#### D E:

#### KABC: TALK OF THE TOWN **FOR 25 YEARS**

ABC Radio President and Talk format architect Ben Hoberman and KABC/Los Angeles VP/GM George Green recap KABC's historic move to Talk a quartercentury ago.

#### KJLH'S MADDOX: DANCING & DENIAL

KJLH/Los Angeles VP/GM Jim Maddox calls Black/Urban a "format of denial." He explains that concept, discusses how to work with it, and talks about positioning KJLH as a dance-oriented station

Page 54

#### **AOR SPOT CHECK**

Steve Feinstein takes a detailed and witty look at TV spots that are working for AOR stations. Pictures included.

#### IN THE NEWS THIS WEEK

- Stephen Joos VP/GM at WIOD & WAIA
- Steve Weed PD at WCZY-AM & FM
- Anna Mae Sokusky Exec. Director/News for CBS AMs
- Gabe Baptiste PD at WINZ-FM
- Jimi Starks VP at E/P/A
- Andy Holt out at KFKF over contest furor
- UPI sold to Mario Vazquez Rana and Joe Russo
- Paul Barsky morning man at WLS-FM
- David Bernstein PD at WTIC
- Rick Wagner, Melvin Jones program KRNB
- Delores Gonzales directs Island B/U promotion
- KCFM becomes Evergreen KLTH
- Jim Gregori GSM, Stephen Ennen LSM at WUSN
- George Thomas PD, Richard Steele GSM at WTMG
- Gray Smith PD at WSEZ
- Great Lakes buys WYLF

Page 4, 6, 8

#### PLAN FOR CRS NOW The 1986 CRS promises to be the best

ever, Lon Helton assures us. He presents a peek at the agenda.

#### **BLACK/URBAN PROMOTION FORUM**

Adam White continues his promotion series by discussing Black/Urban music's unique challenges with top label executives

Page 40

#### A NEW JOB IN THE NEW YEAR?

If you're thinking about making a change in '86, you'll want to check out the copious tips offered by Joel Denver and a crew of CHR moving experts.

Page 42

#### **NEXT WEEK IN R&R**

Jhan Hiber takes a firsthand, first-on-thestreet look at Arbitron's new diary review procedures.

Newsstand Price \$3.50



EIGHT SPINOFFS CLEARED NOV 26 1995

Cap Cities Gets 18-Month Waivers On Seven Stations the \$3.5 billion Cap Cities months to divest seven major takeover of ABC, including radio properties in Los Angeles,

Chicago.

radio properties in Los Angeles

Angeles, KGO/San Francisco,

WABC & WPLJ/New York, and

WLS-AM & FM/Chicago. The

television stations in the four

markets, and FCC rules pro-

hibit formation of new radio/TV

At last week's FCC meeting

(11/14), FCC attorney Alan

Aronowitz relayed to the Com-

mission the Cap Cities/ABC

argument "that an 18-month

period will enable it to properly

evaluate the relationship of

these radio properties to cur-

rent services provided by the

Aronowitz continued, "Cap

Cities maintains that such an

evaluation is necessary so that

divestiture of these radio sta-

tions can be structured to avoid

any disruption of current radio

network service to the public."

He said the bureau believes

granting the waivers "will not

frustrate the policies underlying

ABC Radio Networks."

combinations.

#### Tunick VP At ABC **Talkradio**



Maurice Tunick

Former NBC Talknet Director/Programming Maurice Tunick has been appointed VP/ Director at ABC Talkradio, filling the vacancy created by the departure of Rick Devlin in July. Tunick's primary responsibility will be to evaluate recent Talkradio changes and chart a course for future program development.

Talkradio recently announced changes in the distribution of its longform programming TUNICK/See Page 8 the multiple ownership rules.

SNYDER, ANDERSON EXIT MANHATTAN

#### **EMI. Manhattan Team** For Black Promotion

group is planning to create a new black music field promotion force early next year, to serve both Manhattan and EMI America. The latter label will make an active return to the black music market, which it effectively left in 1982, and will establish two new senior executive posts in A&R and promo-

Capitol will relinquish responsibility for Manhattan's R&B

The Capitol/EMI music field promotion when the new team is established in January. Meanwhile, Manhattan's regional pop promotion is switching from Capitol to EMI America's pop field force with immediate effect. Each label will retain control of its national promotion direction, as is currently the case.

In an apparently unrelated development, Manhattan VP/ Promotion Gordon Anderson EMI & MANHATTAN/See Page 8 WRIF Buyer Under Investigation

The Commission's action last San Francisco, New York, and week included approval of the After the expected January spinoffs of KLAC & KZLA/Los Angeles and KSRR/Houston to takeover of ABC, the merged Malrite; WPAT-AM & FM/New group will have a year and a half to sell KABC & KLOS/Los York to Park Radio; WKBW/ CAP CITIES/See Page 8

#### Battison stations must be sold because Cap Cities/ABC will retain **Exec. VP At** Westwood



Bill Battison

Rill Rattison has been appointed Executive VP at Westwood One Radio Networks. overseeing planning and financial administration for both Westwood One and the newlyacquired Mutual Broadcasting System. Battison, who will be based in Los Angeles and report directly to company Chairman Norm Pattiz, formerly served as VP/Planning, Finance & Administration at ABC Radio Net-

Pattiz told R&R. "Bill brings a lot to the party, especially several years of solid network operational background, which is something we want to have at the corporate level. Now that Westwood One is close to closing the Mutual deal, it's important that we have the right management team in place to make sure both companies continue to operate at maximum efficiency.

The addition of Battison to the BATTISON/See Page 4

HIRSCH PRESIDENT/CEO

#### Sillerman, Regency Merge, Form Legacy Broadcasting

Group and Regency Broad-les casting have agreed to merge their newly-formed companies acy's broadcast operations to create Legacy Broadcasting, from L.A., controls 51% of the Inc. SCG Chairman/CEO Robert Sillerman and Regency be controlled by Sillerman, who President/CEO Carl Hirsch will will be based in New York and serve as co-Chairmen; Hirsch be chiefly responsible for the will also act as Legacy's President/CEO.

FM/Minneapolis, and KHOW & decided whether Legacy will KPKE/Denver with Hirsch's eventually go public.

Sillerman Communications new property, KJOI/Los Ange

Hirsch, who will oversee Legvoting stock. The other 49% will company's financial and acquisition activities. Nonvoting move combines Siller stock will be used in the equity recently-acquired configuration for outside inves-

> Commenting on the sudden turn of events, Sillerman noted, "Combining forces with Carl Hirsch is an incredible opportunity, and I'm ecstatic that we were able to accomplish this merger almost overnight. Carl's track record is a wellknown string of success after success."

> Hirsch said, "My stated goal was to build a formidable broadcast group with KJOI as the cornerstone. This merger is even better, as we've come out of the box with six stations in four major markets. While I never planned it this way, I couldn't be happier or more excited.'

When asked about expanding the Legacy group, Sillerman SILLERMAN/See Page 6

**NOTE FROM** 

THE PUBLISHER

#### **Next Week: Comic Relief** Arrives

Contrary to what the "Peanuts" frame pictured below says, in many ways this is the Golden Age of Radio. Never before has radio aimed its resources so wholeheartedly in mobilizing support for vital causes.

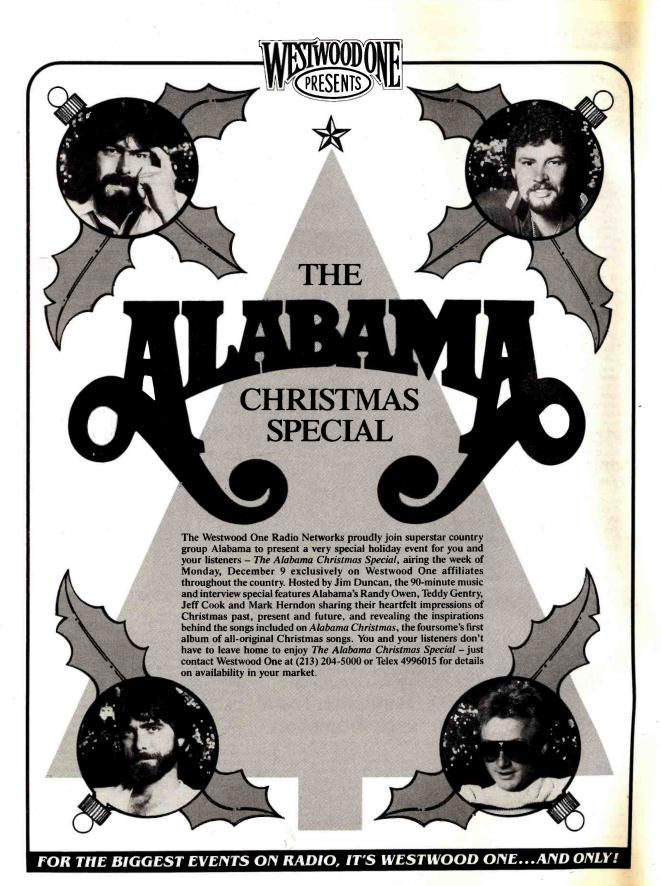
Your reaction to the Cartoonists' Thanksgiving Day Hunger Project is no exception. From everything I hear, directly and indirectly, radio's cooperation and promotion is creating awareness and excitement.

The project comes to fruition next week on Thanksgiving Day (11-28), when the nation's comic strips are devoted to the topic of world hunger. Keep up your great work of making people aware. It's shaping up to be a big success!

- Dwight Case



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#### PAGE THREE

**NOVEMBER 22, 1985** 

#### RATINGS IN FOCUS

Jhan Hiber plots some plans for marketing your station in an era of continuous measurement, while Reed Bunzel analyzes Arbitron vs. RADAR network ratings Page 18, 20

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Black/Urban Chart

#### **Bernstein New** PD At WTIC



David Bernstein

After over five years with Katz, David Bernstein will leave his OM position at WDBO/Orlando to join WTIC/Hartford as PD, beginning December 2. He succeeds Phil Hall, who became PD at KHJ/Los Angeles two weeks ago.

Said WTIC-AM & FM Sr. VP/ Station Operations & Program-ming Tom Barsanti, "David knows New England, having worked in Worcester for several years, and comes from one of the finest broadcasting companies around. They have good people, they train them well, and they expose their people to a lot of research.'

Bernstein served 19 months at WDBO, having earlier programmed WFTQ & WAAF/Worcester, each for two years. "My immediate plan is to go in, shut up, and listen," he told R&R. "I want to learn about the market, the people who work there, and about how WTIC's been such a success all of these years. Not until I do all of that will I be ready to form my own

#### AM & FM END SIMULCAST

#### Weed PD At WCZY-AM & FM

Steve Weed, most recently afternoon personality with KTSA/San Antonio, is the new PD at Gannett CHR combo WCZY-AM & FM/Detroit. He fills the void created by Station Manager/PD Lee Douglas's recent promotion to

Douglas told R&R, "Steve and I go way back to our old rock 'n' roll days at 99X/New York. After extensive searching, we feel Steve is the guy to take us to our new



#### **Sokusky Oversees News For CBS AMs**

Anna Mae Sokusky has been promoted to Executive Director/News for the CBS-Owned AM Stations Group. a 16-year CBS veteran, Sokusky was most recently Director of the CBS Radio Stations News Service in Washington.

Sokusky fills the position left vacant when Mike Ludlum left the AM Group in June to become Director/News & Programming at WCBS/New York.

VP/CBS-Owned AM Stations Gene Lothery commented, "Anna Mae has worked with the stations and news directors on a daily basis for the past three years. Her position gives her a new perspective on the newsgathering process and will enable her to better assist the stations in all regards."

Sokusky, who started her CBS career doing traffic reports on KCBS/San Francisco, also re ported on women's issues "in the tumultuous era of the early and mid 1970s" before entering news management.

She said her new job will entail consulting the stations on their complete news product, and she

After initially being suspended

last week (R&R 11-15), KFKF/

Kansas City PD Andy Holt was dismissed last Wednesday (11-13)

for contest irregularities. How-

who had also been suspended pend-

ing parent Sconnix Broadcasting's investigation of a complaint filed

GM Tom Bresnahan,

looks forward to the change from the Washington perspective.

**COX RETURNS** 

#### **Baptiste Transfers** To WINZ-FM As PD

KSTT & WXLP/Davenport PD Gabe Baptiste has transferred to Guy Gannett sister station WINZ-FM(195)/Miami as PD. Following Keith Isley's departure last month, WHLY(Y106)/Orlando PD Rick Stacy took the job two weeks ago, then changed his mind.

In addition to Baptiste's hiring, 195 afternoon personality Don Cox has been rehired after resolving disputed contract terms.

VP/GM Stan Cohen told R&R, "Gabe's been with the company a good while now, and our home office is very impressed with him, as am I. He was one of the finalists prior to hiring Rick Stacy, but we went with Rick because of his major market experience. However, Gabe's continued success in **GM BRESNAHAN REINSTATED** 

The trouble started when a fre-

quent KFKF contest winner was

told he was the ninth caller for a prize going to the tenth caller, who

was heard on-air to say he had also

been the fourth, sixth, eighth, and

ninth caller. The losing listener

became suspicious, and felt he'd

been discriminated against since

smaller markets and our confidence in his abilities leads us to believe he's ready."

Weed also programmed KTSA

for a time, and worked at KMJM/

St. Louis, KAFM/Dallas, and

WDOQ/Daytona Beach. "This opportunity is the culmination of 20

years of striving, growing, and learning," he reflected. "I'm most

satisfied with WCZY's current

position as the hit music station for

Detroit. There's no one who will be

Separately, it was announced that WCZY-AM & FM would cease

100% simulcasting starting

December 2, returning to the 25% duplication allowed by the FCC.

The combo will simulcast drivetimes, while AM music program-

ming in other dayparts will be a

shadowcast of the FM rotation.

Staff additions to the AM were be-

ing established at presstime.

able to top us."

Cohen added, "We still have a lot of cume and are still dominant in Dade County. Shifting some of the cume to quarter hours will be our primary objective. It didn't make all that much sense to blow away everything we had and start from BAPTISTE/See Page 6



Stephen Joos

#### Joos VP/GM At WIOD & WAIA

Stephen Joos has been named VP/GM of Cox Communications WIOD & WAIA/Miami. He had been VP/GM of WVKO & WSNY/ Columbus, OH for three years until last July. Joos, who takes over November 25, replaces Joel Day, who resigned last month.

Cox Exec. VP/Radio Donald Kidwell stated, "Having spent many years in Ohio in broadcasting, I am familiar with Stephen's record and accomplishments. We are pleased to have him join us in Florida and are confident of even greater growth."

Joos, who was President/GM of WIZE/Springfield, OH for 17 years before moving to Columbus, said, "It seems like it's going to be a very exciting undertaking. They have a lot of plans and I'm glad I'm going to be a part of it.'

#### Starks Named E/P/A VP/Black Promotion

Jimi Starks has been appointed VP/Black Music Promotion at E/P/A. He was the division's Southeastern Regional Promotion Manager/Black Music, based in Atlanta

Starks's responsibilities include the development of promotion strategies for E/P/A black music artists, and the direction of black music field promotion staff for singles and albums.

Commented Walter Winnick, VP/National Promotion at E/P/A, "Jimi and I have worked together in the field, so I'm very aware of his experience and ability to get the job done - not only with our established acts, but also with new and developing artists.'

Starks, who joined CBS in 1976, told R&R, "The timing is right because the people heading E/P/A are those I've worked with for years. They've given me the free-



Jimi Starks

dom and resources to do what has to be done, and that's how I want to work with the people reporting to

**Barsky Does** 

WLS-FM

#### Wagner, Jones **Program KRNB**



"I think they're going to be a dynamic team," said GM Fred Webb of Wagner and Jones, who will oversee personnel and promotions, respectively.

Wagner, a well-known diaco DJ KRNB/See Page 8



Paul Barsky

Paul Barsky, most recently morning show host at CBS-FM's WCAU-FM/Philadelphia, has been inked to a substantial four-year package to handle wakeup service at ABC's WLS-FM/Chicago. He replaces Mike Kelly, who returns to the overnight show after filling the void created when Larry Lu-BARSKY/See Page 4

#### with the FCC, was reinstated KFKF/See Page 4 Rana, Russo To Buy UPI

KFKF's Holt Fired

**Over Contest Snag** 



UPI Chairman/CEO Luis Nogales (c) congratulates the company's approved pur-

chasers Mario Vazquez Rana (I) and Joe Russo (r). United Press International's Chapter 11 bankruptcy woes seem

to be drawing to a close with the pending sale of the wire company to two prospective buyers. A \$41 million recapitalization deal submitted by Mexican newspaper publisher Mario Vazquez Rana and Houston developer/financier Joe Russo has been approved by the Wire Service Guild, UPI management, and a committee comprised of UPI's creditors. The sale still must be approved by U.S. Bankruptcy Judge George Bason before UPI/See Page 4

#### Gonzales Heads Island Black Promotion

Dolores Gonzalez has been upped to Director of Black Music Promotion for Island Records. She

UP

Continued from Page 3 financial reorganization and corporate restructuring occurs.

In a prepared statement, UPI Chairman/CEO Luis Nogales said, "Mr. Vazquez and Mr. Russo were two of the earliest parties to express interest in investing in UPI, and both have spent a good deal of time analyzing the company and its potential. They have conveyed to us sincere care for the traditions of UPI, and for the importance of its mission."

Vazquez Rana commented, "UPI is a strong investment. I have the desire and ability to maintain UPI as one of the best news agencies in the world, and the big challenge now is to put together a comprehensive plan for investment and improvement."

UPI filed for Chapter 11 protection April 28. Over the last six months the company received a total of 25 purchase bids, which investment advisors recently pared down to six serious proposals.



Dolores Gonzalez

previously worked for VP/Black Music Ruben Rodriguez, who departed the label at the end of October.

VP/National Promotion Phil Quartararo commented, "Dolores has the grass-roots experience needed to be a dynamic promotion director. Her enthusiasm and team spirit make her the ideal candidate to run the department."

Gonzalez, whose industry experience includes stints at Boardwalk and Casablanca, said, "After several years of backup vocals, I'm eagerly anticipating the lead, and along with the rest of Island's promotion staff, I'm confident of our ability to break new artists."

#### Smith PD At WSEZ

WSEZ/Winston-Salem PD Tom Collins has exited the CHR station, and has been replaced by WLRS/Louisville Account Executive Gray Smith. Additionally, WSEZ's format is being froadened "to cut down on the repetition already heard in the market," according to President/GM Nick Patella.

"This is not a format change," he insisted, "just a modification in our presentation of the hits. We don't want to burn them down as we had been. We know there was a duplication of service to a large audience segment. Initial response is very positive, and we're most happy to have Gray with us."

Smith, who has held several positions on-air and in sales, will utilize both ends of his experience. "Coming from WLRS, where I was the top-billing AE, I will pursue this programming position from a marketing standpoint more than others have done," he said. "We'll deliver a much-needed sound to an audience that's not being served, but WSEZ will also be more aggressive on the hits than anyone else in town. The difference will be the amount of depth which has been added to the library." Barsky

Continued from Page 3

jack began broadcasting on WLS (AM) exclusively last August.

WLS-AM & FM VP/GM Jeff Trumper told R&R, "This city has so much morning talent, and Barsky will be a great addition to the battle. His style and our programming philosophy will allow him more growth than in any of his previous positions."

PD Jan Jeffries termed Barsky's act "outrageous," and added, "Most PDs here end up hiring morning people who sound like everyone else. In this case, we've got someone who will really stand out in the crowd. I will let Barsky go right to the edge, I want him to cause some talk for us."

cause some talk for us."
Barsky noted, "I've got a few
things in mind this town's never
seen done before in mornings.
They're going to let me pull out all
the store."

WZUU/Milwaukee MD/midday personality Brian Kelly has also joined the station as Music Director/swing personality.

KFKF

Continued from Page 3 he had won other KFKF contests.

Sconnix partner Ted Nixon said, "We were never able to fully ascertain whether this in fact happened. But during our investigation, we learned that Andy Holt had given instructions to the announcers to take someone other than the tenth caller if they were pressed for time or if they felt the contestant on the line was not excited-sounding or articulate. Both of those things obviously violate federal law, FCC regulations, and good taste as wall."

According to the investigation, Bresnahan knew Holt had advised his staff that they could bend the contest rules. Nixon continued, "It was Andy's contention that, at least in his experience, other stations do this kind of thing. Tom had no basis by which to judge. This was a serious lack of good judgment on Tom's part, as he didn't realize the importance of the conversation between Andy and the jocks when he heard it. This isn't something we're condoning, but I felt that given Tom's general lack of knowledge on the subject and his unblemished record at this station and in radio, I didn't feel the offense justified his removal."

Discussing Holt, Nixon said, "He's a nice, smart young man and there was no malicious intent at all in what he did. Andy decided he wanted the station to sound as good as it could. He felt if that meant putting on energetic winners, then that's the way he should do it." Holt was unavailable for comment.

Sconnix sent the contest prize (\$200) to the complainant and donated \$5000 to the local United Way to make up for the winnings denied to his friends, who would have also had chances to participate.

Sconnix has released the findings of the investigation to the Kansas City media "to help restore public confidence in KFKF." That information will also be passed along to the FCC, which could take several different degrees of disciplinary action.

#### Battison

Continued from Page 1

WWI staff is a move designed to redirect some of Pattiz's operational responsibilities. "This company has become much larger," Pattiz explained, "and as a consequence of our growth I have had to give up a few things. That's just the nature of expansion." Pattiz noted that VP/Sales Art Kriemelman would continue his supervisory capacity at Mutual, and would work closely with Battison in implementing its operating strategy.

Battison said, "With its acquisition of Mutual, Westwood One reaffirmed what had become common knowledge: that this was the company making things happen in radio. I very much look forward to becoming a part of it."

Prior to joining ABC in 1981, Battison served with management consulting firm Booz, Allen & Hamilton. He also spent three years with International Paper in New York, and began his radio career as OM for the Virginia Broadcasting Company.

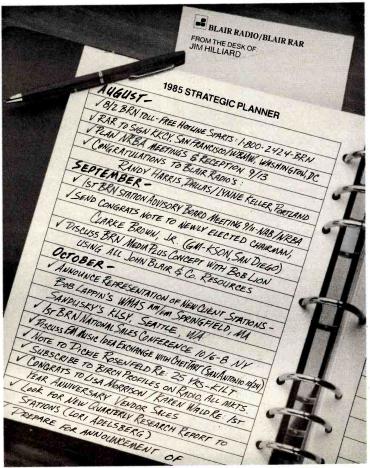
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#### Thomas PD, Steele GSM At WTMG

At TransColumbia's recentlyacquired WTMG/Murfreesboro-Nashville (formerly WZKS), longtime broadcaster Bud Thomas has been named PD, while former WQUE(AM)/New Orleans LSM Rick Steele has taken the GSM's post.

Remarked Station Manager Howard Schwartz, "Bud is a proven veteran with a varied background. His competence and versatility make him the ideal person to handle not only the PD position but also the morning show." Schwartz continued, "Rick is a

Schwartz continued, "Rick is a young man with a tremendous future, and I'm extremely pleased to have someone of his talent and enthusiasm leading our sales efforts."

Thomas takes over for interim PD Andy Fuller, who's reassumed PD duties for sister station KMGR/Salt Lake City. The appointment marks Thomas's return to radio after a three-year hiatus, during which time he sold Arizona real estate. A 20-year industry veteran, Thomas was previously GM at WCSC/Charleston, SC, having also worked at KDJQ/Mesa-Phoenix and KEZC/Lake Tahoe. "I missed radio terribly, and being part of this team is very satisfying," he said. "I couldn't be happiar."

Steele, who started in radio in 1980 as an Account Executive with WRNO/New Orleans, also worked at neighbor WBYU before joining WQUE. He told R&R, "I know we're going to stick with this format" (Transtar's Format 41), "and once it's established in the market and promoted in the correct way, it'll definitely go well."

Also joining WTMG are Phil Valentine as Production Director and Karen Kelly as Director/News & Public Affairs.

Continued from Page 1

#### Sillerman

told R&R, "Obviously, we've got a lot on our plate, and so we now intend to set about building a creditable, professional, profitable, and fun business group. At the same time, we're very well-financed, and certainly have uncommitted capital capable of buying many more stations." Regarding the possibility of buying a New York City property, Sillerman added, "If

the appropriate station came

along at the right price, we would certainly love it. Carl ob-

viously knows New York well."
Other new Legacy officers include Exec. VP/General Counsel/Director Howard Tytel and
Exec. VP/Treasurer William
Magee. Carl Hirsch's wife,
Phyllis Hirsch, will also serve
as a Director in the new company, which is expected to
receive approval from the FCC
on the merger by early 1986.

#### NFW/S IN BRIEF



**Bud Miller** 





no Mark Lipsky Car



Cary Simpson



Kim Cooper

● TONY PELLEGRINO is tapped as National Singles Sales Manager at Elektra Records. Pelles grino spent the last eight years as Singles Specialist/ Special Projects Coordinator in the WEA Philadeliphia branch.

● KIM COOPER becomes Station Manager of KCDA-FM/Coeur d'Alene, ID, stepping up after a year as Sales Manager.

from Promotion Director at WPEN & WMGK/Philadelphia to Corporate Promotion Coordinator for parent Greater Media's radio group.

 ELAINE LOCATELLI-STENMARK advances from Promotion Coordinator at PolyGram to Asst. to Sr. VP/Promotion John Betancourt. ● CARY SIMPSON, President of WTRN/Tyrone, PA and a longtime member of the RAB Board of Directors, assumes the chairmanship of the RAB's newly-formed Small Market Advisory Panel.

● BUD MILLER transfers after two years in the Manager's post at KCDA/ Coeur d'Alene, ID to Station Manager at co-owned KSPO/Spokane and its forthcoming Class C FM counterpart.

MARTY DAMIN, JIM SCHNEIDER, and STEVE MARRIOTT join Eastman Radio as Manager/Network Operations, L.A. Office Manager, and San Francisco Office Manager, respectively. Schneider arrives from Selcom Radio, Marriott from Weiss & Powell; both held Western Regional Manager positions. Damin previously held similar duties at Christal Radio.

#### Gregori GSM, Ennen LSM At WUSN

Former KRXY-AM & FM/Denver VP/GM Jim Gregori has joined First Media's Country-formatted WUSN/Chicago as GSM. At the same time, Account Executive Stephen Ennen advanced to Local Sales Manager.

Prior to KRXY, Gregori spent three years in sales management at crosstown KLAK & KPPL after 16 years in California radio. GM Drew Horowitz said, "Jim has the background I like to see: both small and major-market selling, as well as every level of management. He brings new blood to Chicago, which was an important goal of mine, and having Jim here only enhances our productivity and image in the marketplace."

Gregori replaces John Martin, who became Midwest Manager for the CBS Radio Network. "I'm finding First Media to be a very strong people company." Gregori said. "Working for these people has put the fun back into radio."

Ennen joined WUSN 20 months ago, bringing sales/management experience from WPGU/Champaign and WEBQ-AM & FM/Harrisburg, IL. Horowitz continued, "Considering his performance and leadership qualities, Steve was the natural candidate. I expect him to eventually become a GM with this company."

#### KLTH Moves To D-C's Evergreen

Suburban St. Louis Oldies station KCFM has abandoned its 'Great Gold' programming, changing its call letters to KLTH and picking up Drake-Chenault's "Evergreen" A/C format. It becomes the first major market outlet to carry the new A/C service, which is programmed to 25-54 adults with a prime target of 35-44.

Drake-Chenault VP/Programming Bob Laurence commented, 
"We're confident they'l have great success with it. This format is in the middle area between CHR-A/C and Beautiful Music. It's the format that everyone in the office can agree on, because it satisfies the faction that is tired of the CHR-chasing A/C station as well as the audience that can't stand the strings."

KLITH GM Craig Hodgson told R&R, "There seems to be an A/C hole in most markets that you could drive a truck through sideways, and we think Evergreen really targets a large unserved segment of the audience. A lot of adults find the Adult Contemporaries too contemporary, and the Beautifuls too boring, but this format is a proven concept that doesn't go head-to-head with anyone."

THE PROPERTY OF THE PARTY AND THE PARTY AND

#### Baptiste

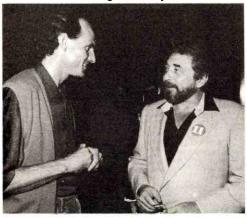
Continued from Page 3

scratch, as Rick Stacy suggested. Along those lines, we're all very glad to have reached an agreement with Don Cox."

Baptiste commented, "Cox has chosen to rejoin us, despite numerous offers from other competitors. Plus, we've only begun to scrape the surface of our Morning Zoo show with Brad Edwards, Bill Taylor, and a cast of thousands. Contrary to what others may have led you to believe, I think we've got a great staff who're ready to go out and kill."

Previous to programming KSTT & WXLP, an A/C-AOR combo, Baptiste was morning personality on YVKH/Caracas, Venezuela and Radio Nacional De Venezuela. "Tve lived in Venezuela since I was five years old and attended high school in the West Indies, so this gives me a background in the Hispanic culture and a good handle on this market. Additionally, I'm pleased that (Assistant PD) Mark Shands will remain on board. His knowledge of South Florida radio will be invaluable."

#### **Talking With Taylor**



Columbia's James Taylor (left) was greeted by CBS Records Group President Walter Yetnikoff after a recent Radio City Music Hall concert in New York.

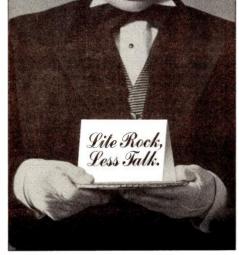
### WINDHAM HILL ARTIST INTERVIEWS

ALONG WITH MUSIC & CONVERSATION WITH THE CREAM OF THE NEW AGE CROP. HEARD ONE HOUR, ONCE A WEEK, NATIONWIDE ON,

Portraits in Sound

25-49 UPSCALE ADULTS AVAILABLE BY BARTER: EMFANA SYNDICATION GROUP (209) 578-6747

## HOW TO USE CERTAIN FOUR-LETTER



With perfect propriety!

The words in question are four very particular ones: LITE ROCK, LESS TALK™

And it seems that more and more radio stations around the country have taken a fancy to them, and have kind of adopted them for general promotional purposes.

But, as it happens, this slogan belongs to the CBS Owned station in Washington, D.C.—the LITE ROCK, LESS TALK station itself—VVLTT.

And so although we're pleased of course at the flattery implied by so many people finding our slogan effective, we must ask that you use it *legally*.

Licenses are available for selected stations. To be absolutely proper in your use of these four-letter words, just call (212) 975-2122 for the details.

**CBS RADIO** 

LITE ROCK, LESS TALK is a trademark of CBS Inc.

Tunick

ABC's commitment to the for-Tunick was an indication of sisted that the appointment of was targeted for growth, and insured R&H that the network President Ed McLaughlin asfuture. ABC Radio Networks doubts about the talk format's (R&R 11/1), sparking some Continued from Page 1

uable asset to ABC Talkradio," work level, make him an invalwith radio stations from the netwell as his experience in dealing the concept of Talk radio, as "Maurice's understanding of

lop to implement that direction we will take with it, and it is my Talkradio is and what direction task will be to evaluate what to continue it and make it viable format for stations across the country. The initial ed that there is a commitment joined them if I wasn't convinctio. I certainly would not have part of ABC to improve Talkrais a real commitment on the Tunick commented, "There

at both WOR and WMCA. Nork, and prior to that served Talknet format. He joined the development of that network's Tunick was instrumental in the During his five years at NBC, and make sure it works."

Cap Cities

in a distress sale. involving its purchase of wmJM & WFAV/Cordele, GA probe into alleged improprieties Star is now the target of an FCC McKinney revealed that Silver Mass Media Bureau Chief Jim Communications. However, WRIF/Detroit to Silver Star bined Communications; and casting; KTKS/Dallas to Com-Buffalo to Empire State Broad-Continued from Page 1

#### TV Overlap Flap

Philadelphia, even though their TV/New York and WPVI-TV/ ties/ABC to keep both WABC-P.C.'s decision to grant a per-manent waiver allowing Cap Ci-By far the most controversial aspect of the merger was the

age of Delaware and New Jer-sey from WPVI-TV. mised to improve news coverthus carry similar program-ming, and Cap Cities has prostations are ABC affiliates and tinctly separate markets, both York and Philadelphia are dis-Commission stressed that New signals overlap. In okaying the waiver, the

tinely, but only when a "comgrants should not be made rouown past testimony that such Chairman Mark Fowler of his four colleagues reminded FCC meeting, House Telecommuni-cations Subcommittee Chair-man Tim Wirth (D-CO) and tioned in Congress. Prior to the The grant is sure to be ques-

Wirth warned. if not automatically, granted, pectation that they be routinely, temporary waivers with an exinvitation for parties to seek "is nothing more than an open Granting waivers liberally pelling case is shown."

Hyman are signed.

which the O'Jays and Phyllis

Philadelphia International, to

Michael Masser, as well as its associated label deal with

ments with Maurice White and

The label has production agree-

Jordan, and Pieces Of A Dream.

Jones, Bernard Wright, Stanley

hattan's roster include Grace

Black acts currently on Man-

er first product to the label next

EMI America and due to deliv-

derson, previously signed to

new thrust will be Michael Hen-

task." One beneficiary of the

"but we will not create a situa-tion where we will overload the

"depend on the mix of artists that come through," he said,

eventual size of the roster will on the expansion program. The

he declined to put a dollar figure

will comprise both established artists and new talent, though

Menon stated that EMI America's black music roster

Neil Portnow and Dick

expected to report to label VPs

A&R and promotion. They are

field force, as EMI America recruits its new executives in

direct the creation of the new Marketing Varnell Johnson will

Manhattan VP/Black Music

been of enormous value to us in

set for the future. Gordon has

he perceives it, and of the re-quirements the label itself has

stances and the environment as

a reflection of the circum-

parture, Menon said, "It's more

ment provides a solution to that

R&R, "and this whole develop-

we have been going through a very hot period," Menon told

cess in both the pop and black music markets "Fortunately,

result of the label's current suc-

ate pressure on Capitol's re-

rangement is designed to allevi-

the new regional promotion ar-

toire segment. He acknowledged, too, that

pansion in every major reper-

pany's ongoing strategy of ex-

as a further step in the com-

scribed the black music thrust

Capitol Industries/EMI, de-

on the future of this company."

leaving should have no bearing

now time for me to move on. My

what I came here to do, and it's

ble up a month. I feel I've done

we've just moved that timeta-

year and pass the baton on;

go back to my company after a

Five Films. My intention was to

tion picture company, Group

weeks. I also have a small mo-

prises, over the next couple of

company, Pinstripe Enter-

my independent marketing

Manhattan to resume running

derson told R&R, "I am leaving

available for comment, but An-

Manhattan officials were not

chandising Stan Snyder has left.

pany. Also, VP/Sales & Mer-

Bhaskar Menon, Chairman of

this pressure the

Asked about Anderson's de-

Williams, respectively.

".garet his leaving." this start-up period, and we do

problem."

#### has resigned from the com-Continued from Page 1 EMI & Manhattan

**bBICE: 2**252,000 WJFX-AM & FM/AIKEN, SC

DIAL POSITION: 1300 KHZ; 95.9 WXVA-AM & FM/Charleston, W. VA. MGMD-FM/Rehoboth, DE and sociates, which also has interest in SELLER: Community Broadcast As-BUYER: Amici Broadcasting Corp.

POWER: 500 watts; 3 kw at 200 feet

BROKER: Blackburn & Co.

#### KBNB

music, and make people feel good." to do that we're going to get out can take Magic 101 to the top, and winner," he told R&R. "I hope I PD should do to make his station a up to all the expectations of what a University. 'I'm going to try to live ago, is a senior at Memphis State Continued from Page 3 who joined KRNB nearly two years

music and promotions. It's a twothe paperwork, and I'm handling is dealing with the personnel and the record industry's concern, Rick as the PD," he explained, "but for in '82. "We have equal autonomy been with KRNB since its inception A 15-year broadcaster, Jones has

> BUYER: Northeast Communica-PRICE: \$1.7 million KMLB & KWEZ/MONROE, LA

> SELLER: Cyrene Broadcasting Corp. and WYGC/Gainesville, FL. dian, MS; WVMI & WQID/Biloxi, MS; who also owns WALT & WOKKIMeritions, headed by Frank Holladay,

**DOMEH:** 2 kw qs/s/1 kw nights: 100 DIAL POSITION: 1440 KHZ; 104.1

FORMAT: A/C; Beautiful Music kw at 900 feet

**BROKER: Chapman Associates** 

Beach-Urlando. owner of WELE-AM & FM/Daytona headed by Sidney Frazer, former BUYER: Frazer Broadcasting Corp., PRICE: \$1 million TITUSVILLE, FL XLAW & TMAW

DIAL POSITION: 1060 KHZ; 98.3 Beach, SC; and WTON/Stanton, VA. FL; WGSN & WNMB/North Myrtle owns WCCF & WOLM/Punta Gorda, headed by Ogden Nutting, who also SELLER: Ogden Broadcasting,

BROKER: Donald K. Clark FORMAT: Country; A/C teet 300 feet POWER: 10 kw days/5 kw nights; 3

Great Lakes Buys WYLF For \$2.1 Million

SELLER: Empire Media Corporation, Shartrand is Station Manager at & WKZS and a partner in WORC. dia, PA. Frizzell is President of WLAM WKZS/Lewiston, ME; and WKSC/Me-WSSH/Lowell, MA; and co-owner of Bangor. Lerner is Chairman of MCSH-IA/Portland and WLBZ-TV/ tor of Sales for Maine TV stations Doyle, Arnold Lerner, Ron Frizzell, and Steve Shartrand. Doyle is Direcing Machine Co., headed by Jim BUYER: Great Lakes Wireless Talk-PRICE: \$2.1 million

BROKER: Kozscko-Horton FORMAT: Music Of Your Life **DOMER:** 20 km at 993 feet THM 1.26 :NOITISO TIAID and WYUT/Utica. which also owns WWCL/Pittsburgh

#### For Thanksgiving R&R Closes

regular office hours on Monday, giving holiday. R&R will resume 29 in observance of the Thanks-LOCK WILL BE CLOSED MOVEMBER 28-Washington, Nashville, and New The R&R offices in Los Angeles,

#### FOR OVER 31 YEARS **PULLING BUYERS AND SELLERS TOGETHER**

Contact - Elliot Evers (415) 387-0397 Asking \$1.1 million with \$300,000 down Powerhouse AM/FM serves 75,000

Contact - Mitt Younts (202) 822-8913 Asking \$360,000 with \$90,000 down Mesort town - well established fulltime AM

Asking \$595,000 with \$120,000 down Mesort area - fulltime AM

HATU

CAROLINA

NORTH

**IIAWAH** 

CALIFORNIA

KENLUCKY

Profitable small northern market Contact - Greg Merrill (801) 753-8090

Contact - Elliot Evers (415) 387-0397 Asking \$775,000 with \$135,000 down

Contact - Ernie Pearce (404) 458-9226 Asking \$535,000 with \$165,000 down AM/FM in attractive Bluegrass market

Contact - Bill Whitley (214) 680-2807 Asking \$2.5 million on terms AM with Class CFM - metro market

Contact - Bill Lochman (816) 941-3733 Asking \$450,000 with \$150,000 down Attractive suburban market FM

**KANSAS** 

MEXICO

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nationwide media brokers

Chapman Associates, 1835 Savoy Dr., Ste. 206, Atlanta, CA 30341 (404) 458-9226

8/R&R FRIDAY, NOVEMBER 22, 1985



#### At last.

Syndicated programming that's music to your ears.

- High-performance programs
- Formatic purity
- Far better deal for your station

You've been getting syndicated radio programs that are out of sync with your current air play.

We'll give you programs so timely they'll complement it perfectly.

You've been getting programs that just fill time.

We'll deliver formatically pure programs that hit your target audience right on the money. *And* add punch to your total sound.

You've been getting deals that are more bitter than sweet.

We'll split the inventory equitably. 50% for you and 50% for us.

You've been getting packages that don't provide the promotional support you need.

We'll back you with innovative promotions expressly designed for local use. Plus great merchandising opportunities.

We're LBS. America's most successful syndicator of advertiser-supported television programs. And we're bringing our proven skills to radio in 1986 with a powerful program lineup.

#### THE WEEKLY ELVIS SHOW

The King reigns supreme in this extraordinary program. It's loaded with music. Nostalgia. Rare Elvis interviews. Rare Elvis recordings. Plus surprise guest stars.

A/C 60 minutes

#### ALBUM ADVANCE

It's the rock fan's first chance to hear key cuts off the biggest new releases of the week, presented by the artists themselves. Recorded live, it's a true "Listening Party"! And an exciting new music showcase for your station!

AOR 60 minutes

#### PSYCHEDELIC PSNACK

A daily treat of classics from the psychedelic 60's, punctuated with artist interviews and some very special 60's style memories.

AOR 6-10 minutes

#### **ROCK STARS**

It's 80% music, 20% talk and 100% sizzle! Hot tracks are blended with a single, in-depth interview session to take listeners inside the mind, heart and soul of a rocker. Hosted by the biggest insider in the business—premier rock journalist and former Rolling Stone Editor Timothy White.

AOR 60 minute

#### DIET COKE PRESENTS LIVE FROM L.A.

Whoever's hot, we've got! Live every Sunday from Los Angeles. The biggest names in entertainment today! Rock stars. TV stars. Movie stars. In a fresh new format that looks inside the music and entertainment scene. With a studio audience and listener call-ins, LIVE FROM L.A. offers your audience a direct line to the stars. CHR 60 minutes

#### SUPERSTARS OF ROCK

It's the only program of its kind tailor-made for CHR. A fast-paced, fact-filled magazine featuring the hottest artists around. Plus, special weekly features—from what's hot in which city, to concert listings from across the country.

CHR 60 minutes

#### STAR CALL

Listeners ask questions of any rock star they want and the star answers back! A short-form show that's fast-paced, easy and unique! CHR:60-:90 seconds

We're set for launch January, 1986. With better-timed programs, a pureformat fit, and a sweeter deal than you've ever had before.

Now isn't that music to your ears? To get your demo cassette, call today: Steve Saslow, Scott Kushner or Liz Laud 1-800-LBS-RADIO In New York call (212) 418-3000

#### AOR 60 minutes LBS COMMUNICATIONS INC.

875 Third Ave., New York, NY 10022 625 N. Michigan Ave., Suite 1200, Chicago, IL 60611 9220 Sunset Blvd., Suite 101-A, Los Angeles, CA 90069

What were did not be a first the life

#### From WLIR

## THE NEWS OF OUR DEATH HAS BEEN GREATLY EXAGGERATED or IT AIN'T OVER 'TIL IT'S OVER

An open letter to the radio, record and music industry from WLIR President Elton L. Spitzer:

A recent front page article in Radio & Records implies that Phoenix Media Corporation may have to cease operation of WLIR in a month or so. We felt that a short history of what's taken place at WLIR over the past 13 years, and the reprint of a Sunday NY TIMES story (November 10, 1985) would place things in a better perspective. (See facing page)

In early 1972, Stereo Broadcasters Inc., the original WLIR licensee, had its license challenged. (I joined WLIR in September, 1973, and was therefore in no way involved with the license problems.) There were numerous FCC hearings and court cases which did not go well for Stereo Broadcasters. Towards the end of 1982, John Rieger, the founder of WLIR, was so upset that the FCC was going to take WLIR off the air, that he agreed to surrender his license immediately if the Commission would allow Phoenix Media, a new corporation owned by myself and Zim Barstein, to run WLIR on a temporary basis. The Commission agreed and on January 10, 1983, Phoenix Media was granted a Special Temporary Authority to operate WLIR The FCC then invited applicants to file for the interim permit or the permanent license, with the stipulation that one could not file for both the interim and permanent. Aware of the time it takes for the FCC to select a permanent licensee and not wanting to see the loss of such creative talent (even in a market as big as NY City) that has come out of WLIR, Phoenix Media decided to apply for the interim rather than the permanent.

In August, 1984, the Commission's Review Board awarded the interim to Long Island Radio Communications, based on Phoenix Media's other broadcast interests and Long Island Radio Communications' "superiority for minority enhancement." In August, 1985, the FCC affirmed this award. Phoenix Media has now taken its case to the US Court of Appeals in Washington. Our case will be coming up soon and we believe we have a good chance of reversing the FCC's decision.

So right now it may appear to be Long Island Radio Communications' game, but it's still our ball and....

#### WE NEED YOUR HELP!

WLIR was there when many of you needed us. We played records by new groups and new music, filling a wide void for an audience that wanted something different. We dare to take chances others don't. If you believe that what WLIR has done for its audience and the music industry is worth saving, then we need your help now, both morally and emotionally.

. We haven't just begun to fight. We've been fighting for years. We don't intend to stop now.  $\boldsymbol{\Lambda}$ 

Elton L. Spitzer President, Phoenix Media Corporation

If you'd like to join us in saving WLIR, please fill in the facing box and mail to:  WLIR, 175 Fulton Avenue Hempstead, NY 11550	NameContact Address Phone #() I would be willing to help as indicated below:
We know many of you are on tour much of the time and therefore hard to reach. So if you can give us a contact through whom we can reach you, it will help.	( ) Include my name in a print ad in support of WLIR. ( ) Attend a press conference for WLIR. ( ) Join a march and/or rally for WLIR. ( ) Join in a concert to save WLIR. ( ) I'M AVAILABLE FOR ALL OF THE ABOVE.



# 10 GOOD

THE NEW SINGLE FROM

#### **CHR NEW & ACTIVE**

#### **Check These Moves!**

B104 deb 29 WXKS-FM 21-19 Z100 14-13 WCAU-FM 30-21 Z106 6-6 PRO-FM 28-24 Q107 add Q105 19-16 WCZY 22-18 WHYT 14-11

**KBEQ 31-17** KKRZ 38-34 KMJK deb 28 WZ0U 6-4

WGUY add 103CIR 22-14 WQID add 99KG add KTRS 11-10 **KBIM 18-13** SLY96 add Manufactured and

WAMZ add

KZZB add

WOKI add

94Z 12-9 WNCI deb 22

KIKX 1-8

KCAQ 15-12

Glan Ballard for From the album Lighting Up The Night,

Distributed by Warner Bros. Records, Inc. • © 1985 Qwest Records @

#### **PARALLELS**

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NICK LOWE 

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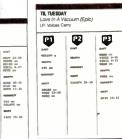
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TWISTED SISTER
Leader Of The Pack (Atlantic)
I.P. Come Out And Play ₽AIT



Land Of 1,00 LP: The Wrestl	O Dences?!	17 (Epic)
EAST MONESPI & M	MATERIAL STATES	MADE OF THE PARTY

## "As Soon As I Heard It, I Knew It Was A Hit"

There's a lot more to that statement than you may realize. You've never heard people say "I knew it was a hit the minute I saw it on the charts," or "I knew it was a hit when I saw the name of the artist." The first step in determining the hit potential of a record should be listening. But too often, listening becomes the last step. A program director's day is filled with responsibilities that keep him from spending the time necessary to become totally aware of all the record product he receives weekly. Their time spent listening is usually taken up familiarizing themselves with those records which have the highest visibility.

In a recent AIR survey of our participants, we've determined that the number one factor in deciding playlist adds is the <u>sound</u> of the record. That simple fact is the reason for AIR's success.

AIR... the fastest, most reliable tool for getting radio to listen to music. Call Alan Smith at (301) 964-5544 for more information.

**WEEK #19** 

**AIR** Priorities

WFFK #19

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, Decidine for CHR response is 6pm, Wednesday, November 27, 1985.

TITLE GOOD FRIENDS ARTIST

LABEL

THE SUN ALWAYS SHINES ON T.V.

JONI MITCHELL A-HA GEFFEN WB

MYSTIFIED

ROMANTICS

NEMPEROR/EPIC

MOTORCYCLE GIRL

CRUZADOS

ARISTA

AFFECTTION

TA MARA AND THE SEEN

CAPITOL

4IR

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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## **CONTEMPORARY HIT RADIO**

#### **BREAKERS**

I'm Your Man (Columbia)

70% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 173 including Z100, WAVA, Z93, Q105, B96, WLS-FM, KIIS-FM. Complete airplay in Parallels.

#### STEVIE WONDER

Go Home (Tamla/Motown)

67% of our reporters playing it. Moves: Up 11, Debuts 41, Same 58, Down 0, Adds 54 including K106, WBEN-FM, CKOI, KBEQ, WKTI, KIIS-FM, KWSS. Complete airplay in Parailels.

#### **PETE TOWNSHEND**

Face The Face (Atco)
64% of our reporters playing it. Moves: Up 59, Debuts 23, Same 60,
Down 0, Adds 15 including WNYS, WCZY, KHTR, KZZP, KMJK, KS103, Y106. Complete airplay in Parallels.

#### **NIGHT RANGER**

Goodbye (Camel/MCA)
62% of our reporters playing it. Moves: Up 60, Debuts 30, Same 47,
Down 1, Adds 14 including WLS-FM, WKTI, KPLUS, WLRS, BJ105, KAY107, KQXR. Complete airplay in Paraileis.

#### **NEW & ACTIVE**

PAT BENATAR "Sex As A Weapon" (Chrysalis) 146/55

Up 10, Dabus 27, Same 54, Down 0, Adds 55 including B104, WXKS-FM, CKOI, CFTR, Q107, Z93, 93FM, KWK, KIIS-FM, KWOD, Z108 39-33, WMMS 32-25, KPOP 38-26.

92X, WZUU, KWK, KIS-RM, KWOD, Z198 39-33, WMMS 2-25, Nort-Seath, N

KNMO, WXLIX, WBNO, KGOT, OK95, K108 29-20, WKSE 27-18, 94Q 26-21.

BILLY OCEAN "When The Going Gets Tough The Tough Get Going" (Jive/Arista) 117/117

BILLY OLD BULLS 0, Same 0, Down 0, Acids 117 including BTO4, WHIT, WOKS-FM, WPHD, WAVA, 293, Y100, OT05, 896, WMMS, W.O.L-FM, KKBZ, FM102, KMEL, KPLUS, KKBS. "Tears Are Failing" (Mercury/PolyGram) 112/4

KISS. "Tears Are Failing" (Mercury/PolyGram) 112/4

WHOWE: Up 65, Dobus 6, Same 36, Down 1, Acids 4, WLRS, 94Z, WCGO, WVBS, WHIT 38-33, WCAU-FM 28-24, ZZ99

ACID BULLS OF ACID BULL

NCRC 17-12.

POINTER SISTERS "Freedom" (RCA) 118/4

POINT

37-34, WOKI 28-23, KJ103 33-27, KKRU ZU-1, KIRCH 40-39, SAXAA 28-21, KNUZ-FM 31-29, TROTIE 28-19, OND JOHN CAFFERTY & THE BEAVER BROWN BAND "Small Town Birl" (Scottl Bros./CB3) 107/8 Moves: Up 35, Debus 15, Same 49, Down 0, Adds 8, KSND, KCMQ, WOMP-FM, WZFP, WXLY, KNIN, WBWB, KTR FM 25-20, KMJK 32-29, R1104 34-28, WRNO 37-32, KZIO 37-29, WFBG 39-35, 9500X 31-23.

FM 25-20, KMLK: 32-28, RRIVO 34-28, WRIVO 37-32, KZIO 37-29, WFBG 39-35, 95000X 31-23.

\*\*STARPOINT "Object Of My Desire" (Elbitra) 99/6

\*\*Mover: Up 49, Disbuss 0, Series 28, Down 10, André 6, KS103, 298, WNCI, KDIXR, KLUC, SLY98, WOKS-FM 11-8, WNYS

14-8, 1989 6-2, SERIES 28, DOWN 10, ANDRÉ 91-91, KMEL 94, Q100 8-7, WTIC-FM 5-3.

14-8, 1989 6-2, SERIES 28, DOWN 24-24-35, FMIRE 19-19, KMEL 94, Q100 8-7, WTIC-FM 5-3.

\*\*ARTISTS UNITED AGAINST APARTHEID "Swin City" (Manhattan) 98/3

\*\*ARTISTS UNITED AGAINST ARTIST ARTIST

FM 25-18.

LOYERBY "Dangerous" (Columbia) 38/16

Moves: Up 18, Debus 11, Seme 43, Down O, Adds 16 including WrPT, WAMX, WSPK, WGFM, WROQ, WKAU, KPOP, WKKII, KNOE-FM, WSPM, WCIL-FM, WSPM, SCIL-FM, WSPM, SCIL-FM, WSPM, SCIL-FM, WSPM, SCIL-FM, WSPM, SCIL-FM, WSPM, WCIL-FM, WSPM, WCIL-FM, WSPM, WCIL-FM, WSPM, WCIL-FM, WSPM, WCIL-FM, WSPM, WCIL-FM, WSPM, WS

KEGL, 185, WUSE-FM, B96, WLS-FM, WGCL, WHYT, WKTI, KOPA.

MIAMI SOUND MACHINE "Comps" (Epic \$ 1/15)
Moves: Up 34, Debus 8, Same 22, Dome 2, Adds 15 including WCAU-FM, Z83, KRBE, WNVZ, KOPA, KUBE, WTIC-FM, WZID, Y107, WKFF, KNMO, KSMB, Z100 3-2, Q105 4-1, KIIS-FM 1-1.

WELLS, 1107, WESTE, RUSHING, ROSHO, 2, 100 - 2,

d-40, RISSH "The Big Money" (Mercury/PolyGram) 74/20 Moves: Up 13, Debuts 5, Same 36, Down 0, Adds 20 including WCAU-FM, KWOD, WKEE, 93Q, KHFI, KOX106, WFBG, WKHI, KFAM, VAJAD, O101, WALU, Z299 22-26, KHO 32-26, W69M9 29-15.

WKF8, KFMN, WJAD, Q101, WZLK, ZZ99 29-26, K104 33-26, WBWB 29-19.

AHA "The San Alvarys Shane On TV." (Reprise WRW) 57/45

Moves Up 0, Debts 4, Sars 11 Zero Ut. Adds 46 reducing WBEN-FM, WKSE, CKOI, WCAU-FM, CFTR, 195, WGCL, SCX, KISF-M, KRZGZ CH, SCA, SWCD 4-32,

KSPJ ALCK WAGNET "To Years" (Quest/WB) 54/5

MOVES UP 33, Debts 94, Sars 12, Comm 3, Adds 8, O107, WAMAK, KZZB, WOKI, WGUY, WGID, 99KG, SLY98, WCAU-FM

MOVES UP 33, Debts 94, Sars 12, Comm 3, Adds 8, O107, WAMAK, KZZB, WOKI, WGUY, WGID, 99KG, SLY98, WCAU-FM

MOVES UP 33, Debts 94, Sars 12, Tabas 17, EALS 12, FSL 17, KKRZ 38-34, WZOU 6-4.

\*\*The Number of Tabas 17, KRZ 38-34, WZOU 6-4.

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\*\*The Number of Tabas 17, KRZ 38-34, WZOU 6-4.

SO21, PRO-FM 28-24, C106 19-16, WCY2-216, RECU 21-17, KNNL 30-9, KNOS-5W, MCO-5W-10, WCALFM, WCALFM, WCMC, W

CHUM 74, 189 22-14, "TUD SUCK WAS CHARGE" (Calumbia) 85/26

Moves: Up 0, Debute 9, Seme 23, Down 0, Adds 26 incubing CHUM, WRSR, WGCL, WKEE, WSSK, WRYO, KIIK, WRON, MOOSK, XCU, SOKOK, WCKL, WFD d-40, WMM6 6-36, KMEL 6-36, MIN 82/24.

DREAM ACADEMY "Life in A Northern Town" (Regriss/NB) 52/24

More: Up. 1, Debut 5, Same 22, Down), Oxfoz 4 Including 293, WYSR, WTLQ, WAPI, WOKI, WRQN, KF95, KSKO, KFMN, WYBS, WDBR, OK96, WRCK d-38, KIIK d-34, KGOT d-33.

#### MOST ADDED

WHAM! (173) I'm Your Man (Columbia) **BILLY OCEAN (117)** 

When The Going . . . (Jive/Arista)
COREY HART (83) Everything In My Heart (EMI America) PAT BENATAR (55)

Sex As A Weapon (Chrys STEVIE WONDER (54) Go Home (Tamla/Motown)

#### HOTTEST

PHIL COLLINS & MARILYN MARTIN (168)

Separate Lives (Atlantic) MR, MISTER (166) LIONEL BICHIE (113) Say You, Say Me (Motown) STARSHIP (97) We Built This City (Grunt/RCA)

GLENN FREY (83)
You Belong To The City (MCA)
EDDIE MURPHY (83) Party All The Time (Columbia)

#### SIGNIFICANT ACTION

NEW EDITION "Count Me Dut" (MCA) 48/6
Moves: Up 12, Debate 6, Same 24, Down 0, Adde 6, K106, WCZY, WHOT, WZON, WGLF, KTRS, WKSE 36-28, 94Q 34-26,
FM102 12-6, KM6EL 19-16, W889 3-53-0, KAMZ 18-15, KEZB 30-28, Z104 33-28.
FM102 12-6, KM6EL 19-16, W889 3-53-0, KAMZ 18-15, KEZB 30-28, Z104 33-28.
FM0ERT PALMER "Discipline Of Love (Why Did You De It)" (Island) 47/7
Moves: Up 2, Debate 2, Same 36, Down 0, Adds 7, CKO), ICXX106, WZLD, WHOT, KMGX, KRQ, 95XXX, WPHD 40-37, PRO-FM 0-34, WDBR d-40.

FM on, 94Q on, 195 on, WGCL on, KX104 LNXS "This Time" (Atlantic) 40/6

INXS "This Time" (Atlantic) 40/6
Moves: Up 5, Debuts 1, Same 23, Down 0, Asds 6, CKOI, KOPA, 890, KSKD, WCGQ, WBNQ, WPHQ on, PRO-FM on, 166 on,
KEZP 292-4, KMEL 22-16, KPULS 40-38, WFON d-30, KFMN 22-20, WFIS, 35-32.
KEZP 292-4, KMEL 22-16, KPULS 40-38, WFON d-30, KFMN 22-20, WFIS, 35-32.
KESA 118A 6 CULT JAM with FULL FORCE "Can Your Feel The Beat" (Columbia) 35/26
LISA 118A 0-2011 2, Same 4, Down 0, Addis 28 including WKSE, WHYS, KKRZ, KWOD, WERZ, 93Q, KZZB, WSSX, KTUX, MOVES: Up 3, DOWN 2, DOWN 0, Addis 28 including WKSE, WHYS, KKRZ, KWOD, WERZ, 93Q, KZZB, WSSX, KTUX, MOVES: Up 3, DOWN 2, DOWN 0, Addis 28 including WKSE, WHYS, KKRZ, KWOD, WERZ, 93Q, KZZB, WSSX, KTUX, MOVES: Up 3, DOWN 0, ADMIS 28 including WKSE, WHYS, KKRZ, KWOD, WERZ, 93Q, KZZB, WSSX, KTUX, MOVES: Up 3, DOWN 0, Addis 28 including WKSE, WHYS, KKRZ, KWOD, WERZ, 93Q, KZZB, WSSX, KTUX, MOVES: Up 3, DOWN 0, Addis 28 including WKSE, WHYS, KKRZ, KWOD, WERZ, 93Q, KZZB, WSSX, KTUX, MOVES: Up 3, DOWN 0, Addis 28 including WKSE, WHYS, KKRZ, KWOD, WERZ, 93Q, KZZB, WSSX, KTUX, MOVES: Up 3, DOWN 0, Addis 28 including WKSE, WHYS, KKRZ, KWOD, WERZ, 93Q, KZZB, WSSX, KTUX, MOVES: Up 3, DOWN 0, Addis 28 including WKSE, WHYS, KKRZ, KWOD, WERZ, 93Q, KZZB, WSSX, KTUX, MOVES: WSSX, WSSX, KTUX, MOVES: WSSX, WSSX, KTUX, MOVES: WSSX, W

WHOT, KOMO, KFIV, Y100 14-5, KAMZ 28-24, Z102 15-11

WHOT, KOMO, KFIV, Y100 14-5, KAMZ 28-24, Z102 15-11

WHOT, KOMO, KFIV, Y100 14-5, KAMZ 28-24, Z102 15-11

WHOK, WTLO, WAPI, KKTO4, WRNO, 289, KKOC.

WHOK, WTLO, WAPI, KKTO4, WRNO, 289, KKOC.

MIKE & THE MECHANICE "Silent Running" (Atlantic) 31/10

Movine: Up 2, Debuss 3, Same 16, Down O, Adds 10, WKEE, WFMI, KO93, WKS

PWPHD on, KPLUS on, KAY107 39-7, KFMM 459, WAZY-FM 39-30.

JON BUTCHER AXIS: "Sounds Of Your Voice" (Capital) 30/6

Moves: Up 0, Debuss 0, Same 2, Down O, Adds 16, PRO-FM, WOK, WFMI, KYON, WRND CONTROL ON WHOT ON, WING CONTROL ON WHOT ON WHOT ON, WING CONTROL ON WHOT ON W 100, Q105, ZZ99, WZUU, KWK, KPLUS, Q100, WGFM,

FMI, KTUX, KF95, KMGX, WGUY, Q101, WXKS-FM

on, WPHD on, WMMS on-Ope, WmcVV (Atlantile) 23/0 JOHN PARR "Love Grammar" (Atlantile) 23/0 Moves: Up 4, Debuta 2, Same 17, Down 0, Addis 0, KEQL on, Y100 on, C100 on, K104 d-38, WRON on, WHOT on, KSKD on-down WGLV 32-8, SWILL 637, WHZR 40-53, WPHM 37-35, KZOZ 39-38.

NOTIFICATION WEST OF THE STATE OF THE STATE

ASIA "GO" (Beffen) 18/4

Moves: Up 3, Debuts 3, Sams 6, Down 0, Adds 4, K104, KCPK, OK100, WCIL-FM, WPHD d-39, CHUMon, KESL on, WMMS
40-39, K103 on, KEYN-PM 30-27, KPDP on-dp, WZYO on, KFNN 34-33, WZYP d-39, KDVV d-40.

MCK LOWE "I Knew The Bride (When She Used To Rock & Roil)" (Columbia) 16/2

MOves: Up 6, Debuts 3, Sams 5, Down 0, Adds 2, KRIOL, WGAN, WIS 24-21, WLOL-FM 30-25, KZIO d-34, 95/00X d-30,
KYYY d-37, Yeb 37-22, KOLZ-FM 19-16, KKRC 2-20, KVYX-30-2, OK95 on.

WRESTLERS "Land 01 1,000 Dances711?" (Epile) 15/4

WRONG: Up 1, Debuts 0, Sams 10, Down 0, Adds 4, WXXS-FM, WHOT, WGUY, KHTX, WKSE on, Q105 30-28, K104 on,
WRONG on, OK100 on, 950M, on, K202 on, SLY96 on-dp.

PHANTOM, ROCKER 8 SLICK "Mish WillFahmed Shaman" (FMI 8 models) 15/4

PHANTOM, ROCKER & SLICK "Men Without Shame" (EMI America) 15/1

PHANTOM, ROCKER & SLICK "Men Without Shame" (EMI America) 15/1
Moves: Up 5, Debuts 0, Sams 9, Down 0, Adds 1, WLZR, KPLUS, 38-33, WERZ on, WRON on, WZON on-dp, 95/00X on-dp,
WOMP-PM on-dp, KPMIN 32-29, WGOG 39-34, WRISS, 39-37, 98/R0 on, KDW 38-35, OK95 on.
KENNY ROBERS "Morning Desire" (RCA) 14/4
Moves: Up 7, Debut 0, Sams 3, Down 0, Adds 4, O103, KIMN, KRO, KBIM, K104 21-14, KZZB 36-32, KAMZ 23-22, OK100
28-20, O104 22-17, KNOC-FM 18-15, KSOZ-FM on-dp, K1RS 31-28.

28-20, 0104 (22-17, RND-CHW (1976) 12/3 SHEILA E "LOVE Bizzars" (WB) 12/3 Moves: Up 7, Debuts 1, Same 1, Down 0, Adds 3, WBEN-FM, KMGX, WPFM, WXKS-FM d-32, WKSE 10-8, WNYS on, WPLJ 42-23, 165 3-32, WCZY 30-28, WHYT 36-25, KTNS 30-29, KNRE, 16-9.

TIL TURSDAY "Love in A Yousen" (Epcl.) 127 Moves to 9, 2 count "(Epcl.) 127 Moves to 9, 2 count 7, 5 count 9, 2 count 7, 5 count 9, 2 count 9 p, OK95 35-32

DMD "Secret" (A&M) 11/11 10, Down 0, Adds 11, WPHD, KMEL, K104, WNOK-FM, WFMI, OK100, 95XIL, KISR, WHSL

PBBMCU3, R.DIMM.

LAST TAMBO "Stone In Your Heart" (21/Alco) 11/0

Movest Up 0, Debuts 0, Same 11, Down 0, Adds 0, CKCl on, WERZ on, WRCK on, WKRZ-FM on-dp, WANS-FM on, KTUX on, KMGX on, WGUY on, KYYY on, KBIM on, OK95 on.

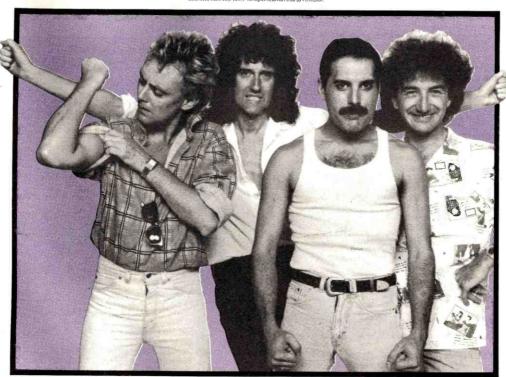
New 8. Active includes eargin reported by at least 50 of our CHR reporters. Significant Action includes eargin reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artistation (about discount of the sound of the contract of the

Parallels Begin on Page 88 Adds & Hots Begin on Page 86 P-1 Playlists Begin on Page 82

FTU.K.

