, WOFM, WEZX, WAKX, WLAV, KFMO, KOZZ, KTYD.

**FRIGHT NIGHT/Soundtrack (Private I/CBS) 20/19 (1/8)**

Adds include WNOR, K3JO, WYSP, WAGY, KLAQ, KJZL, Heavy: 0, Mediums: 11 include WBCN, WOFM, WAQX, KNCH, WYCK, KRKE, KKDU.

**GEORGE THOROGOOD & THE DESTROYERS/Maverick (EMI America) 19/7 (22/8)**

Adds: KYYS, 91X, WDMA, WOT, KFMO, KMBY, KYRE, Heavy: 3 WOFM, KBCC, WYSP, Mediums: 12 include WMMR, WHUY, KORS, KGB, KGGG.

**ARRAURY SHOW/Waiting For The Flood (EMI America) 19/3 (16/5)**

Adds: WBCN, WORT, WOFM, Heavy: 2 WLJR, KROU, Mediums: 9 include WNOR, KBCC, KROQ, WHFS, WHEB, KOZZ.

**A-HA/Hunting High And Low (WB) 18/8 (14/1)**

Adds: KSPR, WHFS, WFOH, WKQO, WTKX, Heavy: 4 include KROQ, WLJR, KROU, Mediums: 12 include KBCC, CHEZ, WAGY, CFNY, WOPZ, KZAM.

**OMD/Crush (Virgin/A&M) 17/1 (16/4)**

Adds: WZLN, Powers: 3, Heavy: 7 include WORT, KBCC, KROQ, WLJR, KTOL, KROU, Mediums: 6 include WBCN, WGBK, WHFS.

**NEW REGIME/New Regime (RCA) 16/8 (17/2)**

Adds: 0, Heavy: 1 CFOX, Mediums: 6 include WHUY, 91X, CHEZ, KLAQ, KZOK, WZLN.

**IDLE EYES/Idle Eyes (Mercury/A&M) 13/6 (8/8)**

Adds include KBCC, 91X, KGB, KTYD, Heavy: 2 WLJR, KROU, Mediums: 6 include CHOM, CFOX, CHEZ, K97, WZLN.

**CELLARFUL OF NOISE/Cellarful Of Noise (CBS Associated) 12/2 (16/3)**

Adds: WYSP, WZLN, Heavy: 1 KROU, Mediums: 10 include WLVO, KYYS, WGBK, WDMA, WPLR.

**HIGHWAY CHILE/Restrooms (21/A&M) 11/8 (13/1)**

Adds: 0, Heavy: 0, Mediums: 7 WHUY, WAQX, KNCH, KISS, KOZL, KFMO, KUFQ.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g. 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

**MOST ADDS** — This week's most added records.

**HOTTEST** — This week's records receiving the most power reports.

# REGIONAL ACTIVITY

**PLAYLISTS —** An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy. Records being played in power are included in a station's heavy rotation. Of a station's lights, only those added this week — its light adds — are printed.

**Symbols:**  
① — Record is newly reported or additional tracks have been added.  
② — A single's B-side.

(M), (L) — Other tracks from that album are in those rotations (medium or light).

An artist's name with no abbreviations means all airplay is in the listed rotation. A "frozen" list indicates that a current report was not received, and last week's rotations were included in the data base.

**PARALLELS —** Stations arranged by market size, according to Arbitron's MSA population figures. Parallel One: 1,000,000+ Parallel Two: 200,000-1,000,000 Parallel Three: under 200,000. Stations at a significant ratings disadvantage to their in-market competitor(s) are assigned a lower parallel.

## EAST

### PARALLEL ONE

**WBCN/Boston**  
(617) 296-1111

Becky ST. LEO'S FIRE  
BACK TO THE FUTURE  
TALKING HEADS  
AC/DC  
ST. LEO'S FIRE  
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AC/DC  
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**CHOM-FM/Buffalo**  
(514) 836-2425

Becky  
ST. LEO'S FIRE  
BACK TO THE FUTURE  
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AC/DC

**WDVE/Pittsburgh**  
(412) 582-9999

Becky  
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**WBAI/Boston**  
(617) 552-1223

Becky  
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**WHEW/Fulton York**  
(212) 996-7000

Becky  
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**DC101/Washington, DC**  
(202) 626-9632

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**Q107/Toronto**  
(416) 987-3445

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**WPXI/Richmond**  
(703) 981-9933

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**WMAZ/Albany**  
(518) 439-1223

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**WAFB/Warrenton-Beaton**  
(417) 752-5411

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ST. LEO'S FIRE  
BACK TO THE FUTURE  
TALKING HEADS  
AC/DC  
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AC/DC  
ST. LEO'S FIRE  
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AC/DC

**WMAZ/Albany**  
(518) 439-1223

Becky  
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**Q107/Toronto**  
(416) 987-3445

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BACK TO THE FUTURE  
TALKING HEADS  
AC/DC

Continued on next page







REGIONAL AOR ACTIVITY

WEST (continued)

KFOG/San Francisco (415) 494-1645

BOBBY JOHN CUNYAN HELLER BACK TO THE FUTURE... JIMMY WALKER... BOB DYLAN... BOB DYLAN... BOB DYLAN...

KOME/San Jose (408) 246-8811
JOHN CUNYAN HELLER BACK TO THE FUTURE... JIMMY WALKER... BOB DYLAN... BOB DYLAN...

KLOS/Los Angeles (213) 484-4638
BOBBY JOHN CUNYAN HELLER BACK TO THE FUTURE... JIMMY WALKER... BOB DYLAN... BOB DYLAN...

KMP/Las Vegas (702) 876-1480
BOBBY JOHN CUNYAN HELLER BACK TO THE FUTURE... JIMMY WALKER... BOB DYLAN... BOB DYLAN...

KRSP-Fresh Lake City (801) 283-5841
BOBBY JOHN CUNYAN HELLER BACK TO THE FUTURE... JIMMY WALKER... BOB DYLAN... BOB DYLAN...

KLEZ/Elgin (503) 342-7000
BOBBY JOHN CUNYAN HELLER BACK TO THE FUTURE... JIMMY WALKER... BOB DYLAN... BOB DYLAN...

KZAM/Elgin (503) 741-1909
BOBBY JOHN CUNYAN HELLER BACK TO THE FUTURE... JIMMY WALKER... BOB DYLAN... BOB DYLAN...

PARALLEL THREE
BOBBY JOHN CUNYAN HELLER BACK TO THE FUTURE... JIMMY WALKER... BOB DYLAN... BOB DYLAN...

KFSA/San Francisco (415) 494-1645
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149 Reporters
139 Current Playlists
Six stations reported a frozen playlist this week.
KGL/Salt Lake City
WTAB/Minneapolis
WCBW/Long Island
WXTM/Muskegon-Hart
WSHE/Miami
KTXX/Dallas
Three stations failed to report this week. Their rotations were frozen.
WHMD/Hammond
WRQK/Canton
WRDU/Raleigh
One station failed to report for a second consecutive week. Its playlist was not included in this week's data.
KNMX/Little Rock







# R&R AD & LOTS

**EAST**  
**Hottest**  
 Heavy Levels & The News  
 John Part  
 Dire Straits

# R&R AD & LOTS

**SOUTH**  
**Hottest**  
 Heavy Levels & The News  
 John Part  
 Dire Straits

## EAST

### PARALLEL TWO

**WFLA/Tampa, FL**  
 Todd Martin  
**WTSP/Tampa, FL**  
 Larry Green (4p)  
 O'Jays  
 Tom Jones  
 The Jackson 5  
**WTVT/Tampa, FL**  
 Willie Houston  
 Lovejoy  
 Billy Joel  
**WTOG/Tampa, FL**  
 Willie Houston  
 Lovejoy  
 Billy Joel  
**WTVT/Tampa, FL**  
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# MIDWEST

**MOST ADDED**  
Heavy Lewis & The News  
John Parr  
Dire Straits

# HEADLINES & HITS

# WEST

**MOST ADDED**  
Sting  
Loverboy  
Night Ranger

**HOTTEST**  
Heavy Lewis & The News  
John Parr  
Bryan Adams

## MIDWEST

### PARALLEL TWO

**WDDO/Akron, OH**  
Matt Patrick  
STING  
TIL YESTERDAY  
ROBERTS  
ROBERTS  
RUEY LEWIS & THE 1-1  
JOHN PARR 5-7  
PRICEL COLLIER 10-9  
DIRK STRAITS 30-25  
DIRK STRAITS 30-25

