

I N S I D E:

NAB BACKS MORE SIMULCASTING TIME

The NAB is supporting a Syracuse combo's petition to increase the 25% simulcast limit by exempting midnight-6am from the rule.

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FARM AID: USA FOR AMERICA

Sharon Allen outlines Merle Haggard's plans to stage a whistlestop tour in support of the American farmer as the Farm Aid build-up continues.

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THE GRAYING OF AOR

Who will be AOR's audience by 1990? Steve Feinstein explores the possibilities of AOR becoming a full-fledged 35+ format in the next decade.

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KFMB: BEYOND THE PADRES

There's much more to A/C titan KFMB/San Diego than Padres games. Donna Brake gets the lowdown on some high numbers from PD Mark Larson.

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IN THE NEWS THIS WEEK

- Barbara McElroy Ops. Dir. at WBCS-AM & FM
- Charlie Cook VP at Hiber & Assoc.
- Dick Clark new host for "Countdown America"
- Chuck Woodson programs WAMO-AM & FM
- Charlie Ochs forms consultancy
- Lee Roy Hansen PD at EOR KESI
- Tom Hunter PD at A/C Gold WIRE
- John Mackin Ade GSM at WNEW
- Bob Harlow PD at new CHR KATD
- Alan Edwards joins Shane Media Services
- Price buys WLAC-AM & FM for \$19 million

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PIGSKIN PREVIEW FOR RADIO

The football season is starting, and Reed Bunzel gives you the score on which networks have the games and the schedule.

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HEAD TO HEAD IN PORTLAND

The Northwest has heated up with a battle between KMJK and KKRZ. Joel Denver covers the action in this unusually bitter market conflict.

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THE TEN COMMANDMENTS FOR GROWTH

Consultant David Klemm outlines some useful guidelines for winning in the ratings.

Page 24

NEXT WEEK IN R&R

In a feature-packed convention issue, Reed Bunzel takes a look at network merchandising, marketing, and programming promotion.

Newsstand Price \$3.50



Olympic Broadcasting Holding Co. Formed

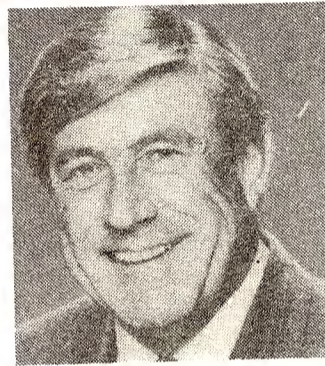
Highsmith Broadcasting President Ivan Braiker has announced the formation of Olympic Broadcasting as the umbrella holding company for Highsmith, City Broadcasting, and Pinnacle Communications, pending approval by the respective boards of directors and the FCC. Braiker will consist of City's KKCX/San Francisco, Highsmith's KRPM/Tacoma-Seattle and KZZU-AM & FM/Spokane, and Pinnacle's KMZQ/Las Vegas. Olympic's executive roster will include James Ireland III as Chairman, Braiker as President, VP Tim Roberts, and Controller Christopher Black. Said Braiker, "We've been able to grow very rapidly in our first year, and have our sights set on a number of acquisitions. We expect to announce several facilities within the next 30 days." City, Highsmith, and Pinnacle will remain intact as subsidiaries of Olympic. Braiker continued, "The obvious advantages of the merger are how it affects our posture in the financial and broker communities, as well as the economies of OLYMPIC/See Page 6

Kidwell, Dalton Promoted In Cox Radio Division

Cox Communications has named Don Kidwell Exec. VP/Radio, while Don Dalton becomes VP/Sales for the radio division. Kidwell will transfer to company headquarters in Atlanta from Dayton, where he was VP/GM for WHIO-AM & FM. He fills the post left vacant a year ago by Jim Wesley, who left to become President of DKM Broadcasting. A new manager for WHIO will be hired shortly. Dalton will retain his position as VP/GM of KFI & KOST/Los Angeles.



Don Kidwell



Don Dalton

Commenting on Kidwell's appointment, Cox Broadcasting Division President Walter Liss said, "Don has 25 years' experience in both AM and FM radio, including his position of President of a new radio company (Commcorp, Inc., which he headed just prior to joining Cox). That's a strong background for leading Cox's five AM and FM radio stations."

On Dalton's promotion, Liss said, "Under Don's management KFI and KOST have achieved an excellent record, with the combination ranking first among A/C stations in the Los Angeles market. In addition, Don brings to his position years of experience in working with large stations in major markets."

COX/See Page 4

Jackson OM At WVBF



Craig Jackson

Craig Jackson has been named Operations Manager at WVBF/Boston. Jackson, who was most recently MD and acting PD at WBZZ/Pittsburgh, will work with Loren Owens, WVBF's PD and morning man.

Owens told R&R, "We're really looking forward to having Craig join us in an operations capacity."

Jackson said, "Working with EZ Communications has been a great experience, and this opportunity is a logical move to further my career goals."

In a lengthy on-air career, Jackson has worked at KZEW/Dallas, KILT/Houston, WRKO/Boston, KOPA/Phoenix, WHTX/Pittsburgh, and KPKE/Denver, among others. He replaces Tom Connelly, who joined a nearby TV outlet as Station Manager.

Gannett, Evening News Slate Merger

Gannett and the Evening News Association have announced agreement for a merger of their two media companies in a transaction valued at \$717 million, pending FCC approval.

Under the agreement Gannett will pay ENA shareholders about \$1583 for each of the approximately 453,000 shares outstanding. The ENA publishes six weekly and five daily newspapers, including the Detroit News. It also holds five TV stations, and radio properties WWJ & WJOL/Detroit. Because Gannett already owns WCZY-AM & FM/Detroit, at some point it will be required to divest all four stations in order to comply with FCC regulations regarding multimedia ownership.

Gannett Radio President Joe Dorton told R&R, "For now there are no changes, but obviously we can't own four stations. We'll have to spin off at least two, but not necessarily the ENA stations. It may well be because our radio license re-

newals aren't until 1989 that we'll be able to hold onto at least two of the properties (one AM, one FM) for an indefinite period. However, nothing is set in concrete. Personally, I don't like to see us have to sell any of our stations, but from a Gannett standpoint, it's an outstanding transaction."

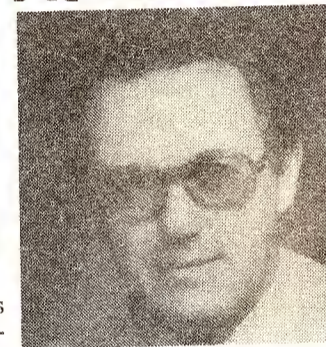
GANNETT/See Page 6

KFMH DJ Thwarts Armed Assailant

In an attempt to save his own life and those of several friends being held hostage, 27-year-old KFMH/Quad Cities evening personality/Asst. MD Kerry Peace wrestled a violent armed robber to the ground outside a local tavern early Sunday morning (9-1) just as police were arriving to make the arrest.

VP/Operations Steve Bridges told R&R, "Shortly after 3am, as station staffers and employees of the Rock Island Brewing

Price Pres./GM At KSDO



Jim Price

After a year at the helm, KSDO-AM & FM/San Diego VP/GM Jim Price has been promoted to President/GM of the Gannett News/Talk-CHR combo.

Price, who was out of the country at presstime and unavailable for comment, is a 31-year radio veteran who came to KSDO in 1984 after a brief stint managing Classical KFSD/San Diego and ten years at crosstown KGB, where he helped introduce several nationally-recognized promotions: the KGB Chicken, the Homegrown album, and the KGB Skyshow.

Prior to KGB, Price was VP/GM at KAFY/Bakersfield, having earlier been with KSDO as Station Manager. He has also worked in programming at KMAK/Fresno and San Francisco outlets KEWB and KOBV.

Co. tavern were taking down the equipment from our monthly 'Live At The RIBCO' program, two unidentified armed men entered the building and ordered everyone to lie on the floor. Just as the robbers came in, a bartender was able to slip out a side door and run to a friend's house to call police.

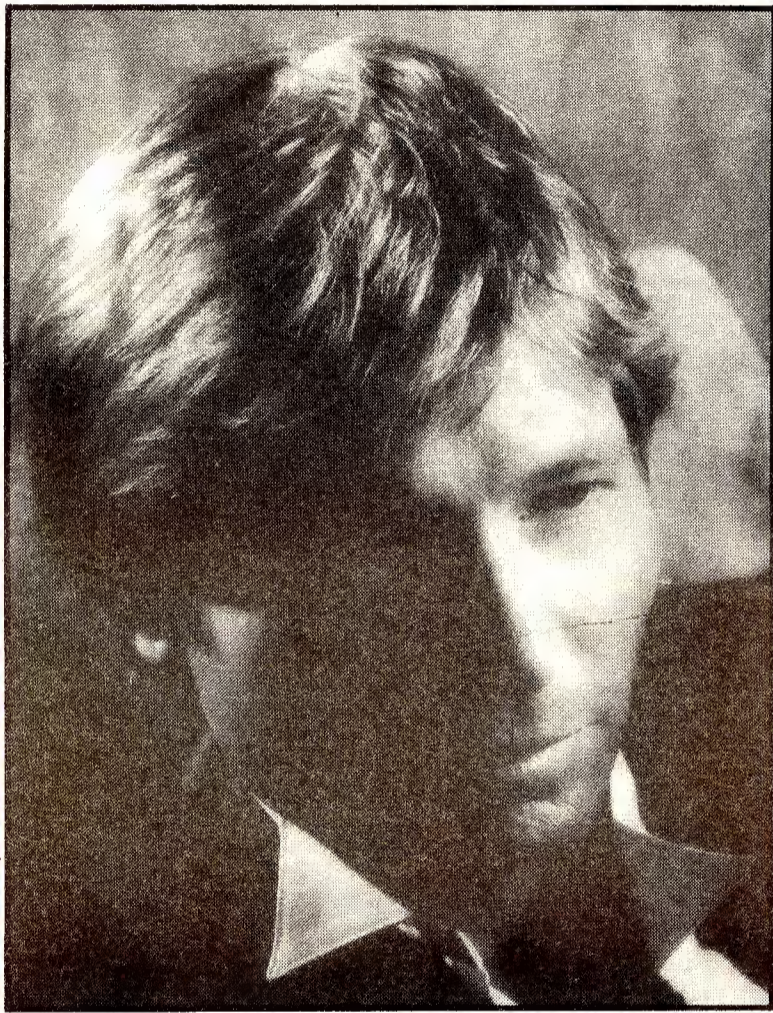
"One intruder, wearing a gorilla mask and carrying a shotgun, demanded money and blasted out a ceiling light, ap-

DJ/See Page 6

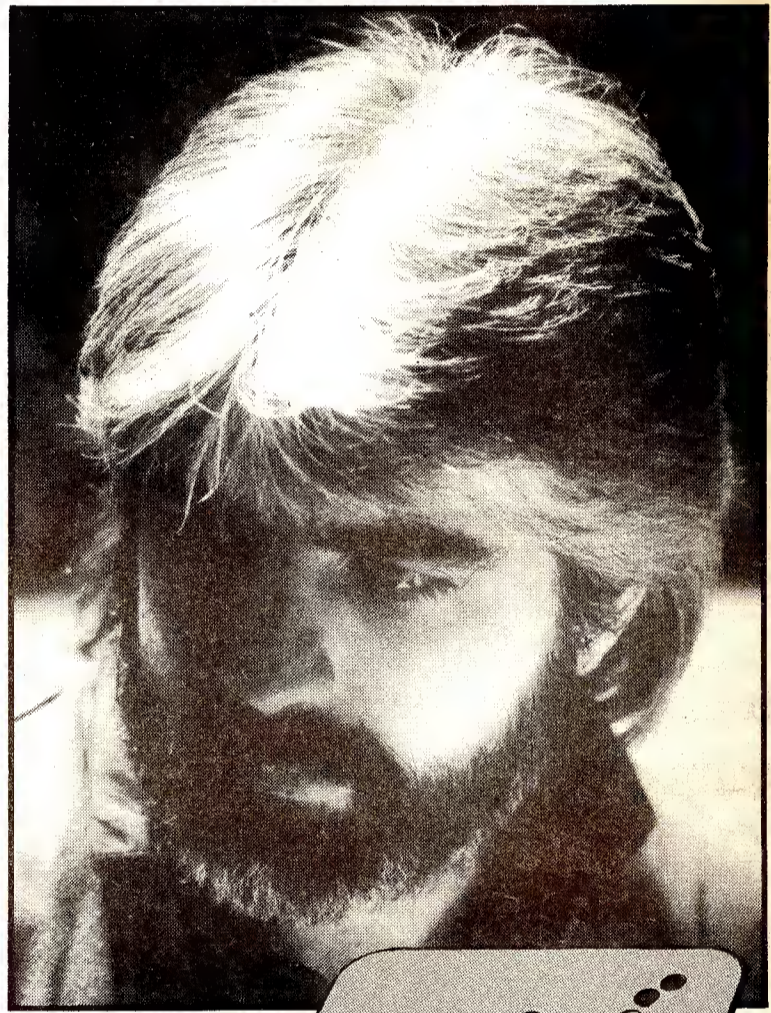
WESTWOOD ONE PRESENTS

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JOHN DENVER



MICHAEL McDONALD



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SEPTEMBER 6, 1985

LOWDOWN ON THE SHOWDOWN

Lon Helton and Harvey Mednick doubleteam the KNIX/Phoenix-Wrangler Country Showdown, concentrating on its promotional value for radio stations.

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WBCS (AM) RETURNS TO COUNTRY

McElroy Directs Operations At WBCS-AM & FM

WBCS (AM)/Milwaukee Assistant Program Director Barbara McElroy has been upped to Operations Director for WBCS and Country-formatted WBCS-FM. Additionally, WBCS (AM) has changed format back to Country, following four months with a Talk approach. The AM has been granted approval to simulcast with the FM for the next 90 days. After that, the stations are expected to simulcast drivetimes with the AM offering separate programming in the other dayparts.

Newly-named VP/GM Sandy Gamblin said, "We're very fortunate to have a person of Barbara's caliber on board. Operational organization is essential to things running smoothly, and she's a perfect fit for the job."

On the AM's return to Country, Gamblin said, "We're dedicated to being 100% Country. The call letters say it all: Wisconsin's Best Country Station."

McElroy told R&R, "I'm very excited about what we can do with the new commitment to quality Country." McElroy joined WBCS

(AM) in April from her position as a talk show producer at WGN/Chicago.

Also at the stations, PD Bill White has exited and personality Keith Moore has been named act-

ing PD. FM Programming Assistant Shannon Novak has been upped to MD for both the AM & FM. Six staffers from the Talk format have also departed the station following the format change on August 26.

Clark Replaces Leader On Countdown America

Dick Clark will replace John Leader as host of United Stations' "Countdown America" the first week of November, following the planned October cessation of Clark's "National Music Survey" countdown on the Mutual Radio Network. Under this new arrangement, production of "Countdown America" will be handled by the Dick Clark Companies in Los Angeles. Mill Valley, CA-based IS Inc. had been producing the show, originally developing it for the RKO Radio Networks in 1983.

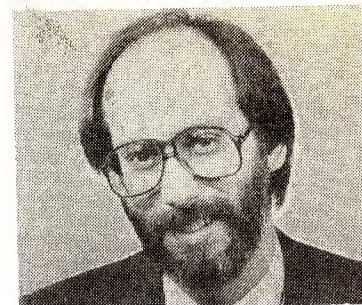
United Stations President Nick Verbitsky told R&R, "We're looking at this as a strictly financial move. 'Countdown America' has

enjoyed great success and has a fantastic station lineup, but we needed to bring production costs under control. By producing the program in-house we should be able to control expenses while maintaining the overall quality. John Leader will be a great loss, but Dick will make the show even more attractive to stations."

IS Inc. VP/GM Rob Sisco said, "We have not been informed of United Stations' decision to replace John with Dick Clark, and we certainly have every intention of producing programs for them for the duration of our contract - which expires in December. In the meantime we will be holding meetings with them to discuss the future and resolve the present situation, and after we receive some sort of formal notification we will have more to comment on."

Verbitsky insisted that the format and sound of "Countdown America" will not change with Clark at the helm. "Everything will remain the same, except it will be Dick Clark's voice rather than John Leader's," he explained.

Cook New VP At Hiber & Assoc.



Charlie Cook

Veteran programmer/consultant Charlie Cook has joined Jhan Hiber & Associates as VP/Programming Services, based at the firm's Los Angeles office.

Hiber commented, "We've needed a top consultant to help our clients with ongoing programming, promotion, and music input. Charlie's major and medium-market experience suits our client list perfectly. He's been a client and a friend, and I know we'll be able to help our mutual clients win and win big."

Most recently VP for McVay Media, Cook has ten years' experience in radio, having programmed in Los Angeles, Miami, New York, and Denver. "I've enjoyed my past association with Mike McVay, but I'm excited to be joining America's hottest research/marketing consultancy. Since Jhan's firm works with many of the top Country and A/C stations, my expertise should be a good match. It just makes great sense to be able to implement Jhan's Arbitron payoff strategies with additional programming follow-through."

OVERSEES WAMO-AM & FM

Woodson Directs Sheridan Programming

Sheridan Radio Network Sports Director Chuck Woodson has been promoted to Program Director for co-owned Urban WAMO-AM & FM/Pittsburgh. He replaces exit-

ing PD/morning man Allen Harrison.

WAMO VP/GM Roger Fairfax commented, "The station's been undergoing a series of planning/evaluation sessions, and we set out to find new leadership. Chuck represented a real asset and resource from within our organization that we could draw upon. He's been given carte blanche to take these stations and reestablish them as the number one music combo in Pittsburgh."

A 15-year broadcaster with experience at OK100/Washington and WOODSON/See Page 6

STATION GOES EOR

Hansen New PD At KESI

Lee Roy Hansen, formerly PD at KSJO/San Jose, has been named PD at KESI/San Antonio, replacing Bob Linden, who exited last week. KESI will switch from AOR to John Sebastian's EOR format next week.

KESI President/GM Sam Sitterle commented, "Lee Roy comes highly recommended by John Sebastian. He's a strong family man who's all for working with the staffers who can make the change. We were already doing an adult, mellow rock sound. Now we're putting in more control and tighter programming. The race has just begun."



Lee Roy Hansen

Also joining the station for research duties and an airshift-to-be determined is Jim Pemberton from WLLZ/Detroit. Earlier this year, KESI's signal was upped from 3kw to 100kw, while the station moved from a 300-foot to a 1000-foot tower, became a Class C rather than a Class A FM, and shifted dial position from 106.3 to 106.7.

WCBM Replaces N/T With Format 41

Metromedia, which previously announced it was dropping News/Talk at WCBM/Baltimore, has switched to Transtar's Format 41 and the slogan "Magic 68." VP/GM Bud Stiker and GSM Scott Savage remain in their positions, while Operations Manager Eric Seidel has departed.

Stiker explained, "Format 41 gets us back to the basics. We were bleeding to death, and Format 41 provides a dynamite tourniquet."

Stiker recalled the days when the station was "a great full-service"

WCBM/See Page 6

Ade Named WNEW GSM

John Mackin Ade is the new General Sales Manager at personality Big Band-formatted WNEW/New York.

Said VP/GM Vicki Callahan, "John's extensive experience will enhance the professionalism of the WNEW sales staff."

ADE/See Page 4

WIRE Drops Country For "Baby Boom"

After 18 years as a prominent Country station, WIRE/Indianapolis has switched to a "baby boom"-targeted A/C presentation. Joining as PD for the new oldies-based format is veteran programmer Tom Hunter.

Explained VP/GM Tom Severino, "Internally, it's 'baby boom radio.' We're promoting it on the outside as '60s, '70s, and Now,' sprinkled with features." Noting the format will include some "Big Chill"-era oldies linked with actualities from that time, Severino said, "There will also be some current music mixed in, as we'll be a reflection of the baby-boom generation as it is today, not necessarily only as where it was." He added that WIRE will maintain its heavy commitment to news, sports, and information.

Regarding Hunter, Severino added, "Tom is a great detail person and an excellent implementer. The

WIRE/See Page 6

KJJJ PLANS NEW FORMAT

Ochs Forms Consultancy

After a year as VP/Programming for the Broadcast Group and PD at KJJJ/Phoenix, Charlie Ochs has announced he is leaving the company to form Houston-based Ochs Broadcast Consultants.

Ochs told R&R, "I've been consulting for over two years and felt that it was time to expand the consulting company." His roster includes two-year client KSSN/Little Rock and WKJN/Baton Rouge, which Ochs has worked with since its debut a year ago. Prior to Broadcast Group, Ochs spent seven years as PD at KIKK/Houston.

Ochs's departure coincides with KJJJ's plans to discontinue Country in the near future for a new, undisclosed format aimed at baby boom listeners. KFYZ & KJJJ VP/GM Fred Weber told R&R that KFYZ morning man Charlie Van



Charlie Ochs

Dyke will consult the new format. "We have found a unique opportunity in the market," Weber said, "and have acted accordingly. We're tremendously confident in Charlie's ability to program our FM station."

Weber added that a small number of KJJJ support personnel were let go as part of the restructuring.

25 IN RADIO

ABC Axe Cuts 615 Jobs

The long-awaited staff cuts at ABC were finally announced late last week, with indications that approximately 350 employees across the board were let go. An additional reduction in staff was also achieved by eliminating 265 unfilled positions, bringing the total number of cuts to approximately 615.

While the reductions were com-

pany-wide and at all staff levels, only about 25 were made within the Radio Division. These cuts included 11 employees and 14 vacant positions, mostly on the network level and centered in sales, station clearances, and engineering. The radio news department also suffered some cuts, all from the elimination of open positions.

ABC/See Page 6

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HARLOW PROGRAMS "THE CAT"

KRVE Becomes CHR KATD

KRVE/Los Gatos, CA, serving San Jose, will change from its present Portuguese/foreign language format to new calls KATD and a new identity, "The Cat," becoming the market's second CHR outlet. Bob Harlow, former PD of cross-town KEZR, will program KATD beginning September 9.

The Portuguese/foreign language staff will remain intact but will be placed on the station's SCA to provide 24-hour service to that community beginning October 1. New studios are in the process of being built for that purpose.

GM Alice Shockley told R&R, "I think Bob is one of the best programmers available. Our concept is to provide a really good format in the West Valley. We are the only station in this area, and its needs have been sorely overlooked. By putting a lot of our emphasis on the unserved areas, we'll do very well with our new format. After being in this market for 18 years, I know the advertising community very well, and the advance reception to the change has been extremely grati-

fying."

Harlow commented, "We're taking a station most people don't even know exists and directing a lot of attention to it. The other CHR signal in this area, KWSS, doesn't

get into our backyard at all, but we penetrate into theirs very strongly. In fact, we are adjacent to KWSS on the dial, as they're at 94.5 and we are at 95.3, so attracting cume will be easy."

WXRC Drops CHR, Becomes Charlotte AOR

WXRC/Hickory, NC, serving Charlotte, plans to switch from CHR to AOR in mid-September. The station will be consulted by Jeff Pollack Communications. Greg Mull remains as PD.

According to Mull, the station's Class C, 100kw signal at 95.7 has been reaching 90% of the Charlotte metro since June 1, when its antenna was raised to 1300 feet. Hickory is approximately 50 miles northwest of Charlotte.

WIRC & WXRC President Jerry Oakley commented, "I've heard people say (of CHR) that there is an ever-increasing number of sta-

tions targeting an ever-diminishing number of people in that age cell. That's the case here. We're simply trying to adjust to a changing market. The bulge in the population that was right at 25 is now centered at 30+, and AOR seems to have a 25-34-centered target. There's an obvious void in the Charlotte market that cries out to be filled."

Station Manager Maynard Taylor added, "It's a slight correction in course. We're trying to become a broader-appeal format to attract a larger demographic."

WXRC's AM, WIRC, will remain Country.

Gannett

Continued from Page 1

In other group media news, Westinghouse Electric has announced it is seeking buyers for its Group W cable-TV unit, the nation's third-largest cable operator. The company also plans to repurchase up to 14% of its stock in a corporate restructuring effort.

Olympic

Continued from Page 1

scale we'll enjoy. More important, it allows us to offer more opportunities to those people who are growing within our organization. Our ability to attract top-notch managers, salespeople, programmers, and on-air talent will also be greatly enhanced. As long as we can smoothly absorb and effectively operate new acquisitions, we will keep looking."

DJ

Continued from Page 1

parently to show he meant business. Then he struck several of the 12 remaining workers in the face with the butt of his weapon. Tavern owner Dan Carmody gave the assailant the money, and the frightened group was herded into a walk-in cooler.

"Hearing the police arrive, one of the robbers left the building. The other, carrying the shotgun, grabbed Peace in desperation and took him outside. The gunman held his shotgun under Peace's chin and ordered him to start jogging down an alley. Peace did so, but upon seeing the man let down his gun, slumped to the ground. The gunman stopped to pull Peace to his feet, but dropped his shotgun. Peace then pulled the man down over him and, although he was being severely bitten on his chest, held on until officers found them and made the arrest."

The hostages in the cooler were released and treated at a local hospital, and all the money was recovered. Peace, who received several stitches to close his wounds, was given a week off to recuperate; he was unavailable for comment.

Said Bridges, "Kerry's a hero, because police speculated that if he hadn't done what he did, the guy would've seen he couldn't get out of the alley. Then he probably would have shot Kerry, and then gone in for more hostages. We've been getting tons of calls from people concerned about him, and now we're planning a listener appreciation party for September 14. Each 99-cent admission will go to the Family Assault Center."

The arrested gunman was charged with armed robbery and armed violence; his partner is still at large.

WCBM

Continued from Page 3

outlet and added, "I think we can build WCBM back up to a position of great strength. And I think a lot of other AMs will be watching this station to see how it does."

Stiker said the Magic 68 theme will be woven extensively into WCBM's promotional campaign, including the use of actual musicians to call on ad agencies, perform in public places, and even appear in a television spot to make music appear, like magic, out of a radio.

Woodson

Continued from Page 3

WEBB/Baltimore, Woodson worked at WAMO between 1975-77 before joining the Sheridan Network. He became Sports Director for the company in 1981. Woodson, who will handle mornings on WAMO-FM, told R&R, "I believe we can make great strides, and ultimately become the winner in this market. I wouldn't say there'll be drastic changes, but we'll be working to bring WAMO to another level in order to be competitive against the CHRs and A/Cs."

Woodson added that longtime station personality John Anthony has been promoted to MD, while maintaining his afternoon show.

ABC

Continued from Page 3

In a written statement, ABC President/COO Frederick Pierce commented, "This was a difficult business decision that we undertook to prepare the company for this year's uncertain economic environment, and to better position ABC for the long range. ABC grew very rapidly in the late 1970s and early '80s, beyond a size that could effectively be sustained over the long term. The reductions will streamline our organization, and ultimately result in improved productivity and a significant cost reduction."

The staff reductions trimmed ABC's corporate payroll from 13,100 positions to approximately 12,500. A corporate spokesperson would not comment on whether the cuts were made to streamline the company prior to Cap Cities' impending takeover.

Most of the reductions are effective immediately.

WIRE

Continued from Page 3

job is tailor-made for him."

Most recently PD at WPJB/Providence, Hunter previously programmed WMJQ/Rochester and WRQK & WZOK/Rockford. He said, "My job is to inspire talent and to remove barriers for them. People like (new morning man) Dennis John Bailey and (PM drive personality) Doug Dahlgren make the first part easy, while Tom Severino and (Mid-America VP) Fritz Frederick are committed to accomplish the second. While it takes guts to change a successful AM station, we have great hopes for WIRE."

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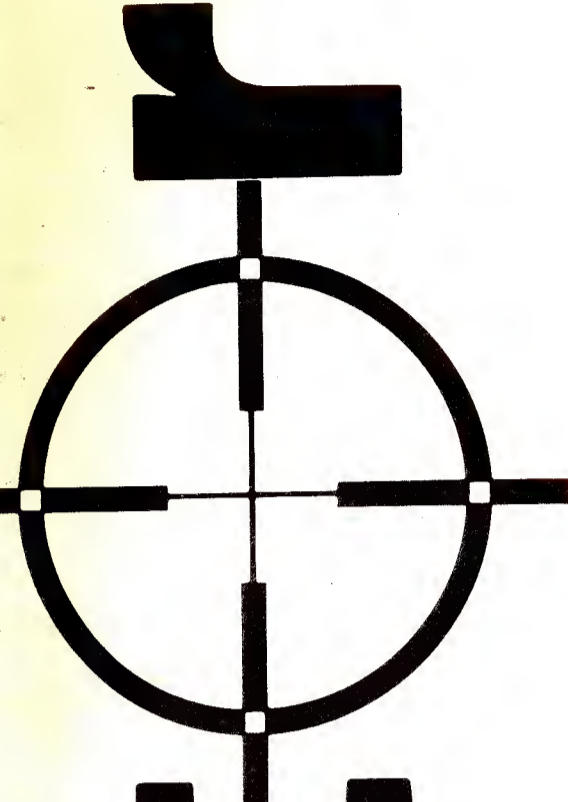
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Stop by our suite, #1165, in the Anatole to get your hands on a copy of The Predictor. You may want to call our office, or the suite itself, to schedule a private consultation session. Also, stop by the "Popular Research Methods" panel on the morning of Friday, September 13, in Dallas to hear Jhan Hiber discuss how The Predictor taps into that elusive "diarykeeper profile" person's perceptions.

Predictor projects are going on now in large and medium markets. See us in Dallas to discuss details and market availability. Let your competition be the ones using antique strategic research.

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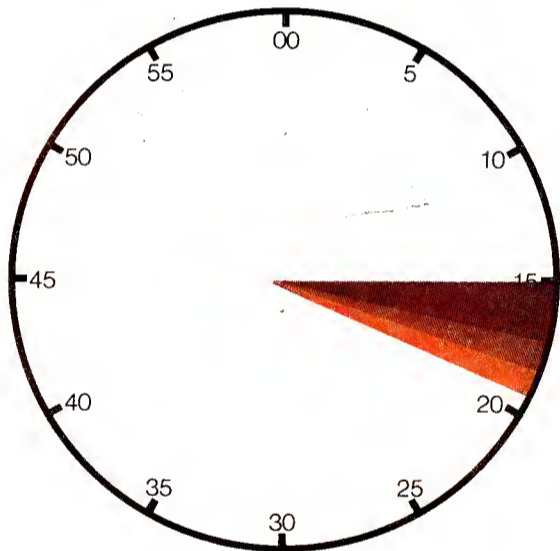
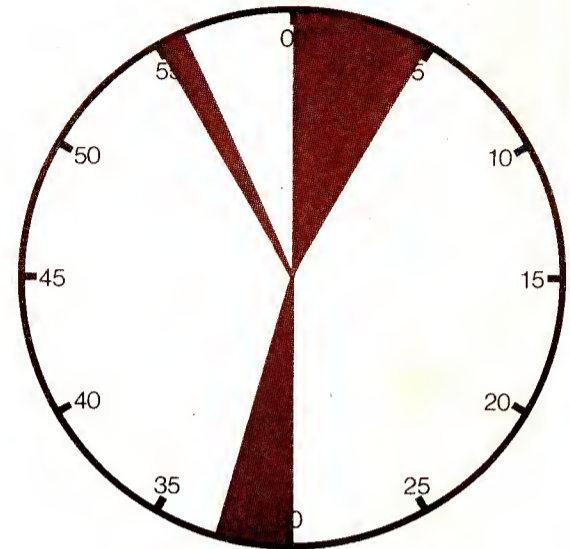
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:15-:18 11 A.M., 12 P.M., 1 P.M., 2 P.M., 3 P.M.

:15-:19 4 P.M., 5 P.M., 8 P.M.

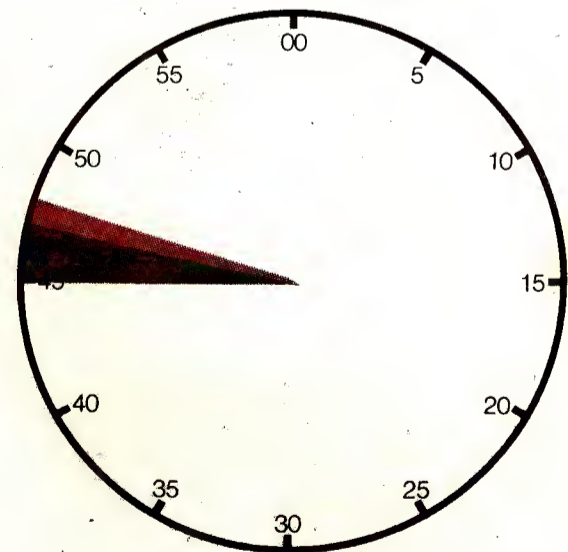
SPORTS

We deliver the sports you need to make sure your fans know more than just the score. Our regular sports program coverage gives you 2 to 3 minutes of sports every hour between 5 am and 10 pm Monday through Friday and special reports from 12 noon-9 pm on Saturday and Sunday. Plus 2 highlight/update feeds for a perfect two-punch combination.

Sports

:45-:47 5 A.M., 6 A.M., 8 A.M., 10 A.M., 11 A.M., 12 P.M., 1 P.M.,
2 P.M., 3 P.M., 8 P.M., 9 P.M., 10 P.M.

:45-:48 7 A.M., 9 A.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M.

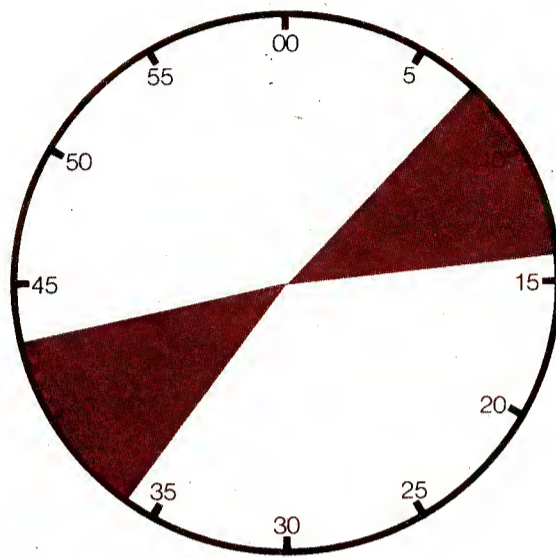


As Good As It Works

NEWS/SPORTS FEED

It's a voice/audio feed that lets you build your own news segment around the most important news of the day. Between 5 am and 10 pm, we provide two distinct news/sports feeds at the top and bottom of each hour, delivering a series of timed and slated voicers, actualities, wraparounds and features. 14 minutes of news and sports information an hour, slices of reality to give your news that unmistakable sense of reality.

News/Sports Feed
:07-:14 And :36-:43
5 A.M. Through (And Including) 10 P.M.



FEATURES

The feature feed is a full-scale service delivering 6 minutes of insightful news services. Every feature is timed, pre-announced and slated for maximum flexibility.