I had a dream
When I was young
A dream of sweet illusion
A glimpse of hope and unity
And visions of one sweet union
But a cold wind blows
And a dark rain falls
And in my heart it shows
Look what they've done to my dream

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### **ONE VISION**

The new single by



From the forthcoming Tri-Star motion picture,



Ø1985 Th-Star Pictores. Inc. Ast Right



Capitol



#### CONTEMPORARY HIT RADIO

Three Two Last Weeks Weeks Week PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic) 2 MR. MISTER/Broken Wings (RCA) STARSHIP/We Built This City (Grunt/RCA) GLENN FREY/You Belong To The City (MCA) THOMPSON TWINS/Lay Your Hands On Me (Arista) HEART/Never (Capitol) ARETHA FRANKLIN/Who's Zoomin' Who? (Arista) LIONEL RICHIE/Say You, Say Me (Motown) 10 ARCADIA/Election Day (Capitol) ZZ TOP/Sleeping Bag (WB) N&A Begins on Page 94 SIMPLE MINDS/Alive & Kicking (Virgin/A&M) EDDIE MURPHY/Party All The Time (Columbia) 16 SCRITTI POLITTI/Perfect Way (WB) 20 JOHN COUGAR MELLENCAMP/Small Town (Riva/PG) 35 23 19 (E KLYMAXX/I Miss You (Constellation/MCA) 16 TEARS FOR FEARS/Head Over Heels (Mercury/PG) 17 TINA TURNER/One Of The Living (Capitol) 34 26 22 (B ELTON JOHN/Wrap Her Up (Geffen) 33 25 CARS/Tonight She Comes (Elektra) 9 20 JAN HAMMER/Miami Vice Theme (MCA) 13 21 STEVIE WONDER/Part-Time Lover (Tamla/Motown) 10 10 15 22 ABC/Be Near Me (Mercury/PG) 35 28 DIRE STRAITS/Walk Of Life (WB) 15 13 18 24 FREDDIE JACKSON/You Are My Lady (Capitol) 33 29 26 @ EURYTHMICS & ARETHA FRANKLIN/Sisters Are Doin' It For... (RCA) 35 STEVIE NICKS/Talk To Me (Modern/Atco) OLIVIA NEWTON-JOHN/Soul Kiss (MCA) 29 25 24 27 SURVIVOR/Burning Heart (Scotti Bros./CBS) KOOL & THE GANG/Emergency (De-Lite/PG) STING/Love Is The Seventh Wave (A&M) DIONNE & FRIENDS/That's What Friends Are For (Arista) 18 18 23 32 DAVID FOSTER/Love Theme From "St. Elmo's Fire" (Atlantic) 40 37 C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia) SHEENA EASTON/Do It For Love (EMI America) 35 KATE BUSH/Running Up That Hill (EMI America) WANG CHUNG/To Live And Die In L.A. (Geffen) 13 21 29 37 WHITNEY HOUSTON/Saving All My Love For You (Arista) 27 38 A-HA/Take On Me (Reprise/WB) BRYAN ADAMS w/TINA TURNER/It's Only Love (A&M) DEBUT PAUL McCARTNEY/Spies Like Us (Capitol)

#### **ADULT CONTEMPORARY**

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LIONEL RICHIE/Say You, Say Me (Motown)
PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
                GLENN FREY/You Belong To The City (MCA)
            MR. MISTER/Broken Wings (RCA)

    JAMES TAYLOR/Everyday (Columbia)

               FREDDIE JACKSON/You Are My Lady (Capitol)
            DIONNE & FRIENDS/That's What Friends Are For (Arista)
            8 ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
         15 S KLYMAXX/I Miss You (Constellation/MCA)
         10 KENNY ROGERS/Morning Desire (RCA)
            11 TEARS FOR FEARS/Head Over Heels (Mercury/PG)
               ABC/Be Near Me (Mercury/PG)
    6 7 11 13 DAVID FOSTER/Love Theme From "St. Elmo's Fire" (Atlantic)
         9 14 STEVIE WONDER/Part-Time Lover (Tamla/Motown)
   13 13 14 15 THOMPSON TWINS/Lay Your Hands On Me (Arista)
      12 16 16 A-HA/Take On Me (WB)
   19 19 17 1 OLIVIA NEWTON-JOHN/Soul Kiss (MCA)
BREAKER 1 STEVIE WONDER/Go Home (Tamla/Motown)
        26 DIRE STRAITS/Walk Of Life (WB)
                                                               N&A Begins on Page 70
         23 JACK WAGNER/Too Young (Qwest/WB)
   30 24 22 3 BRYAN FERRY/Don't Stop The Dance (WB)
   - 30 24 BARRY MANILOW/In Search Of Love (RCA)
   - 29 25 POINTER SISTERS/Freedom (RCA)
   9 16 18 24 GINO VANNELLI/Hurts To Be In Love (CBS Associated)
BREAKER STEVIE NICKS/Talk To Me (Modern/Atco)

