

I N S I D E:

LOOKING BACK AT R&R

This issue marks R&R's 12th anniversary, so Ken Barnes, who can remember almost that far back, takes a lighthearted look back at the paper's past.

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SUMMER ARBITRON ADVANCES

New York: **WRKS** Leads As **WPLJ** On **Z100's** Tail
 Los Angeles: **KABC** Gains On **KIIS-FM**; **KLOS** Third
 Chicago: **WGN** Holds Lead; **WBMX** Leaps To Second
 Plus all the results for Boston, Detroit, Philadelphia, San Diego, and San Francisco.

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A/C FULL-SERVICE CHART DEBUTS

As A/C splits between full-service and music-intensive stations, R&R introduces its new Full-Service chart and expands the A/C chart to a Top 30. **Donna Brake** explains the changes and the charts make their debuts this week.

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IN THE NEWS THIS WEEK

- **Marty Bender** PD at **WSKS**
- **Linda O'Connor** Station Mgr. at **KMJM**
- **John Ade** President of **Specter Broadcasting**
- **United Stations** to file against **IS Inc.**
- **WLQY** tries "ethnic blocks" format
- **WKKX** debuts Country
- **Sam Yacovazzi** VP/GM at **WHIO-AM & FM**
- **Chuck Zeller** GM, **Pat Shanahan** PD at **WRKR**
- **Steve Feder** GM, **Bob Ancheta** PD at **KAAR**
- **Mark Davison** GSM at **WWWW**
- **Bill Parke** GSM at **WIP**
- **Stephen Butler** GSM at **KGLD & KWK**
- **Hurricane Heeran** Sr. Assoc. Editor at **R&R**

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LOOSE LISTS SINK STATIONS?

Walt Love and **Sean Ross** detail the ways in which overgenerous adds and overhasty drops hurt playlist accuracy, charts, and the national exchange of music information.

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LYRICS NEW MUSIC SEMINAR OBSESSION

Along with Page One's story on label response to the **PMRC** and **RIAA** plans, last week's New Music Seminar was focused squarely on the lyrical controversy. Two special features reported by **Adam White**.

Page 3

NEXT WEEK IN R&R

Reed Bunzel talks to **Westwood One's Norm Pattiz** about the firm's acquisition of **Mutual Broadcasting**.

Newsstand Price \$3.50



ADS DRAW QUICK RESPONSE

Arbitron Sues KELI For \$60 Million

Responding to a newspaper campaign by **KELI/Tulsa** to buy fall survey diaries (R&R 9-27), **Arbitron** announced plans to file an 11-count, multimillion-dollar lawsuit against the station Wednesday (10-2) in U.S. District Court for Northern Oklahoma.

According to Arbitron spokesperson **Tom Mocarski**, "Each of the first six counts asks for \$10 million in damages each, so the total of the monies sought would be more than \$60 million."

Among the charges Arbitron

levied against **KELI** are that the station allegedly engaged in "malicious and willful interference in business, interference with the contracts Arbitron has with its subscribers (**KELI** is not a subscriber), deceptive trade practices, damaging the data retrieved from diarykeepers, conspiracy for fraud and deceit, malice with intent to injure Arbitron, and copyright infringement." (**KELI's** ads soliciting diaries show examples of actual diaries, reproduced without Arbitron's permission.)

As part of its reaction, the ratings firm intends to review all diaries mentioning **KELI**. Said **Mocarski**, "If we feel there is a chance the diary was affected by **KELI's** attempt to skew the diaries, we'll call back

ARBITRON/See Page 8

WKOX, WBLI TOWERS DESTROYED

East Coast Battles Hurricane

Only a month after Gulf Coast broadcasters responded to Hurricane **Elena** with extensive emergency coverage, stations along the Atlantic seaboard braced last Friday (9-27) against Hurricane **Gloria's** 130mph winds and battled to stay on the air with news and information.

The most dramatic event occurred at **WKOX/Framingham-Boston**, where high winds sent its new, 450-foot nighttime tower crashing through the roof of the **WKOX & WVBF** facilities, splitting the building nearly in half. The backyard tower, which was not in use at the time, collapsed onto the studios while announcer **Dave Scott** was on the air, coming to rest in the parking lot. Although **Scott** was not hurt, one staffer outside was knocked to the ground by a wire, but did not suffer serious injury. Said VP/GM **Barry Sims**, "It fell just to the left of **Dave's** shoulder. We have a tape of him continuing to broadcast with this hunk of steel right next to him."

Sims reported that **WKOX** re-

Stern Out At WNBC

Howard Stern has exited his 3-7pm airshift at **WNBC/New York** over what's being termed as "a conceptual difference between **Stern** and the management of **WNBC**" regarding the programming content of his show.

WNBC VP/GM **John Hayes** told R&R, "Howard had one idea about his program and we had another. I really don't want to go into details because I think it's irrelevant at this point. The program has been cancelled and we'll just go from there."

In an interview with the *New York Post*, **Hayes** added, "I personally think **Howard** is very talented performer and one of the unique people on the radio. He's a real entertainer. We had a running difference of opinion on what the program should be, and I think that led us to a point

STERN/See Page 8



I FALL TO PIECES — For the third time in the last ten years, **WKOX/Framingham-Boston** has seen its tower topple. The new stick, built for **WKOX's** recently-granted nighttime power, split the station's studios and landed in the parking lot. **WKOX** was only one of Hurricane **Gloria's** victims, as the storm also destroyed **WBLI/Long Island's** tower and wreaked technical havoc on scores of stations along the Atlantic coast. Photo courtesy of the *Middlesex News*.

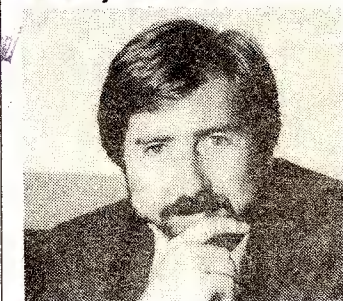
turned to the airwaves the following morning, supported by diesel generators. "The towers were put up only three weeks ago, as the station just received permission after a nine-year wait to go from 1 kw to 10 kw fulltime. We had only been operating under full power for about two days before the storm. The truly amazing thing is that this is the third tower to fall in the past decade. However," he noted, "it is the first one to fall on the building."

When the tower came down, it destroyed a jeep parked nearby and a news production studio. Total damages are still being estimated. **Simons** credits his staff, who "worked around the clock" to restore service. "When something like this happens, all of your people pull together."

WBLI Blasted

Meanwhile, Hurricane **Gloria** blew down and ruined **WBLI/HURRICANE/See Page 8**

Smith KFRC's VP/GM



Jim Smith

After a year as President of **Alta Broadcasting (KEZR/San Jose and KBZT/San Diego)**, **Jim Smith** has been named VP/GM at **KFRC/San Francisco**. He replaces **Pat Norman**, who transferred to **RKO** sister station **KRTH/Los Angeles** as VP/GM last week.

RKO Radio Division President **Jerry Lyman** told R&R, "I picked **Jim** for his extensive background in corporate and operational areas. **KFRC** is a large radio station which needs extra care. **Jim's** honesty, integrity, and personality are very much in line with what I was looking for. He's creative, innovative, and a team player."

SMITH/See Page 8

Nine Labels Oppose RIAA Stickers

MCA Cites Retail Objections; L.A. Mayor Calls PMRC Plan "Repugnant"

Two new developments took place this week in the controversy over explicit song lyrics. At a press conference Monday (9-30) in Los Angeles, the city's Mayor, **Tom Bradley**, declared his firm opposition to the warning sticker system sought by the **Parents' Music Resource Center (PMRC)** and the **National PTA** to identify potentially "offensive" material.

The same occasion saw **MCA Records Group** President **Irving Azoff** announce that his company would not use such a

sticker on any releases. **MCA** had previously agreed to this approach, which is the core of the **Recording Industry Association of America (RIAA)** strategy in dealing with the parents' organizations.

Mayor **Bradley** is the first public official in the U.S. to speak out against the **PMRC/PTA** goals. He said, "If a small group of people are allowed to dictate what we can hear, how about what we read? If tens of thousands of records should be rated every year, why not a

similar standard for books? The very idea is repugnant." The Mayor also stated, "We can and must protect our children, but that is a role best filled by concerned parents, not government. Parents must regulate what these children see, hear, and read."

Retailer Reluctance Cited

For its part, **MCA** becomes the second **RIAA** member company to abandon support of the

LABELS/See Page 6

WESTWOOD ONE PRESENTS

Line One

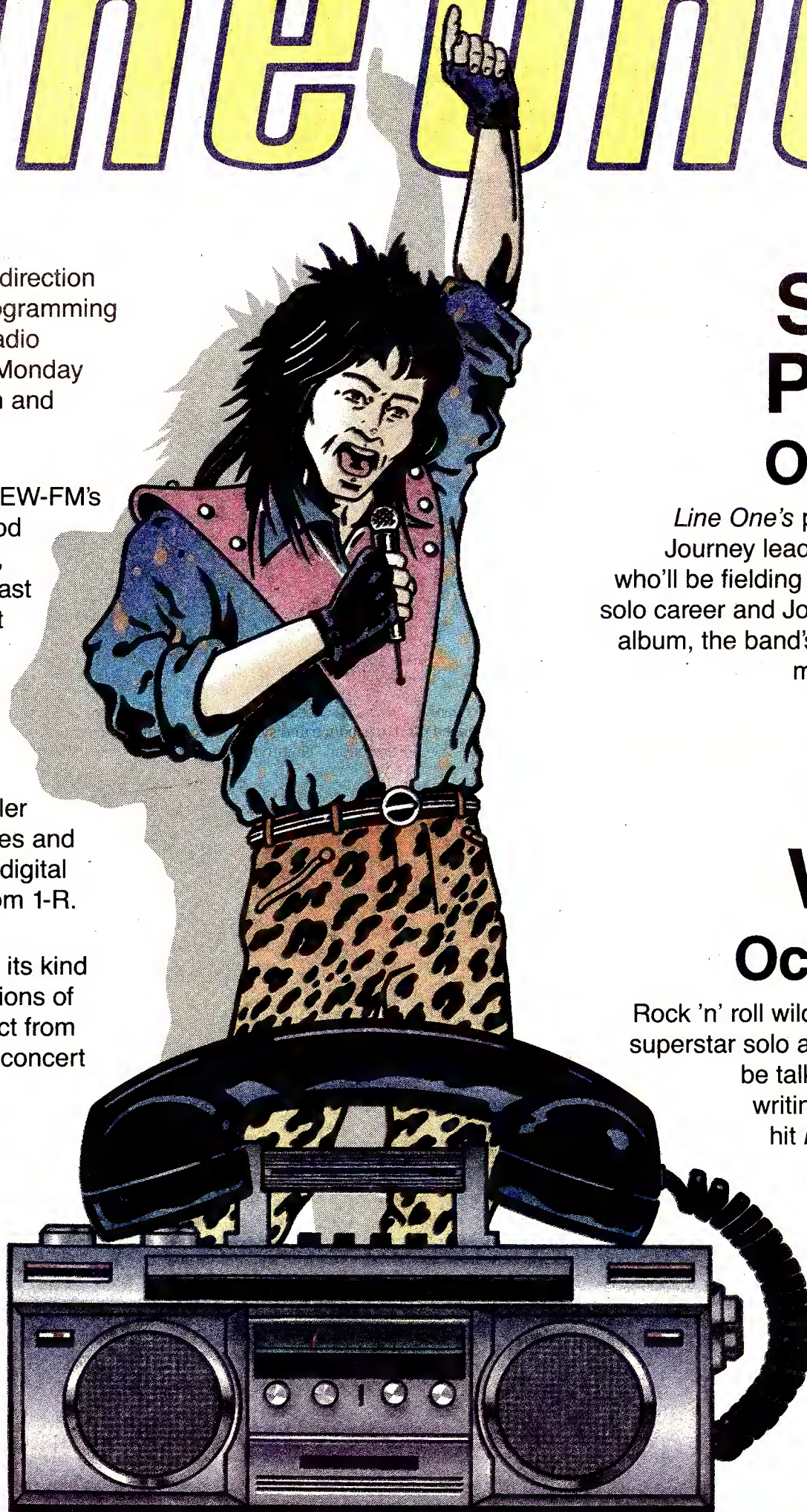
Line One, the exciting new direction in live rock 'n' roll call-in programming from the Westwood One Radio Network, is now on the air Monday evenings at 11 p.m./Eastern and 8 p.m./Pacific.

Hosted in New York by WNEW-FM's Carol Miller and in Hollywood by KMET-FM's Sky Daniels, *Line One* is the coast-to-coast connection to rock's biggest record-makers and record-breakers. And it's toll-free – 1-800-ROCKERS.

Line One – a fast-paced 60 minutes packed with caller questions, rockers' responses and raging rock 'n' roll music in digital stereo via satellite on Satcom 1-R.

And it's the *only* program of its kind to feature selected live versions of our guests' best rock – direct from Westwood One's extensive concert library.

For your ultimate connection with rock's superstars, pick up *Line One...and only!* Contact your Westwood One representative now at (213) 204-5000 or Telex 4996015 WWONE.



**STEVE
PERRY**
October 7

Line One's premiere show stars Journey lead singer Steve Perry, who'll be fielding questions about his solo career and Journey's forthcoming album, the band's first new project in more than two years!

**JOHN
WAITE**
October 14

Rock 'n' roll wildman and emerging superstar solo artist John Waite will be talking with fans about writing and recording his hit *Mask Of Smiles* LP!

1-800-ROCKERS

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

OCTOBER 4, 1985

**A COMPACT
LOOK AT
COMPACT DISCS**

In the second installment of our monthly Engineering column, **Hugh Heller** casts an eye toward the future applications of compact disc technology.

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**WLQY Shifts
To Ethnic
Blocks**

WLQY/Miami has dropped its Nostalgia programming in favor of a new ethnic block format serving Cuban, Columbian, Haitian, and Jewish listeners in South Florida. The format change came after the station was sold by Sunshine Wireless Co. to Global Communications.

"There are only three markets in the country you can do this in - Miami, New York and Los Angeles," Global President Tony Lupo commented. He said the new format includes blocks of music, news, and call-in talk shows for its four distinct ethnic audiences.

WKAT/Miami, which is now the market's only Nostalgia outlet, bought a substantial advertising schedule on WLQY during the weeks leading up to the format change. A four-week campaign that ended in late September featured WLQY's PD asking his listeners to "take a turn to the right" on their radio dials to tune to WKAT.

WKAT also purchased WLQY's "Lucky 13" station ID, and hopes to double its audience by picking up its former competitor's listeners. "It's an unusual merchandising approach, to say the least," said WKAT co-owner Howard Premer. "We've committed to a very aggressive and imaginative marketing approach to gain new listeners. This is only phase one."

**Lyric Controversy Dominates
New Music Seminar Panels**

It was more Gore than Gloria at the sixth annual New Music Seminar in New York last week. The anti-explicit lyrics campaign of **Tipper Gore** and her co-principals at the Parents' Music Resource Center (PMRC) came under fire at panel after panel during the September 26-28 event, and Hurricane Gloria could hardly compete - although it did prevent some delegates and panelists reaching the Marriott Marquis Hotel on Friday (9-27).

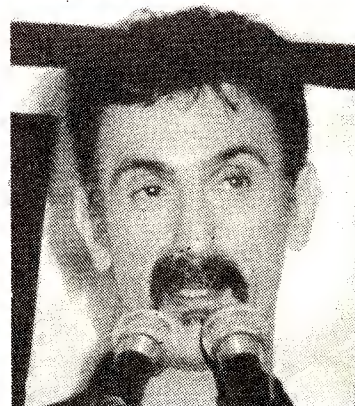
By the organizers' count, approximately 4800 people registered for the seminar (paid registrations were said to be around 4000) at the newly constructed, but not fully completed, Marriott. The 40-plus panels drew attendance that varied from several dozen delegates to several hundred. Among the most popular sessions: A&R, video directors, artists and, of course, record rating. As is the case with most conventions, panel quality ranged from the ho-hum to the stimulating. Other draws: the 70-plus exhibitors, the dozens of evening talent showcases, and the overall "networking" (a/k/a shmoozing) opportunities.



Dick Griffey

Sharper Political Focus

Co-keynoters **Frank Zappa** and **Dick Griffey** added what seminar director **Tom Silverman** billed as "a sharper political focus" to the proceedings. Zappa reprised some of his remarks from the September 19 Senate hearings on rock lyrics, and outlined specific tactics by which the industry could counter the PMRC. "Instead of [the gov-



Frank Zappa

ernment] and the FCC only hearing from the fundamentalist point of view which is supporting this," he said, "it's important that they hear others. Write your Congressman or Senator, send telegrams, even if you're not registered." At which point, Zappa introduced his "I Vote Like A Beast" program. A call to his 818-PUMPKIN service

NEW MUSIC/See Page 4

**United Stations Seeks
Injunction Against IS Inc.**

United Stations Radio Networks has announced it is seeking an injunction in federal court to bar Mill Valley, CA-based program supplier **IS Inc.** and its principals from proceeding with its recently-announced plan to produce and syndicate a CHR-oriented countdown program (R&R 9-20).

IS Inc. currently produces "Countdown America With **John Leader**" for United Stations. US recently announced (R&R 9/6) its intention to replace Leader with **Dick Clark** and terminate its production relationship with IS Inc. for both "Countdown America" and "The Hot Ones." IS Inc. then filed suit against US, seeking \$6 million in

damages and alleging tortious breach of contract and unfair competition.

United Stations says the "non-compete" clause in its contract prohibits IS Inc. from producing a competitive countdown program until July 1986. IS Inc. attorneys claim the countdown show in question, "Countdown USA," does not involve IS Inc. principals **Jo Interante** and **Rob Sisco**, and therefore does not violate the non-compete clause.

United Stations President **Nick Verbitsky** told R&R, "We consider IS Inc. to be in breach of their contract commitments. We have retained counsel and intend to seek the maximum relief provided by law, including an injunction against IS Inc. We consider (their) claims to be entirely without merit, and intend to vigorously enforce our rights."

IS Inc. attorney **Mark Scott** told R&R, "United Stations is inaccurate in saying that IS Inc. would be producing a competitive count-

UNITED/See Page 4

**Ade Specter
President**

After just a few weeks as GSM at WNEW/New York, veteran radio executive **John Ade** has accepted the post of President for newly-formed **Specter Broadcast Corp.**, a North Carolina-based company which recently purchased **WKZ & WBEU/Beaufort-Hilton Head-Savannah**.

A former GSM at WIP/Philadelphia, WTAE/Pittsburgh, and WKTU/New York, Ade was also VP/GM for two years at KLUV/Dallas. "This is my dream," said Ade, who assumes the role of managing general partner for the new company. "(WNEW VP/GM) **Vicki Callahan** fully understands this opportunity, one which only comes along at certain times in your life. It was the right thing for me to do, both professionally and for my family. I'm committed to the success of Specter; it's a lifelong partnership."

The South Carolina combo (1 kw Oldies daytimer/100 kw Fairwest A/C) is the first of Specter's projected acquisition program. "We're definitely looking to add on several more stations," Ade said, "concentrating on the Carolinas, Florida, and Georgia."

**O'Connor
New KMJM
Station
Manager**

At Amature Group's Urban Contemporary-formatted **KMJM/St. Louis**, **GSM Linda Roe O'Connor** has been promoted to Station Manager. She succeeds former GM **Gary Lewis**, who exited the stations last month.

Amature Group President **Monte Lang** noted, "Linda has performed very well and achieved all the sales goals established for KMJM. Her strength has been both on the front line and also in the execution of our longterm objectives."

O'Connor joined KMJM three years ago as Sales Manager, moving up after a year to GSM. She was previously an Account Executive with neighbors **KSD-AM & FM**

O'CONNOR/See Page 4

**WKKX
Debuts
Country
Format**

With the support of new facilities and a tower move, **Gateway Radio's WKKX/St. Louis** has completed its changeover from a suburban Jerseyville FM to a full-metro Country competitor, consulted by **Rusty Walker**.

Describing "KIX 104FM," new PD **John King** told R&R, "We're very modern and somewhat cross-over-oriented, targeting 25-54. The station will be aggressive musically, but not as adventurous as we'll be once we're established."

Regarding the station's promotional assault, King continued, "We kicked off the format with 2104

WKKX/See Page 8



Marty Bender

**Bender
Now PD
At WSKS**

WSKS/Cincinnati MD **Marty Bender** has been named PD at the Seven Hills AOR. The job has been vacant since **Paul Fredericks** left for **KGGO/Des Moines** late last year.

WLW & WSKS OM **Randy Michaels** told R&R, "Marty is no longer the funniest music director in America. He's now the funniest program director. Just don't invite him to your house for a party. He'll trash your bathroom."

Bender quipped in turn, "Somebody has to sign the check at staff dinners. And 'SKS can afford to pay me more since (rival) **WEBN** bought out (former morning partner) **Eddie Fingers**' contract."

Bender, who has been with WSKS since November 1982, will continue his morning shift. Earlier he was MD at former AOR **WWWM (M105)/Cleveland** (now A/C **WMJI**) and worked at **Cash Box**.

**Zellermayer GM,
Shanahan PD
At WRKR**

With SRO's takeover of **WRKR/Racine-Milwaukee**, GSM **Chuck Zellermayer** has been named GM of the CHR station and morning personality **Pat Shanahan** has been promoted to PD. Zellermayer replaces former owner/GM **Joel Thrope**, while Shanahan takes over for the exiting **Pat Martin**. The station will be consulted by **Ron White**.

SRO Director/Broadcasting **Cliff Hunter** stated, "We were very impressed with Chuck's credentials and abilities. We look to put our SRO financial resources behind WRKR to generate the ratings to make this a top-notch facility."

Zellermayer commented to R&R, "The potential for this station to be a major factor in Southeast Wisconsin has always been here. With the talents of **Pat Shanahan** and the resources of SRO, we can now begin to realize that potential." Prior to joining WRKR last year, Zellermayer was an Account Executive at **WMJX (96X)/Miami** and served as GSM at **WQUE-FM/New Orleans**, **KJYO/Oklahoma City**, and **WBCS/Milwaukee**.

Shanahan, a market veteran who programmed Milwaukee stations **WRIT** and **WQFM**, also was PD at **WBZ/Boston** and **WJW/Cleveland**.

WRKR/See Page 4

**Yacovazzi
VP/GM
At WHIO**

Sam Yacovazzi has been named VP/GM of **WHIO-AM & FM/Dayton**. He replaces **Donald Kidwell**, who was recently promoted to Exec. VP/Radio for parent **Cox Communications**.

Kidwell commented, "Sam Yacovazzi's 27 years of experience in broadcasting has encompassed all aspects of the operation of a broadcast station, and I am pleased he will be joining the Cox organization."

Yacovazzi had been VP/GM at **WKGX/Knoxville** since 1981. Before that he managed **Group One** stations in **Akron** and **Denver** from 1973 until 1981. He was VP/GM of **WONE & WTUE/Dayton** from 1965-1973.

Heeran R&R's Senior Associate Editor

Thomas "Hurricane" Heeran has been promoted to Senior Associate Editor at R&R. His predecessor, Keith Attarian, is moving into the radio sales area, with an announcement expected shortly. Heeran, an Associate Editor for the past year and a half, will supervise the newspaper's staff of associate editors and editorial assistants working with R&R's format editors.

R&R Senior VP & Editor Ken Barnes stated, "Keith's move toward radio sales fulfills a long-

standing career goal, and we know he'll reach great heights. Hurricane has all the qualifications for his new job - he's a radio and music fanatic, has a terrific rapport with his co-workers, and is as dedicated and hard-working as you could ask for."

Before joining R&R, Heeran worked in various on-air and research positions at stations including KHJ, KHTZ, and KWST/Los Angeles, Y103/Jacksonville, and WAVZ/New Haven.

United Stations

Continued from Page 3

down program. IS Inc. has no plans to produce any programming other than that which it is presently under contract for at United Stations in 1985. What was announced was a countdown program offered by production/distribution company 'Countdown USA, Inc.' which will involve Jo Interrante and Rob Sisco.

Verbitsky indicated the injunction would be served within the next few days.



Stephen Butler

Butler KGLD & KWK GSM

GSM Stephen Butler has moved up to the newly-created rank of VP/GSM at Robinson Broadcasting's Oldies/CHR combo KGLD & KWK/St. Louis.

Said Executive VP/GM Bill Latz, "Stephen has been the glue at KWK & KGLD, and brings a wealth of radio savvy to the table. He is, and has been, largely responsible for our revenue success in the marketplace."

Butler, who joined the stations last year, remarked, "When I came over from (AOR competitor) KSHE, I felt we had great numbers but needed to shore things up in revenues. During this year we've doubled our revenues, due to the efforts of my sales staff and LSM Doug Huber in particular."

New Music

Continued from Page 3

yields an information packet designed to help grass roots activity on this issue. "If you're 18 years old, you can do a lot of damage by voting," he noted.

Just a few hours later, the topic got another extensive airing in "Rating Records: Is It Censorship," a panel featuring RIAA President Stanley Gortikov, WASP lead singer Blackie Lawless, journalist Dave Marsh, broadcasters Scott Muni of WNEW-FM/New York and Gene Sandbloom of KIIS-FM/Los Angeles, and Musical Majority Chairman Danny Goldberg, among others. According to moderator Bruce Harris of RCA, members of the PMRC were invited to participate, but declined.

RIAA Attacked

The session's provocative moments included charges by Marsh that Gortikov has been "doing the PMRC's job for them." He continued, "They don't need a ratings code, because Stanley's going to give them what they want through the back door," contending that the association's strategy has been compromised by its other legislative goals on Capitol Hill.

Marsh also quoted from what he claimed was correspondence between Gortikov and the RIAA's executive board, in which the association President reportedly stated, "It is impossible to justify some of the blatant and extreme recording examples protested by the parents' groups... Artist contracts new and old might be examined to ensure that future content makes such companies' discretion possible." Earlier in the panel, Gortikov had read an excerpt from a rock lyric entitled "Golden Showers," and commented, "Try justifying that to the folks in Washington." Danny Goldberg subsequently retorted, "I consider it shocking that someone from the RIAA would quote an obscure lyric... and act as if that represents an industry that's given Live Aid, Farm Aid, and entertainment all over the world."

The explicit lyrics/rating records debate continued to varying degrees in other sessions and the seminar's informal conclaves. It culminated in the artists' panels on the last day, where Marianne Faithfull proved to be the most outspoken - and loudest - opponent of the PMRC and its fellow travelers.

Anti-Apartheid Radio/ Telethon Proposed

In his keynote speech, which was almost entirely political, Solar's Dick Griffey called upon the music industry to help educate people about "today's greatest atrocity: apartheid." He said, "We are communicators, we have a responsibility not only to write great lyrics and melodies, and music for people to boogie to; we have a responsibility to our communities, to our brothers and sisters and mankind."

The executive urged the staging of an "international radiothon/telethon" in support of these goals and to raise money, and he also stressed the importance of the cultural boycott of South Africa. "We

should applaud our artists when they do good things like USA For Africa and Live Aid. We should also let Tina Turner and Rod Stewart and George Benson and Frank Sinatra and others who go against the wishes of the people of South Africa, who go there and perform and prop up and give credence to the apartheid regime, how we feel. We must communicate that we disagree with them."

Griffey concluded, "When the book is written, when history goes down, it's important that it is said that the music industry was... on the right side of morality, the right side of justice, and, most importantly, on the right side of God."

O'Connor

Continued from Page 3

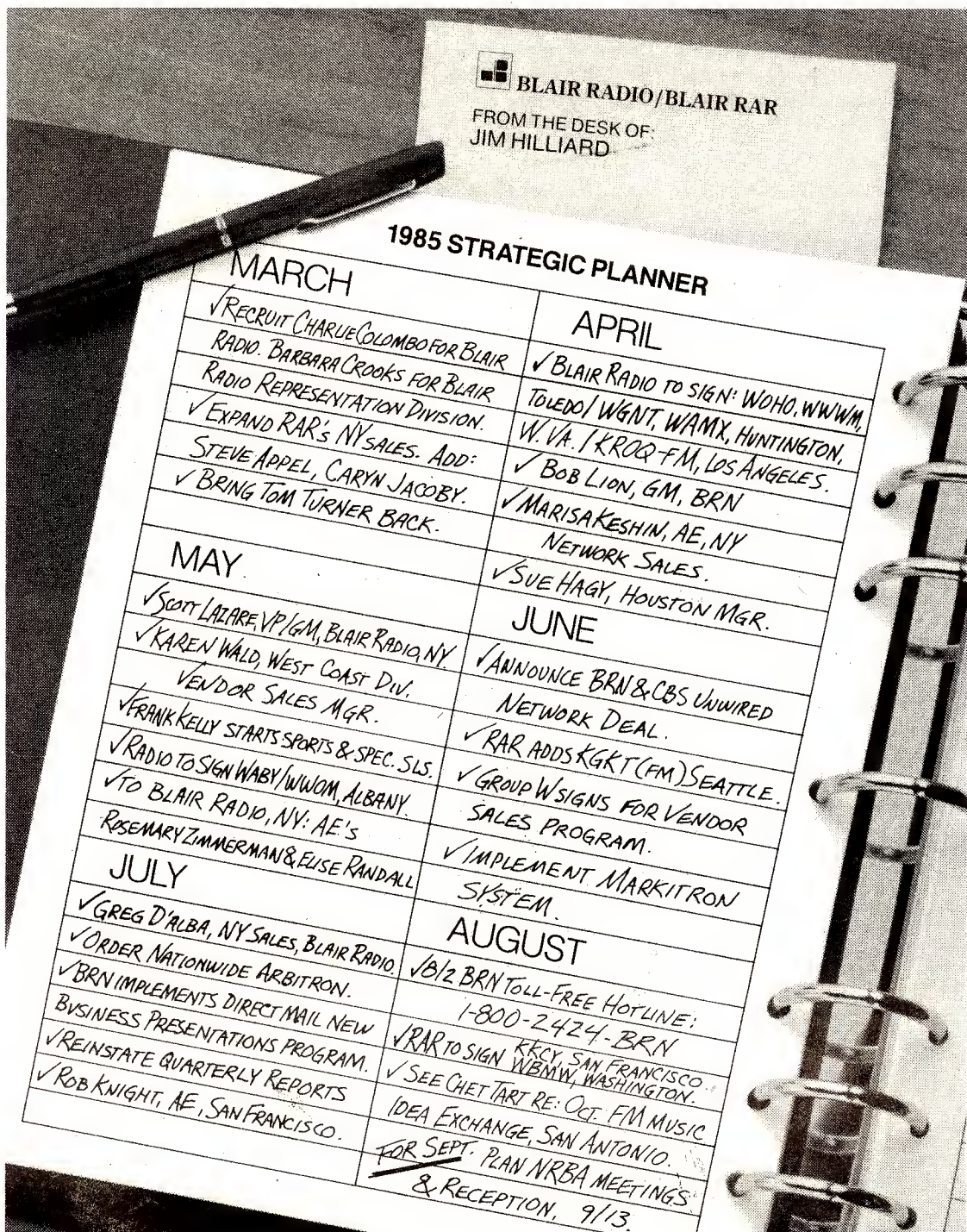
and KWK. "It's nice to be able to work for a company that's so performance-oriented. I've received tremendous support. We'll remain as we are - going strong in St. Louis."

O'Connor, whose first move was to boost Retail Sales Manager Donna Deutschmann to Local Sales Manager, added, "Donna was our first choice. She understands KMJM's market story and keeps the 'store' open 24 hours a day."

WRKR

Continued from Page 3

He told R&R, "I'll continue doing the morning show for the moment, but look to stay on the air in some other capacity as time goes on. Refinement is our chief concern at the moment. By springtime we'll have everything in place, but we're going to begin this fall to beef up our sound with on-air promotions, with outdoor come building to kick in by spring '86."



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WESTWOOD ONE PRESENTS

DAN HARTMAN



IN CONCERT

The Westwood One Radio Network's *Pop Concert Series* is proud to present singer/guitarist/composer and producer Dan Hartman in an exclusive performance airing the week of Monday, October 14 on more than 250 Westwood One affiliates throughout the country. Recorded by Westwood One's mobile studios at the famed Hollywood Palace, the hour-long concert features Hartman backed by a seven-piece band performing such hits as "We Are The Young," "Second Nature," "Free Ride," "Get Outta Town" and his smash from the movie *Streets Of Fire*, "I Can Dream About You." To make sure you and your listeners don't miss Hartman's energetic blend of music for dancin' and romancin', call the Westwood One hotline at (213) 204-5000 or Telex 4996015 WWONE now for all the details on the *Pop Concert Series*, bringing you exclusives featuring the hottest stars of contemporary music *all year long!*

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

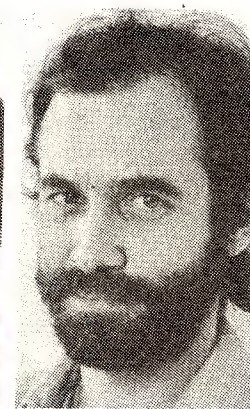


NIGHT AT THE RACES II SET — The Neil Bogart Memorial Laboratories present their second annual fundraiser, "Night At The Races," at Hollywood Park December 4. Last year's event, featuring a corporately-sponsored thoroughbred race, raised \$750,000 for cancer research, and this year's will follow a similar course. Honorary chairpersons this year are Elizabeth Taylor and Neil Diamond; benefit chairpersons are Marcia Medavoy, Joe Smith, and Joyce Wilson. Pictured (l-r) are Bogart Labs' Dr. Denman Hammond, Diamond, Taylor, Labs' Dr. Stu Siegel, charity's founder Joyce Bogart, and Labs' Dr. John Holcenberg.

NEWS IN BRIEF



Mike Edwards



Rob Fraboni



John McClain

● **ROB FRABONI** has become Director/A&R for **Island Records**, based in New York. Among his production credits include albums for the **Band, Eric Clapton, Joe Cocker, Bob Dylan, and Bonnie Raitt.**

● **WKTZ/JACKSONVILLE** has discontinued its **Bonneville Easy Listening** format, becoming "Classy" A/C **WLCS. Ron Foster**, Asst. PD at **WMJI/Cleveland**, is the new Program Director. The station is consulted by **McVay Media** and the **Jim West Co.** Foster succeeds **Jim Byard**, who'll program co-owned AM **WJAX**, which will announce a new format soon with new call letters **WRXJ.**

● **RICK FREEMAN** and **MIKE EDWARDS** have been promoted from PD and afternoon drive, respectively, to Station Manager and Program Director at **WDCG/Durham-Raleigh.**

● **JAY WALKER** has resigned as weekend/swing personality at **KMEL/San Francisco** to become PD at **KSET-FM/EI Paso.** He succeeds **Randy Rodriguez**, who stays on as MD.

● **MARK THOMAS** is the new Sales Manager at **WHAS/Louisville.** Most recently Sr. Account Executive with **Media Store Advertising**, Thomas was previously SM at competitor **WRKA**; earlier he was an AE at **WHAS.**

● **JERRY SOLOMON** takes the Sales Manager's post at **WAMZ/Louisville.** A 19-year company sales executive, he moves up from Sales Specialist for **WAMZ** and sister AM **WHAS.**

● **CHRIS COLLIER** was named Program Director at **WOW-AM & FM/Omaha.** A veteran major market PD, Collier arrives from a two-year term at **KFDI/Wichita.**

● **JOHN McCLAIN** has been promoted to VP/Black A&R at **A&M Records.** He had been National Director/Black A&R since joining the company in 1983.

● **LUCRETIA LANGHAM** becomes National/Regional Sales Manager at **KTFX/Tulsa.** Most recently of cross-town **KVOO**, she previously was GSM at **KENO & KOMP/Las Vegas.**

● **STEVE OWENS**, Assistant PD at **KTFM/San Antonio**, has accepted the programming post at **KAMZ/EI Paso**, beginning around November 1.

Some of the Guard's most important people don't wear uniforms.

Every year, thousands of teachers, broadcasters, business executives and other Americans like you encourage young people to join the Army or Air National Guard.

We want to thank you for giving your time and talents so generously. And we hope you will continue to lend us your invaluable support.

To us, you're not ordinary civilians. You're extraordinary citizens.

So from one group of Americans at their best to another, thanks.



National Guard

Americans At Their Best.

Labels

Continued from Page 1

"Parental Guidance" sticker proposal; the first was A&M. Contacted after Monday's press conference, Azoff said that retailers have influenced the label's thinking. "We've been under pressure from some of our major accounts who have said that they're not going to stock releases with warning labels. So we're investigating putting a lyric sheet in all our albums, and also sending the lyrics to each store." The MCA chief added, "We're taking both artists and politicians at their word when they say they don't want censorship, but do want more information available. That's what we're investigating, and the problems are obviously ones of packaging."

MCA's action brings to nine the total of record companies which have publicly rejected the generic warning sticker. The others are A&M, Geffen, Gold Mountain, Island, IRS, Jem, Modern, and Tommy Boy. These labels' position was declared Friday (9-27) by the Musical Majority, the recently formed coalition whose Chairman is talent manager and Gold Mountain chief **Danny Goldberg.** He told R&R, "No

artist is going to want to be on a label that will sticker a record. It's going to be a litmus paper test in the creative community of what label they want to work with. I predict that within a couple of weeks, this whole idea of a generic sticker will be repudiated by all the majors. The next step is to get some people in Congress and in the Senate saying the same thing as Mayor Bradley, and then we've got a balance in the public dialogue."

Many of the country's major retailers will talk about the issue this week in San Diego, at advisory committee meetings of the **National Association of Merchandisers (NARM).** Specifically, **Jim Bonk** of the 180-store **Camelot** chain will make a presentation Wednesday (10-2). He's believed to view the generic sticker as impracticable, but is concerned that record stores could be the target of protests — particularly in conservative parts of the U.S. — if the industry does not demonstrate sensitivity to parental concerns.

A board meeting of the **RIAA** took place Tuesday (10-1) in New York, but yielded no official comment from the organization about the lyrics controversy.

ZZ TOP
The new single
SLEEPING BAG



From the forthcoming ZZ Top Album *Afterburner*

PATTELLE SALES MANAGER

Davison Elevated To GSM At WWWW

Mark Davison has been promoted from Sales Manager to GSM at WWWW/Detroit. Davison joined W-4 as SM this past January after seven years as an Account Executive at WXYT/Detroit.

WWW GM Phil Lamka commented, "In his time at W-4, Mark has demonstrated a high degree of

professionalism, as well as sound leadership and management skills."

Davison's first move was to name WXYT/Detroit Senior Account Executive Phillip Pattelle as W-4's Sales Manager. Prior to WXYT, he had been at the Christal Company and at WJXQ/Lansing.

KNOB "For Lovers Only"

Offering custom promos, features, and music, MOR outlet KNOB/Long Beach debuted Ron Cutler Productions' new "For Lovers Only" A/C format Monday (9-30).

According to Cutler, the format showcases "America's favorite love songs over the past 25 years, including some current product. There are also interviews with

TV/motion picture stars who talk about love and romance, special imagery jingles, and theme music by Alan O'Day."

Said co-PD Madelaine Vlasic, "We started airing Ron's 'That's Love' weekly program recently, and it generated hundreds of positive calls. This format is similar, and we have great hopes for it. Both the listeners and advertisers love it."

Parke GSM At WIP

Bill Parke is the new GSM at WIP/Philadelphia, joining the full-service A/C station from Metroplex Marketing Corp., where he has been President since 1980. He previously served seven years as GM at crosstown WIFI and Sr. VP of its parent, GCC Communications.

Said WIP VP/GM Hal Smith, "Bill's credentials exactly match our sales needs. His experience with retail-oriented advertising will certainly add a new dimension to our sales department."

WKKX

Continued from Page 3

songs in a row without commercials — about seven days. A lot of TV ads are scheduled, as well as billboards, including six large painted boards in a row on one highway.

"There are three viable competitors, but from everything we've seen in the research, there's a definite hole for us. We look for immediate success, and have a lot of surprises for our competitors."

ANCHETA PD

Feder Takes KAAR GM Post

Steve Feder, GM at KQDQ & KZAM/Eugene, has been named GM at KAAR/Portland, replacing the exiting Al Emrich. Former KGON/Portland morning personality Bob Ancheta has been named PD/morning man at the AM Gold station.

Feder told R&R, "We're all looking forward to a power increase, which will move us from 1000 watts to 2500. The new signal will add dramatically to our ability to completely serve the market. And, we'll begin broadcasting around the clock once the power increase takes place."

Feder, formerly owner of KAAK/Great Falls, MT and GSM at WFMT/Chicago, added, "Bob is a real student of the Portland mar-

ket. He knows the songs which will strike a chord with our listeners."

Ancheta, who replaces Michael Kirby, commented, "This will be a head-to-head battle against another AM Oldies station, KSGO. There will be a lot of extra content and depth to spice up our programming and make us sound more distinct and creative."

Hurricane

Continued from Page 1

Long Island's stick, knocking the station off the air for 30 hours. With the help of nearby WBAB/Babylon, WBLI is now back on the air with a temporary setup.

At all-News WEEI/Boston, News Director John Rodman brought in his entire 40-person staff for complete local coverage, as well as constant feeding of the CBS Radio Network. WEEI quickly set up an informal network of stations throughout New England, enabling it to track Gloria's eye as she raced northward.

At one point, the concrete and styrofoam roof of a Boston VA hospital blew off, landing on the car roof of WEEI reporter Steve Sbraccia. Rodman reported, "Fortunately, Steve wasn't hurt, but he gave us some great coverage on his two-way." Another station reporter, filing final coverage as Gloria bore down on Boston, was chased from a beach by police.

Stations throughout the Northeast were forced onto emergency power, including WXKS/Boston, which offered \$108 to the first person to call in with the correct amount of dead air time. Its 90-second delay was far shorter than that of WWTR/Ocean City, which shut down for nearly seven hours after the National Guard ordered the staff to evacuate. WMMS/Cleveland personalities Jeff Kinzbach and Ed "Flash" Ferenc were aboard a listener cruise to Bermuda when the storm struck, delaying the ship's docking in New York.

From Maine to North Carolina, broadcasters tirelessly guarded their communities with the latest storm bulletins and safety information. After it was over, Boston newspapers blasted TV for sensationalizing the event, while praising local radio coverage. *Boston Globe* columnist Mike Barnicle lauded radio, writing, "There was no hype. No hysteria."

Smith

Continued from Page 1

Smith, who also served as VP/GM at WKQX/Chicago and KBEQ/Kansas City, said, "Pat's been here for 12 years, but I think it's a positive, as the staff he's assembled is top-notch. The opportunity to manage a facility of this stature doesn't come along very often, and Jerry's got everyone in the chain fired up for a glowing future."

Arbitron

Continued from Page 1

the respondent. Diaries may be thrown out as a result. We haven't ruled out adding extra sample in the latter weeks of the survey, or perhaps even extending the sweep this one time."

Late last week Tulsa competitor KRAV won a restraining order in Oklahoma State Court enjoining KELI from continuing the campaign. However, that order was overturned shortly thereafter. A hearing regarding the matter was scheduled for Thursday (10-3).

Meanwhile, KELI coprincipal/GM Fred Weinberg has continued his efforts to buy all available survey booklets. Another full page ad, coupled with a heavy schedule of on-air announcements, offers to pay \$14.30 for an Arbitron diary. "We have 50-60 so far," said Weinberg, "and hope to have 100 by the end of the week."

Stern

Continued from Page 1

over a long period of time where we decided that his show was no longer appropriate for WNBC."

On his final show last Friday (9-27), Stern mentioned on-air how he heard that WNBC mid-day personality Soupy Sales was set to get a syndicated radio show. Stern told his listeners that if the news was true, "I won't be here on Monday." Hayes said he thought Stern's comments were a put-on, and "had nothing to do with the decision today."

Hayes acknowledged that WNBC had received "many, many calls" about Stern, noting that even if listeners mounted a campaign to get him back on the air, the decision on Stern was "irrevocable. It's a fait accompli," he said.

Stern, who has been with the station for a little over three years, was unavailable for comment, as was his agent Don Buchwald. Hayes said the afternoon shift would be a music-based program filled in with parttime talent until a replacement could be named. Also leaving WNBC was Stern's partner Robin Quivers.

"Running Up That Hill"



KATE BUSH

WBCN/Oedipus

"The voice of a songbird, the soaring passion of an eagle. This one's for America. Audience response puts Kate Bush in heavy rotation at WBCN."

KKCY/Tom Yates

"Kate Bush has been a star since Wuthering Heights in 1978. It's about time people realize it. #1 Phones on 'Running Up That Hill'."

91X/Mad Max

"Top 5 Phones with no sign of letting up. We will be 3 or 4 cuts deep on the album. Take it from a station that helped break U-2, Simple Minds, etc. 'Running Up That Hill' will work for everyone."

KBCO/Doug Clifton

"'Running Up That Hill' is the kind of song most programmers won't be able to stop listening to. Great audience response. Hounds of Love could be the biggest album of 1985."

KZOK/Phil Strider

"'Running Up That Hill' has the legs to overcome resistance. The real test is how a song sounds on the air and this one has an ethereal, haunting quality about it that sounds great. Our audience agrees, especially women."

KOZZ/Daniel Cook

"The hippest most unique record out, book or no book. #1 most requested record in just 4 days."

WCAU/Glen Kalino

"Immediate phones. Could be the sleeper of the year."

PRO-FM/Tom Cuddy

"Once you start playing 'Running Up That Hill,' it certainly won't be an uphill battle."

"RUNNING UP THAT HILL"
from the album *Hounds Of Love*
Produced by Kate Bush
Available on EMI America Records and High-Quality XDR[®] Cassettes.

CHR NEW & ACTIVE | 79/26
AOR Tracks Chart: **54**
AOR ALBUMS NEW & ACTIVE

MUSIC WEEK SEPTEMBER 28 1985

TOP 25

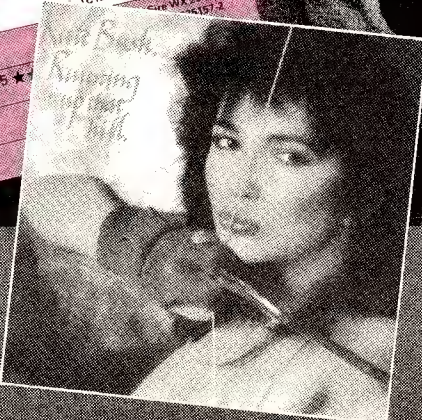
INCORPORATING LP CD & CASSETTE SALES

★ ★ ★ TRIPLE PLATINUM (900,000 units) ★ ★ ★ DOUBLE PLATINUM (600,000 units) ★ PLATINUM (300,000 units)

Label number: (Distributor) C: Cassette CD: Compact Disc

This Week	Last Week	Was on Chart	TITLE/Artist (Producer)
1	NEW		HOUNDS OF LOVE Kate Bush (Kate Bush)
2	1	45	LIKE A VIRGIN ★★ Madonna (Nite Rodgers)
3	2	7	NOW THAT'S WHAT I CALL MUSIC 5 ★★ Various (Various)
4	3	19	BROTHERS IN ARMS ★★ Dire Straits (Mark Knopfler/Neil Gorrivan)
5	NEW		IN SQUARE CIRCLE Stevie Wonder (Stevie Wonder)

EMI KAB 1 (E)
TC KAB 1 CD: CDP 746164-2
Cassette: WX 20 (W)
Cassette: WX 15 (W)



HUNDREDS OF AMERICA'S
FINEST ADULT CONTEMPORARY
RADIO STATIONS ARE
CASHING IN ON...

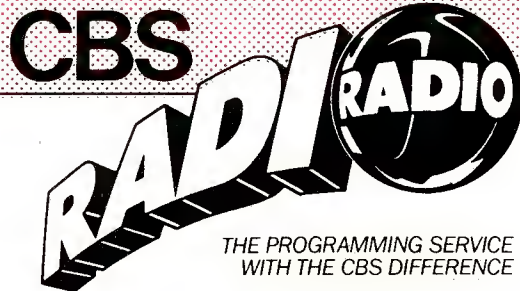
M.G. KELLY'S*



TOP 200 USA

*M.G. IS KOST-FM LOS ANGELES' HOT NEW MORNING
DRIVE PERSONALITY!

CHECK AVAILABILITY FOR YOUR MARKET.
CALL MARY DILLON IN NEW YORK AT (212) 975-7316
OR STEVE EPSTEIN IN LOS ANGELES
AT (213) 460-3547.



Grace Buys Killeen Combo From Citimedia

KIIZ & KIXS/KILLEEN, TX
PRICE: \$5,750,000
BUYER: Grace Broadcasting, headed by Harvey Grace, who also owns WNYR & WEZO/Rochester, NY; KLCZ & KDON/Salinas-Monterey, CA; and WOOD-AM & FM/Grand Rapids, MI.
SELLER: Citimedia Corp.
DIAL POSITION: 1150 kHz; 93.3 mHz
POWER: 250 watts; 100 kw
FORMAT: B/U; CHR
BROKER: Chapman Associates

WJYA/MARIETTA & WJYA-FM/LA GRANGE, GA
PRICE: \$5 million
BUYER: Trans World Broadcasting, which also owns WHLO/Akron and WZAK/Cleveland.
SELLER: C.J. Laurence Investment Bankers
DIAL POSITION: 1080 kHz; 104.1 mHz
POWER: 10 kw; 100 kw
FORMAT: A/C
BROKER: Chapman Associates

WXTO/SAN JUAN, P.R.
PRICE: \$600,000
BUYER: Christian Media of Puerto Rico, which also has interest in WIVV/Vieques Island, P.R.
SELLER: G.M. Broadcasting
DIAL POSITION: 1190 kHz
POWER: 10 kw days/5 kw nights
FORMAT: CHR

KMLO/VISTA, CA
PRICE: \$2 million
BUYER: Tri-Cities Broadcasting, headed by Jeffrey Chandler, who also owns KKOS/Carlsbad, CA.
SELLER: North County Broadcasting
DIAL POSITION: 1000 kHz
POWER: 2.5 kw days/250 watts nights
FORMAT: Nostalgia

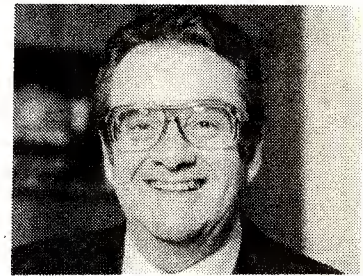
KXA/SEATTLE, WA
PRICE: \$2,200,000
BUYER: Olympic Broadcasting Corporation, which also owns KRPM-FM/Seattle, KZZU-AM & FM/Spokane, KRCY/San Francisco, and KMZQ-FM/Las Vegas. Pending FCC approval is the acquisition of KSRN-AM & FM/Reno.
SELLER: Madison Park Broadcasting
DIAL POSITION: 770 kHz
POWER: 1 kw, with a CP to increase power to 50 kw
FORMAT: A/C
BROKER: Kallil & Co.

WLGM & WJJS/ LYNCHBURG, VA
PRICE: \$725,000
BUYER: CRS Communications
SELLER: Neighborhood Communications Corp.
DIAL POSITION: 1230 kHz; 101.7 mHz
POWER: 1 kw; 3 kw at 310 feet
FORMAT: Oldies; B/U

KJEZ/POPLAR BLUFF, MO
PRICE: \$1,150,000
BUYER: K-W Broadcasting
SELLER: Kelly Communications, which also owns KCMQ & KTGR/Columbia, MO and WSQV/Jersey Shore, PA.
DIAL POSITION: 95.5 mHz
POWER: 100 kw at 860 feet
FORMAT: A/C
BROKER: Chapman Associates

WLIS/OLD SAYBROOK, CT
PRICE: \$800,000
BUYER: Vanguard Communications, which also owns WMLB/West Hartford and WECQ/Geneva, NY.
SELLER: Radio Connecticut, Inc., a subsidiary of Nutmeg Broadcasting Co., which also owns WILI/Willamantic and WINY/Putnam, CT. It recently purchased WNOU-FM/Willamantic, (to become WILI-FM).
DIAL POSITION: 1420 kHz
POWER: 5 kw days/500 watts nights
BROKER: New England Media

Sherwood Bows Brokerage Firm



Burt Sherwood

Thirty-year broadcaster/consultant Burt Sherwood has formed Burt Sherwood Media Brokers, based in the suburban Chicago area. The new firm will handle brokerage and appraisals nationwide.

Most recently of Chapman Associates, Sherwood has served as VP/GM at WMAQ/Chicago, having also managed stations in Philadelphia, Albany, Portland, New Haven, and Ft. Wayne. Prior to management, he worked on-air in New York and Chicago.

The new firm can be reached at 3125 Maple Leaf Drive, Glenview, IL 60025; (312) 272-4970.

Jagger Finds Sunshine



ASCAP Assistant Director/Public Relations Ken Sunshine (l) met with Mick Jagger (r) during the Live Aid concerts in Philadelphia.

WCJX/FM
MIAMI
 from Wodlinger Broadcasting of Miami, Inc.
 to Beasley-Reed Broadcasting of Miami, Inc.
 (subject to FCC approval)



THE MAHLMAN COMPANY ONE STONE PLACE BRONXVILLE NEW YORK 10708 (914) 779-7003

CHAPMAN'S AT WORK IN THE SOUTHWEST

1985 Sales to Date

Our Dallas Associate Bill Whitley acted as broker in the following transactions.

KIIZ/KIXS*	Killeen, Texas	\$5,750,000
KAMX/KFMG	Albuquerque, New Mexico	\$2,125,000
KVEE/KIIO	Grand Junction, Colorado	\$1,100,000
KXYL AM/FM	Brownwood, Texas	\$930,000
KXOL-AM*	Ft. Worth, Texas	\$900,000
KQXK/KYBE*	Springdale, Arkansas	\$850,000
KCCN-AM	Honolulu, Hawaii	\$595,000
KTAT/KYBE	Frederick, Oklahoma	\$207,500
		\$12,457,500

* pending FCC approval

Bill Whitley

510 South Waterview · Richardson, TX 75080 · (214) 680-2807

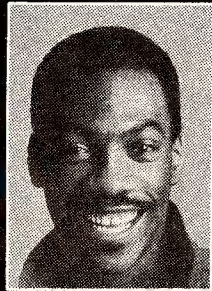
PUTTING BUYERS AND SELLERS TOGETHER FOR OVER 31 YEARS



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MTV thanks

The host



Eddie Murphy

The performers



Pat Benatar



Eurythmics
Steve Rappoport



Daryl Hall & John Oates
Eddie Kendrick/David Ruffin



John Cougar
Mellencamp



Sting



Tears for Fears

The presenters



Bryan Adams



Joan Baez



The Cars
E. J. Camp



Morris Day
Brad Branson



Shella E.



Foreigner



Glenn Frey
Jim Greenberg



Herbie Hancock



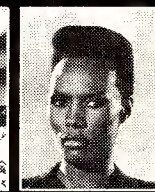
Corey Hart



Don Henley
Just Loomis



Chrissie Hynde
Ebet Roberts



Grace Jones



Jim Kerr of Simple Minds
Anton Corbijn



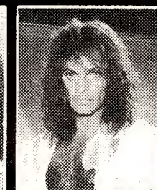
Julian Lennon



Aimee Mann of 'til tuesday
© 1985 'til tuesday, inc.



Stephen Pearcy
of Ratt



David Lee Roth
1985 © Diamond
Dave Enterprises



Run DMC



Andy Taylor



John Taylor



Tina Turner
Steve Rappoport



Fee Waybill

And thanks also go to all the nominees, Radio City Music Hall television, Recording Industry Association of America (RIAA), the National Association of Recording Merchandisers (NARM), LBS Communications, D.I.R. Broadcasting, The National Academy, our 3200 cable affiliates and everyone in the music business who helped make all of this possible.



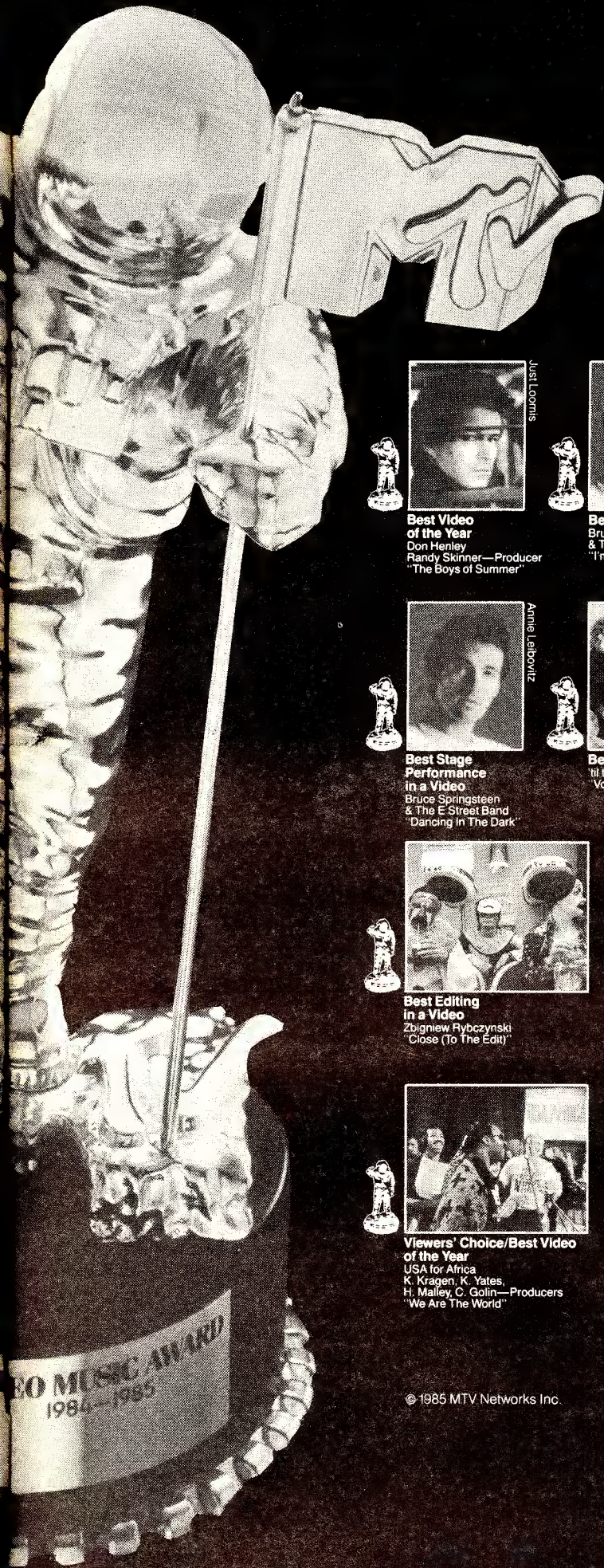
Paul Young
Simon Fowler/LFI



The MTV V.J.'s

The 2nd Annual MTV

And the winners...



- | | | | | |
|--|---|---|--|--|
|   <p>Just Loomis</p> |   <p>Annie Leibovitz</p> |   <p>Steve Rapoport</p> |   <p>Jim Greenberg</p> |   |
| <p>Best Video of the Year
Don Henley
Randy Skinner—Producer
"The Boys of Summer"</p> | <p>Best Male Video
Bruce Springsteen & The E Street Band
"I'm On Fire"</p> | <p>Best Female Video
Tina Turner
"What's Love Got To Do With It"</p> | <p>Best Concept Video
Duncan Gibbons
"Smuggler's Blues"</p> | <p>Best Group Video
USA for Africa
"We Are The World"</p> |
|   <p>Annie Leibovitz</p> |   <p>© 1985 't' Tuesday, Inc.</p> |   <p>© CBS Records</p> |   |   <p>Just Loomis</p> |
| <p>Best Stage Performance in a Video
Bruce Springsteen & The E Street Band
"Dancing in the Dark"</p> | <p>Best New Artist in a Video
't' Tuesday
"Voices Carry"</p> | <p>Best Overall Performance in a Video
Philip Bailey & Phil Collins
"Easy Lover"</p> | <p>Best Special Effects in a Video
Tony Mitchell, Kathy Dougherty & Peter Cohen
"Don't Come Around Here No More"</p> | <p>Best Art Direction in a Video
Bryan Jones
"The Boys of Summer"</p> |
|   |   <p>Just Loomis</p> |   <p>Philip O'Brien Shaw</p> |   <p>Just Loomis</p> |   |
| <p>Best Editing in a Video
Zbigniew Rybczynski
"Close (To The Edit)"</p> | <p>Best Cinematography in a Video
Pascal Lebegue
"The Boys of Summer"</p> | <p>Best Choreography in a Video
David Atkins
"Sad Songs (Say So Much)"</p> | <p>Best Direction in a Video
Jean Baptiste Mondino
"The Boys of Summer"</p> | <p>Most Experimental Video
Zbigniew Rybczynski
"Close (To The Edit)"</p> |
|   |   |  <p>Video Vanguard
David Byrne
Kevin Godley & Lol Creme
Russell Mulcahy</p> | | |
| <p>Viewers' Choice/Best Video of the Year
USA for Africa
K. Kragen, K. Yates, H. Malley, C. Golin—Producers
"We Are The World"</p> | <p>Special Recognition
Bob Geldof</p> | | | |

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Video Music Awards

Presented in conjunction with Ohlmeyer Communications Companies

MAIN STUDIO, ANTENNA MOVED

Rule Violations Cost KPPL \$10,000

The FCC Mass Media Bureau has fined KPPL/Denver \$10,000 for a series of "serious and flagrant" violations uncovered when inspectors visited the station in May.

In a letter to KPPL's owner, Golden Bear Communications, Mass Media Bureau Chief Jim McKinney cited nine violations of FCC rules:

- Relocation of the station's main studio outside the community of license

- Relocation of KPPL's transmitter and antenna without prior FCC approval

- Failure to notify the Commission within ten days of going dark

- Missing a weekly EBS test

- Lack of an operating EBS monitor

- Failure to make the EBS Authenticator Word List available to responsible station personnel

- Failure to provide employees with the EBS Checklist

- Neglecting to post a copy of the chief operator designation with the operator's license

- Failure to make the public inspection file available upon request during normal business hours.

Station Explanations Rejected

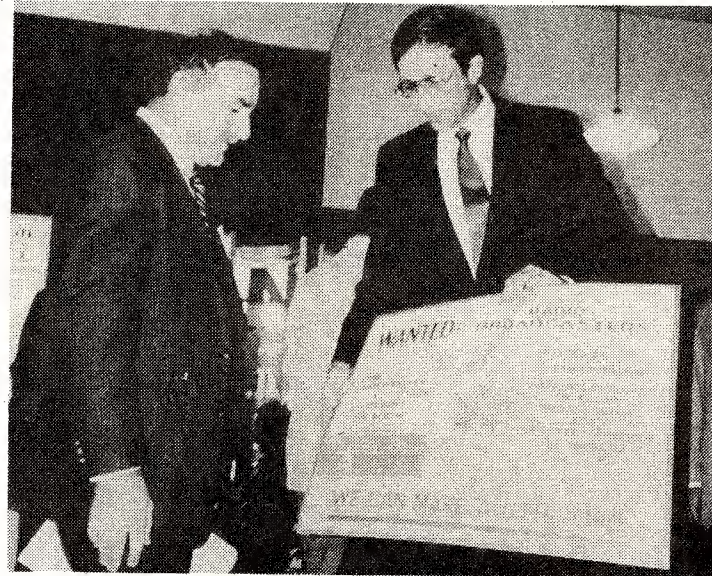
Noting that KPPL didn't deny any of the allegations, McKinney wrote, "Your reliance upon such factors as financial stress, equipment problems, disruption due to a recent move (unauthorized), lack of legal counsel, and your personal absence from the station is singularly unpersuasive in light of the serious and flagrant nature of the violations involved."

\$7500 In Fines Dealt To KFBC, WFLT

In other actions, the Mass Media Bureau has slapped fines totalling \$7500 on KFBC/Cheyenne, WY and WFLT/Flint, MI.

KFBC was assessed \$4300 when it failed to make its public file available for inspection, lacked a working EBS receiver and failed to log EBS tests, didn't perform equipment performance measurements in 1983 and 1984, emitted spurious signals, and failed to enclose its tower within a locked fence.

The charges against WFLT brought a \$3200 fine and included failure to have a licensed operator on duty, lack of a locked antenna fence, and neglecting to make immediate repairs to antenna tower lights, control systems, and automatic indicators.



RADIO HELPS AMERICAN CRAFTS — Stuart Epperson (right), Chairman of Radio Broadcasters for Crafted With Pride In The USA, met with NRBA Chairman Bernie Mann (left) at the recent NRBA/NAB convention. Epperson, who owns the 12-station Salem Media group, said 108 stations have agreed to air free spots on behalf of Crafted With Pride, which aims to redirect American clothing spending toward American-made goods. Interested broadcasters can contact Epperson at (919) 723-4353.

NEWS BRIEFS

Falwell Backs Ad Boycotts To Fight Porn Rock

Moral Majority Leader Rev. Jerry Falwell said in Washington last week he opposes giving the FCC the power to crack down on so-called porn rock.

While rejecting FCC "censorship" of offensive lyrics, Falwell told a luncheon meeting of the **Federal Communications Bar Association (FCBA)** he would prefer to stage boycotts against advertisers who support offensive programming. "Everyone else does it," he told the communications attorneys.

Falwell laid much of the blame for questionable lyrics on the Supreme Court, which he said had "copped out" by failing to adequately define what constitutes pornography.

FCC Slows New Private Line Rate Hikes

At least temporarily, the FCC has stopped a new round of private line rate hikes by local phone companies nationwide. The increases, proposed this summer, are in addition to April hikes averaging 390% that broadcasters are still fighting.

In the latest action, the FCC Monday (9/30) rejected the way the phone companies wanted to handle rates charged for parttime use of audio private lines. That will require recalculation of the complete tariffs, and no increases will be put into effect until that's done. The Commission also rejected proposed increases in non-recurring charges for installation and removal of private lines.

Meanwhile, the Commission isn't expected to begin weighing the validity of the high April rate hikes for another two to four months. **NAB** is still steaming over rejection last month by the Common Carrier Bureau of its massive filing showing how the rate hikes have hurt radio. NAB has asked that the issue be handled on an "expedited basis" and that the FCC set "reasonable interim rates" to "prevent the immediate termination of public service programming."

Nine Groups Nominated To NAB Radio Board

Nine of the 24 radio groups eligible for two newly-created seats on the **NAB** Radio Board have been nominated for the upcoming election. Mail balloting begins this week, and the winners will be announced November 4.

The nominees are **EZ Communications** President Alan Box; **Sandusky** President Toney Brooks; **Gannett Radio** President Joe Dorton; **Blair Broadcasting** President Jim Hilliard;

Malrite President Carl Hirsch; **Mid-America Gospel Radio Network** Exec. VP Burt Kaufman; **RKO Radio** President Jerry Lyman; and **Taft** Exec. VP/Radio & Cable Carl Wagner.

14 FMs ON 96.5 mHz

First 80-90 Filing Window Opened

An October 15-November 15 filing window has been set for 14 new FMs that will be scattered across the country on 96.5 mHz, the first Docket 80-90 channel to be thrown open to drop-in applications.

During that 30-day period the Commission will accept applications for Class A FMs on the channel in England, AR; Colusa, CA; Marseilles, IL; Corydon, IN; Breaux Bridge, LA; Portage, MI;

Sparta, MO; Clarksdale, MS; West Yellowstone, MT; Fredonia, NY; Pine Ridge, SD; Harrogate, TN; Algoma, WI; and Moundsville, WV.

Assuming there are competing applications, the licenses will be awarded by comparative hearing. If no one applies during the window, the license is awarded automatically to the first qualified applicant who files after the window slams shut.

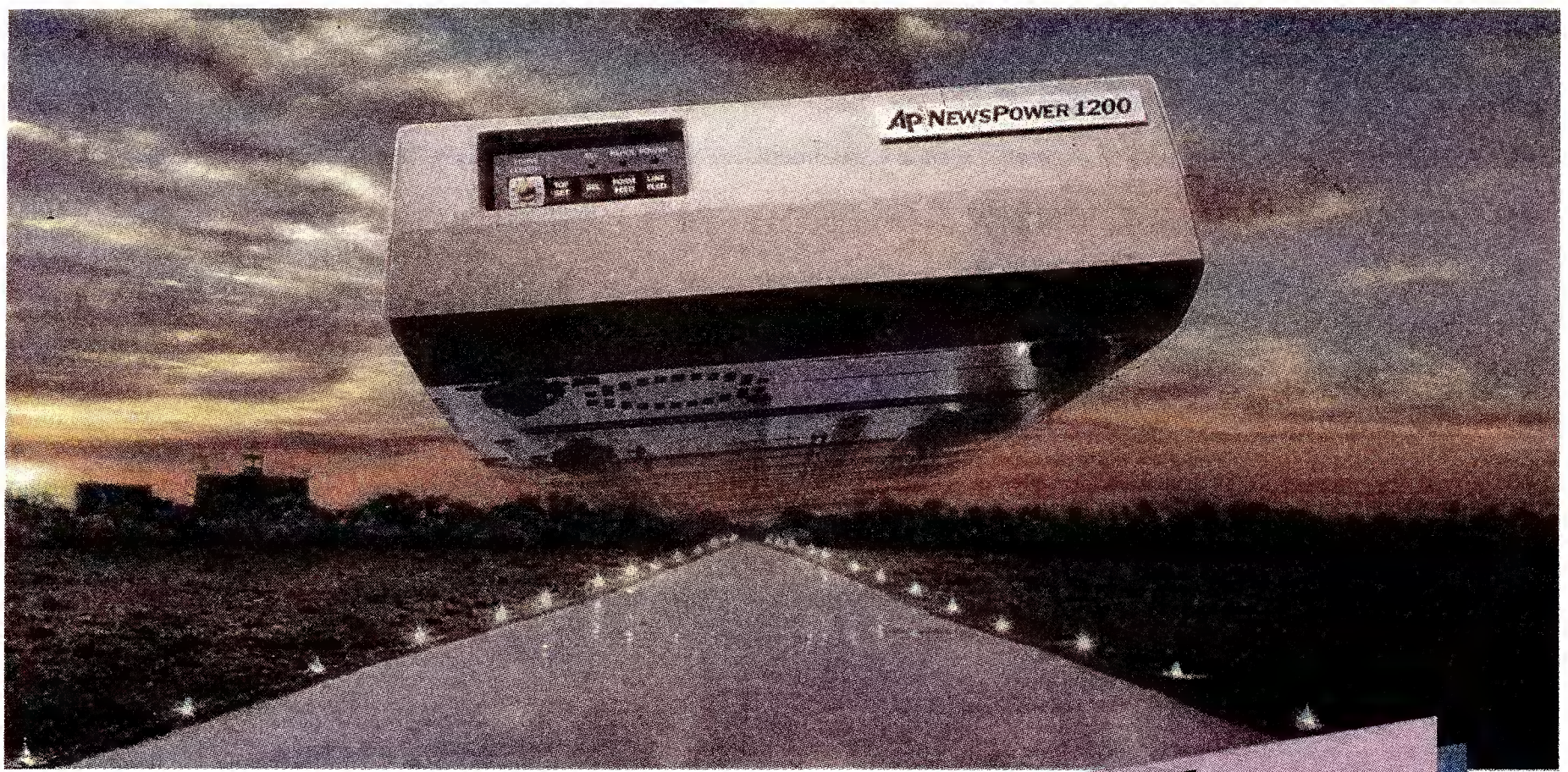
The next 80-90 channel to be opened up sometime later this fall is 101.1 mHz.



AM NEGOTIATORS HONORED — The U.S. team that hammered out new AM agreements with Mexico and Canada was honored last week at a breakfast sponsored by NAB. The pacts will allow most daytimers to begin operating past sunset, while those on foreign clear channels will get fulltime authority. Shown (l-r) are Bill Jahn, State Department; Wally Johnson, who represented NAB at the talks; Charles Breig, Wilson LaFollette, and Jonathan David of the FCC; NAB President Eddie Fritts; and Leonardo French, Mexican Embassy.



OAB CAMPAIGN — The Ohio Association of Broadcasters (OAB) is teaming up with the state's electrical utilities to distribute bumper stickers urging motorists, "Don't Drink and Drive." Pictured (left to right) are Ohio Electrical Institute's Exec. VP Jerry Minnery and VP Frank Déaner and OAB Exec. Director Dale Bring.



SO FAST, THE COMPETITION WON'T KNOW WHAT HIT THEM.