- ECONOMY
- NEWSMAKER INTERVIEWS
- PERSONAL MONEY MANAGEMENT
- MEDICINE
- HOLLYWOOD/ENTERTAINMENT NEWS
- HEALTH
- NUTRITION

Features

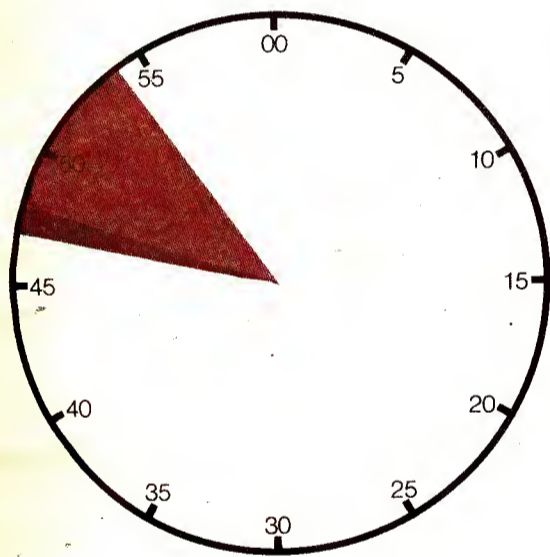
:48-:54 5 A.M., 6 A.M., 8 A.M., 10 A.M., 11 A.M., 12 P.M., 1 P.M., 2 P.M.,
3 P.M., 8 P.M., 9 P.M., 10 P.M.

:49-:54 7 A.M., 9 A.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M.

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Golden Oaks

Price Buys WLAC-AM & FM For \$19 Million

WLAC-AM & FM/NASHVILLE

PRICE: \$19 million
 BUYER: Price Communications, which also owns K101/San Francisco, WNIC-AM & FM/Detroit, WTIX/New Orleans, KOMA & KAEZ/Oklahoma City, WPCK & WIRK/West Palm Beach, WOWO & WIOE/Ft. Wayne, and WIBA-AM & FM/Madison.
 SELLER: Sudbrink Broadcasting, which retains WCBF/Tampa, WYDE/Birmingham, KPOI/Honolulu, KAAY/Little Rock, and KBCQ & KCKN/Roswell, NM.
 DIAL POSITION: 1510 kHz; 105.9 MHz
 POWER: 50 kw; 100 kw at 1226 feet
 FORMAT: Talk; A/C

WJYE/BUFFALO

PRICE: 50,000 shares of seller's stock
 BUYER: Speed-O-Print Business Machines
 SELLER: Tech-Ops, Inc.
 DIAL POSITION: 96.1 MHz
 POWER: 50 kw at 480 feet
 FORMAT: Easy Listening

WJAX/JACKSONVILLE, FL

PRICE: undisclosed
 BUYER: Kravis Company, which also owns WKTZ/Jacksonville and KGTO & KRAV/Tulsa.
 SELLER: Statewide Broadcasting, which keeps WAPE/Jacksonville, WCFL/Chicago, KLTY/Dallas, WVCG/Ft. Lauderdale and WKQE & WBGMI/Tallahassee.
 DIAL POSITION: 930 kHz
 POWER: 5 kw
 FORMAT: Urban Contemporary

KQXK & KCIZ/SPRINGDALE-FAYETTEVILLE, AR

PRICE: \$850,000
 BUYER: R.J. Moran, who also owns KWON/Bartlesville, OK; and KGTM & KNIN/Wichita Falls, TX.
 SELLER: Johnson Communications, headed by Dewey Johnson
 DIAL POSITION: 1590 kHz; 104.9 MHz
 POWER: 1-kw daytimer; 940 watts at 494 feet
 FORMAT: Country; A/C
 BROKER: Chapman Associates

WFST/CARIBOU & WDHP/PRESQUE ISLE, ME

PRICE: \$350,000
 BUYER: Four Seasons Communications. Coprincipal Brian Lamont is GM for both stations.
 SELLER: For WFST, Dowcom Inc.; for WDHP, Van Buren TV Cable Co.
 DIAL POSITION: 600 kHz; 96.9 MHz
 POWER: 5 kw; 100 kw at 500 feet.
 FORMAT: Country; CHR

WCKC/MILTON, FL

PRICE: \$300,000
 BUYER: William M. and Sheila Dunaway; Husband William Dunaway will become President/GM.
 SELLER: Lulu Communications
 DIAL POSITION: 1490 kHz
 POWER: 1 kw days/250 watts nights
 FORMAT: Country



MCA's Oak Ridge Boys played the Universal Amphitheatre in L.A. recently, and received gold LPs for their "Greatest Hits Vol. II" package. Pictured backstage (l-r standing) are MCA Sr. VP Larry Solters, VP Kent Crawford, group's Richard Sterban, Jim Halsey Co. President Jim Halsey, group's Joe Bonsall and William Lee Golden, MCA Exec. VP Richard Palmese, Oaks' Duane Allen, MCA Distributing's John Allison, and MCA Sr. VP Zach Horowitz; (l-r front) manager Ted Hacker, MCA Dist. VP Bob Schneiders, and MCA Dist. Sr. VP John Burns.

Tina Toast Of Canada



Capitol's Tina Turner was toasted at a celebration of her sextuple-platinum status with the "Private Dancer" LP in Canada. Pictured (l-r) are Capitol/EMI of Canada President J.D. Evans, Turner, and Capitol/EMI Canada VP/MD Roel Kruize.

MCA's Golden Triumph



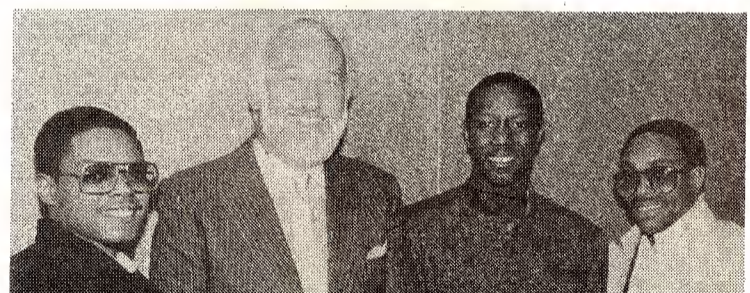
Triumph was presented gold LP awards for the "Thunder Seven" album following a Meadowlands/New Jersey concert. Pictured (l-r) are group's Rik Emmett and Mike Levine, MCA Exec. VP Richard Palmese, Triumph's Gil Moore, and manager Joe Owens.

Khan's Platinum Festival



Warner Bros. presented Chaka Khan with a platinum award for her "I Feel For You" LP. Pictured at the label's Burbank headquarters are (l-r) WB VP Tom Draper, manager Burt Zell, WB Chairman Mo Ostin, Khan, and WB President Lenny Waronker.

Manhattan Picks Up Pieces Of A Dream



Manhattan Records has signed former E/A artists Pieces Of A Dream, with an album due this fall. Pictured (l-r) are group's James Lloyd, Manhattan President Bruce Lundvall, and group's Cedric Napoleon and Curtis Harmon.

B I O M E M O	TO	PROGRAM DIRECTORS	AIR DATE	SEPT. 28th	TIME	10 PM	EDT PDT
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000	
	MESSAGE	PHIL COLLINS CONCERT SIMULCAST with HBO					
		<input checked="" type="checkbox"/> FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY					



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LOCATION	MARKET	TYPE	PRICE	TERMS	CONTACT	PHONE NO.
AL	Metro	TV	\$10000K	SOLD	Brian Cobb	(202) 822-8913
CA	Major	AM/FM	\$7500K	SOLD*	Ray Stanfield	(818) 366-2554
GA	Major	AM/FM	\$5000K	SOLD*	Charles Giddens	(202) 822-8913
FL	Metro	FM	\$3500K	SOLD*	Randy Jeffery	(305) 295-2572
UT	Metro	FM	\$2500K	Cash	Elliot Evers	(415) 423-1271
UT	Metro	FM	\$2200K	SOLD	Greg Merrill	(801) 753-8090
LA	Metro	AM/FM	\$2000K	SOLD*	Brian Cobb	(202) 822-8913
TX	Metro	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
CA	Medium	FM	\$1750K	Terms	Jim Mergen	(818) 366-2554
FL	Medium	AM/FM	\$1700K	SOLD*	Randy Jeffery	(305) 295-2572
NC	Metro	AM/FM	\$1250K	\$350K	Mitt Younts	(202) 822-8913
NC	Small	AM/FM	\$1180K	SOLD*	Mitt Younts	(202) 822-8913
CA	Metro	FM	\$1125K	SOLD*	Jim Mergen	(818) 366-2554
NB	Medium	AM/FM	\$1100K	\$300K	Bill Lytle	(816) 941-3733
AR	Metro	AM/FM	\$1075K	SOLD*	Bill Whitley	(214) 680-2807
MI	Metro	AM/FM	\$1008K	SOLD*	Burt Sherwood	(312) 272-4970
VT	Small	AM/FM	\$ 895K	\$200K	Ron Hickman	(401) 423-1271
NB	Medium	AM/FM	\$ 775K	\$150K	Bill Lytle	(816) 941-3733
WA	Medium	AM/FM	\$ 750K	\$ 75K	Greg Merrill	(801) 753-8090
IN	Medium	AM/FM	\$ 710K	Terms	Burt Sherwood	(312) 272-4970
CA	Small	FM	\$ 675K	\$200K	Elliot Evers	(415) 423-1271
KA	Small	FM	\$ 650K	\$250K	Bill Lytle	(816) 941-3733
CO	Small	AM/FM	\$ 600K	Terms	David LaFrance	(303) 534-3040
IA	Small	FM	\$ 600K	\$100K	Bill Lytle	(816) 941-3733
TX	Medium	AM/FM	\$ 500K	\$135K	Bill Whitley	(214) 680-2807
OK	Medium	FM	\$ 500K	\$125K	Bill Whitley	(214) 680-2807
NB	Small	FM	\$ 500K	\$100K	Bill Lytle	(816) 941-3733
GA	Small	AM	\$ 550K	Terms	Ernie Pearce	(404) 458-9226
PA	Small	AM	\$ 495K	\$495K	Warren Gregory	(203) 364-5659
AL	Small	AM/FM	\$ 475K	\$100K	Ernie Pearce	(404) 458-9226
AL	Small	AM/FM	\$ 450K	SOLD*	Paul Crowder	(615) 298-4986
MS	Metro	AM	\$ 435K	\$125K	Ernie Pearce	(404) 458-9226
FL	Small	AM	\$ 395K	\$ 75K	Randy Jeffery	(305) 295-2572
IA	Small	FM	\$ 385K	\$ 65K	Bill Lytle	(816) 941-3733
OK	Small	FM	\$ 350K	Cash	Bill Lytle	(816) 941-3733
ME	Medium	AM/FM	\$ 350K	SOLD*	Warren Gregory	(203) 364-5659
FL	Small	AM	\$ 325K	\$ 30K	Randy Jeffery	(305) 295-2572
MO	Small	AM/FM	\$ 310K	\$30.5K	Bill Lytle	(816) 941-3733
FL	Small	AM	\$ 300K	SOLD*	Randy Jeffery	(305) 295-2572
ID	Small	AM/FM	\$ 195K	\$ 39K	Greg Merrill	(801) 753-8090
AL	Medium	AM	\$ 150K	\$ 45K	Ernie Pearce	(404) 458-9226

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

*Subject to FCC Approval

Radio production enters the

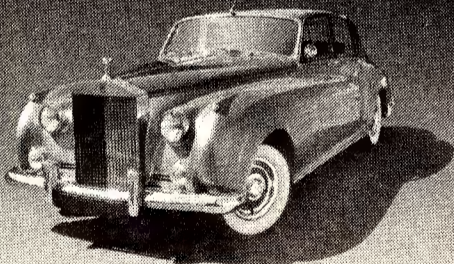
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EXEMPTING GRAVEYARD HOURS

Move Afoot To Relax 25% Simulcasting Time Limit

NAB has thrown its muscle behind a proposal by a Syracuse AM-FM combo to have the FCC increase the amount of time commonly-owned stations in the same market can devote to duplicated programming, or simulcasting.

Under current rules, if either the AM or FM is licensed to a community of over 25,000 population, the FM can't devote more than 25% of an average week's airtime to duplicated programming. That's defined as either simultaneous broadcasting, or anything that aired on the AM within 24 hours before or after the FM broadcast.

AKG Communications, which operates WOLF & WAQX/Syracuse, NY, has petitioned the FCC to exempt the midnight-6am "graveyard" period from counting toward the 25% time limit. AKG contends the rule dates back to the days when FM was a struggling medium, and limiting duplication helped stand-alone FMs compete with AM-FM combos.

FM Dominance Noted

Today, AKG notes, "FM stations have become dominant over AM stations and therefore do not require the protection . . . In fact, it is the AM station in an AM-FM combination that more likely would not be economically viable."

AKG believes the practical effect of the rule today is to force unprofitable AMs to go dark from midnight to 6am so they can preserve the ability to simulcast during the day. "Duplication of programming on a channel during the graveyard hours certainly would

be less wasteful of scarce spectrum than no programming at all," AKG argued in its petition.

In the past, the Commission has turned deaf ears on similar pleadings, maintaining that simulcasting is an inherent waste of valuable AM and FM spectrum.

NAB Sees

"Bonus" Broadcasts

In its supporting petition, NAB noted that stations presently are not required by the FCC to operate between midnight and 6am. Therefore, the association reasoned, "It would seem that modification of

the AM-FM non-duplication rule to encourage 'bonus' broadcast service to the public during these hours would be in the public interest.

"Moreover, it would seem highly inconsistent for the FCC not to require any programming during these hours on the one hand, and on the other penalize broadcasters (in terms of restrictions on duplication during other portions of the day) for their voluntary operation and service to the public during these hours, even if on a duplicated basis."

NEWS BRIEFS

Cable Carriage Of Radio Signals Ruled Commercially Worthless

The U.S. Court of Appeals has backed up the Copyright Royalty Tribunal (CRT) in its consistent refusal to grant any cable royalties to commercial radio for the distant transmission of radio signals on cable systems.

Ruling last week on the distribution of 1979 cable royalties, the court agreed with the CRT's conclusion that "the broadcasters' contributions to radio retransmissions were, in essence, commercially worthless to the cable market, and that any value in the retransmission of commercial radio stations is attributable to the music played on those stations."

The court said it was "reasonable" for the CRT to grant royalties to copyright owners of the retransmitted music, while denying any compensation to stations for their formats or compilations of music and programming.

RF Radiation Guidelines Delayed Three Months

At the request of NAB, the FCC has postponed for three months — until January 1, 1986 — the date on which broadcasters must begin complying with new standards on human exposure to the RF radiation produced by broadcast towers and antennas. NAB had sought an even greater delay, until June 1986.

The Commission said it will issue a bulletin on the new standards by October 1, and the three-month postponement will give affected stations "a reasonable amount of time to study the bulletin and evaluate their situation before having to file information about compliance with us."

Stations will be required to comply with radiation exposure guidelines previously set by the American National Standards Institute (ANSI).

Fining Power Of Field Operations Bureau Upped To \$10,000

The FCC has raised the limit on fines issued by its Field Operations Bureau (FOB) from \$2000 to \$10,000. The FOB first got the power to issue fines in the field in 1984 under a joint policy with the Mass Media Bureau.

But the Commission noted that "broadcast station inspections by the FOB frequently uncover multiple, technical violations" requiring higher fines. Raising the limit will improve efficiency by eliminating the need for cases to be transferred to the Mass Media Bureau for handling.

In recent actions, the bureau halved a \$4000 fine previously handed to WKWL/Florida, AL for an unauthorized transfer of control. It refused to reduce a \$10,000 fine for a similar offense at KRZE & KRAZ/Farmington, NM, which are currently held by a trustee in bankruptcy.

23 Radio Groups Compete For NAB Board Seats

NAB has finalized the selection process for the two new board seats being created to increase the representation of major market radio groups.

Nominations and voting are open only to NAB member radio groups with seven or more stations and a presence in at least two of the top 25 markets. Winners will be announced November 4, and the new members will join the board in January.

The 23 groups qualifying under the NAB selection criteria are Bonneville, Cap Cities, DKM, Doubleday, EZ, Family Stations, Gannett, Group One, Hearst, LIN, Lotus, Mairite, Metromedia, Mid America Gospel Radio Group, Moody Bible Institute, Nationwide, Pyramid, RKO, Sandusky, Scripps-Howard, Shamrock, Infinity, and Taft. Otherwise eligible, but excluded because they're already represented on the NAB Board, are Cox, Jefferson-Pilot, Susquehanna, and Group W.

RTNDA Ponders Fulltime, Paid Presidency

RTNDA is weighing a switch to a fulltime, paid president in place of electing a different working news director to the voluntary post each year. Recent presidents have found it too burdensome to lead the association and run their news shops at the same time.

RTNDA's board has approved the general concept, and will submit it to the membership at an unspecified time in the future. The change would be part of a gradual transition that includes a major staff expansion, abolition of the current post of Executive VP, and addition of an elected board chairman.

Current RTNDA President Lou Adler of WOR/New York says the shift would "enhance RTNDA's visibility and importance" while "eliminating the constant year-to-year change in RTNDA leadership, replacing it with a strong, active, vigorous leader who will be able to attract attention and maintain the RTNDA image and presence over an extended period of time."

Group W's Harris Pulls Radio Marti Duty

Group W Radio President Dick Harris has agreed to a request by Voice of America (VOA) Director Gene Pell that he be part of an outside team that will review the operations of Radio Marti. A VOA spokeswoman says Harris will be one of "three or four" people who will donate their services for an "independent evaluation of the staff and budget of Radio Marti," which broadcasts news and information to Cuba under VOA's guidelines for objectivity.

The review is reportedly related to a House vote in July freezing Radio Marti's budget at fiscal year 1984's funding level of \$8.5 million. VOA wants an increase to \$10.5 million, and may use the report of the outside experts to justify its request to Congress.

LEGAL AMMO MUSTERED

FCC Itemizes Fairness Doctrine's "Chilling Effects"

Last month the FCC concluded that the Fairness Doctrine should be repealed because it actually discourages broadcasters from covering controversial issues (R&R, 8/16). Now the Commission has released a voluminous, 111-page final decision in that case.

The document, widely viewed as ammunition for an eventual court challenge to the doctrine, attempts to show specifically how the Fairness Doctrine "chills" the willingness of radio and TV stations to tackle tough issues.

Quoting liberally from broadcasters and others, the FCC cited numerous examples. Here are just a few of the chillers:

- WXUR/Philadelphia lost its license on a fairness complaint in 1972. A judge who dissented from a court affirmation of the decision praised WXUR "as devoted to speaking out and stirring debate on controversial issues . . . the record is clear that through its interview and call-ins shows it did offer a variety of opinions."

- KIUP & KRSJ/Durango, CO VP/GM Karen Maas said her stations "think twice" about covering state ballot and related political issues.

- CBS newsman Dan Rather commented, "When I was a young reporter, I worked briefly for wire services, small radio stations, and newspapers, and I finally settled into a job at a large radio station owned by the *Houston Chronicle*.

"I can recall newsroom conversations about what the FCC implications of broadcasting a particular report would be. Once a news-person has to stop and consider what a government agency will think of something he or she wants to put on the air, an invaluable element of freedom has been lost."

- An unidentified Southern California station decided against airing a series on religious cults "not based upon the editorial judgment

of the broadcaster," the FCC said, "but rather upon an assessment of the legal and personnel costs associated with defending a possible fairness complaint."

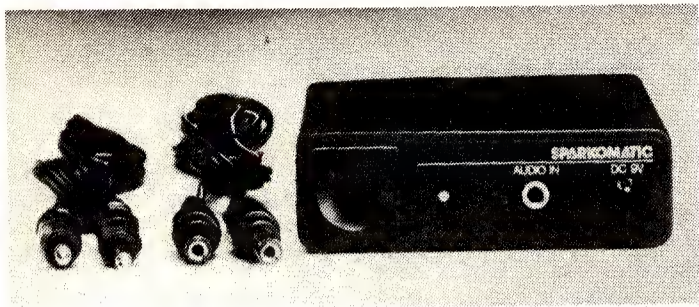
- WROQ/Charlotte President Sis Kaplan said that, because of the doctrine's regulatory obligations, "I do not even let our sales department pursue political advertising. It is handled by a separate person."

"Once a newsperson has to stop and consider what a government agency will think of something he or she wants to put on the air, an invaluable element of freedom has been lost."

— Dan Rather

- Tribune Broadcasting said stations are "conscious of the probability that coverage of a highly controversial issue will trigger an avalanche of protests" demanding air time for opposing viewpoints.

- WINZ/Miami became embroiled in a long, costly, and eventually successful fight against a fairness complaint filed by Florida Power & Light after the station started a petition drive against a rate hike. WINZ's GM later testified that the utility "used the Fairness Doctrine . . . to create adverse publicity for WINZ."



Car Stereo DC Adapter

The "CDA50," recently introduced by **Sparkomatic**, allows you to play portable compact disc players through your car stereo system. Operating by broadcasting an FM stereo signal into the antenna input of the car radio, the CDA50 may wind up taking the first slice out of the lucrative "in-car" radio listening pie.

For mechanically tuned radios, simply tune your radio to 90.1 MHz on the FM band and the

adapter's signal, which is stronger than that which would be received via the antenna, does the rest. The CDA50 can also be used for playing any portable cassette player that has line-out or headphone jacks. A nine-volt outlet is also included.

Priced at under \$20, the CDA50 is designed to be mounted under your vehicle's dashboard. For more information, contact Sparkomatic at (212) 661-5300.

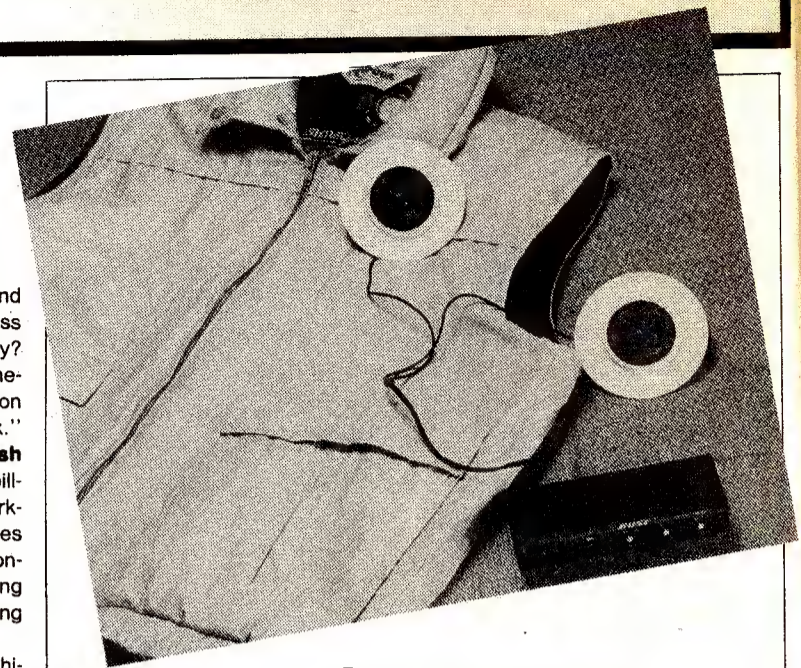
Meter Beater

You say you've had it trying to find a parking place in a crowded business district on a sweltering summer day? Now you can beat those parking meter blues, thanks to a new invention by **Richard Bell** — the "Porta-Park."

According to the **Wireless Flash** news service, Bell's brainchild is billed as the world's first portable parking space in a box. Which makes sense, seeing as how the gizmo consists of a bogus 40-inch-high parking meter and two white vinyl parking lines.

Here's how it works: Pull your vehicle up to any curb. Stretch out the two lines. Set out the phony meter and *voilà!* Traffic islands, left-turn lanes, crosswalks, corners, and loading zones are instantly transformed into your own personal parking space.

Priced at a mere \$10, the "Porta-Park" is almost guaranteed to save you money and parking tickets — until the cops get wise, anyway. No telling what the fine for "impersonating a parking meter" will set you back then.



Stereo Schmata

"Don't press my poly-cotton musical vest" might not have the same appeal as **Elvis Presley's** blue suede shoes, but then again we didn't have such on the go-go garments as the **Bose** "Musical Vest" back in '57, either. This unusual promotional item contains an 800mw amplifier and a pair of two-inch ultra-thin speakers that, when connected to your personal radio/tape player, can produce up to *ten* times the power of conventional headphone systems.

The speakers are located unobtrusively in the vest's chest area, while your radio/tape player fits snugly inside the garment's interior velco-sealed pockets. Wiring is concealed in the lining, allowing the wearer to enjoy the sights and smells of the great outdoors without the hassle of headphones. The Bose Musical Vest comes in two colors, is machine washable, and can be customized with your station's logo or call letters. Consult your local Bose outlet for details.

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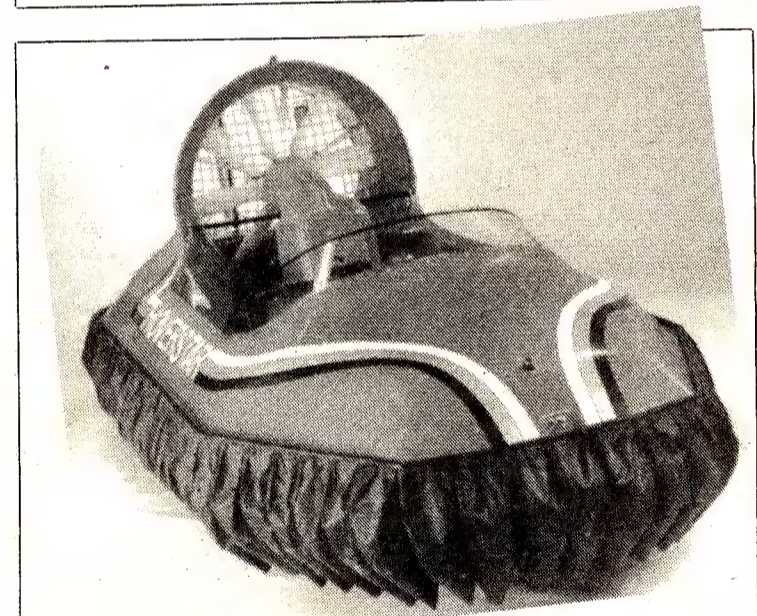
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The Hovercraft is powered by a two-stroke, 500cc **Yamaha** engine which propels a 36-inch belt-driven fan that pushes the craft along and forces air into the underskirt, thereby giving the vehicle the air cushion on which it rides. The hull is made from a three-ply mat and woven hand-layered fiberglass. A polyurethane foam block, enabling the craft to float in water, is built in as well.

A five-gallon fuel tank gives the 390-pound vehicle a cruising range of approximately 40-50 miles. A handlebar-style tiller controls the twin air rudders that in combination with your leaning body steer the craft. The engine starts electrically, and the craft will handle a maximum payload of 450 pounds.

The Baker Hovercraft is priced at \$7000, which also gets you three days of training at the Hovercraft Training Facility. Expenses and transportation from anywhere in the continental U.S. are also included.

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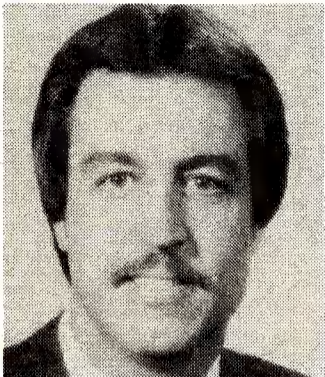
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PRO:MOTIONS



Susan Nieman



Jim Perrine

KTSA & KTFM Tap Perrine, Nieman

Jim Perrine and **Susan Nieman** have been named Regional Sales Manager and Local Sales Manager, respectively, at **KTSA & KTFM/San Antonio**. During the last five years Perrine was a Sr. AE at KTSA; prior to that he spent four years as an AE with sister KTFM. Nieman was also a KTSA Sr. AE before her promotion, having joined the station in 1981.

Johnson To KLRZ NSM

R.J. Johnson has been appointed National Sales Manager at **KLRZ (Z-95)/Salt Lake City**. She hails from neighboring **KSL**, where she spent five years in local sales.

PROS ON THE LOOSE

Nolan Cruise — PD **KRIO/McAllen-Brownsville, TX** (512) 630-4342

Jess DeVaney — Research Director **KJJJ/Phoenix, AZ** (602) 890-0704

Bill Hazzard — Middays **WSFM/Harrisburg** (717) 957-3521

Robin Henkin — National Promotion **Geffen Records** (213) 659-2080

Bruce Jones — Mornings **KHTR/St. Louis** (314) 863-6546
John Kelly — MD **WZXY/Kingsport** (615) 245-8222

Ross MacDonald — PD/MD **WAQY/Springfield, MA** (413) 737-0179

Chuck Martin — MD **KOLL/Gillette, WY** (307) 686-7363

Scott Norman — Utility **KJR/Seattle** (206) 486-2214

Gary Poole — Evenings **KFMZ/Columbia** (314) 442-7869

Rob Ryan — PD **KKAT/Salt Lake City** (801) 596-0150

Jon Town — PD **KJJJ-FM/Phoenix, AZ** (602) 252-3493

Chuck Urban — PD **WOW/Omaha, NE** (402) 895-8682



Margie Poole

Poole Forms Company

KZEW/Dallas Director/Advertising & Promotions **Margie Poole** has established **Margie Poole Creative Services**, which will specialize in advertising, copywriting, marketing, merchandising, promotions, and public relations services for both broadcast and non-broadcast clients. MPCS is based at 3422 Milton, Dallas, TX 75205; (204) 368-3704.

Sparrow Introduces Meadowlark

Meadowlark Records is a new instrumental label being introduced by the **Sparrow Corporation** in late September. Among the label's artists are **Justo Almarino**, **John Michael Talbot**, and **Douglas Trowbridge**.

CHANGES

Gregory R. D'Alba, five-year broadcast veteran (last with **WBSL/New York**), named Account Executive for **Blair Radio/New York**.

Lisa Decker, former Manager of **Eastman Radio/Seattle**, joined **KINK FM-102/Portland** as Account Executive.

Cathleen Brennan, formerly in film distribution sales, joined the **Weiss & Powell/Chicago** sales team.

Kent Drangsholt named Retail Sales Manager at **KMJK/Portland**.

Lisa Hall named Agency Sales Manager at **KMJK/Portland**.

Teri Munt, former Press Coordinator for **Capitol Records**, appointed Account Executive at **JLM Public Relations**.

Eileen Carrol, former Station Manager at **WRSC-AM & WQWK-FM/Pennsylvania State College**, named Account-Executive at **610 WIP/Philadelphia**.

Cynthia McGuineas, former Sales Manager at **KOH-AM/Reno**, named Account Executive at **McGavren Guild Radio/Detroit**.

Patty Graham, former Account Executive at **KDKB/Phoenix** named Local Sales Manager at **KLZI-FM/Phoenix**.

Helen J. Pellegrini, promoted to Analyst/Financial Planning, Analysis & Budgets for **CBS Records**.



Rick Moxley

Moxley Joins WB

Rick Moxley has been named Southeastern Regional Marketing Manager for **Warner Bros. Records**. He comes to the label from the **Oakland A's**, where he served as Director/Media Relations. Moxley will operate out of **WB's Atlantic** office.

Golden Moves To WMJX

Donna Golden joins **WMJX/Fort Lauderdale** as Regional Sales Executive. She comes to the station from **WMGG/Tampa**, where she was Senior Account Executive for the last four years. She has also served as a Media Supervisor for **Ted Bates Advertising** in Miami.

Drew Pape, former Account Executive at **Katz Communications/Los Angeles**, named Account Executive for **Blair/RAR** in **Los Angeles**.

Mary Lee DePaola, former Account Executive for **Metro Magazines/Chicago** joined **Katz Radio's** **Chicago** sales staff.

Sally Ross, named Account Executive at **Duffy Broadcasting's** **KMJI FM100** and **KRZN AM1150/Englewood, CO**.

Frank Russo, former Account Executive at **Doyle, Dane, & Bernbach/Denver**, named Account Executive nearby at **Duffy Broadcasting's** **KMJI FM100** and **KRZN AM1150**.

Craig J. Rideau, former Office Interior Systems Consultant, joined **Republic Radio/Los Angeles** as Account Executive.

Dave Asher, former Communications Consultant for **Southern Net**, joined the sales staff at **Republic Radio/Atlanta**.

Margaret P. Belden, former Account Executive for **Ackerley Communications/New York**, named Account Executive at **Christal Radio/New York**.

Raphael E. Hockstein, former Research Director for **Viacom Broadcasting** and current Chairperson of the **RAB Goals New and Special Services Subcommittee**, named Director of Research for **Christal Radio**.



Peter Baumann

Private Music Debuts

Private Music is a new record label founded by owner/President **Peter Baumann**, a former member of **Tangerine Dream**. The new label will focus on acoustic and electronic instrumentals. **Doreen D'Agostino** has been named Vice President, and **Jeff Klein** is Marketing Manager. **Private Music** is located at 220 E. 23rd Street, **New York, NY 10010**; (212) 684-2533.

ASCAP Taps Willett

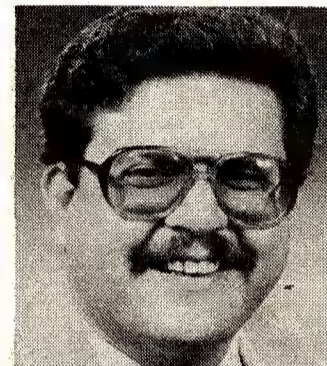
John Willett has been appointed **ASCAP** Station Relations Representative/Northeast U.S. He joins the company following a five-year stint as Eastern Regional Station Relations Manager for **SESAC** in **New York**.



Joe Leonard

Relativity Ups Leonard

Joe Leonard has been promoted to Production Manager for **Important Record Distributors' Relativity** labels, which include **Relativity**, **Combat**, and **IRD**. Leonard has worked with the **Important** organization for the past year.



Harold Fein

CBS Masterworks Ups Fein

Harold Fein has become Director/Marketing, **United States**, at **CBS Masterworks**. He had served as Manager/Marketing, **Eastern Region** for **Masterworks** for three years. Fein first joined **CBS Records** as a sales rep in 1981.

CHRONICLE

Born To:

Prestone Graphics's **Frank Kitchin** and wife **Mindy**, son **Alexander Arthur**, August 23.

KYUU/San Francisco's VP/**GM** **Terry DeVoto** and wife **Chrissy**, daughter **Carolyn Rose**, August 9.

WOKQ/Dover's **Jim Murphy** and wife **Angie**, son **William James**, August 12.