___ 29 JOHN COUGAR MELLENCAMP/Small Town (Riva/PG)
   - 28 27 AMY GRANT/Everywhere I Go (A&M)
   15 18 20 28 JAN HAMMER/Miami Vice Theme (MCA)
```

12 15 19 **29 BILLY JOEL**/The Night Is Still Young (Columbia)
20 21 21 **30 WHITNEY HOUSTON**/Saving All My Love For You (Arista)

#### AOR TRACKS

	Weeks	Week	ts We		
		3	2 1	0	CARS/Tonight She Comes (Elektra)
		4	4 3	0	SIMPLE MINDS/Alive & Kicking (Virgin/A&M)
	-	_	8 5		STEVIE NICKS/Talk To Me (Modern/Atco)
	-1	1	7 6		PETE TOWNSHEND/Face The Face (Atco)
	1		1 2		
	1	1 :	3 4	6	
	-		- 13	0	PAT BENATAR/Sex As A Weapon (Chrysalis)
		5	5 7		RUSH/The Big Money (Mercury/PG)
	21	8 1	3 10	0	
	3	1 1	7 12	Œ	MIKE & THE MECHANICS/Silent Running (Atlantic)
	23	2 1:	2 11	Œ	ZZ TOP/Can't Stop Rockin' (WB)
	9	9 9	8		
	6	5 6	9	13	DIRE STRAITS/Walk Of Life (WB)
	20	) 11	3 17		C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)
	32	28	3 22	1	SURVIVOR/Burning Heart (Scotti Bros./CBS)
	26	21	19	13	WANG CHUNG/To Live And Die In L.A. (Geffen)
	49	30	18		STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Change It (Epic)
	12	10	14		
	33	32	27	19	ALARM/Strength (IRS/MCA)
	39	29	21	20	DIVINYLS/Pleasure And Pain (Chrysalis)
	14	11	15	21	
	34	33	28	2	RUSH/Manhattan Project (Mercury/PG)
	46	39	31		ZZ TOP/Stages (WB)
	29	25	26	2	AEROSMITH/Let The Music Do The Talking (Geffen)
Į	BRE	AH	ŒR	23	JONI MITCHELL/Good Friends (Geffen)
	-	-	43		PETE TOWNSHEND/Give Blood (Atco)  Complete Tracks C
	41	40	,33	3	LOVERBOY/Dangerous (Columbia)  Begins on Page
			16		STING/Love Is The Seventh Wave (A&M)
Į	BRE	AK	ER	29	DREAM ACADEMY/Life In A Northern Town (WB)
	38	36	34	30	YES/Hold On (Atco)
		_		-	

	38	36	34	£10	TES/Hold Un (Atco)
		-		600	BLACK/URBAN
				e de	CHELL THE DESCRIPTION OF THE PROPERTY OF THE P
		5	3		SHEILA E/A Love Bizarre (WB)
		3	2	9	ISLEY JASPER ISLEY/Caravan Of Love (CBS Associated)
		8	5	Ð	EUGENE WILDE/Don't Say No Tonight (Philly World/Atlantic)
			7		NEW EDITION/Count Me Out (MCA)
1			6		SYSTEM/This Is For You (Mirage/Atco)
2			2	O	WHITNEY HOUSTON/Thinking About You (Arista) LIONEL RICHIE/Say You, Say Me (Motown)
			1		ARETHA FRANKLIN/Who's Zoomin' Who (Arista)
2			0	å	JETS/Curiosity (MCA)
2				6	PRINCESS/Say I'm Your #1 (Next Plateau)
3			8	ă	BERNARD WRIGHT/Who Do You Love (Manhattan)
11			В	12	TRAMAINE/Fall Down (Spirit Of Love) (A&M)
3-		5 2		B	KOOL & THE GANG/Emergency (De-Lite/PG)
1			4	14	TA MARA & THE SEEN/Everybody Dance (A&M)
18				1	TEDDY PENDERGRASS/Never Felt Like Dancin' (Asylum)
28			9	O	PATTI AUSTIN/Honey For The Bees (Qwest/WB)
26	3 2	3 2	0	O	CHERRELLE/You Look Good To Me (Tabu/CBS)
7			9		LUTHER VANDROSS/Wait For Love (Epic)
-	- 3	3 2	5	Œ)	EVELYN "CHAMPAGNE" KING/Your Personal Touch (RCA)
	-	- 2	5	ã	READY FOR THE WORLD/Digital Display (MCA)
-	- 3	2	1	ð	ISLEY BROTHERS/Colder Are My Nights (WB)
35	30	2	3	2	VAL YOUNG/Seduction (Gordy/Motown)
BRE	A	(El	R	2	DIONNE & FRIENDS/That's What Friends Are For (Arista)
-	- 40			23	STARPOINT/What You Been Missin' (Elektra)
4	6	14	5	25	MORRIS DAY/The Oak Tree (WB)
39		2			PRINCE/America (WB)
_	36	31	1	3	FULL FORCE/Alice, I Want You Just For Me (Columbia)
BRE				28	ATLANTIC STARR/Secret Lovers (A&M)
3	4	13		29	STEVIE WONDER/Part-Time Lover (Tamia/Motown)
-	-	- 39	1	<u> </u>	ARTISTS UNITED AGAINST APARTHEID/Sun City (Manhattan)
	=	36			KASHIF/Condition Of The Heart (Arista)
_	-	37		3	ZAPP/It Doesn't Really Matter (WB)
17		17		33	RAY PARKER JR./Girls Are More Fun (Arista)  N&A Begins on Page 62
8		_		34	EDDIE MURPHY/Party All The Time (Columbia)
	BU	_		9	ROY AYERS/Slip 'n Slide (Columbia)
	_		1		WINANS/Let My People Go (Qwest/WB)
		_	- (		CHOICE MCs featuring FRESH GORDDN/Gordy's Groove (Tommy Boy)
			( 5	39	TEMPTATIONS/Do You Really Love Your Baby (Motown)
1 0	BU.		> 4	<b>3</b>	STEVIE WONDER/Go Home (Tamla/Motown)

DEBUT POINTER SISTERS/Freedom (RCA)

#### NEW YORK SUNDAY TIMES

NOVEMBER 10TH, 1985

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#### By SUSAN KELLAM

HE United States Government says
Elton Spitzer can no longer operate
WLIR-FM, licensed in Garden City,
one of the most influential radio stations in the New York metropolitan area. But
Mr. Spitzer refuses to go

Mr. Spitzer refuses to go.

Millions of dollars are riding on the outcome of their dispute, which involves rock-and-roll, corporate machinations, teams of lawyers and the control of the public air-

Mr. Spitzer has been running the progressive rock station, 92.7 on the FM dial, with facilities in Hempstead, since 1973, creating a musical format that Rolling Stone magazine singled out as the best of the year in 1982. Bill-board magazine recently reported that the station is the single biggest influence on record sales in the New York metropolitan

area. The problem is that Mr. Spitzer, doing business as the Phoenix Media Corporation, has never had anything more than a special temporary authority from the Federal Communications Commission to run the increasingly valuable station. On Aug. 6, the F.C.C. granted an interim operating license to another media group, Long Island Radio Communications, after weighing the two applications. The F.C.C. ruled against Mr. Spitzer, in part, because he owns other stations in the area and It was felt that Long Island Radio would offer more public-affairs program-

But Mr. Spitzer refuses to sell the broadcast equipment and technical facilities to his contender. He is within his rights to retain the physical equipment, according to the F.C.C. Furthermore, Mr. Spitzer is appealing the F.C.C. decision to the United States Courts of Appeals for the District of Columbia Circuit.

For Stephen LeBow, a principal with Long Island Radio, Mr. Spitzer's refusal to sell the facilities would mean a 200,000 investment in new equipment and a substantial delay in going on the air until new facilities can be built.

built.

Mr. LeBow has no guarantee of reaping any profits from such an investment, however, because the interim license allows him to operate the station only until a permanent license is awarded.

"I realize there's a risk," Mr. LeBow said in a recent telephone interview. He estimates that it could take two to three years before the permanent license is granted, possibly up to 10 years.

The reason he is willing to take the gamble and build new facilities, he explained, is that WLIR grossed between \$1.8 million and \$2 million in 1982. "It's making the same now, if not more," Mr. LeBow said.

In the meantime, there are 10 applicants for the permanent license. Lengthy comparative proceedings were beld by the F.C.C. a year ago in Washington to determine which of the 10 is most qualified, according to F.C.C. criteria, to operate the station in the public interest. The administrative law judge

who presided over those hearings is preparing an initial decision that is expected momentarily. Several lawyers involved in the

Several lawyers involved in the WLIR case predict that the judge's initial decision will be appealed to the F.C.C. Review Board and then on to the full commission, putting off a final decision for at least two to three years. The appeal phase could also take the case to the United States Courn of Appeals for the District of Columbia Circuit, and possibly to the Supreme Court, before a final decision is rendered. At that point, it could be well beyond 1990.

There is a shortcut to this lengthy procedure that is permitted by the F.C.C.: a settlement arrangement whereby one or several of the applicants offers to pay off the other contenders to withdraw their bids for the restriction.

This almost happened in the WLIR case. Ronald J. Moray of Brookville, the sole stockholder in the Jarad Broadcasting Company on Long Island, was working with Byron E. Lewis of New York City, the sole stockholder in December Ventures, to reach a settlement agreement with all other amplicants in the proceeding.

all other applicants in the proceeding. According to an April 26, 1985, af-didavit filed by Mr. Moray and placed in the F.C.C. public records, he devoted much of January and February to speaking with the applicants. By March 2, he had spoken with all of them several times and they had agreed to withdraw their applications in exchange for payments. Several lawyers involved with the WLIR case, who did not want their names disclosed, said the proposed payments ranged between \$100,000 and \$200,000.

The settlement arrangement fell apart, however, according to Mr. Moray's affidavit, when Angela V. Shaw, a major stockholder in the Spectron Broadcasting Corporation of Long Island, changed her mind and withdrew from the bargainine.

Some of the lawyers involved in the case believe that the settlement talks might continue after the initial decision is delivered and before the lengthy appeals process is set in motion.

Mr. Moray's attorney, Lewis Paper, said his client was not actively pursuing a settlement at this time.

Mr. LeBow hopes that a settlement never reached. He said he is looking at a number of possible officestudio sites that have antennaes to construct a new station in the Garden City area. He said he intends to be on the air by late this month.

As for Mr. Spitzer and his staff of 30 who now run WLIR, Mr. LeBow said, "They are out and we are in."
Mr. Spitzer feels differently. "Long

Mr. Spitzer feels differently. "Long Island Radio doesn't even have a site or studio yet," he said. "When all of that happens, it will be time to push panic buttons." He added: "The problem started

He added: "The problem started long before I got here. I play hardball. I won't give up that easily."

Mr. Spitzer became general manager and partial owner of WLIR in 1973 when the station, then owned by John Reiger of Stereo Broadcasting Inc., was going through rocky times. The F.C.C. charged Mr. Reiger in 1971 with an unauthorized transfer of control for allegedly attempting to sell the station without commission approval. But it was early 1978 before a commission administrative law judge ruled that Mr. Reiger should lose the license, and 1981 before the license was suspended.

As a minority owner of the station, Mr. Spitzer was given a special temporary authority to operate WLIR and an option to pursue either an interim operating license or the permanent license. He said he opted for the interim license because he didn't want to take the station off the air while he waded through the lengthy process of obtaining the permanent li-

During several telephone interviews in the last year, Mr. Spitzer has asserted that WLIR had become "like a grandchild" and would therefore be for him hard to close.

He also believes that it is a "unique little station" with a "unique format."

"It has more to do with that than dollars," he said. "I have a feeling for it"

According to a 1984 Newsday readers' poll, WLIR had three times the number of votes for favorite radio station as second-place WNEW-FM in New York City. A Daily News music columnist, Pablo Guzman, recently wrote: "When you want a totally different spectrum of rock sound, catch 'LIR."

In an October edition of R&R Radio & Records, a weekly rock industry newspaper, a critic cited WI-IR as a station that will "obtain imports well ahead of their domestic release, while most commercial stations wait for music to be delivered by record companies." For instance, the critic said, WLIR was among the first to play Tears for Fears' "Shout" and the Thompson Twins' "Lay Your Hands on Me" late last year.

Mr. LeBow said he intends to "en-

Mr. LeBow said he intends to "enhance" the successful musical format. "Phoenix claims to have a lock on new English music," he said. "But we will be adding stuff that they don't have."

The new operator also is proposing to add more news and public affairs programs, claiming that he has already met with Nassau County Supervisor Francis T. Purcell to discuss issue topics. Long Island Radio's intention to broadcast more public afairs programs was a factor in its favor when the F.C.C. compared the new media group with Mr. Spitzer's programming.

Other F.C.C. criteria used in the comparative procedure includes whether applicants are involved in the day-to-day operation of the station, whether they are members of a minority group, whether they live in the broadcast area and whether they propose community involvement for the station and have past broadcast experience. Applicants are penalized, however, if they own stock in other broadcasting enterprises or in newspapers.

In the initial F.C.C. decision on the interim license, it is stated that because Mr. Spitzer owns controlling interests in four broadcast stations in New York, the other applicants "were entitled to clear diversification preferences over him."

The F.C.C. also maintained in both the review board decision delivered on Aug. 17, 1884, and the full commission decision rendered one year later, that Mr. Spitzer did not deserve preference even though he offered an assurance of a continuity of service. "An otherwise experienced broadcaster could overcome a lack of such familiarity in a relatively brief period of actual station operation," the full commission decision states.

Mr. LeBow described his background in radio by stating, "I've been in and around it." He also is an officer and general counsel for WNWK-FM in Newark.

In Newark.

There are some questions as to what position Mr. LeBow actually holds with Long Island Radio and what his relationship is with other owners of the company. Mr. LeBow's attorney, Frederick Cooke, referred to him as the president of the group; Mr. LeBow described h.mself as vice president and general counsel.

president and general counsel.
Long Island Radio Communications is a merger of two applicants,
Long Island Radio and Island Sound
Communications. Throughout the
merger arrangements there were allegations made about sloppy practices and misinformation.

Dick London, news director and leading anchorman at WWRL-AM in New York for more than 16 years, charged in a letter to the F.C.C. dated Nov. 20, 1984, that the principals of Long Island Radio and Island Sound Communications may have engaged in a scheme to mislead the commission as to the makeup of the newly formed corporations. Furthermore, he charged that Mr. LeBow had urged him to use an incorrect address in connection with the Long Island Radio application, and that when he refused, his name was used without his permission as a member of the hoard

The chairman of the F.C.C. review board, Joseph A. Marino, filed a dissenting statement to the board's decision in favor of Long Island Radio. He wrote: "My reservations grow out of the sloppy and sharp practices engaged in by the now-nerged applicant." He outlined in his statement a scries of what he considered discrepancies between when merger agreements were filed and when the actual agreements might have been reached.

Mr. Marino concludes his statement by asking "whether it makes any sense under these circumstances and on an interim basis to roust Phoenix, an experienced broadcaster and the present temporary operator of the radio facilities, acknowledged by the interged applicant to be providing 'quality programming serving the interests of the community,' and replace it with a careless lawyer applicant, who won't even file simple pleadings on time, and now proposes to divide time between the practice of law and the 'full-time' management of the interim broadcast operation."

Meunwhile, Mr. Spitzer's special temporary authority to operate the facilities of WLIR is to expire as of next Feb. 28, or when notification is granted of Long Island Radio Comnunications' readiness to commence operations.

Mr. Spitzer said that some other stations in the area have approached him about merging his format and staff with other existing radio operations. Because WLIR does "more business than people around here, I have been asked to go with them as a total unit," he said. He declined to give any details.

Undaunted by the turmoil surrounding WLIR, Mr. LeBow said that he intends to be on the air shortly, and was concerned only about the possibility of a "confusion period." He said that Mr. Spitzer has been billing advertisers ahead to the first quarter of 1986. "There could be problems if advertisers have to pay twice," he said.

There also has been some confusion over a recent F.C.C. rule that an interim operator must turn over 80 percent of the station's profits to charity until the license is permanently assigned. Mr. LeBow has agreed to those terms; Mr. Spitzer has argued that ruling.

"At the beginning, no one talked about a charity provision," Mr. Spitzer said. "After I decided to go for the interim, they came up with the pruvision. If I knew the facts beforehand, I wouldn't have gone for the interin."

Mr. LeBow aileges that Mr. Spitzer offered him \$250,000 a year to drop his bid for the station.

"LeBow's accusations are based on some conversations, but I never used those words." Mr. Spitzer said. "I proposed the possibility of our working together, but there were no details. I said that we would have to sit down with the lawyers and the F.C.C."

There are now a dozen factions that want the valuable WLIR license. At this point, hundreds of thousands of dollars have been spent in attorneys' fees to fight the cases at the F.C.C. Most likely, the battle will continue well into the next decade.

30% PAPERWORK SAVINGS

# FCC Proposes Relaxation Of EEO Reporting Requirements

Wading into the sensitive area of minority hiring goals, the FCC last week voted to seek public comment on a modest but significant relaxation of its Equal Employment Opportunity (EEO) reporting requirements for radio and television stations. The Commission is under pressure from the White House Office of Management and Budget (OMB) to simplify its EEO forms.

One Commission official estimated that if all the proposals were adopted, the time broadcasters spend filling out EEO reports would be reduced by about 30%.

Under the proposal floated last week:

· Only stations with six or more employees would be required to file annual EEO reports. The current threshold is six.

 Data for fulltime and parttime employees would be combined, rather than reported separately.

 The five-point EEO Program Report required of new stations would be abolished. The 10-point EEO report filed by all stations at renewal time would be made "significantly less burdensome." This new Form 386 would contain a series of yes and no questions, request a brief description of the duties and responsibilities of employees in certain job categories, and ask for descriptive responses to questions about the station's EEO practices.

#### Illegal Race Quotas?

FCC Chairman Mark Fowler commented, "There's a place for our EEO rules, to be sure, to remedy past wrongs. But without careful moderation, we may commit new wrongs." He said slight changes are needed "so that we can carefully manage our EEO scheme to avoid it being rendered unconstitutional as an illegal race quota."

Commissioner Dennis Patrick opposed lumping full and parttime employees together. He observed, "Under the proposed combined format, a licensee could, for FCC reporting and compliance purposes, improve its minority employee profile overall by hiring minorities on a parttime basis only."

#### Minority Hiring Goals Unchanged

Remaining unchanged would be the bedrock EEO goals for stations, which are tied to the percentage of minorities in the local workforce. This level is known as "parity." Stations with 5-10 employees must have a minority presence of 50% of parity on their overall staffs, and 25% in the "upper four" management categories. Stations with 11 or more workers must reach 50% of parity in both categories.

#### **NEWS BRIEFS**

#### BMI Rate Talks Underway For 1986

With the current contract between BMI and most commercial radio stations set to expire December 31, talks on a new contract for 1986 are now underway. BMI and the All-Industry Radio Music License Committee held their first meeting on a new contract November 6.

When the two sides failed to reach agreement in 1984, BMI unilaterally hilked rates from 15 to 20%. That was subsequently negotiated down to an average of 8.8%. Now the committee wants BMI to roll back rates at least to the pre-1984 level, and make a substantial cut in the per-program license.

If no new pact is in place by year's end, a new provision in the 1984 agreement provides for an automatic extension of existing rates. The two sides have also agreed to work towards creation of a BMI rate court to settle disputes.

Meanwhile, a deadlock between the committee and ASCAP over that organization's rates remains in the hands of a federal judge in New York.

#### Lyric Ratings Win 65-26% Support In Roper Poll

According to a poll conducted in late September by the Roper Organization, 65% of Americans favor a system of rating rock lyrics based on sexual, violent, or occult content. Only 26% oppose such ratings, and 9% have no

Roper found that even young people aged 18 to 29 favor ratings by a margin of 54-37%. Support was strongest among "homemakers," 77-14%. But

Roper found that support among párents with children under age 18 was 65-27% — no greater than among the population at large.

Roper said its poll, which was not commissioned by a specific client, did not specify such issues as possible problems, costs, and how ratings would be decided. The survey organization concluded, "This may be one of those 'good ideas' that, when asked about, many Americans essentially respond, "Why not?" But their support, as

though obviously quite broad, may not be very deep."

#### Moody Asks Satellite, Microwave Feeds For Educational FM Translators

Two years after the FCC torpedoed its bid for a new class of low-power FM

stations, Moody Bible Institute of Chicago has come back with a scaleddown proposal. Moody has petitioned the Commission to allow microwave and satellite feeding of noncommercial FM translators.

Under current rules, translators can rebroadcast the programming of full service FMs, but only if they can pick up the signal off-air. The Moody plan killed two years ago called for upping translator power to 10 wetts, and allowing not only satellite and microwave feeds but local program origination as well. It would have covered both commercial and educational translators.

Moody says its more modest proposal for educational translators would greatly improve signal quality, and permit the spread of such translators into "very remote areas of the United States" that now have little or no FM radio sancine.

#### FCC Dismisses AIDS Complaint Vs. WWDB

The FCC has ruled that WWDB/Philadeliphia did not violate the personal attack rule and Fairness Doctrine during an August 10 discussion of AIDS. The Philadeliphia Lesbian and Gay Task Force accused host Lester Kinsolving (now with WOR/New York) and a guest of making an "unqualified and vicious attack on the character" and integrity of AIDS victims.

WWDB denied the group's request for response time, noting that the task force itself 'was not named or identified in any way" on the show. WWDB also pointed out that it had aired "responsive programming in a higher-rated time period for twice the duration" on two consisting.

FCC Fairness/Political Programming Branch Chief Milt Gross sided with WWDB in the dispute. He agreed that the personal attack rule requires an attack on a specific, identifiable person or group. Since the task force did not dispute WWDB's statement that it aired responsive programming, Gross added, there was no apparent violation of the Fairness Doctrine, which requires airing a variety of viewpoints on controversal issues of public importance.

#### December Filing For 92.7, 92.9 mHz FMs

The FCC has announced that the next filing window for Docket 80-90 FMs will be open from December 2 to January 2. During that time, applications will be accepted for ten stations, whose winners will be chosen by comparative hearing.

Up for grabs during the window are stations on 92.7 mHz in Oakridge, OR; Reedsport, OR; Carrizo Springs, TX; and Ruckersville, VA; and on 92.9 mHz in Anchorage, AK; Cordova, AL; Montecito, CA: Smyrna, DE; Erath, LA; and Betzoni, MS.

#### Other Key Developments:

- Support for a home audio taping tax on tape and recorders is "growing rapidly." So says Songwriters Guild of America President George David Weiss, who's in the midst of a national tour to drum up support for the Home Audio Recording Act.
- NAB's longtime weekly newsletter, Highlights, next week becomes NAB Today, featuring separate editions for radio and TV members of the association.
- New numbers for reporting tower light outages to the FAA flight center in Leesburg, VA are (800) 468-6621 for Virginia stations and (800) 431-4907 for DC and Maryland broadcasters.



PRESIDENT'S AWARD — The National Federation of Parents for Drug-Free Youth (NFP) has honored ANB as the group making the year's greatest contribution to the fight against drug abuse. Above, NAB President Eddie Fritts accepts the "Presidents' Ayward" from NFP President Joyce Nalepia during the group's recent annual conference in Washington.



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

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#### Self-Defrosting Ski Goggles

Sporting a battery-operated fan that defrosts the lenses while you ski, the unique glasses pictured here are manufacturered by Smith, suppliers of ski goggles to the U.S. Olympic Ski Team. The goggles come with two interchangeable lenses: gold for blocking out "blue" light, giving the wearer greater visibility in haze, fog and rain as well as sharper definition of slopes in flat light; and clear for unshaded eye protection.

Both lenses absorb 100% of ultraviolet rays and are double-sealed to prevent snow from sticking to them. In addition, the goggle lenses are located 1½" from the face to eliminate funnel vision. Total weight is 7½ ounces. Priced at \$84.50, these self-defrosting ski goggles make great promotional items. They're available through the New York City firm Hammacher Schlemmer.



## Let Your Telecomputer Do The Calling

You can save perhaps thousands of dollars on in-house research with the Surveyor 7, an automatic telecomputer system. It consists of a computer, transmitter tape deck, receiver tape deck, power pack (for quick connection to a regular electrical outlet), microphone (for making your own tapes), prerecorded transmit tapes, and a receiver tape.

Program the Surveyor 7 by using a single touch-tone style keyboard. Once programmed, the system dials each number. When the number is answered, the Surveyor 7 carries on a two-way conversation, asking questions and recording the answers. When the conversation is over, the system dials the next number, automatically and unattended.

Among the Surveyor 7's features are list dialing, the ability to enter every tenth number automatically, and the ability to operate in an attended mode.

That means the system's operator gets the boss on the line and then the machine delivers the pitch. The system can also give you telephone number playback, recording the number for each person who responds; longterm number storage, enabling you to store numbers for future dialing; continuous service; and digital timer control.

While the response tape records prospects' answers, you can also make your own customized transmit tapes to suit your station's needs. Additional features include the abilities to immediately reject disconnected numbers without playing through the entire message and make three attempts to reach all nonanswering numbers.

Marketed by Laurel, MD-based Miroco Corporation, the Surveyor 7 also sports a one-year parts and labor guarantee on the tape decks, and finetuning on in and outgoing phone lines. For more information, contact Mike Weiner at (301) 890-8833.

## Radio Station Software Directory Available

Containing details on more than 60 pieces of radio software for the personal computer, the "1985 Radio PC Software Directory" is currently available from Binghampton, NY-based Waters Information Services.

Program offerings from more than three dozen companies are represent-

ed, including software designed to perform such specific radio station tasks as traffic and billing, music scheduling, ratings and research analysis, newsroom automation, co-op advertising management, sales office automation, and school closing announcements.

Along with a concise description of

the software package, each listing contains facts on compatible hardware, RAM and disc storage requirements, principal applications, customer support, pricing, and user history. Price: \$29.95. For more information, contact Waters Information Services at (607) 170-1945.

## Sing-A-Long Sound System

Reminiscent of those Japanese bars where people go to drink and take turns singing sentimental favorites to the accompaniment of prerecorded tapes, the "Studio 2 Sing-along Machine" is portable enough to liven up any poolside party.

Here's how the "Studio 2" works: A prerecorded orchestra tape plays in the 8-track deck, while you sing through the unidirectional microphone. The unit then mixes your voice and the orchestra tape through its high-fidelity 8" woofer and 2" tweeter. Reverb, pitch/tempo and tone are fully adjustable. Meanwhile, a second, built-in cassettle deck records your performance.

The user can also sing along to their own tapes in either deck, which can both be programmed to play or repeat individual tunes. A second microphone input jack lets you record several singers or instruments in harmony as well.

The "Studio 2" comes with a demo 8-track cassette from the manufacturer that features four popular songs. Hundreds more are



available, spanning pop, rock, folk, country, Latin, gospel and children's songs. The "Studio 2" sports a 15-watt amplifier and operates indoors on AC and outdoors on 10 "D" batteries. Jacks for headphones, extension speaker, and turntable are included. Available via the Sharper Image catalogue for \$299.

#### Own A Piece Of The Apple

Ever since some Indians sold the whole island for \$24 worth of blankets "ri beads, Manhattan real estate values have skyrocketed, to say the least. So imagine our suprise when we heard the Big Apple Land Corporation recently announced plans to sell one square-inch parcels of Upper West Side real estate at five bucks a pop.

According to Scott Moger, President of the Manhattan-based Big Apple Land Corporation, every person who mails in for his slice of the apple will receive an individually-numbered "Big Apple Deed" imprinted with the exact location of the purchaser's lot. (The main location is 49 West 127th St. off Fifth Avenue.)

Moger notes that owners "will not be permitted to occupy, build on, enclose or receive any income or financial benefits from their "square inches." Moger's firm intends to develop the lot into a community friendship garden and maintain responsibility for all real estate taxes, insurance, maintenance and compliance with city and state regulations for the ten-year term of each deed

The possibilities for radio promotional tie-ins (anyone for giving away a square foot of Manhattan real estate?) — are fertile, if not earth-shattering. . .



#### Fast Rewind

Cut your videocassette rewinding time in half with this Rapidwinder II VHS unit. Available through the Kirtland, OH-based Herrington catalog, this handy little gizmo features a digital counter that enables you rewind or fast forward to a specific tape location, thereby saving hours of wear and tear on the VCR heads.

Additional Rapidwinder II VHS features include an electronic speed sensor that prevents tape spretch and breakage, and automatic power-ôff at the end of the tape. Suggested retail price: \$69.95.



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#### **PRO:MOTIONS**

#### Attic Taps Allen



Brian Aller

Attic Records has named Brian Allen Professional Manager/ARR Coordinator. Allen, a former member of Toronto, left the group in 1983 to pursue a career as an independent producer, songwriter, and arranger. He most recently cowrote Heart's "What About Love."

#### **CHANGES**

Jolie Rabedeaux, formerly news reporter at WHO/Des Moines, joins the sales staff as Sales Representative.

**Michael Swanson,** formerly with KCRG-AM/Cedar Rapids, is now parttime DJ for KRNA-FM/lowa City.

Stephanie Wignall, formerly with the Roth Young executive placement firm, has been appointed to the sales staff at KUTR/Salt Lake City.

K. Ann Foster, formerly Account Executive at WFYV/Jackson-ville, joins crosstown WCRJ-AM & FM in the same capacity.

Wanda Profitt, formerly an Account Executive at WSSH/Boston, joins neighbor WZOU/Boston in the same capacity.

Mike Forsyth, formerly Advertising Director of Katronics, Inc., has been named to the sales staff at WREN/Topeka.

#### **Boutross Joins MG Media**



Lynne Boutross

Lynne Boutross has been named West Coast Manager of MG Media in Los Angeles. Before joining the company, Boutross was Director/ Special Projects for Embassy/Jerry Perenchio for four years.

#### McVay Media Moves

McVay Media has moved its offices and can now be reached at: King James South Office Park, 24650 Center Ridge Road, Suite 148, Cleveland, OH 44145; (216) 892-1910

#### Greater Media Promotes Lipsky

Mark Lipsky, Promotion Director of WMGK & WPENIPhiladelphia, will now also handle the Corporate Promotion Coordinator post for the Greater Media radio stations. He gioined WPEN in July 1979 as a producer, later progressing to Associate Director/Creative Services and Promotion Manager.

#### Streicker Directs WB Business Affairs

Richard Streicker has been named Director/Business Affairs for Warner Bros. Records. Prior to his appointment Streicker was an attorney for Mitchell, Silberberg and Knupp, where he specialized in music law. He's been with the label since 1982.

#### Charney Named RCA/Ariola General Counsel



Leonard Charney

Leonard Charney has been upped to General Counsel for RCA/Ariola International. Charney joined RCA's Law Department in 1975 as Counsel. Four years later he advanced to Senior Counsel/Talent Affairs. Before he came to RCA, Charney served as Assistant General Counsel with Metromedia, inc. for two and a half years.

#### Shaver Named WWOD & WKZZ GSM

John Shaver has been promoted to General Sales Manager for WMOD & WKZZIL/nchburg, VA, succeeding Daniel Conway who's now with WSKS/Cincinnati. Shaver has been with the stations as an Account Executive since September 1984. Prior to joining the combo, he served as an AE with the Kingsport Times-News in Tennessee.

#### Mars Promoted To KKHR LSM

Andrew Mars has been upped to Local Sales Manager of KKHR/Los Angeles. Before his promotion, Mars had served as an AE at the station for two years. Prior to that he was a sales assistant in the Los Angeles office of Petry Television. Mars's background also includes stints with AEO, NBC, Company III Productions, and Bob Stivers Associates.

#### MBA Sets Board



Ron Petersen

Missouri Broadcasters Association has elected a new board for the upcoming term. Ron Petersen, VP of KDMO & KRGK/Carthage, is the new President-elect is Terry King, GM of KTTR & KZNN/Rolla. Wilton R. Osborn II, President/GM of KJLA/Kansas City, is Secretary-Treasurer. Three new directors were also elected: Buddy Turner, OM of WDAF-TV/Kansas City; Bill Weaver, GM of KFRU/Columbia; and Rod Orr, GM of KRMS & KYLC/Osage Beach.

#### **CHRONICLE**

#### Born To:

WLLZ/Detroit PD Doug Podell and his wife Sue, daughter Lauren, October 31.

WJLB/Detroit PD James Alexander and his wife Angela, daughter Lyndsey Grace (their second child), November 9.

KKRD/Wichita morning man Tim Peters and his wife Stacey, daughter Ashley Lauren, November 8.

#### Married:

WKSS/Hartford air personality Jeremy Savage to "Roxanne" on November 24.

WLWI/Montgomery MD Greg Mozingo to Kim Rushton.

#### NYSBA Names Officers, Directors

The New York State Broadcasters Association has announced its new officers and directors for 1986. Lawrence Levite, President/GM of WBEN/Buffalo, has been named Chairman of the Board; Walter Maxwell, President/GM of WGHQ & WBPM/ Kingston, will serve as Vice President: James Champlin, President of Beck-Ross Communications, Inc., has been appointed Secretary; and Ronald Pulera, President/GM of WTEN-TV/Albany, will serve as Treasurer. New members elected to the Board include: Colin Chisholm, VP of Turner Program Services; Vincent DeLuca, President/GM of WOKR-TV/Rochester; Jerome Gillman, President/GM of WDST/Woodstock: Kevin O'Brien. VP/GM of WNEW-TV/New York: Frederick Patrick, GM of WBLK/ Buffalo, and Michael Ziegler, President/GM of WKSG-FM & TV/ Binghamton.

#### PROS ON THE LOOSE

Jason Alexander — Afternoons WRVF/Gainesville, FL (904) 392-

Famous Amos — Mornings KOFM/Oklahoma City (405) 341-7768

Mike Anderson — Mornings/Production WEZS/Richmond (804) 262-0497

Reed Kittredge — MD WVIC/ Lansing (517) 482-6773

Teri Norman — Overnights WLLT/Cincinnati (513) 821-9480 Cliff O'Sullivan — Associate Director Product Management E/P/A (213) 545-6785

J.J. Shannon — Nights (I100) WNFI/Daytona Beach (305) 997-2131

Mike Ward — Morning News WWWW/Detroit (313) 584-7352 Jessica West — Production Director KWHL/Anchorage (907) 522-3008

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STRATEGIC

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RESEARCH



#### RATINGS AND RESEARCH

JHAN HIBER

## **Coping With Continuous Measurements**

Just when you learn all the answers, Arbitron has gone ahead and changed all the questions. I'm referring, of course, to that company's most recent decision to inject year-round surveys in the top 75 markets that don't already have four sweeps per year. This has to be considered among the company's most dramatic moves ever.

Since you were probably in the middle of budgeting and planning for 1996 when the announcement was released, you may have been forced to go back to the drawing board. As you face the dilemma of coping with the additional survey frequency, let's review the implications for the sales and programming efforts of stations in the affected markets.

#### **Arbitron Timetables**

First, a look at the implementation steps that will affect you in 1986. If your market has been surveyed twice annually in the past, then for 1986 you will have a third sweep – a summer survey – added to the equation. Thus, between April 3-September 17 your market will be in a continuous sweep, with the summer survey beginning the day after the spring sweep is completed. Then there's a one-week rest, and then September 25 marks the beginning of the fall survey, which ends December 17.

Those of you in markets that currently have three surveys (winter, spring, and fall) will also have the summer survey added next year. Thus, stations in those markets are under continuous Arbitron survey pressure from January 9-September 17, and then pick up with the fall survey a week later.

Markets that go from two to

three ratings periods in 1986 will have the winter survey beginning in January, 1987. Effective with that date, all of the top 75 markets will have 48 Arbitron survey weeks per year.

#### To Buy Or Not To Buy?

One of the key decisions for stations is whether or not they will subscibe to additional Arbitron surveys. Clearly, this has to be individually considered, as every station, marketplace, competitive situation, and economic circumstance is different.

Among the key factors in this important question are the following:

• What will be the additional cost

- of increased subscription?
   What sort of ROI (return on investment) criteria must be met? How many dollars will have to be brought in in order to make an additional Arbitron subscription worthwhile?
- Are there enough sales dollars obtainable from the results of the new summer and/or winter surveys? Given the format of each station, some can realistically expect to do better in the summer sweep, while others might more dramatically prosper during the winter frame.
- What's the competition likely to do? Some stations may say they won't advertise or promote for the

additional surveys and thus won't subscribe. However, each station will have to decide for itself how much faith to place in the assurances of its competition. Remember, stations can subscribe on a post-publication basis if they score impressively.

• What is the reaction of your ad community? Many ad agency people have so far spoken out in favor of the increased survey frequency. How do the advertisers in your community feel? How much of the business is dependent on their feelings? Will you be likely to suffer in their eyes if you don't subscribe?

- How will your sales staff react?
   Do Arbitron numbers play a very important role in their day-to-day presentations, or can they get by without the book? If they can't, and you decide not to subscribe to the additional surveys, will you have to retrain current staff or hire new people?
- Finally, from a sales perspective, what is the overall bottom-line impact of the additional surveys? It may be, for example, that it doesn't cost too much to subscribe, per se. However, if you foresee additional expenditures in advertising and promotion, then that puts more pressure on the sales effort to make sure the return on investment is worthwhile.

#### Programming Considerations

That loud noise you hear is the wailing of PDs and DJs wondering when, if ever, they will get a vacation under the new survey schedules. That is but one of the key con-

#### WFFK IN REVIEW

#### **Cleveland Metro Redefined**

Arbitron subscribers in Cleveland have voted to expand the metro. 80% of the stations involved approved the addition of Lorain County to the Arbitron metro, effective next year. Meanwhile, subscribers in Washington, DC are voting to redo that metro. Final results are expected next week.

#### **Research Directors Clearinghouse Launched**

The NAB has established a clearinghouse to share ideas among and promote the value of station-based research directors. If there's enough interest, a session at the NAB convention in April will be devoted to the research director's role. Contact NAB's Research & Planning Department in Washington, DC for more information.

siderations for those on the programming side. Here are some other thoughts as programmers try to deal with the additional survey pressure:

- As you set your marketing plan for 1986, decide which, if any, survey is the priority. Perhaps the spring sweep is it. If you can single out one sweep as the most crucial, then channel your programming, promotion, and advertising efforts towards payoff there. Naturally, this doesn't mean you neglect the rest of the year. However, you will need to examine your priorities.
- Take your annual budgets for programming, promotion, and advertising, and apportion the monies according to your survey priorities. Also, be sure to coordinate this with the sales manager. For example, in a two-surveys-ayear market that will have a summer sweep next year, a sales team may feel that it's not worth subscribing to the summer book. Therefore, the annual budgets might see 50% aimed at the spring survey, 10% of the dollars geared toward the summer ratings, and the remaining 40% targeted for the
- In order to keep staff morale from plunging, you will need to discuss vacations and holidays with them. Once survey priorities have been set you should then be able to allow some of the key talent to be off at desirable times. However, you certainly don't want to have your morning man on vacation

during the sweep you have determined to be the most important to your station.

• What's going to be happening musically? Will PDs in the affected markets be requesting some new product from the record companies during the new surveys? It doesn't do radio much good to be surveyed more frequently if your basic product – the music – isn't as fresh and as available during the new sweep as it has been during the redditional survey cycle.

#### **Final Thoughts**

These are but a few of the main points stations will need to keep in mind as they wrestle with the additional Arbitron surveys. Among other questions to be answered: What happens to Birch? Can the station afford both services? In many markets it just so happens that the additional Arbitron fee equates to what stations have currently been paying Birch.

None of these decisions will be easy, nor can the outcomes of Arbitron's move be clearly foreseen. However, one thing is certain: the industry now faces a new reality and stations that cope successfully with it will be the winners. If you'd like to talk to me individually about these questions or any concerns you have about continuous measurement, please don't hesitate to

Next week: a discussion of Arbitron's new diary review reservations procedure.



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Dynamically and originally creative Unusually resourceful and efficient Provoking and aggressive promotions

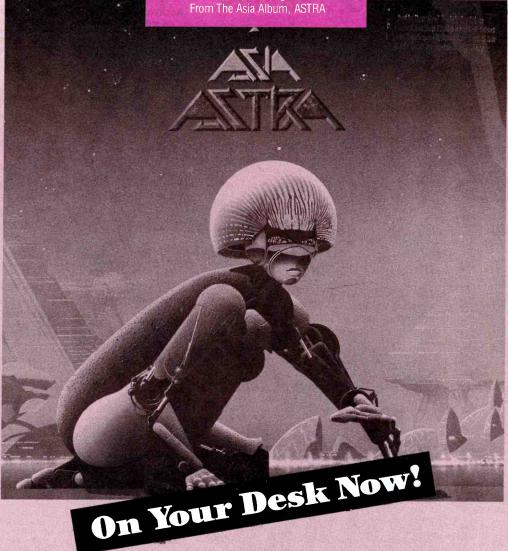
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#### **NETWORKS/PROGRAM SUPPLIERS**

REED BUNZEL

#### **RADAR/ARBITRON PRIMER**

## **The Great National Numbers Game**

Any way you look at it, the name of the game is ratings. Network radio has become one of broadcasting's great numbers rackets, joining the rest of the industry in the quest for increased audience and profit. Agencies paint their network picture by numbers, which leaves the webs at the mercy of listeners' habits and ratings companies.

Traditionally, networks and agencies have regarded the semiannual RADAR reports as the primary indicators of network nationwide performance. The winterspring and summer-fall books are anxiously awaited so network sales departments can find a reason to rewrite the rate card and advertising agencies can see where to place their buys. Meanwhile, Arbitron the Ma Bell of local radio ratings applies its market-by-market spring results on a nationwide scope to also determine individual network performance. Both the RADAR and Arbitron national surveys have distinct applications, but because of differing methodologies and results they can vary greatly in their utility. Following is a simple outline distinguishing the

#### **Industrial Design**

Possibly the single biggest difference between RADAR (compiled by Statistical Research, Inc.) and Arbitron lies in the primary design of both surveys. The RADAR study was developed to exclusively measure audience levels for network programs and commercials. The Arbitron numbers constitute a "summary" of local diary information for local time-period audiences, reworked to show listening for stations affiliated with various networks.

Sample size and methodology also set the two surveys apart. RADAR is a national, purely random, digit-dial study covering virtually all telephone households. It reports the listening habits of approximately 8000 respondents during the survey period. Arbitron culls its figures from the total of its spring market-by-market survey and draws on a total sample base of approximately 266,000 persons who, in most cases, returned mailout diaries.

The method used for RADAR incorporates up to nine separate telephone recall contacts for one individual per household. Each respondent is surveyed for one week, reporting his/her radio listening for the time elapsed since the most recent phone call. The complete measurement periods are 24 weeks each for the winterspring or summer-fall surveys, and the final report combines the measurement for these periods on a "rolling" basis. Thus, RADAR 31 covered the summer-fall '84 and winter-spring '85 numbers, and RADAR 32 will include winterspring '85 and summer-fall '85 results.

On the other hand, Arbitron uses a one-week telephone-placed, mailback, personal diary provided to all persons 12+ living in pre-contacted households. Ethnic groups identified as those posing response problems are handled differently, with heavier weighting, telephone recall follow-ups, and/or increased monetary incentives.

"Both the RADAR and Arbitron national surveys have distinct applications, but because of differing methodologies and results they can vary greatly in their utility."

#### **Processing Plant**

The processing of survey data is an important element in preparing the final nationwide network picture. RADAR claims it carefully checks all listening data for accuracy and completeness prior to

#### Network Radio Audience Estimates

Adults, Teens 12-17 Monday-Sunday 6AM-Midnight ADI, Average Quarter-Hour, in Hundreds RADAR 31, SPRING 1985, VOLUME 2 NETWORK AUDIENCES TO ALL COMMERCIALS DEMOGRAPHIC: PERSONS 12+ (Including commercials within and outside of programs)

Total U.S.		-	ABC-CON	ABC-ENT	ABC-FM		RADA		-SUNDAY SAM-MIDNIGHT RADAR 31 % CHANGE		
TOTAL	PERSONS	12+	14957	16671	12206		(000)	RANK	(000)	RANK	
	ADULTS	18+	12025	16316	9449	NBC	1,314	. 5	1,177	9	-10.4
	ADOLIS	18-24	4021	1371	3578	TLK*	338	18	358	18	+ 5.9
		25-34	3994	2684	3419	SRC	1,259	6	1,361	3	+ 8.1
		35-44	1990	2932	1464	A-C	1,330	4	1,230	7	- 7.5
		45-54	837	2832	491	A-D	781	13	771	13	- 1.3
		55-64	605	2826	307	A-E**	1,489	3	1,461	2	- 1.9
	TEENS	12-17	2932	355	2757	A-F A-I	1,137 1,566	10	1,293 1,649	5 1	+13.7 + 5.3
	ADULTS	18-34	8015	4055	6997	A-R	1,215	7	1,235	6	+ 1.6
	ADOLIS	18-49	10501	8455	8781	CBS**	1,192	8	1,196	8	+ 0.3
		25-49	6480	7084	5203	MBS**	1,160	9	1,145	10	- 1.3
		25-54	6821	8448	5374	NBN**	472	16	404	17	-14.4
		35-64	3432	8590	2262	RRN	977	ii	982	12	+ 0.5
		25+	8004	14945	5871	SHN	625	14T	761	14	+21.8

The Arbitron (above, left) and RADAR (above, right) surveys both report audience numbers (in hundreds), but ARB figures are computed for AQH while RADAR results are computed from audience listening to all commercials. The above figures are presented only for illustration and not for comparison.

processing, and also verifies network clearance data for response conflicts or inconsistencies. All radio usage information is processed on a quarter-hour basis. Also, station airplay is periodically logged at random by SRI to verify that clearance and affiliation data supplied by the station and/or network is complete and accurate.

Arbitron processes its information through diary editing, checking for inconsistencies such as blank days (caused by either inactivity or failure to record) or unclear entries. The Arbitron national report uses market-by-market ADI (Area of Dominant Influence) data.

The final RADAR report features standard information detailing radio usage for a variety of demographic and geographic groups, as well as data on network programs and commercials. Online facilities include pre- and postbuy options, and a post-analysis feature provides audience estimates based on network clearances for specific advertiser schedules combined with standard usage data.

Arbitron issues a standard report including data on radio usage for various age-sex groups in local markets, and the national report reflects a combination of local usage data for stations af-

"Neither ratings system is inherently 'better' than the other. RADAR and Arbitron differ greatly in their intent and approach."

filiated with various networks. Data is provided for all wired networks listed by RADAR, as well as other syndicators, state networks, and unwired rep networks. In addition, Arbitron national usage figures are broken down into market

segments of 1-25, 1-50, 1-70, and 1-100, allowing agencies to compute network strengths and weaknesses based on market size.

#### Applications

Neither ratings system is in-herently "better" than the other. RADAR and Arbitron differ greatly in their intent and approach, but both can be useful in understanding different elements of the network industry. The RADAR survey, which is designed to look at network radio only, presents a clear indication of network activity over the preceding 12 months. Upward movement within certain age-sex groups is clearly evident, as are trends for either a specific network or the industry in general. Arbitron figures can be used to corroborate (or dispute) the RADAR numbers, and are also useful in assisting agencies in uncovering network strengths within certain markets. However, because Arbitron surveys all national markets only once per year, its network figures reflect results only from the annual spring book.

More and more agencies are finding that both RADAR and Arbitron are vital to making intelligent network buys. RADAR is the initial research tool at the agency level because it presents the overall clearance picture for audience-percommercial, and is considered radio's equivalent to TV's Nielsens. At the same time, the Arbitron network results can become important when time buyers want to look at individual markets to determine the holes that need to be filled in. The innovative time buyer reads and understands RADAR and Arbitron, and makes knowledgeable decisions based on information culled from both.

Obviously not all similarities and differences between the two ratings surveys can be mentioned. For more information, contact either SRI (RADAR) or Arbitron. For further details on RADAR, see the R&R Networks column of 31/1 85. Thanks to SRI's Miriam Murphy and Arbitron's Maddy Schreiber for their assistance in this network ratings primer.

#### ONLY 32 SHOPPING DAYS —

#### **Christmas Catalog Supplement**

While the Christmas season unofficially opened several weeks ago (R&R Nets, 11-1), retailers view next Friday as the actual start of the annual buying phenomenon. Christmas shoppers are poring through this year's holiday offerings, from the Sears wish book to the Neiman-Marcus novelty collection. In keeping with the spirit of the season, here are a few more entries in the syndicated Xmas programming catalog.

[Sepackage, Call (800) 392-999]

· Creative Radio Network is distributing "The Magic Of Christmas," and 18-hour seasonal programming block produced by Kris Stevens Enterprises. The holiday package is a no-host "format" allowing for local personalities or for unannounced broadcast in blocks of varying length. The program features vignettes on Christmas past and present, and relates how the holiday season is celebrated across the country and around the world. 'The Magic Of Christmas" is available on a market exclusive, barter basis and includes a complete jingle package. Call (800) 392-9999 or (818) 787-0410 (in CA) for more information.

Westwood One Radio Networks is offering "The Alabama Christmas Special," a Country-oriented 90-minute feature highlighting the new Alabama Christmas." The album, "Alabama Christmas." The album, "be and the special elso includes artist interviews recorded in Nashville. "The Alabama Christmas Special" is hosted by Jim Duncan and is available on a market exclusive, barter basis. More information can be obtained at (213) 204-5000.

· NBC's Source is producing and distributing "Billy Crystal's Perfect Album Sides," which features little holiday music but is slated to run for twelve days prior to Christmas. The 60-minute daily program features one artist or group each day, with the "best of the best" music formatted into two separate album sides. Side A (the first half of the program) will feature a complete album side from the artist, while Side B is a "fantasy side" a compilation of the artist's best cuts from various LPs. "Perfect Alburn Sides" is produced by Denny Somach Productions, and highlights such artists as the Beatles, Rolling Stones, the Who, Bruce Springsteen, and David Bowie. further details call (212) 664-4599.

So — make your selection, place your call, and Mele Kalikimaka ehouli makahiki hou.

## Headliners For The Radio Advertising Bureau's 1986 Managing Sales Conference February 1-February 6



Denis Waitley Sales Consultant



Arthur G. Gunther President, Pizza Hut



Zig Ziglar Sales Motivator



**Dr. Ruth Westheimer** Therapist & Radio Personality

Advance Registration for Members: \$345 (before Jan. 1)
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#### NETWORK FEATURE FILE

#### **NEWS & INFORMATION FEATURES**

(DCA)

(PRN)

(ASR)

(ASR)

November 25-29

#### MUSIC FEATURES

#### The Weekend

Nov	ember 30	-December 1	
The Countdown	(WO)	On The Radio Howard Jones	(NSBA)
Countdown America With Dick Clark	(USR1)	Playback Feeture yeer: 1979 Power Cuts	(SI) (GSN)
Country Music's Radio Magazine Steve Wariner	(CRN)	Simple Minds/Asia (12-1) Rick Dees' Weekly Top 40	(US)
Country Six-Pack Country love song	(US)	Otivia Newton-John Rock Around The World Duran Duran/Tears For Feers	(BRE)
Dick Clark's Rock, Roll, & Remember John Denver	(US)	Rock Chronicles Critics on Springsteen/Kate Bush/L Eddle Van Helen/Alarm	(WO) leff Beck/
Dr. Demento Fun & Gemes Entertainment	(WO)	Rock Over London	(RI)
Coast-To-Coast Jane Wedin/Alan Thicke/Ken Myo	(CBSR)	Rock Reunion Chicago	(BRE)
Future Hits Paul Young/A-Ha	(WO)	Rock Week ZZ Top/Dire Straits Scott Shannon's	(WO)
Gary Owens' Supertracks Smokey Robinson	(CRN)	Rockin' America Countde Arcade/OMD/Wr. Wister	, ,
Great Sounds	(US)	Silver Eagle Nitty Gritty Dirt Bend Solid Gold Saturday Nigh	(DIR)
Hot Ones Sheena Easion Lee Arnold	(US)	Greet instrumentals (11-30) Street Beat	(BRE)
On A Country Road Rosenne Cest/Gary Morris/T.G. St		Meurice White/Flick James Super Gold '50s supersters (11-30)	-(TRAN)
Musical! Musical movie countdown Musical Starstreams	(WO) (MS)	Superstars Of Rock Heart/Power Station	(WO)
Kamiya Music Of The City	(SI)	That's Love Francis Vall/John DeLoreen/Mauri	
Thankegiving special  National Music Survey	(MBS)	Top 30 USA Great duets Weekly Country	(CBSE)
Freddie Jackson/Grace Slick/Stars Mr. Mister		Music Countdown Judds	(US)

#### The Week Of

December 2-0	
American Music Magazine With Rick Dees Pick Dees (12-2) Paul McCariney (12-3) Pat Benster (12-4) Medonne (12-6) Loverboy (12-6)	(US
Country Closeup	(NP
Country Today Kenny Rogers	(MJI
Earth News Jack Lemmon/Emilio Estevez/Robert Loggie/Ray Manzarek	(WO
Encore With William B. Williams 1947: Vaughn Monroe	(WO
Innerview Tommy Shew	(IN
Line One Tommy Shew (12-2)	(WO
Live From Gilley's	(WO
Metalshop Bruce Dickinson	(MJ
Off The Record Starship/Loverboy/Joe Lynn Tumer	(WC
Off The Record Special Pete Townshend	(WO
Pop Concert Leurs Brannigen	(WO
Rockline Pete Townshend live from London (1)	(GSN
Special Edition Maurice White Pt. 2	(WO
Star Trak Arcadia/John Cougar Mallencamp/Sc	(WC

#### COMEDY

Daily Feed

Party Drop-Ins

Radio Hotline

Federal hunger guidelines/post summit blues/another Resgan speech/microt escapes/sparks die hard

Devid Steinberg/Joen Rivers/Robert
Klein/Smothers Brothers/George Cerlin/
Woody Allen Laugh Machine

How to party #24/essence of Shecky/RV of the month club/gerbil Me/Beirut Airlines

Pippie magazine/Gandhi film festivel/the finger/the them festival/how to pick up chicks United Spots Of America (ASR)

Mr. Sugar cereal/Victoria Principal PSA/nuclear freeze PSA/Mr. Wine/B-Team trailer

Request/tichy elbows/Jasper's lumber/ Tinkerbell/drugs

Stevens & Grdnic's Comedy Drop-Ins

December 2-6  American Music Magazine With Rick Dees Rick Dees (12-2) Past McCartney (12-3) Pat Benatar (12-4) Mscorns (12-5) Loverboy (12-6)	(US)
Country Closeup	(NP)
Country Today Kenny Rogers	(MJI)
Earth News Jack Lemmon/Emilio Estevez/Robert Loggis/Ray Manzarek	(WO)
Encore With William B. Williams 1947: Vaughn Monroe	(WO)
Innerview Tommy Shew	(IN)
Line One Tommy Shew (12-2)	(WO)
Live From Gilley's	(WO)
Metalshop Bruce Dickinson	(MJI)
Off The Record Starship/Loverboy/Joe Lynn Tumer	(WO)
Off The Record Special Pete Townshend	(WO)
Pop Concert Leura Brannigen	(WO)
Rockline Pete Townshend live from London (12	(GSN) 1-2)
Special Edition Maurice White Pt. 2	(WO)
Star Trak	(WO)

#### GENERAL INFORMATION

n Bohannon Show	(MBS)
Tatarewicz (11-30)	
Busch Talk Show	(AP)
	wasteland
	tnam martyr
mouter Program	(PRN)
playment apportunities/videate	ext/
alth Care	(PIA)
genno for Illa's changes /11-2	140
	(MBS)
	, <u>-</u> ,
Buchwald (11-29)	
wa Blimp	(PRN)
	ana/thrift
hops/cycling	
rwsline Extra	(NBC)
noer & ouns	
blic Affairs	(PIA)
	4
	(PRN)
	( ,
	-
	m Bohannon Show In taterawaz (11-30) IB Busch Talk Show In taterawaz (11-30) IB Busch Talk Show In 11-20 IB Busch Talk Show In 11-20 III

Waldenbooks Review

ione Jaffe/Stephen Birminghem/Joseph Wambeugh/Judith Martin

(WO)

SEX FOR SALES -- NRC Radio Entertainment sex therapist Di heimer dropped in on WNBC's midday personality Soupy Sales to offer some advice and talk up her new 12" sex guide (a recording, of course).

#### NFTWORK PEOPLE

 Former CBS News United Nations Correspondent Richard Hottelet has been appointed Public Affairs Counselor for the United States Mission to the U.N. Hottelet joined CBS News in 1944 as a London-based war correspondent, and began his career with United Press International in 1939.

Also at CBS: Morris McWilliams and John Luginbill have been named Ac-Detroit offices, respectively. McWilliams comes to CBS from ABC Radio, where he held a similar position since 1980. Luginbill was most recently an

Account Executive for CBS Radio Spot Cable Sales, and previously was a Media Planner for J. Walter Thompson in Chicago.

. James Williams has been appointed Deputy Director/Sales for the Broadcast Services Department of Associated Press. Williams will now be responsible for sales membership and marketing for the department, which count Executives in the New York and provides AP services to 5,700 radio and television stations and several hundred cable TV systems. He joined the AP in 1979 as a broadcast executive. Prior to that, he was a sales represen-

tative at WTBC & WUOA/Tuscaloosa,

the newly-created position of General Manager/Music Marketing and Promotion for the Westwood One Radio Networks. He will be responsible for all aspects of Westwood One tour sponsorships, primarily working with advertisers and artist management in selecting the artists and co-sponsors for upcoming tours. Kress joined the Network in 1984 as Director/Advertiser Sales. Western Region.

plain-rap

## countdown

First 2 Weeks:

KIIS-FM/AM Los Āngeles Gerry DeFrancesco said YES!

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Q101/Chicago

Y100/Miami Robert W. Walker said YES!

And almost 100 other top programmers nationwide said YESI We'll give you everything you need to do your own, national-quality countdown show, on a local level, using your air personalities.

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Great for CHR & A/C-CHR hybrids!

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# WER HOUR

## THE OTERS

November 24

Philadelphia's own band in their triumphant return to the Tower Theatre—capping a year in which they catapulted to international stardom!

#### Stay tuned for these Biscuits coming up in December:

December 1 Tears for Fears and the **Thompson Twins** 

December 22 Phantom, Rocker & Slick

December 8 Heart

December 15 Todd Rundgren

December 29

Year End Special including Eric Clapton, Dire Straits

and Robert Plant

And coming in January—Pete Townshend and Roger Daltrey.

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## **Excellence In Financial** Management For Radio

By Susan D. Harrison

The following excerpt is taken from "Radio In Search Of Excellence." Published by the NAB, the book features 12 chapters by McKinsey and Company and other management consultants. Copies may be purchased by writing or calling the NAB at 1771 N Street, N.W., Washington, D.C. 20036; (202) 429-5494.

Radio station financial management offers a prime opportunity for achieving excellence in terms of both its service to the public and the bottom line return on investment for the owners. Clearly, a radio station's owners are in business to make a profit. No matter how high the station's ratings, or how well it serves the public interest, unless its financial structure is managed properly, it will not be possible to realize the income potential of the property for its owners.

Financial management in the radio industry is a complex process involving many factors and decisions with both long and shortterm implications. Excellence in financial management requires two key elements: knowledge of the variables and relationships associated with financial transactions; and the ability to utilize this knowledge appropriately to make the most effective financial decisions. These elements are particularly evident in three areas of financial management activity which significantly affect a station's profitability and return on investment: 1) optimizing the station's capital structure; 2) max-imizing the tax benefits when purchasing a station; and 3) building capital appreciation through the station's operations.

Optimizing the capital structure involves knowledge of the options available for raising capital, including an understanding of the advantages and disadvantages of each method, and the means to tailor the capital structure to meet the individual needs of the owner. Maximizing tax benefits requires a knowledge of the means which may be used to identify and amortize both tangible and intangible assets, and to appropriately treat non-amortizable assets, and a systematic approach which accounts for all of the station's assets in a responsible manner. The day-today operation of the station will have a significant impact on its capital appreciation as reflected in its resale value. Efforts to maximize capital appreciation involve knowledge of the factors used by potential buyers to calculate the station's value, and development of strategies which optimize both short and longterm financial per-

#### **Highly Dynamic**

The broadcast industry, and in particular, the radio segment, is highly dynamic. Format changes occur overnight, rate cards are adjusted immediately in response to spot demand, and management and ownership transfers are commonplace. Radio is clearly an industry with a "bias for action."

Financially speaking, radio stations are revenue-driven and fixedcost-oriented. One of our most common measures of financial performance, the station's operating cash flow, is, therefore, a function of how successfully management has stayed "close to the customer" (typically through audience segmentation or "nichemanship") and, at the same time, maintained a "simple-form, lean

We are a personnel-intensive industry. "Productivity through peo-ple" and "autonomy and entrepreneurship" are so integral to the radio business as to be sine qua non. What successful radio station general manager is not "hands-on, value-driven," and how many radio stations can you think of that are not "simultaneous loose-tight" operations (some a lot looser than

Radio people don't just "stick to the knitting," they eat, sleep and breathe radio.

#### No Accident

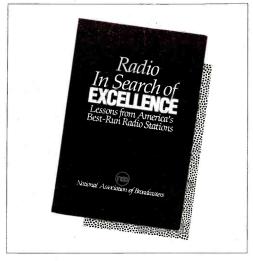
Excellence in business is no accident. Rather it is a goal to be strived for by management utilizing proven approaches and techniques. It follows that excellence in financial management must be achieved through careful attention to the essential elements of financial decision-making.

The development of a radio station's optimum capital structure stems from a thorough understanding of the numerous options for obtaining capital. Through this un-derstanding, it is possible for the financial manager to select the option or combination of options which best matches the purchaser's requirements.

After the purchase, the prudent financial manager should take advantage of the opportunity to recapitalize the station's tangible and intangible assets. This involves an extensive effort to identify all of the relevant assets and a comprehensive understanding of the methods which can be used to determine the appropriate values and lives for the various categories of

Finally, after the station is up and running, the financial manager must consider both the short and longterm implications of financial decision-making. The goal of capital appreciation can only be achieved through knowledge of how station values are determined, and the selection of strategies which will enhance the station's value. This approach focuses on a combination of variables which can affect a station's long-range profitability. Knowledge of these factors can be useful both in terms of positioning the station for resale and for choosing strategies which take into account a variety of national and local variables in attempting to maximize the station's day-to-day profits.