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

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

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

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

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

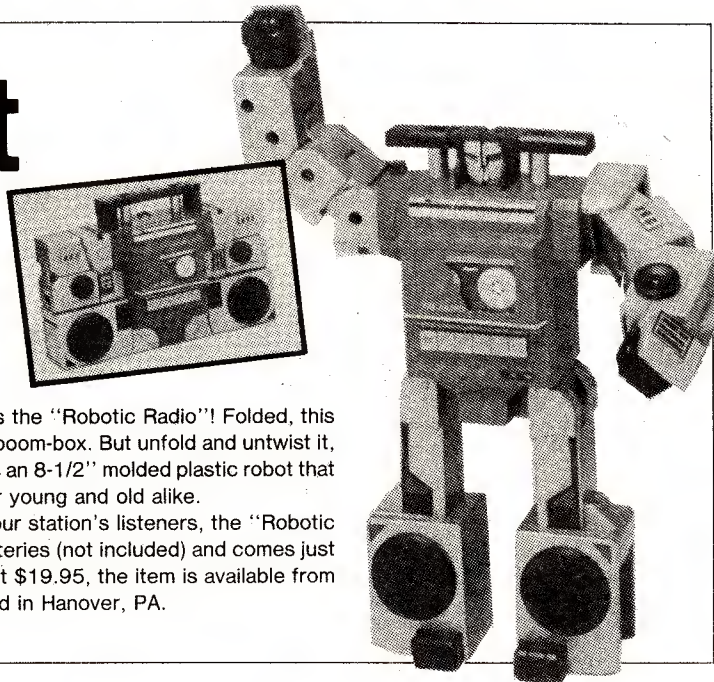
And when you consider all that, you realize something.

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

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

**AP ASSOCIATED PRESS BROADCAST SERVICES
WITHOUT A DOUBT.**

Robot Radio



It walks! It talks! It plays music! It's the "Robotic Radio"! Folded, this amazing gizmo looks like your average boom-box. But unfold and untwist it, and this ultra-hip, AM-only unit becomes an 8-1/2" molded plastic robot that provides hours of listening pleasure for young and old alike.

The perfect stocking stuffer for your station's listeners, the "Robotic Radio" is powered by two AA-sized batteries (not included) and comes just in time for the holiday season. Priced at \$19.95, the item is available from the "Synchronics" catalogue, published in Hanover, PA.

Re:Location Revisited

Radio may be your business, but relocation is more likely to be your life. However, according to Arizona State University professor **Kevin McHugh**, you can, and probably will, go home again.

As reported in the **Wireless Flash** radio news service, McHugh surveyed 1000 Americans who had recently relocated and found that 71% of them had moved back to where they could be among family or friends. Meanwhile, 47% of those McHugh surveyed (there is obviously some statistical overlap here) claimed to

have returned to a place where either they or their spouse had lived.

Furthermore, another 45% chose to relocate to a spot where they had once vacationed. McHugh attributes this "you can go home again" phenomenon to what he calls "place ties," which he describes as the social and psychic connections that people give to current and potential living areas. In other words, if people are surrounded by family, friends, and good times, they're likely to stay there. Duh...

On The Nightshift

Radio has the reputation of being the 'round-the-clock medium, but how often does your station take advantage of those who listen at work but aren't part of the traditional 9-5 crowd?

According to a recent survey conducted by the University of Maryland,

among two-income couples in which both husband and wife work fulltime, one in five husbands and one in eight wives do *not* work the day shift. Now, when was the last time you pitched a client on the number of these potential customers your station delivers at night?

Shoot The Computer Player

Play it again, Hal. **Scott Joplin**, **Fats Waller**, and **George Gershwin** are among the first American musicians whose works are being played by a *computer*, thanks to a new series of musical floppy discs developed by Buffalo-based **Q-R-S Music Rolls**.

These artists' performances of such classics as "Maple Leaf Rag," "Ain't Misbehavin'," and "Rhapsody In Blue" were originally recorded on player-piano rolls. Q-R-S went one step further and translated these rolls into digital signals, which are then transferred onto floppy discs. The results are now playable on any computer that handles electronic instruments.

Thus far, Q-R-S has converted 10,000 piano rolls into musical software, priced at \$20 for six songs. And they laughed when I sat down to play my computer...

A \$35 BILLION MARKET

Hispanic Panic

Ask any demographic researcher and they'll tell you that Hispanics are an ideal market segment — different from the mainstream and growing numerically larger every year. One New York City-based research firm puts the estimated purchasing power of the current Hispanic market at \$35 billion.

One reason the financial clout of Hispanics can only be estimated is that no one knows just how large the U.S. Hispanic market really is. 1985 "Guesstimates" — and that's really all they are — range from 16.5-30 million. It's numbers such as those that throw America's demographers into "Hispanic panic," leading them to make such *inaccurate* statements as "Hispanics will outnumber blacks by the end of 1985" and that "the Hispanic population is growing by six to seven percent yearly."

According to the U.S. Census Bureau, there were 14.6 million Hispanics in America as of 1980. The same organization estimates they undercounted this Hispanic population by 7.4%, which makes an official estimated Hispanic population of 15.8 million in 1980.

18 Million Hispanics In '85

So how many Hispanics have been added to the population in the last five years? The data is tricky and often conflicting, but according to a recent issue of *American Demographics*, the Hispanic population is increasing at the rate of 170,000 people per year, mostly because the birthrate among Hispanic women is 50% higher than the rate for non-Hispanic women. Hispanic women also expect to have 2.8 children, a 27% greater figure than the 2.2 children expected by U.S. women.

Then there's the matter of immigration. The number of legal Hispanic immigrants is estimated at 125,000 annually. As for the number of *illegal* Hispanic immigrants — said to be two-thirds of all illegal immigrants, incidentally — a 1979 survey by the University of Southern California placed it between 82,000 and 232,000 annually. Considering the deteriorating Mexican economy and the unstable political situation in Central America, American Demographics estimates the number of illegal Hispanic immigrants at 300,000 annually.

Combine these figures, and you get an estimated U.S. Hispanic population of 18 million, growing at the rate of 3.3% per year. Which would, in turn, work out to an estimated U.S. Hispanic population of 21 million by 1990 and nearly 30 million by the year 2000. (By the way, the U.S. Census Bureau estimates that in 2000 the number of black Americans will stand at 36 million.)

How To Reach Hispanics

One of the problems in surveying or selling to the U.S. Hispanic market is that a disproportionate number of Hispanic households (17%) do not own a telephone. Furthermore, within the top ten predominantly Hispanic U.S. markets, only 31% of the households have listed telephone numbers.

While half the U.S. Hispanic population is bilingual in Spanish and English, and 80% of the U.S. Hispanic population knows enough English to get by, the advisability of using Spanish-language media to reach this market segment varies according to whether the advertiser is interesting in reaching newly-arrived immigrants (who are predictably the most Spanish-dependent), or "upscale, educated, and acculturated" Hispanics, who are more likely to be reached by English-language media.

The number of Spanish-dependent Hispanics also varies greatly from metro to metro. For example, 83% of the Hispanics in Los Angeles are Spanish-dependent, compared to 80% in Miami, 74% in New York and 59% in San Antonio. What's more, the dominant Hispanic culture changes from city to city, as 75% of the Mexican Hispanic population in the U.S. can be found in California and Texas, while New York and New Jersey are home to 60% of the Puerto Rican Hispanics in the U.S. Among the six percent of the total U.S. Hispanic market that is Cuban Hispanic, 60% reside in Florida.

Nearly half (43%) of the nation's Hispanics make their home in either Los Angeles or New York City, which along with Chicago, Houston, San Francisco, Miami, San Antonio, McAllen, Albuquerque, and El Paso make up the ten largest Hispanic metros. While San Diego is a good bet to make the next top-ten listing, the bottom line is that these ten metros are home to 80% of the total estimated U.S. Hispanic population.



Country Music's Top Ten

Counted Down Every Week By

CHARLIE COOK & JANINE WOLF

Sponsored By Toyota Trucks

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

I'd like to wrap up a Dream for you all.

(a very Christmas radio special)

"This will be a Christmas programming staple for years and years to come. It's irresistible."

Chuck Blore
Chuck Blore & Don Richman, Inc., Hollywood

Premiering this Christmas Season on WJR/Detroit, KF, KOST-FM/L.A., WHDH,

WZOU-FM/Boston, KBPI/Denver, KEGE/Dallas-Ft. Worth, KLSY/Seattle, KLSI/Kansas City, KDKB/Phoenix, KBZT/San Diego, WIRE/Indianapolis, KKCW/Portland or WKHX/Atlanta, KCEE, KWFM/Tucson, WOKY, WMIL-

FM/Milwaukee, KALL/Salt Lake City, KNMQ/Santa Fe, WKSJ/Mobile, WLUK/Charlotte, WTQR/Winston-Salem, WKDD/Akron, KLLS/San Antonio, KIDO/Boise, WGVN, WDMS-FM/Greenville, MS and the exclusive Canadian radio rights have been purchased by McDonalds of Canada.

If you'd like to wrap up the exclusive radio rights to "a Christmas programming staple for years and years to come," please call...

P.S. PRODUCTIONS
(800) 231-9208
OR
(805) 251-4493

PRO:MOTIONS

AM Radiohelp Bows



Charlie Warren

WPRO/Providence air personality **Charlie Warren** has formed **AM Radiohelp**, which focuses on the areas of programming, research, promotion, production, public service, advertising, and marketing. Warren has 20 years' experience in the radio industry, including work with Providence outlets **WEAN** and **WSNE, WBEN/Buffalo, WFTL/Ft. Lauderdale,** and **KFH/Wichita**. AM Radiohelp is located at 17 Sunset Road, Bristol, RI 02809; (401) 253-8159.

Film House Taps Quin As Exec. VP



Tony Quin

Tony Quin has been appointed Executive VP at **Film House**, the Nashville-based broadcast marketing and television production firm. Prior to joining the company, Quin was a partner in **QC Productions**. His background also includes stints with **ABC Radio Marketing Services** and **NBC's Source**.

Friedman Chappell/Intersong VP



Vivien Friedman

Vivien Friedman has been promoted to VP/Public Relations and Creative Services for the **Chappell/Intersong Music Group-USA**. Prior to this promotion, Friedman had served as Director of the department since 1984. During her career she has worked with the late composer **Frank Loesser** and was theatrical reader and production assistant to film/stage director **Ulu Grosbard**.

WJJD Names Papie LSM



Edward Papie

Edward Papie has been promoted to Local Sales Manager at **WJJD/Chicago**. Papie had served as Account Executive for **WJJD** and sister **WJMK** since 1982. Prior to joining the stations, Papie was an AE for **John Blair & Company** from 1980-82.

Harris Returns To Blair/Dallas

Randy Harris, former **Blair Radio** Account Executive, returns to the company's Dallas office as Sales Manager. Harris was with **Blair/Dallas** from 1980-83 as an AE and then moved to Chicago as local AE for **WLS-TV**. Following that, he joined the sales staff of **ABC-TV Spot Sales** in Chicago and transferred to that company's Dallas office before reaffiliating with Blair.

Paulstarr Enterprises Debuts

Joe Cerami has resigned as VP/GM of **K-Tel** subsidiary **Dominion Music** and established **Paulstarr Enterprises, Inc.**, a national record and tape distribution concern. The operation has opened office and warehouse facilities in California, Minnesota, and Wisconsin.

CHRONICLE

Born To:

● **WYLT/Raleigh** morning man **John St. John** and his wife, Joni, son John Tyler, 9/17.

● **KOIL/Omaha** MD **Randy Shane** and his wife Erin, daughter Kelsie Siovan.

● **Y108/Denver** afternoon drive personality **Scott Thrower** and his wife Rhonda, son Joshua Brandon, 9/9.

● **WXRT/Chicago** midday man **Frank E. Lee** and his wife Martha, daughter Kara Ann, 9/15.

Married:

● **WNEW-FM/Chicago** midday man **Dave Herman** and **Libby Park** of **Tower Records'** accounting department, 9/27.

● **WHHY/Montgomery** Production Director **Greg Williams** and former **WBZW/Knoxville** AE **Lisa Lievsay**, September 22.

● **WSB-FM/Atlanta** evening jock **Rocky Payne** and **Cathy Faulk**.

PROS ON THE LOOSE

Bobby Knight — Mornings **KOFM/Oklahoma City** (405) 751-8912

Wynn Richards — PD **KENI/Anchorage, AK** (907) 694-8131

CHANGES

James Weiskoff, former Account Executive for **KFOG/San Francisco**, joined **KGO/San Francisco** as Account Executive.

Kristen A. Golden, promoted from Administrative Assistant to Supervisor/Contracts & A&R Administration, **CBS Masterworks**.

Richard B. Butzke, promoted from Supervisor/Accounting at **CBS**, to Manager/Accounting, **CBS Music Video Enterprises**.

Sheri Schell, former Property Clerk at **Paramount Studios**, appointed Administrative Assistant to **WEA Director/Advertising**.

Yvonne Paoletti, promoted from Los Angeles sales representative to Manager/Video Sales-West Coast for **RCA Records**.

Thomas Lantz, former Director/Advertising for **Dream House Furniture/Grand Rapids**, joined **WOOD/Grand Rapids** as an Account Representative.

John E. Lynch, promoted from New York Assistant Sales Manager, to Manager for **Republic Radio/Dallas**.

Bruce R. Hoban, former Director/Marketing Research for **Warner Amex Cable Communications/New York**, appointed Director/Research for **Republic Radio**.

Patti Nuttycombe Cochran, promoted from Personnel Director/Executive Assistant to the VP & GM, to the Retail Sales Department at **WGMS/Rockville, MD**.

Virginia Mastroianni, formerly with **Nancy Hamilton**, joined **Jo-Ann Geffen & Associates** as an Account Executive.

Cindy LaScala, former Account Executive for **Nationwide Advertising**, appointed Account Executive at **WRFM/New York**.

ABCD?

IS IT A CD OR A CASSETTE DUPLICATED AT 64:1?

You may be surprised at what you will hear when you come to the New York Hilton, Room 615, at the New York AES. We are going to do an A-B comparison between cassette recorded on CMP's new "Cobalt CS-1" duplicator cassette tape and a CD.

"Cobalt CS-1" is a medium bias cassette tape in which a very high quality ferric oxide has been micro-encapsulated with a thin layer of cobalt which optimizes it for best performance in pre-recorded music cassettes. It offers the full, rich bass and freedom from distortion found in the best ferric oxide tapes and the sparkingly clear high frequency transients of the best "high bias" tapes. Unlike some high bias duplicator tapes which often strain the electronics and the recording heads on the high speed slaves to their design limit, "Cobalt CS-1" works at low bias levels which are comfortably compatible with all slaves. Thus, "Cobalt CS-1" can accurately capture every nuance of even the most sonically demanding digital masters.

So drop by at our demo room, listen, and get more information on the "Cobalt CS-1." Also, take a sample cassette with you, play it on your own equipment and marvel.

Cobalt CS-1

CAPITOL MAGNETIC PRODUCTS

A Division of Capitol Records, Inc.

6902 Sunset Blvd. Hollywood, CA 90028 1-213-461-2701

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Visit our Demo Room 615 at the AES Show at the New York Hilton Hotel, October 13-16, 1985 and listen for yourself!



JHAN HIBER

Positioning And The One-To-One Technique

By George Burns and Ellen Butterfield

Two years ago, after we had done our first one-to-one interview project, the client said, "I'll never do another focus group again." Since that time, client after client has said something similar. The one-to-one interview is so superior to focus groups, it's really amazing that anyone does focus groups at all anymore.

Choice is a Personal Matter

The key to programming and positioning is taste, or preference. People "choose" because one alternative or another more closely reflects their particular ideas of "good." When people choose to listen to a radio station, they do so because of some inner standard of taste not directly related to logically verifiable fact.

This and other circumstances like it are exasperating for programmers and managers who have difficulty in understanding that choice is *personal and private*.

The Role Of The Interviewer

In a one-to-one research situation, a good interviewer discusses these choices — these inner stan-

because they're more interested in what other people have to say; that's how they learn things. Their attention is more focused; they absorb and evaluate. But we've found that people who talk a lot often know less than those who tend to listen.

In one-to-one interviews, every person is debriefed fully — the shy respondent, the quiet, tight-lipped respondent, the confused respondent. All the "listeners" have the opportunity and the space to give you good, actionable information, some of which that can easily be overlooked (or simply never retrieved) in a focus group. A well-trained interviewer conducting a one-to-one interview makes sure that you get information from every respondent you pay for.

What Does The Respondent Really Mean?

Radio positioning problems are increasingly qualitative. The further you move towards heavy competition within the same format, the more abstract the situation and the greater the difficulty in taking concrete action to change the choices listeners make. That's why it is so vital to understand the perceptions of your listeners. In order for the listener to choose "favorite" stations, he or she must "conceive" of differences that are not concrete. This is hard for people who are of a concrete frame of mind. Among such individuals are most of the heavy radio listeners. The tendency is to express these differences among stations in concrete terms. These are often metaphors which are taken to be concrete, even though at some level they are understood to be abstract.

Positioning involves the study of these metaphors. One must learn how to understand their underlying meanings, and not taking such expressions as "they play the same



George Burns is President of Burns Media Consultants, a Los Angeles-based company founded in 1972 as a radio program solving group which deals primarily in marketing advice and research.

Prior to establishing Burns Media, Burns served as VP/Radio Programming for Pacific and Southern Broadcasting. He is also the author of numerous articles and research studies on radio broadcasting.

Ellen Butterfield has been a Burns Media Research Analyst for two years. Prior to that she was a professional actress.

song four times an hour" literally. We've found the one-to-one interview to be invaluable for uncovering the messages behind such statements.

Putting The Extremes In Context

In focus groups, there is a great tendency to exaggerate the extremes. The "talkers" — the outspoken ones — also tend to feel the most strongly. Either they love it or they hate it. When these exaggerated opinions are thrown into the group mix, you lose all opportunity to understand the "middle-of-the-roader" whose viewpoint is actually in the majority.

the one-to-one project assumes the magnitude of a major attitudinal study. If someone has already established important listening behaviors (as in the case with the Arbitron), a well-planned one-to-one project can replace an expensive callout undertaking. By speaking with respondents who bear relevance to the Arbitron — that is, listeners who typify behaviors a broadcaster is interested in — it is possible to generate a large, effective sample of people who can tell you not just *what* they did, but *why* they did it.

One-to-one interviews need not cost any more per respondent than a focus group project. When used for in-depth followup of large rat-

"In one-to-one interviews, every person is debriefed fully — the shy respondent, the quiet, tight-lipped respondent, the confused respondent."

In order to correctly position a station, it is essential that the broadcaster understands what the listeners are really saying. Some may complain that a particular station plays the same song four or five times an hour. This is absurd, of course, but many people will stick to their allegations even when presented with evidence to the contrary. One unfortunate outlet may be tarred with the "repetition brush" even when a preferred competitor may repeat records as often as the one that takes the blame.

This example is offered partly as proof that *choice is not made for logical reasons*. It is also a very common situation with which many broadcasters are familiar.

dards of taste — with the radio listener. The interviewer can speak to the respondent in the respondent's "personal" language.

Everyone knows, and has known for years, that focus groups are dominated by one or two outspoken people who start off early and squelch the shy participants into silence. Even when prodded and cajoled, the quiet respondents may not want to reveal their own feelings (feelings which sometimes several of the other respondents share) in the face of strong talkative types who seem very "sure."

It's a mistake to think the quiet types are only intimidated by those who are outspoken. In fact, people who listen more than they talk are hard to extract information from

"When people choose to listen to a radio station, they do so because of some inner standard of taste not directly related to logically verifiable fact."

In a one-to-one setting, you don't lose this non-extreme opinion. You have the opportunity to explore it, to determine what the real perceptions are — perceptions that are not tainted by extremes that the respondent doesn't really feel.

The One-to-One Approach

The one-to-one idea is much more than a replacement for focus groups. It can be used with samples of 100 or more to supply definitive clarifications of large research projects, such as the Arbitron ratings. When this happens,

ing reports, they are actually the most cost-effective way of generating appropriate strategic moves.

It is a mistake to think of one-to-ones as a mere substitute for focus groups and other limited qualitative methods. In cases where you are dealing with audience perception problems, the one-to-one approach is the best research technique. It is more personal, thorough, and amenable to positioning action. The one-to-one technique, in coordination with the Arbitron, is the most dynamic and effective research tool we have.



PICKY, PICKY, PICKY.

MUTUAL GIVES YOU A LOT TO PICK FROM.

- LARRY KING ON LATE-NIGHT. JIM BOHANNON ON NETWORK RADIO'S ONLY MORNING NEWS MAGAZINE.
- TOMMY LASORDA ON BASEBALL. LEE ARNOLD ON COUNTRY MUSIC. MIKE LOVE AND BILL ST. JAMES ON CONTEMPORARY MUSIC.
- RONA BARRETT ON ENTERTAINMENT. KENNEDY/DOLE OR BAKER/CUOMO ON POLITICS.

Pick up a sports program.
An entertainment feature.
News on the hour, the half hour,
or "lifestyle" news. Maybe a head-to-
head political face-off.

At Mutual we have the wide
variety of programs you need to
round out your station's schedule.
Each day, hundreds of stations

in every format are picking
Mutual programming. For each of
them, the move is not only cost-
effective, but audience-effective.
Mutual programs are provocative.
The subjects, timely. The
formats, flexible.
The personalities, hot.

At Mutual we think you *should*
be picky about your programming.
We're picky about ours. For more
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Relations, (703) 685-2050.

 **Mutual. We're on a Roll.**

S&RITTI POLITTI

PERFECT WAY

S&RITTI POLITTI

PERFECT WAY



"Perfect Way"

CHR NEW & ACTIVE

113/38

WITH THIS WEEK'S ADDS:

- | | | |
|----------------|------------|-------------|
| WHTT add | 93Q add | WGAN add |
| WBEN-FM add 31 | WPST add | WOMP-FM add |
| WNYS add | KXX106 add | KQIZ-FM add |
| WAVA add | WOKI add | WQID add |
| Z93 add | WLRS add | WYKS add |
| 93FM add | KTUX add | KSMB add |
| B96 add | WKDD add | WXLK add |
| WGCL add | Z104 add | WGLF add |
| FM102 add | KOFM add | WAZY-FM add |
| Q100 add | KQMQ add | KKLS-FM add |
| WERZ add | KCAQ add | KYYA add |
| 98PXY add | WGUY add | KBOZ-FM add |
| WGFM add | WKHI add | |

From The Album
"Cupid And Psyche 85"

©1985 Warner Bros. Records



RATINGS

Summer '85 Arbitron Advances

New York

Good Urban Book As WRKS Wins, WBLS Grows; WPLJ Gains, Tightens CHR Battle; WXRK Debuts Notably; WNEW-FM Softer

	Spring '85	Sum. '85
WRKS (B/U)	5.4	6.0
WHTZ (CHR)	6.0	5.9
WPLJ (CHR)	5.1	5.6
WINS (News)	4.2	4.0
WOR (Talk)	5.0	4.0
WBLS (B/U)	3.3	3.8
WCBS (News)	3.5	3.6
WNEW-FM (AOR)	4.3	3.5
WRFM (B/EZ)	3.0	3.5
WCBS-FM (Gold)	3.3	3.3
WLTW (AC)	3.1	3.0
WNEW (BBnd)	2.7	2.9
WNBC (AC)	3.0	2.9
WABC (Talk)	2.8	2.8
WHN (Ctry)	3.1	2.8
WPAT-FM (B/EZ)	3.6	2.6
WXRK (AOR)*	2.0	2.5
WYNY (AC)	2.4	2.1
WADO (Span)	1.4	1.7
WAPP (CHR)	1.6	1.6
WPIX (AC)	1.6	1.6
WQXR-AM & FM (Clas)	1.6	1.6
WPAT (B/EZ)	1.8	1.5
WALK-AM & FM (AC)	.7	1.1
WBAB (AOR)	.9	1.1
WEZN (B/EZ)	.8	1.1
WMCA (Talk)	1.0	1.0
WNCN (Clas)	1.1	1.0
WSKQ (Span)	.8	1.0
WWRL (Rel)	.8	1.0

*Formerly WKTU (CHR)

Los Angeles

KIIS-FM Still Tops; Dodgers Help KABC To Best Book In Recent Sweeps; KLOS Jumps To Third, Widens AOR Lead; KMPC Up With Angels

	Spring '85	Sum. '85
KIIS-FM (CHR)	9.0	8.8
KABC (Talk)	6.3	8.3
KLOS (AOR)	3.6	4.4
KBIG (B/EZ)	4.4	4.2
KMPC (BBnd)	3.5	4.2
KOST (AC)	3.8	4.0
KMET (AOR)	3.3	3.3
KNX (News)	3.2	3.1
KROQ (AOR)	3.1	3.1
KJOI (B/EZ)	4.1	3.0
KFWB (News)	3.2	2.7
KKHR (CHR)	2.7	2.6
KRTH (Gold)	2.5	2.5
KJLH (B/U)	2.1	2.5
KMGG (AC)	2.3	2.4
KTNQ (Span)	2.0	2.3
KSKQ (Span)	1.5	2.1
KZLA (Ctry)	2.1	2.1
KRLA (Gold)	2.4	2.0
KACE (B/U)	1.6	1.7
KFI (AC)	1.6	1.7
KLAC (Ctry)	1.5	1.6
KLVE (Span)	1.3	1.6
KDAY (B/U)	1.9	1.5
KHTZ (AC)	2.1	1.5
KUTE (B/U)	1.9	1.5
KWKW (Span)	1.7	1.4
KIQQ (CHR)	1.5	1.4
KKGO (Jazz)	1.1	1.3
KALI (Span)	1.1	1.2
KFAC (Clas)	1.0	1.2
KNOB (B/EZ)	1.4	1.2

Chicago

WGN Just Shy Of Double Digits; WBMX Zooms Into Second; WLS Grabs CHR Crown

	Spring '85	Sum. '85
WGN (Talk)	9.6	9.9
WBMX (B/U)	5.3	7.0
WLOO (B/EZ)	6.5	5.1
WBBM (News)	4.8	4.9
WGCI-FM (B/U)	5.4	4.8
WLS (CHR)	2.8	4.2*
WBBM-FM (CHR)	4.4	3.8
WKQX (CHR)	3.6	3.6
WJMK (Gold)	3.2	3.5
WLUP (AOR)	3.8	3.5
WIND (Talk)	2.8	3.4
WLAK (AC)	3.5	3.4
WJJD (BBnd)	3.6	3.0
WMAQ (Ctry)	3.4	2.8
WFYR (AC)	3.2	2.8
WUSN (Ctry)	2.4	2.7
WCLR (AC)	2.9	2.6
WXRT (AOR)	3.2	2.5
WLS-FM (CHR)	2.7	2.5
WOJO (Span)	1.8	2.3
WAIT (BBnd)	1.6	2.0
WMET (AC)	1.7	1.7
WCKG (AOR)	1.6	1.6
WJPC (B/U)	1.4	1.5
WFMT (Clas)	1.3	1.3
WVON (B/U)	1.2	1.3

*Flagged for on-air survey discussions.

Detroit

WJR Has Monster Book; WJLB Adds Two, Strong Second; WRIF Now Third; WCZY-FM Wins CHR Battle

	Spring '85	Sum. '85
WJR (Misc)	10.4	11.5
WJLB (B/U)	6.3	8.3
WRIF (AOR)	6.0	7.0
WJOI (B/EZ)	6.1	6.1

	Spring '85	Sum. '85
WCZY-FM (CHR)	5.5	5.4
WWJ (News)	4.9	5.0
CKLW (BBnd)	5.2	4.8
WHYT (CHR)	5.5	4.5
WNIC-FM (AC)	4.1	4.3
WLLZ (AOR)	3.8	3.6
WOMC (AC)	3.7	3.4
WXYT (Talk)	3.4	3.4
WWWW (Ctry)	3.6	2.6
WCLS (AC)	1.8	2.5

	Spring '85	Sum. '85
WCXI (Ctry)	1.8	2.5
WKSG (Gold)	2.5	2.3
WGPR (B/U)	2.9	2.2
WCXI-FM (Ctry)	1.6	2.0
WJZZ (Jazz)	2.6	2.0
WMJC (AC)	2.4	1.8
WLTJ (AC)	1.8	1.8
WQRS (Clas)	1.2	1.2
WCHB (B/U)	1.4	1.2

Format Legend

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

37F

HELP WANTED

Listener seeks radio talent.
Wanted immed. mega-
talent to make my day.
Boring, below avg., run-
of-the-mill anncr. nd. not
apply. Excellent benefits,
generous vac. and parking
paid. Salary commen. with
exper., refs and tpe reqd.
Call Dee Ann for appt.

Excellent Salary, gen
benefits, radio
commen
ex-

WE LOOK FOR THE SAME TALENT YOUR LISTENERS DO.

Ever wondered how a listener might advertise for an opening at your station? One thing's for sure, they'd want the best.

We're Talentmasters, radio's newest source for finding on and off-air talent. Like your listeners, we constantly seek those personalities or individuals who stand above the rest. As opposed

to some companies who offer this service strictly on a limited basis, Talentmasters' only job is finding the best talent. It's through this total commitment that we can save you valuable time and expense in locating the right person.

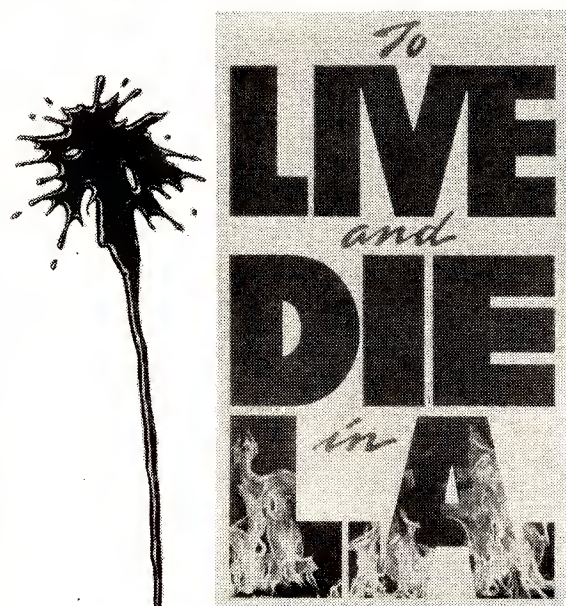
When your station finds itself searching for a unique morning act, top-notch programmer,

aggressive sales manager or other specialized talent, call Talentmasters at (303) 233-3991 or (404) 926-7573. Your listeners will thank you.

TALENTMASTERS

WANG CHUNG

"To Live And Die In L.A." 7-28891



From The GEFLEN Album
Music From The Original Motion Picture
TO LIVE AND DIE IN L.A.

Available On LP (GHS 24081)
And Cassette (M5G 24081)

Produced By
Tony Swain & Steve Jolley

Management: David Massey for Domino
Directions, Ltd.

First Week 33/33

WPHD	KBOS
WCAU-FM	KFIV
94Q	KO93
KPLUS	KCAQ
KUBE	WKHI
WVSR	KFMN
WERZ	KQIZ-FM
WSPK	WJAD
WRCK	WCGQ
WANS-FM	KISR
WOKI	WHSL
WFMI	99KG
WRQC	WDBR
KF95	KDVV
KIYS	KGOT
KIKX	KTRS
	SLY96



RATINGS

Summer '85 Arbitron Advances

San Francisco

KGO, KCBS Hold 1-2;
KIOI Wins Close A/C Race;
KMEL, KSFO, KBAY, KOME,
KLZE Notch
Impressive Growth

	Spring '85	Sum. '85
KGO (N/T)	8.2	7.8
KCBS (N/T)	5.2	4.8
KIOI (AC)	3.3	4.0
KYUU (AC)	3.8	3.9
KSOL (B/U)	4.4	3.8
KNBR (Misc)	3.4	3.7
KABL-FM (B/EZ)	3.5	3.4
KMEL (CHR)	2.7	3.4
KSAN (Ctry)	3.2	3.2
KFOG (AOR)	2.7	3.0
KSFO (AC)	2.1	2.9
KABL (B/EZ)	3.1	2.8
KBAY (B/EZ)	2.0	2.7
KITS (CHR)	2.5	2.7
KBLX (B/U)	2.7	2.6
KOME (AOR)	1.8	2.6
KOIT (B/EZ)	2.8	2.5
KRQR (AOR)	2.1	2.2
KNEW (Ctry)	2.8	2.2
KWSS (CHR)	1.7	2.2
KLOK-FM (AC)	1.9	1.9
KKHI-AM & FM (Clas)	1.9	1.8
KLZE (B/EZ)	.8	1.7
KFRC (CHR)	1.9	1.5
KDFC-AM & FM (Clas)	1.8	1.4
KSJO (AOR)	.8	1.3
KYA (Gold)	1.0	1.2
KJAZ (Jazz)	1.1	1.1
KRE (B/U)	1.1	1.1
KLOK (AC)	1.1	1.1
KARA (AC)	1.1	1.0
KEEN (Ctry)	.6	1.0
KIQI (Span)	.8	1.0
KLIV (BBnd)	.8	1.0

Philadelphia

WMMR Approaches Double
Digits; WUSL Extends B/U
Lead; WCAU, KYW Post
Healthy Rises

	Spring '85	Sum. '85
WMMR (AOR)	8.8	9.4
WUSL (B/U)	7.5	7.9
KYW (News)	6.5	7.0
WEAZ (B/EZ)	7.9	6.2
WCAU (N/T)	4.2	5.5
WMGK (AC)	5.3	5.1
WDAS-FM (B/U)	5.4	5.0
WCAU-FM (CHR)	5.7	4.7
WPEN (BBnd)	4.4	4.7
WSNI (AC)	3.6	3.2
WXTU (Ctry)	3.3	3.2
WYSP (AOR)	3.0	3.1
WIOQ (AOR)	3.4	3.1
WWDB (Talk)	3.4	3.1
WZGO (CHR)	2.9	3.0
WKSZ (AC)	2.6	2.7
WIP (AC)	3.5	2.5
WFIL (Gold)	2.1	2.1
WDAS (B/U)	1.3	1.4
WFLN (Clas)	1.5	1.3
WHAT (B/U)	1.2	1.2

Boston

WBCN Stretches Winning
Margin; WBZ, WHDH,
WRKO Softer; WXKS-FM
Slips, CHR Race Tightens;
WROR, WVBF Show
A/C Gains

	Spring '85	Sum. '85
WBCN (AOR)	8.8	9.4
WBZ (AC)	8.3	7.4
WHDH (AC)	7.5	6.9
WXKS-FM (CHR)	7.4	6.0
WRKO (Talk)	6.7	5.3
WEEI (News)	4.4	5.0
WHTT (CHR)	4.8	5.0
WJIB (B/EZ)	4.5	4.6
WROR (AC)	3.6	4.2
WVBF (AC)	2.8	3.7
WAAF (AOR)	3.6	3.6
WMJX (AC)	3.0	3.1
WSSH (AC)	2.5	2.7
WZOU (CHR)	3.2	2.7
WBOS (Ctry)	2.4	2.0
WXKS (BBnd)	1.6	2.0
WKKT (CHR)	1.0	1.9
WILD (B/U)	1.7	1.6
WMEX (Gold)	1.3	1.5
WCGY (Gold)	.9	1.3

Alisha Turned On



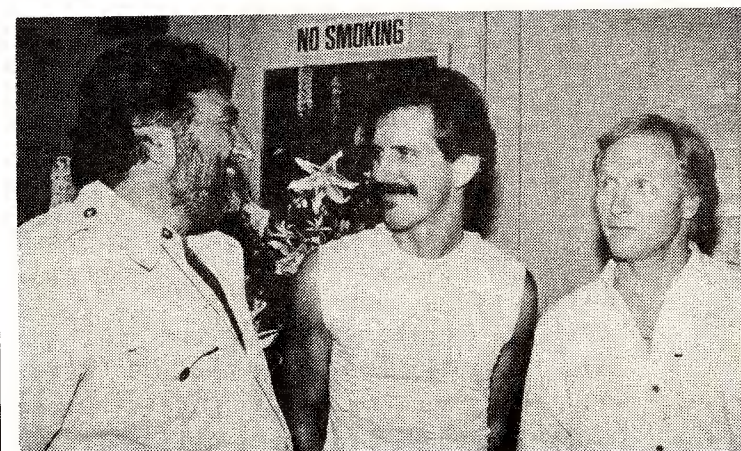
Vanguard recording artist Alisha celebrated with friends after a recent New York performance at the Down Under, featuring her single "Too Turned On." Shown (l-r) are club's Buddy Latif, "Too Turned On" songwriter Alexandra Forbes, Alisha, and Vanguard's Jeff Zaraya.

San Diego

KFMB Up Slightly As KGB
Climbs To Close Second;
KSDO-FM, KSON-FM,
KYXY, XHIT Also
Up Notably

	Spring '85	Sum. '85
KFMB (AC)	9.2	9.5
KGB (AOR)	8.6	9.3
KJQY (B/EZ)	7.8	8.0
KSDO-FM (CHR)	5.4	6.3
XTRA-FM (AOR)	6.1	6.1
KFMB-FM (AC)	6.2	5.9
KSDO (N/T)	5.5	5.2
KIFM (AC)	3.7	3.3
XHRM (B/U)	4.0	3.3
KPQP (BBnd)	3.2	3.2
KSON-FM (Ctry)	2.8	3.2
KFSD (Clas)	3.6	2.8
KLZZ-FM (AC)	4.0	2.8
KYXY (AC)	2.2	2.8
XHIT (AOR)	1.7	2.5
XTRA (Gold)	2.7	2.5
KNX (News)	1.6	2.4
KBZT (AC)	2.3	1.9
KMLO (BBnd)	2.1	1.7
KCBQ-FM (Ctry)	1.7	1.6
KEZL (AC)	1.3	1.4
KBRT (Rel)	.4	1.0

Franks Talk From Barbis



WB artist Michael Franks and his manager, Richard Burkhart of Cavallo, Ruffino & Fagnoli, stopped by the label's headquarters to check the progress of the "Your Secret's Safe With Me" single with WB National Director of Promotion Dino Barbis. Pictured (l-r) are Barbis, Franks, and Burkhart.

Capitol

Shock

THE ELECTRIFYING TITLE TRACK

FROM

THE MOTELS

LATEST ALBUM
IS NOW A SINGLE

Produced By Richie Zito

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REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

Action Was Live At Radio '85

What do you do in a city like Dallas, where every decent restaurant is a five-buck cab ride from civilization and the downtown sidewalks vanish with the setting sun? What happens when you house 6000 conventioneers at a connect-the-dots array of hotels along the Stemmons Freeway? And where does everybody go when the exhibit hall is at the Convention Center, and the wine tasting and entertainment events are a shuttle bus ride away?

The network suites, of course. The networks traditionally have more "happening" per square foot than the most heavily attended "Music Licensing" workshop. A lot of the glitter and glitz accompanies the open bar and free hors d'oeuvres atmosphere, but if you get past the sizzle there's a lot of serious business at stake. Networks look at jumbo shrimp and steamship rounds as just one of the costs of doing business, pressing a little flesh, and keeping the customer satisfied.

Following is a brief rundown of this year's network "business as usual":

NBC Radio Networks

NBC Radio Entertainment announced two new regular series the week prior to the convention, but both received programmers' and advertisers' attention during the four-day confab.

• "Live From Walt Disney World" is hyped as network radio's first live-via-satellite country music concert series. The program is designed as a series of one-hour concerts featuring the "biggest names in country music." "NBC and Walt Disney are names that are synonymous with quality entertainment," says Willard Lochridge, VP/GM of NBC Radio Entertainment. "With more than 2300 Country stations nationwide, there certainly is an audience for such an exciting concept." The concerts will be broadcast live from the site of Walt Disney World in Orlando, FL.

• "The Jazz Show With David Sanborn" will be a two-hour weekend program featuring the latest jazz plus occasional short interviews with jazz musicians. The series, hosted by jazz saxophonist David Sanborn, will be recorded in NBC's Studio 8B in New York. The show, targeted to CHR and A/C stations, is aimed at the 25+ audience with an eclectic musical taste



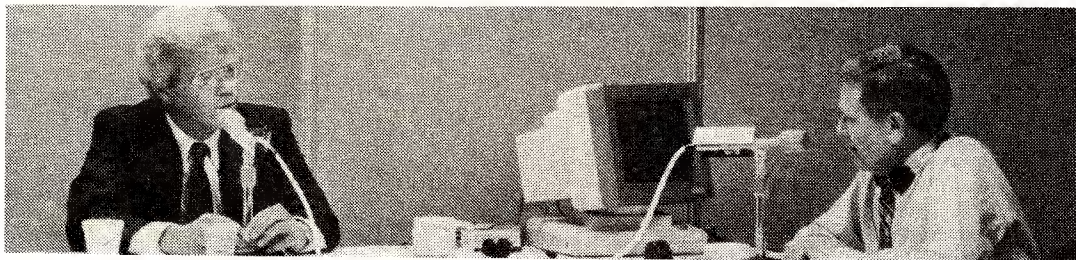
GROUP SEX — NBC Radio folks get ready to share a little intimacy in the rubber game of Dr. Ruth Westheimer's "Game Of Good Sex."



BOSS MAN — Springsteen saxer Clarence Clemons joined "Entertainment Coast-To-Coast" co-hosts Keri Tombasian and Kris Stevens in the CBS suite to promote his upcoming solo release on Columbia.



McBROADCAST — Westwood One President Norm Pattiz, Warner Bros. recording artist Michael McDonald, and KLUV-FM/Dallas PD Kirk Patrick take a break during the network's 1-hour "Live From Radio '85" broadcast.



SPANN-DEX — ABC's Owen Spann interviews Braniff Airlines President Ron Ridgeway during a live broadcast from the Dallas Convention Center.



MUTUAL-LEE EXCLUSIVE — Country singer Brenda Lee made a guest appearance on Mutual Radio's "Jim Bohannon Show" broadcast live from Radio '85 in Dallas.



MR. MICROPHONE — United Stations's Dick Clark emceeds the network's "Good Ol' Rock & Roll Show," Thursday night at the Anatole Hotel.

not just limited to contemporary rock.

In addition to pre-announcing these two new series, NBC also co-sponsored the controversial "Tell Off Your News Director" teleconference between the Radio '85 convention and the RTNDA gathering in Nashville.

ABC Radio Networks

Highlighting the ABC action at the convention were a "Live Aid"

disco party at the Loew's Anatole Hotel, two comedy performances by Emo Philips, and several live broadcasts of the "Owen Spann Show."

ABC's convention theme this year was "We Make A Difference," reminding attendees of the phenomenal success of this summer's "Live Aid" concerts in Philadelphia and London. ABC Radio carried exclusive radio coverage of

those concerts, and looked back at the history-making event through an evening of music and videos in a private party at the Anatole's Mistral disco Wednesday night. Friday's antics were provided by comedian Emo's standup shows, scheduled in the network's hospitality suite.

Live From Mutual

Keeping up a longstanding Mutual tradition, the "Larry King

Show" again took to the road for two shows live from the Anatole Hotel. In addition, the network's Jim Bohannon did double duty at the convention, filing a live edition of his "America In The Morning" on Friday morning, then hosting his Saturday evening "Jim Bohannon Show."

Mutual also announced that former WYNY/New York personality Bill St. James will be taking over as the new host of "National Music Survey," following Dick Clark's departure next month. The show will also feature hourly segments of "Looking Back With Love," a rock & roll commentary by Beach Boy kingpin Mike Love.

Mutual also announced a series of 26 contemporary music specials for 1986, as well as a weekend issues-oriented current affairs program entitled "The Newsbreakers."

Westwood One Radio Networks

Westwood One helped kick off the events of Radio '85 by hosting the opening night cocktail party at the Anatole. On Friday evening the network produced a live, 90-minute music and interview special broadcast from its hospitality suite. "Live At Radio '85" was hosted by Joel Denver and KLUV/Dallas PD Kirk Patrick, and featured guest appearances by John Denver (no relation) and Michael McDonald. The one-hour broadcast played some of both artists' biggest hits and featured comments on a variety of industry issues.

United Stations Radio Networks

Pulling off a doubleheader, United Stations Radio Networks co-sponsored (with Washington state vineyard Chateau Ste. Michelle) a wine tasting reception prior to Thursday evening's "Dick Clark's Good Ol' Rock & Roll Show." The blast-from-the-past collection of vintage rock and roll featured 90 minutes of performances by Del Shannon, Freddie Cannon, the Shirelles, and the Drifters — all emceed by the ageless Dick Clark.

CBS Radio Networks

The CBS Radio Network and CBS RadioRadio celebrated the success this summer of "Spirit of Summer" and "Entertainment Coast-To-Coast" with the appearance of E Street saxophonist Clarence Clemons in the network suite. The long-time Bruce Springsteen musician is releasing his second solo album this month on Columbia, and he talked with Kris Erik Stevens and Keri Tombasian for an upcoming segment of "Coast-To-Coast."

ASCAP Meet & Greet



Mick Jagger (right) with Ken Sunshine, ASCAP Assistant Director of Public Relations, at the Live Aid Concert in Philadelphia.



Robert Plant with Lauren Iossa, Editor of ASCAP magazine, *ASCAP in Action*, at the Byrne Arena in New Jersey.



ASCAP Eastern Regional Director of Repertory Lisa Schmidt with Lou Gramm (left) and Mick Jones of Foreigner at the Byrne Arena in New Jersey.



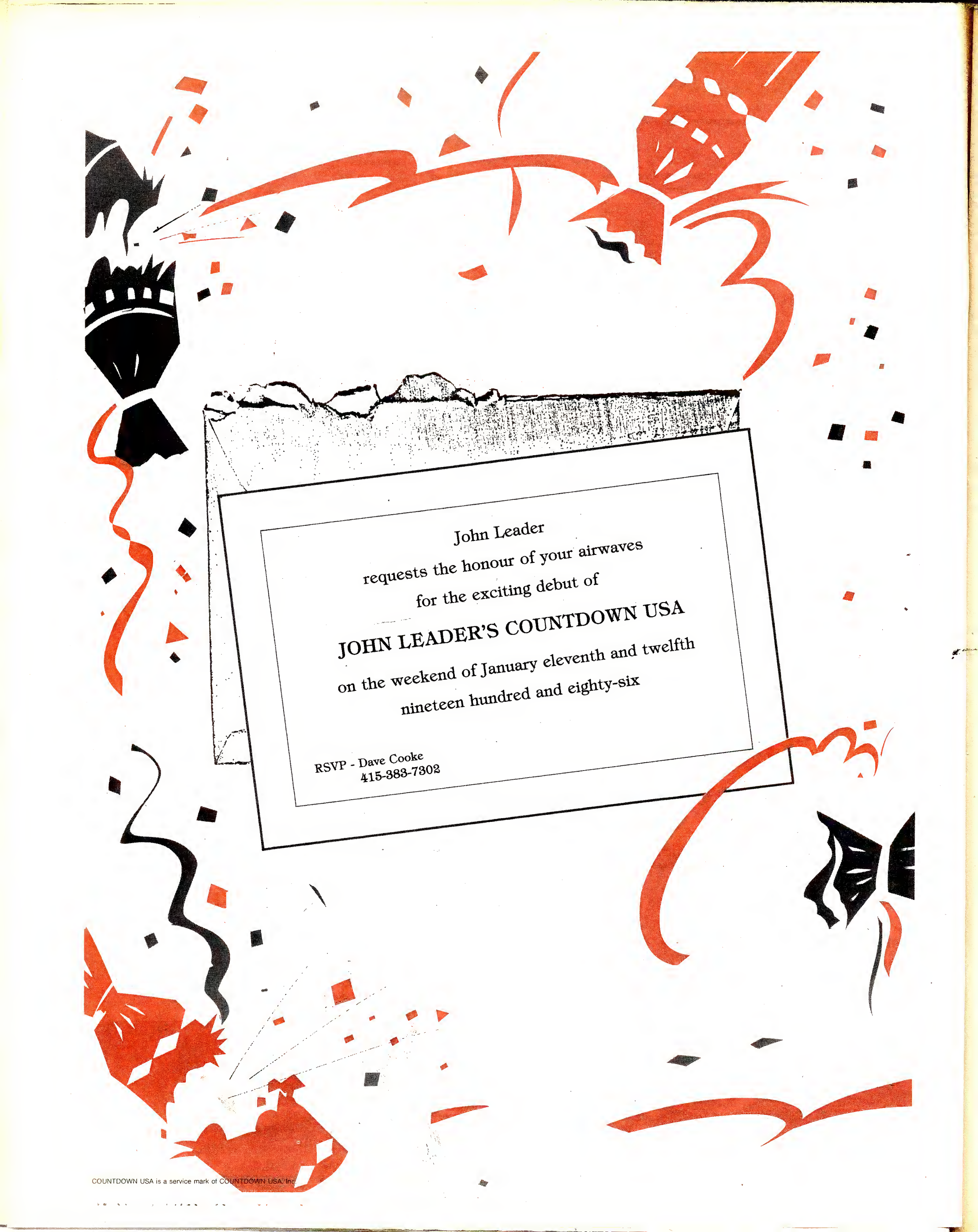
Chaka Khan (left) with Mary Jo Mennella, ASCAP Membership Representative, at the Greek Theatre in Los Angeles.



ASCAP Membership Representative Loretta Muñoz pictured above with Steve Perry at the Bay Area Music Awards (Bammies) in San Francisco.



Julie Horton, (second from left) ASCAP Western Director of Contemporary Music, with Power Station's John Taylor, Andy Taylor, Michael DesBarres and Tony Thompson at the Greek Theatre in Los Angeles.



John Leader
requests the honour of your airwaves
for the exciting debut of

JOHN LEADER'S COUNTDOWN USA
on the weekend of January eleventh and twelfth
nineteen hundred and eighty-six

RSVP - Dave Cooke
415-383-7302

MUSIC CALENDAR

NEWS & INFORMATION FEATURES

October 7-11

The Weekend

October 12-13	
The Countdown (WO)	Starpoint/Ta Mara & The Seen
Countdown America With John Leader (USR1)	Bryan Adams
Country Report Countdown (WRN)	Larry Gatlin/Judy Rodman/John Anderson
Dick Clark's Rock, Roll, & Remember (US)	Barry Manilow
Dr. Demento (WO)	Dirty water ditties
Future Hits (WO)	ZZ Top/Pointer Sisters
Great Sounds (US)	Brenda Lee
Hot Ones (USR1)	Loverboy
Legends Of Rock (NBCE)	Pink Floyd
Live From Gilley's (WO)	Sylvia
Musical! (WO)	Critics/Jane Powell
Musical Starstreams (MS)	Michael Rother
On The Radio (NSBA)	Phil Collins
Power Cuts (GSN)	Starship (10/13)
Rick Dees' Weekly Top 40 (US)	Stevie Wonder
Rock Chronicles (WO)	Film scoring/David Foster/Wang Chung/Cock Robin
Rock Week (WO)	Tears For Fears/Bryan Adams
Scott Shannon's Rockin' America Countdown (WO)	Loverboy/John Parr/Wham!
Solid Gold Saturday Night (USR2)	Aretha Franklin (10/12)
Street Beat '85 (BRE)	Stevie Wonder
Super Gold (TRAN)	Marvin Gaye/Stevie Wonder (10/12)
Superstar Portraits (BRE)	Hall & Oates
Superstars Of Rock (BRE)	Loverboy
Superstars Rock Concert (WO)	Hall & Oates
That's Love (WO)	Whitney Houston/Sam Neil/Barbara Eden
Top 30 USA (CBSR)	Four tops
Weekly Country Music Countdown (US)	Gene Watson

The Week Of

October 14-18	
The Concert (WO)	Steve Arrington
Country Closeup (NP)	Oak Ridge Boys/Emmylou Harris/Exile/Mark Gray
Country Today (MJI)	Oak Ridge Boys
Earth News (WO)	Mickey Rourke/Meg Tilly/Chuck Norris/Meredith Salenger
Encore With William B. Williams (WO)	1950: Nat "King" Cole
Innerview (IN)	The Firm Pt. 2
Metalshop (MJI)	Yngwie Malmsteen
Off The Record (WO)	Bryan Adams/Quarterflash/Mr. Mister
Off The Record Special (WO)	Dire Straits
Pop Concert (WO)	Dan Hartman
Shootin' The Breeze (WO)	Bar-Kays/Howard Johnson/Pointer Sisters
Special Edition (WO)	Aretha Franklin Pt. 2
Star Trak (WO)	Heart/Thompson Twins/Tears For Fears

THURSDAY

October 17	
Country Calendar (CW)	Gary Morris
Country Report (WRN)	Ricky Skaggs/Judy Rodman
Solid Gold Country (US)	October gold

FRIDAY

October 18	
Country Calendar (CW)	Charley McClain
Country Report (WRN)	Oak Ridge Boys/John Anderson
Solid Gold Country (US)	Kendalls

COMEDY

Comedy Show (CW)	Unusual occupations: Tim Conway/Edgar Bergen/Bob & Ray/Monty Python/Andy Griffith/Bob Newhart/Robert Klein
Laugh Machine (PRN)	Emo Philips/Jonathan Winters/Reiner & Brooks/Robert Klein/Jackie Mason/Lily Tomlin
Party Drop-Ins (ASR)	Captain Kangaroo workout/pertinent pursuit/powder fluff/party pigout
Radio Hotline (ASR)	Twinkies/Bob's answer machine/I don't have friends/when we were kids/ice cubes
Stevens & Grdnic's Comedy Drop-Ins (ASR)	How to pick up girls 1,2,3/in search of Big Fat Donna/no soft drink-soft drink
United Spots Of America (ASR)	Those darn guys/Heimlick maneuver/they saved Nixon's brain/Mr. Onion/nuke & bazooka show

GENERAL INFORMATION

Ed Busch Talk Show (AP)	Juvenile crime/personal injury/criminal nature (10/5)
	Ginny Foat/Marilyn Monroe's death/TV evangelists (10/6)
Computer Program (PRN)	Arcade games/game accessories/voice synthesizers/graphics
News Blimp (PRN)	Rock respect/western re-enactments/bilingualism/gay babies/shower singers
Race Against Time (NBC)	South Africa
Sound Advice (PRN)	Stereo separation/AM stereo/sensitivity/selectivity
Sporting News Report (CW)	Vada Pinson/Rasy Fosse/Pete Rose/Bill Madlock
Sports Flashback (CW)	John Havlicek/Sandy Koufax/NFL sudden death
Waldenbooks Review (WO)	Jackie Collins/"A Maggot"/"Elvis & Me"/"Stargazing"

MONDAY

October 14	
Country Calendar (CW)	Glen Campbell
Country Report (WRN)	Oak Ridge Boys/Ricky Skaggs
Solid Gold Country (US)	Country winners & losers

TUESDAY

October 15	
Country Calendar (CW)	Crystal Gayle
Country Report (WRN)	T.G. Sheppard/Judy Rodman
Solid Gold Country (US)	Loretta Lynn

WEDNESDAY

October 16	
Country Calendar (CW)	Merle Haggard
Country Report (WRN)	John Anderson/Oak Ridge Boys
Solid Gold Country (US)	Feature year: 1980

NETWORK SPOTS

Play Ball

The **Caballero Radio Network** has made a formal agreement with **CBS Radio Sports** to air the 1985 World Series, scheduled to begin October 19th. Caballero will broadcast the series on a lineup of radio stations expected to reach 85-90% of the U.S. Hispanic population. The networks' World Series package will provide advertisers with a variety of sponsorship options uniquely designed to meet their objectives.

For more information, call (212) 223-6410.

Two Creative . . .

Creative Radio Network is offering a special promotion to all of its "Supertracks" affiliates. Listeners from all stations airing **Gary Owens's** "Supertracks" are being asked to send in an entry card and letter for a chance to win an all-expense-paid trip to Hollywood. The winner will be chosen through a drawing later this month; in addition to a tour of Universal Studios and tickets to a concert at the Universal Amphitheater, winners will have lunch with Owens.

The Creative Radio Network will also be offering a series of special

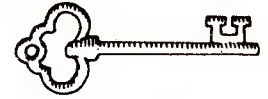
programs during the month of October for Country Music Month. Heading up the specials will be a three-hour program, "Salute To Country Music Month," which previews this year's CMA nominees. In addition, the show will pay tribute to country's greats in the Grand Ole Opry and look at the Country Music Hall of Fame. CRN will also offer a series of one-hour "Spotlite Specials," which will feature profiles with country's top performers. A series of three minute feature drop-ins featuring interviews with top artists will also be available.

Call (213) 787-0410 for more details.

Tower Of Power

Beginning in October **Starstream Communications Group** will be offering "Power On," a two-and-one-half minute daily look at the electronic world of the 1980s. The program will offer information on subjects such as computers, robotics, compact discs, lasers, voice-activated electronics, and software. The series is designed to help listeners use these technological developments in his business and personal life.

For more information, call (713) 781-0781.



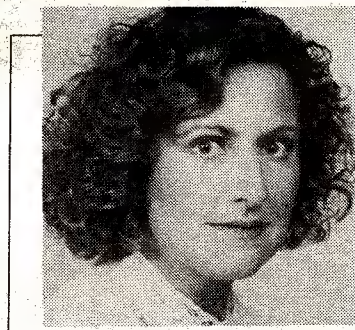
PROGRAM SUPPLIERS KEY

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 RadioRadio
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	= Innerview
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

Last Tango

Wanted: Radio Salesperson . . . No Experience Necessary

By Rae-Carole Fischer



After eight years with the New York State Department of Labor as a vocational counselor/job developer, **Rae-Carole Fischer** switched to radio sales. She joined the **WNBC/New York** sales team in 1979. Earlier this year Fischer moved crosstown to **Doubleday's WHN & WAPP-New York Radio Network**.

You're a frustrated manager with a sales position to fill. You've talked with every salesperson in the industry — anyone who might ever consider working for you. You've called all of your friends and associates, and asked them to recommend good candidates. You've already met some of these "excellent" contenders. It just isn't clicking. You've exhausted all of your contacts. Will you settle for someone who merely has the "experience" because you have a position to fill?

Take a tip from a former vocational guidance counselor. There is a large number of highly qualified individuals who have the skills, interest, and motivation to make it in sales. It's up to you, local manager. Get creative and find the right person with talent. That new person just might turn out to be your "salesperson" of the year.

Where do you begin to search? If you're willing to invest the time and effort, you'll achieve success. I spent eight years as a vocational counselor working with high school students who had no idea what they were going to do after graduation. I

also worked with Vietnam veterans, individuals who were trying to readjust to society and the working world.

After entering radio sales in 1979, I made a commitment to myself that I wouldn't leave the counseling arena behind. I've continued to work with people who are unsure of what they would like to do, as well as others who know exactly what they would like to do but just don't know how to start toward that goal. As a result, I've learned a great deal about the work world and what skills can be transferred easily. Perhaps some of the information I've picked up along the way

will be helpful in your new talent search.

Talent Search Tips

Mike Horn (R&R 6/14/85) recommended some excellent places for recruiting individuals: competitive media (TV, print, yellow pages sales) and allied fields (advertising agencies, printing, computer and insurance sales). He also mentioned the individual who might be hired for "in-house development" — the person who has no previous sales experience. I was one of those people. Like myself, many individuals want to get into sales but don't have the "right" credentials. If I were searching for fresh talent, here's where I'd begin:

1. **Local Institutions Offering Adult Education Courses.** The YM-CA, local universities, and groups like the Learning Annex (in New York) offer specific courses geared toward people who want to learn more about careers. These courses often have guest lecturers from dif-

ferent occupations who are willing to provide students with detailed job information. Contact the people who run these groups. They will be able to give you the names of students who have exhibited intelligence and motivation. You could also volunteer to speak at one of these seminars. Then you'll be able to meet students and make your own contacts.

2. **Local Professional Organizations.** People who want to move into sales positions often join organizations that will give them entree into new fields. Become familiar with the organizations, attend their functions, and meet the people.

3. **Become Active In Your Community.** Attend community functions and meet the people who handle the publicity, organize the events and, of course, those who generate fundraising. Many people who are the grassroots of their communities are people who have excellent sales skills and the ability to persuade. But they may not realize the public service work they do can be transferred to a paying job.

4. **Create An Internship Program At Your Station.** Develop a relationship with the administration at the local vocational trade school or college. Young people are very interested in the media and would be willing to give their time and effort just to be a part of our industry. Give a young person the chance, and you might be able to find someone you can groom into a winner.

5. **Become Aware Of Self-Help Programs For Displaced Homemakers.** The female life cycle has changed. Many women married early and have raised families. Now they must support themselves and their families alone. Our industry can be an innovative one because a time clock has never been the means for defining a productive salesperson. A manager who's willing to be flexible in establishing work days and hours can avail himself of a whole population segment that would never consider employment in a 9 to 5 job. Consider also the mom who has been active in the PTA.

6. **Teachers And Helping Professionals Are Ripe For Plucking!** The skills necessary to be a productive member of the helping professions (teaching, nursing, social work, and counseling) are easily transferred to sales. A professional who is currently "vested" in his occupation may often be ready to consider a second career and willing to risk starting over again. I'm always pleasantly surprised to meet new salespeople and find out that they too came out of the educational system or worked as a helping professional. Patience, empathy, and the ability to listen and persuade are a few of their qualities.

7. **Talk With Your Clients.** Many

successful salespeople have been found in the client ranks. They bring an intimate knowledge of their side of the business. Don't underestimate this resource.

8. **Read Position Wanted Ads.** These ads appear in general market publications as well as industry trades. Respond to them; create an opportunity for yourself. The individual who is willing to put him or herself on the line by placing an ad has already made a career decision. Give that person the opportunity to shine.

9. **Read Local Newspapers And Publications With A Careful Eye.** Look at your local media coverage, and evaluate the people in the spotlight. An individual who seems to have what it takes just might catch your attention. The authors and subjects of many articles are highly receptive to feedback and even questions.

I started to consider a radio career when I read a *Mademoiselle* article about eight women in radio. I called the salesperson who was featured in the story. She was willing to talk with me and when we eventually met, she provided additional insight into radio sales. People love acknowledgement, so don't be afraid to respond. We all like to know people have feelings about what they hear and read.

10. **Be Aware Of The Individuals With Whom You Have Daily Contact.** Unfortunately, we're often unaware of the talented people who cross our paths. Keep your eyes open while you're at the station and outside the work environment. Pay particular attention to the individuals you already employ. A talented sales assistant, research coordinator, promotion director, or announcer could also have the talent and drive.

Midas Touch

Successful salespeople are honest, have integrity, and are willing to relate to clients and their needs. They should have superior organizational skills so that a complete job is executed with a minimum of stress and aggravation. And account executives should be able to provide complete information about radio and disseminate it with ease in a convincing, positive manner.

A new person can be taught to provide these all-important services to the client. It's up to the hiring manager. Quite often a manager will risk quoting a new, higher rate and stand by it but will recycle the same old salespeople because it's safe. Why hire someone who's already set in his ways? The best thing a manager can do for the station is hire people who have the talent and will to succeed. Give these people the tools to do the job with flair and finesse. Then watch them develop into employees who will make the station proud — and rich.

Radio Station Acquisition Seminar

Chicago
October 25, 1985
O'Hare Hilton



New York
November 1, 1985
New York Hilton

Join radio entrepreneurs and executives for a full day session on station buying techniques. Key professionals in today's trading and financing of radio properties will teach you:

- how to select the right market and station
- how to appraise the worth of radio stations
- financing (bank/venture capital/limited partnership)
- how to negotiate the acquisition agreement

You will also receive the comprehensive *Acquisition Workbook* with chapters written by seminar instructors:

Randy Odeneal, Sconnix Broadcasting

Sconnix's 10 recent radio transactions are valued at \$23 million

Tom Gammon,

Americom Media Brokers

Americom has brokered over \$50 million in radio properties this year

Tom Joyner,

Joyner Broadcasting

Joyner has bought and sold 18 radio properties worth \$27 million in the past 4 years

John Sanders,

Frazier, Gross & Kadlec

In 1984, the firm performed market valuations for 200 radio stations and asset appraisals for over 90 stations

Bill Collatos, TA Associates

TA has substantial investments in over 40 radio stations

The registration fee is \$295. NAB members receive a 20% discount (fee: \$236). On-site registration is \$325, regardless of membership status. For more information, call NAB Radio at (202) 429-5420, or write NAB Radio Station Acquisition Seminar, 1771 N Street, NW, Washington, DC 20036.

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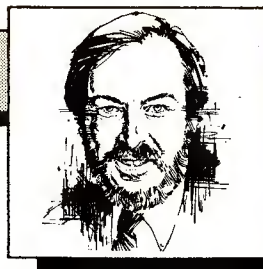
American Image is proud to introduce the product you've all been asking for – Tech Effects. The state of the art library of electronic effects, stingers, and beds. Use it for your legal I.D.s, spot production, morning show fun, contests, special programming – its versatility is limitless. You need to hear this electronic wizardry – call us.



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HARVEY MEDNICK

BANKING THE BUCKS FOR '86

Budgeting: Are You Involved?

Not too long ago we discussed the fourth quarter and the preparations that have to be made. Now, let's look at the upcoming year and its accompanying budgetary considerations.

Are You Involved?

First of all, are you actively involved in preparing your department's budget? If the answer is no, then you have a problem from the start.

When we were younger and wanted ice cream money, we asked our parents. When we reached the age of perceived fiscal responsibility, we were put on a weekly allowance with the admonition that if we spent it all in the first three days, we'd have nothing left for the weekend.

This situation is doing neither you nor your station any good. So make sure you're part of the process. One way you can make this happen is by suggesting a "free-will spending limit" - the amount

of money you can spend without your manager's approval. For example, while I was with RKO, my limit was \$5000. Any amount over that required approval by my direct superior.

Details, Details

When you're putting the budget together, be detail-oriented. If you aren't, try like the devil to train

"When you're putting the budget together, be detail-oriented. If you aren't, try like the devil to train yourself in that direction. After all, the smallest details make the biggest difference."

yourself in that direction. After all, the smallest details make the biggest difference. Say you're planning to buy TV. Everyone knows

that medium has certain fixed costs. But everyone doesn't remember to allocate for the minor, yet essential details like the custom station cassette labels placed on the dubs sent to rep offices and key clients.

Don't forget to include BPME membership fees, convention costs for all departments, the Christmas party, a personalized station card, the van repainting, new photos of that now clean-shaven personality, a premium item for the sales manager's New York trip, and call letter mike clips for the studio.

Also remember to call all of your key suppliers and find out if they plan an '86 rate increase. Factor this and the rate of inflation into your numbers. Inquire about group rates and rate-holding policy if you buy for the spring/fall before the end of this year.

Dream Budget

After you've outlined all the budgetary categories, give a copy to the GM. By yourself, sketch in the numbers on a 12-month/12-column basis. Ask the GM to do the same if he or she has been active in the development of the promotion budget in the past.

While you're roughing in those figures, don't be afraid to put together your dream budget: an ongoing showing of 100 billboards, 300 GRPs of TV every week during the books, an elaborate audio-visual sales presentation that will be trouped to six major cities with accompanying parties and receptions, towed-banner flyovers for all major beaches and key football games, and... well, you get the picture.

I've found that by including everything imaginable and then, in

ADVERTISING & PROMOTION budgeting grid with columns for months (Jan-Dec) and rows for categories like RENT-PARKING, ADVERTISING-SALARIES, TELEVISION, etc.

concert with various department heads, reining in the budget to a workable amount, a large number of usually overlooked items magically materializes.

This way, you'll treat the money as though it were your own. And you'll receive a meaningful reward for your expert management.

Think Positive

The marketing/promotion budget is generally the single largest budget management can control on a discretionary basis. In times of crisis, this budget can be, and often is, frozen or reduced to strengthen the bottom line.

It's not your lack of forecasting expertise which has caused this unpleasant situation. It's frequently a sales problem to which your unspent budget can make a positive contribution.

Incentives

Here's one final thought. Your PD is probably on a ratings-based incentive program. Since the GSM and GM have some sort of budget override, how about suggesting this to your manager: a bonus tied to your budget management?

DATELINES

1986

- February 1-4: 6th Annual Managing Sales Conference, Radio Advertising Bureau...
February 2-5: National Religious Broadcasters' 43rd Annual Convention...
March 6-8: Country Radio Broadcasters' 17th Annual Country Radio Seminar...
April 13-16: National Association of Broadcasters 64th Annual Convention...
April 13-17: National Public Radio Annual Convention...
May 14-17: American Association of Advertising Agencies Annual Meeting...
May 21-25: American Women in Radio and Television 35th Annual Convention...
June 11-15: Broadcast Promotion and Marketing Executives/Broadcast Designers Association Annual Seminar...

ONE YEAR AGO TODAY

- Joe Buys GM of WLBS/Detroit
Bill Gamble PD at WMAQ/Chicago
Andy Allen AOR Director at RCA
WYHY/Nashville goes CHR
Bill Pugh PD at WKDA & WKDF/Nashville
Dale Weber GM of WNCI/Columbus
#1 CHR: "Let's Go Crazy" - Prince (WB) (4 wks)
#1 A/C: "I Just Called To Say I Love You" - Stevie Wonder (Motown) (2 wks)
#1 B/U: "I Feel For You" - Chaka Khan (WB) (2 wks)
#1 Country: "City Of New Orleans" - Willie Nelson (Columbia) (2 wks)
#1 AOR Track: "Blue Jean" - David Bowie (EMI America) (2 wks)
#1 LP: "Tonight" - David Bowie (EMI America)

FIVE YEARS AGO TODAY

- Varner Paulsen GM of KSAN/San Francisco
Frank Dileo National Promotion Director at Epic
Mike Scalzi PD at WHBQ/Memphis
Larkin Arnold A&R VP/GM for CBS
Roger Hilkert President of WZZX/Louisville
#1 CHR: "Real Love" - Doobie Brothers (WB)
#1 A/C: "Don't Ask Me Why" - Billy Joel (Columbia) (3 wks)
#1 B/U: "Master Blaster (Jammin)" - Stevie Wonder (Tania/Motown)
#1 Country: "I Believe In You" - Don Williams (MCA)
#1 LP: "Emotional Rescue" - Rolling Stones (Rolling Stones/Atco) (4 wks)

TEN YEARS AGO TODAY

- Jerry Sharell VP/International at E/A
Kent Burkhardt PD at WWDC/Washington
Larry Douglas VP/Promotion at Windsong
#1 CHR: "I'm Sorry" - John Denver (RCA)
#1 A/C: "I'm Sorry" - John Denver (RCA) (3 wks)
#1 Country: "Blue Eyes Crying In The Rain" - Willie Nelson (Columbia) (4 wks)
#1 LP: "Wish You Were Here" - Pink Floyd (Columbia)

Digital Technology Inspires Creativity

By Hugh Heller

We are in a curious position at the moment. For the first time in the history of communications, technology is inspiring creative programming. And we will soon learn that the discovery of digital processing is one of the greatest advances in the history of mankind. Assuming fire was a gift of divine intervention, only the wheel will have made more of an impact.

Radio is quite enthused with the apparent improvement in sound quality since digital's arrival. But we've actually got a long way to go on that score. Not only are we far from capturing the warmth of music digitally, we also have yet to deal with the possibility of finding a way to narrow the amount of information needed to transmit radio

signals so that such a system would be practical for broadcasting.

Creativity

One of the more important aspects we've chosen to ignore is how digital sound interfaces with other computer services, affecting all phases of radio management and

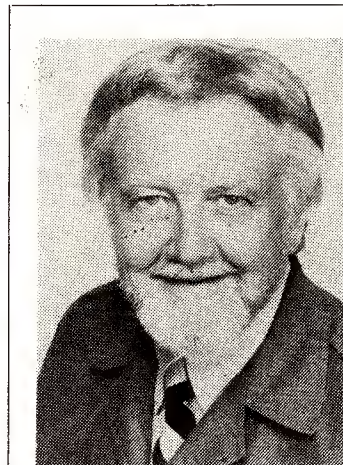
operation. In other words, the more practical aspect inherent in such mundane things as storage and retrieval. We use them daily for information stored on our computers, but I'll talk about how digital can solve the control vs. creativity issue as well.

I say all this about digital to point out one major thing: radio engineering is both an inspiration and challenging factor in the creative development of programming and promotion. It shouldn't be dismissed as something you have to have, supervised by a guy who dresses and talks funny, and sits in a back room. Engineering is an *inspiration* when new broadcast technology opens the door to exciting, creative programming devices like digital, stereo, and satellite. And it's a *challenge* when engineering limitations are dictating bright new creative solutions to improve programming sound transmission.

Early in my career a radio engineering challenge helped me produce the a cappella singing call letter. I found that transmission processing of a combined orchestra and singers often clouded vocal clarity in the listener's speaker. By dropping the orchestra and adding compression to the singers, a strong technical presence developed. Thus, an engineering limitation produced a positive creative discovery.