KKUA & KQMQ/Honolulu PD **Kimo Akane** and wife **Ellen**, son **Chase**

Westwood One Exec. VP **Arthur Levine** and wife **Lauren**, son **Zachary Lesley**, May 3

Westwood One Data Processing Manager **Joni Dixon-Reitz** and husband **Dennis**, son **Tyler Dixon**, June 2.

Westwood One Chief Engineer **Biff Dawes** and wife **Ilyce**, son **Zachary Edwin**, July 2.

Married:

California Record Distributors' sales rep **Diane Gribb** and **CRP's** Marketing/Promotion Director **Ted Higashioaka**, August 24.

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JHAN HIBER

WEEK IN REVIEW

Black/Urban: Slipping Slowly

Several years ago Black/Urban Contemporary stations were grabbing larger and larger shares. Part of the reason was attributed to Arbitron methodology changes. At the same time B/U stations became more ratings-savvy and better programmed, thus earning more respectable numbers.

However, now that Black/Urban has been to the mountaintop, it appears the format's numbers are either stabilizing or slipping slowly. In fact, when you receive the spring '85 "R&R Ratings Report," you'll find the overall Black/Urban format share has slipped (in the top 100 markets) for the third survey in a row.

Let's examine the spring '85 story in ten of the top 50 markets. Remember, there's no tragedy here. It's just the story of a format that's matured.

The DST Edge

During 1982 Arbitron rolled out Differential Survey Treatment (DST), an approach aimed at eliminating telephone retrieval of black listening habits. Under DST blacks would once again record their listening in diaries. The "differential" aspect meant blacks would receive a higher monetary premium and additional reminders to fill in and return their diaries.

DST certainly made an impact. In some cases B/U station shares were up over 300% compared to the telephone retrieval estimates. Indeed, some Black/Urban outlets soared to the top of the 12+ standings in their metros.

That's not to say B/U stations didn't deserve those numbers: Telephone retrieval probably under-reported black listening. So while DST was a shot in the arm for some broadcasters, it was a dose of castor oil for others who were hurt by the B/U surge.

Then Came CHR

Black/Urban stations probably would have continued to prosper and look stronger than they do now were it not for CHR's resurgence. The growth of CHR proves that the fickle finger of fortunate formats may point one way one day, another way the next. Now it's CHR's turn to shine. And given the often

significant amount of listener sharing between B/U and CHR stations, the latter's growth came (not unexpectedly) at the expense of the former.

The most graphic example of this phenomenon was brought home to me about 18 months ago. Every black cab driver I rode with during a two-day trip to the Big Apple was tuned to the recently debuted Z100(WHTZ). That experience convinced me that Urban stations in the market would likely see share erosion. The subsequent switch of former Urban pacesetter WKTU to CHR perhaps best dramatized that dilemma.

Slight Slippage

The ten markets selected for analysis reflect either stability or slight slippage. Three markets improved upon their spring '84 standings in the adults 18-34 demo target, while two remained stable and five posted softened shares. In two of those five cases, however, there was one fewer B/U outlet this spring compared to the same time last year.

Interestingly, the B/U format can be considered at or near the top of the ratings totem pole in only three (Atlanta, Baltimore, and Memphis) of the ten markets. However, in eight of the markets (the exceptions being San Diego and Tampa-St. Petersburg), the format is still viable.

Here are the market-by-market breakdowns for the last three major surveys, including the percentage of growth or slippage versus spring '84. Keep in mind that the stations used for these composite tallies had to achieve at least a 1.0 12+ share in the respective sweeps.

Atlanta

(3 stations)

	Sp '84	F '84	Sp '85	
12+	16.8	13.4	14.6	(-13%)
18-34	20.1	17.8	18.4	(-8%)

WVEE dominates the format and at one time was the metro's overall 12+ pacesetter. The station still gleans double-digit 12+ shares, and it's encouraging to see the format's 18-34 numbers strongly outpull the 12+ showing.

Baltimore

(5 stations)

	Sp '84	F '84	Sp '85	
12+	13.5	18.2	15.2	(+13%)
18-34	19.9	26.9	22.8	(+15%)

Four Baltimore stations and one from Washington, DC make up the field. Although the overall showing was down from the fall '84 peak, it's heartening to see spring-to-spring improvement.

Cincinnati

(2 stations)

	Sp '84	F '84	Sp '85	
12+	8.4	8.2	8.6	(stable)
18-34	10.6	11.6	10.8	(stable)

Not a whole lot of shakin' going on here. Seems as though WBLZ and WCIN have carved out a stable niche for themselves.

Dallas-Ft. Worth

(3 stations)

	Sp '84	F '84	Sp '85	
12+	11.4	10.2	11.6	(stable)
18-34	13.2	13.3	14.8	(+12%)

Some format muscle is being flexed in the Metroplex. While the format remains stable 12+, it also shows signs of target demo improvement. The local CHR field has become crowded over the last two years, so B/U programmers must be encouraged by these young adult gains.

Memphis

(5 stations; 4 in spring '85)

	Sp '84	F '84	Sp '85	
12+	34.8	35.0	34.2	(stable)
18-34	39.3	37.5	39.9	(stable)

The format looks stronger than bear's breath. Even though there was one less format outlet this time around, the B/U sound is still the kingpin. WHRK leads the pack but strong competitors lurk close behind.

New York

(3 stations spring '84; 2 fall '84/spring '85)

	Sp '84	F '84	Sp '85	
12+	11.0	9.0	8.7	(-21%)
18-34	17.8	13.5	13.8	(-22%)

The impact of CHR's revival has certainly been felt, especially with

RAB To Expand Research Body

The Radio Advertising Bureau's GOALS Committee has adopted a new charter which seeks to bring in new membership. According to GOALS Co-Chairman Alan Tobkes of Eastman Radio, membership on the research advocacy and watchdog organization will be open to "anyone working in the radio industry in research with a station, a group, a network, a syndicator, or national rep."

Membership on GOALS involves attending at least two of the four annual meetings in New York (including the annual session in October with Arbitron). There are also subcommittee meetings, three to four per year, in which individuals are expected to participate. When asked how many new members might be added to GOALS, Tobkes told R&R, "There's no set limit. The more the merrier."

Research experts not currently serving on the Committee and who seek to participate should contact Bob Galen, RAB Senior VP/Research, in New York as soon as possible.

WLS Came Close

In the wake of Arbitron's reprimand of WLS/Chicago for on-air DJ comments regarding Arbitron surveys, and diaries specifically, some broadcasters have been wondering how far they can go. According to Arbitron's Rhody Bosley, WLS "came as close to the line of being delisted as possible. If they had mentioned specifically filling in diaries it would have been easy. However, they only inferred such action."

the exodus of WKTU. Despite that, the two remaining B/U stations can probably prosper. Meanwhile, KTU has since abandoned CHR for AOR.

St. Louis

(4 stations)

	Sp '84	F '84	Sp '85	
12+	11.0	12.5	10.7	(stable)
18-34	11.9	17.3	14.6	(+23%)

Happy news in the Gateway City: The target demo's growth was the most impressive of any of the ten markets examined. Given last fall's strong performance, it will be interesting to see if the format can improve on its already healthy showing in this spring sweep.

San Diego

(1 station)

	Sp '84	F '84	Sp '85	
12+	5.5	4.1	4.0	(-28%)
18-34	8.1	5.3	4.8	(-41%)

Not exactly a hotbed of Black/Urban activity here. While the 18-34 share slippage was probably disappointing, at least that score still remains higher than the 12+ tally.

San Francisco

(2 stations)

	Sp '84	F '84	Sp '85	
12+	7.4	6.5	7.1	(stable)
18-34	13.1	11.1	10.9	(-17%)

KSOL and KBLX have long been viable factors in the Bay Area. While they've been able to maintain relatively flat 12+ numbers, they might be concerned about the 18-34 slippage. Perhaps Black/Urban can grow again in this metro after CHR peaks.

Tampa-St. Petersburg

(2 stations spring/fall '84; 1 spring '85)

	Sp '84	F '84	Sp '85	
12+	5.1	4.9	2.5	(-51%)
18-34	7.8	8.3	4.9	(-37%)

WTMP is the perennial fixture in the Tampa Bay market, although WRXB also showed in the '84 sweeps. In spite of notable 12+ softening, the 18-34 share almost doubles the format's overall pull.

The Big Picture

Maturity is the byword. Despite some slippage, no real format trauma is apparent. Factor in the absorption of DST's initial impact, and a steady but not fast-growing future seems to be in the offing.

Next week: The implications of Arbitron's recent ruling in the WLS/Chicago on-air survey comments case.

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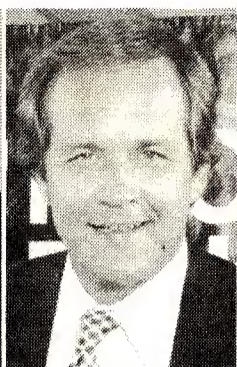
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NETWORKS/PROGRAM SUPPLIERS

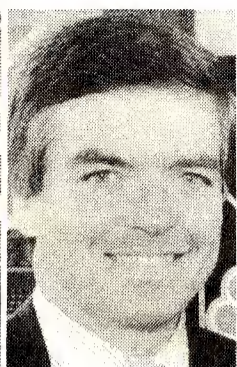
NFL '85: A Fall Football Preview



John Madden



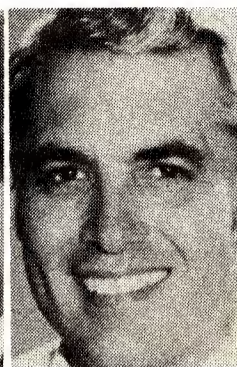
Bob Trumpy



Don Criqui



Bob Costas



Fran Curci



Brent Musburger



Tony Roberts



Jack Ham

As any armchair quarterback knows, turnovers are an important part of any game plan. Forcing a fumble or intercepting a pass can quickly change the outcome of a contest — and an entire season. Stealing the ball is a large part of stealing the show.

Last March the NBC Radio Network received a big turnover in the network sports game, picking off the coveted rights to NFL Monday night football from CBS Radio. Sitting down at the bargaining table with an \$11 million, two-year offer, as well as other programming "sweeteners," NBC lured the NFL away from seven-year veteran CBS and scored a major victory.

"There are two premier sports events in network radio," says NBC Radio Networks VP/GM Stephen Soule, "and those are major league baseball and NFL football. We knew if we added football to our programming menu it would

be a real plus, especially since sports are a very viable programming product for AM networks." Even with the \$11 million price tag, Soule insists the two-year schedule — which includes Super Bowls XX and XXI — will make money for the network. "Obviously, we bid for the NFL package to make a profit, but the size of that profit is not particularly large. This reflects how aggressively we pursued the contract."

The NBC package consists of 37 regular and postseason games. The regular-season lineup, beginning this Monday (9/9) with the Washington Redskins vs. the Dallas Cowboys, consists of 27 games:

16 Monday night contests, five other nighttime battles, two Thanksgiving entrees, and four Saturday specials during the season's final two weekends. Postseason games include AFC and NFC wild-card, divisional, and championship playoffs, Super Bowl XX (broadcast live from New Orleans), and the Pro Bowl (once again being played in Hawaii).

Veteran NFL announcers Don Criqui and Bob Trumpy will team up in the NBC booth for play-by-play coverage. Criqui and Trumpy have previously joined forces for TV coverage of the NFL; they also provided commentary for NBC's live coverage of the Citrus and Orange Bowls in 1984. Criqui joined NBC in 1979 following a 12-year NFL association with CBS, and is currently Sports Director at WOR/New York. Trumpy began his broadcasting career at WCKY/Cincinnati in 1975 when he was still with the Bengals.

In addition to play-by-play coverage, NBC is scheduling pre-and postgame shows, featuring sportscaster Bob Costas. Costas will open each NBC broadcast approximately ten minutes prior to kickoff with live interviews and NFL updates; halftime features will include the highlights and interviews from that Sunday's games. Costas served as an NBC-TV football play-by-play announcer from 1980-83, and last year became host of "NFL '84."

NBC reports that over 240 affiliates have been signed to carry the '85-'86 NFL schedule, including all of the top 50 markets and 95 of the top 100. "CBS did a fine job with this coverage," says Soule, "but now that we have the rights we have no intention of ever letting the NFL get away. CBS will obviously be back at the table in two years, and ABC will be more aggressive, but we aren't going to give it up."

Mutual Sunday Game Of The Week

While NBC is calling the play-by-play on Monday nights, the Mutual Radio Network will be broadcasting an NFL doubleheader on Sundays. The network has scheduled 32 regular-season games — one early game and one late game (1pm and 4 pm ET) — through the end of the season. In most cases,

stations will carry one of the two games. The doubleheader is designed to accommodate already-existing NFL network rights for certain teams and certain stations, and only stations in those markets without conflicts with other stations' rights will be permitted to carry both games.

Mutual has been carrying a weekly Sunday game for ten years, and originally had the Monday night package as well. The doubleheader evolved out of a need for better station clearances, particularly on the West Coast. "The clearance potential became very

confused until we tried the doubleheader in 1983," explains Mutual's Director/Sports Luke Griffin.

Chuck Thompson, voice of the Baltimore Orioles and former play-by-play announcer for the Baltimore Colts, will be handling the coverage of Mutual's 1pm game, joined by color commentator Fran Curci. The 4pm games will be called by Mutual's Tony Roberts, with color provided by former Pittsburgh Steeler Jack Ham.

Mutual has cleared over 320 stations for the 16 weeks of Sunday games.

Additional Pigskin Programming

Several networks offer "overtime" NFL-oriented programming in addition to regular and post-season play-by-play coverage. Included are the following features:

• **NBC Radio Networks:** Beyond the coveted Monday Night Football, NBC has scheduled "NFL Live," described by NBC VP/GM Steve Soule as an "NFL-only sports talk program hosted by Bob Trumpy at the end of each Monday night game."

NBC developed the program to show the NFL that the network was "truly committed to football. "The show was our pitch to the league — beyond the money — that we wanted to be more than just a good audio feed of a TV event. CBS did a fine job, but we wanted to be innovative." "NFL Live" recaps every game over the weekend, recalls some of the highlights, and includes live comments and questions from phone-in listeners.

NBC is also offering stations a series of program elements to use as each sees fit. These include weekly season reports; they contain no network inventory.

• **CBS Radio Sports:** Even with the loss of Monday Night Football play-by-play, CBS continues to show a strong interest in NFL programming. The network has scheduled "NFL Preview" for every Friday, beginning September 6 and continuing through January 31, 1986. "Preview" is a 20-minute look at the upcoming weekend's NFL action. The hosts are Brent Musburger and Jimmy "The Greek" Snyder. There'll be interviews with players and coaches, as well as predictions of that week's winners.

CBS has also scheduled "The NFL Tonight," a two-hour Sunday night phone-in talk show airing at 8pm ET. The program, hosted by Jack Buck, Hank Stram, and John Rooney (in New York), reviews the highlights of the weekend's games and features a listener Q & A on current football facts and figures.

• **United Stations Radio Networks:** Former Oakland Raiders coach (and Lite beer drinker) John Madden anchors the "John Madden Show" six days a week. Although the program will extend beyond football, during the fall most of Madden's comments will focus on developments in the NFL playoff picture. United Stations says, "Madden has free rein to cover football as only he can."

1985 NFL Network Schedule NBC Radio Regular Season Lineup

- Monday, 9/9
- Thursday, 9/12
- Monday, 9/16
- Thursday, 9/19
- Monday, 9/23
- Monday, 9/30
- Sunday, 10/6
- Monday, 10/7
- Monday, 10/14
- Monday, 10/21
- Monday, 10/28
- Monday, 11/4
- Monday, 11/11
- Monday, 11/18
- Monday, 11/25
- Thanksgiving, 11/28

- Monday, 12/2
- Thursday, 12/5
- Monday, 12/9
- Saturday, 12/14

- Monday, 12/16
- Friday, 12/20
- Saturday, 12/21

- Monday, 12/23

Mutual Radio Lineup (first 7 weeks)

- Sunday, 9/8
- Sunday, 9/15
- Sunday, 9/22
- Sunday, 9/29
- Sunday, 10/6
- Sunday, 10/13
- Sunday, 10/20

- Washington vs. Dallas
- L.A. Raiders vs. Kansas City
- Pittsburgh vs. Cleveland
- Chicago vs. Minnesota
- L.A. Rams vs. Seattle
- Cincinnati vs. Pittsburgh
- Dallas Vs. N.Y. Giants
- St. Louis vs. Washington
- Miami vs. N.Y. Jets
- Green Bay vs. Chicago
- San Diego vs. L.A. Raiders
- Dallas vs. St. Louis
- San Francisco vs. Denver
- N.Y. Giants vs. Washington
- Seattle vs. San Francisco
- NY Jets vs. Detroit
- St. Louis vs. Dallas
- Chicago vs. Miami
- Pittsburgh vs. San Diego
- L.A. Rams vs. San Francisco
- Chicago vs. NY Jets
- Kansas City vs. Denver
- New England vs. Miami
- Denver vs. Seattle
- Pittsburgh vs. NY Giants
- Washington vs. St. Louis
- L.A. Raiders vs. L.A. Rams

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MUSIC CALENDAR

NEWS & INFORMATION FEATURES

September 9-13

The Weekend

September 14-15	
American Country Portraits	(BRE)
Lee Greenwood	
The Countdown	(WO)
Starpoint/Five Star	
Countdown America	
With John Leader	(USR1)
Michael McDonald	
Country Report	
Countdown	(WRN)
Keith Stegall/John Anderson	
Dick Clark's	
Rock, Roll & Remember	(US)
Lovin' Spoonful	
Dr. Demento	(WO)
More food songs	
Future Hits	(WO)
Glenn Frey/Thompson Twins/Pointer Sisters	
Great Sounds	(US)
Toni Arden	
Hot Ones	(USR1)
Laura Branigan	
Musical!	(WO)
Oscar winning composers	
Musical Starstreams	(MS)
Constance Demby	
Music Of The City	(SI)
Gladys Knight	
On The Radio	(NSBA)
Men At Work	
Playback	(SI)
Feature year: 1978	
Rick Dees' Weekly Top 40	(US)
Wham!	
Rock Chronicles	(WO)
David Lee Roth/Men At Work/Cheap Trick	
Rock Over London	(RI)
Dream Academy	
Rock Week	(WO)
Godley & Creme/Talking Heads	
Scott Shannon's	
Rockin' America Top 30	(WO)
John Cougar Mellencamp/Pat Benatar/Tina Turner	
Solid Gold	
Saturday Night	(USR2)
Chuck Berry (9/14)	
Street Beat	(BRE)
Sade	
Super Gold	(TRAN)
Rock & roll supergroups (9/14)	
Superstar Portraits	(BRE)
Kim Carnes	
Superstars Of Rock	(BRE)
Paul Young	
That's Love	(WO)
Beach Boys/Robert Ulrich/Helen Slater	
Top 30 USA	(CBSR)
Diana Ross	
Weekly Country	
Music Countdown	(US)
Larry Gatlin	

ABCD = ABC Direction Net
 ABCE = ABC Entertainment Net
 ABCR = ABC Rock Net
 ABCY = ABC Youth Nets
 AMS = American Media Services
 AP = Associated Press
 ASR = All Star Radio
 BMB = Battle Mountain Broadcasting
 BRE = Barnett-Robbins
 CB = Continuum Broadcasting
 CBS = CBS Radio
 CBSR = CBS Radio Radio
 CRN = Creative Radio Net
 CMW = Comedy Writer
 CW = Clayton Webster
 DCA = DC Audio
 DIR = DIR Broadcasting
 FOY = Focus On Youth
 GSN = Global Satellite Net
 IN = Interview
 LBP = Lee Bailey Prod.
 LW = London Wavelength
 MBS = Mutual Broadcasting
 ME = Multimedia Entertainment
 MJI = MJI Broadcasting
 MS = Musical Starstreams
 NBC = NBC Radio
 NBCE = NBC Radio Entertainment
 NP = Narwood Productions
 NSBA = NSBA Productions
 PFM = PFM Inc.
 PRN = Progressive Radio Network
 PIA = Public Interest Aff.
 RI = Radio International
 SBS = Strand Broadcast
 SI = Syndicate It
 SOU = NBC The Source
 SP = "The Spirit" Productions
 TRAN = Transtar
 US = The United Stations
 USR1 = United Stations Radio Network 1
 USR2 = United Stations Radio Network 2
 WRN = Weedeck Radio Network
 WO = Westwood One
 YRN = York Radio Network

The Week Of

September 16-20	
The Concert	(WO)
Midnight Star	
Country Closeup	(NP)
Moe Bandy/Forester Sisters	
Country Today	(MJI)
Rosanne Cash	
Earth News	(WO)
Dire Straits/John Waite/Stewart Copeland/Brooke Adams	
Encore With	
William B. Williams	(WO)
1940: Tommy Dorsey	
Live From Gilley's	(WO)
Michael Martin Murphey	
Off The Record	(WO)
Jeff Beck/Talking Heads/UB40	
Off The Record Special	(WO)
Jeff Beck	
Shootin' The Breeze	(WO)
Alexander O'Neal/Stephanie Mills/Mary Jane Girls	
Special Edition	(WO)
Rick James Pt. 2	
Star Trak	(WO)
Hall & Oates/Hooters/Pointer Sisters	
Star Trak Profile	(WO)
Phil Collins	

THURSDAY

September 19	
American Music Magazine	(US)
With Rick Dees	
Stevie Wonder	
Country Calendar	(CW)
Ronnie Milsap	
Country Report	(WRN)
John Anderson	
Solid Gold Country	(US)
Moe Bandy & Joe Stampley	

FRIDAY

September 20	
American Music Magazine	(US)
With Rick Dees	
Romantic	
Country Calendar	(CW)
Moe Bandy	
Country Report	(WRN)
John Anderson	
Solid Gold Country	(US)
Autumn's greatest hits	

COMEDY

Comedy Show	(CW)
Night Clubs: Rodney Dangerfield/Phyllis Diller/Smothers Brothers/Jackie Vernon/Joan Rivers	
Daily Feed	(DCA)
What tax plan?/spy dust settles/Meese rewrites Miranda/question of balance	
Hiney Wine	(DM)
National Boss Day/U.S. Air Force/"Hiney Book Of World Records"	
Laugh Machine	(PRN)
Gallagher/Robert Klein/George Carlin/Joan Rivers/Saturday Night Live	
Party Drop-Ins	(ASR)
Party contest/uppiaware/Peter Swain party spy/junk mail detox/Julianne Springsteen wine	
Radio Hotline	(ASR)
Fred/cockroach record/normal people/I deserve a date/I win	
Stevens & Grdnic's	
Comedy Drop-Ins	(ASR)
Flight 118/Rosemary Mooney/the Confessional/in search of...	

GENERAL INFORMATION

Ed Busch Talk Show	(AP)
Hints from Heloise/corporal punishment (9/7/85) Plane crash lawsuits/investing (9/8/85)	
Computer Program	(PRN)
Home computers/hardware/software/programs/language	
News Blimp	(PRN)
Car mileage rollback/new greeting cards/expectant fathers/frisbee fetching	
Something You Should Know	(SBS)
Birth order (9/10-11) Pet behavior (9/12) Women's burnout (9/13)	
Sound Advice	(PRN)
Power ratings/distortion/noise nonsense/hum	
Sporting News Report	(CW)
Edwin Moses/Hale Irwin/Dave Winfield/Don Mattingly/Bill Walsh	
Sports Flashback	(CW)
Washington Senators/Roger Staubach/Rose Bowl	
Waldenbooks Review	(WO)
Ann Beattie/"Great Sex"/"Salad"/Vital Lies, Simple Truth"	

MONDAY

September 16	
American Music Magazine	(US)
With Rick Dees	
DeBarge	
Country Calendar	(CW)
Joe Bonsall	
Country Report	(WRN)
Forester Sisters	
Rockline	(GSN)
Motels	
Solid Gold Country	(US)
Steel guitar center stage	

TUESDAY

September 17	
American Music Magazine	(US)
With Rick Dees	
Bruce Springsteen	
Country Calendar	(CW)
Charley Pride	
Country Report	(WRN)
John Anderson	
Solid Gold Country	(US)
Hank Williams	

WEDNESDAY

September 18	
American Music Magazine	(US)
With Rick Dees	
Dead Or Alive	
Country Calendar	(CW)
Don Seals	
Country Report	(WRN)
Forester Sisters	
Solid Gold Country	(US)
Feature year: 1960	

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HARLOW PROGRAMS "THE CAT"

KRVE Becomes CHR KATD

KRVE/Los Gatos, CA, serving San Jose, will change from its present Portuguese/foreign language format to one called KATD and a new identity, "The Cat," because that market's second CHR outlet. Bob Harlow, former PD at crossover KATD, will program KATD beginning September 9.

The Portuguese/foreign language state will remain intact but will be placed on the station's 20A to provide 24-hour service to that community beginning October 1. New stations are in the process of being built for that purpose.

603 Mike Shoemaker told RAB: "I think Bob is one of the best programmers available. Our concept is to provide a really good format in the West Valley. We are the only station in this area, and its needs have been amply overlooked. By putting a lot of our emphasis on the crossover area, we'll do very well without any format. Advertising is still difficult for 18 years. I know the advertising community very well, and the advances receptors to the change has been extremely good."

ing." Harlow commented, "We're asking a station what people don't see now exists and directing a lot of attention to it. The other CHR signal in this area, KRHS, doesn't get into our backyard at all, but we penetrate into their's very strongly. In fact, we are adjacent to WKRH on the dial, as they're at 94.5 and we are at 96.3, so attracting cars will be easy."

WXRC Drops CHR, Becomes Charlotte AOR

WXRC/Hickory, NC, serving Charlotte, plans to switch from CHR to AOR in mid-September. The station will be controlled by Jeff Pallack Communications. Greg Hill remains as PD. According to Hill, the station's Class C, 100-watt signal at 89.7 has been reaching 90% of the Charlotte market since June 1, when its authorized power was raised to 100 watts. Hickory is approximately 20 miles northwest of Charlotte.

WIBC & WXRC President Jerry Hickey commented, "The best people say we (CHR) that there is an ever-increasing number of sta-

tions targeting an ever-diminishing number of people in that age cell. That's the case here. We're simply trying to adjust to a changing market. The large in the population that was right on air is now centered at 99.5, and WRG seems to have a 20-34-oriented target. There's an obvious void in the Charlotte market that cries out to be filled."

Station Manager Raymond Taylor added, "It's a slight correction in course. We're trying to become a broader appeal format to attract a larger demographic."

WXRC's A&C, WIBC, will remain Country.

Gannett

Continued from Page 1

In other group media news, Westinghouse Electric has announced it is seeking buyers for its Gannett W cable-TV unit, the nation's third-largest cable operator. The company also plans to reacquire up to 14% of its stock in a corporate restructuring effort.

Olympic

Continued from Page 1

sole will only. More important, it allows us to offer more opportunities to those people who are proving within our organization. Our ability to attract talented managers, salespeople, programmers, and on-air talent will also be greatly enhanced. As long as we can smoothly absorb and effectively operate new acquisitions, we will keep looking."

DJ

Continued from Page 1

previously to give to Michael Bushman. Then he struck several of the 12 remaining activists in the face with the butt of his weapon. Tavernier said that Carnahan gave the assistant the money, and the imprisoned group was handed into a walk-in cooler.

"During the police probe, one of the robbers left the building. The other, carrying the shotgun, grabbed Peace in desperation and took him outside. The gunman held his shotgun under Peace's chin and ordered him to start jogging down an alley. Peace did so, but upon seeing the man let down his gun, slumped to the ground. The gunman stopped to pull Peace to his feet, but dropped his shotgun. Peace then pulled the man down over him and, although he was being severely hit on his chest, held his own officers' hands from and snatched the arm."

The hostages in the cooler were released and treated at a local hospital, and all the money was recovered. Peace, who received several stitches to close his wounds, was given a walk-off in cooperation; he was unavailable for comment.

Said Bridges, "Kerry's a hero, because police told him that if he hadn't done what he did, the guy would've been killed. He couldn't get out of the alley. That he probably would have shot Kerry, and they gave to his new hostages. We've been getting loads of calls from people concerned about him, and now we're planning a lifetime appreciation party for September 1. Each 10-cent donation will go to the Family Assault Center."

The arrested gunman was charged with armed robbery and armed violence; his partner is still at large.

WCBM

Continued from Page 3

outlet and added, "I think we can build WCBM back up to a position of strength, and I think a lot of other AORs will be watching this station to see how it does."

Miller said the Magic 10 there will be woven extensively into WCBM's promotional campaign, including the use of actual assistance to call on ad agencies, perform public phone, and even appear in a television spot to make a music appeal. His message, out of a radio.

Woodson

Continued from Page 3

WKRH/Baltimore, Woodson worked at WABO between 1979-7 while joining the Shandean Network. He became Sports Director for the company in 1981. Woodson, who will handle mornings on WABO-FM, told RAB, "I believe we can make great strides, and ultimately become the winner in this market. I wouldn't say there'll be drastic changes, but we'll be working to bring WABO to another level so that our competitive against the CBS and A&C."

Woodson added that longtime station personality Jane Anthony has been promoted to MD, while maintaining his afternoon show.

ABC

Continued from Page 3

In a written statement, ABC President/COO Frederick Pierce commented, "This was a difficult business decision that we undertook to prepare the company for this year's uncertain economic environment, and to better position ABC for the long range. ABC grew very rapidly in the late 1970s and early '80s, beyond a size that could effectively be sustained over the long term. The conditions will ultimately be repaid, and ultimately result in increased productivity and a significant cost reduction."

The staff reductions lowered ABC's corporate payroll from 13,000 positions to approximately 11,000. A corporate spokesperson would not comment on whether the cost-cutting steps to streamline the company fit in to Cap Cities' impending takeover.

Most of the reductions are effective immediately.

WIRE

Continued from Page 3

job is advertised for him."

Most recently PD at WPAAR Philadelphia, Buzick previously programmed WMAZ/Manchester and WTKR & WZLX/Blackburn. He said, "My job is to develop talent and to network, bargain for them. People like Dave Manning, Paul Deane, John Hickey, and GPM drive personalities. Doug DeLongman makes the GEM (with sister, while Tom Swartz and WMAZ's Anne Viti Freirek-like, now moving) must be completed the second. While it takes a lot of time to develop a successful WMAZ, we're going to look for WIRE."

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No-Nonsense Program Strategy

By David Klemm

How do you win the ratings?

Too often you find that qualitative research and ratings analysis fulfill the numbers-oriented disciplines that have become preeminent in radio. But your station's market leadership is better achieved by not accepting "numbers only." Such analysis often fails to tell you whether to abandon your present programming or exactly how to adjust it.

Programing leadership and local market growth require problem-solving and compromises. But what's wrong with reworked ideas which have been collected, atraid to venture beyond.

No New Ideas?



David Klemm

David Klemm is President of Kent, CT-based consulting firm Klemm Media, Inc. and President/owner of WKNY/Kingston, NY. His radio background includes a variety of management, programming, and sales posts: Blair Radio Sr. VP, WLCV/Tampa GM, WXYZ/Detroit Operations Director, and Director of Advertising & Promotion at WILST, Louis.

Changing Competition

The competition will change by tomorrow, and you can't control that. You can only affect your station's programming action and follow through:

- Do you program so people remember your station?
- Do you promote so your station image and position are clear?
- Do you present prime ingredients so they generate marketwide attention through excellence?

Less experienced people probably require very little interpretation and rarely suggest alternatives. They may be afraid to break new ground. They feel fulfilled performing as defined. Move up the ladder, and you'll find procedural manuals become less rigid. Guidelines, rather than rules, work more effectively.

At best, quantitative numbers only justify prior decisions. They may seek to reveal unexplored questions, but it's extremely dangerous to "test" ideas

"If research is taken too seriously, many creative and innovative programming approaches may be put aside."

analyzed, and enhanced? Some say there are no new ideas. Yet an idea whose time has come for you, your station, and your audience may simply be an idea which is repackaged and recreated in 1980s relevance. Don't be

Ten Guidelines To Growth

1. Know something about how your target audience lives... where they work, what they do, how they feel... and reflect that throughout your sound.
2. Don't fear change. You change because there are better things ahead. If you're "dead," "rejuvenate." If you're "sagging" or eroding, evolve.
3. Do it. Follow up, require adherence, and have checklists.
4. Keep it simple.
5. Abbreviate. Say it in less time (not faster but fewer words).
6. Listeners must be constantly sold your call letters, position, "specialness."
7. Use your own station wisely to promote... radio can create fabulous word pictures. Be sure jocks and newscasters do this.
8. Repeat it again... the sell line, call letters, the game, the listener's name... a 10% share doesn't necessarily mean the 10% actually heard.
9. Listeners want to feel like "members of the club." Talk to them like they're good friends.
10. The purpose is to make a profit. Never forget that. It doesn't matter which comes first, programming or sales. Make them coincide, and you'll be a big success.

Good radio programmers convince listeners to spend more of their time with their station because they compel listeners to stick around with fresh, original applications of the basics and new combinations of proven ideas.

Take a quick walk outside your door. Look down Main Street. See all those signs outside those stores? Aren't they really your competition? Your competition shouldn't really be the other stations. It should be every distraction in town. Learn to "cut through."

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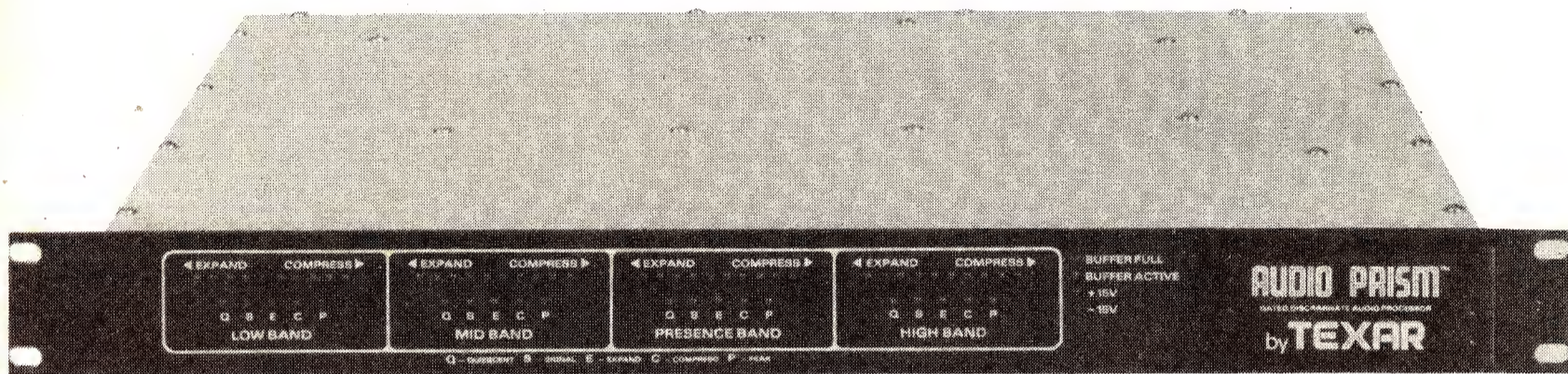
"Numbers never replace judgment. They can complement judgment and provide a vehicle for effective decision-making dialogue."

that haven't been in the local market mix of programming. How can people truly react to things they haven't been exposed to in a "real setting?" Numbers never replace judgment. They can complement judgment and provide a vehicle for effective decision-making dialogue.