The tasks of the financial manager are to identify the relevant factors, determine the nature and implications of the various factors, and choose the most appropriate action based on the factors. Performance of the required tasks can be difficult and time-consuming. But when the financial management tasks are performed at superior levels in these three areas, the station will be well on its way toward achieving excellence. Financial excellence provides the means for defining and demonstrating overall excellence for the station as a business enterprise, by optimizing the return on investment for the station's owners and investors. At the same time, excellence in financial management will set a standard and provide the resources needed for maintaining excellence in all of the remaining areas of station management. In this way, financial management can lead the way as the broadcast industry searches for and realizes the highest levels of excellence in the years to come



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**BRAD WOODWARD** 

#### KABC Celebrates 25 Years In Talk Radio





CHANGING TIMES — The vast changes in radio technology during KABC's quarter-century in Talk are evident in these contrasting photos. On the left is an announcer control board from the late '50s; on the right are today's facilities, installed in 1982 when much of ABC Talkradio's programming began originating from KABC.

y 1960 KABC's programming was a mixture of old-style network programs and records to which Southern California reacted with massive disinterest.'

It's difficult today to believe such a dismal portrait of what is now one of America's premier Talk radio stations. But, according to KABC/Los Angeles host Ira Fistell in a recent retrospective, that's just where things stood 25 vears ago. Enter Ben Hoberman.

**WOR Provides Inspiration** 

In August 1960 ABC dispatched Hoberman, then-GM of rock 'n roll WABC/New York, to do something anything - with its floundering Los Angeles AM. As KABC celebrates a quarter century of success in the Talk format, Hoberman recalls how it all began:

"The format changed about every six months or so, and we really hadn't been successful with anything. I wanted to try something out there that would be different and commercially salable. I had listened with envy to WOR/New York and was very well aware of its success. I just wondered before I went to L.A. whether or not there was any possibility of doing something similar.

We adopted a similar philosophy of 'no music' first, and then began trying to figure out the type of conversation that would make it palatable in terms of garnering a large enough listening audience to sell to advertisers. We did not go all Talk or all 'no music' at one time. It took about a year to make the conversion, but it started in August 1960.

#### From Monologues To Two-Way

According to Hoberman, a halfhour telephone talk show at the lunch hour "was combined with some monologues running 45 minutes with 15 minutes of news on the hour which was a direct copy of what WOR was doing at the time.

"It was controversial, of course, because it was so different. The question we had from the advertising community was, 'How do you run a radio station without playing any records?' And it took us a couple of years to explain to them that "The thing that really kicked it off was the addition of the Los Angeles Dodgers in 1974."

-Ben Hoberman

there was a way of doing it, and that it could be successful

'The original intent in the back of my mind was that we could develop a small, loyal, highly qualitative audience. I didn't think for a moment that it would have the mass appeal profile that would allow it to compete on a numbers basis with pop music stations.

#### **Dodgers Signing Critical**

"The longer we did it, and as we modified the format from monologues to more involvement with listeners, it developed more mass appeal. The thing that really kicked it off was the addition of the Los Angeles Dodgers in 1974.

'That gave the station an opportunity to be sampled by a lot of listeners who liked the Dodgers, and who may not necessarily have even heard about KABC. The Dodgers were an important part of expanding the appeal because, fortunately, a lot of people who listened to the baseball games ended up becoming very loyal fans of the Talk format.

#### \$70 Million Market Leader

As it passes the 25-year milestone in Talk KABC remains firmly fixed atop the Los Angeles radio market. Its weekly cume is 1.5 million when the Dodgers play; a million the rest of the year. KABC was the consistent leader in its ferociously competitive radio market until Rick Dees and KIIS recently took CHR to new mass appeal heights. Still, this past summer KIIS barely edged KABC for first place, 8.8-8.3.

The station is one of the top billers in the country, and estimates on the price it will fetch in this era of AM malaise have ranged as high as \$70 million. Presuming it gets the 18-month waiver it's from the FCC, Cap Cities/ABC will have to sell the station by mid-1987 if it wants to keep KABC-TV/Los Angeles.

#### **High-Energy Atmosphere**

What's immediately noticeable on a visit to KABC's studios is the high-energy feeling. The 100 or so

"I could create more controversy by having people start hammering at each other. I won't do that "

-George Green

staffers, who share space with sister rocker KLOS, exude a sense of purpose and excitement, heightened by the physical layout. Most of the offices are strung along a single, seemingly endless, narrow corridor where the passage of two bodies creates traffic jams, not to mention a lot of interaction among personalities

Déspite the hectic atmosphere, KABC's approach to Talk is a study in stability, coupled with steady but gradual change. Morning hosts Ken Minyard and Bob Arthur have been with the station since 1969. Michael Jackson (9am-noon) joined in 1966; Ray Briem (midnight-

Continued on Page 26



FAMILIAR FACE - During the 1960s, KABC's roster of talk show hosts included one face that's still familiar today, Michael Jackson (far

#### NEWSTALK



SIGN OF THE TIMES — The early KABC management team poses before a station billboard. At far right is GM Ben Hoberman, now President of ABC Radio.



LADY BIRDS — No station could get away with it today, but KABC billed its first traffic copter reporters as the "Lady Birds," Eve O'Day and Dawn O'Day. Candidates for the jobs were given applications that showed a female silhouette and invited them to "fill in this form." At left is Kelly Lange, who now anchors the news on KNBC-TV/Los Angeles

Continued from Page 25

5am) in 1967. Dr. Toni Grant, who will leave the station at the end of the year, pioneered psychology talk on the station in 1977

"It's a family kind of thing," says VP/GM George Green. "Our overall personnel budget is more than if we replaced everybody all the time for the lowest price. I want people to live, be happy, make a lot of money, enjoy their jobs, and have a good time. I'm not an easy person to work for. But as long as everybody is achieving and accomplishing, and has a winning attitude, they stay around here for-

"When it comes to the guts of our business, which is the on-air sound and the people who make that sound, we go very slowly. We build for the long run."

-George Green

Green adds, "We make people and programming changes very slowly. Decisions are made very quickly around here about a million other things, but when it comes to the guts of our business, which is the on-air sound and the people who make that sound, we go very slowly. We build for the long run.

#### Long-Range View

"I could create more controversy by having people start hammering at each other," continues Green. "I won't do that. In other words, we talk when we can inform on a higher level. For the short range, I can get a bigger number if I put Ruth Westheimer on talking about sex. My long range view is I don't think Dr. Ruth's going to be around. In the long run you can't sustain that kind of thing

"You can't sustain liberalism because conservatives in the long run end up sustaining - America, family, good things, stability. Noise makers are only temporary - liberal things, down with America, let's March on Washington, let's get involved, let's make noise, sex for the purpose of sex. Philosophically, we build the things we do here at KABC for the long run."

#### **Minimal News Operation**

Unlike stations which mix Talk with large blocks of news during drivetimes, KABC has what one can truly call a "pure" Talk format. Even though it has a strong news image in the market via its ABC network newscasts and the heavy news emphasis of shows like Michael Jackson's, KABC itself has only a handful of local news personnel.

Why? One reason is that Los Angeles already has two all-News stations. The other, says Green, is because I want to make money. "If you hire a news director, then he's got to have a mobile unit and reporters, and suddenly he's got an empire in there. It's a cost factor we cannot get the number back for the investment we'd have to



George Green

"Own the 35+, and there's more money than you can ever spend."

-George Green

make, KGO/San Francisco spends an enormous amount on news, but they're a different type of opera-

#### Owning The 35+ Demos

KABC is also a station with its eve fixed firmly on the 35+ demo. content to wait for younger people to mature rather than going after them earlier.

Green reasons, "You can't chase



Ken Minyard and Bob Arthur



that small 25-34 cell because they can't sit still long enough to listen to you. You can get them occasionally for a program, but their lives are such that they can't really spend the time. So why chase them? Own the 35+, and there's more money than you can ever spend. You can't be everything to everybody.

#### **Developing Non-Radio** Business

One of the most exciting and innovative areas of involvement for KABC is its growing role in what Green terms "direct response marketing." At the heart of that enterprise is a computerized mailing list (which KABC rents to others) of 300,000 listeners who hold plastic Talkradio cards.

Green explains, "Radio stations have got to look to other areas. We're not just in the radio business, but in the business of communication. We're still in the process of finding out what works, so we're just finding our way. We've been getting ready for about two years, and we're going to be a step ahead of everybody because we're geared up to handle it. We've got a guy on staff who was hired specifically for new business enterprises."

Insurance, Coupons, Travel

the country that's got its own full,

four-color slick magazine. We sold

it to a professional publisher, but

We're in the insurance business,

working with a major insurance

company and using our data base.

We're also in the coupon business.

These are stuffed with offers, and

we get a free ride promotionally.

We also have a travel club, and

we've taken listeners to Dublin,

London, Hawaii, New Orleans, and

Scotland. The last four years we've

been taking 300 listeners abroad

with the Ken and Bob Show. We

share in the profits of people trav-eling around the world. T

we share in the revenues

"We're the only radio station in



one successful Talk station in every major market but stresses the format "is different because it doesn't happen overnight. Many operators who are unsuccessful in one format end up unsuccessful in another and then say, 'Let's try

"When they do that they're really trying the toughest format of all. It takes the most patience and the most expertise because you're producing so many hours of programming per day. You establish credibility; people start trying you out a little bit

"It's not like a rock station where you spend half a million dollars overnight, put the zoo on in the morning, give away five Porsches a day, change your call letters, and you're the new hit sound. My experience, looking at music stations, is that eventually every one of them on top, with some rare exceptions, can't sustain any great length."

Sustained success in a single format doesn't seem to be a problem for KABC. It has built an extraordinary record of ratings and commercial success for 25 years, and has a running headstart on the way to a 50th anniversary in Talk as



#### **IMAGE & MARKETING**

HARVEY MEDNICK

#### THE JOB DESCRIPTION DILEMMA

## I Thought You Were Supposed To Do It

As we work our way down to the end of the year, we have a chance to take a good, hard look at the job for the upcoming 12 months. The holiday season is a time when we can assess ourselves on a variety of levels, both personally as well as professionally. Looking at our job descriptions is important because our position incorporates so many diverse areas of responsibility. It's essential that the focus be clear and the roles sharply defined.

#### The Description

A neat secret to putting together the job description is something I call the "other rooms" concept, with apologies to Truman Capote. Here's how it works: you take a clean sheet of paper and give the same to your immediate superior, probably the GM. Both of you should list in rank order the

various areas of the station marketing/promotion effort for which you are directly responsible. This is meant to be purely subjective for one very good reason — clarification

> I Thought You Were Supposed To Do It

I'm sure we've all heard that line



Robert Lyles

in a variety of situations. It's the result of sincere misinterpretation of your role and the breadth of your position. And that's where the other side of the "other rooms" method comes into play. After you've waited the appropriate amount of time (three to five working days) for the GM version to be devised, request an appointment to discuss the job description. Sit down together and compare versions. In this way, you'll gain an understanding of several things:

 Your comparative views of the various areas you are/are not directly responsible for

 The areas which may/may not be present in one person's version and not the other
 The differences in prioritizing.

• The differences in prioritizing the duties

 The areas for expansion or, if the job is too great or demanding, the opportunity to seek outside help or hire additional department personnel

• The growth potential for you within — and without — the marketing arena.

#### Just In Case You're In Doubt

Throughout my own checkered career I've always tried to have a fairly specific job description, although that hasn't always worked. In the interest of science, I called a few respected promotion people to find how they operate.

Kathy Callis at Magic107/Portland not only doesn't have a job description herself but also revealed, "Most of us don't. The GM doesn't want us to be in a situation where we say that something is 'not my job.' Instead, we have regularly scheduled Monday department head meetings." Kathy also reported that her position was defined as serving as the "liaison between sales and programming."

KJOI/Los Angeles's Robert Lyles has been with the station for five years, the last three as Promotion Director. He has a job descrip-



Kathy Callis

tion written by the GM about two years ago. "We (he and the GM) discuss the job and its responsibilities often." said Robert, "but the job description hasn't been rewritten while I've been here."

Darryl Whitehead at WHN/New York received a formal job description when he came aboard. He then sat down with Doubleday Creative Services Director Susan Storms, and the two went over the document for clarity and understanding. He has found that the job does not always operate in sync with the description, saying, "It (the position) is not applicable on a day-by-day basis. Things have a tendency to flow together, and you're always having to deal with prioritizing. It does serve, however, as a good method for outlining basic guidelines as they relate to the position."

#### It's A Great Barometer

Another virtue of having a formal job description is that it serves as an accurate gauge as far as reward is concerned. By jointly reviewing your marketing plan for the year and overlaying the job description, you are able to accurately evaluate if you've met all of the goals and accomplished all of the tasks you've set for yourself and the station. This process will also reveal any new areas you've become involved with, as well as those you've either delegated or assumed from someone else. These last two factors can be very important when year-end review and year-ahead salary time comes around.

#### Let Me Know

Obviously, I feel that a written, specific job description is very important to your performance. If you aren't clear on what the parameters of your job are, you not only restrict your ability to do the job well, but you also retard your opportunities for growth and advancement, both financially and in



Darryl Whitehead

terms of position. In an upcoming column, I'll outline the prototypical promotion director's job description

#### **DATELINES**

#### November 22-24

Intercollegiate Broadcasting System's 1985 West Coast Regional Convention

St. Claire Hilton, San Jose

#### 1986

#### ary 1-4

Radio Advertising Bureau's 6th Annual Managing Sales Confer-

Amfac Airport Hotel, Dallas

#### February 2-5

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

#### March 6-8

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

#### April 13-16

National Association of Broadcasters' 64th Annual Convention Dallas Convention Center, Dallas

#### April·13-17

National Public Radio Annual Convention

Town and Country Hotel, San Diego

#### May 14-17

American Association of Advertising Agencies' annual meeting Greenbrier, White Sulphur Springs, WV

#### May 21-25

American Women in Radio and Television's 35th Annual Convention Westin Hotel Galleria, Dallas

#### June 11-15

Broadcast Promotion and Marketing Executives/Broadcast Designers Association's Annual Seminar Loew's Anatole, Dallas

## #I CHR: "Lady" — Kenny Rogers (Liberty) (3 wks) #I AIC: "Lady" — Kenny Rogers (Liberty) #I BIU: "Celebration" — Kool & The Gang (De-Lite) #I Country: "Smoky Mountain Rain" — Ronnie Milsap (RCA) #I LP: "The River" — Bruce Springsteen (Columbia) (4 wks)

TEN YEARS AGO TODAY

ONE YEAR AGO TODAY

Tim McReynolda GM at KATZ & WZEN/St. Louis

● #1 B/U: "Don't Stop" — Jeffrey Osborne (A&M)

• #1 LP: "Reckless" — Bryan Adams (A&M) (3 wks)

● Lou Maglia VP/Salea at Elektra/Asylum Records

KLIF/Dallaa awitches to Country format

● Rick Cummings VP/Programming at Emmia Broadcasting

•#1 A/C: "Penny Lover" - Lionel Richie (Motown) (4 wks)

FIVE YEARS AGO TODAY

John Mangini Division VP of Operation Services at RCA

●#1 Country: "Why Not Me" — Judds (RCA/Curb) (2 wks) ●#1 AOR Track: "Run To You" — Bryan Adams (A&M) (2 wks)

• #1 CHR: "Wake Me Up Before You Go-Go" - Wham (Columbia)

● Rick Torcasso PD at WMJI/Cleveland

Eddie Rogers PD at WCLS/Detroit

(2 wks)

#### WNUS-FM/Chicago becomes WGCI

• Larry Butler VP/Director Country Product at UA

●#1 CHR: "That's The Way (I Like It)" — KC & The Sunshine Band (TK)
●#1 A/C: "The Way I Want To Touch You" — Captain & Tennille (A&M)

"It's All in The Movies" — Merle Haggard (Capitol)
 (3 wks)

• #1 LP: -- "Still Crazy After All These Years" -- Paul Simon (Columbia)



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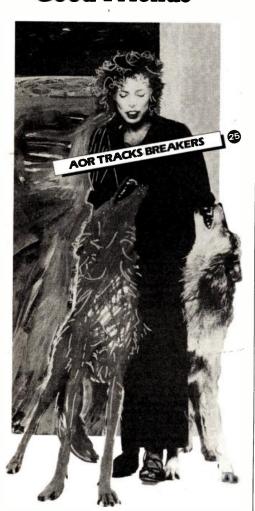
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## STREET TALK

After several years with CENTURY BROADCASTING, RICK LEE has exited as GM at KMEL/SAN FRANCISCO. Station Manager PAULETTE WILLIAMS will handle his duties, which include keeping tabs on KMEL's entertaining new "Contest Hotline" (415-976-KMEL). Prizes are offered to listeners who punch in on their touch-tone phones the correct answers to three music trivia questions. Whether they win or lose, participants hear cheers, laughter, and other sound effects, as well as promos for three different personalities. We haven't won the microwave oven yet, but we're still calling.

Things are awfully quiet right now over at BLAIR, which is rumored to be acquiring SELCOM and TORBET. Nothing official yet, but some in the rep business feel the deal is about to go down.

Car Wars in L.A.: CHR KIIS and AOR KLOS are waging a promotion battle that's turning into the War of the Century. Both stations have had song-of-the-day contests, with KIIS giving out up to \$5000 weekdays, while KLOS handed out six Porsches. After KIIS shifted gears into a \$50K "Big Birthday Bucks" contest, KLOS called the winner and put him in a promo that had him sounding less than excited about the prize. Then KIIS had the winner on, agreeing with RICK DEES that KLOS "had tried to trick" him. Now KIIS is offering \$50,000 in the glovebox of a car winner's choice of a Jag, Porsche, BMW, or 'Vette. KLOS's countermove? A gold Porsche stuffed with \$100,000 . . . By the way, what are you giving away this fall?

Relations between the Los Angeles Times and CBS RECORDS haven't been warm for awhile. They weren't improved by a report in the newspaper last Sunday (11-17) on the sales of "We Are The World" product, which implied the label has been reluctant to release more than \$10 million in royalties to the USA FOR AFRICA Foundation. No mention was made of the hefty \$24 million CBS has forked over to the charity so far. Since May, the label has paid up monthly in advance based on sales estimates, says Foundation attorney JAY COOPER. "They've been first-rate...going beyond what anybody would do."

Understandably, there is a \$7.5 million reserve against returns, but CBS was hoping the Tuesday night (11-19) "Year Of Giving" TV special would give the LP "a kick in the ass," as a spokesperson so eloquently put it.

Who's got the inside track for the MANHATTAN VP/Promotion gig (see Page 1) since the departure of GORDON ANDERSON (see Page 1)? Looks like EMI National Promotion Director JACK SATTER.

The saga continues: A judge has refused to grant the contempt-of-court order against JIM JOHNSON & GEORGE BAIER requested by the morning team's ex-employers, WRIF/DETROIT. However, the judge did rule that the terms of 'RIF's temporary restraining order against the duo are such that WLLZ, where "J.J. & The Morning Crew" start Dec. 16 after their no-compete expires, may not broadcast the number for a phone answering machine with a message from Baier. Nice try, though.

Although station officials wouldn't comment, the *Philadelphia Inquirer* reported that WFIL morning man JOEY REYNOLDS was suspended last week. Apparently impersonating competitor WSNI OM/morning talent DON CANNON, it seems J.R. called a listener to offer her a chance to win \$10,000 in "Sunny Money." She knew the correct amount (but didn't win, of course), and when her taped conversation was replayed without her knowledge or approval, she complained to the FCC. WSNI GM MICHAEL MARDER told Street Talk that no reaction to the bit is planned.

Since radio is a labor of love for Joey, it was only natural that he'd interview his wife Carolyn on-air while she was delivering their second child, daughter Mercedes Elizabeth. We hear J.R. chose the name Mercedes because he's always wanted one. Good thing for the baby that Joey didn't want a Mack Truck.

WESTWOOD ONE VP/Corporate

Administration ELLYN AMBROSE has packed up and returned to her native New York City.

WW1 President NORM PATTIZ described the split as "very amicable," but said "her heart was in New York and we were out here in California."

Which company surveyed more markets this fall, ARBITRON or BIRCH? If you said Birch, you're right, as it measured 26 more markets, leading the ratings giant 157-131. Birch, by the way, now ranks 67th on *Inc.* magazine's Top 500 companies.

Our condolences go out this week to the family and friends of NAB's BOB HALLAHAN, whose mother passed away last week.

Houston Oilers fans, who were furious about seeing their hated rival Dallas play Chicago on tape-delay following Houston's simultaneous battle with Pittsburgh, got some help from KODA. In a clever move, the Oilers' flagship played the theme to "Dallas" as a cue before giving the Cowboys/Bears score, just in case anyone wanted the outcome kept secret.

Continued on Page 30

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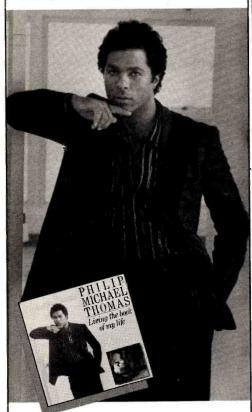
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#### STREET TALK

Continued from Page 28

Back in N.Y., is NBC planning on rolling out of the Rock? Or will it play its "Trump" card? We hear the network execs may decide to move from Rockefeller Center, where NBC's been since 1933; the longterm leases expire between 1989-97. They're reportedly considering a number of new nearby sites (even one in New Jersey). One possibility: a new Manhattan studio/office complex planned by developer Donald Trump for the former Penn Central railroad yard along the Hudson River.



Folks in Chicago are buzzing about WJJD/CHICAGO's promotion on crosstown Talk-formatted WIND. WIND, which is going Spanish under a new owner, is allowing morning man CLARK WEBER to ask his listeners to send postcards to Nostalgia

Clark Weber postcards to Nostalgia WJJD, where he'll be arriving December 2. When Weber starts there, he'll "Roll Call" some of the entries, and listeners who've followed him over from WIND get 30 minutes to call and claim prizes. WIND is running the contest free of charge as a courtesy to Weber. Nice touch.

After Redskins QB JOE THEISMANN was hospitalized with that compound leg fracture from last Monday night's game, WAVA/WASHINGTON staged "Hands Across Arlington." Several hundred listeners passed a football from the station all the way to Arlington Hospital, where Theisman is being treated. Although in great pain, Joe stood at his window and waved as the ball made its way up to his room.

And MOTOWN's picked up a comedy record by WROQ-AM & FMICHARLOTTE morning crazies J.J. McKAY, STEVE NORRIS, JOE COLLINS, and ALPHA TRIVETTE (the ROQ-IN' ZOO) called "Frig-Q-Rator Rap," a send-up on the Chicago Bear miracle man. Ya see, "Frig" went to Clemson, well within WROQ's signal. Needless to say, this record gets big points, er, uh, phones.

As it turns out, the \$10,000 grand prize in a KSRR/HOUSTON bonus record contest will be a *real* lifesaver. The winner will use it to offset expenses in locating a kidney donor for her daughter.

What key Florida market is getting a new CHR? Details next week.

Very happy to report that MOE PRESKELL has come through surgery in satisfactory condition. However, Moe'll be laid up at New York University Hospital for some time, so drop him a line . . . And best wishes for a fast recovery to SUSAN MASON, wife of WXRT/CHICAGO GM SETH MASON. She's recovering from serious back surgery.

Advance congrats to JAMES STUBBS, who's leaving WRBD/FT. LAUDERDALE to program Urban outlet WRXB/ST. PETERSBURG.

Religious fanaticism has found a sacrificial lamb in FAMOUS AMOS, who exited KOFMIOKLAHOMA CITY after airing a bit about Reverend Billy Joe Clegg. You may recall that Billy Joe tried to arrest Dr. RUTH WESTHEIMER recently during a speech at OSU. (See "Pros On The Loose," Page 16.)

WNEW-FM/NEW YORK's "Where Rock Lives" slogan changed to "Where Rock Gives" last weekend (11/16-17), as the station raised \$70,000 in a 24-hour Hungerthon broadcast from the visitors' lobby at the United Nations. The money goes to UNICEF and the World Hunger Fund.

WZUU (AM)/MILWAUKEE will be dropping its CHR simulcast with the FM for a new format and new calls WMVP, but don't bet on an all-sports format. Leaving is well-known , morning personality LARRY "THE LEGEND" JOHNSON.

A battle is brewing in Baltimore over this year's Toys For Tots Concert, presented by B104. Along with TV-2, B104 contracted BILL COSBY as the headliner, but when the station began teasing the event, rival K106 apparently jumped the gun and welcomed Cosby as if it were its own show. B104 needs a promotion director to help PD STEVE KINGSTON unravel this mess, so contact him immediately . . . and get ready for combat.

With LASER 558 off the air, fellow pirate RADIO CAROLINE, which has been broadcasting since 1964 on 963 kHz, has raided LASER's 558 frequency, and is now simulcasting. Should LASER come back on the air, will there be struggle to regain use of its former frequency? A Caroline spokesman said, "I don't anticipate them returning. It was either do this or have the British government begin jamming that frequency."

When AOR KSTM/PHOENIX parted company with a station exec a few months ago, it never imagined the effect it would have on its listing in the SRDS. The apparently disgruntled ex-employee filled out a form listing the AOR as "Country oldies, programmed for adults 50+, featuring Hank Snow, Ernest Tubb, and Ferlin Husky." Sho' 'nuff, that's what's in the November SRDS.



## NEW AND ACTIVE



## Dream Academy

"Life In A Northern Town"

CHR NEW & ACTIVE 52/24

AOR TRACKS BREAKERS

AOR ALBUMS BREAKERS



## a-ha

"The Sun Always Shines On T.V."

CHR NEW & ACTIVE 67/46

From their debut album, <u>The Dream Academy</u> Produced by David Gilmour/George Nicholson/Nick Laird-Clowes Available on Warner Bros. Records and Cassettes





From the a-ha album <u>Hunting High And Low</u>
Produced by Alan Tarney
Available on Warner Bros-Reprise Records, Cassettes
and Compact Discs



# ON THE RECORDS

KEN BARNES

# **VETERAN COMIC ROCKERS**

# **Music From The Funny Papers**

With the Cartoonists' Thanksgiving Day Hunger Project (so aptly nicknamed "Comic Relief" by CBS's Helene Bleiberg) coming up next week, amply promoted by radio, it seemed appropriate to devote part of a column to records derived from comic strips and comic books. With a lot of help from Hurricane Heeran plus the guidance of R&R's resident comics expert Jeff Gelb, here's the results.

Comics have been responsible for some huge hits: "Alley Oop" by the Hollywood Argyles, for number one. While it's probably stretching a point to credit "Peanuts" with "Charile Brown" by the Coasters (or even "Peanuts" by Little Joe & The Thrillers, et al.), the strip did inspire the Royal Guardsmen's "Snoopy And The Red Baron," along with several sequels. Early in his career, J.J. Cale gave a song called "Dick Tracy" a shot, but it missired.

"Doonesbury" author and current comic cause pilot Garry Trudeau created a rocker called Jimmy Thudpucker in 1974, and two years later Jimmy reached vinyl reality via WB. Last year's "Rap Master Ronnie" was done by Reathal Bean & The Doonesbury Break Crew.

# **Secret Comic Origins**

There are several bands which derive their names from comics characters. Blondle is a prime example, while Hurricane and Jeff insist Spirit and the Scorpions also have comic book incarnations. There were a few obscure recording artists called the Phantom, and the former Stray Cat now part of Phantom, Rocker, & Slick joins that crew.

Several British groups derived their names from comic books. The Thompson Twins took that appellation from the characters of Thompson & Thompson in "Tintin." Puran Duran was based upon a robot named Duran in "Barbarella," a French comic book before it was a film. The Teardrop Explodes were inspired by a dramatic comic balloon, while Madness, under the alias of the Fink Brothers, saluted British comic book hero "Judge Dredd."

The Fantastic Four, from the Marvel comic, were a prominent Detroit R&B act during the late '60s-early '70s. Two rock albums appeared under the Spiderman name, as well as a song by that title by Katrina & The Waves from their second Canadian album. The Uncanny X-Men are big in Australia these days, while there was a '60s group called the Legion of Superherpes.

# **All The Marvels**

A number of comic book heroes make cameo appearances in songs. Paul McCartney sang about "Magneto And Titanium Man," adding the Crimson Dynamo for good measure. The Pretenders' "Precious" mentions Howard The Duck, while the Kinks have "Captain America calling" in "Catch Me Now I'm Falling," not to mention their earlier tune, "Plastic

Man." Black Sabbath contributed "Iron Man" to the lexicon, while the Beatles mention Captain Marvel in "Ballad Of Bungalow Bill."

My recent TV show column mentioned "Batman," who even before he transferred from bat-print to bat-tube had a number of bat-songs written about him: the Neil Hefti theme (and myriad covers), the Jan & Dean album I mentioned in the earlier column, and other classics from such artists as Scotty McKay, the Camps, and my favorite, the Cartoons' dance number "Batusi."

But don't count Superman out. There's the Kinks' "(Wish I Could Fly Like) Superman" and Laurie Anderson's "O Superman." Songs simply titled "Superman is the Ides Of March; Dino Desi & Billy; Donna Fargo; and Cell Bee & The Buzzy Bunch. Donovan's "Sunshine Superman" concerned not only the Man of Steel but Green Lantern as well. And Stevie Wonder covered the distaff superhero side with "Superwoman."

Meanwhile, Mother Earth went for the whole meatball with "Marvel Group" on its "Living With The Animals," and Rick Springfield achieved the generic with an album entitled "Comic Book Hero." And to any fan of EC Comics, Oingo Boingo's "Weird Science" brings to mind the classic fantasy comic which horrified parents in the '50s (much in the way rock music horrifies the PRMC today). It's almost comical.

# Dino Barbis: The "Yada Yada Story"

Record collecting is a disreputable pastime. It can send you into seedy locales and force you to negotiate with people who have the general demeanor and mentality of drug dealers. But still, it all seems worthwhile when you can dig up something truly mind-boggling. Like a Dino Barbis record.

Dino, the well-known National Promotion Director at Warner Bros., is famed for his colorful turns of phrase. Even back in the early '70s, when he was working or Stax Records as a lieison with its distributor, CBS, Dino was coming up with creative vocabulary invovations. One of his catch phrases, which he says he got from Lenny Bruce, was "Yada Yada."

One night, "out there in the ozone" by his own admission, Dino and recording artist Commander Cody started scribbling lyrics on napkins, coming up with a song called "Yada Yada." A producer friend. Dino Airati (who had just produced Phoebe Snow's first LP), got a session together with a number of top musicians and singers, and in July 1974 (after what Dino remembers as 70 hours worth of vocal takes), the single "Yada Yada," by Dino & The California Cafe Choir (the California Cafe being a restaurant run by



Dino's father) came out on Stax during its last months as a label.

Over a raucous, mildly funky partytime track, Dino rather haltingly talks his way through lyrics like "Even though! think it's a lotta hot air/l gotta listen to a lotta yada yada." He warms to his task as the record progresses, and following a strangely mixed-down sort of acid-rock guitar solo, he drops in a few ad libs, including this significant line: "Without my yada-yada, I couldn't get a record played!"

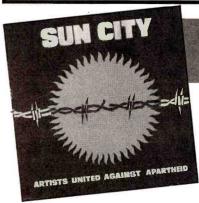
Dino, even at the time, was dissatisfied with the way the record came out, and would like to recut it. Perhaps more promisingly, he's also interested in compiling a book of his catch phrases (I nominate "shpeen," for one). Meanwhile, this record stands as a monument to a musical career, and the catalyst that may have convinced Dino Barbis "yeda go into promotion fulltime."



Dino Barbis hoped to sell "stax" of



# MANHATTAN--**MUSIC FOR ALL FORMATS!**



# **CHR NEW & ACTIVE**

Now On Over 90 CHR Reporters!

CHECK THIS P-1 ACTION:

K106 22-18 CKGM 39-36 WBEN-FM 26-19 Z100 25-21 WKSF 33-24 WPHD 20-12

CFTR deb 36

93FM 25-13 WCZY deb 33 KWSS add 195 27-25 ZZ99 add

WCAU-FM 35-28 WGCL 31-28 KITS 17-13 WMMS 28-22 KMEL 21-17

Black/Urban: 30 AOR Tracks: 34 Produced by Little Steven and Arthur Baker



# **CHR NEW & ACTIVE**

**NOW ON OVER 60 CHR REPORTERS!** CHECK THESE MOVES:

WHTT deb 35 CHUM 7-4 WKSE 21-15 195 22-14 WPHD 34-29 Y100 30-22 KWSS 28-24 KWES 23-17 CKGM 33-29 WMMS 33-26 KPLUS 20-16 WPFM 23-17 CFTR 16-9 ZZ99 30-27 Z104 19-16

KWK deb 30 KIKX 22-19 KMEL 13-12 KDON-FM 24-18

OK95 20-16



Produced by Ian Hunter and Mick Ronson with Additional Production by Jim Steinman

# AN MAKE YOU CRY"

# A/C NEW & ACTIVE

Now On Over 40 A/C Reporters . . . And Crossing To CHR!









### WKSE 10-6 KMEL 16-9 WXKS-FM WCZY WBEN-FM WHYT WNYS KITS WPLI KMGX WPFM Black/Urban Chart: 1

The new single from the Paisley Park album Romance 1600, as featured in the film "Krush Groove."



Produced, Written and Arranged by Sheila E. and Prince Marketed by Warner Bros. Records Inc. Management: Cavallo, Ruffalo & Fargnoli © 1985 Warner Bros. Records Inc.

# Turner Up

The Tine Turner reissues started about this time last year, in the wake of "What's Love Got To Do With It," and haven't let up. Most recent are an LP on Striped Horse, featuring a cover of "Living For The City," and the remnants of an unreleased Country LP on Playback, including a cover of "Stand By Your Man." Given what everybody now knows about the like & Tina marriage, that may seem ironic (although Tammy Wynette and Candi Staton were both involved in famous stormy music marriages at the time they recorded it also). Most of what has been reissued is either fairly old or from the 1980-83 period when Turner was between record contracts, since five of her last six labels (Capitol, Roadshow, United Artists, Liberty, and Minit) all ended up as part of her parent company, EMI. Turner will be 47 this Tuesday. Her next LP isn't expected until the latter part of 1986.

# **MONDAY, NOVEMBER 25**

1945/Miles Davis's first recording sessions.

1957/Gene Vincent makes his first TV appearance on "Ed Sullivan."

1969/John Lennon denounces his Member of the British Empire status, thus outraging all those who think he should have it in the first place.

1972/At the last minute, a London theatre cancels the premiere of "Plnk Floyd Live At Pompeii" for no apparent reason. The group's concert movie opens in America two years later, distributed by something called April Fools Releasing.

1974/Bell Records officially changes its name to Arista.

1976/The Band play their "Last Waltz" concert at San Francisco's Winterland, accompanied by Bob Dylan, Joni Mitchell, Nell Young, Eric Clapton, Van Morrison, Nell Diamond, and the rest of the waltzers.

# **TUESDAY, NOVEMBER 26**

1956/Bandleader Tommy Dorsey is found dead in his Greenwich, Conneticut home.

1974/As part of his "Sedaka's Back" campaign, Eiton John throws a party for his hero/protege Nell Sedaka at

1975/Rev. Charles Boykin of Tallahassee and his congregation burn \$2000 worth of rock records. Boykin asserts that 984 out of 1000 unwed mothers were impregnated with rock music playing in the background. Birthdays: John McVia 1945, Garnet Mimms 1937.

# WEDNESDAY, NOVEMBER 27

1964/Mick Jagger is fined 16 pounds for drunk driving in Tottenhalt, England.

1970/George Harrison's "All Things Must Pass" is released. 1981/Earth Wind & Fire's last major hit, "Let's Groove," goss #1 B/U; Gwen McCrae's one-record chart comeback. "Funky Sensation." peaks at #17.

Birthdays; Eddia Rabbitt 1941, Charile Burchill (Simple Minds) 1959, Jimi Hendrix would be 43.

# **THURSDAY, NOVEMBER 28**

1925/The Grand Ol' Opry's forerunner, the "WSM Barn Dance," signs on.

1974/John Lennon makes his last concert appearance with Elton John in New York. The two perform the live version of "I Saw Her Standing There" that became the B-side of "Philadelphia Freedom.

1975/Freddy Fender's "Secret Love" goes #1 Country; Kiss's "Rock & Roll All Night" debuts on the CHR charts along with "Convoy," "Over My Head," and "Evil Woman."

1982/Tom Petty's "Long After Dark" becomes the #1 LP after three weeks



# FRIDAY, NOVEMBER 29

1968/John Lennon is convicted of marijuana possession and fined 150 pounds. Yoko Ono is acquitted of the same charges.

1979/Former Brian Jones/Keith Richards consort Anita Pallenberg is cleared of murder charges in the shooting death of the young man whose body was found in her New York state home

1979/Paul Simon sues his former label, Columbia, charging, among other things, that it'd deliberately allowed his single "Stranded In A Limousine" to stiff, knowing that he wanted to change labels.

1979/Supertramp records their live "Paris" LP.

Birthdays: Chuck Mangione 1940, John Mayall 1933, Fallx Cavaliere 1944, Barry Goudreau (Ex-Boston/Orion The Hunter) 1951.

# SATURDAY, NOVEMBER 30

1965/With the Stones playing in Denver, the Colorado government declares "Rolling Stones Day."

1972/Paul McCartnay & Wings release "Hi Hi Hi."

1973/WNEW-FM/New York refuses to participate in New York State's "Turn in A Pusher" campaign.

1977/David Bowie and Bing Croeby meet on the latter's Christmas special. Similarly

1983/Boy George and Joan Rivers meet when he guests on an episode of the "Tonight Show" that she's hosting. Rivers is later acclaimed for her decision to actually interview the singer instead of using him as the butt of more one-liners

Birthdays: Billy Idol 1955, Roger Glover 1945, Shuggle Otls 1953, June Pointer 1953.

# SUNDAY, DECEMBER 1

1954/Early Neshville publisher/songwriter Fred Rose dies.
1957/Buddy Holly, Sam Cooke, and the Rays all make their national TV debuts on "Ed Sullivan."

1976/Sex Pistols bessist Glen Mattock says "fuck" on British television. As a result, the Pistols, who were substituting for Queen on the BSC's "Today" show, are banned from virtually every venue in the country. Their debut British tour ends up comprising five cities.

1982/Michael Jackson's "Thriller" LP is relea

Birthdays: Richard Pryor 1940, Woody Allen 1935, Bette Midler 1944, Lou Rawis 1935, Billy Paul 1934. Gilbert O'Sullivan 1946, Sandy Nelson 1938.



# AIR PERSONALITIES

DAN O'DAY

# **DOWN TO DETAILS**

# Contracts — Part Two

In the first installment of this series on contracts, we stressed the importance of realizing that if you've got a job, you've got a contract. We mentioned a few of the areas that should be covered in your contract, including Airshift, Workday, Work Week, Format, Duties Within Your Airshift, and Salary. Our list of possible areas of negotiation continues with . . .

### **Bonus Incentives**

"The salary might not be as high as we'd like at the moment. but if you bring us the ratings we expect, you'll soon be making a lot more money." Great. Have that all spelled out in the contract. For example, the contract of a jock in New York City specified a bonus of \$10,000 for each 1/10th of a point above that airshift's ratings before he came aboard.

The odds are you'll have to scale down those numbers a bit to fit your own situation, but it should give you something to think about. And define exactly which ratings service will be the instrument of measurement. Are you talking about cumes or quarter-hours? A specific age group or 12+?

On the other hand, you probably won't want a clause that says "Air Talent's salary will fluctuate in direct proportion with the overall ratings of his airshift." If the sta-tion goes all-recipe format and drops five points, you'll pay a big price.

A cautionary tale about bonus money: Several years ago a program director in Fresno signed a contract tying his salary increases into ratings increases, with the dollars vs. points ratio explicitly defined. Within the space of a year, this PD took the station from something like a 3.0 to well over a 10 . . . and, under the conditions of his contract, found himself making more money than the station's general manager.

This didn't sit well with the GM. Unfortunately for the PD, the contract was liberal with financial benefits, but very stingy when it came to job security; the station had the right to sever the employment contract at any time. The highly successful PD soon found

himself unemployed. And this leads us to the next area of negotiation.

### **Duration of Contract**

When is a "five-year" contract" not really a "five-year" contract?" When it's filled with unilateral options, like the one in New York City that tied the talent to the station for five years but gave the station the opportunity to end the contract when each sixmonth "option" came up. You've got to be crazy - or, more often, simply desperate - to sign an agreement like that. Your employer doesn't want to lose you? Great. Have him give you an equal amount of security in exchange for locking up your services over the longterm.

Generally speaking, if you've already get a good gig, I think it would be foolish of you to give it up for a job that isn't guaranteed for at least a year.

# Perks

Some people think employers actually are required to provide health insurance for their employees. Those people are wrong. Have the type of plan identified in your contract, along with wording preventing the employer from dropping that plan in favor of a much less attractive one: "or comparable health insurance plan."

Have you been promised access to station tradeouts - dinners, merchandise, services? Great! Let's get that in writing. If one or more of the trades are so significant as to be an important aspect of your remuneration, include a clause describing alternatives in case the trade becomes no longer available. Some stations, for instance, actually trade out apartment or condominium space for a

jock. If you're depending on such a trade, you'll want to include language along the lines of " said arrangement for living quarters ceases, station will provide comparable living space or additional cash payment to provide for comparable living

### Overtime

We touched on this earlier. Most states have laws that set minimum standards for overtime work. Some of those states exempt disc jockeys from those laws. And many stations in many states ignore those laws.

As we know, the job of an air personality is not your typical 8-hour day, 40-hour week. If you're voluntarily spending extra hours in the production room, working on bits for your show or brushing up on your production skills, the station understandably won't wish to pay you overtime for that.

On the other hand, you shouldn't be expected to work a 40-hour, five-day week followed by a sixhour weekend airshift and be paid for only 40 hours. You should get overtime whenever your required work day exceeds eight hours or whenever your required work week exceeds the number of hours you've already agreed upon.

# Vacation And Sick Days Actually, these are just two more perks. Don't assume you get

two weeks' vacation per year. Don't assume you're allowed a few sick days off with pay.

Who chooses your vacation time? Can you take it in one-week increments? In two-week increments? In less-than-one or less-than-two-week increments?

### **Outside Employment** Opportunities

Naturally, your employer doesn't want you to spend your spare time doing an airshift at the station across the street. But what about radio and TV voiceovers? (Believe it or not, some stations won't allow their jocks' voices to appear on any other radio station. even if it's in an agency-produced commercial.)

# Pay close attention to:

- Bonus incentives
- Contract duration
- Perks
- Overtime
- Vacation/sick days
  - Outside employment
  - Your on-air name
  - Severance pay

You can't work for direct competitors, but can you voice a commercial that appears on a competing station but not on your own? Can you "booth-announce" for a local television station . . . even if it's the sister station of a competitor or a competitor of your sister TV station? Can you make on-camera appearances on a local TV show? Can you host or regularly appear on a local TV show, regardless of which TV station it's on?

Are you free to lend your voice and/or production skills to a syndicated radio show? Probably not if it airs in competition with your station . . . but what if it airs in another market, in competition with one of your sister stations?

Are you allowed to further your public image via the local print media? What about writing a regular column for the local paper (even if it's owned by a competitor)? What about freelancing articles to an area-wide magazine?

Do you just assume that any station would allow you to pursue other activities that don't compete with the station? Then you haven't seen the "standard contract" offered by a chain of small market stations in New England: "During the term of Employee's employment, the Employee shall devote all of this time and attention exclusively to the business and interests of Employer." (Let's hope your attorney is better than the one who wrote this; an employee could violate this contract by, say, going to church or painting his front porch!)

# Your Name

Here's one you might not have considered: Who "owns" your name? Let's say the station decides to introduce you under a new airname: Johnny B. Jock. If sometime later you leave the station's employ, can you continue to work on the air (in the same or in another market) under that name? Or is it to be considered the property of the radio station?

If you achieve some success as

Johnny B. Jock and then are forced to relinquish the name, you're giving up the name value you've built up during your tenure there - name value that might extend beyond your market and into the radio community in general.

Or you might find yourself with the opposite concern: You've worked for years to build your reputation within the industry. You report for your first day of work at your new station. The PD welcomes you and then mentions, almost as an afterthought, "By the way, we've decided that 'Johnny B. Jock' doesn't fit our station image. So from now on you'll be known as 'Tommy Ton-

It might sound silly, but it happens. If you don't want it to happen to you, get it in writing.

Severance Pay It doesn't matter what the employer's "standard procedure" for severance pay is. What matters is what the two of you agree upon. One reasonable standard to shoot for: If your employment is terminated by your employer "without cause" (which means they're not firing you because they caught you embezzling coffee money or due to other blatantly unacceptable behavior on your part), you get one week's severance pay for each month you've worked there.

This doesn't mean the station has to cut you a check equal to 36 weeks' pay if they let you go after three years. The station probably will want it worded so that they simply have to give you that much notice in advance of your last day at work. This would give you, in the case cited above, nine months in which to secure other employment. If you find a new job and leave before the 36 weeks are up, the station may or may not have to pay off the rest of your severance . depending, of course, upon the wording of your contract.

NEXT: Noncompete clauses . and the first installment of readers' Radio Stories!



CALL 1-800-251-2058 In Tennessee 901-320-5126

12 YEARS OF THE BEST





# CALENDAR

**BRAD MESSER** 

# **Beware The Idle Promise**

To prove that the human brain is capable of forming a lifelong memory in only a few millionths of a second, there's no need to get a multi-million dollar research grant. One simple experiment will do. Merely make a promise to an employee.

An underling never forgets a

promise from an overling.

Folks remember what they want to remember and happily forget 'most everything else. My own memory core has deleted algebra, various sparkplug gap tolerances, the last name of my first GM, and the first name of my second sexual conquest . . ., but I still have instant recall of benefits that were promised me by certain former employers "after the next book" and "when we can work a trade." You know who you are,

boys. Virtually every employee seems to maintain some kind of Promises-To-Me Scoresheet in his own head. Even the most casual hint of good things to come is meticulously noted mentally. (Back in my more cynical days, my own scoring system was a variation on baseball: four un-fulfilled promises and I would walk.)

Some underlings suspect verbal commitments are forgotten because bosses are wimps who get their kicks by leading people on but there's another theory which is much more charitable and may be closer to the truth.

Y'see, many radio bosses are basically salesmen who extrapolated themselves into becoming VPs or GMs, and we all know that sales types are notoriously optimistic. Get one charged up and he might hype himself unconscious in a revolving door. It is their nature.

These overgrown salesmen can get so pumped full of enthusiasm that they begin believing their own blue-sky stories about how great things are going to be. The enthusiasm mixes with imagination, combusts, and exits the mouth in the form of loose pro-

The trouble is, when that mood passes, it takes with it the memory of the specific promises. The boss forgets, but the employee never does.

Overlings should beware that Loose Lips Sink Ships, morale-

# Al Nobel's Dynamite Invention

MONDAY, NOVEMBER 25 — Dynamite was patented 118 years ago today (1867) by Alfred Nobel of Sweden. who went on to make a fortune manufacturing that and other explosives. When he died, he left a bequest of \$9.2 million to establish the Nobel prizes (first awarded 1901).

1973 — Energy crisis, President Carter asked for voluntary 50 mph speed limit and Sunday closings of gas stations.

1963 — President John Kennedy's funeral in Washington, D.C. observed by a crowd of one million.

Tonight thru Wednesday night, the annual Andromedid meteor shower will produce an average of ten shooting stars per hour, best seen after midnight and away from city lights, but viewing will be diminished by the bright nearly-full moon. Birthdays: Tina Turner (Annie Mae Bullock) 44 ... or 47. Ricardo Montalban 65. Joe DiMaggio 71.

# First Greet Letter Fraternity

TUESDAY, NOVEMBER 26 — The first college social fraternity, Kappa Alpha, was formed 160 years ago today (1825) by students at Union College in Schenectady, New York.

The first person to read the book we call "Alice In Wonderland" was a 12-year-old English girl, who was given the handlettered first edition 121 years ago today (1864). Charles Dodgson (pen name Lewis Carroll) created the story he called "Alice's Adventures Underground" for Alice Liddell.

1979 — 300,000 refugees fied Afghanistan.

1940 - 500,000 Jews confined to walled ghetto in Warsaw, Poland.

Birthdays: Rich Little 47. Robert Goulet 52. "Peanuts" creator Charles Schulz 63. Eric Sevareid 73.

# Mack Truck Co-Founder Born

WEDNESDAY, NOVEMBER 27 — Joseph Mack was born in 1870. He and his three brothers ran a silk manufacturing business. One of their problems was making deliveries in horsedrawn wagons. In 1889 they formed the Mack Brothers Wagon Company to build better heavy-duty cargo wagons. A year later they abandoned horses, redesigned their vehicles for gasoline engines, and produced the world's first successful gas-powered buses and trucks. They formed the company that makes Mack Trucks in 1911.

1975 — "Guinness Book" coauthor Ross McWhirter killed by Irish terrorists

1889 — First automobile permit issued in New York City.

Full Beaver moon

Birthdays: Eddie Rabbitt 44.

# Thanksgiving

THURSDAY, NOVEMBER 28 — America's first automobile race was run on Thanksgiving day of 1895, over a 54 mile route between Chicago and Evanston, Illinois. Six cars started but only two survived to cross the finish line. An American-made Duryea won, averaging just under 7 mph, beating out a Benz from Germany.

1963 — Cape Canaveral renamed Cape Kennedy.

1942 - WWII coffee rationing began in USA.

1942 - Coconut Grove nightclub fire in Boston. 491 deaths

1922 - First skywriting. 1863 - First US national Thanksgiving.

Birthdays: Randy Newman 42. Hope Lange 52. Berry Gordy Jr. 56.

# Edison's "Shouting Machine"

FRIDAY, NOVEMBER 29 — Thomas Edison demonstrated the world's first audio recording device 108 years ago today (1877). It was the cylinder phonograph he variously described as his "shouting machine" and "talking machine." Prior to the demo, the machine had been tested by recording the nursery rhyme "Mary had a little lamb. 1963 — Warren Commission named to probe Kennedy assassination.

1951 - First atomic bomb underground test.

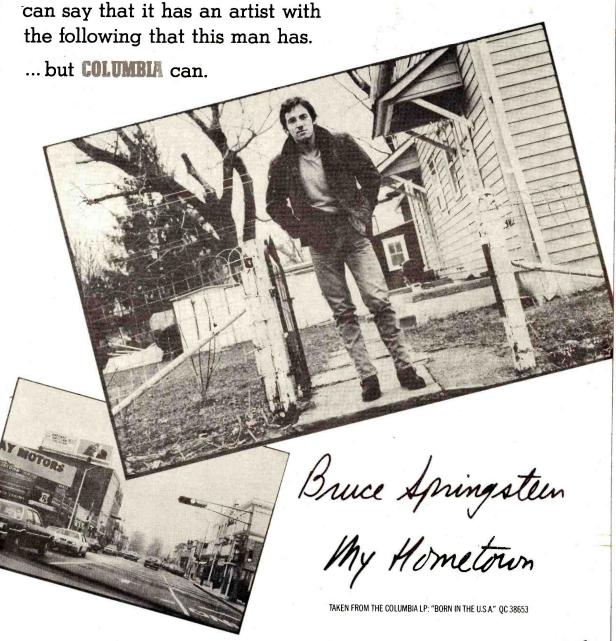
1929 — Cmdr. Richard Byrd first to reach South Pole

Birthdays: Chuck Mangione 45. John Mayall 52. Vin Scully 58.

Saturday 11-30: Dick Clark 56.

Sunday 12-1: Bette Midler 41. Richard Pryor 45. Lee Trevino 46. Woody Allen 50. Lou Rawls 50. Mary Martin 72,

# **NO ORDINARY RECORD COMPANY**



BlW: Lanta Claus Is Comin' To Town



# **NO ORDINARY RECORD COMPANY**

can say that it's thrown its full support behind its artists through every step of their superstar evolution.

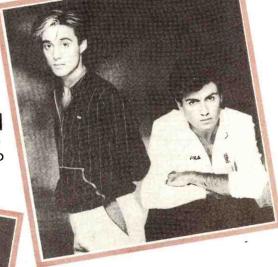
...but COLUMBIA can.

# WHAM!

"I'm Your Man"

#1 CHR BREAKERS

173 Reporters Out Of The Box - 70% #1 MOST ADDED



# **LOVERBOY**

"Dangerous"

CHR NEW & ACTIVE | 88 Reporters - 36%

AOR Tracks: 2



# PAUL YOUNG

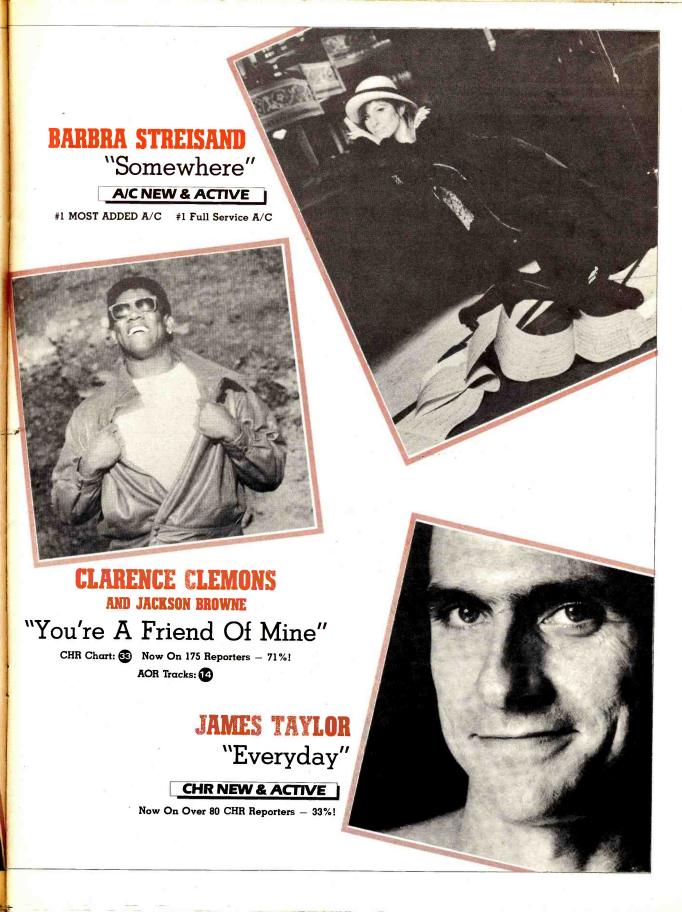
"Everything Must Change"

**CHR NEW & ACTIVE** 

55/26 - 22%







# **NO ORDINARY RECORD COMPANY**

can say that it's thrown its full support behind its artists through every step of their superstar evolution.

...but COLUMBIA can.

# WHAM!

"I'm Your Man"

# #1 CHR BREAKERS

173 Reporters Out Of The Box - 70%

#1 MOST ADDED



# LOVERBOY

"Dangerous"

CHR NEW & ACTIVE | 88 Reporters - 36%

AOR Tracks: 2



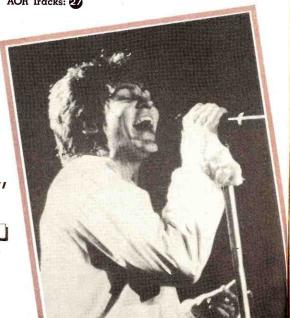
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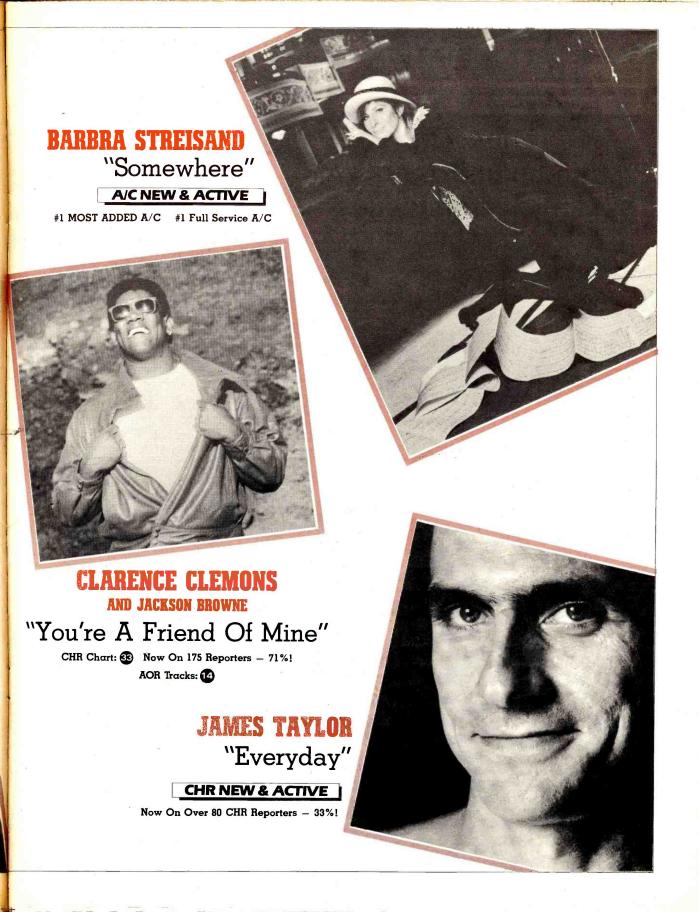
"Everything Must Change"

**CHR NEW & ACTIVE** 

55/26 - 22%











ADAM WHITE

# Black/Urban Promotion: Tackling Tough Issues

In conversations for an earlier column about black music A&R trends, record company executives invoked the names of artists such as Whitney Houston and Freddie Jackson. These were examples, they said, of the top-drawer talent that has broken through this year and demonstrated the vitality of black music today.

For this week's column, a crosssection of label promotion chiefs used those same names (and others) to make a comparable point about the vitality of Black/Urban radio, and about how CHR has also enjoyed the fruits of that vitality. They also discussed the problems that come with crossovers, as well as the "playlist promiscuity" that R&R's Walt Love recently wrote about.

How are programmers dealing with the issue of loose adds? MCA Records National Director/R&B Promotion Ernie Singleton says, "I find radio to be sensitive to it as long as record companies are sensitive to what their format and playlist guidelines are. There are always going to be stations that add a record and drop it the next week, but you're not going to find any quality stations or PDs/MDs guilty of that. Let's remember that there are more radio guys who do what's acceptable than there are those who don't. The programmers who aren't sensitive to how they add and drop records are the ones whose careers you should watch over the next year or so. Let's see where they end up."

# Commitment & Sincerity

It's very difficult to rationalize playlist promiscuity, agrees Ernie, but he says the sincerity of a station's commitment to a record is often tied to its perception of the label's sincerity. "Telling a programmer you're committed to a release and being unable to show it is one thing. Telling someone you're committed and being able to demonstrate it is another — by



Ernie Singleto

looking at the trades, other stations, audience reaction, and retail feedback. The question is not only whether everybody's committed, but also whether it's really a hit."

A&M VP/Promotion Step Johnson believes the inconsistency implicit in loose adds hurts Black/Urban radio's overall credibility. "Stations have to be consistent in order to compete effectively with their counterparts at other formats. It's the key to their survival. For one thing, record companies will ask, 'How can I place my advertising dollars with you when I



Step Johnson

really don't know what you're going to do with my product?""

For another, it wastes money that might be more usefully employed on other releases, as Capitol VP/Black Music Promotion Ronnie Jones observes. "I wonder how many programmers understand that when they add a record, there are certain buttons we push in the marketplace. We do advertising, marketing, and set in motion a great many costly factors. If that cost is not met, it's obviously a negative. There are only so many negatives that record companies can absorb, so there has to be a lot more understanding of each other's responsibilities and obligations.

# **Courting Crossover**

There are also responsibilities and obligations when it comes to crossing black acts to pop, both in terms of the music and the promotional process. Hank Caldwell, VP/GM of Atlantic's Black Music Division, holds some strong opinions. "By its very nature, crosso-

ver stops a lot of acts from doing what they do best. Black artists must wake up and realize that their contributions to the entire industry are such that they don't have to compromise their music for cross-over effect. Take an artist like Stevie Wonder, who's never compromised black music, yet has tremendous crossover appeal.

"Stop and look at our music for a moment. While we're busy trying to cross or to homogenize that music, pop acts are taking black influences and, rightfully so, becoming successful by using those influences. So I believe that the black acts who will really experience longevity are the ones who stick to the business of making good black music. If they make good music, they'll cross."

Similarly, Hank comments about what can and does happen at radio and record companies following an act's successful crossover: the label division which developed the talent and the format which established it are denied adequate recognition for their efforts. "What I'm concerned about is that all of the majors where this happens—and we all know that it happens—don't forget from whence in-house this talent came. We all have a problem when that happens.

"I owe it to the acts I work to get them to the point where they can cross. That's when I feel I've done my job and that my department has too. When that does happen and the pop department plugs in and does all of its things — which we acknowledge as plus-business, and where the money is — I want the people I work for to realize that we're earning our dollars and deserve recognition in-house for being the catalyst. If they aren't intelligent enough to realize this, it demoralizes the department."

# Labels Wising Up?

Says Ronnie Jones, "When there's a problem with an artist going into a marketplace - someone who has crossed and become accepted by everyone, like Tina Turner - you have to be very sympathetic to the needs of that artist's basic roots. If you know the potential problems, you can iron them out ahead of time; for example, tickets that have to be purchased. Record companies aren't in the concert business, but it's still our responsibility to make sure that our bases are covered. We have problems like everyone else, but not because we don't address the issue. They exist only because of breakdowns in communication."

Step Johnson finds some room for optimism. "It appears in the last 12 months that a lot of record

# Sending A Message, Again

Is a message coming back to the music? Yes, according to a couple of the promotion chiefs interviewed here, who point to "We Are The World," "Sun City," and to examples even closer to home. Step Johnson sees the success of "Fall Down" by A&M artist Tramaine as proof of positive song power, and he also cites the reemergence of AI Green. "AI wants to get back into the mainstream of music, but with the kind of positive lyrics that really tell what's going on. The kids listen to our music every morning and every afternoon. Here's our opportunity to respond to the community and give back something we had when we were growing Up."

Ronnie Jones concurs, and talks about the return to active duty of Kenny Gamble and Leon Huff via Capitol's sister company, Manhattan, "When I look at an O'Jays album and see songs in there called 'I Love America' and 'All Eyes On Africa,' I know the message is coming back. Making statements — strong statements, political statements — that's what black music is doing again, just as it did in the '60s."

Ernie Singleton isn't so certain.

"The South African crisis certainly lends itself to more message music, and there have always been great message writers like Stevie Wonder, Marvin Gaye, Gamble & Huff. Some of the rap songs of the last few years have been that way too. But it's very difficult to write a good message song that works and is timely. I don't think there'll be anything out of the norm. Great songs like "Wake Up Everygody" are few and far between."



Hank Caldwell

companies have wised up and come to realize that it's good to have our music cross over. But let's not forget our real base that helped get us there. If you make the foundation of a building weak, don't expect it to stand. It's a matter of supporting the people who have always supported you."

# Quality Promotions Needed

Playlist and crossover issues aside, Ernie Singleton is someone who believes that promotions involving radio and records don't get discussed enough. He refers to not only those involving artists, but also those built around tour support, an album, and station activities. Says Ernie, "There are a lot of ways to create excitement on the air other than what you have now. I'm not saying that it doesn't happen, but that there aren't enough stations that can execute a top-quality promotion.

"On the other hand, record companies are also guilty of not giving radio finetuned promotions or enough time to orchestrate a quality, meaningful promotion. You can't do it in 48 hours. No station exists with the time to stop everything and just concentrate on the promotion. So it's a two-way street."

Such efforts needn't concentrate on the artist alone, says Ernie. "It can be strictly focused on something the station is doing. We're not always looking to take the limblight. I'm constantly reminding my staff that there are ways to tie in and make events meaningful, whether it's a remote, a station anniversary, or a community situation."

The downside, he acknowledges, can be "an attitude" on the part of other competitors in the market—one that sees labels penalized. "I would hope that this is an area where radio understands that we can't give a promotion to everyone at the same time. But they should realize that if one station gets it, then our commitment on our next major promotion is to the other station. We want to do promotions with radio, but we don't want to be penalized in the process."



Ronnie Jones

40/R&R FRIDAY, NOVEMBER 22, 1985

and

# **NO ORDINARY RECORD COMPANY**

can say that it recognizes the obvious hit potential

of its brand new artists

...like COLUMBIA can.

# **NICK LOWE**

"I Knew The Bride (When She Used To Rock & Roll)"

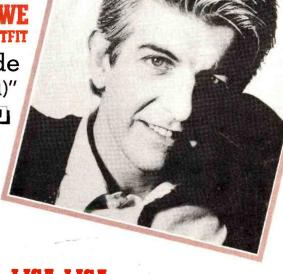
# CHR SIGNIFICANT ACTION

WLS 24-21 WLOL-FM 30-25 95XXX deb 30 KRNQ add KZIO deb 34

KZZU on WGAN add KYYY deb 37

KQCR on Y94 37-32 KKXL-FM 19-16 KYYA 30-21 KFRX on

KKRC 23-20 WSPT on OK95 on



# LISA-LISA & CULT JAM with FULL FORCE

"Can You Feel The Beat"

CHR SIGNIFICANT ACTION | 35/26

Check This Action: WKSE add 195 7-7

KKRZ add KAMZ 29-24 FM102 deb 27 KMBX deb 39 WNYS add Y100 14-5 KWOD add Z102 15-11

... And Much More!



# BEASTIE BOYS

"She's On It"











JOEL DENVER

# IT'S EASIER TO CHANGE UNDERWEAR

# Searching For The Right Job In 1986

The idea of looking for a new job at the start of the year has a resolutionary sort of feel to it. New year, new job, new life, etc. However, finding the right job is the trick, and knowing when to leave where you already are is even tougher. Let's face it: changing jobs is nowhere near as easy as changing underwear, although I've seen people change jobs just about as often.

Sometimes the decision to move on is made for you . . . something I know I can relate to during my career. Other good reasons to make a job change include:

- The need to continue learning in a larger market
- No room for personal/financial growth or duties
- Conflicts with PD/GM (is it a continuing problem?)
   Change in format/manage-
- ment
   Wife/girlfriend hates city/cli-
- mate
   Ex-wife and her new 225-pound

boyfriend hate you!

For some other reasons, and

For some other reasons, and great tips on how to shine in the interview process, please read "Essentials Of Embodying Employment" on the next page.

### Set New Goals

Assuming you've decided to make a move, the first step would be to set some goals and parameters of acheivement in your next position. What job description are you going for? Carefully review the