Control

Now take a situation like KVIL/Dallas, which has literally hundreds of comedy and musical promotional cuts. Say a jock wants to play "When It Rains." If he doesn't know where the cart is stored, he has to go through the hassle of locating it, then putting it in the cart machine, and pressing the button. With a digital computer, however, the song is called up at



Hugh Heller

Hugh Heller is President of Hollywood-based Heller Corporation, a 20-year-old management, advertising, and promotion consultancy which serves, among others, CBS, NBC, Group W, Golden West, and KVIL/Dallas. His extensive background ranges from radio ownership to television production, including a stint as manager of the Music Corporation of America's San Francisco and Chicago offices.

the touch of a button. This system houses all the production available for thousands of cuts as opposed to your current dependence on a few hundred carts.

In essence the digital concept

think about because once there's a way to integrate and control each element so it fits within their positioning plan, they're free to determine the worthiness of every bit of station action.

"Radio engineering is both an inspiration and challenging factor in the creative development of programming and promotion. It shouldn't be dismissed as something you have to have, supervised by a guy who dresses and talks funny, and sits in a back room."

Cost Efficiency

You might say, "My station can't afford digital sound design work." The truth is, in pure dollars, you may be surprised to learn your current budget is already adequate.

Since radio is an audio medium that relies on the imagination, it's possible to achieve a big sound base with relatively few dollars. That's an advantage radio should constantly keep in mind. For video to duplicate the promotional effects of a well-orchestrated radio campaign, geometric multiples of the original price would have to be spent. Sound quality, though, is the last place a station should seek to save money.

creates a utopian-like situation, yielding the much-dreamed-about controlled spontaneity. It's ideal for morning men many of whom, out of laziness, rely on the same group of carts for their drop-ins. They can present the image of being a talented ad-libber because they now have quick access to all kinds of humor.

Digital also opens up a whole new concept in music rotation control. Conceivably, a jock might often have several selections to choose from while remaining within the strict confines of the station's format. It gives him flexibility and gives management control. It also gives management something to

Digital Cassette: On The Horizon

Here's a shocker if you're investing money in laser compact disc and/or expensive broadcast cartridge equipment. While recording in Japan, I learned the new digital cassette technology is way ahead of schedule. So much so that the far-fetched notion of consumer interfacing to any professional digital recording media will eventually become the inexpensive operating standard.

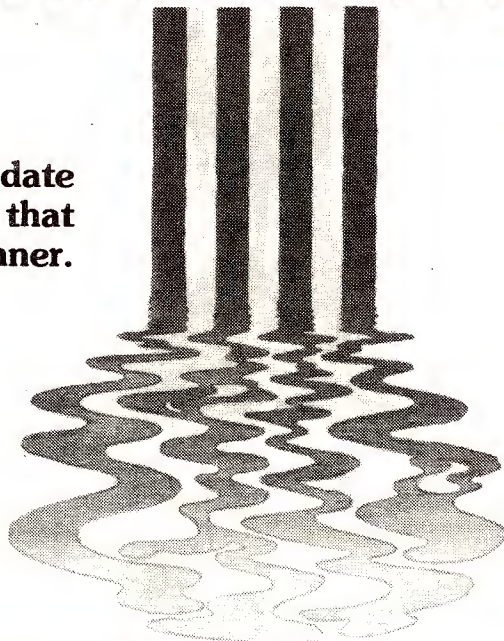
For example, your friend in London will be able to phone in the near future and let you digitally record the live BBC digital symphony broadcast over your phone modem. Your "no generation loss" cassette copy will be of such high quality that you can use it to score an expensive movie production (international copyrights permitting). The new digital cassette is astounding when it comes to convenience, quality, and economic

efficiency, whether it's utilized in broadcasting, automobiles, personal Walkmans, or home stereo systems.

One day you'll decide you don't need that expensive CD player. You'll store it in the closet next to that obsolete eight-track tape deck and quad system. Meanwhile, your station will be operating via digital cassette and floppy disc systems fed primarily by digital satellite services.

IS YOUR IMAGE FADING?

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



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WHTT 38-33	RI-104 add	95XIL add
WXKS-FM add	WBBQ add	WGAN deb 33
WPHD add	WZLD add	WFXX deb 39
B94 25-18	WKZL 33-29	WHSL 33-29
PRO-FM deb 33	WKAU add	WCIL-FM 26-23
B96 23-21	KIHK deb 35	WAZY-FM 39-30
WMMS deb 40	Z104 add	WSPT add
KHTR 37-35	WIGY add 35	KBIM add
KKRZ add	95XXX 20-16	OK95 32-27
WERZ add		

The new Talking Heads single is going places! "And She Was" (7-28917) from the groundbreaking new LP *Little Creatures* (1/4 25305).



R&R STREET TALK

HOWARD STERN's sudden departure from **WNBC/NEW YORK** was the talk of the town this week. Even **WPLJ** morning man **JIM KERR** was on **WNBC** discussing it. No one seems to know for sure where the controversial talent will turn up next, but as for Howard's replacement, free agent **DAN INGRAM** is one name that many folks feel could fit the bill.

Although **DOUBLEDAY** President **GARY STEVENS** has firmly dismissed rumors of his stations' sale, word has it that some folks at **WLLZ/DETROIT** still seem uneasy. It's said that **SCONNIX**, which is actively looking to buy a radio group, would be interested in Doubleday's New York and Washington properties, but since they're not for sale, has since turned its attention elsewhere. Over a dozen Detroit rigs have already changed hands this year, and even though some may think that now something is up at **WLLZ**, absolutely nothing has come down and Gary insists nothing will.

Get out, eh? A bomb threat emptied **NAB** headquarters in Washington for over half an hour Tuesday morning (10-1). The false alarm was phoned in to the Canadian Embassy's tourism office, which occupies the same building.

LOU MAGLIA, Exec. VP/CEO under **BOB KRASNOW** at **ELEKTRA-ASYLUM**, has suddenly resigned. No word yet on Lou's next move, or any possible successor.

If you've been wondering what **JOHN LANDER**'s been contemplating, the **KKBQ-AM & FM/HOUSTON** PD/morning master has just inked a new two-year contract with **GANNETT**, so look for him to stay put for a while.

In a widely-distributed letter written to **NRBA** and **NAB** chiefs **BERNIE MANN** and **EDDIE FRITTS**, **DRAKE-CHENAULT** President **DENNY ADKINS** expressed his "dissatisfaction" with the way he feels exhibitors and suite hosts were treated at the recent "Radio '85" conference. "We were completely surprised, amazed, and confused at what awaited us," says Denny, who's asked a long list of network, rep, and programming colleagues to join in to "protect our common interests."

Advance congrats to **HANK NEVINS**, who we hear will be named the new programmer at **WBEN-FM/BUFFALO**. Hank leaves his PD post at **WLVL/LOCKPORT, NY** . . . And here's to the new PD at **KACE/LOS ANGELES**, **PAM ROBINSON**.

The momentum for the **MUSICAL MAJORITY** is already picking up steam (see Page 1). Several major artists names are actively becoming involved, including **JOHN COUGAR MELLENCAMP**, **DARYL HALL & JOHN OATES**, **JUNE POINTER**, **REO SPEEDWAGON**'s **KEVIN CRONIN**, **DURAN DURAN**'s **ANDY TAYLOR**, **POWER STATION**'s **MICHAEL DES BARRES**, **NIGHT RANGER**'s **JACK BLADES**, and **JOURNEY** lead singer **STEVE PERRY**. Also getting into the act are directors Martin Scorsese and Alan Arkush, as well as **FRANK BARSALONA**, head of **PREMIER TALENT**.

This week **KGO/SAN FRANCISCO** became the first U.S. radio station to broadcast from Johannesburg. After four months of "strenuous negotiations," Ops. Director **JACK SWANSON** won visas for four staffers to travel to South Africa, where the **RONN OWENS** show originated October 1-3. Among the guests was Winnie Mandela, wife of jailed freedom fighter Nelson Mandela, to whom **STEVIE WONDER** dedicated his recent Oscar award. That move prompted the government there to ban Stevie's music, but last week officials decided "its point has been made," and allowed his records back on the air. "Wonder" if anyone there's playing his new cut "It's Wrong (Apartheid) . . ."

Meanwhile, **WBCN/BOSTON** will cancel all commercials from 6am-6pm October 15, and use that time to broadcast interviews and feature reports on the crisis in South Africa. The "Commercial Free For A Free South Africa" reflects what GM **TONY BERARDINI** calls "a responsibility to stand together against apartheid and for social justice."

Get-well wishes to **Z100/NEW YORK** PD/morning zookeeper **SCOTT SHANNON**, who returns to the air after treatment for kidney stones. And they all thought he had rocks in his head. . .

Worth a reprise is **KTFM/SAN ANTONIO**, which raised \$105,000 from its Earthquake Relief Radiothon last weekend, and money is still pouring in. Also at **KTFM**, night rocker **MANDRAX**, who does a radio version of the "Dating Game," can be seen nationally on "PM Magazine" October 8.

There's a new phone number to reach your friends at **POLYGRAM RECORDS**. Beginning October 8, the main line will be (212) 333-8000.

Continued on Page 34

B I O	TO	Program Directors	AIR DATE	Wk of 11/4 th	TIME	2 Hours
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
M E S S A G E	"The KENNY ROGERS Story"					
	2-hour music and interview special for Country radio					
O	<input checked="" type="checkbox"/> FOR THE BIGGEST EVENTS ON RADIO. IT'S WESTWOOD ONE. . . AND ONLY					

ROCKLINE

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STREET TALK

Continued from Page 32

Is a new CHR ready to hit the air in Richmond this weekend (10/4-5) to wage war with **WRVQ**? We hear that **WZZR** is coming to town, programmed by former **WLUM/Milwaukee OM/PD SUSIE AUSTIN**.

WFLA-FM/TAMPA has given up its historic call letters for **WPDS** ("Paradise 93"). The station began using the new calls last week, the latest in a series of changes at the combo since **OM JED DUVALL** took command in February. **WFLA (AM)** switched from A/C to News/Talk a few months ago, while the FM has evolved into a much softer A/C than it was previously.

From Live Aid to literature: **BOB GELDOF**, was in New York this week for a Hard Rock Cafe lunch to promote the new "Live Aid Worldwide Concert Book." Bob is also now shopping for a record deal.

In label news, look for **RHINO RECORDS** to announce a distribution deal with **CAPITOL** next week. Also check out the 10-7 issue of *Newsweek* for a spread on the indie label.

And it's expected that **ROCKBILL RECORDS** will be launched sometime in '86. **JAY COLEMAN**'s multifaceted enterprise (publishing, licensing, video marketing, corporate sponsorship deals) is also getting into artist management, reportedly with a name act.

Q100/ALLENTOWN PD BRYAN GERONIMO has now been given additional duties as Group Consultant for **WILKES-SCHWARTZ** sister stations **WAQY/SPRINGFIELD, MA** and **WKFM/SYRACUSE**. While **WAQY** will remain AOR, look for **WKFM** to take on the identity of "Hot Tunes, KIX-FM" and jump from CHR to AOR.

JERRY LEIBER and **MIKE STOLLER**, currently on the charts via **MAURICE WHITE**'s "Stand By Me" update, will be honored at an industry dinner at N.Y.'s Pierre Hotel October 10. That's when the American Jewish Congress will present its '85 Cultural Achievement Awards to the 35-year partners. Chairing the event is **WEA** Int'l Chief **NESUHI ERTEGUN**, whose association with L & S goes back, of course, to **ATLANTIC**'s early days.

CONTROL DATA CORP. is selling its Ticketron division for approximately \$350 million, which should ease CDC's cash situation. As a result, sources say it's now much less likely that Arbitron will be sold.

Lots of summer ratings news to report (see Page 20), but none more impressive than the Aug.-Sept. Birch for **KZZP/PHOENIX**, where **GUY ZAPOLEON** and Co. engineered a whopping 16 share 12+. That could well be a new metro record.

If you left your heart in San Francisco, keep in mind that **KITS** needs a strong afternoon driver. T&R to **RICHARD SANDS**. Hot production talent should call (415) 951-7253 to listen to a sample of the kind of work **KYUU**'s **RIC LIPPINCOTT** needs. If you've got the goods, then send your tape to Ric to apply for the directorship vacancy.

Why was **J.J. & THE MORNING CREW** off the air at **WRIF/DETROIT** this week? Local sources say their contract is being renegotiated, and we hear that several stations would love to pick 'em up if it doesn't work out.

AP BROADCAST Deputy Director/Sales **GLEN SERAFIN** has left the wire network to join Washington-based brokerage firm **COMMUNICATIONS EQUITY**, where he'll be selling broadcast properties.

A heart for the hungry: **BRUCE SPRINGSTEEN** is supporting food banks this tour, and **KKCY/SAN FRANCISCO** helped out by auctioning 20 pairs of tix for over \$12,000. Down South, **KMET/L.A.** netted \$3350 during **SKY DANIELS**'s show for one pair of front-row center seats.

Which top five radio ad agency is switching from **ARBITRON** to **BIRCH**? No one's saying yet, but large Florida outfit **TULLY-MENARD** has adopted Birch exclusively for planning and buying.

In an interesting move, **KEZB/EL PASO** (93.9 MHz) has found a way to be in two places at once. The station is also running at full power on 97.5 MHz, the abandoned frequency of **KYSR** (formerly **KINT**). Says **OM RON HANEY**, "The FCC has given temporary authority to us to rebroadcast until the new owners take over, sometime in October." Apparently it's the first time the FCC has allowed such a move in a long time.

Meanwhile, competitor **KAMZ** has reportedly signed up to take on **MIKE JOSEPH**'s "Hot Hits" handle, but **KEZB** has a jingle package proclaiming it to be the real Hot Hits. Legal sparks are flying.

Before **WWTC/MINNEAPOLIS** introduced its new "Weatheradio" format a few days ago, the station played "Raindrops Keep Falling . . ." and "Good Day Sunshine" continuously for seven days as a promotion. The repetition led many listeners to believe that perhaps the DJ on the air "had died," and police fielded over 250 calls per hour at one point from worried listeners. Just as the phone lines quieted down, the Twin Cities were chilled by freak September snow flurries. Quipped **GM SAM "Snowshoes" SHERWOOD**, "We'll do anything for a promotion."

JENNIFER HOLLIDAY

"Hard Times for Lovers"

7-28958

Produced by: **Arthur Baker, Richard Scher & Lottie Golden**

From the album,
SAY YOU LOVE ME
GHS/MSG 24073

Management:
Shankman/DeBlasio, Inc.



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WKSE 21	KXX106	WKHI
CKOI 35	WNOK-FM 18	95XIL
I95 35	KAMZ 29	WJAD
Y100 27	WANS-FM 32	Q104 22
WHYT 33	KBEM	WZYP
KMJK 27	KTFM 25	WPFM 40
FM102 9	KTUX	WHSL
K104 40	KMGX 34	WVBS 37
WTLQ	KO93	KTRS
	KRQ	KHTX
		KWNZ

Black/Urban: 9



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SIMPLE MINDS

ALIVE & KICKING

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11/1 Philadelphia, PA
11/2 New York City, NY
11/4 Washington, DC
11/6 Boston, MA
11/7 Montreal, CANADA
11/8 Toronto, CANADA
11/9 Buffalo, NY
11/11 Ann Arbor, MI
11/12 Evanston, IL
11/13 Milwaukee, WI
11/14 Minneapolis, MN
11/19 Vancouver, BC
11/20 Seattle, WA
11/21 Portland, OR
11/23 Oakland, CA
11/24 Los Angeles, CA

The first single from the album
Once Upon A Time.

(SP-5092)

"Alive & Kicking" The first new music
from Simple Minds since their #1 single
and AOR track "Don't You"

Produced by Jimmy Iovine
Bob Clearmountain

On A&M Records and BASF
chrome cassettes.



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Looking Back

AOR (ALBUM ORIENTED ROCK)

Jeff Gelb

Bornie Kimble Exits WCFM

Color

Comer Back To Radio

Evolution

Concerts And Conversations

Update

Format columns began to move in today's direction in 1977-78. This one's a nostalgia classic: the Sex Pistols enjoying a visit to KSAZ. Remember the Sex Pistols? Remember KSAZ as an AOR? Remember Jeff Gelb? (Just kidding, Jeff)

Continued from Page 36

stop us from printing embarrassing pictures of him on the front page.)

There was a little hard news as well, but then again I haven't even mentioned the front page consisting entirely of then-MCA promotion exec Pete Gidion inside a giant shark's mouth, or the week Helen Reddy's birthday made Page 1, or the girl at the Who party wearing a horizontal cowboy hat . . .

Anyway, around early 1977 R&R made a conscious decision (as opposed to many past unconscious or semiconscious decisions) to mature. News coverage was beefed up considerably, and format columns shifted from gossip 'n' jokeathons to interviews and discussions of radio programming issues.

In 1978 the paper began broadening its scope to interest managers, with a new Washington news section, followed in later years by sales, management, marketing, ratings & research, and many other widening features. At the same time the music information and programmers' editorial material was expanded. That expansion has continued, with the goal of becoming a one-stop information source for people involved in all facets of radio (plus more detailed record coverage via Adam White).

And that's pretty much where we are now — a vastly more data-packed and weighty enterprise than the early tabloids. But there are still some surviving links: columns like Street Talk and What's New go way back. And the light-hearted spirit of some of the early issues does crop up now and then.

Comedy Network recently published a brilliant parody of the *Inside Radio* newsletter. Some of you may remember (most have mercifully forgotten) *Radio & Ridicule*, "The Industry's Fishwrapper," a four-page parody we did of ourselves on April Fool's Day 1983. I don't know if I want to use the word "brilliant" to describe it (actually, I very much want to, but modesty and objectivity forbid it), but it was unusual. And I pledge that we'll try to be funny now and then, even if it's only once every six or seven years when we have an April 1 publishing date.

I've had a lot of chances to grow with this paper, and it's been great to see it grow into a primary information source and forum for discussion. A lot of publications have gunned for us during the last 12 years, and they're still coming at us. But we have found our niche, and we'll continue to offer more news, information, features, music data, and — I hope — humor and unusual perspectives. Let us know how we're doing, and thanks on behalf of everyone here (and departed) for 12 great years.

Celebrity Impersonators Wanted

Let me explain that subhead — I don't want anybody to come by the office looking like Burt Reynolds or doing President Reagan impressions. But after hearing recent records like Billy Crystal's "You Look Marvelous," "Hambo — First Rap," and "Rappin' Duke," I thought it would make an amusing column to look back at records by celebrity impersonators. Only problem is I don't remember enough. I've got a few, of course,

Radio & Records

THE INDUSTRY'S NEWS PAPER

FRIDAY, JANUARY 17, 1985

Missouri Broadcasters In Contest Turmoil

Radio Snowed Under By Storms

96X License Renewal Denied

Jim Smith Appointed WOXY PD

Terry Kath Killed Accidentally

By early 1978 we had the basic front page concept down — though subsequent streamlining sure improved the look

but I'd like to appeal to my incredibly knowledgeable readership (and the rest of you folks, too) to write or call in with celebrity impersonator records, so I can turn this topic into a group-effort column.

Hit Me With Your Next-Best Shot

Alan Smith of AIR added another

er hit-that-got-away story: Blackfoot was looking for songs, and their label Atco received a tape from a Canadian songwriter, Eddie Schwartz. One of the songs was "Hit Me With Your Best Shot," but Atco ended up signing Schwartz but rejecting the song for Blackfoot because it wasn't right for the image they'd been projecting.

RR

RADIO & RIDICULE

Deregulation Revolutionizes Radio

Radio Marti Compromise

WBGU Serves Up "Cold Cuts" Format

People In The Nude This Week

Not many publications have ever parodied themselves, and maybe this special April Fool's 1983 issue shows why. As an industry service, we offered a handy collection of cliches to be used when asked for a quote by an R&R reporter. Creating this special issue was an exciting challenge and a great opportunity to work together in furthering our professional goals, although philosophical differences almost caused half the staff to walk out over the project.

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Z93 on	Y106 add
I95 add	KTFM 30-29
WXKS-FM on	KTUX deb 23
WHYT 19-15	K093 on
KIIS-FM 34-32	KCAQ on
FM102 12-10	95XIL on
KMEL add 33	WCGQ on
93Q on	WZYP on
WTLQ add	WPFM 10-9
WBBQ 27-20	Z102 31-25
WFMI on	

Produced and Arranged by David Z. and The Family
Orchestra Produced, Composed and Arranged by Clare Fischer
1985 Warner Bros. Records Inc.



DATEBOOK

SEAN ROSS

Believe It Or Rock!

Part One:

One of the joys of reading a Sunday newspaper is "Ripley's Believe It Or Not." One of the ongoing features discusses family members with the same birthdate, an item which may someday include **Sean Ono Lennon**.

All he would need is a son or daughter born on October 9. That's when Sean was born in 1975, and his father, **John Winston Ono Lennon**, in 1940. A television movie focusing on John's life with **Yoko Ono** should be ready by next year.

Part Two:

Television also has "Believe It Or Not" on Sunday nights, with **Marie Osmond** as cohost this season. This is her second prime time series, and of the various members of the **Osmond Family**, she is enjoying the most success, in country music, during the '80s. Shortly after the family celebrates 25 years in show business, Marie celebrates her 26th birthday on October 13, which happens to be on the same night her show airs. Believe It Or Not!

MONDAY, OCTOBER 7

1955/**Annette Funicello** makes her debut on the "Mickey Mouse Club."

1975/John Lennon is allowed to stay in America. Among the people who signed a petition on his behalf were: **Fred Astaire, Leonard Bernstein, Bob Dylan, and Kurt Vonnegut Jr.**

1983/**WNEW-FM/New York** airs 1:20 clip of the **Rolling Stones'** "She Was Hot" from **Atlantic's** prerelease sample, which **Scott Muni** voices. Sister station **WMMR/Philadelphia** reedits it to make it last 3:00.

Birthdays: David Hope (Kansas) 1949, John Cougar Mellencamp 1951.

TUESDAY, OCTOBER 8

1966/**The Association** has "Cherish" at #1.

1976/**EMI Records** signs the **Sex Pistols** to its roster. The union will last under three months.

1982/**Marvin Gaye's** comeback is underway as "Sexual Healing" debuts on the Black/Urban chart at #30. The song will climax at #1 and cross over into CHR and A/C.

Birthdays: Hamish Stuart (Average White Band) 1949, Johnny Ramone 1951.

WEDNESDAY, OCTOBER 9

1929/**Gene Autry** has his first recording session. Years after having his songs played on the radio, Autry would begin **Golden West Broadcasting**.

1959/While his "Mack The Knife" is #1 on the charts, 22-year-old **Bobby Darin** becomes the youngest headliner at the Sands Hotel's Copa Room in Las Vegas, undoing 23-year-old **Johnny Mathis's** record.

1964/Owing to the anti-apartheid embargo by the British Musicians Union, the **Rolling Stones** cancel a tour in South Africa.

1973/**Elvis and Priscilla Presley** are divorced after six years of marriage.

Birthdays: Jackson Browne 1948, John Entwistle 1944.



THURSDAY, OCTOBER 10

1962/**The BBC** bans **Bobby "Boris" Pickett's** "Monster Mash."

1965/**The Supremes** make their first appearance on the "Ed Sullivan Show."

1978/Both **Steve Tyler** and **Joe Perry** of **Aerosmith** are injured by a cherry bomb thrown onto the stage, at a Philadelphia concert.

1979/"The Rose" opens in movie theatres and revives **Bette Midler's** career. Currently, she is expected to have her first comedy album out soon.

Birthdays: Ivory Joe Hunter 1914 would have been 71. **David Lee Roth 1955, Tanya Tucker 1958, Martin Kemp (Spandau Ballet) 1961.**

FRIDAY, OCTOBER 11

1960/**Aretha Franklin** makes her secular debut.

1975/"Saturday Night Live" makes its debut on **NBC** with host **George Carlin**. A cast album will be recorded from its first year, and various members will have their own solo record projects. The most successful will be the **Blues Brothers**.

1978/**Sid Vicious's** girlfriend is found stabbed to death in the bathroom of their Greenwich Village apartment. He is arrested and charged with her murder the next day.

Birthdays: Daryl Hall 1946.

SATURDAY, OCTOBER 12

1957/**Little Richard** announces his intention to abandon rock. It doesn't last for too long, because five years later, on this date, the Beatles open for him in Liverpool.

1968/**John Sebastian** leaves the **Lovin' Spoonful** to begin a solo career. He will not invent EOR, but will pen "Welcome Back."

1970/"Jesus Christ Superstar" opens in New York.

1971/**Gene Vincent** dies from internal hemorrhaging.

1973/**Elton John** gets a gold record for the "Goodbye Yellow Brick Road" album.

Birthdays: Sam Moore (Sam & Dave) 1935, Rick Parfitt (Status Quo) 1948.

SUNDAY, OCTOBER 13

1944/**Robert Lamm** is born in Brooklyn, making him the only original member of **Chicago** not born in the Windy City. His family moved to Chicago when he was 15, and a year later he formed a band. In college, Lamm was a founder of the **Big Thing**, which evolved into the **Chicago Transit Authority**.

1963/As thousands of fans "battle" with police as they attempt to gain admittance, the Beatles appear on the BBC's "Sunday Night at the London Palladium."

1975/**Neil Young** has a throat operation at a Los Angeles hospital.

1982/**WHYW/Pittsburgh** crashes the local phone system with \$100,000 to the 97th caller contest activated by "Who Can It Be Now."

Birthdays: Paul Simon 1941, Lacy J. Dalton 1946, Sammy Hagar 1949, John Ford Coley 1951.

Believe It Or Not, Part Three: **Sean Ross** was on vacation, so Datebook was compiled by **Hurricane Heeran**, who will be on vacation for this week. Isn't that amazing?



DAN O'DAY

AIR PERSONALITIES

Refresher Course For Air Personalities

Recently I overheard a conversation in which a major market program director was asked, "Can a person learn how to be an air personality, or are personalities born and not made?" The PD replied, without hesitation, "No, you can't teach someone how to be a personality. I know, because in the past I've tried and couldn't do it."

What an amazing thing to say! Because *he* couldn't teach someone how to do something, therefore it can't be taught . . . or learned. Do you agree?

One reason this subject is of interest to me is that earlier this year I was asked to teach a class at UCLA. The subject: Personality Radio. The students: working professionals who wanted to further their careers, plus some people at the beginnings of their careers.

Even as I accepted the challenge, I was aware of two important facts. On the one hand, I honestly had no idea if I could "teach" people to be personalities. On the other hand, I had absolutely no idea of how I would even attempt to do so in a classroom setting. So it all evened out.

O'Day Shows Class

The class met once a week, three hours per session, for 12 weeks. Early on I became aware that—in addition to talking about formats, hot clocks, station politics, voice techniques, character development, etc. — we found ourselves discussing things I had never thought much about during my on-air career.

As you know, radio is an *immediate* medium. Every week, sometimes every day, brings its own crisis that has to be dealt with. A new promotion has to be put together, a new batch of production orders is in the "In" basket with a note that says, "NEED BY 5:00 TONIGHT!"

As a jock, I thought a lot about radio. Like most of us, I *lived* radio. It was second nature for me to keep abreast of what was going on at competing stations and in the rest of our industry, and I always felt a vital interest in contributing to the overall effectiveness of my station.

But I gave remarkably little thought to my own role as air personality (other than to get ratings). Frankly, the day-to-day world of commercial radio was so hectic that it never even occurred to me to think about such a theoretical subject.

Well, this three-month course at UCLA gave me a chance to get theoretical with a group of jocks and to see the results on a weekly basis. Each week brought a new assignment that had to be completed on tape and played during the next class. Naturally, at the beginning I told the class they'd find the assignments surprisingly

valuable and meaningful and useful; this, of course, was merely wishful thinking on my part, because I was just winging it as I went along. Fortunately for me, however, they didn't know that personality radio can't be learned . . . so they went ahead and learned some things they were able to put to use on the air.

For those of you who have been waiting for evidence that I've completely lost touch with the real world of radio, here it is: a theoretical, hypothetical, head-in-the-clouds, pie-in-the-sky column filled with all kinds of psychological mumbo jumbo that couldn't possibly be of use to a real-life disc jockey. Unless, of course, you want it to be.

Outros & Intros

The very first assignment was easy: Record four different record outros, maximum length 10 seconds. Each one, however, had to be structured differently from the rest. One might feature artist/title/time . . . but then none of the others could. Examples:

1) ". . . 'Born In The USA,' as if you didn't know he was . . . that's the Boss on K107 . . ."

2) ". . . K107 with Springsteen, and I think it's fine that the guy got married as long as he don't neglect his rock 'n' roll . . ."

3) ". . . a little flag-waving with Bruce Springsteen on K107 . . ."

4) ". . . K107 . . . Springsteen has just agreed to appear on a new record that makes a statement against apartheid; it'll be the Boss and a bunch of other concerned musicians. Some guys talk a good game about social problems, but Springsteen really knows how to put his voice where his mouth is . . ."

Each of the above has a different structure. The first is just a response to the title, certainly not saying anything of substance but enough to get you from here to there . . . The second refers to the artist's private life . . . The third makes a reference to the song's content . . . and the fourth is your basic "What's next for (artist)?" blurb.

Maybe you never would use any of these outros. Great. Replace the first example with one of your own. And then come up with three more, each having its own structure.

The second assignment requires no further explanation than this: Record four record intros, following the same rules as last week's.

Weekly Assignments

Those of you who wish to embark on your own ambitious program of on-air personality development might consider giving yourself a new assignment each week. Each weekend, for instance, you might identify for yourself some skill you believe you need to improve . . . and then be especially aware of opportunities to practice it during the next week.

Perhaps you've realized that when you read a PSA, it's as though your entire show comes to an abrupt halt. Your task that week can be to find ways to personalize, localize, or otherwise energize the basic PSA copy you're working from. Constant airchecking can assist you in identifying areas which could be improved.

"In radio, the trick is to discover which aspects of your personality you want to stress when communicating with your audience."

The first couple of assignments I'm about to recount are elementary to most of you. (That doesn't mean they can't be of value. Many of us learned all kinds of grammar rules back in elementary school, but some of us's speech sure could use some better improving after all this time have passed.) You PDs who are working with weekend talent, however, might find them to be especially useful.

Weather Or Not

Next assignment: Record a "natural" weather forecast. Here's your standard radio forecast, as heard in every city in North America: (City) weather calling for () skies with a ()% chance of rain: high today (), low tonight (), high tomorrow (). Right now in downtown (City) it's () degrees."

What's wrong with that? It certainly gives the basic information. The problem is that for any given recitation of that forecast, most of your listeners won't hear it. It'll go right past them, because they'll automatically tune it out.

Let's pretend you're talking to your brother in another state, via telephone. He asks, "So what's the weather like there?" You might say, "Oh, it's been pretty hot the last few days. It's supposed to hit 90 today." It's doubtful, however, that you'd say, "Well, Portland weather calls for partly cloudy skies with a 30% chance of rain."

If you *tell* the weather rather than recite it, you have a much better chance of keeping your audience with you rather than having them pass into a trancelike state. You jocks in a state like Florida know that the following forecast would be perfectly acceptable to your local listeners on most summer days: "Miami weather: Same as always." Naturally, there are other ways of saying what that message implies: It'll be sunny and hot and maybe it'll rain a bit and then it'll be sunny and hot again.

Personalizing PSAs

Another assignment was to personalize three different PSAs, three different ways. Three examples utilizing different approaches: A PSA for the Ethiopian Relief Fund in which the jock began by mentioning how it isn't often a person gets the chance to save another person's life . . . Another jock began his spot for the SPCA's pet neutering program by talking about how much he loves his dog (yeah, that's corny — and how many of you have a real soft spot for your pet?) . . . and a third mentioned how, when he was a kid, he always imitated his dad . . . which is why he thinks the National Safety Council knows what's doing when it asks parents to buckle up for themselves and for their children.

Another assignment — one of my favorites — was to record five different lines (one for each day of the work week) that could *only* be done in that jock's market. In other words, a localized comment. (I warned the class that the following is *not* an acceptable localization for Los Angeles: "Boy, how about those Dodgers?")

One guy made a comment about how great it is driving the Hollywood Freeway at 4:00 in the morning, when it's silent and empty. Another mentioned that when he got off the air he was planning to go out to Zuma Beach. And a third mentioned that a great place to take a date is the laser show over at the Griffith Park Observatory. None of those line would've made much sense in, say, Pittsburgh.

And still I hear some of you asking, "So what? What the heck is the point of doing some silly exercises?" The point is that if you set up your own program of continuing education, you'll find that you'll start to look for fresh, creative approaches to forecasts, PSAs, intros, time checks . . . *automatically*. And that means that, no matter how much you've already accomplished, you'll continue to grow as an air personality.

Self-Analysis

Finally, a three-part exercise that everyone dreaded doing and everyone reported back as being surprisingly valuable:

1) Describe the on-air persona that you want to project.

2) List 20 adjectives that describe your own personality as you see it. (No fair going to the thesaurus for those adjectives.)

3) Select from that list the characteristics you would like to retain and heighten for your on-air persona . . . note which ones appear to be absent from that list . . . and think about ways to develop them for yourself.

In real life, each of us already is a personality. In radio, the trick is to discover which aspects of your personality you want to stress when communicating with your audience.

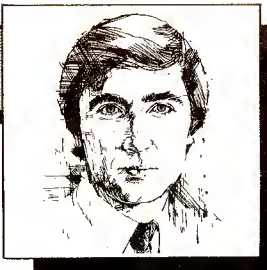
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ADAM WHITE

RECORDS

New American Bands: What Are The Prospects?

The "new breed" of American rock'n'roll — self-assured, influenced by indigenous styles, and a touch nationalistic. There's a lot of talk about it; media hype, some would say. You can name some of the bands involved, but how meaningful is the trend? To get some perspective on this and related issues, I talked to a number of label A&R (or A&R-oriented) executives.

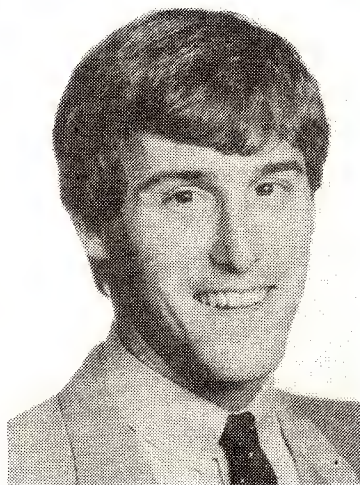
"Bands who are not involved with formula rock, heavy metal, or Top 40, who are trying to forge a new style or blend out of authentic American music roots, are an interesting trend," agrees Steve Ralbovsky, Director of Talent Acquisition at Columbia Records. "They may not be virtuoso players, but they're trying to write songs, and they're placing songwriting above attitude, stance, and style. A lot of them are trying to deal with keeping an identity, doing some real things with lyrics and music — emotional things from the heart, and not so much from the head.

"The roots of American music are great, and it's good to see some of that fused into styles which are new and different, or at least less boring than what's on Top 40 radio," Steve adds.

Radio Reception Crucial

Arista Director of A&R John Mrvos calls it a return to basics, "to three-chord, American rock 'n' roll." He sees this as part of rock's cyclical nature: "The songs are about cars, girls, jobs, alienation — all the traditional elements — but it's a more broad-based, proletarian approach to the music. And it's an active mode, which is healthy for the business: people want to sing these songs, dance to them, listen to them on the radio, buy them." Admittedly, John is concerned what will happen if radio in general, and album radio in particular, doesn't open up to the new music. "Then," he says, cogently, "we're all screwed."

Andrew Fuhrmann, Director of Talent Acquisition for Capitol, points out how heavily Bruce Springsteen's influence weighs in all this. "But Bruce is not a pose, not an attitude; it's really him. So the people who will get caught out are the ones who are doing it because it's in vogue, because you're supposed to, or because they've seen too many Levis 501 jeans commercials.



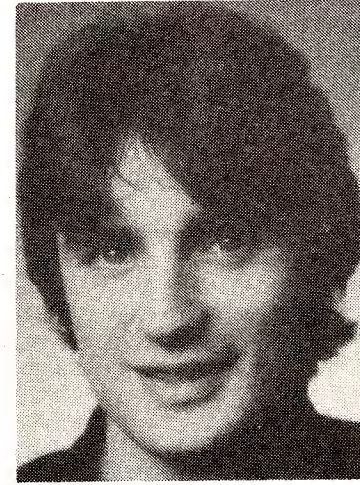
Jay Boberg



John Mrvos



Andrew Fuhrmann



Steve Ralbovsky

"You don't have to have American flags all over the place," comments Andy, "your music just has to be good. But the trend is positive in that it's encouraging people locally to take pride in their music."

The importance of healthy local scenes is emphasized by Howie Klein, founder and head of San Francisco's 415 Records. "There are definitely plenty of new, exciting bands out there," he says, "but my fear is that they're not getting enough encouragement. They won't keep going without that because, Lord knows, they're not making any money." Howie contends that local radio stations should be a primary source of support, and he points to WBCN/Boston as an example. "That's what AOR stations across the U.S. should be like, encouraging local artists to exist. What 'BCN and WFNX are doing is why Boston has probably the healthiest music scene in the country."

Some of the new bands come from cities with traditionally strong support systems for local music, like Boston and San Francisco, but not all. "I try to look for new talent at a more grass-roots level," says Bruce Dickinson, Director of East Coast A&R for Chrysalis, "because there are more bands in smaller and smaller towns. The country is getting smaller, and it's easier to communicate, to get out to these places and hear talent there. Those bands are also not as isolated as they were; there are ways for them to grow, getting on the club circuit and going to other towns. They get known and develop what they want to do in front of a live audience."

That said, Bruce points to a particular problem he encounters with some new acts. "They'll call and talk about sending a tape in, and before it even gets here, they'll go, 'Well, what do you want it to sound like?' At that point, I lose a great deal of interest, because I want to

deal with artists who have the courage of their own convictions. I want people who believe in themselves so much that they'll develop what's really coming from inside."

"\$250,000 Crapshoot"

That creative self-assurance is critical, too, in light of today's astronomical artist development costs, a/k/a "the \$250,000 crapshoot," in the words of one senior A&R executive. Jay Boberg, President of IRS Records, explains it another way. "The problem is with the structure of most deals and the amount of money thrown around for the advance, the recording costs, the video, the marketing budget, the touring, and so on. You add all those up and the scope of the deals prohibits true artist development."

This is forcing the majors to have 200,000 to 300,000 unit sales on the first record to make it an economically viable proposition, says Jay. "And that's cutting out a lot of acts who have raw talent but who aren't yet fully defined or developed. They should be going through a process whereby they sell, say, 50,000 on the first release and 125,000 on the second — then the 200,000 or 300,000 on the third. Of course, it's not just the record companies who contribute to this; the lawyers do it, the bands themselves, everyone furthers the problem."

"Farm" Aid For Majors

Accustomed to low-budget (or no-budget) artist development, as well as modest unit sales, are the independently distributed record companies. Discuss this with most A&R staffers and they'll agree that the indies continue to be an important "farm team," nurturing new talent that often gets picked up by the branch-distributed labels.

"Certainly that's not the way I think of myself," says Danny Beard, whose Atlanta-based DB Records has been the springboard,

to major labels for several new artists. "When you look at it, it's just because we know more than they do. The A&R people at the majors really don't have any idea what's a good band and what isn't. They're just waiting for other people to tell them, and a lot of the indies have the people to do that."

Danny goes on, "That's not why I'm in the business, although in the long run, some of these bands may be better off with a big label. If they want to try that, I'm open; they may come back to us after a while. My most important rule is what's best for the band."

Andy Fuhrmann sees it rather differently, and typifies the views of others. "I look for bands that have enough sense to put things together for themselves," says the Capitol executive. "They know how to tour, they're able to put out their own record, they're resourceful. The indie labels can help that happen."

"It's important that the majors don't come in and zap the independents, but I see nothing wrong in picking up a product from an indie if the label is properly compensated. Listen, they shop their product to us also. They're not afraid we're going to find out about them; they're often the ones sending the stuff to us." John Mrvos seconds that opinion: "If the indies want to survive, they must become reconciled to the farm team reality," he states.

Regardless of the source of new rock 'n' roll talent today, most of those to whom I spoke are upbeat about its availability and, in general, its quality. They agree that the competition to break the acts they do sign is very intense, and not becoming any easier — but that's another issue entirely.

Next week in this column, I'll be focusing on A&R activity in black music, and talking to people charged with the responsibility of signing and developing new artists in that genre.

Ones That Got Away

Tap most A&R people for an interview, and they'll talk about the acts they just signed or have currently in development. For a change, I asked them each to identify an artist they had been looking to sign, but didn't — yet they still feel will break. Here's a selection of comments:

• **John Mrvos of Arista: The Del Fuegos.** "They embrace the quintessential elements of rock 'n' roll. And they're so goddamned young, they've got nowhere to go but up."

• **Howie Klein of 415: Chris Isaak.** "I was hoping that no one else would sign him, and I'd get him by default. He's going to be a major star."

• **Andrew Fuhrmann, Capitol: New Man.** "They're from Boston, they've signed to Epic, they have the raw goods, and they're organized."

• **Steve Ralbovsky of Columbia: The Replacements.** "I wanted to sign them because I felt it would be good for Columbia to start getting involved with this new breed of American bands. They're great."

• **Danny Beard of DB: The Mosquitoes.** "From New York. They have kind of a Sixties sound; I like them."

• **Jay Boberg of IRS: Suzanne Vega.** "We weren't talking to her, but we should have been. She's going to make it on some level."

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JOEL DENVER

CONTEMPORARY HIT RADIO

“Radio ’85” CHR Format Panel Review

This year's CHR Format Panels were moderated by (Country-formatted) KRPM-FM/Seattle GM Gary Taylor, who transferred a short time back from Olympic Broadcasting sister CHR outlet KZZU/Spokane. Gary's CHR expertise extends to when he was a partner with the *Gavin Report* and GM at KING/Seattle, so he was well-qualified to speak on the subject.

The panelists (seated l-r) were KPKE/Denver PD Mark Bolke, WHYT/Detroit Program Manager Gary Berkowitz, GilCom National PD Tony Booth (who's stationed at A/C outlet WLEE/Richmond but oversees CHR sister WFBG/Altoona, PA), KWES/Midland-Odessa, TX PD John Clay, and Breneman Review founder/Editor Betty Breneman, whose legendary ears made their mark on the industry during the '60s and '70s when she was National Music Coordinator at RKO.

Nipping At CHR's Heels

Gary Taylor touched on the fact that so many CHRs exist in the same market, but more importantly that every other format is trying to nip at our heels. Mark Bolke noted, "The best way to stay on top is to look at your station from a listener's viewpoint. You can't get up in the morning and say, 'We sound great.' If you don't know what they want, you're only reinforcing your own ego."

"In a format such as CHR, which can change quickly," noted Gary Berkowitz, "consistency is very important in presentation and music. I look at it this way on a daily basis." Referring to Top 40 originator Gordon McLendon, Tony Booth said, "Like Gordon, I believe in the basics. If three or four programmers are all playing the same music, set yourself apart with presentation. Use strong personalities, consistency, and community service to tie back to the lifestyle of the market."

Talk turned to the importance of the total product — that neither promotion nor a group of strong personalities could singlehandedly make a poor-sounding station into a winner. Gary Taylor said, "We're in show biz, and when you open the mike it's like taking your pants off. It had better be a good show."

Format Of The Masses

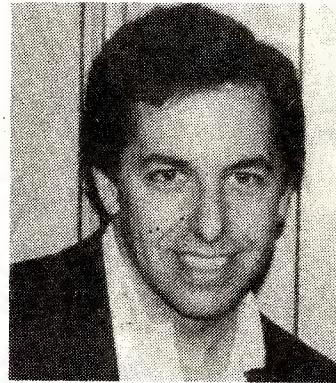
Betty Breneman observed, "CHR has always been the format of the masses, but it's important to identify your audience not so much by age, but by lifestyle. People who were into hits when they were younger are still into the hits. It's vital that programmers recognize

that CHR listeners are very topical, and their current interest levels must be maintained."

"There are only so many contests you can do, so the next level is community involvement, advised Gary Berkowitz. "On the back of our surveys we now list pictures of missing children. You need to reflect what your listeners are talking about and doing. CHR can do that. It's a fun format; it's involved and active. We can change things and get people motivated."



Mark Bolke



Gary Berkowitz



Tony Booth



John Clay



Betty Breneman



Gary Taylor

Play Fresh Product

On the subject of oldies, some indicated that there's value in playing them if one keeps in mind particular market situations. Others, such as Adam Cook from 92X/Columbus, noted that oldies are still a dangerous programming element. "We want to be consistent," he

said. "While we're number one in teens and 18-24 women, we are also number one with 25-34 adults, as they too want to feel young and vibrant. Oldies hurt our time spent listening. Everytime we yank oldies out, we go up in the book."

Sound reasoning for all to consider. Why air an oldie which is being overlaid on the AORs and

A/Cs when you can be playing something fresh and exciting that will motivate your audience?

Other items on the agenda include the better variety available on CHR with the return of cross-over Urban product, and the need for programmers to stay aware of both the active audience, as well as new and emerging artists.

A PERSONAL PERSPECTIVE

Radio '86: Let's Make It Even Better

It would be hard to imagine anything more difficult than two headstrong organizations such as the NAB and the NRBA totally agreeing on anything, let alone the planning and staging of such an enormous gathering as the "Radio '85" conference.

While the attendance was excellent, in my opinion there were a few session shortcomings that could stand a review before next year's gathering.

For example, at the "Morning Radio Success Stories" panel not one CHR personality was present. That seemed strange, considering

that some of the biggest morning stars in recent ratings history have made their fame at CHR stations. Where were (to name a few) Scott Shannon, Ross Brittain, Rick Dees, Cleveland Wheeler, John Lander, Larry Lujack, Paul Barsky, Steven & Pruett, or Elliot & Woodside?

Noted KSFM/Sacramento PD

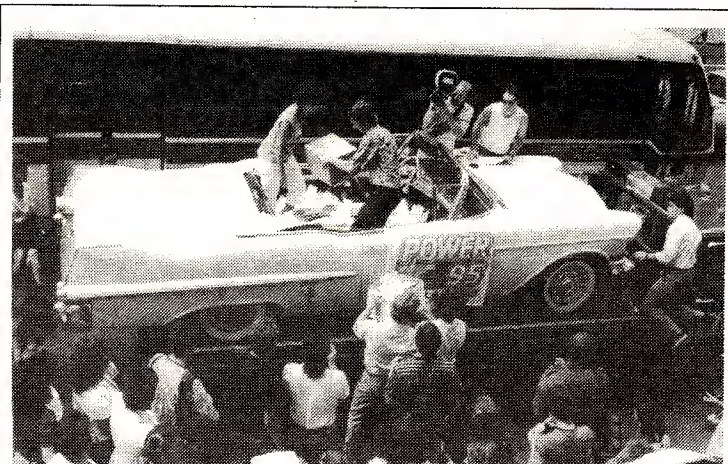
Rick Gillette, "There were a lot of big names missing, which, combined with the lesser known panelists, would have added more impact."

And in the well-attended "Porn Rock" meeting, only one radio programmer was present (Chuck DuCoty from WIYY/Baltimore). Although he spoke eloquently, it would have been interesting to have heard thoughts from broadcasters representing different formats.

Finally, I'd like to see panelist selections reflecting a wider cross-

section from all market sizes and formats relevant to the specific topic. In some cases, people whose fields of expertise don't directly relate to the topic at hand were chosen over many ideally qualified candidates.

Overall, of course, "Radio '85" provided a great educational forum for every broadcaster. But don't let that keep you from contributing your ideas to make next year's conference even more valuable!



A LITTLE SOMETHING FOR THE ROAD — WPLJ/New York gave away a 1957 pink Cadillac convertible to celebrate Bruce Springsteen's arrival in the Big Apple. Shelli Sonstein and Jim Kerr picked one lucky winner from over 100,000 entries.

YOU'RE ON THE AIR

KKRZ Adds Some Missing Details

As always, R&R stands ready to field your responses to what is written, and whenever possible, we're only too glad to publish your thoughts. The following is a letter from KKRZ/Portland PD Gary Bryan.

Dear R&R:

"After reading the account of our Portland 'grudge match' in the September 6 issue, I felt a couple of points have to be clarified.

Number one, there is absolutely no grudge of any kind on my part towards (KMJK PD) Jon Barry.

However, his depiction of KMJK as a penniless hometown station struggling against a giant megabucks competitor simply doesn't wash.

Jon omitted any reference to his \$107,000 cash giveaway, which

Continued on Page 44

Some Missing Details

Continued from Page 43

started in January and has continued to this day. Nor did he discuss his massive TV and bus-card campaign during the spring book. The fact is that our promotional expenditures are fairly equal, and if anything, they've spent more than we have.

Are we making money? Yes, and we're well ahead of projected budgets, even though it has meant running more spots than KMJK and giving them a competitive advantage in that area. We felt that our programming would compensate, and we were correct. (KKRZ owner) **Taft** has a reputation for tight cost controls and a strong return to the bottom line; we are no exception.

Finally, in regard to Jon's assertion that we've "copied" them, I assure you that you will never hear the "wheel of rotting meat" on our radio station.

Thanks for the chance to get the facts straight.

Gary Bryan

Editor's Comments

Those who are interviewed in **R&R** are quoted accurately, and are entitled to represent themselves or their stations in any manner they wish. After all, it is their words you are reading, not mine.

Gary's letter was sent and published to show his perception of this competitive situation, now complicated by a major lawsuit (see **R&R** 9-13). Remember, perception is reality. Should you want to share your perception of a situation, please feel free to do so. Letters which touch upon subjects germane to a wide segment of our readership will appear on a regular basis under the standing headline, "You're On The Air." Just like being behind the mike, you can say what you want when you write to "You're On The Air."



GO WEST GOES WEST — Chrysalis recording duo Go West visited KKHR/Los Angeles to promote their latest releases. Shown (l-r) are Peter Cox of Go West, KKHR's Jacquie James, the band's Richard Drummie, KKHR MD Dave Hall, and Chrysalis promotion rep Steve "Fancy Pants" Brack.

MOTION

Former **KQCR/Cedar Rapids** MD **Jeff Harmon** takes on PM drive and promotions at crosstown rival **KKRQ**, replacing **Bob Stewart**, who segues to middays at **KRNA/Iowa City** . . . **WBWB/Bloomington** ups **Mike Warner** from nights to afternoons and welcomes the new morning team of **Jim Scatzer & Jeff Stone** . . . With the promotion of **Bobby Cook** to PD at **KX104/Nashville**, **Barry Fox** has been named MD, and **Jay Hasting** gets Assistant PD duties . . . **Nancy Staap** joins the news staff at **KNMQ/Albu-**

querque.

KPLUS/Seattle ups MD **Devon Durrant** to Assistant PD, and welcomes **Charlie Busch** to Production Director duties from **KMJK/Portland**. **Glynn Shannon** leaves **KCNR/Portland** for **KMJK**, replacing Charlie in middays . . . **WPFM/Panama City MD Jeff Davis** acquires PD duties, as **Bill Thomas** leaves for mornings at **KBEQ/Kansas City** . . . At **KQXR/Bakersfield**, **Doug DeRoo** stays on as MD/mornings . . . **WAPI/Birmingham MD Brad Regal** exits to join **Tapscan**.

Big Bill Crawford leaves **KSND/Eugene** for afternoons at **KO93/Modes-to**, replacing **Steve O'Neil**; and **Kevin**

Machado joins **KO93** for overnights . . . **Gail Lightfoot** becomes part of the morning show at **KTKS/Dallas** . . . **WNVZ/Norfolk** parttimer **Dan Wright** is upped to overnights . . . **Mark Kessler** joins **Z98/Tampa** for PM drive from **WZXR/Memphis** . . . **WCKN/Greenville MD Steve Chris** resigns; PD **Gary Jackson** will be handling music.

At **WSKZ/Chattanooga**, night personality **Jay Scott** is upped to MD, replacing **Eric Page**, who remains at the station in the production department . . . **Scott Kiddoo** is named Promotions Director at **K106/Baltimore** . . .

Mike Edwards is promoted to PD at **WDCG/Durham-Raleigh** . . . **WPTX & WMDM/Lexington Park MD Mark Millar** is upped to Assistant PD . . . **Fred James** is new to nights at **WKFR/Kalamazoo**, formerly of **WERK/Muncie, IN** . . . **KWNK/Simi Valley** welcomes **Rick Taylor** to mornings from **KBBY/Ventura**.

KZOZ/San Luis Obispo MD Steve Chase exits for late nights at **KCAQ/Oxnard-Ventura**; the new MD/PM driver at **KZOZ** is **D.A. Collins** . . . **Stacey Eisenberg** is named Promotions Director at **WTIC-FM/Hartford** . . . **Scruff Thrower** takes on afternoons at **Y108/Denver** . . . **Tim Livingston** is **Leslie Framm's** new partner on the **WABB-FM/Mobile** afternoon show, replacing **Dennis "Hound Dog" Stacy**, who becomes PD for **WABB-(AM)**. Dennis remains Creative Services Director for both stations . . . **Ralph Sutton** is the new Public Service Director at **KRTH/Los Angeles** . . . **B.B. St. John** exits nights at **KZZB/Beaumont**, replaced by **Mad Man Manally** from **WRNO/New Orleans**. **WRNO's** new lineup: former **B97/New Orleans** air personality **Scot** in the morning; **Hot Rod Glenn** on middays; **Bobby Reno** from 12-4pm; **Weird Wayne Watkins** in the evening; **Terry Knight** at night; and "Your Pal" **Al Massar** working the overnight show. PD **Mike Costello** is now off the air . . . Congratulations to **KIKX/Colorado Springs** on its first anniversary as a CHR station.

BITS

• **Boss Maine(lacs)** — **WGAN-FM-Portland, ME** awarded two tickets to see **Bruce Springsteen** — including round trip airfare to the Meadowlands, hotel accommodations, and \$103 in spending money — to the listener who

found them. That's right. **FM103** hid the tickets with an unidentified person and challenged listeners to a ticket hunt. During the search a dozen people called the Governor, a toll taker on the Maine turnpike posted a sign outside a New York toll booth, and one person stood on a water slide at a local amusement park, shouting "Who

has Bruce Springsteen tickets?" After five days, the ticket-holder was unveiled. It was the Portland Symphony's PR director.

• **Don't Forget Your Grass Skirt** — **Q107/Washington** ended the summer with a Hawaiian luau, complete with hula girls, poolside contests, and

a live band. Naturally, everyone also got lei'd. The party was held in conjunction with the Sheraton Potomac, which was celebrating the opening of a brand new pool. **Q107** completed its listeners' Hawaiian fantasy by awarding two lucky people a trip to the islands.



HAPPY BIRTHDAY TO THE ZOO — **WVSR/Charleston** recently celebrated the first anniversary of its Morning Zoo show, and everyone dressed for the occasion. Shown (l-r) are a gorilla, a zebra, more gorillas, an elephant, a big bird, a giraffe and, of course, the zookeeper!

Last Tango

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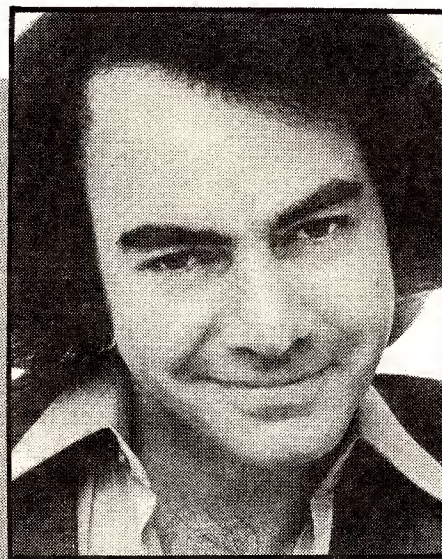
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CHR PICTURE PAGE



ON BEING UNUSUAL — WSPT/Stevens Point, WI PD Jay Bouley (r) and MD Jerry Steffens (l) met with Cyndi Lauper recently to discuss the benefits of being unusual.



IN AND OUT OF TRENTON — While in town for a concert, native New Jerseyite Jon Bon Jovi visited with WPST/Trenton PM personality Tom Cunningham. Bon Jovi's on a promotional tour promoting his latest single "In And Out Of Love."



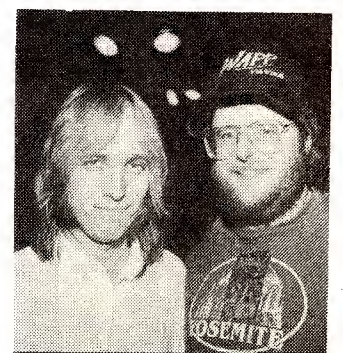
LOOKING MAAHHVELOUS — Billy Crystal visited with the Z100/New York morning team, (former member) Ross Brittain (l) and PD Scott Shannon (r), to discuss his latest album and single, "You Look Marvellous."



SPITTIN' IMAGE — WAVA/Washington recently held a Bruce Springsteen lookalike contest, tying in with the artist's area concerts. WAVA air personality Don Geronimo poses with the Boss-looking winner.



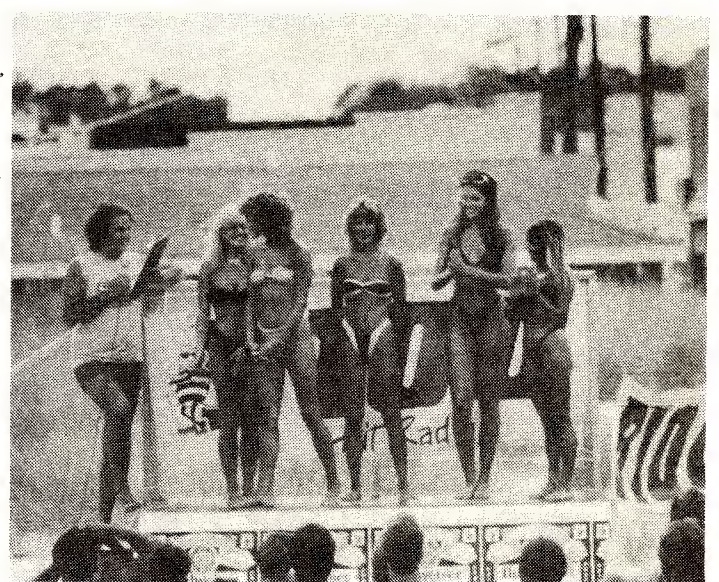
AND THEY DANCED — Columbia Records recently hosted a bash aboard a yacht for the Hooters, who are currently promoting their second single, "And We Danced." Shown here (l-r) are Sheri Stone of Tower Records, consultant Neil McIntyre, WPLJ/New York MD Lisa Tonacci, Hooter Eric Brazillian, WRCN/New York's John Grappone, and an unidentified guest.



PETTY ROCKS NEW YORK — WAPP/New York afternoon personality Harry Nelson (r) met with Tom Petty (l) after Petty's Jones Beach performance.



LIFE'S BEEN GOOD TO ME — Z102/Savannah ended the summer with its "Z102 World Famous Bikini Contest," where the prettiest wore their skimpiest to compete for big bucks. Z102 VP/GM Jerry Rogers is shown here with the winners.



GEE, THEY ALL LOOK GOOD — WVBS/Wilmington PD Brian Krysz (far left) had a hard time deciding the winner of WVBS's 1st Annual Best Body Contest, but had no difficulty examining the possibilities!

last tango



STEVE FEINSTEIN

KROQ, WLIR, 91X

New Music Stations: Alive And Well

I'm throwing objectivity out the window for this column, folks. Your humble scribe is an unabashed fan of the subject at hand — modern rockers like KROQ/Los Angeles, WLIR/Long Island, and XTRA-FM (91X)/San Diego. I give you fair warning: what follows, frankly, is more of an effusive celebration than a detached evaluation.

My affinity for these stations is two-fold:

1) They play killer new music that's rarely heard elsewhere on the radio. Their fare is music that's, to borrow 91X's slogan, "on the cutting edge of rock 'n' roll." For active listeners with a taste for the new and exotic, the music on modern rock stations is a good bet to evoke a "Who was that?" response.

To name a few of the artists that are likely to catch your ears: New Order and the Smiths' urgent, compelling sounds, OMD and XTC's hooky ditties, Echo & The Bunnymen and Shriekback's dark, moody strains, and deep catalogue by such format faithfuls as Talking Heads, Pretenders, Squeeze, and Elvis Costello.

2) They have a loopy, off-the-wall presentation that mirrors the music's energetic, zippy spirit. At KROQ in particular, there's a wonderfully warped station character at play. The on-air attitude is irreverent, cocky, and often risqué, with jocks lampooning the music, the station, listeners, and each other.

New Music Champions

Each modern music station is a breeding ground for much of the clever, bold pop music that eventually makes its way onto mainstream radio. Many of the artists that these stations have championed for years — Billy Idol, U2, Duran Duran, Thompson Twins — are now part of the mainstream.

Modern rockers are early flag-wavers for artists whom most commercial stations initially consider inaccessible or too daring. Many acts that received significant play on CHR or AOR this year were played first on modern rockers: ABC, Animonie, Dead Or Alive, Depeche Mode, General Public, Alison Moyet, Oingo Boingo, R.E.M., Simple Minds, Tears For Fears, UB40, and Wham.

The three new-music outlets mentioned are not entirely alone in laying the groundwork for breaking these acts, of course. They have brethren stations such as KNAC/Long Beach; WOXY/Oxford, OH; KCGL/Salt Lake City; and CFNY/

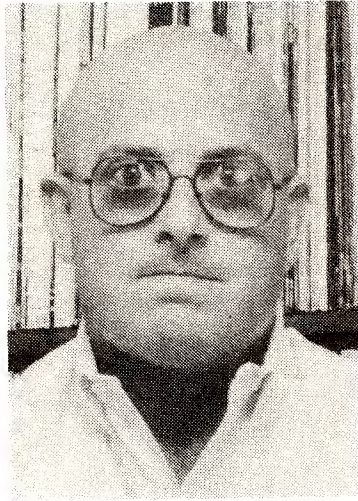


Denis McNamara

Toronto. College radio, along with progressive stalwarts WBCN/Boston, WXRT/Chicago, KBCO/Denver, and WHFS/Annapolis, also plays a role in exposing adventurous new music.

Of Great Import

One way modern rockers get the jump on other stations is that they don't expect records to come to them. They obtain imports well ahead of their domestic release, while most commercial stations wait for music to be delivered by record companies. For instance, WLIR was on the imports of Tears For Fears' "Shout" and the Thompson Twins' "Lay Your Hands On Me" late last year.



Mad Max

Interestingly, PD Mad Max at 91X is rethinking this philosophy. He figures it's more effective to hold off playing an import until just before its domestic release. "If you play it too far ahead of time, you burn it out and can't be current with everybody else in the market when it breaks on other stations."

KROQ Saga

KROQ is a textbook example of how smart programming can triumph over the most daunting of obstacles. With tangled license problems, a talented but underpaid airstaff, and no promotional dollars to speak of, KROQ still managed to carve a niche in a signal-saturated market by recognizing and ad-



Rick Carroll

ressing a developing musical and social trend.

KROQ's "Rock Of The 80s" format rode the crest of Southern California's taste for new wave and modern rock in the early '80s. It managed to beat two rival rockers with deep pockets, KMET and KLOS, in 12+ for three books in a row, peaking at a 4.6 in the winter '83 sweep. But PD Rick Carroll left to start a consultancy, and by spring '84 the station dropped to a 2.1. KROQ's overwhelmingly teen base had defected to KIIS-FM and other CHRs that stole KROQ's thunder by playing the artists that were once its exclusive property.

Now Carroll is back at the helm

fulltime and the license problems have been cleared up. There's no sign of major promotional bucks yet, but KROQ still managed to notch a very respectable 3.1 this past spring. Its audience remains 33% teens and over 70% is under the age of 25, but KROQ can also boast an exceptional exclusive cume — the highest of any contemporary music station in Los Angeles other than KIIS-FM. (The only other stations topping it are News, Talk, and Easy Listening outlets.)

KROQ's back on track, says Carroll, because he's restored the structure and discipline that broke down while he was gone. He claims the music mix got sloppy, jocks were talking too much, and the commercial load ballooned. At least as significant a change, though, is that KROQ plays a higher percentage of recurrents and gold than before. Where once the mix was upwards of 80% current, it now hovers between 50-60%. The gold that KROQ has developed in the last five years makes up the balance.

Jock Choice

Contrasting KROQ's bold music and free-wheeling, devil-may-care presentation, the music is almost entirely preprogrammed by Carroll and MD Larry Groves. There are jock choice categories, though, which lend a bit of spice just when the regular music selections start to become a bit predictable. The KROQ jocks have excellent musical chops, dropping in tunes heard on few other major-market AORs: Iggy Pop's "Lust For Life," Eno's "Baby's On Fire," Flash & The Pan's "Hey St. Peter," and Bing Crosby's "San Fernando Valley."

Afternoon Freddie Snakeskin is particularly adept at blending in funk tunes, like the Gap Band's "You Dropped A Bomb On Me," Junior's "Mama Said," or Edwin Starr's "Agent Double O Soul." He also has a flair for picking slightly obscure oldies (Sunrays' "I Live For The Sun" and Strangeloves' "Cara Lin") that somehow are perfectly compatible with the standard KROQ fare. Snakeskin is also an extremely funny jock, with great wordplay and a dry, sarcastic wit.

(Speaking of funk, it's worth noting that many modern rockers were playing Prince back when only Urban stations were playing him. Also, Grandmaster Flash's "White Lies" has received extensive play on KROQ and WLIR.)

Much of KROQ's flavor also comes from a treasure trove of audio drop-ins. Over a record's intro, disembodied voices utter bizarre, often campy non sequiturs. Their juxtaposition with the music

Continued on Page 49



Evening, 9/19

ELVIS COSTELLO *Watching The Detectives*
PAUL YOUNG *I'm Gonna Tear Your Playhouse Down*
DEPECHE MODE *It's Called A Heart*
ROLLING STONES *Ain't Too Proud To Beg*
KING *Love And Pride*
COLOUR FIELD *Can't Get Enough Of You Baby*
BILLY IDOL *Untouchables*
DOMINATRIX *Dominatrix Sleeps Tonight*
BALTIMORA *Tarzan Boy*
POLICE *I Burn For You*
CURE *Close To Me*
DURAN DURAN *Planet Earth*
FALCO *Vienna Calling*
B52's *Legal Tender*



On the cutting edge of Rock and Roll!

Evening, 9/19

SIMON F *I Want You Back*
BILLY IDOL *Blue Highway*
GENERATION X *Wild Youth*
BRUCE SPRINGSTEEN *I'm Goin' Down*
STING *If You Love Somebody, Set Them Free*
CHINA CRISIS *Wake Up (King In A Catholic Style)*
MEN AT WORK *Be Good Johnny*
MIDNIGHT OIL *Minutes To Midnight*
TALKING HEADS *Life During Wartime*
DIRE STRAITS *One World*
UB40 *Don't Break My Heart*
ELVIS COSTELLO *This Year's Girl*
DAVE EDMUNDS *Girls Talk*
RED HOT CHILI PEPPERS *Freaky Styley*



Evening, 9/19

MOTORS *Metropolis*
OMD *So In Love*
THOMAS DOLBY *Hyperactive*
STING *If You Love Somebody, Set Them Free*
TEARS FOR FEARS *Change*
MOTELS *Shame*
ELVIS COSTELLO *I Can't Stand Up For Falling Down*
DEAD OR ALIVE *Lover Come Back*
PSYCHEDELIC FURS *Heartbeat*
TALKING HEADS *Stay Up Late*
DEVO *Whip It*
OINGO BOINGO *Weird Science*
DEPECHE MODE *It's Called A Heart*
EURYTHMICS *Ball 'n' Chain*

New Music

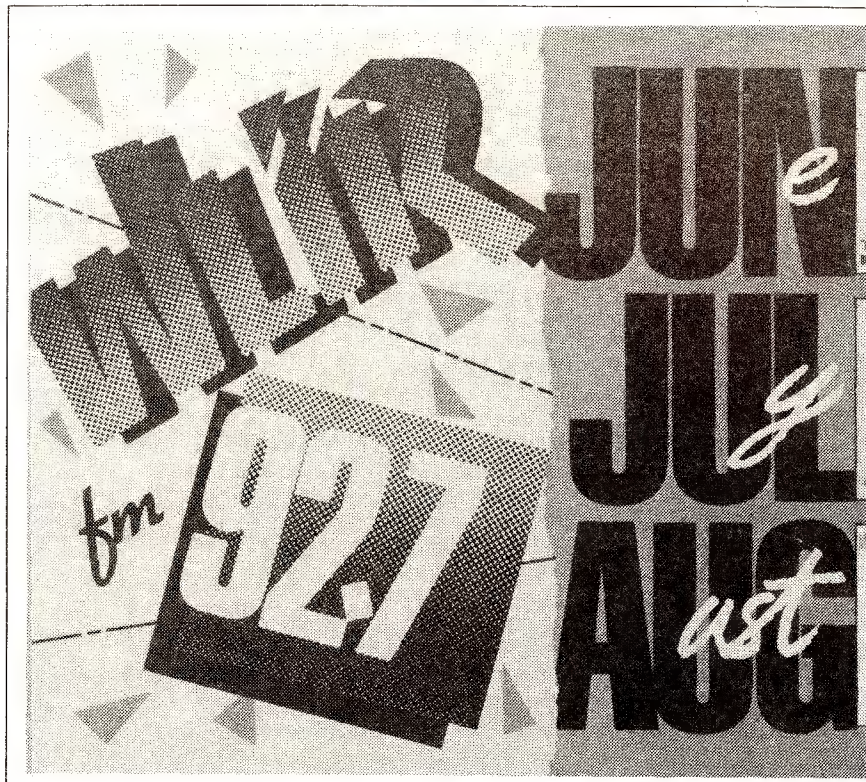
Continued from Page 48
 results in a delightful sense of lunacy when, for instance, "Dragnet's" Jack Webb deadpans, "You're pretty high and far out, aren't you?" or "Right . . . I got it . . . thanks." In a breathy, sultry tone, a woman says "Mammy!" A Dennis The Menace soundalike squeakily exclaims, "Oh, boy!" A solemn official warns parents to watch out for the symptoms of drug use in their children: "Their reactions are unpredictable, with a range across the emotional spectrum." It's all ear candy that provides a wacky counterpoint to the music.

Local Heroes

KROQ has an active local music profile. Hollywood scenemaker Rodney Bingenheimer, who hasn't missed a trend in the past 20 years, does Saturday and Sunday night shows that mix a heavy dose of local bands, '60s psychedelia, and the latest imports. It's not unusual to hear the Bangles or Molly Ringwald from "The Breakfast Club" fill in for him. KROQ recently sponsored a battle-of-the-bands contest that drew over 600 entries, and the Untouchables were a KROQ staple through their independent releases before signing with MCA.

Heard It On The X

91X was a hyper-tight, Frank Felix-consulted station until January 1983, when it switched to Carroll's "Rock Of The 80s." After that approach peaked with a 6.5 in winter '84, 91X slipped to a 4.1 the following spring. In the fall, when Fred Jacobs replaced Carroll and Mad Max was named PD, 91X began



repositioning away from a pure "modern rock" stance towards a broader, more accessible posture. The station rebounded nicely to a 6.1 in spring '85.

The modifications were necessary, says Max, because "The novelty wore off. In the beginning, the market was tired of heavy rock and burned-out classics. People were thirsty for all the new music we played. Then CHR came along and played a lot of our stuff — Thompson Twins, Culture Club — and preempted us to an extent. We then saw CHR as our competition, and played it too close to them. There was a distinctively dance feel to our music for a while. Now we've recaptured our image as a rock station.

"If we were going to grow past a

four share, we had to break out of a narrow image as a trendy, new-wave station," Max explains. "Now we walk a fine line. We've added more oldies by the Beatles, Stones, Kinks, and the Who, but won't go so far as to play Led Zepelin, Bad Company, and Journey."

Currents are down from 80% of the mix to around 55-60%, and sequences are now set up to cushion unfamiliar, 91X-exclusive tunes with songs receiving airplay on other stations. Hardcore bands like Sex Pistols, Cramps, and Dead Kennedys are dayparted into the evening. The mix has been broadened to include compatible AOR acts, such as Stevie Ray Vaughan, Eric Clapton, Robert Plant, Tom Petty, Dire Straits, Supertramp,

WHLIR'S 1984 FALL

thursday, february 16th
 10PM at the
RITZ!

(119 East 11th Street, between 3rd & 4th Avenues, in Manhattan)

Introducing . . .
ROCKAMERICA'S new super sound!