Your pursuit of programming victories will come more easily with constant stimulus, uncompromising demand for improvement, and unflinching persistence.

Success is most often a measure of the extent and depth of knowledge and experience, culminating with well-timed, creative applications. You face decisions every day. Do you truly face them, or do they slip away? Do you confront the challenges available in engineering your station's level of perceived position? If numbers don't make sense, abandon them. Get better

ARE YOU READY FOR THE FALL BOOK?



Staying ahead of the guy next door gets harder and harder. With modulation levels approaching their theoretical limits, the line between competitive audio processing and fatiguing over-processing becomes finer every day. What's a broadcaster to do?

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HARVEY MEDNICK

KNIX HAS A TALENT FOR MAKING MONEY

“Showdown” Shows Up On The Bottom Line

Have fun, make money, and enhance your image in the marketplace — the perfect marketing combination. That’s exactly what KNIX-AM & FM/Phoenix has been doing for the last three years with the “Wrangler Country Showdown.”

KNIX’s Patti Kincaid and Showdown manager Avet Anderson explained how it all works. And does it work! The station has written over \$100,000 in new business, while Wrangler has banked over \$4.5 million in free time for the Showdown — impressive figures on both ends of the scale.

How It Began

Four years ago Wrangler found itself in an interesting position. They had reached the saturation point at rodeos and on the NASCAR racing circuit, and needed a new angle to reach con-

sumers. Music marketing seemed appealing for a number of reasons: it effectively reached their consumer base, it had a powerful vehicle in Country radio, and it gave new performers a chance. With that premise in hand, Wrangler started signing stations from coast-to-coast.

The Premise

Participating stations agree to run six minutes of promos daily for 60 days spotlighting their position as the “Exclusive Showdown Station.” In return, Wrangler gives co-op

monies to the local retailers, regardless of size, on a 70/30 basis, with a \$5000 minimum that is not charged against accrued co-op dollars which have been generated through sales. Then, the station receives the advertising co-op dollars from the retailers. A very tidy package.

How It Works

Three years ago KNIX was contacted by the local Wrangler rep Tom Taradash (the Phoenix market had not been a part of the initial promotion), and the station has been involved ever since. As the exclusive showdown station, KNIX airs the required promo spots inviting country acts to go into their local Wrangler dealer, pick up a talent entry form, and mail it with an audition tape back to the station. How was the response? Patti reported, “KNIX averaged over 150 entries each year and had to narrow that down to ten finalists. You get everyone from people who sing in their living room to very professional-sounding acts.”

Ground rules are simple. The performers can have worked in local clubs for pay, but must not have a national recording contract. The Showdown is designed to attract amateurs on a local level.

R&R Country Editor Lon Helton has served as a judge for the KNIX show for the past two years and he’s spotlighting the programming aspects of the contest in his column (see page 51), so I’ll stick with the marketing/sales angles.

KNIX really cranked up into high gear for the Showdown this year, and everyone at the station had a mission. A sales kit was devel-



SHOWDOWN PLAYOFFS — Contestants auditioned for the finals at a series of KNIX nights at Mr. Lucky’s, a local Phoenix nightclub.

oped, the contest was refined, the station co-op department was mobilized, and as Patti said, “It was very hard to say no, even if you were a little guy.” With 20 local Wrangler dealers participating, the station’s billing was, according to Patti, “about 600% better than we’ve ever done before. This year it really came together.”



1985 KNIX WINNER — Jeff Dayton will represent Phoenix in the Arizona-Nevada showdown.

Keys To Success

The number one key was Taradash’s total involvement. Also critical was the synergistic attitude between sales and programming. “Everybody knows how it works, so there’s no question that we’re all working on it together,” Patti said. Next was the kick-off party, which set the scene by putting the sales package, co-op program, and contest together. In this way, when the sales staff went out to talk to the retailers they had every bit of information they could possibly need. As Patti happily reported, “It was a real team effort from start to finish, and that makes it a lot of fun.”

And For Wrangler

In all, 376 stations are participating nationwide in 40 state/regional contests, and the finals are being held at the Grand Old Opry in Nashville. With millions

of dollars in air time locked away, Wrangler and promo partner Dodge Truck are not only pleased, but also looking into other formats for expansion in the years ahead.

Anderson said, “Stations are now fighting for position to be the Showdown station in a market. This promotion offers the participants an open door to be as creative as they want. You have the opportunity to make the Showdown as big a deal as you wish. Wrangler is totally pleased with its association with radio and would like to thank all the stations that participated.”

You can’t beat that for the perfect two-way street between client and station.

ONE YEAR AGO TODAY

- Bob Griffith GM of KJOL/Los Angeles
● Dan O’Toole PD at WKQX/Chicago
● Bob Travis PD at WGCL/Cleveland
● John Betancourt Sr. VP at PolyGram
● WCOZ becomes CHR WZOU
● C.C. Matthews OM/VP at WGCL/Cleveland
● #1 CHR: “Missing You” — John Waite (EMI America) (2 wks)
● #1 A/C: “Drive” — Cars (Elektra)
● #1 B/U: “Just The Way You Like It” — S.O.S. Band (Tabu/CBS) (2 wks)
● #1 Country: “Everyday” — Oak Ridge Boys (MCA) (2 wks)
● #1 AOR Track: “Cover Me” — Bruce Springsteen (Columbia) (2 wks)
● #1 LP: “Born In The U.S.A.” — Bruce Springsteen (Columbia) (8 wks)

FIVE YEARS AGO TODAY

- KHJ/Los Angeles goes Country; Neil Rockoff GM
● Mike Addams PD at WROR/Boston
● Larry Bruce PD at KGB-FM/San Diego
● Lennie Petze VP/GM of Portrait
● #1 CHR: “All Out Of Love” — Air Supply (Arista) (2 wks)
● #1 A/C: “Sailing” — Christopher Cross (WB) (3 wks)
● #1 B/U: “Where Did We Go Wrong” — LTD (A&M)
● #1 Country: “Looking For Love” — Johnny Lee (Full Moon/Asylum)
● #1 LP: “Hold Out” — Jackson Browne (Asylum) (7 wks)

TEN YEARS AGO TODAY

- KKDJ/Los Angeles becomes KIIS-FM
● Charlie Tuna PD at KIIS-AM & FM
● Gene Curtis PD at KYSN/Colorado Springs
● E. Alvin Davis PD at WNOE/New Orleans
● #1 CHR: “Get Down Tonight” — K.C. & The Sunshine Band (TK)
● #1 A/C: “Fallin’ In Love” — Hamilton, Joe Frank & Reynolds (Playboy) (2 wks)
● #1 Country: “Daydreams About Night Things” — Ronnie Milsap (RCA)
● #1 LP: “Fleetwood Mac” — Fleetwood Mac (Reprise/WB) (2 wks)

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 1-4

6th Annual Managing Sales Conference Radio Advertising Bureau Amfac Airport Hotel, Dallas

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.

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Drop off your business card or fill out an entry blank in our suite during opening hours Wednesday, September 11 through 7 PM., Friday, September 13. No obligation necessary; entries are cumulative. Winners will be selected by random drawing, will be notified by mail and need not be present at drawing. Contest open to full-time commercial radio station employees and the working press only, except employees of CBS and their families. Prize cannot be exchanged for cash.

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"Sunset Grill"



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CHR BREAKERS

153/34 62%

Debuts: 51

Up: 41

CHR Chart: **DEBUT** 40



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



STREET TALK

While residents huddled in fear and darkness, broadcasters throughout the Gulf Coast bravely battled Hurricane Elena. Many stations were knocked off the air before the storm was over. Among them was **WAIZ & WQFX/BILOXI**, where coprincipal **HOWARD SCHROTT** reported that staffers had only a few hours to board up the windows of the beachfront combo before winds spun the STLs out of whack and blew away part of the transmitter building roof. Here are some other eyewitness accounts:

WPFM/PANAMA CITY PD BILL THOMAS: "We were giving out road closings and other info, but the National Guard told us to leave or be subject to arrest. We then directed our listeners to tune to EBS outlet **WDLP**, packed up, and left. This happened twice, once under the threat of a tidal wave. The first time we were off for 12 hours; the second shutdown was for 24 hours. Our station overlooks the beach, and it's a miracle we came away without a scratch. Those were four of the longest days of my life."

WABB-AM & FM/MOBILE PD LESLIE FRAM: "As the area's EBS stations, we fed road conditions, cancellations, power outages, and emergency medical information. Dauphin Island is one of the hardest-hit areas, so we're in the process of collecting food, clothing, and other essentials for those in our immediate area and for victims in Biloxi-Gulfport."

WRBQ-AM & FM/TAMPA Ops. Director MASON DIXON: "This is one weekend I want to forget. As the storm worsened, we were completely surrounded by water. Our AM suffered some damage when the transmitter was flooded out; it was off for 24 hours."

WDAE and **WIQI** both had to evacuate and broadcast from their transmitter. **WSUN** was flooded out and signed off; they transferred their staff to their FM **WYNF**.

"We announced where people could buy food and supplies, and pleaded for someone to open a pharmacy when a listener needed his medicine. Morale at some shelters was getting low, and some fights broke out over food and living space. We mixed information in with the music to help keep people in a positive state."

WZNE/TAMPA PD BOB KAGHAN: "We broadcast for 16 hours in mono over a Mardi unit to the transmitter from the chief engineer's kitchen. We didn't get flooded out, but had to evacuate as the water came up the base of the antenna. A local TV station was on an adjacent Mardi frequency and that caused some interference."

Dozens of other stations, including **WFLA/TAMPA**, worked hard to provide emergency information, and here's to everyone who stayed at the wheel during a most turbulent time.

When **KMG/LOS ANGELES** morning man **ROBERT W. MORGAN** wasn't on the air for over two weeks, all sorts of interesting rumors began to pop up. The latest that Street Talk heard was that Morgan took an extended vacation after being suspended for a week. It's said that Robert W. started an unprovoked shoving match with another station employee, and was ordered to take a week to think about his actions. The unidentified victim apparently did not strike back and was not seriously injured.

In an ironic move, former **B94/PITTSBURGH PD SCOTT ALEXANDER** has returned to the station. This time he's working for his successor, **NICK BAZOO**, who's rehired him for afternoons. How does Scott explain it? "EZ is simply the best company I've ever worked for."

With **KHTR/ST. LOUIS MD/afternoon** personality **TOM KELLY** taking over mornings for exiting **BRUCE JONES**, **OM DAVE ROBBINS** needs an afternoon killer immediately.

Then there's the letter sent to record reps from **KLOS/LOS ANGELES Asst. PD KURT KELLY**. The memo informs them that if a 15 ips dub or compact disc isn't provided within ten working days of a current record being added, that record will be "deleted from the playlist and airplay." Hey, what happened to the good ol' promo copy?

Across town, **H&W COMMUNICATIONS** (better known as **HEFTEL BROADCASTING**) has received FCC approval on its \$40 million purchase of **KTNQ & KLVE**. The deal will close before the end of the year, and if new formats will replace the successful Spanish programming, the details are still well-kept secrets.

Meanwhile, word has it that **OUTLET** is going to sell **TRANSTAR**-formatted neighbor **KIQQ** as soon as someone can meet the \$20+ million price tag. With a good signal and a central dial position (100.3), there should be plenty of folks "Q-ing" up for this one.

Is **BIRCH** about to bag another big agency? Informed sources say another coup may be in the coop before long.

Continued on Page 31

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- KIIS/FM 31-25-18
- KS103 33-26-21
- KPLUS Add-35-29
- Z100 Add-33-31
- 195 ON
- KX104 D-36
- Z102 36-33-28
- Z104 Add-40-35
- WHSL 39-31-25
- OK95 35-32-24
- WPFM Add-38-32
- 99KG Add-40-37
- WJZR 35-30-24
- KMGX Add-37-35
- KCAQ D-32
- Adds:
- WXKS/FM
- FM102
- Z98
- WBBQ
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- WXIL
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"I'm Gonna Tear Your Playhouse Down"

CHR BREAKERS

166/41—67%

HOOTERS

"And We Danced"

#2 **CHR NEW & ACTIVE**

Now On Over 135 CHR Reporters - 55%



LOVERBOY

"Lovin' Every Minute Of It"

CHR Chart: 32 AOR Track: 5

BRUCE SPRINGSTEEN

"I'm Goin' Down"

CHR Chart: **DEBUT** 33

AOR Track: 16



Columbia Records



STREET TALK

Continued from Page 28

Congrats to **RICHARD MARSCHNER** at Classical "Superstation" **WFMT/CHICAGO**. He's been upped from GSM to GM.

Dr. **JUDITH KURIANSKY** will leave her 7-10pm talk slot at **WOR/NEW YORK** next week to expand her TV career. Bringing his own style of "uninhibited radio" to the show as her replacement will be **LESTER KINSOLVING**, one of Washington's most notorious journalistic gadflies.

Next door at **WNEW**, original "Goldigger" **NOLA ROEPER** comes aboard as morning sidekick. A showbiz veteran, Nola's most recently of **WZZU/RALEIGH**.

Condolences to the family and friends of **BONNEVILLE Sr. VP JAY LLOYD**, who passed away in Salt Lake City this week. The family has requested that donations be sent to the University of Utah Cancer Research Center.

COREY DEITZ has left **WRVQ/RICHMOND** for mornings at **WVNZ (Z104)/NORFOLK**. PD **BOB CANADA** is still looking for a creative cagemate for his morning Zoo. It's a prime opening with major bucks attached . . . And new **KTLR/HOUSTON PD STEVE MATT** is also looking for a fulltime personality.

Is **WFIL/PHILADELPHIA** midday man **HUMBLE HARV** on his way back to L.A. to rejoin **KRLA**? That's what folks in Hollywood are saying. HH was a weekender at **KRLA** until early summer, and would love to come back in a fulltime slot before the snow falls. The official comment from **KRLA**: "No comment."

"**SCOTT SHANNON** is probably the biggest liar in America," charged **WMMR/PHILADELPHIA** morning man **JOHN DEBELLA** in the Philly papers. John was debunking a statement that the **Z100/NEW YORK PD** purportedly made about John applying for the vacant cohost chair at **Z100**. "I've never spoken to the man," insists John, who says he's happy to stay where he is.

Meanwhile, **ROSS BRITAIN**, who's leaving **Z100** for Philly frequency **Z106**, received a royal sendoff from the always-tasteful Zookeepers. They made sure he stays full of hot air by giving him an . . . uh, inflatable doll.

After going without jocks over the Labor Day weekend, **WYSP/PHILADELPHIA** debuted its overhauled airstaff Tuesday: **SCRUFF CONNORS** (Q107/Toronto) in mornings, **CRAIG "KILLER" KILPATRICK** (WSHE/Miami) afternoons, **WQFM/Milwaukee's TIM "THE ROCK 'N' ROLL ANIMAL"** at nights, and 'YSP weekender **DEBBIE CALTON** was upped to late nights. **RANDY KOTZ** moved to middays, while **RICK ALLEN** retains overnights.

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MILES DAVIS and **GIL SCOTT-HERON** are among the latest to contribute performances to "Sun City," the multi-artist anti-apartheid recording developed by **LITTLE STEVEN** and **ARTHUR BAKER**. A 12-inch single/EP is the likely configuration once the label deal (it was nearly **ISLAND**) is cut.

Two programmers have recently turned the gig down, and talk is that a Honolulu station may never land a quality PD. Why wouldn't someone want to live in paradise? The palms are whispering that this particular GM won't keep his cotton-pickin' hands off the programming.

On the network front, the five-year relationship between **ABC RADIO** and **DIR BROADCASTING** appears to be over. After 1985 the two companies will "be going our separate ways," according to **DIR's CAROL STRAUSS**. "King Biscuit" will then be available via **DIR's** distribution wing, while an improved "Silver Eagle" will reappear under a new name. Also coming is the "Sassy Stars Of Rock & Roll" monthly rock interview.

What Rocky Mountain programmer was told by his new station owners to go out and buy himself a car (which he did), only to be fired the following day?

No one will confirm it, but look for former **WMGG/Tampa** morning man **JOHN LANIGAN** to be named the new AM driver at **WMJ/CLEVELAND**. It's said that the current team of **KIM & DAN** will stay on for a different airshift.

Sad to report that popular broadcaster and former longtime **BMI** President **CARL HAVERLIN** died August 26 after suffering a heart attack. Carl, affectionately known as the "Doctor of Broadcasting," was 86.

Sparks will be flying in the auditorium of **WQXR/NEW YORK** Tuesday (9-10). That's where **TIPPER GORE** of the Parents Music Resource Center will be to discuss you-know-what at a seminar organized by the local **NARAS** chapter. Joining her on the panel, entitled "To Rate Or Not To Rate," will be **WRKS/NEW YORK VP/GM BARRY MAYO**, attorney **ALLEN LEVINE**, and performer **WENDY O. WILLIAMS**. Having survived that, the ladies of the PMRC will head to Dallas for "RADIO '85" to do battle with a platoon of radio programmers. From there it's back to New York for the **NEW MUSIC SEMINAR** at the end of the month. Among the keynote speakers there will be **FRANK ZAPPA**, who's scheduled to talk about — yes, you guessed it — "censorship and record rating." By the time the PMRC entourage gets through *this* road trip, they may try picking on something easier, like Congressional sex scandals.

SCRITTI POLITTI

PERFECT WAY

SCRITTI POLITTI

PERFECT WAY

SCRITTI POLITTI

PERFECT WAY



"Perfect Way"

From The Album "Cupid And Psyche 85"

WCAU-FM add 195 on	WNOK-FM on WZLD on	OK100 on 95XIL on
KKRZ 20-17	WFMI on	KFMN deb 39
KMJK	BJ105 34-29	WKSF on
KMEL 22-17	Y106	WZYP on
KPLUS 39-34	KTFM add	KWES add
KUBE 28-24	KF95 35-33	KGOT on
KNBQ on	KIYS 29-27	KTRS 36-34
K104 on	KSND on	KOZE 27-21
WTLQ a	KFIV on	OK95 deb 38
	KSKD on	

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KEN BARNES

ON THE RECORDS

IS THIS HOW THE WORLD ENDS?

Not With A Bang But A Shout

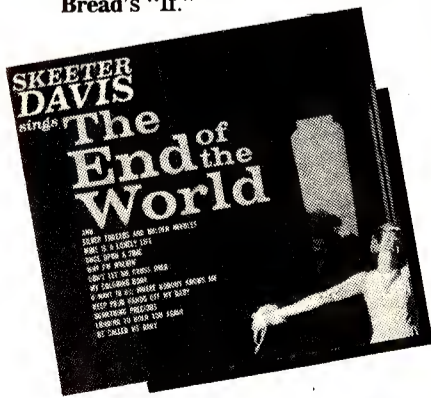
The somewhat offbeat headline above is a contrived device to tie together two random observations about records that otherwise have nothing to do with each other. The first, after hearing "Dance Electric," Andre Cymone's top ten B/U hit, was a thought or two about songs dealing with the end of the world. The other, based on Tears For Fears' recent CHR No. 1, was to contemplate the number of "Shout" songs in pop history.

In looking at songs about the end of the world, I wanted to bypass the ones specifically dealing with the threat of nuclear destruction, since I wrote about those earlier (March 22, 1985). In theological terminology, there's a word for dealing with the end of the world in a religious context: eschatology. And the Prince of Eschatological Rock is none other than Prince.

Prince wrote Cymone's song, with its frequent exhortations to love one another because "it's almost time to go" and its couplet "Hear the Master callin'/This isn't what he wanted us to be," implying strong divine disfavor toward humanity. And Prince's own "1999" was entirely concerned with having a party before the end of the millennium, believed by many religious cultists to signal the end of the world as well.

Other songs more or less in this vein would include "In The Year 2525" by Zager & Evans, maybe "Waiting For The End Of The World" by Elvis Costello, and a doom-and-gloom spectacular by a Dutch group, Unit Gloria, called "The Last Seven Days" and fondly remembered by R&R's Hurricane Heeran.

The other main species of world's-end song uses the end of the world as a grossly exaggerated image. The obvious example is "The End Of The World" itself, by Skeeter Davis, which likens romantic breakup to global catastrophe. Other songs, like Barbara Lewis's "Baby I'm Yours" ("I'll love you till the end of time") and Three Dog Night's "Till The World Ends," use the image as a way to express undying devotion, as does, with a slightly different twist, Bread's "If."



The original end-of-the-world alarmist



"Shout": a far cry from the Isleys

There's probably a world of other songs that apply to this general topic. Suggestions welcomed.

Something To Shout About

For Tears For Fears, shouting it all out is part and parcel of their primal therapy guidelines. For rock & roll in general, shouting has always been a form of release, and it's been reflected in many songs.

In the beginning there was "Shout" itself, the 1959 Isley Bros. hit that later was a hit for Joey Dee, launched Lulu's long career in the UK, was performed live by the Beatles, Who, and Tom Petty, and was covered by the who's who of '60s rock, including Chubby Checker, Dion, Tommy James, the Kingsmen, ? & The Mysterians, and the Shangri-Las, not to mention George & Teddy & The Condors and the Fabulous Flippers. The Tramps did a '70s discoized version as well.

The Isleys were not shy about reusing the concept, and covered an unsuccessful Phil Spector production on the Top Notes, a song called "Twist & Shout." This became a Beatles standard and an oft-covered plum (my incomplete list tops 30, including the Astronauts, the Five Americans, the Kingsmen, the Mamas & Papas, Brian Poole & The Tremeloes (a big UK hit), Johnny Rivers, the Rivas, the Searchers, the Shangri-Las, Del Shannon, Dee Dee Sharp, the Shirelles, Tina Turner, Bobby Vee, and the Who. Canada's Platinum Blonde does it live today, and the Isleys even refined the idea once again for a song called "Surf And Shout."

Figuring if one "Shout" could be a hit, two should be a smash, Ernie Maresca wrote "Shout Shout (Knock Yourself Out)." Otis Red-

ding first gained notice with "Shout Bamalama," later covered by soul singer Mickey Murray; while James Brown's "Shout And Shimmy" found favor with the Who. In more recent years, Kiss did "Shout It Out Loud," while the Style Council sang "Shout To The Top." And just before PolyGram released the TFF "Shout," the company was promoting Alex Brown's "(Come On) Shout." Which allows me to end, as promised, not with a bang but a shout.

Sun City, Here They Come

Musicians' social consciences seem to be fully aroused in the wake of the "We Are The World"/Live Aid/"Dancing In The Street" projects. There's the "Farm Aid" concerts that Neil Young, John Cougar Mellencamp, Merle Haggard, and Willie Nelson are spearheading, and there's the "Sun City" project. Whereas the African famine relief efforts are essentially nonpolitical, this one takes a definite political stand. It's a song written and produced by Miami Steve Van Zandt and Arthur Baker called "Don't Play) Sun City," urging entertainers not to play the South African venue and attacking the South African government's racial policies.

Among the artists participating on the record, according to *Rock & Roll Confidential*, are Pat Benatar, Bono, Jackson Browne, Clarence Clemons, George Clinton, Miles Davis, Eddie Kendricks, Darlene Love, Lou Reed, David Ruffin, Run-DMC, Peter Wolf, and Bobby Womack. All artist royalties will go to anti-apartheid groups. Label is not set, but release should be around late September.

Nebraska Rocks

One of the more interesting mailbox items recently was a little book called "Til The Cows Come Home: Rock 'N' Roll Nebraska." It's a brief history of rock in that state, with a lengthy and fascinating list of practically every performer who ever rocked a Nebraska stage (or a garage rehearsal). Lots of intriguing tidbits (Nebraska was home to both Randy Meisner and

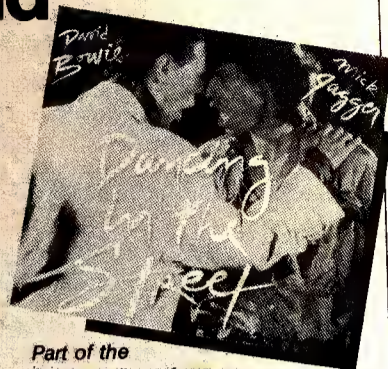


Ready for the world... to end

"DANCIN' IN THE STREET"

Everyone Around The World

No sooner do I finish a look at "I Got You Babe" 's history than a couple of other rock standards are prominently revived. There's "Stand By Me" by Maurice White and now "Dancing In The Street" by David Bowie & Mick Jagger. So I decided to institute an irregular "Song-sketch" series, start it with "Dancing," cover "Stand By Me" next week, and keep an eye on future remakes.



Part of the big boss line of covers

"Dancing In The Street" became an instant anthem within weeks of its release in August 1964 by Martha & The Vandellas. Written by Marvin Gaye with Motown producer/writers William "Mickey" Stevenson and Ivy Jo Hunter, it was a summer standard and drew tons of rock and soul covers. It hasn't been a hit again until now, with valiant efforts registered by the Mamas & Papas and, more recently, Van Halen.

Period covers were perpetrated by the Kinks, the Wheels (as in



Three of Motown's finest minutes

Buddy Miles, not to mention Zager & Evans, who set an alltime record for Nebraskan musicians mentioned in this column by getting their second namedrop here), but more than the information, it's a great idea.

Compiling one for California might be a bit overwhelming, but it would be terrific if every region had some kind of rock archive in print. Meanwhile, for Nebraskan radio people or anyone else who might find this volume of interest, you can order it for \$15 from Real Gone Records, Box 17314, Seattle, WA 98107-1014. (Ask them why you order it from Washington.)

Recently passed on: William Perryman, who made boogie woogie piano records in the early '50s as Piano Red and recorded some R&B classics in the '60s as Dr. Feelgood & The Interns. Their "Mr. Moonlight" was later done by the Beatles, "Bald Headed Lena" by the Lovin' Spoonful, and "Dr. Feelgood" and "Right String Baby But The Wrong Yo Yo" were British rock standards. And Kyu Sakamoto, who hit the top of the charts in 1963 with "Sukiyaki," died in the recent Japan Air Lines crash.

More To The Story

Nashville writer Katy Bee adds three more country "radio" songs: "Thank God For The Radio" by the Kendalls, Charly McClain's "Sleepin' With The Radio On," and the Starland Vocal Band's "Late

Mitch Ryder's Detroit variety; don't forget the Motor City), the Critters, the Phaetons, the Everly Bros., the Walker Bros., Brenda Lee, Jackie Lee (on his "Do The Duck" LP), Ramsey Lewis, the Flavor, and the East Side Kids.

Later it was recorded by, among others, soul star Linda Jones, a re-constituted Dovells, and Teri DeSario & KC. The Grateful Dead gave it a shot, as did more obscure groups like Sweet Pete and Easy Street. And new wave/experimental versions were supplied by British artists Random Hold and Fred Frith.

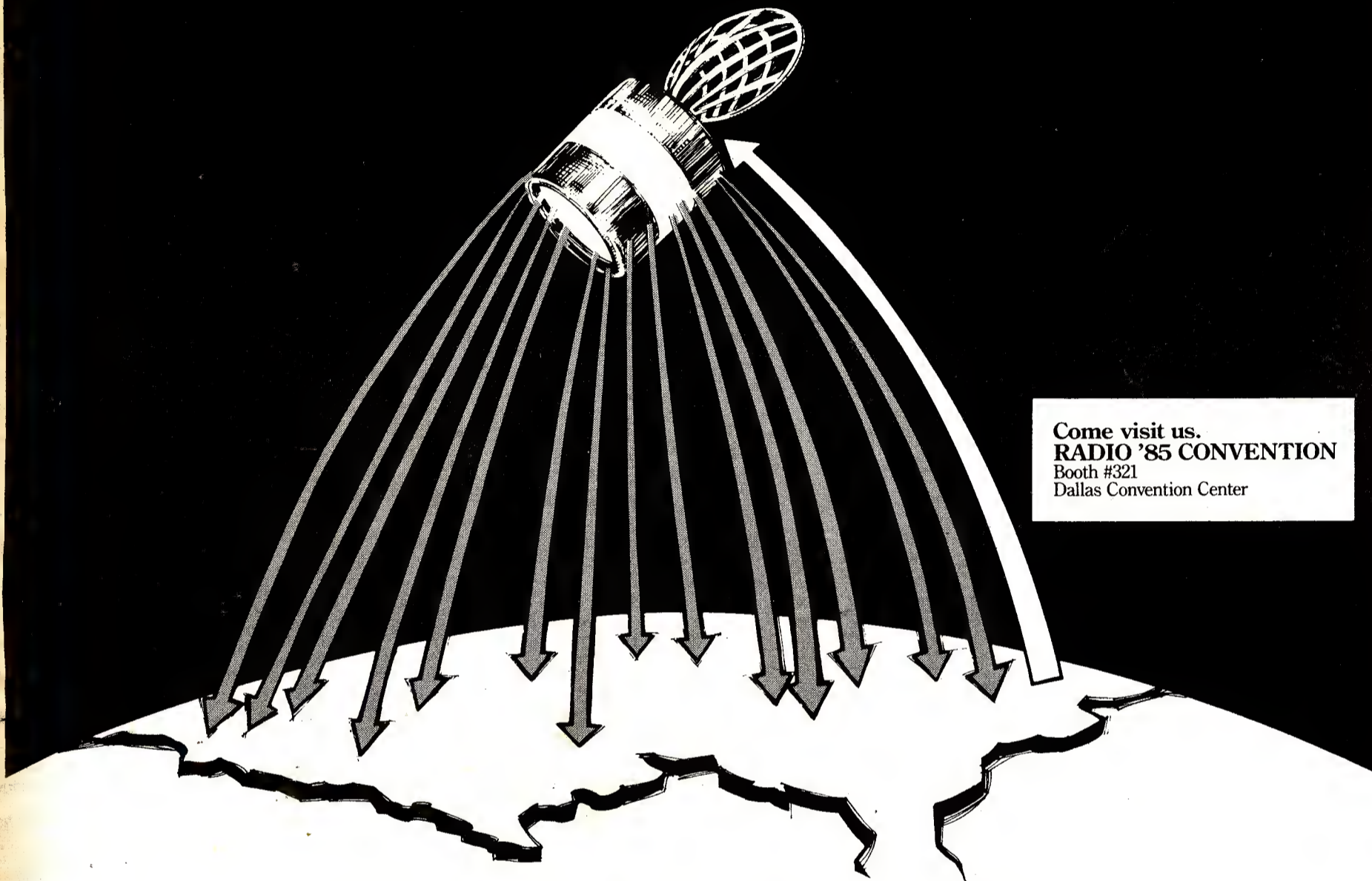
Now Bowie and Jagger's spontaneous impulse to perform it during the Live Aid concerts has turned into a record, released virtually 21 years later to the day. It may rival the original version's chart achievements (#2 in *Billboard*, #4 in *Cash Box*), proving once again that when summer's here, the time is right for "Dancing In The Street."

Night Radio" (not exactly country, but close). And even I came up with a few more: Tom Robinson's "Atmospherics (Listen To The Radio)," its Canadian cover by the Pukka Orchestra, and another Canadian number, "In Car Radio" by the girl group Mens Room.

One thing about these "hits that got away" stories I've been running: as the legends recede into time, the tales tend to vary. That's a lead-in to this: the story about Chuck Barris and "Palisades Park" recounted in the August 23 column was given a different twist in Dick Clark's "Rock, Roll & Remember" book. Clark related that Barris, who was working at ABC, was sort of a corporate watchdog on "American Bandstand." Barris showed Clark "Palisades Park," and Clark arranged for Freddy Cannon to cover it. Barris notified his superiors at ABC that he had written a song that Cannon had recorded, and they said don't worry about any conflict of interest. But just to play safe, Barris called up ABC each week the new chart positions came in, only to hear the same "Don't worry" line. When it went Top 10, he told them, hey, you know that record I wrote, well, it's in the Top 10, and they said, "What record?" He explained, and the reply came, "You're fired."

Thanks to AIR's Alan Smith for the tip.

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The new Talking Heads single
is going places! "And She Was"⁽⁷⁻²⁸⁹¹⁷⁾
from the groundbreaking new LP

Little Creatures (1/4 25305)



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DATEBOOK

SEAN ROSS

Hitcrime (1985)

"It was unbelievable," **Dave Stewart** said of last year's **Eurythmics** appearance at the Grammys. "**Stevie Wonder** came up to me and said 'you got the key baby, you got the key' and I was going 'you what?' Then we were pushed out of the way by **John Denver** and **Dolly Parton**." Stevie, of course, was pressed into action for the harmonica solo on "There Must Be An Angel"; Wonder and Parton may do cameos in an upcoming Stewart movie.

Stewart will be 33 on Monday. In the last year, the diversity of the Eurythmics' projects and collaborators has helped set them apart from the rest of 1983's synth crop. (It's also been two years since anybody had to explain the group to people as "half of the **Tourists**.") One of those projects was Stewart's participation on **Tom Petty**'s "Don't Come Around Here No More," a record that nobody really expected from either of them. Stewart "has that 'let's try anything' air about him," Petty says. "Once I was satisfied that the songs were good, we tried doing them all kinds of different ways."

Nobody can say that Stewart has remained *normal* in the face of stardom. (Petty says that both of them wore jewel-studded western outfits in the studio during the taping of "Don't.") He has, however, remained unfazed, declaring last year that, "I still see myself as this guy from Sunderland who likes soccer and once broke his leg. I just can't relate to stardom. People treat you as they would the star of a soap opera. It's a bit plasticky, you know."

MONDAY, SEPTEMBER 9

1954/**Allan Freed**'s first day on **WINS**/New York.

1955/**Seeburg** introduces the first 100-record jukebox.

1956/**Elvis Presley** appears on the **Ed Sullivan** show from the waist up.

1972/**Slade**'s "Mama Weer All Crazee Now" goes to #1 in Britain.

1979/Nearly a year after his last LP, **Cat Stevens** marries **Fouzia Ali**, part of the sequence of events that includes his conversion to Muslim beliefs and the abandonment of his performing career.

Birthdays: **Inez Foxx** 1942, **Billy Preston** 1946, **Dee Dee Sharp** 1945, **Tom Wopat** 1951, **Otis Redding** would be 44.

TUESDAY, SEPTEMBER 10

1964/**Rod Stewart** records his first single, "Good Morning, Little Schoolgirl." **John Paul Jones** plays bass.

1973/The **BBC** bans the **Rolling Stones**' "Starfucker" even after they changed the title to "Star Star." This after all the trouble the Stones went through to track down **Steve McQueen** and ask if the title character can fellate him in the song.