"Carefully review the markets and stations which interface with your abilities and formatic experience. Examine the ratings, and the track record of the company, PD, and/or GM."

markets and stations which will interface with your abilities and formatic experience. Examine the ratings, as well as the track records, of the companies, PDs, and/ or GMs.

After you've designed your "hit list" for potential situations which meet your career objectives, take extra time to examine how each situation would affect your personal life. If you aren't happy with the environment (weather, cost of housing, transportation, schools,

"Timing is of the essence in attaining the position you really want. Don't put off applying until the next day."

and recreational amenities), chances are your family won't be comfortable either.

Considering the strains this business can cause, your family's cornerous to rime factor among those that affect your ability to perform. Simply put, it's one less major distraction taking your mind off your new job.

# **Finding The Openings**

Now comes the tricky part: making all of those target situations suddenly spawn job openings which interface with your career and personal expectations. They say marriages aren't made in heaven, and neither are those juicy job openings. There's a very limited number of attractive situations at each level of experience, and there are always more people looking for jobs than there are openings available to meet those needs.

Being on top of the openings is a key step in obtaining the job you want. You must pursue opportunities and information about potential openings in an aggressive manner. Of course, if you're still employed, then your search will probably require a degree of discretion.

If you've just been handed the rubber key to the executive washroom, the first thing to do is call us at R&R and get your name into "Pros On The Loose." Scour the classifieds in R&R. Respond to advertisements, blind boxes, and display ads, and list your own. Or contact some of the many job services who list themselves on these pages. Read the comings and goings of people in news stories and in "Street Talk." Call your friends at other stations who can help "network" information to you. But above all, stay by the phone.

Follow Up Every Lead

Taking a week or two off to "get your head together" isn't always the wisest move. In a short period of time you might miss the perfect opportunity. The availability of certain types of jobs can fluctuate. Obviously, rating books have a high influence on the jobs-to-applicants ratio, as do the seasons of the year. Very few folks are quitting tolerable situations around the holidays.

Timing is of the essence in attaining the position you really want. Don't put off applying until the next day! If your budget allows, use one of the overnight mail services to insure prompt delivery of your presentation. It should include a tape, preferably a highquality cassette, which is representative of your work. Remember. you shouldn't have to apologize for poor technical quality; that will only detract from your chances. Assembling a "super tape" which isn't demonstrative of your capabilities will only cause you heartaches if your on-the-job performance pales in comparison to your

Your presentation should also include a picture, a well-prepared resume, and a concise cover letter stating your philosophy. And, by all means, don't address it to Program Director, c/o XXX. Make it a personal correspondence. Follow it up with a phone call. Some people don't take calls regarding job openings, but don't be discouraged. If it's the gig you've had your heart set on, then knock out a mailgram. They get people's attention.

"There are only a limited number of situations you will find attractive. Remember there are always more people looking for jobs than openings available to meet those needs."

# **Cover All Details**

Should your hopes and dreams for an interview be fulfilled, you'll be surprised at how well prepared you already are. Because of your earlier research, you already know a lot about the company, its personnel, track record, ratings, and competitive situation. You've also learned something about the market and approximately how much it will cost to live there.

# Moving Day Checklist

I've moved so many times in my career I should be President of Mayflower Van Lines, or have a good chunk of it, anyway (rimshot). They used to kid me that I went steady with a U-Haul Van (rimshot, laughter, applause, thank you). But the reality of uprooting your life is a traumatic experience, as you say goodbye to familiar surroundings and set off into the unknown.

If you're lucky enough to have your new company paying afor the move, they will probably ask for three estimates, or have you use a company they have a trade deal with. Remember, all moving companies will charge you the exact same price to ship your furniture, since their rates are regulated by the ICC (Interstate Commerce Commission), it all goes according to a specified weight/distance chart. The most likely variables to the price are:

- Packing materials provided by
- If you're doing your own packing and unpacking
- Storage requirements at destination.

Of course, providing your own boxes and doing your own pack-ing/unpacking makes things much cheaper. However, the small expense of using their boxes and tape will help ensure that your goods will arrive safely. And for you audiophiles, your album collection will probably be the single most expensive item to ship, out-side of loading your car onto the van (which is done quite often). Hundreds or (gulp) thousands of albums seriously add to the weight of your move.

Make sure you specify an exact pickup date and time with the movers. Get an estimate of when your stuff will be delivered and arrange for storage at your destination if you feel it'll be necessary.

Before you hit the road, clear up any outstanding local debts. It doesn't look good if creditors call your new GM about money you owe. Call the following services, (where applicable) to arrange for final payment and a forwarding address:

- Utilities and services
- Post office (if you want to see the remainder of your magazine subscriptions)
- Bank (for cashier's and traveler's checks).

When you arrive at your new deatination, get a new driver's license immediately if you're in a different state. It's almost impossible to cash checks or use credit cards anymore without some state-issued photo ID. Arrange for new tags, registration, and insurance for your car as quickly as possible to save yourself the aggravation of being pulled over time and again and hassled for out-of-state plates.

Assuming you've visited the station and gone through the interview process, it's time to talk seriously about the job itself. Before you accept any offer, make sure all parties concerned have agreed to the following items:

- Job description and potential for growth
- Hours of employment
- Terms of employmentSalary and review period
- Salary and review per
  Medical benefits
- Vacation
- Moving expenses

 Relocation expenses, including travel to job and hotel accommodations upon arrival.

# **Break Old Patterns Now**

If you're negotiating a contract for this new job, then all of the above and a lot more will be covered. Make sure you get a reputable lawyer. Don't take any shortcuts.

But if you're not going into a situation where there will be a contract, ask that a letter or mailgram of confirmation be sent to you which will reaffirm everything. In return, offer to send your new em"If you're negotiating a contract for this new job . . . make sure you get a reputable lawyer. Don't take any shortcuts here."

ployer a letter agreeing to his offer. By doing so, there is a much smaller chance for misunderstanding and confusion as months roll by and memories become clouded.

Before beginning your new assignment, take a few minutes to review your previous job. Honestly evaluate if you performed to your maximum potential. Have you repeated any mistakes along the way? You know, always fighting with the boss because my way is better? Not getting your work done on time? Not contributing to the team effort? If you've recognized any patterns, now's the time to break 'em!

Are you ready? If so, good luck on your new job. You've earned it!

42/R&R FRIDAY, NOVEMBER 22, 1985



# 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 (404) 926-7573. Your listeners will thank you.

**TALENTMASTERS** 

# **CONTEMPORARY HIT RADIO**

# **Essentials To Embodying Employment**

We all know the basic tools, both material and mental, to use in finding a job, right? But do we know how to implement those tools to our best advantage? You've probably heard all of this before, but it's good to go over it from time to time

Before we go over the basics, let's consider why we'd want to leave our present situation. Are we jumping from the frying pan into the fire? Debbie Summers, formerly part of the morning team at KTKS/Dallas, who's now an outof-work nersonality, states, "Sometimes the decision to leave isn't up to you, but I've worked in places where it became excruciatingly clear that it was time to make an exit." The main thing to watch for. she says, is when the team effort diminishes and all communication breaks down.

"Sometimes you can watch the evolution of breakdown. It becomes every man for himself—there are no jock meetings, not even a social get-together. You feel like there's absolutely no one to communicate with, you are no longer appreciated, and the job just isn't any fun anymore."

### Time To Move?

However, don't base your decision to leave totally on ego. "Sometimes you feel like moving somewhere else and taking over a new market all by yourself. Make sure your rationale is in check when you consider something like that," she advised. "When you have the market in the palm of your hand, you shouldn't necessarily go looking for another horizon. The grass can always look a lot greener somewhere else."

Okay, so now you can make that decision based on serious values, right? Let's consider the items that go into your initial package. First of all there's your resume. It should be simple, and to the point.

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**PRODUCTION** 

over a misunderstanding in station direction. Be that as it may, both gentlemen made some excellent comments on the subject of changing jobs.

Rick offered his thoughts on constructing a resume. "Don't clutter it up with your philosophy on programming. Put that on a separate page and summarize it in one or two paragraphs. Make sure to list your references because 'available on request' makes it less convenient to assess your candidacy for the job."

Make sure everything on the resume is clear and easy to understand, and by all means, don't lie! Stan Cohen talked about the main reasons he hires someone. "Their track record is the first priority." Make sure your employment history is accurate. Getting fired for not knowing how to do your job is worse than not getting hired in the first place."

### Research The Company

As for your tape, Rick suggested, "In making a strong presentation for a job, an aircheck on cassette is



Debbie Summers

a must. Please, put your best stuff right up front. And do not apologize for poor quality — do the best possible job you can with the materials you have to work with."

Your cover letter should not carry the heading, "Dear PD . . ." Nobody takes any of that seriously. You should research the company enough to know whom you want to address. After all, if you don't even know the name of the PD, what could you possibly know about the company?

Now here's where that letter with your programming philosophy comes in handy. Stan was able to narrow down a list of over forty people to four main candidates after receiving those letters before initially deciding on Rick. Because of those letters, he's now had an easier job in making another hiring decision. That letter will give a GM his first clue to whether you're in the ballnark for the job.



For your part, don't bother applying for a job with someone that you know you don't like! Research the company, the people, the station's reputation, and go for the best match. Rick Stacy believes company affiliation is crucial. "Make sure to not only look at the station, but carefully examine the company. You can have a wonderful facility, but if the company isn't behind you, then you don't have the tools to make it happen."

If all these things have worked so far, your next step is the interview. Dress in a manner which fits the profile of the company you are applying to. You want to appear as a versatile individual, "with a fire lit under your butt." according to Stan Cohen, whose criteria for the PD job inchded, "At least three



Stan Cohen



Rick Stacy

years CHR experience in a major market, a solid background in the Latino/tri-ethnic markets, good managerial/business skills, and someone I could afford!" And above all, "I need someone who can motivate the rest of the staff."

# Be A People Person

The question Stan likes to ask every candidate is "What's the worst possible thing you can say about yourself?" He's not necessarily looking for a specific answer, but the ability of a person to think fast, reply coherently, and again, show motivation.

So what does Rick look for when hiring somebody? "Someone with the ability to maintain good interpersonal relationships. If someone's an asshole, it won't work no matter how talented they are. Secondly, experience, and the natural ability to grow and be a true talent either on-air or in programming."

So there you have it, a look at the employment spectrum from both sides of the fence. Do you want to move on? Is it time to move on. Take stock of yourself, take stock of the company you want, and take that plunge!

# Everyone talks about it. No compromise promos. Breathtaking logos. Sounds that capture the mind. For most radio stations it's just been talk. But for the leaders, it's been action. STARFIRE™, VOICE TECH™, and ROCK TRAX™, have revolutionized major market production values for stations like Z-93, WHYT, WMMR, WBBM-FM, WQXI, WAPP, KMET, Q107, WDVE, WSHE, WCAU-FM, KBPI, KZZP, KYYS, WNEW-FM, Y108, WZOU, B-97, WNOR-FM, B104, WLUP, WZPL, WTIC-FM, WHRK, KWSS, WLVQ, B-95, KOME, Hot 105, KAFM, WQFM, KQRS, KHIT, WCMF, KAY107, KDLZ, WHJY, Y106, KPOP-FM, WBAB, KOMP, WRAL, KQKT,

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# MOTION

Jene Waldman is named News Director at KSAQ-FM/San Antonio . . . . WQCM/Hagerstown MD Brad Zimmerly is chosen to fill the PD/AM drive slot, overnighter Dave Sheppard takes on middays, evening personality Bob Miller segues to afternoons, David Bradley moves from late nights to evenings, and "The Ugly DJ" joins the "Q crew" for the all-night show . . . Brad Young leaves Z95/Milwaukee to become PD at K2103/Tupelo, AL, with Lisa Landau joining to do momings from middays at 0101/Meridian.

WRCI/Midland, MI reports it is not planning a format switch from Country to CHR, as previously reported, under



Jane Waldman, KSAQ/San Antonio

the current ownership, which won't transfer the license to JOSI Broadcasting until after the first of the year . . .

# HOOT PLATINUM IN PROCESS.



ARTIST DEVELOPMENT IN PROGRESS, FROM COLUMBIA RECORDS.

# 1985 TOUR CITIES:

AL BANY ATLANTA AUSTIN BERKELEY BLOOMSBURG BONNER SPRINGS ROSTON BRIDGEPORT

RUFFALO CHARLOTTESVILLE CHICAGO CLARKSTON CLEVELAND COLLIMBUS COSTA MESA DALLAS

**DENVER** HAMDEN HAMPTON BEACH HARTFORD HOI MOFI HOUSTON

KINGSTON LAKE GENEVA LEXINGTON MADISON MILWALIKEE

LOS ANGELES MINNEAPOLIS

MONMORTH MONTCLAIR NASHVILLE NEW HAVEN **NEW ORLEANS NEW PALTZ NEW YORK CITY**  ΟΜΔΗΔ PHILADELPHIA PHOENIX PORTLAND POTTSVILLE POLIGHKEEPSIE PROVIDENCE

RICHMOND ROCHESTER STIDUIS SAN ANTONIO SAN DIEGO SAN FRANCISCO SEATTLE

SHIPPENSBURG SOUTH ORANGE STONY BROOK TORONTO TULSA UNION UNIONDALE VANCOUVER

VILLANOVA WASHINGTON, DC WAYNE WILDWOOD WILKES-BARRE WILLIAMSPORT WILMINGTON

CCC JASTIZCIPE VOLI, INCUITA MEN AND



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a must. Please, put your best stuff right up front. And do not apologize for poor quality — do the best possible job you can with the materials you have to work with."

Your cover letter should not carry the heading, "Dear PD..." Nobody takes any of that seriously. You should research the company enough to know whom you want to address. After all, if you don't even know the name of the PD, what could you possibly know about the company?

Now here's where that letter with your programming philosophy comes in handy. Stan was able to narrow down a list of over forty people to four main candidates after receiving those letters before initially deciding on Rick. Because of those letters, he's now had an easier job in making another hiring decision. That letter will give a GM his first clue to whether you're in the ballpark for the job.

# Are You Qualified?

For your part, don't bother applying for a job with someone that you know you don't like! Research the company, the people, the station's reputation, and go for the best match. Rick Stacy believes company affiliation is crucial. "Make sure to not only look at the station, but carefully examine the company. You can have a wonderful facility, but if the company isn't behind you, then you don't have the tools to make it happen."

If all these things have worked so far, your next step is the interview. Dress in a manner which fits the profile of the company you are applying to. You want to appear as a versatile individual, "with a fire lit under your butt." according to Stan Cohen, whose criteria for the PD job included, "At least three



Stan Cohen



Rick Stacy

years CHR experience in a major market, a solid background in the Latino/tri-ethnic markets, good managerial/business skills, and someone I could afford!" And above all, "I need someone who can motivate the rest of the staff."

# Be A People Person

The question Stan likes to ask every candidate is "What's the worst possible thing you can say about yourself?" He's not necessarily looking for a specific answer, but the ability of a person to think fast, reply coherently, and again, show motivation

So what does Rick look for when hiring somebody? "Someone with the ability to maintain good interpersonal relationships. If someone's an asshole, it won't work no matter how talented they are. Secondly, experience, and the natural ability to grow and be a true talent either on-air or in programming."

So there you have it, a look at the employment spectrum from both sides of the fence. Do you want to move on? Is it time to move on? Take stock of yourself, take stock of the company you want, and take that plunge!

# **MOTION**

Jane Waldman is named News Director at KSAQ-FM/Sen Antonio ... WQCM/Hagerstown MD Brad Zimmerty is chosen to fill the PD/AM drive slot, overnighter Dave Sheppard takes on middays, evening personality Bob Miller segues to afternoons. David Bradley moves from late nights to evenings, and "The Ugly DJ" joins the "Q crew" for the all-night show ... Brad Young leaves 295/hilwaukee to become PD at KZ103/Tupelo, AL, with Lisa Landau joining to do mornings from middays at 0101/Heridian.

WRCI/Midland, MI reports it is not planning a format switch from Country to CHR, as previously reported, under



Jane Waldman, KSAQ/San Antonio

the current ownership, which won't transfer the license to JOSI Broadcasting until after the first of the year . . . .

# PRODUCTION VALUES

Everyone talks about it. No compromise promos. Breathtaking logos. Sounds that capture the mind. For most radio stations it's just been talk. But for the leaders, it's been action. STARFIRE™, VOICE TECH™, and ROCK TRAX™, have revolutionized major market production values for stations like Z-93, WHYT, WMMR, WBBM-FM, WQXI, WAPP, KMET, Q107, WDVE, WSHE, WCAU-FM, KBPI, KZZP, KYYS, WNEW-FM, Y108, WZOU, B-97, WNOR-FM, B104, WLUP, WZPL, WTIC-FM, WHRK, KWSS, WLVQ, B-95, KOME, Hot 105, KAFM, WQFM, KQRS, KHIT, WCMF, KAY107, KDLZ, WHJY, Y106, KPOP-FM, WBAB, KOMP, WRAL, KQKT, KWFM, CIRK, CKMF, CHFM, SAFM, and many more. To find out what high production values are all about, all you have to do is listen to a demo of ROCK TRAX™, VOICE TECH™, or STARFIRE™.

# BROWN BAG PRODUCTIONS

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STEVE FEINSTEIN

# TV Commercials That Hit The Spot







Remember when it seemed like every AOR TV commercial had clips of rock idols like Hendrix, Jagger, and Townshend? A hilarious series of spots for KSHE/St. Louis takes a slightly different tack.

Greetings, fellow vidiots. Here's a spot check of some interesting TV commercials for AOR radio stations. It's not the final word on unusual television campaigns, word of which is always welcome for this column. If you've developed a creative spot, pass a dub my way. VHS, Beta, or % inch is fine. Still photographs, preferably black-and-white, are also appreciated.

You won't find a more arresting approach than the one taken by all four Emmis-owned stations, including KSHE/St. Louis. In an off-beat twist on celebrity endorsements, a series of campy spots features unlikely spokespeople who serve as examples of what you won't hear on KSHE. Minnesota agency Fallon-McElligot-Rice did the creative.

Picture the inimitable Slim Whitman, identified as a "World-Reknowned Recording Star," performing solo for about 20 seconds, including a little "yip-ee-ay-ooh" and a snatch of "Ghost Riders In The Sky." Then the screen switches to KSHE's logo, as an off-camera announcer intones, "Slim Whitman cannot be heard everyday on KSHE 95." Slim returns to tell us, "Shoot, I can rock along with the best of 'em"

The rest of the spots follow a similar format. Tiny Tim, "Media Phenomenon," sings a ditty about being a fat man, says "Take that, you fatheads at KSHE 95," and comes back to say "KSHE ... just a fad." The Lennon Sisters harmonize a medley of sappy songs,

with a snippet of Joe Tex's "Show Me" tossed in from left field, and explain "You'll never hear that on KSHE."

Rex Reed hisses, "Listening to more than one hour of this kind of programming is only slightly less horrifying than sitting through the collected films of Cheech & Chong." After the announcer asks, "Who doesn't have something nice to say about KSIEP." Reed replies, "I can think of one nice thing to say about KSIE — we don't get it in New York."

The real gem features Los Angeles hardcore group Fear, identified as "A Nasty Punk Band." As his colleagues push and shove each other and make demented faces at the camera, leader Lee Ving excoriates the station. "I wouldn't be listening to no station called (derisively) "K-SHE" if I were you," he sneers. "You might come down with something you'll never get rid of, something in the air... something in your ear, know what I mean? And it won't be music, 'cause this station don't play nothing but ('crap' bleeped). It should be called K-('CRAP')

bleeped), not K-SHE. Spell it right!" He returns to sheepishly ask someone off-camera, "Did I say that on TV?"

Note that none of these spots identifies the station's product; 'rock 'n' roll' isn't mentioned once. With the #2 cume in town, KSHE is already firmly imaged as a rocker; stressing its music would simply be overstating the obvious. Instead, these off-the-wall vignettes are attention-grabbers that are likely to get people talking.

They work because people in St. Louis already know what KSHE is all about. The approach would be less successful and downright confusing if it were used for a station whose image wasn't crystal-clear. In that case, a viewer wouldn't get the joke; he wouldn't understand that the station would never play these types of artists. Also, a self-mocking tone works because KSHE is in a leadership position and can afford to poke fun at itself.

Most important, the spots are memorable as well as creative and entertaining. Unlike many TV spots that seem to strain in order to include as many call letter mentions as possible, this spot uses KSHE's logo only once and repeats the call letters no more more than four or five times. Nonetheless, it leaves an indelible impression because of its distinctive style.

"We wanted to reinforce the idea that KSHE is consistently innovative and creative, predictably unpredictable," says PD Rick Balis.

# Growing Up

In February '84, KSHE was the first AOR to run the "You're Never Too Old To Rock 'n' Roll" spot that has since been used by seven other AORs. Here's how the spot, produced by Cassell Productions in Indianapolis, goes:

A little girl opens a door and peeks into a room, seeing something that makes her eyes open wide. She runs into a kitchen to tell her mother, "Mommy, he's doing it again!" The two of them then find the girl's father in the living room, dressed in a jacket and tie, playing wild air guitar to the Stones' "Brown Sugar."

The mother gives the father a look of gentle reproach, as if to say, "Are you at it again?" The father, who has by now taken off his jacket and tie, is embarrassed and turns down the stereo, which had been blaring. The mother says, "That's OK," smiles, and leaves the room. The father cranks up the stereo again, resumes playing air guitar, and then rips open his shirt to reveal a T-shirt with the radio station's calls. The announcer then says "(Call letters) ... when you're never too old to rock 'n' roll."

The spot speaks directly to the misperception that rock radio is

only for kids. It uses a number of elements to convey that an AOR listener can be both a rocker and responsible. The character appears to be a family man with his own home and a job that requires him to wear a tie.

Not only is the message clear, but the spot is such an entertaining mini-drama that you want to see it over and over again. You either notice another nuance, such as an expression on one of the actors' faces, or you identify with the father letting loose at the end of a working day.

KQRS/Minneapolis GM Mark Steinmetz feels the spot has been effective in recapturing upper demo listeners who had left the longtime AOR during its forays into more youthful formatic styles. He cites a 55% increase in 25-49 adults in last spring's Arbitron, and is using the spot again this fall with plans to continue running it in 1986.

# **Historical Approach**

WIYY (98 Rock)/Baltimore has a spot that communicates how 25+ listeners have grown up with rock music, and how WIYY has grown up along with its audience. Bostonbased Spotwise produced the piece.

It shows a young man during four chronological periods in his life. Each period is evoked through his appearance, the images flashed on a screen behind him, and music beds and videos. For the mid-'60s.

Continued on Page 47







"The Spirit Of Rock 'n' Roll" illustrates how both the AOR listener and rock 'n' roll have changed with the times.







In "You're Never Too Old To Rock 'n' Roll," even a respectable family man still rocks out after a hard day's work.

# TV Commercials That Hit The Spot

Continued from Page 46

he sports Beatles garb and haircut, and there are black-and-white shots of screaming fans. For the late-'60s hippie look, he has long hair, a beard, headband, and fatigues, with pictures of Abbie Hoffman and demonstrations surrounding him. By the end of the spot, he's become a yuppie with a slick hair cut and fashionable duds.

The copy reads, "I remember the first time I heard the Beatles, the Stones, Who, Dylan. Then my brother said 'Listen to this: Jimi Hendrix, Cream. Then there was Led Zeppelin, Pink Floyd, and a radio station that played them all — 98 Rock. The music's changed, times have changed, but I still want to rock, and 98 Rock plays the classics and quality new rock: Springsteen, Phil Collins."

Superspot's "Baby Boom" spot

Superspot's "Baby Boom" spot has a similar theme. Over images of baby carriages, hula hoops, Chuck Berry, Doors, and the Stones, the copy reads, "If you grew up with rock 'n roll, it's an important part of your life. That's why we play the best of the old (cut to Ed Sullivan introducing the Beatles) and the best of the new (video clips of Huey Lewis, Springsteen, and Sting)." Interestingly, black-and-white clips are used throughout; only the station's logo at the end is in color.

### K-Rock Kicks Off

WXRK (K-Rock)/New York used Della Fernina, Travisano for a spot that combines elaborate visuals with straight-forward copy. The message is simple, as befits a spot whose primary intent is to build awareness that a new rock station exists rather than attract upperdemos. It goes like this:

(A shot of desert sand)
"Your radio's been a vast wasteland until now."

(A spaceship-like radio appears over the desert, flashing K-ROCK and its frequency. As the radio clicks on, beams of light come out of its speakers.) "Introducing 92.3 FM, K-ROCK. The rock 'n' roll station that's been missing from your radio dial."

(Desert sand slowly turns into the New York skyline)

"New rock, classic rock. K-ROCK, a new beginning for rock 'n' roll radio."

(K-ROCK logo zooms in, covering the entire screen)
"92.3 FM . . . K-ROCK."

Worth noting is how clearly it states the medium it's advertising, mentioning "radio" three times.

# Pot Shots

Just like other consumer products, radio stations don't shy away from comparative advertising. KISW/Seattle's "Falling Rock" spot, for instance, lampoons CHR. A transistor radio is pictured on a beach towel, and a pukey jock goes into a weird spiel. "Hey all you kids on the beach getting hot, hot, hot. ... hit, hit, hit ... plastic radio with Madonna, Wham! ... next hour, the same songs over and over ... listen as I scream over your favorite disco aerobic songs

Suddenly, a rock emblazoned with KISW's logo falls out of the sky and crushes the radio. An an-

nouncer intones, "Crushing all the fads for 15 years, KISW is still Seattle's best rock."

Assistant Station Manager Beau Phillips reports the spot has tested well in focus groups, "sets us apart from the hybrids in this market of over 45 stations, and plays up our heritage."

WNEW-FM/New York's "Radio Vice" attempts to image the station's morning squad as the New York radio equivalent of the 'Miami Vice" team. Their mission is to "free the streets of the same old radio." As jocks Mark McEwen and Richard Neer race through town in a Porsche on their way to pick up newsperson Lisa Glasberg, they also take subtle shots at competing stations. Some of the shots are so subtle as to be misinterpreted by a trade journal that thought an overheating van with "All Hit Radio" painted on the side signified 'NEW-FM adopting that positioning statement. A chunky, bearded character with a "Zany D.J." T-shirt (Scott Shannon?) is pushed toward an alligator's gaping jaws, while the announcer says that 'NEW-FM plays "rock 'n' roll with a bite." Also, McEwen pushes over an apple cart with a sign that says \$1.03. (WAPP is at 103FM )

# Kind Of A Drag

WSKS/Cincinnati spoofs celebrity endorsements with PD Marty Bender speaking from behind face masks of Springsteen ("What variety . . . 96 Rock plays my old and new stuff"), Pete Rose ("I break records, but 96 Rock plays more of them, with less talk,"), the Bob's Big Boy mascot ("96 Rock plays less commercials. They won't play mine on Mondays"), and Marilyn Monroe ("Oooh, Big Boy, 96 Rock plays no commercials on Mondays and they've got Marty "). At that point, the camera pans to a side shot of Bender, revealing that he's wearing a dress and lipstick. He pulls out falsies and says nervously, "Props, just

props.

This was produced by Filmhouse, which is known mostly for A/C and Country spots. The company plans to develop more AOR spots in 1986. That'll be worth keeping an eve on if it can match the creativity of its imaginative sing-along-spots, where actors lipsynch to songs. If you haven't seen them, check 'em out, even though they're geared to other formats. For example, a young father with an infant who's apparently been causing him to lose sleep sings the chorus of "All Night Long" with a forlorn look on his face. A bedridden hospital patient sings "I've been waiting for a girl like you to come into my life" as the camera

pans to include a nurse with a bedpan at his side.

### Listener Benefit

KLOL/Houston has tied most of its fall spots into contests, rather than making an image statement. To hype a trip to Transylvania, traffic master Lanny Griffin took candelabra in hand and was intercut with clips from a Dracula film. In another spot, the station's "40-Minute Rock 'n' Roll Power Play" music sweeps were touted by midday gal Dayna Steele. She reminded people that they could win \$1000 if, when called, they answered their phones with the "phrase that pays."

# **SEGUES**



Lenny Bloch

KFMG/Albuquerque Assistant PD Lenny Bloch heads east to become PD at WRCN/Long Island.

WFXZ/Saginaw is switching from CHR to AQR. Call PD Spanky TravIs and MD Guy Perry at 517-892-7777. At WMGM/Atlantic City, AI Branca is named MD, while OM Tom McNally

At WMGM/Atlantic City, Al Branca is named MD, while OM Tom McNally assumes programming chores ... WBAB/Long Island Assistant PD Jeff Levine adds Corporate Director Of Research duties, while Zena Black joins for partitime airwork.

Kurt Douglas is new to KFMQ/Lincoln mornings . . . Detroit AOR vet Greg St. James joins the WRIF airstaff . . . KFMM/Muscatine hires Anne Wagner for promotions and airwork, and slots Sean Tracy into overnights . . . John Frost rejoins KWHL/ Anchorage for production chores

L.A. AOR vet David Perry is back in

town doing nights at A/C KHTZ

WXRK/New York's new Promotions Director is **Sharon Rosenbush** from crosstown WABC.

### Updates

 At KMET/Los Angeles, ex-night rocker Mad Max (Rick Anderson) stays on for weekends, newsperson Lori Lerner remains for public affairs, David Chaney is still weekending, and Denise Westwood has returned for partitime.

 On the 11/1 ratings scoreboard, it should be noted that consultant John Sebastian was involved with KLOS/Los Angeles for four weeks in August.

• KOME has moved to 3031 Tisch Way, Suite Three, Plaza West, San Jose, CA 95128. Its new phone number is (408) 985-9800.



# **AOR PICTURE PAGE**



WELCOME TO THE REAL K-ROCK — At WXRK/New York are (I-r) RCA NY rep David Ross, MD Mark DiDia, Mr. Mister's Steven George, PM driver Meg Griffin, regional rep Larry Van Druff, and the band's Richard Page.



K.C. KIDS WANNA ROCK — At Bryan Adams's Kansas City show are (I-r) RCA sales rep Larry Ferris, KYYS's Lynn Dean & "Frankie," Adams, A&M's Charley Lake, RCA sales rep Jeff Illand, and KKCI's Mark Mason.



CHECK THIS OUT — KGGO/Des Moines PD Jack Emerson (right) awards \$10,000 to the station's "Best Sweepstakes Of Fall" grand prize winner. Players qualified by sending in postcards and then calling to claim \$95 within 90 minutes of their name being read on the air.



BROTHERS, WHERE YOU BOUND? — Enjoying a lunchtime cruise in Seattle are (i-r) the cruiser's Captain Paul, Supertramp's Rick Davies and Dougle Thomson, and KZOK morning team "The Brothers John": John Langan and John Posey



OF MUSIC AND MAYORS — Nashville Mayor Fulton allocated time to meeting and greeting artist Billy Chinnock at WKDF. From left, 'KDF personality Carl P. Mayfield, Hizzoner, Chinnock, and PD Bill Pugh.



THEY STAND FOR AIRPLAY — KROQ/Los Angeles MD Larry Groves finds himself the center of attention, as Gary Myrick (left) and Network Records GM John Brodey (right) take a stand for airplay.



PITTSBURGH PITCHES IN — Backstage at the Farm Aid concert, WDVE/ Pittsburgh PD Greg Gillispie (left) presents John Cougar Mellencamp with donations from the station's advertisers and clients on behalf of the cause.



WCKG ON THE FRITZ — When you have Eleanor Mondale doing a weeklong guest newscaster stint, you can expect a high caliber of guests WCKG/Chicago got a wist from her father, Walter, and a phone interview with Fritz's 1984 running mate, Geraldine Ferraro. From left, VP/GM Marc Morgan, morning man John Landecker, Eleanor and Walter Mondale, Chicago Bear Keith Van Home, and PD Don Davis.



# ADULT/CONTEMPORARY

DONNA BRAKE

# **KQ99 And The Allnighters**

WDKQ(KQ99)/Evansville gathers up its listeners and conducts a series of bus trips once every other month called "The Allnighters." Usually the purpose of the trips is to have a great party in a nearby city and then get folks back home by the break of dawn.

But the "Allnighters" trip in September was no ordinary jaunt. This time the destination was Nashville and the two busloads of paid listener-participants had more than just a party mission in mind. They were going to record their own version of "God Bless The USA" for charity.

# **Putting It Together**

It all started as a brainstorm of Bristol Broadcasting corporate PD Bruce Clark. Inspired by a Rockford station that did its own version of "We Are The World," Bruce first secured the rights to use the Lee Greenwood hit, "God Bless The USA '

Next he contacted songwriter Steve Davis and singer Debbie Dowdy to sing lead parts. Former RCA engineer Mike Shockley was recruited and studio time in RCA's old studio A was booked.

KQ99 then hit the air with the announcement that listeners who came along on the Nashville "Allnighters" trip would be a part of the chorus for the record. Personnel from a couple of local TV sta-

tions went along to cover the story. Bruce said, "Each person had to pay \$30 to join us. Essentially, we gave everyone a chance to be a star; it was great. The listeners had their pictures taken behind microphones and really had a won"I learned a long time ago that being a star in this business was not what's important. It's the fact that radio has the power to

move people. -Bruce Clark derful time with it. The demos

were good too. We had people from

22-56 participating." Costs for producing the record were absorbed by donations from local clients and the radio station. Proceeds from record sales will benefit the African Relief fund and will also go toward putting together Christmas baskets for local families in need

### What It's All About

Bruce explained why he wanted to take on the project in the first place. "I learned a long time ago that being a star in the business was not what's important. It's the fact that radio has the power to move people. I've involved myself and stations with several charities and pet projects over the years.

"Putting together Christmas baskets for the needy has been a chainwide community project, and since this is the first year we've owned KQ99, I was looking for a novel way to introduce the idea to the community."

Bruce continued, "We've only had the finished records back a couple of weeks, and have already sold half of the first pressing (2000 copies). We also produced a video of the song to be sold, and we'll provide it to TV and clubs for extra exposure.
"The real important point here is



TAKE FIVE — The Allnighters take time out. PD Bruce Clark is front and

that radio stations that take the time to invest in projects like these find that they can do something really meaningful for the community and get great press coverage

# **PROGRESS**

Moves at WIBC/Indianapolis: Mary June Rose is named MD, David Ap pleford is doing middays, the legendary Jerry Baker moves to afternoons, and Pete Sullivan rejoins the airstaff

Dave Conrad leaves WASK/Lafayette for mornings at WNDE/Indianapo-... Patrice Silarski is named Assistant PD at WMJC/Detroit, while Lea Allen becomes Assistant PD at neighbor WDTX . . . Chris Bennett is now News Director at WRRM/Cincin-

Tom Tradup has joined WASH/ Washington as executive producer of morning show Barbara Compton leaves WAKR/Akron to be morning anchor at WSNY/Columbus. She replaces Marty McNeil, who joins KOY/Phoenix Scott Walker leaves KMEL/San Francisco for mid-

Steve Rouse splits WWMJ/Bangor to handle middays at WYST-FM/Baltimore. He's replaced by Chris Conley. who also will be Production Director

Nancy Potter becomes News Director at WXUS/Lafayette . . Flood will do overnights at KKLT/ Phoenix ... Corey Scott leaves WNDE/Indianapolis for afternoons at WLLT/Cincinnati.

New lineup at K-Lite/Portland: Dave Allen mornings, Bryan O'Neal middays, Bill Jackson afternoons, John Windus evenings, Kelly McCrae nights, and Chris Taylor overnights; Dana Jeffries is News Director . Art Barrett becomes the permanent evening talk show host at WELI/New

Mark Edwards is named PD at WBOW/Terre Haute, replacing Kevin Young, joined WCQL/Columbus as Hal Martin will do midday at WYST(AM)/Baltimore Laurie Saunders leaves WLAK/Chicago for KNOB/Long Beach. She's replaced by George Briggs ... Valerie Benton will do afternoon news at WKDQ/

Barry Stewart leaves WWNR/Beckley, WV to program WGKS/Swainsboro, GA . . . Babette Stirland is appointed Administrator/Programs & Operations at WNBC/New York Bob Buck is the new morning man at KIFM/San Diego, where Lynda Smith wiil cohost "Lights Out" jazz at night



BUFFALO'S BANDSTAND - One night during WBUF's 93 Days Of Summer included the welcoming of the Golden Boys Of Bandstand. Pictured at the event are (I-r): Fabian, former Buffalo promoter Stuart Levy, WBUF midday man Fred Klestine, PD Jay Meyers, Bobby Rydell, and

Marci Shantz and Jack Gerdevich join WCLR/Chicago sales . Gladstone is a new AE at WMAG/ Greensboro . . . Gary Lewis is named Sr. AE and director of training at KTSA/ San Antonio

Corrections: Mike Watermann is MD at KSD/St. Louis, not KYKY as was reported (R&R 11/1). In the newest R&R "Ratings Report," the name of afternoon drivetime dominator Shelley James at WCRZ/Flint was misspelled. Sorry, Shelley.

At WMYU/Knoxville, C.P. (Curtls Parham) is the new morning man, Jeff Jarnigan will do PM drive, and Larry Trotter moves from afternoons to mid-At WGLL/Mercersherg-Greencastle, PA, J.J. McBride will do afternoon drive and Rosie Marie is

Former R&R Sr. Associate Editor Keith Attarian becomes a new Account Executive at KHJ/Los Angeles Robin Baime will sell for

WYNY/New York.

# **EVENTS**

# Gobble Gobble

WKLA/Luddington is planning "The Great Gobble Giveaway" promotion for Thanksgiving. Listeners are tipped off that if they answer the phone "Gobble Gobble" when WKLA calls they win a Thanksgiving turkey and qualify for one of three microwave ovens to be given away as grand

### Hollywood Stars

KFI/Los Angeles's morning team Al Lohman and Roger Barkley will be honored by the Hollywood Chamber of Commerce December 4 when they receive their star on the Hollywood Walk of Fame. KFI listeners will be able to win breakfast with L & B the week prior to the broadcast. Lohman and Barkley have been the morning team at KFI for over 17 years.

# More Anniversaries

WJON/St. Cloud celebrated its 35th anniversary by hosting an open house, conducting contests, and in-

viting many of the voices from the past back to do special nostalgic shows

Oldies station WEMP/Milwaukee recently celebrated its 50th anniversary, coinciding with the 150th anniversary of Milwaukee County

### **Defense For Kids** In Baltimore

In conjuction with National Crime Prevention Month in October, WYST/ Baltimore and the Maryland State Police launched "Project Kids" - a statewide crime prevention poster contest. "Kids In Defense Of Self" was the poster contest theme and participants were public school children, grades 1 through 5.

Their posters addressed topics such as stranger danger and Halloween safety. The third grade winner's poster depicted smoke signals amidst colorful teepees with the caption, "Signal home if you are going to be late." The little guy received a home computer from WYST for his efforts.

### LISTENERS UNITE — The localized lyrics and a photo of the KQ99 "Allnighters" are included in the record sleeve of the homegrown version of "God Bless The USA.

VANSVILLE'S MUSIC FM

"God Bless the USA"

THE ALLNIGHTERS

FEATURING

STEVE DAVIS AND DEBI DOWDY

ALL PROCEEDS FROM THE SALE OF THIS RECORD WILL BE DONATED TO THE AFRICAN RELIEF BUND AND FOR FOOD BASKETS FOR THE NEEDY IN THE EVANSVILLE AREA AT CRISTIANS.

R&R FRIDAY, NOVEMBER 22, 1985/49

# **AOR PICTURE PAGE**



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THEY STAND FOR AIRPLAY — KROQ/Los Angeles MD Larry Groves finds himself the center of attention, as Gary Myrick (left) and Network Records GM John Brodey (right) take a stand for airplay.



PITTSBURGH PITCHES IN — Backstage at the Farm Aid concert, WDVE/ Pittsburgh PD Greg Gillispie (left) presents John Cougar Mellencamp with donations from the station's advertisers and clients on behalf of the cause.



WCKG ON THE FRITZ — When you have Eleanor Mondale doing a weeklong guest newscaster stint, you can expect a high caliber of guests. WCKG/Chicago got a visit from her father, Waiter, and a phone interview with Fritz's 1984 running mate, Geraldine Ferraro. From left, VP/GM Marc Morgan, morning man John Landecker, Eleanor and Waiter Mondale, Chicago Bear Keith Van Horne, and PD Don Davis.



# ADULT/CONTEMPORARY

DONNA BRAKE

# **KQ99 And The Allnighters**

WDKQ(KQ99)/Evansville gathers up its listeners and conducts a series of bus trips once every other month called "The Allnighters." Usually the purpose of the trips is to have a great party in a nearby city and then get folks back home by the break of dawn.

But the "Allnighters" trip in September was no ordinary jaunt. This time the destination was Nashville and the two busloads of paid listener-participants had more than just a party mission in mind. They were going to record their own version of "God Bless The USA" for charity.

### **Putting It Together**

It all started as a brainstorm of Bristol Broadcasting corporate PD Bruce Clark. Inspired by a Rockford station that did its own version of "We Are The World," Bruce first secured the rights to use the Lee Greenwood hit, "God Bless The USA."

Next he contacted songwriter Steve Davis and singer Debbie Dowdy to sing lead parts. Former RCA engineer Mike Shockley was recruited and studio time in RCA's old studio A was booked.

KQ99 then hit the air with the announcement that listeners who came along on the Nashville "All-nighters" trip would be a part of the chorus for the record. Personnel from a couple of local TV stations went along to cover the story.

Bruce said, "Each person had to pay \$30 to join us. Essentially, we gave everyone a chance to be a star; it was great. The listeners had their pictures taken behind microphones and really had a won-

"God Bless The USA."

"I learned a long time ago that being a star in this business was not what's important. It's the fact that radio has the power to move people."

-Bruce Clark

derful time with it. The demos were good too. We had people from 22-56 participating."

Costs for producing the record were absorbed by donations from local clients and the radio station. Proceeds from record sales will benefit the African Relief fund and will also go toward putting together Christmas baskets for local families in need.

# What It's All About

Bruce explained why he wanted to take on the project in the first place. "I learned a long time ago that being a star in the business was not what's important. It's the fact that radio has the power to move people. I've involved myself and stations with several charities and pet projects over the years.

"Putting together Christmas baskets for the needy has been a chainwide community project, and since this is the first year we've owned KQ99, I was looking for a novel way to introduce the idea to the community."

Bruce continued, "We've only had the finished records back a couple of weeks, and have already sold half of the first pressing (2000 copies). We also produced a video of the song to be sold, and we'll provide it to TV and clubs for extra exposure.

"The real important point here is



TAKE FIVE — The Allnighters take time out. PD Bruce Clark is front and center.

that radio stations that take the time to invest in projects like these find that they can do something

really meaningful for the community and get great press coverage

# **PROGRESS**

Moves at WIBC/Indianapolis: Mary June Rose is named MD, David Appleford is doing middays, the legendary Jerry Baker moves to afternoons, and Pete Sullivan rejoins the airstaff.

Dave Conrad leaves WASK/Lafay-ette for mornings at WNDE/Indianapolis ... Patrice Silarski is named Assistant PD at WMJC/Detroit, while Lea Allen becomes Assistant PD at neighbor WDTX ... Chris Bennett is now News Director at WRRM/Cincinnati.

Tom Tradup has joined WASH/
Washington as executive producer of
the morning show ... Barbara
Compton leaves WAKR/Akron to be
morning anchor at WSNY/Columbus.
She replaces Marty McNeil, who joins
KOY/Phoenix ... Scott Walker
leaves KMEL/San Francisco for middays at WEZC/Charlotte.

Steve Rouse splits WWMJ/Bangor to handle middays at WYST-FM/Baltimore. He's replaced by Chris Contey, who also will be Production Director

... Nancy Potter becomes News Director at WXUS/Lafayette ... Terry Flood will do overnights at KKLT/ Phoenix ... Corey Scott leaves WNDE/Indianapolis for afternoons at WLLT/Cincinnati.

New lineup at K-Lite/Portland: Dave Allen mornings, Bryan O'Neal middays, Bill Jackson afternoons, John Windus evenings, Kelly McCrae nights, and Chris Taylor overnights; Dana Jeffreis is News Director . . Art Barrett becomes the permanent evening talk show host at WELI/New Haven.

Mark Edwards is named PD at WBOW/Terre Haute, replacing Kevin Young, joined WCQL/Columbus as PD . . . Hal Martin will do midday at WYST(AM)/Baltimore . Laurie Saunders leaves WLAK/Chicago for KNOB/Long Beach. She's replaced by George Briggs . . Valerie Benton will do afternoon news at WKDQ/Evansville .

Barry Stewart leaves WWNR/Reckley, WV to program WGKS/Swainsboro, GA... Babette Stirland is appointed Administrator/Programs & Operations at WNBC/New York. Bob Buck is the new morning man at KIFM/San Diego, where Lynda Smith will cohost "Lights Out" jazz at night.



BUFFALO'S BANDSTAND — One night during WBUF's 93 Days Of Summer included the welcoming of the Golden Boys Of Bandstand. Pictured at the event are (i-1; Fabian, former Buffalo promoter Stuart Levy, WBUF midday man Fred Klestine, PD Jay Meyers, Bobby Rydell, and Frankie Ayalon.

Marci Shantz and Jack Gerdevich join WCLR/Chicago sales ... Lynne Gladstone is a new AE at WMAG/Greensboro ... Gary Lewis is named Sr. AE and director of training at KTSA/San Antonio.

Corrections: Mike Watermann is MD at KSD/St. Louis, not KYKY as was reported (R&R 11/11). In the newest R&R "Ratings Report," the name of afternoon drivetime dominator Shelley James at WCR2/Flint was misspelled. Sorry, Shelley.

At WMYU/Knoxville, C.P. (Curtis Parham) is the new morning man, Jeff Jarnigan will do PM drive, and Larry Trotter moves from afternoons to middays. At WGLL/Mercersberg-Greencastle, PA, J.J. McBride will do afternoon drive and Rosie Marie is hired for evenings.

Former R&R Sr. Associate Editor Keith Attarian becomes a new Account Executive at KHJ/Los Angeles Robin Baime will sell for WYNY/New York.

# **EVENTS**

### Gobble Gobble

WKLA/Luddington is planning "The Great Gobble Giveaway" promotion for Thanksgiving. Listeners are tipped off that if they answer the phone "Gobble Gobble" when WKLA calls they win a Thanksgiving turkey and qualify for one of three microwave ovens to be given away as grand

### Hollywood Stars

KFILos Angeles's morning team Al Lohman and Roger Barkley will be honored by the Hollywood Chamber of Commerce December 4 when they receive their star on the Hollywood Walk of Fame. KFI listeners will be able to win breakfast with L & B the week prior to the broadcast. Lohman and Barkley have been the morning team at KFI for over 17 years.

### More Anniversaries

WJON/St. Cloud celebrated its 35th anniversary by hosting an open house, conducting contests, and in-

viting many of the voices from the past back to do special nostalgic shows

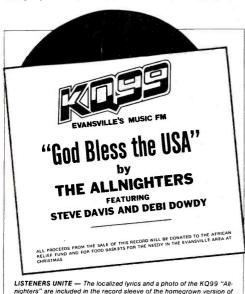
... Oldies station WEMP/Milwaukee recently celebrated its 50th anniversary, coinciding with the 150th anniversary of Milwaukee County.

### Defense For Kids In Baltimore

In conjuction with National Crime Prevention Month in October, WYST/Baltimore and the Maryland State Police launched "Project Kids" — a statewide crime prevention poster contest, "Kids In Defense Of Self" was the poster contest theme and participants were public school children, grades 1 through 5.

Their posters addressed topics such as stranger danger and Halloween safety. The third grade winner's poster depicted smoke signals amidst colorful teepees with the caption, "Signal home if you are going to be late." The little guy received a home computer from WYST for his efforts.

R&R FRIDAY, NOVEMBER 22, 1985/49







LON HELTON

# Plan Now To Attend The '86 CRS

The Country Radio Seminar is by far the best radio seminar you can attend. Notice, I didn't say "best Country radio seminar," but best radio seminar. If you're only going to one programming conference in '86, this should be the one you attend. Or if you're lucky enough to have a budget for a couple of trips, the CRS should definitely be in your plans.

Now I'll put the soapbox away and give you a rundown of the planned agenda as further proof of why you should attend. First the facts: The 17th annual Country Radio Seminar, presented by the Country Radio Broadcasters, is set for March 6-8 at Nashville's Opryland Hotel. Early registration fee is \$229. For more information call the CRB at (615) 327-4488. As always, discount hotel rates and discounted airline fare arrange ments are being packaged and will be announced here when finalized.

### The Agenda

This year's CRS will feature a new, expanded format. For the first time in the seminar's history, there will be longform, in-depth seminars and forums on management, personal development, national marketplace trends, and marketing. These four panels will be half-day working sessions.

On Friday morning March 7, the first of the four half-day presentations will be a personal development seminar, conducted by Mike McCaffrey. As part of the presentation, attendees will be given a probing questionnaire geared to

identify their individual strengths, ego drives, weaknesses, and social lifestyles. The participants will then be guided through a self-evaluation and given practical applications for their findings.

McCaffrey is founder of Focus Seminars and serves as an instructor at UCLA's Graduate School of Management's executive program. He's also the author of "Personal Marketing Strategies."

# **Market Trends And Plans**

The second half-day will feature a discussion entitled "Country Programming Is Our Product," conducted by Dr. Roger Blackwell. The panel will discuss general public trends as well as country music's role in the changing marketplace. Additionally, practical methods of applying this information to refine the product will be discussed.

Dr. Blackwell is a marketing professor at Ohio State University. He's written 14 books on marketing strategy, marketing research, health care, and other topics.

The 9am Saturday session is moderated by Dr. Steven Permut and called, "How To Develop A Marketing Plan." Dr. Permut will walk participants through the basic steps needed to form a successful marketing plan for their station. He'll present guidelines for determining which mediums are best suited for carrying out the plan.

### There's More

In addition to the four longform panels oulined above, the CRS will present nine shortform panels, coupled with six Music Industry Professional Seminars (MIPS) sponsored by the Country Music

COUNTRY

COUNTRY

BROADCASTERS

Dr. Permut is associate professor of the Practice of Marketing at Yale University's School of Organization and Management. He's also a principal of Marketing Sciences, Inc., a marketing, consulting, and research firm that assists companies in gaining marketplace advantage.

The final Saturday afternoon longform session will be a management workshop. The three hours will be devoted to topics involving behavioral development, personal and professional life goals, and human relations. The panel moderator will be announced shortly.

Association. These panels will run concurrently with the longform sessions.

Some of the CRS panel discussions include "Ratings — Arbitron and Birch," "Air Personalities: How To Find Them And Build Them," "Your Questions On Selling Country Radio," "Promotions With Proof," "Information Programming On Country Radio Stations," "Things You Should Know Even If You Have An Attorney," "The Radio Doctor," "The Future Of Country Radio: Whose Responsibility Is It?," and "Country Commercials On Review."

### MIPS

The MIFS panels have become a valuable addition to the CRS line-up. They not only provide work-shops for those on the music-making side of the business but also provide valuable insight to radio folks, who want and need to know more about what happens before they get a piece of vinyl in the mail. This year there will be six MIPS sessions: three on Thursday March 6, two on Friday, and one on Saturday

The three Thursday panels will

focus on research. The first one is

called "Research: Gospel or Guide - How survey techniques and interpretations can affect your ca-reer." After that will be "Ear Today, Gone Tomorrow: Formula Vs. Creativity - Are we listening carefully to our performing, writing, producing, and programming and can we survive if we don't?" The third panel will utilize the people on the first two panels and give the audience a chance to interact with them. During "Who In The Hell Are "They"?," the speakers from panels one and two will interact with the audience on the vital issue of "Who is trying to reach who? Are broadcasters and

labels using a proper mix of re-

search and gut feeling to develop

tomorrow's country consumer?'

Friday's first panel is "Music and Advertising: How the look and sound of radio and TV ads are determined; jingle writing, lyric adaptation, recording and production, when to use personalities." Also on Friday will be a panel called "New Technology: Demonstrations and discussion examining technology's effect on commercial recording and broadcasting. A look at the latest commercial effects and equipment."

Saturday's panel is called "The Nashville Sound: The Next Ten Years." Artists, producers, label executives, and publishers will predict and discuss country music's changing creative and business trends

Well, there you have it. An early outline of what you can expect at the 1986 Country Radio Seminar, I hope it provides you with enough ammunition to not only get the GM to pay for your trip but\_to have he/she go along with you. The last few years have seen more and more GM/PD combos attending the conference. It's a great place for the two of you to learn and then discuss the ways you can create better radio stations, while at the same time learning to be more effective managers and better people. Plan now to be there!

# **CLOSE-UPS**

• Last month, Altoona held its biggest "Altoona Balloona" festival and chose KSO/Dea Moines as the official radio station. To kick of the National Hot Air Balloon championships, each of the KSO air personalities broadcast part of their show from a hot air balloon.

 WTCR/Huntington is celebrating its 30th anniversary with a station reunion. Some of the jocks from the past are scheduled to join in the festivities.

 WKKX/St. Louis had a "Biggest Banner" contest to help welcome Kenny Rogers and Dolly Parton to town.
 Banners of all shapes and sizes were displayed at the St. Louis Arena. The winner, whose banner extended 15 by 15', won a \$500 car stereo of his choice.

\* WILQ/Williamsport gave away a trip for two to Mars, including lodging, Martian meats, gifts from Mars merchants, a deed to a plot of Martian land, and a greeting from the Mayor of Mars. WILQ also threw in some "I've Been To Mars" bumper stickers. Participants were registered in a random drewing and heard the original 1938 Mercury Radio Theatre "War Of The Worlds" program on Halloween Night.



LOST IN THE FIFTIES — KXRB & KIOV/Sloux Falls topped off the summer by giving away a pair of '57 Chevys at a local shopping center. Nearly 7000 listeners registered their names directly on the cars during live remotes in the area. Pictured (I-r) are Miss South Dakota (bilindfokled) as she chooses the winning name; KIOV's Joe O'Brien and GM Don Jacobs look on.

50/R&R FRIDAY, NOVEMBER 22, 1985

# Gobble up the hits this week on Columbia Records...



Janie Fricke "Somebody Else's Fire" seeming se

Janie's singles keep getting better and better. This is one of the strongest country singles of the week.

R&R (8) BB (2)



Rosanne Cash "Never Be You"

Another great single off the "Rhythm & Romance" album.

R&R 10 BB 15



Mark Gray "Please Be Love"

Out of the box adds on Mark's best single ever. This is the one you've been waiting for!

**NEW & ACTIVE** 

53/12

BB 62



David Allan Coe "I'm Gonna Hurt Her On The Radio"

Great radio record. Positive phones where it's being played.

SIGNIFICANT ACTION

BB 🚳



A natural song for today's Country radio. Give it a listen.

SIGNIFICANT ACTION



...we satisfy your appetite for great music!



# RADIO SPEAKS OUT

# BILLY JOE ROYAL "Burned Like A Rocket"

"Hottest record I've had this year."
Coyote Calhoun, WAMZ/Louisville

"It's the most requested record since 'My Toot Toot' "
Tony Kidd, WZZK/Birmingham

"We were not believers at first and didn't realize how successful it would be until we played it and started getting requests. It's now one of our hottest records."

Bill Berg, WWVA/Wheeling

"It was the most requested record here last week. All you have to do is let people hear it."

Bob Hooper, WESC/Greenville

"One of the most requested records we have." Ron Jones, WHOO/Orlando

"Real strong phones, especially females. It sounds so good on the air." Dave Richards, KYXX/Odessa

"This record went to number one on our playlist. People are still requesting the record, even though it's in recurrents." Bill Pyne, WQYK/Tampa

"Probably one of our most requested records and I'm also getting calls from record shops about it, which almost never happens." Ron Jones, WMC/Memphis

R&R 3 BB 3

"It's Just A Matter
Of Time" until Glen
Campbell has his next
Top 10 record!



R&R 42 BB 55



# COUNTRY

# HAVE YOU HEARD

Bob Moody has checked out of WAKY/Louisville for the OM position at KRMD/Shreveport . . . Larry Ford is the new PD/afternoon jock at WJAC-AM/Johnstown, PA . . . WYII/ Williamsport evening personality Wayne Raye has been promoted to PD/MD/morning talent following the exit of J.P. Morgan . . . Dave Terry has taken over the PD chores at WVMI/Biloxi from the exiting Jim Ta-. . Bill Whyte has given up his MD duties at WUBE/Cincinnati to concentrate on his morning show. Doin' the tunes now is Duke Hamilton Promoted to MD at their respective stations are: WTOD/Toledo afternoon man Bob McGee, WGKX/Memphis afternoon talent Chuck Edwards, and Brad West at WYNK/Baton Rouge.

Some goin's on at KFH/Wichita as Larry Rust climbs aboard for evenings from KWKH/Shreveport. Tom Jordan is upped from part-time talent to Promotions Director/midday jock



Chuck Finley

Chuck Finley has joined WMC/Memphis to team up with Aunt Eloise Loules. The "MC morning show has consistently been the #1-rated morning show in town . . . Dan Kristofferson settles into afternoon drive at KIOV & KXRB/Sioux Falls . . . Lori Morgan has moved to WOKK/Meridian for middays.

middays.

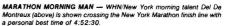
Former KIK-FM/Anaheim morning man Dave Anthony is now doing weekends at KZLA/Los Angeles ...

Jodi Foxx is new to overnights at KEAN/Abilene ... Rick Stevens to afternoons at KRRV/Alexandria, LA ... John Blair, to PMs at WVAM/Altoona ... Casey Jones has hitched his caboose to KYKX/Longview for production and fill-in air work ... Jay Jackson is the new morning jock at KBMR/ISismarck ... Ronnie Wayne is now doing middays at KAFY/Bakersfield ... WFIW-AM/Fairfield, IL has left "swing" for Country.

New news we have heard: 11-year KIOV & KXRB/Sioux Falls News Director Jerry Dahmen has been named ND at WSM/Nashville. Replacing Jerry is Laurie Scheel, who was his assistant and is looking for someone to fill her old position.





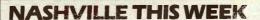


While Del was the only participant, the rest of the WHN staff was out in force on race day. Newspeople and personalities alike made use of cellular phones to report on race activities. In the bottom photo, Dan Taylor (with phone) and Mike Fitzgerald (in WHN jacket) report live on the air from the course.





NASHVILLE BLUE — During a recent trip to Nashville Bobby Blue stopped off at WSM to give MD Jay Phillips a copy of "Once Upon A Time." Blue's new single.





SHARON ALLEN

# ACM Launches "America's Music" PSAs

Early next year the Academy of Country Music plans to launch a public service campaign on radio promoting "America's Music." ACM President Gene Weed and producer Chips Moman are conducting the project, created to generate public awareness, bring new fans to our music, and rekindle the fire created by the movie "Urban Cowboy."

Weed and Moman are currently writing the material and contacting artists to participate in the campaign. According to Moman, "We will record and make available to the radio stations around the country a 30-second, and a full-song version of a song to be called 'America's Music."

They are also planning to do a video of the full-length version, using a compilation of performances by various artists.

# **Opry Tribute On CBS-TV**

To date, 56 acts are scheduled to appear on the CBS-TV special "The 60th Anniversary of the Grand Ole Opry." Opryland USA is producing the two-hour prime time show, which will be taped over several days later this month and aired in January. Of the 56 acts participating, 37 are current Opry members. The others have strong ties to the Opry — either by past membership or guest appearances. Roy Acuff and Minnie Pearl will cohost.

You'll see: a tribute to Ernest Tubb led by Willie Nelson; a tribute to Marty Robbins led by Chet Atkins; a segment in which Loretta Lynn discusses Fan Fair and the close bond between country artists and fans; a tribute to Hank Williams led by Bill Anderson, featuring Jim Ed Brown, Jack Greene, Charlie Louvin, Billy Walker, and other Opry members; as well as a bluegrass session spearheaded by Ricky Skaggs, featuring Bill Monroe, Earl Scruggs, the Whites, Jim & Jessee, and the Osborne Brothers.

Tickets for the tapings are free. For more information call (615)

### Bluegrass Association Formed

After four months of collaboration by a 25-member core group, representing all aspects of the bluegrass music industry, the Interioral Bluegrass Music Association has been officially formed.

tation has been officially formed.

The association wants to define

SOFA SWINGIN' - John Anderson relates an anecdote on a recent Warner Bros. edition of TNN's "Nashville Now.

The Nitty Gritty Dirt Band filled in for vacationing host Ralph Emery and were joined by labelmates Anderson, Emmylou

Harris, and Pinkard & Bowden. Pictured (I-r) are NGDB member John McEuen, Harris, Anderson, and NGDB members

the market for bluegrass music and reach new markets. It intends to promote and publicize bluegrass music and increase unity within the field, but has no intention of becoming a preservationist organization, nor will it seek to change the music to make it more popular.

Sugar Hill Records President Barry Poss feels that even though bluegrass is not mainstream music, it's no longer esoteric music. He says, "The best evidence of this is that major labels keep signing our artists."

For more information, membership brochures can be obtained from the IBMA Membership Dept.; P.O. Box 22778, Nashville, TN 37202.

BITS & PIECES: Congratulations to Emmylou Harris and Paul Kennerley, who were married over the weekend of November 8 in Maryland . . . Kenny Maines of the Maines Brothers and his wife Sharon are expecting their second child January 7 . . Look for "Tennessee Ernie Ford's America" to air November 30. 8 pm on PBS. Joining Ford in the two-hour special are Shirley Jones, Larry Gatlin & the Gatlin Brothers. Marilyn McCoo, Lee Greenwood, and Juli Maners ... Following their FarmAid appearance, the Nitty Gritty Dirt Band participated



MELMAN VISITS NASHVILLE NOW — Larry "Bud" Melman, a regular on "Late Night With David Letterman," dropped by the set of "Nashville Now" recently and visited with guest hosts Charly McClain and Wayne Massey. The show featured CBS artists and their spouses, with Mark and Lori Gray, Keith and Diane Stegall, and B.J. and Gloria Thomas. Pictured are (I+r) Melman. Massey. McClain, and Thomas.