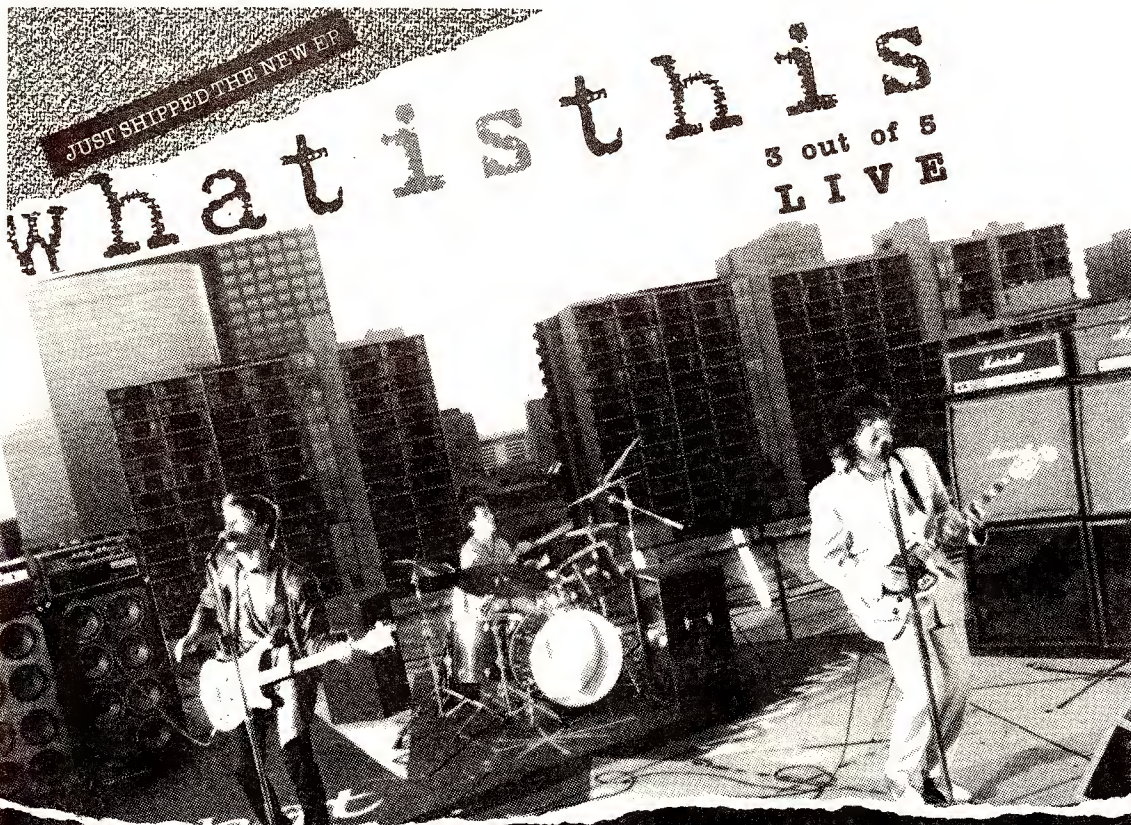


Dare to dress formal . . . but different. Meet the WHLIR airstaff!
 People are coming from all over the world, and WHLIR is making a limited number of tickets available to you . . . Now . . . by mail!

single ticket **\$15**
 or 2 for **\$25**

You must be 19 or over to attend.

Please send me _____ tickets
 Total Enclosed \$ _____ check or money order
 payable to WHLIR FM.
 Name _____
 Address _____



SEE THEM ON TOUR:
 10/2-MINNEAPOLIS, 10/3-CHICAGO, 10/4-CINCINNATI, 10/5-DETROIT, 10/8-CLEVELAND, 10/9-BOSTON,
 10/11-NEW YORK CITY, 10/12-WASHINGTON D.C., 10/13-BALTIMORE, 10/16-PROVIDENCE, 10/17-NEW HAVEN,
 10/18-BOSTON, 10/24-ATLANTA

MCA RECORDS

WHLIR

John Fogerty, Genesis, and Bruce Springsteen.

91X still avoids mainstream acts such as John Cougar, Bryan Adams, Paul Young, Loverboy, Starship, Heart, Cheap Trick, and John Waite. Former mainstays like Wham, Culture Club, and Duran Duran that have "moved into a jive, Top 40, dancy" area are now downplayed.

The station's managed to move towards the center while retaining its image as an alternative to AOR KGB and the market's CHRs. In focus groups, listeners describe 91X as a "progressive" rock station, and the station uses a "rock alternative" slogan on the air. It's still the only place in town where you can hear old Roxy Music all the way back to "Mother of Pearl" and "Virginia Plain" or the Pretenders' "Cuban Slide." "As long as we stay away from the heavy metal and old AOR burnouts, we have a viable format," says Max.

Block parties run every weekend, and Sunday nights include a reggae show and "Listen To This," a freeform show that features fringe and cult artists not played heavily in the regular format. A "People's Choice" poll on Monday nights has listeners voting for one of three new songs; the winner is played in a heavy rotation the next week.

A mishap at WHLIR's tower in November '81 was one of the best things to ever happen to the station, says Executive VP/Programming Denis McNamara. WHLIR was forced to operate at reduced power for nine months. By the time it was back to full power in August '82, the decision was made to switch the freeform, progressive station to modern music. ("LIR was actually the second modern rocker in the New York area. Earlier, WPIX/New York had tried an "Elvis To Elvis" format.)

It's hard to get a gauge on exactly how well 'LIR is doing in the ratings because its signal makes it a station caught between two survey areas, according to McNamara. With only 3 kw and a stick in Queens, he estimates 'LIR covers about 50% each of both the New York and Nassau-Suffolk metros. The 1.8 in the Long Island (Nassau-Suffolk) book and a .9 in New York should be tempered, says McNamara, with an examination of county-by-county breakouts. They show the station's strongest performance is, logically, in areas where its signal is clearest. McNamara offers additional proof of the station's following by pointing to a band like New Order selling out a 5000-seat hall with no other commercial airplay besides 'LIR.

Continued on Page 50

New Music

Continued from Page 49

Still First & Fastest

'LIR now uses "First With The Best New Music" as its primary slogan, with its longtime "Dare To Be Different" line as a secondary phrase. McNamara sees a thread between the station's progressive heritage and its current direction. In both phases, he says, 'LIR has prided itself on being a station that gives first shots to new artists. The Police did their first area radio concert on 'LIR. U2's Bono, recalling 'LIR taping an early club gig, dedicated a song to the station at a sold-out Nassau Coliseum show. Nick Rhodes of Duran Duran, remembering 'LIR's as the band's first commercial radio interview in the States, named the station his favorite in an English music magazine.

Formatics

KROQ is preprogrammed and 91X uses a card file, but at WLIR it's different strokes for different folks. Jocks have varying degrees of freedom in selecting music, each according to his musical knowledge and ability. A card file is used by all, but some jocks have more latitude in picking from outside the file.

'LIR's hottest rotation is once every four hours, and about 60% of its mix is current. Interestingly, the station plays crossovers such as Madonna, unlike KROQ and 91X.

KROQ Coincidences

There are some unfortunate parallels with KROQ. WLIR has also had license problems since the

Ratings Wrap

12+

	Fa '83	Sp '84	Fa '84	Sp '85
KROQ/Los Angeles	2.6	2.1	2.5	3.1
91X/San Diego	5.1	4.1	4.8	6.1
WLIR/Nassau-Suffolk	1.9	1.7	1.5	1.8

Spring '85 Audience Comp

	Teens 18-24	Adults 25+
KROQ/Los Angeles	33	39
91X/San Diego	16	56
WLIR/Nassau-Suffolk	28	43

• Audience comp refers to the percent of a station's quarter-hours that come from a specific demo. It does not refer to actual share.

• In spring '85, KROQ ranked #2 in teens in Los Angeles. 91X was #2 in adults and men 18-34 in San Diego.

As at KROQ, legal costs have prevented major promotional campaigns. "We're a street station that thrives on word of mouth," McNamara notes.

Move To Center

Why not move the station closer to the mainstream in order to seek a larger audience? 'LIR would still be the hippest station in the area, and the core wouldn't have anywhere else to go, other than college radio. "We've done that in the last year, adding a base of older material, like early Beatles, Stones, and Who," says McNamara. "Now we mix in songs like 'Tomorrow Never Knows,' '2000 Light Years From Home,' and 'Happy Jack.'"

Picking Music

McNamara, like 91X's Mad Max, notes how critical a strong MD is. "You've got to have someone like Larry 'The Duck,' who's

early '70s. McNamara says the appeals continue, with the main effect being the difficulty in keeping staff morale up.



91X morning team Dean Opperman and Bryan Jones wrote and produced an all star recording to benefit anti-hunger efforts. Included on the record were San Diego's mayor, Cliff Robertson, and Lawrence Welk.

If Webster had a radio, he would've defined rock'n'roll like this...

rocking chair n : a chair mounted on rockers
 rocking horse n : a toy horse mounted on rockers
 called also hobbyhorse
 rockling /rɒk-ɪŋ/ n : any of several small rather elongate marine coods (family Gadidae)
 rock lobster n : SPINY LOBSTER 2 : the flesh of the Cape crawfish esp. when canned or frozen for use as food 3 : song popularized by B-52s
 rock maple n : a sugar maple (Acer saccharum)
 rock 'n' roll n : rɒk-ən-rɔːl n 1 : Music characterized by 91X FM San Diego 2 : Progressive vinyl recordings popularized by U2, Police, Beaties, Clash, Bowie, Depeche Mode, and Pretendies. Clash, Bowie, Depeche Mode, and Pretendies. 3 : Party-music stimulating the movement of Dean and Jones, Mad Max, Steve West and the Pam Wolf 5 : Concerts—stay tuned 6 : Of the wall, different — (HEAR Dean and Jones)
 7 : Recordings played with minimal commercial interruption
 —SYN 91X FM — prototype Southern California radio station 1 : 91X — Music on the cutting edge of Rock and Roll
 rock roll n : PETROLEUM
 rockroom /rɒk-ruːm/

91X
 On the cutting edge of Rock and Roll!

This piece appears in 91X's sales brochure, and has also run in local print outlets.

willing to have four music meetings a week. You're making gut calls on records that are totally untested."

A good MD is all the more crucial because modern music stations don't have the benefit of a large body of other commercial stations to use as indicators. The only charts that are close to their own playlists are college charts, so feedback such as store reports and request lines is also a greater priority. That's fitting, in light of the stations' appeal to an active audience.

It's A Scream

WLIR has another gauge for new songs, the "Screamer Of The Week," which originated there five

years ago. Each jock nominates his favorite new song every week and promotes the song on his show. On Thursday from 4-10pm, listeners call the station to vote for their favorite. The winner is spotlighted for the next week, preceded and followed by the sound effect of a woman screaming.

Those screamer candidates are often imports that 'LIR gets from "hundreds" of sources, McNamara estimates, including English record company employees, contacts in Italy, Germany, and Japan, A&R people, and even airline employees. Ideally, McNamara likes to get on an import early enough so he can rest it and then get back on it when it's released domestically.



You can't tell if 91X's customized Checker cab is coming or going. The vehicle is used to transport winning listeners to concerts.

SEGUES

Correction: John Cooper is PD at WQBK-FM/Albany, not WOUR/Utica as blundered in last week's column.

Format Flux: WKFM/Syracuse switches from CHR to an AOR direction. Call PD Steve Becker at (315) 487-1500... KAYO/Grays Harbor, WA goes AOR. Reach OM Sean Michael Lisle at (206) 532-1450... KMMK/Plano, TX is an eclectic AOR with MD Nikki Clark at (214) 248-0190... KKOO/Santa Barbara switches from AOR to CHR.

Consultants Cavalcade: It's official — George Harris inks alma mater WMMR/Philadelphia... KEZX/Seattle no longer works with John Sebastian.

Programmers Directory: WZZQ/Terre Haute PD Kevin Young leaves to program WCOL/Columbus... Candi Chamberlain gets the nod as KOME/San Jose MD... Dave Kahe steps down as WCMF/Rochester Assistant

PD/MD while retaining his airshift... Todd Fowler from KAZY/Denver is Assistant PD/midday man at KOMP/Las Vegas, where Joni Weatherall exits middays and weekenders Eric Griffin and Bill Hershey move on... KFMZ/Columbia names Craig Stevens MD... Bill Bateman gets the official OK as KFMX/Lubbock MD.

Jock Jumps: Dean Opperman from 91X/San Diego returns to KKDJ/Fresno mornings... Former KMET/Los Angeles Assistant PD Jack Snyder rejoins for parttime... Ex-KBPI/Denver MD Karen Allen joins rival KBCO for weekends... Steve Strick returns to WBCN/Boston for weekends... Hal Hoover grabs KQRS/Minneapolis middays... WIOT/Toledo overnights belong to Mark Stevens from WXKE/Ft. Wayne... Andy Savage takes on KMOD/Tulsa nights... WTUE/Dayton has Kevin Crisler on overnights and Mark Edwards part-time.

HARRIS COMMUNICATIONS

PROUDLY ANNOUNCES THE SIGNING OF WMMR PHILADELPHIA — THE SECOND MOST LISTENED-TO AOR IN THE COUNTRY. HARRIS COMMUNICATIONS ALSO CONSULTS KMET LOS ANGELES. HARRIS COMMUNICATIONS, PHILADELPHIA, 215-649-4333.

*Based on Spring '85 Arbitron, 1/4 HR AVG, Mon-Sun, 6a-Mid, TSA, American Radio, James Duncan Jr.



DONNA BRAKE

ADULT/CONTEMPORARY

R&R Creates Two Charts

The many diverse and changing faces of A/C have been an ongoing topic in this column for several months, and were also a focal point at the "Radio '85" conference in Dallas recently. Programmers agreed and proved that there are many A/C directions a station can take and succeed.

Defining the various forms of A/C can be an involved process, but from the standpoint of how music is used in A/C radio there are two basic forms:

1) Full-Service A/C: These are stations where service, personality, community involvement, and frequently, sports take precedent over the music elements of the overall programming. These stations in general appeal to the upper end of the 25-49 adult demo cell, and in any given day, air a substantial amount of nonmusical programming.

Depending on the individual station, full-service A/Cs are either very active, contemporary, and current musically, or take a conservative, recurrent approach, preferring an MOR identity. Full-service stations in general have shorter playlists than their music-intensive counterparts.

2) Music-Intensive A/C: These are stations for which music is the primary programming element. Many of these outlets rely heavily on a base of current and active A/C music, targeting toward the lower end of the 25-49 adult demo spectrum. Others are oldies/recurrent-based stations which devote only a small portion of their programming to current music and, depending on the presentation and musical slant, can be targeting toward any combination of demos. Active music-intensive stations in general have longer playlists than those emphasizing full-service features.

Concern Over The Chart

Much of the ongoing feedback I've heard from programmers during the past few months centers on concern that the A/C chart as it currently exists is not as helpful as it could be. Specifically, combining information from these two kinds of A/Cs — which clearly have different musical philosophies and demographic appeal — makes for a rather muddled picture.

Because it's R&R's goal to always provide the best and most accurate tracking information possible for those stations which use the charts, an extensive examination of the situation was conducted. From this research has come an expansion and improvement on the present system with the creation of two new charts. One will reflect the airplay from full-service reporters which play current and active music. The second chart will reflect the airplay of current and active music-intensive reporters.

"From this research has come an expansion and improvement on the present system with the creation of two new charts."

Obviously, there are a variety of musical approaches within both A/C systems, but by "fine-tuning" the information, programmers will be able to easily locate the music and reporting stations most useful and in line with their particular programming philosophies.

How will the charts look? The list

representing full-service stations will include 20 songs. However, don't expect the participating reporters to represent a "resurrection" of MOR. Remember, these reporting stations are, in general, quite contemporary with their music.

The music-intensive chart will feature 30 records. In this case, don't expect it to be a mere reflection of CHR. Although these stations are all music-intensive, their approaches vary, and their adult ratings strength provides a chart that is clearly A/C.

An extra benefit: having two charts to study means a wider range of music to evaluate, which can only help A/C programmers determine the most important records for airplay.

The two new A/C charts debut with this issue. If you have any questions about these new charts, please feel free to call or write me anytime.

RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE A/C

OCTOBER 4, 1985

TOP 20

Rank	Artist	Title	Radio	Records	Heavy	Medium	Light
1	WHITNEY HOUSTON	Saving All My Love For You (A&M)	35/0	32	3	0	0
2	STEVE WINWOOD	For The Love Of Love (Columbia)	34/2	30	4	0	0
3	MICHAEL FRANKLIN	Your Secret Love (A&M)	29/1	21	8	0	0
4	EDIE & THE GALS	Love Train (De-Luxe)	27/0	18	8	0	0
5	COMMODORES	Brick House (A&M)	26/1	20	7	1	0
6	DAVID FOSTER	One From The Heart (A&M)	25/2	16	9	1	0
7	A-HA	Take On Me (A&M)	24/1	14	13	2	0
8	WHAM!	Freedom (Columbia)	23/1	16	7	2	0
9	CHIC	My Girl (A&M)	20/0	14	9	2	0
10	THE JAYMINS	It's Not Unusual (A&M)	20/1	10	14	0	0
11	ANITA BAKER	One Moment In Time (A&M)	19/0	11	0	0	0
12	THE JAYMINS	Don't Stop Believin' (A&M)	18/0	12	13	2	0
13	BRANDICE	White Heat (A&M)	18/0	10	14	0	0
14	BILLY JOEL	Only The Good Die Young (A&M)	17/0	11	0	0	0
15	DAVID FOSTER	Love On The Run (A&M)	16/0	7	9	1	0
16	THE JAYMINS	My Girl (A&M)	15/0	8	12	0	0
17	THE JAYMINS	My Girl (A&M)	15/0	7	16	0	0
18	THE JAYMINS	My Girl (A&M)	15/0	4	8	3	0
19	THE JAYMINS	My Girl (A&M)	15/0	3	10	7	0
20	THE JAYMINS	My Girl (A&M)	15/0	3	9	7	0

BREAKERS

No records qualified for Full Service Breaker status this week.

NEW & ACTIVE

SIGNIFICANT ACTION

MOST ADDED

HOTTEST

Notes From The RPC

This year's "Radio '85" A/C format sessions were moderated by KFMB/San Diego PD Mark Larson. Also on the panel was a cross-section of good programmers from around the country, mostly from full-service radio stations.

The participating PDs were interesting and stimulating. Unfortunately, getting the audience involved in any kind of discussion on either day was something akin to pulling teeth. I don't know how Mark could have tried any harder to make things happen, but nothing seemed to work.

At least the panelists were able to share their success stories and some ideas on how they got where they are. I guess the overwhelming reality is that A/C is getting harder and harder to nail down in any definite terms. Each panelist took a turn describing what A/C meant as far as he was concerned. Below is a summary of what they had to say, along with some other notable quotes from the panel discussions.

"What we should do here (in the panel discussions) is stimulate some creativity, yell and scream, debate, and find out what's working in certain markets. Especially in this format, which has 512 varieties."
— Mark Larson, KFMB/San Diego

"We're personality-intensive. Ours is one of those old, legendary, full-service radio stations. We play music 13 hours a day, and our personalities have

been there a long time. We're news, traffic, sports, weather, and also music. It all works very well for us."
— Dave Bishop, WBT/Charlotte

"Before we were going for anyone alive; this time we've decided it's OK to have listeners who are grown up. Adult hit radio is like old Top 40. That programming was always primarily for adults, but it was also fun and exciting. Radio is radio, and A/C is getting the largest mass audience, in my case, between 21-47. We're Adult/Contemporary with the emphasis on contemporary."
— Bobby Rich, B100/San Diego

"I don't know if we're the new A/C or just good radio. You could call it vibrant A/C. We play a lot of music, but we're not a music

marathon station. Our jocks work the room when the red light is on, yet we're very conscious of the music too. We're trying to put on a show without getting in anybody's way. We're Adult/Contemporary with the emphasis on adult and contemporary."
— Glen Martin, WFYR/Chicago

"I'm the new kid on the panel. This is my first programming job and my first convention. A/C for me is five or six stations rolled into one. I have one of the hardest and shortest playlists for a full-service A/C station. It's an interesting hybrid."
— Denny Nugent, WHAS/Louisville

"I'm from the music-marathon station in Minneapolis. We're light rock/less talk. I've never met anyone who's 25-49, but I guess that's who we're targeted to. We don't place a lot of emphasis on personality; it's more like stationarity."
— Tom Graye/WLTE/Minneapolis

"In Rockford, WROK is the community. We just celebrated our 60th anniversary. Unlike many stations, we have successfully moved from a screaming Top 40 station to a more adult station. We have as many listeners over 50 as under 50. Programming 25-54 is ridiculous. That's not a demo, that's a family reunion. We now focus 35-54. We've found there is still some growth available on AM."
— Kipper McGee, WROK/Rockford

"Radio is really about as important to listeners as their appliances. Asking someone to fill out a diary would be like asking someone if they had toast seven days ago. And if so, what kind of toaster did they use, and what was the time spent toasting?"
— Glen Martin

"A 50-year-old is more tolerant of Madonna than a 25-year-old is of Steve and Eydie."
— Randy Michaels, WLW/Cincinnati

"Too many A/C PDs are just frustrated CHR programmers."
— Dene Hallam, KUDL/Kansas City

"We've been allowing other people (formats) to do what we do best."
— Mark Larson





LON HELTON

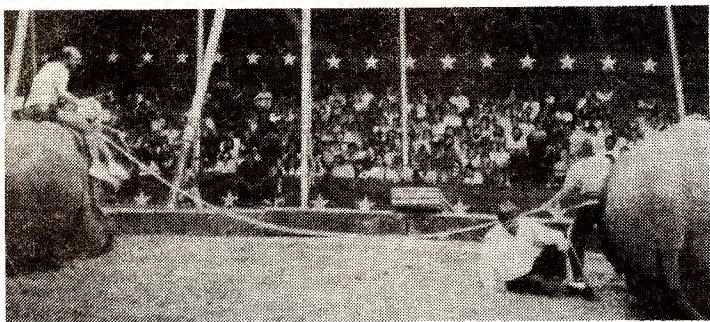
COUNTRY

"SAY IT AIN'T SO" SPECIAL

More Kiddin' Around

Like, hi. My name is Amanda Helton and I'm ten years old. Me and my brother Brad are writing this column for Dad 'cause he's not feelin' too well. Ya see, he just realized that the Cubs have been mathematically eliminated from the pennant race. (Numbers aren't his strong point.) When last seen, he was heading toward the bedroom with a few 12-packs mumbling something about seeing us when the Bears get to the Super Bowl. Fer sure, dude.

While we're confident he'll come around before that, we figured it'd be fun to do another column. We sure can't do much worse than he does. Some of his stuff looks as beat-up as the Cubs' starting rotation. Here's a few of the more gnarly pictures we could find.



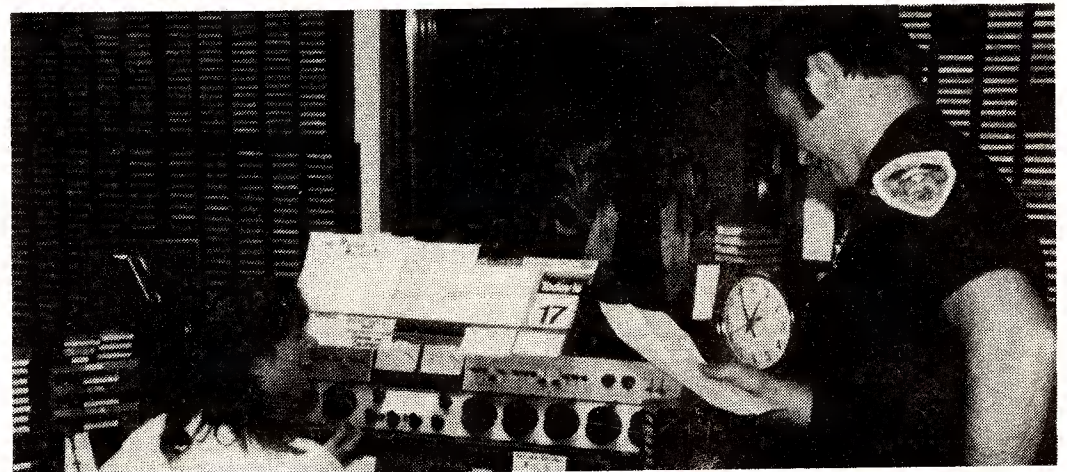
Elephants again! What's this fetish you Country guys have with pachyderms? WKKG/Columbus, IN morning man Mark Lindow is shown after being unceremoniously dumped on his can during an elephant tug-of-war. Providing no help at all, although she did land on her feet, is newsperson Mary Liz Nolan.



This picture caught our attention 'cause we knew it would catch Dad's. Not many people know this, but he's real close to the subject of this picture. He just loves Peoria. Of course, he thinks a lot of the Judds too, but Peoria was his goal when he was workin' in Galesburg. Have mercy, it was just another case where he had a dream but ended up muttering, "Why not me?" WXCL evening jock Dave Hinckley is the lucky guy with Naomi (l) and Wynonna (r) on their night out.



Awright, dude! We've been askin' the ol' man for a ghetto-blaster for ages. He won't get it for us 'cause he says eight-tracks are gonna make a comeback and we can have his old one. Here we are beggin' for one when the guys at WXCM/Jackson, MI are givin' 'em away free! All ya had to do was enter the station's fifth annual contest and eat the most fully-dressed Coney Island hot dogs in 14 minutes and 50 seconds. The winner (talk about gag me with a spoon) crammed 12 1/2 of those puppies into his face. Shoot, we wish GM Bob Dorogi (on the left with a mike) and afternoon jock Bob Flynn (holding the mike on the right) could getta load of Dad and his buddies at a Dodger game. Then we'd have a couple of them boom-boxes.



It's nice to see that some folks can smile when they're in the clink. It's also nice to see someone smiling when talking to a policeman. (We don't remember Pops smiling that much when the CHIPper pulled him over on the 405 last week.) Dan Hollander of WDXE/Lawrenceburg was jailed for polluting the airwaves and Ellen Thomas of WCSI/Columbus, IN was pinched for on-air soliciting. All of this was done for good causes, of course. Dan helped raise \$13,000 in bail money, while Ellen was sprung after collecting \$22,000. All the bail went to support the American Cancer Society, except for Pops' bucks, which went to support L.A. County.

YOUR TURN

No Twang, But Still Country

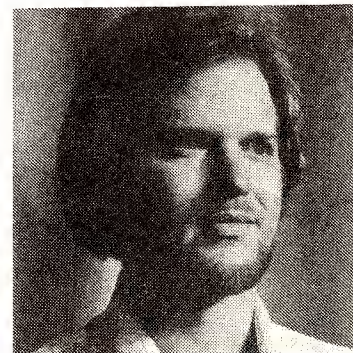
(Mickey Brayton is the PD for WTRS/Dunnellon.)

WTRS, "102 Country," is situated at the junction of four counties in Central Florida just southwest of Ocala. We are bombarded on all sides by A/C, CHR and AOR stations, but remain virtually even with the most popular, when not ahead.

We're after the Contemporary Country sound. We achieve it by including non-country artists and excluding some songs of "surefire" country stars. New country talents have made it simple for us to fill 95% of our current/recurrent slots with legitimate country entertainers.

Yes, Fogerty has been played recently, as have Springsteen ("I'm On Fire"), Richie ("Stuck On You"), Stevie Wonder ("I Just Called To Say I Love You"), the Honeydrippers ("Sea Of Love"), and others.

Our listeners are no longer only the stereotyped tobacco-chewing, truck-driving individuals; neither are our artists. We welcome such former top ten CHR, A/C, and AOR artists as Kenny Rogers (with the First Edition), Exile, Nitty Gritty Dirt Band, Dan Fogelberg, Southern Pacific (Doobies & Creedence), Fogerty, Nicolette Larson, B.J. Thomas, Kris Kristofferson, Dan Seals, and others. They join our roster of such great new country artists as Restless Heart, Sawyer Brown, the Judds, Skaggs,



Mickey Brayton

Strait, Gill, the Forester Sisters, and Juice Newton. The former do not sound any "less country" than the latter.

And what about the "punk/country" look on Rosanne Cash's latest album? It doesn't target what is considered the traditional country listener. And gosh! Was that a pair of parachute pants that Vince Gill was wearing on the Academy of Country Music Awards show earlier this year? The country fan is just as hip to what is current as is his CHR cousin.

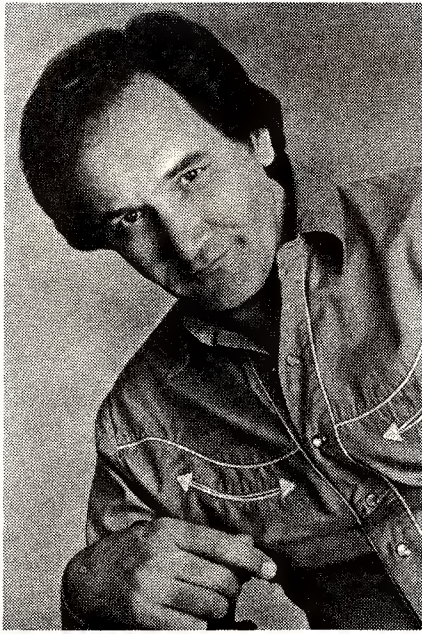
We are continuing to finetune our oldies library to bring us more into a contemporary sound by deleting the borderline cases. There will come a day when absolutely no "twang" will be heard on WTRS. A few of the current slots may be filled by what are now pop artists, but we will still be a legitimate Country station . . . or else we've got a new format here.

Let's face it, there are two different and distinct directions in Country radio today: The traditional approach, which tends to be AM; and the contemporary approach, which is primarily FM. With many certified country artists producing and releasing the same sound that we knew as "pop" in the '60s and '70s, we feel that the contemporary approach is the country of the future. Aside from recent country hits (within a decade), we don't hesitate to include oldies from as long ago as 1966 that were "pop" but are not unlike today's country (Croce, Chapin, Eagles, Lightfoot, Cat Stevens, Simon & Garfunkel, and Elvis).

Moving on, isn't Phil Collins's "Against All Odds" equally as beautiful as the Greenwood & Mandrell duet, "To Me"? Putting the artists aside, does "To Me" have more or less of a "country sound"?

Continued on Page 54

ROGER SINGS. PHONES RING.



READ
WHAT RADIO
HAS TO SAY
ABOUT
ROGER MILLER'S
NEW SMASH
SINGLE
"RIVER
IN THE RAIN"

MCA-52663

Joe Ladd—KIKK—Houston, TX

"Roger Miller is back and back strong! 'River In The Rain' means instant phones in Houston!"

Gregg Monzingo—WLWI—Montgomery, AL

"Getting good calls and all his fans are glad to see him back recording again."

Bob Mitchell—KCKC—San Bernardino, CA

"The creative genius in his lyrics shines through stronger than ever. Listener's comments are that it is great to have Roger back!"

H. David Allen—KRKT—Albany, OR

"Probably one of his best, and lots of country soul into his product. His comeback is forever."

Brett Davis—KXEL—Waterloo, IA

"Roger was an immediate add after the first listen! I was really moved by 'River In The Rain'."

Buzz Russell—KIBL—Beeville, TX

"An awesome piece of vinyl!!!... You'd have to be a fool to turn this one down... Roger Miller is a genius!"

Dave Scott—KOTY—Kennewick, WA

"With one play, audience response in the tri-state area was overwhelming! Roger's back with a bang!"

Dick Deno—WCCN—Neillsville, WI

"The most refreshing, well-produced song in years; an immediate add—it's a smash!"

Wiley Carpenter—WWNC—Asheville, NC

"Too much talent just for New York. The whole country can enjoy his songs from this Broadway Hit!"

Rick Cardarelli—WSLR—Akron, OH

"It's a real privilege to have such a brilliant talent as Roger Miller back performing again!"

Curtis King—WKKN—Rockford, IL

"Congratulations on the success of 'Big River' and your current single 'River In The Rain'. Getting good phones after one week!"

Jim Stricklan—KBRQ—Denver, CO

"A record that's packed with imagery and emotion from one of America's favorite songwriters!"

Jerry King—KKYX—San Antonio, TX

"The King of the Road is now the King of the San Antonio River... 'River In The Rain' is a smash!!!"

**MCA RECORDS
NASHVILLE**

Still Country

Continued from Page 52

than "Against All Odds"?

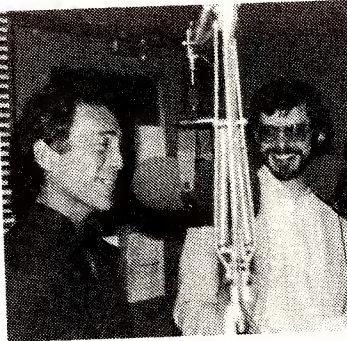
We play Conway's "Don't Call Him A Cowboy" but prefer Midler's "The Rose" and the Commodores' "Three Times A Lady" to the Conway covers. Our current version of "Sometimes When We Touch" is by Dan Hill, who hit CHR with the original, rather than the Gray & Wynette cover. How many stations were playing Hot's version of "Angel In Your Arms" before Barbara Mandrell released the cover? The difference in sound? Virtually none!

In your column of August 30, you used Fogerty's "Centerfield" example, pointing out the lack of Country adds it received. What was the add count for Richie's "Stuck On You?" (Lionel peaked at 22 on the Country chart and at

one point had 114 of our 160 reporters on it. — Ed.) If "Stuck On You" was OK for Country, then why not "Hello or "Penny Lover?" Don't forget that these are from the same Lionel Richie that had one of the top CHR and A/C hits in 1984 with "All Night Long." Face it, the man is good and his love songs are universal.

How many Country stations picked up on the CHR-promoted Kenny Rogers/Kim Carnes/James Ingram release last year? A Kenny Rogers song that wasn't even promoted country?

In conclusion, there's no need to argue. Traditional Country stations will continue to thrive in the upper demos until they lose their audience through attrition (death). Before that happens, the truly contemporary Country stations will be lunging forward with a sound unlike CHR, A/C, AOR, or traditional. We believe that sound does and will continue to appeal to the masses.



There's only one time in the week when we know exactly where Dad is and what he's up to. At 10pm on Thursday nights we find him sprawled in front of the tube watchin' "Hill Street Blues." He really digs Mick Belker as played by Bruce Weitz, shown here being interviewed by KPLX/Dallas PD Bobby Kraig. Dad claims he watches HSB because of its cerebral presentation of a cop's existence. Mom knows the hair-ball really tunes in to catch the legs on Veronica Hamel. Grrrrrrrr.



Dad's always told us that new WSIX/Nashville morning man Eddie Edwards was a crack-up. Even though it looks like Eddie is getting his bits from a bag, Dad says he usually pulls 'em outta somewhere else. Wherever he gets his material, it looks like it's good enough to get a chuckle from Anne Murray, eh?

HAVE YOU HEARD

WSGL/Naples, FL personality Donna Winn was recently honored as the 1985 Disc Jockey of the Year by the Naples Chapter of the Florida Country Music Association. Donna, who's been with 'SGL a little over two years, is shown in the accompanying picture accepting the award from FCMA VP Carter Benfield.

In other news, Pete Jirak is the new PD at WIXL/Newton, coming from the Asst. PD/MD post at CHR WHSY/Hattiesburg, MS. Bill Troy joins KYXX/Odessa as PD from KSLF/Amarillo. Changes at KCLG/Washington, UT: Larry Masco comes aboard as PD, Jerry Allen becomes Asst. PD, Jim Prince is named Promotions Asst., and Richard Dey moves into the evening show. Dave Foster joins WYAY/Atlanta as Asst. PD. He was OM at WNKS/Columbus, GA.

KGA & KDRK/Spokane OM Art Sanders has promoted Gary Charles to the KDRK MD slot and Don Owen to the KGA MD position. The new MD at KTAN/Sierra Vista, AZ is John Coles. At WCMS/Norfolk, Lee

Manning moves to WGTO/Cypress Gardens. Kevin Mason is upped to MD at 'CMS, while Don Davis is new to evenings from WNSY/Norfolk. KLIK/Davenport's Ron Evans is now Asst. PD/MD/evening talent at WLLR/Quad Cities. Ron's not the only one who's gonna be real busy, as KLZ/Denver PD/afternoon driver Steve Gramzay assumes the MD duties as well.

WWOD/Lynchburg has dropped its live Country format for TM's automated package. Four staffers were let go, but PD Kenny Shelton will stay on and take an airshift with FM sister WKZZ. Mike Roberts has been elevated to MD at KCUB/Tucson. Mary Ann Jennings was upped to ND at WRNL & WRXL/Richmond. Chris Nichter joins WSIX/Nashville as Producton Manager. KKYX/San Antonio has a new address: 8401 Datapoint Drive, Suite 900, S.A., TX 78229; (512) 690-1920.

Here are some recent on-air changes. Now waking up different folks: Gene Price, most recently with KLAC/Los Angeles, heads for Ana-

heim to KIK-FM; longtime Puget Sound personalities Ryan & Ryan join KRPM/Seattle; and Dave Love leaves KCBQ/San Diego for mornings at WKQS/Miami.

New to middays is John Jacobs at KIOV/Sioux Falls. Missing the new TV season as they move into evening gigs are Deb Spring at KOLO/Reno and Mike Anderson at KKYX/San Antonio. Taking new overnight positions: Mike Mitchell segues from KLSY/Denver to the 2-6am slot at KYGO in the Mile-High City; Kevin Born jumps to KYKX/Longview from KAYD/Beaumont. An addition to the ranks of weekend warriors is Dana Michaels at KSKK/Sacramento.



Hey, we know these guys! "Elvira" is the only song on the radio we recognize when Pops has control of the dial. We even went to Vegas to see 'em. This picture is from New York, though. Duane, Joe, Richard, and William Lee were in the Apple for a party celebrating the awesome success of the Oak Ridge Boys' "Step On Out" album. Smilin' for the birdie is WHN MD Pam Green (r) while 'HN PR chief Susan Storms (l) looks like she forgot there was a party goin' on.

CLOSE-UPS

• WMZQ/Washington, DC participated in the Maryland Seafood Festival's 19th annual event. WMZQ gave away family four-packs of tickets to the fest. The station also awarded albums, T-shirts, and other prizes to the estimated 50,000 people.

• KFDI/Wichita's listeners got a big surprise when they tuned in one Sunday. It was KFDI's "Sheriff's Super Sunday." From noon-6pm, the Sedgewick County Sheriff's Department took over the AM station in an effort to raise money for the Sheriff's Benefit Fund. The officers did all the work: selling air time, writing and reading commercials, and serving as jocks and news anchors for the day. The money they made from the commercials went to the fund that helps pay for medical expenses their insurance doesn't cover.

• WOKQ/Dover and Busch sponsored an inner-tube race at Wentworth Winds Resort in Wolfboro. The money was donated to "David's House," a privately owned residence in Hanover that's equivalent to a Ronald McDonald House. The event raised over \$700 for the cause.

• KCBQ has given away San Diego! Actually, throughout August it gave

away things unique to that city. KCBQ held drawings throughout each day, announcing the names of folks who had to respond in order to get their prizes. Among the gifts were week-

ends at Hotel Del Coronado, helicopter and hot-air balloon rides, and a sailboat for the day. The grand prize was airfare for two from anyplace in the continental U.S. to San Diego.



A REAL WINN-ER — WSGL/Naples, FL personality Donna Winn accepts DJ of the Year Award from Florida CMA VP Carter Benfield.



Nissan Turbo Rodeo — KGMJ/Eagle, CO had its first big giveaway — a 1985 Nissan 200SX Turbo! Listeners registered to win prizes, including one of ten keys, but only one would start the new car. Pictured (l-r) are car winner Naomi Minnick of Vail, KGMJ PD David Elliot, and personality Steve Warren.

“There is no higher religion than human service. To work for the common good is the greatest creed.”

- Albert Schweitzer

W E S A L U T E

Willie & Nelson Family

A N D

Alabama • Hoyt Axton • Beach Boys • Gary Beaty • Blasters • Bon Jovi • Glen Campbell • Johnny Cash • The Charlie Daniels Band • David Allen Coe • John Conlee • John Denver • Bob Dylan • John Fogerty • Foreigner • Vince Gill • Vern Gosdin • Arlo Guthrie • Charles Haid • Sammy Haggard • Merle Haggard and The Strangers • Daryl Hall • Emmylou Harris • Don Henley • Timothy Hutton • Waylon Jennings • Billy Joel • George Jones • Ricki Lee Jones • B. B. King • Carole King • Kris Kristofferson • Brenda Lee • Lone Justice • Loretta Lynn • Delbert McClinton • John Cougar Mellencamp • Roger Miller • Joni Mitchell • Randy Newman • Nitty Gritty Dirt Band • Oak Ridge Boys • Roy Orbison • Tommy Petty and the Heartbreakers • Charlie Pride • Bonnie Raitt • Lou Reed • REO Speedwagon • Judy Rodman • Johnny Rodriguez • Kenny Rogers • John Schneider • Brian Setzer • Southern Pacific • Sissy Spacek • Tanya Tucker • Eddie Van Halen • Dottie West • Debra Winger • The Winter Brothers Band • X • Neil Young and the International Harvesters • and all the others who worked for the common good at. . .



SPECIAL THANKS TO



SANTORE & SONS

WE'RE PROUD OF YOU



CBS RECORDS
NASHVILLE





SHARON ALLEN

NASHVILLE THIS WEEK

Farm Aid: Report From The Scene

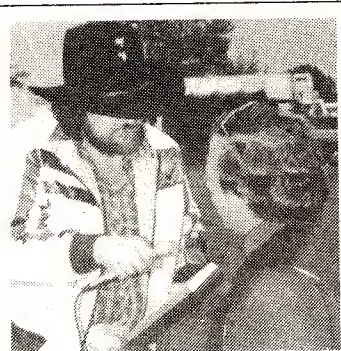
When you're home, sitting and watching an event such as Farm Aid on television, all you can think about is how you wish you were there in the big middle of all the action. Fact is, when you're there, it's like being a kid in a candy store. There's so many people to talk with, so many great pictures to take, so much to see that you can't cover it all.

So, thanks to **Bob Wolfe** of **WROM/Rome, GA** for sharing some of his pictures and interviews with **R&R**. You'll remember Bob for his involvement in the simultaneous worldwide airing of "We Are The World" and last week's simultaneous worldwide airing of "Amber Waves Of Grain." Some of the photo credits also go to Wolfe's wife **Donna**.

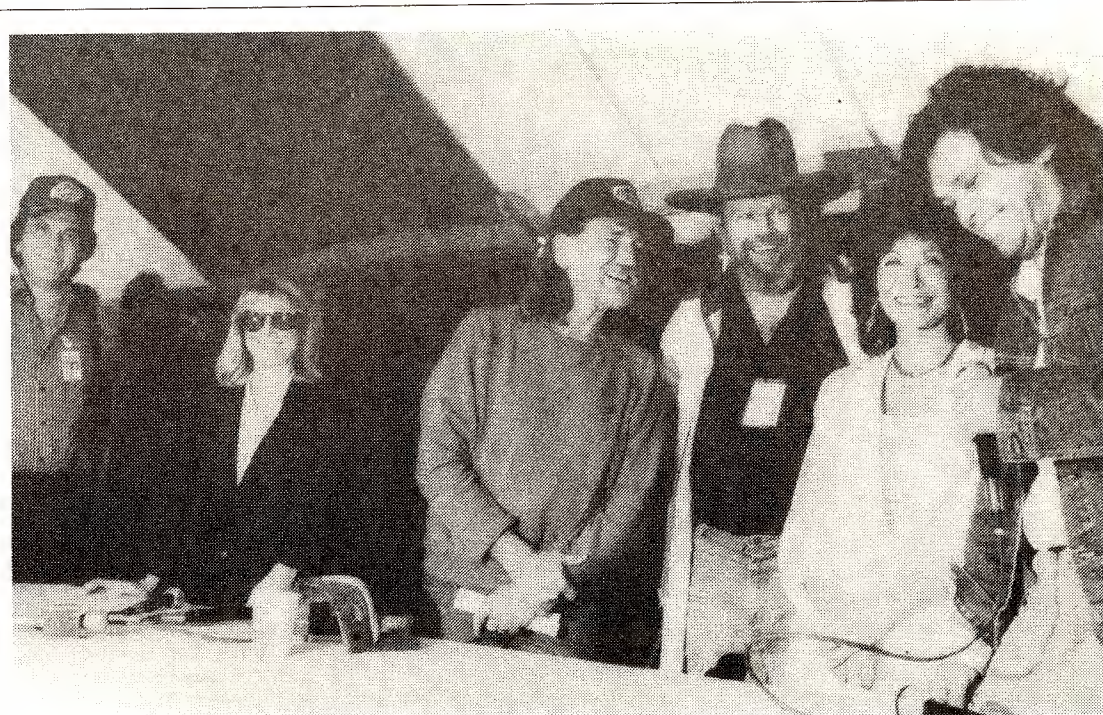
The most important thing to remember is that the purpose of Farm Aid was to make people aware of the astronomical problems facing the American farmer and perhaps buy the farmers a little time until they can find solutions.

Fund Disposition

One of the first questions is: How will the funds collected during Farm Aid be distributed? As I understand, the funds will be used for: direct cash, legal aid, and transitional assistance for family farmers. A major effort will be made to insure public awareness and a hotline will be established nationwide to assist family farmers. This hotline could direct each farmer who calls to legal ser-



John Conlee (shown right with Bob Wolfe): "It took us some 30 years for the farm problems to reach crisis proportions, so it's going to take a long time to solve them. But this is one of the best ways I know to begin. And the principals involved in this are committed longterm and we're going to keep fighting till we win. The money we collect today is important but the main thing now is to let Washington know about it. We'd like to melt the phone lines to Washington the next three or four days and follow that up with a landslide of mail; people letting Washington know that they care about the farm people."



"All we wanted to do was draw attention to the problem," Willie Nelson said. He's shown here (from left to right) with Roger Miller, Sissy Spacek, David Allan Coe, Loretta Lynn, and John Cougar Mellencamp addressing the press backstage at Farm Aid. "My husband is a farmer and he's having a hard time too, and that's why I'm here," Loretta Lynn said.



Different musical styles converged backstage as Eddie Van Halen (2nd from left) and Lone Justice met Roy Orbison (3rd from left).



Alabama's Randy Owen (shown with Bob Wolfe): "I'm very excited about all the people that volunteered, and especially the people behind the scenes, the people that you see running around here that make sure everybody gets to the show on time and they get something to eat, something to drink . . . somebody just to take care of the odds and ends. They do a great job."

vice, food banks, or counseling available in the area.

Willie Nelson organized and will serve on a separate board composed of fellow artists **John Cougar Mellencamp, Neil Young, and John Conlee**, along with presidents of various U.S. farm organizations to be responsible for distribution of these funds.

It is my opinion that raising public awareness from this effort will be as important as the funds generated, and though a total dollar figure has yet to be announced, keep in mind — the Farm Aid concert and the long-range goal of \$150 million is just the beginning.

Backstage we found all the artists cooperative, pleased to be a part of this great effort, and more than willing to talk about the issues and pose for the following photos.

NASHVILLE IN MOTION

Dave and Sugar just signed with Entertainment Arts for bookings . . . **Kent Crawford** is the new VP/Marketing at MCA Records Nashville. Crawford will continue to be based in Los Angeles. Prior to joining MCA in February 1984 as VP/ Branch Distribution (he most recently served as VP/Product Development), he spent 12 years with Warner Bros . . . There are several new additions at Headline International Talent. **George Mallard**, formerly of ICM and the Halsey Co., and **Kevin Neal**, formerly of Buddy Lee Attractions and the Neal Agency, joined Headline as agents. **Tim Tye** joins as agent assistant. He was previously with Lighthouse Attractions. Headline has relocated to new offices at 2 Music Circle South, Nashville, TN 37203. The phone remains (615) 256-7585 . . . **Gary Morris** just signed with the William Morris Agency . . . Former Statler Brother **Lew DeWitt** signed with Compleat Records. His first



DeWITT SIGNS WITH COMPLEAT — Former Statler Brother Lew DeWitt (left) is welcomed to Compleat Records by label President Charlie Fach.

single, "You'll Never Know," ships to radio October 7; look for his debut album, "On My Own," to be released in November . . .



Kenny Rogers on where the money goes: "I trust Willie's organization enough to be here to participate as everyone else here does, and I think the bottom line is everyone will get a fair accounting of what happens with it and it will go to serve the best purposes for the most people."

FARM AID UPDATE

Washington Bureau Chief **Brad Woodward** reports: The fate of American farmers is unfolding in Washington with the beginning of debate on the controversial 1985 farm bill. Farmers won several early test votes, as the House refused to go along with deep cuts in the bill.

The package would provide \$141 billion to farmers over five years. After completion of House action, the Senate expects to begin debate October 15.

Critics, including consumer groups and President **Reagan**, argue the bill would increase retail food costs and encourage farmers to continue pro-

ducing more food than the country can use or sell abroad.

Farm belt legislators say cuts in the bill would further depress the current farm economy, which has already been ravaged by high interest rates, falling land values, farm foreclosures, and lower food prices due to crop surpluses.

In initial action, the House voted 263-142 against an amendment to lower to 15 cents the current 18 cents per pound sugar price support level. It also rejected a proposal to cut dairy price supports by tying them to milk production levels.

AN OPEN LETTER BY NEIL YOUNG

His great-Grandpa worked this farm. His Grandpa worked it and his Daddy worked it. He's thirty years old. His wife and children at his side, he stands in the window of the old farmhouse. A car comes up the driveway. A man in a suit is behind the wheel, his briefcase at his side. Today is the last day for this family farm. Tomorrow is foreclosure day.

President Reagan, in many ways, you have been a great leader. Today, as you read this, your advisors are telling you that America must be strong. America must compete in the world food markets. They advise you to keep prices way down, lower than ever. Do you know that this is killing the family farm? And that only the large conglomerate farm units will survive?

Mr. President, you have a decision to make. Will the farmer be replaced by the farm operator? Will the family farm in America die as a result of your administration? Will the family system in America be dealt a fatal blow right at the core, sending a tremor of fear through every small family business in America? What will this do to the American spirit? Pictures of your family are neatly framed in the Oval Office, showing your love and reminding you of why you took on the great task of making America strong again. At the end of the day, your wife looks you in the eye and tells you she believes in you. All over America, farmer's wives do the same. But sleep does not come easily for you tonight--nor does it for them.

As we sell our low-priced food products to the world market, we undercut the family farmers in those countries, forcing them out of business. They turn to cash crops such as textiles and other non-food related products in an effort to earn money to buy American food. Must we destroy their native food chains and their family farmers along with it? What happens if we have a drought, or some other act of God that ruins our crops here at home? Then we have to raise our world food prices. What will our world food market customers do with no native food and not enough money to buy ours? Consider the consequences for America and for the families of the world.

Senator Tom Harkin has a bill, the Harkin Policy Farm Reform Act of 1985. FarmAid and the family farmers of America consider this to be the only way to save the American family farm. It does not increase the deficit and it passes on only a 3.5% cost increase to the American consumer. It raises the price of a loaf of bread by only one penny. It costs the taxpayer less than any other policy idea presented at this time. We urge you to stand beside us and save the family farm.

The Harkin Policy Farm Reform Act of 1985 comes to a vote in the Senate three weeks after the FarmAid concert. All Americans interested in preserving our American family system should call their Senator by Tuesday, October 15, 1985, in support of this bill.

To the American people, and the President of the United States, we say: Save the American family farm. God bless you all.

Neil Young
For FarmAid



Call Now!
1-800-FARMAID



WALT LOVE

PLAYLIST PROMISCUITY

Loose Lists Sink Hits

By Walt Love and Sean Ross

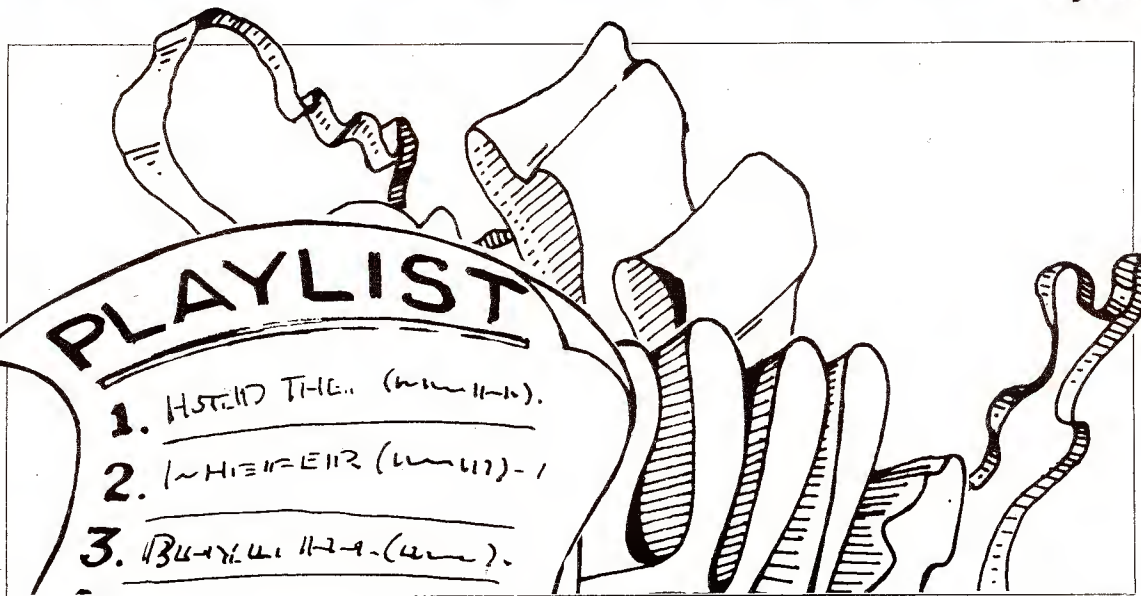
In recent months there has been concern expressed in these pages that Black/Urban radio is losing some of its power, both with diary-holders and consumers of its music. In his format ratings analysis, Jhan Hiber allowed that "no real format trauma is apparent," but also wrote, "Black/Urban has been to the mountaintop . . . the format's numbers are either stabilizing or slipping slowly." As these concerns surfaced, so did some troublesome chart phenomena and reporting practices that may account for some of this format's problems.

Apparently buoyed by some programmers' tendency to add records in bulk and then drop them one or two weeks later, 29 records achieved Breaker status in a four-week period between July and August; nearly half crashed and burned before reaching the top 20. Some fell immediately after becoming a Breaker. More than a few releases by established artists stalled or dropped after ascending rapidly the previous week. (One dramatic example moved 36-30-21-14-14-off.)

This format has always had a large core of music-conscious listeners. It's always been a breaking ground for new music and one of the few places still supporting small labels. But with many PDs and MDs adding more than ten records week after week (occasionally up to 20) and dropping many of those records within two weeks, one can only assume that these people's desire to accommodate others has overwhelmed their common sense and threatened the quality of chart information everybody receives. This behavior may be branded "playlist promiscuity." And adds that are dropped 7-14 days later should be labeled "loose adds."

Easy Lovers

Loose adds differ from paper adds primarily because they receive nominal airplay before being taken off . . . usually to make room for another huge clump of adds. They give records false chart momentum that will often be yanked rudely away several weeks later. In turn, programmers are misled when they attempt to use the charts to make music deci-



sions. Loose adds also, like paper adds, cause record companies — many of which are small labels without the resources to move product easily — to throw good money after bad stocking records that will probably be dropped by the time they reach stores.

These records go on radio stations for reasons not even vaguely salient to the listener. It's not because these songs are happening in the clubs, are played on the competition or in a similar market, or because they're sure smashes. These records are added because a local rep needs help with an alleged add quota, a label is behind a station promotion, or as a favor to friends.

Loose adds don't get particularly good exposure; they're usually buried in a clump of obscure music so that listeners barely notice. Sloppy programmers aren't often interested in what happens to these records after they're added.

Loose adds also detract from the normal progress of legitimate hits. To make room for these records, many stations have dropped records such as "Freeway Of Love," "Who's Holding Donna Now," "It's Over Now," "I Want My Girl," and others *within a week* of their peaking in the top five. Because the hits that people are really interested in are getting played less, one can assume some correlation between this phenomenon and the reduced sales of recent months.

Shouting In An Empty Room

The standard answer to this is that it's B/U radio's duty to help small record companies or unknown artists by adding these records. The symbiotic nature of record companies and radio stations is readily noted. But if programmers

really wanted to help obscure artists or companies, they would add their records in an atmosphere conducive to selling them.

The best way to move a leftfield record is to flank it with a lot of music that listeners already perceive as legitimate. When people hear something unknown, they will assume this song is there for a reason and give it the benefit of at least one listen rather than assuming that a station is just zoning out again. WABC/New York proved this elementary maxim repeatedly during its heyday. It broke almost no records but those it did add early were expected to sell 40,000 units in their first week of airplay. For years, when WABC added a leftfield record, numerous others would scramble to catch up by adding the same song. Nobody in any format has that sort of breaking power today because nobody's list is assumed to be that legitimate or as influential.

Five years ago, CHR programmer Pat Martin wrote that no station could legitimately break more than one leftfield record every other week. In this format, given listeners who are more musically attuned, one could probably modify that maxim to one leftfield record every week if each week's song was a grabber. If the "easy" stations followed this rule, more new records would actually break. And because smart programmers set themselves apart from competitors with two to five records instead of 20, these stations could play their format's hit music and still be hipper than crosstown outlets.

Street Justice

A reasonably-sized list does not inhibit a B/U station's ability to serve its active listeners. Nobody

would claim that WJLB/Detroit isn't a street-smart radio station; it generally reports 45-50 records, nearly 20 fewer than its competition. WJLB stays within these limits and still manages to break local music (the best example is *Ready For The World*), something that other stations haven't always done with their local artists. WBLZ/Cincinnati plays roughly 44 songs a week; WRKS/New York has been as low as 42 including LP cuts. These stations are unquestionably in touch with their active audiences, but they're not uncomfortable to the casual listener. They've held up better than many during the CHR revival.

The message here is not that radio stations shouldn't have long playlists. There are market situations where they're certainly justified, especially when a station is going for ambiance instead of raw come. (One would expect KACE/Los Angeles to play more records than rival KJLH; KACE targets adults with long listening spans, KJLH plays hits and goes for a larger number of bodies.)

The problem is that what we consider a reasonably-sized long list (50-55 records) contains 10-20 fewer songs than a substantial number of people actually work with. This latter group of programmers' behavior is so far over the top and so damaging that it cannot be dismissed as a mere difference of programming philosophy.

Instead of improving the relationship with the promotional community, playlist promiscuity seems to diminish it. Nine months ago — at the time when L.A.'s Black/Urban stations complained about being snubbed by the record community — all four outlets ran

exceedingly long lists and had low ratings. (Most have since trimmed their lists at least slightly.) How could anyone have been surprised when CHR stations got more Prince tickets and more attention? Even the lower-rated facilities had more listeners than any B/U station, and they certainly had to be courted a lot more to add a record. (And with the exception of an occasional Boogie Boys or Toddy Tee that it won't touch, KIIS-FM sells a lot of L.A.'s B/U hits once it adds them.

Tighten Up

As with paper adds, this is a subject about which there is much griping and very little substantive action. Before there can be change, this industry will have to make some decisions. Radio stations must choose their listeners over the temporary philanthropy of adding everything that moves. This is never an immediately popular action. Even after KUKQ/Phoenix flexed its list back out to 45-50 records, OM Ed Hamlin complained publicly that his MD spends a lot of time being assailed by record reps.

Similarly, labels must decide that a song's success at the box office is more important than the game on paper, and that there's no continued benefit to throwing good promotional money after bad. Almost everybody agrees this has to happen, and absolutely nobody wants to be first. But the company that breaks the vicious cycle will be a hero to this format and this industry. And it'll probably sell as many records and do as well on the charts, simply because of those stations that value honesty over hype.

Mindful of what we're asking others, R&R is taking action also. In the past six weeks we've broken off our reporting relationship with a station over its refusal to reform its playlist. We will continue to do this if it's warranted; the legitimacy added to a trade chart by a famous set of call letters is fully negated by a compromised playlist.

For four years R&R has fought for a better future in this format, and a higher standard of programming. Stations that adhere to these standards on and off-air have weathered B/U's crises well. We need to maintain the quality of airplay information the industry expects from us, and we want to see this whole format succeed. That calls for continued work from all of us.



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RADIANCE

"PICK 'N CHOOSE"

7" Ships 10/16

ERNIE WATTS

"ONE LOVE"

7" Coming 10/9

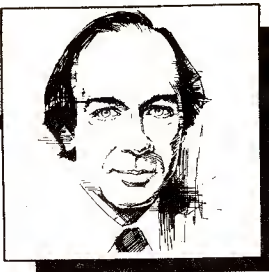
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MR. MISTER



"BROKEN WINGS"

CHR BREAKERS



BRAD MESSER

Viewpoint Of Miffed Engineer

About a year ago I wrote a blurb about engineers, good and otherwise. Someone is still circulating a copy of that old column, which recently came to the attention of Mr. Name Deleted, who fired off the following heatwave-emitting letter. On the theory that anyone as indignant as the writer deserves his own platform, Mr. Deleted is hereby given the soap box. He writes:

The good engineer [is] limited, all too often, by the myopic vision and the tightened purse strings of the all-too-prevalent, none-too-visionary management types whose time horizon seems to extend only as far as the next quarterly bottom line, or worse, who firmly believe in their hearts that they know oh-so-much more about engineering than the person they hired to do the job.

"This phenomenon has occurred to the point where many engineers have left broadcasting to go where that sort of myopia is not nearly as prevalent, such as defense electronics contractors and satellite broadcasting networks.

"To the management types in broadcasting who so happily licked their lips over the prospects of the FCC throwing out the First Class engineering requirements a few

years ago, and who are now crying in their beer over the sorry state of their stations' physical plants, my answer is, fellas, you bought it! All too many of you wouldn't know how to treat a good engineer if you had one.

"And THAT is why self-appointed 'experts' such as yourself end up writing columns like the one which appeared in the August 31, 1984 issue of R&R.

"P.S. If you decide to print this (which I doubt), please delete my name. I am now [title and company] and I suspect that too many [GMs] would see themselves in the mirror. I have thrown up — including the one that I left to come here. That is not a politically appetizing thought."

Last Pony Express Ride

MONDAY, OCTOBER 7 — Pony Express service ended in 1861. The Pony Express rode off into the sunset 124 years ago today because of the new transcontinental telegraph. Pony mail had lasted only a year and a half and had never made a profit.

1960 — Kennedy-Nixon TV debate #2. 1919 — KLM Royal Dutch Airline founded, oldest existing commercial airline. 1916 — Football's greatest defeat: Georgia Tech beat Cumberland University 222-0.

Birthdays: Actress **June Allyson** 62. Economist **Walt Rostow** 69.

America's Deadliest Fire

TUESDAY, OCTOBER 8 — The deadliest fire in America began 114 years ago today. It was a widespread forest fire in Wisconsin which killed an estimated 1500 people and destroyed virtually everything in a 400-square-mile area (1871). The Great Chicago Fire began the same day. In three days and nights it killed 300 people.

1929 — First in-flight movies. 1918 — Sgt. **Alvin York** single-handedly killed 20 Germans and captured 132 in Argonne Forest, France (WWI). 1849 — Safety pin invented by **Walter Hunt**, who sold the rights for \$400.

Birthdays: **Cornelius Crane** "Chevy" Chase 42. Rev. **Jesse Jackson** 44.

First Manned Airplane

WEDNESDAY, OCTOBER 9 — The first flight of a powered airplane with a man aboard was 95 years ago today. French experimenter **Clement Adler** flew (erratically) for about 164 feet (1890). (That was thirteen years before the Wright Brothers flew into the history books with the first fully-controllable airplane on Dec. 17, 1903.)

1946 — First electric blanket. 1888 — Washington Monument opened to public. 1855 — Calliope patented. 1781 — **George Washington** fired first shot at siege of Yorktown. 1701 — Yale College founded. 1642 — Harvard first commencement exercises.

Holiday: Confederate Heroes' Day in Texas. Meteor shower tonight.

Birthdays: **Jackson Browne** 37. **E. Howard Hunt** 67. **John Lennon** would have been 45.

The First Tuxedo

THURSDAY, OCTOBER 10 — Fashion news. The tuxedo turns 99 today. The "monkey suit" — including a cutaway coat with tails — made its first public appearance in 1886. A private tailor had designed it for **Griswold Lorrillard**, who wore it to his private club in New York City 99 years ago tonight . . . the Tuxedo Park Club.

1972 — **Spiro Agnew** resigned as (Nixon's) Vice President, to avoid probe of alleged bribe-taking and tax evasion during Agnew's term as Governor of Maryland.

1951 — First intercontinental direct-dial phone call.

1933 — First laundry detergent.

Birthdays: **Tanya Tucker** 27. **Martina Navratilova** 29. **Ben Vereen** 39. **Lee Grant** 54.

Birth Of The Quiz Show

FRIDAY, OCTOBER 11 — The first radio quiz program went on the air in 1936. CBS called the show "Professor Quiz." It inspired imitators including "The Quiz Kids" and "Professor I.Q."

1975 — "Saturday Night Live" premiered. 1938 — Glass wool (fiberglass) patented. 1919 — First in-flight meals, simple box lunches.

1910 — **Teddy Roosevelt** first President to take an airplane ride.

1868 — **Thomas Edison** filed for his first patent, an "electric vote recorder" for Congress, but as it turned out, Congress didn't purchase one. 1730 — Baltimore city founded.

Birthdays: **Daryl Hall** 36. **Dottie West** 53.

SATURDAY, OCTOBER 12

1492 — **Christopher Columbus** arrived in New World (Bahamas).

Birthdays: **Luciano Pavarotti** 50. **Sam Moore (Sam & Dave)** 50. **Dick Gregory** 53.

SUNDAY, OCTOBER 13

1916 — General Motors incorporated. 1860 — First aerial photo in USA from balloon over Boston.

Birthdays: **Marie Osmond** 26. British Prime Minister **Margaret Thatcher** 60.

MARKETPLACE

AIRCHECKS

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Video #3 is now available, featuring KHTZ/Charlie Tuna, KRXY/Chuck Buell & Y Morning Zoo, KMEL/London & Engelman, KMEL/Howard Hoffman, KITS/Ed Volkman, K101/Bob Malik, WMGG/John Lanigan and more! 2 full hours, VHS or BETA, \$39.95.

Current Issue #66 features KKBC/Q Morning Zoo, WPLJ/Pat St. John, WNEW-FM/Scott Muni, KLZZ/Magic Christian, KMEL/Howard Hoffman, KFI/Lohman & Barkley, WYXRK/Jay Thomas, KNBR/Dill & Cleary plus Louisville's new WDJX. 90-min. cassette, \$5.50.

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

Special Issue #S-64 features SACRAMENTO! CHRs KWOD, KSFM, KPMP & KSMJ, AOR KZAP, Country KRAK, A/C's KXOA-FM, KSAC & KHYL. Cassette, \$5.50.

Special Issue #S-65 features SAN FRANCISCO! CHRs KFRC/Dr. Don Rose, KITS, KMEL/London & Engelman, KYUU/Don Bleu, AORs KFOG, KKCY & KRQR, Urban KSOL, Oldies KYA, plus A/C's KSFO, KLOK-FM K101. 90-min. cassette, \$5.50.

Classic Issue #C-59 features KFWB/Bill Ballance-1960, KCBC/Happy Hare-1969, KFRC/Rick Shaw-1976, KJH/Mark Elliott-1976, B100/Spunky-1976, KJH/Unknown Disc Jockey-1978, KREM/Citizen Bill-1975, WDFH/Gary Bryan-1975. Cassette, \$10.50.

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EAST

Powerhouse contemporary FM seeks radio news journalist. Excellent delivery a must. T&R: Frank O'Brian, WZMM, 98 16th Street, Wheeling, WV 26003. (10-4)

WKPE (Cap 104) has an opening for a very creative copywriter/Production Director. For details, call Jack Alix: (617) 771-2998 (10-5)

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You're a creative talent who belongs at a NEW YORK CITY 50,000-WATT GIANT. You have engaging pipes, exceptional technical skills, and strong writing abilities. You like to work with and know how to motivate pros. Comfortably knowledgeable in music, you understand how to intelligently use a production library. You're an organized self-starter who can put it together from conception to execution. You might even have some programming background. Are we talking to you? Send representative demo cassette, resume and references to: P.O. Box 920, New York NY 10018. EOE

EXPERIENCED PD

Western MD. Class A station. Must have strong on-air personality, be promotions-oriented, and able to work with staff & management. Station very strong in community involvement. Replies confidential. State salary wanted. Send reply to Radio & Records, 1930 Century Park West, #129, Los Angeles, CA 90067. EOE

OPENINGS

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"Top 150" East Coast A/C FM looking for nighttime personality who wants to be #1! Good pay, benefits package. Women encouraged to apply. No beginners please. Send T&R to Radio & Records, 1930 Century Park West, #122, Los Angeles, CA 90067. EOE

"AM/FM COMBO"

Seeks aggressive news reporter/anchor. Top 150 East Coast resort market. Minorities encouraged to apply. Send T&R to Radio & Records, #123, Los Angeles, CA 90067.

ATLANTIC CITY FM POWERHOUSE

Wants to hire morning drive personality with experience and the ability to entertain in this fast-growing resort. Rush T&R to Radio & Records, 1930 Century Park West, #133, Los Angeles, CA 90067. EOE

Grow with us as we continue our strong news tradition. Reporting, interviewing, & on-air experience required. T&R: Bob Flint, WCFR, Box 800, Springfield, VT 05156. (10-4)

Morning News Personality

Major market seeks major talent. We need an individual who lives, eats and breathes information. Someone whose idea of news is not limited by what just came over the wire. Someone who can relate to the audience with humanity and humor. If you are that special someone, please rush your tape and resume to: Radio & Records, 1930 Century Park West, #136, Los Angeles, CA 90067. EOE M/F

Opening for PD. Carry airshift & supervisory responsibilities. T&R: WUFM, Box 1270, Lebanon, PA 17042. (10-4)

Hot Country on MD's beautiful Eastern shore wants great communicator who enjoys community involvement/working with professionals who care! T&R: Box 909, Salisbury, MD 21801. EOE M/F (10-4)

Program Producer — Morning Drive

One of America's great morning shows needs that final person to put all the pieces together. You will be working with a team of veteran professionals who want your input and ability. If you're creative, funny, enthusiastic, extremely organized, possess excellent production skills, and are looking for that special challenge, we want to hear from you. Please send your materials to: Radio & Records, 1930 Century Park West, #137, Los Angeles, CA 90067. EOE M/F

SOUTH

Looking for bright uptempo A/C or Country air talents for top 100 SW-market client stations. Dave Duquesne, KCIX-FM, 5257 Fairview, Boise, ID 83706. (10-4)

FM 99 & the Super Q need superior engineering talent. Must have knowledge of transmitters, composite processing, & audio chain. Mike Thomas, Box 3168, Tallahassee, FL 32315. EOE M/F (10-4)

OPENINGS

Morning talent wanted for CHR, Z-103 WZXR/Memphis. T&R: Steve Christian, 203 Beale Street, Memphis, TN 38103. No calls. EOE M/F (10-4)

92-FM accepting T&Rs for production assistant. Some air work. Females encouraged. Send T&R/writing samples. Michael Stewart, WYNU-FM, Jackson Plaza, Jackson, TN 38305. (10-4)

COASTAL CRESTER N.C.'s BEST

New FM for quality star of area (even dolphins not listening anymore) needs sales/GM hands-on leader to take sales team over the top. Plus charm national/regional agencies. Beach Buster/phisticate combo with heart of gold, head for bottom line, and will of steel. Send tape & resume, and phone # for quick contact to: Radio & Records, 1930 Century Park West, #119 Los Angeles, CA 90067. EOE

WAGR/WJSK accepting C&Rs from experienced announcers for opening in near future. C&R: George Gilpin, Box 2265, Lumberton, NC 28359. EOE M/F (10-4)

100-kw contemporary Country seeks PD/Drive announcer. Monroe, LA market. Good salary for right person. Gary McKenney, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (10-4)

Do everything. Jocks need not apply. Dependable, creative morning person wanted. T&R: KKYN, Box 147, Plainview, TX 79072. No calls. EOE M/F (10-4)

MAJOR FLORIDA FM

Needs morning personality, plus . . . Newscaster to join the morning team. Experienced professionals with a winning attitude, send T&R, salary history, photos to: Radio & Records, 1930 Century Park West, #132, Los Angeles, CA 90067. EOE M/F

Seeking upbeat experienced sign-on for East TX AM. T&R: Roy May, KTXJ, Box 6090, Jasper, TX 75951. EOE M/F (10-4)

Great opportunity for news pro at East TX AM/FM. Writing skills & delivery a must. T&R: Roy May, KTXJ, Box 6090, Jasper, TX 75951. EOE M/F (10-4)

B/U needs aggressive persons experienced in agency sales/pounding pavement. Like to sell. Resume: Sales, WVIS-FM, Box 487, Frederiksted, St. Croix, Virgin Islands 00840. (10-4)

Young, fast, scientific announcer for powerful CHR at the beach. C&R: Brian Krysz, OM, Box 2428, Wilmington, NC 28402. EOE M/F (10-4)

Production specialist needed for three-person creative department. T&R: Mary Dabney, Creative Director, WSKZ/WGOW, Box 11202, Chattanooga, TN 37401. EOE M/F (10-4)

Announcer for AM-FM combo near DC. A/C format. Afternoon drive. Sports knowledge. T&R: Dick Rossi, WFVA, Box 269, Fredericksburg, VA 22401.