Birthdays: **Roy Ayers** 1940, **Jose Feliciano** 1945, **Danny Hutton (3 Dog Night)** 1946, **Don Powell (Slade)** 1950, **Siobhan Fahey (Bananarama)** 1957

WEDNESDAY, SEPTEMBER 11

1967/**Bobbie Gentry**'s "Ode To Billy Joe" goes gold.

1968/"Yeah, but wait 'till your rock stars get to Japan" department: **Larry Graham** is arrested for marijuana possession as **Sly & The Family Stone** arrive in London for a British tour. As a result of the bust, the BBC cancels Sly's appearance, a hotel erases their reservations, and the group goes home without giving any concerts.

1971/The **Jackson 5** get their own animated series on **ABC**; **Michael Jackson**'s pet snake is part of the first episode.

1977/Perhaps because it's given **Shaun Cassidy** two top ten hits by that time, **Bernie Taupin** makes his TV debut on the "Hardy Boys-Nancy Drew" show.

Birthdays: **Phil May (Pretty Things)** 1944, **Mick Talbot (Style Council)** 1958, **Jon Moss (Culture Club)** 1957.



THURSDAY, SEPTEMBER 12

1965/"Yesterday" is released as an American single despite **Mary Wells**'s plea to the **Beatles** to give her the American hit with it.

1966/The first **Monkees** episode runs on **NBC**. Most of the group's original LPs are in the process of being reissued.

1970/**Bob Dylan**, **Joan Baez**, **Arlo Guthrie**, and others perform at a Hollywood Bowl memorial for **Woody Guthrie**.

1975/**Slade**'s "Flame" movie opens in America and goes completely ignored.

1981/**Amnesty International** holds its fourth and final Secret Policeman's Ball in London.

Birthdays: **George Jones** 1931, **Maria Muldaur** 1943, **Gerry Beckley (America)** 1952, **Neil Peart (Rush)** 1952, **Barry White** 1944.

FRIDAY, SEPTEMBER 13

1960/The House of Representatives formally outlaws payola.

1969/The **Plastic Ono Band** including **Eric Clapton** and **Alan White** makes its debut at a Toronto nostalgia concert.

1974/**Stevie Wonder** begins his first post-car-crash tour at the Nassau Coliseum.

1980/**George Benson**'s biggest CHR hit to that date, "Give Me The Night," peaks at #5.

Birthdays: **Peter Cetera (Chicago)** 1944, **Vinnie Appice (Dio)** 1957.

SATURDAY, SEPTEMBER 14

1955/**Little Richard** records "Tutti Frutti."

1968/**Pete Townshend** announces plans for "Tommy"; on the same day, "The Archies" premieres.

1968/The **United States Information Agency** compels its overseas branch heads to attend a **Blood Sweat & Tears** concert as an example of American culture. (The USIA probably didn't know that BS&T was partially Canadian.)

1976/**Bob Dylan**'s "Hard Rain" concert special airs.

1979/**Kenny Rogers** Day in Los Angeles. On the same day "Tusk," and "Heartache Tonight" are released.

1981/The movie version of "The Wall" goes into production. Despite animation sequences, which are usually pretty time-consuming to prepare, **Pink Floyd**'s LP comes to the screen ten months later.

SUNDAY, SEPTEMBER 15

1962/The London **Daily Mirror** dismisses the Beatles as a "nothing group."

1978/**Bob Dylan**'s "Rolling Thunder" tour, chronicled in yesterday's TV special, begins.

1979/**Abba** begins first tour of America.

Birthdays: **Roy Acuff** 1903, **Jimmy Gilmer** 1939. **Cannonball Adderley** would be 57.

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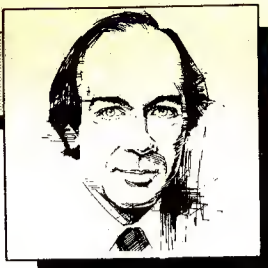
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		SLY96 add

WOMD

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WKSE add	WFXX add	WRNO on
WCAU-FM on	WKSF add	Q100 on
PRO-FM add	WPFM 36-31	WERZ on
WGCL on	WZLD on	WTLQ on
		WNOK-FM on



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BRAD MESSER

CALENDAR

I'll Get Around To It

Last week a few of the guys and me, all of us in the Procrastinators Club, got together and had a fine ol' 4th of July celebration, which was combined with the 1984 Christmas party we never got around to having.

Now that we have partied off, it's time to get down to business. Onward to a couple of this-time-of-year projects, while the mood is right.

It's high time for the good guys to finalize plans for what competitors might uncharitably call fall ratings jammers. Two or three special news department projects can create extra sparkle all through the fall book.

Extra-effort projects are jam-packed full of good side effects. They give participants a comfor-

table sense of direction and help staffers feel confident that goals are being established and accomplished.

Best of all, of course, the above-and-beyond presentations add depth, which helps establish a station's character and identity.

Here's another project that would be nice to get around to. School's happening again, which means school closings can't be far behind, so the old list could be

dragged out and updated. Staff members who joined the station since last year should be briefed on "routine emergency" procedures. Lots of stations agree that, to lower the probability of being faked out by phony closing reports, it's handy to have an authorization code worked out. A simple one is the first letter of the current month.

There must be other things that should be done pretty quick, but right offhand, none pop up. My mind drifted elsewhere. The big convention next week. I still haven't made reservations and the planes are probably booked solid.

Some day, some sweet day, I'm going to stop procrastinating. If I ever get around to it.

U.C.A Became U.S.A.

MONDAY, SEPTEMBER 9 — A couple of months after our forefathers issued the Declaration of Independence, they officially changed the country's name. On this date in 1776 the Second Continental Congress ruled, quote, "where heretofore the words 'United Colonies' have been used, the style be altered, for the future, to the 'United States.'" 1976 — Chairman Mao Tse Tung died. 1974 — Evel Kneivel failed to rocket a motorcycle across Snake River Canyon in Idaho. 1926 — National Broadcasting Company formed by RCA. 1895 — American Bowling Congress formed. 1833 — Anton Feuchtwanger invented the hotdog at the St. Louis Exposition. 1850 — California 31st state. Birthdays: Joe Theismann 36. Cliff Robertson 60. Otis Redding born 1941. "Colonel" Harlan Sanders born 1890. Leo Tolstoy born 1828.

Sewing Machine Patented

TUESDAY, SEPTEMBER 10 — Every piece of clothing ever worn was sewn by hand, until Elias Howe perfected the sewing machine, which he patented 139 years ago today in 1846. But no one wanted a sewing machine. Tailors in America said it would upset their employees. Howe then went to England, but he couldn't sell any sewing machines there, either. In desperation, Howe took a big loss and sold his invention for a few hundred dollars. When he returned to the United States, Howe discovered several people had stolen his idea. Isaac Singer was one of them. Howe went to court and eventually won a fortune in royalties from Singer. 1897 — First drunk conviction. 1874 — Texas Barbed Wire War began. Birthdays: Jose Feliciano 40. Charles Kuralt 50. Arnold Palmer 56.

5000 Crackers A Minute

WEDNESDAY, SEPTEMBER 11 — Take a guess. Who invented the only cracker that is named for a person... Joseph Saltine, Sylvester Graham or Frank Ritz? Here's the answer. The only cracker named for a real person was invented by Sylvester Graham. (The other two names are phonies). Just over a century ago, Graham was America's best-known health food promoter and reducing salon operator. When he died on this date in 1851 he was rich and famous. The Nabisco company says, today, Graham crackers make up about 15% of the market. Nabisco can produce 5000 per minute. 1952 — First implant of an artificial aortic valve in a human heart. 1847 — "Oh! Susannah!" first performed. 1777 — Revolutionary War: British beat George Washington's troops in Battle of Brandywine at Philadelphia. Birthdays: Tom Landry 61.

First "Type-writer" Flopped

THURSDAY, SEPTEMBER 12 — The first commercial typewriters went on sale 111 years ago today, when the Remington company introduced its Scholes & Glidden "Type-Writer" in 1874. It only had capital letters, and the typist couldn't see what was being typed. The typewriter was a flop. During the first ten years, fewer than a hundred per year were sold. (One thing that hasn't changed in more than a century is the typewriter keyboard. The first Remington had the same QWERTY keyboard layout that we still use today.) 1922 — Episcopal removed the word "obey" from the marriage ceremony. 1609 — Henry Hudson entered the New York river now named after him. Birthdays: Terry Bradshaw 37. Maria Muldaur 43. George Jones 54.

The Rockets' Red Glare

FRIDAY, SEPTEMBER 13 — One of America's most famous battles was going full blast on this date in 1814, at Baltimore, where the British fleet was firing cannons at American defenders inside Fort McHenry. A lawyer named Francis Scott Key was watching the battle. When it ended, the next morning, Key wrote his poem — about "the rockets' red glare, the bombs bursting in air" — which eventually became our national anthem. 1922 — World's hottest day, 136 degrees in the shade at El Azizia, Libya. 1913 — Lincoln Highway proposed as first transamerican paved road. 1899 — First fatal automobile accident. 1788 — New York City became first United States capital. Birthdays: Jacqueline Bisset 41. Peter Cetera 41. David Clayton-Thomas 44. Barbara Bain 52. Fred Silverman 58. Mel Torme 60.

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Phase 2—Omega. Page-by-page, title-by-title breakout involving comparisons of demo groups, cumers, fans or geographical

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JOEL DENVER

A HEATED BATTLE IN PORTLAND

KMJK vs. KKRZ: Grudge Match

In 1985 don't expect a lone CHR to remain that way in any market. Sooner or later the competitive bug bites another successful broadcaster, and any or all of its planners become obsessed with building a new powerhouse station.

The new group moves in, declares war, and then deluges listeners with promotions, prizes, and, of course, the all-important green-back. The challenger works with nonstop diligence to not only carve its own niche in the marketplace, but to topple the previous champ.

A Sleepy Market Awakens

As CHR Associate Editor Yvonne Olson discovered, Portland fits right into this scenario. The city was basically considered sleepy, with virtually no CHR when KMJK's Jon Barry arrived in 1981. KMJK was originally a CHR that switched to Easy Listening-A/C, but Jon took the station back to CHR, helping it reach a 10.2 peak in the spring of '84. During this transitional period, Harte-Hanks sold

the station, and it became privately owned by President/GM Victor Ives and his investor group.

Meanwhile, Taft Broadcasting moved into town with KKRZ (Z100). When KMJK hit its 10.2, the infant Z100 had only a 3.1, but KKRZ had begun a march toward dominance. One book later, KMJK dropped to a 6.7 and KKRZ was sitting on top with a 7.0 (see ratings above right).

KKRZ attacked KMJK from all sides: promotions, contests, on-air antics, positioning statements — even the jingles. And that's when things began to seriously heat up. Apparently, KMJK contracted for the "Flamethrower" jingle package and was waiting for it when KKRZ suddenly popped on the air

Ratings Review

(Arbitron 12+, Mon-Sun, 6am-Mid)

	Sp '84	F '84	W '85	Sp '85
KKRZ	3.1	7.0	7.8	8.9
KMJK	10.2	6.7	6.9	8.0

with the Flamethrower demo featuring Z100/New York! Since KKRZ calls itself Z100, it had no trouble introducing the jingles to the Portland market as its very own.

Lawsuit Pending

Needless to say, KMJK became irate, and the two stations are now embroiled in a lawsuit. Neither is allowed to comment on the problem, but according to Jon Barry, "People say imitation is the sincerest form of flattery. Well, we've been flattered just about enough!" Jon also charges that KKRZ continually rips off KMJK's ideas.

Says KKRZ PD Gary Bryan, "The bitterness has both surprised and disappointed me, because I was hoping we were all more professional than that. There are a few differences in what we're doing. KMJK's improved since we came into the market, because they learned a few lessons from the beating we gave them in our debut book."

In any case, the imitative approach seems to be working for KKRZ. Of course, the station has another incentive — money. Taft is pumping big dollars into Portland, and Jon Barry considers this the main reason his station is sitting in the number-two slot. "In three books the competition has yet to beat us by more than 0.9 of a point. We're a locally owned station and they're a multimillion dollar conglomerate. I don't know how you can justify throwing away millions of dollars for nine-tenths of a point."

No Hollow Victories

So goes the battle. The good news is that although much bitterness lies between them, both programmers agree that it has made for better radio in Portland. Gary says, "Both of us are looking for the advantage, and it's making us better at what we do. This is the best city I've ever worked in (as far as being accepted goes), and I'm confident that Magic will not catch us. We've repositioned them as number two and that's the way they're going to stay."

To which Jon Barry retorts, "I'd rather be perceived as a great radio station rather than someone who's after someone else's ass. I consider an 8 to be successful in this or any market. I'd rather be beating them, but I'm not interested in any hollow victories. We're making money without spending a lot. While they've been here a year, I don't think they've made dollar one."

MAGIC-107: Ratings Out Of A Hat

KMJK PD/afternoon personality Jon Barry and his staff still hold true to the principles which took them to the top in 1982. According to Jon, even with smaller numbers, the station's improved. "MAGIC-107 has been a consistent station for the past three years, and is now probably more mass-appeal and full-service than ever."

Despite its formidable competition, MAGIC-107 has managed to hang in, utilizing creative promotions, programming, and budgeting.

Barry considers the morning show his biggest asset. Led by morning men Kent Phillips and Alan Budwill, KMJK practices the "theatre of the mind" approach.

The Wheel Of Meat

The Magic Morning Crew's antics include one outrageous bit called "Wheel Of Meat." Rotting meat is hanging on a roulette-type wheel, and, judging from the size and color described by Kent and Alan, listeners must guess the particular brand to win a prize.

More? OK. There's "Stump Captain Tunes," a game involving a local musician, who sings parts from a current song over the phone. Listeners must determine what the song is for a prize. The song is generally off-key and is not carried along its usual melody structure. Listeners also get a chance to "Name That Goon" every morning, when various drop-ins from famous movie villains are played and contestants must guess the identity.

KMJK makes a great effort to encourage listener participation.



Jon Barry

One day MAGIC-107 "moved" Mt. Hood closer to town so that skiing listeners wouldn't have so far to drive. The station gave away free lift tickets and ski accessories so folks could enjoy the mountain while it was so close by.

Of Missing Lakes & Marriages

One day, when the staff was trying to find out who "stole" Lake Oswego (it gets drained every two years), a local state rep undergoing litigation for some not-so-ethical behavior called up to confess that he had pilfered the lake, having wanted to do something nice for his district for a change.

MAGIC-107 has had a marriage proposal over the air, and once conducted a foreign broadcast exchange with Portland's sister city in Japan (playing "Wheel Of Sushi" during the three-day visit).

"It doesn't cost very much money to have all this fun, which makes it even more rewarding. MAGIC-107 is people involvement, theatre-of-the-mind, and a lot of fun. We don't need to appeal to listeners' pocketbooks for the attention. We don't have the money to recruit tons of new cume, but at least we're maintaining what we've already got," noted Jon.

Small Budgets

Not that KMJK is entirely without financial resources. The station has a daily cash payoff with \$1000 Thursdays, \$500 Mondays, and \$107 increments five times each week-day. MAGIC-107's given away a few cars via dealer sponsorship, and recently awarded a mini-van to a listener with the help of a local pizzeria.

"But most of what we do is based on a small budget," Jon said. "We try to get a client to foot the promotion bill because we don't have the money to spend ourselves. Still, we have our hot-air balloon up at every major event, our trolley rides in all the parades, and we have gifts to give away. All these things add up without costing much money."

"We've also got a deal with the local bus company. Every Friday one of the town routes gets paid for,



MAGIC-107'S AIRSTAFF: (front l-r) Eric Worden, along with morning men Kent & Alan; (back l-r) Charlie Busch, PD Jon Barry, MD Steve Naganuma, Pete Lett, Tom Brooks, Arlene Anchetta, and Malibu Mike.

and all passengers ride for free on that route. So we're getting the job done — negotiating tradeouts, working with the community, and making sure our station is as visible as possible."

Diligent Airstaff

And Jon is very thankful for his airstaff. "They're hardworking, intelligent, and far superior to any other airstaff in town, collectively and individually."

But Jon admitted, "I sometimes feel impotent that we don't have enough money to make these guys into what they could really be, but the dedication is steadfast. I don't believe there's a person here who'd rather be working elsewhere. They'd probably like more money, but I don't think they'd sacrifice the position for the dollars."

On a brighter note, however, the company has just purchased what

will become KMJK-AM, and since the new sister station is licensed to suburban Lake Oswego, programming can be duplicated 100%. As a result, the airstaff will get more exposure, allowing the combo to better compete against AM A/C giants KGW and KEX.

Staying With What Works

Jon tries not to think of his attacker across the street. "I'm not interested in a hollow victory. I don't just want to be number one; I want to be competitive and make money. It doesn't matter that we had a 10.2 at one time. Right now we're making more money than ever."

"I've been here four years and it's been a struggle, but I'm committed and am going to sacrifice for it. I consider this a battle between money and creativity, and creativity is hanging in there."

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KKRZ: Big Bucks For Big Numbers

A well-known broadcaster in the Pacific Northwest, KKRZ PD Gary Bryan programmed KNBQ/Tacoma-Seattle and KISW/Seattle before moving to Portland.

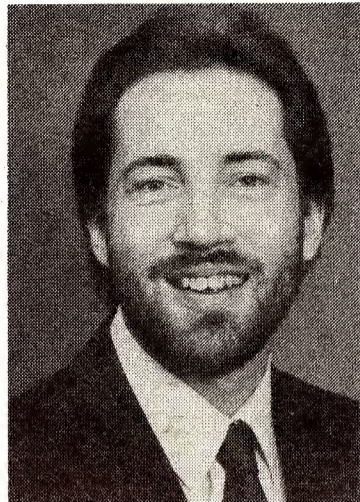
Like MAGIC-107's Jon Barry, Gary sees the intense battle as healthy for Portland. "With several major companies such as Taft moving into this market, the level of professionalism and competition has elevated remarkably," he said.

Local Music Supporter

"Our main contest is the 'Biggest Daily Cash Giveaway,' with \$1000 Thursdays, \$500 Mondays, and \$300-400 giveaways on Tuesdays, Wednesdays, and Fridays. We've sent people to see Bruce Springsteen in London. We also tie in with artists coming to town for appearances, and have developed a strong reputation for supporting local acts."

Gary reported, "There are a lot of very good musicians in Portland. We invite people to bring their tapes or discs down to the station during the morning show, and we usually put them on right away to check for a response. We took Nu Shooz to number one on our chart. It was a legitimate number one hit for us, and it stayed up there for weeks." KKRZ is also playing music from Johnny & The Distractions, Jack Charles (former Quarterflash member), and a new Urban group called Cool'r.

Gary talked about how KKRZ organized the latest hometown vinyl effort, a charity record for Africa entitled "Keep On Giving To The World." "Everyone, including the mayor, governor, several local bands, TV celebrities — even competing radio personalities — turned out for the recording. It turned out to be a full-scale community project, one Portland can be proud of."

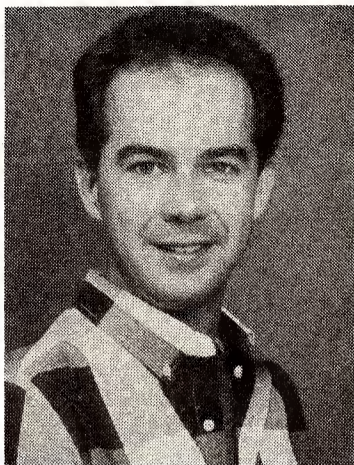


Gary Bryan

A Solid Future

The station has received much community support for its efforts in this area, and much press as well. Gary considers this to be the biting edge over KMJK. "Basically this is our strongest suit against them. Additionally, our overall sound is stronger. We produce our contests and promotions a lot more effectively than they do."

Throughout the day Gary tries to keep the sound as tight and fast-moving as possible, surrounding the hits with the new local music, and hoping that it all meshes. "The local music scene can get a bit scary at times," he admits. "There's no back page of R&R to tell you whether it's a hit or not. You try to look at the phones and sales on the song and hope that it's not all hype."



Sean Lynch

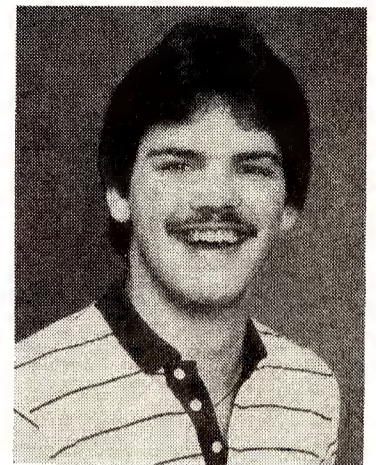
Gary's sitting on top right now, so he must be making a few right decisions. And he doesn't see much of a problem remaining there either. "It looks pretty solid," he noted. "We were running 11-12 spots to their 8 this past book, and I think that probably hurt us a bit, in addition to the two prize catalogues that were up against us by other stations. Actually, the catalogues had more to do with retarding our growth than KMJK did. Without them, we'd have gotten much bigger numbers."

Looking For A 10 Share

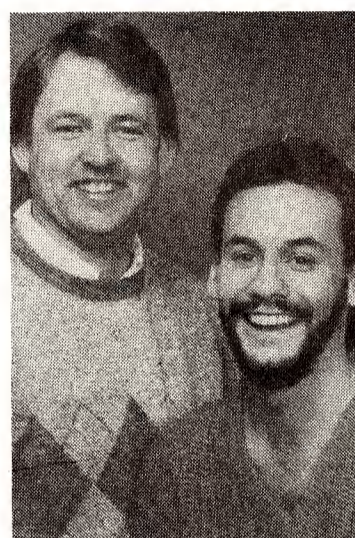
Gary also feels that production values are the key to a winning station. "I encourage people to come up with bits for their shows, and I work with them to make sure our production standards are met. Production values register a difference in product with the audience. Because we outdo KMJK in this area, we're gonna widen the gap on them. I want a 10 in the next book."



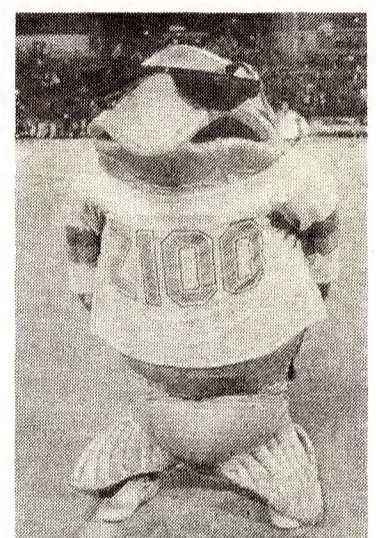
Connie Breeze



Chet Buchanan



Scott Drake, Tony Martinez



Jammin' Salmon

MOTION

Lori Clary is upped from Production Director to MD at KNOE-FM/Monroe . . . Jeffrey L. Goree is named Local Sales Manager at WKQX/Chicago . . . WGCL/Cleveland MD John Fields exits for an airshift at WWNK/Cincinnati, and late-nighter Bumper Morgan steps in to replace him . . . Dan Pearman becomes the new MD at KEYN-FM/Wichita, as Rick Brown segues to KLTE/Oklahoma City . . . Randy Scott moves from overnights to middays at KO93/Modesto . . . OK95/Tri-Cities OM/PD Bob Taylor takes on operations at SRO's newly-acquired KYYX/Las Vegas; Dean Le Master becomes PD at OK95.

At WZKS/Nashville, Chuck Jeffries moves from nights to PM drive, and weekender Phil Valentine steps into the night slot . . . WZON/Bangor MD Rick Andrews leaves for nights at WIGY/Bath, with assistant Tony Perkins replacing him . . . Robin Slade is now part of mornings at KIKX/Colorado Springs, formerly of crosstown KKCS . . . MD Jeff Davis exits KWNZ/Reno and PD Dave Shakes assumes music duties . . . Ron Wilson moves from AE to Promotions Director at KRBE/Houston . . . Andy Kahn is new to nights at KSND/Eugene.

KAFM/Dallas welcomes Ryan West (formerly Dan Stevens) to morning drive . . . KNBQ/Seattle-Tacoma ups weekender Joel Block to fulltime nights . . . Gary Dixon will be interim PD at KQCR/Cedar Rapids until the station changes format to A/C . . . Spanky McFarland is named Assist-

ant PD at Z102/Savannah . . . Russ Dealy takes on PM drive at KQ92/Olympia, WA from KQIZ-FM/Amarillo . . . Congratulations to 103CIR/Beckley, WV PD Bob Sencer on his engagement to Sherri Richmond, and to KKAZI/Cheyenne PD John Ramsey on his marriage to Lucy Tabares August 23.

BITS

• **Getting Married?** — KMEL/San Francisco is the proud owner of the actual wedding dress and shoes Madonna wore during her "Like A Virgin" tour. The dress, shoes, a VCR, and a compilation of Madonna's videos will go to the highest bidders in KMEL's exclusive radio auction. All proceeds will go to the Greater Bay Area Chapter of the "Make-A-Wish" foundation, an organization that grants last wishes to terminally ill children.

• **Just Can't Get Enough** — WPLJ/New York is flying a winner and guest to see Paul Young in Los Angeles and then flying them back home to see his New York show. Listeners must register by mail and will be picked by random drawing.

• **Chicago Cruisin'** — WLS/Chicago gave away seven 1986 Chrysler LeBaron convertibles this summer to lucky winners with the correct keys. Listeners got the chance to call in and win a qualifying AM Walkman, plus a random key, whenever they heard the sound of a car honking.



Z100's morning zoo: Bryan, Lorna Dee, Officer Tony & Dan Clark



STEVE FEINSTEIN

DEMOGRAPHIC BRACKET CREEP

AOR's Future: 35+ In Ten Years?

It looks as if rock radio may be on the road to someday becoming a 25+ format. To wit:

- An AOR leads in men 25-34 in 65% of the markets that have album rockers (source: spring '85 Arbitron.)

- Among the top ten markets, the AOR upper-demo leader has an audience composition with an average of 53% of its quarter-hours from 25+ listeners.

At this point AOR is still an 18-34 format rather than purely 25+; the majority of AORs get less than 50% of their quarter-hours from 25+ listeners. Still, the format has clearly moved from a 12-24 base to an adult, 18-34 orientation.

Now that we've completed that move, what's down the road? Will we continue to move along the demographic continuum with our present audience and be a pure 25+ format five years from now, a 35+ plus format 10-15 years from now, and so on? Or will we remain an 18-34 format, replenishing the younger end?

Frank Wood, President of WEBN/Cincinnati and WQMF/Louisville, says, "It's like the analogy of the snake that swallows the rat: Are we going to be the snake and let rats pass through, or are we going to follow the rat? Right now, we're following the rat. It's great because the rat's a big lump of the population. But like the rat in the snake, it'll get smaller down the line."

Wood sees each AOR's future being determined by its market's competitive mix and some format wrinkles:

- An upper-demo format, such as John Sebastian's EOR or Burkhardt/Abrams' Superstars II, as a lure for 25+ listeners with AOR roots.

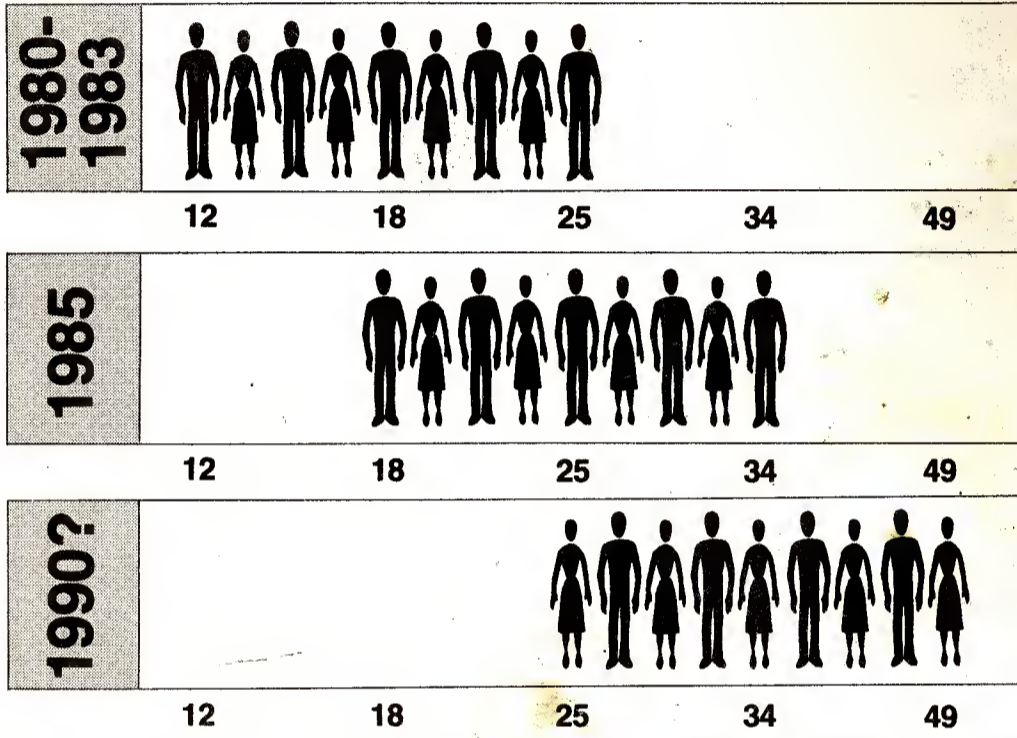
- Fragmentation from successful FM Oldies stations. (Note that WCBS-FM/New York and WJMK/Chicago are #1 men 25-49 in markets with AORs that dominate men 25-34.)

- On the younger end, an approach that speaks to the male "metalheads" to whom AOR no longer caters.

Additionally, the more upbeat, younger-targeted A/C's may have an effect on AOR's upper end, though their appeal is generally skewed to females.

If AOR goes the growing-up-with-its-audience route, and that audience becomes increasingly less interested in new music, will the format eventually become all oldies? "We'll come up against the closed-loop syndrome, where we reach complete burnout," says Wood. "We have to find current

Rock Radio's Changing Demos



music, like Dire Straits, that appeals to a 30-year-old."

Out With Library Burnout

KZEL/Eugene PD Ken Martin sees the format eventually targeting 25-54 successfully if library burnout is avoided.

"Programmers have to constantly rotate their stock of oldies. There are dozens and dozens of Doors and Creedence Clearwater Revival songs. Either keep enough in rotation all the time so you aren't always repeating just

the same ones, or change them every few months. Otherwise, you hear the same three or four songs over and over for years at a time."

St. Sebastian's Prophecies

Consultant John Sebastian has

been nurturing his 25+ targeted EOR approach for over two years. His first round of encouraging results includes spring debuts by KKGR/Anchorage (#1 men 25-34; tied for #1 men 25-49) and KGRQ/Casper (#1 men 25-34; #2 men 25-49). In his view, it's all a matter of population shifts.

"The only choice we have is 25+ programming, whether it's EOR or upper-demo AOR," he contends. "The reason many AORs are doing so well now is because 25-34 is the largest cell in their markets. But that cell won't always influence the Arbitron as much as it does now because the bulge will move up one cell. In two-three years, the baby-boomer bulge will splash over into 35-44, and the biggest cell will no longer be 25-34, but 35-44. Stations that have properly evolved will then be poised to be the 35-44 format, and go on to be the baby-boomers' format for the rest of their lives."

A typical AOR whose audience is now divided about evenly between 18-24s and 25-34s will eventually "say it doesn't care about 18-24s the same way it's finally said that about teens," Sebastian forecasts. "There won't be a lot of money left for 18-24 programming."

Sebastian feels EOR is particularly well-suited to take advantage of the impending demographic shift because many AORs that are scoring well in 25-34s actually have the bulk of those listeners concentrated in the 25-29 sub-cell. According to his scenario, if the shift in the demographic bulge happens as soon as two-three years from now, AOR's strength will still be confined to 25-34. EOR, claims Sebastian, attracts more 30-34s with its softer, more textured sound, and stands a better chance of moving along with the bulge.

"The way to get 30+ people, and certainly 35+, will be to have even less edge," he posits. "There's no question getting rid of Motley Crue was the right decision, but the next question is 'What's the next rung down to get rid of?' I'd answer that it will be the hard-edge stuff that EOR has gotten rid of but AOR hasn't yet."

And what about current AOR fare? Sebastian feels artists such as Loverboy and Bryan Adams lean too "pop" for 30+ listeners, while Sting and Dire Straits have a more compatible sound and image for upper-end rockers.

KZAP/Sacramento VP/GM Tom Weidle sees the format moving along with the population. Noting that a person's basic musical tastes are set in his late teens and early 20s and stay with him throughout life, he says, "Our next

Continued on Page 44

Teens: Gone Forever?

AOR has washed those teens right out of its hair over the past few years.

Each spring book finds fewer AORs leading their markets in teens:

- 1982: 60
- 1983: 50
- 1984: 30
- 1985: 9

Even allowing for there being fewer AORs in rated markets than in previous years (we're down to 176 from '83's high of 204), it's obvious that teens have returned to their rightful home — CHR.

Might AOR continue as an 18-34 format, replenishing its younger end with teens who will eventually "grow into" format, perhaps after tiring of CHR?

Frank Wood says, "It depends on what we do. If we're playing Led Zeppelin, it won't happen — that's not the music they grew up with. If we mix in something that appeals to them, possibly. The problem is I can't predict if people will like Michael Jackson all their lives. Will there be a Cyndi Lauper 'Big Chill'

someday? I doubt it, but then again, our parents felt that way about the Trashmen."

Are AOR's classic artists so truly timeless that teens will eventually find them appealing? "In '81 and '82 we saw a new youth base for bands such as the Beatles, Stones, and the Yardbirds. But it's a novelty they got tired of. You have to keep it fresh for them."

John Sebastian feels teens' musical tastes are incompatible with 25+ listeners, and plans to continue upgrading the demographic profile of his stations while letting "the next generation of programmers worry about teens."

KZAP/Sacramento VP/GM Tom Weidle agrees. "With what AOR is becoming, we're going to have to hit a sacrifice fly to center field. How are we going to satisfy a 17-year-old and a 30-year-old at the same time? Can you expect that kid to get off on a 20-year-old Rolling Stones cut like 'Satisfaction'?

That's like me when I was 19 getting wiggly over an Artie Shaw record."

But George Harris, new to the consultant ranks after notching impressive 25+ numbers while programming WMMR/Philadelphia and KMET/Los Angeles, is not discounting teens altogether. "AOR's greatest challenge will be the recruitment of the bottom end. Ignoring teens is absolutely not healthy. We can't lean the sound of a station too heavily in their favor, but we can try to get their attention by special programming or promotions."

WMMR did a "School Spirit" promotion with the Hooters that was geared exclusively to area high school students. The school that sent in the most entries won a free Hooters concert. Harris explains, "Without offending our older core or affecting the consistency of the radio station, we created potential sampling by teens. Whether they liked what they heard or not, we at least created an opportunity for them to listen."