**WABC/Appleton/Oshkosh, WI**  
Chris Caine  
LOVERBOY  
A-B-A  
READY FOR THE MOB  
STING  
WHITNEY HOUSTON  
SON JOVI  
ANT GRANT (dp)  
ROBERTS  
TEARS FOR FEARS 1-1  
BRYAN ADAMS 2-2  
ROBERTS  
RUEY LEWIS & THE 3-2  
DIRK STRAITS 15-1  
ROOL & THE GANG 26-15

**WKAU/Appleton/Oshkosh, WI**  
Rosal Bradford  
JOHN WHITE  
LOVERBOY  
ROBERTS  
READY FOR THE MOB  
WHITNEY HOUSTON  
ROBERTS  
RUEY LEWIS & THE 3-2  
JOHN PARR 1-1  
BRYAN ADAMS 9-6  
DIRK STRAITS 27-10  
ROBERTS  
RUEY LEWIS & THE 3-2  
DIRK STRAITS 11-9  
PRICEL COLLIER 14-9

**WROC/Cleveland, OH**  
Scott Howard  
LOVERBOY  
A-B-A  
9-9  
ROBERTS  
NIGHT RANGER  
ANT GRANT  
ROBERTS  
RUEY LEWIS & THE 1-1  
JOHN PARR 5-3  
BRYAN ADAMS 9-6  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

**WKDZ/Davenport, IA**  
Jim O'Hare  
STING  
ROBERTS  
FORGIVER  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

**WZZM/Grand Rapids, MI**  
Sward Stevens  
FORGIVER  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

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DIRK STRAITS 27-10  
PRICEL COLLIER 14-9  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

**WZOW/Rochester, IL**  
MacGee/Fly  
BILLY OCEAN  
ROBERTS  
JOHN COUGAR (dp)  
COCK ROBIN (dp)  
JOHN CAPPERTY (dp)  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

**WZZL/Indianapolis, IN**  
Jim Miles  
ANT GRANT  
READY FOR THE MOB  
SUBVIVOR  
TIL YESTERDAY (dp)  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

**WJXJ/Jackson, MI**  
Ryan Choate  
ARISTA FRANKLIN  
LOVERBOY  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9  
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RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

**WZZL/Indianapolis, IN**  
Jim Miles  
ANT GRANT  
READY FOR THE MOB  
SUBVIVOR  
TIL YESTERDAY (dp)  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

**WWWE/Bloomington, IN**  
Bob Leonard  
STING  
WHITNEY HOUSTON  
LOVERBOY  
READY FOR THE MOB  
FORGIVER  
A-B-A  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

**WVTV/Chattanooga, TN**  
Tom Warkentin  
RONALD JOHNS  
ELECTRONICS  
SUBVIVOR (dp)  
ROBERTS  
WHITNEY HOUSTON  
ROBERTS  
DIRK STRAITS 1-2  
JOHN PARR 5-3  
TEARS FOR FEARS 3-3  
JOHN PARR 5-3  
ROOL & THE GANG 10-6

**WVTV/Chattanooga, TN**  
Tom Warkentin  
RONALD JOHNS  
ELECTRONICS  
SUBVIVOR (dp)  
ROBERTS  
WHITNEY HOUSTON  
ROBERTS  
DIRK STRAITS 1-2  
JOHN PARR 5-3  
TEARS FOR FEARS 3-3  
JOHN PARR 5-3  
ROOL & THE GANG 10-6

**KWTO/Fairfield, MO**  
Mike Schmidt  
STING  
US40  
COCK ROBIN  
MICHAEL DONALD  
STING (dp)  
RUEY LEWIS & THE 3-2  
JOHN PARR 10-6  
ROBERTS  
RUEY LEWIS & THE 3-2  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

**WDRR/Springfield, IL**  
Michael Layley  
none  
ARISTA FRANKLIN 1-1  
RUEY LEWIS & THE 2-2  
JOHN PARR 5-3  
BRYAN ADAMS 9-9  
STING SPRINGFIELD 12-12

**WDRR/Springfield, IL**  
Michael Layley  
none  
ARISTA FRANKLIN 1-1  
RUEY LEWIS & THE 2-2  
JOHN PARR 5-3  
BRYAN ADAMS 9-9  
STING SPRINGFIELD 12-12

**KDVT/Tappan, KS**  
Rabot/Permy  
STING  
LOVERBOY  
RUEY LEWIS & THE 1-1  
TRAILS FOR FEARS 2-2  
COCK ROBIN 4-4  
JOHN PARR 5-4  
WHITNEY HOUSTON 10-6  
DIRK STRAITS 12-9  
BILLY JOEL 18-10

**KRMH/Waterloo, IA**  
Mark Potter  
CHRAP PRICE (dp)  
NIGHT RANGER  
ABC  
RUEY LEWIS & THE 4-3  
ROBERTS  
RUEY LEWIS & THE 3-2  
DIRK STRAITS 12-9  
ROOL & THE GANG 23-13  
ROBERTS

**KRMH/Waterloo, IA**  
Mark Potter  
CHRAP PRICE (dp)  
NIGHT RANGER  
ABC  
RUEY LEWIS & THE 4-3  
ROBERTS  
RUEY LEWIS & THE 3-2  
DIRK STRAITS 12-9  
ROOL & THE GANG 23-13  
ROBERTS

**WZZL/Indianapolis, IN**  
Tommy Lindholm  
BILLY JOEL  
TINA TURNER  
HEAT SEVEN  
ROBERTS  
RUEY LEWIS & THE 2-1  
JOHN PARR 5-3  
STING 13-7  
ROOL & THE GANG 15-9  
DIRK STRAITS 19-11

**WZZL/Indianapolis, IN**  
Tommy Lindholm  
BILLY JOEL  
TINA TURNER  
HEAT SEVEN  
ROBERTS  
RUEY LEWIS & THE 2-1  
JOHN PARR 5-3  
STING 13-7  
ROOL & THE GANG 15-9  
DIRK STRAITS 19-11

**WZZL/Indianapolis, IN**  
Tommy Lindholm  
BILLY JOEL  
TINA TURNER  
HEAT SEVEN  
ROBERTS  
RUEY LEWIS & THE 2-1  
JOHN PARR 5-3  
STING 13-7  
ROOL & THE GANG 15-9  
DIRK STRAITS 19-11

## PARALLEL THREE

**KFYB/Bismarck, ND**  
Bianca Hardt  
none  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 11-9  
PRICEL COLLIER 14-9  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 11-9  
PRICEL COLLIER 14-9

**KFLS/Fairfax, VA**  
Sherrin Piper  
NIGHT RANGER  
SUBVIVOR (dp)  
A-B-A  
DATE BORN (dp)  
ROBERTS  
TEARS FOR FEARS 7-7  
ROOL & THE GANG 14-4  
WENDY BOONINGHAM, N.C.  
John Robbins  
STING  
WHITNEY HOUSTON  
TIL YESTERDAY  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 11-9  
PRICEL COLLIER 14-9

**KFLS/Fairfax, VA**  
Sherrin Piper  
NIGHT RANGER  
SUBVIVOR (dp)  
A-B-A  
DATE BORN (dp)  
ROBERTS  
TEARS FOR FEARS 7-7  
ROOL & THE GANG 14-4  
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John Robbins  
STING  
WHITNEY HOUSTON  
TIL YESTERDAY  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 11-9  
PRICEL COLLIER 14-9

**KWTV/Columbia, MO**  
Nadoma  
US40  
ROBERTS  
RUEY LEWIS & THE 1-1  
CORBY HART 2-2  
LISA LISA 2-2  
RUEY LEWIS & THE 3-2  
FRICEL COLLIER 14-9  
JOHN PARR 11-7

**KXKK/Bakersfield, CA**  
Sueper/Kepper  
STING  
LOVERBOY  
RUEY LEWIS & THE 1-1  
CORBY HART 2-2  
LISA LISA 2-2  
RUEY LEWIS & THE 3-2  
FRICEL COLLIER 14-9  
JOHN PARR 11-7