RCA INKS JOHNSON — RCA/Nashville Division VP Joe Galante (right) welcomes singer/songwriter Michael Johnson to the Nipper gang. Known for such hits as "Bluer Than Blue" and "Almost Like Being In Love," Johnson debuts on a duet with Sylvia called "Love You By Heart." He also just released a Keith Whitley-penned Christmas tune, "There's A New Kid In Town."

in a special ceremony presenting the Colorado Farmer's Union with a \$10,000 check, the portion of FarmAid donations raised in the state. The money will go to fund a rural crisis hotline in Colorado . . Congratulations to Southern Pacific. The cover artwork for their WB debut LP was cited by the Los Angeles Art Director's Club for "outstanding achievement in graphic design for an album cover. artwork was created by Lori Lohstoeter . . . Tom T. Hall and his wife Dixie will host their annual Christmas Open House at their Fox Hollow home November 29-December 9. Proceeds from the sale of crafts and food will go to Animal Land. Speaking of Tom T., look for

ber 13 as he continues his tradition of appearing on Friday the 13th shows.

Just thought you'd like to know!



STRUTTING THEIR STUFF — Lee Greenwood and Keith Stegali were just two of the Nashville personalities who participated in the National Academy of Recording Arts and Sciences (NAFAS) second annual Fashion Crossroads. Over 50 of Music. City's eitle modeled designer creations.



STEVE'S HIGHWAY — While performing at Music Village in Hendersonville, TN, Steve Wariner got a surprise visit from Janie Fricke. Steve's latest LP is "Life's Highway."



him on "Nashville Now" Decem-

Randy Goodman has been appointed Director/Merchandising at RCA Records/Management, Also at RCA. Phran Swartz has been promoted from Administrator/Product Management to Manager/Product Management . . . Art Menius is acting Executive Director of the International Bluegrass Music Association (IBMA) . The three TMG-affiliated companies (Terrace Music Group, the Management Group, and the Media Group) just added three staff members. Tom Gregory is the new promotion and media assistant. Prior to joining TMG, Gregory was with Sam Cerami Promotions and Compleat Records. Lisa Keeling will handle special pro-

jects. She was formerly Operations Manager for Lorenz Creative Ser-

vices. She will continue directing Keeling & Company, a copyright

management firm she founded a year

ago. The office assistant position was



Jimmie Fadden and Jeff Hanna

Country Music's Top Ten
Proudly Welcomes
WCXI/Detroit
Greg Raab, P.D.

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



WALTLOVE

# KJLH Stakes Its Claim On L.A.

KJLH calls itself "L.A.'s Dance Music Station." Apparently, listeners agree. In the summer '85 Arbitron VP/-GM Jim Maddox and PD Doug Gilmore danced their way from 2.1-2.5, giving the station a decisive lead over its format competition and its best showing in some time.

When asked why he chose the "Dance Music" tag-line, Maddox said, "Well, why not? There seemed to be a void in that area, so we decided to fill it before someone else discovered it was there. We also felt we could make a name for ourselves in this area and have a very discernible identity. We were starting to make our move during the summer book, which was a key

"I call Black/Urban the 'Format of Denial.'
This is a format that's consistently being told no. The majority of the people this format serves are (also) consistently being told no by our society."

period for us. We needed to turn the corner and accomplish some things."

# The Dilemma

It appears a good deal is needed in a city where no B/U station has posted over a three-share in recent history. So why doesn't Los Angeles have a Black/Urban giant on the level of WJLB/Detroit or KKDA-FM/Dallas? "The signals of the current facilities programming this format aren't what they should be," Maddox replied. "There certainly isn't a Class C FM in this market doing the format or a 50,000 watt clear channel AM. So that's the dilemma.

"The second problem is a lack of aggressiveness. When KACE was boycotting Warner Bros. over the Prince concert tickets, Warner's people just about all but told us in a meeting that 'you guys don't get a number of things because you're not aggressive.' Although I'd only been back in town about a month or so, I could see evidence of what they were talking about. After seeing and hearing for myself what I had already suspected, we decided that KJLH would take a very aggressive posture from then on.

"We're not afraid to go after what we want in this city. And I would say we're doing this in a manner reminiscent of KDAY (which Maddox formerly programmed) back in the old days. It wasn't a 'Dance Music Station,' but a Top 40 station doing a Black format. As far as we are concerned, this is our territory now. And we are prepared to back that statement up with action."

I asked Jim whether this action had had a positive influence on station sales. "Our sales had begun showing signs of improvement before the summer book. Now that we've got something else to utilize. I'm sure we'll get our revenue up where it really belongs. That aggressive posture I talked about also carries into sales. Our present sales staff is much more aggressive than the others who were here; we're out to get our share of audience and dollars."

# The Format Of Denial

Does Jim expect one of L.A.'s high-powered general market FMs to go B/U and come gunning for the eight share this market's five Urban stations (including Black/AC hybrid KUTE) count between them? "it's possible, but I don't see that happening. Just in case I'm wrong, I would strongly advise them not to. Unless someone gets professionals who've worked this format and understand it, it would format and understand it, it would



Jim Maddox



be a big mistake to jump into it without knowing what you're doing. You need a special understanding to be successful in this

"And here's why. I call Black/ Urban the 'Format of Denial,' which has a lot of meaning. This is a format that's consistently being told no. The majority of the people this format serves are (also) consistently being told no by our society. When you come from a background of being denied all of your life, you can relate to that sort of thing in the business world better than someone who hasn't had to live through that realization.

"You know, it's important to our people to understand denial because we've all been through it at one time or another. Yet we haven't let it stop us from pursuing our goals. It's got to be the same in our format. If you have to find another way to get what you want, find the other way, period!"

# Old PDs Never Fade

Doug Gilmore has held the KJILH PD post for several months now. I asked Maddox if he's tired of people asking whether he's still programming the station. Laughing, he said, "That's a good question. Once you get a name as a programmer, it's hard not to be viewed in that light. I can't say I'm tired of that association because I decided that programming will always be a part of what I do in this industry, even though I've been GM for some time now."

"At one point I didn't want to have anything to do with programming because I wanted to be taken seriously as a manager. Since I've accepted my connection with both sides of the industry, things are a lot better. When you know the kind of training you've had and have a

### (Total persons 12+, MSA, Sun-Mon 6am-midnight)

vani-indingiti)						
	8m 84	F 84	W 85	8p 85	8m 85	
KIS-FM (CHR) KJLH-FM (B/U) KACE-FM (B/U) KDAY (B/U) KGFJ (B/U) KUTE-FM (B/U) KKHR (CHR)	.7 1.3 3.0	9.1 2.0 1.2 1.7 .7 1.7 2.4	.8 1.3 2.5	9.0 2.1 1.6 1.9 .7 1.9 2.7	8.8 2.5 1.7 1.5 .7 1.5 2.8	
KOST (A/C)	3.4	4.4	3.8	3.8	4.0	

firm grasp on things within your chosen profession, you don't care what category others may put you in"

# When You're #1

"Maybe things have to be put into perspective when we're talking

"Anyone else who dares try and be the number one Black (station) will have a fight like they've never had before."

about KJLH's professional posture," Jim added. "We are the number one Black station in this market. And all the other Black stations in Los Angeles will find KJLH to be very tenacious and competitive from now on. Anyone else who dares try and be the number one Black (station) will have a fight like they've never had before.

"We'll move swiftly and decisively to raise them and maybe double them for even daring to make such a move. Remember when Y100 (WHYI/Miami) was in its heyday? It kept a large amount of money in what Bill Tanner called the 'slush fund.' Now KJLH has a 'slush fund' for emergencies, and we're serving notice to all the others. Don't dare try and touch our position or our thunder. Because we'll make you wish you hadn't. We've made a commitment to teach anybody a lesson who makes a move for what now belongs to us.

"The CHRs and A/Cs in this market have been outdistancing all the Black stations, including this one. But now we're ready to look some of them in the eyes. We do pretty well in demos other than total persons 12+. Let's just say you've got a real junkyard dog on your hands when it comes to the present KJILH. We can't touch KIIS-FM, but we're starting to light up some of the other general market stations."



WCRX BAITS ABRAMS'S TRAP — Staffers from Columbia College's WCRX/Chicago posed backstage with Colonel Abrams after his recent Chi-Town appearance. Pictured (I-r) are PD Jeff Kapuç', MCA's Chuck Arrington, WCRX's Juan Tovar, manager Apache Ramos, and Colonel Abrams.

# T E D D Y P E N D E R G R A S S

TEDDY's been Workin' It Back with his new smash single, "NEVER FELT LIKE DANCIN" (7-69595)

Dancin' up the charts: R&R:15\*
Billboard: 22\*

Cashbox: 21\*

"NEVER FELT LIKE DANCIN'," from his breathtaking new LP, Workin' It Back. (60447)

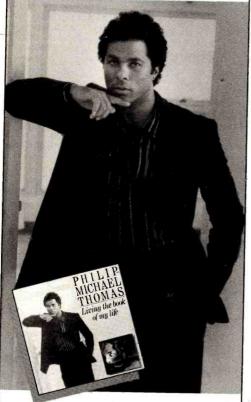
Produced by Dennis Matkosky, Bill Neale, and Linda Creed Management: Shep Gordon and Daniel S. Markus for Alive Enterprises

ON ASYLUM MUSIC CASSETTES, RECORDS AND COMPACT DISCS.

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# PHILIP MICHAEL THOMAS

Music Is His Vice



P R E S E N T I N G

# PHILIP-MICHAEL THOMAS and his new album

LIVING THE BOOK OF MY LIFE

Including the single,
"Just The Way I Planned It"

Available as a commercial 12" Dance Mix

Go undercover with the co-star of "Miami Vice" as he brings his dazzling charisma to vinyl! Produced by Geoffrey Chung for Penetrate LTD. and PMT Productions, Inc





On Spaceship Records and Cassettes

Distributed by Atlantic Recording Corp

# **BLACK/URBAN PICTURE PAGE**



RFTW DISPLAYS DIGITS — . . . And the rest of their limbs on a visit to KGFJ/Los Angeles to promote their "Digital Display" single. Group members (I-r) Greg Potts, Gordon Strozier, Melvin Piley, John Easton, and Gerald Valentine flank the station's Dee Dee Maxey.



XHRM AQUA BOOGIES — XHRM/San Diego took a contingent of listeners, clients and record people to San Diego Bay for a "Schmooze Cruise." (Standing on deck are (Ir-) back row: promoter Chris Jones, MCA's Sara Malendez; third row: Qwest's John Brown, E/A's Primus Robinson, singer Kathleen, WB's Jackie Thomas, promoter Joan Scott, and Arista's Vaughn Thomas; second row: Beverly (Ben's Roma Chugari, promoter Doc Remer, and Tommy Boy's Chuck Rush; PD Darryl Cox and Assistant PD Duff Lindsay are in front.



WHITE DAYS — Maurice White's promotional tour for his first solo LP took him to WZAK/Cleveland. Flashing winning smiles are (I-r) CBS's Glen Wright, WZAK MD Dee Perry, and White.

# ACTION

Otis Rush, formerly of Detroit outlets WJLB and WQBH, has resurfaced on WZAK/Cleveland where he'll be known as Bobby Rush. The move reunites him with PD Lynn Tollfver, who worked with Rush at WJLB and WJMO/Cleveland.Byron Pitts, who was PD/mornings at WBLK/Buffalo, is now handling similar duties at WIGO/ Atlanta.

When a new Promotions Director is appointed at a radio station, the first task on the agenda is usually to announce his/her own appointment. That's what Martha Pabon did when she arrived at WMYK(K94) & WZAM/Norfolk, after serving as Program Manager at the Norfolk Council of the Hampton Roads Chamber of Commerce. Carletta Harriell has also joined the combo as an AE, moving from the Sales Manager job at competitor WOWI.

Several weeks after WBMK/Knoxville went dark, crosstown N/T outlet WKGN switched and gave that market its first fulltime B/U outlet. PD Bill Clary writes that he's in "desperate need of record service from all labels." He can be reached at (615) 521-6220. The station's mailing address is 2900 Sutherland Ave., Knoxville, TN 37919.

WOL/Washington has moved from its longtime Georgetown studios to a new building at 4th & H NE. Owner Cathy Hughes told the Washington Post, "The first week there were 100 drug addicts on the corner. They are no longer standing there but helping me with the flower beds." -

WJLB/Detroit recently awarded \$5000 in prize money to the three Detroit area schools that submitted the most entries in its "School Spirit Contest." Winner Mumford High submitted a grand total of 191,264, 100,000 more votes than the runner-up school.

# MARKETPLACE

# AIRCHECKS

# Current And Classic Airchecks!

Current Issue #68 features DC101/Greaseman, WMJIJohn Lanigan, CKLG/LG Morning Zoo, KOST/M.G. Kelly, KS103/ Crazy Dave Otto. Z100/Z Morning Zoo, St. Louis CHRS KHTR & KWK, Dallas CHRs KTKS & KAFM, plus KJR/Janet Wilson. 90-minute cassette, \$5.50

Special Issue #5-68 features NEW YORK! CHRs WAPP & Z100, Oldies WCBS-FM, AOR WNEW-FM, and A/Cs WPIX, WNBC & WLTW. Cassette, \$5.50
Special issue #S-69 features BALTIMORE, with CHRs B104 &

K106, AOR WIYY, Urbans V103 & WWIN-FM, A/Cs WYST-FM, WFBR & WYST. Cassette, \$5.50.

Classic Issue #C-61 features WLS/J.J. Jeffrey-1972, KFRC/Dr Don Rose-1976, KHJ/Larry McKay-1974, KFWB/Lohman & Barkley-1968, WRKO/Johnny Dark-1976, KHJ/Bobby Tripp-1967, 10Q/Willy B.-1978, KKDJ/Russ O'Hara-Rich Brother Robbin-1974. Cassette, \$10.50.

Current Issue #67 features KBZT/Mike Novak, Detroit's WHYT/Bobby Mitchell & WCZY/Dick Purtan, KMGG/Charlie Fox, Buffalo's WKBW/Dan Neaverth, KIIS/Big Ron O'Brien, KRLA/Real Don Steele, WBSB/Brian & O'Brien, Philly's WCAU-FM/Terry Young & WZGO. 90-minute cassette, \$5.50

VIDEO #3 features KMEL/Howard Hoffman, KHTZ/Charlie Tuna, KRXY/Chuck Buell, KMEL/London & Engelman, KOPA/ Ms. Chaz Kelley, B100/Gene Knight, WMGG/John Lanigan, plus 3 more! 2 full hours, VHS or BETA, \$39.95.

> CALIFORNIA AIRCHECK Box 4408 - San Diego, CA 92104

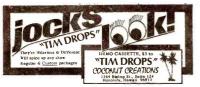
(619) 460-6104

# COMEDY



Be first in YOUR market to corner the only mid-mor professional comedy service. 8 pages of nothing b great bits 8 liners mailed the 10th of each month. Why wait for "The Guys Across Town" to best you

NOW IN OUR THIRD YEAR OF SERVING THE RADIO COMEDY PROFESSIONAL





Hundreds renewed again!

Free sample!

Write on station letterhead to Contemporary Comedy

Dallas, TX 7522

# RER MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

Per Insertion \$50.00 1 Time \$45.00 13 Insertions \$40.00

Additional \$10.00 per week charge for Blind Box ads.

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date Marketplace ads are non-commissionable.

Submit to: Marketplace

RADIO & RECORDS 1930 Century Park West Los Angeles, Calif. 90067 (213) 553-4330

# COMEDY





"Jokes, Calendar, Phoners

"Show Ready" Material For Every Day Of The Month

Write on station letterhead Virginia Beach, VA 23462

157-102 Nina Di

# the Electric WEENIE

RICK DEES, KIIS-FM: "Tom, you really are The Best. Really look forward to the arrival of The Weenie, such a shot in the

FOR FREE SAMPLES WRITE

Electric Weenie, Inc. P.O. Box 2715

Disk Jockey Comedy
10 years and 200 Jocks Jater, HYPE JNK, continues
to supply the world's top DJs with the most original
comedy material available, For FREEBEE, write HYPE,
INK., 7805 Sunset Blvd., #206, Los Angeles, CA

# O'Liners

of radio's most popular humor service

For sample, write on station letterhead to: O Liners 1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

# **FEATURES**

# "If Today Is Your Birthday"

Carol Rushman, nationally known Astrologer, is now offering her unique, upbeat birthday forecast. Very modest fee with exclusivity in your city. Call or send for a ONE-MONTH FREE TRIAL SAMPLE.

Carol Rushman & Co

6290 N. Port Washington Road, Glendale, WI 53217 (414) 962-5228



Long Beach, CA 9080 \*Indicate COUNTRY or CONTEMPORARY Format

ON-AIR PREPARATION SERVICE! Airshift-ready music

notes, star facts. calendar, more

Free Sample Of RADIO'S DAILY

# **FREE FREE FREE**

Famous PSYCHIC David Guardino, Psychic to the Stars, is available FREE for talk shows, phone interviews and news actual-24 hr. phone . . just call (702) 386-0702 or (702) 386-0827

# PERSONALITY

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"MOST USABLE SERVICE EVER."

A SHEET LIKE NEVER BEFORE. TWO WEEKS TRIAL ONLY \$5.00 INFO-BITS, c/o KFMB, BOX 80888, SAN DIEGO, CA 92138

# PERSONALITY

# MIMINIA THERMANDOO

Presents "USED CARS." Used by a little old disk jockey who worked weekends at an automated Beautiful Music station. Good material CHEAP. Sample:

> 1395 Overlook Ave., N.W., Salem, OR 97304

# EMPLOYMENT/INSTRUCTION

# 10,000 RADIO, TV JOBS

- Over 10,000 Radio & TV jobs are published every year. Up to 98% of the nationwide openings can be found in THE AMERICAN RADIO JOB MARKET weekly paper.

  The most current and complete radio and television job publication in
- America.

  Subscribed to by nearly every major broadcast school, Jr. colleges,
- colleges and universities.

  Complete listings for DJs, Program Directors, News people, Salesmen,
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- nings for those men and women with little exper Many op
- 8. Money Back Guarantee.

  Rates: One week \$1.00. SPECIAL 6 weeks \$14.95 you save \$21.00.





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COMPUTER SCHEDULE

& current carts - updates weekly

affordable

Radio Program Services (303)685-9563

ALL FORMATS . LIBRARIES AVAILABLE, TOO

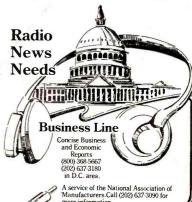
# Complete Libraries . Toned for Automation

10" Reels or Cassettes OLDIES • A/C • CHR • COUNTRY

Also Christmas Music WITS ON VAPE 6290 Sunset Blvd., Ste. 625

Hollywood, CA 90028 • (213) 463-4542

THE RIGHT MUSIC AT THE RIGHT PRICE



more information.

R&R FRIDAY, NOVEMBER 22, 1985/57

# MARKETPLACE

# **PROGRAMMING**



BROADCAST PRODUCTIONS EAST, INC.

TRAVELOG — 90-second travel feature reviewing resort and vacation areas worldwide.

DID YOU KNOW — 60-second lifestyle feature dealing with

Call the BPE instant domo hotline weekdays after 5cm .EST and

23 Rustic Ave., Medford, NY 11763 (516) 286-8125

# **CHRISTMAS MUSIC**

TRADITIONAL - COUNTRY - INSTRUMENTAL

THREE X-MAS LIBRARIES • HUNDREDS OF CLASSIC CUTS • PRE-PROGRAMMED ON STEREO 10" REELS TONED FOR AUTOMATION SUITABLE FOR CARTS
 "TM QUALITY"

SOME MARKET RESTRICTIONS



CALL DAVE GRAUPNER FOR INFO (800) 527-7759 (214) 634-8511

TM Communications, Inc.

# The Christmas Music



Country and Adult Contemporary WARNING! Don't buy from others until vou compare our cost per reel

Phone your order for immediate delivery (800) 251-9000 (615) 790-1200



# INSTANT REAGAN.

P.O. BOX 2424, EL CAJON, CA 92021 (619) 579-0967

# **PROMOTIONAL**

# WHAT MAKES MORE SENSE than an outdoor billboard or busboard? . . . DASHGUARD



Think about this mobile stationary billboard in thousands of cars parked at shopping centers, concert locations and sporting events . . . all promoting YOUR STATION!

- Format exclusive basis
- Customized for your station
   Attractive, useful, inexpensive
- \* Design staff available

Order Now! (213) 483-1059 Collect

DASHGUARD/JAM ENTERPRISES P.O. Box 2243, Culver City, CA 90231

# **OPPORTUNITIES**

**OPENINGS** 

# NATIONAL

# RADIO PERSONNEL NEEDED

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



**BROADCAST TALENT COORDINATORS** 

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

### ARE YOU FUNNY?

We're looking for produced comedy bits for syndication. Song parodies, phony commercials, etc. Keep it clean, :60 or under, and funny! Send T&R to Radio & Records, 1930 Century Park West, #184, Los Angeles, CA 90067. EOE



MALRITE COMMUNICATIONS -GROUP INC.

The Malrite Communications Group is looking for talented on-air, production and promotion people. Top 20 market experience need only opply. Send tape and resume

Mr. Jim Wood Corporate Progrom Director
MALRITE COMMUNICATIONS GROUP,

1200 Statler Office Tower Euclid Avenue at East 12th Street Cleveland, OH 44115

# EAST

market winner. Aggressive & adult voice. T&R: Je Box 928, Glens Falls, NY 12801, EOE M/F (11-22)

s's top-reted CHR looking for all-night personality. T&R: Anderson, WIGY, Box 329, Beth, ME 04530. EOE M/F

Personality needed for new CHR FM station in CT, Prior ex-perience & good producton skills a plus. T&R: WILL, 948 Mein St., Willemantic, CT, 06226. EOE M/F (11-22)

use CHR FM needs up & coming jocks now! ce, strong production a must! T&R seling, WV 26003. EOE M/F (11-22)



Eastern Long Island, celebrity-owned WWHB-FN seking one fulltime and one parttime on-air perity for its adult rock format. If you are a DJ, with production experience, who is looking for a vehicle to enter the N.Y. metro and an association with a company of experienced entertainment pro-fessionals, send T&R to: HB 107, 252 West Montauk Highway, Hampton Bays, NY 11946. Attn Gelber.

100 KHI 50kw CHR winner needs winning personality, T&R: Jack Gillen, PD, 2301 Coastal Hwy., Ocean City, MD 21842. EOE M/F (11-22)

redists opening for morning announcer, A/C, Mid-Atlantic on. For details, Thomas Grooms: (301) 475-8383 (11-22)

Immediate opening. 50kw FM A/C in ME's capital city. T&R: Brent Stephens, WRDO, 1 Memorial Cir., Auguste, ME 0430. EOE M/F (11-22)

Upstate NY AM/FM seeks experienced newspeople for possible future openings. T&R: Box 649, Oncents. NY 13820. EOE M/F (11-22)

Announcers: If you can record high-quality 15 ips, we have freelence work for you. Demo: Talent Search, Box 4296, Allentown, PA 18105, EOE M/F (11-22)

**OPENINGS** 

# WESTWOOD

Westwood One Radio Network is anticipating major growth in the near future and is seeking strong station affiliate/clearance salespersons. Must have strong phone/communication skills. Send resumes to: Joni Reitz, WW1, 8966 Washington Blvd., Culve City, CA 90232, EOE



# Jersey Shore Metro CHR FM

Needs fulltime "Personality" announcer who can do more than time & temp. Good salary and benefits. T&R to Lance DeBock, VP/PD, WJRZ 100FM, P.O. Box 100. Toms River, NJ 08754, EOE

**OPENINGS** 

# 92 STAR WYST

MORNING NEWS/PERSONALITY - requires two years competitive major market experience. Must interact with other team members. Females encouraged. Cassette and resume to Dan O'Neil, Program Director, WYST-FM, 1111 Park Avenue, The Penthouse, Baltimore, MD 21201.

# SOUTH

te A/C needs mature-sounding newsperson with ex-. We also need PM drive jock. Rush T&R: PD, KISY, hamrock St., Pineville, LA 71380. EOE M/F (11-22) perience. We also need I 92 W. Shamrock St., Pkr

nergy 100kw FM rocker seeks enthusiastic air/pr lent, Medium merket, Great growth opportunity, KDXR, Box 1478, Borger, TX 79007, EOE M/F (11-22)

WQDR/Raleigh seeks topical morning host, T&R: Mike Ryan, PD, Box 1511, Raleigh, NC-27602. EOE M/F (11-22)

Need Immediately, Copy/Production Director, Creative writing & some light sirwork required, Writing samples/T&R: 8ill James, WOVV, Box 3032, Pt. Pierce, FL 33448, EOE M/F (11-22)

### BOSTON'S HOT HITS



WZOU-FM/BOSTON is conducting a nationwide search for one of America's top morning talents to join "The Boston Morning Zoo." If your specialties are strong comedic writing and character voice, rush T&R to Pat McKay, OM, WZOU, 441 Stuart St., Boston, MA 02116. Do it today! EOE M/F

# Western Maryland FM

Has opening for strong on-air personality. Minimum 1 year experience. CHR format. Females encouraged. Send tape and resume to: P.O. Box 2318, Hagerstown, MD 2174O.

58/R&R FRIDAY, NOVEMBER 22, 1985

# **OPPORTUNITIES**

# **OPENINGS**

Louisville's Hot DJX wants talent for future openings. T&R: Robert Lindsey, Assistant PD, 307 W. Muhammad Ali, Louis-ville, KY 40202. EOE M/F (11-22)

s you funny, upbeat & mature? Come do mornings for met ntemporary Country. T&R: Jennifer Kennedy, PD, 96FM, ANX, Box 1110, Tallahassee, FL 32302. EOE M/F (11-22)

# **OPPORTUNITIES** BROADCASTING

We are seeking the Right People for positions in MANAGEMENT, SALES MANAGEMENT, PROGRAMMING, and AIR TALENT. Small, medium, and large market opportunities. Send Tapes and Resumes in confidence to:

Resort Broadcasters, Inc. Edward F. Seeger, Chief Operating Officer 121 Wyck St., Suite 300, Richmond, VA 23225 (no calls please)
An Equal Opportunity Employe

Top-rated A/C, AM/FM combo seeks PM driver. Strong per sonality essential: Females encouraged. T&R: Jkm Jacobs WEIZ, Box 1640, Colombus, GA 31994. EOE M/F (11-22)

Wanted: Production pro/air personality in growth market near Houston. T&R: Craig Chambers, Box 330, Huntsville, TX 77340. EOE M/F (11-22)

WROQ AM/FM needs afternoon jock. Five years' experience CHR. Creative, unique, exching presentation. T&R: Reggie Blackwell, 400 Rado Rd., Charlotte, NC 28216. EOE M/F (11-22)

### CHR MORNING SHOW

Leading 100ks CHR in Top 100 Sunbelt market seeks great morning show. We're looking for creative, spirited, professional talent for dominant morning show. If you possess these qualities, are motivated to win, and are winning in your market, we want to hear from you! Great bucks & support from growing company. Beautiful, bustling market. Send C&R and references to Radio & Records, 1930 Century Park West, #187, Los Angeles, ca 90067 EOE

Our airstaff includes 230 thousand! That's the county's population. If you want to meet them, they want to meet you. T&R: PD, WORD, Box 3257, Spartanburg, SC 29304, EOE M/F (11-22)

This is the way radio news was meant to be done! Live! Active! Anchor/reporter needed for four-member department. T&R: ND, WORD, Box 3257, Spertanburg, SC 29304, EOE M/F [11-22]

# A/C Morning Personality

Group opeator in major Sunbelt market needs A/C morning personality. Bright delivery, topical input to interact with newsperson within constraints of musicintensive format. Working knowledge of sports helpful. Send T&R to Radio & Records, 1930 Century Park West, #178, Los Angeles, CA 90067. EOE

Wented: Staff announcer for afternoon drive, Small r contemporary Country FM. On Lake Okeechobee. 1 Box 2106, Clewiston, FL 33440. EOE M/F (11-22)

MD/evening CHR personality. T&R/production samples/references: Keith Richards, Q-107, Box 956 Canyon, Amarillo, TY 79015, EOE M/F (11-15)

100kw Country FM needs professional people. Airshift/prodition. Team player for Little Rock market. T&R: KFXE, 920 Comerce Rd., Pine Bluff, AR 71601. EOE M/F (11-15)

Experienced personnel for immediate positions as NEWS DIRECTORS **REGIONAL** and **STATE ANCHOR** PERSONS, and REPORTERS. Send

Tapes, Resumes, and Salary Requirements in confidence to:

Edward F. Seeger, Chief Operating Officer 121 Wyck St., Suite 300, Richmond, VA 23225 An Equal Opportunity Employer

# **OPENINGS**



Adult-oriented station with a strong commitment to information programming look-ing for high-energy news anchor with strong reporting skills. If you're comfortable dealing with community leaders and want a station that will appreciate your delivery style, call (205) 534-3521. Extremely competitive salary.

# **MORNING DRIVE**

#1 rated CHR is conducting nationwide talent search for top Morning Talent. If you can be local, topical, funny even outrageous at times and understand warmth, we'll pay top dollar for your talents. You must possess ALL of these skills. NO BEGINNERS. A strong commitment to continue our winning ways awaits you. T&R: Mike Edwards. PD; WDCG-FM, P.O. Box 2126, Durham, NC,

# MIDWEST

ND/news personality needed to round out morning team. Life-style news & laughs a must. T&R: Ray Randell, 1910 E. Kim-berly Rd., Davenport, IA 52807. EOE M/F (11-22)

Sales/newsperson to manage long-established branch studio. T&R: Hayward Talley, WSMI-AM & FM, Box 10, Litchfield, IL 62056. EOE M/F (11-22)

Future A/C jocks needed, C&R: Chris Caine, 16 KCRG, 2nd Ave. at 5th St. SE, Cedar Rapids, IA 52401. EOE M/F (11-22)



# **KCMO** KCMO RADIO SI Kansas City

# studying air expansion for Top Station in: **NEWS • TALK • SPORTS**

If you're a winner - aggressive - and can DELIVER, let KCMO consider your cassette and resume to be part of a treteam-oriented station great facility and benefits. Send full infor-mation to Art Wander, KCMO. 4502 Shawnee Mission Parkway, Fairway, Kansas 66205. KCMO is an equal opportunity employer.

Friendly, upbeet morning news personality for fast-paced energetic morning show. Females encouraged. Photo/C&R: Brein Krysz, 1700 Glenshire Dr., Jackson, MI 49201, EOE M/F (11-22)

Top-rated, 100kw FM CHR seeks 7-midnight rocker. Winning attitudes only. Females encouraged. T&R: Rick Alan, KG-95, Box 1737, Sloux City, IA 51102. EOE M/F (11-22)

Mediaon's Magic 98FM seeks evaning personality. Dynamic adult CHR in beautiful capital. T&R: Bill Vancil, WMGN, Box 2058, Madison, WI 53701. EOE M/F (11-22)

# 4 KRMG

74KRMG has a rare fulltime on-air opening. We're a full-service, clear channel A/C with heavy emphas on news, sports, community involvement, and great personalities. If you can add to our outstanding lineup of stable, creative, high-visibility personalities, send your materials to prove it. Good production is a must, as are lots of personal appearances. For your chance to join a longtime market leader in one of America's most beautiful cities, ship your T&R immediately to: Kelly Carls, Program Director, 74KRMG Radio, 7136 S. Yale, Tulsa, OK 94136. No calls, please.

# **OPENINGS**



WHYT/Detroit, A Capital Cities Communications CHR station, has 2 prime, fulltime openings.

**OPENINGS** 

1. ON-AIR TALENT: If you're ready to move into a major market air position, send us a sample of your work, along with a resume

2. COPYWRITER / PRODUCTION: mostly copy, but you'll get a shot at learning production from one of the best in the business! Copy/tape samples please if interested.

Please send all materials to Gary Berkowitz, Operations Manager/WHYT Radio/2100 Fisher Building/ Detroit, MI 48202.

EOE / MF / Local residents especially encour

Dedicated newspeople needed at top-rated Country station in W. Wil. C&R: Chuck Urban, 704 Lacrosse St., Lacrosse, WI 54801. EOE M/F (11-22)

Need now! Afternoon anchor & more. Reporting skills a must. T&R: Mark Daniels, ND, WGEE/WIXX, Box 1991, Green Bay, WI 54305. EOE M/F (11-22)

WMEE/Ft.Wayne seeks all-night personality. Top-rated station. Minorities encouraged. T&R: Tony Richards, PD, Box 6000, Ft. Wayne, IN 46896. EOE M/F (11-22)

### TOP-NOTCH NEWS DIRECTOR

Someone who is team-oriented, strong writing, and air skills. A leader, 3-person staff. Small market but highly competitive. Good money and good benefits! Send T&R to Radio & Records, 1930 Century Park West, #186, Los Angeles, CA 90067 FOF

Needed yesterday, adult-sounding talent for CHR PM drive. T&R: Nick Farella, WXLC, 3250 Belvidere Rd., Waukegan, IL 60085. EOE M/F (11-22)

AOR needs PD/air telent. Production skills required. We need a proven winner. T&R: Job, 108.Drexel Av., La Grange, IL 60525. EOE M/F (11-22)

WWBN/WWPZ seeks overnight announcer with automation experience. T&R: Dennis Mertin, Box 286, Petoskey, MI 49770. EOE M/F (11-15)

Newsperson needed, 1-2 years' experience preferred, Lifestyle reporting helpful. T&R: Randy Hugg, Box 1390, Sendusky, OH 44870. EOE M/F (11-15) VSAM/Seginaw needs parttime talent. T&R; Dave Winston 1776, Seginaw, MI 48605. EOE M/F (11-15)

Soon to be top-rated/mld-MI hit rockin' CHR, needs hi-energy pros for future openings, C&R/photo: Brian Krysz, WJXQ, 1700 Glenshire Dr., Jackson, MI 49201. EOE M/F (11-15)

# WEST

nurrepreparates. Immediate opening, T&R: Chris Alexander, KSAW, Box 2128, Rock Springs, WY 82901, or (307) 362-3793. EOE M/F (11-22)

Dominating No. CA AM has immediate opening for news 8 personality. Good pay for dedicated team player. C&R: Dave Tappan, KPAK, 6478-C Westside Rd., Redding, CA 98001. EOE M/F (111-22)



# KROY Is Back!

The legendary 97-KROY/Sacramento is looking for a morning star(s). If you can cut it at a very contemporary A/C in the 20th market, we'll pay the freight. Where are the Robert W's and Imuses of this world? They both were here. Tapes and resume only to: Ted Atkins, Managing General Partner, KROY-FM, PO Box 3097, Sacramento, CA 95812. Commonwealth Broad-casting of Northern California is on equal opportunity employer.

T&R: Bill O'Brian, OM, KRKT, 1207 E. 9th, Albeny, OR 97321. EOE M/F (11-22)

Partitime announcer weekend airshift on OR's top-rated Country station. T&R: Bill O'Brien, OM, KRKT, 1207 E. 9th, Albany, OR 97321, EOE M/F (11-22)

Accepting applications for future on-air openings. T&R: Chris Alexander, Q-96, Box 2128, Rock Springs, WY 82901. EOE M/F (11-15)

PD/ND/air talent for all formats. T&R: Peterson Media, 4535 Whita Oak PL, Encino, CA 91316. EOE M/F (11-16)

# Southern California

Contemporary Needs
Morning Drive Personality or Team. Entertaining, Adult-appeal communicator gets this opportunity. Send cassette aircheck, resume, photo, promotional material and salary requirements to: Calif. GM c/o Box 1290, San Bernardino, CA 92404. EOE

A/C needs midday announcer, yesterday, T&R: David Wilson 920 Commerce Rd., Pine Bluff, AZ 71601. EOE M/F (11-15)

Aggressive ND needed for A/C. Five years' experience desired. T&R: Carter B., 9200 Lake Otis Pkwy., Anchorage, AK 99507. EOE M/F (1/15)



ROCK 108 KFMG, Albuqerque's leading rocker, is looking for a premier morning talent. Minimum of five years experience, at least three in AOR. Must be personable, entertaining, informative and highly motivated, with good production. Cossette, resume and cover letter detoiling morning drive philosophy to Tom Marshall, KFMG, 5601 Domingo NE, Albuquerque, NM 87108, EE.

KEZY has immediate & future openings for weekends & CHR relief DJs, Please send T&R: Jeff Salgo, 1190 E. Bell Rd., Anaheim, CA 92805. EOE M/F (11-15)

Rocky Mountain A/C wants ND/anchor with experience & meture delivery for interactive morning team. T&R: KSTR, 660 Rood Ave., Grand Junction, CO 81501. EOE M/F (11-15)



FM-99 KUAD already is #1, 18-49, currently seeking a competitive self-motivated on-air Pro-gram Director. Interested candidates must be able to enhance creativity and performance of air personalities, also communicate intelligently with aggressive Sales Department. Send programming theory, tapes and resumes to VP/Programming, Dave Fransen, 913 Kanoelehua Ave., Hilo, HI 96720. FOF.

# A High Country Broadcasting Inc. Station **Building Winners**

Rocky Mountain Class C FM in Resort areas need Program Director/Morning Jock with news and operations experience. Good opportunity with growing group owners. No Calls. T&R, salary needs to David Elliot Zinkhann, High Country Broadcasting Inc./ Programming, Box 1111, Eagle, Colo-rado 81631. EOE

# **OPPORTUNITIES**

# **OPENINGS**

ND needed for KVFC/KISS 98, High energy person to head local news operation. T&R: Dan Kelley, Box 740, Cortez, CO 81321 or (303) 585-1212. EOE M/F (11-15)

Leeding Central CA full-service A/C seeks quality announcers Two openings. Immediate. Experienced only, please. T&R: Jef Herris, Box 1240, Senta Meria, CA 93456. EOE M/F (11-15)

### **MAJORMARKET WEST COAST STATION**

Seeking bright, inventive personality who isn't afraid to use the phones and create an off-the-wall "morning show atmosphere" for the overnight show. Here's your chance to shine and be a part of something totally new. Tapes and resumes to Radio & Records, 1930 Century Park West, #185, Los Angeles, CA 90067.

KYGO, Denver's top-rated Country station seeks partitime weekend help. C&R: Bob Call, 1095 S. Monaco Pkwy., Denver, CO 80224. EOE M/F (11-15)

# **POSITIONS SOUGHT**

Hey Baton Rouge! I know you miss me. News, sports, traffic, personality. I'll do it. Equal opportunity employee MIKE: (504) 384-5061 (11-22)

PD seeks A/C position, Seven years' A/C, CHR, SCOT

Talented, dependable female pro seeks AOR, A/C, EOR fo

Anywhere, any slot, any psy now! CHR jock will work tw weeks free to show you that winning is everything. Cell if see. MIKE ABRAMS: (718) 332-1698 (11-22)

Energetic, personality-oriented female announcer yearns for fulltime airshift. Love production too) LORI: (319) 656-269-(11,22)

Smiling pre, good voice, lots of energy. Major market experence. GLENN: (414) 445-0383, weekdays. (11-22)

Newsman, jock, sports reporter needs work, Six years' experience. Great pipes! CHUCK SHOCKLEY: (515) 255-9370 (11-22)

Reporter's position wanted. Presently ND, Several years' experience. Medium market preferred. CARL: (607) 733-8680 EST (11-22)

NBA/PBP experience. Want to join your university, mino league basebell team, or radio station. Will travel. Only need \$18,000, PETE ARBOGAST; (818) 241-2559 (11-22)

Jocks pay for themselves if they can do great spots. 96-voice/Addy Award-winner wants to segue into programming. I can instruct your producers. JIM: (919) 859-0874 (11-22)

The leaders of the USA & 23 foreign countries think I deserve a job in Minnespolis or Chicago. 12-year Country, A/C vet. GENE: (608) 756-4022 (11-22)

Experienced A/C, Country medium market announcer/MD. Seek PD/MD/announcer position in New England, Presently working middays, STAN: (617) 252-4715 (11-22)

Experienced A/C Jock seeks stable opportunity. Excellent references. Team player. Prefer MW, will relocate. DAVE DANIELS: (515) 955-5679 (11-22)

Strong talent for hot A/C, CHR. Heavy multitrack production skills. I have good attitude & many voices. SCOTT: (213) 832-5892 (11-22)

CHR/Hot Hit PM air talent. I-100/Daytona Beach. Large/major markets. J.J. SHANNON: (305) 721-0582 (11-22)

Beginning position sought in radio. Recent graduate. Sharp, hard worker. Will do Country, B/U, A/C, Will relocate. BOOK-ER T, BOYD: (312) 761-2417 (11-22)

Weathermen seeks radio/television position. Three years' experience. Graduate broadcasting school, member AMS & NWA, BRIAN WOODRING: (816) 546-3517, or (913) 684-4303 (11-22)

Experienced DJ wants to get started in news. MO Journalism achool background. Knows naws & issues. Good delivery. MIKE YONG: 303 S. 5th St., Colombia, MO 65201 (11-22)

Your best sound investment. Sherp, creative, industrious Teem pleyer in Top 30 seeks major merket sales/programming mentor. Have detailed T&R. MICHAEL ALBL: (513 621-2012 (11-22)

In L.A. lete December. Went any radio job. 18 years in radio. News/personality. Sidekick is my best, but good all areas. RON: (319) 388-9543 (11-22)

10-year pro seeks CHR, A/C, seekstant PD/MD in larger marlest. Creative production, good references. MIKE: (817) 892-1197 (11-22)

NMKE BENSON, WHYT/Detroit, KZZC/Kansae City, 12-yee pro seeks programming slot in medium market, sirahift in major market, (517) 750-1116 (11-22)

# **OPENINGS**

Proven ND seeks fulltime position in NE. Medium/large markets only. Excellent references. STEVE: (203) 878-4773 (11-22)

Eight-yeer pro, AOR, some CHR. Seek fulltime airshift. Promotion skills, would like to stay in West. JEFF KOSKI: (702) 798-2777, ext. 243 (11-22)

The AZ sun has cooked my brain. Time for a change, Five years' programming experience, Prefer SW or Ft. medium market. FRANK MICHAELS: (602) 722-2916 (11-22)

Help! Four-year jock, A/C, Oldies put on back burner. Will relocate, Strong voice. TOM: (507) 375-5846, or 705 8th St., St. James, MN 56081 (11-22)

St. Jemes, MN 56001 (11-22)

I want lots of production. Airshift okay too. Six years' experience, great references. Can start now! Market size not important. GREG: (815) 875-8195 (11-22)

Pee Wee wants a big adventure in OH. Cell Pee Wee, she's great. PEE WEE: (412) 325-3232 (11-22)

Tiesd of egos & incompetence? East Coast jock seeks West Coast AOR/CHR. Creative producton/phones. Relatable. OSCAR: (301) 565-3095 (11-22)

You need a good dependeble jock with experience. I want a solid radio station with direction. What a coincidence. Medium/small, CHR, A/C. DONALD: (914) 623-6372 (11-22)

Is there life after Tucson? Looking for a graveyard to be buried in. I must be nuts! Five years' programming experience. FRANK MICHAELS (MAD HATTER): (802) 722-2916 (11-22)

Treined & experienced announcer, Promotions, contemporary musical knowledge, Hardworking & career oriented, Interested in AOR/CHR/MOR/news. JAMES: (201) 789-8833 (11-22)

Top-rated CHR PD at 96 KISS/Nashville. Seek major market PD/on-eir position. LARRY MARTINO: (615) 356-3885 (11-22)

Preposterousl But true, BILL MORRIS is still available for you AM/PM drive, Call him today; (213) 822-6493 (11-22)

Worksholic with eight years' experience, five of which were in Top 45 market. Seek MW uptempo A/C. Have talk show & news experience. (312) 938-3622 (11-22)

News poeltion desired. Freelancer for two Cleveland radio stations. Ohio St. Univ. journalism graduate. North or Central OH preferred. DAN: (216) 365-9891 (11-22)

# **NEED A PROGRAM DIRECTOR?**

Veteran CHR Assistant PDMD, with research background and morning drive experience, ready to program largemedium CHR. Currently #1 in tough major market. Inquiries: Programming, Box 540381, Houston, TX77254.

Energetic assistant PD moving to CO mid-December, Seek parttime gig/programming position. TAMMY: (512) 724-7352 (11-22)

Ready to work. Four years' experience CHR/AOR, A/C. Small/major market, Razor sherp. SANTO: (305) 752-8303 (11-22)

Over 20 years' experience. A/C big-voice pro available, Major market background. PD/on-air position wanted, all markets. 808: (408) 443-5504 (11-22)

Country DJ seeks fulltime position. Five years' experience news/sports/producton manager, some PBP, BILL: (602) 247-7844 (11-22)

MDs, do you need someone to get your product, do promotions, & fill in your airstaff? T&R, strong resume. STEVE: (615) 297-0137 (11-22)

□ OPENING

### **POSITIONS SOUGHT**

FL pro wants new home in SE FL. Great voice, delivery for A/C. Agency-quality production & good employee. JIM: (813) 346-1169 (messages) (11-22)

Let's meke money & ratings! Promotions & Co-op pro, nine years' experience. AOR/CHR/Country background. Major market experience. PEGGY: (818) 761-4275 (11-22)

### Major Market Winner!!!

If you want an "up," funny all-around team player, you want me! No screamer. 20 years as DJ/PD/GM available from Pt. Pierce to Miami, Ronida only, (305) 689-1438 RtC.

Attention PDs, for a limited time only, RANDY STEVENS is available, Don't miss out. Five years' CHR/AOR. Call today: (714) 579-7781 (11-22)

Engineer at major L.A. station seeks West Coast sales position, BRUCE: (818) 342-6521 (11-22)

Not just another pretty (funny) phrase. Writes/ad-libs. Theatre of the mind/multi-volces. Seeks medium/major AOR/CHR. On-air/production. JOHN: (602) 782-2746 (11-22)

# ATTENTION BROADCASTERS:

Wanted Opportunity to Perform for You. Morning Personality, experience with team presentation too. Medium, Large, & Major Markets. Contact — JACKSON for BREAKFAST. P.O. Box 6586 Ocale, FL 32678 Message (904) 622-9105.

ND in Top 100 SW market looking to grow, Prefer South/SW, DAVE: (512) 462-9360, Leave message, (11-15)

Telented six-year pro seeks position in medium/large marks A/C, Country, Winners only, DON: (817) 773-8041 (11-15)

Anywhere now! Trained broadcaster, A/C, CHR, MOR. Good production. HENRY: (201) 836-5166 (11-15)

Five years' experience & very dedicated. Air personality for A/C, AOR, CHR. Community involvement is my middle name. MIKE: (616) 627-9553 (11-15)

at medium market A/C, Country, Communication degree, team player, CHRISTY: (517) 738-8489 (11-15)

MARC: (318) 443-7454 (11-15)

Six years' experience in CHR, A/C, seeks position in small/medium market in FL. RICK: (305) 574-3579 (11-15)

W-O-R-KI I need those call letters & you. Personality wants to get back in action anywhere in NY/NJ/CT area. Eight years' experience, STEPHEN: (914) 657-6674 (11-15)

PD/MD/jock of all trades. Humor, promotion, management skills. Ready to explode. Eight years of excellence. Can't fit my talent on a tape. VICTOR LENTINI: (312) 354-3274 (11-15)

Announcer seeks station dedicated to winning. Five years' experience jock/PD/MtD. Currently employed. BRIAN: (806) 293-7903 (11-15)

Morning talent, on-eir/production seeks A/C, Country. Excellent background, team player. All shifts considered. MW preferred. Will relocate. DAVE: (515) 955-5879 (11-15)

Need an experienced news/morning men, PD, copywriter/production? Look no further! Available now, all locations. Prefer South FL. LARRY KAY: (717) 653-2500

□ POSITION SOUGHT

# POSITIONS SOUGHT

PD/MD seeks new music station that plays the 1st Teers For Fears LP. Desparately seeking the true meaning of alternative. VIC: (312) 354-3274 (11-15)

Nine years' experience. Seek medium/major Country/Oldies, A/C in East. MARK ANDERSON: (703) 943-4959 (11-15)

TOP 100 market CHR with greet numbers/production & references wants to make PM/afternoon drive sizzle for you. J.R.: (409) 860-3385 (11-15)

Top air talent available now. PD/good production/excellent promotions. Prefer TX, will consider right station. ROBERT: (915)

Oldies expert, eight-year pro. Award-winning copy/production, Seek medium/major market gig in East/MW. Available now. Bl.L: (316) 267-2539 (11-15)

Pive-year pro looking for MD/air talent position, I am ready for new challenge, now! Will relocate, Prefer MW, MARK; (512) 578-7785 (11-15)

Altering the sound of your station? Ability to relate to audience. Experienced small/medium CHR, A/C, B/U on East Coest, MARK: (814) 623-6372 (11-15)

# **MISCELLANEOUS**

CHR station WZKX needs albums for promotional use, Shaion Foster: Box 2639, Gulfport, MS 39503. (11-22)

WVLV needs A/C, Country record service from all labels. Nick Harris: Box 940, Labanon, PA 17042. (11-22)

Help! 100kw AOR/modern music outlet needs service immediately. Growing medium market likes energetic new music. Phil Spivey: KDXR, Box 1478, Borger, TX 79008-1478. (11-22)

WCHZ/98CHZ is now on the air & needs A/C service from all record companies. Randy Starr: Box 18710, Pensacola, FL 32523, (11-22)

Alexandria A/C, KISY-FM needs record service from all labels. Jim King, PD: 92 W. Shamrock St., Pineville, LA 71360. (11-22)

Need Country Gold real bad, 1960-1979, don't throw the away, just call me. Uncle Ted: (601) 683-2455. (11-22)

Dates appearing at the end of each listing signify first week listed.

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

# R&R Opportunities Advertising

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.

### Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

# **Display Advertising**

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.

# Payable In Advance!

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.

# **OPPORTUNITY FORM**

Region	DISCELLANEOUS				
PD Name:					
GM Name:	PHONE: ()				
<ol> <li>Do not use abbreviations.</li> <li>All ads are subject to editing.</li> </ol>	sing 24 words or less to include address/phone number. 30 Century Park West, Los Angeles, CA 90067				
, ,					

# NATIONAL MUSIC FORMATS

# Added This Week

# Bonneville Broadcast System

### **Love Sounds**

KLYMAXX "I Miss You JACK WAGNER "Too Young" ROBIN GIBB "Like A Fool"
BARRA STREISAND "If I I oved You"

# **Broadcast Programming** nan/Bob English (800) 426-9082

# **Adult Contemporary**

STEVIE WONDER "Go Home DIRE STRAITS "Walk Of Life

# **Modern Country**

GENE WATSON "Memories To Burn" DOLLY PARTON "Think About Love" EXILE "I Could Get Used To You" STEVE WARINER "You Can Dream Of Me"

# Century 21 Greg Stephens (214) 934-2121

# The Z Format

WHAM "I'm Your Man" TA MARA & THE SEEN "Everybody Dance" BRYAN ADAMS & TINA TURNER "It's Only Love"

### The A/C Format

STEVIE WONDER "Go Home" STEVIE NICKS "Talk To Me" MAURICE WHITE "I Need You" STING "Love Is The Seventh Wave"

# Super-Country

CHANCE "She Told Me Yes" **DOLLY PARTON "Think About Love"** EXILE "I Could Get Used To You" VINCE GILL "Oklahoma Borderline" GEORGE JONES "The One I Loved Back Then' BARBARA MANDRELL "Fast Lanes And Country Roads"

# **Concept Productions**

# CHR

WHAM! "I'm Your Man" STARSHIP "Sara" STEVIE WONDER "Go Home" PAT BENATAR "Sex As A Weapon" A-HA "The Sun Always Shines On TV" PAUL YOUNG "Everything Must Change" BRYAN ADAMS & TINA TURNER "It's Only Love"

# Country

EXILE "I Could Get Used To You" DOLLY PARTON "Think About Love"
BARBARA MANDRELL "Fast Lanes And Country Roads"

# Drake-Chenault

WHAM "I'm Your Man" STEVIE WONDER "Go Home" TA MARA & THE SEEN "Everybody Dance"
BRYAN ADAMS & TINA TURNER "It's Only Love"

# Contempo 300

STEVIE WONDER "Go Home"

# **Great American Country**

SOUTHERN PACIFIC "Perfect Stranger"
C, GAYLE & G. MORRIS "Makin'-Up For Lost Time" OAK RIDGE BOYS "Come On In (You Did The Best...)"

# Media General

**Broadcast Services** 

### **ACtion**

STEVIE WONDER "Go Home CARS "Tonight She Comes" STEVIE NICKS "Talk To Me" POINTER SISTERS "Freedom" DIRE STRAITS "Walk Of Life" STING "Love Is The Seventh Wave" Media General Continue

# **Your Country**

JUICE NEWTON "Hurt" WHITES "I Don't Want To Get Over You"
STEVE WARINER "You Can Dream With Me'
BILLY JOE ROYAL "Burned Like A Rocket" MARIE OSMOND "There's No Stopping Your Heart T. GRAHAM BROWN "I Tell It Like It Used To Be" SYLVIA & MICHAEL JOHNSON "I Love You By Heart"

WHAM "I'm Your Man" STEVIE WONDER "Go Home" STEVIE NICKS "Talk To Me" PAUL MCCARTNEY "Spies Like Us"
EDDIE MURPHY "Party All The Time"
WANG CHUNG "To Live And Die in L.A."
DIONNE & FRIENDS "That's What Friends Are For' BRYAN ADAMS & TINA TURNER "It's Only Love"

# Peters Productions, Inc.

# Country Lovin'

GAIL DAVIES "Break Away KEITH STEGALL "Feed The Fire VINCE GILL "Oklahoma Borderline" MOE BANDY "Can't Leave That Woman Alone" OAK RIDGE BOYS "Come On In (You Did The Best..." SHELLY WEST "If I Could Sing Something In Spanish"

### The Great Ones

AL JARREAU "Let's Pretend"

# Radio Arts

# Country's Best

EXILE "I Could Get Used To You"
DOLLY PARTON "Think About Love"
GLEN CAMPBELL "It's Just A Matter Of Love"
G. MORRIS & C. GAYLE "Makin' Up For Lost Time"

# Soft Contemporary

MAURICE WHITE "I Need You" BARBRA STREISAND "Somewhere

### Sound 10

**CARS** "Tonight She Comes WHAM! "I'm Your Man" DIANA ROSS "Chain Reaction MAURICE WHITE "I Need You"
BARBRA STREISAND "Somewhere"
JOHN COUGAR MELLENCAMP "Small Town"

# Satellite Music Network

The Starstation

KLYMAXX "I Miss You'

# **Country Coast-To-Coast**

DAN SEALS "Bop" JUICE NEWTON "Hurt

### Rock 'N' Hits

JELLYBEAN "Sidewalk Talk" STEVIE WONDER "Go Home" WANG CHUNG "To Live And Die In L.A."
PAUL McCARTNEY "Spies Like Us" PETE TOWNSHEND "Face The Face"
BRYAN ADAMS & TINA TURNER "It's Only Love"

# **TM Programming**

Cal Casey (214) 634-8511

# Stereo Rock

NIGHT RANGER "Goodbye STEVIE NICKS "Talk To Me"
C. CLEMONS & J. BROWNE "You Are A Friend Of Mine"

TM A/C ABC "Be Near Me" OLIVIA NEWTON-JOHN "Soul Kiss" BARRY MANILOW "In Search Of Love"

JUICE NEWTON "Hurt"
T. GRAHAM BROWN "I Tell It Like It Used To Be'

# "ON THE COOL SIDE" **BEN SIDRAN**

STEVE MILLER



the new single from the long awaited album

# ON THE COOL SIDE ....

ON MAGENTA RECORDS



# QUIETLY STORMING AT THESE RADIO STATIONS

HILUL	IINDIO U	
WBFO	WBEE	WKSU
WBGO	WNOP	KJZZ
WYRS	WBBY	KUOP
WFAE	WJZZ	KPLU
KERA	WKSU	KLSK
WMOT	KBEM	KCSC
WFSS	KTCJ	KBLX
WLVE	KCSC	KCRW
940	WVPE	KUTE
KKDA	KWMU	XHRM
KDLZ	WDMT	



MAGENTA RECORDS

FROM WINDHAM HILL Distributed by A&M Records, Inc.

# **BLACK/URBAN**

### HOTTEST

Love Bizarre (WB) Caravan Of Love (CBS Associated) ISTEA TYSBEB ISTEA (21)

Count Me Out (MCA) Don't Say No Tonight (Philly World/Atlantic) Who's Zoomin' Who (Arista)

EUGENE WILDE (31)

## **MOST ADDED**

Do Me Baby (Capitol) MAURICE WHITE (19) Go Home (Tamis/Motown)
SADE (25)
Sweetest Taboo (Pontait/CBS)
MELI SA MORGAN (24) STEVIE WONDER (32)

(cocq\/wocown) Do You Really Love Your Baby Need You (Columbia)

RAR-KAYS "Banging The Walls" (Morcary/PolyGram) 23/n Possions: Heavy 1/0, Medium 6/0, Light 16/1, Total Adda 7, wh-Firt, WDAM, WXAM, WXOK, WATV, JETBA, WWWS. Heavy:

JIPE KLOK KWINY MUKE MDBN' KVBE MYNN' JON VOGE V. M

PRESIDENCE FAMONY DOS MACHINE AS C. LIDER TON THE TRANSPORT WANTED THE WANTED THE TRANSPORT WAS A PROBLESS "BEINGT HAVE WANTED THE WANTED WANTED THE WANTE Gospicus: Heavy Volume Gill, Dijk 1007, Igels Voda 5, WENL, Wenley Workers Only" (Maiace) 23/5 WITH WEND WORK ON THE WENT OF THE WORK ON T

BOURDON: WORLY, WINDS, WALLAND STORE, MAN WINDS, MAN WATE, WEEK, LOHNSON'S REUTE. "Lat's Have Some Few!" (A&M) 222.

### Control of Addition 100. Light 122. Total Adds 2, KDLZ, WHYZ, Medium: KMJO, WOWI, KMJM, WATY, WPEG, WOTH, VOW AWWAY.

#### COMMISSION SHOULD SHOULD

TOTAL CONTRAST "Tales & Little Time" (Landon,PolyGiram) 80/4

OTAL CONTRAST "Tales A Little Time" (Landon,PolyGiram) 80/4

JUICY "It Takes Two" (Private I/C85) 19/10

Onstions: Heavy Ovo, Medium S/S. Light 14/8, VLIVS, WGPR, Medium: WDIA, WDMT, WALT. Total Adds 10, K104, KMJO, WNHC, KOXL, WTKL, WXOK, WKXI, WBLX,

EL DeBARGE with DeBARGE "The Heart Is Not So Smart" (Sordy/Motown) 18/11
Positions: Heavy D.Q. Medium G.K. Light 12/7, Total Adds 11, WUSL, WHUR, WVEE, WDMT, KACE, XHRM, WNHC, WFXA,

RAY, GOODMAN & BROWN "Say You Will" (Perevamic) 18/5 WITC. Medistre Book Light 12/5, Total Adds 5, WHUR, KHYS, WYKO, WGPR, WTLC. Medium: WWW, WHHC.

SCHILLI FOLITTI "Perfect Way" (WB) 18/2

Total Adds 2, WPLZ, WWDM, Heavy, WLUM, JET94, WDPN, WJJS. Medium: 9743

FAT BOYS "Don't Be Staphi" (Sains) 17/13

WATV, Welco, West, C. (Albania, Tark), WEDR, WOMT, WZAK, KIAJIM, KDAY, XHRIM, WNH-C, WFXA, WATRY BROOME, WOORE, WOER WENT WELL STAPH BOOME, WORL WATV, WINDLE, WHUPE, WY. WELL STAPH BOOME, WOER MEANING WORL, WWWS 16/6

Positions: Heavy, WOOK: Medium 65. LUDI 96. KIAJIM, KIIIZ.

Heavy, WOOK: Medium 65. LUDI 96. KIAJIM, KIIIZ.

BIVERS FAMILY "Ain" That Much Love in The World" (Sugar HIII) 16/3 Postations Heavy 10, Mediant 716; Light Add 3, Whildf, Whyll, Whyll, Heavy: WBLX, Medium: WDJA, WAOK WYXA, WXOK, WATT, WEIGH, WOMG, WXXXI

D, WTKL, WWDM. Heavy: WDAS, KMJO.

PURRAR PARILLY WIR I rate where bowe in the property of the pr

Ballischer Beach Oit, Meddurn S.R. Light i 1866 F. White; WADCK WATV, WENNI, KHYS; KOKA, WANNI, W.EK. LABYRINTH Residenting ALLE LLOGO "Web 1866" Stells Addle 5, White; WADPY, WDPN, WOMC, WWOM. Meddurn: WEDR, KAPE; ADDRESS

Total Adds 6, WHUR, WPDQ, WALT, KOKA, WGPR, WWWS, Medium: KSOL, AL GREEN "Going Away" (A&M) 12/6

BLENN FREY "You Belong To The City" (MCA) 12/4

Potesione: Heavy 4C, Modum 6V, Light 2V, Total Adds HOTTOG, WORZ, 2103, WHRC L.J. REWOLLDS "Tomorrow" (Fentsay) 12/4 Positione: Heavy 0/0, Medium 5/0, Light 7M, Total Adds -Rossione: Heavy 0/0, Medium 5/0, Light 7M, Total Adds WYEE, WALT, WLUM, WITNP, Heavy: JET94, WJAX, Medium

dds 4, WHUR, KMJQ, WATV, WENN, Medium: WDAS, WDJY, WTMP,

MITMI SOUND MACHINE "'Conga" (Epic) 12/4
Potations, Heavy (No, Medium: KJLH, KSOL, KOKA,
Potations, Heavy (No, Medium 4/1, Light 8/3, Total Adds 4, WTMP, WLUM, KDAY, WFXC, Medium: KJLH, KSOL, KOKA,

WETWORK "O'et ON Desper" (MCA) 12.3

WETWORK "O'et ON Desper" (MCA) 12.3

UNRELL COLEMAN "'Do You Love Me" (fabred) 11.11

DURELL COLEMAN "'Do You Love Me" (fabred) 11.11

Consideration Heavy Ook, declare 1/1. Light 10/10, Total Acids 11, WDAS, WDAS, WTMP, WAJIM, WFXA, KJCB, WBLX, KHYS.

LOU RAWLS featuring TATA VEEA" "Learn To Love Again" (Epic) 11/4

AAAN, WOOK, Medium 3/1, Light 8/3, Total Actes 4, WHUR, WYLD-FM, WJMI, WBLX. Medium: WAOK, WAAA

Agenoric Heave, Old, Medium Shi, Light Bile, Bill Aged Shi, WOVY, WEDR, WHILE WOLD, WED.C. Medium: WAKUK, Medium: WAKUK, Wedulum: WAKUK, Medium: WAKUK, Wedulum: WAKUK, Wedulum: WAKUK, Wedulum: WAKUK, Wedulum: WAKUK, Wedulum: WAKUK, W

GAP BAND "Desire" (Total Experience/RCA) 18/2

The property of the property o

CHAPTER 8 "How Can I Get Next To You!" (Beverly Glen) 19/0
Potations: Heavy 0/0, Medium 7/0, Light 3/0, Total Adds 0. Medium: WGCl, WJLB, KACE, KAPE, WGPR, WWWS, WVOI.

of the non-charted records. medium rotation airplay to enter the chart. Checkmarks signify the most added which have achieved Breeker status must also have sufficient heavy and do not have to achieve Breaker status to enter the Black/Urban chart. Records stations. Records with substantial heavy and medium rotation airplay activity more stations. Records in Significant Action are receiving sirplay from 10-24 our reporting station. New & Active records are receiving airplay at 25 or

# **BREAKERS.**

DIONNE & PRIENDS

That's What Friends Are For (Arista)

79% of our peopting stations on it. Botations: WDA", KDLZ, WDA, WZAK, KMJM, KJLH, TOB A APPER 3401. WDA", WDA", WDA, WZAK, KMJM, KJLH, WPGC, Moves 38-23 on the BleckUrban charz.

ARATE STARR

65% of our reporting stations on it. Rotations: Heavy 17/6, Medium 20/2, Light 18/10, Total Adds 16 including WDAS, WYEE, WYLD-FM, K94, KDAY, KQXL, WTKL, WXOK, WWHYZ, 21/03. Debuts at number 28 on the BlackUlrban chart. Secret Lovers (A&M)

**TEMPTATIONS** 

65% of our reporting stations on it in fourtions: Neavy 20, Modelum 21%, Light 301%, Total Adds 18 including WXTV, WDDS, WDJV, WHRK, KDAY, KLH, KSOL, WATV, WALY, WKWM. A Most Added Record. Debuts at number 36 on the Black/Urban chart. Do You Really Love Your Baby (Gordy/Motown)

# **NEW & ACTIVE**

Hotelions, Heavy 1/0, Medium 20/1, Light 27/1 MPLZ, WVKO, WKWM, Heavy, WFXA. YOUR 11' MDAS, WUSL, K104, WEDR, K94, WZAK, WHYZ, WLOU, 9.9 "I Like The Way You Dance" (RCA) 48/11

WINANS "Let My People Go" (Qwest/WB) 48/8

Is at number 50 on the biscivorben char

TABA (8W) "1 Doesn't Really Matter" (WB) 48/7

CHOICE MICH Searuhing PRESENT CONF. WHICH, WANC, WANC, WANC, WANC, WANC, Heavies Street, While, William 191, Light 14th, 15th, 15th,

CHOICE MCs leathring FRESH GORDON "Gordy's Groove (Mayberry Mix)" (Tommy Boy) 47/9

Belletons: Heley S.G., Medium 21G., Leyk S.I.Y., Stels Adde B, KSOL, ZSQ, MYNZ, WGDK, WOOK, WWWO, WAVKO, WGW, WDANT, KAMM, WLOU, WAVM, Debuts at minote 35 on the BlackUhbein chart.

KURTIS BLOW "If I tabled The World" ("Biotrary/DebyBram) 45G.

KURTIS BLOW "If I tabled The World" ("Biotrary/DebyBram) 45G.

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KURTIS BLOW "I Labled The World" ("Biotrary Labled "And "And "And "Biotrary "Biotrary")

Manney Company ("Biotrary "Biotrary")

evy 1/0, Medium 21/1, Light 23/6, Total Adds 7, WHUR, W ims include: WWIN, WRKS, WDAS, WUSL, WDIA, WJLB,

ital Adda 7, Z93, JET94, WHYZ, WJJS, KHYS, WWDM, KBUZ. F O on the BlackVhhan chart. POINTER SISTERS "Freedom" (RCA) 45/7 Hotesions: Heavy 4/0, Medium 23/0, Light 18/7, Total

WVEE, WAOK, WPEG, WOFX, Debuts at number 40 on ROY AYERS "Slip 'n Slide" (Columbia) 45/5

DOYCE KENNEDY "HOM On (For Love's Sales)" (A&M) 44/10 dostrone: Heavy SA), haddonn 105, Light 3218, Total Adda 10, WILD, WHUR; KMJM, WKND, WAOK, WPEG, WFXC, WOFX, Potetions: Heavy 8.0, Medium 24.2, Light 13.3, Total Adds 5, K104, WATV, WWDM, WGPR, WVOI. Heavy: KSOL, WDPN, WOMG, KIIZ, KJCB, WJCU, WAAAA, Debuts at number 35 on the BlackUrban chart.

VAUNIN, ROLL FARM, WITH MR What (I'm Bonns Do)" (Merchy/bohdram) 42.2 CON FUNC WEDR WORN WITH WORN THEN WORN THEN WORN HERE, KINJO, WHIHC, 289, WPEG, WOFK, WLOU, TAKA BOOM "Windede Of The Might" (Mirage/kins) 41.9 TAKA BOOM "Windede Of The Might" (Mirage/kins) 41.9 TAKA BOOM "Windede Of The Might" (Mirage/kins) 41.9

SABE "Sweetest Taboo" (Pontances) 38.25 The Control of the Control

C.MYS. "WINE A Woman" (PROMeaphatan) \$8/10 Positions Yeary 20. Mooth 1002. Light 25/61, folial Acid 10, WEDR; WHHC, KOXL, MATY, WENN, WDPN, WJAX, WPDO, WORTH, WINNE HEARY, WALK, WMOR.

BOBBY WORKCK "Let Me Kites It Where It Harts" (MICA) 37/9 CDRC) The Seery "LLACK, MACH, WORK, WORK S, KDLZ; WATY, WENN, WHYZ, M.CO., KHYS, WGPR, WYO, CDRC) The Seery "LLACK, MACH, WORK, WORK, SK HOLZ; WATY, WENN, WHYZ, M.CO., KHYS, WGPR, WYO,

SHANNON "Urgent" (Mirage/Altco) 36/1 Florations: Heavy 5/0, Medium 15/0, Light 16/1, To

Potations: Heavy 5/0, Medium 15/0, Light 16/1, Total Adds 1, KBUZ, Heavy, WDJY, ALEXANDER O'WEAL "A Brotsen Heart Can Mend" (Tabu/CBS) 33/3,

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dium 8/0, Light 16/0, Total Adds 0. Heavy WFXA Medium: WOWI, WTMP, WZAK, WTKL, WATV,

# **NOITJA TNAJIRINDIS**

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WLELYSA MORREAN "DO 196 BAD" (CEMPRO) 24/72





audience is, but where your audience is that counts. That adds up to a better selling approach for your station. With County Coverage, you can pinpoint

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64/ R&R FRIDAY, NOVEMBER 22, 1985

86 Reporting Stations 88 Current Reports 88 Current Reports WDAO/Daynon and KUKO/Phoenix reports 4 to 1800 the week. WWW/Mondolf the lied to report and its information was frozen.

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### (15) SITASPIAM NOTNYW **HOTTEST**

Black Codes (From The Underground)

WAYNE SHORTER (19) (syon enis) emi prode (sine Note) MCCOY TYNER & JACKIE McCLEAN (20)

Atlantis (Columbia)

(At) YTMO9 JUJ-MA3L

Fables (Atlantic)

Schuur Thing (GRP) JOHN BLAKE (8) DIAME SCHUUR (9) MIGHT-GIO (MA). CARLA BLEY (9)

MIDMEST

FO BICKERT "I Wished On The Moon" (Concord) 6.0

REGIONALIZED ADDS & HOTS

Adds: 0, Total Adds 1, KUHF, Heavy: KBEM, Medium: WFSS, XHRM.

Foliations: Heavy Old, Medium 10, Lipid 4/1, Ektre Adds: 0, Itals Adds: 1, WHTI], Medium WGBH, WYPS, WBEE COUNT BASIE "Live In Japan" (Psiab) 6/1

Foliations: Heavy Old, Medium 10, Lipid 70, Ektre Adds: 0, Total Adds: 1, WHTI], Medium WGBH, WYPS, WBEE

CANNONBALL AODERLEY "Them Dirty Blues — Yolume 1" 6/1

Grantove Heavy In M. Medium 170, Light 4/1, Extra Addes 1, WRITL Heavy: WMID. Medium: KUHF.

Foreitor Heavy In Medium 170, Light 4/1, Extra Addes 1, WRITL Heavy: WMID. Medium: KUHF.

WHRY CORYELL & EMILY REMLER "Toggiher" (Concold) 6/4

LIMBY CORYELL & EMILY REMLER "Toggiher" (Concold) 6/4

CHARLE FARKER "Charle Parker it Storylie" (Blue Mole) 6/5

CHARLE FARKER "Charle Parker it Storylie" (Blue Mole) 6/5

CHARLE FARKER "Charle Parker it Storylie" (Blue Mole) 6/5

CHARLE FARKER "Charle Parker it Storylie" (Blue Mole) 6/5

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CHARLE FARKER "CHARLE" (Blue Mole) 7/5

CHARLE "CHARLE" (Blue Mole)

MATT CATINGUB "HI-Tech Big Band" (Sea Breeze) 6/5
Rotations: Heavy 1/1, Medium 3/2, Light 2/2, Extra Adds 0, Total Adds 5, WYRS, WFPL, WMOT, KKGO. Medium: HHM THEATH "New Picture" (Landmark) 6.6

Jimmy HeATH "New Picture" (Landmark) 6.6

Jimmy Heavy IVI, Medlum IVI, Light IVI, Extra Adds: 3, Total Adds 6, WBGO, WRII, WBEE, KJAZ, KPLU, KHVS.

Processing Service (1997) (199

Potations, Heavy 1/0, Medium 3/2, Light 3/0, Exits Adds. 0, Total Adds 2, WGBH, KJAZ, Heavy, WVPE. Medium: WHRO BILL KING QUARTET "CITY Of Dreams" (Night Passage) 7/1

weigh Kuaz, Wiss Buldov Gerkakoo w/OSCAR PETERSON "Hark" (Pablo) 7/2 Positions Heavy 30, Medium 1/0, Light 3/2, Extra Adds. 0, Total Adds 2, WRTI, WBEE Heavy WGBH, KBEM, WHPO.

GEORGE COLEMAN "Manhattan Panorama" (Theresa) 7/2 Georgiora: Heavy S.M. Medium S.Z. Light Dio, Exita Adds: 0, Total Adds 2, WFPL, WKSU. Heavy: WBGO, KXPR. Medium:

MONTY LEXANDER "Feul Steam Ahead" (Concord) 8.6

MONTY LEXANDER "Feul Steam Ahead" (Concord) 8.6

DON SEREKK" "Moving Lines" (Dottor Jazz) 7/3

DON SEREKK" "Moving Lines" (Dottor Jazz) 7/3

DON Serege was Zo, Medum Zri, Light 36.2 Ente Adds 0, Total Adds 6, WBGO, WHVS, KLCC, Heavy, KLCC, He

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See Through Spirits (Atlantic)

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On The Cool Side (Nagenta-Windham Hill)

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# **DE 4OT**

McCOY TYNER & JACKIE McLEAN/It's About Time (Blue Note) (Columbia) (Columbia) Slack Codes (From The Underground) NOVEMBER 22, 1985

JEAN-LUC PONTY/Fables (Atlantic) WAYNE SHORTER/Atlantis (Columbia)

(Blue Note) (Blue (Blue Note)

DON GROLNICK/Hearts & Numbers (Hip Pocket/Windham Hill)

KIRK WHALUM/Floppy Disk (Columbia) JOHN BLAKE/Twinkling Of An Eye (Gramavision)

AL DIMEOLA PROJECT/Sosting Through A JOEMIO JA DIANE SCHUUR/Schuur Thing (GRP)

BENNY CARTER/A Gentleman & His Music (Concord) DEXTER GORDON/Nights At The Keystone (Blue Note) MIKE MARSHALL/DAROL ANGERICCHIO (Windham Hill)

JIMMY McGRIFF/State Of The Art (Milestone/Fanlasy) ED SAINDON & SPECTRUM/Different Strokes (World Mallet)

(A.M.R.) Soulscape (R.M.C.) **30** 0≤ **10830** BEN SIDRAN/ôn The Cool Side (Magenta/Windham Hill)

27 St TITO PUENTE/Mambo Diablo (Concord Picante) CARLA BLEY/Night-Glo (WB) **№** 4 TU830 (sidmulo2) nsvs(Q\NAVALQ 3 JOE SAMPLE/Oasis (MCA) 8L 91

ES ES ANANOA/Amazonia (Sonic Almospheres)

LAMES NEWTON/Atrican Flower (Blue Note) **№ ■** IUB30 BILL EVANS/The Alternative Man (Blue Note) 92

29 S PAUL WINTER / Canyon (Living Music) 25 SE AL JARREAU/Live In London (WB)

SE S ANITA GRAVINE I AIWAYS KREW (Stash)

DEBUT DE BLUE (Gramavision) DEBUT > 30 JOANNE BRACKEEN/Havin' Fun (Concord) JOE PASS/White Stone (Pablo)

WYLD-FMiNew Orleans, Dell Spencer, WGCl/Chicago, Graham Armstrong, WDMT/Cleveland, Dean-Dean XHRM/San Diego, Duff Lindsey Black/Urban stations contributing to Jazz: WKMK/Hartford, Melonae McClean; KUCB/Lafayette, Rotalio Ha

**NEW & ACTIVE** 

HERBIE MANN "'See Through Spirits" (Atlantic) 16/10
Rotations: Heavy 1/0, Medium 9/5, Light 3/5, Exits, Adds: 3, Total Adds 10, WLO
MUVE, WIPE, KIFIN, WKUD Heavy, KKGO, Medium: KEPA, WMOT, WUDP, WJZX Adds 10, WLOO, KBEM, KJZZ, KUOP, KPLU, WFSS,

A IN THE COLE SMITH SEARCH STATE OF A IN THE COLE SMITH SEARCH SMITH SEARCH STATE OF A IN THE COLE SMITH SEARCH SMITH SMITH SEARCH SMITH SATURE SMITH SAT

ALPHONSE MOUZON & LARRY CORYELL "The 11th House" (Pauss) 12/3 Forations: Heavy 1/0, Medium 6/1, Light 5/2, Extra Adds: 0, Total Adds: 3, KCSC, WFSS, WVPE. Heavy: KRVS. Mediu

Sealones, Heavy, IAPIS, Karla Addes 3, KCSC, WFSS, WPE Heavy, KHVS. Medium: WMOT, WEBY WAZ N. LAZZ, KITM.

STEVE RAWLINS "Step Right Up" (Sea Breeze) 12./1

STEVE RAWLINS "Step Right Up" (Sea Breeze) 12./1

STEVE RAWLINS WEBY WAZ S. KIZZ, KITM.

KARRA W. L. (D. Medium 6.0). Light Siri, Extra Addes 0, Total Addes 1, WUWM. Heavy, KADX. Medium: WMOT, WLOO., KADX. Medium: WMOT, WLOO., KADX. MESS. KWWIN.

2\0f (Spic) "Sale Place" AMINSORIH

Melecinery Heavy 31, Medern AGZ, Light 211, Exits Adds 5, WJZZ, KKGO, KJZZ, WGO, WDMT. Heavy: WBEE, KIRM, Mederum WEBR, WVPE.

MULGREW, MILLER, WKPS 10 The City" (Landmark) 10,3

Resistors: Heavy ALI, Medern 30, Light 32, Exits Adds: o. Total Adds: 3, WRITI, WHRO, KLCC. Heavy: KJAZ, KPLU, KXPR.

SEVENTH AVENIET "Liberating "Liberating" (Landmark) 10,3

SEVENTH AVENIET "Liberating" (Land

SEVENTH AVENUE "Heads Up" (ITI/Allegiance) 9/2

, Total Adds 2, WFPL, KLCC, Heavy; WMOT, WHRO, WNUR,

CHARLE SHORM (40, Medium 20, Light 11, Exits Adds: 1, Total Adds: 2, WFPL, NLCC, Heavy, WMOT, WHOD, WNUNG WHUND, Medium, WBFD, RPLU, WUSF, CHARLE SHOREMSHELE SHOREMSHELE SHOREMSHELE SHOREMSHELL BOLD (1971) (1972)



R&R FRIDAY, NOVEMBER 22, 1985/65 a trozen piayiist.

KADX/Denver called in

49 Current Reports

50 Reporting Stations

# COUNTRY

# **TOP 50**

Three Weeks	Two		Last Week		
	12	7	4	•	KENNY ROGERS/Morning Desire (RCA)
	9	5	2		JU008/Have Mercy (RCA/Curb)
	В	6	5		GEORGE STRAIT/The Chair (MCA)
	5	3	1		EARL THOMAS CONLEY/Nobody Falls Like A Fool (RCA)
	10	В	6		MEL McDANIEL/Stand Up (Capitol)
	4	1	3	6	
	18	11	9	_	SAWYER BROWN/Betty's Bein' Bad (Capitol/Curb)
	17	13			JANIE FRICKE/Somebody Else's Fire (Columbia)
	21	16	12		NITTY GRITTY OIRT BANO/Home Again In My Heart (WB)
	31	24	20		OAN SEALS/Bop (EMI America)
	22	17	15		ROSANNE CASH/Never Be You (Columbia)
	19	15			RICKY SKAGGS/You Make Me Feel Like A Man (Épic)
		20			REBA MCENTIRE/Only In My Mind (MCA)
	26	19			GAIL DAVIES/Break Away (RCA)
	28	22			DON WILLIAMS/It's Time For Love (MCA)
	1	2	7		LEE GREENWOOD/I Don't Mind The Thorns (MCA)
		23	21		JOHNNY LEE/They Never Had To Get Over You (WB)
:	30	27	24		EOOIE RABBITT/A World Without Love (RCA)
	39	32	25		FORESTER SISTERS/Just In Case (WB)
	3	4	В		STATLERS/Too Much On My Heart (Mercury/PG)
	25	18	17		JIMMY BUFFETT/II The Phone Doesn't Ring, It's Me (MCA)
:	34	30	27		GENE WATSON/Memories To Burn (Epic)
:	37	31	26	æ	RESTLESS HEART/Heartbreak Kid (RCA)
4	17	39	29	2	JUICE NEWTON/Hurt (RCA)
	11	35	28	4	JOHN CONLEE/The Old School (MCA)
	_	_	33	<b>3</b>	CRYSTAL GAYLE & GARY MORRIS/Makin' Up For Lost Time (WB)
	14	12	11	27	T.G. SHEPPARO/Doncha (Columbia)
	_	42	34	<b>3</b> 3	MARIE OSMOND/There's No Stopping Your Heart (Capitol/Curb)
4	12	36	31		CONWAY TWITTY/The Legend And The Man (WB)
1	16	14	14		WILLIE NELSON/Me And Paul (Columbia)
_		41			T. GRAHAM BROWN/1 Tell It Like It Used To Be (Capitol)