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AOR's Future: 35+ In Ten Years?

Continued from Page 42

major target cell will be 35-44. We'll continue following these people throughout their lives until we are the *Music Of Your Life* station when they're 55 years old."

Weidel notes that although the musical base may stay the same over the years, AOR's presentation will have to continue maturing along with its audience. Just as a MOYL station plays the same music its listeners enjoyed when they were 20 years old but presents it in an adult manner, the same will ap-

ply for AORs. For instance, KZAP sponsors seminars on home buying and child care.

With that kind of focus, both musically and in lifestyle features, is AOR leaving itself vulnerable to an attack on the lower end? "Yes. Someone could crank something up and go right for the 19-year-old male. But every station in every format is vulnerable; you can't cover all the bases."

In fact, there are two AOR stations—WYSP/Philadelphia and KSJO/San Jose—that are employ-

ing such strategies. Rather than butting heads with WMMR and KOME, respectively, directly on the 25+ front, they're attempting to make their inroads on the younger end initially.

If AOR someday makes the move toward becoming a pure 25+ format, the correct timing will be essential. It'll have to ride the demographic wave just as it breaks into the next cell, and not leave behind the current 18-24s who still make up a good-sized chunk of its numbers.

SEGUES

Consultants Calvacade: John Sebastian's newest EOR clients are KESI/San Antonio and CFMI/Vancouver, BC.

Management Memo: WGIR-AM & FM/Manchester ups SM Judy Glovsky to GM, replacing the exiting Bob Frisch.

Programmers Directory: KGGO/Des Moines ups MD Jack Emerson to PD and names Mike Richter MD... Marlon Barrow from WAYV/Atlantic City replaces Ross MacDonald as

WAQY/Springfield, MA PD... KYYS/Kansas City PM driver Skid Roadie takes on MD duties... KXZL/San Antonio names afternoon Dick Sheetz Assistant PD... KEZE/Spokane's new MD is Karla Stevens from KGRB/Spokane... WHMD/Hammond's latest Music Coordinator is Karin Caruso from WRKR/Milwaukee.

Jock Jumps: KATT/Oklahoma City afternoons go to Cyndy Scull from WBAB/Long Island... Roman Moore, ex-KAZY/Denver, takes on

9am-noon at KILO/Colorado... Larry The Legend grabs WWWV/Charlotteville nights... Chris Kellogg is new to mornings at KFMZ/Columbia, where Gary Poole exits evenings... New WSKS/Cincinnati staffers include afternoon Steve Dolata, night rocker Sally Hime, and News Director Chris Williams... New Weekend Warriors are WFYV/Jacksonville's Sherri Lange and J. Michael Scott at KUFO/Odessa.

Quick Cuts: WYNF/Tampa names Ed Kirn Promotions Director.



URE MIDGE, WE'RE 'BCN — It was ultra-delightful when Ultravox's Midge Ure stopped by WBCN/Boston. From left, Chrysalis Director Of Album Promotion Kevin Sutter, pm driver Mark Parenteau, Regional Promotion Manager Charlie D'Atri, Ure, label President Jack Craigo, and WBCN VP/GM Tony Berardini.



KSJO BOUND — At KSJO/San Jose during a Supertramp interview are ex-Promotion Director John Cotter, MD Ken Anthony, bassist Dougie Thompson, A&M's Iris Dillon, and keyboardist Rick Davies.



SIMI, FEEL ME, TOUCH ME — KCME/Simi Valley personality Stray (left) receives the healing power of Madam X bassist Chris "Godzilla" Doliber. KCME is a cable FM station serving Southern California communities.



EUPHORIC EIGHTEENTH — WPGU/Champaign-Urbana's 18th birthday celebration included a John Hunter concert. Behind Hunter and his motorbike are (l-r) 'PGU's Rick Kempfer and Chris Aronson, drummer Artie Baldacci, and former MD Dave Priest.

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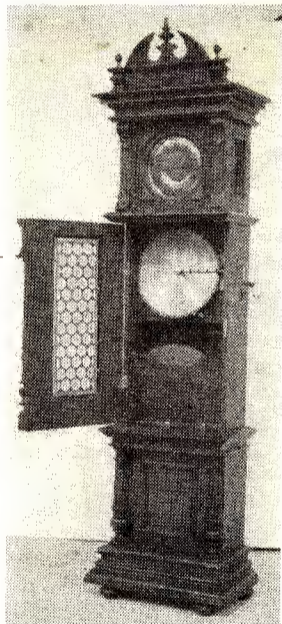
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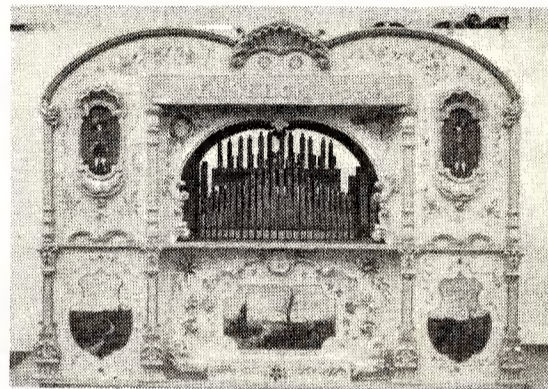
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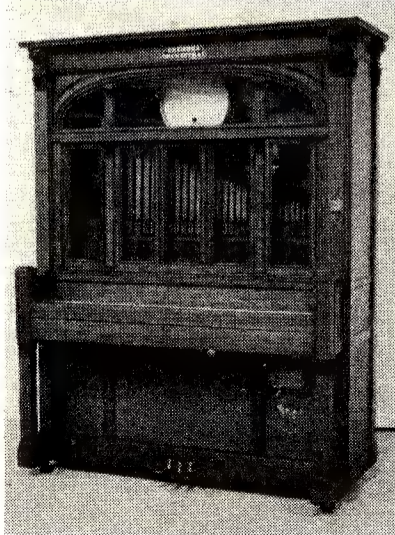
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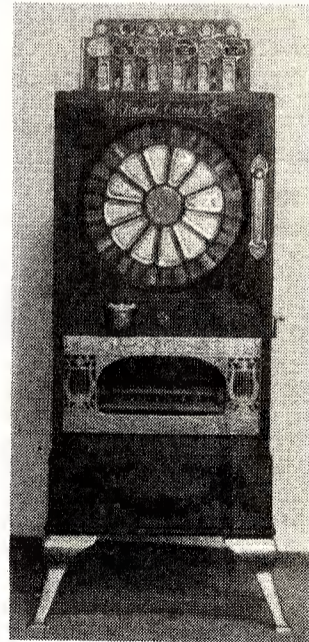
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A CHAT WITH KFMB'S MARK LARSON

KFMB Is Number One

"K" is for "king" of San Diego radio. "F" is for "full service." "M" is for "morning show" and "music," and "B" is for "baseball." When you add them up, you get the winning elements for KFMB.

The spring Arbitron results show KFMB in first place in San Diego in a number of demos and dayparts (a position not foreign to the station), so I chatted with Mark Larson, the successful PD of this very hip, very involved, very innovative, and very successful A/C.

R&R: Here you are number one again 12+ and with 18+, 25-49, and 25-54 adults. Has KFMB always been so successful?

M.L.: We didn't really reach number one until we got baseball in 1978. We've grown based on the Padres, but KFMB's been continually building in other areas too. We were always respectable, and the sales department always was able to sell the station because of the ratings results that a foreground A/C station like ours delivered.

R&R: So you've been A/C all along?

M.L.: Yes, and the key is that the refinements we've made have been the type that aren't drastic. A lot of other people in the market have played that "format of the week" game, but we've remained stable and consistent.

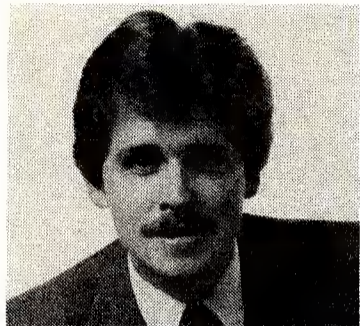
"Baseball 'Bin Berry Berry Good"

R&R: You point out that having Padres baseball is a very important factor in your station's success. Aside from the fact that the team is a good one, baseball around the country was in many cases not the ratings hook that it was for KFMB. Why?

M.L.: I think a lot of stations around the country which have had baseball for a long time are reluctant to try new ways to promote it on their stations. We've always tried to make a marriage between the team and KFMB.

For example, I have the players on a good deal of the time, and get them to do promos and IDs for the station. It gives the impression that everybody knows each other and that they're all staff members here. Of course, there are a lot of merchandising promotions we do too. For example, if someone hits a grand slam, a listener can win a Corvette.

The great thing about baseball is that it's better than TV or billboards for getting the word out. The cume is so high, you can unveil all kinds of things in your promos. We use it for a lot of tie-ins and promotions of other events happening at the station, probably more so than any station in the country.



Mark Larson

The main pointers are to be open for anything, tying in all year 'round, and having access to the players. During the off-season, we do a selective amount of baseball programming. For example, last year when the team won the pennant and went to the World Series, the season really never ended. We reran the key playoff games in January.

Also in January, we broadcast a talk show live from the Radisson Hotel with a live audience featuring Jack McKeon, the very flamboyant Padres GM. The great thing is that listening to Jack is fun, whether you like sports or not. And that's our philosophy with sports — to make it fun and interesting even for people who, in general, don't have a strong interest in it. Our sports guy, Ted Leitner, has a style that's incredibly different. He's outspoken, ad-libs everything, and has great appeal to indifferent or nonsports listeners.

Night Time Ballance

R&R: So you can thank baseball for your huge 7-midnight numbers?

M.L.: Sure, baseball's a big reason for nighttime numbers, but we also have the Bill Ballance talk show when there's no play-by-play. Bill's doing a success/self-help/motivation-oriented talk show, which is very popular. In fact, he was up 55% last fall.

What Bill's done at night is give us FM-type numbers ever since he joined KFMB in 1978. On an AM station you look for what works, so we viewed him as an alternative to TV and sold the show that way.

We began to see a little numbers erosion in Bill's show last year, when we discovered that women under 35 found him a little condescending and perceived the show as totally sexually oriented. So we had him do a whole series of promos last summer and into the playoffs.



PADRES FEVER—Padre Steve Garvey joins Mark Larson at a KFMB party kicking off the release of "Sounds Of Success," a collection of original songs written about the team. Over 10,000 copies of the albums and cassettes were sold, with the proceeds going to charity.



SOUNDS OF SUCCESS
Music of a Winning Season

Bill came on and addressed the complaints head-on in a tongue-in-cheek way and laid out what the show was going to deal with in the fall. We cut a series of highly-produced promos creating the illusion that he was asking the man on the street what they thought of him. Bill then had the opportunity to refute it and got the point across that they had the wrong impression of the show.

Bill also had the problem of saying certain words that were very old-fashioned. So we had a contest that if anybody heard him saying any one of those words, they won \$1000.

All of these things worked very well in bringing up the nighttime numbers. We usually have between a six and an eight share without baseball, and into the double digits with it. KFMB has a good base at night, even without the Padres.

Personality And Music

R&R: So personality really plays a major role in your station's success.

M.L.: The personalities here are certainly equal to baseball in importance. I bristle a little bit when people attribute all of our success to the Padres. After all, we certainly don't run baseball in morning drive, and Hudson & Bauer have been number one there for the last 17 books or so. The base and cume keep building even without baseball. As a matter of fact, we've been number one 25-54 in afternoon drive for the last two books, and obviously, there's no baseball in the winter.

Longevity is also a big factor. Hudson and Bauer have been on KFMB for over ten years. I've been here almost ten years too, and have done afternoon drive most of that time. Midday guy Clark Anthony has been here for 12-13 years. We've all seen San Diego grow from a resort community into the 20th largest market.

Along with longevity is support from management. Our GM, Paul Palmer, hires people who are like him. He's in for the long run and gives everybody enough rope to hang themselves. There's freedom because we all know what the goal is — to put it together with excitement. I look forward to going to work every day.

R&R: Your music is active, and compared with many full-service stations, you play more current music. How vital is music to KFMB?

M.L.: It's not something we sell, but it's very important to the language of the station. We're constantly shifting things around with the music to keep it fresh.

Topical Formatics

R&R: If you could use one word to describe KFMB, what would it be?

M.L.: Topical, in every sense of the word, whether it's information, music, or whatever. For example, we use TM's "KFMB Sounds Like San Diego" jingle package. That says what we are. We're looked at as the news and information station, and we're very committed to that image. A lot of stations claim to be community-oriented; they think if they run PSAs, that means they're involved. But after the recent fire here when over 70 houses were burned, Hudson & Bauer promptly began a fund for the victims by contributing the first \$1000. That's the meaningful topical involvement I'm talking about.

When you're doing radio right for your community, you end up with programming that visiting radio people don't really understand upon the first listen. I don't think it's necessarily a compliment when someone from out of town hears the morning show once and says it's great. I want them to need several days to figure it out so they'll realize the talent can't be simply plucked up and stuck just anywhere.

On The Inside

R&R: What else makes KFMB so special?

M.L.: Everybody on the air must know the market. They need to go places where our listeners go, and know what they're up to.

We have formal meetings as needed, but I mostly have a lot of

one-on-ones. I'm a real motivation-type manager. The coward's way out in programming is to be the authoritarian, old-line PD who says, "This is my way. Don't ask questions, just do it!"

Some programmers really stay away from what's going on in the personal lives of their staffs, but you have to realize that it's all related. You need to know if a guy's got personal problems at home affecting his job, so that you can try to do something to alleviate them.

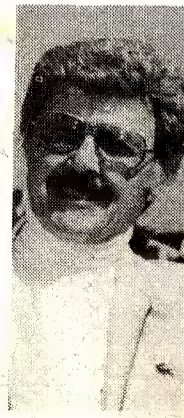
You become a psychological counselor to the staff. Naturally, none of those things ever happen when you have time to deal with them, but you have to make time; it's a need. You have an investment in these people, and it's a constant challenge to keep them motivated as if every day is their first day on the air.

R&R: How's your relationship with the sales department?

M.L.: It's great. Unfortunately, I know that's unusual, but the people here understand the bottom-line considerations. Again, the easy way out is to always say "no" to everything. But the truth is that bigger ratings mean bigger sales, which mean more money in our individual pockets.

I find it unbelievable when I hear about programmers who don't deal at all with sales. After all, the sales people are the ambassadors for the radio station on the street. The PD should do a little homework now and then — find out who's having a problem with a particular account, and offer suggestions on ways to work it out.

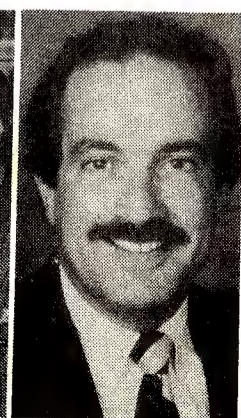
You always have to keep your ear to the pavement and be visible throughout the station. When somebody calls and tells me I'm tough to get in touch with, I consider that a compliment.



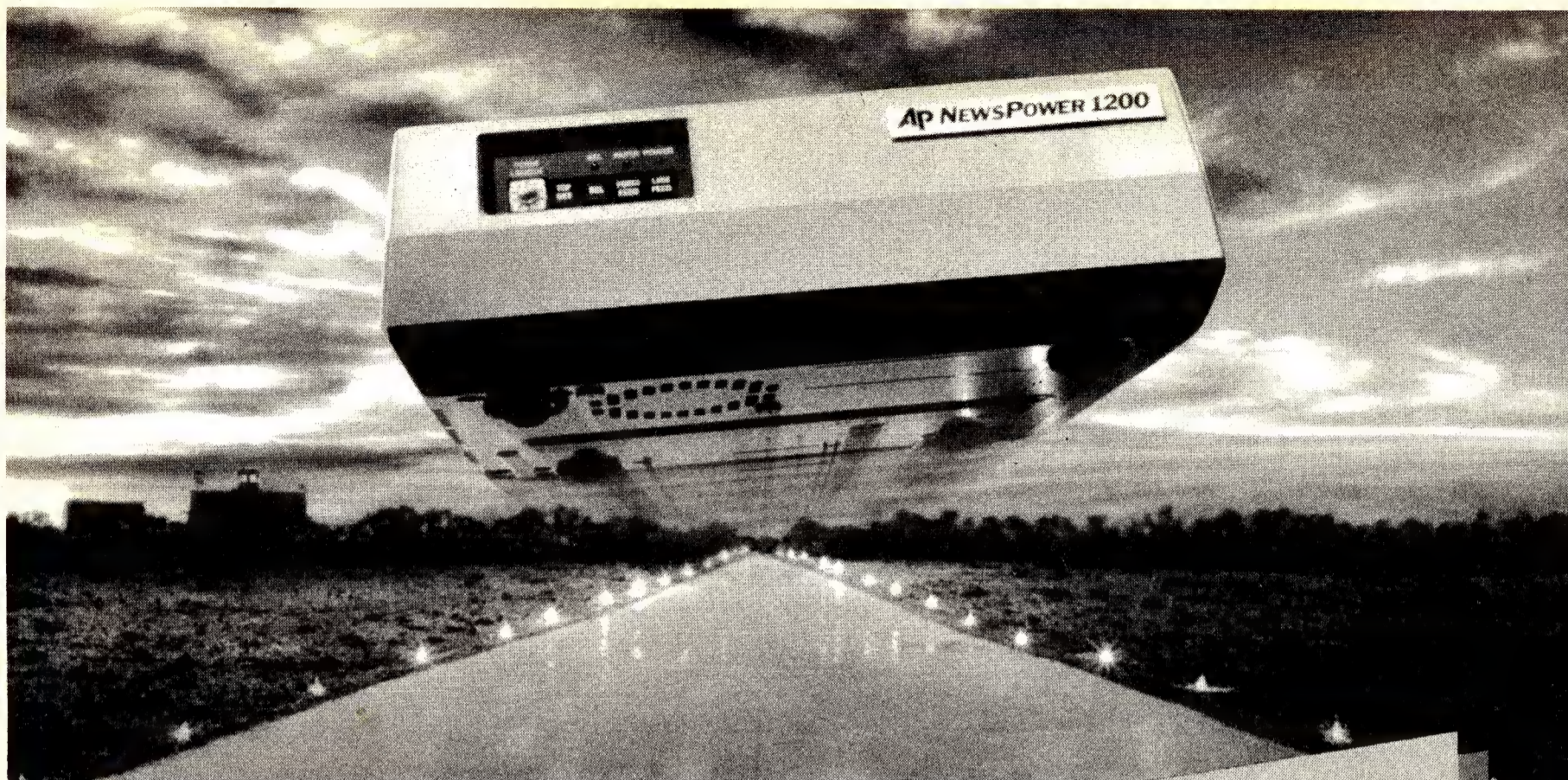
Bill Ballance



Hudson & Bauer



Clark Anthony



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MD: Guy Glack



HOT105 (WHQT)/Miami, FL
PD: Bill Tanner
MD: Colleen Cassidy

Midwest



Z103 (WZZT)/Columbus, OH
PD: Mike Davis



KBUZ/Wichita, KS
PD: Bruce Adamek



O'NEAL HERE TONIGHT — Alexander O'Neal promoted his "If You Were Here Tonight" single with a stop at Howard University's campus station, WHBC. Here are (l-r) WHBC PD Darryl Clagget, MD David Grain, WHBC's Junius Simeon, O'Neal, CBS's Chrissy Murray, and WHBC's Gary Thompson, Earnest Champell and Lamar Kenerson.



MANSION ON THE GILL — While in Tallahassee, Johnny Gill stopped by the Governor's mansion and met Florida Governor Bob Graham. Seen here (l-r) are Gill's manager Mike Elder, Graham, Gill, WANM/Tallahassee PD Joe Bullard, and Atlantic's Crown Prince.

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PROMOTIONAL PRIMER

How To Wrangle A Great Promotion

How many times has this happened to you? Someone comes to you with a great idea for an outside promotion, but you're not quite sure if you should do it. You may wonder how the station will gain from its involvement. How can the on-air presentation and personality participation be structured to produce the most benefit for your station? How much time will it take, and what are the potential pitfalls?

This week we'll look at how KNIX/Phoenix handled its start-to-finish participation in the Wrangler Country Showdown, a musical talent competition. While my column deals with the promotion strictly from the programming side, as detailed by KNIX General Program Manager Larry Daniels, Harvey Mednick presents the image and marketing angle in his column this week.

The idea for this promotional primer grew out of my recent trip to Phoenix to judge the KNIX local Wrangler finals. I was impressed with the flawless manner in which the whole thing came off. And when I heard how much revenue was generated, it seemed like the type of promotion other stations would love to do if they knew what was involved beforehand.

Is This Right For Me?

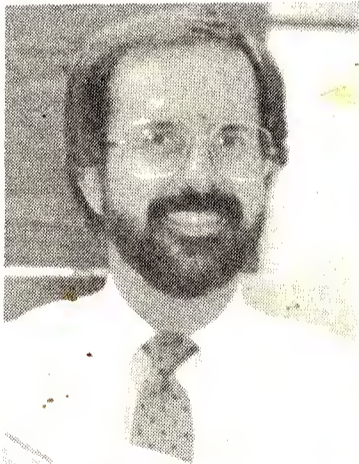
The question of whether or not a promotion is right for your station is always critical, especially when you're a market/format leader as is KNIX. "First of all," Larry emphasized, "this is a very detail-oriented promotion. You'd better have all the nuts and bolts worked out before you embark on this kind of venture. It's not the kind of promotion for the faint-hearted."

"Our first move was a meeting of the minds at the station. GM Mike Owens, GSM Bob Padolsky, and myself got together to decide if this was something our listeners would be interested in. Second, we had to decide if this was the type of promotion the format leader should be involved in. That's very important. A large part of our decision to get involved three years ago was based on the feeling that, with Wrangler's commitment, it would become a prestigious event; one we would benefit from in terms of image. This has been borne out now that the Wrangler showdown is getting extensive national coverage."

"Another reason we chose to get involved is we like to do one thing a year with musicians, songwriters, or those in the country music field. We want to do something with the folks who work the nightclubs and things like that so they have the opportunity to be involved with us."

We have to be careful from a programming standpoint because we're not sure a lot of people outside of musicians or aspiring singers would be interested in this promotion. On the other hand, there's a big image plus for us with regard to the local music community.

"It's questionable whether a talent promotion of this type reaches or interests the majority of our audience. (But) we do know one thing. It's talked about in every Phoenix night club. These bands get their fans behind them; they come out to see them perform."



Larry Daniels

Et Tu, Sales?

"Next we had to decide if doing the promotion would benefit sales. There was no question that if the station worked properly with a co-op setup, it would be very profitable for us. Once we concluded it would benefit both programming and sales, I held a couple of advance planning sessions with Co-op Coordinator Patty Kincade, Sales Manager Leslie Schaffer, PD Erik Fox, and Promotion Director Paul Orsinger."

"After that, our sales department invited local retailers to a seminar, which the Wrangler folks attended. It was designed to fully explain the showdown to the merchants, while generating some excitement for it on their part. Programming was also involved in this meeting."

Spreading The Word

"One of our initial tasks was to make arrangements with a local



The entire KNIX staff joins the Phoenix Wrangler Country Showdown winner and judges on stage following the finals. Pictured in the back row are (l-r): judge Bill Boyd, winner Jeff Dayton, judge Larry Hughes, personality Don Christl, and judge Lon Helton. Center row (leaning over): KNIX personalities Jim West, Kris Taylor, and MD Doug Brannan. In the front row are KNIX staffers Gary Gardner, George King, W. Steven Martin, Doug Baker, and PD Erik Fox.

club to stage the finals. It's important to lay a solid foundation and work out all the details with the club in advance. Once you do that, the rest is a snap. The best thing to do is obvious: go to a popular night spot you have worked well with in the past. We attract a lot of people, so it has to be a good-sized club. But keep in mind a show like this should be beneficial to the club or auditorium as well as the station.

"Next came the job of alerting the local music community. We began three months in advance. Paul put together a mailer and sent letters to music stores and all the country nightclubs in the Phoenix area."

"We started teasing it on the air about two months before the finals. Initially, we just used a couple of jock liners per day. We started hitting it hard on the air about four weeks in advance, adding promos we produced to the mix. Advance notice is important: many of the acts want to book a recording studio so they can send a high quality audition tape. The letters and promos fully outlined the contest rules, including who was eligible. Artists were invited to send tapes (cassettes only) to the station, and the copy clearly specified the deadline date."

row the hundreds of tapes down to ten. It took us three days. We selected six people at the radio station who were real professionals in judging talent and split into two separate groups of three. Then the total scores from the two groups were compared to see who would be performing in the Phoenix finals."

The Pitfalls

"If there was any confusion, it was related to who was allowed to enter," said Larry. "We made it a point to add the line 'Open to amateurs and professionals alike' to avoid some of the problems."

Problems — that's one element many people tend to push to the back of their minds. While it's impossible to anticipate all of the problems you might encounter, I asked Larry where he felt most people get into trouble.

"Not paying attention to or knowing the exact rules of the contest," he quickly answered. "Believe me, this can cause a lot of headaches when contestants feel they aren't treated fairly. We had to know all the rules inside and out. This way, when we did our local finals we didn't have any rules that didn't match the national ones."



ARIZONA COUNTRY
FM STEREO 102.5 AM 1580

"Our procedure is to solicit tapes from all those wishing to enter. After establishing eligibility, we look for the best acts to participate in the finals. Each of the finalists is allowed seven minutes to perform."

"We had determined in our early meetings that 10-12 contestants were the maximum we could use for a good live show that wouldn't be too long. So we decided to nar-

Larry also advised getting the best backup band you can find, adding, "We arranged for the backup band to hold two days of rehearsals with the finalists. We wanted the contestants to go on stage feeling confident."

Here Comes Da Judge

One of the most critical concerns in the promotion is "talent hand-

ing." Larry singled out one potential problem in that area — selecting the right judges. "All of our judges come from outside of Arizona and are professionals in the music business. This is very important to anybody participating on the talent side. They need to know beyond the shadow of a doubt that they will be judged fairly."

"Just prior to the finals night show, we meet with the contestants, tell them exactly what's expected of them, explain the judging criteria, and answer any of their questions. We wine and dine them a little bit, so they feel good about performing. We also have each act draw a number to determine their performance position. This is a big point with the contestants — everybody feels the luck of the draw is fair."

With regard to the rules set down by Wrangler, I asked Larry if KNIX has ever found the need to institute any local guidelines of its own. "We instituted a rule which stated the Phoenix finals winner was not allowed to participate in the following year's showdown. We felt this would be a good way of spreading the opportunities around for the musicians in town. What it has done is kept some good talent from getting a chance the next year. We don't think that's right, so we pulled it. Regarding the rules in general, we stay in close contact with the national Wrangler people. We immediately call them with any questions the contestants might have."

And what about Wrangler's overall cooperation? "Wonderful! Better than ever this year," Larry said. "We've never had any problem with them. The first two years we thought a couple of rules were unfair so we wrote Wrangler. The next year many of the things were changed to make it more workable. They're very open to feedback."

The Loot

When it comes to the prize angle, the local showdown contest can be as inexpensive or as lucrative as you choose to make it. KNIX pre-

Continued on Page 52

Current Complete Credible

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COUNTRY



HAVE YOU HEARD THE ONE ABOUT... — KNIX uses the local Wrangler Country Showdown finals as a showcase for its personalities as well. Introducing the next act — and using the opportunity to practice a little stand-up comedy — is KNIX-AM & FM morning man W. Steven Martin (r).

How To Wrangle A Great Promotion

Continued from Page 51.

sents a trophy to the winner. Outside of that there are no local prizes. Qualifying for the regional finals is the main reward. That's where the money starts. Beyond that competitors face the national finals where the money and prizes really begin to look good.

A press release from WNYR/Rochester recently caught my attention. Its local winners were awarded four hours in a local recording studio. The two runners-up each received two hours of studio time. What a great prize for any band!

Helpful Hints

I asked Larry if three years of hindsight have left him with a thought or two he could pass along. "People who get into any kind of national promotion should check first with other radio stations that have participated. Before we ever got involved with Wrangler, I called several radio stations that had run the showdown. They had a hard time getting any real help

from the Wrangler people. That was their biggest concern. The promotion was pretty much dropped in the radio people's laps, and they weren't prepared. After finding that out, we figured going in that we'd have to do most of the work ourselves. That was a correct assumption. Since then the Wrangler people have been very helpful. But we haven't been shy about actively seeking their help. If you have a problem, pick up the phone and get an answer.

"Sales and programming kept each other up to date with weekly meetings. That was (and is) the important thing. Sales knew exactly how the show was going to be run, and programming knew exactly how sales was progressing.

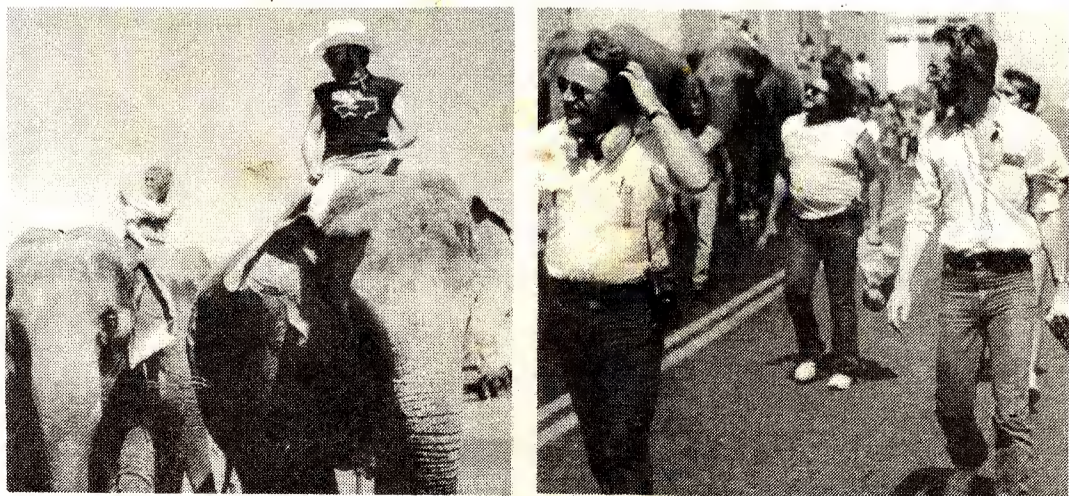
"This promotion is also an excellent opportunity to get your air-staff out in front of your listeners. The entire staff attends the finals and mingles with the crowd, while each personality has the chance to introduce an act. This falls in line

with our being highly visible in the marketplace. During the planning and early promotion stages, we meet with the jocks to make sure they know all the details. This not only gets them excited about the promotion, but also enables them to answer listeners' questions about procedures."

One programming possibility KNIX hasn't used is a live broadcast of the finals concert. In the case of a combo situation, the broadcast can be a great tool to call attention to the AM. But don't forget that broadcasting anything live is tough. Doing a remote on a show such as this complicates an already formidable task.

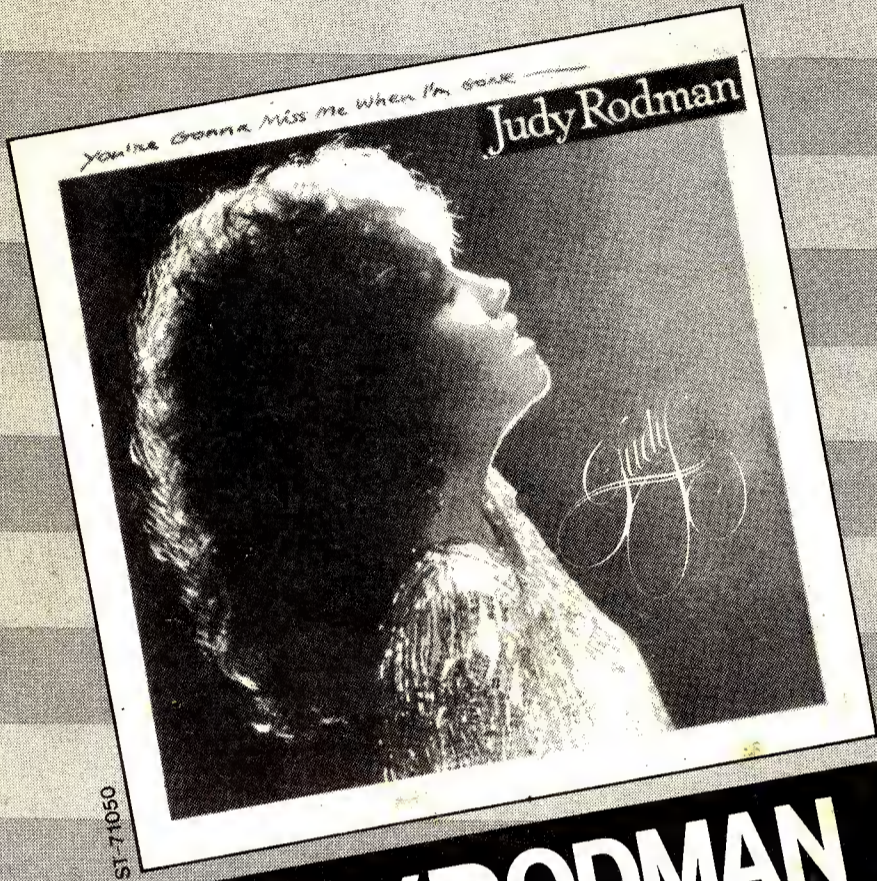
On a final note, KNIX also used the showdown concert to aid a local cloggers group. The group needed to raise extra cash to attend a Nashville competition. So the dancers performed before the finals and "passed the hat" afterward. A really nice touch to an otherwise great evening.

CLOSE-UPS



PINK-L-L-EPHANT RIDES! — When the Ringling Brothers Circus came to town, the new KLLL/Lubbock morning zoo team staged an elephant walk in honor of the event. Money was raised for the local Humane Society during the promotion through donations made at the local McDonalds. Riding the pachyderm like a pro in the left photo is morning team member Johnny Walker. Walking alongside to make sure Walker doesn't take a tumble are (l-r) morning cohort Don Vanlandingham, night personality Paul Ramone, and PD Chuck Luck.

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SHARON ALLEN

NASHVILLE THIS WEEK

Whistlestop Tour Set For Farm Aid

As I mentioned in last week's column, Merle Haggard plans to organize a whistlestop tour from Bakersfield to Champaign in an effort to call attention to the plight of American farmers and small rural businesses. Here's an update.

Amtrak agreed to provide Haggard with a train "at cost" to conduct the campaign. Haggard says he intends to find sponsors for each rail car, and he also intends that each sponsor will represent American products in keeping with the overall theme of the project, which has been titled "USA for America."

As plans stand now, Haggard will board the Amtrak train in Bakersfield (his hometown) around September 16.