**KXKK/Bakersfield, CA**  
Sueper/Kepper  
STING  
LOVERBOY  
RUEY LEWIS & THE 1-1  
CORBY HART 2-2  
LISA LISA 2-2  
RUEY LEWIS & THE 3-2  
FRICEL COLLIER 14-9  
JOHN PARR 11-7

**KWTO/Fairfield, MO**  
Mike Schmidt  
STING  
US40  
COCK ROBIN  
MICHAEL DONALD  
STING (dp)  
RUEY LEWIS & THE 3-2  
JOHN PARR 10-6  
ROBERTS  
RUEY LEWIS & THE 3-2  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

**WDRR/Springfield, IL**  
Michael Layley  
none  
ARISTA FRANKLIN 1-1  
RUEY LEWIS & THE 2-2  
JOHN PARR 5-3  
BRYAN ADAMS 9-9  
STING SPRINGFIELD 12-12

**WDRR/Springfield, IL**  
Michael Layley  
none  
ARISTA FRANKLIN 1-1  
RUEY LEWIS & THE 2-2  
JOHN PARR 5-3  
BRYAN ADAMS 9-9  
STING SPRINGFIELD 12-12

**KDVT/Tappan, KS**  
Rabot/Permy  
STING  
LOVERBOY  
RUEY LEWIS & THE 1-1  
TRAILS FOR FEARS 2-2  
COCK ROBIN 4-4  
JOHN PARR 5-4  
WHITNEY HOUSTON 10-6  
DIRK STRAITS 12-9  
BILLY JOEL 18-10

**KRMH/Waterloo, IA**  
Mark Potter  
CHRAP PRICE (dp)  
NIGHT RANGER  
ABC  
RUEY LEWIS & THE 4-3  
ROBERTS  
RUEY LEWIS & THE 3-2  
DIRK STRAITS 12-9  
ROOL & THE GANG 23-13  
ROBERTS

**KRMH/Waterloo, IA**  
Mark Potter  
CHRAP PRICE (dp)  
NIGHT RANGER  
ABC  
RUEY LEWIS & THE 4-3  
ROBERTS  
RUEY LEWIS & THE 3-2  
DIRK STRAITS 12-9  
ROOL & THE GANG 23-13  
ROBERTS

**WZZL/Indianapolis, IN**  
Tommy Lindholm  
BILLY JOEL  
TINA TURNER  
HEAT SEVEN  
ROBERTS  
RUEY LEWIS & THE 2-1  
JOHN PARR 5-3  
STING 13-7  
ROOL & THE GANG 15-9  
DIRK STRAITS 19-11

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RUEY LEWIS & THE 2-1  
JOHN PARR 5-3  
STING 13-7  
ROOL & THE GANG 15-9  
DIRK STRAITS 19-11

**KFYB/Bismarck, ND**  
Bianca Hardt  
none  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 11-9  
PRICEL COLLIER 14-9  
ROBERTS  
RUEY LEWIS & THE 1-1  
DIRK STRAITS 11-9  
PRICEL COLLIER 14-9

**KFLS/Fairfax, VA**  
Sherrin Piper  
NIGHT RANGER  
SUBVIVOR (dp)  
A-B-A  
DATE BORN (dp)  
ROBERTS  
TEARS FOR FEARS 7-7  
ROOL & THE GANG 14-4  
WENDY BOONINGHAM, N.C.  
John Robbins  
STING  
WHITNEY HOUSTON  
TIL YESTERDAY  
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RUEY LEWIS & THE 1-1  
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A-B-A  
DATE BORN (dp)  
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TIL YESTERDAY  
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RUEY LEWIS & THE 1-1  
CORBY HART 2-2  
LISA LISA 2-2  
RUEY LEWIS & THE 3-2  
FRICEL COLLIER 14-9  
JOHN PARR 11-7

**KXKK/Bakersfield, CA**  
Sueper/Kepper  
STING  
LOVERBOY  
RUEY LEWIS & THE 1-1  
CORBY HART 2-2  
LISA LISA 2-2  
RUEY LEWIS & THE 3-2  
FRICEL COLLIER 14-9  
JOHN PARR 11-7

**KXKK/Bakersfield, CA**  
Sueper/Kepper  
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LOVERBOY  
RUEY LEWIS & THE 1-1  
CORBY HART 2-2  
LISA LISA 2-2  
RUEY LEWIS & THE 3-2  
FRICEL COLLIER 14-9  
JOHN PARR 11-7

**KWTO/Fairfield, MO**  
Mike Schmidt  
STING  
US40  
COCK ROBIN  
MICHAEL DONALD  
STING (dp)  
RUEY LEWIS & THE 3-2  
JOHN PARR 10-6  
ROBERTS  
RUEY LEWIS & THE 3-2  
DIRK STRAITS 27-10  
PRICEL COLLIER 14-9

**WDRR/Springfield, IL**  
Michael Layley  
none  
ARISTA FRANKLIN 1-1  
RUEY LEWIS & THE 2-2  
JOHN PARR 5-3  
BRYAN ADAMS 9-9  
STING SPRINGFIELD 12-12

**WDRR/Springfield, IL**  
Michael Layley  
none  
ARISTA FRANKLIN 1-1  
RUEY LEWIS & THE 2-2  
JOHN PARR 5-3  
BRYAN ADAMS 9-9  
STING SPRINGFIELD 12-12

**KDVT/Tappan, KS**  
Rabot/Permy  
STING  
LOVERBOY  
RUEY LEWIS & THE 1-1  
TRAILS FOR FEARS 2-2  
COCK ROBIN 4-4  
JOHN PARR 5-4  
WHITNEY HOUSTON 10-6  
DIRK STRAITS 12-9  
BILLY JOEL 18-10

**KRMH/Waterloo, IA**  
Mark Potter  
CHRAP PRICE (dp)  
NIGHT RANGER  
ABC  
RUEY LEWIS & THE 4-3  
ROBERTS  
RUEY LEWIS & THE 3-2  
DIRK STRAITS 12-9  
ROOL & THE GANG 23-13  
ROBERTS

**KRMH/Waterloo, IA**  
Mark Potter  
CHRAP PRICE (dp)  
NIGHT RANGER  
ABC  
RUEY LEWIS & THE 4-3  
ROBERTS  
RUEY LEWIS & THE 3-2  
DIRK STRAITS 12-9  
ROOL & THE GANG 23-13  
ROBERTS





# PARALLELS

**G**

**GOODLEY & CREME**  
On (PolyGram)  
LP: The Heavy Mx Volume 1

184/18 73%

LP Title	Artist	Label
Goodley & Creme	Goodley & Creme	PolyGram
The Heavy Mx Volume 1	Goodley & Creme	PolyGram
...	...	...

**P1** **P3**

**H**

**HEART**  
What About Love (Capitol)  
LP: Heart

187/8 78%

LP Title	Artist	Label
Heart	Heart	Capitol
What About Love	Heart	Capitol
...	...	...

**P1** **P3**

**HOOTERS**  
And We Danced (Columbia)  
LP: Vanessa Ngaï

86/22 36%

**NBA**

**P1** **P3**

**WHITNEY HOUSTON**  
Copying All My Love For... (Arista)  
LP: Whitney Houston

172/62 89%

**BREAKER**

**P1** **P3**

**Billy Joel Continued**

**HOWARD JONES**  
Life In One Day (Elektra)  
LP: Dream Into Action

238/6 94%

**K**

**KATINA & THE WAVES**  
Do You Want Crying (Capitol)  
LP: Katina & The Waves

179/7 86%

**P1** **P3**

**Katrina & The Waves Continued**

**KING**  
Love & Pride (Epic)  
LP: Steps In Time

61/70 24%

**NBA**

**P1** **P3**

**Kool & The Gang**  
Chess (De-Lite/PolyGram)  
LP: Emergencies

228/8 88%

**P1** **P3**

**JULIAN LEHRMAN**  
Jesse (Atlantic)  
LP: Vastair

182/4 41%

**NBA**

**P1** **P3**

**HUEY LEWIS & THE NEWS**  
The Power Of Love (Chrysalis)  
LP: Back To The Future Soundtracks

231/8 100%

**P1** **P3**

**LISA LISA**  
I Wonder If I Take You Home Tonight (Columbia)  
LP: Brandenburg

73/3 28%

**NBA**

**P1** **P3**

**LOOSE ENDS**  
Hanger On A String (NCA)  
LP: A Little Space

88/2 35%

**NBA**

**P1** **P3**

**LOWENKOPF**  
Loverly Every Minute (Columbia)  
LP: Loverly Every Minute Of It

112/112 99%

**NBA**

**P1** **P3**

Continued On Next Column

# PARALLELS

**M**

**BARBARA**  
Dress You Up (Sire/WB)  
LP: Lisa A. Vigen

**2282/1 82%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**24**

Rank	Artist	Album	Label
1	Barbara	Dress You Up	Sire/WB
2	Michael McDonald	No Lookin' Back	WB
3	Michael McDonald	No Lookin' Back	WB
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