BRE	A	K			OAK RIDGE BOYS/Come On In (You Did The Best You Could Do) (MCA)
	-	48			STEVE WARINER/You Can Dream Of Me (MCA)
	2	9	23		GARY MORRIS/I'll Never Stop Loving You (WB)
			22		HANK WILLIAMS JR./This Ain't Dallas (WB/Curb)
	-	33	30		NEIL YOUNG/Get Back To The Country (Geffen)
-					BILLY JOE ROYAL/Burned Like A Rocket (Atlantic America)
				=	WAYLON JENNINGS/The Devil's On The Loose (RCA)
					CHANCE/She Told Me Yes (Mercury/PG)
					MAC DAVIS/I Feel The Country Calling Me (MCA)
		46 HT			WHITES/I Don't Want To Get Over You (MCA/Curb)
					GLEN CAMPBELL/It's Just A Matter Of Time (Atlantic America)
					GEORGE JONES/The One 1 Loved Back Then (Epic) SYLVIA & MICHAEL JOHNSON/I Love You By Heart (RCA)
					VINCE GILL/Oklahoma Borderline (RCA)
-	DEB		_		JOHN ANDERSON/Down In Tennessee (WB)
-	)EB	_		=	SOUTHERN PACIFIC/Perfect Stranger (WB)
	DEB IO	UT 37	_	_	ROGER MILLER/River In The Rain (MCA)
		37 43			LARRY GATLIN & THE GATLIN BROTHERS. Runaway Go Home (Columbia)
		90 21	38		EXILE/Hang On To Your Heart (Epic)
		6.1	30	40	sensoring on to tout realt (che)

### **NOVEMBER 22, 1985**

Total Reports/Adds	Heavy	Medium	Light
167/0	157	10	0
168/0	147	17	4
164/0	139	17	8
165/0	134	22	9
162/1	130	20	12
158/0	116	32	10
154/0	98	46	10
162/3	92	56	14
165/0	72	85	8
164/4	71	79	14
160/0	65	85	10
146/0	77	59	10
159/3	61	81	17
156/3	62	78	16
162/3	46	105	11
131/1	87	27	17
157/4	32	106	19
152/3	27	104	21
161/9	14	113	34
119/0	67	30	22
140/0	40	81	19
143/5	24	96	23
155/6	13	104	38
158/14	6	106	46
151/14	16	91	44
156/34	11	72	73
99/0	56	31	12
140/17	4	75	61
129/6	11	74	44
94/1	30	45	19
125/18	9	71	45
133/39	4	58	71
134/27	1	62	71
80/0	27	29	24
82/0	19	41	22
92/0	11	48	33
92/17	9	42	41
112/32	1	42	69
103/9	3	56	44
85/3	4	55	26
94/3	1	59	34
98/33	2	35	61
86/37	1	26	59
95/20	1	28	66
85/38	0	19	66
76/19	1	32	43
83/25	1	26	56
57/1	5	30	22
57/4	3	28	26
40/0	8	18	14

### **MOST ADDED**

**DOLLY PARTON (54)** Think About Love (BCA) VINCE GILL (38) Oklahoma Borderline (RCA) OAK RIDGE BOYS (38) ) (MCA) Come On In (You Did . **GEORGE JONES (37)** The One I Loved Back Then (Epic) CRYSTAL GAYLE AND GARY MORRIS (34) Makin' Up For Lost Time (WB) GLEN CAMPBELL (33) It's Just A Matter Of Time (Atlantic/America) WAYLON JENNINGS (31) The Devil's On The Loose (RCA) STEVE WARINER (27) You Can Dream Of Me (MCA) **SOUTHERN PACIFIC (25)** Perfect Stranger (WB) EXILE (23) I Could Get Used To You (Epic)

### HOTTEST

KENNY ROGERS (111) Morning Desire (RCA) JUDOS (89) Have Mercy (RCA/Curb) **GEORGE STRAIT (75)** The Chair (MCA) DAN SEALS (57) Bop (EMI America) EARL THOMAS CONLEY (54) Nobody Falls Like A Fool (RCA) **BELLAMY BROTHERS (43)** Lie To You For Your Love (MCA/Curb)

MEL McDANIEL (41) Stand Up (Capitol)
LEE GREENW000 (38) (MCA) Betty's Bein' Bad (Capitol/Curb)
RICKY SKAGGS (21) You Make Me Feel Like A Man (Epic)

MOST ADDED & HOTTEST fait 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 the hottest.

# **BREAKERS**

OAK RIDGE BOYS

Come On In (You Did The Best You Could Do) (MCA)
On 79% of reporting stations. Rotations: Heavy 4, Medium 58, Light 71, Total Adds 39 including WPOC, WBOS, WHN, WNYR, WKHX, WUSY, WSIX, WQDR, KJNE, WCXI, WFMS, WXCL, KFDI, KSON, KRPM. A most added record. Moves 45-32 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% ofour 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.

### **WAYLON JENNINGS**

The Devil's On The Loose (RCA)

On 67% of reporting stations. Rotations: Heavy 1, Medium 42, Light 69, Total Adds 32 including WCAO, WTCR, WWVA, WTVY, KIKK, WGKX, WDAF, WDGY, WTCM, KIK-FM, KYGO, KNEW, KNIX, KRAK, KRPM. A most added record. Moves 49-38 on the Country chart.



What's Life Without A Few Memories...

GENE WATSON "Memories To Burn"

Getting hotter each week.

From the album "Memories To Burn"
FE-40076

RER 22

BB 🚳

CB 28

On Epic Records and Cassettes

# COUNTRY

# **NEW & ACTIVE**

GLEN CAMPBELL "It's Just A Matter Of Time" (Atlantic America) 98/33

including WOKQ, WPOR, WIXY, KASE, WZZK, WSOC, WUSY, Rotations: Heavy 2, Medium 35, Light 61, Total Adds 33 including WOKQ, WPOR, WIXY, KASE, WZZK, WSOC KILT-FM, KYKX, WYNG, WTSO, WKCQ, KOLO, KSOP, KRPM, Debuts at number 42 on the Country chart.

SYLVIA & MICHAEL JOHNSON "I Love You by Heart" (RCA) 95/20 Rotations: Heavy 1, Medium 28, Light 68, Total Adds 20 Including WTCR, WCVR,

WHITES "I Don't Want To Get Over You" (MCA/Curb)) 94/3

tations: Heavy 1, Medium 59, Light 34, Total Adds 3, WAJR, WYNK, KLZ. H SM, KKYX, KSO, KXXY, WXCL, KTTS, KFDI, KTOM. Moves 43-41 on the C

WISH, NATA, RSJ, RATA, WACE, RTS, RFJ, RTGM, MINDS ATT THE GOTTON THE BULLY JOE ROYAL "Burned Like A Recket" (Atlantic America) 92/17 Rotelions: Heavy 9, Medium 42, Light 41, Total Adds 17, WPOC, WNYR, WYAY, WYTQR, WKKQ, WFMS, WMIL, KCJB, WTCM, KUZZ, KCKC, KIGO, Moves 46-37 on YAY, WYNK, WEZL, WCOS, WCMS, WUSQ. 6-37 on the Country chart тимини. тивичу э. меснит 42, Light 41, Total Adds 17, WPOC, WNYR, WYAN WYOR, WKKQ, WFMS, WMIL, KCJB, WTCM, KUZZ, KCK, KIGO, Moves 46-37 ■ GEORGE JONES "The One I Loved Back Then" (Epic) 86/37 Rotations: Heavy 1. Medium 26 Linnt 50 Total Adds 27 and 27 a

Medium 26, Light 59, Total Adds 37 including WPTR, WBGW, WYRK, WPOR, KYKR, WLWI, WSM, VS, KTTS, WTHI, KYGO, KOLO, KRAK, KSAN, KRPM. Debuts at number 43 on the Country chart. WIND, KIYX, KUYY, WIND, KIYS, WIND, KIYO, KUCU, NYAN, KOMA, KOMA, KOMA, KOMA, KOMA, KIYA, KUYY, KUYY,

ROTHERN PACIFIC "Perfect Stranger" (WB) 83/25
Rotations: Heavy 1, Medium 26, Light 56, Total Adds 25 including 
KKYX, KUNE, WONE, KXXY, K102, KUUY, KALF, KMPS. Debuts at nu wbj 63/23 s 25 including WCAO, WOKQ, WIXY, WWVA, WEZL, WESC, KSSN, Debuts at number 47 on the Country chart.

9 including WVAM, WWVA, WYII, KPLX, KHEY, KLLL, WCMS, WIRK, buts at number 46 on the Country chart

JOHN ANDERSON "Down In Tennessee" (WB) 76/19 Rotations: Heavy 1, Medium 32, Light 43, Total Adds 19 including Rotations: Heavy 1, Medium 32, Light 43, Iotal Aggs 19 including wyam, where it was a work, KCUB, WKCU, KCUB, WKCU, KUUY, KSOP. Debus at number 46 on the Country chart. CHARLY McCLAIN with WAYNE MASSEY "You are My Music..." (Epic) 69/21

DOLLY PARTON "Think About Love" (RCA) 86/54
Retains: Heavy 0, Medium 11, Light 55, Total Adds 54 including WRKZ, WDSY, KIX106, WYAY, WWK, WAMZ, WWKA, WOOR, WOYK, WIL, KIDE, KYOO, K

KATHY MATTEA "Heart Of The Country" (Mercury/PolyGram) 68/5
Relations: Heavy 0, Medium 31, Light 35, Total Adds 5, WTCR, KIK-FM, KUGN, KQIL, KIGO, Medium: WVAM, WBGW,

TOM JONES "It's Four In The Morning" (PolyGram) 57/19
Rotations: Heavy 1, Medium 14, Light 42, Total Adds 19, WCAO, WTCR, W

JUDY RODMAN "I Sure Need Your Lovin" " (MTM) 57/12 G. WYNK, WEZL, WSLR, KWMT, WITL, WOW, KTPK

KEITH STEGALL "Feed The Fire" (Epic) 57/0 Ids 0 Heavy, KVOC, Medium: WBGW, WOKQ, WWVA, KASE, WESC, Rotations: Heavy 1, Medium 34, Light 22, Total Adds WDXE, WCMS, KKYX, WIRK, WFMS, KTTS, KFDI, KLZ

MARK GRAY "Please Be Love" (Columbia) 53/12
Rotations: Heavy 1, Medium 19, Light 33, Total Adds 12, WBOS
KEDL KYAK, KUZZ, Heavy, KASE, Medium: WOKO, KKYX DS. WOBE, WSOC, KWMT, WITL, WTSO, WOW, WXCL, WTCM,

KFDI, KYAK, KUZZ. Heary. KASE. Medkum: WOKO, KKYX.
B.J. THOMAS "The Part Of Me That Needs..." (Columbia) 50/7
Rotations: Heavy 1. Medium 15, Light 34, Total Adds 7. WCAO, KIKX, WMIN, V Medium: WFNC, WKSJ, KKYX, KTTS, KRWQ, KEIN, KCCY. MNI WAXX WIGEE WOW KTOM Heavy: WCUZ

### SIGNIFICANT ACTION

OAVID ALLAN COE "I'm Gonna Hurt Her On The Radio" (Columbia) 48/2

NOKI, KYOO, KFDI, Medium: WGNA, KTDK, Hallow, WTSV, WOKK, KYOO, KFDI, Medium: WGNA,

TOMMY ROE "Some Such Foolishness" (MCA/Curb) 43/13
Rotations: Heavy 1, Medium 7, Light 35, Total Adds 13 including WGNA, WCAO, WCVR, WTVY, WLWI, WIRK, WAXX, WITL.

Polasions wow. Wicko.

WOW. WICKO.

TWO HEARTS "Two Hearts Can't Be Wrong" (MDJ) 35/13

TWO HEARTS "Two Hearts Can't Be Wrong" (MDJ) 45/13

TWO HEARTS "Two Hearts Can't Be Wrong" (MDJ) 45/13

TWO HEARTS "Two Hearts Can't Be Wrong" (MDJ) 45/13

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TWO HEARTS "Two Hearts Can't Be Wrong (MDJ) 45/13

TWO HEARTS "Two Hearts Can't Be Wrong (MDJ) 45/13

TWO HEARTS "Two Hearts Ca

KIUM, KIGO.

ROBIN LEE "Safe in The Arms Of Love" (Evergreen) 34/6

ROBIN LEE "Safe in The Arms Of Love" (Evergreen) 34/6

ROBIN LEE "Safe in The Arms Of Love" (Evergreen) 34/6

ROBIN LEE "Safe in The Arms Of Love" (Evergreen) 34/6

ROBIN LEE "Safe in The Arms Of Love" (Evergreen) 34/6

EMMYLOU HARRIS "Timberline" (WB) 30/11
Rotetions: Heavy 1, Medium 6, Light 23, Total Adds 11, WGNA, WCVR, WEZL, WLWI, KKYX, KBMR, WAXX, WDAF, WOW.

EXILE "I Could Get Used To You" (Epic) 29/23
Rotations, Heavy 0, Medium 7, Julit 22, Total Adds 23 including WBOS, WOKQ, KIKK, WAMZ, WPAP, KCJB, KTPK, KVOO.

LORETTA LYNN "Wouldn't it Be Great" (MCA) 27/0

WPAP, KBMR, WITL, WOW, KTTS, WTCM, KIK-FM, KIGO.

MAINES BROTHERS "Some Of Shelty's Blues" (Mercury/PolyGram) 26/2 Rotetions: Heavy 1, Medium 7, Light 18, Total Adds 2, KRRV, WLWI, Heavy: KLLL, Medi

KRIKT, KUIL.
PATTY LOVELESS "Lenely Days, Lonely Nights" (MCA) 24/3

Desirence Haasov O Maduum 4. Licht 20, Total Adds 3, WBGW, WFNC, KILT-FM, Medium: WTSV, KTTS, KRKT, KQIL, Light

Polision of the WARC, WTO, KULP WARCH, WILL WARCH, WARCH

JAMES TAYLOR "Everyday" (Columbia) 19/11
Rotations: Heatvy 0, Medium 4, Light 15, Total Adds 11, WOBE, WXTU, WDSY, WFNC, KILT-FM, KYKX, WOKK, WKSJ,

LEW DEWITT "You'li Never Know" (Compleat/PolyGram) 19/1
Rotations: Neavy 0, Medium 2, Light 17, Total Adds 1, WTCM, Medium: KTTS, KSOP, Light: WGNA, WVAM, WYII, WLWI,

BOBBY BARE "Reno And Me" (EMI America) 17/5

WKIX, WSLR, KWMT, WKCQ, Medium; KKYX, WOW, KFDI

CON HUNLEY "What Am I Gonna Do About You" (Capitol) 16/8
Rotations: Heavy O, Medium 2, Light 14, Total Adds 8, KRRV, WGTO, WTVY, WFNC, WLWI, WPAP, KRMD, KFGO. Medium.

FAMILY BROWN "Feel The Fire" (RCA) 16/3

ds 3, WIRK, KFGO, KTTS. Medium: WOW, KRKT. Light: WVAM, WLWI,

CHARLIE DANIELS BAND "Still Hurtin' Me" (Epic) 15/14

ng WGNA, WOKQ, WAMZ, WOKK, KJNE, WOW, WWJO.

MOE BANDY "Can't Leave That Woman Alone" (Columbia) 15/5
Rotallons: Heavy 0, Medium 3, Light 12, Total Adds 5, KRRV, WESC, KSSN, KOIL, KCKC, Medium: KKYX, KTTS, KFDI, Light

SHELLY WEST "H I Could Sing Something in Spanish" (Viva) 15/5
Rotations: Heavy O, Medium 1, Light 14, Total Adds 5, KRRV, WVMI, WKIX, KFGO, KEIN. Medium: KRWO. Light: WBGW,

WORG, WWWA KRIKT JOHNNY PAYCHECK "Everything is Changing" (AMI) 14/3 JOHNNY PAYCHECK "Everything is Changing" (AMI) KFGO, KOLO. Medium: WTVY, KFDI. Light. WDKE, WCMS,

SHOPPE "While The Moon's in Town" (MTM) 12/9 W. WYII. KRRV. WTVY. WPAP. WTCM. KRKT. KRPM. KIGO.

JOHN DENVER "Dramland Express" (RCA) 11/11
Rotations: Heavy 0, Medium 0, Light 11, Total Adds 11, WYAM, WYII, WOKK, WKKQ, WOW, KRKT, KRST, KVOC, KCCY,

JERRY REED "What Comes Around" (Capitol) 9/2
Rotations: Heavy 0, Medium 3, Light 6, Total Adds 2, WCVR, WFNC, Medium: WTSV, KKYX, KTTS, Light: KRRV, WOW, KFDI,

# **ALBUM TRACKS**

### ARTIST/Song Title (Label)

Album Title

Rockin' With The Rhythm

Bama Band

Something Special

Heart Of The Matter

Chasin' Rainbows

Anything Goes

FORESTER SISTERS/Mama's Never Seen Those Eyes (WB) The Forester Sisters Anythina Goes

GARY MORRIS/100% Chance Of Rain (WB) JUDDS/Rockin' With The Rhythm Of The Rain (RCA)

BAMA BAND/Stone Cold And Country (Compleat/PG) GEORGE STRAIT/In Too Deep (MCA)

KENNY ROGERS/Tomb Of The Unknown Love (RCA)

GARY MORRIS/Anything Goes (WB)

CONWAY TWITTY/Lay Me Down Carolina (WB) NITTY GRITTY DIRT BAND/Partners, Brothers, And Friends (WB) Partners, Brothers, And Friends

SAWYER BROWN/Shakin' (Capitol)

NEIL YOUNG/Old Ways (Geffen) GEORGE STRAIT/Dance Time In Texas (MCA)

JOHN ANDERSON/A Little Rock & Roll (& Some...) (WB)

Shakin' Get Back To The Country

> Something Special Tokvo, Oklahoma



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# **COUNTRY ADDS & HOTS**

EAST MOST ADDED Crystal Gayle & Gory Morris (WB) 4 Dolly Parton (RCA)

Kenny Regers (RCA) Judds (RCA/Curb)

OAR RIDGE HOYS VINCE GILL HILLY JOE HOYAL HOLLOCK : SAMY HE BROWNS JUDGE KIMIY HOUSE JUDGE KIMIY HOUSE JUNGEN LIE JOHNEY LIE

INFORMATION DESCRIPTION OF THE CONTROL OF THE THREE OF THE CAPTURE OF THE CAPTURE

DOLLY PARTON STEVE WARLINGS

MOST ADDED Dolly Parton (RCA) Vince GIII (RCA)

SOUTH HOTTERT

neay Rogers (RCA)

GLEM CAMPBELL BOILT PARTON BARBARA MANDR: BOILT OF I GEORGE SPRAIT JUDGE KIMBY NO MES HEL NCOMFIEL DAN MEALS

JUSCE MENTON
HORRIN & GAYLE
HARIE OSMOND
SOLUTION:
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HENTY ROGERS
EARL THOMAS CO
JUSCE
EDDIE RASMITT

KWMIT Fort Dadge, IA

PORSETTER ELSTER HOME 28 A GAYLE OAK BIRGE BOYS

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KPGO Forgo, ND

MOST ADDED MIDWEST

WEST

Wayten Jennings (RCA) Dolly Parton (RCA)

Bottost: JUDDE EMMY ROUME DAS MALS RESA HOMPTERE BILLY JUE ROYAL WCOS-AMSPM Columbia, SC

CENT MAYBON SLEE CAN PRELL CHARLES INCLAIS STALLY NOS BOYAL T. GENERAL MICHAEL T. GENERAL

KYKK Longstow, TX

GLES CAMPBELL VINCE GILL JAMES TATLOS

WANZ-PM Louisville, KY

Lechardon, KY
CDB
EXILE
EXILE
BOLLY FRATOR
BOLLY FRATOR
FOREWARITHE
JOHNSTY LEE
BAMAA BRAND
HOCKERS HOW'S
T. GRANIAN BROWN
ROTERS & GROYLE
RILLY JOE HOY'AL
DON RELLY JOE HOY'AL
HILLY
HIL

Kenny Regers (RCA) Judés (RCA/Corb)

Odese, TX
JUNCT MENTON
HORSELS & GATLE
HOTOS JUNCTUS
T. GRACKH MEDICES
BULLANT MONTH SES
SHORES STRAIT
JUNCS
KEMPY DOGMES
KEMPY DOGMES

WWKA Orlando, FL

DOLLY PARTON FYEVE WARDING TWO SHARPS CHANCE No theat KEMMY SOUMS GROWN SPART DAY SHALP T, GARRIN SHOWS BILLY JOE SOYAL

WPAP-PM Panama City, FL

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BOLLOW: SARL THOMAS COMES
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WQYX-PM Tamparit. Poto, PL

MARIE ORNORD MORRIE & GAPLE DOLLT PARTOR

KJME Wass, TX

SARL THOMAS COULS KINNY SOCIES

Wood, TX

GLES CONFIDEL
MAYYOW JERRIDOS
OAK RIDES ROYS
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JUSCE MONTON
HORRIS 6 GAYLE

William Pales Basels, PL

PANILY BROWN JOHN ANDERSON VISCE CILL CON

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JAMES PRICKE JUNES BANYER BROWN KENNY FOR BROWN

WURG-PM Winshesser, VA

VINCE GILL TON JOHN BILLY JOS MOYA BOLLOUS STRAIT SANTER BECOM DAN SEALS

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VINCE GILL
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DOLLY PARTON VINCE GILL T. GRAMAN BROWN

WTCR-FM Huntington, WV HORAIS & GATLE SYLVIA MACLOW JERRIEUS TON JOHNS EASTY MOTTER BOLLOST: HEL HODRIE KEMPY ROGERS DOW WILLIAMS

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168 Reporters 166 Current Reports The following stations reported no change in their rotations this week: WCUZ/Grand Rapid KGHL/Billings

KEAN/Abile The following stations fallo to report this week and therefore WSEN/Syracuse

KVEG/Las Vegas

KYKR/Beaumont, TX repla KLVI/Beaumont as an R&R Country Reporter.

DAM SEALS GREE VARIOUS ARRITLESS HEART JOSCE HERTON CAR RIDER ROYS

KABE Availe, TX AGENA, IA

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KYKR Besument, TX

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MARIS OSHOUD
MAYLOW JUMBINS
T. GRAEAM SHOWN
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RZLAKLAC Lee Angeles, CA

JOHN CONLER PORTOT DE SEUTENA

KNEW Galdendill.F., CA

KARK-PM Phoenis, AZ

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DOS WILLIAMS STEVE WARISED

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JUDGE
KERNY EDGERS

SHOPPE HORRIS & GAYLE LARRY GAYLE JUSES HOFFOR GAR ELDES HOFFOR MAYLOW JERNISHES GEORGE JOHES SOUTHERN PROFIEL GEORGE JOHES SOUTHERN PROFITE HOLLOW A SELLANY HOCKERS JUDDE KREMY HOCKERS

WIL-AMPH St. Louis, MO

66/ RAR FRIDAY NOVEMBER 22: 1985

# **FULL-SERVICE A/C**

## **TOP 20**

tty	Weeks	Week		
	2 1	1	0	PHIL COLLINS & MARILYN MARTIN/Separate Lives (Atlantic)
1	5 8	2	ĕ	LIONEL RICHIE/Say You, Say Me (Motown)
1	0 6	3	3	JAMES TAYLOR/Everyday (Columbia)
	6 3	5	ā	KENNY ROGERS/Morning Desire (RCA)
	_ 15	9	Ğ	DIONNE & FRIENDS/That's What Friends Are For (Arista)
	5 4	4	6	FREDDIE JACKSON/You Are My Lady (Capitol)
1	1 9	8	0	GLENN FREY/You Belong To The City (MCA)
	1 2	6	8	STEVIE WONDER/Part-Time Lover (Tamla/Motown)
	3 5	7	9	DAVID FOSTER/Love Theme From "St, Elmo's Fire" (Atlantic)
		- 17	10	MR. MISTER/Broken Wings (RCA)
	_ 20	14	0	BARRY MANILOW/In Search Of Love (RCA)
		- 20	Ø	KLYMAXX/1 Miss You (Constellation/MCA)
1	4 13	13	13	ARETHA FRANKLIN/Who's Zoomin' Who? (Arista)
1	8 16	15	•	ABC/Be Near Me (Mercury/PG)

9 12 12 15 TEARS FOR FEARS/Head Over Heels (Mercury/PG)

7 11 16 17 WHITNEY HOUSTON/Saving All My Love For You (Arista) 10 10 18 BILLY JOEL/The Night Is Still Young (Columbia)

4 7 11 16 A-MA/Take On Me (WR)

BREAKER DOINTER SISTERS/Freedom (RCA)
BREAKER JOHN DENVER/Dreamland Express (RCA)

### **NOVEMBER 22, 1985**

Total			
Reports/Adds	Heavy	Medium	Light
42/0	39	3	0
43/1	36	6	1
41/1	32	7	2
38/1	29	9	0
39/2	20	18	. 1
35/0	31	2	2
30/1	22	7	1
32/0	17	11	4
28/0	14	12	2
31/5	12	17	2
34/2	8	22	4
33/11	4	21	8
26/0	14	10	2
24/0	12	11	1
22/0	11	10	1
22/0	5	11	6
17/0	7	10	0
18/0	10	6	2
24/5	1	12	11
24/8	0	16	8

### MOST ADDED

BARBRA STREISAND (21) Somewhere (CBS) **SADE (12)** 

The Sweetest Taboo (Epic) KLYMAXX (11)

I Miss You (Constellation/MCA) STEVIE WONDER (10)

Go Home (Tamla/Motown) PIA ZADORA (10) Come Rain Or Come Shine (Epic)

HOTTEST OLLINS & MARILYN MARTIN (32) Separate Lives (Atlantic) LIONEL RICHIE (27) Say You, Say Me (Motown) JAMES TAYLOR (25) Everyday (Columbia) FREDDIE JACKSON (18) You Are My Lady (Capitol) GLENN FREY (17) You Belong To The City (MCA)

KENNY ROGERS (17)

Moming Desire (RCA)

# BREAKERS.

### STEVIE WONDER

Go Home (Tamla/Motown)

56% of our reporters on it. Rotations: Heavy 1, Medium 14, Light 9, Total Adds 10 including WISN, KFI, KFMB, WICC, WGOW, WIBC, WSPD, KSL.

### **JOHN DENVER**

**Dreamland Express (RCA)** 

56% of our reporters on it. Rotations: Heavy 0, Medium 16, Light 8, Total Adds 8, WFBR, WPRO, WTMJ, WGY, WGOW, KBOI, WWNR, KFQD. Debuts at number 20 on the Full-Service chart.

### POINTER SISTERS

Freedom (RCA)

56% of our reporters on it. Rotations: Heavy 1, Medium 12, Light 11, Total Adds 5, WTMJ, WHBC, KBOI, WTKO, WCIL. Debuts at number 19 on the Full-Service chart.

# **BARBRA STREISAND**

Somewhere (CBS) 51% of our reporters on it. Rotations: Heavy 2, Medium 9, Light 11, Total Adds 21 including WISN, WTMJ, KJR, WICC, WGY, WGOW, KSL, WPOE, WTKO.

### FRANKIE VALLI & THE FOUR SEASONS Moonlight Memories (Curb/MCA)

51% of our reporters on it. Rotations: Heavy 2, Medium 15, Light 7, Total Adds 3, WTMJ, WRVA, WIBA.

# **NEW & ACTIVE**

AMY GRANT "Everywhere I Go" (A&M) 19/3 Rotations: Heavy 1/0, Medium 13/0, Light 5/3, Total Ac 13/0, Light 5/3, Total Adds 3, WING, WWNR, KFQD, Heavy: KVEC, Medium 13 including N. KHOW, WHBY

3ADE "The Sweetest Taboo" (Epid 18/2)

SADE "The Sweetest

# DIRE STRAITS "Walk Of Life" (WB) 16/7

9/2, Light 6/4, Total Adds 7 including WSB, KHOW, WICC, WCHS, WIBA, WWNR FBR, WGY, WING, WPOE, WWPA, KTWO.

EDDIE RABBITT "A World Without Love" (RCA) 15/0

, Heavy: WHBY, WTKO, Medium: WFBR, WTMJ, WCCO, KS WPOE, WGBR, WJBC, WCIL, KTWO, KVEC.

"UICE NEWTON "Hart" (RCA) 13/3

Rotations: Heavy 0, Medium 10/1, Light 3/2, Total Adds 3, KOB, WGBR, KTWO. Medium including WFBR, WKBW, WCCO, WCV, WHBV, WWO, WPOE, WTKO.

PIA ZADORA & THE LONDON PHILHARMONIC ORCHESTRA "Come Rain Or Come Shine" (Epic)

10.70

Relations: Market of Market

Total Adds 10 Including WCCO, WICC, WHBY, WWNR, WTKO, WGBR, WJBC, KTWO, KVEC, Medium: VPOE.

\*\*MUBC, KTWO, KVEC, Medium: WPOE.\*\*

URGENT "Love Cen Make You Cry" (Mankattan) 9/0 Rotations: Heavy O. Medium 5/0. Light 4/0. Total Adds O. Medium WWW. WPOE WGRR WJRC KTWO

EL DeBARGE with DeBARGE "The Heart Is Not 30 Smart" (Motown) 8/5
Rolations: Heavy O, Medium 2/1, Light 6/4, Total Adds S, WCHS, WPDE, WISC, WCIL, KTWO. Medium including

STEVIE NICKS "Talk To Me" (Modern/Atco) 8/4
Rotations: Heavy 1/0, Medium 2/2, Light 5/2, Total Adds 4 including KFMB, WWPA. Heavy; WKBW, Medium: KHO

MARIE OSMOND "There's No Stapping Your Heart" (Capitol/Curb) 8/2 Rotations: Heavy 2/0, Medium 4/1, Light 2/1, Total Adds 2, KSL, WGSR, Heavy: WHBY, WGSY, WJSC.

# SIGNIFICANT ACTION

DIANA ROSS "Chain Reaction" (RCA) 7/2 Rotations: Heavy 1/0, Medium S/2, Light 1/0, Total Adds 2, KHOW, KFMB. Heavy; WKBW. Medium including WFBR, WPOE,

WTKO.

DIANE SCHUUR & JOSE FELICIANO "By Design" (GRP) 6/2

DIANE SCHUUR & JOSE FELICIANO "By Design" (GRP) 6/2

DIANE SCHUUR & JOSE FELICIANO "By Design" (GRP) 6/2

Rosatione: Heavy 0, Medium 3/1, Light 1/1, Total Adds 2, KSL, WJBC, Medium including WCCO, WHBY, WPOE, WCIL.

SHEERA EASTON "Do it Per Love" (EMI America) 5/1
Rotatione: Heavy 0, Medium 4/0, Light 2/1, Total Adds 1, WCC, Medium: KFI, WWNR, WWPA, WGBR.

JILL MICHAELS "Where Did The Feeling 60" (Scotti Bros./D35) 5/4
Rotatione: Heavy 0, Medium 2/2, Light 3/2, Total Adds 4 including WCCO, WSPO, WPOE, Medium: KVEC.

MATT BIARCO" "More Than I Can Bear" (Allstartic) 5/7
Rotatione: Heavy 0, Medium 4/0, Light 1/1, Total Adds 1, WWNR. Medium: WKBW, WCCO, WHBY, WPOE.

WHAR!" ""The Your Man" (Columbia) 4/4
Rotatione: Heavy 0, Medium 3/3, Light 1/1, Total Adds 4 including WPOE, WJBC. Medium including MIMA Telescope (State of the State of the State

WHAM! "I'm Your Man" (Commons) 4/4

Notations: Heavy 0, Medium 31, Upin 1/1, Total Adds 4 including WPOE, WJ8C. Medium including WINN

JOHN CAFFERTY & THE BEAVER BROWN BAND "Small Town Girl" (Scottl Bros./CBS) 4/1

Rotations: Heavy 0, Medium 1/0, Light 3/1, Total Adds 1, WWNR. Medium: WPOE.

PAUL YOUNG "Everything Must Change" (Columbia) 4/1 Rotations: Heavy O, Medium 3/0, Light 1/1, Total Adds 1, WJBC. Medi

WICC. Medium including KVEC

Rotations: Heavy O, Medium 30, Light 1/1, Total Adds 1, WMSC. Medium: WPOE. STIMB "Love Is The Seventh Wave" (ARM) 4/1
Rotations: Heavy O, Medium 2/1, Light 2/0, Total Adds 1, WICC. Medium including STARSHIP "WP Ball' This (Light 2/0, Total Adds 1, WICC. Medium including STARSHIP "WP Ball' This (Light 1/0, Total Adds 1, WICC. medium: WWPA GLEN CAMPSELL "It's Jest A Matter Of Time" (Atlantic) 3/0
Rotations: Heavy O, Medium 2/0, Light 1/0, Total Adds 0, Medium WCCO, WPCE.

AL JARREAU "Let's Pretend" (W8) 3/0 Rotations: Heavy O, Medium 3/0, Light 0/0, Total

# & THE FOUR SEASONS

"Moonlight Memories"



WAEB	WGBR	KUDL	
WFBR	WISN	WJBC	
WCHS	WTMJ	WCIL	
WGY	wcco	<b>WBOI</b>	LISTEN!
<b>WWNR</b>	WHBY	KSL	on.
WPOE	WHBC	KFQD	,MCA RECORDS
WTKO	WIBA	KTWO	CURB
WRVA	WSPD	KVEC	RECORDS

# ADULT/CONTEMPORARY

# **BREAKERS**

## **DIRE STRAITS** Walk Of Life (WB)

73% of our reporters on it. Rotations: Heavy 8, Medium 48, Light 24, Total Adds 16 including WSB-FM, KVIL-FM, 97AIA, WARM98, WMJI, KMJI, KIFM, U102, WMGN, Moves 26-19 on the A/C chart.

# STEVIE NICKS

Talk To Me (Modern/Atco)

65% of our reporters on it. Rotations: Heavy 4, Medium 31, Light 36, Total Adds 18 including WHTX, 2WD, WLLT, WSNY, KS94, WSFM, WEZC, KELT, KCIX, KWAV. Debuts at number 25 on the A/C chart.

# **NEW & ACTIVE**

TING "Love is The Seventh Wave" (A&M) 49/14 September Heavy 20, Medium 27/4, Light 20/10, Total Aods 14 including WSNI, WAEB, WKYE, WELZ, U102, KIOA WMCN. KOIL, KOUK, Heavy, WARY, MCP4. Medium including WHTX, WARMSS, WARMSS, KEY102, WTRX, KKLLA, KWFM.

BARBRA STREISAND "Somewhere" (CBS) 47/46

Potstorier Heavy 171, Medium 98, Light 3757, Total Adds 46 including WSNI, WLTS, WLTF, WMJI, KIFM, WAEB, WKGW, WATC, KVUU, KKPL, Heavy, WSNY, Medium WRI, KVIL-FH, KOST, KGW, WEZC, WSOW, WATC, KVUU, KKPL, Heavy, WSNY, Medium WRI, KVIL-FH, KOST, KGW, WEZC, SADE "The Sweetest Staboo" (Epic) 45723

SADE "The Sweetest Staboo" (Epic) 45723

WEZ, KET, KOM, WHAN, KWAY, HEAVY, Heevy, WRY, Medium including WARM99, WARM98, KIFM, WMGN, KWFM, WFM, WGRISTON, HEAVY, H

um including WKYE, KEY103, WDLT, WNAM. KOIL. KVUU.

WGLI, WCHV, KKLV.

SHEENA EASTON "Do It For Love" (EMI America) 40/5
Rotations: Heavy 10, Medium 220, Light 17/5, Total Adds S, WAEB, WSKY, WCKQ, KRLB, KRSB. Heavy; WEIM. Medium including WPDK, WSB-RM, KVIL-FM, 2WD, KOST, KIOA, KOIL, KWAV.

## **ROTATION BREAKOUTS**

		Total			
		Reports/Adds	Heavy	Medium	Light
1 LIONEL RICHIE		109/0	98	11	0
2 PHIL COLLINS & MARILYN MARTIN		108/0	103	5	0
3 GLENN FREY		101/1	83	12	6
MR. MISTER		105/3	78	22	5
JAMES TAYLOR		104/2	72	25	7
6 FREDDIE JACKSON		102/0	67	28	7
O DIONNE & FRIENDS		107/3	40	58	9
8 ARETHA FRANKLIN		95/1	53	39	3
		98/6	45	43	10
(D) KENNY ROGERS		92/1	50	35	7
11 TEARS FOR FEARS		84/0	46	28	10
2 ABC		91/3	44	41	6
13 DAVID FOSTER		74/0	22	40	12
14 STEVIE WONDER		69/0	26	29	14
15 THOMPSON TWINS		69/0	20	39	10
IG A-HA		68/0	13	37	18
D OLIVIA NEWTON-JOHN		75/2	18	49	8
19 STEVIE WONDER	• •	91/41	2	49	40
D DIRE STRAITS		80/16	8	48	24
② JACK WAGNER		75/14	13	41	21
3 BRYAN FERRY		67/6	13	43	11
② BARRY MANILOW		74/11	6	47	21
② POINTER SISTERS		68/12	5	41	22
24 GINO VANNELLI		50/0	4	31	15
STEVIE NICKS     ■		71/18	4	31	36
② JOHN COUGAR MELLENCAMP		61/6	12	31	18
<b>② AMY GRANT</b>	,	59/2	7	38	14
28 JAN HAMMER		44/1	in 11	22	11
29 BILLY JOEL .		40/0	4	23	13
30 WHITNEY HOUSTON		37/0	. 3	20	14

### **MOST ADDED**

RARRRA STREISAND (46) Somewhere (CBS)
STEVIE WONDER (41) Go Home (Tamla/Motown) EL DeBarge w/DeBarge (25)
The Heart Is Not So Smart (Motown)

**SADE (23)** The Sweetest Taboo (Epic) STEVIE NICKS (18) Talk To Me (Modern/Atco) WHAM! (18)

I'm Your Man (Columbia)

### HOTTEST

PHIL COLLINS & MARILYN MARTIN (89)

LIONEL RICHIE (78) Say You, Say Me (Motown) GLENN FREY (54)

You Belong To The City (MCA) MR. MISTER (52) Broken Wings (RCA) FREDDIE JACKSON (38) You Are My Lady (Capitol)

OMD "So in Love" (Virgin/A&M) 35/2

14/0, Light 21/2, Total Adds 2, WCLY, KRLB. Medium including KMGG, WKYE, WSFL. WMGN.

KOUK, WEIM, WCKO, KKIV.

EL DEBARGE With DEBARGE "The Heart is Not So Smart" (Motown) 33/25
Roztsions: Heavy 0, Medium 84, Light 25/21, Total Adds 25 including KUDL, K106, WXTC, WSFL, WNAM, WWMJ,
WEIM, KKIV, KOSW, Medium: WHTX, KOST, KELT, KLYF, WGLL, WCKQ, WFFX, WMT-FM.

WEIR, ALLY, ALSSY, Medium: WY1A, AOS1, ACET, ACET, WILL, WIL

JOHN CAFFERTY & THE BEAVER BROWN BAND "Small Town Girl" (Scotti Bros./CBS) 31/13 UNIT CAFFERIT & I'RE SEAVER SHUWN ARAW "Small flown list" (Scott Bres./Lob) 37/13

Relations: Heavy 1/0, Medicum 100, Light 2010, Total Adds 13 including MAEB, MeSST, WTRX, WINNA, KWFAL WSKY, WFFX, WHIFAM, 104, KSSB, Heavy; IX PL. Medicum including WHTIX, 97ALM, WAVE, KDUK, WWMAL, WJON.

DIAMA ROSS "Chain Reaction" (RCA) 39/13

RKSSB, KMGO, KALE. Heavy: VGLL. Medicum including MAFMING 2WD, WARMING, WOMC, KOST.

KKSSB, KMGO, KALE. Heavy: VGLL. Medicum including WARMING 2WD, WARMING, WOMC, KOST.

KRSB, KMGQ, KMLE, Heavy, WGLL, Madium including WARM99, 2WD, WARM98, WOMC, KOST STARSHIP "WB Balls This City" (Grant/RACA) 26/2 Rotations: Heavy 14/1, Medium 60, Light 61, Total Adds 2, WSFM, WSKI, Heavy including WHTX, KVIL-FM, KMGG, B100, KOG9, WFMK, WHME, KKUA, Medium including WhNN, WSKY, KRIB, KALE.

CLARENCE CLEMONS & JACKSON BROWNE "Yeav're A Friend Of Mine" (Columbia) 25/2 Rotations: Heavy 10, Modelum 14/1, Light 10/1, Total Adds 2, KVIL-FM, KO99, Heavy: WAYE, Medium including WSNI, WHTZ, WW, WYTC, WMKN, WYMAI, KYSB, KYSB, KALE.

DREAM ACADEMY "Life in A Morthern Town" (WB) 23/17
Rotations: Heavy 0, Medium 1/0, Light 22/17, Total Adds 17 including WSKY, WCKQ, WORG, KKLV, KGSW, Medium: KALE.

Total Adds 17 including WCLY, KUDL, WNAM, KIOA, WEIM, WSKI

JON ANDERSON "Easier Said Than Done" (Elektra) 22/11

IG KEY103, WNAM, KIOA, KVUU, WKNE, WGSV

MATT BIANCO "More Than I Can Bear" (Atlantic) 28/3

IFM, WNAM, WJON, Medium: WSKI, KALE. Rotations: Heavy O, Negatim ZZV, Light 1607, Columbia) 26/1

BOB DYLAN "Emotionally Yours" (Columbia) 26/1

On the Light 18/1, Total Adds 1, WTRX, Medium: WSKI, KALE.

JUICE NEWTON "Hurt" (RCA) 20/0 0, Medium 9/0, Light 11/0, Total Adds 0. Medium: KVIL-FM, WLTS, WDLT, WEIM, WKNE, WSKI, WAHR

WHAMI "I'm Your Man" (Columbia) 18/18

Potations: Heavy 1/1, Medium 365, Light 12/12, Total Adds 18 including WHTX, B100, WKYE, WEIZ, WSFL, WAVE, MKUA. Heavy, KTYL. Medium: WOMC, KELT, WMGN, KDUX, K98.
JOHN DENVER: "Dreamland Express" (RCA) 17/8
Potations: Heavy 0, Medium 42, Light 13/8, Total Adds 6, KVIL-FM, KGW, WCKQ, WAEV, WZLQ, WMT-FM, WBOW, KALE.

PAUL YOUNG "Everything Must Change" (Celumbia) 12/9
Rotations: Heavy O. Medium 3/3, Light 9/6, Total Adds 9 Including WGSV, WZLQ, KFSB, KWEB, KKLV, KALE. Medium

WSPL, WAEV, KITL.

ISLEY, JASPER, ISLEY "Caravan Of Love" (CBS Associated) 11/10
Rotations: Heavy 0. Medium 1/0, Light 10/10, Total Adds 10, WAEB, WEIM, WSP

Rotations: Heavy 0, Media KKLV, KMGQ, Medium: N WSKI, WGSV, WORG, WKYX, WFFX

PAUL McCARTNEY "Spies Litte Us" (Capitol) 19/1
Enterione: Heavy O. Martium 2/0. Light 8/1, Total Adds 1, B100

Floatione: Heavy O, Medium 20, Ught Br. (Caphtel) 18/1 Rotatione: Heavy O, Medium 20, Ught Br., Total Adds 1, B100. SIMPLE MINDS "Allive & Kickling" (Virgin/A&N) 9/4 Rotatione: Heavy 20, Medium 5/3, Ught 2/1, Total Adds 4, WARM including KRU. PMOD VION WEMK WINY Honor KMGG WWM I M

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. 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.

# A/C ADDS & HOTS

### EAST

PARALLEL

ONE Nottest: COLLINS & MARTII ARETHA FRANKLIN GLENN FREY LIONEL RICHIE SADE

STEVIE WONDER STING STING SARSRA STREISAND BOTTOST: COLLINS & MARTIN MR. MISTER ARC THOMPSON TWINS JAMES TAYLOR

WHTX/Pittsburgh STEVIE WONDER WHAN! STEVIE NICKS HOCCOST DIRE STRAITS DIGNE & PRIENDS HR. MISTER COLLINS & MARTIN LIGHTEL RICHIE

PARALLEL TWO

BARBRA STREISAND STING JOBN CAFFERTY SHEENA BASTON CARB ISLEY, JASPER, IS BADE BADE

STEVIE MONDER JACK MAGNER DIRE STRAITS POINTER SISTERS SIMPLE MINDS ARCADIA ARCADIA BOTTAGET COLLINS & MARTIN KLYMAXX NR. HISTER LIONEL RICHIE STARSHIP

BARBRA SIRGL.
Bottest:
COLLINS & HARTIN
GLENN PREY
FREDDIE JACKSON
HR. HISTER

PARALLEL

Hottest: DAVID FOSTER TEARS FOR FEARS GLEWN FREY HR. HISTER JAMES TAYLOR

KOSTALos Angeles

BARBA STREISAND DEBARGE Mottest: COLLINS & MARTIN ARETHA FRANKLIN KLYMAXX POINTER SISTERS DIONNE & PRIENDS

DIOMNE & FRIENDS ARETHA FRANKLIN ABC JACK MAGNER HOTLEST COLLINS & MARTIN GLENN, FREY MR. MISTER STEVIE WONDER DAVID POSTER

KKLT/Phoenix Church/Thomas

ONE

WEST

8100/San Diego Rich/Knight

STEVIE WONDER WEAH! PAUL MCCARTNEY JACK WAGNER HEART HORP

HEART HOTTEST GLEWN PREY PREDDIE JACKSON COLLINS & MARTIN MR. HISTER TEARS FOR FEARS

KIFM/San Diego Mark Zegen

BARBRA STREISAHD MATT BLANCO DIRE STRAITS STEVIE WONDER SCHUUR & FELICAN HOTTEST HOTTEST BYAN FERRY MR. HISTER

PARALLEL

TWO

KCIX/Bolse Dave Duque

DIRE STRAITS STEVIE NICKS STEVIE WONDER

HOLLOST: GLEMN FREY TEARS FOR FEARS LIONEL RICHIE HR. MISTER DIONNE & FRIENC

HOWEFORTHER
KLYNAJOK
STEVIE WONDER
JON ANDERSON
BARRA STREISAND
BARRY MARILOM
HOLLENS 1 HARTIN
GLEMN PREY
LIONEL RICHIE
PREDDIE JACKSON
JAMES TAYLOR

BurnarKing
JOHN CAPFERTY
HIGHT RANGER
MEAN!
STING
HOTERAT!
COLLINS & NART
LIONEL RICHIE
MR. MISTER
KLYMAXX
KENNY ROGERS

MIAMI SOUND MACHI WHAMI STEVIE WONDER Nottest:

Michael Reading
BARBRA STREISAND
JACK WACHER
STEVIE MICKS
SADE
HOTCOST.
LIONEL RICHIE
COLLINS 6 HARTIN
ARETHA FRANKLIN
KLYMAXX
HR. MISTER

JAMES TAYLOR
DIONNE & FRIENDS
BARBRA STREISAND
HOCKest:
COLLINS & HARTIN
GLENN PREY
KENNY ROGERS
TRANS FOR FEARS
LIONEL RICHIE

KWFM/Tucson Chris Ryan

JOHN CAFFERTY MAURICE WHITE BOTTOST COLLINS & MARTI GLENN FREY LIONEL RICKIE ARETHA FRANKLIN TEARS FOR PEARS

KKPL/Spokane Thomas/McCar

STING
WHAH:
BARBHA STREISAND
NOTCOST:
COLLINS & MARTIN
MR. MISTER
LIONEL RICHIE
TEARS FOR FEARS
KLYMAUX WX GW/Utica Rome Carpenter/Carr BARBRA STREISATD JACK WAGNER Hottest.

PARALLEL THREE

DEBARGE BARRA STREISAND BARRA STREISAND BARRY MABILOM HOTCOST GLENN PREY COLLINS & MARTIN MR. MISTER ARETHA FRANKLIN THOMPSON TWINS

WEMWFitchburg Jack Raymond JACK MAYMOOD
BARBAR STREISAND
DREAM ACADEMY
CHARLIE GAMIELS
SCHUUR & FELICANO
ISLEY, JASPER, IS
DERARGE
HOTCHET
LIONEL RICHIE
COLLIES & MARTIN

ABC KENNY ROGERS GLENN PREY

Make Trombby

BARBRA STREISAND

STEVIE MOSIDER

POINTER SISTERS

JOS ANDERSON

HAURICE NHITE

SADE

HOTCORE

HOTCORE

HOTCORE

HOTCORE

HOTCORE

FREDDIE JACKBON

THOMPSON THINS

DEBARGE
HAURICE WHITE
STING
JON ANDERSON
BARBHA STREISAND
BOTEST
COLLINE & MARTIN
NN. NISTER
KLYMJUX
FREDDIE JACKSON
LIOWEL RICHIE WSKVMontpelie Bruce Stebbins

Bruce Stebbins
STARSHIP
SADE
DREAM ACADEMY
COREY HART
DEBARGE
HARREA STREISAND
ISLEY, JASPER, IS
NOTLES!
LIOWEL RICHIE
HR. HISTER
THOMPSON TWIMS
RLYMANX
ELTOM JORN

WTNY/Watertown George Nelser George Netter
SIMPLE MINDS
STING
STEVIE WONDER
SADZ
CARS
NOTTEEL COLLINS & MARTIM
NE. HISTER
THOMPSON THINS
JAMES TAYLOR
STARRHIP SOUTH

PARALLEL Keith Jacobs
SADE
STEVIE MONDER
HAURICE WHITE
JON ANDERSON
HOTTEST
COLLINS & MARTIL
LIONEL RICHIE
JACK MAGNER
FREDDIE JACKSON
HR. MISTER ONE WARMSSIA Wyrostok/A Wynostok/Montlel
SCRITTI POLITTI
SIMPLE HINDS
HOCLEGE;
COLLINS & HARTIN
DIRE STRAITS
HR. HISTER
JAMES TAYLOR
STEVIE MONDER

RESIDENCE
DEBARGE
ANY GRAFT
STEVIE WONDER
DIRE STRAITS
HOTCOST
HK. MISTER
LIONEL RICHIE
ARETHA PRANKLIN
KLYMAXX
COLLINS & MARTIN WS8-FM/Atlanta John Chappell DIRE STRAITS STEVIE WONDER

WXTC/Charteston Quincy/O'Brien KVIL-FM/Delles Rhodes/Chapman SADE DEBARGE BARBRA STREISAND NOTICE STREISAND RESENTY ROGERS RLYMAUX COLLINS & MARTH LIONEL RICHIE JAMES TAYLOR Rhodes/Chapman
DIRE STRAITS
CLEMONS & BROWNE
EDDIE HURPHY
BARBAR STREISAND
KLYMAXX
STEVIE WONDER
JORN DENVER
MOLTER'S
STEVIE WONDER
A-RA
COLLIES & MARTIN
STARRHIP
ARC

Sutton/Conway

JACK MAGNER
HR. MISTER
STEVIE NICKS
BOTTOSH
GOLLINS & HARTIN
FREDDIE JACKSON
GLEBN FREY
LIONEL RICHIE
KEMMY ROGERS Jers Suffiven
JOHN CAFFERTY
DIRE STRAITS
BARRY MANILOM
HOLDSTEN
COLLINS & HARTIN
DAVID POSTER
DIONNE & PRIENDS
KLYMAXX
LIONEL RICHIE

Jim Jacobs
BARBRA STREIGARD
SADE
MHANI
STING
HOTELSTING
HOTELSTINE
LIONEL RICHIE
COLLINS & MARTIN
JAMES TAYLOR
TRARS FOR FEARS
FREDDIE JACKSON SADE Nottest: COLLINS & MARTIN GLEMN PREY NR. MISTER LIONEL RICHIE

WLTS/New Orleans Scott/Mitchell BODE BOTTEST: COLLINS & MARTIN GLENN FREY FREDDIE JACKSON KENNY ROGERS POINTER SISTERS STEVIE WOMER BARBRA STREISAND Hotteet: COLLINS & MARTIE GLENN FREY KLYMADOX KLYMAXX LIONEL RICKIE DIONNE & FRIEN

Ryan/Sharwood
STEVIE MONDER
POINTER SISTERS
BRYAN FERRY
HOCLOSTER
KERRY ROGERS
LIONEL RICHIE
JAMES TAYLOR
HR. HISTER DIANA ROSS STEVIE NICKS STEVIE WONDER HOTTOMEL RICHIE TEARS FOR FEARS COLLINS & MARTIN ARETHA FRANKLIN MR. MISTER U102/Knoxville Hobbs/Trotter

STEVIE MONDER DIRE STRAITS STING STEVIE MICKS HOLLES COLLINS & MARTIN GLENN FREY ARETHA FRANKLIN GIND VAMMELLI W101/Tampa Miller/DeCarlo

STEWER UCKS STEVIE WONDER HOLLEST COLLINS & MARTIN GLENN PREY FREDDIE JACKSON ARETHA FRANKLIN LIONEL RICHIE PARALLEL TWO

K99/Great Falls Steve Keller

Steve Kedler
POINTER SISTERS
WEAM!
HAURICE WHITE
HOLLOST;
COLLING & MARTIN
GLENN FREY
FENNY ROGGER
LIONEL RICHIE
HR. HISTER

STEVIE MONDER STEVIE NICKS DIRE STRAITS BARRY MARHIOM BOLTOST GLENN FREY HR. HISTER KLYMAXX LIONEL RICHIE COLLINS & MARTIN

KQSW/Rock Spring Chris Alexander

Chris Alexander

BARBRA STREISAND
DIANA ROSS
DREAH ACADEMY
DEBARGE
FIA ZADORA
HOTCHEL
LIONEL RICHIE
MR. HISTER
GLENN FREY
KOOL & THE GANG
ONJ

LeMC633Hdy
MIRE + THE MECHAN
FRESTLESS MEART
SHEENN EASTON
DREAN ACADEMY
SADE
JOHN CAPPERTY
BARREA STREISAND
HOLSBEI
ME. MISTER
JAMES TAYLOR
PREDDIZ JACKSON
KLYMANX
COLLINS & MARTIN STEVIE WONDER POINTER SISTERS POINTER BASES
BARBRA STREISAND
HOTEGET;
COLLINS & HARTIN
KLYHAXX
GLENN FREY
RENNY ROGERS
LIONEL, RICHIE KELT/McAllen

WCKQ/Campbells/ Smith/McClendon

BARBRA STREISAND

SADE
WHAH
DEANOZ
STEVIE NICKS
JACK WAGNER
HOTCHES
COLLINS & MARTIN
LIOWEL RICHIE
KLYMAXX
GLENN FREY
DIONNE & FRIENDS WLAC-FM/Nashville Nichols/Sargent

MARMI STREISAND MHARMI
DREAM ACADEMY
SHEEMA EASTON
JOHN DERVER
JONI HITCHELL
HOTTEST
HR. MISTER
COLLINS & MARTIN
DIRE STRAITS
LIONEL RICHIE
JOHN COUGAR none Hottast: FREDDIE JACKSOM COLLINS & MARTIN ANY GRANT STEVIE WONDER GLENN PREY HAURICE WHITE STEVIE NICKS DEBARGE SCHURR & FELICAN JONI MITCHELL POINTER SISTERS HOLCOOK MR. MISTER ONJ ARETHA FRANKLIN LICHTE DIONNE & PRIENDS WSFL/New Bern Gary Lee

SADE PAUL YOUNG DESANGE NEURIN STEEL YOUNG DESANGE NEURIN STEEL YOUNG CAFFERTY HOTELOWEL RICHIE HR. HISTER COLLINS & HARTIN FREDUZ JACKSON

Jackson/Hell
POINTER SISTERS
HAURICE WHITE
PAUL YOUNG
CHARLIE DANIELS
BARBRA STREISAMD
ISLEY, JASPER, IS
JON AMDERSON
HOTCHS:
FREDDIE JACKSON
COLLINE & HARTIN
RENNY MOGERS
LIONEL RICHIE
GLENN FREY EMBERGED
JAMES TAYLOR
STEVIE WONDER
JACK MRONER
DIONNE & FRIENDS
HOTCHEN
COLLINS & MARTIN
GLENN FREY
JAM HAMMER
TEARS FOR FEARS
LIGHEL RICHIE DeMas/Cennon

BRYAN FERRY
POINTER SISTERS
STEVIE WONDER
BARBRA STERISAND
DOLLY PARTON
DOLLY PARTON
COLLINS & MARTIN
KERRY ROGERS
LIONEL RICHIE
LIONEL RICHIE
MAGE/Leetburg

WAGE/Leetburg WRAL/Raieigh Anthony/Donovar

Anthony/Donoran

ARRY MANILOW
DIRE STRAITS
HOTTES!
HOT WEZS/Richmond Bevins/Dillon Stame Porter
STING
BARBAR STREISAND
DIANA ROSS
DEBARGE
HOCTOST

BerketDikon

MR. HISTER

MR. H

OMD Hottest: JAN HAMMER KENNY ROGERS TEARS FOR FEARS FREDDIE JACKSON COLLINS & MARTIN

PARALLEL SAU WYIGHT

BARBRA STREISAND

DRZAM ACADENY

JON ANDERSON

DEBARGE

ISLEY, JASPER, IS

ROTESET, JASPER, IS

ROTESET, JACKSON

MR. MISTER

LIONEL RICHIE

KLYPALXX

SWFOYDWARLAND THREE

WAEV/Savenneh West/Morris WestMoorie

PAIL YOUNG
JONE CAPPERTY
DESARGE
BABBAN STRISAMT
JONE DESVER
CHARLIE DANTELS
JONES PENYER
LICHIE
JONES PATENO
LICHE, RICHIE
DICHNE, PATENO
PREDDIE JACKSON
WZLQATUPMO
DormanFrice

DormanPrice
WHAM;
DIAMA ROES
DEBARGE
PAUL YOUNG
JONG DENVER
JON ANDERSON
DREAM ACADEMY
ROTESON
TOTAL AND THE STREED E JACKSON
JAMES TAYLOR
LIONEL RICRIE
MR. HISTER

SADE JOHN CAPPERTY ISLEY, JASPER, IS ISLEY, JABEE HOLLINS & HARTIN GLENN FREY LIONEL RICHIE MR. HISTER PREDDIE JACKSON KTYLTyler Bian Meloney Brian Meloney
MHAH!
PAUL YOUNG
BARBRA STREISAND
DEBARGE
DREAM ACADEMY
ISLEY, JASPER, IS MIDWEST

PARALLEL Mike Judge
STEVIE WONDER
SADE
JON ANDERSON
STING
BARBRA STREISA
DREAM ACADEMY
DIANA ROSS
HOtteet
JAMES TAYLOR
COLLINS & MART
LIONEL RICHIE
MR. MISTER
ABC ONE WLLT/Cincin John Roberts
STEVIE NICKS
KLYNACK
JOHN COUGAR
NOTES
STEVIE MONDER
GLEIN FREY
COLLINS & HARTIN
TEARS DOR FEARS
DAVID POSTER
WARMSECInclana\*\*

KLYMAXX Hotteat: COLLINS & MAP GLERN FREY MR. MISTER STARSHIF LIONEL RICHIE

ABC STEVIZ MONDER HOTTS THE GLEMN FREY COLLINS & HARTIN TEARS FOR FEARS JAMES TAYLOR MR. MISTER

KRAV/Tulsa Raynolds/Ca

JACK MAGNER STEVIE NICKS Nothest: STEVIE MONDER GLENN PREY DAVID POSTER HR. HISTER LIONEL RICHIE

**PARALLEL** 

THREE

Green/Selers
HAURICE WHITE
SADE
JOHN DESVER
JOHN DESVER
BARBRA STREISAN
HOTESEL
GLEHE FREY
COLLINS & HART
FREDDIE JACKSON
KRETHA FRANKLIA
KENNY ROGERE

REC WOODER
STEVIE WONDER
JOHN CAPPERTY
DEBANGE
HOCKEST!
COLLINS & HARTIS
RESERV ROGERS
FREDDIE JACKSON
HR. HISTER
JAMES TAYLOR

KFSE/Jopiin Bobby Daniels

Bobby Deniels
DEBARGE
PAUL YOUNGERY
BARBHA STREISANG
PORTONICOSS
CITABLIE DANIELS
DAN SEALS
HOCLEST
COLLINS A MARTIN
GLEEN FREY
FREDDIE JACKSON
LIONEL RICHIES
MR. MISTER

WXUS/LaFeyetta Bob Vitza

STEVIE HICKS BOTTOM: JAMES TAYLOR MR. MISTER TEARS FOR FEARS COLLINS & MARTIN LIONEL RICHIE

WesterTipton
DIRE STRAITS
BARRY MANILOM
HAURICE MITTE
HOTCOLLING & HARTIN
DAVID POSTER
MR. MISTER
JAMES TAYLOR
LIONEL RICHIE Bob Majors
AAY GRANT
DEBARGE
BARRY MANILON
HOTEOST
COLLINS & HARTIN
GLENN FREY
LIONEL RICHIE
FREDDIE JACKSON
ARETHA FRANKLIN

WLTF/Cleveland Wilson/Popovich WisomPopowich
JOHN COUGAR
BARREA STREISAND
ABC
RLYMAUX
HOCCESTS
COLLINS & MARTIN
A-HA
TEARS FOR FEARS
GLENG FFEY
LIOWEL RICHIE Brice Clerk

CARS
CLEMONS & BROWNE
JACK WACKER
STEVIE WONDER
HAURICE WHITE
HOCKESTI
GLENS FREY
COLLINS & MARTIN
STARRING
TINA TURNER

Ners/Torcaseo
BARRA STRISAND
DIRE STRAITS
STEVIE WONDER
BOTCOST
GLEEN FREY
COLLINS & MARTIN
LIONEL RICHIE
HEART
HR. MISTER

WSNY/Columb Harry Lyles BARBRA STREISAND STEVIE WONDER STEVIE NICKS EUGENE WILDE HOCCEST BARBRA STREISAND JAMES TAYLOR COLLINS 4 MARTIE KENNY ROGERS WLHT/Grand Rapids Brown/Ashford BRYAN PERRY POINTER SISTERS JOHN COUGAR HOTCOST GLEWN FERY COLLINS & MARTIN MR. MISTER ARETHA PRANKLIN LIONEL RICHIE

ONJ HOTTONE STEVIE WONDER COLLINS & MARTIN TEARS FOR PEARS JAN HANNER GLENN FREY HOTE HISTER
JOHN COUGAR
A-HA
LIONEL RICHIE
GLENN FREY

WORK/Detroit
Argenbright/Jacobs
MHAHI
JACK MAGNER
SADE
ROCKESEI
COLLING & MARTIN
REBBY ROGERS
PREDDIE JACKSON
GINO VANNELLI
KLYMAXX BRYAB FERRY SIMPLE MINDS JOBE COUGAR MOTTOST: GLENN FREY COLLINS & HA STARSHIP KLYMAXX

KLSVKenses City Frost/Alen none Hottest; DAVID FOSTER STEVIE WONDER A-RA COLLINS & MARTIN LIONEL RICHIE O'NesWyencii
STEVIE MONDER
DIRE STRAITS
STIBI
STAIR
AND STAIR
STAI DEBARGE
JOHN COUGAR
DREAM ACADEMY
HOLLEGT BUTTON
COLLINS & MARTIN
A-HA

KWEB/Rocheste Dahl/Azelson GLERN FREY
PAUL YOUNG
STEVIE MONDER
SADE
DIRE STRAITS
HOCKEST
COLLINS & MARTI
RESETY ROGERS
FREDDIE JACKSON
JAMES TAYLOR
LIONEL RICHIE GrayelSommers
JACK MAGNER
BARRY MANILOW
HOUTEST:
KENNY ROGERS
PREDDIE JACKSON
MR. HISTER
LIGHEL RICHIE
JAMES TAYLOR

KOIL/Omehe STEVIE MONDER STING
HAURICE WHITE
AARBRA STREISAND
HICK LOWE
HOCKEAT!
COLLINS & MARTIN
LIONEL RICHIE
GLENN FREY
MR. MISTER
DIONNE & FRIENDS

Devisionation
SURVIVOR
BARRY MANILOM
STEVIE MONDER
SADE
JOHN CAPPERTY
JACK MAGMER
HOR teat;
LIONEL RICHIE
ARBINA FRANKLIN
MR. HISTER
AND
KLYMAJOX

Five stations reported a frozen list this week: KLSI/Kansas City. KYKY/St. Louis, W101/ Tampa, WENS/ Indianapolis, WJDX/

are no longer A/C Dubuque WM.I.I/ Birmingham.

FULL-SERVICE A/C

EAST

PARALLEL ONE WFBR/Baltimore
Date Andrews
NR. MISTER
KLYMACK
JOHN DENVER
BOTCE BLE
KZDRY ROGERS
COLLINS & MARC
GLENN PREY
JAMES TAYLOR
LIONEL RICHIZ KLYMAXX Hottest: COLLINS & MAR' JAMES TAYLOR A-HA LIONEL RICHIE KERNY ROGERS PARALLEL

TWO Sendy Beach
DIRE STRAITS
JOHN COMPAR
HOTTOSIE
FREDDIE JACKSON
GLEEN FREY
JAMES TAYLOR
COLLINS & MARTI
LIONEL RICHIE STARSHIP STEVIE WO STEVIE MONDER
STING
RARBEA STREIGAND
STEVIE MICKS
DIRE STRAITS
EUNTHMICS
SMEZHA LASTON
CLEMON'S & BROWNET
PIA ZADORA
HOLEGE!
TEARS FOR PEARS
COLLINS & MARTIN
GLEDN PREY
ARETHA FRANKLIN
FREDDIE JACKSON
WCHSUCharieston

KLYMAXX LIGNEL RICHIE JAMES TAYLOR Hottest: Hottest: COLLINS & MARTIN STEVIE WONDER FREDDIE JACKSON WTAE/Pittsb

PARALLEL

DIONNE & PRIEMOS KLYMAXX DIRE STRAITS HOTLES: COLLING & HARTIS GLESN FREY ARETHA FRANKLIN LIONEL RICHIE DIONNE & FRIEMOS

PARALLEL

TWO

WBT/Charlotte Marty Lambert

ONE

SOUTH F

Deso Descontany —
JOHN DENYER
BARBRA STREISAND
STEVIE WORDER
HOTE STATE
JAMES TAYLOR
COLLINS & MARTIN
ARETHA FRANKLIN
LIONEL RICHIE
DIDME & FRIENDS

HOLLEGEL STEVIE WONDER DAVID POSTER COLLINS & MARTIN KZENY ROCERS JAMES TAYLOR

PARALLEL

JACK MAGNER DIRE STRAITS DEBARCE MAURICE WHITE HOTEBALL HOTEBALL LIONEL RICHIE JAMES TAYLOR HR. MISTER ARETHA FRANKLIS

none Hottast; STEVIE WONDER COLLINS & MARTIN JAMES TAYLOR LIONEL RICHIE DIONNE & FRIENDS

DEBARGE PIA ZADORA
BRICZ SPRINGSTE
JACK MAGNER
JILL HICHAELS
HOLLES!
COLLINS & MARTI
LIONEL RICHIE
FREDDIZ JACKSON
MR. MISTER
JAMES TAYLOR SADE HARBEA STREISAND HOTTOST INCHIE LIONEL RICHIE COLLINS & MARTIN JAMES TAYLOR PREDDIE JACKSON KENNY ROGERS

PARALLEL KLYMANA Hottast, FREDDIE JACKSON GLESN FREY MARIE OSMOND FRANKIE VALLI & LIONEL RICHIE THREE BOSSES

DIRE STRAITS
JOHN CAFFERTY
ANY GRANT
MAURICE MRITE
SADE
BOE DYLAN
JOHN DENVER
FIA EADORA
HATT BI MICO
BOCKE & L
LONEL RICHIE
RR. HISTER
KRENY ROGERS
BRYAN FERRY
BRYAN FERRY

WWPA/Williamep Semyor/Masterior
PAUL HCCARTNEY
JACK WACHER
STEVIE HICKE
BARBRA STREISAND
HOTERS AT
HOTERS
FREDDIE JACKSON
GLESS FREY
COLLIES & HARTIN
BILLY JOZZ.

BARBRA STREISA

PARALLEI HR. HISTER FRANKIE VALLI & THREE

DESIGNATION
DILCE MENTON
HARIE OSHOSE
SOB DYLAM
BARREA STEELSAND
PIA ZADDRA
BOTTELSAND
FOR SOCIETY
COLLINS 6 MARTIS
RESHY ENCESS
LIONTEL RICHIE
JAMES TAYLOR
FREDDIE JACKSON

StewartHeller
JACK MAGNER
WILMI
BARBRA STREISAND
STEVIE WONDER
SADE
JILL HICHAELS
MAURICE MHITE
HOLLESI

PARALLEL

WJBC/Bloom

43 Reporters. **41 Current Reports** 

KENNY ROGERS
HOTTORY
TEARS FOR PEARS
JAN HANNER
COLLING & MARTIN
GLENN FREY
ARETHA FRANKLIN

Two stations reported a frozen list this week: KOY/Phoenix, WBT/

Charlotte.

HOTEGAT: COLLINS & MARTIN BILLY JOEL JAMES TRYLOR LIONEL RICHIE DIONNE & FRIENDS WSPD/Toledo Stewart/Heller

MIDWEST

PARALLEL BARBRA STREISAND JOHN DENVER POINTER SISTERS SADE FRANKIE VALLI & F JOHN CONLEE HOLLOSI. ONE

none
Hottest:
COLLINS & MARTIN
GLENN FREY
JAN HAMMER
TEARS FOR FEARS
LIONEL RICHIE

TWO KLYMAXX Hottest: GLEDN FREY A-HA STEVIE WONDER JAMES TAYLOR TEARS FOR FEARS WHEY/Appleton-Oshbosh Selm/St John PIA ZADORA BARRA STREISAND BOTTEST XESSY NOGERS COLLINS HARTIN JAMES TAYLOR LIOMEZ LICHIX DIONNE & FRIENDS WiSN/Milwauke Murphy/Elliott Murphy/Ediott
STEVIE MONDER
SADE
BARRA STREISAND
HOTCOST
COLLING & MARTIN
FREDDIE JACKSON
JAMES TAYLOR
LIOMER RICHIE
BARRY MANILOM

John FinerM. Diem
SADR
STEVIE NICKS
JACK MACHER
NATT BIANCO
JON ANDERSON
BARBRA STREISAND
HOLLEAS
FREDDIE JACKSON
CULLINS & MARTIN
GLEIGH FREY
KENNY ROGERS
HR. HISTER MARK EDWARDS
STEVIE MONDER
DIAMA ROSS
STEVIE MICKS
JOHN DESWER
DIRE STRAITS
DERA SCADERY
COLLINS A MARTIN
LIONEL RICHIE
TEARS FOR PEARS
DIONNE & PRIENDS
GLEND FREY

MHAMI
JACK WAGNER
BRYAN FERRY
ANY GRANT
BOTCOAL!
BOTCOAL!
COLLINS & MARTIN
GLENN FREY
LIONEL RICHIE
HR. MISTER
KLYMAXX

DIONNE & FRIENDS KLYMAXX STEVIZ WONDER HARBRA STREISAND THREE HOTLEST E MARTIN GLESN FREY FREDDIK JACKSON OBJ ARETHA FRANKLIN BA PRANKLIN

MULHOCA'S ALONG TO THE TABLE TABLE THE TABLE TAB CAMBRIC

BARRY MANILON

DIRE STRAITS

FRANKIE VALLI & F

BOTLOSI

KERNY MOGERS

LJOHER INCHIE

GLEDN PREY

JAMES TAYLOR

DIONNE & FRIENDS

BARBRA STREISAND DEBARGE POINTER SISTERS JOHN COUGAR HOTEGAT PREDDIE JACKSON COLLINS & HARTIN JAMES TAYLOR DIONNE & PRIESDS

PARALLEL

JACK MAGNER DIRE STRAITS SADE STEVIE NICKS DIANA ROSS Bottest: home KJR/Seattle Moore

Drew Herold
POINTER SISTERS
SADE
JOHN DENVER
BARRAS STREISAND
HOTLOGAL
COLLINS & HARTIN
GLENN FREY
LIONEL RICHIZ
JAMES TRYLOR
DAVID POSTER KFMBREN Diego Mark Larson STEVIE MOSDER SADE MAJRICE WHITE DIAGA ROSS STEVIE MICKS NOTES: COLLING & HARTII COLLING & HARTII KENNY ROCESS DAVID FOSTER PREDICE JACKSON JANES TRYLOR Lemich Jessop

BARRAR STREI GAID
MR. MISTER
STEVIE WORDER
SCHUUR & FELICANO
MARIE OSHORD
MARIE OSHORD
MARIE OSHORD
FREDIE JACKBON
COLLINS & MARTIN
KENNY BOGERS
GLENN FRET
LIONEL RICHIE

PARALLEL TWO

THREE

MARK Lewis

MR. MISTER
AMY GRANT
SADE
JOHN DENVER
BOLDEST E
DIONNE & FRIEN
KENNY ROGERS
JAMES TAYLOR
LIONEL RICHIE
BARRY HANILOW

John Leader
BARBRA STREISHND
JUICE HEMTON
PIA ZADORA
DEBARGE
RLYHAXX
JOHN COUNAR
HOTTER
COULINS & MARTIN
ENNY BOGERS
JAMES TAYLOR
LIOHEZ RICHE E
DIONNE & FRIENDS

KVEC/Sen Luis Of Den Armetrong Den Armstrong
JILL HICHAELS
RABERA STREISA
STEVIE HOSDER
HR. HISTER
PIA ZADORA
HOLLEST:
KENNY ROGERS
DAVID POSTER
PREDDIE JACKSO
COLLINS 4 MART
LIONEL RICHIE

CEARS REPRESAY INOWEMBER 28 81985/71

109 Reporters, 104 Current Reports

PARALLEL THREE

NOTES OF THE STATE I HKEE
KKU/Anchorege
Greg Withmon
DEBAME
BABBAN FREISAND
BABBAN FREISAND
BABBAN KITCHELL
WHANI
DREAN ACADEMY
ISLEY, JASER, IS
HOCKERL
LAMEE TAYLOR
DIONNE & FRLEIMO
DIONNE & FRLEIMO
DIONNE & FRLEIMO
DIONNE & FRLEIMO
DIER STRAITS

KMGQ/Senta Barbera Stephen Meade

KALE/Tri-Cities Bill Templeton

WFFX/Tuncalor Sander Walker

HOLLEST: ARETHA FRANKLIN RLYHAJOX LIONEL RICHIE MR. HISTER JOHN COUGAR

none Hottest: COLLINS & HARTIN GLENN FREY LIONEL RICHIE FREDDIE JACKSON RLYMAJOX PARALLEL TWO

KYKY/St. Louis

A-HA GLENN FREY LIONEL RICHIE

POINTER SISTERS STEVIE MONDER HOTLEAT: COLLINS & MARTIN GLENN FREY JAMES TAYLOR LIONEL RICHIE DIONNE & FRIENDS

WMYX/Milwaukse Beth Fest

STEVIE WONDER BARRY MANILON MAURICE WHITE MOCEMBER COLLINS & HARTIN FREDDIE JACKSON LIONEL RICHIE KENNY ROGERS KLYMAXX

STEVIE WONDER Hottest: JAMES TAYLOR COLLINS & HARTIN PREDDIE JACKSON HR. HISTER LIONEL RICHIE

WASMAPPIOTON
OENSON
Bennett/Colline
Bennett/Colline
DREAM ACADEMY
MATT BIANCO
DEBARGE
JON ANDERSON
BARSEN STRISAMI
NOTICE:
COLLINS & MARTIS
TEARS FOR FEARS
PREDDIE JACKSON
GLENN FREY
JAN HOMPER

The following stations

WEST

ONE KHOW/Den Hal Moore

STEVIE MONDER HOLLBALL COLLINS & MAR DAVID FOSTER LIONEL RICHIE MR. MISTER DIONNE & FRIE

KOB/Albuquero Fitch/Schralber

PARALLEL

# **AOR TRACKS**

è					The state of the s					
	Thurpo Wreeks	Two Week	Lan	t ret	156 REPORTS	Total Reports/Adds	Power	Heavy i	Medium	
I	3	2		0	CARS/Tonight She Comes (Elektra)	143-/0	67	136-	- 7-	1
I	4	4	3	_	SIMPLE MINDS/Alive & Kicking (Virgin/A&M)	146 - /0		: 130- : 132+		1
ı	_	. 8	5	õ		146-/1		115+		1
ı	11	7	6		PETE TOWNSHEND/Face The Face (Atco)	147=/2		114+		ı
ĺ	2	1	2	5	JOHN C. MELLENCAMP/Small Town (Riva/PG)	129-/1		- 121 -	_	1
I	1	3	4	6	ZZ TOP/Sleeping Bag (WB)	117-/1		108-		1
ł	_		13	O	PAT BENATAR/Sex As A Weapon (Chrysalis)	137+/10	0 18+	77+	58-	
ı	5	5	7			116-/4				1
l	28	13	10	9	ASIA/Go (Geffen)	133=/1	17+			
ł	31	17	12	Ď	MIKE & THE MECHANICS/Silent Running (Atlantic)	147+/4	5+	54+		
l	22	12	11	Ŏ	ZZ TOP/Can't Stop Rockin' (WB)	122 = /5	12+	71+	46-	
ŀ	9	9	8	12	INXS/This Time (Atlantic)	133-/4	11-	61=	64 -	1
t	6	6	9		DIRE STRAITS/Walk Of Life (WB)	98 - /0	28-	80 -	16-	1
l	20	18	17	1	C. CLEMONS & J. BROWNE/You're A Friend Of Mine (Columbia)	106-/4	8-	47+	54-	
l	32	28	22		SURVIVOR/Burning Heart (Scotti Bros./CBS)	105+/7	10+	37+	66=	I
l	26	21	19	16	WANG CHUNG/To Live And Die In L.A. (Geffen)	105+/7	7+	46+	47-	1
l	49	30	18		STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Change It (Epic)	107+/5	1 -	32+	70-	ı
l	12	10	14	18	PHANTOM, ROCKER & SLICK/Men Without Shame (EMI America	100-/0	5-	32 -	65 -	ı
l	33	32	27	19	ALARM/Strength (IRS/MCA)	112+/13	3 5+	23+	76+	ı
l	39	29	21		DIVINYLS/Pleasure And Pain (Chrysalis)	115+/5	1=	16+	83+	ı
	14	11		_	ROGER DALTREY/Under A Raging Moon (Atlantic)	89-/1	8-	34 -	51-	l
ı	34	33			RUSH/Manhattan Project (Mercury/PG)	90+/12	? 1=	33+	<b>52</b> +	
ı	46	39			ZZ TOP/Stages (WB)	80+/16	5 1+	40+	<b>37</b> +	ı
l	29	25			AEROSMITH/Let The Music Do The Talking (Geffen)	91 -/1	2=	18-	65 –	ı
l	44	38			JONI MITCHELL/Good Friends (Geffen)	96+/6	4+	20+	65=	ı
ı	_	_			PETE TOWNSHEND/Give Blood (Atco)	75+/27	, o=	29+	41+	
	41	40			LOVERBOY/Dangerous (Columbia)	86+/15	2=	16+	65÷	l
	15				STING/Love Is The Seventh Wave (A&M)	70 – /3	8-		27-	l
	45				DREAM ACADEMY/Life In A Northern Town (WB)	98+/10			67+	1
	38			_	YES/Hold On (Atco)	98+/8	0=	4-		
	25	24			KATE BUSH/Running Up That Hill (EMI America)	79 – /1	. 3-	25 -		1
	_	8			PAUL MCCARTNEY/Spies Like Us (Capitol)	89+/15		9+	71+	
					STEVIE NICKS/I Can't Wait (Modern/Atco)	68 /67		23	39	
	47			=	ARTISTS UNITED AGAINST APARTHEID/Sun City (Manhattan)	76+/11		17+		
	54		39		STARSHIP/Sara (Grunt/RCA)	76+/9	0-	21+		l
	19	19			JOE LYNN TURNER/Endlessiy (Elektra)	73-/1	2-	17-		ı
	_	_			MR. MISTER/Kyrie (RCA) HEART/Never (Capitol)	73+/25			53+	l
	16 37	22				40-/0	8-	29-	11-	l
			36		RUSH/Territories (Mercury/PG) MR. MISTER/Broken Wings (RCA)	54-/1	0=	20-	-	l
	8 17		23 24		CRUZADOS/Motorcycle Girl (Arista)	44-/1	13- 1=	32 -	9-	1
	21				TALKING HEADS/Stay Up Late (Sire/WB)	61 -/0	1 = 4 ÷	14-	39-	
	60				ZZ TOP/Rough Boy (WB)	44-/1	0-	21 -	21 - 30 +	ı
	42				DEL FUEGOS/Don't Run Wild (Slash/WB)	54+/8 60-/3	2=	7=	45 -	ı
	_				CHARLIE SEXTON/Beat's So Lonely (MCA)	70+/7	0=	7=	49+	l
	43		48		JOHN C. MELLENCAMP/Rain On The Scarecrow (Riva/PG)	46+/6	1-	21-		l
	_		57		NIGHT RANGER/Goodbye (Camel/MCA)	60+/12	•	13+	42+	
	10		-		THOMPSON TWINS/Lay Your Hands On Me (Arista)	42-/0	7+	23-	16-	
					TWISTED SISTER/Leader Of The Pack (Atlantic)	65 /65		7	36	l
	50				ROBERT PALMER/Discipline Of Love (Why Did You Do It) (Island)		0=	4+	48-	
	_				Y&T/All American Boy (A&M)	60+/4	0=	4-	42+	
	_				WATERBOYS/The Whole Of The Moon (Island)	56+/2	1-	7-	39+	
	_				JOHN C. MELLENCAMP/Justice And Independence '85 (Riva/PG)	39=/9	0=	-	23-	
	_	_			MARILLION/Lavender (Capitol)	58+/15	1+	6+	38+	
	DE	8U <b>T</b>			ROGER DALTREY/Let Me Down Easy (Atlantic)	42 /34	0	13	27	
	24	34	38	56	JOHN C. MELLENCAMP/R.O.C.K. In The U.S.A. (Riva/PG)	37-/2	0=	17-	19-	
		BUT	▶	3	BRYAN ADAMS/It's Only Love (A&M)	40+/11	2+	12+	21=	
	_	60	59	3	TRIUMPH/Mind Games (MCA)	44+/7	0=	4-	34+	
	36				DIRE STRAITS/One World (WB)	24-/1	5=	15-	8-	
	DE	BUT	▶	<b>©</b>	BON JOVI/Silent Night (Mercury/PG)	46+/13	1+	2+	31+	
					•					1

### **MOST ADDED**

STEVIE NICKS (67) I Can't Wait (Modern/Atc TWISTED SISTER (65) ROGER DALTREY (34) Let Me Down Easy (Atlantic) TONY CAREY (28) PETE TOWNSHEND (27)

### HOTTEST

Tonight She Comes (Elektra) ZZ TOP (58) Sleeping Bag (WB) SIMPLE MINDS (55) Alive & Kicking (Virgin/A&M) JOHN C. MELLENCAMP (51) Small Town (Riva/PolyGram) STEVIE NICKS (49) Talk To Me (Modern/Atco)

# **BREAKERS**

Life In A Northern Town (WB) 63% of our reporters on it. 98/10 including adds at: WBCN, WDVE, WKLS, KLAQ, WRQK, KGGO, KSTM, KLPX. Moves 35-29.

JONI MITCHELL Good Friends (Geffen)

62% of our reporters on it. 96/6 with adds at: WCCC, KMJX, WRQK, WIBA, WOOJ, KTAL. Moves 29-25.

### **NEW & ACTIVE**

CURE "In Setween Days" (Elektra) 39/7 (33/11)
Adds: KAZY, WHCN, WAGY, KNCN, WIMZ, WTUE, KTAL. Powers 1: Heavy 7: WXRT, KROQ, WHES, WLIR, WRCN, CRNY, WIZN. Medium 17 Including WXRN, WLLP, WGFM, 91X, WGBK, WPDH, KILO.

WPDH, KILO.

SCORPIONS "No One Like You" (Mercerry/PolyGram) 37/13 (38/4)
Adds including WHEW, WHAMR KSRR, MIVO, KILB, KNCN, WHAZ, KICT, Heavy D. Medium
19 including WHEW, WOPP, MS-NE, KUPO, KAO, WORZ, WFBO, WOT.

CLASH "This Is England" (Epic) 35/15 (19/10)
Adds including WBCH, KUPO, KLAO, WAV, WHAM, WZZO, KWHL, KOZZ, KTYO, Powers 2.
Heavy Sc Medium 20 including KZEW, WHOR, WXRT, WHEB, KIC,
JON BUTCHER AXIS "Seunds Of Your Volce" (Capitol) 34/3 (35/3)
Adds: WZZO, WPDH, KZMI, Powers 1: Heavy 4 including KLEB, KSPW, KROU, Medium 22

JETHRO TULL with the L.S.O. "Bourse" (RCA) 32/16 (25/8)
Adds including WIYY, WBCN, WXRT, KMET, KZAP, WFYV. Heavy 3: WLUP, KISW, WHMD

Medium 19 including DC101, KYYS, KTCZ, WLAV, WWWV.

TOMY CAREY "We Wanna Live" (MCA) 31/28 (3/3)
Adds including KLAO, WAPL, WWWV. Heavy I: KROU. Medium 22 including WYNF, WRIF, WOFM, KOME, KLBJ, WDLZ, KISS, KMOD, KILO, KDJK, KTYD.

AEROSMITH "Sheta" (Geffen) 31/11 (20/9)

Adds including KISW, MPTX, WKQ, KODS, KKDJ, KOMP, Heevy 2: WGIR, KTYD. Medium 25 including WDVE, WSHE, MYNE, KYYS, WHCN, WCMF, WKDF, WLAV, KEZO, KILO.

25 including WDVE, WSPE, WTNF, KTTS, WTRAN, WLARF, WRAFF, WLAVE, NEAD, NR.D.

YES "Classpase" (Akto) 29/13 (20/20)

KFHAG Including KZEW, WSPE, WLLP, WOMF, WDLZ, WAPL, WWCT. Heavy 3: WH-CN, WPLR, KHAG, Medulum 20 including WLLZ, KHET, KQB, WDV, PCOI.

HOUDOO GURUS "Elizerawed" (Big Time) 29/1 (39/4)

Addie WDUR. Heavy 2: KHOU, KOEL, Medium 23 including WHJY WART, KROQ, 91X, WOBK, Addie WDUR. Heavy 2: KHOU, KOEL, Medium 23 including WHJY WART, KROQ, 91X, WOBK,

CHEZ, WHEB, KRUD, WYDE, KRUD, KYTO.

MOLLY HATCHET "FreeDest" (Epic ) 28/20 (5/5)
Adds including KMET, WKCQL, KZEL Heavy C, Medium 18 including WDVE, DC101, KZEW,
KRIPR, WLVQ, KYNS, KZAP, WHYV, WHEB, WZCZ.

OUTFIELD "Year Leve" (Calumbia) 22/14 (7/2)
Adds including KEW, WERD, WCPA, KZAP, WHYEB Heavy 4: KLOL, WLLZ, WRIF, KEZE.

Modul including Kace, Webn, white Moduling Including KSRR, WBN, WWW.

ASIA "Too Lats" (Beffies) 22/11 (12/12)
Adda including WORM, WOOK, KEZO, KMOD, KKDJ, Heeny 5: WXRK, WDVE, KROR, WPYX, WFYV, Medium 14 including DC101, WILZ, WPDH, WEZX, KLBJ, WDIZ.

WPTX, WPTV. Medium 14 inclusing DC1017, WLLZ. WPDH, WEZY, KLSJ, WDZ. ZZ TDP "Velocife Fly" (WB) 22/2 (24/2) Adds: KLD, KXZL. Heavy 8 including KLD, DXZL. Medium 14 including WLLP, WFBD, KICT. CULT." 18b 26/85 3anctusy" (Sirn/WB) 28/6 (16/3) Adds: WGPM, CHEZ, WHEB, WTPA, WWTR. Powers 1: Heavy 1: WLIR. Medium 13 including WHEW, KRDD, WHSY, WEZX, KLD.

WHEW, KROO, WHE'S, WEZK, KLAO.

RUSH "Marstboo" (Merctury/PolyGram) 20/3 (18/1)

Adde KOME, KEZE, WCCT. Howey 9 Including KLOL, KSBR, WLVO, KSHE, WHCN, KISS, WLAV,

WHOM, KEZE, WCCT. WHOR, KISW, WOIZ, WIOT, KOMP.

HERMAN ZE GERMAN & FRIENDS "Wipe Out" (Capitol) 19/4 (15/7)

AMM: KLAO WROK: KLPK, KYAL. Heavy 0: Medium 10 including KBPI, KUPO, KOME, KNCN,

PETE TOWNSHEND "Hiding Out" (Atco) 19/3 (29/7)
Adda: KBCO, WHTF, WZEW, Powers 2: Heavy 9 Including WLUP, KTCZ, WTUE, KGRQ, Medium 9

DIRE STRAITS "Ride Across The Water" (WB) 18/4 (16/3)
Adds: WPDH, KICT, WCXT, WCXC, Powers 1: Heavy 7 including KLOL, KMET, KROR, WHCN.

Measure 9 including RECD, KEEL, KRUJ.

8.ADE "The Sweetest Tabee" ("Pertral/CB\$) 16.7 (18/4)

Adds including WART, KBCO. WRDU, KGRO, Powers 1: Neary 3 including KTCZ, WHIMD. Medium

9 including KACY, WORK, WHS\*, WONE.

8.83A "Coestions To Zero" (Geffee) 16/16 (13/13)

Adds including WAPE, KFRAG. Heavy 2: KOME, WHON, WWWW. Medium 13 including WKLS.

EDDIE & THE TIDE "Just Need A Little Rock" (Atco) 16/3 (15/1)
Adds: KAZY, WYSP, WRUE, POWER 1: Heavy 4: WRIE, KORS, KLOS, WSKS, M

KSRH, WCH., WIDE.

PAT BENATAR "Le Bel Age" (Chrysalis) 15/14 (8/9)
Adds including WDHA, KMOD, Heavy, 5r.KDB, WCCC, WHCN, WAPL, KFMG. Medium 10 including KLD, WRF, KMET, WORF, KKLD.

PETE TOWNSHEND "White City Fighting" (Atca) 15/3 (13/13)
Adds including KZEW, CHEZ, Heavy 7 including WXRK, WLLP, 91X, WCBK, WHCN. Medium 7 including WXRK, WBLF.

JON ANDERSON "Essier Said Than Dene" (Elektra) 14/4 (18/4) Adds: WKRT, KAZY, KBCO, WDHA. Heevy 2. KTCZ, KSPN, Medium 8 Including WPDH, WRDU,

CRUZADOS "Hangie" Out in California" (Arista) 14/3 (12/3) Adds: WCXT, WZZQ, KCGL. Heevy 2: KSPN, KZAM. Medium 10 Includin luding KTXQ, KZEW, KZAP,

WRESTLING ALBUM "Land Of 1,000 Dances" (Epic) 14/2 (19/3)
Adds: WRCN, KLAQ, Heevy 0: Medium 3: KROQ, WLR, WIPA

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

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. TRIUMPH



"MIND GAMES"

THE NEW STUDIO TRACK
FROM THEIR LIVE COLLECTION

"STAGES"

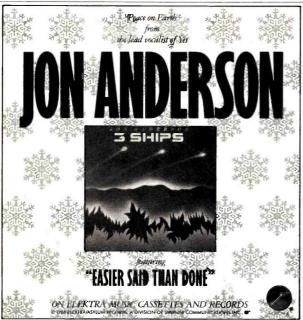
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MUSICON MANAGEMENT, INC.

MCA RECORDS

# **AOR ALBUMS**

Three Two Last Weeks Weeks Week	156 REPORTS	NOVEMBER 22, 1985	Total Reports/Adds	Power	Heavy	Medium
1 1 1 <b>1</b>	ZZ TOP/Afterburner (WB)	"Can't Stop" (122) "Sleeping" (117) "Stages" (80)	148-/0	66 -	140-	7+
2 2 2 2	JOHN C. MELLENCAMP/Scarecrow (Riva/PG)	"Small Town" (129) "Rain" (46) "Justice" (39)	141-/1	<b>52</b> –	127-	
4 <b>©</b>	PETE TOWNSHEND/White City (Atco)	"Face The Face" (147) "Blood" (75) "Hiding" (19)	154 = /1	46+	118+	34 -
	RUSH/Power Windows (Mercury/PG)	"Money" (116) "Manhattan" (90) "Territories" (54)	138 + /4		97-	
	STEVIE NICKS/Rock A Little (Modern/Atco)	"Talk" (146) "Wait" (68) "Sister" (11)	149 /2		115	33
	SIMPLE MINDS/Once Upon A Time (Virgin/A&M)	"Alive & Kicking" (146)	148-/0	<b>55</b> =	134+	
	CARS/Greatest Hits (Elektra)	"Tonight She Comes" (143)	143-/0		136-	
	DIRE STRAITS/Brothers In Arms (WB)	"Walk Of Life" (98) "World" (24) "Ride" (18)	118-/1	36+	92-	23-
	PAT BENATAR/Seven The Hard Way (Chrysalis)	"Sex As A Weapon" (137) "Le Bel Age" (15)	140 /12	18	77	60
	ASIA/Astra (Geffen)	"Go" (133) "Too Late" (22) "Countdown" (16)	135 + /2	17+	66+	66 –
	INXS/Listen Like Thieves (Atlantic)	"This Time" (133) "What You Need" (13)	142-/4	12-	63+	69 -
	MIKE & THE MECHANICS/Mike & The Mechanics (Atlantic)	"Silent Running" (147)	147+/4	6+	54+	87-
5 7 9 13	ROGER DALTREY/Under A Raging Moon (Atlantic)	"Raging" (89) "Let Me Down" (42) "Fire" (21)	121 -/5	12-	44 –	71+
11 9 11 14	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Soul To Soul (Epic)	"Change It" (107) "Little Sister" (24)	125 - /2	3-	<i>39</i> +	<b>79</b> –
9 10 15 15	MR. MISTER/Welcome To The Real World (RCA)	"Kyrie" (73) "Broken Wings" (44)	106 = /13	13-	42-	<b>59</b> +
— 18 16 <b>16</b>	AEROSMITH/Done With Mirrors (Geffen)	"Let The Music" (91) "Shela" (31)	110+/1	2=	19-	79 +
— 22 17 <b>D</b>	CLARENCE CLEMONS/Hero (Columbia)	"Friend Of Mine" (106)	108 - /4	8-		<b>56</b> –
	WANG CHUNG/To Live And Die In L.A. (Geffen)	"To Live And Die" (105)	107+/7	7+	46+	49 -
	ROCKY IV/Soundtrack (Scotti Bros./CBS)	"Burning Heart" (105)	108+/8	10+	37+	<i>68</i> +
	ALARM/Strength (IRS/MCA)	"Strength" (112)	115+/12	5+		77+
	PHANTOM, ROCKER & SLICK/Phantom, Rocker & Slick (EMI America		102-/0	<b>5</b> -		67-
	DIVINYLS/What A Life (Chrysalis)	"Pleasure And Pain" (115)	115 + /5	1 =	16+	<b>83</b> +
	STING/The Dream Of The Blue Turtles (A&M)	"Seventh Wave" (70) "Shadows" (11)	<i>82 – /5</i>	8-		33-
	STARSHIP/Knee Deep In The Hoopla (Grunt/RCA)	"Sara" (76) "We Built" (23)	93-/5	5-		<i>57</i> +
	JONI MITCHELL/Dog Eat Dog (Geffen)	"Good Friends" (96)	99+/6	<b>5</b> +		<i>65</i> =
	LOVERBOY/Lovin' Every Minute Of It (Columbia)	"Dangerous" (86)	94+/13	4=		<i>67</i> +
	YES/9012 Live (Atco)	"Hold On" (98) "Changes" (29)	<i>102=/7</i>	0=	6 ±	83+
	DREAM ACADEMY/Dream Academy (WB)	"Life" (98)	100+/9	2-		<i>66</i> +
	KATE BUSH/Hounds Of Love (EMI America)	"Running Up" (79)	82 – /1	3-	27-	
	THOMPSON TWINS/Here's To Future Days (Arista)	"Lay Your Hands" (42) "Roll Over" (11) "King" (10)	60 – /1	8+	32-	
	HEART/Heart (Capitol)	"Never" (40)	48-/0	9-	33 –	15 -
	ARTISTS UNITED AGAINST APARTHEID/Sun City (Manhattan)	"Sun City" (76)	78+/11	1 =		<i>55</i> +
	TALKING HEADS/Little Creatures (Sire/WB)	"Stay Up Late" (44) "And She Was" (11)	<i>50 – /0</i>	<b>6</b> =		22 –
	CRUZADOS/Cruzados (Arista)	"Motorcycle Girl" (61) "Hangin' Out" (14)	73 – /2	1 =		47-
	JOE LYNN TURNER/Rescue You (Elektra)	"Endlessly" (73)	74-/1	2-	17-	
	ROBERT PALMER/Riptide (Island)	"Discipline" (63) "Addicted To Love" (13)	74+/6	1 =		52 –
	CHARLIE SEXTON/Pictures For Pleasure (MCA)	"Beat's So Lonely" (70)	74+/7	<b>0</b> =		<i>52</i> +
	DEL FUEGOS/Boston, Mass. (Slash/WB)	"Don't Run Wild" (60)	<i>65 – /2</i>	2=		49 –
	NIGHT RANGER/7 Wishes (Camel/MCA)	"Goodbye" (60)	62 + /11	0=		44+
40 39 39 40	MARILLION/Misplaced Childhood (Capitol)	"Lavender" (58)	63+/13	2+	8+	40+



# **BREAKERS**

STEVIE NICKS

Rock A Little (Modern/Atco)
96% of our reporters on it. 149/2 with adds at: WEBN, K97. Debuts at #5.

PAT BENATAR

Seven The Hard Way (Chrysalis)
90% of our reporters on it. 140/12 including adds at: KLOL, WLUP, KBCO, WKLC, WWCK, KLPX. Debuts at #9.

DREAM ACADEMY

Dream Academy (WB)

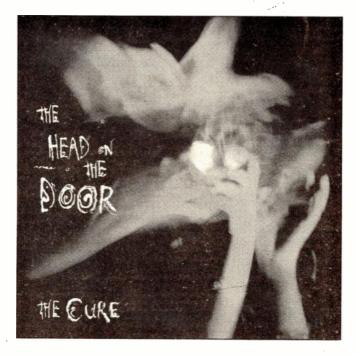
64% of our reporters on it. 100/9 including adds at: WBCN, WDVE, WKLS, KLAQ, WRQK, KGGO, KLPX. Moves 29-28.

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.



# "INBETWEEN DAYS" (WITHOUT YOU)



### NORMAN HUNTER, RECORD BAR

"I imagine Elektra is amazed by their good fortune, while the people at Warner Bros. are scratching their heads! I know for a fact the new Cure album has sold over twice as many records as any of their previous releases on Warner Bros. I guess it just proves you really can widen your popularity with airplay on a current single. I'm pleased they're finally getting some "above ground" recognition, rather than being one of the top "underground" groups. For programmers who may think The Cure is still a little too alternative for mainstream programming, be aware that a lot of mainstream consumers are starting to buy this record." —ALBUM NETWORK 11/11/85

### NORTH AMERICAN TOUR:

10/2 Vancouver 10/3 Seattle 10/9 San Francisco 10/4 Ports 10/6 San Jose 10/11 Sau Goso 10/12 Los Angeles 10/15 Denver 10/17 St. Paul 10/18 Chicago 10/24 Montreal 10/25 Soston 10/26 Philadelphia 10/27 Northampton 17/3-30 Washington DC 16/31 New Haven 11/1 New York

BILLBOARD ALBUMS @ JGG AOR NEW & ACTIVE #1

ALBUM NETWORK

POWER CUTS HOTTEST NATIONWIDE FMQB ALBUM REPORT SONG INDEX PMQB ALBUM REPORT SONG INDEX PMQB

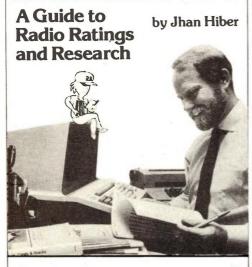
ALREADY ON: WBCN, WFNX, WBRU, WHEB, WTOS, WIZN, WNCS, WNEW-FM, WXRK, WBAB, WLIR, WRCN, WHTG, WHFS, WOWE, WRAS, WUOG, KRIX, WHMD, WZEW, WRQK, WTCS, WMGZ, WCXT, WCXY, WXTQ, WLUP, WXRT, WGFM, WPGU, KFMH, KABL, KORX, K9CQ, KCGL, KTCL, KFMU, KLWD, KRGU, KSTM, KRXX, KVRE, KROQ, KNAC, KXLU, 91X, CHEZ, CFNY, KORS, WQBK, WPDH, WEZX, WHTF, WTPA, KILQ, WMGM, WWWY, WZZQ, KTAL, WVVV

NEW AT: NEW AT: KAZY, WHCN, WAQY, KNCN, WIMZ, WTUE, WXQR, WGLU, KFMH, WUVA



Saut Charles and Saving This first the time

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# **AOR ALBUMS**

## **MOST ADDED**

TONY CAREY (29) Blue Highway (MCA) MOLLY HATCHET (22) Double Trouble Live (Epic) CLASH (15) Cut The Crap (Epic)

### HOTTEST

CARS (67) Greatest Hits (Elektra) ZZ TOP (66) Afterburner (WB) SIMPLE MINDS (55) Once Upon A Time (Virgin/A&M)
JOHN C. MELLENCAMP (52) Scarecrow (Riva/PolyGram) STEVIE NICKS (49) Rock A Little (Modern/Atco)

## **NEW & ACTIVE**

NIGHT RAMGER "7 Wishes" (Camel/MCA) 62/11 (52/17)

Adds including WOBK, WKLC, WCCC, WPLR, WKDF, WTKX, KDKB. Heavy 14 including KQRS, WYSP, WPDH, WACX, KNCN, KRIX, WSKS, KDJK. Medium 44 including WBAB, WNEW, KLOL, KSRR, WSHE, WOFM, KBP.

781 "Down For The Count" (A&M) 82/6 (57/8)

Adds: KLBJ, WROK, WLAV, WRUF, KOWB. Heavy 4: WBCN, KFMG, KKDJ, KRQU. Medium 43 including WXRK, WHJY, KTXQ, KLOL, KORS, KSHE, KUPD, KGB, KOME.

WATERBOYS "This to The Sea" (Island) 59/2 (57/8)

Adds: WRQK, KTYD. Powers 1: Heavy 7: including CHOM, WDHA, WLIR, WIZN, KTCL, KCGL. Medium 41 including WXRK, WXRT, WQFM, KBCO, KMET, KRQQ, 91X, KGB.

TRIUMPH "Stages" (MCA) 52/3 (53/4)

Adds: WITY, WAQY, WRQK. Heavy 4: including WYSP, KRIX, WSKS. Medium 40 including WDVE, WHJY, DC101, KZEW, KLOL, WLLZ, WOFM, KGB, KOME.

BON 40/11" "1880 Fabrenbelt" (Mezcury/PolyGram) 43/13 (32/4)

Adds including WBAB, WKLS, KGB, WOUR, KNCN, WKQQ, KMJX, KILO, KLPX. Powers 1: Heavy 2: WBCN, WTPA. Medium 31 including WXRK, WHJY, WQFM, KSHE, WHEB, WPDH, KLAQ, WKDF.

WPDH, KLAQ, WKDF.

BRYAN ADAMS "Reckless" (A&M) 43/10 (38/12)

Adds including WBAB, WNEW, WSHE, WQBK, WCMF, WKDF. Powers 2: Heavy 13 including WBCN, WKLS, KSRR, WNOR, KSPI, WACX, WIMZ, KRSP. Medium 23 including WBCN, WKLS, KSRR, WNOR, KSPI, WACX, WIMZ, KRSP. Medium 23 including

including WBCN, WKLS, KSRR, WNOR, KBPI, WAOX, WIMZ, KRSP. Medium 23 including WDVE, WLVQ, WLLZ, WPYX, WRDU, WLAV, KMOD, KICT.

CURE "The Head On The Doer" (Elektra) 49/7 (33/11)

Adds: KAZY, WHCN, WACY, KNCN, WIMZ, WTUE, KTAL. Powers 2: Heavy 8: WXRT, KROQ, WHFS, WLIR, WRCNQ, CFNY, WIZN, KCGL. Medium 17 including WXRK, WLUP, WQFM, KQRS, 91X, WHEB, WPDH, KILO.

SCORPIDIS "World Wide Live" (Mercury/PolyGram) 37/13 (38/4)

Adds including WNEW, WMMR, KSRR, WLVQ, WDHA, WEZX, KLBJ, KNCN, WIMZ, KICT, Heavy 0: Medium 19 including WXRK, WLLZ, WQFM, KSHE, KUPD, WPLR, WYSP, WDTZ, KEMS.

KICT. Heavy 0: Medium 19 including WXHX, WLLZ, WQFM, KSHE, KOFD, WFLH, W15F. WDIZ, KFMG.

CLASH "Cat The Crap" (Epie) 38/15 (19/10)

Adds including WBCN, KUPD, WDHA, WCCC, WPLR, WAQY, KLAQ, WLAV, KSTM. Powers 2: Heavy 5: KROQ, 91X, WLIR, KTCL, KCGL. Medium 20 including KZEW, WNOR, WXRT, WHFS, WHEB, WPDH, KILO.

JETHRO TULL with bite LONDON 3YMPHONY ORCHESTRA "A Classic Case" (RCA) 34/11 (28/7) Adds including WIYY, WBCN, WDVE, WXRT, KMET, KZAP, WCCC, WRCN, WPDH, WFYY, Powers 1: Heavy 3: MLUP, KISW, WHMD. Medium 20 including DC101, KYYS, KTCZ, WONE, WLAV, KSTM, KZOK.

TONY CAREY "Bise Highway" (BICA) 32/28 (3/3)
Adds including MYNF, WLLZ, WRIF, WOFM, KOME, WRCN, KLBJ, KLAQ, WAPL, KFMG.
Heavy 1: KRQU, Medium 23 including wysp, WPDH, WDIZ, KISS, KMOD, KILO, KDJK.

"DUTFIELD "Play Deeg" (Celumbia) 32/11 (2/1)
Adds including KZEW, KZEP, WDHA, WRCN, WPLR, WHEB, WPDH, Powers 1: Heavy 9 including KZEW, KZEP, WDHA, WRCN, WPLR, WHEB, WPDH, Powers 1: Heavy 9 including KLOL, WEBN, WLLZ, WRIF, WCMF, KGGO, KDKB, KEZE. Medium 16 including KSRR. WOFM. KMOD. WGIR.

KSHR, WUFM, KMOU, WGIR.

100000 BURUS "Mars Needs Bultars!" (Big Time) 38/1 (31/4)

Adds: WOUR. Heavy 2: KROU, KCGL. Medium 24 including WHJY, WXRT, KROQ, 91X, WQBK, WHEB, KLBJ, KNCN, WTUE, KILO.

MOLLY HATCHET 'Deable Treable Live" (Epic) 28/22 (5/6)

Adds including WDVE, KSRR, WYNF, WLVQ, KYYS, KSHE, KMET, KZAP, WPDH, KZEL.
Heavy 0: Medium 19 including DC101, WKLS, KZEW, WEZX, WHTF, WFYV, WDIZ, WFBQ,

CULT "Leve" (Sire/WB) 23/5 (18/5) CULT "Leve" (SING/MEZ) 23/6 (18/6)
Adds: WQFM, CHZ, WHEB, WTPA, WWTR. Powers 1: Heavy 1: WLIR. Medium 15 including WNEW, KROQ, WHFS, WRON, WEZX, CFNY, KLAQ.
JON ANDERSON "3 Ships" (Elektra) 17/6 (18/4)
Adds: WXRT, KAZY, KBCQ, WDHA, WLAV, KGRQ, Powers 1: Heavy 2: KTCZ, KSPN.
Medium 11 including WPDH, WRDU, WONE, KSTM.
BIG AUDIO DYNAMITE "This is till justice with the committee of the committee o

Powers 4: Heavy 9 including WBCN, KROQ, WHFS, WLIR, KSTM, KTCL. Medium 5 including WBAB, WXRT, CFNY, KLAO.

COREY HART "Bey In The Bex" (EMI America) 13/9 (3/8)

Adds including WHEB, WIZN, WWWV. Powers 1: Heavy 3 including K97. Medium 3: KLBJ,

WZZQ. KRQU.

WAZL OF VOODOO "Seven Days in Sammystewn" (IRS/IRCA) 13/0 (13/2)
Heavy 3: WILR, KTCL, KRQU. Medium 7 including WXRT, KROQ, WHFS, CHEZ, KSTM.
IRON IMAIDEN "Live After Death" (Capitol) 11/2 (10/0)
Adds: WPLR, K97. Heavy 0: Medium 8 including WRCN, KNCN, KLAQ, KISS, WIOT.

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

**HOTTEST** — This week's records receiving the most power reports

FEATURING

"STACY"

PRODUCED BY KEVIN BEAMISH

MANAGEMENT: ALLEN MOSTOW ASSOCIATES



MCA RECORDS

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### Chapter 5

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The Almighty Diary

evolution, longevity, history

### Chapter 7

Diary Analysis

- how to get the other 75% of information