Energetic, young overnight announcer wanted for CHR position. T&R: Brian Krysz, B100 Radio, Box 2428, Wilmington, NC 28402. EOE M/F. No calls. (9-27)

Overnight announcer with good production skills. Some automation helpful. Good first or second position. T&R: Bill James, WOVV, Box 3032, Ft. Pierce, FL 33448. EOE M/F (9-27)

Announcers needed for adult AOR in Laredo. Afternoon drive/evenings. T&R: Rebecca Colston, KOYE-FM, Box 1731, Laredo, TX 78044-1731. EOE M/F (9-27)

MIDWEST

WILT needs tapes for future openings. Ready for a Country powerhouse? Send T&R: John Austin, 3200 Pine Tree Road, Lansing, MI 48910. No calls. EOE M/F (10-4)

Small-market combo needs production-minded air talent for Country AM & A/C automated FM. T&R: Dave Wilson, WILE/WCMJ, Box 338, Cambridge, OH 43725. (10-4)



If you want to work with 175,000 watts of power in one of the best companies in the country . . . Send T&R immediately to: Bill Richards, WNCI-FM, One Nationwide Plaza, Columbus, OH 43215 . . . State-of-the-art facilities, creative environment, decent bucks to the right persons. No phone calls please. Include references. EOE M/F

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Best show in the hills accepting T&Rs. Contact: Randy Sherwyn, KKLS, Box 460, Rapid City, SD 57701. No calls. EOE M/F (10-4)

AM RADIO WIZARD

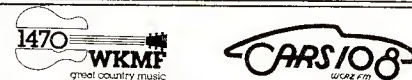
If you are a positive thinker, a risk taker, an AM Radio Wizard who is a great coach of talent, let's talk now about your winning Black format for this major market station. Our goal is your success. We offer you the backing of our major market radio group. Apply today for this key Program Director opening. Send a tape of your winning format and your resume to Radio & Records, 1930 Century Park West, #138, Los Angeles, CA 90067. EOE M/F

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For Country station in top 25 market. Experienced go-getters only. Send T&R to Radio & Records, 1930 Century Park West, #134, Los Angeles, CA 90067. EOE



Flint's Killer Combo AM-Country — FM-A/C, in search of production pro. No beginners. Great voice, creativity a must. T&R to Mark Thomas, OM, WKMF/CARS 108, Box 1470, Flint MI 48501. EOE M/F



Contemporary A/C

Seeking morning news anchor. Conversational, interpretive, polished delivery a must. Join our #1 news team. Send cassette & writing samples to CARS 108 News, Box 1080, Flint, MI 48501. EOE

OPPORTUNITIES

OPENINGS

Killer morning drive jock needed for premier CHR station in Appleton/Oshkosh market. T&R: Charlie Conover, Superhit 97, 7 Fulton Ave., Oshkosh, WI 54901. EOE M/F (9-27)

WOHO, 3WM/Toledo, OH has position for ND. Calls only. Jerry King: (419) 255-1470 (9-27)



Omaha's #1-rated FM is looking for an experienced Production Director. You'll work in a brand-new, state-of-the-art, multitrack studio. Must have a good voice and a sharp mind. Must work well with sales staff and clients. Send tape of your best spots and promos to **Jerry Dean, Program Director, KOKO-FM, 1001 Farnam on the Mall, Omaha, NE 68123.** EOE M/F

Possible future openings at top-rated 100 kw CHR in medium market. C&R: Tracy Johnson, Box 80209, Lincoln, NE 68501. EOE M/F (9-27)

CHR station between Chicago & Milwaukee accepting T&R from experienced personalities. T&R: Nick Farella, WXLC, 3250 Belvedere Road, Waukegan, IL 60085. EOE M/F (9-27)

WEST

WANTED

Person with rock radio music background and strong connection in Australian radio industry. Must be specialized in Australian, Japanese and European rock music. Proficiency with IBM computers and music research a must. Send T&R to **Radio & Records, 1930 Century Park West, #139, Los Angeles, CA 90067.** EOE

Weekender needed ASAP for Love Songs program. Call Larry Irons: (702) 826-1355. EOE M/F (10-4)

Air talent/production person at KLKT/Lake Tahoe-Reno. T&R: Ken Hunter, Box 6063 Incline Village, NV 89450. No calls please. (10-4)

Spanish Contemporary Program Director

Make your mark in show business with KALI/Los Angeles. Let's talk now if you inspire winning performances, easily handle administrative duties, understand and competively use rating surveys, love working in the community, have a thorough knowledge of current and non-current music and desire major successes. This is a premier on-air Program Director opening. Apply now. Send a tape and resume by October 25, to **Jack Beach, National Program Director, United Broadcasting Company, 4733 Bethesda Avenue, Suite 808, Bethesda, MD 20814.** EOE MF



Rare Opening

AFTERNOONS!

We've lost our afternoon drive personality, an eight-year veteran... and THE SEARCH IS ON!

Are you ready for KIMN?
Is KIMN ready for you?

We are, if you are Funny, Unpredictable and Involved... in a word, an ENTERTAINER.

You will work at the finest radio facility in the nation, with a proven record of stability and teamwork in beautiful Denver, Colorado.

No calls and no beginners, please. EOE
Send tape, resume and recent photo to **Doug Erickson, Operations Mgr., KIMN Radio, 1095 So. Monaco Parkway, Denver, CO 80224.**

OPENINGS

Reporter/anchor. Afternoon drive airshift/street reporting. No beginners. T&R: Jim Gumberland, ND, KUUY/KKAZ, Box 926, Cheyenne, WY 82001. EOE M/F (10-4)

The legend is looking: KYNO (AM) has immediate opening for a DJ to be part of our great Gold format. Pros only. T&R: Tom Maule, KYNO, 2125 N. Barton Avenue, Fresno, CA 93703. (10-4)

Air positions available immediately in Ventura county. T&R: OM, Box 5053, Ventura, CA 93003. (10-4)

AM drive, two years' minimum experience. No phone calls please. KHUG, Box H, Phoenix, OR 97535. EOE M/F (10-4)

AOR-type needed for hip classical station. Production skills/classical music knowledge required. T&R: Annette Griswold, KCFR, 2249 South Josephine, Denver, CO 80210. EOE M/F (10-4)

Country 1230/KSTC now accepting T&Rs for future air talent. Send: Bruce Gordon, Box 830, Sterling, CO 80751. (10-4)

Up & driving jock with good production needed for 5-9pm shift. C&Rs: Wayne Shayne, KSND, Box 10767, Eugene, OR 97440. EOE M/F (10-4)

Ski Utah! Wanted: Experienced AE for top 50 growth market. Send resumes: Bruce Cummings, 329 East 200 South, Salt Lake City, UT 84111. (10-4)

POSITIONS SOUGHT

Impressionist & character voice expert seeks morning team or solo gig. Eight-year pro. Call SCOTT: (904) 474-1743 (10-4)

Female A/C, CHR jock, news, production, writer, ready for medium market. Sounds good, looks good. Leave message on machine for DEE: (206) 532-5319 (10-4)

Rust-o-leum fever. Eleven-year jock in Cleveland A/C station desires move to sunbelt. Personality plus warm dry humor for yuppie demos. DAVE "FIG" NEWTON: (216) 842-2929 (10-4)

Major-market pro looking for excellent career position. Great references, very energetic, promotion-minded. Drivetime only. SCOTT NORMAN: (206) 486-2214 or 323-7073 (10-4)

Creative, resonant air personality offering fun, features, & warmth. Medium/major market. CHR/Oldies station. Seven years' experience. Will give best. JOE: (503) 855-7689 (10-4)

Mile-a-minute mind. Promotion/Production Director in Pittsburgh seeks East-Coast position. 10th caller wins. JERRY "DJ": (412) 244-8872 (10-4)

Friendly communicator with three years' A/C & Country. Production skills & management experience. Looking for PD and/or airshift. Prefer NE. MIKE: (607) 277-4326 (10-4)

PD available to inspire, motivate, & teach. Let's win & make money. (412) 856-0985 (10-4)

Let this mutant make you a profit. If you're looking for a winning, whacked-out personality, call me! The Kami-Kaze Dentist. JEFF FRANCE: (419) 289-6369 (9-13)

Dedicated team worker seeking minor-market position. Experience in CHR, A/C & Country with four years on the job. Any shift, great pipes. BOB: (314) 364-0324 (10-4)

Sales-oriented team player needs fulltime position. Six to eight years experience in all fields. KIRK: (515) 782-7957 or 464-3752 (10-4)

Mool Oink! I have a college radio degree but no job in upper MW. Ambitious, enthusiastic. AOR/CHR, excellent production. Letterman is my hero. MARK: (815) 875-2695 (10-4)

Top 31-market pro. Excellent in ARB, A/C, CHR. 11 years. All markets considered. Call: (503) 649-6396 (10-4)

YEE-HA! Female Country jock wanting to ride over to AOR, CMOR, A/C. Experience in all formats. Creative & more. Find out. Call M-I-C-K-E-Y: (412) 325-3232 (10-4)

Can we talk? Numbers need a lift? Sharp midday jock ready to rock, pop, & sock it to your city. Seeking Programming Assistant position. SANDI: (205) 479-0835 (10-4)

Recent college graduate with four years' on-air experience, good pipes, & excellent musical knowledge, seeks first pro gig. Any format. GUY: (617) 636-8384 (10-4)

Five-year pro. Described as having a "pleasing contemporary voice." Loyal & dedicated. Will relocate. Good work record, including recommendation from GM. PHIL: (617) 767-0447 (19-4)

Nine-year pro, current MD/DJ/Assistant PD looking for medium/major-market CHR or B/U that needs versatile team player. Let's work together! DAVID: (303) 632-6953 (10-4)

Broadcast school graduate seeking entry-level position as announcer/DJ. Skilled in news/production/copy. Will relocate. Available now. Call TOM: (319) 753-6882 (10-4)

Dependable CHR, A/C announcer/DJ. Large-market experience, solid production background. Excellent references. PD/OM skills. Greater Cincinnati area. Call: (513) 528-5793 (10-4)

Excellent female DJ: news reading, writing, production, announcing. Currently working, but would like a new challenge. Call CHRISTY: (319) 259-1366 (10-4)

Ability, stability, & versatility — that's me! Broadcast school graduate. DJ/news/production. Seeking entry-level position. Ready to relocate. PHIL KELLERMAN: (305) 667-7240 (10-4)

KIDD NORDHOFF is so bizarre that one of his hobbies is watching test patterns on his radio. We're talking bizarre. High-energy CHR jock. Call: (213) 530-7426 (10-4)

POSITIONS SOUGHT

Medium-market Country, A/C jock, great production & voices wants first top 50 gig. GENE: (608) 756-4022 (10-4)

Need a second banana for your current morning show? Also production pro. Over 200 carted drops. Cal J.J.: (304) 845-0556 (10-4)

GREG GARDNER, formerly from KSHR/Coos Bay, OR, is available. He can be reached at: (818) 997-0042 (10-4)

Veteran Pro
Solid track record. Great production, currently #1 AM Drive. Intelligent, no problems. Early 50s. Solid citizen. Sound too good to be true? I'm good and it's all true. Bob (205) 352-4688.

Country PD available immediately. Proven ratings winner, promotion-minded, troubleshooter, giant killer. First choice is top 50 MW. ROB RYAN: (801) 596-0150 (10-4)

PD, MD on-air 15 years. BILL O'BRIAN: (805) 834-5527 (10-4)

Oklahoma jock five years experience, available after format change. Tulsa FM CHR overnigher/production looking to stay in West/MW region. Call BRIAN: (918) 492-9405 (10-4)

Let's cut through the b.s. I'm a great AOR jock looking to make a move to bigger bucks. Currently in the biz. Call me: DON: (707) 459-2484 (10-4)

Country jock wants to come home. Now working in the UK. Four years' Air Force technician, plus eight years jock. Contact: DON BURGESS, APO 765-5362, NY 09150. (10-4)

OM/PD eight years' experience. Excellent management & programming skills with creative promotions. Music & video. Let's discuss your needs. VICTOR S. LENTINI: (312) 354-3274 (10-4)

Can we talk? One of America's most exciting young talk hosts. Stop insulting your listeners. Put a yuppie on your team. ED TYLL: (301) 356-6308 (10-4)

Beginning position sought in radio. Graduate. Sharp, talented, hardworking. Willing to learn & relocate. JOHN: (602) 945-8757 (10-4)

Top nighttime CHR crazy guy seeks good leadership in the NE coast area. Will bring numbers. CY JOBES: (614) 373-0152 (10-4)

I've got goals to reach & it's time to move up. Witty fool seeks medium-market on-air position. Call JIM: (717) 597-9239 (10-4)

Major-market news anchor, formerly with KFVB, KFI, & WNEW, seeking similar position. Call KEN: (818) 505-9696 (10-4)

PD in Boston. Good ideas, original, but no openings. Do you? GARY: (617) 267-7081 (10-4)

Want A Hot 1986?

Working GM available for your small to medium property. Prefer near ocean. Good with sales, promotions, people play-by-play, programming and community PR. Best offer with facilities tour included before December 1... Gets A HOT 1986! (417) 934-2788.

Young energetic jock. Five years' experience. Seeking full-time position, A/C or Country. South preferred, but will relocate. SCOTT: (615) 968-9430 (9-27)

Experienced young journalist. Degree. Seek broadcast/sports opportunities. Reporter/sports/DJ/newscaster. Experience in radio/TV & newspapers. Call MICHAEL: (802) 658-3517 (9-27)

Newsman: Seeking fulltime challenging work. Good on-air delivery with six years' radio experience in Washington, DC. Former cable TV news anchor. Call: (301) 725-1454 (9-27)

Four years CHR & A/C. Mornings & afternoons. Love creative production & personality radio. Top 50 market experience. A bit weird at times. BOBBY: (502) 458-5584 (9-27)

Dynamic salesperson. Enthusiastic, hardworking, organized, recent broadcasting school graduate. Available now. Will relocate. LESTER STIVEY: (301) 577-8480 (9-27)

Experienced announcer & MD with first class ticket, looking for medium-sized market. KIM HUGHES: (204) 687-2620 (9-27)

NY-experienced jock makes your station #1. Relocation to any medium/major market. Production ability. Any CHR airshift. MIKE: (718) 332-1698 (9-27)

Canadian female newscaster/reporter. Ten years' experience (A/C, Country). Bilingual in English/French. Will work in either country. SHELLY: (613) 746-9244 (9-27)

Radio personality looking for new position in the industry. Young. Currently working West Palm Beach CHR morning drive. DAVID: (305) 747-2674 (9-27)

Morning person with five years' experience looking for a market move-up. Ask for DAN: (319) 242-1427 (9-27)

PD looking for A/C position. Seven years A/C & CHR. SCOTT: (219) 699-7892 (9-27)

POSITIONS SOUGHT

I pulled a 25 ARB in a top 50 market. Now working in top 10 market. Ask for STEVE: (817) 335-4841 (9-27)

Need a real nut case for mornings? If so, call VICTOR LUTES: (313) 398-2818. Available immediately. (9-27)

Energetic nine-year pro. Well versed in CHR/Country/AOR. Three years' drivetime at KKFM/Colorado Springs. Relocating in CA. LEE: (303) 597-5116 (9-27)

Attention small/medium markets. Air talent with three years' experience. Production & copywriting skills. Available upon request. STEVE: (414) 242-0964 (9-27)

Hey FL, any openings? Employed in state now. Three years at same station. A/C, CHR, Oldies background. Team player. JIM: (813) 461-3192 (9-27)

Your attention please. Recent broadcast graduate with sales experience seeks on-air position. Willing to relocate. Thank you. EMMANUEL: (213) 931-1787 (9-27)

12-year pro at KXEL/KHAK/WOW. Can do PD/MD/promotions. Employed but looking for more. Medium/major-market Country. JOHN: (402) 551-5986 (9-27)

PD. Believe in consistency & winning. Have GM who won't keep hands off programming. Cost him numbers in book & hardworking PD. CHR/Country. (417) 623-1288 (9-27)

Experienced news/sports PBP/production/air personality wanting to move up in Northern FL Gulf Coast or Sacramento, CA. Call: (316) 343-8525 (9-27)

Weekender at KUIC-FM/Vacaville seeks fulltime gig in Northern CA. Also excellent news & sports. Contact FRANK BUTERA: (415) 223-1534 (9-27)

Freelance comedy person. Carson, Letterman, Dangerfield, Rivers. I never worked for any of them, but will gladly help you. Morning shows/whatever. CHUCK: (716) 873-0706 (9-27)

MISCELLANEOUS

WVVIS (FM106), B/U in the Caribbean needs record service from all labels. 12"/LPs. Contact: WVVIS-FM, Box 487, Frederiksted, St. Croix, VI 00840. (10-4)

Rock of the Lakeshore. New hit-oriented AOR serving the West MI Lakeshore needs label service. Contact: Rich Kennedy, WTHS-FM, Hope-DeWitt Building, Holland, MI 49423. (10-4)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed.

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Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

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To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

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Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

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Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

NATIONAL MUSIC FORMATS

Added This Week

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Modern Country

MERLE HAGGARD "Amber Waves Of Grain"
LARRY GATLIN "Runaway Go Home"
NITTY GRITTY DIRT BAND "Home Again In My Heart"

Century 21

Greg Stephens (214) 934-2121

The Z Format

RAY PARKER JR. "Girls Are More Fun"
OLIVIA NEWTON-JOHN "Soul Kiss"
SCRITTI POLITTI "Perfect Way"

The AC Format

DON HENLEY "Sunset Grill"
KENNY LOGGINS "I'll Be There"
ARETHA FRANKLIN "Who's Zooming Who"
PHIL COLLINS & MARILYN MARTIN "Separate Lives"

Super-Country

CHARLIE DANIELS "American Farmer"
DON WILLIAMS "It's Time For Love"
KENNY ROGERS "Morning Desire"
LARRY GATLIN "Runaway Go Home"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

BILLY JOEL "The Night Is Still Young"
RAY PARKER JR. "Girls Are More Fun"
HOWARD JONES "Like To Get To Know You Well"
PHIL COLLINS & MARILYN MARTIN "Separate Lives"

Country

T.G. SHEPARD "Doncha"
DON WILLIAMS "It's Time For Love"
ROSANNE CASH "Never Be You"
KENNY ROGERS "Morning Desire"
CHARLIE DANIELS "American Farmer"
MERLE HAGGARD "Amber Waves Of Grain"
LACY J. DALTON "The Night Has A Heart Of Its Own"
NITTY GRITTY DIRT BAND "Home Again In My Heart"

Drake-Chenault

Bob Lawrence (818) 883-7400

XT-40

OMD "So In Love"
TINA TURNER "One Of The Living"
HOOTERS "And We Danced"
POWER STATION "Communication"
PHIL COLLINS & MARILYN MARTIN "Separate Lives"

Contempo 300

TEARS FOR FEARS "Head Over Heels"
DAVID FOSTER "Love Theme From 'St. Elmo's Fire'"
PHIL COLLINS & MARILYN MARTIN "Separate Lives"

Great American Country

JUDDS "Have Mercy"
MEL McDANIEL "Stand Up"
GEORGE STRAIT "The Chair"
SAWYER BROWN "Betty's Bein' Bad"
REBA McENTIRE "Only In My Mind"

Media General

Broadcast Services

Bob Dumais (901) 320-4433

Action

FREDDIE JACKSON "You Are My Lady"
OLIVIA NEWTON-JOHN "Soul Kiss"
KENNY LOGGINS "I'll Be There"
BILLY JOEL "The Night Is Still Young"
ARETHA FRANKLIN "Who's Zooming Who"
PHIL COLLINS & MARILYN MARTIN "Separate Lives"

Your Country

JUDDS "Have Mercy"
REBA McENTIRE "Only In My Mind"
DAN FOGELBERG "Down The Road/Mountain Pass"
JIMMY BUFFETT "If The Phone Doesn't Ring, It's Me"

Hit Rock

OMD "So In Love"
MR. MISTER "Broken Wings"
TINA TURNER "One Of The Living"
RAY PARKER JR. "Girls Are More Fun"
PHIL COLLINS & MARILYN MARTIN "Separate Lives"

Peters Productions, Inc.

George Junak (619) 565-8511

Country Lovin'

KENDALLS "Two Heart Harmony"
VINCE GILL "If It Weren't For Him"
RICKY SKAGGS "You Make Me Feel Like A Man"

The Great Ones

BILLY JOEL "The Night Is Still Young"
HOWARD JONES "Life In One Day"
PHIL COLLINS & MARILYN MARTIN "Separate Lives"

Radio Arts

John Benedict (818) 841-0225

Country's Best

REBA McENTIRE "Only In My Mind"
ROSANNE CASH "Never Be You"
SAWYER BROWN "Betty's Bein' Bad"
MERLE HAGGARD "Amber Waves Of Grain"
JENNINGS/NELSON/CASH/KRISTOFFERSON
"Desperados Waiting For A Train"

Soft Contemporary

FREDDIE JACKSON "You Are My Lady"
PHIL COLLINS & MARILYN MARTIN "Separate Lives"

Sound 10

BILLY JOEL "The Night Is Still Young"
ARETHA FRANKLIN "Who's Zooming Who"
PHIL COLLINS & MARILYN MARTIN "Separate Lives"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

ARETHA FRANKLIN "Who's Zooming Who"
TEARS FOR FEARS "Head Over Heels"
PHIL COLLINS & MARILYN MARTIN "Separate Lives"

Country Coast-To-Coast

MEL McDANIEL "Stand Up"

Rock 'N' Hits

ABC "Be Near Me"
ARETHA FRANKLIN "Who's Zooming Who"
GLENN FREY "You Belong To The City"
THOMPSON TWINS "Lay Your Hands On Me"
COREY HART "Boy In The Box"
POWER STATION "Communication"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

OMD "So Into Love"
MR. MISTER "Broken Wings"
HOWARD JONES "Like To Get To Know You Well"
ARETHA FRANKLIN "Who's Zooming Who"
FREDDIE JACKSON "You Are My Lady"

TM AC

DAVID FOSTER "Love Theme From 'St. Elmo's Fire'"

TM Country

JIM GLASER "In Another Minute"
WILLIE NELSON "Me And Paul"
JOHNNY LEE "They Never Had To Get Over You"
DON WILLIAMS "It's Time For Love"

Transtar

Country

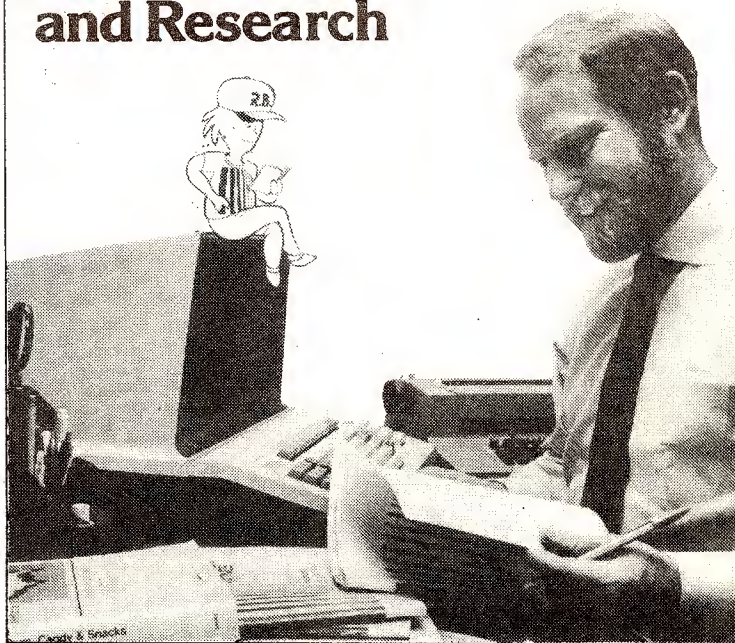
Ed Chandler (213) 460-6383

T.G. SHEPPARD "Doncha"
JOHN ANDERSON "Tokyo, Oklahoma"
EARL THOMAS CONLEY "Nobody Falls Like A Fool"
R. CHARLES W.H. WILLIAMS JR. "Two Old Cats Like Us"

HIBERNETICS

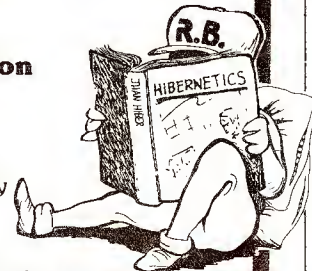
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by Jhan Hiber



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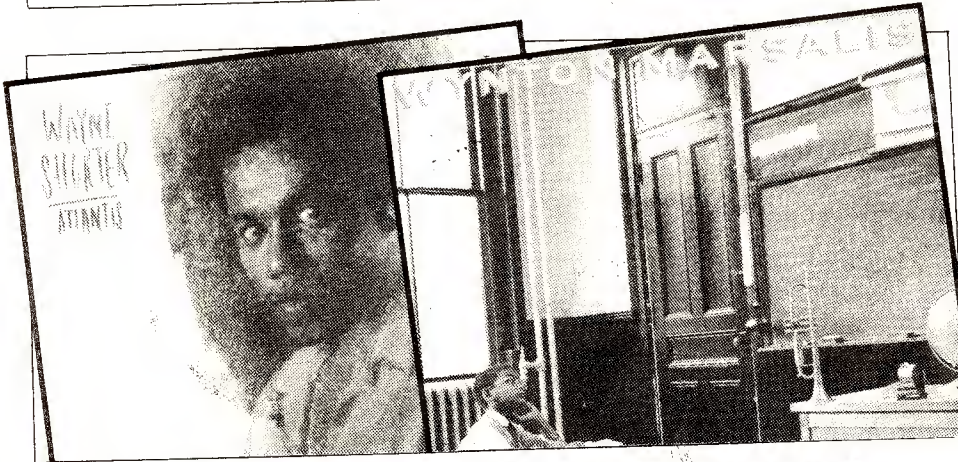
OCTOBER 4, 1985

- 1 MANHATTAN TRANSFER/Vocalese (Atlantic)
2 AHMAD JAMAL/Digital Works (Atlantic)
3 BILLY HIGGINS/Mr. Billy Higgins (Riza)
4 WAYNE SHORTER/Atlantis (Columbia)
5 JOE SAMPLE/Oasis (MCA)
6 BILLY COBHAM/Warner (GRP)
7 ONE NIGHT WITH BLUE NOTE/Preserved (Blue Note)
8 MCCOY TYNER/Just Feelin' (Palo Alto)
9 PAUL YONEMURA/First Flight Home (Jazz Mind)
10 DEBUT WYNTON MARSALIS/Black Codes (From The Underground) (Columbia)
11 DAVID FRISHBERG/Live At Vine Street (Fantasy)
12 MARK EGAN/Mosaic (Hip Pocket/Windham Hill)
13 JORGE DALTO/Urban Oasis (Concord Picante)
14 52nd STREET/Scrapple To The Apple (Inner City)
15 FLORA PURIM & AIRTO/Humble People (George Wein/Concord)
16 AL DIMEOLA PROJECT/Soaring Through A Dream (Manhattan)
17 PHIL UPCHURCH/Companions (Jam)
18 RUBY BRAFF & SCOTT HAMILTON/A First (Concord)
19 ERNIE WATTS/Musician (Qwest/WB)
20 AZYMUTH/Spectrum (Milestone/Fantasy)
21 LES McCANN/Music Box (Jam)
22 OREGON/Crossing (ECM)
23 SADAO WATANABE/Maisha (Elektra)
24 AL JARREAU/Live In London (WB)
25 WIDESPREAD JAZZ ORCHESTRA/Paris Blues (Columbia)
26 MARY FETTIG/In Good Company (Concord)
27 DEBUT BRUCE FORMAN & GEORGE CABLES/Dynamics (Concord)
28 FRANK FOSTER & FRANK WESS/Frankly Speaking (Concord)
29 VICTOR FELDMAN'S GENERATION BAND/High Visibility (TBA/Palo Alto)
30 DEBUT GEORGE SHEARING/Grand Piano (Concord)

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; XHRM/San Diego, Duff Lindsey.

NEW & ACTIVE

- DAN SIEGEL "On The Edge" (Pausa) 15/1
Rotations: Heavy 4/0, Medium 5/0, Light 6/1, Extra Adds 0, Total Adds 1, WBBY, Heavy: KBEM, KCSC, KMHD, KIFM, Medium: WFSS, KRVS, WLVE, WDMT, XHRM.
DWAYNE SMITH & ART JOHNSON "Heartbound" (Cafe) 14/4
Rotations: Heavy 1/0, Medium 3/0, Light 8/2, Extra Adds 2, Total Adds 4, WFPL, WGOH, KADX, KUOP, KWMU, Heavy: KLCC, Medium: WKSU, WVPE.
JOE PASS "White Stone" (Pablo) 11/2
Rotations: Heavy 2/0, Medium 6/1, Light 2/0, Extra Adds 1, Total Adds 2, WJZZ, KBEM, Heavy: KPLU, KIFM, Medium: WBGO, WFAE, WNOP, WHRO, KLCC.
ROSEMARY CLOONEY "Rosemary Clooney Sings Ballads" (Concord) 10/3
Rotations: Heavy 3/0, Medium 3/1, Light 3/1, Extra Adds 1, Total Adds 3, WBEE, WYPS, KPLU, WMID, Medium: KLON, KKGO.
MATT BIANCO "Whose Side Are You On?" (Atlantic) 10/2
Rotations: Heavy 3/0, Medium 3/0, Light 4/2, Extra Adds 0, Total Adds 2, WBBY, KLSK, Heavy: KERA, WBEE, KBEM, Medium: WFPL, KCSC, KIFM.
HERBIE HANCOCK & FODAY MUSA SUSO "Village Life" (Columbia) 9/4
Rotations: Heavy 2/1, Medium 5/2, Light 2/1, Extra Adds 0, Total Adds 4, WGBH, KKGO, KLCC, KLSK, Heavy: WNUR, Medium: WRTI, WNOP, KXPR.
JEFF BERLIN & VOX HUMANA "Champions" (Passport) 9/2
Rotations: Heavy 2/1, Medium 2/1, Light 5/0, Extra Adds 0, Total Adds 2, KTCJ, WVPE, Heavy: WNOP, Medium: WFPL.
DAVE HOLLAND QUINTET "Seeds Of Time" (ECM) 9/0
Rotations: Heavy 1/0, Medium 6/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WRTI, Medium: WFPL, WUWM, KJAZ, WDMT.
RIDO NIDO "High Fly" (Red House) 7/4
Rotations: Heavy 2/0, Medium 1/0, Light 0/0, Extra Adds 4, Total Adds 4, WEBR, WMOT, WBEE, WMID, Heavy: KTCJ, KLCC.
BUD SHANK/SHORTY ROGERS "California Concert" (Fantasy) 7/4
Rotations: Heavy 1/1, Medium 1/0, Light 3/1, Extra Adds 2, Total Adds 4, KJAZ, KPLU, WMID, WFSS, Medium: KADX.



WAYNE SHORTER + WYNTON MARSALIS = Two of the hottest Jazz releases!

COLUMBIA RECORDS & CASSETTES

MOST ADDED

- WYNTON MARSALIS (26)
Black Codes (From The...) (Columbia)
AL DIMEOLA PROJECT (7)
Soaring Through A Dream (Manhattan)
WAYNE SHORTER (6)
Atlantis (Columbia)

HOTTEST

- AHMAD JAMAL (23)
Digital Works (Atlantic)
MANHATTAN TRANSFER (18)
Vocalese (Atlantic)
WAYNE SHORTER (13)
Atlantis (Columbia)
JOE SAMPLE (11)
Oasis (MCA)

- SANDY OWEN "Themes In Search Of A Movie" (Ivory) 7/3
Rotations: Heavy 4/1, Medium 0/0, Light 1/0, Extra Adds 2, Total Adds 3, WNOP, WUWM, WLVE, Heavy: KTCJ, KKGO.
TIM WEISBERG "High Risk" (Desert Rock) 7/1
Rotations: Heavy 2/0, Medium 5/1, Light 0/0, Extra Adds 0, Total Adds 1, WLOQ, Heavy: KBEM, KCSC, Medium: KUOP, WVPE, KIFM, XHRM.
DJAVAN "Djavan" (Columbia) 6/5
Rotations: Heavy 0/0, Medium 1/1, Light 4/3, Extra Adds 1, Total Adds 5, WFAE, KERA, WNOP, KCSC, KIFM.
ED SAINDON & SPECTRUM "Different Strokes" (World Mallet) 6/3
Rotations: Heavy 0/0, Medium 4/2, Light 1/0, Extra Adds 1, Total Adds 3, KERA, KJZZ, WVPE, Medium: WMOT, WNOP.
LESTER BOWIE'S BRASS FANTASY "I Only Have Eyes For You" (Columbia) 6/2
Rotations: Heavy 1/0, Medium 2/1, Light 0/0, Extra Adds 1, Total Adds 2, WEBR, WFPL, Heavy: WBGO, Medium: KWMU.
DEXTER GORDON "The Shadow Of Your Smile" (Steeplechase) 6/2
Rotations: Heavy 1/0, Medium 2/0, Light 3/2, Extra Adds 0, Total Adds 2, WRTI, KXPR, Heavy: WUWM, Medium: WDET, WJZZ.
FUMIYAKI MIYAMOTO & NORIO MAEDA "Blue Rondo" (CBS) 6/1
Rotations: Heavy 2/1, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 1, WVPE, Heavy: KUHF, Medium: KPLU, KLCC, KLSK.
PETERS, WILBUR & LAGRENE "Django's Music" (Stash) 6/1
Rotations: Heavy 1/0, Medium 3/1, Light 2/0, Extra Adds 0, Total Adds 1, KUHF, Heavy: KADX, Medium: WFPL, KLSK.
BUDDY DeFRANCO & OSCAR PETERSON "Hark" (Pablo) 5/4
Rotations: Heavy 0/0, Medium 4/3, Light 0/0, Extra Adds 1, Total Adds 4, WYRS, KLON, KUZZ, KJAZ, Medium: KKGO.
HOWARD McGHEE QUINTET "Just Be There" (Steeplechase) 5/3
Rotations: Heavy 0/0, Medium 5/3, Light 0/0, Extra Adds 0, Total Adds 3, WBGO, WRTI, KUHF, Medium: WUWM, WVPE.
CHET BAKER & PAUL BLEY "Diane" (Steeplechase) 5/2
Rotations: Heavy 1/1, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 2, WGBH, WUWM, Medium: WKSU.
BUDDY CHILDERS BIG BAND "Just Buddy's" (Trend) 5/2
Rotations: Heavy 1/1, Medium 1/0, Light 2/0, Extra Adds 1, Total Adds 2, WMID, KXPR, Medium: KPLU.
ARNETT COBB "Keep On Pushin'" (Bee Hive) 5/2
Rotations: Heavy 4/1, Medium 0/0, Light 1/1, Extra Adds 0, Total Adds 2, WBEE, KJAZ, Heavy: WBGO, KUHF, WNUR.
LOREZ ALEXANDRIA "Tangerine...Johnny Mercer, Volume 3" (Trend) 5/1
Rotations: Heavy 2/0, Medium 2/1, Light 1/0, Extra Adds 0, Total Adds 1, WJZZ, Heavy: WBEE, WVPE, Medium: WBGO.

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots section with columns for EAST, MIDWEST, SOUTH, and WEST, listing various radio stations and their programming details.

50 Reporting Stations 45 Current Reports

KRVS/Lafayette called in a frozen playlist. KKSJ/Portland and WGCI/Chicago failed to report and their playlists were frozen. KJCB/Lafayette failed to report for three consecutive weeks and was not used in this week's data.

BLACK/URBAN

BREAKERS

LUTHER VANDROSS Wait For Love (Epic)

68% of our reporting stations on it. Rotations: Heavy 6/0, Medium 29/7, Light 23/11, Total Adds 18 including WWIN, WUSL, WAMO, WVEE, WDIA, WHRK, KQXL, WENN, WPEG, WLOU, WWWS. Debuts at number 33 on the Black/Urban chart.

STAPLE SINGERS Are You Ready (Private I/CBS)

67% of our reporting stations on it. Rotations: Heavy 4/0, Medium 27/2, Light 26/5, Total Adds 7, WVEE, KDLZ, Z93, WJYL, WJJS, WWDW, WVKO. Heavy: WDIA, WOWI, WXOK, WKXI. Moves 40-37 on the Black/Urban chart.

RJ'S LATEST ARRIVAL Baby I'm Sorry (Atlantic)

65% of our reporting stations on it. Rotations: Heavy 7/0, Medium 23/3, Light 25/6, Total Adds 9, WVEE, WHRK, WYLD-FM, XHRM, WFXA, WXOK, WPEG, WHYZ, WPLZ, Debuts at number 38 on the Black/Urban chart.

NEW & ACTIVE

RICK JAMES "Spend The Night With Me" (Gordy/Motown) 49/11

Rotations: Heavy 3/1, Medium 18/0, Light 28/10, Total Adds 11, WYLD-FM, WBMX, KMJM, WKND, WJAX, WORL, WANT, WANM, WDAO, WZEN, KBUZ. Heavy: WFXA, WJMI.

JAN HAMMER "Miami Vice Theme" (MCA) 48/19

Rotations: Heavy 2/0, Medium 17/2, Light 29/17, Total Adds 19, KDLZ, KMJQ, WBMX, WDMT, KMJM, KSOL, KQXL, WATV, WENN, Z93, WHYZ, WJMI, WKXI, WJAX, KIIZ, WJJS, WBLX, WVKO, WWWS. Heavy: HOT105, WPLZ.

DARYL HALL & JOHN OATES "The Way You Do The Things You Do/My Girl" (RCA) 47/4

Rotations: Heavy 15/0, Medium 21/2, Light 11/2, Total Adds 4, WQMG, KJCB, WJYL, WGPR. Heavy: WAMO, WYLD-FM, K94, WOWI, WLUM, KSOL, WFXA, JET94, WDPN, WHYZ, WKXI, WPLZ, KOKA, WANM, Z103. Moves 37-35 on the Black/Urban chart.

MELBA MOORE "I Can't Believe It (It's Over)" (Capitol) 47/2

Rotations: Heavy 3/0, Medium 21/0, Light 23/2, Total Adds 2, WLUM, WWDW. Heavy: WFXA, WDAO, WVOI. Mediums include: WWIN, WDAS, WDIA, WOWI, WTMP, WBMX, WZAK, WJLB, KACE, XHRM, KSOL.

RAY PARKER JR. "Girls Are More Fun" (Arista) 42/24

Rotations: Heavy 1/0, Medium 16/5, Light 25/19, Total Adds 24, WWIN, HOT105, WEDR, K94, WDMT, XHRM, WNHC, OC104, WAOK, WFXA, KQXL, WATV, JET94, WQMG, WHYZ, WLOU, WANT, KAPE, WWDW, WANM, WAAA, WDAO, WGPR, KDKO.

DIMPLES "Shake 'Em Down" (RCA) 42/11

Rotations: Heavy 2/0, Medium 15/2, Light 25/9, Total Adds 11, WDAS, WHRK, WJLB, WNHC, WXOK, WDPN, WPDQ, WLOU, WGPR, WKWM, WWWS. Heavy: WOWI, WGCI.

TRAMANE "Fall Down (Spirit Of Love)" (A&M) 41/11

Rotations: Heavy 6/0, Medium 14/2, Light 21/9, Total Adds 11, WWIN, KDLZ, WDIA, K94, WOWI, OC104, KQXL, WKXI, WPDQ, WANT. Heavy: WILD, WDJY, KSOL, WANM, WTLC, WWWS.

VIKKI LOVE with NUANCE "Stop Playing On Me" (4th & Broadway/Island) 41/9

Rotations: Heavy 1/0, Medium 17/1, Light 23/8, Total Adds 9, WILD, WVEE, HOT105, WXOK, Z93, JET94, WPDQ, WPLZ. Heavy: WEDR. Mediums include: WWIN, WDAS, KMJQ, WHRK, XHRM, KSOL.

CHERRELLE "You Look Good To Me" (Tabu/CBS) 40/16

Rotations: Heavy 2/0, Medium 16/3, Light 22/13, Total Adds 16, WWIN, WUSL, KDLZ, WGCI, WDMT, WLUM, WNHC, OC104, WENN, Z93, WHYZ, WKXI, WALT, WANT, WZEN, KDKO. Heavy: WBMX, KDAY.

SYSTEM "This Is For You" (Mirage/Atco) 36/19

Rotations: Heavy 0/0, Medium 9/5, Light 27/14, Total Adds 19, WUSL, WVEE, KDLZ, K94, WBMX, WZAK, KJLH, XHRM, OC104, WATV, Z93, WQMG, WHYZ, KJCB, WJYL, WJJS, WWWS, WZEN, WHRK.

PAUL LAURENCE "She's Not A Slezee" (Capitol) 36/6

Rotations: Heavy 0/0, Medium 21/0, Light 15/6, Total Adds 6, WHYZ, WKXI, KHYS, WANT, KAPE, WWDW. Mediums include: WWIN, WDAS, WDMT, WZAK, WJLB, WATV, WENN, WFXA, WALT, WWWS.

FAT BOYS "Hardcore Reggae" (Sutra) 36/5

Rotations: Heavy 2/0, Medium 12/0, Light 22/5, Total Adds 5, WDIA, WLUM, WLOU, WBLX, KDKO. Heavy: WEDR, WKND. Medium: WWIN, WRKS, WDAS, WZAK, WJLB, KSOL, WTKL, WATV, WQMG, WLOU, WGPR, WWWS.

BERNARD WRIGHT "Who Do You Love" (Manhattan) 34/11

Rotations: Heavy 0/0, Medium 12/2, Light 22/9, Total Adds 11, WDJY, WVEE, WDIA, WOWI, WDMT, WZAK, Z93, WFXA, WLOU, WQOK, WZEN. Medium: WWIN, WDAS, WHUR, WYLD-FM, WJLB, KACE, WOLN, WDPN, WJYL, WWWS.

PAUL YOUNG "I'm Gonna Tear Your Playhouse Down" (Columbia) 34/7

Rotations: Heavy 3/1, Medium 16/1, Light 15/5, Total Adds 7, WILD, WVEE, WXOK, Z93, JET94, KHYS, Z103. Heavy: WJAX, WJJS. Medium: WAMO, WHRK, HOT105, K94, WBLZ, WDMT, OC104, WPEG, WQFX, KJCB, WBLX, KOKA, WTLC, WWWS, KDKO.

EUGENE WILDE "Don't Say No Tonight" (Philly World/Atlantic) 32/28

Rotations: Heavy 0/0, Medium 7/5, Light 25/23, Total Adds 28, WILD, WDAS, WHRK, WEDR, WOWI, KMJM, WNHC, OC104, WXOK, WATV, Z93, WDPN, WFXA, WQMG, WKXI, WJAX, KIIZ, WJYL, WALT, WPLZ, KHYS, WANT, WANM, WAAA, WDAO, WTLC, WWWS, KBUZ.

MADONNA "Dress You Up" (Sire/WB) 29/1

Rotations: Heavy 9/0, Medium 14/0, Light 6/1, Total Adds 1, WQOK. Heavy: WVEE, K94, OC104, JET94, WJAX, WJYL, WJJS, WVKO, WWWS. Medium: WAMO, WGCI, WBLZ, WLUM, WENN, WPEG, WDPN, WHYZ, WQFX, KIIZ, WPLZ, Z103, WKWM, KUKO.

RUN D.M.C. "Jam Master Jammin'" (Profile) 28/2

Rotations: Heavy 3/0, Medium 13/0, Light 12/2, Total Adds 2, WDJY, WGCI. Heavy: WDIA, WOWI, KDAY. Medium: WWIN, WDAS, WUSL, WHRK, WEDR, WDMT, WZAK, KSOL, WTKL, WXOK, WATV, WQMG, WLOU.

NONA HENDRYX "If Looks Could Kill (DOA)" (RCA) 27/10

Rotations: Heavy 0/0, Medium 10/2, Light 17/8, Total Adds 10, WDAS, WDJY, WBMX, WDMT, WTKL, WFXA, KJCB, WANT, WAAA, WZEN. Medium: WWIN, WILD, KACE, WATV, WKXI, WORL, WANM, WWWS.

PRINCESS "Say I'm Your #1" (Next Plateau) 27/8

Rotations: Heavy 6/1, Medium 8/1, Light 13/6, Total Adds 8, WAMO, WDIA, K94, OC104, WDPN, KIIZ, WJYL, WTLC. Heavy: WRKS, WDAS, WUSL, WQOK, WZEN. Medium: WWIN, WILD, HOT105, WDMT, KMJM, WKND, WLOU.

JETS "Curiosity" (MCA) 26/19

Rotations: Heavy 1/0, Medium 3/1, Light 22/18, Total Adds 19, WILD, WDAS, WYLD-FM, WBMX, WGCI, WJLB, XHRM, KSOL, WNHC, WTKL, WXOK, WJMI, WKXI, WBLX, WQOK, KAPE, WANM, WKWM, WTLC. Heavy: KDAY. Medium: KDLZ, WWWS.

KURTIS BLOW "America" (Mercury/PolyGram) 26/4

Rotations: Heavy 2/1, Medium 8/1, Light 16/2, Total Adds 4, WVEE, WBMX, KDAY, WJMI. Heavy: WANM. Medium: WWIN, WEDR, WATV, WDPN, WLOU, WBLX, KAPE.

BILLY & BABY GAP "Rock The Nation" (Total Experience/RCA) 25/12

Rotations: Heavy 1/0, Medium 5/0, Light 19/12, Total Adds 12, WVEE, WHRK, WOWI, WZAK, KQXL, WTKL, WBLX, KHYS, KAPE, WWDW, WANM, Z103. Heavy: WQOK. Medium: KMJQ, WDIA, WYLD-FM, XHRM, WTLC.

GO WEST "Eye To Eye" (Chrysalis) 25/6

Rotations: Heavy 3/0, Medium 10/2, Light 12/4, Total Adds 6, WUSL, WHRK, WFXA, WJMI, WJYL, WQOK. Heavy: WVEE, WLUM, KACE. Medium: WDAS, WDMT, KMJM, KSOL, WAOK, WDPN, WBLX, WZEN.

ROSIE GAINES "Skool-Ology (Ain't No Strain)" (Epic) 25/4

Rotations: Heavy 0/0, Medium 9/0, Light 16/4, Total Adds 4, KQXL, WFXA, KAPE, WGPR. Medium: WDIA, WDMT, KSOL, WKND, WNHC, WKXI, WANM, WTLC, WWWS.

MOST ADDED

EUGENE WILDE (28)

Don't Say No Tonight (Philly World/Atlantic)

RAY PARKER JR. (24)

Girls Are More Fun (Arista)

TEDDY PENDERGRASS (22)

Never Felt Like Dancin' (Asylum)

JAN HAMMER (19)

Miami Vice Theme (MCA)

JETS (19)

Curiosity (MCA)

SYSTEM (19)

This Is For You (Mirage/Atco)

HOTTEST

STEVIE WONDER (61)

Part-Time Lover (Tamla/Motown)

FREDDIE JACKSON (55)

You Are My Lady (Capitol)

BOBBY WOMACK (42)

I Wish He Didn't Trust Me So Much (MCA)

FAMILY (27)

The Screams of Passion (WB)

STARPOINT (23)

Object Of My Desire (Elektra)

SIGNIFICANT ACTION

HUEY "BABY" HARRIS "You've Got To Be A Winner" (Profile) 24/4

Rotations: Heavy 3/0, Medium 10/1, Light 11/3, Total Adds 4, WUSL, WDJY, WJLB, WENN. Heavy: WDAS, WOWI, WZEN. Medium: WEDR, WYLD-FM, WDMT, WZAK, KSOL, WXOK, WQMG, WLOU, KHYS.

CHERYL LYNN "Fade To Black" (Columbia) 24/1

Rotations: Heavy 1/0, Medium 8/0, Light 15/1, Total Adds 1, WGPR. Heavy: WJMI. Medium: K104, WYLD-FM, KACE, JET94, WFXA, KIIZ, KOKA, WWDW.

TROUBLE FUNK "Still Smokin'" (Island) 23/16

Rotations: Heavy 0/0, Medium 3/2, Light 20/14, Total Adds 16, WDIA, WEDR, K94, WOWI, WZAK, KMJM, KSOL, WFXA, WXOK, WKXI, WBLX, KHYS, WANT, WANM, WTLC, WZEN.

TEDDY PENDERGRASS "Never Felt Like Dancin'" (Asylum) 22/22

Rotations: Heavy 1/1, Medium 3/3, Light 18/18, Total Adds 22, WWIN, WXYV, WDAS, K104, KDLZ, WHRK, WBMX, WNHC, WTKL, WXOK, WQMG, WJMI, WKXI, WJAX, WPDQ, KIIZ, WBLX, WANM, WAAA, WDAO, WTLC, WZEN.

B.B. KING "Big Boss Man" (MCA) 21/4

Rotations: Heavy 1/0, Medium 7/0, Light 13/4, Total Adds 4, WEDR, WYLD-FM, WOWI, WXOK. Heavy: WZEN. Medium: WDIA, WZAK, KACE, WORL, KAPE, KOKA, WDAO.

KOKO POP "Brand New Beat" (Motown) 21/3

Rotations: Heavy 3/0, Medium 7/0, Light 13/4, Total Adds 3, WVEE, XHRM, WANT. Heavy: WLUM, Z103, WTLC. Medium: WZAK, WJLB, WFXA, WANM, WVKO, WGPR, WWWS.

ONE WAY "More Than Friends, Less Than Lovers" (MCA) 19/4

Rotations: Heavy 1/0, Medium 5/2, Light 13/2, Total Adds 4, WZAK, WJMI, KHYS, WDAO. Heavy: KIIZ. Medium: K104, KOKA, WWWS.

SMOKE CITY "Dreams" (Epic) 19/0

Rotations: Heavy 2/0, Medium 12/0, Light 5/0, Total Adds 0. Heavy: WLOU, WANM. Medium: WRKS, WOWI, WGCI, KSOL, WFXA, WXOK, WENN, Z93, WQMG, WKXI, WBLX, WTLC.

VAL YOUNG "Seduction" (Gordy/Motown) 17/7

Rotations: Heavy 0/0, Medium 6/1, Light 11/6, Total Adds 7, WILD, K94, KMJM, WFXA, WENN, WBLX, WQOK. Medium: WUSL, WJLB, WWWS, WZEN, KDKO.

BRENDA K. STARR "Pickin' Up Pieces" (Mirage/Atco) 17/3

Rotations: Heavy 0/0, Medium 5/0, Light 12/3, Total Adds 3, WVEE, WZAK, WJMI. Medium: WUSL, KIIZ, WJYL, WLOU, WANM.

TINA TURNER "One Of The Living" (Capitol) 16/16

Rotations: Heavy 0/0, Medium 3/3, Light 13/13, Total Adds 16, KMJQ, WHRK, HOT105, KMJM, XHRM, KSOL, OC104, WAOK, WXOK, WDPN, WHYZ, WQOK, KOKA, WDAO, WGPR, WWWS.

ROY AYERS "Slip N Slide" (Columbia) 16/6

Rotations: Heavy 1/0, Medium 3/0, Light 12/6, Total Adds 6, KMJQ, KSOL, WFXA, WQMG, WKXI, WWWS. Heavy: WDJY. Medium: WDIA, WFXA, WJMI.

LUSHUS DAIM & PRETTY VAIN "More Than You Can Handle" (Motown) 16/6

Rotations: Heavy 0/0, Medium 2/0, Light 14/6, Total Adds 6, WVEE, WHRK, XHRM, WAOK, WJYL, WZEN. Medium: KSOL, WGPR.

STROKE "You Are The One" (Omni/Atlantic) 16/1

Rotations: Heavy 0/0, Medium 6/1, Light 10/0, Total Adds 1, WXYV. Medium: WUSL, WDJY, K104, KMJQ, WTLC.

LEGACY "Someone Else's Girl" (Private I/CBS) 15/6

Rotations: Heavy 0/0, Medium 4/0, Light 11/6, Total Adds 6, WDIA, WFXA, WXOK, WBLX, KAPE, WAAA. Medium: WEDR, KACE, KOKA, WWWS.

CONQUEST "Optimistic" (Epic) 15/2

Rotations: Heavy 0/0, Medium 4/0, Light 11/2, Total Adds 2, WHRK, WWDW. Medium: K104, WNHC, WXOK, WFXA.

ANGELA BOFILL "Tell Me Tomorrow" (Arista) 14/7

Rotations: Heavy 0/0, Medium 6/3, Light 8/4, Total Adds 7, KDLZ, WZAK, WLOU, WANT, WANM, WWWS, KDKO. Medium: K104, KACE, WDAO.

GENE CHANDLER "Haven't I Heard That Line Before" (Fastfire) 14/5

Rotations: Heavy 0/0, Medium 0/0, Light 14/5, Total Adds 5, WXOK, WQMG, WKXI, WWDW, WGPR.

RALPH MacDONALD featuring YOGI LEE "Laying In His Arms" (Polydor/PolyGram) 14/4

Rotations: Heavy 0/0, Medium 2/1, Light 12/3, Total Adds 4, WXYV, K94, WHYZ, WORL. Medium: WANM.

SIMPLY RED "Money's Too Tight (To Mention)" (Elektra) 14/4

Rotations: Heavy 0/0, Medium 1/0, Light 13/4, Total Adds 4, KDLZ, WHRK, HOT105, WWWS. Medium: KIIZ.

UTFO "Bite It" (Select) 13/0

Rotations: Heavy 0/0, Medium 3/0, Light 10/0, Total Adds 0. Medium: WDAS, WEDR, WENN.

LONNIE HILL "Could It Be Love" (Urban Sound) 11/4

Rotations: Heavy 0/0, Medium 2/0, Light 9/4, Total Adds 4, WEDR, WXOK, WKXI, WQOK. Medium: WGPR, WTLC.

PATTI AUSTIN "Honey For The Bees" (Qwest/WB) 10/10

Rotations: Heavy 0/0, Medium 2/2, Light 8/8, Total Adds 10, WWIN, WDAS, WAMO, WEDR, K94, KSOL, KQXL, WTKL, JET94, KAPE.

SWEET TRIO "Fly Guy" (Tommy Boy) 10/3

Rotations: Heavy 1/1, Medium 4/0, Light 5/2, Total Adds 3, WDAS, WEDR, WTKL. Medium: WDMT, KMJM, KDAY, KSOL.

NEWCLEUS "Space Is The Place" (Sunnyview) 10/1

Rotations: Heavy 1/0, Medium 2/0, Light 7/1, Total Adds 1, WENN. Heavy: WJMI. Medium: WOWI, WQOK.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

FULL-SERVICE A/C

TOP 20

- 1 **WHITNEY HOUSTON**/Saving All My Love For You (Arista)
- 2 **STEVIE WONDER**/Part-Time Lover (Tamla/Motown)
- 3 **MICHAEL FRANKS**/Your Secret's Safe With Me (WB)
- 4 **KOOL & THE GANG**/Cherish (De-Lite/PG)
- 5 **COMMODORES**/Janet (Motown)
- 6 **GODLEY & CREME**/Cry (Polydor/PG)
- 7 **DAVID FOSTER**/Love Theme From "St Elmo's Fire" (Atlantic)
- 8 **A-HA**/Take On Me (WB)
- 9 **WHAMI**/Freedom (Columbia)
- 10 **GINO VANNELLI**/Hurts To Be In Love (CBS Associated)
- 11 **AIR SUPPLY**/The Power Of Love (You Are My Lady) (Arista)
- 12 **TINA TURNER**/We Don't Need Another Hero (Thunderdome) (Capitol)
- 13 **MAURICE WHITE**/Stand By Me (Columbia)
- 14 **BILLY JOEL**/You're Only Human (Second Wind) (Columbia)
- 15 **DARYL HALL & JOHN OATES**/The Way You Do The Things You Do (RCA)
- 16 **NATALIE COLE**/A Little Bit Of Heaven (Modern/Atco)
- 17 **HUEY LEWIS & THE NEWS**/Power Of Love (Chrysalis)
- 18 **PHIL COLLINS & MARILYN MARTIN**/Separate Lives (Atlantic)
- 19 **RONNIE MILSAP**/Lost In The 50s (RCA)
- 20 **FREDDIE JACKSON**/You Are My Lady (Capitol)

OCTOBER 4, 1985

Total Reports/Adds	Heavy	Medium	Light
35/0	32	3	0
34/2	30	4	0
29/1	21	8	0
27/0	18	9	0
28/1	20	7	1
27/2	16	9	2
31/4	14	13	4
25/1	16	7	2
25/0	14	9	2
26/1	12	13	1
24/0	10	14	0
21/0	8	11	2
22/3	3	17	2
17/0	7	9	1
18/0	5	12	1
18/0	3	15	0
15/0	4	8	3
20/11	3	10	7
16/0	3	9	4
21/9	1	12	8

MOST ADDED

- PHIL COLLINS & MARILYN MARTIN (11)**
Separate Lives (Atlantic)
- KENNY ROGERS (10)**
Morning Desire (RCA)
- FREDDIE JACKSON (9)**
You Are My Lady (Capitol)
- BEACH BOYS (7)**
She Believes In Love Again (Caribou/CBS)
- ARETHA FRANKLIN (7)**
Who's Zoomin' Who?

HOTTEST

- STEVIE WONDER (31)**
Part-Time Lover (Tamla/Motown)
- WHITNEY HOUSTON (27)**
Saving All My Love For You (Arista)
- COMMODORES (16)**
Janet (Motown)
- MICHAEL FRANKS (13)**
Your Secret's Safe With Me (WB)
- DAVID FOSTER (12)**
Love Theme From "St. Elmo's Fire" (Atlantic)

BREAKERS

No records qualified for Full-Service Breaker status this week.

NEW & ACTIVE

- FREDDIE JACKSON "You Are My Lady" (Capitol) 21/9**
Rotations: Heavy 1/0, Medium 12/4, Light 8/5, Total Adds 9, WFBR, 55KRC, KFMB, WCHS, WBT, WGOW, KBOI, KSL, WJBC, Heavy: KFI, Medium including WGY, WRVA, WING, WISN, WNNR, WCIL, KTWO, KVEC.
- PHIL COLLINS & MARILYN MARTIN "Separate Lives" (Atlantic) 20/11**
Rotations: Heavy 3/1, Medium 10/3, Light 7/7, Total Adds 11, WPRO, KJR, WTIC, WBT, WHBC, WING, WIBA, KSL, WNNR, WJBC, KTWO, Heavy including WCCO, WGY, Medium including WFBR, WTAE, KFMB, WISN, WTKO, WCIL, KVEC.
- DURELL COLEMAN "Somebody Took My Love" (Island) 16/2**
Rotations: Heavy 2/0, Medium 12/1, Light 2/1, Total Adds 2, WSPD, KVEC, Heavy: WNNR, WTKO, Medium including WFBR, WCCO, KFMB, WBT, WRVA, WHBC, KBOI, WGBR, WJBC, WCIL, KTWO.
- KENNY ROGERS "Morning Desire" (RCA) 15/10**
Rotations: Heavy 2/2, Medium 7/2, Light 6/6, Total Adds 10 including KJR, WHBC, WISN, KBOI, WNNR, WTKO, WJBC, WCIL, Heavy: WCCO, WTIC, Medium including WFBR, KFMB, WGY, KTWO, KVEC.
- CARRIE LUCAS "Hello Stranger" (Constellation/MCA) 15/2**
Rotations: Heavy 3/0, Medium 8/1, Light 4/1, Total Adds 2, WRVA, WSPD, Heavy: WISN, WTKO, KVEC, Medium including WHBC, KSL, WNNR, WTKO, WGBR, WJBC, KTWO.
- TEARS FOR FEARS "Head Over Heels" (Mercury/PolyGram) 13/4**
Rotations: Heavy 0/0, Medium 10/3, Light 3/1, Total Adds 4, KHOW, KFI, WGOW, KSL, Medium including WFBR, WTAE, KFMB, WING, KBOI, WNNR, KTWO.
- BILLY JOEL "The Night Is Still Young" (Columbia) 12/6**
Rotations: Heavy 1/0, Medium 4/1, Light 7/5, Total Adds 6, KFMB, WING, WNNR, WJBC, WCIL, KVEC, Heavy: WCCO, Medium including WGY, WTKO, KTWO.
- JIMMY BUFFETT "If The Phone Doesn't Ring, It's Me" (MCA) 12/0**
Rotations: Heavy 1/0, Medium 7/0, Light 4/0, Total Adds 0, Heavy: KVEC, Medium: WFBR, WCCO, WHBC, KSL, WNNR, WJBC, WCIL.
- MELISSA MANCHESTER "Just One Lifetime" (MCA) 11/0**
Rotations: Heavy 2/0, Medium 7/0, Light 2/0, Total Adds 0, Heavy: WGY, WTKO, Medium: WCCO, WISN, KSL, WNNR, WJBC, WCIL, KTWO.
- ARETHA FRANKLIN "Who's Zoomin' Who?" (Arista) 10/7**
Rotations: Heavy 0/0, Medium 4/2, Light 6/5, Total Adds 7, WTAE, KFI, KJR, WHBC, WING, KBOI, WJBC, Medium: WNNR, KTWO.

- KENNY LOGGINS "I'll Be There" (Columbia) 10/5**
Rotations: Heavy 1/0, Medium 3/0, Light 6/5, Total Adds 5, WHBC, WIBA, WSPD, WJBC, WCIL, Heavy: WCCO, Medium: WNNR, KTWO, KVEC.
- OLIVIA NEWTON-JOHN "Soul Kiss" (MCA) 9/3**
Rotations: Heavy 0/0, Medium 5/0, Light 4/3, Total Adds 3, KFMB, WING, WJBC, Medium: WFBR, WIBA, WNNR, KTWO, KVEC.
- DON HENLEY "Sunset Grill" (Geffen) 9/2**
Rotations: Heavy 1/0, Medium 3/0, Light 5/2, Total Adds 2, WCHS, WSPD, Heavy: WNNR, Medium: WFBR, KJR, KTWO.
- ROSANNE CASH "Never Be You" (Columbia) 9/1**
Rotations: Heavy 1/0, Medium 3/1, Light 5/0, Total Adds 1, KSL, Heavy: WCCO, Medium including WTKO, KVEC.
- THOMPSON TWINS "Lay Your Hands On Me" (Arista) 9/1**
Rotations: Heavy 0/0, Medium 4/0, Light 5/1, Total Adds 1, WGOW, Medium: WFBR, WNNR, WCIL, KTWO.
- ABC "Be Near Me" (Mercury/PolyGram) 8/3**
Rotations: Heavy 0/0, Medium 4/1, Light 4/2, Total Adds 3, KFI, WING, KBOI, Medium including WNNR, WCIL, KTWO.

SIGNIFICANT ACTION

- BEACH BOYS "She Believes In Love Again" (Caribou/CBS) 7/7**
Rotations: Heavy 0/0, Medium 6/6, Light 1/1, Total Adds 7, WFBR, WCCO, KHOW, WRVA, KSL, KTWO, KVEC.
- GLENN FREY "You Belong To The City" (MCA) 7/4**
Rotations: Heavy 0/0, Medium 4/2, Light 3/2, Total Adds 4, WFBR, WTAE, WCHS, KSL, Medium including WNNR, KTWO.
- JOHNNY MATHIS "Just One Touch" (Columbia) 7/1**
Rotations: Heavy 1/0, Medium 4/0, Light 2/1, Total Adds 1, WGBR, Heavy: WTKO, Medium: WCCO, KSL, WJBC, KVEC.
- JAN HAMMER "Miami Vice Theme" (MCA) 6/1**
Rotations: Heavy 0/0, Medium 5/1, Light 1/0, Total Adds 1, WHAS, Medium including WSPD, KSL, WNNR, WJBC.
- JACK WAGNER "Too Young" (Qwest/WB) 6/0**
Rotations: Heavy 0/0, Medium 2/0, Light 4/0, Total Adds 0, Medium: WCIL, KVEC.
- MATT BIANCO "Whose Side Are You On?" (Atlantic) 5/0**
Rotations: Heavy 1/0, Medium 4/0, Light 0/0, Total Adds 0, Heavy: WCCO, Medium: WHBC, WGBR, WJBC, KVEC.
- JANE WIEDLIN "Blue Kiss" (IRS/MCA) 5/0**
Rotations: Heavy 0/0, Medium 3/0, Light 2/0, Total Adds 0, Medium: WNNR, WCIL, KVEC.
- EL DeBARGE with DeBARGE "You Wear It Well" (Gordy/Motown) 5/0**
Rotations: Heavy 0/0, Medium 3/0, Light 2/0, Total Adds 0, Medium: KFI, WNNR, WCIL.
- MADONNA "Dress You Up" (Sire/WB) 5/0**
Rotations: Heavy 2/0, Medium 2/0, Light 1/0, Total Adds 0, Heavy: WING, WNNR, Medium: KFI, WHAS.
- LEE GREENWOOD "I Don't Mind The Thorns" (MCA) 4/0**
Rotations: Heavy 2/0, Medium 1/0, Light 1/0, Total Adds 0, Heavy: WCCO, WTKO, Medium: KVEC.
- PLACIDO DOMINGO & MAUREN MCGOVERN "A Love Until The End Of Time" (CBS) 3/2**
Rotations: Heavy 1/0, Medium 1/1, Light 1/1, Total Adds 2 including KTWO, Heavy: KSL, Medium: WFBR.
- STING "Fortress Around Your Heart" (A&M) 3/1**
Rotations: Heavy 1/0, Medium 0/0, Light 2/1, Total Adds 1, WING, Heavy: WNNR.
- GLENN SHORROCK "American Flyers" (GRP) 3/0**
Rotations: Heavy 0/0, Medium 1/0, Light 2/0, Total Adds 0, Medium: WNNR.

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BREAKERS

PHIL COLLINS & MARILYN MARTIN Separate Lives (Atlantic)

81% of our reporters on it. Rotations: Heavy 6/2, Medium 50/20, Light 39/29, Total Adds 51 including WKBW, WSNI, WARM99, 97AIA, LOVE94, 2WD, W101, WARM98, WLLT, WMJI, WOMC, KS94, KYKY, KMJI, KKL, KGW, B100. Breaks at number 16 on the A/C chart.

TEARS FOR FEARS

Head Over Heels (Mercury/PolyGram)

80% of our reporters on it. Rotations: Heavy 20/2, Medium 54/7, Light 20/12, Total Adds 21 including WKBW, WLLT, WMJI, WMYX, KMJI, WSFM, KEY103, K106, WMJJ, WEIZ, U102, KELT, WLAC-FM, KLYF, WENS, WLTE, 3WM, WMHE, KRAV. Breaks at number 14 on the A/C chart.

FREDDIE JACKSON You Are My Lady (Capitol)

67% of our reporters on it. Rotations: Heavy 11/1, Medium 41/6, Light 27/18, Total Adds 25 including WKBW, WOMC, KKL, B100, KIFM, WAEB, WSFM, WRKA, WSFL, WFMK, KDUK, KKUA, KKPL. Breaks at number 20 on the A/C chart.

NEW & ACTIVE

DON HENLEY "Sunset Grill" (Geffen) 69/13

Rotations: Heavy 15/0, Medium 33/5, Light 21/8, Total Adds 13, WLLT, WLTF, WSNY, WAEB, V100, WSFM, WXTC, WEIZ, U102, WTRX, KDUK. Heavy including WARM99, KMGG, KEY103, WAVE, KWAV, WGLL, WSKI, WCHV, KQSW, KALE. Medium including KVIL-FM, 97AIA, 2WD, WARM98, KGW, WKYE, KKUA.

GLENN FREY "You Belong To The City" (MCA) 69/9

Rotations: Heavy 12/1, Medium 37/1, Light 20/7, Total Adds 9, WLLT, WLTF, WSNY, KKL, V100, WSFM, WLHT, WMHE, KKUA. Heavy including 2WD, WEIZ, WSFL, WMGN, WGLL, WSKY, KTYL, KQSW, KALE. Medium including WHTX, WARM99, WARM98, WMYX, KMGG, WKYE, WXTC, WAVE, KWAV.

ARETHA FRANKLIN "Who's Zoomin' Who?" (Arista) 65/20

Rotations: Heavy 4/0, Medium 32/8, Light 29/12, Total Adds 20 including WSNI, WSB-FM, KVIL-FM, 2WD, KOST, WAEB, WSFM, WIVY, WRAL, KQ99, WLHT, WHNN. Heavy: WARM99, KELT, WWMJ, WGLL. Medium including WHTX, WARM98, WXTC, WSFL, WNAM, KDUK, KKUA, KWAV, WKNE.

THOMPSON TWINS "Lay Your Hands On Me" (Arista) 63/12

Rotations: Heavy 2/0, Medium 21/2, Light 30/10, Total Adds 12, WHTX, KVIL-FM, WSNY, WAEB, WSFM, KEY103, K106, KOIL, KDUK, WGLL, KWEB, KFQD. Heavy: WARM99, WLLT. Medium including WKYE, WXTC, WSFL, WNAM, KIOA, WTRX, WMGN, WHNN, KKUA, KWAV.

ABC "Be Near Me" (Mercury/PolyGram) 56/7

Rotations: Heavy 5/0, Medium 30/1, Light 21/6, Total Adds 7, WSNY, WJDX, WAVE, WTRX, WFMK, KDUK, KKPL. Heavy: KOST, WMGN, WEIM, WPPA, KQSW. Medium including WHTX, WARM99, WSB-FM, KVIL-FM, 2WD, WAEB, WSFM, WKYE, KEY103, KWAV, KBEST.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 STEVIE WONDER	118/0	112	6	0
2 WHITNEY HOUSTON	117/0	111	6	0
3 A-HA	110/3	69	33	8
4 COMMODORES	105/1	76	22	7
5 MICHAEL FRANKS	98/0	73	18	7
6 GODLEY & CREME	101/1	64	25	12
7 KOOL & THE GANG	91/0	49	34	8
8 GINO VANNELLI	104/11	37	52	15
9 DAVID FOSTER	92/7	41	43	8
10 WHAM!	82/0	36	37	9
11 DARYL HALL & JOHN OATES	89/2	38	43	8
12 AIR SUPPLY	82/0	43	32	7
13 HUEY LEWIS & THE NEWS	77/0	30	35	12
14 TEARS FOR FEARS	94/21	20	54	20
15 MAURICE WHITE	97/16	10	65	22
16 PHIL COLLINS & MARILYN MARTIN	95/51	6	50	39
17 BILLY JOEL	72/0	19	38	15
18 TINA TURNER	75/0	16	41	18
19 JOHN PARR	67/0	31	29	7
20 FREDDIE JACKSON	79/25	11	41	27
21 GLENN FREY	69/9	12	37	20
22 DON HENLEY	69/13	15	33	21
23 NATALIE COLE	54/0	12	32	10
24 HOWARD JONES	54/0	8	34	12
25 ARETHA FRANKLIN	65/20	4	32	29
26 JAN HAMMER	45/7	14	18	13
27 COREY HART	43/0	4	23	16
28 STING	43/2	19	14	10
29 THOMPSON TWINS	63/12	2	31	30
30 MICHAEL McDONALD	47/0	9	26	12

MOST ADDED

PHIL COLLINS & MARILYN MARTIN (51)

Separate Lives (Atlantic)
KENNY ROGERS (42)
 Morning Desire (RCA)
BILLY JOEL (32)
 The Night Is Still Young (Columbia)
FREDDIE JACKSON (25)
 You Are My Lady (Capitol)
BEACH BOYS (24)
 She Believes In Love Again (Caribou/CBS)

HOTTEST

STEVIE WONDER (97)

Part-Time Lover (Tamla/Motown)
WHITNEY HOUSTON (93)
 Saving All My Love For You (Arista)
COMMODORES (49)
 Janet (Motown)
MICHAEL FRANKS (44)
 Your Secret's Safe With Me (WB)
A-HA (44)
 Take On Me (WB)

OLIVIA NEWTON-JOHN "Soul Kiss" (MCA) 52/19

Rotations: Heavy 0/0, Medium 23/5, Light 29/14, Total Adds 19 including WHTX, KIFM, WSFM, K106, WJDX, WTRX, WHNN, KCIX, WKNE, WPPA, I94, KRBS, KMGG. Medium including WLTS, WWOM, KEY103, WEIZ, KELT, WMGN, KWAV, WEIM, KKL, K99.