**MARY JANE BILLS**  
Wild And Crazy... (Gordy/Motown)  
LP: All Four You

**1638 41%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**H&A**

Rank	Artist	Album	Label
1	Mary Jane Bills	Wild And Crazy	Gordy/Motown
2	Michael McDonald	No Lookin' Back	WB
3	Michael McDonald	No Lookin' Back	WB
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

**MICHAEL MCDONALD**  
No Lookin' Back (WB)  
LP: No Lookin' Back

**176/17 89%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**39**

Rank	Artist	Album	Label
1	Michael McDonald	No Lookin' Back	WB
2	Michael McDonald	No Lookin' Back	WB
3	Michael McDonald	No Lookin' Back	WB
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

**JOHN DONOHUE BELLESCAMP**  
Lonely Of Night (RCA/RG)  
LP: Starvation

**21738 89%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**3**

Rank	Artist	Album	Label
1	Michael McDonald	No Lookin' Back	WB
2	Michael McDonald	No Lookin' Back	WB
3	John Donohue BellescAMP	Lonely Of Night	RCA/RG
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

**MOTEL**  
Shame (Capitol)  
LP: Shock

**2636 88%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**26**

Rank	Artist	Album	Label
1	Michael McDonald	No Lookin' Back	WB
2	Michael McDonald	No Lookin' Back	WB
3	Motel	Shame	Capitol
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

**BITLEY CREW**  
Smokin' In The Boys... (Elektra)  
LP: Theatre Of Pain

**1987 79%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**23**

Rank	Artist	Album	Label
1	Michael McDonald	No Lookin' Back	WB
2	Michael McDonald	No Lookin' Back	WB
3	Michael McDonald	No Lookin' Back	WB
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

**N**

**NIGHT NUMBER**  
Four In The... (Cameo/NCA)  
LP: Seven Waves

**8484 39%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**H&A**

Rank	Artist	Album	Label
1	Michael McDonald	No Lookin' Back	WB
2	Michael McDonald	No Lookin' Back	WB
3	Night Number	Four In The	Cameo/NCA
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

**BILLY OCEAN**  
Mistery Lady (Arista)  
LP: Saturday

**2883 85%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**22**

Rank	Artist	Album	Label
1	Michael McDonald	No Lookin' Back	WB
2	Michael McDonald	No Lookin' Back	WB
3	Billy Ocean	Mistery Lady	Arista
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

**FOSTER BROTHERS**  
One Mile (RCA)  
LP: Contact

**2282 89%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**2**

Rank	Artist	Album	Label
1	Michael McDonald	No Lookin' Back	WB
2	Foster Brothers	One Mile	RCA
3	Michael McDonald	No Lookin' Back	WB
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

**P**

**JOHN PAAR**  
St. Elmo's Fire... (Atlantic)  
LP: St. Elmo's Fire Soundtrack

**2116 100%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**2**

Rank	Artist	Album	Label
1	Michael McDonald	No Lookin' Back	WB
2	John Paar	St. Elmo's Fire	Atlantic
3	Michael McDonald	No Lookin' Back	WB
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

**Pop Life (WB)**  
LP: Around The World In A Day

**2576 94%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**10**

Rank	Artist	Album	Label
1	Michael McDonald	No Lookin' Back	WB
2	Michael McDonald	No Lookin' Back	WB
3	Michael McDonald	No Lookin' Back	WB
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

**FRISCH**  
Pop Life (WB)  
LP: Around The World In A Day

**2576 94%**

Buy 1-15-85  
R \$10.99  
W \$9.99  
B \$8.99

**10**

Rank	Artist	Album	Label
1	Michael McDonald	No Lookin' Back	WB
2	Michael McDonald	No Lookin' Back	WB
3	Michael McDonald	No Lookin' Back	WB
4	Michael McDonald	No Lookin' Back	WB
5	Michael McDonald	No Lookin' Back	WB

# PARALLELS

## NATT Lay it Down (Atlantic) LP: Invasion Of Your Privacy

82/2 37%		161/1 84%	
Regional	National	Regional	National
1	2	1	2
10	10	10	10
15	15	15	15
20	20	20	20
25	25	25	25
30	30	30	30
35	35	35	35
40	40	40	40
45	45	45	45
50	50	50	50
55	55	55	55
60	60	60	60
65	65	65	65
70	70	70	70
75	75	75	75
80	80	80	80
85	85	85	85
90	90	90	90
95	95	95	95
100	100	100	100

## REG SPEEDWAGON Live Every Moment (Epic) LP: Big Wheels Turn

161/1 84%	
Regional	National
1	2
10	10
15	15
20	20
25	25
30	30
35	35
40	40
45	45
50	50
55	55
60	60
65	65
70	70
75	75
80	80
85	85
90	90
95	95
100	100

## BELOUS SOME Some People (Capitol) LP: Some People

88/6 28%	
Regional	National
1	2
10	10
15	15
20	20
25	25
30	30
35	35
40	40
45	45
50	50
55	55
60	60
65	65
70	70
75	75
80	80
85	85
90	90
95	95
100	100

## TINA TURNER We Don't Need Another... (Capitol) LP: Madmax Beyond Thunderdome (Soundtrack)

28/2 100%	
Regional	National
1	2
10	10
15	15
20	20
25	25
30	30
35	35
40	40
45	45
50	50
55	55
60	60
65	65
70	70
75	75
80	80
85	85
90	90
95	95
100	100

## JOHN WATTS Every Step Of The Way (EMI America) LP: The Most Of Smiles

186/27 74%	
Regional	National
1	2
10	10
15	15
20	20
25	25
30	30
35	35
40	40
45	45
50	50
55	55
60	60
65	65
70	70
75	75
80	80
85	85
90	90
95	95
100	100

## V&T SummerTime Girls (A&M) LP: Open Fire

85/0 38%	
Regional	National
1	2
10	10
15	15
20	20
25	25
30	30
35	35
40	40
45	45
50	50
55	55
60	60
65	65
70	70
75	75
80	80
85	85
90	90
95	95
100	100

## READY FOR THE WORLD Oh Sheila (MCA) LP: Ready For The World

146/48 98%	
Regional	National
1	2
10	10
15	15
20	20
25	25
30	30
35	35
40	40
45	45
50	50
55	55
60	60
65	65
70	70
75	75
80	80
85	85
90	90
95	95
100	100

## STING Fortress Around Your Heart (A&M) LP: The Dream Of The Blue Turtles

182/180 98%	
Regional	National
1	2
10	10
15	15
20	20
25	25
30	30
35	35
40	40
45	45
50	50
55	55
60	60
65	65
70	70
75	75
80	80
85	85
90	90
95	95
100	100

## SURVIVOR First Night (Scotti Bros./CBS) LP: V&T Signs

88/27 27%	
Regional	National
1	2
10	10
15	15
20	20
25	25
30	30
35	35
40	40
45	45
50	50
55	55
60	60
65	65
70	70
75	75
80	80
85	85
90	90
95	95
100	100

## UB40 w/CHRISSE HYNDY I Got You (A&M) LP: Little Redwings

138/22 54%	
Regional	National
1	2
10	10
15	15
20	20
25	25
30	30
35	35
40	40
45	45
50	50
55	55
60	60
65	65
70	70
75	75
80	80
85	85
90	90
95	95
100	100

## WHAM! Freedom (Columbia) LP: Make It Big

242/3 30%	
Regional	National
1	2
10	10
15	15
20	20
25	25
30	30
35	35
40	40
45	45
50	50
55	55
60	60
65	65
70	70
75	75
80	80
85	85
90	90
95	95
100	100

## Picture Yourself In R&R.

If something's happening at your station or company — send R&R the photo and we'll put it on the Picture Page.