**Quarterly Measurement** 

- how to succeed, history and problems

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# Chapter 10

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76/R&R FRIDAY, NOVEMBER 22, 1985

# **AOR ALBUMS**

### MOST ADDED

TONY CAREY (29) MOLLY HATCHET (22) Double Trouble Live (Epic) CLASH (15) Cut The Crap (Epic)

### HOTTEST

CARS (67) Greatest Hits (Elektra) ZZ TOP (66) Afterhumer (WR) SIMPLE MINDS (55) Once Upon A Time (Virgin/A&M)
JOHN C. MELLENCAMP (52) Scarecrow (Riva/PolyGram)
STEVIE NICKS (49) Rock A Little (Modern/Atco)

## **NEW & ACTIVE**

NIGHT RAMGER "7 Wishes" (Camel/MCA) 62/11 (52/17)
Adds including WOBK, WKLC, WCCC, WPLR, WKDF, WTKX, KDKB. Heavy 14 including KQRS, WYSP, WPDH, WAOX, KNCN, KRIX, WSKS, KDJK. Medium 44 including WBAB, WNEW, KLOL, KSRR, WSHE, WOFM, KBP.

Y&T "Down For The Count" (A&M) 62/5 (57/8)
Adds: KLBJ, WRQK, WLAV, WRUF, KOWB, Heavy 4: WBCN, KFMG, KKDJ, KRQU. Medium 43 including WXRK, WHJY, KTXQ, KLOL, KQRS, KSHE, KUPD, KGB, KOME.

WATERBOYS "This is The Sea" (Island) 58/2 (57/9)
Adds: WRQK, KTYD. Powers 1: Heavy 7: including CHOM, WDHA, WLIR, WIZN, KTCL, KCGL. Medium 41 including WXRK, WXRT, WQFM, KBCO, KMET, KROQ, 91X, KGB.
TRIUMPH "Statess" (MCA) 52/3 (53/4)

KCGL. Medium 41 including WXRK, WXRT, WCFM, KBCO, KMET, KROQ, 91X, KGB.
TRIUMPH "Stages" (McA) 523 (53/4)
Adds: WIYY, WAOY, WROK. Heavy 4 including WYSP, KRIX, WSKS. Medium 40 including
WDVE, WHJY, DC101, KZEW, KLOL, WLLZ, WQFM, KGB, KOME.

BON JOVI "7800 Fahrenheit" (Mercury/PolyGram) 46/13 (32/14)
Adds including WBAB, WKLS, KGB, WOUR, KNCN, WKQQ, KMJX, KILO, KLPX. Powers
I: Heavy 2: WBCN, WTPA. Medium 31 including WXRK, WHJY, WQFM, KSHE, WHEB,
WPDH, KLAQ, WKDF.

WPDH, KLAQ, WKDF.

BRYMA ADMMS "Reckless" (A&M) 43/10 (38/12)

Adds including WBAB, WNEW, WSHE, WQBK, WCMF, WKDF, Powers 2: Heavy 13 including WBCN, WKLS, KSRR, WNOR, KBPI, WAQX, WIMZ, KRSP. Medium 23 including WDVE, WLCQ, WLLZ, WPYX, WRDU, WLAV, KMOD, KICT.

CURE "The Head 0n The Door" (Elektra) 407 (33/11)

Adds: KAZY, WHCN, WACY, KNCN, WIMZ, WTUE, KTAL, Powers 2: Heavy 8: WXRT, KROQ, WHFS, WLIR, WRCN, CFNY, WIZN, KCGL. Medium 17 including WXRK, WLUP, WQFM,

KORS, 91X, WHEB, WPDH, KILO.

SCORPIONS "World Wide Live" (Mercury/PolyGram) 37/13 (304)

Adds including WNEW, WMMR, KSRR, WLVQ, WDHA, WEZX, KLBJ, KNCN, WIMZ, KICT. Heavy 0: Medium 19 including WXRK, WLLZ, WOFM, KSHE, KUPD, WPLR, WYSP,

CL384 "Cut The Crap" (Epic) 35/15 (19/10)
Adds including WBCN, KUPD, WDHA, WCCC, WPLR, WAQY, KLAQ, WLAV, KSTM.
Powers 2: Heavy 5: KRQQ, 91X, WLIR, KTCL, KCGL. Medium 20 including KZEW, WNOR, WXRT, WHES, WHEB, WPDH, KILC.

WATH, WIFES, WHEE, WE'DH, NILO.

JETHRO TULL with the LONDON SYMPHONY ORCHESTRA "A Classic Case" (RCA) 34/11 (26/7)
Adds including WIYY, WBCN, WDVE, WXRT, KMET, KZAP, WCCC, WRCN, WPDH,
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Heavy 1: KRQU, Medium 23 including WYSP, WPDH, WDIZ, KISS, KMOD, KILO, KDJK.

OUTFELD "Play Deep" (Columbia) 23/11 (24/1)

Adds including KZEW, KZAP, WDHA, WRCN, WPLR, WHEB, WPDH, Powers 1: Heavy 9

Adds including KZEW, KZAP, WDHA, WRCN, WPLR, WHEB, WPDH. Powers 1: Heavy 9 including KLQL, WEBN, WLLZ, WRIF, WCMF, KGGO, KDKB, KEZE. Medium 16 including KSRR, WQFM, KMOD, WGIR.

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BIG AUDIO DYNAMITE "This is Big Audio Dynamite" (Columbia) 15/0 (15/1)

Powers 4: Heavy 9 including WBCN, KROQ, WHFS, WLIR, KSTM, KTCL. Medium 5 including WBAB, WXRT, CFNY, KLAQ.

COREY HART "Boy In The Bex" (EMI America) 13/9 (3/0)

Adds including WHEB, WiZN, WWW. Powers 1: Heavy 3 including K97. Medium 3: KLBJ,

WZZO KROLI

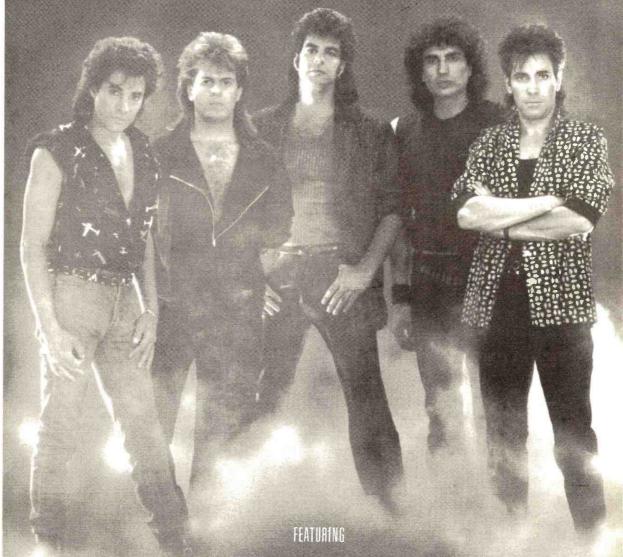
WALL OF VOODOO "Seven Days In Sammystown" (IRS/MCA) 13/B (13/2) Heavy 3: WLIR, KTCL, KROU. Medium 7 including WXRT, KROQ, WHFS, CHEZ, KSTM. IRON MAIDEN "Live After Death" (Capitol) 11/2 (10/0)

Adds: WPLR, K97. Heavy 0: Medium 8 including WRCN, KNCN, KLAQ, KISS, WIOT.

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MOST ADDS — This week's most added records

HOTTEST — This week's records receiving the most power reports



"STACY"

PRODUCED BY KEVIN BEAMISH

MANAGEMENT: ALLEN MOSTOW ASSOCIATES



MCA RECORDS

PLAYLISTS — An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medi-

um, the artist will appear in heavy. Records being played in power are included in a station's heavy rotation. Of a station's lights, only those added this week - its light

### Symbols:

'a' - Record is newly reported or additional tracks have been added.

(B) - A single's B-side. (M); (L) — Other tracks from that album are in those rotations (medium or light).

An artist's name with no abviations means all airplay is inthe listed rotation.

A "frozen" list indicates that a current report was not received. and last week's rotations were included in the data base.

PARALLELS - Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000+ Parallel Two: 200.000-1.000.000 Parallel Three: under 200,000. Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower para-

### EAST

(514)835-2425 PO: NOS BRAIDE NO: BENOIT DUP

BROWY
JOHN CODULA FREE
ROCKE DALTHROY
ROCKE DALTHROY
RECOMMANDER
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RECOMMAND

WNEW-FMNow York (212)888-7000 PD: CHARLIE KEHOALL HD: HASK CHEMOPP

PO: CREATE # SEGMENT |

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### PARALLEL ONE

WIYY/Baltic PO: CHUCK DUCOTY HD: CHRIS BORY

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JOH SUFCHER AKIR
BOX JOY
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TRICHOPH
WHISTED SISTER

DC101/Washington, DC (202)828-9932 PB: DAVE SHOWN AMET. PD: B.J. CORES

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(212) 750-6400 PD: PAT EVANS HD: MARK BIDIA

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WBAB/Long Island (516)687-1023 PD: BOB SUCTRIAMI ID: BALPH TORTORA

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WHFS/Annapo (301)263-1430 PO: DAVID EINSTEIN HD: BOB SHOWACRE

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WDHA/Dover, NJ (201)328-1055 GH: BOB LENDER PD: HIKE DOYLE Beavy EE TOP (N) JOHN COUGAR HELL. DIRE STRAITH (N) ROSER GALTHEY (N)

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CHEZ-FIMOR (613)663-1919 PO: STEVE COLM NO: GREG TORRI

BROWN STIERD STORY WHCNMerHor. (203)247-1060 PD: DAREEL F. WAY ARET. PD: BOB SITTERS

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WRCN/Long isk (516)727-1570 ABST. FO: JOHN GRAPF

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WPLR/New Haven (203)287-8070 PD: HEAL HIRSKY HD: ANGJIDA TEPPES The state of the s NON ANAIGN TEPPES
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BRANT SEELANT SEELANT

WEZX/Screnton (717)961-1842 PD: DAVE LOUDON HD: JAY DANTELS Heavy JOHN COUGAR HELL. SIMPLE MINDS \$2 TOP CAMB HUMB (H) STEVIE SICKS (H) CLAMBRICE CLEMONS -015 (M)

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WAQY/Springfield, MA (413)525-4141 PD: MARLON BARRON

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WAQX/Syracus (315)472-0200 PO: ED LEVINE ABST. PD: ANY DAME

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CFNY/Toronto (416)453-7452 ON: DAVID MARSONI ASST PD.: DON BEN

ON: ONTO MADE ON THE PROPERTY OF THE PROPERTY

WOUBJINICA (315)797-0803 PD: PETER HIRE HD: TON STARR

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WHEB-FMIPorter (603)436-7300 PD: JIN RIBING HD: CWRIB GARRES

WHTF/York (717)266-6606 PD: NIKE ONDAYRO HD: TH DRAYER

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WKLC/Charl (304)722-3308 FD: TTH SHITH

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THEORY

DESTRUCTION

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WZZO/Altentown (215)694-0511 PD: GERE ROBARD RD: RICK STRAUSS Boston (617)752-5611 NO. SICK STANDOWS

BOATS

BOAT

(S) // PAS-General Maria
(S) // PAS-General Ma

PARALIFI THREE

WIZN/Burlington (802)877-6800 PD: ROSER HAYER HD: ARTY LAVIGHE

DESCRIPTION OF STATES OF S

WLIR/Long leland (516)495-8200 PD: DESTIB HOSIMARA HD: LARRY "FRE DUCK"

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# (203)775-1212 PD: BOB ROCAK HD: NARK DEVINS

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# WBLM/Portland, ME

(207)783-2065 PD: JOSE DIAZ HD: BOBIN MATHIEU Henry JOHN COUGAR MELL. 22 TOP DIRE STRAITS STING

# SOUTH

# PARALLEL ONE

(404)325-0960 PD: BILL WISE MD: BOB BAILEY

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# KTXQ/Dallas

(214)528-5500 PD: ANDY LOCKRIDGE ASST. PD: REDBEARD 

# KSRR/Houston (713)797-0097 PO: ANDY BEAUSIES ASST. PO: MICHAEL STEVENS

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WWTR/Ocean City
(30)12894-545

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WTPA/Harrisburg.

(717)697-1141

PD: TORRIE HD: CHRIS JAMES

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KZEW/Dallas (214)748-9898 PD: ROB BARNETT ASST. PD: CINDY BAILEN

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# KLOL/Houston (713)526-6855 PD: JOE DENTON ASST. PD: RICK LAME

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# WNORFM/Norfolk (804)623-9667 OM: BON REEGER HD: DAVID HILLARY

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WYNF/Tampa (813)228-6090 PD: MARK 2INTER ND: RON DIAZ

# STARSHIP DEL FUEDOS STRYPER # MR. MISTER # MR. MISTER # DOWN JOYI # NOBERT PALMER Light CURE # AC/DC YES YES SCORPIONS

KLAQ/EI Paso (915)544-8864 MD: PEPE LOPEZ

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# KNCN/Corpus Ch (512)289-1000 PD: BOB FAZIO ASST. PD: BONNIE STACEY

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# KMJX/Little Rock (501)470-0088 PD: TON MOOD MD: TONHY SNITH

# KRIX/McAlien-Brownsville (512)350-9999 PDI HICHAZI PARKER HDI ACE PALADING

WFYV/Jacksonville, FL

(904)642-1055 PD: CHRIS JONES MD: LEX STALEY

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# WIMZ-FM/Knoxville (615)525-6000 PO: KERRY LAMBERT MD: MIKE CAPPS

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# WKQQ/Lexington (606)252-6694 PD: DAVE KRUSENKI MD: ROB ELLIS

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(804)282-9731 PD: TOH EVANS MD: PAUL SHUGI

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WKDF/Nashville (615)244-9532 PD: BILL PUGH ASST. PD: DAVID

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804)971-4057 PD: JAY LOPES

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# WOOJ/Ft. Myers (813)275-9665 PD: PAT DELSCH HD: CHARLIE KEEN

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# KISS/San Antonio (512)223-6211 PD: TRIP REER ASST. PD: TON SCHEPI Heavy RUSH 2Z TOP PHANTOM, ROCKER ASIA BENATAR BLACK 'N' BLUE AEROSHITH THISTED SISTER LOVERBOY WRUF-FM/Gainesvil (904)392-0771 PD: HARRY GUSCOTT HD: VIRGIL THOMPSON

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(806)747-1224

PD: WES HESSMAN MD: BILL BATEMAN

# WQMF/Louisville (502) 589-4400 PD: DUKE HEYER MD: BILL MAY

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WZEW/Mobile (205)432-0102 PD: CATT STONE HD: PBIL COULD

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# KXZL/San Antonio (512)226-6444 PD: GLEN HARTIN HD: ANGELA HRIGHT

# KTAL/Shreveport (318)425-2422 PD: CHUCK ELLIS MD: BRIAN MILLER

WHMD/Hammond (504)345-1070 PD: HARK SEGER

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# PARALLEL ONE

WEBN/Cincinnati (513)871-8500 PD: TOM OWENS MD: CURT GARY

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(313)827-9505 PD: MICHAEL MAYER ASST. PD: JOE URBI PO. MICHAEL ANTE PARTIES AND LONG UND MICHAEL STATE MICHAEL STATE AND LONG UND MICHAEL STATE MICHA WLUP/Chicago (312)440-5270 PDI GREG SOLK HDI BILL EVANS THE TOTAL SIZE OF TOTAL

# KYYS/Kansas City (816)561-9102 PD: JOE MCCABE HD: SKID ROADIE

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STREE WQFM/Milwauke (414)276-2040 PD: JERRY GAVIN HD: DANA BROWN

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### PROMPTO THIS REPORT IN THE PROPERTY OF THE PRO PETE TOMORROWO FEBRATY Mod I wm JOSE COURAGE NEEL(1), MODERN PEEL(1), ROSER DALVESY LOWERDOY TOWNER LOWERDOY TOWNER DESIGN ACADETY SIGHT MANAGE HIKE A THE NECK. TOWNER FRANTON, BOCKER OTHYLE BY WADNIAM ARTISTS OFFINE ISS'S DIRE STRAITS WANG CHUNG WANG CHUNG WANG CHUNG WANG CHUNG WANG CHUNG HOLLY HATCHET ARROSHITH BOWN JOY! BOWN DOLLTHEY FAT BENNEYAR Light WENDAM SE GEN PORENT PALAGER PREMITON, ROCK RIM RETECREL, PHIL COLLING JOE LYMN TURN 0 SIGHT THREE 0 STIRE 1 RANGER 2 SCORPIONE SCORPIONE TALLIS MALOS TO TOO STORY TOO SERVICE STORY TO TOO SERVICE STORY TOO SERVICE STORY TO TOO SER WEST KKOR/Ani FX.GMP.Anchorage G007272-0-031 PD. JOHN DOSENT MARY THE STATE OF THE S PARALLEL (907)278-4631 (continued) TWO - 6 INFILE HISDO PRYST TOUR BREEZE FOR TOUR BREEZE SEE TOP BREEZE BREEZE FOR THE UNITED PAY SERVICE FOR THE UNITED PAY SERVICE FOR THE UNITED FOR THE CODGRA RELL. FOR THE CODGRA PO: TOH HARSHALL ABST FO: LESSY BLOC POLYTIC ROUBLES - POLYTIC ROUB KGRQ/Casper (307)298-1400 PD: PRED LESSE KSTIMP KSTIMPhoenix (602)836-1767 PO: JEPP PARTH ABST. PO: HENDY MESTOR THE ACTION LABORATES A THE BROOKE A THE BROO Meany Service PRITE TOWNSHIP (1998 (N) SINGLE SING KPOWHonolulu (808)524-7100 PD: BILL HIMS NO: ANDY PRESTY KMET/Los Angeles (213)464-5638 PD: BICH PIONEIRO ND: PAN EDWARDS POR SICH FIGURES OF THE ACT OF TH BEATY STORY OF THE KOME/Sen Jose (408)246-6811 PD: SON HERRI HD: CAMDI CHAM KCGL/Selt Lake City (801)296-1142 POI DEL VILLIANS KTYD/Sente Berbe (805)067-4511 POR DOES SEED IN CONTROLL AND A SEED IN CONTROLL AND A SEED IN CONTROLL AND A SEED IN CONTROL AND A SEED IN CO INCHEST OCCUPATIONS OF THE PROPERTY OF THE PRO BANDY TO STATE OF THE STATE OF KOZZ/Reno (702)329-6261 PD: DARTEL COOK RD: STEVE FURK KZOQ/Miceoui (408)728-5000 PD: VEW ARD No. 1007E COOShort Story Sto Kil-O/Colorado Springa (203)634-4896 PD: RICH MMR HD: ALAH MITTE KKD.WFreeno (200)226-5991 PD: DOR FISCHER HD: JEFF RIEDEL THE TOP (1) THE TO ES TOP (H) SOURCE SELECTION OF STATE OF S KOMPAss Veges (702)876-1460 PD: SCOTT JAMESON ABBT. PD: SIG HART KROG-FMALos Ang (818)578-0830 PD: BICK CARROLL HD: LARRY GROVES PO. TOOTY AMERICAN PO. TOOTY AMERICAN ABOVE, PO. 126 INDIVITOOTY AMERICAN TOOTY KRSP-FM/Selt Lake City Manufer State of the Control of the (801)262-6541 PD: BANDY BOAL HD: JOHN PLONDICS THE TOWNSTATE OF THE TO KISW/Secttle (208)285-7825 PD: SEAU PRILLIPS HD: STEVE SLATON SOL WILLIAM STATES AND - TORY CARRY - TWISTED SISTER - TWISTED SISTER KTCL/Ft. Collins (303)671-1232 PD: JOHN HAYES HO: JEPP PETTERS DOCTORY DOCTORY DAMPING LICENSE OF THE PROPERTY OF THE PROPE KSPN/Aspen (303)820-1912 PD: GARY MIT PPLE HD: TON CAREY BROWY JOHN MITCHELL PRITE TORRESSED ADVENTURES DREAM ACADEMY ROBERT PALMER JOHN CODDAR NELL. KRQU/Laramie-Cheyenne (307)745-7396 PD: JOBE EDMARGE KDJK/Modesto-Stockton (209)869-2594 PD: JERRY LONG RD: HARK DAVIE KEZE/Spokane (509)448-1000 ON: JOHAN CURRISION NO: RARLA STEVENS JOB LIVE TUBERS JOB LIVE TUBER KSJO/Sen Jose (408)288-5400 ON: DAMA JAMO RD: KRE ARTHOR TOO STANLAGE FTYPHING TOO (1) THE TAMES TAMES TO THE STATE OF K97/Edmonton (403)428-8697 PD: HELL EDMLEDS RD: TED RESIDEDY PO. TELL GROWNERS TO THE PROPERTY THE PROPERTY OF THE PROPERTY POIL LABOR SHOCK AND TO THE AND THE AN KWHL/Anchorage (807)349-6551 ON: CARTER BRADLEY HD: KEVIN VARIAL GFOAT/Mencouver (GOA)SAR-720-721 FOI DOS MARTES FOI SARRESSES FOI SARRE frozen lists: WAAF/Worcester-Boston PARALLEL THREE Four stations failed to report. Their rotations were frozen. CFOX/Vancouver KLPX/Tucson (802)822-6711 PD: BETAN HILLER HD: BICK ALLER KRKE-FM/AII (SOS)785-6400 PO: PRANK JAZON NO: STEVE LABANES Many STEEM ALEST STEEM S

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KDKB/Phoenix (602)887-8300 PD: JOSE LARBOR RD: STCK BORRES

KZEL/Eugene (503)342-7066 (503)342-7095 PO: KEH HAPTIN HD: VINCE HERT:

KLOS/Los Angel (213)567-7260 FD: THE KELLY ASST. FD: KUST KELLY

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Two stations did not report for a second consecutive week. Their playlists were not included in this week's data.
KFOG/Sen Francisco KINK/Portland

158 Reporters

150 Current Playlists

Two stations reported

KKGR/Anchorage

**KATT/Oldehoma City** 

Q107/Toronto

WXLP/Devenport

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TORONOOM STATE

KZAM/Eugene (503)741-1999 PD: JEFF RMILE

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# CHR PARALLEL ONE PLAYLISTS

### EAST

# B104 WBSB Baltimore

# ROWEN New York PD: Larry Berger WPLJ-FM RADIO MD: Lisa Tonacci

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# Baltimore PD: Raiph Wimmer MD: Tim Watts

# VISS 9812 Buffalo

PD: Scott Robbins MD: Boom Boom Cannon

The lines Philadelphia PD: Scott Walker MD: Glenn Kalina

A-MA/The Sun Always Shines Billy Octaminen The Geing Gote COMEY HART/Everphine In Mg Mear ADD/The Secretal Table HJAH SOUND HACH/Conge' HJAH SOUND HACH/Conge' HJAH The Way Bore

PAT BENATAR/Se; As A Meapon DIGNES & FRIENDS/That's Med Fri STEVIC MONDER/Se Head

PD: Bob Travis Boston
MD: Chris Knight

SILLY DEEAN/Men The Gaing Oate

PD: David Wolfe

SILLY DOZAM/When The doing Date Dicest & FRIENDS/That's What Fro MOMP /1's Year New JOH! HITCHEL/Dated Friends SEYAM ADMR/15's Only Leve STATE ADMILITY DOLLARS
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# 1050 chum

PD: .lim Waters MD: Brad "Knobby" Jones

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# 92 PROFM

Operations Manager: Providence

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# New York PD: Scott Shannon MD: Frankie Blue

MD: Frankie Blue

| STORY | SERVICE | SERVICE



PD: Smokey Rivers

MCC General Backer

| Sometime | South | South

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# PD: Bob Beauchamp MD: Guy Brouillard

(D) Guy Broullard

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VP/Programming: Sandy Sanderson MD: Bob Saint

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### WXKS-FM Kiss"

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M.D. Geril Donaghey

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# NPhD Buffalo

PD/MD: John Piccillo

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### 100FM PD: Bill Terry MD: Ruth Tolson

M.C. Retht Tolson

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STEVIE NICHE/Talk To Me BELLY OCCAM/IMED The Geing Gris SHEDM EASTON/De It For Love STEVIE MONDER/De Home STING/Love In The Saventh M

# B94<sub>FM</sub> Pittsburgh

MD-Loc Campbell

1 manual control of the control of MD: Lori Campbell

ADDS CARE/Tenight Bhe Comes LEGAR /1's Your Man SEYAN ADAMS/11's Only Leve

# POCK 102

WBEN-FM/Buffalo
PD: Hank Nevins MD: Roger Christlan

MD: Regger Christian

| Comment | Co

Sa. 27. 30. 39. 40 STEVIE HOMBER/Go Home COMEY HOME/Gregiting In By He A-HA/The Bun Always Shines

Buffalo
PD: Jim Randall
MD: P.J. Foxx 

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ALL HIT RADIO Ops. Mgr.: Steve Davis MD: Andre Gardner

Andrea Garden der Steiner der

# SOUTH

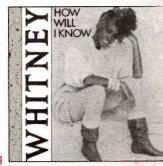
# 97.1 MEGL Dallas

PO. Randy Brown I

ADDS FALL RECARDSTY/Spice Lité Un CONTY HART/Everything In My Hear STIND/Love It The Seventh M STEVIE HICKS/Fait To Me CHESS COMS/Chart To Make 2166 STRATTE/MAID OF LIVE JOSE STRATTE/MAID OF LIVE JOSE STRATTE/MAID OF LIVE JOSE STRATTE/MAID AND LIVE MAID SEMBLANCE AND MINERAL PAIT SEMBLANCE/IST & Daily Lave COMS/SE In Love

HE SUCCESS STORY OF THE YEAR CONTINUES





Presenting

"HOW WILL I KNOW"

the new single from her double platinum plus album.

WHITNEY HOUSTON, IN A CLASS BY HERSELF.

\*Produced and arranged by Narada Michael Walden

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# CHR PARALLEL ONE PLAYLISTS

7-93 Atlanta

PD: John Young MD: Chris Thomas

MANNE / I'm Yavr Man.
BILLY DCEAN/Man. Yau Going Debs
ANT BEMATAN/Bu. As A Meason
COMEY MARY / Everything In Po. Mea.
HIAMI SQUAD MACHI/Corps
DREAM ACADEMY/As In A Nerlany

SERVIE MONDER/On Home BEYAN ADAMS/IS's Only Lave HEN EDITION/Count No Get

Dallas/Ft. Worth
Maximum
Hils VP/Programming: John Shomby Music Assist: Karin Crosby

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STLLY OCEAN/More The Going Gote T MARK J's Your Men FALL PECANTHEY/Spice Lite Us CORY HART/Eventing to by Men TA HARA & SEEN/Eventing Sente TA MARA & SELVIÉVE-PAR DARTE
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Houston
PD: Roger
W.W.W. Garrett

WWW.Garrier Bernard Committee Commit

MIANT BOUND MACHI/Conga MANT /I'm Your Hon SHYAN ADAMS/15's Only Love PAGE HCCARTHEY/Spiss Like Us TA HAGE & MEDN/Everbade Dance

B97 New Orleans PD: Kris O'Kelly

MD: Greg Rolling

COMEY HART/Everything In My Hear STEVIE MEMBER/80 Home

Miami
WINZ-FM

PD: Gabe Baptiste Asst. PD/MD: Mark Shands

SST POINCE Man's Shared Signature School State of the Sta

CORET NONT/Exergibles in Pay New MACRONN/CORE in a Newson's PAY REMARKANGE As A Newson's BAYAN ADMINIST'ES Only Cove MILLYES/MACRONIST'S ONLY COVE IN THE COVE IN A NEWSON'S AND A NEWS AND A NEWSON'S AND A NEWS AND A NEWSON'S AND A

KTKS
Dallas Ops Mgr. Chuck Morgan

MD: Marcie Guckian

De Marcie Gutchian

Service Constitution of the Constitution of th

WRSR
Norfolk
OM: Mare Carmody
MD: Doc Michaels

ON DIAMA ROSS/Chain Reaction A-MA/The Sun Always Stines

PD: John Lander Asst PD: Ron Parker

SSL PDI. Roon Parker

| Control of the Control of t

BALTIMOMATETTEN BEG JACK MADDERTON YOUNG BURVINDERLENGING HEART TA HAMA & BEDIATEMENT OF CARTIFONISH SECTION OF THE NEED KATE BURNINGHAMING OF THEN NEED HIGHT RANDER/Georbys.

(94-Q)

Atlanta PD: Jim Morrison

MD. Jeff McCartney

| Description | Descript

MADE, h The GAMP/Energence COMEY HART/Evergining In My Mer

CORTY HART/AUSTISTING ON THE PARK MCARTANY/District No. 18 No. 20 NO. 20

Hot Hits! Norfolk MD: Jim Curtis

19, 29, 26 DIRE STRAITS/Wells OF Life CURVINNICS & AMEL/Sisters Are ) HIANI SOUND PACH/Comps SCOL & THE CAMB/Chartes/CH SURVIVOR/Burning Heart ISLEY, JASPER, IS/Caravan Of L. READY FOR THE MOR/OR Shails

Miami

PD: Robert W. Walker MD/Asst, PD: Frank Amadeo

MD/Asst. PD: Frank Amad

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CLEDER & BROBERTY-TE, B. FE LEVE STATES OF THE STATES OF T

Hit Padyal New Orleans 93FM PD: Kevin McCarthy

STEVIE MONDER/OF Home SHYAN ADDRE/IL'S Only Lave PAT BONATAR/GOT AS A MOSETO PAUL MCCARTHEY/Dels Lite Us

C 105 Tampa

Ops Mgr. Mason Dixon MD: Bobby Rich

2a. 30 BILLY SCEAM/When The Going Oute TWISTED HISTER/Lander Of The Per BTIMO/Love In The Boventh H

JELLYBEAN/Bidowsis Tels ONJ/Soul Kies DIRE STRAITS/Wals Of Life

KEEP HEARING THE ROCK

Ops. Dir. Dave Robbins St. Louis

John J. Tower Hotomis St. Lot.

Tom Kelly

3 I Hammonda and The Carlot St. Lot.

3 I Hammonda and The Carlot St. Lot.

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MIDWEST

hitradio 96 fm

Detroit PD: Gary Berkowitz

JELLYBEAN/Bidecold Telb COMEY HART/Everything In Ny Her BRYAH ADAMS/18's Dalp Love LOWERDOY/Desperses SADE/The Beestebt Tabes

ELTON JORN/Hery New Up
AFTIETE UNITED . /Bur City
BEEDER ASTON/OF pr Lave
MANNE CHARN/TE Live & Die In LA
PETE TOMBRESSO/Fee The Face
NACHTIETE ASTON OF CAR
NEGET FAMILIES OF CAR
NIGHT RANGER/Ge=dby

THE NUMBER 1 HIT MUSIC STATION
St. Louis PD: Garry Mitchell
MD: Kim Pool

M.D. Kim Pool

2 | September 1 | September 2 | September 2 | September 3 | September 3

PAT BENATAR/Box As A Mappen THISTED GISTER/Loader Or The P STEVIE HICKS/Tall To No

TALKIND MEMORYANG Dan Man STIMOLANCE IN The Seventh M MIGHT MANDER/ORACHAN LONGROUP AND PARK MCCARTMEV/Spice Lite Un ARRE 1758 MCCARTMEV/Spice Lite Un ARTESTS UNITED .../Bun City

Columbus
PD: Adam Cook
MD: Kevin Haines

MC Kewin Nai

The Committee of the Commi

A-MA/The Bur Always Shines PAT EDWATAR/Set As A Heapon BRYAN ADAMS/It's Daly Lave HighT RANGER/Coudings JELLYSEAK/SIGNALL Tell

Minneapolis

PD: Dave Anthony Asst. PD/MD: Don Michaels

Asst. PDMD: Don Michael's

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PD: Steve Weed MD: Kathy Means

ADDG NEW EDITION/Count He Out METE TOMMENEM/Fece The Fece MANY /1 to Year Her BILLY DELAN/Mich The Going Date STEVE MIGHT Felb 7 m.

STEVE NICHETALS To Me
STIMULENS In The Exercis M
PARK NICHETALS IN THE LIST UP
STEVE NICHETALS Only Lave
SHOWN ANAMERIES Only Lave
SHOWN ANAMERIES A Measure
FAT SHOMTAP/Ses A Measure

City

Kausas Cities Hot Radio
PD: Todd Chase

04 PLYMAZE/I PLSS YEU PAIR, RCCARTHEY/SETES LISTA US INDUSTRIANS COMMENT ARTISTS LINITED ... /Bur City ARTISTS LINITED ... /Bur City

PETE TOMBEDD/Face far Face MAND CHEMO/TO Live & Die In LA ADD CAFFETY/Bools Tomb Dirl

Chicago

PD: Buddy Scott

BILLY OCEAN/Amen the Bains date COREY HART/Everything in My Hea MANN / I'm Year Man

WGCL Cleveland

PD: Tom Jeffries MD: Bumper Morgan

36 BILLY OCEAN/About The Oping Outs Arthor The Bur Aleegs Shines BADE/The Berstent Table PARK YORNO-Terror Table Chargest Table Park Table The Chargest Table The Chargest Table Table The Table The Table T

JELLYBEAN/Sicomoly Telly JAPES TAYLUN/Everydea PODENT PALMER/Discipling D\* Leve ROMANTECS/Myssified

Ops Mgr. Jim Fox Cincinnati
MD: Dave Allen

WKTI Milwaukee

P.D. Tim Fox

P.D. Tim Fox

See Section 1 and 1

ADDE 25. 26: 27. 28. 29. 30 COREY HART/Everything In No Heat BRYAN ADAMS/1146 Only Leve

# CHR PARALLEL ONE PLAYLISTS

Asst. PD/MD: Gregg Swedberg

# квео

PD: Steve Perun Kansas City

23: 35 CARE/Textest Ste Comes 815//IE wDMDER/Op Home PAUL MCCARTHEY/Spies Lite Us To MARA & SEEN/Everbody Dence

### AM 97 Chicago Ops. Mgr.: John Gehron

| Company | Comp

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PD: Chris Andrews

Chris Andrews

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### **WMMS** 100a Ga

Ops Mgr. John Gorman Cleveland MD: Kid Leo

MD. Med. Leo

| Section | Control |

33. 94. 39 BILLY COMMENSATION The Guing Gain KIBS/Tera Are Felling
ACGUSTA BIS Home
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# WLS FM Chicago

MD: Brian Kelly

M.D. Brann Kelly

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# KWSS 94.5 PM

PD: Dave Van Stone MD: Robin Kipps San Jose

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STEVIE MEMBER/Or Hees SEVAN ADAMS/IL'S Only Lave ARTISTS UNITED. ./Sun City PAT SENATAR/Sex As A Meagon DIRE STRACTS/Maje Of Life wand CHAMQ/Te Live & Die In LA KISG/Teers Are Falling KDML & THE CAMO/Emergenty FAUL MCCARTMET/Spice Live Us

Seattle
PD: Ric Hansen
MD: Sandy Louis

MD: Sandy Louie.

MDL Sandy L

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PALE MCCARTMEY/Spice Live Us STEVIE NICKS/Talk To Me III THERMAY/Love In A Vacuum

# KZZP104.7FM THE NUMBER THIT MUSIC STATION Phoenix PD: Guy Zapoleon

MD: Steve Goddard

DIRE STRAITE/HOLE OF LIFE PALL MECANTEMYSSIES LIFE OF PETE TOWNSMEND/FECE The Face

Magic KMJK 1077

MD: Steve Naganuma

PD: Dick Bascom MD: Erika Smith

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HIGHTOIS Time HIGHE SOUND MACHI/Congs COMEY MART/Everything In by Hear TA Mont & MERLYTurnheig To Pu Neur TA Mont & MERLYTurnheig Dahre MELLYMENCH (1944 to Table ) MELLYMENCH (1944 to Table )

# KS 1081711

HOT HITS! VP/Ops: Dave Parks San Diego

D. Mike Presion

San Diego

Mike Presion

Francisco

The Control of the Control o

25 MANY / I'm Your Man. SADE / The Swartest Tabus PETE TOWNSHEND/ Face The Pega

# KUBE STEM

PD: Bob Case MD: Wendy Christopher

# Jishm

PD: Rick Gillette MD/Assist PD: Chris Collins Sacramento

Cacramento

| Continue | Continue

# RAMELS San Francisco

PD: Steve Rivers MD: Keith Naftaly

Section 1. Section 1.

29. 33 SILLY OCEAN/Mose The Gaing Gets

# Q103FM) KOAQ

MD: Alan Sledge

AUX. Alan Siedoge Denver

| Commonweal Commo

32 BADE/The Bussless Tabor Siber ROBCHS/Porning Desire CAME/Tanight She Codes JELLYBEAN/RESErvally Telly

# ZIOO FM KKRZ Portland

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SRYAN ADMRION. High's Love Affail SCAPE /3'A Your Man PAT MEMMINFORM A. A Meagen A-MACTIE Sun Always Dillore MODE/THE Senathet Telen LIGA LIBACEN You Feel The Best SILLY OCCAMINENT THE GUING Octo STEVIE HICKE/Talk To He JOHNS & THE DEST/She's Hy SIT! JAMES TAYLOR/Everyday

CAN DENVER OPS Mgr. John Driscoll MD: Geina Horton

21. 22 STOMO/Lave to The Seventh M STEVIE MICKES/Talk To PA SCHVIUGH/Surving Heart PAT EDMYAR/Se: An A Meson PATE TOMOSHEROMO/FAT The Face SHYAH ADMS/15: Only Love CUENDES & SEROMS/YOU'RE A Frisk

# Hot Hits San 105 KITS Francisco

D. Richard Sands

3 Sall March Conference and the first an

STEVIC MICKS/Tell To Ma STOYLE MICEOFIAIN TO MINING TRANSPORT FOR NAMED TRANSPORT FOR NAMED TRANSPORT FOR NAMED TRANSPORT FOR THE TRANSPORT FOR



PD: Mark Bolke MD: C.J. Stone

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Assistant PD: Mike Schaefer

STINGPLOVE IN The Seventh M PETE TRANSMINGPLOFACE The Face TO MAKE A SERVICE WAVE FACE STINGPLOVE IN THE CYL MARKE SE EX-CARE DEED A THE CYL MARKE SE EX-SECTION EMETERS IN FACE LAVE

CALIDO (DE) Sacramentos Best Hit Music

SELLY DECAMBER The Going Cate PAT BOWATARYS: As A Messen LISA LISA/Car You Feel The Best RODH/Tar Big Rosey

PETE TOURSHIPPETE THE FECE JAMES TAYLOR/Everstee ATE SUBSCHAPETER UP THAT HILL

EAST

Whem! Billy Ocean **Corey Hart** 

Mr Mictor P. Collins & M. Martin Starship

HOTTEST

SCRITTI POLITTI DIRE STRAITS SURVIVOR (dp) STIMG (dp) SILLY OCEAN WHAM!

SSPXY/Rochester, NY Tom Mitchell

WHAN!
PETE TOMESHEED
JELLYBEAN
COREY HART
BILLY OCEAN

# **CHR ADDS & HOTS**

SOUTH

MOST ADDED Wham! Billy Ocean Corey hart

P. Collins & M. Martin Mr. Mister Lionel Richie

HOTTEST

# EAST

PARALLEL TWO

Georgiano Muneter
MEANI
BADE
A-PA
LIGA
LIGA
LIGA
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LIGA
COMEX BART
PRIFFED SISTER (dp)
PRIFFED SISTER (dp)
PRIFFED BIT B-7
ES TOP 10-B
DIME STRAITS 21-15
LIONEL RICHIE 28-16

Cattervan Tassess
MELANI
BILLY OCEASS
ELFOSS JOSS
BOCCOCK
COLLISS & NGAPTIN 1-1
CLESS PREY 2-2
HE. HISTER 3-3
JACK HEGSBER 6-6
STARSHIP 5-5

WVSR/Cherleston, WV Balley/Hampton

MBSWyThempson
MHADAN
BYTAN ADAMS
BYTAN ADAMS
CORET HAAT
DEEAN ACADENT
BILLY OCCUM
BILLY OCCUM
BOLLY OC

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A-MA
COMEN SLART
WARN CUSHEN
BILLY COCHAM
BILLY COCHAM
FREE 1 = 1
ELEMN FREE 1 = 1
ELABRET 3-2
COLLINE & MARTH 6-3
FREDDIE 3.CKHOM 5-5
NR. MISTER 14-9

WERZ/Exeter. 10H Jay Brady

MEAN!
COREY HART
A-HA
STEVIE WONDER
HADE
LISA LISA
PRO MENATAR PAT MENATAR SOCTEST: GLESW PREY 1-1 HEART 3-3 38 709 16-12 FLYMACK 17-13 LIONEE RICHIE 30-21 WTIC-FM/Hartford, CT

Hottest: COLLIMB & MARTH 1-1 HEART 4-2 STARBOINT 5-3 STARBHIP 10-4 KLYMAXX 20-7

WAMXHuntington, WV Robinson/Collins

Redman Codine
BRYAN ADAMS
MANG CHUMB
STRYIE WOMDER
LOVERBOY
JELJYEBAN
JECK MOMBER
BACK MOMBER
BACK MOMBER
BACK TO THE 2-1
AUGUSTAN PARKILIE 7-4
52 709 12-8
SCHITTE POLITYI 14-11
JONS COUGAE 17-12

PAUL YOUNG MADE MIKE & THE HECKAM MUSH MUSH MIRH! (4p) BILLY OCEAN MOTEOR! Hottest: COLLINE & MARTIW 4-1 ARETHA FRANKLIW 1-2 SIMPLE HIMDS 9-3 MR. MISTER 6-4 STARSKIP 5-5

WLAN-FM/Lencer Diamond/Carlisle

Diamondicamas BRYAN ADAMS Bottost: STARBUSP 2-1 COLLING & HARTIN 3-2 HR. HISTER 1-3 LIONEL RICHIE 4-4 EDDIE HURPHY 13-9

WHEAM!
BILLY OCHAH
TA HARA & SEEP
BOCCOST:
STARMEN P 1-1
COLLING & NARTHW 2-2
HR. MISTER 9-5
ARCADIA 11-7
LIOSEL RICHIE 18-10

Deyembourner
LOVERBOY
COREY MART
DEBARGE
JELLYBEAR
BOLLEST, CCEAN

PARALLEL THREE

WFBG/Altoor Stove Kelsey Means Keleey
MULANI
COURTY HART
KLYMAXX
PAT BEREATAR (dp)
HOUSE (dp)
HOUSE (dp)
HOUSE (dp)
ARCADIA 17-11
LIOUNER RICHIE 19-12
ELYOUN JOHN 20-14 WHAM; Mottost: STARRHIP 1-1 COLLINS & MARTIN 3-3 LIOWEL RICHIE 16-9 KLYMAJOK 20-13 EDDIE MURPHY 27-17

WGUY/Bengor, ME Roberts/Worcester COREY HART DIOMNE & PRIMEDS
PAUL NCCARTWEY
COMMY NANT
ROCLET 1-1
COLLIES & MARTIW 2-2
JOHN COUGAR 8-4
33 TOP 10-7
EDDIE NUMBERT 16-10

WZON/Bunger, ME Tony Perkins STEVIE WONDER

BOLLOST COLLINS & MARTIN 2-1 MR. MISTER 5-2 EDDIE MURPHY 6-4 SIMPLE MISTER 14-5 ARETHA FRANKLIN 9-7 STEVIE NUMBER
MHAM)
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RADE (dp)
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EXTOR Tom Perker

BILLY OCEAN
A-HA
LOWERSON
DIOSNE A FRIENDS
THISTED SISTER (dp)
BOXLOSE, STARRENS 19 1-2
RE, HISTER 4-3
SIMPLE WHOE 7-5
SI TOP 12-6

WIGY/Buth, ME Bob Anderson

ELTOW JOHN DIGHT & PRIMADS WEAM! STRUE WONDER BOXLOST COLLIES & MARTIN 1-1 RLYMAUGH 4-2 EDDIR MURSHY 5-4 ARCADIA 9-5 LIOWEL RICHIE 17-10 163CIR/Beokley, WV

BOS SEGNOON

WELANI
PETE TOMBESHEND

BUTTAR ADAMS

BILLY OCEAN

RICK DEES & THE C

ROCKETT! FOLIT! 6-5

RR. NISTER 9-6

RUTPHILK 14-10

EDDIE HURRHY 15-11 WPST/Trenton, NJ Tom Taylor JELLYBEAN BILLY CCEAN WRAMS WANG CHEMO MOTOR CHEMO MOTOR CHEMO MOTOR COLLING NUMBER 22-1 LIGHEL BICHTE 22-1 JOHN COUGAR 33-25 EDDIE MURPHY 40-29

Rob Poulin
WEIANI
BILLY OCHAIS
CORRY HARY
PAUL TOUNG
A-BA (dp)
DIBB LIBA (dp)
DIBB LIBA (dp)
BOCCOCC
TWISTED SISTEM (dp)
BOCCOCC
BILLY HIDE 7-2
LIGHE STRAITS 17-9
LIGHEL RICHIS 26-15

WMZ/Chambersburg, PA Metthews/Alexander

WHAMI
TWISTED SISTER
PAIL MCCARTNEY
BOTLOGI
STARSHIP 1-I
TEOMISON TWINS 6-4
13 TOP 12-5
MR. MISTER 11-9

OK1667theos, NY Neville/Wilkins

WICH/Ocean City, MD Jeek Gillen

BRITAN ADAMS
CORRY MART
SILLY OCEAN
HILAY OCEAN
HILAY SOUND MACHI
BURN (dp)
LOVERSOY (dp)
Noteet:
STARSHIP 1-1
NE. NISTER 5-4
ARETHA PRANKLIN 9-7
ARCADIA 18-10

Jam Rode A-RA MEANI MEANI TWISTED SISTER CORET HANT BOSHE DALTREY JOHN HYCHELL CHARLES SERVOM BOCKECOLOR HOTEL ARCADIA 7-4 JOHN COMMAN 13-8 EDDIE MURPHY 34-20 MEANNI JELLYBRAN WANG CERMA BILLY PRICE HOTCOM LICENSE BILLY PRICE HOTCOM LICENSE 1-1 RLYBRACK 2-1 RK. HISTERS 5-4 FREEDIE JACKSON 7-5 SS TOP 10-7 LIONEEL RICHIE 17-11 WKRZ-FM/Wilkes-Berrs, PA Brook/Bheriden

WHAN! BILLY OCEAR COREY HART SADE HOCTOST: 1012MB FREY 4-2 HE, HISTER 6-3 25 TOP 12-8 ARCADIA 16-9 KLYHRAKK 18-10

Don Tendler
WHANI
BILLY OCEAN
BILLY OCEAN
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COMET HANT
DERMA ACADEMY
SADE (dp)
BOLLINE SECTOR (dp)
BOLLOGE BENTH 1-1
SYAMBER 5-2
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FREED IS ALCENE 37-6

Q196/York, PA Sob Spence Gob Spence
STEVIR HICHS
STSVIE WORDER
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PAT SERSYAR
WEAM!
CLETT FOLITT
BLEME FREY 3-1
REA, HISTER 6-3
SIMPLE NIESS 13-10
JOHN COURAR 26-18
RLYHRKK 29-20 Paul DeMille

WHAMI COMEY MART COMED A-RA PO COMED A-RA PO COMED A-RA PO COMED ROCKERS 3-1 COOLLINE A MARTIM 2-2 TIMA TURNER 6-4 SE TOP 12-5 LICHWEL RICHIE 14-6

TWISTED SISTER MILANI TOURO
MILANI TOURO
LISA LESA (dp)
SICK LOWE
A-EA
BILLY OCEAN
ROCTOST
COLLIES 6 MARTIN 1-1
HERAT 2-2
STARRIF 4-4
EDDIS MURRHWY 7-6
LIONEE RICKIE 25-16

Bob Foreter

BANG CHUNG

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BANG CHUNG

BOCK CHUNG

BOC

WFXX/Williamsport, PA Minier@tratton

MMAMI Hottest: HR. MISTER 1-1 ES TOP 7-3 ARCADIA 10-5 KLYMAIOX 11-7 ELTON JOHN 15-10

SOUTH

PARALLEL TWO

Bruce Stevens
WHAN!
BILLY OCEAH
TWESTED SETER (dp)
TWESTED SETER (dp)
EDOTE 05.
TOTAL 188 6 MARTHS 4-1
RLYMBAC 7-3
SE TOP 0-4
EDDIE MURSHY 5-5
LIGHEL RICHTE 22-17

KHP/Austin, TX Richards/Elburnis

Michande/Bawands
A-RA
MRAMH
MR

WFMF/Beton Rouge, LA Rice/Alvysen

ReadAysen
ED018 MURENY
BETAH ADAMES
BCZITT1 POLITTI
BTENIE MONDER

TOCLOFIE
STANSHIP 1-1
COLLINS A MARTIS 5-4
HR. MISTER 6-5
ABC 12-10
LIONEL RICHIE 18-12

WGGZ/Beton Rouge, LA Michael Adams Michael Adams
RLYMUDC
STING
HOCKEST,
GLESS PREY 2-2
HR, HISTER 5-4
JORNS COUGAR 12-7
LIOREEL RICHIE 19-12
TIEA TURNER 22-13

WHEAM!
JACK WAGHER (Op)
BILLY OCHAND
DEBARGE
LIGH LIGH
LIGH LIGH
COLLING & MARYIM 1-1
25 TOP 6-2
HAR, HISTER 5-3
KLYMALK 10-6
LIGHER & PRINTER 20-15

WAPUBlimingham, AL St. JohnWood PAT BEHRTAR

PAT BESKRYAR
MELANI
SILLY OCRAH
TWISTED SISTER
DEEAN ACADEMY
MOOTEST:
ULESS PREY 1-1
HE, HISTER 3-2
AMETHA FRANKLIM 4-3
LIONER BICHIE 18-7
JOHN COUPGAR 17-11

WHAN! BILLY OCEAN JELLYBEAN RUSH HOALENT PALMER HOALENT PALY 2-1 COLLING & HOARTH 3-2 HR. HISTER 5-3 SE TOD 11-9 LIGHEL RICHIE 14-10

PAT BENEATAR PAT BEHATTAN
WHAM!
BILL MEDIATY
BILL MEDIATY
BILL MEDIATY
BICK DEER A THE C (dp)
LISA LISA (dp)
BOCCOCK TANAC (dp)
BOCCOCK TANAC (dp)
BOCCOCK (dp)
B

WBCY/Charlette, NC BIE Martin DEM MEUTEN
STEVIE WORDER
SHIEDRA EASTON
MELANI
BILLY OCEAN
JAMES TAYLOR
MORTAGE
HE, HISTER 2-1
LIONEL RICHIE 9-3
JOHN COURAN 12-9
EDDIE MURPHY 15-9 WROQ/Charlotte, NC Blackwell/Williams

BlockwellWillering
PAUL INCRAFUEY
BRYAH ADAMS
PAY BERTAR
LONG
PAY BERTAR
LONG
BRAH
BOX
BILLY OCEAN
BROTH 1 1 -1
COLLINE A HARTH 3-2
GLESS FART 6-3
ENDER HORSEN 9-5

Merperidditine
PAT MEMBATAR
DERAM ACADEMY
VELOTED SIGHTE (dp)
BACK MEMBATA
BACK MEMBATA
JOSE BOTCHER ALIS (dp)
DEBANGE
COMEY BACK
BOCKER
BOCKE WBKZ/Chettenooys, TN Chess/Soott WFMWLexington, KY Fex/Jensen PAT BENATAR
PAUL NCCARTNEY
BOCCACTURY
BOCCACTURY
COLLING 6 HASTIM 2-1
HR. MISTER 4-2
GLESS FRET 5-3
THOMPSON TWINS 6-5
ARCADIA 12-8

Fondameen
JOH BUTCHER AXIB
DEBARGE
DEBARGE
G THE MECHAN
HADE
HADE
SHAPE
SHAPE ARCADIA 12-8
WWONE FRACChambia, SC
Poser Hamilet
Diomiss a FRIENDS
STYVE SITCHS
STATE ONE OF THE STATE
STATE OF THE STATE

KKYK/Little Rook, AR Merk McCein 

SETYXUJeckson, MS Abell/Crows

WLRS/Louisville, KY Knight/Lyons Krighvityona
HIGHET RANDUM
STRVIE MONDOUR
PARL HOCARPHEY
DIOMHET & PRIEMOS (dp)
RISS (dp)
ROST COLLINES & HARTIN 3-1
ARCADIA 5-4
RLYMNACK JAMES MAND 14-12
EDDOIE MUNETHY 35-20

WOLDICOLOMBO, SC WILDICOLOMBO, SC HerringMannh PPT2 YOURSESSED PT2 YOURSESSED WILLY OCTAN BOART PALMER WANT SOURCE PALMER SADE STIMO MCCHI WILDIC SCHOOL PALMER SADE STIMO MCCHI WILDIC SCHOOL PALMER SADE STIMO MCCHI SADE STIMO M

none Bottest: STARBIFF 1-1 COLLIES & MARTIN 2-2 GLEMM FREY 4-4 EDDIE MUSPHY 7-7 LIONEL RICHIE 10-10 John/Cookey

PTING
PAUL MCCARTHRY
BILLY OCBAR
STRVIS MODER
BOCCALING MARTIN 2-2
CASHE FRAY 3-2
DIRK STRAITS 18-13
LIGHER RICHIE 20-15 MEMANI POINTER SISTERS STEVIE WOUDDER PAGL MCCARTWEY BILLY OCEAN BOXESS: COLLING & MARTIN 4-1 NE. HEFER 5-2 ARBITAN FRANKLIS 6-4 KLYMAKE 15-8 LIONEE RICHIE 16-10

KAME/EI Popo, TX West/Bodos

KEZB/EI Pago, TX

YOMMAY SMICH
STEVIS WOUDER
DERAM ACADERY
SILLY OCEAN
MIGHI
CORLY HART
BOCKOSK
COLLIES & HARTIN 3-1
HR. HISTER 8-4
RLYMAXX 9-5
LIOMER RICHIE 11-7
THMA TURNER 12-6

PROMOTORMEN
MEANI
SURVIVOR
COREY MART
TWISTED SISTER (dp)
ROCLET! INRE. NISTER 6-2
ECRITT! FOLITY! 11-5
EDDIZ NURSHY 12-6
LIGHEZ RICHIE 18-11
ECOL 6 THE GAME 20-13

WoodWaylor
STEVIE MOSERE
BILLY OCERA
BILLY OCERA
BOTAB BOAMS
HEANI
BOTLEST JACKGOM 3-2
HIANI
BOTLEST JACKGOM 3-2
HIANI
BOTLEST JACKGOM 3-2
LOGIEL BOURST 4-3
EDDIE JACKGOM 3-2
LOGIEL BICRIE 11-0 WHINY-PARMOONSOMERY, A Alan DuPHest DIOMER & FRIENDS WHAN! SILLY OCEAN COMEY RANP SOCKES TO SUMPLE -2 ELL HISTER 4-1 EL HISTER 4-1 EL HISTER 1-1 EL SILLE 16-6 SS TOP 15-12

Hency/Simon
SIMPLE MINDS
SCRIPT; SOLITI
MEAN!
POINTER SIFTERS
BOXTAGE;
HIANI SOUND NACHI 1-1
FREEDIE JACKSON 6-4
STARSHIP 9-5
LIOSEL RICHES 12-7 WANS-PM/Greenville, SC Tommy Smith

AMohad Cruz A-RA BILLY OCEAE WHAM! COMEY HANY JELLYBEAH NOATH BOUND NACHT 4-1 STANHENF 3-3 PREDDIE JACKSON 6-5 ARCADIA 21-16 ELTPROCE 35-17

KX104/Nachvill Cook/Fex BILLY OCEAN COREY HART WEAK!

Done Motest: COLLINS & MARTIN 1-1 MR. MISTER 4-4 EDDIE MURPHY 5-5 KLYMANC 6-6 STARSHIP 8-8 WHAR! PAT BEHATAR TWISTED SISTER (dp) Bottest: COLLINS & MARTIN 1-1 25 TOP 11-7 JOHN COUGAR 18-13 LIGHEL SICHIE 22-15 EDDIE NURPHY 26-21

Y107/Nachville, TN St. John/Peace

ABONCHOWN
WHAN!
CLEMONS & BROWNT
SURVIVOR
STRVIE NOMBER
PAUL HOCKNEY
GOCKAGE
GLEMB PREY 1-1
STAMMENT 2-2
COLLINE & MARTIN 3-3
THAN TURBER 4-4
MR. MISTER 5-5 St. JohnFesce
WHANI
DIOMES & PRISHDS
SILLY OCEAN
CAME
MIANI SOUND MACHI
ROCtest
STARRIE 2-1
MR. HISTER 4-3
COLLINS & MARTIN 5-4
LIOMES. RICHES 21-9
EDDIE MURPHY 22-14 WQUT/Johnson City, TN Mark Potter

PART BENEATAR
PADID MCCARTWEY
ELTOW JOSH
A-NA
BUNTTHNICE & ARET
HOCCOST:
CLEME PREY 1-1
COLLINE FREY 1-2
COLLINE S. HARTIN 3-2
MR. HIGHER 10-5
SS TOP 16-10 EDDIE SURENT 22-14
WTRNO/New Orteans. LA
Costello-Westins
CORET NART
WHANI
THISTED SISTER
PARL YOUNG
BOX Least 1 -1
CLEME FRAX 2-2
RR. HISTER 3-3
ES TOP 4-4
COLLINS & HARTIN 5-5
BIRDONING ES
BIRDONING

BJ165/Orlando, Pl. Thomas/Wright

ThomseWhight
WHIAPI
CARE
BIONT RANGER
COMEY MANT
SILLY OCEAN
BOCKEST HANT
COLLIES & NARTIN 3-1
CLEME PRIF 6-4
LIOUEL RICHIE 8-5
ANCADEA 11-9
BODIE MURPHY 12-10

Y166/Orlando, FL Stecy/Steel

STEVIE WONDER COREY HART BILLY OCEAN PETE TOMESHEND WHAM! PETE TOMBUREED WHIAH I DREAM ACADEMY (dp) \* HOTCOST; HIAHI SOUND NACH; 2-1 GLEBW PART 3-2 COLLING & MARTIM 5-3 LIONNE, RICHIE 24-18 DIONNE & PRIENCE 35-19

> 94Z/Raleigh, NC Delloro/Duncan DIOME & PRIESDS (dp) SKYAN ADAMS BUTME ADMIN MILMI BILLY OCEAR KIES PAUL MCCAPTHEY (dp) BOCLES: MUSTER 7-2 COLLINE & MUSTER 10-5 EERST 15-12 ELYMAUX (7-13 EDDIE MURPHY 23-17

WRVQ/Richmond, VA Lowle/Payme

BILLY OCEAN PAT NUMERTAR A-MA PAUL YOUNG COMET MART MEMAI HOOTAGE 72 EDDIS NUMERY 3-2 KLYRACK 5-3 COLLING A MARTHS 9-7 STARFOIST 19-16

KTUX/Shroveport, LA John Steel

John Steel
DISSO BOINGO
MEMANI
LIGA LLEA
A-BA
JOH BOYCHER AXIS
BOCTORY 1-1
COLLIES 6 MARTIS 3-2
RE, MISTRE-3
LICORE RICHIE 3-11
MERI D. MARRHALL 0-2R

299/Tampa, FL Kaghan/Clarc

RegimenChare
STEVIE NOSSOER (dp)
BILLY OCHOM
TWISTED SISTER (dp)
TWISTED SISTER (dp)
TWISTED SISTER (dp)
TWISTED SISTER (dp)
TWISTED SISTER
TWISTED SISTER
TWISTED SISTER
TWISTED SISTER
TWISTER
TWIST

WKZL/Winston-Balam, NC Finnayi,Jacoph STEVIE WOMDER TWISTED SISTER (dp) WHAN!
Hottest:
COLLINS A MARTIN 2-1
HR. MISTER 4-2
SE TOP 8-5
LIONEE, RICHIE 22-15
EDDIE MURPHY 28-19

PARALLEL THREE

JOHN HITCHELL HUBH (dp) DREAM ACADEMY WEAM! BOTOP 3-1 SI TOP 3-1 SIMPLE MINUS 6-3 ARCADIA 5-4 CAME 9-7 EDDIE MURPHY 26-17

KQEZ-PM/ArmorMo. TX
Protor Stewart
CLEMENES SECURITE
SETAM ADAMS (dp)
MULDH MOREDER
COMET HART
SADE (dp)
SOLICIES SMAPTH 3-1
GLEMEN FREY 4-3
ALCADIA 13-10
EDDIE HURPHY 23-14 KQIZ-PM/ illo. TX

WKSF/Asheville, NC John Stevens

John Stevens
FINITED SISTER (dp)
HIKE & THE HECKAS
PAGE, TOURS
BOLDS
BOL

EMBOTTEPHOR

MEANI
CORRY MARY
DEBANGS
A-UA
ROUME (dp)
CHARLES MEXTON (dp)
SILLY CORAN
BOCLEAS: 1-1
STANSIS 1-1
SOLO A THE GAMS 26-23

NWichey Coulier
PADL NCCAPTERY
BIGGET RANGUE
CLEMONS & BROWNE
JACK WAGNER
MADE CRUMS (dp)
Sottest:
BC. HISTER 5-2
ARTITEA, FRANKLIN 10-6
SCRITTI POLITTI 20-11
LIGHEL RICHIE 27-18

Bob Chryslev
WHANNI
LIBA LIBA
TWISTED SISTER
COMENT MANT
DEBMA ACADEST
PAST REBERTAR
FRANTON, ROCKER &
HOLTON, ROCKER &
HOLTON, TOCKER &
HOLTON, TOCKER &
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WCGQ/Columbus, QA Relph Carroll

Reigh Carroll
MEIANI
DEBARGE
COMEY MARY
LIGA LIGA
BILLY OCCAM
INCE
BYARRIE 2-1
BYARRIE 2-1
BYARRIE 0-5
COLLIES A MARTH 0-5
SA TOP 14-9
RAY PARKER JR. 13-10

KISR/Pt. Smith, AR Rick Hoyes

PMich Hayes
STEVIE MONDER
PARI, YOUNG
COMES MANY
DIGHT STCHELL
DIGHTS & PRIMITE A
STORY STCHELL
SE TOP 1-1
NR. NISTER 3-2
LIOUEZ, RICHIS 7-4
SIMPLE MINES 13-6
JOHN COUGAR 17-11

JOHN CODGAR 17-11
C1604Gadeden AL
Davisibl. John
PAUL MCCARTWEY (dp)
A-MB
BILLY OCEAN
MELAH
MOLANGER MARTIN 2-1
SYARMIT 1-2-4
EDOLE MEMBRY 10-5
SCRITTI FOLITY: 13-9

WYKS/Geineeville, PL Lou Petrick

LNS PAWNER
BRYAN ADAMS
STEVIE WORDER
BILLY OCEAN
MEANI
MEANI
MOLING 6 NARTH 3-1
MM. HISTER 6-2
ARCHER 6-2
ARCHER FOLITI 12-6
KLYMADK 13-9

A-HA
CORNY HEART
JOHN CAPPERTY
HEARTY
JOHN CAPPERTY
HEARTY
JOHN THE HOR (dp)
HEARTY
HOLLING & HARTHE 2-1
HR, HISTER 4-3
SIMPLE HISTOR 7-4
SE TOP 13-5
ARCADIA 15-7

Q101/Moridian, MS David Edney Devid Edney
PAUL YOUNG
DEEDN ACADEMY
JOE SUTCHER AXIS
JELLYBENG (dp)
STEVIE WOMENE
STEVIE WOMENE
STEVIE WOMENE
STEVIE WOMENE
RUSHE (dp)
BOTLOCK
HR. HISTER 1-1
SCRIPTI POLITTI 2-2
SCRIPTI POLITTI 2-2
SCRIPTI POLITTI 2-3
LIGHER BICHIE 7-5

Krighten/Clary

BYADI NCCARTHET

BILLY OCEAN

BILLY OCEAN

LOVERBOY (dp)

WHANI

WOOLSH FET 3-2

NE, NIFTER 4-3

COLLING & MARTIN 5-4

ARETHA FRANKLIN 15-6

KLYMANCK 15-9

KWES/Odeson-Midl John Clay MEANI (dp)
ELYOU JOHN (dp)
HOTESE:
PTARRHIP 1-1
KLYMAXX 2-2
EDDIE HURRENT 7-4
HIAMI BOUND HACHI 15-9
LIONEL RICHIE 22-10

SANTE - MEANI - MEANI

Don O'Shea MIKE A THE MICHAM TA RABA A SEEN MELANI PAGE, TOURG BUSH BUSH JOHN CASPERTY BOCLOSE: MARTHS 3-1 COLLINE 6-2 TIBA TURNER 9-4 SE TOP 13-7 STEVIE BICKS 26-19

MEANI DIOMES A PRISHDS PAUL YOUNG THISTED SISTER HOTTORY THISTED SISTER HOTTORY 1-1 STARRHIP S-4 LIONEE RICHIE 10-6 LIGAL LIGAL 15-11 STARRHIP 31-19

WGLF/Tallahasson, FL Rick Sprinkles Neck Sprintles
BILLY OCKAM
WEAM!
WEAM!
LIGA LIGA (dp)
STEVIE WOMIDER
ARTIFER SUTTED...
SEW EDITION
SEW EDITION
FOR STEVIE WOMIDER
HOLLSTEP
LITHALY 7-1

KNIMWichite Falls, TX Book/Key BeckNey

SILLY OCHAN

STEVIE WONDER

CORRE MANT

JOHN CAPPERTY

MEANI

BOXLOGE & HORTH

22 TOP 3-2

LIONEL RICHIE 20-11

WHSL/Wilmington, NC Stowert/Stone 

WVBS/Wilmington, NC Fred Allen Fred Allen

BRYAN ADAMS

BADE

DEBAK ACADENTY

PAT SEMATAL

STRVIE HONORE

PAUL YOUNG

BOX LOCAL

BOX HARTIN 12-5

ANCADIA 18-12

EXTRUMEN 30-22

DIRE STRAITS 37-25

### MIDWEST

MOST ADDED

Wham! Billy Ocean **Corey Hart** 

HOTTEST P. Collins & M. Martin Mr. Mister

Lionel Richie

WZPL/Indienepolle, IN Jim Miles

EDDIE MURPHY KLYMAXX CLEMONS & BROWNE STEVIE WONDER

WKFR/Kalemazoo, Mil Terry Weinscht

WVIC/Laneing, MI Mark Maloney

NAMES MEMORY
KOOL A THE GAMM
WAMO CHUMM
PETE TOMMSHEND (dp)
STIMG (dp)
STIMG (dp)
STEVIS MOMBER 1-1
STEVIS MOMBER 5-3
JOHN COUGAR 10-4
THAN TURBER 12-5
LIONEL RICKHE 14-8

Z104/Medison, W1 Little/Hudson

KJ103/Oklahoma City, OK

WHAN! HOLLEST: HR. HISTER 10-4 SE TOP 13-6 LIOWEL RICHIE 15-7 ARCADIA 22-13 DAVID FOSTER 25-19

KOFM/Oklehome City, Of

WHAMI PHICHAEL T PHILLIP MICHAEL T BILLY OCRAM DEBARGE ROCLEBE: STARBHIP 3-1 COLLINE & MARTIN 2-2 MR. HISTER 6-4 EDDIE MURPHY 10-6 LIONEL RICHIE 13-9

KQKQ/Omehe, NB

EDDIE MURPHY PAUL MCCARTWEY WHAM!

KZ83/Peorle, IL

Kelth Edwards

RATH EGWARDS
RLYMAXX
WEANI
BRYAM ADAMS
HOCLOSI:
STARBHIP 3-1
HR. HISTER 4-2
LIOWEL RICHIE 10-5
HEART 13-9
EDDIE MURPHY 30-16

WZOK/Rockford, IL

BIGHT RANGER PAT BEMATAR Hottest: NR. MISTER 3-I COLLINS & MARTIN 4-2 HEART 6-4 EZ TOP 11-8 SIMPLE MINDS 15-9

MEAST STEVIE NICKS EDDIE NURPHY BOCLEGE: STARRIIP 1-1 GLEMN FREY 2-2 COLLINS & MARTIN 3-3 NR, MISTER 6-4 JOHN COUGAR 11-7

McGee/Dent

STEVIE WONDER

Taylor/Dean

BILLY OCEAN

KLYHAXX

# CHR ADDS & HOTS

US3/South Bend, IN J.K. Deering

WDBR/Springfield, IL

WEST

MOST ADDED Wham! **Billy Ocean** Pat Benatar

HOTTEST Mr. Mister P. Collins & M. Martir Starshio

KHTX/Reno, NV

John Chommie

# MIDWEST

# PARALLEL TWO

WHAN! STEVIE WOMDER COMEY HART DREAM ACADEMY BILLY OCEAM Bottest: HR. HISTER 1-1 JOHN COUGAR 15-7 DAVID POSTER 20-12 SCRITTI POLITTI 24-17 CARS 30-21

# Ross/Taylor

KOOL 6 THE GAME 

### WRQC/Cleveend, OH

WNCI/Columbus, OH

# STARPOINT BILLY OCEAN WANG CHUNG (dp)

KIIK/Devenport, IA Jim O'Here

# WHAM! PAUL YOUNG COREY HART SADE Nottest: COLLINS 6 NARTIW 2-1 MR. MISTER 4-2 ES TOP 12-7 LIONEL RICHIE 15-10 DIRE STRAITS 20-13

# WGTZ/Deyton, OH John Robertson

WHAM!
JELLYBEAM
BILLY OCEAN
BOTTAGE:
COLLING & MARTIW 1-1
STARBHIP 5-2
GLEMM FREY 4-3
MR. MISTER 9-4
ARETHA FRANKLIW 11-8

# KRNQ/Des Moines, IA

ARCADIA KLYMAXX JOHN COUGAR NICK LOWE (dp) KATE BUSH (dp) KATE BUSH (dp; Mottest: STARRHIP 1-1 COLLINS & MARTIN 3-2 LHOMEL RICHIE 23-9 ARCADIA D-13 EDDIE MURPHY 0-16

# KZIO/Duluth, MN

Michaelafterman
BEYAH ADAMS
PAT BEBATAR
DREAM ACADEMY
PAUL MCAMPER
TA MALA CHOER
TA MA

### WSTO/Eveneville, IN Chris Taylor

KLYMAXX RODLE MURRHY EDDIE HURPHY Hottest: GLEMM PREY 2-1 25 TOP 3-2 MR. HISTER 4-3 JOHN COUGAR 9-6 RISS 20-15

MEAN1 Botteet: GLEMM FREY 2-1 COLLINS & MARTIN 3-2 HR. MISTER 4-3 ARCADIA 11-7 LIOMEL RICHIE 17-11

## WGRD/Grand Rapids, Mi

ELTON JOHN COREY HART BOCLEST PREY 2-1 COLLINS 4 MARTIN 4-2 THOMPSON TWINS 5-4 EZ TOP 12-9 MR. MISTER 13-10

# WRQN/Toldeo, OH Joe Thomas

DIOMNE 6 FRIENDS SCRITTI POLITII SADE A-HA COREY HART TWISTED SISTER (dp) WHAM! BILLY OCEAN THEAM ACADEMY DREAM ACADEMY PAUL YOUNG SOCKest: HR. MISTER 2-1 RLYMANC 3-2 COLLINS & MARTIM 4-3 LICHEL RICHTE 8-4 EDDIE NURPHY 12-8

### KAY107/Tules, OK HIGHT RANGER

STEVIE MONDER
MULAMI
PAT BEHATAR
Hotcest:
STEVIE MONDER 3-1
COLLING & HARTIN 8-5
HR, HISTER 14-9
FREDDIE JACKSON 19-15
KATE BUSH 25-20 HIAM! DIRE STRAITS PAUL HCCARTWEY PAUL NCCAR:=-...
Hottoet:
GLENN PREY 1-1
HR. HISTER 2-2
ARCADIA 21-17
EE TOP 23-19
THOMPSON TWINS 33-22 PAUL HCCARTHEY (dp) COREY HART (dp) MEANI SOUND MACHI HIAMI SOUND MACHI HOTCOOL: STARRHIP 1-1 GLEME FREY 2-2 COLLINS & MARTIN 3-3 MR. MISTER 4-4 EDDIE MURPHY 29-21

# KEYN-FM/Wichita, KS

MHAMI Bottest: MR. MISTER 3-1 GLEMM FREY 2-2 COLLINS & MARTIS 4-3 LIONEL RICHIE 5-4 ARETHA PRANKLIW 11-6

# KKRDAVichine, KS Jack Oliver

Jeck CHYWER
MYRAMI
BILLY OCEAN
A-WA
LOVERBOY
HOCKEST
COLLINS 6 NARTIN 2-2
GLEMB FREY 3-3
HE, HISTER 7-6
SE TOP 10-5
HEART 8-6 WRAMI
KOOL & THE GAMO
PAT BEMATAR
DIRE STRAITS
HOCLEN': EDDIE HURPHY 10-1
COLLINS & HARTIN 2-2
THOMPSON TWINS 7-5
ARETHA PRANKLIS 12-10
SCRITTI POLITTI 15-11

# WHOT/Youngstown, OH Dick Thompson

Dick Thompson
PAUL MCCARTHEY
ELTON JOHN
MIAMI
LIEA LIEA
MORSTLEN
M

### PARALLEL THRFE

# KYYY/Bismerck, ND Bob Beck

Bob Bock

BLLY OCEAN
COMEY HART
DREAM ACADEMY
WHAN'I
SADE
ROBE (dp)
ROBE out:
STARSHIP 1-1
GLENNE FREY 2-2
12 TOP 9-7
SIMPLE NINDE 10-8
DIRE STRAITS 21-12

WRNO/Bloomington, II.

# WHAMI SHEEMA EASTO' Bottest: COLLINS 6 MARTIN 1-1 MR. MISTER 4-2 HEART 20-10 STEVIE NICKS 27-18 KLYMAKK 31-20 TA MARA & SEEM STEVIE MONDER

NTSVIE MORUZE.
WRAMI (dp)
MICE 6 THE MECHAN (dp)
MICE 5 THE MECHAN (dp)
MICE 5 THE MECHAN (dp)
MICE 6 THE MECHAN (

DIONNE 6 FRIENDS SADE PAUL NCCARTWEY LOVERBOY JOHN CAPPERTY WHAM! A-HA A-RA
Hottest:
HEART 3-1
COLLINS & MARTIN 5-2
TINA TURNER 7-3
ARCADIA 9-4
ZE TOP 10-6

# WCIL-FM/Carbo

WIOG/Seginew-Bay City, MI Belcher/Shannon TA MARA & SEEN LOVERBOY (dp) DEBARGE BILLY OCEAN MEANI
ASIA (dp)
Hottest:
DAVID FOSTER 2-1
EDDIE MURPHY 1-2
LIOMEL RICHIE 10-3
COLLINS & MARTIN 4-4
RENE & ANGELA 19-9

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.

# KKRQ/Ceder Repide, IA Ted Jacobsen

Den Klebey
DIOMME & FRIENDS
SUNVIVOR
MANG CHUNG
STSVIE WONDER
SKYAH ADAWS
STSVIE WONDER
SKYAH ADAWS
THOMPSON THIRE 2-1
HR, HISTER 5-4
ARCADIA 16-9
LIOMMER RICHEE 19-16
JORN COUGAR 20-17 CARS
DIRE STRAITS
DIOME 6 FRIENDS
BOCTEST:
CLEMN FREY 1-1
TEARS FOR FEARS 2-2
COLLING & MARTIN 3-3
NR. MISTER 4-4
LIOMEL RICHIE 11-6

# **Bred Fuhr**

Brad Fuhr

EDOIE MURPHY
SURVIVOR
JAMES TAYLOR
BILLY OCCAM
HOCLAS:
COLLING & MARTIN 1-1
STARSHIP 2-2
MR. MISTER 3-3
HEART 12-7
KLYMRAX 19-10

# KCMQ/Columbia, MO Tuttin/Baker

Tuttiv@maker

PAUL MCCARTMEY
PAT BEMATAR
BILLY OCEAM
COMEY BLART
A-BA
BOCLEST
MR. MISTER 3-1
COLLIES & MARTIN 6-2
22 TOP 9-6
ARETHA FRAMKLIN 10-7
EDDIE MURPHY 16-11 BRYAM ADAMS DIONNE & PRIENDS (dp) WHAN! MOCLest: NR. HISTER 6-3 HEART 10-5 ARCADIA 13-7 23 TOP 12-8 EDDIE MURPHY 15-10

## Y\$4/Fergo, ND Anderson/Palmer

STEVIE MONDER MIKE & THE MECHAN DREAM ACADEMY HOCLES: STARBHIF 1-1 COLLINE & MORTIN 4-4 ARETHA FRANKLIN 9-6 ES TOP 12-8 JOHN COUGAR 15-9

# KKXL-FM/Grand Forks, ND

DIORNE & FRIENDS (dp) BRTAN ADAMS SURVIVOR BOCLES: COLLINS & HARTIN 2-I MR. MISTER 6-4 LIONEL RICHIE 20-15 BICK LOWE 19-16 KLYNAJOC 22-18

# WAZY/Lefeyette, IN

WHAMI
PAT BEHATAR
PALL NUCARTHEY
LOVERBOY
RUSH (dp)
BOLLest
COLLINS IN FARTIN 2-1
COLLINS IN FARTIN 2-1
LOWER MIRET 4-2
LOWER MIRET 4-2
EDDIE NUEPHY 17-11

## KFRX/Lincoln, NE

STEVIE WOWDER BRYAM ADAMS (dp) BRIAN ADDRES (GP)
WHAN!
STING
SOLTEST:
COLLINS & MARTIN 2-1
STARRHIP 1-2
EDDIE MURPHY 14-6
LIOWEL RICHIE 23-10
SCRITT! POLITTI 30-16

# KGGG/Repid City, SD Phil Wilson

PRE WINDON
CARE
DIRE STRAITS
DIOMER & FRIENDS
LOVERBOY
HIGHT RANGER
HOTTCHE TANGER
COLLINS & MARTIN 1-1
GLENN PREY 2-2
JOHN COUGAR 10-6
SCRITTI FOLITTI 13-8

### KKLS/Rapid City, SD Sherwin/Kalle

# 98KG/Seline, KS Denny Collier

Denny Coffee
CLEMONES & BROWNE
DEBANGE
JACK WAGNER
CHARLIE SEXTON
COMEY HART
DIOMEE & FRIENDS
NOTABLE 1 -1
COLLINS & MARTIN 2-2
ARCADIA 9-10
RLYMONX 22-14

John Dentser
MEMANI
BILLY OCEAN
PAY HEMANTAN
PYEVIE WONDER
COMEY HART (dp)
LISA LISA (dp)
HOLLOSE AND (dp)
HOLLOSE AND (dp)
LISA LISA (dp)
HOLLOSE PREY
CLISA LISA (dp)
LISA LISA (dp

### WSPT/Stevens Point, WI Souley/Steffen KKRC/Slou Den Kieley

WHAM! BILLY OCEAH STEVIE WONDER BILLY OCEAN STEVIE WOODER SADE BESTAN ADAMS GERNAD PAT BESATAR (dp) COLLIES & MARTIN 1-1 NR. HISPER 2-2 SE TOP 7-3 CARS 18-8 LIOWEL RICHIE 24-14

ARCADIA
EDDIE NUEPHY
KLYMAUX
EDOTEN FREY 2-1
CULLING 6 MARTIM 7-2
MR. MISTER 9-4
THOMPSON THUMS 10-9
SS TOP 29-10 KWTO-FM/Springfield, MO Mile Schmidt

> A-HA STEVIE WONDER WHAM! MEANI HOTTEST: COLLINS & MARTIN 6-1 ARETHA PRANKLIN 12-8 SE TOP 17-12 LIONEL RICHIE 25-19 RLYMAXX 35-29

# COREY HART TA HARA & SEEM DREAM ACADEMY JOHN HITCHELL (dp) HOCLEMIS, HR. HISTER 2-1 COLLINES & HARTIN 6-5 ES TOF 9-7 ARCADIA 13-10 KLYMADK 14-12

BRYAH ADAMS PAT BEMATAR BILLY OCEAN HIAMI SOUND HACKI TA NARA & SEEN HOLLERI

KSND/Eugene, OR

no. CA

WEARI DIOMME 5 PRIEMDS BRYAM ADAMS BILLY OCEAN COREY HART PAUL YOUNG LISA LISA (dp) BOttest:

Hottest: NR, MISTER 5-1 COLLINS 6 HARTIN 4-2 THONDSON TWINS 7-3 HEART 8-5 LIONEL RICHIE 23-16

Berry/Carter
SHEILA E
STING
JOH BOTCHER AXIS
BILLY OCCAN
BOBERT PALMER
HURAH
I
KLYPHAXX 1-1
KLYPHAXX 1-2
GLEBH PREY 4-3
BEDIER HURHHY 11-5
HIAMI SOUND MACHI 22

KYNO-FM/Freeno, CA

Walker/Devis

EDDIE MURPHY
WHAM!

DIRE STRAITS
BRYAS ADAMS

BILLY OCEAN (dp)

BOTTOST

BOTTOST

HR, NISTER 9-3

KLYMAYY 13-8

KMGX/Freeno, CA

Berry/Carte

KLYMAXX SCRITTI POLITTI TWISTED SISTER (dp) WHAM!
Hottest:
STARENTP 1-1
GLEWE PREY 3-2
MR. NISTER 6-4
LIOWEL RICHIE 15-9
KLYMAXX D-19

Petarson/DeRoo
BRYAH ADAMS
PAT BEMBATAR
STARPOINT
WIGHT RAMGER
STRYLE MONDER
HOLLES
ARCADIA 18-6
22 TOP 17-9
STEVIE MICKS 26-16
LIOMEL RICHE 28-19
EDDIE MURPHY 31-21

EDDIE HURPHY DREAM ACADEMY
MOTHER:
COLLINS 6 MARTIN 2-1
HR. HISTER 3-2
EX TOP 6-5
LIONEL RICHIE 8-7
SIMPLE MINDS 17-11

### KIKX/Colorado Springs, CO John Dentzer

# KDVV/Topeka, KS Kevin Rebet

Kevin Rebet
A-HA
HILDER
STEVIS MONIDER
CONSIDERATAR (4p)
FLEWORKTAR (4p)
FLEWORKTAR BIONNE
BOOTEN
GLEWN FREY 3-2
COLLINE A HARTIN 6-3
EZ TOP 8-5
ARCADIA 14-7
LIGHEL RICHIE 23-15

# KFWW/Waterloo, IA Deb Christie

# WEST

### PARALLEL TWO

KNMG/Albuquerque-Sants Fe. KIMN/Denver, CO Stucker/Rountree NM Erickson/Persz

WHANI- - BENTAR (dp) REBET ROGERS ROTCES I CLEME FREY 2-1 COLLINS 6 MARTIN RR. MISTER 5-3 STARRHY 7-5 HEART 10-7 Hottest: MR. HISTER 4-2 COLLINS & MARTIN 6-5 HEART 8-6 ARCADIA 13-9 SCRITTI POLITTI 12-10

### KKXX/Bakersfield, CA

### KQXR/Bekerefield, CA Peterson/DeRoo Kris Van Kamp

# KF85/Boise, ID Doss/Gregory

MHAM! LOVERBOY (dp) COREY HART JOH BUTCHER AXIS (dp) DREAM ACADEMY

# KIY8/Boise, ID Tom Evens

WHAM!
A-HA
COREY HART
BILLY OCEAN
BOLLES & HORTHS 3-2
THOMPSON TWIMS 6-3
LIONEL RICHIE 9-6
KLYMANC 22-19
EDDIE MURPHY 24-20

### KQMQ/Honolulu, HI Kimo Akane

STEVIE WONDER BIGHT RANGER
HHAMI
JOHN CAPPERTY
BILLY OCEAN
LISA LISA
HOLLES LISA
HOLLES 2-2
COLLINS 4 MARTIN 4-3
HR. HISTER 5-4
CLEMB TREY 6-5

# KLUC/Les Veges, NV Deen/Christian

WHAM! STRVIE WONDER STARPOINT KOOL & THE GANG HOTCOL: COLLINS & MARTIN 10-6 ARCADIA 13-7 MR. MISTER 14-9 LIONEE RICHIE 26-17 EDDIE MURPHY 19-21

# KFIV/Modesto, CA Russ Novek

Rams Novek

COLLINE & MARTIM
PAT SEMATAR
WHANI

SILLY OCEAN
LISA
COMES SHAT

STARRIP 2-1
NR. HISTER 7-4
COLLINE & MARTIM 0-5
ARCADIA 12-9
SIMPLE MINDS 15-10

### KOSS/Modesto, CA Brian Casey

STEVIE WOWDER WHAM! SILLY OCEAN MIKE & THE MECHAN SADE HOCKES: THOMPSON TWINS 4-3 MR. MISTER 5-5 ZE TOP 11-10 ARCADIA 17-12 JAMES TAYLOR 27-20

# KCAQ/Oxnerd-Vents Rendy Robbins

Randy Robbine
JOSE COUGAR
ROOL - THE GAMG
ROOL - THE GAMG
ROOL - THE WOR
JELLYBEAN
BILLY OCEAN
BILLY OCEAN
HOCKSHIP 2-1
TRONPSON TWINE 4-2
COLLING & MARTIN 17-10
SIMPLE NITHOS 18-13
LIOWEL RICHIE 28-23

# KPOP/Secrem

David Gameno
A-HA
PAUL YOUNG
LOVERBOY (dp)
BOOLtest:
MR. MISTER 1-1
SIMPLE MINOS 4-3
EZ TOP 10-7
FRART 15-9
STEVIE MICKE 22-13

# WHAPMI PAT BEBATAR COGET HART BILLY OCEAN JOHN CAPTERTY DREAM ACADEMY (dp) HOCtest NR. HISTER 2-1 COLLINE & HARTIN 4-2 LIOWEL, RICHIE 9-7 EE TOP 16-10 EDDIE MURRHY 23-16 KSKD/Selem, OR Len E. Mitchel

WHAM! SADE COREY HART COREY HANT
RUSER (dp)
LISA LISA
DREAM ACADENY (dp)
INICS (dp)
HOCLEST:
STARBHIP 1-1
HR, HISTER 2-2
THOMPSON TWINE 3-3
COLLINE & HARTIN 4-4
ARCADIA 8-5

### KDON-FM/Selines, CA Kirk Cliett

ROOL & THE GAMG COREY MART WHAM! WHAMI SEMATAR SILLY OCEAS SILLY OCEAS BUSHS (dp) HOTLOSE: STARSHIP 1-1 MR. MISTER 2-2 COLLING 6 MARTHS 6-5 ARETHA PRANKLIN 11-6 EDDIE MURPHY D-31

# KCPX/Selt Lake City, UT

ASIA BILLY OCEAN LOVERNOT DEBARGE Hottest: THOMPSON TWINS 1-1 GLEMM PREY 2-2 ARCADIA 17-9 EZ TOP 22-11 EDDIE HURPHY 31-29

# KZZU/Spokene, WA BIII Steirs

WHANI BILLY OCEAN (dp) COREY HART SADE (dp) PAUL YOUNG (dp) KLYMAXX 13-8 ARCADIA 20-13 SCRITTI POLITTI 21-14 PAUL YOUNG (dp) SHEEMA EASTON Hottest: STAIRSHIP 1-1 GLEWN FRET 2-2 COLLINS 6 MARTIN 3-3 MR. MISTER 4-4 THOMPSON TWINS 5-5

## KRQ/Tuecon, AZ Gillie/Johnhon

BILLY OCEAN (dp) PAT BEMATAR PAT SERVIAM
DEBANGS THE MECHAN (dp)
A-RA (dp)
A-RA (dp)
MURAN (dp) WHAM!
PAT BEMATAR (dp)
ROBERT PALMER (dp)
ROBERT PALMER (dp)
REMNY MOGERS
HOCKEST
THOMPSOR TWINS 2-2
STARSHIP 3-3
HEART 9-4
HR, MISTER 10-5

### KWNZ/Reno, NV Skekes/Ryan PARALLEL THREE

KGOT/Ancho

KYYA/Billings, MT Charlie Foxx

Roger Nelson

EDDIE HURPHY

KTRS/Caeper, WY Todd Caveneh

BILLY OCEAN
WHAM!
PAT BENATAR
HEM EDITION (dp)
JELLYBEAM
LIBA LIBA (dp)
JOHN CAFFERT (dp)
HOLLEN FRANKLIN 6-6
LIOWEE RICHE 18-12
KLYMAKK 15-13

KKAZ/Cheyenne, WY Dave Hunter

KOZE/Lewisto Jay McCall

BILLY OCEAN BARBRA STREISAND MHAMI HIKE & THE MECHAN RUSH (dp)

HOSTER (dp) HOSTER 2-2 ES TOP 4-3 SINPLE MINDS 9-5 ARCADIA 11-8

none Hottest: STARBHIP 1-1 GLEWN FRET 2-2 COLLINS & MARTIN 3-3 MR. MISTER 4-4 HEART 8-8

BILLY OCEAN

Key Taylor

SkakedFyan MHAN1 BYYAH ADANS BILLY OCEAH BILLY OCEAH PALL NCCARTMEY TA NARA 6 SEEM NOTEST 1-1 COLLINS 6 MARTIM 2-2 MR. HISTER 7-3 KLYMANX 9-4 LIOWEL RICHIE 22-9 Key Teylor
TA MARA 6 SEEE
PAIL YOURO
PAIL YOURO
PAIL YOURO
WHAN!
BILLY OCEAN
COREY MARY
ROCKEST MARY
ROCKEST MARY
ROCKEST 1-1
ROCKEST 1-2
ARCADIA 7-6
ACTOMIC RICHIE 18-12
LIONEE RICHIE 18-12

# KBIM/Roswell, NM Chuck Mertin

NIAMI SOUND MACHI SADE LISA LISA DEBANGE A-RA RUSH
JOHI MITCHELL
KENNY ROGERS
JOHN MITCHELL
KENNY ROGERS
GLEUN FREY 2-1
COLLINS & MARTIN 3-2
NR. MISTER 4-3
ARCADEA 15-8
SE TOP 14-16

# Charle Foux BILLY OCEAN WHANI PETE TOWNSHEED BOCLOS: STARSHIP 1-1 COLLINS MARTIN 3-2 MR. MISTER 4-3 DIRE STRAITS 17-7 SE TOP 11-8 SLY96/Sen Luie Obi Joe Colline KBOZ-FM/Bozemen, MT

BRYAM ADAMS RUSH
JACK WAGHER
A-HA
HIAMI SOUHD MACHI
PAT BENATAR
STARPOINT SHORT WORTH WHANT SHILLY OCEAN BILLY OCEAN BIORT RANGER PETE TOWNSHEND HOTELS TABBHIP 1-1 CLEMB FRY 2-2 COLLIES 6 HARTIN 4-3 22 TOP 12-9 LIONEL RICHEZ 26-15 STARPOINT Hottest: STARSHIP 1-1 GLEMM FREY 2-2 NR. MISTER 5-3 THOMPSON TWINS 6-5 HEART 9-6

# KZOZ/Sen Luis Obiepo, CA D.A. Colline

SURVIVOR PAT BENATAR STEVIE WONDER PAUL HCCARTNEY BRYAN ADAMS ENTAM ADAMS
HOTTER:
HR. MISTER 3-2
COLLIMS & MARTIM 4-3
GLEMM FREY 8-4
EX TOP 10-8
ARCADIA 15-11

# OK95/Tri-Cities, W/

KLYMAXX BILLY OCEAN BILLY OCEAN
WHAMI
MIKE & THE MECHAN
DREAM ACADEMY
TA HARRA & SEEN
A-FRA
HOUSE DALTREY
ROCKEST,
MR. MISTER 3-3
22 TOP 4-4
ARCADIA 13-7
CARE 16-9
EDDIE MURPHY 21-14

# 246 Reporters 241 Current Reports

The following station reported a frozen playlist this week: KZFM/Corpus Christi

The following stations failed to report this week and therefore their playlists KTKS/Dallas WRQC/Cleveland

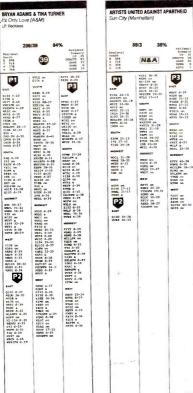
AZ/Chey

Parallel I: Selected stations in major markets that are format dominant and/ or exert a significant national influence. or exert a significant national intuence. Parallel II: Selected stations in sec-ondary markets that are format domi-nant and/or exert a significant local or regional influence. This parallel may al-so contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/ or exert a significant local influence.

onor a organical		Olog B
This parallel may contain some second-	TACT	SOUTH
ary market stations that do not qualify	LAST	W880 6-39
or parallel two status.	0104 6-22	KHPI on
or parallel (wo status.	K106 a MHTT 0-40	NYMF & KEZB 40-17
	VOX S PM on	
	W35207H n-39 W555 on	MAPI 6-29 MSEX 6-30
246 Reports	MYYS 6-30	MBCY 4-33
	NPMO d-27 CKGB a	MRCQ 4
		MSKE on MNORPH 37-
	MCAUTH 25-17 2106 40-37	WILD 4-29
	894.3	MDCG 6-35 SAME 6
IOUN DOF	PRO-PM 8-30	WANSEN ON
JOHN DOE	CPTR d-38 CHICH d-26	WORK on PATTER 18-2
"Hit Song" (Anylabel)	NAVA 4-27	MCEPT OO
LP; Hit Song	SOUTH	MORE on
		MT. NS. 4 - 30
	940 d-32 393 on	FRIOD 4-1
100/25 44%	EA276 6-35	
100/25 4476 Netlocal	WEGL on	EBPH 39-3-
Regional Survey	KERT on	Y107 d=30
Reach Up 51	195 on	MRMO 8-37
E 33% Debuts 20	Y100 d-37 897 on	Y104 on
M 21% Serve 4		945 a
8 58% Down 0	935R 32-28	NRVC on RTEX 6-16
W 19% Adde 25	1	198 d-34
	MACHINE ST	AXIF 4-38
EXAMPLE	896 39-37	MIDWEST
CARON CE	MSCL 24-21 MSCL 24-21	VXD0 4-29
	92X on	WELAU &
100/25 - 100 CHR reporting stations on	MCST on	Watt on
it this week including 25 new adds.	1199 32-29	KKNO on
44% - Percentage of this weeks re-	WXT1 a	MTIO 8
porters playing it.	F2078 30-29	
		MYFR 4-40
Regional Reach — Percentage of reporters	*EST	3104 39-3
playing the song within each region.	Y108 on	
	KOPA on KKRZ 4-39	KOPH on KOKO 32-2
National Summery	XH2K 4-33	
Up 51 — Number of stations moving	13600 d-35	WEGS 6-25
it up on the charts.		
	NUMB 4-31 TATES 4-36	SEYSTN 34 SXRD 4-31
Debuts 20 - Number of stations	- C-	MINOT &
debuting the song this week.	1 122	1
Same 4 - Number of stations report-		W017
ting no movement this	BAST	KINNE 4-3"
	0100 4-37	K795 4-3
week, (On to On, Add -	WEOU 36-31	
to On, 31-31, etc.)	WVSB a	KING 18-
Down 0 - Number of stations moving		ESED on
it down on their charts.	WARE 0-32	FMGX on
		KYNOFK a
Adds 25 — Total number of stations	WERE OR	K090 4-3
adding it this week.	98PKY d-35	KEUC on
_	930 d-38	KPOF 37- 88KD 4-3
^		KDOMPH o
	WRCK 4-35 WERSPH 4-39	
	***************************************	T
	1	1
	1	1
		11
A-HA		1





ARCAOIA - Election Day ( LP So Red The F	(Capitol) lose		DAL TIMOSA	В	
228 ##21 cme1 ##25 # 925 # 925 # 945	0	Sational Summary UP 196 DESITS 1 SAME 23 DOME 1 ADDS 5	Regional Resch E 328	(Manhattan) 8/2 24%	Hations: Somery UP 26 ORM/TS 8
	90PXT 22-19 MOFH 17-12 930 15-10 930 15-10 9727 20-17 WEXT 7-4 WEXIFF 16-9 WTLQ 13-9 Q106 20-16	RLUC 13-7 KF1V 12-9 KO93 17-12 KCAO 11-6 RPOP 6-4 KEAD 8-5 KDONTH 17-11 KCPX 17-9 KRO 24-21	H 144 H 199	- COD	ADDE 3
HOKEPH 20-17 WEENTH 13-10	WTLQ 13-9 Q106 20-16	23	<b>4</b>	<b>P2</b>	
WY 21-18 WY	SOUTH 10-11 (1975) (197	ANY 17-11 WHO 17-11 STORY 17-10 WHO 17-11 STORY 17-10 WHO 17-11 STORY 17-10 WHO 17-10 STORY 17-10 STOR	NATT 0-33, 17 WHEN THE PARTY OF	6-07 0100 97-32 0100 97-32 07-	FAST 20-16 - 16 - 16 - 16 - 16 - 16 - 16 - 16
VERDOR 10-12 VERDO	WEAD 18-5 WEDGE 18-15 WEDGE 18	WORTH  WIND 13-11  WIND 10-14  WIND 10-14  WIND 11-5-12  KON 13-10  KON 1			

146 Regional Reach E 704 S 574 W 405 W 655	N&A	Sations Summer UP 1 SEBUTE 2 SAME 5 DOWN ADDS 5
LEATE AND A STATE OF THE ADMINISTRATION OF T	WITTER 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	MATERIAL PROPERTY OF THE PROPE
(AST	Sinol a Sinol on NOMO on KURC d-37 FFIV a KCAO on KPOP 33-26	KT NS KOLE KHTX

1710   1700	### Company of the co	mantenes?	7/8 43	Summer
Word 1.00	Word	5 369	NEA	ADDS
Score   100 - 100	SOUTH COLD 2-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1	IAT	M21.0 39-37 MARSTM on MORE 1 30-35 MPHE 31-30 KSFM on MRSS 37-32 TLOS on KFUX on	WIKI ON WIYO d=37 OR100 38-32 WRHI ON 95XII, 30-25 WGAN ON WOMPPH a WIXX ON
1	10   10   10   10   10   10   10   10	193 33-32 Y100 on	WKDD 36-34 WNCI on KIIK d-33 KIIO 37-29 WGBD 27-26	EPPEN ON EQTIFM ON MEST 32-30 MEAD 4-40 MESS ON EISE ON
A	200   200	WHEN OR THE TOTAL OR THE T	RGIR on 8395 d-34 8175 on 418X 36-33 88NO a	WISL d-33
## CFT 37-34 ## CFT 09-30 ## CF	## ## ## ## ## ## ## ## ## ## ## ## ##	BASY	NCAQ OR	MD38 39-35
SOUTH 95000 31-23	SOUTH 95000 31-23	0100 on 97258 40-37 5104 4-36 9525 4-40 9525 37-33 51-104 34-25 9659 40-37 930 on 9757 37-34		EGOT ON EYTA ON EBOLEM ON KTRE & FEAI ON EOLE ON
		SOUTH	WF95.79-33 WGUT on H20N d-39 H10Y 40-39 953000 31-23	MEDIE on SETTE on OKTS on

22 Regional Reach E 898 5 218 H 928 H 1004	8/9 939	Summary UP 109 DEBUTS 14 SANE 16 DOME 0 ADDS 9	24 Regions1 Reach E 998 S 1008 H 1008 W 963	13/1 99	Summery UP 147 DESUTS 1 SAME 70 DOWN 15 ADDS 1
Company   Comp	1	10   10   10   10   10   10   10   10	### 19 19 19 19 19 19 19 19 19 19 19 19 19	STATE   Part   Part	STATE OF THE STATE

Hational Summary UF 120 DEBUTS 22 SAME 23 DOME 0 ACCO 10

MYBC 26-20 MOUY 10-23 MOUY 10-23 MOUY 10-23 MIGY 6-17 55000 10-25 MIGY 31-30 OCHOO 6-3 MOUY 10-3 MO

VERT 23-23
VERTUR 28-24
VERTUR

MEAU 6-35 MORE 17-15 M

9008FH on MBERFH 29-1 MFSE d-36 MFMS d-26 MFMD 35-32 CROI on MFLU s-27 2100 s-27 MCAUTH 34-1 594 30-27 FRO-TH 24-1 CRUH on WAVA on

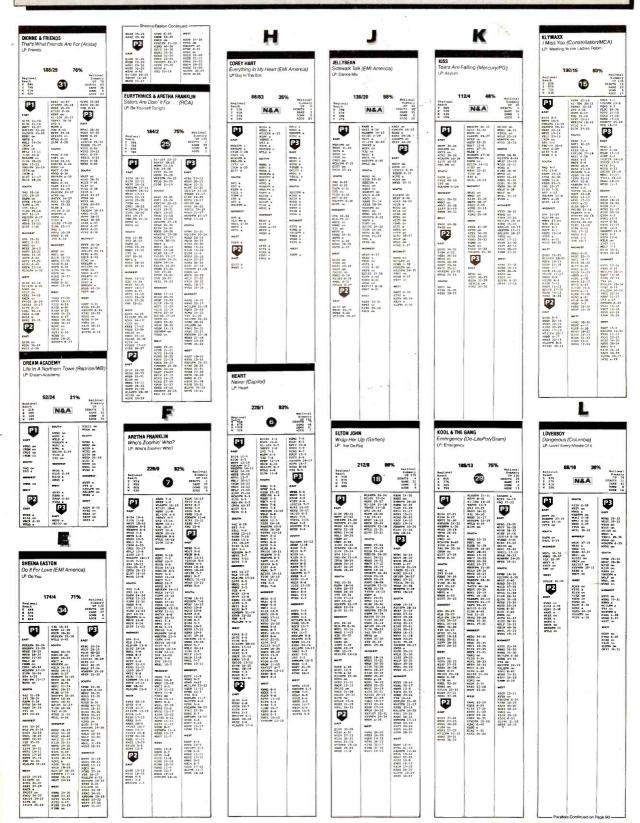
\$00000 940 on 193 39-27 XAPN on 9399 26-23 KRBE 38-38 9100 6-40 WRSK 29-27

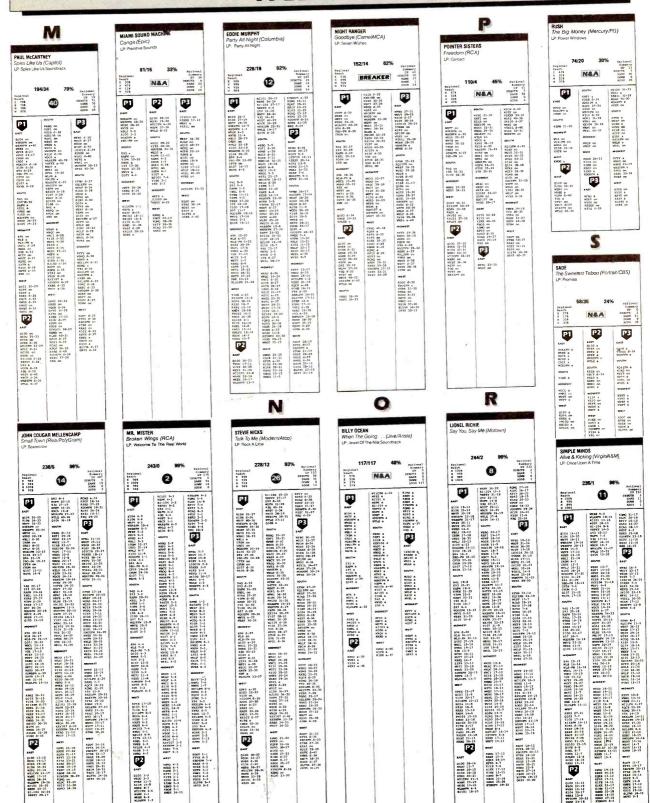
296 18-26 WLE on [0] 102 34-31 WACK 10-26 WLE ON [0] 102 34-31 WACK 10-26 WACK 10-27 WCSU 29-23 KMR 20-17 WCSU 29-20 KMR 20-17 WCSU 29-26 KMR 20-17 WCSU 29-26 KMR 20-17 WCSU 00 KMR 29-26 WKKK d-27 KMJK 8 KMD 4-40 KKK d-27 KMJK 8 KMD 4-40 KKK d-27 KMJK 9 KMJK 1175 on species 19-12 KMJK 1175 on species 19-12

PAT I



Mational Summary UP 179 DEBUTS 16 SAME 17 DOMS 0 ADDS 9







19 Tab Mars & Two Sect   19	TA MARA 8 Everybody	THE SEEN Dance (A&M	"
### 1997   Part   Part			
Warrier   Warr	Regional Reach E 463 5 634 N 314 W 595		Desire 2 Survey Desire 2 SANE 4 DOWN
JAMES TAYLOR  Everyclary (Columbia)  LP. That's May Im Neve  81/2  23%  4420-41  442	EAST  8104 6-28 8104 6-28 8104 6-28 8104 6-28 8002977-16-21 800297-16-	VERE 6-19 VERE 6	### ANT OF CONTROL OF
War	Everyday ( LP: That's Wi	Columbia) hy I'm Here	Mational Summary UP 15 DENTS 12 BARE 12 DOWN
	FAIT  WHID ON CKCM ON	Wasquid-TO KZZS on 17 KZS on	EAST  WFIELD ON 953000 23-19  WINL ON 0N100 d-39  WINL ON 9531L ON 9531L ON HOUSE d-19  MEST d-19  MISS d-19
		_	Mational Siesery UP 140 CESUTS D
238/0 96% Hational Sheary 10 100 100 100 100 100 100 100 100 100	### 15-14 ### 15	### COLOR   12-16   ### CO	### 100   10   10   10   10   10   10

Thorpson Terro Continued.  **Thorpson Terro Continued.**  **Th		Minpson Twins Co	ROCE 8-6 KONG 4-4		101
### CALL STATE OF THE PARTY OF	EXPER 11-9 0103 3-3 1108 6-5 1108 6-5 1108 10-1 1009 6-5 1109 11-2 1109 11-2 1109 16-11 1110 16-11 1110 16-11 1110 16-11 1110 16-11 1110 16-11 1110 16-11 1110 16-11 1110 16-11 1110 16-11 1110 16-11 1110 16-11 1110 16-11	MREE 6-5 MERD 5-4 MEFL 26-26 MEFE 7-5 MYIC 11-12 1104 7-5 8.0709 7-8 MYIC 11-12 1104 7-5 8.0709 7-8 MYIC 11-12 1104 7-5 MYIC 11-12 MYIC 11-12 M	TYO 6-5 REXILEM 8-3 NASTYM 5-7 KOOD 10-12 9900 6-6 FEB 3 10-9 REYOUN 8-11 REYOU 10-9 REYOUN 5-13 REYOU 10-9 REYOUN 5-3 WAST BOOT 14-28	Too Young	(Qwest/WB)
PETE TOWNSHEND  Face The Face (Altco)  LP-White City  157/15  84%  157/15  157/15  157/15  157/1	SAST		XYYA 5-4 KROTFM 7-6 KYRS 4-4 RKAI 5-5 KOLE 3-4 KHYX 2-11 KNNZ 4-14	Regional Reach E 324 E 364	
FREE TOWNSHEND  Face The Face (Acco)  LP-Write City  157/15  64%  Sequence of the Face (Acco)  LP-Write City  157/16  64%  Sequence of the Face (Acco)  Sequence	WEOU 11-10 WVSH 12-8 R104 cm WDRL 4-4 WARK 6-5 WEEE 7-9	K196 6-3 K18X 5-4 K190 6-8 X5NO 7-5	KBIN 5-5 KEOT 5-5 BLY96 6-5 OK95 9-8	 	
### Comment	Face The	Face (Atco)	4% Mational Simmary	8104 d-29 MXXSPX 21-19 MPL2 19-20 2100 14-13 MCAUPH 30-21 2106 4-6 PF0-29 28-24 Q107 a SOUTH 93PM on Q105 19-16 MIDWEST	SOUTH  MBBQ 36-33 EXES 6 MSSK 00 MBCY d-36 MPOQ 27-23 MNOCEN 38-35 MILO 37-34 MDCQ 20-17 KANT 00 MSMSEM 36-34 MORI 6 MFMI cn D3105 10-16 Y106 22-25 947 11-9
More 19-30, 19-3	Reach E 774 S 551 H 641 W 634	BREAKE	DEBUTE 23 SAME 60 DOMN D ADDR 15	WEST	
## WANG CHUIG  ## WA	TATE .	SOUTH	EAST	[22]	2104' 31-27 MEQN 15-14 EAY107 d-39 MEGT on
March   Marc	WRITT 39-31 WXXXPM on WXXXPM 40-3 WXXX on WRID 28-24 CKGN on CRO1 on CRO1 on XXXVPM 38-3 \$106 34-29 \$54 4-30 280-7M on		M7BG 34-27 MGUY 27-22 M2OM d-38 M1GY on 103CH2 a 95XDX 34-24 W1KI 39-36 M2YO d-35 OK103 d-40 MONI on 95X1L 17-34 MGAM d-37 NOMPR 33-37	WANG CHUI To Live & L LP: To Live &	NG Die In L.A. (C
March   Marc	SOUTH	MILES 40-37 EXIOG 39-36 Y107 08 MEND 39-34 Y106 6 MEND OR ETUX 08		kegioss1 16 Reach E 646 E 635	9/12 6
Company   Comp	MIDWEST		WARD 40-36 WARD 40-36 WARR 40-36 WARR 40-38 WARR 40-38 WARR 40-38 WARR 40-38		WRCK 26-22 WESTPH 31-34 WTLQ 31-37
	VEST  Y100 on K115FN on K25F a EMJX, a EMJX a EMJX a EMJS 14-27 S036E 14-27		MIDWETT  RTTY 37-31 MRXD on 327 KCRQ d-39 Y94 39-23 Y94 39-23 MAXTYN 44-21 RKLSPH 00- RKRC 35-32 MDRR 34-26 MRP 40-35 KDRV 40-37 KP9K on	Nourse    Nour	SOUTH ON 12-14 WINDS (19-14) W
173/173	PAUL YOUN	G Must Channe	Columbia	Regional Reach	BREAKE
	LP. The Secre	I Ol Association  To Hassociation  To Ha		ACT   100 4 - 20   100 4   100 4 - 20   100 4   1	SHOPLY A  STORY A  ST

3/173 70% Nation Summer Of 173/173

WEDD a=29
WEAR is = 25
WEAR is = 15
WETE = 25

Q100 a - 39 MZOU m - 34 MYSR a MYRE a MC101 a R3-104 a

KCRC a-39 KF1V a KOV3 a KGAQ a KSED a KDOV3 a-36 KCP1 a-36 KIDD a-40 KRQ a

WFRC a-40 MOUT a MIDT a MIDT B MIDT B 103CIR a 95XXX a MIXE B MIX

KFPNN a
KG1179 a
KG1179 a
KFSF a
KG100 a
KG100 a
KG100 a
KG100 a
KFPNS a
KFPNS

KTTSY & WESSO B WHENE & WCILPH & WARTYN & KFECK & KWTOPH & WSSET & KSPTOPH &

FOOT & FYEA & FEOIFF & FORE & FORE & FAMIL & OX95 &