BILLY JOEL "The Night Is Still Young" (Columbia) 50/32

Rotations: Heavy 0/0, Medium 18/9, Light 32/23, Total Adds 23 including WSB-FM, W101, K106, WJDX, WNAM, KIOA, WTRX, WHNN, WMMJ, WSKY, WMT-FM, KFQD. Medium including WHTX, WARM99, KVIL-FM, WARM98, KLSI, WMYX, WSFL, WAVE, WGLL, KQSW.

KENNY LOGGINS "I'll Be There" (Columbia) 47/9

Rotations: Heavy 3/0, Medium 20/2, Light 24/7, Total Adds 9, KLSI, WWOM, WAEB, WSFL, KIOA, KWAV, WCHV, KRLB, KWEB. Heavy: KTYL, KMGG, KALE. Medium: KVIL-FM, WSNY, WAVE, WTRX, WMGN, WKNE, WCKQ, WAHR, WMT-FM, KFQD.

KENNY ROGERS "Morning Desire" (RCA) 45/42

Rotations: Heavy 2/2, Medium 9/7, Light 34/33, Total Adds 42 including WLTS, 2WD, WOMC, KUDL, KS94, WSFM, WKYE, K106, WLAC-FM, KWAV. Heavy: KRLB, KTYL. Medium including KVIL-FM, KYKY, WEIZ, WGLL, WAHR, WORG, WXUS.

JAN HAMMER "Miami Vice Theme" (MCA) 45/7

Rotations: Heavy 14/1, Medium 18/2, Light 13/4, Total Adds 7, WARM99, W101, WLLT, WLTF, WKYE, U102, WMGN, KKUA. Heavy including WKBW, WHTX, WSNY, KMGG, V100, WIVY, KDUK, KWFM. Medium including 97AIA, LOVE94, KUDL, WEZC, WEIZ, 3WM, WMHE, KUUU, KWAV.

STING "Fortress Around Your Heart" (A&M) 43/2

Rotations: Heavy 19/1, Medium 14/0, Light 10/1, Total Adds 2, WLLT, WENS. Heavy: WHTX, WARM99, 2WD, WAVE, KQ99, WLHT, KKUA, KWAV, WMMJ, WSKI, WCKQ, KQSW. Medium including WARM98, WSNY, KOST, B100, V100, KEY103, WHNN, WSKY, KRLB.

EL DeBARGE with DeBARGE "You Wear It Well" (Gordy/Motown) 40/2

Rotations: Heavy 2/0, Medium 24/1, Light 14/1, Total Adds 2, KVIL-FM, WOMC. Heavy: WCKQ, KQSW. Medium including WHTX, 97AIA, KOST, WXTC, KELT, WMGN, KWFM, WMMJ, KFSB, WJON, KKL.

MADONNA "Dress You Up" (Sire/WB) 37/3

Rotations: Heavy 20/2, Medium 10/0, Light 7/1, Total Adds 3, WLLT, WNIC, KQSW. Heavy including KVIL-FM, 2WD, WAEB, V100, KQ99, WLHT, WMHE, KKUA. Medium: B100, WRKA, WSTF, WFMK, KWAV, WSKY.

CARRIE LUCAS "Hello Stranger" (Constellation/MCA) 36/0

Rotations: Heavy 6/0, Medium 19/0, Light 11/0, Total Adds 0. Heavy: KIFM, WHBY, WAHR, WORG, KRBS, KALE. Medium including WKBW, WLTS, K106, WXTC, WLAC-FM, WKNE, KFSB, KKL, KMGG.

MELISSA MANCHESTER "Just One Lifetime" (MCA) 34/0

Rotations: Heavy 1/0, Medium 14/0, Light 19/0, Total Adds 0. Heavy: KOIL. Medium including KEY103, WSFL, WEIM, WKNE, WGLL, WCKQ, WAGE, WMT-FM, KWEB, KRBS.

JOHN COUGAR MELLENCAMP "Lonely Ol' Night" (Riva/PolyGram) 32/2

Rotations: Heavy 13/0, Medium 10/1, Light 9/1, Total Adds 2, WMGN, KKUA. Heavy: 2WD, WKYE, WAVE, KQ99, WENS, WEIM, WSKI, WCKQ, KTYL. Medium 10 including KVIL-FM, V100, KEY103, WSKY, WCHV, KALE.

BEACH BOYS "She Believes In Love Again" (Caribou/CBS) 26/24

Rotations: Heavy 0/0, Medium 1/1, Light 25/23, Total Adds 24 including 2WD, KEY103, WEIZ, WSFL, WAVE, WHBY, WNAM, WEIM, WSKI, WSKY, WCKQ, WMT-FM, KKL.

ROSANNE CASH "Never Be You" (Columbia) 26/10

Rotations: Heavy 0/0, Medium 9/1, Light 17/9, Total Adds 10, WAVE, WTRX, KOIL, KWAV, WGLL, WZLQ, KFSB, KWEB, KFQD, KKL. Medium including WHBY, WEIM, WKNE, WAHR, WMT-FM, KRBS, KALE.

SIGNIFICANT ACTION

RAY PARKER JR. "Girls Are Fun" (Arista) 22/21

Rotations: Heavy 0/0, Medium 4/3, Light 18/18, Total Adds 21 including WKYE, WEIZ, KELT, WNAM, WTRX, KWFM, WGLL, WSKI, WPPA, WSKY, I94, KFSB.

JACK WAGNER "Too Young" (Qwest/WB) 22/3

Rotations: Heavy 1/0, Medium 10/0, Light 11/3, Total Adds 3, WTRX, KWFM, KFQD, KKL. Heavy: WHBY. Medium: KEY103, WEIM, WGLL, WSKI, WCKQ, WKYX, WMT-FM, KWEB, KQSW, KRBS.

JANE WIEDLIN "Blue Kiss" (IRS/MCA) 21/1

Rotations: Heavy 0/0, Medium 3/0, Light 18/1, Total Adds 1, KEY103. Medium including WSKI, KALE.

BRUCE SPRINGSTEEN "I'm Goin' Down" (Columbia) 20/2

Rotations: Heavy 7/2, Medium 7/0, Light 6/0, Total Adds 2, WLLT, KTYL. Heavy: WHTX, WKYE, WAVE, KKUA, WCKQ. Medium: V100, WRKA, WENS, KBEST, WPPA, KRLB, KALE.

LAURA BRANIGAN "Hole Me" (Atlantic) 19/19

Rotations: Heavy 0/0, Medium 3/3, Light 16/16, Total Adds 19 including WNAM, WMGN, WEIM, WGLL, WSKI, WCKQ, WGSV, WAGE, WMT-FM, KKL.

MATT BIANCO "Whose Side Are You On?" (Atlantic) 19/0

Rotations: Heavy 2/0, Medium 9/0, Light 8/0, Total Adds 0. Heavy: WKBW, KIFM. Medium: WCLY, WHBY, KIOA, WCHV, WZLQ, WMT-FM, WJON, KQSW.

GLENN SHORROCK "American Flyers" (GRP) 18/2

Rotations: Heavy 0/0, Medium 6/0, Light 12/2, Total Adds 2, KIOA, WHNN. Medium: KOIL, WSKI, WCKQ, KQSW, KALE.

JENNIFER HOLIDAY "Hard Times For Lovers" (Geffen) 17/1

Rotations: Heavy 0/0, Medium 4/0, Light 13/1, Total Adds 1, KEY103. Medium including WPIX, WEIM, WGLL, KALE.

HOWARD JONES "Like To Get To Know You Well" (Elektra) 16/6

Rotations: Heavy 0/0, Medium 3/0, Light 13/6, Total Adds 6, WAVE, WNAM, WPPA, WKYX, KFSB, KALE. Medium including WMGN, WSKI, KTYL.

KIM CARNES "Rough Edges" (EMI America) 12/4

Rotations: Heavy 0/0, Medium 2/0, Light 10/4, Total Adds 4, WEIM, WORG, WKYX, KRBS. Medium including WAHR, WMT-FM.

RENE & ANGELA "I'll Be Good" (Mercury/PolyGram) 11/2

Rotations: Heavy 0/0, Medium 3/0, Light 8/2, Total Adds 2, WAEB, WCHV. Medium: KVIL-FM, WKYX, KQSW.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. **New & Active** records are receiving airplay at 25 or more station. Records in **Significant Action** are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved **Breaker** status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

NEWS & HOTS

EAST

PARALLEL ONE

WKWB/Bufalo
Sandy Beach
TEARS FOR FEARS
FREDDIE JACKSON
COLLINS & MARTIN
Hot: WHITNEY HOUSTON
STEVE WONDER
MICHAEL FRANKS
KOO & THE GANG
COMMODORES

WPIX/New York
Wendy Silvershein
none
Hot: WHITNEY HOUSTON
STEVE WONDER
TINA TURNER
MICHAEL FRANKS
KOO & THE GANG

WSN/Philadelphia
Tyler Cannon
COLLINS & MARTIN
ARETHA FRANKLIN
Hot: WHITNEY HOUSTON
MADONNA
STEVE WONDER
HALL & OATES
A-HA

WHTX/Pittsburgh
Kath Abrams
ONJ
HUEY LEWIS & THE
THOMPSON TWINS
Hot: JAN HAMMER
WHITNEY HOUSTON
A-HA
DAVID POSTER

Classy 95/Washington
HollenFox
none
Hot: MICHAEL FRANKS
KOO & THE GANG
CORREY HART
WHITNEY HOUSTON
WHAM!

PARALLEL TWO

WYOM/Albany
Knut Holmberg
Kenny Loggins
ONJ
COLLINS & MARTIN
Hot: KOO & THE GANG
AIR SUPPLY
STEVE WONDER
COMMODORES
WHITNEY HOUSTON
WHAM!

WABE/Allentown
Mick Hagerly
Kenny Loggins
THOMPSON TWINS
FREDDIE JACKSON
ARETHA FRANKLIN
DON HENLEY
RENE & ANGELO
Hot: WHITNEY HOUSTON
AIR SUPPLY
MADONNA
COMMODORES
STEVE WONDER

WICC/Bridgeport
Peters/Rosenport
none
Hot: TINA TURNER
BILLY JOEL
A-HA
WHITNEY HOUSTON
STEVE WONDER

V100/Charleston
Ron Brandon
DON HENLEY
GLENN FREY
MAURICE WHITE
Hot: A-HA
KOO & THE GANG
STEVE WONDER
COMMODORES
MADONNA

WSPM/Harrisburg
Ray Massey
TEARS FOR FEARS
THOMPSON TWINS
MAURICE WHITE
FREDDIE JACKSON
GLENN FREY
ARETHA FRANKLIN
KENNY ROGERS
ONJ
DON HENLEY
Hot: WHITNEY HOUSTON
MICHAEL FRANKS
COMMODORES
POINTER SISTERS
JOJO PARK

WYNY/Watertown, NY
George Hebe
ARETHA FRANKLIN
COLLINS & MARTIN
FREDDIE JACKSON
ONJ
Hot: WHITNEY HOUSTON
STEVE WONDER
HALL & OATES

WPPA/Wilmington, PA
Scott Masteller
BILLY JOEL
COLLINS & MARTIN
ONJ
Hot: RAY PARKER JR.
Hot: WHITNEY HOUSTON
STEVE WONDER
MADONNA

WVFM/Harrisburg
Ray Massey
TEARS FOR FEARS
THOMPSON TWINS
MAURICE WHITE
FREDDIE JACKSON
GLENN FREY
ARETHA FRANKLIN
KENNY ROGERS
ONJ
DON HENLEY
Hot: WHITNEY HOUSTON
MICHAEL FRANKS
COMMODORES
POINTER SISTERS
JOJO PARK

WYNY/Watertown, NY
George Hebe
ARETHA FRANKLIN
COLLINS & MARTIN
FREDDIE JACKSON
ONJ
Hot: WHITNEY HOUSTON
STEVE WONDER
HALL & OATES

WPPA/Wilmington, PA
Scott Masteller
BILLY JOEL
COLLINS & MARTIN
ONJ
Hot: RAY PARKER JR.
Hot: WHITNEY HOUSTON
STEVE WONDER
MADONNA

WVFM/Harrisburg
Ray Massey
TEARS FOR FEARS
THOMPSON TWINS
MAURICE WHITE
FREDDIE JACKSON
GLENN FREY
ARETHA FRANKLIN
KENNY ROGERS
ONJ
DON HENLEY
Hot: WHITNEY HOUSTON
MICHAEL FRANKS
COMMODORES
POINTER SISTERS
JOJO PARK

WYNY/Watertown, NY
George Hebe
ARETHA FRANKLIN
COLLINS & MARTIN
FREDDIE JACKSON
ONJ
Hot: WHITNEY HOUSTON
STEVE WONDER
HALL & OATES

SOUTH

PARALLEL ONE

WARM9/Atlanta
Montell/Wyrostok
MR. MISTER
JAN HAMMER
COLLINS & MARTIN
BILLY JOEL
Hot: MICHAEL FRANKS
STING
WHITNEY HOUSTON
MICHAEL FRANKS
HOWARD JONES
COMMODORES
MICHAEL MCDONALD

WSB90F/Atlanta
John Chappell
ARETHA FRANKLIN
BILLY JOEL
Hot: WHITNEY HOUSTON
FREDDIE JACKSON
STEVE WONDER
GINO VANNELLI
DAVID POSTER

KVIL/Dallas-Ft. Worth
Chuck Rhodes
DEBARO
KENNY ROGERS
THOMPSON TWINS
ARETHA FRANKLIN
BILLY JOEL
GINO VANNELLI
Hot: KOO & THE GANG
WALTON
MADONNA
A-HA

WEIM/Fitchburg
Jack Raymond
KENNY ROGERS
BILLY OCEAN
JOE LYNN TURNER
HALL & OATES
A-HA
Hot: WHITNEY HOUSTON
AIR SUPPLY
COMMODORES
STEVE WONDER
SHERRY ANDER

WKNE/Keene, NH
Mike Trombly
KENNY ROGERS
ONJ
BILLY JOEL
Hot: WHITNEY HOUSTON
STEVE WONDER
HALL & OATES

WJML/Mercersburg
Green/Greene
Low/Schmidt
FREDDIE JACKSON
KERRY ROGERS
LAURA BRANIGAN
THOMPSON TWINS
ROSEANNE CASH
RAY PARKER JR.
KATRINA & THE WAV
Hot: WHITNEY HOUSTON
JAN HAMMER

WLSW/New Orleans
Mink/Johnson
ARETHA FRANKLIN
COLLINS & MARTIN
BILLY JOEL
Hot: WHITNEY HOUSTON
STEVE WONDER
HALL & OATES

WWSK/Montpelier
Bruce Stebbins
BILLY JOEL
RAY PARKER JR.
LAURA BRANIGAN
KENNY ROGERS
BEACH BOYS
STING
JAN HAMMER
JOHN PARR
DON HENLEY
HALL & OATES

WTHY/Watertown, NY
George Hebe
ARETHA FRANKLIN
COLLINS & MARTIN
FREDDIE JACKSON
ONJ
Hot: WHITNEY HOUSTON
STEVE WONDER
HALL & OATES

WPPA/Wilmington, PA
Scott Masteller
BILLY JOEL
COLLINS & MARTIN
ONJ
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Hot: WHITNEY HOUSTON
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JOJO PARK

PARALLEL TWO

KWAV/Monterey
Michael Reading
KENNY LOGGINS
ROSEANNE CASH
KENNY ROGERS
Hot: COMMODORES
WHITNEY HOUSTON
DON HENLEY
STEVE WONDER
DAVID POSTER

KCIX/Boise
Dave Duquesne
ONJ
Hot: DAVID POSTER
WHITNEY HOUSTON
COMMODORES
STEVE WONDER
A-HA

MIDWEST

PARALLEL ONE

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Kenny Rogers
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PARALLEL TWO

KVOD/Anchorage
Lewis/Harrigan
ROSEANNE CASH
JACK WAGNER
THOMPSON TWINS
ARETHA FRANKLIN
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BILLY JOEL
Hot: JAN HAMMER
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WEST

PARALLEL ONE

KVUU/Colorado Springs
Lynch/Howard
COLLINS & MARTIN
Hot: WHITNEY HOUSTON
STEVE WONDER
COMMODORES
JOHN PARR
AIR SUPPLY

KDKK/Eugene
Burns/King
ABC
COLLINS & MARTIN
THOMPSON TWINS
DON HENLEY
Hot: FREDDIE JACKSON
Hot: WHITNEY HOUSTON
STEVE WONDER
A-HA
JAN HAMMER
DAVID POSTER

B100/San Diego
Rich/Knight
COLLINS & MARTIN
FREDDIE JACKSON
Hot: KOO & THE GANG
STEVE WONDER
WHAM!
HUEY LEWIS & THE
WHITNEY HOUSTON

KMGJ/Los Angeles
Rodriguez/Tavera
MR. MISTER
GINO VANNELLI
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KFM/San Diego
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MATT BLANCO
CARRIE LUCAS
COMMODORES

KWAV/Monterey
Michael Reading
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PARALLEL TWO

WVTV/Chicago
Kenny Rogers
ONJ
COLLINS & MARTIN
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STEVE WONDER
HALL & OATES
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WVTV/Chicago
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COUNTRY

TOP 50

Three Weeks	Two Weeks	Last Week		
10	5	4	1	STEVE WARINER/Some Fools Never Learn (MCA)
9	4	3	2	ALABAMA/Can't Keep A Good Man Down (RCA)
2	1	1	3	OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)
11	9	5	4	EDDY RAVEN/I Wanna Hear It From You (RCA)
15	10	7	5	CRYSTAL GAYLE/A Long And Lasting Love (WB)
17	12	8	6	EXILE/Hang On To Your Heart (Epic)
5	3	2	7	JUICE NEWTON/You Make Me Want To Make You Mine (RCA)
18	13	10	8	GARY MORRIS/I'll Never Stop Loving You (WB)
20	16	11	9	BARBARA MANDRELL/Angel In Your Arms (MCA)
24	19	12	10	LEE GREENWOOD/I Don't Mind The Thorns... (MCA)
25	20	17	11	STATLERS/Too Much On My Heart (Mercury/PG)
21	18	15	12	JOHN SCHNEIDER/I'm Gonna Leave You Tomorrow (MCA)
19	17	14	13	GEORGE JONES/Who's Gonna Fill Their Shoes (Epic)
1	2	6	14	MARIE OSMOND with DAN SEALS/Meet Me In Montana (Capitol/Curb)
26	21	18	15	LOUISE MANDRELL/I Wanna Say Yes (RCA)
29	23	20	16	HANK WILLIAMS JR./This Ain't Dallas (WB/Curb)
38	30	24	17	EARL THOMAS CONLEY/Nobody Falls Like A Fool (RCA)
37	31	26	18	BELLAMY BROTHERS/Lie To You For Your Love (MCA/Curb)
31	26	22	19	SOUTHERN PACIFIC/Thing About You (WB)
33	28	25	20	MICKEY GILLEY/You've Got Something On Your Mind (Epic)
43	35	27	21	MEL McDANIEL/Stand Up (Capitol)
27	25	23	22	ED BRUCE/If It Ain't Love (RCA)
8	7	9	23	RONNIE MCDOWELL/Love Talks (Epic)
47	36	32	24	GEORGE STRAIT/The Chair (MCA)
4	8	13	25	RONNIE MILSAP/Lost In The Fifties Tonight (RCA)
40	33	29	26	T.G. SHEPPARD/Doncha (Columbia)
35	32	30	27	RAY CHARLES with HANK WILLIAMS JR./Two Old Cats Like Us (Columbia)
50	39	35	28	WILLIE NELSON/Me And Paul (Columbia)
—	—	46	29	JUDDS/Have Mercy (RCA/Curb)
49	45	38	30	RICKY SKAGGS/You Make Me Feel Like A Man (Epic)
36	34	33	31	JOHN ANDERSON/Tokyo, Oklahoma (WB)
41	38	34	32	DAN FOGELBERG/Down The Road/Mountain Pass (Full Moon/Epic)
45	40	37	33	JENNINGS/NELSON/CASH/KRISTOFFERSON/Desperados Waiting For A Train (Columbia)
6	6	19	34	CHARLY McCLAIN with WAYNE MASSEY/With Just One Look In Your Eyes (Epic)
—	49	42	35	JANIE FRICKE/Somebody Else's Fire (Columbia)
44	42	39	36	VERN GOSDIN/I Know The Way To You By Heart (Compeat/PG)
16	14	16	37	VINCE GILL/If It Weren't For Him (RCA)
—	46	43	38	JIM GLASER/In Another Minute (Noble Vision/MCA)
BREAKER	45	35	39	JIMMY BUFFETT/If The Phone Doesn't Ring, It's Me (MCA)
BREAKER	40	37	40	SAWYER BROWN/Betty's Bein' Bad (Capitol/Curb)
3	11	21	41	EDDIE RABBITT/She's Comin' Back To Say Goodbye (WB)
BREAKER	42	36	42	GAIL DAVIES/Break Away (RCA)
—	—	50	43	MERLE HAGGARD/Amber Waves Of Grain (Epic)
7	15	28	44	CONWAY TWITTY/Between Blue Eyes And Jeans (WB)
DEBUT	45	39	45	KENNY ROGERS/Morning Desire (RCA)
—	—	49	46	BANDANA/Lovin' Up A Storm (WB)
DEBUT	47	40	47	ROSANNE CASH/Never Be You (Columbia)
30	29	31	48	LORETTA LYNN/Heart Don't Do This To Me (MCA)
13	24	41	49	FORESTER SISTERS/I Fell In Love Again Last Night (WB)
—	—	—	50	REBA McENTIRE/Only In My Mind (MCA)

OCTOBER 4, 1985

Total Reports/Adds Heavy Medium Light

156/0	141	14	1
156/1	135	21	0
145/0	126	13	6
152/0	121	26	5
153/1	120	28	5
155/0	114	37	4
152/0	125	17	10
155/0	102	51	2
154/2	76	74	4
154/0	58	92	4
146/0	68	69	9
143/2	68	61	14
138/1	75	42	21
121/0	77	29	15
148/3	64	67	17
150/0	40	98	12
154/6	17	107	30
150/6	14	110	26
133/3	37	74	22
138/4	19	96	23
146/11	8	85	53
117/0	33	70	14
101/0	46	35	20
139/14	18	76	45
89/0	40	32	17
125/7	13	80	32
118/1	12	78	28
125/17	6	73	46
135/41	2	54	79
118/12	3	71	44
102/2	14	59	29
105/3	10	65	30
112/12	6	67	39
83/0	28	36	19
120/17	0	64	56
104/4	5	69	30
84/0	30	35	19
113/7	2	57	54
93/9	6	48	39
108/26	1	40	67
58/1	14	30	14
96/15	0	40	56
88/30	1	33	54
50/0	16	16	18
79/62	1	18	60
70/7	2	36	32
78/34	1	20	57
53/0	7	30	16
43/0	9	17	17
77/27	1	20	56

MOST ADDED

- KENNY ROGERS (62) Morning Desire (RCA)
- JUDDS (41) Have Mercy (RCA/Curb)
- EDDIE RABBITT (39) A World Without Love (RCA)
- NITTY GRITTY DIRT BAND (38) Home Again In My Heart (WB)
- ROSANNE CASH (34) Never Be You (Columbia)
- MERLE HAGGARD (30) Amber Waves Of Grain (Epic)
- DON WILLIAMS (30) It's Time For Love (MCA)
- REBA McENTIRE (27) Only In My Mind (MCA)
- SAWYER BROWN (26) Betty's Bein' Bad (Capitol/Curb)
- JOHNNY LEE (22) They Never Had To Get Over You (WB)

HOTTEST

- ALABAMA (87) Can't Keep A Good Man Down (RCA)
- JUICE NEWTON (70) You Make Me Want To Make You Mine (RCA)
- OAK RIDGE BOYS (66) Touch A Hand, Make A Friend (MCA)
- STEVE WARINER (61) Some Fools Never Learn (MCA)
- CRYSTAL GAYLE (43) A Long And Lasting Love (WB)
- EXILE (39) Hang On To Your Heart (Epic)
- MARIE OSMOND W/ DAN SEALS (36) Meet Me In Montana (Capitol/Curb)
- STATLERS (32) Too Much On My Heart (Mercury/PolyGram)
- GARY MORRIS (31) I'll Never Stop Loving You (WB)
- GEORGE JONES (26) Who's Gonna Fill Their Shoes (Epic)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

SAWYER BROWN

Betty's Bein' Bad (Capitol/Curb)

On 69% of reporting stations. Rotations: Heavy 1, Medium 40, Light 67, Total Adds 26 including WYRK, WHN, WXTU, KIX106, WZZK, KIKK, KKYX, WUBE, WDAF, WIL, KTPK, KIK-FM, KUGN, KVEG, KMPS. A Most Added Record. Moves 48-40 on the Country chart.

GAIL DAVIES

Break Away (RCA)

On 62% of reporting stations. Rotations: Heavy 0, Medium 40, Light 56, Total Adds 15, WXTU, KLVI, KHEY, WFNC, WSLR, WONE, KWMT, WDG, WTHI, KWEN, KYAK, KVOC, KKCS, KUGN, KVEG. Moves 47-42 on the Country chart.

JIMMY BUFFETT

If The Phone Doesn't Ring, It's Me (MCA)

On 60% of reporting stations. Rotations: Heavy 6, Medium 48, Light 39, Total Adds 9, WPOC, WQBE, WGTO, KPLX, WFMS, WWJO, KLZ, KVEG, KIGO. Heavy: WBGW, WXTU, WAMZ, WOKK, KKYX, KRMD. Moves 47-44-39 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. **New & Active** records are those receiving airplay at 30-59% of the stations. Records in **Significant Action** are receiving airplay at 5-29% of the stations. Records do not have to reach **Breaker** in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve **Breaker** status. Checkmarks signify the most added of the non-charted records.

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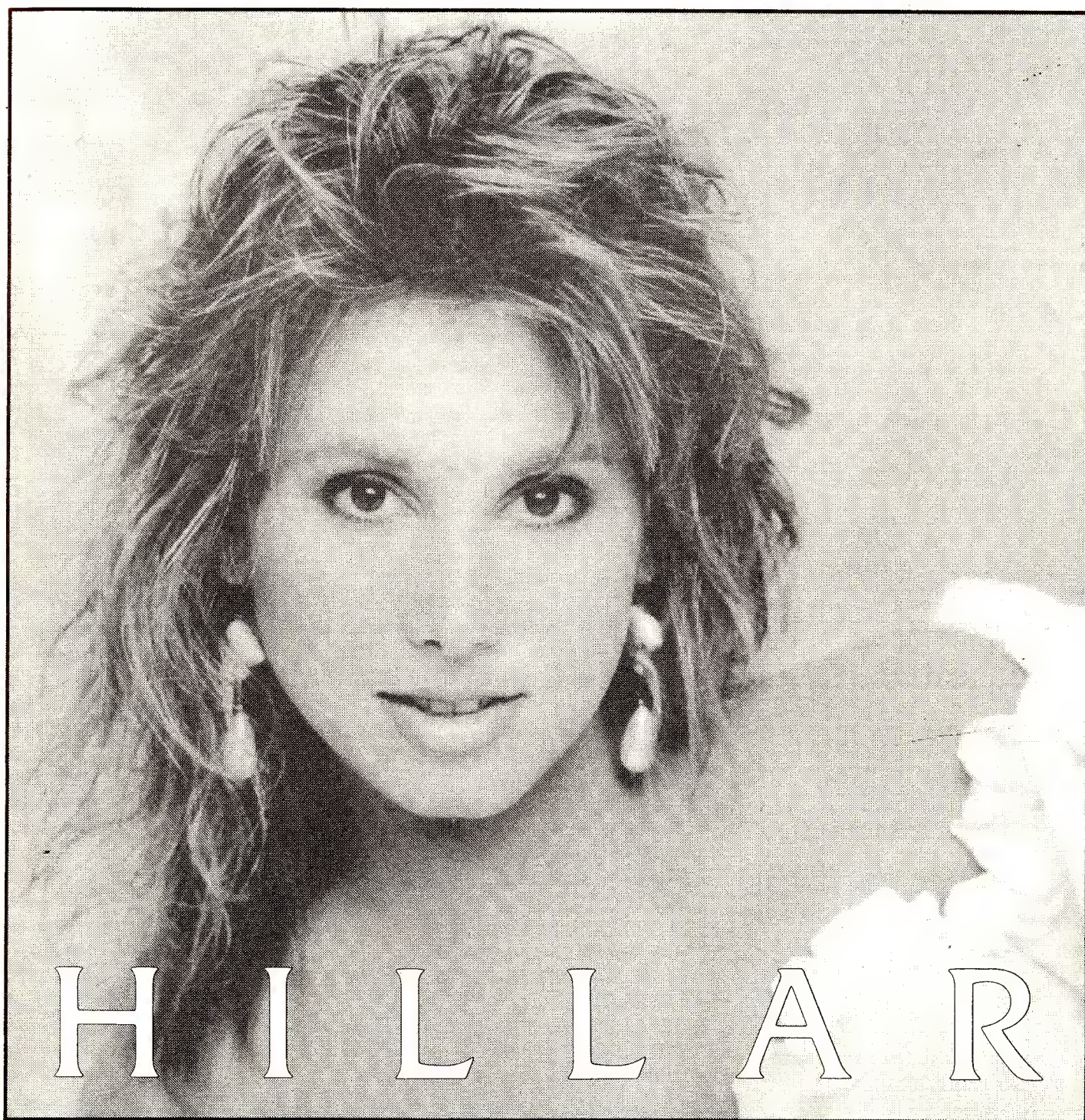


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PRODUCTIONS

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Hillary, you sound ma-a-avelous!



“It’s Such A Heartache (Can’t Stop)”

Produced by Even Stevens for ESP Written by Hillary Kanter and Even Stevens

Like your GM says . . .
“we must look good and sound good”

Hillary Kanter’s
“It’s Such A Heartache” . . .
making your playlist look good and sound good



COUNTRY

NEW & ACTIVE

- MERLE HAGGARD "Amber Waves Of Grain" (Epic) 88/30**
 Rotations: Heavy 1, Medium 33, Light 54, Total Adds 30 including WVAM, WCAO, WRKZ, WPOR, WEZL, KILT-FM, WSIX, WPAP, WIRK, KCJB, KIOV, KVOO, KCKC, KMPS. Moves 50-43 on the Country chart.
- KENNY ROGERS "Morning Desire" (RCA) 79/62**
 Rotations: Heavy 1, Medium 18, Light 60, Total Adds 62 including WRKZ, WKYG, WDSY, WZZK, WCOS, WDXE, WAMZ, KISS-FM, WLWI, WGAR-FM, KSO, WMIL, KTTS, KRKT, KLZ, KNIX. Debuts at number 45 on the Country chart.
- ROSANNE CASH "Never Be You" (Columbia) 78/34**
 Rotations: Heavy 1, Medium 20, Light 57, Total Adds 34 including WRKZ, WHN, WVA, KRRV, WUSY, WKSJ, KKYX, WUSQ, WCXI, WXCL, WTHI, KUZZ, KMAK, KQIL, KCBQ. Debuts at number 47 on the Country chart.
- REBA McENTIRE "Only In My Mind" (MCA) 77/27**
 Rotations: Heavy 1, Medium 20, Light 56, Total Adds 27 including WTSV, WKYG, WIXY, WVA, WEZL, WNOX, KKYX, KBMR, WQHK, WCL, KTPK, KFDI, KUJY, KYGO, KGA, KCUB. Debuts at number 50 on the Country chart.
- BANDANA "Lovin' Up A Storm" (WB) 70/7**
 Rotations: Heavy 2, Medium 36, Light 32, Total Adds 7, WUSY, KHEY, WAMZ, KBMR, WUBE, KXXY, KVEG. Heavy: WCUZ, KRKT. Medium: WGNA, WBGW, WTSV, WVA, WCMS, KTOM. Moves 49-46 on the Country chart.
- NITTY GRITTY DIRT BAND "Home Again In My Heart" (WB) 63/38**
 Rotations: Heavy 0, Medium 19, Light 44, Total Adds 38 including WQBE, WDSY, WILQ, WXBQ, WESC, WIRK, WTQR, WMNI, KXXY, WXCL, KVOO, KKCS, KLZ, KNIX, KGA.
- JOHNNY LEE "They Never Had To Get Over You" (WB) 62/22**
 Rotations: Heavy 1, Medium 13, Light 48, Total Adds 22 including WCAO, WTSV, WIXL, WPOR, KEAN, WSM, KKYX, WMNI, KIOV, WTHI, KRKT, KIK-FM, KVOO, KSOP, KCUB.
- CHARLIE DANIELS "American Farmer" (Epic) 53/14**
 Rotations: Heavy 1, Medium 11, Light 41, Total Adds 14, WBGW, WRKZ, WXTU, WUSY, WKSJ, WONE, WAXX, WTSO, KTPK, KVOO, KUGN, KMAK, KEIN, KCKC.
- ROGER MILLER "River In The Rain" (MCA) 53/13**
 Rotations: Heavy 0, Medium 15, Light 38, Total Adds 13, WIXL, WVM, WFNC, KIKK, WCMS, KBMR, WFMS, WTSO, KXXY, WXCL, KTPK, KFRE, KMAK.
- EDDIE RABBITT "A World Without Love" (RCA) 52/39**
 Rotations: Heavy 0, Medium 11, Light 41, Total Adds 39 including WBGW, WOKQ, WKYG, WZZK, WDXE, KKYX, WIRK, KFGO, WCUZ, WFMS, KTPK, KRKT, KUZZ, KFRE, KRSY, KCKC.

SIGNIFICANT ACTION

- LANE BRODY "Baby's Eyes" (EMI America) 46/2**
 Rotations: Heavy 1, Medium 17, Light 28, Total Adds 2, WTHI, KUGN. Heavy: WFNC. Medium: WSNO, WTSV, KRRV, KKYX, WCXI, WXCL, KKAL.
- DON WILLIAMS "It's Time For Love" (MCA) 45/30**
 Rotations: Heavy 1, Medium 9, Light 35, Total Adds 30 including WGNA, WDSY, WESC, WSM, WTQR, KTTS, KFDI, KLZ, KSOP, KSON.
- NEIL YOUNG "Get Back To The Country" (Geffen) 44/16**
 Rotations: Heavy 1, Medium 7, Light 36, Total Adds 16 including WYRK, WIXY, WESC, WAMZ, WLWI, KBMR, KFGO, WCUZ, KEIN, KTOM.
- SHOPPE "Holdin' The Family Together" (MTM) 43/1**
 Rotations: Heavy 0, Medium 14, Light 29, Total Adds 1, KVOO. Medium: WBGW, WVA, WTVY, KILT-FM, WCMS, WIRK, KEIN, KRSY, KRPM.
- JOE STAMPLEY "I'll Still Be Loving You" (Epic) 38/2**
 Rotations: Heavy 1, Medium 14, Light 23, Total Adds 2, WIRK, KGA. Heavy: KIKK. Medium: WGNA, WEZL, WLWI, KIOV, KTTS, KQIL, KEIN.
- RAY STEVENS "The Haircut Song" (MCA) 37/5**
 Rotations: Heavy 3, Medium 13, Light 21, Total Adds 5, KKYX, WSLR, KRKT, KIK-FM, KYAK. Heavy: KIX106, WVM, WUSN. Medium: WCAO, KWMT, KUGN.
- MAC DAVID "I Feel The Country Calling Me" (MCA) 36/16**
 Rotations: Heavy 0, Medium 6, Light 30, Total Adds 16 including KEAN, WGTO, WOKK, KKYX, WAXX, KTTS, KEIN, KTOM, KCKC.
- LEON EVERETTE "Til A Tear Becomes A Rose" (Mercury/PolyGram) 33/8**
 Rotations: Heavy 0, Medium 6, Light 27, Total Adds 8, WVA, WEZL, WDXE, WOKK, KWMT, KTPK, KKAL, KEIN. Medium: WTVY, KIGO.
- HOLLY DUNN "My Heart Holds On" (MTM) 30/7**
 Rotations: Heavy 0, Medium 8, Light 22, Total Adds 7, KEAN, WKIX, WAXX, WXCL, KVOO, KMAK, KSOP. Medium: WVAM, WBGW, WFNC.

- LARRY GATLIN & THE GATLIN BROTHERS "Runaway Go Home" (Columbia) 29/8**
 Rotations: Heavy 0, Medium 6, Light 23, Total Adds 8, WTSV, KRRV, WXBQ, WEZL, WTVY, WLWI, KRMD, KIGO. Medium: KTTS, KFDI.
- CHUCK PYLE "Drifters Wind" (Urban Sound) 29/5**
 Rotations: Heavy 0, Medium 7, Light 22, Total Adds 5, WGTO, WPAP, KKYX, WDAF, KEIN. Medium: WVAM, WBGW, WTVY, WFNC, WCMS, KFDI.
- KENDALLS "Two Heart Harmony" (Mercury/PolyGram) 28/8**
 Rotations: Heavy 0, Medium 5, Light 23, Total Adds 8, WGNA, KRRV, WVM, WGTO, KIKK, WLWI, KKYX, KSO. Medium: KTTS, KFDI.
- KAREN TAYLOR-GOOD "Up On Your Love" (Mesa) 28/8**
 Rotations: Heavy 0, Medium 2, Light 26, Total Adds 8, WGNA, WCAO, KRRV, WPAP, WKIX, WXCL, KRKT, KSOP. Medium: WTVY, KRMD.
- GENE WATSON "Memories To Burn" (Epic) 23/17**
 Rotations: Heavy 0, Medium 3, Light 20, Total Adds 17 including WGNA, KASE, WKLO, WDXE, KSO, WWJO, KVOO, KRKT, KMAK, KRSY.
- T. GRAHAM BROWN "I Tell It Like It Used To Be" (Capitol) 20/17**
 Rotations: Heavy 0, Medium 2, Light 18, Total Adds 17 including KRRV, WUSY, WFNC, KIKK, WOKK, WKIX, KSO, WAXX, KFGO, KRSY.
- NICOLETTE LARSON "Building Bridges" (MCA) 19/1**
 Rotations: Heavy 0, Medium 6, Light 13, Total Adds 1, WIXY. Medium: WBGW, WPAP, WIRK, WCUZ. Light: KHEY, KBMR, KVOO, KIK-FM, KCBQ.
- LACY J. DALTON "The Night Has A Heart Of Its Own" (Columbia) 18/13**
 Rotations: Heavy 0, Medium 0, Light 18, Total Adds 13 including WOKQ, WGTO, WTVY, WCMS, WIRK, WWJO, KUZZ, KVOO, KMAK, KCBQ.
- LLOYD DAVID FOSTER "I'm As Over You As I'm Gonna Get" (Columbia) 16/5**
 Rotations: Heavy 0, Medium 0, Light 16, Total Adds 5, KEAN, KRRV, WFNC, WPAP, KSOP. Light: WSNO, KTTS, KVOO, KFDI, KRSY.
- AUDIE HENRY "Sweet Salvation" (Canyon Creek) 14/5**
 Rotations: Heavy 0, Medium 0, Light 14, Total Adds 5, WBGW, WFNC, WDXE, WKIX, KRSY. Light: WCAO, WVA, KSO, KVOO, KGA.
- HILLARY KANTER "It's Such A Heartache" (RCA) 13/6**
 Rotations: Heavy 0, Medium 3, Light 10, Total Adds 6, WTVY, WFNC, WKIX, WGEE, KTTS, KSOP. Medium: WLWI, KRKT, KRSY. Light: WBGW, WSNO.
- MALCHAK & RUCKER "I Could Love You In A Heart Beat" (Alpine) 10/3**
 Rotations: Heavy 1, Medium 1, Light 8, Total Adds 3, WGTO, WFNC, KQIL. Heavy: WCUZ. Medium: KRKT. Light: WVAM, WBGW, WVA, KRRV.
- FREDDIE WELLER "Shootin' From The Heart" (Evergreen) 9/7**
 Rotations: Heavy 0, Medium 0, Light 9, Total Adds 7, WBGW, WEZL, WDXE, KFDI, KRKT, KTOM, KIGO. Light: WVAM, KVOO.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
KATHY MATTEA/Heart Of The Country (Mercury/PG)	<i>From My Heart</i>
GARY MORRIS/100% Chance Of Rain (WB)	<i>Anything Goes</i>
LORETTA LYNN/Just A Woman (MCA)	<i>Just A Woman</i>
SOUTHERN PACIFIC/Perfect Stranger (WB)	<i>Southern Pacific</i>
JOHN ANDERSON/Down In Tennessee (WB)	<i>Tokyo, Oklahoma</i>
ALABAMA/Down On Longboat Key (RCA)	<i>40 Hour Week</i>
BAMA BAND/Stone Cold And Country (Compleat/PG)	<i>Bama Band</i>
HANK WILLIAMS JR./Something To Believe In (WB/Curb)	<i>Five-O</i>
NITTY GRITTY DIRT BAND/Partners, Brothers, and Friends (WB)	<i>Partners, Brothers, and Friends</i>
GARY MORRIS/Anything Goes (WB)	<i>Anything Goes</i>
FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)	<i>Forester Sisters</i>
GEORGE STRAIT/In Too Deep (MCA)	<i>Something Special</i>
JOHN ANDERSON/A Little Rock & Roll (& Some .. (WB)	<i>Tokyo, Oklahoma</i>
NITTY GRITTY DIRT BAND/As Long As You're Loving Me (WB)	<i>Partners, Brothers..</i>
GEORGE STRAIT/Dance Time In Texas (MCA)	<i>Something Special</i>



JOE DOWELL

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"HOMEWARD ON THE WIND"

Written by Joe Dowell / Produced by John Pell

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AOR ALBUMS

Three Weeks Two Last Weeks Week

158 REPORTS

OCTOBER 4, 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	1	1	JOHN C. MELLENCAMP /Scarecrow (Riva/PG)	150-0	47-	143-	7+
2	2	2	2	DIRE STRAITS /Brothers In Arms (WB)	147-0	38+	112-	33+
-	-	4	3	MIAMI VICE /Soundtrack (MCA)	148-1	40+	122+	24-
-	-	6	4	ROGER DALTRY /Under A Raging Moon (Atlantic)	147+3	25+	93+	51-
-	5	5	5	STARSHIP /Knee Deep In The Hoopla (Grunt/RCA)	142-0	44+	108+	31=
3	3	3	6	STING /The Dream Of The Blue Turtles (A&M)	133-3	16-	81-	51+
4	4	7	7	LOVERBOY /Lovin' Every Minute Of It (Columbia)	128-0	28-	93-	32+
17	10	10	8	MR. MISTER /Welcome To The Real World (RCA)	138+4	28+	95+	40-
14	11	9	9	HEART /Heart (Capitol)	137=3	20+	91+	44-
23	15	12	10	STEVIE RAY VAUGHAN & DOUBLE TROUBLE /Soul To Soul (Epic)	140+2	6=	48+	86-
7	6	8	11	HOOTERS /Nervous Night (Columbia)	120-8	15-	86-	34-
10	8	11	12	BRYAN ADAMS /Reckless (A&M)	108-0	22-	88-	19-
-	-	16	13	THOMPSON TWINS /Here's To Future Days (Arista)	131+2	12+	53+	73-
9	9	13	14	TEARS FOR FEARS /Songs From The Big Chair (Mercury/PG)	99-0	17-	73-	25-
16	14	14	15	MARILLION /Misplaced Childhood (Capitol)	127-3	5-	47-	71-
12	16	18	16	TALKING HEADS /Little Creatures (Sire/WB)	95+9	12+	35+	53+
20	20	20	17	R.E.M. /Fables Of The Reconstruction (IRS/MCA)	108+4	6+	44+	60-
22	21	19	18	OUTFIELD /Play Deep (Columbia)	111-3	4+	38+	68-
8	7	15	19	BRUCE SPRINGSTEEN /Born In The U.S.A. (Columbia)	71-2	13-	52-	18-
28	24	24	20	NICK LOWE & HIS COWBOY OUTFIT /The Rose Of England (Columbia)	95-5	3-	30+	57-
5	13	17	21	MICHAEL McDONALD /No Looking Back (WB)	87-2	2-	29-	54-
DEBUT	DEBUT	DEBUT	22	CRUZADOS /Cruzados (Arista)	112/23	0	3	93
32	27	26	23	PHANTOM, ROCKER & SLICK /Phantom, Rocker And Slick (EMI America)	104/40	0	4	87
33	28	27	24	JON BUTCHER AXIS /Along The Axis (Capitol)	103-2	0=	8=	82=
-	32	29	25	QUARTERFLASH /Back Into Blue (Geffen)	87-7	1-	21+	55-
DEBUT	DEBUT	DEBUT	26	KISS /Asylum (Mercury/PG)	95+9	1=	6=	78+
18	19	21	27	TOMMY SHAW /What If (A&M)	88/18	0	15	63
-	38	34	28	SAGA /Behavior (Portrait/CBS)	78-0	3+	17-	55-
40	35	32	29	PREFAB SPROUT /Two Wheels Good (Epic)	76+11	2=	15+	47+
31	31	31	30	SQUEEZE /Cosi Fan Tutti Frutti (A&M)	64+4	4=	15+	45-
15	17	22	31	MOTLEY CRUE /Theatre Of Pain (Elektra)	72+8	1=	7+	56+
6	12	23	32	NIGHT RANGER /7 Wishes (Camel/MCA)	62-0	4-	25-	34-
13	18	25	33	BACK TO THE FUTURE /Soundtrack (MCA)	44-0	10-	30-	14-
19	23	28	34	CHEAP TRICK /Standing On The Edge (Epic)	54-2	5-	23-	29-
36	36	36	35	U2 /Wide Awake In America (Island)	47-2	2-	17-	25-
DEBUT	DEBUT	DEBUT	36	GARY MYRICK /Stand For Love (Network/Geffen)	59-5	2+	5+	49-
-	39	38	37	JOE LYNN TURNER /Rescue You (Elektra)	62+18	1+	3+	47+
DEBUT	DEBUT	DEBUT	38	PAUL YOUNG /The Secret Of Association (Columbia)	51-2	1=	11+	35-
39	-	40	39	MARSHALL CRENSHAW /Downtown (WB)	51+11	2+	9+	37+
-	-	-	40	A-HA /Hunting High And Low (WB)	38-1	7=	20+	17-

JOHNNY WINTER

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BREAKERS®

CRUZADOS
Cruzados (Arista)

71% of our reporters on it. 112/23 including adds at: WHJY, KYYS, KAZY, KZAP, WZZO, KISS, WONE, WTUE, KEZE. Debuts at #22 on the Albums chart.

PHANTOM, ROCKER & SLICK
Phantom, Rocker And Slick (EMI America)

66% of our reporters on it. 104/40 including adds at: WBCN, WDVE, KSRR, WSHE, WEBN, WRIF, KUPD, WAAF, WFYV. Debuts at #23 on the Albums chart.

KISS
Asylum (Mercury/PolyGram)

60% of our reporters on it. 95/9 with adds at: Q107, KZEW, KSRR, WWCK, WFBQ, WIOT, WOOJ, WRUF, KOLA. Moves 29-26 on the Albums chart.

CHARTS — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.

AOR ALBUMS

MOST ADDED

PHANTOM, ROCKER & SLICK (40)
Phantom, Rocker & Slick (EMI America)
CRUZADOS (23)
Cruzados (Arista)
WANG CHUNG (23)
To Live And Die In L.A. (Geffen)
JOE LYNN TURNER (18)
Rescue You (Elektra)
DEL FUEGOS (18)
Boston, Mass. (Slash/WB)
TOMMY SHAW (18)
What If (A&M)

HOTTEST

JOHN COUGAR MELLENCAMP (47)
Scarecrow (Riva/PolyGram)
STARSHIP (44)
Knee Deep In The Hoopla (Grunt/RCA)
MIAMI VICE (40)
Soundtrack (MCA)
DIRE STRAITS (38)
Brothers In Arms (WB)

NEW & ACTIVE

- PLATINUM BLONDE "Alien Shores" (Epic) 48/16 (0/0)**
Adds including KOMA, WKLC, KLBK, KLAQ, WDIZ, WONE, WTUE, KILO, KKDJ. Heavy 4 including Q107, CFOX, CHEZ. Medium 34 including WPYX, WHCN, WFYV, KRIX, WWCK, WIOT, KPOI.
- TODD RUNDGREN "A Cappella" (WB) 45/5 (40/6)**
Adds: WHFS, WAQX, KLPX, WIZN, WZEW. Powers 1: Heavy 9: WXRT, KTCZ, KBCO, WDHA, WOUR, WRQK, KSTM, KTCL, KVRE. Medium 27 including WBAB, KZEW, WLVQ, WKQQ, KILO, KKDJ.
- MAD MAX BEYOND THUNDERDOME "Soundtrack" (Capitol) 42/9 (33/23)**
Adds: KBPI, WHEB, WTUE, WWCT, KZEL, WZEW, KLYV, WCXT, KZOO. Powers 1: Heavy 6 including CHOM, WLVQ, KINK, KLAQ. Medium 28 including WBCN, KTXQ, WXRT, KYYS, KPOI, KOMP.
- HEADPINS "Head Over Heels" (MCA) 42/6 (36/9)**
Adds: KGB, WHEB, WAQX, WTKX, KKCI, WCXT. Heavy 2: Q107, KLBK. Medium 25 including WBCN, WNEW, WDVE, WQFM, KOMA, KNCN, KLAQ, KISS, KFMG.
- KATE BUSH "Hounds Of Love" (EMI America) 42/5 (0/0)**
Adds: WLAV, KOMP, KFMZ, KKGR, KOZZ. Powers 7: Heavy 13 including WBCN, KBCO, 91X, WQBK, WHFS, WLIR, CHEZ. Medium 19 including WNEW, KZEW, WXRT, KROQ, WEZX, WONE, KILO.
- COREY HART "Boy In The Box" (EMI America) 42/1 (48/8)**
Adds: KRQU. Heavy 6 including Q107, WSHE, CHEZ, WHMD, WCPZ. Medium 30 including WBCN, KBPI, WQBK, WPDH, KLAQ, WQMF, WRDU, KGGO, KOMP.
- DUKE JUPITER "The Line Of Your Fire" (Motown) 41/5 (0/0)**
Adds: WNEW, KTXQ, KISS, KLPX, KXZL. Heavy 3: WRIF, WDHA, KRQU. Medium 29 including WBCN, KLOL, KSRR, KLOS, KGB, KOMA.
- SIMON F "Gun" (Chrysalis) 40/4 (40/7)**
Adds: WKLC, KRIX, KDJK, KOZZ. Heavy 2: WNEW, WQFM. Medium 24 including WBAB, KZEW, KROQ, KISW, KLBK, KGGO.
- BRYAN FERRY "Boys And Girls" (WB) 35/5 (32/6)**
Adds: WNEW, KOMP, KTAL, WCXT, KTCL. Powers 1: Heavy 11 including WXRT, KROQ, KINK, 91X, KFOG, KZAM. Medium 22 including WSHE, KOMA, WPYX, WQBK, WIOT, KZEL.
- DREAM ACADEMY "Dream Academy" (WB) 34/4 (30/18)**
Adds: WBAB, CHOM, WQBK, WWWV. Powers 1: Heavy 4: KTCZ, KAZY, WLIR, WONE. Medium 23 including WNOR, WXRT, KBCO, KINK, KZAP, KFOG, KLBK.
- JOHN PAUL JONES "Scream For Help" (Atlantic) 30/7 (23/11)**
Adds: KAZY, KMET, WONE, WTUE, KRQU, KCGL, KVRE. Heavy 2: KTCZ, WAPL. Medium 18 including DC101, KZEW, WNOR, WLVQ, KBCO, 91X, KQDS, KFMG, KILO, KEZE.
- CHEECH & CHONG "Get Out Of My Room" (MCA) 30/5 (37/9)**
Adds: KZEW, WQFM, KLBK, KFMX, WZEW. Heavy 1: KLOL. Medium 13 including WBCN, WLVQ, KLOS, KROQ, KISW, KNCN, KILO.
- STEVIE WONDER "In Square Circle" (Tamia/Motown) 29/7 (22/13)**
Adds: CFOX, CHEZ, KSTM, KEZX, WHMD, KRQU, KZOO. Powers 1: Heavy 13 including WXRT, KTCZ, KBCO, KINK, WQBK, WONE. Medium 14 including KBPI, KGGO.
- YNGWIE MALMSTEEN'S RISING FORCE "Marching Out" (Mercury/PolyGram) 29/1 (31/2)**
Adds: WRIF. Heavy 0: Medium 21 including WBCN, KYYS, WQFM, KUPD, WYSP, WHEB, KNCN, KLAQ, KISS, WLAV, KFMG, KOMP.
- DEL FUEGOS "Boston, Mass." (Slash/WB) 28/18 (0/0)**
Adds including WBCN, WNEW, WSHE, WXRT, KBCO, KISW, KLBK, WTKX, KKCI, KDJK, KSTM, WGIR, WBLM, KUFO, KSPN, KZAM, KOZZ. Heavy 1: WLIR. Medium 17 including WHJY, KZEW, KYYS.
- WIRE TRAIN "Between Two Worlds" (415/Columbia) 24/4 (21/9)**
Adds: KBCO, KOMA, KSJO, WWWV. Heavy 4: WONE, KTCL, KRQU, KCGL. Medium 13 including KROQ, KFOG, WTUE.
- ABC "How To Be A Zillionaire" (Mercury/PolyGram) 24/1 (24/3)**
Adds: WZEW. Powers 1: Heavy 7: KTXQ, CFOX, WLIR, KSTM, WHMD, KTCL, KCGL. Medium 14 including WMMR, WXRT, KROQ, WQBK, WHEB, WPDH.
- WANG CHUNG "To Live And Die In L.A." (Geffen) 23/23 (0/0)**
Adds including KTXQ, WSHE, KLBK, KLAQ, WDIZ, KKDJ, KOMP. Heavy 3: KTCZ, KBCO, KZAM. Medium 13 including WXKE, KLYV, WZZQ, KTCL.
- HOWARD JONES "Dream Into Action" (Elektra) 22/5 (18/7)**
Adds: WAQY, WRQK, WZEW, KSPN, KTCL. Powers 1: Heavy 8 including KAZY, WLIR, WIMZ, WONE, KDKB, WHMD, WCPZ. Medium 13 including WMMR, WSHE, KBPI, WPYX, WQBK, WPDH, WTUE, WLAV.
- HEAVEN "Knockin' On Heaven's Door" (Columbia) 18/4 (14/5)**
Adds: KRIX, KISS, KKCI, KOZZ. Heavy 2: KZEW, WDHA. Medium 10 including WBCN, WBAB, WQFM, KISW, WPYX, KFMG.
- BLACK 'N' BLUE "Without Love" (Geffen) 18/4 (15/8)**
Adds: WLVQ, WAQX, WDIZ, KISS. Heavy 1: KILO. Medium 14 including KSHE, WYSP, KNCN, WKDF, KGGO, KFMG, KOMP.
- ALAN VEGA "Just A Million Dreams" (Elektra) 18/2 (17/3)**
Adds: WOUR, KRIX. Heavy 1: KRQU. Medium 13 including KTXQ, KZEW, KBCO, KZAP, 91X, KOMA, KLBK.
- OMD "Crush" (Virgin/A&M) 17/3 (16/2)**
Adds: WRDU, KLYV, WCPZ. Heavy 4: WXRT, KROQ, KTCL, KCGL. Medium 12 including WBCN, WSHE, KBCO, WQBK.
- CURE "The Head On The Door" (Elektra) 16/3 (13/1)**
Adds: WIZN, WCXT, KVRE. Powers 5: Heavy 10 including WBCN, WXRT, KROQ, 91X, WHFS, WLIR. Medium 3: KBCO, CHEZ, KSTM.

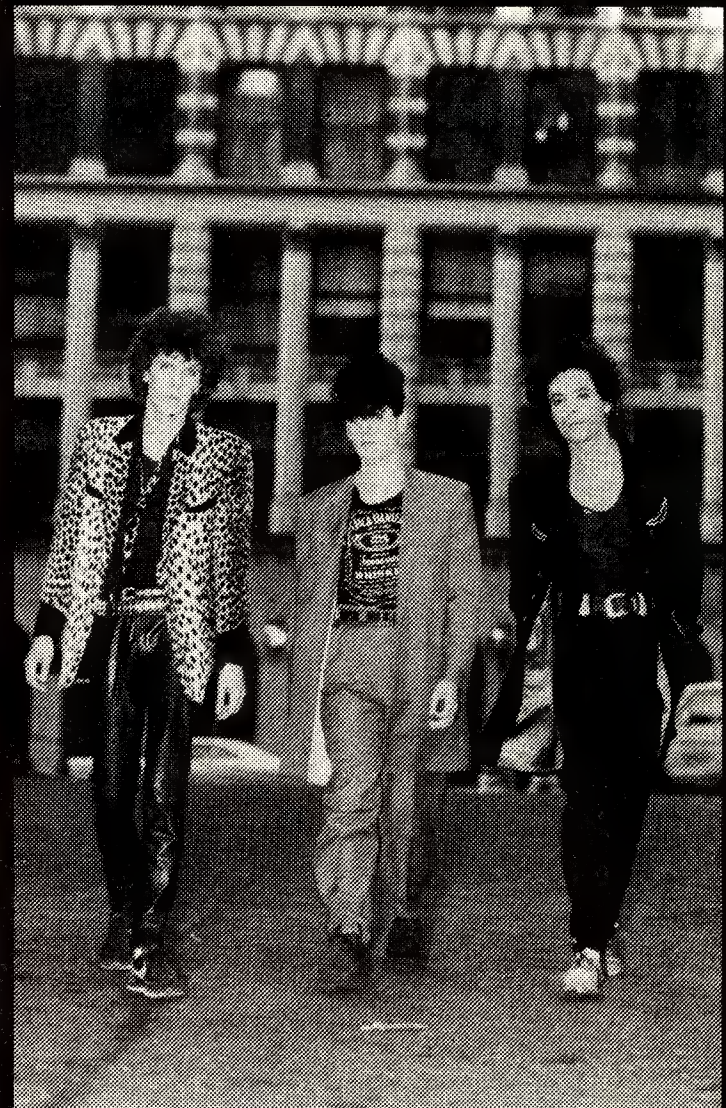
NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

An album that
establishes traditions...
not follows them.

PHANTOM, ROCKER & SLICK



lead track

MEN WITHOUT SHAME

AOR ALBUMS BREAKERS

Albums Debut: **23**

AOR TRACKS BREAKERS

AOR Tracks: **47** - **25**

EMI
AMERICA

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R&R FRIDAY, OCTOBER 4, 1985/77

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

Three Weeks Last
Weeks Week

158 REPORTS

Three Weeks Last Weeks Week	Rank	Artist/Track (Label)	Total Reports/Adds	Power	Heavy	Medium
21 13 3	1	GLENN FREY/You Belong To The City (MCA)	145-1	34+	114+	29-
7 3 1	2	STARSHIP/We Built This City (Grunt/RCA)	134-0	42+	105-	27-
14 8 6	3	ROGER DALTREY/After The Fire (Atlantic)	145+3	24+	92+	50-
18 12 8	4	MR. MISTER/Broken Wings (RCA)	133+4	28+	95+	36-
22 16 10	5	HEART/Never (Capitol)	132+2	20+	89+	42-
9 7 7	6	DIRE STRAITS/One World (WB)	129-2	22+	87-	39-
4 2 4	7	LOVERBOY/Lovin' Every Minute Of It (Columbia)	119-0	27-	89-	26+
1 1 2	8	JOHN C. MELLENCAMP/Lonely Ol' Night (Riva/PG)	106-0	34-	101-	4-
6 5 5	9	HOOTERS/And We Danced (Columbia)	115-7	14-	84-	31-
13 11 9	10	BRYAN ADAMS/One Night Love Affair (A&M)	108-0	22-	88-	19-
23 17 15	11	JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)	117+4	10+	60+	52-
38 23 16	12	THOMPSON TWINS/Lay Your Hands On Me (Arista)	126-1	10+	49+	73-
30 24 18	13	JOHN C. MELLENCAMP/Small Town (Riva/PG)	112+18	5+	56+	51+
10 10 11	14	TEARS FOR FEARS/Head Over Heels (Mercury/PG)	98-0	17-	73-	24-
15 14 13	15	MARILLION/Kayleigh (Capitol)	123-3	5-	46-	69-
48 33 20	16	STEVIE RAY VAUGHAN & DOUBLE.../Look At Little Sister (Epic)	112+9	4+	41+	67-
26 21 17	17	OUTFIELD/Say It Isn't So (Columbia)	110-3	4+	38+	67-
DEBUT	18	RUSH/The Big Money (Mercury/PG)	121 /120	2	26	73
29 26 19	19	R.E.M./Driver 8 (IRS/MCA)	105=4	6+	43+	58-
3 4 12	20	STING/Fortress Around Your Heart (A&M)	80-0	15-	60-	19+
31 28 23	21	NICK LOWE & HIS COWBOY OUTFIT/I Knew The Bride... (Col.)	95-5	3-	30+	57-
— 38	22	ROGER DALTREY/Under A Raging Moon (Atlantic)	91+32	3+	26+	54+
8 6 14	23	BRUCE SPRINGSTEEN/I'm Goin' Down (Columbia)	68-1	13-	49-	18-
41 39 30	24	STING/Love Is The Seventh Wave (A&M)	84+17	2=	29+	53+
— 47	25	PHANTOM, ROCKER & SLICK/Men Without Shame (EMI America)	102+39	0=	4+	86+
— 32	26	CRUZADOS/Motorcycle Girl (Arista)	105+17	0=	3+	88+
42 38 28	27	JAN HAMMER/Miami Vice Theme (MCA)	74+6	12+	42+	30-
56 41 31	28	KISS/Tears Are Falling (Mercury/PG)	95+9	1=	6=	78+
— 40	29	TOMMY SHAW/Remo's Theme (What If) (A&M)	88+18	0=	15+	63+
60 55 41	30	TALKING HEADS/Stay Up Late (Sire/WB)	71+18	9+	24+	43+
35 31 27	31	MICHAEL McDONALD/Bad Times (WB)	77-2	1=	22-	53-
39 36 29	32	JON BUTCHER AXIS/Stop (Capitol)	87-2	0=	8+	69+
43 40 35	33	QUARTERFLASH/Talk To Me (Geffen)	77=7	0-	19+	48-
20 20 21	34	SAGA/What Do I Know? (Portrait/CBS)	72-0	3+	17-	51-
16 19 22	35	NIGHT RANGER/Four In The Morning (Camel/MCA)	59-0	4-	24-	33-
52 47 42	36	MOTLEY CRUE/Home Sweet Home (Elektra)	69+10	1=	7+	53+
— 58 52	37	DIRE STRAITS/Walk Of Life (WB)	48+12	2-	28+	20+
— 51 45	38	PREFAB SPROUT/When Love Breaks Down (Epic)	70+10	2=	11=	46+
5 15 24	39	HUEY LEWIS & THE NEWS/Back In Time (Chrysalis)	43-0	9-	29-	14-
37 34 34	40	DIRE STRAITS/So Far Away (WB)	48-3	5+	24-	23+
DEBUT	41	INXS/This Time (Atlantic)	73 /72	0	5	49
— 52 51	42	SQUEEZE/Hits Of The Year (A&M)	57+4	3=	11+	43=
45 43 39	43	JOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/PG)	48-5	3+	16-	27-
12 18 26	44	CHEAP TRICK/Tonight It's You (Epic)	46-0	5-	22-	23-
19 25 37	45	TALKING HEADS/And She Was (Sire/WB)	44-1	3-	22-	19-
DEBUT	46	JOE LYNN TURNER/Endlessly (Elektra)	62+18	1+	3+	47+
25 27 33	47	U2/Bad (Island)	45-3	2-	16-	24-
49 42 43	48	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Say What! (Epic)	50-2	2-	13-	32-
54 48 48	49	PAUL YOUNG/I'm Gonna Tear Your Playhouse Down (Columbia)	50-2	1=	10+	35-
51 50 50	50	A-HA/Take On Me (WB)	36-1	7=	19+	16-
27 30 36	51	DIO/Rock 'N' Roll Children (WB)	48-1	0=	6-	37-
— 54 53	52	BRUCE SPRINGSTEEN/Janey, Don't Lose Heart (Columbia)	37-5	2=	15-	22+
— 59	53	MARSHALL CRENSHAW/Little Wild One (No. 5) (WB)	46+9	2+	9+	34+
57 56 55	54	KATE BUSH/Running Up That Hill (EMI America)	42+5	7+	13+	19+
28 35 54	55	DIRE STRAITS/Money For Nothing (WB)	27-2	10-	20-	7-
2 9 25	56	D. BOWIE & M. JAGGER/Dancing In The Street (EMI America)	35-0	1-	19-	14-
— 58	57	LOVERBOY/Dangerous (Columbia)	39+4	1+	12-	23+
— 60 60	58	GARY MYRICK/When Angels Kiss (Network/Geffen)	44+9	2+	5+	36+
44 44 46	59	ADVENTURES/Send My Heart (Chrysalis)	42-2	0-	11-	24-
DEBUT	60	TODD RUNDGREN/Something To Fall Back On (WB)	43+6	1+	8+	26-

MOST ADDED

- RUSH (120)
The Big Money (Mercury/PolyGram)
- INXS (72)
This Time (Atlantic)
- PHANTOM, ROCKER & SLICK (39)
Men Without Shame (EMI America)
- ROGER DALTREY (32)
Under A Raging Moon (Atlantic)
- WANG CHUNG (22)
To Live And Die In L.A. (Geffen)

HOTTEST

- STARSHIP (42)
We Built This City (Grunt/RCA)
- GLENN FREY (34)
You Belong To The City (MCA)
- JOHN COUGAR MELLENCAMP (34)
Lonely Ol' Night (Riva/PolyGram)
- MR. MISTER (28)
Broken Wings (RCA)
- LOVERBOY (27)
Lovin' Every Minute Of It (Columbia)

BREAKERS

RUSH

The Big Money (Mercury/PolyGram)

77% of our reporters on it. 121/120 including adds at: WNEW, WMMR, DC101, KZEW, WRIF, KLOS, KMET, KGB, KFOG. Debuts at #18 on the Tracks chart.

CRUZADOS

Motorcycle Girl (Arista)

66% of our reporters on it. 105/17 including adds at: WHJY, KYYS, WZZO, WPLR, KISS, WCKG, KRSP, KEZE. Moves 32-26 on the Tracks chart.

PHANTOM, ROCKER & SLICK

Men Without Shame (EMI America)

65% of our reporters on it. 102/39 including adds at: WBAB, WDVE, KSRR, WSHE, WRIF, KSHE, KUPD. Moves 47-25 on the Tracks chart.

KISS

Tears Are Falling (Mercury/PolyGram)

60% of our reporters on it. 95/9 with adds at: Q107, KZEW, KSRR, WWCK, WFBQ, WIOT, WOOJ, WRUF, KOLA. Moves 31-28 on the Tracks chart.

NEW & ACTIVE

- AUTOGRAPH "Blondes In Black Cars" (RCA) 50/15 (35/35)**
Adds including WBCN, WBAB, KTXQ, KOME, WOUR, KMJX, KGGG, KILQ. Heavy 1: WKQQ. Medium 31 including WHJY, WKLS, WLLZ, KSHE, KGB, WCCC, WKDF, KFMG.
- PLATINUM BLONDE "Crying For You" (Epic) 46/16 (30/23)**
Adds including WKLC, KLB, KLAQ, WDJ, WTKX, WONE, KILQ, KKDJ, WWWW. Heavy 3 including CFOX, CHEZ. Medium 33 including KOME, WPYX, WYV, WTUE, KPOI.
- P. COLLINS & M. MARTIN "Separate Lives (Love...)" (Atlantic) 41/9 (33/33)**
Adds: WBCN, WHEB, WPDH, WAQY, WKQQ, KGGG, WIZN, WZEW, KSPN. Heavy 6: KINK, WONE, WRQK, WHMD, WCPZ, KZAM. Medium 25 including WNEW, KYYS, KBPI, WKDF, WAPL.
- DUKE JUPITER "The Line Of Your Fire" (Motown) 41/5 (38/7)**
Adds: WNEW, KTXQ, KISS, KLPX, KXZL. Medium 3: WRIF, WDHA, KRQU. Medium 29 including WBCN, KLOL, KSRR, WQFM, KLOS, KGB, KOME.
- TINA TURNER "One Of The Living" (Capitol) 39/9 (30/25)**
Adds including KBPI, WHEB, WWCT, KZEL, KLYV, WCXT, KZOO, KOZZ. Powers 1: Heavy 5: CHOM, WLWQ, KLAQ, WTUE, WZEW. Medium 27 including WBCN, KTXQ, WXRT, KYYS, WAQY, WKDF, KOMP.
- COREY HART "Boy In The Box" (EMI America) 39/1 (43/8)**
Adds: KRQU. Heavy 5 including WSHE, CHEZ, WHMD, WCPZ. Medium 28 including KBPI, WQBK, WKLC, KLAQ, WKDF, WRDU, WAPL, KGGG, KOMP.
- HEADPINS "Still The One" (MCA) 38/7 (31/9)**
Adds: KGB, CFOX, WHEB, WAQX, WTKX, KKCI, WCXT. Heavy 1: KLB. Medium 24 including WBCN, WNEW, WQFM, KOME, KNCN, KISS, KFMG.
- SIMON F "I Want You Back" (Chrysalis) 37/4 (37/6)**
Adds: WKLC, KRIX, KDJK, KOZZ. Heavy 2: WNEW, WQFM. Medium 22 including WBAB, KZEW, WLLZ, KRQU, KISW, WDJ, WRQK, KPOI.
- BRYAN FERRY "Don't Stop The Dance" (WB) 32/6 (29/7)**
Adds: WNEW, WIOT, KOMP, KTAL, WCXT, KTCL. Powers 1: Heavy 10 including KRQU, KINK, 91X, KFOG, KZAM, KCGL. Medium 20 including WSHE, KRQR, KOME, WPYX, WLIR, WLAV.
- DEL FUEGOS "Don't Run Wild" (Slash/WB) 26/16 (10/10)**
Adds including WBCN, WSHE, WXRT, KISW, KLB, WTKX, KDJK, KOZZ. Heavy 1: WLIR. Medium 15 including WNEW, WHJY, KZEW, KYYS, KKCI, KYTD.
- JOHN C. MELLENCAMP "Justice And Independence '85" (Riva/PG) 24/4 (25/4)**
Adds: KNCN, KLPX, KXZL, KSPN. Heavy 7 including WYFN, KUPD, KISW, WCCC, WEZX, KZOK. Medium 17 including WKLS, KZAP, WDHA, KMOD, KOMP, KEZE, WRUF.
- WANG CHUNG "To Live And Die In L.A." (Geffen) 22/22 (0/0)**
Adds including KTXQ, WSHE, WDHA, KLAQ, WXKE, KOMP, KZOO. Heavy 2: KBCO, KZAM. Medium 13 including KLB, WDJ, KKDJ, KSTM.
- YNGWIE MALMSTEEN'S RISING... "Don't Let It End" (Mercury/PG) 22/2 (23/2)**
Adds: WRIF, KISS. Heavy 0: Medium 17 including WYFN, KYYS, WQFM, WPLR, WYSP, WHIF, KNCN, KLAQ, KFMG, KOMP.
- ABC "Be Near Me" (Mercury/PolyGram) 22/1 (22/3)**
Adds: WZEW. Powers 1: Heavy 6: KTXQ, CFOX, WLIR, KSTM, WHMD, KTCL. Medium 13 including WMMR, WQBK, WHEB, WAQY, WWWW.
- HOWARD JONES "Like To Get To Know You" (Elektra) 20/6 (14/7)**
Adds: WAQY, WRQK, KDKB, WZEW, KSPN, KTCL. Heavy 6 including KAZY, WLIR, WONE, WHMD, WCPZ. Medium 13 including WMMR, WSHE, KBPI, WPYX, WTUE, WLAV.
- ALARM "Strength" (IRS/MCA) 19/19 (0/0)**
Adds including WBAB, KRQU, WHFS, WDHA, WHEB. Powers 1: Heavy 5: KZEW, 91X, WLIR, KTCL, KCGL. Medium 8 including WNEW, KTXQ, WCCC, KYTD.
- HEAVEN "Knockin' On Heaven's Door" (Columbia) 18/4 (14/5)**
Adds: KRIX, KISS, KKCI, KOZZ. Heavy 2: KZEW, WDHA. Medium 10 including WBCN, WBAB, WQFM, KISW, WPYX, WPLR, KFMG.
- STING "We Work The Black Seam" (A&M) 18/2 (21/1)**
Adds: WNEW, WBLM. Heavy 8 including KBCO, KFOG, WHFS, WHCN, KPOI, KKGR. Medium 10 including WNOR, KTOZ, KLAQ, WDJ, WFBQ, WIOT.
- ALAN VEGA "On The Run" (Elektra) 18/2 (17/3)**
Adds: WOUR, KRIX. Heavy 1: KRQU. Medium 13 including KTXQ, KZEW, KBCO, 91X, KRQR, KOME, KLB.
- JOHN PAUL JONES "Silver Train" (Atlantic) 18/1 (17/8)**
Adds: KMET. Heavy 1: WAPL. Medium 10 including DC101, WNOR, WLWQ, WAQX, KQDS, KFMG, KILQ, KEZE.
- DREAM ACADEMY "This World" (WB) 17/3 (14/9)**
Adds: WQBK, WWWW, KTCL. Heavy 0: Medium 15 including WNOR, KBCO, KZAP, WHFS, WHMD, KWHL, KSPN.
- BLACK 'N' BLUE "Miss Mystery" (Geffen) 17/3 (15/8)**
Adds: WAQX, WDJ, KISS. Heavy 1: KILQ. Medium 13 including WYFN, WQFM, KSHE, WYSP, KGGG, KFMG, KOMP.
- STEVIE RAY VAUGHAN & DOUBLE TROUBLE "Change It" (Epic) 17/1 (15/2)**
Adds: KLOL. Heavy 3: WQFM, KFOG, KLB. Medium 13 including KTXQ, WXRT, KMET, KRQR, WDHA, WONE.