# BRANIGAN'S BREAKING HER OWN RECORDS!

With the early success of "Spanish Eddie,"  
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CASSETTES & COMPACT DISCS.

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## PARALLELS

### SIGNIFICANT ACTION

<b>A</b> <b>ABC</b> <i>Be Near Me (Mercury/PolyGram)</i> <i>LP: How To Be A Zillionaire</i>		<b>DURTE &amp; THE BOOMBOX</b> <i>Black... (Pever Male.) (RCA)</i>		<b>MEN AT WORK</b> <i>Marie (Columbia)</i> <i>LP: Two Years</i>		<b>OMD</b> <i>So In Love (A&amp;M)</i> <i>LP: Cuan</i>	
<b>STEVE ARRINGTON</b> <i>Dancing In The Key Of... (Atlantic)</i>		<b>DAVID FOSTER</b> <i>Love Theme From St. Elmo's Fire</i> <i>LP: Soundtrack St. Elmo's Fire (Atlantic)</i>		<b>MENUDO</b> <i>Please Be Good To Me (RCA)</i> <i>LP: Menudo</i>		<b>TOM PETTY &amp; HEARTBREAKERS</b> <i>Playback! (MCA)</i> <i>LP: Southern Accents</i>	
<b>B</b> <b>BEACH BOYS</b> <i>It's Getting Late (Capitol/CBS)</i> <i>LP: The Beach Boys</i>		<b>J. GEILS BAND</b> <i>Frigit Aegre (Private)</i> (CBS) <i>LP: Soundtrack Frigit Aegre</i>		<b>N</b> <b>99</b> <i>All Of Me For All Of You (RCA)</i> <i>LP: 99</i>		<b>T</b> <b>TIL TUESDAY</b> <i>Lookin' Over My Shoulder (Epic)</i> <i>LP: Voices Carry</i>	
<b>BON JOVI</b> <i>In And Out Of Love (Mercury)</i> <i>LP: 7800° Fahrenheit (PolyGram)</i>		<b>AMY GRANT</b> <i>Wise Up (A&amp;M)</i> <i>LP: Unquered</i>		<b>O</b> <b>DINGO BINGO</b> <i>Weird Science (MCA)</i> <i>LP: Soundtrack Weird Science</i>		<b>U</b> <b>URGENT</b> <i>Running Back (Manhattan)</i> <i>LP: Cast The First Stone</i>	
<b>C</b> <b>BILLY CRYSTAL</b> <i>You Look Marvellous (A&amp;M)</i>		<b>ERIC MARTIN</b> <i>Information (Capitol)</i> <i>LP: Eric Martin</i>		<b>M</b> <b>ERIC MARTIN</b> <i>Information (Capitol)</i> <i>LP: Eric Martin</i>		<b>W</b> <b>WHAT IS THIS?</b> <i>I'll Be Around (MCA)</i> <i>LP: What Is This?</i>	

**ONE GOOD TURN DESERVES ANOTHER . . .**

**. . . AND ANOTHER . . .**

**. . . AND ANOTHER . . .**

**. . . AND ANOTHER . . .**

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We believe it takes a lot of listening to determine a record's hit potential. That's why our trained ears spend so much time doing just that. AIR . . . Active Industry Research . . . represents nearly 250 PDs and MDs at CHRs all over the country. We give them a tantalizing incentive to listen carefully to your new product. We award the best set of ears a brand-new Corvette or Porshe 944. No wonder they're picking the hits and the misses with an astonishing 95% accuracy. Of course, we realize the REAL stakes lie in the promotional arena. So, if you want an inside track as to how the radio industry feels about your new releases, give us a call at (301) 964-5544.

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**WEEK #5**

**AIR Priorities**

**WEEK #5**

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, August 21, 1985

<b>TITLE</b>	<b>ARTIST</b>	<b>LABEL</b>
ALL LIES	SOPHIE SARA DAKIS	CBS ASSOCIATED/EPIC
THE WALL	BERTIE HIGGINS	CBS ASSOCIATED/EPIC
ROCK MYSELF TO SLEEP	APRIL WINE	CAPITOL
LIVING ON MY OWN	FREDDIE MERCURY	COLUMBIA
JUST ANOTHER LONELY NIGHT	O'JAYS	PHILADELPHIA INT./MANHATTAN

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

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**AIR**

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# CONTEMPORARY HIT RADIO

## BREAKERS

**A-HA**  
**Take On Me (WB)**  
71% of our reporters playing it. Moves: Up 57, Debuts 41, Same 15, Down 1, Adds 65 including B104, WHTT, Q107, KEGL, B97, KBEO, KS103. See Parallels, debuts at number 37 on the CHR chart.

**WHITNEY HOUSTON**  
**Saving All My Love For You (Arista)**  
69% of our reporters playing it. Moves: Up 15, Debuts 54, Same 41, Down 0, Adds 62 including Z100, WAVA, Z93, Q105, 92X, KMJK, KWSS. Complete airplay in Parallels.

**STING**  
**Fortress Around Your Heart (A&M)**  
65% of our reporters playing it. Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 160 including WXKS-FM, WCAU-FM, Y100, WLS-FM, Z299, KIIS-FM, KPLUS. Complete airplay in Parallels.

**LAURA BRANIGAN**  
**Spanish Eddle (Atlantic)**  
61% of our reporters playing it. Moves: Up 73, Debuts 16, Same 52, Down 0, Adds 11 including CFTR, B96, KDWB-FM, KITS, WAMX, KWIC, KRQ. Complete airplay in Parallels.