From there the itinerary is as follows:

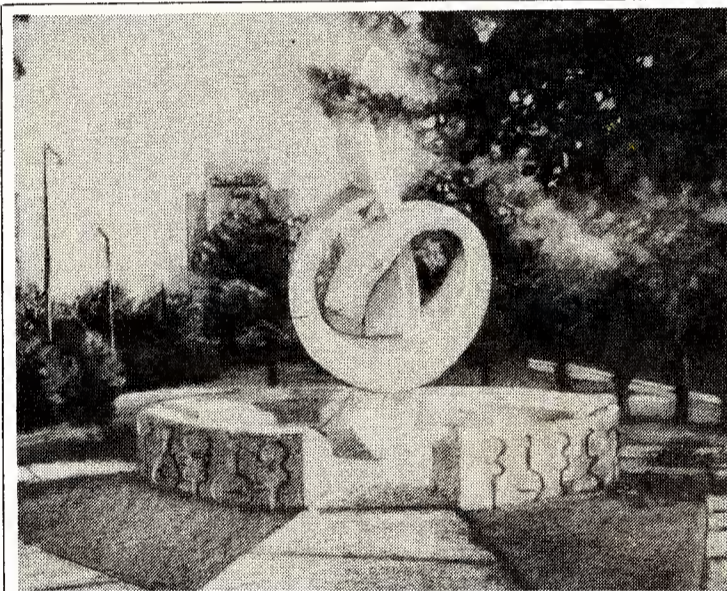
- Sept. 17 Albuquerque
- Sept. 18 El Paso
- Sept. 19 Ft. Worth (which will include a farm benefit concert)
- Sept. 20 Oklahoma City, Topeka & Kansas City
- Sept. 21 Jefferson City & Springfield
- Sept. 22 Champaign, IL for the Farm Aid concert
- Sept. 23 Chicago for the closing ceremonies

Each whistlestop will include speeches and meetings with local authorities regarding the status of farming and the problems of farming in their area.

Willie Nelson, Johnny Cash, Janie Fricke, Lacy J. Dalton, and Hank Williams Jr. will participate in the tour, along with an estimated 250 other celebrities from all

genres of music, sports and entertainment. Most of the Farm Aid concert performers will join the entourage at Springfield, MO and travel to Champaign.

Haggard added, "In keeping with the overall theme of the pro-



EAST TENNESSEE SALUTES ITS ROOTS — A monument saluting East Tennessee's rich country music heritage will be placed at the main entrance to Knoxville's downtown area. Names of country artists who got their start in the East Tennessee area will have their names carved on plaques at the monument's base.

ject, the whistlestop tour will also include 20 farmers from all areas of agriculture."

East Tennessee Salutes Country Roots

In celebration of its 100th anniversary next year, the *Knoxville News-Sentinel* is sponsoring the "East Tennessee Tribute to Country Music," in conjunction with Tennessee's Homecoming '86 project. The concert will be held at the Knoxville Civic Coliseum March 22. Proceeds will be used to build a monument, to be placed at the main entrance to Knoxville's downtown area.

Archie Campbell is serving as Chairman of the event, lining up talent and arranging production details. Chet Atkins, Roy Acuff, and other artists who began their careers in the Knoxville area are slated to perform. The monument will cost approximately \$75,000 and excess funds raised will be donated to the Children's Hospital in Knoxville.

The East Tennessee tribute will recognize Knoxville's rich country music heritage. Many country art-



GILLEY'S GOLDEN ENCORE — CBS execs recently presented Mickey Gilley with a gold certification for his "Encore" album. Pictured (l-r) are Epic National Promotion Director Rich Schwan, the Brokaw Company's Sandy Brokaw, Gilley, CBS/Nashville VP/GM Rich Blackburn, Gilley's partner/manager Sherwood Cryer, and producer Norro Wilson.

Bits and Pieces: Our condolences to Mel McDaniel on the death of his father Olna McDaniel (62) of a heart attack in Tahlequah, OK... Charlie Daniels is slated to host the Academy of Country Music's 3rd annual Celebrity Golf Classic for charity. The 18-hole tournament will be October 28 at the De Bell Golf Course in Burbank, CA. Proceeds will go to the T.J. Martell Foundation for leukemia and cancer research. For more information contact ACM Exec. Director Bill Boyd at (213) 657-6086... The ACM will hold its first annual Pioneer Ball September 15 at the Riding and Polo Club at the Equestrian Center in Burbank. Patsy Montana and Eddie Dean will host the event, which will honor previous Pioneer Award win-

ners. For reservations call (213) 655-5960... You can add the Nitty Gritty Dirt Band to the already-impressive list of artists appearing at the Farm Aid concert... Crissy Lane's husband Lee Stoller plans to turn her life story into a movie by 1987 with their 23-year-old daughter Cindy playing Crissy. Also, Lane's "One Day At A Time" album just became the first gospel LP to receive the Ampex Gold Reel Award... Anne Murray is in the studio with David Foster, who's producing a song he wrote for her upcoming LP titled "You And Me." The last time these two were in the studio together was when he produced "Tears Are Not Enough," the Canadian contribution to the "We Are The World" LP.

Just thought you'd like to know!

Nashville In Motion

Nashville-based rocker Billy Chin-nock just signed with CBS. His label debut LP will ship later this month and is titled "Rock And Roll Cowboys." Additionally, Chin-nock signed with Triad Artists in Los Angeles for bookings... Nashville journalist/publicist Bruce Honick is the new Executive Secretary of the Nashville Association of Talent Directors (NATD). He succeeds Maggie Cavender, who had held the post since the organization's inception... Conway Twitty signed with the Jim Halsey Company. The event marks the first time in 15 years that his representation is not part of his own in-house operations. His longtime associate Jimmy Jay will remain involved as Twitty's advisor on personal appearances while expanding his own Jayson Promotions Co.

ists began their careers in Knoxville on radio shows like "The Mid-day Merry-Go-Round" and "The Tennessee Barndance."

Happy Birthday Harlan!

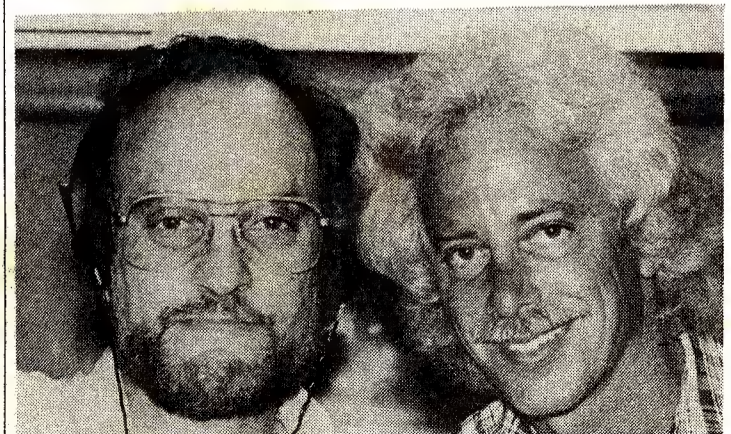
Music Row paid homage to one of its greatest songwriters this week with the second annual Harlan Howard Birthday Bash and Guitar Pullin'. Rodney Crowell and Rosanne Cash joined Howard as cohosts of the event, held in BMI's parking lot.

Among those appearing at the bash were John Schneider, Vince Gill, Karen Brooks, Dave Loggins, Jerry Jeff Walker, Dick Feller, Carl Perkins, Steve Earle, Dickey Lee, Red Lane, Pee Wee King, Redd Stewart, Mike Reid, Guy Clark, Rhonda Fleming-Gill, Billy Joe Shaver, Roger Cook, Sonny Curtis, Chick Rains, Thom Schuyler, John Hiatt, and others.

Proceeds from the \$10 ticket sales will go to the Nashville Music Association and the Nashville Songwriters Association International Building Fund for the Songwriters Hall Of Fame.



HALSEY SIGNS TWITTY — Conway Twitty just signed with the Jim Halsey Company. Pictured (l-r) are Executive Vice President of the Jim Halsey Company John Hitt, Twitty, and Chairman of the Board Jim Halsey. (See Nashville in Motion).



BLUE LIGHTS AT KFOX — Nite recording artist Bobby Blue stopped by KFOX/Long Beach recently to promote his new single "Blue Lights." He's pictured here with Paul Bowman (left), who hosts the station's "Million Dollar Country Show."

MARKETPLACE

AIRCHECKS

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Current Issue #65 features Z100/Z Morning Zoo, WCAU-FM/Barsky, KIIS/Rick Dees, KFRC/Tom Parker, KMGG/Robert W. Morgan, Seattle's KQKT/Jack Diamond, KKHR/Jack Armstrong, Cleveland's WGCL/Danny Wright & WMMS/Kid Leo. 90-min. cassette, \$5.50.

Current Issue #64 features WNBC/Soupy Sales, KMEL/London & Engelman, KIIS/Bruce Vidal, KMGG/Laurie Allen, KOST/M.G. Kelly, WJMK/Rock & Roll Reunion, Portland CHRs KKRZ & KMJK, Boston A/Cs WROR & WYBF. Cassette, \$5.50.

Special Issue #S-62 features DENVER! CHRs KPKE/Stephen B. & The Hawk, Y108/Chuck Buell, KIMN & KOAQ, A/Cs KHOW/Hal & Charlie & KMJI, AORs KBPI, KBCO & KAZY, Urban KDKO & Oldies KRZN. 90-min. cassette, \$5.50.

Special Issue #S-63 features ALBUQUERQUE & PHOENIX! ALBUQUERQUE CHR KNMQ, A/Cs KOB, KOB-FM & KZZX & AORs KRKE-FM & KFMG. PHOENIX CHRs KZZP & KOPA, AORs KDKB & KUPD, plus A/Cs KOOL-FM, KLZI, KKLT & KOY. 90-min. cassette, \$5.50.

Classic Issue #C-58 features KHJ/Sam Riddle-1968, WABC/Bob Lewis-Chuck Leonard-1967, WLS/John Landecker-1975, St. Louis's KXOK/Keith Morris & WIL/Bob Osborne-1965, KHJ/Machine Gun Kelley-1975, KHJ/Real Don Steele-1973 & 10Q/Andy Barber-1978. Cassette, \$10.50.

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 EOE M/F

Team players, aggressive people with experience. Growing company. Future openings. All shifts. T&R: John O'Day, KZZE, 8901, Jenny Lind Road, Fortsmith, AR 72903. (9-6)

Copywriter/Production Director needed at KVLV. Winner National State Production Awards every year since 1980. T&R/writing samples: Box 850, Edinburg, TX 78540. EOE M/F (9-6)

MORNINGS: TOP 10 MARKET

Successful A/C major group station needs morning announcer "host" who is positive, warm and friendly. Immediate availability. Also accepting tapes and resumes for future opening on-air in news, promotion and sales. Send material to: KMGC, 1353 Regal Row, Dallas, TX 75247. No calls please. EOE M/F

Q99-FM/Jackson, MS accepting T&Rs for future references. Only experienced, hardworking pros need apply. T&R: Brock Boulette, 1855 Lakeland Drive, Bldg. D, Jackson, MS 39216. (9-6)

Ready for mornings. Legendary west TX rocker needs funny, mature, personality. Team players only. T&R: Jamey Karr, KPUR, Box 30,000, Amarillo, TX 79120. (9-6)

REUN SUPERSPORTS

SPORTS/NEWS INTERN WANTED: You'll be working for one of Louisiana's leading small market News/Sports radio stations. It would help to be single . . . we won't pay you much, but we'll give you a \$10,000 education in news and sports. Prefer someone who has basic abilities; could be doing baseball play-by-play as early as this spring, depending on your ability. Tapes to Karl De Rouen, GM, Box 1049, Eunice, LA 70535, or call (318) 457-3041. EOE

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcast System

Michael Kraficisin (800) 631-1600

Love Sounds

MICHAEL FRANKS "Your Secret's Safe With Me"
WHITNEY HOUSTON "Saving All My Love For You"
COMMODORES "Janet"
BILL WITHERS "Something That Turns You On"
DAVID FOSTER "Love Theme From 'St. Elmo's Fire'"

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

STEVIE WONDER "Part-Time Lover"
MATT BIANCO "Whose Side Are You On?"
DARYL HALL & JOHN OATES "The Way You Do..."

Modern Country

JIM GLASER "In Another Minute"
KATHY MATTEA "He Won't Give In"
HANK WILLIAMS, JR. "This Ain't Dallas"
LOUISE MANDRELL "I Wanna Say Yes"
R. CHARLES w/H. WILLIAMS JR. "Two Old Cats Like Us"
JENNINGS/NELSON/CASH/KRISTOFFERSON
"Desperados Waiting For A Train"

Century 21

Greg Stephens (214) 934-2121

The Z Format

STEVIE WONDER "Part-Time Lover"
POWER STATION "Communication"
STARSHIP "We Built This City"
JAN HAMMER "Miami Vice Theme"
BRYAN ADAMS "One Night Love Affair"
PAUL YOUNG "I'm Gonna Tear Your Playhouse Down"

The AC Format

STEVIE WONDER "Part-Time Lover"
A-HA "Take On Me"
DARYL HALL & JOHN OATES "The Way You Do..."

Super-Country

T.G. SHEPPARD "Doncha"
MEL McDANIEL "Stand Up"
RICKY SCAGGS "You Make Me Feel Like A Man"
JUDY RODMAN "You're Gonna Miss Me When..."

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

STEVIE WONDER "Part-Time Lover"
JAN HAMMER "Miami Vice Theme"
HUEY LEWIS & THE NEWS "Back In Time"
BRYAN ADAMS "One Night Love Affair"
TEARS FOR FEARS "Head Over Heels"

Country

MEL McDANIEL "Stand Up"
WILLIE NELSON "Me And Paul"
JOHN ANDERSON "Tokyo, Oklahoma"
SHOPPE "Holdin' The Family Together"
EARL THOMAS CONLEY "Nobody Falls Like The Fool"
JENNINGS/NELSON/CASH/KRISTOFFERSON
"Desperados Waiting For A Train"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

STEVIE WONDER "Part-Time Lover"
BRUCE SPRINGSTEEN "I'm Going Down"
READY FOR THE WORLD "Oh Sheila"
LOVERBOY "Lovin' Every Minute Of It"

Contempo 300

STEVIE WONDER "Part-Time Lover"

Great American Country

KATHY MATTEA "He Won't Give In"
R. CHARLES w/H. WILLIAMS JR. "Two Old Cats Like Us"

Media General

Broadcast Services

Bob Dumais (901) 320-4433

Action

STEVIE WONDER "Part-Time Lover"
EURYTHMICS "There Must Be An Angel..."
JOHN COUGAR MELLENCAMP "Lonely Ol' Night"

Media General Continued

Your Country

T.G. SHEPPARD "Doncha"
RICKY SCAGGS "You Make Me Feel Like A Man"
BELLAMY BROTHERS "Lie To You For Your Love"
R. CHARLES w/H. WILLIAMS JR. "Two Old Cats Like Us"
JENNINGS/NELSON/CASH/KRISTOFFERSON
"Desperados Waiting For A Train"

Hit Rock

BRUCE SPRINGSTEEN "I'm Going Down"
STEVIE WONDER "Part-Time Lover"
DON HENLEY "Sunset Grill"
NIGHT RANGER "Four In The Morning"

Peters Productions, Inc.

George Junak (619) 565-8511

Country Lovin'

STATLER BROTHERS "Too Much On My Heart"
LEE GREENWOOD "I Don't Mind The Thorns..."

The Great Ones

DAVID FOSTER "Love Theme From 'St. Elmo's Fire'"
DeBARGE "You Wear It Well"
STEVIE WONDER "Part-Time Lover"
DURELL COLEMAN "Somebody Took My Love"
AMY GRANT "Wise Up"

Radio Arts

John Benedict (818) 841-0225

Country's Best

MEL TILLIS "California Road"
HANK WILLIAMS JR. "This Ain't Dallas"
EARL THOMAS CONLEY "Nobody Falls Like A Fool"
RICKY SCAGGS "You Make Me Feel Like A Man"
VERN GOSDIN "I Know The Way To You By Heart"
BELLAMY BROTHERS "Lie To You For Your Love"

Soft Contemporary

CARRIE LUCAS "Hello Stranger"

Sound 10

DURELL COLEMAN "Somebody Took My Love"
DAVID FOSTER "Love Theme From 'St. Elmo's Fire'"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

DARYL HALL & JOHN OATES "The Way You Do..."
A-HA "Take Me On"
JOHN PARR "St. Elmo's Fire (Man In Motion)"

Country Coast-To-Coast

BARBARA MANDRELL "Angel In Your Arms"
JOHN SCHNEIDER "I'm Going To Leave You Tomorrow"
STATLER BROTHERS "Too Much On My Heart"
LEE GREENWOOD "I Don't Mind The Thorns..."

Rock 'N' Hits

STING "Fortress Around Your Heart"
BRUCE SPRINGSTEEN "I'm Going Down"
LOVERBOY "Lovin' Every Minute Of It"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

DON HENLEY "Sunset Grill"
READY FOR THE WORLD "Oh Sheila"
NIGHT RANGER "Four In The Morning"
PAUL YOUNG "I'm Gonna Tear Your Playhouse Down"
DAVID BOWIE with MICK JAGGER "Dancing In The Street"
DARYL HALL & JOHN OATES "The Way You Do..."

TM AC

HUEY LEWIS & THE NEWS "Power Of Love"
NATALIE COLE "A Little Bit Of Heaven"

TM Country

VERN GOSDIN "I Know The Way To You By Heart"
DAN FOGELBERG "Down The Road/Mountain Pass"
CHANCE "You Could Be The One Woman"
NICOLETTE LARSON "Building Bridges"
LORETTA LYNN "Heart Don't Do This To Me"
MICKEY GILLEY "You've Got Something On Your Mind"
R. CHARLES w/H. WILLIAMS JR. "Two Old Cats Like Us"

Transtar Country

Ed Chandler (213) 460-6383

GARY MORRIS "I'll Never Stop Loving You"
SOUTHERN PACIFIC "Thing About You"
ED BRUCE "If It Ain't Love"

WSKI WKYX WJBC WMT-FM KFSB KWEB WJON KTWO KQSW KRBS KMGQ KALE
WFBR WCCO WAEB WKYE WEIZ WAVE WHBY WNAM WHNN WEIM WTKO



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BLANK TIE

FEATURING JIMMY GRIFFIN, RANDY MEISNER & BILLY SWAN

PRODUCED BY REGGIE FISHER FROM THE ALBUM WHEN THE NIGHT FALLS

COUNTRY

NEW & ACTIVE

RAY CHARLES with HANK WILLIAMS JR. "Two Old Cats Like Us" (Columbia) 84/19
Rotations: Heavy 2, Medium 35, Light 47, Total Adds 19 including WPOC, WQBE, WKYG, WILQ, KEAN, KIKK, WRNL, WTQR, WKMF, KFKF, KCJB, WTHI, KUUY, KVEG, KCCY, KMPS. Moves 47-41 on the Country chart.

JUDY RODMAN "You're Gonna Miss Me When I'm Gone" (MTM) 81/8
Rotations: Heavy 2, Medium 29, Light 50, Total Adds 8, WQBE, KEAN, WRNL, KBMR, KUUY, KUGN, KFRE, KGA. Heavy: WTVY, KKYX. Medium: WWVA, WYII, WCUZ, WXCL. Moves 46-42 on the Country chart.

JOHN ANDERSON "Tokyo, Oklahoma" (WB) 80/8
Rotations: Heavy 1, Medium 38, Light 41, Total Adds 8, WQBE, WEZL, WRNL, KRRT, WXCL, KUUY, KUGN, KVEG. Heavy: KVOO. Medium: WBGW, WDSY, KRRV, WKSJ, KXXY, KRKT. Moves 44-40 on the Country chart.

DAN FOGELBERG "Down The Road/Mountain Pass" (Full Moon/Epic) 72/9
Rotations: Heavy 0/0, Medium 32/23, Light 40/7, Total Adds 9, WVAM, WQBE, WXL, WIXY, WESC, KLLL, WRNL, KCJB, KYAK. Medium: WEZL, WSLR, WITL, KTTS, KUGN, KTOM. Moves 49-44 on the Country chart.

T.G. SHEPPARD "Doncha" (Columbia) 58/18
Rotations: Heavy 0, Medium 17, Light 41, Total Adds 18 including WQBE, WPOR, WWVA, WEZL, KIKK, KILT-FM, WKIX, WIRK, WUSQ, WTSO, WXCL, KTTS, KJOT, KVEG, KRYSY. Debuts at number 47 on the Country chart.

VERN GOSDIN "I Know The Way To You By Heart" (Compleat/PolyGram) 58/10
Rotations: Heavy 1, Medium 17, Light 40, Total Adds 10, WWVA, WUSY, WIRK, KWMT, WXCL, KIOV, WWJO, KTPK, KQIL, KGA. Heavy: KMPS. Medium: WYII, KKYX, WITL. Debuts at number 48 on the Country chart.

EARL THOMAS CONLEY "Nobody Falls Like A Fool" (RCA) 57/47
Rotations: Heavy 0, Medium 9, Light 48, Total Adds 47 including WTSV, WXTU, WDSY, WWVA, KASE, WSOC, WUSY, KIKK, WCMS, WKKQ, KXXY, KTPK, KLZ, KRYSY, KCBQ.

BELLAMY BROTHERS "Lie To You For Your Love" (MCA/Curb) 56/34
Rotations: Heavy 2, Medium 14, Light 40, Total Adds 34 including WTSV, WOKQ, WWVA, KRRV, WUSY, WTVY, WCMS, KRMD, KBMR, WITL, KTPK, KVOO, KUGN, KCCY, KIGO. Debuts at number 50 on the Country chart.

ALMOST BROTHERS "Don't Tell Me Love Is Kind" (MTM) 54/5
Rotations: Heavy 1, Medium 16, Light 37, Total Adds 5, WQBE, WPOR, WVMI, WGTO, WRNL. Heavy: WTVY. Medium: WGNA, WXL, WCMS, WML, KTTS, WWJO, KRYSY, KIGO.

JENNINGS/NELSON/CASH/KRISTOFFERSON "Desperados Waiting For A Train" (Columbia) 53/17
Rotations: Heavy 1, Medium 12, Light 40, Total Adds 17, WQBE, WRKZ, WXL, WPOR, WWVA, WTVY, WESC, KSSN, KKYX, WITL, WML, WWJO, KUUY, KUGN, KRYSY, KTOM, KIGO.

TOM T. HALL "Down On The Florida Keys" (Mercury/PolyGram) 53/9
Rotations: Heavy 0, Medium 17, Light 36, Total Adds 9, WWVA, KEAN, WVMI, WUSY, WESC, WUSQ, WAXX, KIOV, KMAK. Medium: WVAM, WTSV, KKYX, WITL, KEIN, KRYSY.

BRENDA LEE "I'm Takin' My Time" (MCA) 51/9
Rotations: Heavy 1, Medium 17, Light 33, Total Adds 9, WESC, WQYK, WUSQ, WSLR, KRWQ, KEIN, KVEG, KCBQ, KIGO. Heavy: KRKT. Medium: WBGW, WYII, WTVY, WCMS, KRMD, WITL.

MOE BANDY "Barroom Roses" (Columbia) 48/1
Rotations: Heavy 3, Medium 28, Light 17, Total Adds 1, WTQR. Heavy: KIKK, KKYX, KSO. Medium: WGNA, WILQ, KASE, WGTO, WESC, WIRK, WAXX, KWMT, KVOO, KUGN, KRYSY.

SIGNIFICANT ACTION

BILLY BURNETTE "Ain't It Just Like Love" (MCA/Curb) 46/4
Rotations: Heavy 1, Medium 14, Light 31, Total Adds 4, WBGW, WIRK, WUSQ, KIK-FM. Heavy: WCUZ. Medium: WGNA, WUSY, WAXX, KEIN, KCCY.

MEL McDANIEL "Stand Up" (Capitol) 43/26
Rotations: Heavy 0, Medium 11, Light 32, Total Adds 26 including WVAM, WAJR, WPOR, WESC, WCMS, KSO, WCUZ, WXCL, KRST, KUGN.

MEL TILLIS "California Road" (RCA) 43/7
Rotations: Heavy 0, Medium 13, Light 30, Total Adds 7, WGTO, WKIX, WSLR, WKKQ, WITL, KIK-FM, KVEG. Medium: WOKK, KTTS, KTPK, KEIN.

JIMMY BUFFETT "If The Phone Doesn't Ring, It's Me" (MCA) 42/18
Rotations: Heavy 0, Medium 9, Light 33, Total Adds 18 including WDSY, WYII, KHEY, WKSJ, KKYX, WCUZ, WML, KIOV, KQIL, KCCY.

SHELLY WEST "I'll Dance The Two-Step" (Viva) 39/9
Rotations: Heavy 0, Medium 10, Light 29, Total Adds 9, WBGW, WWVA, WIRK, KWMT, WITL, WOW, KYAK, KFRE, KMAK.

JIM GLASER "In Another Minute" (Noble Vision/MCA) 37/25
Rotations: Heavy 1, Medium 5, Light 31, Total Adds 25 including WOKQ, WPOR, WCOS, WESC, WKSJ, KRMD, WCUZ, KTTS, KCCY, KTOM.

LANE BRODY "Baby's Eyes" (EMI America) 37/11
Rotations: Heavy 0, Medium 8, Light 29, Total Adds 11, WTSV, WILQ, WEZL, WTVY, WKIX, KKYX, WQYK, KCJB, KXXY, KTPK, KIGO.

RICKY SKAGGS "You Make Me Feel Like A Man" (Epic) 35/20
Rotations: Heavy 0, Medium 6, Light 29, Total Adds 20 including WVAM, KIX106, WSOC, KIKK, WQYK, WAXX, KFGO, WWJO, KRST, KFRE.

BANDANA "Lovin' Up A Storm" (WB) 33/8
Rotations: Heavy 1, Medium 5, Light 27, Total Adds 8, WTSV, WRNL, WOW, KFRE, KMAK, KQIL, KCCY, KTOM. Heavy: WCUZ.

RANDY TRAVIS "On The Other Hand" (WB) 32/3
Rotations: Heavy 1, Medium 7, Light 24, Total Adds 3, KRRV, KWMT, KEIN. Heavy: WOKK. Medium: KKYX, KRMD, WITL, KRST, KIK-FM, KIGO.

WILLIE NELSON "Me And Paul" (Columbia) 31/20
Rotations: Heavy 0, Medium 7, Light 24, Total Adds 20 including WVAM, WBGW, WYRK, KILT-FM, WCMS, WCUZ, WML, KTPK, KRKT, KFRE.

KEITH WHITLEY "I've Got The Heart For You" (RCA) 28/10
Rotations: Heavy 0, Medium 4, Light 24, Total Adds 10, WQBE, WYII, KRRV, WVMI, WEZL, WAMZ, WTSO, KVOO, KIK-FM, KEIN.

SHOPPE "Holdin' The Family Together" (MTM) 25/4
Rotations: Heavy 0, Medium 2, Light 23, Total Adds 4, WIXY, WTVY, KSO, KEIN. Medium: KMPS. Light: WBGW, WOKK, WIRK, WOW, KIGO.

JIM COLLINS "I Want To Be A Cowboy 'Til I Die" (White Gold) 25/3
Rotations: Heavy 1, Medium 2, Light 22, Total Adds 3, KEAN, WESC, WTSO. Heavy: KKYX. Medium: KIKK, KFDI. Light: WDXE, KYXK, KSO, WAXX, KGA.

RAY STEVENS "The Haircut Song" (MCA) 23/5
Rotations: Heavy 3, Medium 6, Light 14, Total Adds 5, KIKK, WOKK, KFGO, KWMT, KGHL. Heavy: WPOC, WVMI, KILT-FM. Medium: KUGN.

GEORGE STRAIT "The Chair" (MCA) 20/20
Rotations: Heavy 0, Medium 3, Light 17, Total Adds 20 including WVAM, WAJR, KIKK, WDXE, WAMZ, WKKQ, KXXY, KJOT, KFRE, KTOM.

MASON DIXON "Houston Heartache" (Texas) 18/3
Rotations: Heavy 0, Medium 9, Light 9, Total Adds 3, KSSN, KFGO, KVOO. Medium: KEAN, KLVI, KPLX, KYXK, WOKK, KKYX, KRMD, WOW.

RAY PRICE "I'm Not Leaving" (Step One) 18/0
Rotations: Heavy 0, Medium 4, Light 14, Total Adds 0. Medium: WAJR, KKYX, KSO, WITL. Light: WGNA, WIXY, WVMI, KFGO, KVOO, KRYSY.

JOE STAMPLEY "I'll Still Be Loving You" (Epic) 17/3
Rotations: Heavy 0, Medium 5, Light 12, Total Adds 3, KSSN, WKSJ, KTTS. Medium: WEZL, KIKK, WOW, KQIL. Light: WGNA, KXXY, KRKT.

LOY BLANTON "Sailing Home To Me" (Soundwaves) 16/2
Rotations: Heavy 0, Medium 2, Light 14, Total Adds 2, KFGO, KQIL. Medium: KRMD. Light: KASE, WTVY, KKYX, WAXX, WOW, KVOO, KGA.

NARVEL FELTS "Out Of Sight, Out Of Mind" (Evergreen) 16/2
Rotations: Heavy 1, Medium 1, Light 15, Total Adds 2, WIXY, KRRV. Medium: WVAM. Light: WYII, WGTO, KRMD, WOW, KVOO, KQIL, KTOM.

NICOLETTE LARSON "Building Bridges" (MCA) 16/1
Rotations: Heavy 1, Medium 2, Light 13, Total Adds 1, WXL. Heavy: WCUZ. Medium: WBGW, KRKT. Light: WYII, WCMS, WIRK, KVOO, KRWQ, KRYSY.

ATLANTA "Can't You Hear That Whistle Blow" (MCA) 14/4
Rotations: Heavy 0, Medium 3, Light 11, Total Adds 4, WKYG, WOW, KVOO, KEIN. Medium: WTVY, KTTS. Light: WVAM, KRMD, KRKT, KRYSY.

WILLIE NELSON & NEIL YOUNG "Are There Any More Real Cowboys" (Columbia) 14/1
Rotations: Heavy 1, Medium 5, Light 8, Total Adds 1, KPLX. Heavy: KVOO. Medium: WTSV, WDXE, KXXY, KIOV, KTTS. Light: WIXY, KFRE, KQIL.

TOM JONES "Not Another Heart Song" (Mercury/PolyGram) 13/3
Rotations: Heavy 0, Medium 3, Light 10, Total Adds 3, KKYX, WIRK, KUGN. Medium: WTVY, KTTS. Light: WVAM, WYII, WDXE, WCMS, KRMD, KVOO.

CHUCK PYLE "Drifters Wind" (Urban Sound) 11/2
Rotations: Heavy 0, Medium 1, Light 10, Total Adds 2, WGNA, WUSY. Medium: WITL. Light: WVAM, WBGW, WYII, KRRV, WTVY, KIGO.

ALBUM TRACKS

ARTIST/Song Title (Label)

KATHY MATTEA/Heart Of The Country (Mercury/PG)	<i>From My Heart</i>
ALABAMA/Down On Longboat Key (RCA)	<i>40 Hour Week</i>
SOUTHERN PACIFIC/Perfect Stranger (WB)	<i>Southern Pacific</i>
LORETTA LYNN/Just A Woman (MCA)	<i>Just A Woman</i>
GARY MORRIS/100% Chance Of Rain (WB)	<i>Anything Goes</i>
HANK WILLIAMS JR./Something To Believe In (WB/Curb)	<i>Five-0</i>
CRYSTAL GAYLE/Touch And Go (WB)	<i>Nobody Wants To Be Alone</i>
JOHN ANDERSON/Down In Tennessee (WB)	<i>Tokyo, Oklahoma</i>
JOHN ANDERSON/A Little Rock & Roll (& Some...) (WB)	<i>Tokyo, Oklahoma</i>
NITTY GRITTY DIRT BAND/Partners, Brothers, and Friend (WB)	<i>Partners, Brothers..</i>

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AOR TRACKS

Table with 158 reports. Columns: Three Weeks, Two Weeks, Last Week, Rank, Artist/Track, Total Reports/Adds, Power, Heavy, Medium. Includes tracks like 'Lonely Ol' Night' by John C. Mellencamp, 'Dancing In The Street' by David Bowie & Mick Jagger, etc.

MOST ADDED

- ROGER DALTREY (107) After The Fire (Atlantic)
GLENN FREY (57) You Belong To The City (MCA)
JOHN COUGAR MELLENCAMP (25) R.O.C.K. In The U.S.A. (Riva/PolyGram)
QUARTERFLASH (24) Talk To Me (Geffen)
HEART (22) Never (Capitol)

HOTTEST

- JOHN COUGAR MELLENCAMP (53) Lonely Ol' Night (Riva/PolyGram)
DAVID BOWIE & MICK JAGGER (37) Dancing In The Street (EMI America)
STING (33) Fortress Around Your Heart (A&M)
HUEY LEWIS & THE NEWS (27) Back In Time (Chrysalis)
LOVERBOY (26) Lovin' Every Minute Of It (Columbia)

BREAKERS

BRUCE SPRINGSTEEN
I'm Goin' Down (Columbia)
71% of our reporters on it. 112/21 including adds at KTXQ, WQFM, KSHE, KLOS, KGON, KGB, WPLR, WLAV. Moves 21-16 on the Tracks chart.

BRYAN ADAMS
One Night Love Affair (A&M)
70% of our reporters on it. 111/20 including adds at WBCN, WNEW, WQVE, KZEW, KSRR, WLUP, WRIF, KLOS. Moves 24-19 on the Tracks chart.

ROGER DALTREY
After The Fire (Atlantic)
68% of our reporters on it. 107/107 including adds at WBCN, WMMR, KZEW, WSHE, WNOR, WXRT, WRIF, KLOS, KMET, KGB. Debuts at number 25 on the Tracks chart.

OUTFIELD
Say It Isn't So (Columbia)
63% of our reporters on it. 99/11 including adds at WNEW, WLUP, KMET, WHTF, KMJX, WRXL, WRQK. Moves 32-28 on the Tracks chart.

DIO
Rock 'N' Roll Children (WB)
62% of our reporters on it. 98/8 with adds at KSRR, KSHE, WHEB, WRQK, WWCT, KICT, KPOI, KQWB. Remains at number 27 on the Tracks chart.

NEW & ACTIVE

PAUL YOUNG "I'm Gonna Tear Your..." (Columbia) 32/11 (21/15)
Adds including WHJY, WPYX, WQBK, WAPL, WZZQ. Powers 1: Heavy 5: WMMR, WZZO, WJLR, CHEZ, KZAM. Medium 18 including WBCN, WIMZ, WLAV, KILQ, WBLM.