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.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

REGIONAL AOR ACTIVITY

MIDWEST (continued)

QUARTERFLASH
NIGHT RANGER
SAGA
VANDENBERG
AUTOGRAF
CHEAP TRICK
OUTFIELD
MARILLION
MOTLEY CRUE
DIO
MIAMI VICE
JOHN COUGAR MCELLEN
STEVIE RAY VAUGHAN
BLACK 'N' BLUE
STING
GODLEY & CREME
ST. ELMO'S FIRE
JOE LYNN TURNER
CRUZADOS
KISS
a RUSH
a PHANTOM, ROCKER &

KYYS/Kansas City (816)561-9102

PD: JOE MCCABE
MD: SKID ROADIE
Heavy
DIRE STRAITS
JOHN COUGAR MCELLEN
BRYAN ADAMS
MIAMI VICE
STARSHIP
LOVERBOY
a RUSH
MR. MISTER
HOOTERS
Medium
MAD MAX
ROGER DALTRY
MICHAEL MCDONALD
WHITE NIGHTS
PHANTOM, ROCKER &
PREFAB SPROUT
TOMMY SHAW
NICK LOWE
MARILLION
DEL PUEGOS
THOMPSON TWINS
STEVIE RAY VAUGHAN
a TALKING HEADS
CHEAP TRICK
JOE LYNN TURNER
SAGA
a CRUZADOS
KISS
YNGWIE MALMSTEEN
TEARS FOR FEARS
STING
PAUL YOUNG

WXRT/Chicago (312)777-1700

PD: NORM WINER
MD: LYN BROWER
Heavy
TALKING HEADS
JOHN COUGAR MCELLEN
STING
THOMPSON TWINS
OMD
DIRE STRAITS
R.E.M.
BRYAN ADAMS
NICK LOWE
SQUEEZE
CURE
U2
CHINA CRISIS
STEVIE WONDER
ROGER DALTRY
MICHAEL MCDONALD
MAD MAX
PREFAB SPROUT
DREAM ACADEMY
KATE BUSH
JOHNNY WINTER
GARY MYRICK
SHRIEKBACK
ARMOURY SHOW
STEVIE RAY VAUGHAN
BLUE NILE
GODLEY & CREME
ZEITUNIST
BEAT RODDO
BRUCE SPRINGSTEEN
MAD MAX
STARSHIP
UNTOUCHABLES
JANE SIIBERRY
Light
a DEL PUEGOS
a INXS
a SMITHS
a SUNNYLAND SLIM

WLUP/Chicago (312)440-5270

PD: GREG SOLK
MD: BILL EVANS
(PROZEN)
Heavy
STARSHIP
JOHN COUGAR MCELLEN
BRUCE SPRINGSTEEN
BRUCE SPRINGSTEEN
MIAMI VICE
DON HENLEY
ROGER DALTRY
PREFAB SPROUT
NICK LOWE
SAGA
BRYAN ADAMS
MICHAEL MCDONALD
U2
MARILLION
R.E.M.
HEART
Medium
DIRE STRAITS
TODD RUNDGREN
HOOTERS
TOMMY SHAW
THOMPSON TWINS
CRUZADOS
QUARTERFLASH
GARY MYRICK
STING
OUTFIELD
TALKING HEADS
PAUL YOUNG
STEVIE RAY VAUGHAN
SQUEEZE

PARALLEL TWO WONE-FM/Kron (216)535-7831

PD: WARD HOLMES
Heavy
STEVIE RAY VAUGHAN
PREFAB SPROUT (M)
DREAM ACADEMY
JOHN COUGAR MCELLEN

KQDS/Duluth (218)728-6421

PD: MIKE KELLER
MD: JOHN TOWER
Heavy
DIRE STRAITS (M)
STARSHIP
BRYAN ADAMS
TEARS FOR FEARS
HOOTERS
MIAMI VICE (M)
ROGER DALTRY (M)
BRUCE SPRINGSTEEN
JOHN COUGAR MCELLEN
Medium
LOVERBOY
MR. MISTER
HEART
TALKING HEADS
STING
MARILLION
MICHAEL MCDONALD
THOMPSON TWINS
R.E.M.
STEVIE RAY VAUGHAN
WHITE NIGHTS
TODD RUNDGREN
a NONA HENDRYX
a NICK LOWE
SAGA
a RUSH
a PHANTOM, ROCKER &
a TOMMY SHAW
MARSHALL CRENSHAW
JOHN BUTCHER AXIS
JOHN PAUL JONES
a CRUZADOS

WRQK/Canton (218)922-5630

PD: RICK SINGER
Heavy
JOHN COUGAR MCELLEN
DIRE STRAITS (M)
R.E.M.
MICHAEL MCDONALD
MR. MISTER
AIA
STARSHIP
ROGER DALTRY
MARILLION
MIAMI VICE
THOMPSON TWINS
STEVIE RAY VAUGHAN
PHANTOM, ROCKER &
SAGA
PREFAB SPROUT
JOHN BUTCHER AXIS
TODD RUNDGREN
MOTLEY CRUE (M)
CHEAP TRICK
JOE LYNN TURNER
SAGA
a CRUZADOS
KISS
YNGWIE MALMSTEEN
TEARS FOR FEARS
STING
PAUL YOUNG

WLAV-FM/Grand Rapids (616)456-5461

PD: DAVE LANGE
MD: ARIS HAMPERS
Heavy
TEARS FOR FEARS
STING
DIRE STRAITS
BRYAN ADAMS
JOHN COUGAR MCELLEN
MIAMI VICE
LOVERBOY
HOOTERS
STEVIE RAY VAUGHAN
STARSHIP
MR. MISTER
a RUSH
Medium
HOWARD JONES
JEFF BECK
MARILLION
CHEAP TRICK
TALKING HEADS
SAGA
NIGHT RANGER
ROMANTICS
JOHN BUTCHER AXIS
JOHN PAUL JONES
a RUSH
a CHASER
URGENT
STING
YNGWIE MALMSTEEN
THOMPSON TWINS
MONDO ROCK
HEART
BRYAN FERRY
QUARTERFLASH
R.E.M.
PHANTOM, ROCKER &
PLATINUM BLONDE
BRUCE SPRINGSTEEN
AUTOGRAF
MAD MAX
CRUZADOS
TODD RUNDGREN
a KATE BUSH
a DIO
a ADVENTURES
a GARY MYRICK
JOE LYNN TURNER

WTUE/Dayton (513)224-1501

PD: TOM CARROLL
MD: JOHN BEAULIEU
Heavy
JOHN COUGAR MCELLEN
OUTFIELD
ROGER DALTRY (M)
NICK LOWE (M)
MIAMI VICE
R.E.M.
STEVIE RAY VAUGHAN
MARILLION
MICHAEL MCDONALD
a MAD MAX
ADVENTURES (M)
THOMPSON TWINS
Medium
a QUARTERFLASH
a RUSH
a STEVE MORSE
TODD RUNDGREN
a INXS
STARSHIP
MARSHALL CRENSHAW
JOHN BUTCHER AXIS
MR. MISTER
SQUEEZE
GARY MYRICK
PREFAB SPROUT
WHITE NIGHTS
a TOMMY SHAW
BILLY BURNETTE
HOWARD JONES
SAGA
a JOHN PAUL JONES
JOE LYNN TURNER
a PLATINUM BLONDE
UNTOUCHABLES
a CRUZADOS
WIRE TRAIN

KGGO/Des Moines (515)265-6181

PD: JACK EMERSON
MD: MIKE RICHTER
Heavy
JOHN COUGAR MCELLEN
DON HENLEY
BOWIE & JAGGER
MR. MISTER
HOOTERS
MIAMI VICE (M)
JOHN WAITE
STING
MARILLION
R.E.M.
HEART
Medium
DIRE STRAITS
TODD RUNDGREN
HOOTERS
TOMMY SHAW
THOMPSON TWINS
CRUZADOS
QUARTERFLASH
GARY MYRICK
STING
OUTFIELD
TALKING HEADS
PAUL YOUNG
STEVIE RAY VAUGHAN
SQUEEZE

KICT/Wichita (316)722-5600

OM: BILL BRUN
MD: LEE ROBERTS
Heavy
ROGER DALTRY (L)
STARSHIP
STING (M)
LOVERBOY (M)
MIAMI VICE
MR. MISTER
HEART
TEARS FOR FEARS
JOHN COUGAR MCELLEN
LOVERBOY
BRYAN ADAMS
MICHAEL MCDONALD
DIRE STRAITS
STEVIE RAY VAUGHAN
U2
MARILLION
SAGA
KISS
JOHN BUTCHER AXIS
CRUZADOS
TOMMY SHAW
JEFF BECK
Light
a RUSH
a AC/DC

KQZO/Omaha (402)592-5300

PD: BRUCE MCGREGOR
MD: JOE BLOOD
Heavy
STING (M)
JOHN COUGAR MCELLEN
LOVERBOY
DIRE STRAITS (M)
TEARS FOR FEARS
STARSHIP
BRYAN ADAMS
MIAMI VICE
MIAMI VICE
Medium
TALKING HEADS
R.E.M.
SQUEEZE
MARILLION
SAGA
MR. MISTER
HEART
OUTFIELD
TOMMY SHAW
PLATINUM BLONDE
ROGER DALTRY
HOOTERS
NICK LOWE
HEART
THOMPSON TWINS
MAD MAX
STEVIE RAY VAUGHAN
SAGA
a INXS
PHANTOM, ROCKER &
a RUSH
a TOMMY SHAW
KISS
JOHN BUTCHER AXIS
JOHN PAUL JONES
a CRUZADOS

WLOT/Toledo (419)248-3377

PD: MICHAEL HUGHES
MD: RICK VAN GIL
Heavy
JOHN COUGAR MCELLEN
STING (M)
LOVERBOY
TEARS FOR FEARS
HOOTERS
BRYAN ADAMS
THOMPSON TWINS
MR. MISTER
Medium
STARSHIP
BRYAN FERRY
RUSH
CRUZADOS
PHANTOM, ROCKER &
STEVIE RAY VAUGHAN
ROGER DALTRY
PLATINUM BLONDE
DIRE STRAITS
TALKING HEADS
MICHAEL MCDONALD
BRUCE SPRINGSTEEN
MARILLION
HEART
R.E.M.
NIGHT RANGER
JOHN BUTCHER AXIS
JOHN COUGAR MCELLEN
STING
STEVIE RAY VAUGHAN
STING
ADVENTURES U2
TOMMY SHAW
CRUZADOS
ROMANTICS
EDDIE & THE TIDE
PREFAB SPROUT
PAUL YOUNG
AIA
HALL & OATES
a PHANTOM, ROCKER &
a RUSH
a MAD MAX

WWCT/Peoria (309)674-2000

PD: JEFF MURPHY
MD: PHIL MANICKI
Heavy
JOHN COUGAR MCELLEN
STARSHIP
MIAMI VICE
ROGER DALTRY (M)
LOVERBOY
MICHAEL MCDONALD
TEARS FOR FEARS
MARILLION
BRYAN ADAMS
DIRE STRAITS
HEART
BOWIE & JAGGER
BRUCE SPRINGSTEEN
ROGER DALTRY
PLATINUM BLONDE
DIRE STRAITS
TALKING HEADS
MICHAEL MCDONALD
BRUCE SPRINGSTEEN
MARILLION
HEART
R.E.M.
NIGHT RANGER
JOHN BUTCHER AXIS
QUARTERFLASH
MIAMI VICE
STING
Medium
BRUCE SPRINGSTEEN
TEARS FOR FEARS
BRYAN ADAMS
LOVERBOY
HEART
QUARTERFLASH
OUTFIELD
KISS
SIMON F
COREY HART
PLATINUM BLONDE
JOHN BUTCHER AXIS
JOHN PAUL JONES
a RUSH
a URGENT
STING
YNGWIE MALMSTEEN
THOMPSON TWINS
MONDO ROCK
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QUARTERFLASH
R.E.M.
PHANTOM, ROCKER &
PLATINUM BLONDE
BRUCE SPRINGSTEEN
AUTOGRAF
MAD MAX
CRUZADOS
TODD RUNDGREN
a KATE BUSH
a DIO
a ADVENTURES
a GARY MYRICK
JOE LYNN TURNER

WVAV/Grand Rapids (616)456-5461

PD: DAVE LANGE
MD: ARIS HAMPERS
Heavy
TEARS FOR FEARS
STING
DIRE STRAITS
BRYAN ADAMS
JOHN COUGAR MCELLEN
MIAMI VICE
LOVERBOY
HOOTERS
STEVIE RAY VAUGHAN
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a RUSH
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JEFF BECK
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a CHASER
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a DIO
a ADVENTURES
a GARY MYRICK
JOE LYNN TURNER

WVAV/Grand Rapids (616)456-5461

PD: DAVE LANGE
MD: ARIS HAMPERS
Heavy
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HOOTERS
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a RUSH
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PHANTOM, ROCKER &
PLATINUM BLONDE
BRUCE SPRINGSTEEN
AUTOGRAF
MAD MAX
CRUZADOS
TODD RUNDGREN
a KATE BUSH
a DIO
a ADVENTURES
a GARY MYRICK
JOE LYNN TURNER

KATT-FM/Oklahoma City (405)848-0100

PD: PAT WELSH
MD: SCOTT DOUGLAS
Heavy
TALKING HEADS (M)
MR. MISTER
STARSHIP (M)
DIRE STRAITS (M)
LOVERBOY (M)
HEART
MARILLION
OUTFIELD
THOMPSON TWINS
STING (M)
Medium
JOHN COUGAR MCELLEN
ROGER DALTRY
JOHN BUTCHER AXIS
MIAMI VICE
HEART
MARILLION
OUTFIELD
THOMPSON TWINS
STING (M)
Light
a RUSH
a INXS
a JOE LYNN TURNER
a ROBIN TROWER

WVAV/Grand Rapids (616)456-5461

PD: DAVE LANGE
MD: ARIS HAMPERS
Heavy
TEARS FOR FEARS
STING
DIRE STRAITS
BRYAN ADAMS
JOHN COUGAR MCELLEN
MIAMI VICE
LOVERBOY
HOOTERS
STEVIE RAY VAUGHAN
STARSHIP
MR. MISTER
a RUSH
Medium
HOWARD JONES
JEFF BECK
MARILLION
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JOHN BUTCHER AXIS
JOHN PAUL JONES
a RUSH
a CHASER
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THOMPSON TWINS
MONDO ROCK
HEART
BRYAN FERRY
QUARTERFLASH
R.E.M.
PHANTOM, ROCKER &
PLATINUM BLONDE
BRUCE SPRINGSTEEN
AUTOGRAF
MAD MAX
CRUZADOS
TODD RUNDGREN
a KATE BUSH
a DIO
a ADVENTURES
a GARY MYRICK
JOE LYNN TURNER

WVAV/Grand Rapids (616)456-5461

PD: DAVE LANGE
MD: ARIS HAMPERS
Heavy
TEARS FOR FEARS
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DIRE STRAITS
BRYAN ADAMS
JOHN COUGAR MCELLEN
MIAMI VICE
LOVERBOY
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STEVIE RAY VAUGHAN
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a KATE BUSH
a DIO
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JOE LYNN TURNER

WVAV/Grand Rapids (616)456-5461

PD: DAVE LANGE
MD: ARIS HAMPERS
Heavy
TEARS FOR FEARS
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BRYAN ADAMS
JOHN COUGAR MCELLEN
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TODD RUNDGREN
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a DIO
a ADVENTURES
a GARY MYRICK
JOE LYNN TURNER

WVAV/Grand Rapids (616)456-5461

PD: DAVE LANGE
MD: ARIS HAMPERS
Heavy
TEARS FOR FEARS
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BRYAN ADAMS
JOHN COUGAR MCELLEN
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R.E.M.
PHANTOM, ROCKER &
PLATINUM BLONDE
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AUTOGRAF
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CRUZADOS
TODD RUNDGREN
a KATE BUSH
a DIO
a ADVENTURES
a GARY MYRICK
JOE LYNN TURNER

WVAV/Grand Rapids (616)456-5461

PD: DAVE LANGE
MD: ARIS HAMPERS
Heavy
TEARS FOR FEARS
STING
DIRE STRAITS
BRYAN ADAMS
JOHN COUGAR MCELLEN
MIAMI VICE
LOVERBOY
HOOTERS
STEVIE RAY VAUGHAN
STARSHIP
MR. MISTER
a RUSH
Medium
HOWARD JONES
JEFF BECK
MARILLION
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ROMANTICS
JOHN BUTCHER AXIS
JOHN PAUL JONES
a RUSH
a CHASER
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THOMPSON TWINS
MONDO ROCK
HEART
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QUARTERFLASH
R.E.M.
PHANTOM, ROCKER &
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AUTOGRAF
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CRUZADOS
TODD RUNDGREN
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JOE LYNN TURNER

WVAV/Grand Rapids (616)456-5461

PD: DAVE LANGE
MD: ARIS HAMPERS
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BRYAN ADAMS
JOHN COUGAR MCELLEN
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BRYAN ADAMS
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R.E.M.
PHANTOM, ROCKER &
PLATINUM BLONDE
BRUCE SPRINGSTEEN
AUTOGRAF
MAD MAX
CRUZADOS
TODD RUNDGREN
a KATE BUSH
a DIO
a ADVENTURES
a GARY MYRICK
JOE LYNN TURNER

KATT-FM/Oklahoma City (405)848-0100

PD: PAT WELSH
MD: SCOTT DOUGLAS
Heavy
TALKING HEADS (M)
MR. MISTER
STARSHIP (M)
DIRE STRAITS (M)
LOVERBOY (M)
HEART
MARILLION
OUTFIELD
THOMPSON TWINS
STING (M)
Medium
JOHN COUGAR MCELLEN
ROGER DALTRY
JOHN BUTCHER AXIS
MIAMI VICE
HEART
MARILLION
OUTFIELD
THOMPSON TWINS
STING (M)
Light
a RUSH
a INXS
a JOE LYNN TURNER
a ROBIN TROWER

WVAV/Grand Rapids (616)456-5461

PD: DAVE LANGE
MD: ARIS HAMPERS
Heavy
TEARS FOR FEARS
STING
DIRE STRAITS
BRYAN ADAMS
JOHN COUGAR MCELLEN
MIAMI VICE
LOVERBOY
HOOTERS
STEVIE RAY VAUGHAN
STARSHIP
MR. MISTER
a RUSH
Medium
HOWARD JONES
JEFF BECK
MARILLION
CHEAP TRICK
TALKING HEADS
SAGA
NIGHT RANGER
ROMANTICS
JOHN BUTCHER AXIS
JOHN PAUL JONES
a RUSH
a CHASER
URGENT
STING
YNGWIE MALMSTEEN
THOMPSON TWINS
MONDO ROCK
HEART
BRYAN FERRY
QUARTERFLASH
R.E.M.
PHANTOM, ROCKER &
PLATINUM BLONDE
BRUCE SPRINGSTEEN
AUTOGRAF
MAD MAX
CRUZADOS
TODD RUNDGREN
a KATE BUSH
a DIO
a ADVENTURES
a GARY MYRICK
JOE LYNN TURNER

WVAV/Grand Rapids (616)456-5461

PD: DAVE LANGE
MD: ARIS HAMPERS
Heavy
TEARS FOR FEARS
STING
DIRE STRAITS
BRYAN ADAMS
JOHN COUGAR MCELLEN
MIAMI VICE
LOVERBOY
HOOTERS
STEVIE RAY VAUGHAN
STARSHIP
MR. MISTER
a RUSH
Medium
HOWARD JONES
JEFF BECK
MARILLION
CHEAP TRICK
TALKING HEADS
SAGA
NIGHT RANGER
ROMANTICS
JOHN BUTCHER AXIS
JOHN PA

CHR PAPEL PLAY

EAST

BIO4 WBSB Baltimore

PD: Steve Kingston
MD: Amy Kronthal

- 1 A-HA/Take On Me
- 2 DRE STRAITS/Money For Nothing
- 3 KODL & THE GANG/Cherish
- 4 MADONNA/Dress You Up
- 5 A-HA/Take On Me
- 6 JAN HAMMER/Hawai Vice These
- 7 STING/Forrest Around Your
- 8 STEVE MONDER/Part-Time Lover
- 9 A-HA/Take On Me
- 10 JAN HAMMER/Hawai Vice These
- 11 STEVE MONDER/Part-Time Lover
- 12 KODL & THE GANG/Cherish
- 13 MADONNA/Dress You Up
- 14 A-HA/Take On Me
- 15 JAN HAMMER/Hawai Vice These
- 16 STING/Forrest Around Your
- 17 STEVE MONDER/Part-Time Lover
- 18 A-HA/Take On Me
- 19 JAN HAMMER/Hawai Vice These
- 20 STING/Forrest Around Your
- 21 STEVE MONDER/Part-Time Lover
- 22 A-HA/Take On Me
- 23 JAN HAMMER/Hawai Vice These
- 24 STING/Forrest Around Your
- 25 STEVE MONDER/Part-Time Lover
- 26 A-HA/Take On Me
- 27 JAN HAMMER/Hawai Vice These
- 28 STING/Forrest Around Your
- 29 STEVE MONDER/Part-Time Lover
- 30 A-HA/Take On Me

ADD: STARPOINT/Objct of My Desire
GLENN FREY/You Belong To The C
D/Be Near Me
HEART/Neve

POWER 95 WPLJ-FM RADIO New York

PD: Larry Berger
MD: Lisa Tonaccl

- 1 KODL & THE GANG/Cherish
- 2 DRE STRAITS/Money For Nothing
- 3 WHITNEY HOUSTON/Saving All My L
- 4 MADONNA/Dress You Up
- 5 JOHN COUGAR/Lonely O' Night
- 6 PHIL COLLINS/Don't Lose My Numb
- 7 JAN HAMMER/Hawai Vice These
- 8 STING/Forrest Around Your
- 9 STEVE MONDER/Part-Time Lover
- 10 A-HA/Take On Me
- 11 JAN HAMMER/Hawai Vice These
- 12 STING/Forrest Around Your
- 13 STEVE MONDER/Part-Time Lover
- 14 A-HA/Take On Me
- 15 JAN HAMMER/Hawai Vice These
- 16 STING/Forrest Around Your
- 17 STEVE MONDER/Part-Time Lover
- 18 A-HA/Take On Me
- 19 JAN HAMMER/Hawai Vice These
- 20 STING/Forrest Around Your
- 21 STEVE MONDER/Part-Time Lover
- 22 A-HA/Take On Me
- 23 JAN HAMMER/Hawai Vice These
- 24 STING/Forrest Around Your
- 25 STEVE MONDER/Part-Time Lover
- 26 A-HA/Take On Me
- 27 JAN HAMMER/Hawai Vice These
- 28 STING/Forrest Around Your
- 29 STEVE MONDER/Part-Time Lover
- 30 A-HA/Take On Me

ADD: 23, 24
ON THOMPSON THINS/Lay Your Hands On

WKKR-FM Hot Hits Kios Baltimore

PD: Ralph Wimmer
MD: Tim Watts

- 1 DRE STRAITS/Money For Nothing
- 2 WHITNEY HOUSTON/Saving All My L
- 3 KODL & THE GANG/Cherish
- 4 MADONNA/Dress You Up
- 5 JOHN COUGAR/Lonely O' Night
- 6 PHIL COLLINS/Don't Lose My Numb
- 7 JAN HAMMER/Hawai Vice These
- 8 A-HA/Take On Me
- 9 BONIE & JAGGER/Dancing In The S
- 10 STEVE MONDER/Part-Time Lover
- 11 JAN HAMMER/Hawai Vice These
- 12 A-HA/Take On Me
- 13 BONIE & JAGGER/Dancing In The S
- 14 STEVE MONDER/Part-Time Lover
- 15 JAN HAMMER/Hawai Vice These
- 16 A-HA/Take On Me
- 17 BONIE & JAGGER/Dancing In The S
- 18 STEVE MONDER/Part-Time Lover
- 19 JAN HAMMER/Hawai Vice These
- 20 A-HA/Take On Me
- 21 BONIE & JAGGER/Dancing In The S
- 22 STEVE MONDER/Part-Time Lover
- 23 JAN HAMMER/Hawai Vice These
- 24 A-HA/Take On Me
- 25 BONIE & JAGGER/Dancing In The S
- 26 STEVE MONDER/Part-Time Lover
- 27 JAN HAMMER/Hawai Vice These
- 28 A-HA/Take On Me
- 29 BONIE & JAGGER/Dancing In The S
- 30 STEVE MONDER/Part-Time Lover

ADD: 1
ON THOMPSON THINS/Lay Your Hands On

Kiss 90.2 Buffalo

PD: Scott Robbins
MD: Boom Boom Cannon

- 1 A-HA/Take On Me
- 2 READY FOR THE MOR/D/ Sheila
- 3 WHITNEY HOUSTON/Saving All My L
- 4 STEVE MONDER/Part-Time Lover
- 5 BONIE & JAGGER/Dancing In The S
- 6 DRE STRAITS/Money For Nothing
- 7 FAMILY/Te Scream of Passio
- 8 BRUCE SPRINGSTEEN/I'm Goin' Dow
- 9 JAN HAMMER/Hawai Vice These
- 10 STING/Forrest Around Your
- 11 TEARS FOR FEARS/Head Over Heels
- 12 RENE & ANGELA/I'll Be Good
- 13 STARPOINT/Objct of My Desire
- 14 HALL & DATES/The May... (Apollo)
- 15 MADONNA/Dress You Up
- 16 EDDIE MURPHY/Party All The Time
- 17 PAUL YOUNG/I'm Gonna Tear Your F
- 18 FREDDIE JACKSON/You Are My Lad
- 19 9,9/11 Of Me For All Of
- 20 HALL & DATES/The May... (Apollo)
- 21 COREY HART/Boy In The Box
- 22 POWER STATION/Communication
- 23 BRYAN ADAMS/One Night Love Affa
- 24 THOMPSON THINS/Lay Your Hands On
- 25 PAT BENATAR/Invincible
- 26 DIANA ROSS/Eaten Alive
- 27 COREY HART/Boy In The Box
- 28 POWER STATION/Communication
- 29 BRYAN ADAMS/One Night Love Affa
- 30 THOMPSON THINS/Lay Your Hands On

ADD: 3
ON THOMPSON THINS/Lay Your Hands On

105 WASH Washington

PD: Smokey Rivers
MD: Gene Baxter

- 1 DRE STRAITS/Money For Nothing
- 2 JOHN COUGAR/Lonely O' Night
- 3 MADONNA/Dress You Up
- 4 A-HA/Take On Me
- 5 READY FOR THE MOR/D/ Sheila
- 6 WHITNEY HOUSTON/Saving All My L
- 7 STING/Forrest Around Your
- 8 JAN HAMMER/Hawai Vice These
- 9 BONIE & JAGGER/Dancing In The S
- 10 STEVE MONDER/Part-Time Lover
- 11 JAN HAMMER/Hawai Vice These
- 12 A-HA/Take On Me
- 13 BONIE & JAGGER/Dancing In The S
- 14 STEVE MONDER/Part-Time Lover
- 15 JAN HAMMER/Hawai Vice These
- 16 A-HA/Take On Me
- 17 BONIE & JAGGER/Dancing In The S
- 18 STEVE MONDER/Part-Time Lover
- 19 JAN HAMMER/Hawai Vice These
- 20 A-HA/Take On Me
- 21 BONIE & JAGGER/Dancing In The S
- 22 STEVE MONDER/Part-Time Lover
- 23 JAN HAMMER/Hawai Vice These
- 24 A-HA/Take On Me
- 25 BONIE & JAGGER/Dancing In The S
- 26 STEVE MONDER/Part-Time Lover
- 27 JAN HAMMER/Hawai Vice These
- 28 A-HA/Take On Me
- 29 BONIE & JAGGER/Dancing In The S
- 30 STEVE MONDER/Part-Time Lover

ADD: 3
ON THOMPSON THINS/Lay Your Hands On

104 KRBE Houston

PD: Roger W.W. Garrett

- 1 DRE STRAITS/Money For Nothing
- 2 A-HA/Take On Me
- 3 KODL & THE GANG/Cherish
- 4 WHITNEY HOUSTON/Saving All My L
- 5 MADONNA/Dress You Up
- 6 JOHN COUGAR/Lonely O' Night
- 7 BONIE & JAGGER/Dancing In The S
- 8 STEVE MONDER/Part-Time Lover
- 9 JAN HAMMER/Hawai Vice These
- 10 PHIL COLLINS/Don't Lose My Numb
- 11 LOVERBOY/Lovin' Every Minute O
- 12 JAN HAMMER/Hawai Vice These
- 13 A-HA/Take On Me
- 14 BRUCE SPRINGSTEEN/I'm Goin' Dow
- 15 NIGHT RANGER/Four In The Mornin
- 16 STEVE MONDER/Part-Time Lover
- 17 THOMPSON THINS/Lay Your Hands On
- 18 PAT BENATAR/Invincible
- 19 COLLINS & MARTIN/Separate Lives
- 20 GLENN FREY/You Belong To The Ci
- 21 HOOTERS/And We Danced
- 22 NIGHT RANGER/Four In The Mornin
- 23 PAT BENATAR/Invincible
- 24 COREY HART/Boy In The Box
- 25 WHITNEY HOUSTON/Saving All My L
- 26 COLLINS & MARTIN/Separate Lives
- 27 GLENN FREY/You Belong To The Ci
- 28 HOOTERS/And We Danced
- 29 NIGHT RANGER/Four In The Mornin
- 30 PAT BENATAR/Invincible

Philadelphia

WCAU 7300

PD: Scott Walker
MD: Glenn Kalina

- 1 A-HA/Take On Me
- 2 BONIE & JAGGER/Dancing In The S
- 3 READY FOR THE MOR/D/ Sheila
- 4 KODL & THE GANG/Cherish
- 5 TEARS FOR FEARS/Head Over Heels
- 6 KLYMAXX/I Miss You
- 7 MADONNA/Dress You Up
- 8 BRUCE SPRINGSTEEN/I'm Goin' Dow
- 9 WHITNEY HOUSTON/Saving All My L
- 10 JAN HAMMER/Hawai Vice These
- 11 JOHN COUGAR/Lonely O' Night
- 12 HALL & DATES/The May... (Apollo)
- 13 STEVE MONDER/Part-Time Lover
- 14 HOOTERS/And We Danced
- 15 DRE STRAITS/Money For Nothing
- 16 STARSHIP/We Built This City
- 17 LOVERBOY/Lovin' Every Minute O
- 18 POWER STATION/Communication
- 19 GLENN FREY/You Belong To The Ci
- 20 BRYAN ADAMS/One Night Love Affa
- 21 DON HENLEY/Sunset Grill
- 22 COREY HART/Boy In The Box
- 23 STING/Forrest Around Your
- 24 CHEAP TRICK/Tonight It's You
- 25 HOWARD JONES/Like To Get To Know
- 26 NIGHT RANGER/Four In The Mornin
- 27 ABC/Be Near Me
- 28 PAUL YOUNG/I'm Gonna Tear Your F
- 29 DEBARGE/You Heat It Well
- 30 STARPOINT/Objct of My Desire
- 31 SCRIPTI POLITTI/Perfect May
- 32 HEART/Neve
- 33 ROGER DALTRY/After The Fire
- 34 THOMPSON THINS/Lay Your Hands On
- 35 DAVID FOSTER/Love These From '8
- 36 COLLINS & MARTIN/Separate Lives
- 37 KATE BUSH/Running Up That Hill
- 38 ARETHA FRANKLIN/Who's Zoinin' W
- 39 MR. MISTER/Broken Wings
- 40 MR. MISTER/Broken Wings

ADD: 3
ON THOMPSON THINS/Lay Your Hands On

103 FM WITT HTRADIO Boston

MD: Chris Knight

- 1 DRE STRAITS/Money For Nothing
- 2 KODL & THE GANG/Cherish
- 3 MADONNA/Dress You Up
- 4 READY FOR THE MOR/D/ Sheila
- 5 JOHN COUGAR/Lonely O' Night
- 6 PHIL COLLINS/Don't Lose My Numb
- 7 JAN HAMMER/Hawai Vice These
- 8 STING/Forrest Around Your
- 9 STEVE MONDER/Part-Time Lover
- 10 A-HA/Take On Me
- 11 JAN HAMMER/Hawai Vice These
- 12 STING/Forrest Around Your
- 13 STEVE MONDER/Part-Time Lover
- 14 A-HA/Take On Me
- 15 JAN HAMMER/Hawai Vice These
- 16 STING/Forrest Around Your
- 17 STEVE MONDER/Part-Time Lover
- 18 A-HA/Take On Me
- 19 JAN HAMMER/Hawai Vice These
- 20 STING/Forrest Around Your
- 21 STEVE MONDER/Part-Time Lover
- 22 A-HA/Take On Me
- 23 JAN HAMMER/Hawai Vice These
- 24 STING/Forrest Around Your
- 25 STEVE MONDER/Part-Time Lover
- 26 A-HA/Take On Me
- 27 JAN HAMMER/Hawai Vice These
- 28 STING/Forrest Around Your
- 29 STEVE MONDER/Part-Time Lover
- 30 A-HA/Take On Me

ADD: 23, 24
ON THOMPSON THINS/Lay Your Hands On

WKKR-FM Hot Hits Kios Baltimore

PD: Ralph Wimmer
MD: Tim Watts

- 1 DRE STRAITS/Money For Nothing
- 2 WHITNEY HOUSTON/Saving All My L
- 3 KODL & THE GANG/Cherish
- 4 MADONNA/Dress You Up
- 5 JOHN COUGAR/Lonely O' Night
- 6 PHIL COLLINS/Don't Lose My Numb
- 7 JAN HAMMER/Hawai Vice These
- 8 A-HA/Take On Me
- 9 BONIE & JAGGER/Dancing In The S
- 10 STEVE MONDER/Part-Time Lover
- 11 JAN HAMMER/Hawai Vice These
- 12 A-HA/Take On Me
- 13 BONIE & JAGGER/Dancing In The S
- 14 STEVE MONDER/Part-Time Lover
- 15 JAN HAMMER/Hawai Vice These
- 16 A-HA/Take On Me
- 17 BONIE & JAGGER/Dancing In The S
- 18 STEVE MONDER/Part-Time Lover
- 19 JAN HAMMER/Hawai Vice These
- 20 A-HA/Take On Me
- 21 BONIE & JAGGER/Dancing In The S
- 22 STEVE MONDER/Part-Time Lover
- 23 JAN HAMMER/Hawai Vice These
- 24 A-HA/Take On Me
- 25 BONIE & JAGGER/Dancing In The S
- 26 STEVE MONDER/Part-Time Lover
- 27 JAN HAMMER/Hawai Vice These
- 28 A-HA/Take On Me
- 29 BONIE & JAGGER/Dancing In The S
- 30 STEVE MONDER/Part-Time Lover

ADD: 1
ON THOMPSON THINS/Lay Your Hands On

103 FM WITT HTRADIO Boston

MD: Chris Knight

- 1 DRE STRAITS/Money For Nothing
- 2 KODL & THE GANG/Cherish
- 3 MADONNA/Dress You Up
- 4 READY FOR THE MOR/D/ Sheila
- 5 JOHN COUGAR/Lonely O' Night
- 6 PHIL COLLINS/Don't Lose My Numb
- 7 JAN HAMMER/Hawai Vice These
- 8 STING/Forrest Around Your
- 9 STEVE MONDER/Part-Time Lover
- 10 A-HA/Take On Me
- 11 JAN HAMMER/Hawai Vice These
- 12 STING/Forrest Around Your
- 13 STEVE MONDER/Part-Time Lover
- 14 A-HA/Take On Me
- 15 JAN HAMMER/Hawai Vice These
- 16 STING/Forrest Around Your
- 17 STEVE MONDER/Part-Time Lover
- 18 A-HA/Take On Me
- 19 JAN HAMMER/Hawai Vice These
- 20 STING/Forrest Around Your
- 21 STEVE MONDER/Part-Time Lover
- 22 A-HA/Take On Me
- 23 JAN HAMMER/Hawai Vice These
- 24 STING/Forrest Around Your
- 25 STEVE MONDER/Part-Time Lover
- 26 A-HA/Take On Me
- 27 JAN HAMMER/Hawai Vice These
- 28 STING/Forrest Around Your
- 29 STEVE MONDER/Part-Time Lover
- 30 A-HA/Take On Me

ADD: 23, 24
ON THOMPSON THINS/Lay Your Hands On

105 WASH Washington

PD: Smokey Rivers
MD: Gene Baxter

- 1 DRE STRAITS/Money For Nothing
- 2 JOHN COUGAR/Lonely O' Night
- 3 MADONNA/Dress You Up
- 4 A-HA/Take On Me
- 5 READY FOR THE MOR/D/ Sheila
- 6 WHITNEY HOUSTON/Saving All My L
- 7 STING/Forrest Around Your
- 8 JAN HAMMER/Hawai Vice These
- 9 BONIE & JAGGER/Dancing In The S
- 10 STEVE MONDER/Part-Time Lover
- 11 JAN HAMMER/Hawai Vice These
- 12 A-HA/Take On Me
- 13 BONIE & JAGGER/Dancing In The S
- 14 STEVE MONDER/Part-Time Lover
- 15 JAN HAMMER/Hawai Vice These
- 16 A-HA/Take On Me
- 17 BONIE & JAGGER/Dancing In The S
- 18 STEVE MONDER/Part-Time Lover
- 19 JAN HAMMER/Hawai Vice These
- 20 A-HA/Take On Me
- 21 BONIE & JAGGER/Dancing In The S
- 22 STEVE MONDER/Part-Time Lover
- 23 JAN HAMMER/Hawai Vice These
- 24 A-HA/Take On Me
- 25 BONIE & JAGGER/Dancing In The S
- 26 STEVE MONDER/Part-Time Lover
- 27 JAN HAMMER/Hawai Vice These
- 28 A-HA/Take On Me
- 29 BONIE & JAGGER/Dancing In The S
- 30 STEVE MONDER/Part-Time Lover

ADD: 3
ON THOMPSON THINS/Lay Your Hands On

104 KRBE Houston

PD: Roger W.W. Garrett

- 1 DRE STRAITS/Money For Nothing
- 2 A-HA/Take On Me
- 3 KODL & THE GANG/Cherish
- 4 WHITNEY HOUSTON/Saving All My L
- 5 MADONNA/Dress You Up
- 6 JOHN COUGAR/Lonely O' Night
- 7 BONIE & JAGGER/Dancing In The S
- 8 STEVE MONDER/Part-Time Lover
- 9 JAN HAMMER/Hawai Vice These
- 10 PHIL COLLINS/Don't Lose My Numb
- 11 LOVERBOY/Lovin' Every Minute O
- 12 JAN HAMMER/Hawai Vice These
- 13 A-HA/Take On Me
- 14 BRUCE SPRINGSTEEN/I'm Goin' Dow
- 15 NIGHT RANGER/Four In The Mornin
- 16 STEVE MONDER/Part-Time Lover
- 17 THOMPSON THINS/Lay Your Hands On
- 18 PAT BENATAR/Invincible
- 19 COLLINS & MARTIN/Separate Lives
- 20 GLENN FREY/You Belong To The Ci
- 21 HOOTERS/And We Danced
- 22 NIGHT RANGER/Four In The Mornin
- 23 PAT BENATAR/Invincible
- 24 COREY HART/Boy In The Box
- 25 WHITNEY HOUSTON/Saving All My L
- 26 COLLINS & MARTIN/Separate Lives
- 27 GLENN FREY/You Belong To The Ci
- 28 HOOTERS/And We Danced
- 29 NIGHT RANGER/Four In The Mornin
- 30 PAT BENATAR/Invincible

1050 chum Toronto

PD: Jim Waters
MD: Brad "Knobby" Jones

- 1 GODLEY & CREME/Cry
- 2 BONIE & JAGGER/Dancing In The S
- 3 KODL & THE GANG/Cherish
- 4 JOHN COUGAR/Lonely O' Night
- 5 COREY HART/Boy In The Box
- 6 A-HA/Take On Me
- 7 DRE STRAITS/Money For Nothing
- 8 UB40/I Got You Babe
- 9 JAN HAMMER/Hawai Vice These
- 10 JOHN PARR/St. Elmo's Fire
- 11 MADONNA/Dress You Up
- 12 PHIL COLLINS/Don't Lose My Numb
- 13 STEVE MONDER/Part-Time Lover
- 14 DINO VANNELL/Hurts To Be In Lov
- 15 EURYTHMICS/There Must Be An Ang
- 16 TINA TURNER/One Of The Living
- 17 DOUG CARMER/Mona With The Chil
- 18 WHAM/Freeoan
- 19 JOHN WATTE/Every Step Of The Ma
- 20 THOMPSON THINS/Lay Your Hands On
- 21 HUEY LEWIS & THE POWER OF LOVE
- 22 TEARS FOR FEARS/Head Over Heels
- 23 LOVERBOY/Lovin' Every Minute O
- 24 HEART/Neve
- 25 STARSHIP/We Built This City
- 26 GLENN FREY/You Belong To The Ci
- 27 PAT BENATAR/Invincible
- 28 ROGER DALTRY/After The Fire
- 29 ARETHA FRANKLIN/Who's Zoinin' W
- 30 ON/ Soul Kiss

ADD: 27, 29
ON THOMPSON THINS/Lay Your Hands On

92 PRO-FM Providence

Operations Manager: Providence
Tom Cuddy

- 1 A-HA/Take On Me
- 2 JOHN COUGAR/Lonely O' Night
- 3 DRE STRAITS/Money For Nothing
- 4 WHITNEY HOUSTON/Saving All My L
- 5 STING/Forrest Around Your
- 6 STEVE MONDER/Part-Time Lover
- 7 BRUCE SPRINGSTEEN/I'm Goin' Dow
- 8 NIGHT RANGER/Four In The Mornin
- 9 GODLEY & CREME/Cry
- 10 DAVID FOSTER/Love These From '8
- 11 A-HA/Take On Me
- 12 DRE STRAITS/Money For Nothing
- 13 WHITNEY HOUSTON/Saving All My L
- 14 STING/Forrest Around Your
- 15 STEVE MONDER/Part-Time Lover
- 16 A-HA/Take On Me
- 17 JAN HAMMER/Hawai Vice These
- 18 THOMPSON THINS/Lay Your Hands On
- 19 BRYAN ADAMS/One Night Love Affa
- 20 COLLINS & MARTIN/Separate Lives
- 21 ON/ Soul Kiss
- 22 CHEECH & CHONG/Born In East LA
- 23 RAY PARKER JR./G'dira Are More Fi
- 24 MR. MISTER/Broken Wings
- 25 RENE & ANGELA/I'll Be Good
- 26 LAURA BRANTON/Hold Me

ADD: 23, 24
ON THOMPSON THINS/Lay Your Hands On

WKKR-FM Hot Hits Kios Baltimore

PD: Ralph Wimmer
MD: Tim Watts

- 1 DRE STRAITS/Money For Nothing
- 2 WHITNEY HOUSTON/Saving All My L
- 3 KODL & THE GANG/Cherish
- 4 MADONNA/Dress You Up
- 5 JOHN COUGAR/Lonely O' Night
- 6 PHIL COLLINS/Don't Lose My Numb
- 7 JAN HAMMER/Hawai Vice These
- 8 A-HA/Take On Me
- 9 BONIE & JAGGER/Dancing In The S
- 10 STEVE MONDER/Part-Time Lover
- 11 JAN HAMMER/Hawai Vice These
- 12 A-HA/Take On Me
- 13 BONIE & JAGGER/Dancing In The S
- 14 STEVE MONDER/Part-Time Lover
- 15 JAN HAMMER/Hawai Vice These
- 16 A-HA/Take On Me
- 17 BONIE & JAGGER/Dancing In The S
- 18 STEVE MONDER/Part-Time Lover
- 19 JAN HAMMER/Hawai Vice These
- 20 A-HA/Take On Me
- 21 BONIE & JAGGER/Dancing In The S
- 22 STEVE MONDER/Part-Time Lover
- 23 JAN HAMMER/Hawai Vice These
- 24 A-HA/Take On Me
- 25 BONIE & JAGGER/Dancing In The S
- 26 STEVE MONDER/Part-Time Lover
- 27 JAN HAMMER/Hawai Vice These
- 28 A-HA/Take On Me
- 29 BONIE & JAGGER/Dancing In The S
- 30 STEVE MONDER/Part-Time Lover

ADD: 1
ON THOMPSON THINS/Lay Your Hands On

WKKR-FM Hot Hits Kios Baltimore

PD: Ralph Wimmer
MD: Tim Watts

- 1 DRE STRAITS/Money For Nothing
- 2 WHITNEY HOUSTON/Saving All My L
- 3 KODL & THE GANG/Cherish
- 4 MADONNA/Dress You Up
- 5 JOHN COUGAR/Lonely O' Night
- 6 PHIL COLLINS/Don't Lose My Numb
- 7 JAN HAMMER/Hawai Vice These
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- 21 BONIE & JAGGER/Dancing In The S
- 22 STEVE MONDER/Part-Time Lover
- 23 JAN HAMMER/Hawai Vice These
- 24 A-HA/Take On Me
- 25 BONIE & JAGGER/Dancing In The S
- 26 STEVE MONDER/Part-Time Lover
- 27 JAN HAMMER/Hawai Vice These
- 28 A-HA/Take On Me
- 29 BONIE & JAGGER/Dancing In The S
- 30 STEVE MONDER/Part-Time Lover

ADD: 1
ON THOMPSON THINS/Lay Your Hands On

WKKR-FM Hot Hits Kios Baltimore

PD: Ralph Wimmer
MD: Tim Watts

- 1 DRE STRAITS/Money For Nothing
- 2 WHITNEY HOUSTON/Saving All My L
- 3 KODL & THE GANG/Cherish
- 4 MADONNA/Dress You Up
- 5 JOHN COUGAR/Lonely O' Night
- 6 PHIL COLLINS/Don't Lose My Numb
- 7 JAN HAMMER/Hawai Vice These
- 8 A-HA/Take On Me
- 9 BONIE & JAGGER/Dancing In The S
- 10 STEVE MONDER/Part-Time Lover
- 11 JAN HAMMER/Hawai Vice These
- 12 A-HA/Take On Me
- 13 BONIE & JAGGER/Dancing In The S
- 14 STEVE MONDER/Part-Time Lover
- 15 JAN HAMMER/Hawai Vice These
- 16 A-HA/Take On Me
- 17 BONIE & JAGGER/Dancing In The S
- 18 STEVE MONDER/Part-Time Lover
- 19 JAN HAMMER/Hawai Vice These
- 20 A-HA/Take On Me
- 21 BONIE & JAGGER/Dancing In The S
- 22 STEVE MONDER/Part-Time Lover
- 23 JAN HAMMER/Hawai Vice These
- 24 A-HA/Take On Me
- 25 BONIE & JAGGER/Dancing In The S
- 26 STEVE MONDER/Part-Time Lover
- 27 JAN HAMMER/Hawai Vice These
- 28 A-HA/Take On Me
- 29 BONIE & JAGGER/Dancing In The S
- 30 STEVE MONDER/Part-Time Lover

ADD: 1
ON THOMPSON THINS/Lay Your Hands On

WKKR-FM Hot Hits Kios Baltimore

PD: Ralph Wimmer
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- 1 DRE STRAITS/Money For Nothing
- 2 WHITNEY HOUSTON/Saving All My L
- 3 KODL & THE GANG/Cherish
- 4 MADONNA/Dress You Up
- 5 JOHN COUGAR/Lonely O' Night
- 6 PHIL COLLINS/Don't Lose My Numb
- 7 JAN HAMMER/Hawai Vice These
- 8 A-HA/Take On Me
- 9 BONIE & JAGGER/Dancing In The S
- 10 STEVE MONDER/Part-Time Lover
- 11 JAN HAMMER/Hawai Vice These
- 12 A-HA/Take On Me
- 13 BONIE & JAGGER/Dancing In The S
- 14 STEVE MONDER/Part-Time Lover
- 15 JAN HAMMER/Hawai Vice These
- 16 A-HA/Take On Me
- 17 BONIE & JAGGER/Dancing In The S
- 18 STEVE MONDER/Part-Time Lover
- 19 JAN HAMMER/Hawai Vice These
- 20 A-HA/Take On Me
- 21 BONIE & JAGGER/Dancing In The S
- 22 STEVE MONDER/Part-Time Lover
- 23 JAN HAMMER/Hawai Vice These
- 24 A-HA/Take On Me
- 25 BONIE & JAGGER/Dancing In The S
- 26 STEVE MONDER/Part-Time Lover
- 27 JAN HAMMER/Hawai Vice These
- 28 A-HA/Take On Me
- 29 BONIE & JAGGER/Dancing In The S
- 30 STEVE MONDER/Part-Time Lover

ckoi 97 Montreal

PD: Bob Beauchamp
MD: Guy Brouillard

- 1 PLATINUM BLONDE/Crying Over You
- 2 DRE

EAST

MOST ADDED HOTTEST
Scritti Politti A-HA
Olivia Newton-John Jan Hammer
Mr. Mister Ready For The World

CHR ADDS & HOTS

SOUTH

MOST ADDED HOTTEST
Billy Joel Jan Hammer
Ray Parker Jr. A-HA
P. Collins & M. Martin Ready For The World

EAST

PARALLEL TWO

Q100/Allentown, PA Geronimo/Munster
SCRITTI POLITTI
RAY PARKER JR.
HOTTEST:
DIRE STRAITS 1-1
A-HA 4-2
READY FOR THE WOR 7-4
TEARS FOR FEARS 9-7
STARSHIP 24-10
WZOU/Boston
Cutler/Van Tassel
COLLINS & MARTIN
NIGHT RANGER
HEART
ARETHA FRANKLIN
HUEY LEWIS & THE COREY HART
TINA TURNER
HOTTEST:
A-HA 5-1
JOHN COUGAR 7-4
WHITNEY HOUSTON 9-8
STEVIE WONDER 16-11
BRUCE SPRINGSTEEN 17-12
WVSR/Charleston, WV
Bailey/West
DAVID FOSTER
MR. MISTER
ONJ
LAURA BRANIGAN
KATRINA & THE WAV
WANG CHUNG
HOTTEST:
DIRE STRAITS 2-1
WHITNEY HOUSTON 3-2
READY FOR THE WOR 8-6
LOVERBOY 9-8
JAN HAMMER 15-12
K104/Erie, PA
Bill Shannon
KATE BUSH
MARILLION
ONJ
COREY HART
HOTTEST:
WHITNEY HOUSTON 8-6
WHITNEY HOUSTON 2-1
A-HA 6-2
MADONNA 3-3
CHEAP TRICK 7-4
GLENN FREY 15-11
WERZ/Exeter, NH
Scott MacKay
BALTIMORA
KATRINA & THE WAV
KLYMAXX
TALKING HEADS
LAURA BRANIGAN
WANG CHUNG (dp)
SCRITTI POLITTI
HOTTEST:
DIRE STRAITS 1-1
BOWIE & JAGGER 7-6
STING 8-7
JAN HAMMER 13-10
COLLINS & MARTIN 40-29
WTIC-FM/Hartford, CT
Wall/West
HOOTERS
MR. MISTER
RENE & ANGELA
HOTTEST:
A-HA 5-1
STEVIE WONDER 6-5
TEARS FOR FEARS 10-8
JAN HAMMER 12-9
FREDDIE JACKSON 17-13
WAMX/Huntington, WV
Robinson/Collins
OMD
THOMPSON TWINS
CHEAP TRICK
HOTTEST:
DIRE STRAITS 1-1
MADONNA 3-3
READY FOR THE WOR 5-4
A-HA 6-5
LOVERBOY 15-9
WKEE/Huntington, WV
Miller/Swann
BILLY JOEL
RAY PARKER JR.
ONJ
KATE BUSH
GINO VANNELLI
HOTTEST:
WHITNEY HOUSTON 3-1
BRUCE SPRINGSTEEN 2-2
A-HA 6-3
READY FOR THE WOR 5-4
STEVIE WONDER 10-5
WLAN-FM/Lancaster, PA
Diamond/Michaels
STARSHIP
DAVID FOSTER
HEART
TINA TURNER
HOTTEST:
A-HA 3-1
JAN HAMMER 16-3
BOWIE & JAGGER 10-5
LOVERBOY 15-12
THOMPSON TWINS 33-21
KC101/New Haven, CT
Stef Ryback
TINA TURNER
BILLY JOEL
STARSHIP
MAURICE WHITE
HOTTEST:
DIRE STRAITS 1-1
READY FOR THE WOR 3-2
STEVIE WONDER 4-3
A-HA 12-5
JAN HAMMER 13-9
Z106/Philadelphia, PA
Steve Davis
COLLINS & MARTIN
STARPOINT
TINA TURNER
BILLY JOEL
HOTTEST:
A-HA 6-2
WHITNEY HOUSTON 15-8
TEARS FOR FEARS 21-10
JAN HAMMER 22-17
PAUL YOUNG 23-18
WSPK/Poughkeepsie, NY
Dayton/James
TINA TURNER
COLLINS & MARTIN
RAY PARKER JR.
BILLY JOEL
WANG CHUNG
MARILLION
HOTTEST:
KOOB & THE GANG 2-1
WHITNEY HOUSTON 11-9
JAN HAMMER 20-12
DON HENLEY 29-16
STARSHIP 31-19
RI-104/Providence RI
Jonathan Monk
STARSHIP
THOMPSON TWINS
OMD
MR. MISTER
TALKING HEADS (dp)
HOTTEST:
A-HA 2-1
TEARS FOR FEARS 10-6
JAN HAMMER 15-7
DON HENLEY 18-10
ARETHA FRANKLIN 28-18
Q32/Rochester, NY
Stevens Messner
WHITNEY HOUSTON
CHEAP TRICK
MR. MISTER
HOTTEST:
HUEY LEWIS & THE 3-1
JOHN COUGAR 7-4
STING 14-6
NIGHT RANGER 13-9
STARSHIP 24-14
LOVERBOY 9-8
JAN HAMMER 15-12
96PX/Rochester, NY
Tom Mitchell
SCRITTI POLITTI
OMD
KATE BUSH
HOTTEST:
A-HA 2-1
BRUCE SPRINGSTEEN 6-3
WHITNEY HOUSTON 8-6
STEVIE WONDER 11-7
TEARS FOR FEARS 16-8
WGFMS/Schenectady, NY
Tom Parker
LAURA BRANIGAN
SCRITTI POLITTI
HOTTEST:
A-HA 5-1
BRUCE SPRINGSTEEN 8-4
STING 7-6
STEVIE WONDER 11-10
STING 19-12
WAGX/Syracuse, NY
Laird/Dunes
SCRITTI POLITTI
HOWARD JONES
JAN HAMMER
RENE & ANGELA
CHEAP TRICK
KATE BUSH
HOTTEST:
A-HA 2-1
READY FOR THE WOR 4-3
STEVIE WONDER 13-8
STING 17-10
TEARS FOR FEARS 29-15
A-HA 5-1
WPST/Trenton, NJ
Tom Taylor
LAURA BRANIGAN
HOWARD JONES
ONJ
SCRITTI POLITTI
HOTTEST:
DIRE STRAITS 1-1
WHITNEY HOUSTON 10-6
JAN HAMMER 17-10
TEARS FOR FEARS 21-12
KLYMAXX 27-17
WRCK/Utica, NY
Jim Reitz
ARETHA FRANKLIN
SQUEEZE
JOE LYNN TURNER
KATRINA & THE WAV
WANG CHUNG
HOTTEST:
JOHN COUGAR 1-1
JAN HAMMER 9-3
BOWIE & JAGGER 8-6
BRYAN ADAMS 18-10
STARSHIP 19-14
WRKZ-FM/Wilkes-Barre, PA
Brock/Sheridan
TINA TURNER
KLYMAXX
MARILLION
TALKING HEADS
GO WEST
HOTTEST:
TOMMY SHAW
A-HA 3-1
JOHN COUGAR 5-3
STING 11-8
LOVERBOY 14-9
JAN HAMMER 22-14
WTLQ/Wilkes-Barre, PA
Don Tandler
RAY PARKER JR.
ONJ
KATRINA & THE WAV
COCK ROBIN
FAMILY
TA MARA & SEEN (dp)
KATA (dp)
HOTTEST:
BOWIE & JAGGER 4-1
READY FOR THE WOR 5-2
WHITNEY HOUSTON 6-3
JAN HAMMER 11-7
STEVIE WONDER 14-11
Q106/York, PA
Bob Spence
COLLINS & MARTIN
STARPOINT
TINA TURNER
BILLY JOEL
HOTTEST:
A-HA 6-2
WHITNEY HOUSTON 15-8
TEARS FOR FEARS 21-10
JAN HAMMER 22-17
PAUL YOUNG 23-18

PARALLEL THREE

WFBG/Altoona, PA
Steve Kelsey
none
HOTTEST:
DIRE STRAITS 1-1
JOHN COUGAR 4-4
WHITNEY HOUSTON 6-6
BOWIE & JAGGER 8-8
READY FOR THE WOR 9-9
WGV/Bangor, ME
Roberts/Worcester
ONJ
RAY PARKER JR.
LAURA BRANIGAN
SCRITTI POLITTI
MR. MISTER
KATRINA & THE WAV
LOVERBOY 4-4
HOTTEST:
DIRE STRAITS 1-1
A-HA 4-2
JOHN COUGAR 5-3
BOWIE & JAGGER 6-4
STEVIE WONDER 7-5
WZON/Bangor, ME
Tony Perkins
KATE BUSH
TOMMY SHAW (dp)
9.9
MAURICE WHITE
KLYMAXX
BALTIMORA
KATRINA & THE WAV
ROGER DALTRY
HOTTEST:
A-HA 6-2
JOHN COUGAR 7-5
READY FOR THE WOR 16-8
JAN HAMMER 23-17
STEVIE WONDER 24-18
KHFJ/Austin, TX
Waylon Richards
ONGO BOINGO (dp)
CHECH & CHONG (dp)
BILLY JOEL
HOTTEST:
DIRE STRAITS 1-1
JOHN COUGAR 7-4
STING 6-4
BOWIE & JAGGER 5-5
WHITNEY HOUSTON 7-6
WFMF/Baton Rouge, LA
Rice/Ahyan
ARETHA FRANKLIN
COREY HART (dp)
COLLINS & MARTIN
HOTTEST:
DIRE STRAITS 1-1
A-HA 7-2
READY FOR THE WOR 9-3
STING 8-6
JAN HAMMER 15-9
WGGZ/Baton Rouge, LA
Michael Adams
HUEY LEWIS & THE DON HENLEY
STARSHIP
HOTTEST:
DIRE STRAITS 1-1
JOHN COUGAR 6-2
A-HA 10-5
TEARS FOR FEARS 10-7
JAN HAMMER 24-13
KZZB/Beaumont, TX
Jerry Loustau
EDDIE MURPHY
TINA TURNER
OMD (dp)
MR. MISTER
ONJ
COLLINS & MARTIN
ARETHA FRANKLIN
HOTTEST:
LOVERBOY 2-1
A-HA 4-2
READY FOR THE WOR 6-3
WHITNEY HOUSTON 10-7
TEARS FOR FEARS 10-7
WAPI/Birmingham, AL
St. John/Regal
ARETHA FRANKLIN
MR. MISTER
BILLY JOEL
HOTTEST:
JAN HAMMER 5-1
A-HA 3-3
READY FOR THE WOR 4-4
STEVIE WONDER 8-5
JOHN COUGAR 9-7
KXX106/Birmingham, AL
North/Bailey
COLLINS & MARTIN
RAY PARKER JR.
BILLY JOEL
SCRITTI POLITTI
HOTTEST:
DIRE STRAITS 1-1
READY FOR THE WOR 3-2
JOHN COUGAR 4-3
LOVERBOY 7-6
JAN HAMMER 17-12
WSSX/Charleston, SC
Phillips/Allen
CHEAP TRICK (dp)
FIVE STAR (dp)
GO WEST
HOTTEST:
RENE & ANGELA (dp)
JAN HAMMER 3-1
READY FOR THE WOR 2-2
STEVIE WONDER 8-6
JOHN COUGAR 9-7
A-HA 10-9
WBCY/Charlotte, NC
Bill Martin
MR. MISTER
MAURICE WHITE
HOTTEST:
WHITNEY HOUSTON 2-1
STEVIE WONDER 4-2
JOHN COUGAR 6-3
HALL & OATES 7-4
BRYAN ADAMS 18-8
WROQ/Charlotte, NC
Blackwell/Williams
RAY PARKER JR.
MR. MISTER
HOTTEST:
READY FOR THE WOR 5-1
A-HA 6-2
WHITNEY HOUSTON 8-5
JOHN COUGAR 9-6
STING 12-10

SOUTH

PARALLEL TWO

WBBQ/Augusta, GA
Bruce Stevens
RAY PARKER JR.
TALKING HEADS
KLYMAXX
HOTTEST:
READY FOR THE WOR 1-1
STEVIE WONDER 6-2
WHITNEY HOUSTON 3-3
JAN HAMMER 21-11
GLENN FREY 29-29
WSKZ/Chattanooga, TN
Peggy Chase
ONJ
MR. MISTER
COLLINS & MARTIN
TINA TURNER
BILLY JOEL
HOTTEST:
A-HA 3-1
READY FOR THE WOR 4-2
BRUCE SPRINGSTEEN 14-10
JAN HAMMER 20-11
LOVERBOY 11-8
JAN HAMMER 28-20
WOKI/Knoxville, TN
Gary Adkins
KATRINA & THE WAV
WANG CHUNG
PREFAB SPROUT
KLYMAXX
SCRITTI POLITTI
WEIRD AL YANKOVIC (dp)
HOTTEST:
JOHN COUGAR 4-1
A-HA 5-2
READY FOR THE WOR 7-3
LOVERBOY 6-5
STING 9-6
WFM/Lexington, KY
Fox/Jansen
PREFAB SPROUT
WANG CHUNG
SHEILA E
MARILLION
LAURA BRANIGAN
SQUEEZE
KATRINA & THE WAV
HOTTEST:
DIRE STRAITS 1-1
TEARS FOR FEARS 17-9
JAN HAMMER 22-10
TINA TURNER D-29
CHECH & CHONG 40-34
KKYK/Little Rock, AR
Mark McCain
TEARS FOR FEARS
GLENN FREY
HOTTEST:
READY FOR THE WOR 2-1
A-HA 15-4
WHITNEY HOUSTON 12-7
BOWIE & JAGGER 18-11
STEVIE WONDER 24-12
WLR/Louisville, KY
Christopher/Lyons
SCRITTI POLITTI
HOWARD JONES
HOTTEST:
READY FOR THE WOR 2-1
A-HA 4-3
JOHN COUGAR 6-5
JAN HAMMER 9-8
STEVIE WONDER 20-15
FM100/Memphis, TN
John/Conley
PAUL YOUNG
DAVID FOSTER
MR. MISTER
ARETHA FRANKLIN
HOTTEST:
READY FOR THE WOR 7-3
JOHN COUGAR 6-4
JAN HAMMER 22-15
BRYAN ADAMS 25-16
TEARS FOR FEARS 26-17
WABF-FM/Mobile, AL
Fram/Fuller
HOOTERS
HOTTEST:
A-HA 12-3
TEARS FOR FEARS 13-7
JAN HAMMER 24-11
GLENN FREY 29-16
HEART 30-17
WHYY-FM/Montgomery, AL
Alan DuPriest
PAUL YOUNG
FREDDIE JACKSON
TINA TURNER
BILLY JOEL
OMD
HOTTEST:
DIRE STRAITS 1-1
WHITNEY HOUSTON 4-2
READY FOR THE WOR 6-3
JAN HAMMER 17-8
STEVIE WONDER 13-9
KBFM/McAllen-Brownsville, TX
Michael Cruz
CHECH & CHONG
RENE & ANGELA
RAY PARKER JR.
BILLY JOEL
JENNIFER HOLIDAY (dp)
HOTTEST:
DIRE STRAITS 1-1
JOHN COUGAR 3-2
WHITNEY HOUSTON 10-5
A-HA 12-7
TEARS FOR FEARS 20-15
KX104/Nashville, TN
Cook/Fox
WHITNEY HOUSTON
TINA TURNER
BILLY JOEL
RAY PARKER JR.
GO WEST
HOTTEST:
JOHN COUGAR 2-1
BOWIE & JAGGER 15-5
STEVIE WONDER 20-7
JAN HAMMER 26-10
TEARS FOR FEARS 22-12
WQUT/Johnson City, TN
Steve Taylor
POWER STATION
ONGO BOINGO (dp)
BILLY JOEL
ARETHA FRANKLIN
MR. MISTER (dp)
COLLINS & MARTIN (dp)
HOTTEST:
READY FOR THE WOR 4-1
JOHN COUGAR 10-5
A-HA 16-6
LOVERBOY 11-8
JAN HAMMER 28-20
WQUT/Johnson City, TN
Steve Taylor
POWER STATION
ONGO BOINGO (dp)
BILLY JOEL
ARETHA FRANKLIN
MR. MISTER (dp)
COLLINS & MARTIN (dp)
HOTTEST:
READY FOR THE WOR 4-1
JOHN COUGAR 10-5
A-HA 16-6
LOVERBOY 11-8
JAN HAMMER 28-20
WOKI/Knoxville, TN
Gary Adkins
KATRINA & THE WAV
WANG CHUNG
PREFAB SPROUT
KLYMAXX
SCRITTI POLITTI
WEIRD AL YANKOVIC (dp)
HOTTEST:
JOHN COUGAR 4-1
A-HA 5-2
READY FOR THE WOR 7-3
LOVERBOY 6-5
STING 9-6
WFM/Lexington, KY
Fox/Jansen
PREFAB SPROUT
WANG CHUNG
SHEILA E
MARILLION
LAURA BRANIGAN
SQUEEZE
KATRINA & THE WAV
HOTTEST:
DIRE STRAITS 1-1
TEARS FOR FEARS 17-9
JAN HAMMER 22-10
TINA TURNER D-29
CHECH & CHONG 40-34
KKYK/Little Rock, AR
Mark McCain
TEARS FOR FEARS
GLENN FREY
HOTTEST:
READY FOR THE WOR 2-1
A-HA 15-4
WHITNEY HOUSTON 12-7
BOWIE & JAGGER 18-11
STEVIE WONDER 24-12
WLR/Louisville, KY
Christopher/Lyons
SCRITTI POLITTI
HOWARD JONES
HOTTEST:
READY FOR THE WOR 2-1
A-HA 4-3
JOHN COUGAR 6-5
JAN HAMMER 9-8
STEVIE WONDER 20-15
FM100/Memphis, TN
John/Conley
PAUL YOUNG
DAVID FOSTER
MR. MISTER
ARETHA FRANKLIN
HOTTEST:
READY FOR THE WOR 7-3
JOHN COUGAR 6-4
JAN HAMMER 22-15
BRYAN ADAMS 25-16
TEARS FOR FEARS 26-17
WABF-FM/Mobile, AL
Fram/Fuller
HOOTERS
HOTTEST:
A-HA 12-3
TEARS FOR FEARS 13-7
JAN HAMMER 24-11
GLENN FREY 29-16
HEART 30-17
WHYY-FM/Montgomery, AL
Alan DuPriest
PAUL YOUNG
FREDDIE JACKSON
TINA TURNER
BILLY JOEL
OMD
HOTTEST:
DIRE STRAITS 1-1
WHITNEY HOUSTON 4-2
READY FOR THE WOR 6-3
JAN HAMMER 17-8
STEVIE WONDER 13-9
KBFM/McAllen-Brownsville, TX
Michael Cruz
CHECH & CHONG
RENE & ANGELA
RAY PARKER JR.
BILLY JOEL
JENNIFER HOLIDAY (dp)
HOTTEST:
DIRE STRAITS 1-1
JOHN COUGAR 3-2
WHITNEY HOUSTON 10-5
A-HA 12-7
TEARS FOR FEARS 20-15
KX104/Nashville, TN
Cook/Fox
WHITNEY HOUSTON
TINA TURNER
BILLY JOEL
RAY PARKER JR.
GO WEST
HOTTEST:
JOHN COUGAR 2-1
BOWIE & JAGGER 15-5
STEVIE WONDER 20-7
JAN HAMMER 26-10
TEARS FOR FEARS 22-12
WQUT/Johnson City, TN
Steve Taylor
POWER STATION
ONGO BOINGO (dp)
BILLY JOEL
ARETHA FRANKLIN
MR. MISTER (dp)
COLLINS & MARTIN (dp)
HOTTEST:
READY FOR THE WOR 4-1
JOHN COUGAR 10-5
A-HA 16-6
LOVERBOY 11-8
JAN HAMMER 28-20
WOKI/Knoxville, TN
Gary Adkins
KATRINA & THE WAV
WANG CHUNG
PREFAB SPROUT
KLYMAXX
SCRITTI POLITTI
WEIRD AL YANKOVIC (dp)
HOTTEST:
JOHN COUGAR 4-1
A-HA 5-2
READY FOR THE WOR 7-3
LOVERBOY 6-5
STING 9-6
WFM/Lexington, KY
Fox/Jansen
PREFAB SPROUT
WANG CHUNG
SHEILA E
MARILLION
LAURA BRANIGAN
SQUEEZE
KATRINA & THE WAV
HOTTEST:
DIRE STRAITS 1-1
TEARS FOR FEARS 17-9
JAN HAMMER 22-10
TINA TURNER D-29
CHECH & CHONG 40-34
KKYK/Little Rock, AR
Mark McCain
TEARS FOR FEARS
GLENN FREY
HOTTEST:
READY FOR THE WOR 2-1
A-HA 15-4
WHITNEY HOUSTON 12-7
BOWIE & JAGGER 18-11
STEVIE WONDER 24-12
WLR/Louisville, KY
Christopher/Lyons
SCRITTI POLITTI
HOWARD JONES
HOTTEST:
READY FOR THE WOR 2-1
A-HA 4-3
JOHN COUGAR 6-5
JAN HAMMER 9-8
STEVIE WONDER 20-15
FM100/Memphis, TN
John/Conley
PAUL YOUNG
DAVID FOSTER
MR. MISTER
ARETHA FRANKLIN
HOTTEST:
READY FOR THE WOR 7-3
JOHN COUGAR 6-4
JAN HAMMER 22-15
BRYAN ADAMS 25-16
TEARS FOR FEARS 26-17
WABF-FM/Mobile, AL
Fram/Fuller
HOOTERS
HOTTEST:
A-HA 12-3
TEARS FOR FEARS 13-7
JAN HAMMER 24-11
GLENN FREY 29-16
HEART 30-17
WHYY-FM/Montgomery, AL
Alan DuPriest
PAUL YOUNG
FREDDIE JACKSON
TINA TURNER
BILLY JOEL
OMD
HOTTEST:
DIRE STRAITS 1-1
WHITNEY HOUSTON 4-2
READY FOR THE WOR 6-3
JAN HAMMER 17-8
STEVIE WONDER 13-9
KBFM/McAllen-Brownsville, TX
Michael Cruz
CHECH & CHONG
RENE & ANGELA
RAY PARKER JR.
BILLY JOEL
JENNIFER HOLIDAY (dp)
HOTTEST:
DIRE STRAITS 1-1
JOHN COUGAR 3-2
WHITNEY HOUSTON 10-5
A-HA 12-7
TEARS FOR FEARS 20-15
KX104/Nashville, TN
Cook/Fox
WHITNEY HOUSTON
TINA TURNER
BILLY JOEL
RAY PARKER JR.
GO WEST
HOTTEST:
JOHN COUGAR 2-1
BOWIE & JAGGER 15-5
STEVIE WONDER 20-7
JAN HAMMER 26-10
TEARS FOR FEARS 22-12
WQUT/Johnson City, TN
Steve Taylor
POWER STATION
ONGO BOINGO (dp)
BILLY JOEL
ARETHA FRANKLIN
MR. MISTER (dp)
COLLINS & MARTIN (dp)
HOTTEST:
READY FOR THE WOR 4-1
JOHN COUGAR 10-5
A-HA 16-6
LOVERBOY 11-8
JAN HAMMER 28-20
WOKI/Knoxville, TN
Gary Adkins
KATRINA & THE WAV
WANG CHUNG
PREFAB SPROUT
KLYMAXX
SCRITTI POLITTI
WEIRD AL YANKOVIC (dp)
HOTTEST:
JOHN COUGAR 4-1
A-HA 5-2
READY FOR THE WOR 7-3
LOVERBOY 6-5
STING 9-6
WFM/Lexington, KY
Fox/Jansen
PREFAB SPROUT
WANG CHUNG
SHEILA E
MARILLION
LAURA BRANIGAN
SQUEEZE
KATRINA & THE WAV
HOTTEST:
DIRE STRAITS 1-1
TEARS FOR FEARS 17-9
JAN HAMMER 22-10
TINA TURNER D-29
CHECH & CHONG 40-34
KKYK/Little Rock, AR
Mark McCain
TEARS FOR FEARS
GLENN FREY
HOTTEST:
READY FOR THE WOR 2-1
A-HA 15-4
WHITNEY HOUSTON 12-7
BOWIE & JAGGER 18-11
STEVIE WONDER 24-12
WLR/Louisville, KY
Christopher/Lyons
SCRITTI POLITTI
HOWARD JONES
HOTTEST:
READY FOR THE WOR 2-1
A-HA 4-3
JOHN COUGAR 6-5
JAN HAMMER 9-8
STEVIE WONDER 20-15
FM100/Memphis, TN
John/Conley
PAUL YOUNG
DAVID FOSTER
MR. MISTER
ARETHA FRANKLIN
HOTTEST:
READY FOR THE WOR 7-3
JOHN COUGAR 6-4
JAN HAMMER 22-15
BRYAN ADAMS 25-16
TEARS FOR FEARS 26-17
WABF-FM/Mobile, AL
Fram/Fuller
HOOTERS
HOTTEST:
A-HA 12-3
TEARS FOR FEARS 13-7
JAN HAMMER 24-11
GLENN FREY 29-16
HEART 30-17
WHYY-FM/Montgomery, AL
Alan DuPriest
PAUL YOUNG
FREDDIE JACKSON
TINA TURNER
BILLY JOEL
OMD
HOTTEST:
DIRE STRAITS 1-1
WHITNEY HOUSTON 4-2
READY FOR THE WOR 6-3
JAN HAMMER 17-8
STEVIE WONDER 13-9
KBFM/McAllen-Brownsville, TX
Michael Cruz
CHECH & CHONG
RENE & ANGELA
RAY PARKER JR.
BILLY JOEL
JENNIFER HOLIDAY (dp)
HOTTEST:
DIRE STRAITS 1-1
JOHN COUGAR 3-2
WHITNEY HOUSTON 10-5
A-HA 12-7
TEARS FOR FEARS 20-15
KX104/Nashville, TN
Cook/Fox
WHITNEY HOUSTON
TINA TURNER
BILLY JOEL
RAY PARKER JR.
GO WEST
HOTTEST:
JOHN COUGAR 2-1
BOWIE & JAGGER 15-5
STEVIE WONDER 20-7
JAN HAMMER 26-10
TEARS FOR FEARS 22-12
WQUT/Johnson City, TN
Steve Taylor
POWER STATION
ONGO BOINGO (dp)
BILLY JOEL
ARETHA FRANKLIN
MR. MISTER (dp)
COLLINS & MARTIN (dp)
HOTTEST:
READY FOR THE WOR 4-1
JOHN COUGAR 10-5
A-HA 16-6
LOVERBOY 11-8
JAN HAMMER 28-20
WOKI/Knoxville, TN
Gary Adkins
KATRINA & THE WAV
WANG CHUNG
PREFAB SPROUT
KLYMAXX
SCRITTI POLITTI
WEIRD AL YANKOVIC (dp)
HOTTEST:
JOHN COUGAR 4-1
A-HA 5-2
READY FOR THE WOR 7-3
LOVERBOY 6-5
STING 9-6
WFM/Lexington, KY
Fox/Jansen
PREFAB SPROUT
WANG CHUNG
SHEILA E
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LAURA BRANIGAN
SQUEEZE
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HOTTEST:
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A-HA 4-3
JOHN COUGAR 6-5
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HOTTEST:
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HOTTEST:
DIRE STRAITS 1-1
WHITNEY HOUSTON 4-2
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COLLINS & MARTIN (dp)
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KX104/Nashville, TN
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RAY PARKER JR.
GO WEST
HOTTEST:
JOHN COUGAR 2-1
BOWIE & JAGGER 15-5
STEVIE WONDER 20-7
JAN HAMMER 26-10
TEARS FOR FEARS 22-12
WQUT/Johnson City, TN
Steve Taylor
POWER STATION
ONGO BOINGO (dp)
BILLY JOEL
ARETHA FRANKLIN
MR. MISTER (dp)
COLLINS & MARTIN (dp)
HOTTEST:
READY FOR THE WOR 4-1
JOHN COUGAR 10-5
A-HA 16-6
LOVERBOY 11-8
JAN HAMMER 28-20
WOKI/Knoxville, TN
Gary Adkins
KATRINA & THE WAV
WANG CHUNG
PREFAB SPROUT
KLYMAXX
SCRITTI POLITTI
WEIRD AL YANKOVIC (dp)
HOTTEST:
JOHN COUGAR 4-1
A-HA 5-2
READY FOR THE WOR 7-3
LOVERBOY 6-5
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WFM/Lexington, KY
Fox/Jansen
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MARILLION
LAURA BRANIGAN
SQUEEZE
KATRINA & THE WAV
HOTTEST:
DIRE STRAITS 1-1
TEARS FOR FEARS 17-9
JAN HAMMER 22-10
TINA TURNER D-29
CHECH & CHONG 40-34
KKYK/Little Rock, AR
Mark McCain
TEARS FOR FEARS
GLENN FREY
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WLR/Louisville, KY
Christopher/Lyons
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HOWARD JONES
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JAN HAMMER 9-8
STEVIE WONDER 20-15
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DAVID FOSTER
MR. MISTER
ARETHA FRANKLIN
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JOHN COUGAR 6-4
JAN HAMMER 22-15
BRYAN ADAMS 25-16
TEARS FOR FEARS 26-17
WABF-FM/Mobile, AL
Fram/Fuller
HOOTERS
HOTTEST:
A-HA 12-3
TEARS FOR FEARS 13-7
JAN HAMMER 24-11
GLENN FREY