## NEW & ACTIVE

- READY FOR THE WORLD "On Sheila" (MCA) 146/48**  
 Moves: Up 30, Debuts 31, Same 37, Down 0, Adds 48 including B104, CKGM, WAVA, KAFM, 93FM, B96, Z299, KOPA, KZZP, KRKR, KZZB, 103CIR, Z93 29-20, WCZY 32-8, KIIS-FM 10-3.
- UB40 with CHRISTIE HYNDE "I Got You Babe" (A&M) 136/22**  
 Moves: Up 29, Debuts 30, Same 54, Down 1, Adds 22 including WAVA, KBEO, Z299, KWK, KOPA, WERZ, WZPL, KNMO, KRQP, WZON, WYHS, KWTFM, WTLO 39-30, KWIC 39-34, KOMO 32-24.
- LOVERBOY "Lovin' Every Minute Of It" (Columbia) 112/112**  
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 112 including WXKS-FM, WCAU-FM, B94, WAVA, Z93, KAFM, KEGL, Y100, B97, Q105, B96, WHYT, KHTR, KWK, KPLUS.
- JULIAN LENNON "Jesse" (Atlantic) 103/4**  
 Moves: Up 26, Debuts 9, Same 64, Down 4, Adds 0, Q100, WHOT, KQWA, KZOO, Z299 29-26, Q103 d-33, WANS-FM 35-29, KMBQ 16-32, WAKR 31-28, WGRD 32-29, KJ103 29-24, KBOS 39-36, WJAD 39-35, WBWB 40-37, WAZY-FM 36-31, KBOZ-FM 35-31.
- MARY JANE GIRLS "Wild And Crazy Love" (Gordy/Motown) 102/0**  
 Moves: Up 59, Debuts 6, Same 33, Down 4, Adds 0, WXKS-FM 34-28, WNSY 31-26, B94 22-18, PRO-FM 32-27, WHYT 31-28, FM102 23-19, WWSR 24-20, WPSI 32-28, WANS-FM 40-35, KRQV 31-29, WRDC 28-24, KJ103 33-25, KDON-FM 22-18, WDAY 31-27, Z102 31-27, WAZY-FM 26-22.
- HOOTERS "And We Danced" (Columbia) 90/33**  
 Moves: Up 8, Debuts 6, Same 49, Down 0, Adds 33 including CKOI, PRO-FM, 92X, WHYT, WJAN-FM, WSSX, KTFM, KJX, KRKM, KCAQ, WQAY, KNOE-FM, WCAU-FM 14-7, Z106 14-9, KDVV 26-22.
- Y&T "Summertime Girls" (A&M) 95/0**  
 Moves: Up 38, Debuts 8, Same 48, Down 1, Adds 0, WHTT 37-34, WXKS-FM 32-29, KEGL d-15, KWK 19-17, KWSS d-28, Q100 35-31, WRQC 28-25, WJZR 38-35, KX104 21-19, WFRV 26-23, WGRD 25-21, KCPX 36-31, WSPF 24-17, 194 39-36, WAZY-FM 30-27.
- RATT "Lay It Down" (Atlantic) 82/2**  
 Moves: Up 51, Debuts 3, Same 30, Down 6, Adds 2, WZPL, KISR, WHTT 31-26, Z299 30-24, KPLUS 24-20, Q100 34-28, WJAN-FM 31-29, WZLD 36-32, KX104 11-8, WRON 13-11, WOMP-FM 20-17, WCGO 36-31, KWES 10-9, KKOV 33-28, KRKL-FM 35-31.
- LOOSE END'S "Hangin' On A String" (MCA) 88/2**  
 Moves: Up 34, Debuts 6, Same 42, Down 2, Adds 2, WKFS, WCGO, WXKS-FM 30-25, WCAU-FM 37-33, 940 12-10, Z93 28-17, FM102 9-8, KS103 27-24, KMEL 10-8, KURB 32-25, WB6 7-6, KX106 34-29, WOKI 34-31, KMBO 32-27, KJX 39-36.
- NIGHT RANGER "Four In The Morning" (Cameo/MCA) 84/84**  
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 84 including WNSY, PRO-FM, 940, Z93, WHYT, KHTR, WERZ, KX106, WANS-FM, WGRD, KOPX, KZZU, WZYD, KNOE-FM, KBOZ-FM.
- FOREIGNER "Down On Love" (Atlantic) 77/99**  
 Moves: Up 0, Debuts 13, Same 25, Down 0, Adds 39 including WCAU-FM, Q103, WERZ, 93Q, WRHO, KIHK, WGRD, WHOT, KQXR, WZON, WBWB, KGOT, KPLUS d-40, K104 d-38, WKDD d-38.
- LISA LISA & CULT JAM with FULL FORCE "I Wonder If I Take You Home" (Columbia) 73/3**  
 Moves: Up 42, Debuts 4, Same 19, Down 5, Adds 3, RUBE, WHYY, KZOO, WXKS-FM 7-6, WNSY 27-19, B94 10-7, 940 21-19, Z93 22-16, KIIS-FM 21-1, KZZP 30-24, FM102 19-9, KS103 1-1, WKRS 28-22, KTFM 4-3, 103CIR 38-21.
- SURVIVOR "First Night" (Scotti Bros./CBS) 69/37**  
 Moves: Up 2, Debuts 3, Same 27, Down 0, Adds 37 including WHTT, WNSY, PRO-FM, Z93, WHYT, KBEO, Z299, KHTR, KWK, 98PXX, KITY, KZIO, WYKS, WGRD 35-30, KCPX 38-35.
- BELOUIS SOME "Some People" (Arista) 66/6**  
 Moves: Up 6, Debuts 2, Same 52, Down 0, Adds 6, Z299, KRZR, WSPK, KVIC, KTFM, KDON-FM, WNSY 40-32, PRO-FM 40, WHYT d-34, Q100 40-36, WZLD d-37, WJRN 28-26, 98PXX 34-31, WHSL 37-33, OK95 38-34.
- KING "Love & Pride" (Epic) 61/10**  
 Moves: Up 9, Debuts 9, Same 33, Down 0, Adds 10, CKOI, WCAU-FM, Q105, KOPA, KWBQ, KWEE, WZLD, BJ105, WKFR, KRMO, KPLUS 21-16, Z104 33-27, KCAO 21-19, KZOO 25-18, OK95 2-2.

### MOST ADDED

- STING (160)**  
 Fortress Around Your Heart (A&M)
- LOVERBOY (112)**  
 Lovin' Every Minute Of It (Columbia)
- NIGHT RANGER (84)**  
 Four In The Morning (Cameo/MCA)
- A-HA (85)**  
 Take On Me (WB)
- WHITNEY HOUSTON (82)**  
 Saving All My Love For You (Arista)

### HOTTEST

- HUEY LEWIS & THE NEWS (189)**  
 Power Of Love (Chrysalis)
- JOHN PARR (164)**  
 St. Elmo's Fire (Atlantic)
- DIRE STRAITS (162)**  
 Money For Nothing (WB)
- BRYAN ADAMS (98)**  
 Summer Of '69 (A&M)
- TINA TURNER (84)**  
 We Don't Need Another... (Capitol)

**CHEAP TRICK "Tonight It's You" (Epic) 88/10**  
 Moves: Up 9, Debuts 5, Same 34, Down 0, Adds 10, Q100, K104, BJ105, WKFR, KQXR, KISR, Q101, WPFM, WAZY-FM, KFMW, WLS-FM 38-35, KX104 37-30, WRHO 32-29, Z104 29-25, OK95 24-17.  
**AIR SUPPLY "The Power Of Love (You Are My Lady)" (Arista) 58/4**  
 Moves: Up 6, Debuts 3, Same 45, Down 0, Adds 4, WRKO, WPCV, KMJ, KZOO, WHTX 29-25, WFLY 32-29, WOKI 40-36, KITY d-39, KEYN-FM, on WHOT, on KSKD d-34, WZYQ 39-34, OK100 39-36, 95XL 38-32, KFYR on.