APRIL WINE "Rock Myself To Sleep" (Capitol) 29/1 (29/4)
Adds: KXZL. Heavy 1: WAQX. Medium 24 including WRIF, WQFM, WPDH, KNCN, KLAQ, KISS, KGGG, WWCT, KFMR, KILQ.

VANDENBERG "Once In A Lifetime" (Atco) 27/7 (20/11)
Adds: WQFM, KOME, WYSP, WHTF, WTUE, WCXT, WZZQ. Heavy 1: KRIX. Medium 17 including WNOR, KSHE, KISS, WAPL, KFMR, KWHL.

KATE BUSH "Running Up That Hill" (EMI America) 27/4 (22/4)
Adds: KROQ, WDHA, K97, WTPA. Powers 2: Heavy 7: CHOM, WLIR, CFNY, WIZN, KTCL, KCGI, KVRE. Medium 13 including WBCN, KZEW, WXRT, KBCO, 91X, WQBK, KLAQ.

GARY MYRICK "When Angels Kiss" (Network/Geffen) 26/9 (19/10)
Adds: KYYS, KAZY, KRUX, WONE, WXKE, KLPX, WCXT, KOZZ, KOLA. Powers 1: Heavy 4: WLIR, WIZN, KSPN, KVRE. Medium 17 including WBCN, KSRR, WQFM, KBCO, KMET, KOME, WQBK, KLAQ.

COREY HART "Boy In The Box" (EMI America) 26/4 (23/3)
Adds: KNCN, WXLP, KFMR, WCXT. Heavy 4: Q107, WDHA, CHEZ, K97. Medium 16 including WHJY, WPYX, WHEB, WAPL, KGGG, WWWW, WZZQ, KWHL.

GARY MYRICK "I Stand For Love" (Network/Geffen) 24/2 (23/6)
Adds: WHJY, WGIR. Heavy 3: WIZN, KSPN, KROU. Medium 16 including KTXQ, KROQ, KGB, WHEB, WAAF, WTUE, WLAV, KATT, KFMR, KKDJ.

CHEECH & CHONG "Born In East L.A." (MCA) 23/10 (16/14)
Adds including WKIX, WLVO, KZAP, WPYX, KISS, WWCT, KOZZ. Heavy 1: KLAQ. Medium 8 including KROQ, 91X, KNCN, WIOT.

MOTLEY CRUE "Home Sweet Home" (Elektra) 23/8 (15/5)
Adds: WHJY, KSHE, WPDH, KRUX, WAPL, WWCK, KXZL, WCXT. Heavy 4: WQFM, WYSP, WAQX, KNCN. Medium 14 including WKLS, WHCN, WDIZ, KISS, KFMR.

SIMON F "I Want You Back" (Chrysalis) 23/4 (19/7)
Adds: CFNY, WOJR, KUFO, WCXT. Heavy 1: WLIR. Medium 14 including WHJY, KZEW, WQFM, WQBK, KILQ, KTYD.

ABC "Be Near Me" (Mercury/PolyGram) 23/0 (23/3)
Adds 0: Heavy 3: KROQ, WLIR, KRQU. Medium 13 including WMMR, WNOR, WXRT, KBCO, WHFS, WRDU, KSTB.

JOHN COUGAR MELLENCAMP "Justice And..." (Riva/PolyGram) 22/3 (22/22)
Adds: WIYY, WEZL, WCKG. Heavy 6: WLVO, KUPD, KRQR, WCCC, WHEB, KZOK. Medium 16 including WKLS, KZAP, KILQ, KZEL, KOMP.

STING "Shadows In The Rain" (A&M) 22/3 (23/2)
Adds: WBAB, KQDS, WRKI. Heavy 10 including WNEW, WXRT, KMET, KROQ, 91X, KRQR. Medium 12 including WDIZ, WTUE, KILQ, KZEL.

ERIC MARTIN "Information" (Capitol) 21/3 (21/1)
Adds: KTXQ, KNCN, KUFO. Heavy 1: KOME. Medium 14 including WBCN, KZAP, WHEB, WTUE, KATT, KILQ, WRUF.

HELIX "The Kids Are All Shakin'" (Capitol) 20/2 (19/4)
Adds: KXZL, WCXT. Heavy 1: KRAL. Medium 10 including WBCN, WBAB, KISS, KFMR, KILQ, KDKJ.

GREGG ROE "Young Love" (Columbia) 18/1 (18/4)
Adds: WIZN. Heavy 1: KRQU. Medium 14 including WQVE, KTXQ, WRIF, KZAP, KOME, KDUK.

YNGWIE MALMSTEEN'S... "Don't Let It End" (Mercury/PolyGram) 17/6 (11/7)
Adds including WPYX, WHEB, KLAQ, KOMP. Heavy 1: WPLR. Medium 10 including WQFM, KGB, WDHA, WYSP, WHTF, KFMR.

GEORGE THOROOGOOD & THE... "Memphis" (EMI America) 17/2 (16/3)
Adds: KQDS, WWWW. Powers 2: Heavy 2: KQDS, WWWW. Medium 12 including WMMR, DC101, KQRS, 91X, WIOT, KFMR.

PREFAB SPROUT "When Love Breaks Down" (Epic) 16/15 (1/0)
Adds including WNEW, KBCO, WDHA, WFYV, WONE, WLAV, WIZN, KSPN. Powers 1: Heavy 2: KTCZ, WLIR. Medium 8 including KAZY, WHCN.

BRYAN FERRY "Don't Stop The Dance" (WB) 15/2 (16/1)
Adds: WIZN, KRQU. Powers 1: Heavy 8 including WXRT, KROQ, KINK, WHFS, WLIR. Medium 7 including KYYS, WDHA, KSTM, KEZX.

IDLE EYES "Tokyo Rose" (Mirage/Atco) 15/1 (15/2)
Adds: KNCN. Heavy 1: KRQU. Medium 10 including WBAB, KBCO, KINK, 91X, KGB, WQBK, KSTM, KTYD.

SQUEEZE "Hits Of The Year" (A&M) 14/14 (1/1)
Adds including WBCN, WNEW, WLUP, KMET, WDHA, WHTF, WIZN. Heavy 0: Medium 7: WBAB, WMMR, WPYX, WQBK, WRKI.

AOR ALBUMS

Three Weeks Two Last Weeks Week

158 REPORTS

SEPTEMBER 6, 1985

Total Reports/Adds Power Heavy Medium

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album	Label	Total Reports/Adds	Power	Heavy	Medium
			1	1 JOHN C. MELLENCAMP /Scarecrow (Riva/PG)		151=/1	54+	145+	5-
1	1	2	2	DIRE STRAITS /Brothers In Arms (WB)		154-/0	37-	117-	35+
2	2	3	3	STING /The Dream Of The Blue Turtles (A&M)		144-/1	35-	125-	19+
3	3	4	4	BACK TO THE FUTURE /Soundtrack (MCA)		133-/0	33-	113-	20+
7	4	5	5	MICHAEL McDONALD /No Looking Back (WB)		136-/3	23+	96=	38+
		7	6	LOVERBOY /Lovin' Every Minute Of It (Columbia)		133-/0	26+	97+	35-
14	6	6	7	JOHN WAITE /Mask Of Smiles (EMI America)		134-/0	21+	83+	49-
16	10	9	8	HOOTERS /Nervous Night (Columbia)		144-/1	12+	64+	74-
6	5	8	9	TALKING HEADS /Little Creatures (Sire/WB)		122-/2	16-	70-	45-
12	12	11	10	TEARS FOR FEARS /Songs From The Big Chair (Mercury/PG)		122-/4	8-	64+	53-
17	11	12	11	CHEAP TRICK /Standing On The Edge (Epic)		128-/1	14+	59-	65+
22	19	16	12	BRYAN ADAMS /Reckless (A&M)		118+/14	10=	54+	57-
19	15	14	13	NIGHT RANGER /7 Wishes (Camel/MCA)		125+/2	12+	51+	72=
	38	20	14	BRUCE SPRINGSTEEN /Born In The U.S.A. (Columbia)		117+/18	11+	48+	65-
15	14	15	15	HEART /Heart (Capitol)		112+/11	6+	39+	65+
26	22	17	16	MARILLION /Misplaced Childhood (Capitol)		131+/3	6+	39+	84-
13	8	10	17	MOTELS /Shock (Capitol)		107-/0	12-	56-	46-
34	28	21	18	MR. MISTER /Welcome To The Real World (RCA)		116+/14	8+	31+	69+
9	7	13	19	GODLEY & CREME /The History Mix Volume 1 (Polydor/PG)		103-/0	6-	44-	56-
		22	20	SAGA /Behavior (Portrait/CBS)		125+/7	2=	17+	97+
32	26	26	21	U2 /Wide Awake In America (Island)		99+/9	3=	28+	60-
28	25	24	22	EDDIE & THE TIDE /Go Out And Get It (Atco)		112+/8	1-	20+	76-
27	24	23	23	X /Ain't Love Grand (Elektra)		109=7	2+	17=	75+
8	9	18	24	R.E.M. /Fables...Reconstruction (IRS/MCA)		98-/4	4-	25-	64+
36	32	28	25	DIO /Sacred Heart (WB)		99+/7	0=	11=	77+
10	13	19	26	JEFF BECK /Flash (Epic)		84-/0	4+	15-	60-
	34	33	27	OUTFIELD /Play Deep (Columbia)		99+/11	1+	13+	66+
25	31	31	28	RATT /Invasion Of Your Privacy (Atlantic)		85+/5	0-	13=	61+
5	16	25	29	PHIL COLLINS /No Jacket Required (Atlantic)		48-/0	14-	38-	10+
18	18	29	30	MOTLEY CRUE /Theatre Of Pain (Elektra)		67-/5	1-	18-	40=
		38	31	NICK LOWE & HIS COWBOY OUTFIT /The Rose Of England (Columbia)		70+/16	2+	10+	47+
		37	32	ROMANTICS /Rhythm Romance (Nemperor/CBS)		73+/8	1+	5=	58+
11	17	27	33	JOHN CAFFERTY & THE BEAVER... /Tough All Over (Scotti Bros./CBS)		60-/1	2=	19-	36-
			34	ADVENTURES /The Adventures (Chrysalis)		61+/7	0=	7=	42+
			35	NICK MASON & RICK FENN /Profile (Columbia)		50-/0	1=	12-	34-
			36	JON BUTCHER AXIS /Along The Axis (Capitol)		68+/8	0=	2+	46+
			37	Y&T /Open Fire (A&M)		48-/0	2-	10-	32-
			38	COCK ROBIN /Cock Robin (Columbia)		53-/0	1-	8-	35-
			39	KATRINA & THE WAVES /Katrina & The Waves (Capitol)		53-/0	0-	12-	38-
			40	ST. ELMO'S FIRE /Soundtrack (Atlantic)		37-/2	3-	18-	17-

BREAKERS

DIO
Sacred Heart (WB)

63% of our reporters on it. 99/7 with adds at KSRR, KSHE, WHEB, WRQK, WWCT, KQWB. Moves 28-25 on the Albums chart.

OUTFIELD
Play Deep (Columbia)

63% of our reporters on it. 99/11 including adds at WNEW, WLUP, KMET, WHTF, KMJX, KRIX, WRXL, WRQK, WWCK. Moves 33-27 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.

THE
NEW
SINGLE
FROM



FROM THEIR SOON TO BE RELEASED ALBUM
"THE LINE OF YOUR FIRE"

**THE
LINE
OF
YOUR
FIRE**

©1985 MOTOWN RECORD CORPORATION

REGOIA OR ACTIVITY

159 reporters 140 current playlists 14 stations reported a frozen playlist this week...

Four stations failed to report this week. Their rotations were frozen...

One station failed to report for a second consecutive week. Its playlist was not included...

EAST

PARALLEL ONE WBCN/Boston (617)266-1111 DC101/Washington, DC (202)828-9932...

HOOTERS CHEAP TRICK TALKING HEADS (M) R.E.M. MOTELS STING JOHN COUGAR MELL(M) JOHN WAITE...

WMMR/Philadelphia (215)561-0933 PD: TED UTEY MD: ERIN RILEY Heavy PHIL COLLINS...

WBAB/Long Island (516)587-1023 PD: BOB HOCHMANN MD: RALPH TORONIA Heavy JOHN COUGAR MELL(M)...

WDVE/Pittsburgh (412)937-1441 PD: GREG GILLISPIE MD: HERSCHEL Heavy TALKING HEADS...

WHJY/Providence (401)438-6110 PD: IAN GRACE MD: JEFF RICCIO Heavy DIRT STRAITS...

PARALLEL TWO WYSP/Philadelphia (215)688-9460 PD: ANDY BLOOM ASST. PD: MIKE WOLF Heavy METALLICA...

WYIP/Baltimore (301)889-0098 PD: CHUCK DICOTY MD: CHRIS EMRY Heavy BRUCE SPRINGSTEEN...

WBAB/Long Island (516)587-1023 PD: BOB HOCHMANN MD: RALPH TORONIA Heavy JOHN COUGAR MELL(M)...

WHJY/Providence (401)438-6110 PD: IAN GRACE MD: JEFF RICCIO Heavy DIRT STRAITS...

WYSP/Philadelphia (215)688-9460 PD: ANDY BLOOM ASST. PD: MIKE WOLF Heavy METALLICA...

WRCN/Long Island (516)727-1570 ASST. PD: JOHN GRAPPONE Heavy BOWIE & JAGGER STARSHIP...

WYPA/Aibany, NY (518)785-9061 PD: ANDI TURCO MD: BOB WELCH Heavy TEARS FOR FEARS...

WZZO/Allentown (215)694-0511 PD: GENE ROMANO MD: RICK STRAUSS Heavy JOHN COUGAR MELL(M)...

WPLR/New Haven (203)287-9070 PD: NEAL MIRSKY MD: AMANDA TEPPER Heavy BRUCE SPRINGSTEEN...

WZZO/Allentown (215)694-0511 PD: GENE ROMANO MD: RICK STRAUSS Heavy JOHN COUGAR MELL(M)...

WDFS/Annapolis (301)263-1430 MD: DAVID EINHSTEIN MD: BOB SHAWACRE Heavy DIRT STRAITS...

WCCC-FM/Hartford (203)283-4426 PD: DAVID GROSSMAN ASST. PD: GLENN STEWART Heavy STING...

WPLR/New Haven (203)287-9070 PD: NEAL MIRSKY MD: AMANDA TEPPER Heavy BRUCE SPRINGSTEEN...

WPLR/New Haven (203)287-9070 PD: NEAL MIRSKY MD: AMANDA TEPPER Heavy BRUCE SPRINGSTEEN...

WPLR/New Haven (203)287-9070 PD: NEAL MIRSKY MD: AMANDA TEPPER Heavy BRUCE SPRINGSTEEN...

WAAF/Worcester, Boston (617)752-5611 PD: CYNDE SLATER MD: RUSS MOTILLA Heavy DIRT STRAITS (M)...

WAQX/Syracuse (315)472-0200 PD: ED LEVINE ASST. PD: AMY DAHLMAN Heavy BRYAN ADAMS...

WQCF/Rochester (716)262-4330 PD: JOHN LARSON ASST. PD: DAVE KANE Heavy PHIL COLLINS...

WOUR/Utica (315)797-0803 PD: PETER HIRSCH MD: TOM STARR Heavy JOHN COUGAR MELL(L)...

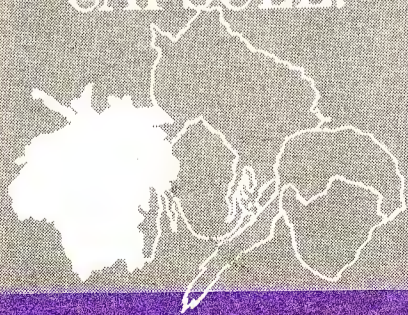
WOUR/Utica (315)797-0803 PD: PETER HIRSCH MD: TOM STARR Heavy JOHN COUGAR MELL(L)...

THOMPSON TWINS

**"LAY
YOUR
HANDS
ON ME"**

THE NEW
SINGLE
PRODUCED
BY NILE
RODGERS
& TOM
BAILEY
FROM THE
FORTH-
COMING
ALBUM,
HERE'S TO
FUTURE
DAYS.

ONE FOR
THE TIME
CAPSULE.



ADDS — SEPT. 9TH
WORLD PREMIERE 
SEPT. 11 / 7PM & 11PM
(EASTERN)

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MIDWEST

MOST ADDED HOTTEST
Bryan Adams Tears For Fears Corey Hart
Dire Straits Kool & The Gang John Parr

CHR ADDS & HOTS

WEST

MOST ADDED HOTTEST
Tears For Fears Bryan Adams Heart
Dire Straits Madonna John Parr

MIDWEST

PARALLEL TWO

WKDD/Akron, OH Matt Patrick
TEARS FOR FEARS STARSHIP BRYAN ADAMS COREY HART
WZPL/Indianapolis, IN John Miles
TEARS FOR FEARS STARSHIP (dp) BRYAN ADAMS STING (dp) COREY HART

WRQN/Toledo, OH Joe Thomas
CARLY SIMON STING GLENN FREY HEART COREY HART
KQCR/Cedar Rapids, IA Dixon/Harmon
PAUL YOUNG STEVIE WONDER TEARS FOR FEARS STARSHIP

US3/South Bend, IN J.K. Dearing
HOWARD JONES PRINCE
WDBR/Springfield, IL Moore/Lawley
JAN HAMMER BRYAN ADAMS GLENN FREY HEART

WSPT/Stevens Point, WI Bouley/Steffen
BRUCE SPRINGSTEEN BRYAN ADAMS HEART
KDVV/Topeka, KS Kevin Rabatt
TEARS FOR FEARS BRYAN ADAMS HEART

KFMW/Waterloo, IA Mark Potter
LOVERBOY BRYAN ADAMS HEART COREY HART
KBOZ-FM/Bozeman, MT Michael Hesse
JAN HAMMER DON HENLEY

WEST

PARALLEL TWO

KNMQ/Albuquerque-Santa Fe, NM Stucker/Rountree
none
KQXR/Bakersfield, CA Doug DeRoo
OINGO BOINGO TEARS FOR FEARS BRYAN ADAMS

KPDP/Sacramento, CA David Gariano
COMMODORES DON HENLEY GLENN FREY PAUL YOUNG
KBOZ-FM/Bozeman, MT Michael Hesse
JAN HAMMER DON HENLEY

KWNZ/Reno, NV Skakes/Davis
A-HA STING GLENN FREY DEBARGE
KZAZ/Cheyenne, WY John Ramsey
STEVIE WONDER ABC PAUL YOUNG

PARALLEL THREE

KY96/Boise, ID Larry Doas
STARSHIP HEART NIGHT RANGER
KQXX/Bakersfield, CA Squires/Kemper
LOVERBOY NIGHT RANGER BOWIE & JAGGER

PARALLEL THREE
KGOT/Anchorage, AK Kay Taylor
GLENN FREY GINO VANNELLI TEARS FOR FEARS HEART

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

248 Reporters 239 Current Reports
The following stations reported a frozen playlist this week:
WCZY/Detroit WQID/Biloxi WYKS/Gainesville

The following stations failed to report this week; therefore their playlists were frozen:
WPLJ/New York KEZB/EI Paso KAY107/Tulsa

PARALLELS

GLENN FREY You Belong To The City (MCA) LP: Miami Vice TV Soundtrack

Radio chart for Glenn Frey's 'You Belong To The City' with station call letters and regional reach percentages.

COREY HART Boy In The Box (EMI America) LP: Boy In The Box

Radio chart for Corey Hart's 'Boy In The Box' with station call letters and regional reach percentages.

JAN HAMMER Miami Vice Theme (MCA)

Radio chart for Jan Hammer's 'Miami Vice Theme' with station call letters and regional reach percentages.

WHITNEY HOUSTON Saving All My Love For... (Arista) LP: Whitney Houston

Radio chart for Whitney Houston's 'Saving All My Love For...' with station call letters and regional reach percentages.

Kool & The Gang Continued

Radio chart for Kool & The Gang's 'Continued' with station call letters and regional reach percentages.

Madonna Continued

Radio chart for Madonna's 'Continued' with station call letters and regional reach percentages.

GODLEY & CREME Cry (Polydor/PolyGram) LP: The History Mix Volume 1

Radio chart for Godley & Creme's 'Cry' with station call letters and regional reach percentages.

HEART Never (Capitol) LP: Heart

Radio chart for Heart's 'Never' with station call letters and regional reach percentages.

DON HENLEY Sunset Grill (Geffen) LP: Building The Perfect Beast

Radio chart for Don Henley's 'Sunset Grill' with station call letters and regional reach percentages.

KING Love & Pride (Epic) LP: Steps In Time

Radio chart for King's 'Love & Pride' with station call letters and regional reach percentages.

LOVERBOY Lovin' Every Minute... (Columbia) LP: Lovin' Every Minute Of It

Radio chart for Loverboy's 'Lovin' Every Minute...' with station call letters and regional reach percentages.

MICHAEL McDONALD No Lookin' Back (WB) LP: No Lookin' Back

Radio chart for Michael McDonald's 'No Lookin' Back' with station call letters and regional reach percentages.

AMY GRANT Wise Up (A&M) LP: Unguarded

Radio chart for Amy Grant's 'Wise Up' with station call letters and regional reach percentages.

HALL & OATES with RUFFIN & KENDORICK The Way You Do... (RCA) LP: A Nite At The Apollo Live!

Radio chart for Hall & Oates with Ruffin & Kendorick's 'The Way You Do...' with station call letters and regional reach percentages.

HOOTERS And We Danced (Columbia) LP: Nervous Night

Radio chart for Hooters' 'And We Danced' with station call letters and regional reach percentages.

KOOL & THE GANG Cherish (De-Lite/PolyGram) LP: Emergency

Radio chart for Kool & The Gang's 'Cherish' with station call letters and regional reach percentages.

MADONNA Dress You Up (Sire/WB) LP: Like A Virgin

Radio chart for Madonna's 'Dress You Up' with station call letters and regional reach percentages.

JOHN COUGAR MELLENCAMP Lonely Ol' Night (Riva/PG) LP: Scarecrow

Radio chart for John Cougar Mellencamp's 'Lonely Ol' Night' with station call letters and regional reach percentages.

PARADES

NIGHT RANGER Four In The Morning (Cameo/MCA)

LP: 7 Wishes
178/12 72%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

POINTER SISTERS Dare Me (RCA)

LP: Contact
213/1 88%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

BRUCE SPRINGSTEEN I'm On Fire (Columbia)

LP: Born In The U.S.A.
216/42 87%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

STING Fortress Around Your Heart (A&M)

LP: The Dream Of The Blue Turtles
228/10 82%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

TEARS FOR FEARS Head Over Heels (Mercury/PG)

LP: Songs From The Big Chair
148/127 80%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

JOHN PARR St. Elmo's Fire (Atlantic)

LP: St. Elmo's Fire Soundtrack
237/0 96%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

POWER STATION Communication (Capitol)

LP: Power Station
129/42 52%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

ROMANTICS Test Of Time (Nemperor/CBS)

LP: Rhythm Romance
63/9 25%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

STARSHIP We Built This City (Grun/RCA)

LP: Knee Deep In The Hoopla
149/67 80%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

SURVIVOR First Night (Scotti Bros./CBS)

LP: Vital Signs
78/7 31%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

PRINCE Pop Life (WB)

LP: Around The World In A Day
237/2 96%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

U2 Rattle and Hum (Atlantic)

LP: Rattle and Hum
160/11 86%

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

Regional	Summary
Reach 2	DEBUTS 22
S 84	W 94
M 94	DOWN 0
N 94	ADDS 12

SIGNIFICANT ACTION

W

JOHN WAITE Every Step Of The Way (EMI America) LP: The Mask Of Smiles

200/4 81%

Regional Summary: S 83, W 73, D 1

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

WHAT IS THIS I'll Be Around (MCA) LP: What Is This

66/1 27%

Regional Summary: S 68, W 27, D 1

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

WHAMI Freedom (Columbia) LP: Make It Big

238/0 86%

Regional Summary: S 93, W 100, D 0

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

Whami Continued

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

STEVE WONDER Part-Time Lover (TamlaMotown)

219/45 88%

Regional Summary: S 91, W 90, D 0

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

PAUL YOUNG I'm Gonna Tear Your... (Columbia) LP: The Secret of Association

188/41 67%

Regional Summary: S 93, W 74, D 0

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

A

STEVE ARRINGTON Dancing In The Key Of... (Atlantic)

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

B

KATE BUSH Running Up That... (EMI America) LP: Hounds Of Love

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

C

CHEECH & CHONG Born In East L.A. (MCA) LP: Get Out Of My Room

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

D

NATALIE COLE A Little Bit Of Heaven (Modern/Atco) LP: Dangerous

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

E

ROGER DALTRY After The Fire (Atlantic) LP: Under A Raging Moon

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

F

DEPECHE MODE Master And Servant (Sire/WB) LP: Some Great Reward

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

G

EDDIE & THE TIDE One In A Million (Atco) LP: Go Out And Get It

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

H

FAMILY Screams Of Passion (WB) LP: The Family

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

I

JENNIFER HOLIDAY Hard Time For Lovers (Geffen) LP: Say You Love Me

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

J

FREDDIE JACKSON You Are My Lady (Capitol) LP: Rock Me Tonight

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

L

HUEY LEWIS & THE NEWS Back In Time (MCA) LP: Back To The Future Soundtrack

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

N

9.9 All Of Me For All Of You (RCA) LP: 9.9

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

O

GINO BOINGO Weird Science (MCA) LP: Soundtrack Weird Science

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

V

GINO VANNELLI Hurts To Be In Love (HMECBS) LP: Black Cars

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

W

OMD So In Love (Virgin/A&M) LP: Crush

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

W

MAURICE WHITE Stand By Me (Columbia) LP: Maurice White

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

R

DIANA ROSS Eaten Alive (RCA) LP: Eaten Alive

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

S

SCRITTI POLITTI Perfect Way (WB) LP: Cupid & Psyche 85

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

T

TALKING HEADS And She Was (Sire/WB) LP: Little Creatures

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

V

GINO VANNELLI Hurts To Be In Love (HMECBS) LP: Black Cars

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

W

MAURICE WHITE Stand By Me (Columbia) LP: Maurice White

Table with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST, listing radio stations and their call letters.

W

Continued On Next Column

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IN MY HOUSE	MARY JANE GIRLS	I WANNA HEAR IT FROM YOUR LIPS	ERIC CARMEN
YOU GIVE GOOD LOVE	WHITNEY HOUSTON	CRY	GODLEY & CREME
EVERY TIME YOU GO AWAY	PAUL YOUNG	I GOT YOU BABE	UB40 with CHRISSIE HYNDE
WHAT ABOUT LOVE	HEART	THE GLAMOUROUS LIFE	SHEILA E.
LITTLE RED CORVETTE	PRINCE	WHATS LOVE GOT TO DO WITH IT	TINA TURNER
HOLIDAY	MADONNA	SAVED BY ZERO	THE FIXX
ONE NIGHT IN BANGKOK	MURRAY HEAD	CALIFORNIA GIRLS	DAVID LEE ROTH
TRUE	SPANAU BALLET	NIGHTSHIFT	COMMODORES
TOTAL ECLIPSE OF THE HEART	BONNIE TYLER	RELAX	FRANKIE GOES TO HOLLYWOOD
HOLD ME NOW	THOMPSON TWINS	SWEET DREAMS	EURYTHMICS
ELECTRIC AVENUE	EDDY GRANT	STRAIGHT FROM THE HEART	BRYAN ADAMS
AIN'T NOBODY	CHAKA KHAN	WHITE HORSE	LAID BACK
PUTTIN' ON THE RITZ	TACO	MISSING YOU	JOHN WAITE
THE BOYS OF SUMMER	DON HENLEY	GO INSANE	LINSEY BUCKINGHAM
EASY LOVER	PHILLIP BAILEY	TRY AGAIN	CHAMPAIGN
SUNGLASSES AT NIGHT	CORY HART	ALWAYS SOMETHING	NAKED EYES
THE OLD MAN DOWN THE ROAD	JOHN FOGERTY	GOT A HOLD ON ME	CHRISTINE MCVIE
BREAK MY STRIDE	MATTHEW WILDER	POLITICS OF DANCING	RE-FLEX
TALKING IN YOUR SLEEP	ROMANTICS	ALL THIS LOVE	DeBARGE
OUR HOUSE	MADNESS	RUN, RUNAWAY	SLADE
TO ALL THE GIRLS	JULIO IGLESIAS/WILLIE NELSON	TOO SHY	KAJAGOOGOO
NEVER GONNA LET YOU GO	SERGIO MENDES	DON'T PAY THE FERRYMAN	CHRIS DeBURGH
WHISPER TO A SCREAM	ICICLE WORKS	DON'T FORGET TO DANCE	KINKS
LUCKY	GREG KIHN	FOREVER MAN	ERIC CLAPTON
NO MORE WORDS	BERLIN	MAJOR TOM	PETER SCHILLING
WHIRLY GIRL	OXO	DON'T YOU GET SO MAD	JEFFREY OSBORNE
TENDERNESS	GENERAL PUBLIC	RUNNER	MANFRED MANN
DON'T LET GO	WANG CHUNG	SOME LIKE IT HOT	POWER STATION
ON THE DARK SIDE	JOHN CAFFERTY	EVERCHANGING MOODS	STYLE COUNCIL
TWO SIDES OF LOVE	SAMMY HAGAR	THE NEW SONG	HOWARD JONES
THE SAFETY DANCE	MEN WITHOUT HATS	BABY I LIED	DEBORAH ALLEN
99 RED BALLOONS	NENA	MORNIN'	AL JARREAU
CUM ON FEEL THE NOIZE	QUIET RIOT	TONIGHT I CELEBRATE	PEABO BRYSON/ROBERTA FLACK
LET'S HEAR IT FOR THE BOY	DENIECE WILLIAMS	DON'T YOU	SIMPLE MINDS

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WEEK # 8

AIR Priorities

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Listen to the selections listed below. Decide if each has the potential to attain 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, September 18, 1985

TITLE	ARTIST	LABEL
EVERY TIME THAT I SEE YOU	VITAMIN Z	GEFFEN
HEAD OVER HEELS	TEARS FOR FEARS	MERCURY/POLYGRAM
EATEN ALIVE	DIANA ROSS	RCA
TEST OF TIME	ROMANTICS	NEMPEROR
THE DANCE ELECTRIC	ANDRE CYMONE	COLUMBIA

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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SIGNIFICANT ACTION

JOHN WAITE Every Step Of The Way (EMI America) LP: The Mask Of Smiles

200/4 81%

Regional Summary table for John Waite with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

WHAT IS THIS I'll Be Around (MCA) LP: What Is This

66/1 27%

Regional Summary table for What Is This with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

WHAMI Freedom (Columbia) LP: Make It Big

238/0 96%

Regional Summary table for Whami with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

Whami Continued

WEST, EAST, SOUTH, MIDWEST, WEST regional data for Whami.

STEVE ARRINGTON Dancing In The Key Of... (Atlantic)

219/45 88%

Regional Summary table for Steve Arrington with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

KATE BUSH Running Up That... (EMI America) LP: Hounds Of Love

66/1 27%

Regional Summary table for Kate Bush with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

PAUL YOUNG I'm Gonna Tear Your... (Columbia) LP: The Secret of Association

166/41 67%

Regional Summary table for Paul Young with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

STEVE ARRINGTON Dancing In The Key Of... (Atlantic)

219/45 88%

Regional Summary table for Steve Arrington with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

CHEECH & CHONG Born In East L.A. (MCA) LP: Get Out Of My Room

66/1 27%

Regional Summary table for Cheech & Chong with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

NATALIE COLE A Little Bit Of Heaven (Modern/Atco) LP: Dangerous

166/41 67%

Regional Summary table for Natalie Cole with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

DEPECHE MODE Master And Servant (Sire/WB) LP: Some Great Reward

219/45 88%

Regional Summary table for Depeche Mode with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

FAMILY Screams Of Passion (WB) LP: The Family

66/1 27%

Regional Summary table for Family with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

JENNIFER HOLIDAY Hard Time For Lovers (Geffen) LP: Say You Love Me

166/41 67%

Regional Summary table for Jennifer Holiday with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

HUEY LEWIS & THE NEWS Back In Time (MCA) LP: Back To The Future Soundtrack

219/45 88%

Regional Summary table for Huey Lewis & The News with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

9.9 All Of Me For All Of You (RCA) LP: 9.9

66/1 27%

Regional Summary table for 9.9 with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

ONGO BOINGO Weird Science (MCA) LP: Soundtrack Weird Science

166/41 67%

Regional Summary table for Ongo Boingo with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

DIANA ROSS Eaten Alive (RCA) LP: Eaten Alive

219/45 88%

Regional Summary table for Diana Ross with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

TALKING HEADS And She Was (Sire/WB) LP: Little Creatures

66/1 27%

Regional Summary table for Talking Heads with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

GINO VANNELLI Hurts To Be In Love (HMECBS) LP: Black Cars

166/41 67%

Regional Summary table for Gino Vannelli with columns for P1, P2, P3, EAST, SOUTH, MIDWEST, WEST.

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as a member of the #1 multi-platinum phenomenon, the go-go's,
she wrote many of the band's hits, including "our lips are sealed"

now, from lips unsealed, comes a blue kiss.

JANE WIEDLIN

blue kiss

IRS-52674

the first single from the solo album

Produced by George Massenburg,
Bill Payne, Russ Kunkel for Filmlocks.



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CONTEMPORARY HIT RADIO

Table of Contemporary Hit Radio chart with columns for rank, artist, title, label, and weeks on chart. Includes entries like 'JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)', 'KOO & THE GANG/Cherish (De-Lite/PG)', and 'DRE STRAITS/Money For Nothing (WB)'.

Three Two Last
Weeks Weeks Week

N&A Begins on Page 86

ADULT CONTEMPORARY

Table of Adult Contemporary chart with columns for rank, artist, title, label, and weeks on chart. Includes entries like 'KOO & THE GANG/Cherish (De-Lite/PG)', 'TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)', and 'WHAM!/Freedom (Columbia)'.

N&A Begins on Page 66

AOR TRACKS

Table of AOR Tracks chart with columns for rank, artist, title, label, and weeks on chart. Includes entries like 'JOHN C. MELLENCAMP/Lonely Ol' Night (Riva/PG)', 'D. BOWIE & M. JAGGER/Dancing In The Street (EMI America)', and 'STING/Fortress Around Your Heart (A&M)'.

Complete Tracks Chart
Begins on Page 68

BLACK/URBAN

Table of Black/Urban chart with columns for rank, artist, title, label, and weeks on chart. Includes entries like 'READY FOR THE WORLD/Oh Sheila (MCA)', 'KOO & THE GANG/Cherish (De-Lite/PG)', and 'WHITNEY HOUSTON/Saving All My Love For You (Arista)'.

N&A Begins on Page 61