MIDWEST
MOST ADDED P. Collins & M. Martin
HOTTEST A-HA
 Mr. Mister Ready For The World
 Olivia Newton-John Jan Hammer
 Billy Joel

CHR ADDS & HOTS

WEST
MOST ADDED P. Collins & M. Martin
HOTTEST A-HA
 Ray Parker Jr. Ready For The World
 Olivia Newton-John Jan Hammer

MIDWEST
PARALLEL TWO

WKDD/Akron, OH
 Matt Patrick
 ARETHA FRANKLIN
 GINO VANNELLI
 ONJ
 MR. MISTER
 HOWARD JONES
 KATRINA & THE WAV
 SCRITTI POLITTI (dp)
 Hottest:
 DIRE STRAITS 1-1
 JAN HAMMER 18-10
 BRYAN ADAMS 14-11
 STARSHIP 21-18
 HEART 24-21

WZPL/Indianapolis, IN
 John Miles
 none
 Hottest:
 none

WKFR/Kalamazoo, MI
 Terry Weinecht
 THOMPSON TWINS
 PAUL YOUNG (dp)
 ONJ
 RAY PARKER JR.
 JACK WAGNER (dp)
 PREFAB SPROUT (dp)
 Hottest:
 A-HA 4-1
 BRUCE SPRINGSTEEN 15-9
 TEARS FOR FEARS 26-14
 GLENN FREY 34-23
 THOMPSON TWINS D-34

WVVC/Lansing, MI
 Maloney/Kittredge
 HEART (dp)
 Hottest:
 A-HA 3-2
 JOHN COUGAR 4-3
 READY FOR THE WOR 6-4
 BOWIE & JAGGER 9-6

WRQC/Cleveland, OH
 Scott Howitt
 LAURA BRANIGAN
 WANG CHUNG
 KATRINA & THE WAV
 Hottest:
 A-HA 2-1
 STING 7-5
 TINA TURNER
 STEVIE WONDER 9-6
 WHITNEY HOUSTON 8-7
 TEARS FOR FEARS 21-11

WNCI/Columbus, OH
 Bill Richards
 THOMPSON TWINS
 FREDDIE JACKSON
 COREY HART
 MAURICE WHITE
 HEART
 Hottest:
 KOOL & THE GANG 1-1
 STEVIE WONDER 5-3
 KENNY LOGGINS 8-6
 JAN HAMMER 18-13
 GLENN FREY 23-19

KLIK/Davenport, IA
 Jim O'Hare
 COLLINS & MARTIN (dp)
 COREY HART (dp)
 HOWARD JONES
 JANE WIEDLIN
 BILLY JOEL
 Hottest:
 A-HA 2-1
 STING 9-6
 JAN HAMMER 14-10
 TEARS FOR FEARS 15-12
 THOMPSON TWINS 23-16

WGTV/Dayton, OH
 John Robertson
 FREDDIE JACKSON
 MR. MISTER
 ONJ
 STING
 Hottest:
 READY FOR THE WOR 6-1
 A-HA 3-2
 WHITNEY HOUSTON 10-5
 STEVIE WONDER 17-12
 JAN HAMMER 22-14

KRNQ/Des Moines, IA
 Gillian/Finch
 TEARS FOR FEARS
 GLENN FREY
 EDDIE MURPHY (dp)
 CHEECH & CHONG (dp)
 ARETHA FRANKLIN (dp)
 Hottest:
 READY FOR THE WOR 1-1
 DIRE STRAITS 2-2
 A-HA 23-3
 WHITNEY HOUSTON 11-4
 JAN HAMMER 12-5

KZIO/Duluth, MN
 Michaels/Herman
 HOWARD JONES
 ARETHA FRANKLIN
 RAY PARKER JR.
 HUEY LEWIS & THE
 KATE BUSH (dp)
 Hottest:
 A-HA 4-1
 READY FOR THE WOR 6-3
 BRUCE SPRINGSTEEN 14-9
 STARSHIP 20-11
 BRYAN ADAMS 24-16

WSTO/Evansville, IN
 Chris Taylor
 none
 Hottest:
 DIRE STRAITS 1-1
 MOTLEY CRUE 2-2
 PHIL COLLINS 3-3
 READY FOR THE WOR 8-8
 A-HA 12-12

WMEE/Ft. Wayne, IN
 Tony Richards
 ONJ
 COLLINS & MARTIN
 TINA TURNER
 MR. MISTER
 STARSHIP
 Hottest:
 A-HA 5-2
 READY FOR THE WOR 9-4
 WHITNEY HOUSTON 8-5
 BRUCE SPRINGSTEEN 14-6
 STEVIE WONDER 13-9

WGRD/Grand Rapids, MI
 Swart/Stevens
 HUEY LEWIS & THE
 MR. MISTER
 Hottest:
 MADONNA 2-1
 DIRE STRAITS 1-2
 A-HA 9-4
 BOWIE & JAGGER 6-6
 STING 10-7

KEYN-FM/Wichita, KS
 Brooks/Pearman
 OMD
 MR. MISTER
 Hottest:
 DIRE STRAITS 8-1
 STEVIE WONDER 3-2
 WHITNEY HOUSTON 5-4
 STING 10-8
 READY FOR THE WOR 31-11

KKRD/Wichita, KS
 Jack Oliver
 DAVID FOSTER
 RAY PARKER JR.
 Hottest:
 A-HA 3-1
 WHITNEY HOUSTON 5-4
 JOHN COUGAR 7-5
 SPONG 11-6
 JAN HAMMER 28-13

WHOT/Youngstown, OH
 Dick Thompson
 TOMMY SHAW
 ONJ
 KLYMAXX (dp)
 MORRIS DAY (dp)
 COLLINS & MARTIN
 Hottest:
 A-HA 2-1
 WHITNEY HOUSTON 12-6
 BRUCE SPRINGSTEEN 14-11
 TEARS FOR FEARS 17-12
 GLENN FREY 28-15

PARALLEL THREE

KYKY/Bismarck, ND
 Bob Beck
 TOMMY SHAW
 HOWARD JONES
 BILLY JOEL
 KATE BUSH
 CHEAP TRICK
 Hottest:
 DIRE STRAITS 1-1
 A-HA 2-2
 JOHN COUGAR 5-3
 WHITNEY HOUSTON 12-5
 JAN HAMMER 20-10

WBNO/Bloomington, IL
 Justin/Robbins
 SQUEEZE (dp)
 MARILLION (dp)
 KATRINA & THE WAV (dp)
 Hottest:
 A-HA 2-2
 STING 4-4
 BOWIE & JAGGER 7-6
 STEVIE WONDER 17-11

WBWB/Bloomington, IN
 Jim Clouse
 none
 Hottest:
 JOHN COUGAR 2-2
 A-HA 3-3
 BOWIE & JAGGER 11-11
 TEARS FOR FEARS 14-14
 STARSHIP 18-18

WCIL-FM/Carbondale, IL
 Tony Waitekus
 ARETHA FRANKLIN
 GLENN FREY
 FREDDIE JACKSON
 HEART
 BILLY JOEL
 Hottest:
 READY FOR THE WOR 7-1
 BOWIE & JAGGER 3-3
 WHITNEY HOUSTON 9-4
 BILLY CRYSTAL 14-9
 DAVID FOSTER D-16

KKRQ/Cedar Rapids, IA
 Ted Jacobsen
 HUEY LEWIS & THE
 DAVID FOSTER
 Hottest:
 DIRE STRAITS 1-1
 MADONNA 3-3
 JOHN COUGAR 7-4
 BRUCE SPRINGSTEEN 14-5
 JOHN CAFFERTY 15-12

KQCR/Cedar Rapids, IA
 Fuhr/Dixon
 HOWARD JONES
 ONJ
 Hottest:
 DIRE STRAITS 1-1
 A-HA 4-2
 WHITNEY HOUSTON 3-3
 JOHN COUGAR 5-4
 READY FOR THE WOR 6-5

KCMQ/Columbia, MO
 Tutin/Baker
 DAVID FOSTER
 ONJ
 MR. MISTER
 Hottest:
 READY FOR THE WOR 3-1
 A-HA 10-5
 TEARS FOR FEARS 19-11
 JAN HAMMER 20-12
 STARSHIP 34-24

Y94/Fargo, ND
 Anderson/Palmer
 RAY PARKER JR.
 BILLY JOEL
 DAVID FOSTER (dp)
 OINGO BOINGO (dp)
 Hottest:
 DIRE STRAITS 1-1
 A-HA 4-2
 BOWIE & JAGGER 6-4
 BRUCE SPRINGSTEEN 15-9
 STARSHIP 16-11

KKXL-FM/Grand Forks, ND
 Nordine/Right
 ARETHA FRANKLIN
 HEART
 BILLY JOEL
 Hottest:
 DIRE STRAITS 1-1
 A-HA 5-2
 READY FOR THE WOR 6-4
 JAN HAMMER 20-14
 STARSHIP 24-17

WAZY/Lafayette, IN
 Stacy/Louizos
 DAVID FOSTER
 MARILLION
 SCRITTI POLITTI
 ONJ
 Hottest:
 KOOL & THE GANG 2-1
 A-HA 5-3
 READY FOR THE WOR 4-4
 BOWIE & JAGGER 6-5
 STEVIE WONDER 11-7

KFRX/Lincoln, NE
 Tracy Johnson
 FREDDIE JACKSON (dp)
 ARETHA FRANKLIN
 COREY HART
 ABC
 Hottest:
 DIRE STRAITS 1-1
 READY FOR THE WOR 5-3
 A-HA 9-5
 STEVIE WONDER 18-11
 JAN HAMMER 17-12

KGGG/Rapid City, SD
 Phil Wilson
 COLLINS & MARTIN
 ARETHA FRANKLIN
 ONJ
 KATE BUSH (dp)
 Hottest:
 DIRE STRAITS 1-1
 A-HA 3-2
 READY FOR THE WOR 4-3
 STARSHIP 23-17
 BRYAN ADAMS 22-18

KKLS/Rapid City, SD
 Sherwin/Kallaway
 DAVID FOSTER
 ONJ
 SCRITTI POLITTI
 CHEAP TRICK
 Hottest:
 JOHN COUGAR 5-1
 DIRE STRAITS 1-2
 STING 10-6
 A-HA 13-9
 READY FOR THE WOR 12-10

99KG/Salina, KS
 Denny Collier
 BILLY JOEL
 KATE BUSH
 MARILLION
 WANG CHUNG (dp)
 LAURA BRANIGAN
 9.9
 Hottest:
 A-HA 4-1
 READY FOR THE WOR 7-5
 JAN HAMMER 16-9
 BRYAN ADAMS 29-19
 DON HENLEY 40-24

KKRC/Sioux Falls, SD
 Dan Kieley
 ARETHA FRANKLIN
 BILLY JOEL
 COLLINS & MARTIN
 DAVID FOSTER (dp)
 HUEY LEWIS & THE
 Hottest:
 DIRE STRAITS 1-1
 JOHN COUGAR 2-2
 JAN HAMMER 18-14
 STARSHIP 26-20
 BRYAN ADAMS 27-21

U93/South Bend, IN
 J.K. Deering
 STING
 ROGER DALTRY
 TEARS FOR FEARS
 GLENN FREY
 Hottest:
 LOVERBOY 11-9
 READY FOR THE WOR 3-1
 KOOL & THE GANG 9-2
 A-HA 13-4
 BOWIE & JAGGER 20-5
 WHITNEY HOUSTON 17-7

KWTO-FM/Springfield, MO
 Mike Schmidt
 ARETHA FRANKLIN
 OMD
 COLLINS & MARTIN
 MR. MISTER
 Hottest:
 READY FOR THE WOR 5-2
 LOVERBOY 11-9
 JAN HAMMER 12-10
 NIGHT RANGER 15-12
 STARSHIP 16-13

WDBR/Springfield, IL
 Moore/Lawley
 PREFAB SPROUT
 RENE & ANGELA
 LAURA BRANIGAN
 WANG CHUNG
 JOE LYNN TURNER (dp)
 Hottest:
 JOHN COUGAR 2-1
 A-HA 5-2
 READY FOR THE WOR 4-3
 STEVIE WONDER 9-4
 JAN HAMMER 12-10

WSPT/Stevens Point, WI
 Bouley/Steffan
 COLLINS & MARTIN
 BILLY JOEL
 ROGER DALTRY
 RAY PARKER JR.
 TINA TURNER
 MR. MISTER (dp)
 ONJ
 TALKING HEADS
 TOMMY SHAW
 Hottest:
 A-HA 1-1
 JOHN COUGAR 3-2
 LOVERBOY 6-4
 STARSHIP 20-8
 HOOTERS 19-9

KDVV/Topeka, KS
 Kevin Rabat
 DAVID FOSTER
 WANG CHUNG
 Hottest:
 LOVERBOY 6-6
 JAN HAMMER 9-8
 READY FOR THE WOR 19-13
 HEART 24-15
 COLLINS & MARTIN D-27

KFMW/Waterloo, IA
 Mark Potter
 none
 Hottest:
 MADONNA 1-1
 A-HA 2-2
 READY FOR THE WOR 5-5
 LOVERBOY 14-14
 BRUCE SPRINGSTEEN 17-17

KFIV/Modesto, CA
 Russ Novak
 HOWARD JONES
 FREDDIE JACKSON (dp)
 BILLY JOEL (dp)
 RAY PARKER JR.
 WANG CHUNG
 TA MARA & SEEN
 Hottest:
 READY FOR THE WOR 5-1
 STING 6-4
 TEARS FOR FEARS 12-8
 BRUCE SPRINGSTEEN 16-1
 JAN HAMMER 26-16

KO93/Modesto, CA
 Bryan Casey
 HOWARD JONES
 RENE & ANGELA
 RAY PARKER JR.
 WANG CHUNG (dp)
 Hottest:
 WHITNEY HOUSTON 4-2
 STEVIE WONDER 12-5
 STING 10-9
 READY FOR THE WOR 15-1
 GLENN FREY 22-18

KCAQ/Oxnard-Ventura, CA
 Randy Robbins
 DAVID FOSTER
 WANG CHUNG
 SCRITTI POLITTI
 MORRIS DAY
 STARPOINT
 PREFAB SPROUT
 KLYMAXX
 KATE BUSH
 Hottest:
 A-HA 4-1
 JAN HAMMER 8-4
 WHITNEY HOUSTON 17-12
 STEVIE WONDER 21-13
 MR. MISTER 28-18

KPOP/Sacramento, CA
 David Gariano
 HOOTERS
 BILLY JOEL
 Hottest:
 WHITNEY HOUSTON 2-1
 A-HA 3-2
 READY FOR THE WOR 6-4
 STEVIE WONDER 9-5
 JOHN COUGAR 8-7

KSKD/Salem, OR
 Len E. Mitchell
 COLLINS & MARTIN
 KATRINA & THE WAV
 LAURA BRANIGAN
 RENE & ANGELA (dp)
 BALTIMORA (dp)
 Hottest:
 DIRE STRAITS 1-1
 A-HA 2-2
 READY FOR THE WOR 3-3
 JAN HAMMER 7-4
 BRUCE SPRINGSTEEN 19-9

KBOS/Fresno, CA
 Kris Van Kamp
 ROGER DALTRY
 KATRINA & THE WAV
 WANG CHUNG
 COLLINS & MARTIN
 JANE WIEDLIN
 BALTIMORA (dp)
 Hottest:
 A-HA 3-1
 READY FOR THE WOR 4-2
 WHITNEY HOUSTON 10-5
 TEARS FOR FEARS 13-7
 BOWIE & JAGGER 16-12
 JAN HAMMER 25-15

KMGX/Fresno, CA
 Berry/Carter
 LOVERBOY
 GLENN FREY
 9.9
 BALTIMORA
 DAVID FOSTER
 Hottest:
 DIRE STRAITS 1-1
 A-HA 8-4
 MORRIS DAY 19-8
 STEVIE WONDER 17-11
 JAN HAMMER 35-21

KYNO-FM/Fresno, CA
 Walker/Davis
 COLLINS & MARTIN
 THOMPSON TWINS
 HOOTERS
 BILLY JOEL (dp)
 Hottest:
 DIRE STRAITS 1-1
 A-HA 4-2
 STEVIE WONDER 8-4
 TEARS FOR FEARS 23-10
 WHITNEY HOUSTON 25-12

KQMQ/Honolulu, HI
 Kim Akane
 GLENN FREY
 HOWARD JONES
 MARILLION
 SCRITTI POLITTI
 PREFAB SPROUT
 Hottest:
 DIRE STRAITS 1-1
 READY FOR THE WOR 4-2
 A-HA 6-3
 LISA LISA 5-4
 MADONNA 3-10

KLUC/Las Vegas, NV
 Richards/Christian
 RAY PARKER JR.
 COLLINS & MARTIN
 ONJ
 TOMMY SHAW (dp)
 KLYMAXX (dp)
 Hottest:
 A-HA 3-1
 STEVIE WONDER 20-15
 JAN HAMMER 27-17
 DON HENLEY 24-19
 TEARS FOR FEARS 26-22

KGOT/Anchorage, AK
 Kay Taylor
 RAY PARKER JR.
 BILLY JOEL
 KATRINA & THE WAV
 WANG CHUNG
 TOMMY SHAW
 Hottest:
 A-HA 1-1
 READY FOR THE WOR 2-2
 BOWIE & JAGGER 3-3
 JAN HAMMER 12-6
 TEARS FOR FEARS 23-19

KYYA/Billings, MT
 Charlie Foxx
 FREDDIE JACKSON
 OMD
 TINA TURNER
 MR. MISTER
 SCRITTI POLITTI
 Hottest:
 A-HA 4-1
 JOHN COUGAR 3-3
 STING 10-5
 BRUCE SPRINGSTEEN 12-7
 READY FOR THE WOR 17-9

KBOZ-FM/Bozeman, MT
 Michael Hesse
 COLLINS & MARTIN
 MR. MISTER
 DAVID FOSTER (dp)
 OMD
 SCRITTI POLITTI
 Hottest:
 DIRE STRAITS 1-1
 JOHN COUGAR 4-3
 READY FOR THE WOR 6-4
 A-HA 7-5
 LOVERBOY 19-16

KTRS/Casper, WY
 Todd Cavanaugh
 POWER STATION
 WANG CHUNG
 TINA TURNER
 BILLY JOEL
 WEIRD AL YANKOVIC (dp)
 COLLINS & MARTIN (dp)
 RAY PARKER JR.
 ONJ
 STARPOINT (dp)
 JENNIFER HOLIDAY (dp)
 SQUEEZE
 Hottest:
 A-HA 3-1
 READY FOR THE WOR 11-3
 JOHN COUGAR 9-4
 BOWIE & JAGGER 14-10
 TEARS FOR FEARS 24-13

KBIM/Roswell, NM
 Mike Shaw
 MANHATTAN TRANSFER
 KATRINA & THE WAV
 COLLINS & MARTIN
 BILLY JOEL
 KATE BUSH
 TALKING HEADS
 Hottest:
 A-HA 3-1
 DIRE STRAITS 1-2
 READY FOR THE WOR 9-7
 STEVIE WONDER 11-8
 TEARS FOR FEARS 18-9

SLY96/San Luis Obispo, CA
 Joe Collins
 KATRINA & THE WAV
 WANG CHUNG
 ONJ
 KATE BUSH
 MAURICE WHITE
 LAURA BRANIGAN
 Hottest:
 DIRE STRAITS 1-1
 JOHN COUGAR 8-4
 READY FOR THE WOR 6-5
 BOWIE & JAGGER 11-7
 STEVIE WONDER 13-9

KZOZ/San Luis Obispo, CA
 Steve Chase
 ONJ
 RAY PARKER JR.
 RENE & ANGELA
 KATE BUSH
 SHEILA E
 Hottest:
 A-HA 3-2
 STEVIE WONDER 6-5
 WHITNEY HOUSTON 14-7
 THOMPSON TWINS 28-21
 STARSHIP 34-28

OK95/Tri-Cities, WA
 Taylor/O'Brien
 BALTIMORA
 ONJ
 RAY PARKER JR.
 LAURA BRANIGAN
 FREDDIE JACKSON
 KATE BUSH
 KISS
 Hottest:
 STING 10-7
 BOWIE & JAGGER 13-8
 HEART 19-11
 STARSHIP 18-12
 SCRITTI POLITTI 23-18

WEST
PARALLEL TWO

KNMQ/Albuquerque-Santa Fe, NM
 Stucker/Rountree
 POWER STATION
 COLLINS & MARTIN
 DAVID FOSTER
 RAY PARKER JR.
 Hottest:
 READY FOR THE WOR 5-3
 WHITNEY HOUSTON 7-4
 STEVIE WONDER 12-6
 STING 11-7
 BRUCE SPRINGSTEEN 21-9
 JAN HAMMER 22-10

KIYS/Boise, ID
 Tom Evans
 WANG CHUNG
 LAURA BRANIGAN
 HOWARD JONES
 TOMMY SHAW (dp)
 Hottest:
 DIRE STRAITS 1-1
 READY FOR THE WOR 5-3
 LOVERBOY 8-4
 STARSHIP 22-16
 COREY HART 25-20

KIKX/Colorado Springs, CO
 John Dantzer
 LAURA BRANIGAN (dp)
 WANG CHUNG (dp)
 SHEILA E (dp)
 KATRINA & THE WAV (dp)
 SQUEEZE (dp)
 Hottest:
 A-HA 1-1
 READY FOR THE WOR 2-2
 JOHN COUGAR 6-3
 JAN HAMMER 8-5
 TEARS FOR FEARS 9-7

KIMN/Denver, CO
 Erickson/Paraz
 GLENN FREY
 FREDDIE JACKSON
 MR. MISTER
 Hottest:
 DIRE STRAITS 1-1
 A-HA 5-3
 WHITNEY HOUSTON 14-6
 BOWIE & JAGGER 11-8
 STEVIE WONDER 16-10

KSKD/Salem, OR
 Len E. Mitchell
 COLLINS & MARTIN
 KATRINA & THE WAV
 LAURA BRANIGAN
 RENE & ANGELA (dp)
 BALTIMORA (dp)
 Hottest:
 DIRE STRAITS 1-1
 A-HA 2-2
 READY FOR THE WOR 3-3
 JAN HAMMER 7-4
 BRUCE SPRINGSTEEN 19-9

PARALLEL THREE

KGOT/Anchorage, AK
 Kay Taylor
 RAY PARKER JR.
 BILLY JOEL
 KATRINA & THE WAV
 WANG CHUNG
 TOMMY SHAW
 Hottest:
 A-HA 1-1
 READY FOR THE WOR 2-2
 BOWIE & JAGGER 3-3
 JAN HAMMER 12-6
 TEARS FOR FEARS 23-19

KYYA/Billings, MT
 Charlie Foxx
 FREDDIE JACKSON
 OMD
 TINA TURNER
 MR. MISTER
 SCRITTI POLITTI
 Hottest:
 A-HA 4-1
 JOHN COUGAR 3-3
 STING 10-5
 BRUCE SPRINGSTEEN 12-7
 READY FOR THE WOR 17-9

KBOZ-FM/Bozeman, MT
 Michael Hesse
 COLLINS & MARTIN
 MR. MISTER
 DAVID FOSTER (dp)
 OMD
 SCRITTI POLITTI
 Hottest:
 DIRE STRAITS 1-1
 JOHN COUGAR 4-3
 READY FOR THE WOR 6-4
 A-HA 7-5
 LOVERBOY 19-16

KTRS/Casper, WY
 Todd Cavanaugh
 POWER STATION
 WANG CHUNG
 TINA TURNER
 BILLY JOEL
 WEIRD AL YANKOVIC (dp)
 COLLINS & MARTIN (dp)
 RAY PARKER JR.
 ONJ
 STARPOINT (dp)
 JENNIFER HOLIDAY (dp)
 SQUEEZE
 Hottest:
 A-HA 3-1
 READY FOR THE WOR 11-3
 JOHN COUGAR 9-4
 BOWIE & JAGGER 14-10
 TEARS FOR FEARS 24-13

KBIM/Roswell, NM
 Mike Shaw
 MANHATTAN TRANSFER
 KATRINA & THE WAV
 COLLINS & MARTIN
 BILLY JOEL
 KATE BUSH
 TALKING HEADS
 Hottest:
 A-HA 3-1
 DIRE STRAITS 1-2
 READY FOR THE WOR 9-7
 STEVIE WONDER 11-8
 TEARS FOR FEARS 18-9

SLY96/San Luis Obispo, CA
 Joe Collins
 KATRINA & THE WAV
 WANG CHUNG
 ONJ
 KATE BUSH
 MAURICE WHITE
 LAURA BRANIGAN
 Hottest:
 DIRE STRAITS 1-1
 JOHN COUGAR 8-4
 READY FOR THE WOR 6-5
 BOWIE & JAGGER 11-7
 STEVIE WONDER 13-9

KZOZ/San Luis Obispo, CA
 Steve Chase
 ONJ
 RAY PARKER JR.
 RENE & ANGELA
 KATE BUSH
 SHEILA E
 Hottest:
 A-HA 3-2
 STEVIE WONDER 6-5
 WHITNEY HOUSTON 14-7
 THOMPSON TWINS 28-21
 STARSHIP 34-28

OK95/Tri-Cities, WA
 Taylor/O'Brien
 BALTIMORA
 ONJ
 RAY PARKER JR.
 LAURA BRANIGAN
 FREDDIE JACKSON
 KATE BUSH
 KISS
 Hottest:
 STING 10-7
 BOWIE & JAGGER 13-8
 HEART 19-11
 STARSHIP 18-12
 SCRITTI POLITTI 23-18

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.

PARALLELS

L

M

O

P

HUEY LEWIS & THE NEWS

Back In Time (MCA)
LP: Back To The Future Soundtrack

78/11 32% National Summary
Regional Reach: E 361, S 348, W 368, M 374

N&A

P1 EAST: CHOM on CFTZ on CHUM on
SOUTH: KEOL 3-7, KYRQ 30-26, Y100, WRSR on
MIDWEST: WLS on WLS-PM on Q102 24-32, WCY 22-40, WYI 23-20, WMLM 18-15
WEST: KITSFM 37-23, KOPA a, KZZP 16-14, K101 17-13, K102 18-12, WYI 23-20, WMLM 18-15, K103 17-13, K104 18-12, K105 19-11, K106 20-16, K107 21-21, K108 22-26, K109 23-27, K110 24-28, K111 25-29, K112 26-30, K113 27-31, K114 28-32, K115 29-33, K116 30-34, K117 31-35, K118 32-36, K119 33-37, K120 34-38, K121 35-39, K122 36-40, K123 37-41, K124 38-42, K125 39-43, K126 40-44, K127 41-45, K128 42-46, K129 43-47, K130 44-48, K131 45-49, K132 46-50, K133 47-51, K134 48-52, K135 49-53, K136 50-54, K137 51-55, K138 52-56, K139 53-57, K140 54-58, K141 55-59, K142 56-60, K143 57-61, K144 58-62, K145 59-63, K146 60-64, K147 61-65, K148 62-66, K149 63-67, K150 64-68, K151 65-69, K152 66-70, K153 67-71, K154 68-72, K155 69-73, K156 70-74, K157 71-75, K158 72-76, K159 73-77, K160 74-78, K161 75-79, K162 76-80, K163 77-81, K164 78-82, K165 79-83, K166 80-84, K167 81-85, K168 82-86, K169 83-87, K170 84-88, K171 85-89, K172 86-90, K173 87-91, K174 88-92, K175 89-93, K176 90-94, K177 91-95, K178 92-96, K179 93-97, K180 94-98, K181 95-99, K182 96-100, K183 97-101, K184 98-102, K185 99-103, K186 100-104, K187 101-105, K188 102-106, K189 103-107, K190 104-108, K191 105-109, K192 106-110, K193 107-111, K194 108-112, K195 109-113, K196 110-114, K197 111-115, K198 112-116, K199 113-117, K200 114-118, K201 115-119, K202 116-120, K203 117-121, K204 118-122, K205 119-123, K206 120-124, K207 121-125, K208 122-126, K209 123-127, K210 124-128, K211 125-129, K212 126-130, K213 127-131, K214 128-132, K215 129-133, K216 130-134, K217 131-135, K218 132-136, K219 133-137, K220 134-138, K221 135-139, K222 136-140, K223 137-141, K224 138-142, K225 139-143, K226 140-144, K227 141-145, K228 142-146, K229 143-147, K230 144-148, K231 145-149, K232 146-150, K233 147-151, K234 148-152, K235 149-153, K236 150-154, K237 151-155, K238 152-156, K239 153-157, K240 154-158, K241 155-159, K242 156-160, K243 157-161, K244 158-162, K245 159-163, K246 160-164, K247 161-165, K248 162-166, K249 163-167, K250 164-168, K251 165-169, K252 166-170, K253 167-171, K254 168-172, K255 169-173, K256 170-174, K257 171-175, K258 172-176, K259 173-177, K260 174-178, K261 175-179, K262 176-180, K263 177-181, K264 178-182, K265 179-183, K266 180-184, K267 181-185, K268 182-186, K269 183-187, K270 184-188, K271 185-189, K272 186-190, K273 187-191, K274 188-192, K275 189-193, K276 190-194, K277 191-195, K278 192-196, K279 193-197, K280 194-198, K281 195-199, K282 196-200, K283 197-201, K284 198-202, K285 199-203, K286 200-204, K287 201-205, K288 202-206, K289 203-207, K290 204-208, K291 205-209, K292 206-210, K293 207-211, K294 208-212, K295 209-213, K296 210-214, K297 211-215, K298 212-216, K299 213-217, K300 214-218, K301 215-219, K302 216-220, K303 217-221, K304 218-222, K305 219-223, K306 220-224, K307 221-225, K308 222-226, K309 223-227, K310 224-228, K311 225-229, K312 226-230, K313 227-231, K314 228-232, K315 229-233, K316 230-234, K317 231-235, K318 232-236, K319 233-237, K320 234-238, K321 235-239, K322 236-240, K323 237-241, K324 238-242, K325 239-243, K326 240-244, K327 241-245, K328 242-246, K329 243-247, K330 244-248, K331 245-249, K332 246-250, K333 247-251, K334 248-252, K335 249-253, K336 250-254, K337 251-255, K338 252-256, K339 253-257, K340 254-258, K341 255-259, K342 256-260, K343 257-261, K344 258-262, K345 259-263, K346 260-264, K347 261-265, K348 262-266, K349 263-267, K350 264-268, K351 265-269, K352 266-270, K353 267-271, K354 268-272, K355 269-273, K356 270-274, K357 271-275, K358 272-276, K359 273-277, K360 274-278, K361 275-279, K362 276-280, K363 277-281, K364 278-282, K365 279-283, K366 280-284, K367 281-285, K368 282-286, K369 283-287, K370 284-288, K371 285-289, K372 286-290, K373 287-291, K374 288-292, K375 289-293, K376 290-294, K377 291-295, K378 292-296, K379 293-297, K380 294-298, K381 295-299, K382 296-300, K383 297-301, K384 298-302, K385 299-303, K386 300-304, K387 301-305, K388 302-306, K389 303-307, K390 304-308, K391 305-309, K392 306-310, K393 307-311, K394 308-312, K395 309-313, K396 310-314, K397 311-315, K398 312-316, K399 313-317, K400 314-318, K401 315-319, K402 316-320, K403 317-321, K404 318-322, K405 319-323, K406 320-324, K407 321-325, K408 322-326, K409 323-327, K410 324-328, K411 325-329, K412 326-330, K413 327-331, K414 328-332, K415 329-333, K416 330-334, K417 331-335, K418 332-336, K419 333-337, K420 334-338, K421 335-339, K422 336-340, K423 337-341, K424 338-342, K425 339-343, K426 340-344, K427 341-345, K428 342-346, K429 343-347, K430 344-348, K431 345-349, K432 346-350, K433 347-351, K434 348-352, K435 349-353, K436 350-354, K437 351-355, K438 352-356, K439 353-357, K440 354-358, K441 355-359, K442 356-360, K443 357-361, K444 358-362, K445 359-363, K446 360-364, K447 361-365, K448 362-366, K449 363-367, K450 364-368, K451 365-369, K452 366-370, K453 367-371, K454 368-372, K455 369-373, K456 370-374, K457 371-375, K458 372-376, K459 373-377, K460 374-378, K461 375-379, K462 376-380, K463 377-381, K464 378-382, K465 379-383, K466 380-384, K467 381-385, K468 382-386, K469 383-387, K470 384-388, K471 385-389, K472 386-390, K473 387-391, K474 388-392, K475 389-393, K476 390-394, K477 391-395, K478 392-396, K479 393-397, K480 394-398, K481 395-399, K482 396-400, K483 397-401, K484 398-402, K485 399-403, K486 400-404, K487 401-405, K488 402-406, K489 403-407, K490 404-408, K491 405-409, K492 406-410, K493 407-411, K494 408-412, K495 409-413, K496 410-414, K497 411-415, K498 412-416, K499 413-417, K500 414-418, K501 415-419, K502 416-420, K503 417-421, K504 418-422, K505 419-423, K506 420-424, K507 421-425, K508 422-426, K509 423-427, K510 424-428, K511 425-429, K512 426-430, K513 427-431, K514 428-432, K515 429-433, K516 430-434, K517 431-435, K518 432-436, K519 433-437, K520 434-438, K521 435-439, K522 436-440, K523 437-441, K524 438-442, K525 439-443, K526 440-444, K527 441-445, K528 442-446, K529 443-447, K530 444-448, K531 445-449, K532 446-450, K533 447-451, K534 448-452, K535 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662-666, K749 663-667, K750 664-668, K751 665-669, K752 666-670, K753 667-671, K754 668-672, K755 669-673, K756 670-674, K757 671-675, K758 672-676, K759 673-677, K760 674-678, K761 675-679, K762 676-680, K763 677-681, K764 678-682, K765 679-683, K766 680-684, K767 681-685, K768 682-686, K769 683-687, K770 684-688, K771 685-689, K772 686-690, K773 687-691, K774 688-692, K775 689-693, K776 690-694, K777 691-695, K778 692-696, K779 693-697, K780 694-698, K781 695-699, K782 696-700, K783 697-701, K784 698-702, K785 699-703, K786 700-704, K787 701-705, K788 702-706, K789 703-707, K790 704-708, K791 705-709, K792 706-710, K793 707-711, K794 708-712, K795 709-713, K796 710-714, K797 711-715, K798 712-716, K799 713-717, K800 714-718, K801 715-719, K802 716-720, K803 717-721, K804 718-722, K805 719-723, K806 720-724, K807 721-725, K808 722-726, K809 723-727, K810 724-728, K811 725-729, K812 726-730, K813 727-731, K814 728-732, K815 729-733, K816 730-734, K817 731-735, K818 732-736, K819 733-737, K820 734-738, K821 735-739, K822 736-740, K823 737-741, K824 738-742, K825 739-743, K826 740-744, K827 741-745, K828 742-746, K829 743-747, K830 744-748, K831 745-749, K832 746-750, K833 747-751, K834 748-752, K835 749-753, K836 750-754, K837 751-755, K838 752-756, K839 753-757, K840 754-758, K841 755-759, K842 756-760, K843 757-761, K844 758-762, K845 759-763, K846 760-764, K847 761-765, K848 762-766, K849 763-767, K850 764-768, K851 765-769, K852 766-770, K853 767-771, K854 768-772, K855 769-773, K856 770-774, K857 771-775, K858 772-776, K859 773-777, K860 774-778, K861 775-779, K862 776-780, K863 777-781, K864 778-782, K865 779-783, K866 780-784, K867 781-785, K868 782-786, K869 783-787, K870 784-788, K871 785-789, K872 786-790, K873 787-791, K874 788-792, K875 789-793, K876 790-794, K877 791-795, K878 792-796, K879 793-797, K880 794-798, K881 795-799, K882 796-800, K883 797-801, K884 798-802, K885 799-803, K886 800-804, K887 801-805, K888 802-806, K889 803-807, K890 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TRUE or FALSE

The first step in the promotional process is getting radio to listen to the record.

TRUE or FALSE

When calling radio stations to promote, it is difficult to discuss a particular record if it hasn't been heard.

TRUE or FALSE

Records are not usually added to a radio station until such time as the music director and/or program director has heard them.

TRUE or FALSE

Until your record is heard, it's one week further from being added.

TRUE or FALSE

With AIR, your record is impacted and listened to so you can get to the business of promotion without losing valuable time.

Each week, dozens of new records are released and wait their turn, not only for airplay, but just to be listened to by those in a decision-making position.

If you don't have the time to wait, call AIR. AIR insures listening because AIR is the fastest, most reliable way to get records listened to by CHR radio.

Oh, by the way, the answers to the questions above are all TRUE.

WEEK # 12

AIR Priorities

WEEK # 12

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, October 9, 1985.

TITLE	ARTIST	LABEL
TALK TO ME	QUARTERFLASH	GEFFEN
TOO YOUNG	JACK WAGNER	QWEST/WB
EVERYBODY DANCE	TA MARA & THE SEEN	A&M
THOUGHT YOU WERE ON MY SIDE	COCK ROBIN	COLUMBIA
LOVER COME BACK TO ME	DEAD OR ALIVE	EPIC

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

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AIR

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CONTEMPORARY HIT RADIO

BREAKERS

MR. MISTER Broken Wings (RCA)

75% of our reporters playing it. Moves: Up 44, Debuts 43, Same 43, Down 0, Adds 55 including WHTT, B94, PRO-FM, WQUE-FM, ZZ99, Y108, FM102. See Parallels, debuts at number 38 on the CHR chart.

DAVID FOSTER

Love Them From 'St. Elmo's Fire' (Atlantic)

61% of our reporters playing it. Moves: Up 71, Debuts 19, Same 39, Down 1, Adds 21 including WKSE, KTKS, WLOL-FM, KWSS, KUBE, FM100, KKRQ. See Parallels, debuts at number 35 on the CHR chart.

NEW & ACTIVE

- ✓ **BILLY JOEL "The Night Is Still Young" (Columbia) 146/56**
Moves: Up 8, Debuts 35, Same 47, Down 0, Adds 56 including WNYS, B94, WAVA, KTKS, B97, WCZY, WHYT, KWK, KOPA, KWOD, KPLUS, WBN-FM 34-28, Q103 33-26.
- ✓ **RAY PARKER JR. "Girls Are More Fun" (Arista) 143/62**
Moves: Up 4, Debuts 25, Same 52, Down 0, Adds 62 including WHTT, WBN-FM, WCAU-FM, Z93, B96, WMMS, WKTI, KHTR, Q103, KOPA, KKRZ, FM102, WNYS 37-32, WZUU d-30, KQKQ 34-29.
- ✓ **OLIVIA NEWTON-JOHN "Soul Kiss" (MCA) 129/54**
Moves: Up 8, Debuts 21, Same 46, Down 0, Adds 54 including CKGM, WCAU-FM, CFTR, CHUM, KAFM, KTKS, WQUE-FM, WRSR, 92X, KWOD, KMEL, KNBQ, B96 39-36, Q103 34-30, WGF 38-31.
- CHEAP TRICK "Tonight It's You" (Epic) 122/9**
Moves: Up 47, Debuts 13, Same 49, Down 4, Adds 9, KPLUS, WAMX, Q92, 93Q, WSSX, WGAN, WQID, KYYY, KKLS-FM, WPHD 32-29, K104 7-4, WKRZ-FM 29-25, Z104 17-13, KQMQ 28-22, KFMM 16-13.
- OSCAR DE LA RIVERA "Weird Science" (MCA) 119/9**
Moves: Up 46, Debuts 11, Same 50, Down 3, Adds 9, WKSE, KZZP, KITS, KHFI, WQUT, Y106, KCPX, Y94, KHTX, 94Q 29-20, KKRZ 22-19, K104 26-17, WBBQ 37-32, KSKD 37-26, 103CIR 18-9.
- ✓ **SCRITTI POLITTI "Perfect Way" (WB) 113/38**
Moves: Up 34, Debuts 16, Same 25, Down 0, Adds 38 including WHTT, WBN-FM, WNYS, WAVA, Z93, 93FM, B96, WGCL, FM102, 93Q, KQMQ, WQID, KKRZ 10-8, KMEL 11-10, KIYS 14-11.
- HOWARD JONES "Like To Get To Know You Well" (Elektra) 111/29**
Moves: Up 20, Debuts 20, Same 42, Down 0, Adds 29 including KAFM, KEGL, WQUE-FM, 92X, KWOD, 93Q, WLRS, WKAU, KIYS, WGAN, WZYP, KYYY, WBN-FM 33-27, KMEL 33-29, KPLUS 31-24.
- ROGER DALTREY "After The Fire" (Atlantic) 81/6**
Moves: Up 19, Debuts 8, Same 47, Down 1, Adds 6, KBOS, WZON, WFX, KSMB, WVB, WSPT, WCAU-FM 38-34, K104 35-28, WRCK 34-30, WOKI 33-30, WFMI 38-32, WRNO 35-30, WKDD 36-32, KFMM 27-24, WHSL 32-28.
- KATE BUSH "Running Up That Hill" (EMI America) 79/26**
Moves: Up 17, Debuts 5, Same 31, Down 0, Adds 26 including WKSE, WNYS, CKOI, 93FM, K104, KAMZ, KZIO, KF95, KCAQ, KNOE-FM, KZOO, OK95, WXKS-FM 29-24, Z93 31-27, WKZL 35-30.
- HUEY LEWIS & THE NEWS "Back In Time" (Chrysalis) 78/11**
Moves: Up 40, Debuts 5, Same 20, Down 2, Adds 11, Y100, KOPA, KKRZ, WZOU, WGGZ, KZIO, WGRD, WJZR, WXLK, KKRZ, KKRC, KTKS 30-26, KIIS-FM 37-23, KS103 17-13, Q92 3-1.
- CHEECH & CHONG "Born In East L.A." (MCA) 74/7**
Moves: Up 27, Debuts 4, Same 34, Down 2, Adds 7, WHTT, PRO-FM, 93FM, KHFI, KBFM, KRNG; KFMM, I95 34-29, WRSR 34-28, KZZP 27-10, FM102 27-20, KWOD 35-23, KS103 11-9, KAMZ 8-6, KTFM 24-14, KXXX 24-21.
- 9.9 "All Of Me For All Of You" (RCA) 72/8**
Moves: Up 31, Debuts 2, Same 30, Down 1, Adds 8, CKOI, WPLJ, KTKS, KMGX, BJ105, WZON, 95XIL, 99KG, WXKS-FM 20-16, 94Q 15-12, Z93 13-10, I95 19-16, Y100 11-9, KC101 29-24.
- KLYMAXX "I Miss You" (Constellation/MCA) 63/26**
Moves: Up 17, Debuts 8, Same 12, Down 0, Adds 26 including K106, WXKS-FM, WKSE, B94, Q107, Z93, 93FM, WQUE-FM, Q105, WHYT, KWOD, Y107, WRSR 32-25, KMEL 16-9, WPST 27-17.
- EL DeBARGE with DeBARGE "You Wear It Well" (Gordy/Motown) 63/0**
Moves: Up 29, Debuts 4, Same 28, Down 2, Adds 0, WKSE 28-22, WCAU-FM 33-30, 94Q 22-18, B96 32-30, WCZY 8-7, KIIS-FM 29-25, KMEL 17-15, KC101 28-25, WKRZ-FM 34-31, BJ105 27-22, WKHI 35-32, WCGQ 40-33, WZYP 36-31, KWES 35-31, WGLF 34-31.
- MAURICE WHITE "Stand By Me" (Columbia) 61/14**
Moves: Up 25, Debuts 4, Same 17, Down 1, Adds 14 including WXKS-FM, KC101, WBCY, WNCI, 103CIR, WGAN, WFX, WKSF, Q101, WGLF, KHTX, SLY96, WCZY 40-34, WHYT 29-23, WBBQ 38-33.
- TALKING HEADS "And She Was" (Sire/WB) 52/15**
Moves: Up 13, Debuts 5, Same 17, Down 2, Adds 15 including WXKS-FM, WPHD, WERZ, RI-104, WKRZ-FM, WBBQ, WZLD, WRNO, WKAU, Z104, 95XIL, WSPT, WHTT 38-33, WKZL 33-29, WHSL 33-29.
- MARILLION "Kayleigh" (Capitol) 51/18**
Moves: Up 2, Debuts 6, Same 25, Down 0, Adds 18 including WCAU-FM, KKRZ, KPLUS, WSPK, 93Q, WKRZ-FM, WFMI, KTUX, WKZL, KQMQ, OK100, 99KG, WMMS 40-35, Q100 d-31, KGOT d-35.

SIGNIFICANT ACTION

- JANE WIEDLIN "Blue Kiss" (IRS/MCA) 49/9**
Moves: Up 8, Debuts 1, Same 31, Down 0, Adds 9, CKOI, WLS, WLS-FM, WZLD, WANS-FM, KIIX, KBOS, KNOE-FM, WGLF, WPHD 38-37, KIIS-FM 39-38, WPST 39-36, KZZB 40-39, KO93 35-32.
- RENE & ANGELA "I'll Be Good" (Mercury/PolyGram) 45/19**
Moves: Up 2, Debuts 4, Same 20, Down 0, Adds 19 including WNYS, PRO-FM, 94Q, WTIC-FM, 93Q, WSSX, KBFM, WRQN, KO93, KSKD, WDBR, KZOO, WKSE 15-12, WCZY 38-27, KAMZ d-27.

MOST ADDED

- PHIL COLLINS & MARILYN MARTIN (65)**
Separate Lives (Atlantic)
- RAY PARKER JR. (62)**
Girls Are More Fun (Arista)
- BILLY JOEL (56)**
The Night Is Still Young (Columbia)
- MR. MISTER (55)**
Broken Wings (RCA)
- OLIVIA NEWTON-JOHN (54)**
Soul Kiss (MCA)

HOTTEST

- A-HA (160)**
Take On Me (WB)
- JAN HAMMER (136)**
Miami Vice Theme (MCA)
- READY FOR THE WORLD (132)**
Oh Sheila (MCA)
- STEVIE WONDER (103)**
Part-Time Lover (Tamla/Motown)
- DIRE STRAITS (90)**
Money For Nothing (WB)

TOMMY SHAW "Remo's Theme (What If)" (A&M) 43/13

Moves: Up 2, Debuts 3, Same 25, Down 0, Adds 13 including KEGL, WKRZ-FM, WZLD, KTUX, WHOT, KIYS, KLUC, KDON-FM, KISR, KYYY, WSPT, KGOT, WKEE d-37, WGUY 36-31, WBNQ 31-30.

GINO VANNELLI "Hurts To Be In Love" (CBS Associated) 41/4

Moves: Up 15, Debuts 5, Same 17, Down 0, Adds 4, WKEE, WKDD, 103CIR, Q104, CKGM 25-20, CKOI 26-24, CHUM 18-14, WMMS 34-32, Q103 35-31, KTFM 25-22, KIIX 35-32, KO93 34-30, KFMM 36-31, KNOE-FM 34-27, OK95 33-29.

DEAD OR ALIVE "Lover Come Back To Me" (Epic) 39/3

Moves: Up 9, Debuts 0, Same 27, Down 0, Adds 3, Y100, KKRZ, WZYP, WXKS-FM on, WKSE on, WCAU-FM on, KIIS-FM 40-28, KPLUS 32-27, WTLQ 32-31, KIIX 33-32, KSKD 38-34, KCPX 30-26, WHSL 39-35, KGOT 32-30, OK95 38-34.

GO WEST "Eye To Eye" (Chrysalis) 34/10

Moves: Up 3, Debuts 3, Same 18, Down 0, Adds 10, WPHD, WMMS, WKRZ-FM, WSSX, WFMI, KX104, WKHI, WOMP-FM, WCGQ, WGLF, WCAU-FM on, KMJK 31-28, FM102 19-14, KMEL 26-21, KPLUS d-36.

✓ WANG CHUNG "To Live & Die In L.A." (Geffen) 33/33

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 33 including WPHD, WCAU-FM, 94Q, KPLUS, KUBE, WSPK, WRCK, WANS-FM, WOKI, WFMI, WRQC, KIYS, KBOS, KFIV, KCAQ.

JENNIFER HOLLIDAY "Hard Times For Lovers" (Geffen) 33/5

Moves: Up 12, Debuts 2, Same 14, Down 0, Adds 5, KBFM, KRQ, WZYP, KTRS, KHTX, WKSE 23-21, CKOI 39-35, Y100 31-27, WHYT 35-33, KMJK 29-27, WANS-FM 35-32, KTFM 27-25, KMGX 36-34, Q104 26-22, WVB 40-37.

STARPOINT "Object Of My Desire" (Elektra) 32/9

Moves: Up 8, Debuts 4, Same 11, Down 0, Adds 9, B104, K106, 93FM, Y100, Z106, WRQN, KCAQ, WJAD, KTRF, WKSE 17-13, WNYS 39-34, WPLJ 26-20, Q100 40-32, KTUX 37-33, KMGX 22-15.

✓ KATRINA & THE WAVES "Que Te Quiero" (Capitol) 31/31

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 31 including WPHD, WCAU-FM, 94Q, KPLUS, KUBE, WSPK, WRCK, WTLQ, WOKI, WFMI, KTFM, WKDD, WRQC, KBOS, KSKD, KDON-FM.

LAURA BRANIGAN "Hold Me" (Atlantic) 28/28

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 28 including WXKS-FM, CKOI, PRO-FM, WQUE-FM, WRSR, WERZ, WGF, WZLD, WANS-FM, WFMI, WRQC, KF95, KIYS, KIIX, KSKD, 99KG, WDBR, KOZE.

FAMILY "The Screams Of Passion" (WB) 27/5

Moves: Up 8, Debuts 1, Same 11, Down 2, Adds 5, I95, KMEL, WTLQ, BJ105, Y106, WXKS-FM on, WKSE 8-7, Z93 on, WHYT 19-15, FM102 12-10, WBBQ 27-20, Z102 31-25.

FIVE STAR "All Fall Down" (RCA) 26/5

Moves: Up 11, Debuts 0, Same 10, Down 0, Adds 5, WSSX, WRQN, KDON-FM, KWES, KWNZ, WXKS-FM on, WKSE 37-35, CKOI 40-36, I95 18-11, Y100 20-15, WCZY 33-23, WHYT 25-20, FM102 24-19, KMEL 18-14, KMGX 39-26.

EDDIE MURPHY "Party All The Time" (Columbia) 25/5

Moves: Up 7, Debuts 4, Same 9, Down 0, Adds 5, KAFM, KS103, KZZB, KTFM, KRNG, WXKS-FM on, WKSE 20-16, 94Q 34-31, WRSR 37-29, WCZY 17-14, WHYT 31-24, FM102 d-30, WTLQ d-38, KTUX 33-27.

DIANA ROSS "Eaten Alive" (RCA) 18/2

Moves: Up 2, Debuts 0, Same 14, Down 0, Adds 2, WHYT, KAMZ, WXKS-FM on, CKGM on, B94 27-25, Y100 on, FM102 on, WTLQ 35-34, KTUX on, KQKQ on, KSKD on-dp, OK95 on.

OUTFIELD "Say It Isn't So" (Columbia) 18/0

Moves: Up 3, Debuts 0, Same 15, Down 0, Adds 0, Q100 on, K104 on, WERZ on, WRCK on, WTLQ on, WZLD on, WANS-FM on, WFX 38-34, KFMM 24-21, WDBR on-dp, KGOT on, KTRS on, OK95 29-26.

MORRIS DAY "The Oak Tree" (WB) 15/8

Moves: Up 4, Debuts 0, Same 3, Down 0, Adds 8, WKSE, WCZY, KITS, Y106, KJ103, WHOT, KCAQ, Z102, FM102 25-23, KPLUS on, KTUX 36-34, KOFM 35-29, KMGX 19-8, WZYP on.

RATT "You're In Love" (Atlantic) 15/2

Moves: Up 1, Debuts 1, Same 11, Down 0, Adds 2, WPHD, WIGY, WMMS on, K104 on-dp, WERZ on-dp, WRCK on-dp, WRNO d-40, KIIX on-dp, WGUY on, Q101 on-dp, WHSL on-dp, OK95 36-33.

KENNY LOGGINS "I'll Be There" (Columbia) 13/0

Moves: Up 2, Debuts 2, Same 9, Down 0, Adds 0, KAFM on, WANS-FM on, WKDD 39-36, WRQC on, WKFR on, KF95 35-34, KSKD on-dp, KRQ d-29, KISR on, WDBR on, WSPT d-37, KGOT on, OK95 on.

BALTIMORA "Tarzan Boy" (Manhattan) 11/11

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, WXKS-FM, WKSE, WERZ, KBOS, KMGX, KSKD, WZON, 95XXX, WGAN, WHSL, OK95.

COCK ROBIN "Thought You Were On My Side" (Columbia) 11/4

Moves: Up 1, Debuts 0, Same 6, Down 0, Adds 4, WTLQ, WZLD, WANS-FM, WRQN, WPHD on, WGCL 33-31, 95XXX on, WOMP-FM on, KNOE-FM on, WPFM on, WHSL on.

SAGA "What Do I Know" (Portrait/CBS) 11/0

Moves: Up 2, Debuts 0, Same 9, Down 0, Adds 0, WPHD on, WGCL on, WMMS on, WRSR on, WRCK on, WFMI on, WKDD 38-37, WGRD 31-30, KFIV on, KFMM on, WDBR on.

TA MARA & THE SEEN "Everybody Dance" (A&M) 10/3

Moves: Up 1, Debuts 0, Same 6, Down 0, Adds 3, WTLQ, KFIV, WHSL, KMEL 29-25, Y106 on, KQXR on, KCAQ on, KDON-FM on-dp, KZOO on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement. Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40. CHR Rotation Criteria — Fulltime Adds and/or Ons: four plays in a 24-hour period, three of them before midnight. Dayparted Adds and/or Ons: two plays in a 24-hour period, both of them before midnight.

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FOR YOU ONLY

38-05614



CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
8	3	2	1 A-HA /Take On Me (WB)
1	1	1	2 DIRE STRAITS /Money For Nothing (WB)
12	7	4	3 READY FOR THE WORLD /Oh Sheila (MCA)
11	8	5	4 JOHN COUGAR MELLENCAMP /Lonely Ol' Night (Riva/PG)
15	10	6	5 WHITNEY HOUSTON /Saving All My Love For You (Arista)
19	13	9	6 STEVIE WONDER /Part-Time Lover (Tamla/Motown)
14	11	8	7 DAVID BOWIE & MICK JAGGER /Dancing In The Street (EMI America)
17	12	10	8 STING /Fortress Around Your Heart (A&M)
24	15	11	9 BRUCE SPRINGSTEEN /I'm Goin' Down (Columbia)
31	21	12	10 JAN HAMMER /Miami Vice Theme (MCA)
34	24	15	11 TEARS FOR FEARS /Head Over Heels (Mercury/PG)
4	2	3	12 MADONNA /Dress You Up (Sire/WB)
5	5	7	13 KOOL & THE GANG /Cherish (De-Lite/PG)
26	22	18	14 LOVERBOY /Lovin' Every Minute Of It (Columbia)
36	28	21	15 PAUL YOUNG /I'm Gonna Tear Your Playhouse Down (Columbia)
35	26	20	16 DON HENLEY /Sunset Grill (Geffen)
—	30	22	17 BRYAN ADAMS /One Night Love Affair (A&M)
—	34	25	18 STARSHIP /We Built This City (Grunt/RCA)
—	38	26	19 GLENN FREY /You Belong To The City (MCA)
40	31	27	20 ABC /Be Near Me (Mercury/PG)
32	29	23	21 NIGHT RANGER /Four In The Morning (I Can't...) (Camel/MCA)
2	4	13	22 PHIL COLLINS /Don't Lose My Number (Atlantic)
6	6	14	23 WHAMI /Freedom (Columbia)
—	—	35	24 THOMPSON TWINS /Lay Your Hands On Me (Arista)
30	27	24	25 DARYL HALL & JOHN OATES /The Way You Do The Things You... (MCA)
—	39	31	26 HOOTERS /And We Danced (Columbia)
3	9	17	27 JOHN PARR /St. Elmo's Fire (Man In Motion) (Atlantic)
18	16	16	28 GODLEY & CREME /Cry (Polydor/PG)
—	—	36	29 HEART /Never (Capitol)
—	—	40	30 POWER STATION /Communication (Capitol)
20	18	19	31 JOHN CAFFERTY /C-I-T-Y (Scotti Bros./CBS)
—	—	38	32 FREDDIE JACKSON /You Are My Lady (Capitol)
—	—	37	33 COREY HART /Boy In The Box (EMI America)
—	—	40	34 ARETHA FRANKLIN /Who's Zoomin' Who? (Arista)
BREAKER			35 DAVID FOSTER /Love Theme From 'St Elmos Fire' (Atlantic)
DEBUT			36 PHIL COLLINS & MARILYN MARTIN /Separate Lives (Atlantic)
10	19	29	37 HUEY LEWIS & THE NEWS /Power Of Love (Chrysalis)
BREAKER			38 MR. MISTER /Broken Wings (RCA)
DEBUT			39 TINA TURNER /One Of The Living (Capitol)
DEBUT			40 OMD /So In Love (Virgin/A&M)

N&A Begins on Page 94

ADULT CONTEMPORARY

8	3	2	1 STEVIE WONDER /Part-Time Lover (Tamla/Motown)
2	1	1	2 WHITNEY HOUSTON /Saving All My Love For You (Arista)
22	14	8	3 A-HA /Take On Me (WB)
9	8	5	4 COMMODORES /Janet (Motown)
6	5	4	5 MICHAEL FRANKS /Your Secret's Safe With Me (WB)
12	10	7	6 GODLEY & CREME /Cry (Polydor/PG)
1	2	3	7 KOOL & THE GANG /Cherish (De-Lite/PG)
—	23	15	8 GINO VANNELLI /Hurts To Be In Love (CBS Associated)
24	21	14	9 DAVID FOSTER /Love Theme From "St Elmo's Fire" (Atlantic)
4	4	6	10 WHAMI /Freedom (Columbia)
23	19	16	11 DARYL HALL & JOHN OATES /The Way You Do The Things You Do (RCA)
14	12	12	12 AIR SUPPLY /The Power Of Love (You Are My Lady) (Arista)
7	9	10	13 HUEY LEWIS & THE NEWS /Power Of Love (Chrysalis)
BREAKER			14 TEARS FOR FEARS /Head Over Heels (Mercury/PG)
—	—	20	15 MAURICE WHITE /Stand By Me (Columbia)
BREAKER			16 PHIL COLLINS & MARILYN MARTIN /Separate Lives (Atlantic)
5	7	9	17 BILLY JOEL /You're Only Human (Second Wind) (Columbia)
3	6	11	18 TINA TURNER /We Don't Need Another Hero (Thunderdome) (Capitol)
20	17	17	19 JOHN PARR /St. Elmo's Fire (Atlantic)
BREAKER			20 FREDDIE JACKSON /You Are My Lady (Capitol)
DEBUT			21 GLENN FREY /You Belong To The City (MCA)
DEBUT			22 DON HENLEY /Sunset Grill (Geffen)
13	13	18	23 NATALIE COLE /A Little Bit Of Heaven (Modern/Atco)
11	11	13	24 HOWARD JONES /Life In One Day (Elektra)
DEBUT			25 ARETHA FRANKLIN /Who's Zoomin' Who? (Arista)
DEBUT			26 JAN HAMMER /Miami Vice Theme (MCA)
10	16	22	27 COREY HART /Never Surrender (EMI America)
DEBUT			28 STING /Fortress Around Your Heart (A&M)
DEBUT			29 THOMPSON TWINS /Lay Your Hands On Me (Arista)
17	15	19	30 MICHAEL McDONALD /No Lookin' Back (WB)

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AOR TRACKS

Three Weeks	Two Weeks	Last Week	
21	13	3	1 GLENN FREY /You Belong To The City (MCA)
7	3	1	2 STARSHIP /We Built This City (Grunt/RCA)
14	8	6	3 ROGER DALTRY /After The Fire (Atlantic)
18	12	8	4 MR. MISTER /Broken Wings (RCA)
22	16	10	5 HEART /Never (Capitol)
9	7	7	6 DIRE STRAITS /One World (WB)
4	2	4	7 LOVERBOY /Lovin' Every Minute Of It (Columbia)
1	1	2	8 JOHN C. MELLENCAMP /Lonely Ol' Night (Riva/PG)
6	5	5	9 HOOTERS /And We Danced (Columbia)
13	11	9	10 BRYAN ADAMS /One Night Love Affair (A&M)
23	17	15	11 JOHN C. MELLENCAMP /R.O.C.K. In The U.S.A. (Riva/PG)
38	23	16	12 THOMPSON TWINS /Lay Your Hands On Me (Arista)
30	24	18	13 JOHN C. MELLENCAMP /Small Town (Riva/PG)
10	10	11	14 TEARS FOR FEARS /Head Over Heels (Mercury/PG)
15	14	13	15 MARILLION /Kayleigh (Capitol)
48	33	20	16 STEVIE RAY VAUGHAN & DOUBLE... /Look At Little Sister (Epic)
26	21	17	17 OUTFIELD /Say It Isn't So (Columbia)
BREAKER			18 RUSH /The Big Money (Mercury/PG)
29	26	19	19 R.E.M. /Driver 8 (IRS/MCA)
3	4	12	20 STING /Fortress Around Your Heart (A&M)
31	28	23	21 NICK LOWE & HIS COWBOY OUTFIT /I Knew The Bride... (Col.)
—	—	38	22 ROGER DALTRY /Under A Raging Moon (Atlantic)
8	6	14	23 BRUCE SPRINGSTEEN /I'm Goin' Down (Columbia)
41	39	30	24 STING /Love Is The Seventh Wave (A&M)
BREAKER			25 PHANTOM, ROCKER & SLICK /Men Without Shame (EMI America)
BREAKER			26 CRUZADOS /Motorcycle Girl (Arista)
42	38	28	27 JAN HAMMER /Miami Vice Theme (MCA)
BREAKER			28 KISS /Tears Are Falling (Mercury/PG)
—	—	40	29 TOMMY SHAW /Remo's Theme (What If) (A&M)
60	55	41	30 TALKING HEADS /Stay Up Late (Sire/WB)

Complete Tracks Chart Begins on Page 78

BLACK/URBAN

12	3	3	1 STEVIE WONDER /Part-Time Lover (Tamla/Motown)
1	1	1	2 FREDDIE JACKSON /You Are My Lady (Capitol)
3	2	2	3 BOBBY WOMACK /I Wish He Didn't Trust Me So Much (MCA)
11	7	4	4 MAURICE WHITE /Stand By Me (Columbia)
7	5	5	5 FAMILY /The Screams Of Passion (WB)
18	12	6	6 CAMEO /Single Life (Atlanta Artists/PG)
20	11	8	7 RENE & ANGELA /I'll Be Good (Mercury/PG)
31	22	12	8 MORRIS DAY /The Oak Tree (WB)
19	13	11	9 JENNIFER HOLLIDAY /Hard Times For Lovers (Geffen)
9	8	7	10 STARPOINT /Object Of My Desire (Elektra)
40	26	15	11 ARETHA FRANKLIN /Who's Zoomin' Who (Arista)
22	18	13	12 ATLANTIC STARR /Silver Shadow (A&M)
39	23	18	13 EL DeBARGE w/DeBARGE /You Wear It Well (Gordy/Motown)
17	15	14	14 FIVE STAR /All Fall Down (RCA)
28	21	17	15 CHARLIE SINGLETON /Make Your Move On Me Baby (Arista)
—	33	25	16 TA MARA & THE SEEN /Everybody Dance (A&M)
34	29	24	17 DOUG E. FRESH /The Show (Reality/Fantasy)
30	27	22	18 COLONEL ABRAMS /Trapped (MCA)
25	24	19	19 O'JAYS /Just Another Lonely Night (PIR/Manhattan)
2	4	10	20 READY FOR THE WORLD /Oh Sheila (MCA)
6	6	9	21 ANDRE CYMONE /Dance Electric (Columbia)
37	30	26	22 DURELL COLEMAN /Somebody Took My Love (Island)
—	38	31	23 CHAKA KHAN /Krush Groove Can't Stop The Street (WB)
—	—	38	24 ISLEY JASPER ISLEY /Caravan Of Love (CBS Associated)
—	—	36	25 DIANA ROSS /Eaten Alive (RCA)
—	39	30	26 MAZE I/FRANKIE BEVERLY /I Want To Feel I'm Wanted (Capitol)
—	40	34	27 DENNIS EDWARDS /Coolin' Out (Gordy/Motown)
23	20	20	28 HOWARD JOHNSON /Stand Up (A&M)
—	—	35	29 EDDIE MURPHY /Party All The Time (Columbia)
5	9	21	30 POINTER SISTERS /Dare Me (RCA)
10	10	16	31 KLYMAXX /I Miss You (Constellation/MCA)
33	31	27	32 PEABO BRYSON /There's Nothin' Out There (Elektra)
BREAKER			33 LUTHER VANDROSS /Wait For Love (Epic)
16	16	23	34 BAR-KAYS /Your Place Or Mine (Mercury/PG)
—	—	37	35 DARYL HALL & JOHN OATES /The Way You Do The Things You Do (RCA)
35	32	29	36 CARL CARLTON /Private Property (Casablanca/PG)
BREAKER			37 STAPLE SINGERS /Are You Ready (Private I/CBS)
BREAKER			38 RJ'S LATEST ARRIVAL /Baby I'm Sorry (Atlantic)
8	17	28	39 WHITNEY HOUSTON /Saving All My Love For You (Arista)
4	19	32	40 KOOL & THE GANG /Cherish (De-Lite/PG)

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