## SIGNIFICANT ACTION

- TIL TUESDAY "Lookin' Over My Shoulder" (Epic) 49/47**  
 Moves: Up 1, Debuts 0, Same 1, Down 0, Adds 47 including WXKS-FM, WNSY, WCAU-FM, 94Q, Z93, KPLUS, WRBO, WRKO, WGRD, WZPL, Same, KQXR, KWB, WHTT 38-33.
- URGENT "Running Back" (Manhattan) 47/7**  
 Moves: Up 1, Debuts 1, Same 38, Down 0, Adds 7, WSPK, WKFM, WANS-FM, WSEZ, WRON, KRQ, 99KQ, CKOI, on WCAU-FM on-dp, KRRC on-dp, KWIC on-dp, WZLD on, WJXQ on-dp, KBOS on.
- BON JOVI "In And Out Of Love" (Mercury/PolyGram) 43/7**  
 Moves: Up 8, Debuts 2, Same 26, Down 0, Adds 7, WRKO, WZJR, WZYP, WAHC, WSON, WCGO, KZOO, WCAU-FM 39-34, KRLS 33-30, Q100 37-19, WTLO d-37, KZZB 40-35, WOKI 38-32, KX104 31-27, OK95 37-33.
- ABC "Be Near Me" (Mercury/PolyGram) 42/41**  
 Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 41 including WXKS-FM, WNSY, WCAU-FM, 94Q, Y100, KIIS-FM, KMKR, KMEL, KPLUS, Q100, WYSR, WBBO, WRON, KFR95, 195 d-39.
- WHAT IS THIS "It Be Around" (MCA) 38/19**  
 Moves: Up 0, Debuts 2, Same 17, Down 0, Adds 19 including WHTT, WXKS-FM, KPLUS, WPSI, KX106, KAMZ, KSET-FM, KTFM, KQWA, K983, KCAQ, KSKD, Z93 d-30, WHYT on, WZYP d-34.
- TOM PETTY "Rabes" (MCA) 38/17**  
 Moves: Up 0, Debuts 3, Same 18, Down 0, Adds 17 including WXKS-FM, WNSY, WCAU-FM, KWEE, 98PXX, 93Q, WTLO, WHOT, KBOS, KQWA, KDON-FM, 99KQ, KX104 d-40, KITY d-40, WKXK d-38.
- AMY GRANT "Wise Up" (A&M) 32/13**  
 Moves: Up 0, Debuts 4, Same 15, Down 0, Adds 13, KHFI, WFMM, WHYY-FM, WAHC, WRQC, KAY107, KSKD, Q104, WAZY-FM, KDGT, KTRS, KHFX, 51795, 94Q d-32, Z93 d-27.
- ERIC MARTIN "Information" (Capitol) 31/13**  
 Moves: Up 0, Debuts 0, Same 18, Down 0, Adds 13, WCAU-FM, KMEL, WKZR-FM, WZLD, KITY, KEYN-FM, WHOT, KBOS, K983, KSKD, WCGO, KTRS, KHFX, WNSY, on WFMM.
- BILLY CRYSTAL "You Look Marvellous" (A&M) 30/0**  
 Moves: Up 10, Debuts 1, Same 18, Down 1, Adds 0, WXKS-FM on, B94 on, WCZY 18-5, WHYT 28-26, Y108 on, KZZP d-23, KJBE 19-17, K104 on, KZBB 30-25, BJ103 30-30, WRKO 18-15, KMBQ 29-28, Z104 31-13, KJ103 27-23, Z102 17-12.
- BEACH BOYS "It's Gonna Be" (Caribou/CBS) 22/1**  
 Moves: Up 4, Debuts 1, Same 16, Down 0, Adds 1, WKDD, WHTX 19-18, Y100 on, KRZR on, KWEE on, WPSI d-38, WSSX 34-31, WJZR 34-30, WZLD on, WRHO 37-34, KOFM on, KRO on, WQAY on, KBIM on, OK95 on.
- STEVE ARRINGTON "Dancing In The Key Of Life" (Atlantic) 20/0**  
 Moves: Up 0, Debuts 0, Same 12, Down 0, Adds 8, WHYT, WKZR-FM, KITE, WHYY, Y106, KMGX, KCAQ, WKHL, WXKS-FM, WCAU-FM on, WTLO on, WZLD on, KTFM on, KHYY on, Q101 on.
- DAVID FOSTER "Love Theme From 'St. Elmo's Fire'" (Atlantic) 17/16**  
 Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 16 including 93FM, 195, Y100, Z299, WBBO, WSSX, KITE, KAMZ, WJQE-FM, Z98, WBQ, KQZ-FM, KTDY, Q101, KQZE d-35.
- J. GEILS BAND "Fright Night" (Private I/CBS) 13/0**  
 Moves: Up 0, Debuts 0, Same 13, Down 0, Adds 0, PRO-FM on, KRKR on, on-dp, FM102 on, WERZ on-dp, WZLD on, KAMZ on, KITY on, KTFM on, on-dp, KBOS on, KRXC on-dp, WHSI on.
- 9.9 "All Of Me For All Of You" (RCA) 12/11**  
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 11, WXKS-FM, Y100, KX106, KAMZ, Y106, KTFM, WRQC, WKFS, WJSD, WCGO, WHSL, WNOX-FM, on.
- OMD "So In Love" (A&M) 11/5**  
 Moves: Up 0, Debuts 1, Same 5, Down 0, Adds 5, KIIS-FM, Z104, KOFM, KCAQ, KDON-FM, KMEL d-26, WOCM on, WPFM on, WHSI on, KTRS on-dp.
- MEN AT WORK "Maria" (Columbia) 10/4**  
 Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 4, WZLD, WHOT, KNOE-FM, KTRS, WCAU-FM on, WHYT on, WERZ on, WTLO on-dp.
- INGO BOINGO "WEIRD SCIENCE" (MCA) 10/3**  
 Moves: Up 0, Debuts 1, Same 6, Down 0, Adds 3, KS103, WJZR, WPFM, 195 on, WFMM on, WJXQ on-dp, Z102 d-40, WHSI on, 99KQ on-dp, OK95 on.
- MENUDO "Please Be Good To Me" (RCA) 10/2**  
 Moves: Up 7, Debuts 0, Same 3, Down 0, Adds 2, KZFM, KITY, Y100 17-16, KITE 26-21, KAMZ 9-5, KSET-FM 39-34, KRQV 22-12, KTFM 25-22, KWES 30-24.
- CURTIE & THE BOOMBOX "Black Kisses (Never Make You Blue)" (RCA) 10/1**  
 Moves: Up 4, Debuts 0, Same 5, Down 0, Adds 1, CKGM, 195 on, KRKR 29-29, WJZR 32-31, KITE 28-27, WSEZ on, WRON on, KRKM on, KHXT 40-38, KBIM on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added if for the first time this week. Moves indicate the type of activity this week: Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number in a sampling of individual station activity. Complete activity can be found in the Parallels.

NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR, National Airplay/40.

CHR Rotation Criteria - Fullest Adds and/or Ones: four plays in a 24-hour period, three of them before midnight. Departed Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

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## EXPANDED NATIONAL HIT-TESTING FOR IMPROVED LOCAL ACCURACY.

**Why should CHR listen to COMPUHIT?**  
Because we're tuned into your audience even more than before.

We listen to a *multi-market* cross-section of CHR's most active listeners. Those who listen by the hour and buy singles by the bunch.

COMPUHIT tracks down 400 of these trend-setters in regionally-diverse record stores.\* Then we persuade them to hear new product right in their own home.

So when you want to hear fast what they want to hear first, stay tuned to our monthly reports.

## CHR COMPUHITS OF THE MONTH

*\*Hit-Projected By Active Listeners In  
New York, Chicago, Atlanta and Los Angeles*

ARTIST	SINGLE	LABEL
1. Katrina And The Waves	Do You Want Crying	
2. Michael McDonald	No Lookin' Back	
3. What Is This	I'll Be Around	MCA
4. Laura Branigan	Spanish Eddie	
5. Go West	Eye To Eye	
6. Mary Jane Girls	Wild And Crazy Love	

## COMPUHIT

The national pre-release testing service. Welcoming inquiries from professionals in radio, records and management.

Ask for Dan Aaronson (213) 223-8700

**CONTEMPORARY HIT RADIO**

Weeks	Two Weeks	Last Week	
6	2	2	1 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
14	6	4	2 JOHN PARR/St. Elmo's Fire (Atlantic)
17	12	7	3 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
13	9	5	4 BRYAN ADAMS/Summer Of '69 (A&M)
12	7	6	5 ARETHA FRANKLIN/Freeway Of Love (Arista)
1	1	8	6 TEARS FOR FEARS/Shout (Mercury/P&G)
4	3	7	7 COREY HART/Never Surrender (EMI America)
21	18	11	8 PHIL COLLINS/Don't Lose My Number (Atlantic)
20	17	12	9 BILLY JOEL/You're Only Human (Second Wind) (Columbia)
36	24	15	10 PRINCE/Pop Life (WB)
37	23	16	11 WHAMI/Freedom (Columbia)
30	22	17	12 PAT BENATAR/Invincible (Chrysalis)
33	26	19	13 KOOL & THE GANG/Cherish (De-Lite/P&G)
—	32	25	14 DIRE STRAITS/Money For Nothing (WB)
3	4	8	15 STING/If You Love Somebody Set Them Free (A&M)
18	14	16	16 HEART/What About Love? (Capitol)
35	28	21	17 HOWARD JONES/Life In One Day (Elektra)
9	8	9	18 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
16	14	13	19 PAUL YOUNG/Everytime You Go Away (Columbia)
2	5	10	20 PAUL YOUNG/Everytime You Go Away (Columbia)
34	29	26	21 POINTER SISTERS/Dare Me (RCA)
29	25	22	22 BILLY OCEAN/Mystery Lady (Jive/Arista)
40	30	27	23 MOTLEY CRUE/Smokin' In The Boys Room (Elektra)
—	33	24	24 MADONNA/Dress You Up (Sire/WB)
24	21	20	25 FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol)
—	35	31	26 MOTELS/Shame (Capitol)
5	11	16	27 BRUCE SPRINGSTEEN/Glory Days (Columbia)
10	10	23	28 DEPECHE MODE/People Are People (Sire/WB)
8	13	29	29 POWER STATION/Get It On (Bang A Gong) (Capitol)
—	34	32	30 RED SPEEDWAGON/Live Every Moment (Epic)
—	40	34	31 COCK ROBIN/When Your Heart Is Weak (Columbia)
23	20	24	32 RICK SPRINGFIELD/State Of The Heart (RCA)
DEBUT	35	35	33 JOHN COUGAR MELLENCAMP/Lonely Ol' Night (Riva/P&G)
—	38	34	34 EURYTHMICS/There Must Be An Angel (RCA)
—	36	35	35 KATRINA & THE WAVES/Do You Want Crying (Capitol)
—	39	36	36 GODLEY & CREME/Cry (Polydor/P&G)
BREAKER	37	37	37 A-HA/Take On Me (WB)
DEBUT	40	38	38 MICHAEL McDONALD/No Lookin' Back (WB)
DEBUT	39	39	39 JOHN WAITE/Every Step Of The Way (EMI America)
DEBUT	46	46	40 JOHN CAFFERTY/C-I-T-Y (Scotti Bros./CBS)

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**ADULT CONTEMPORARY**

4	3	1	1 KOOL & THE GANG/Cherish (De-Lite/P&G)
10	6	5	2 BILLY JOEL/You're Only Human (Second Wind) (Columbia)
14	10	8	3 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
12	9	7	4 BILLY OCEAN/Mystery Lady (Jive/Arista)
1	1	2	5 PAUL YOUNG/Everytime You Go Away (Columbia)
2	2	3	6 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
5	4	4	7 DON HENLEY/Not Enough Love In The World (Geffen)
19	14	11	8 COREY HART/Never Surrender (EMI America)
22	17	12	9 WHAMI/Freedom (Columbia)
15	13	10	10 ARETHA FRANKLIN/Freeway Of Love (Arista)
6	5	5	11 KENNY LOGGINS/Forever (Columbia)
23	19	15	12 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
26	14	13	13 RONNIE MILSAP/Lost In The 50's (RCA)
8	7	9	14 SADE/Your Love Is King (Potrait/CBS)
BREAKER	15	15	15 WHITNEY HOUSTON/Saving All My Love For You (Arista)
—	23	18	16 MICHAEL FRANKS/Your Secret's Safe With Me (WB)
—	25	20	17 NATALIE COLE/A Little Bit Of Heaven (Modern/Atco)
BREAKER	18	18	18 HOWARD JONES/Life In One Day (Elektra)
3	8	13	19 AIR SUPPLY/Just As I Am (Arista)
BREAKER	26	26	20 MICHAEL McDONALD/No Lookin' Back (WB)
BREAKER	24	24	21 BEACH BOYS/It's Gettin' Late (Caribou/CBS)
7	11	16	22 WHITNEY HOUSTON/You Give Good Love (Arista)
9	12	17	23 AMY GRANT/Find A Way (A&M)
BREAKER	26	26	24 AIR SUPPLY/The Power Of Love (You Are...) (Arista)
11	15	19	25 SURVIVOR/The Search Is Over (Scotti Bros./CBS)

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**AOR TRACKS**

Weeks	Two Weeks	Last Week	
6	5	3	1 STING/Fortress Around Your Heart (A&M)
2	1	1	2 DIRE STRAITS/Money For Nothing (WB)
—	14	4	3 JOHN COUGAR MELLENCAMP/Lonely Ol' Night (Riva/P&G)
23	15	7	4 HUEY LEWIS & THE NEWS/Back In Time (MCA)
3	2	2	5 JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)
17	11	10	6 GODLEY & CREME/Cry (Polydor/P&G)
29	18	16	7 MICHAEL McDONALD/No Lookin' Back (WB)
—	26	17	8 JOHN WAITE/Every Step Of The Way (EMI America)
11	7	6	9 PHIL COLLINS/Don't Lose My Number (Atlantic)
16	13	11	10 MOTELS/Shame (Capitol)
13	8	8	11 R.E.M./Can't Get There From Here (IRS/MCA)
20	14	13	12 TALKING HEADS/And She Was (Sire/WB)
12	9	9	13 JOHN CAFFERTY & BEAVER BROWN...C-I-T-Y (Scotti Bros./CBS)
30	23	18	14 CHEAP TRICK/Tonight It's You (Epic)
4	4	5	15 PAT BENATAR/Invincible (Chrysalis)
36	29	21	16 HOOTERS/And We Danced (Columbia)
1	3	4	17 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
39	27	22	18 TEARS FOR FEARS/Head Over Heels (Mercury/P&G)
25	22	20	19 Y&T/Summertime Girls (A&M)
15	12	15	20 MOTLEY CRUE/Smokin' In The Boys Room (Elektra)
BREAKER	23	23	21 LOVERBOY/Lovin' Every Minute Of It (Columbia)
32	25	24	22 NICK MASON & RICK FENN/Lie For A Lie (Columbia)
BREAKER	26	26	23 NIGHT RANGER/Four In The Morning (Cameo/MCA)
35	28	26	24 JEFF BECK/Get Us All In The End (Epic)
BREAKER	25	25	25 DIRE STRAITS/One World (WB)
9	10	19	26 BRYAN ADAMS/Summer Of '69 (A&M)
7	6	12	27 COREY HART/Never Surrender (EMI America)
27	32	28	28 BRYAN ADAMS/Diana (Import)
BREAKER	26	26	29 MARILLION/Kayleigh (Capitol)
22	21	23	30 BILLY JOEL/You're Only Human (Second Wind) (Columbia)

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**BLACK/URBAN**

10	6	3	1 JESSE JOHNSON'S REVUE/I Want My Girl (A&M)
5	2	2	2 WHITNEY HOUSTON/Saving All My Love For You (Arista)
7	5	4	3 STEVE ARRINGTON/Dancin' In The Key Of Life (Atlantic)
13	7	5	4 KOOL & THE GANG/Cherish (De-Lite/P&G)
1	1	1	5 ARETHA FRANKLIN/Freeway Of Love (Arista)
12	6	6	6 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
18	15	8	7 9.9/All Of Me For All Of You (RCA)
31	21	12	8 READY FOR THE WORLD/Oh Sheila (MCA)
16	13	9	9 SYSTEM/The Pleasure Seekers (Mirage/Atco)
20	16	10	10 BILLY OCEAN/Mystery Lady (Jive/Arista)
—	22	19	11 PRINCE/Pop Life (WB)
25	20	17	12 POINTER SISTERS/Dare Me (RCA)
8	8	7	13 PATTI LABELLE/Sir It Up (MCA)
27	23	20	14 CON FUNK SHUN/I'm Leaving Baby (Mercury/P&G)
23	18	15	15 GWEN GUTHRIE/Padlock (Island)
24	17	16	16 ALEXANDER O'NEAL/If You Were Here Tonight (Tabu/CBS)
—	39	25	17 ANDRE CYMONNE/Dance Electric (Columbia)
17	12	11	18 MARY JANE GIRLS/Wild And Crazy Love (Gordy/Motown)
—	37	28	19 STARPOINT/Object Of My Desire (Elektra)
34	27	23	20 BOOGIE BOYS/ Fly Girl (Capitol)
DEBUT	21	21	21 FREDDIE JACKSON/You Are My Lady (Capitol)
39	32	27	22 NATALIE COLE/A Little Bit Of Heaven (Modern/Atco)
—	33	30	23 SHANNON/Stronger Together (Mirage/Atco)
—	40	32	24 DAZZ BAND/Hot Spot (Motown)
—	39	29	25 KLYMAXX/I Miss You (Constellation/MCA)
35	28	26	26 FAT BOYS/The Fat Boys Are Back (Sutra)
—	33	27	27 BAR-KAYS/Your Place Or Mine (Mercury/P&G)
38	34	29	28 JUICY/Bad Boy (Private 1/CBS)
—	36	32	29 BILL WITHERS/Something That Turns You On (Columbia)
15	14	16	30 MELBA MOORE/When You Love Me Like This (Capitol)
DEBUT	31	31	31 BOBBY WOMACK/I Wish He Didn't Trust Me So Much (MCA)
—	35	34	32 CARRIE LUCAS/Hello Stranger (Constellation/MCA)
BREAKER	35	35	33 NEW EDITOR/My Secret (Didia Girl Yet?) (MCA)
33	35	34	34 MAI TAI/History (Critique)
BREAKER	36	36	35 FAMILY/The Screams Of Passion (WB)
DEBUT	36	36	36 FIVE STAR/All Fall Down (RCA)
DEBUT	37	37	37 HOWARD JOHNSON/Stand Up (A&M)
3	4	14	38 LUTHER VANDROSS/It's Over Now (Epic)
2	3	13	39 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
DEBUT	36	36	40 SHEILA E/Sister Fate (WB)

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