

**I N S I D E:**

**AOR SCOREBOARD SHOWS STELLAR ADULT RATINGS**

Steve Feinstein's twice-yearly ratings scoreboard measures AOR's overall and adult demo performances. It's the definitive look at the format, and this book the news is good.

Page 42

**BLACK/URBAN DEFINES ITSELF**

In Black/Urban radio, there are more slogans than format variations, as the format struggles to position itself in widely differing market situations. Sean Ross investigates the latest identifier trends.

Page 46

**SENATE BROADCAST COVERAGE IMMINENT?**

This week the Senate appeared close to allowing full radio and some TV coverage of its sessions.

Page 13

**IN THE NEWS THIS WEEK**

- Carey Pahigian Station Manager at WBZ
- Steve Davis PD at WARM
- Rene Evans GM at KLZI
- Craig Scott VP/GM at WREC & WZXR
- Marty Rubenstein President of CPB
- Dan Hern VP/GM at KSGO & KGOB
- Bill Bailey PD at KLSI
- Winnie Brugman VP/GM at WLIF
- Tim Bryan GM at KAJA
- Robert Albright GM at KXZL
- Qwest moves closer to WB
- Mark Wallengren does mornings at KOST
- Greg Smith PD at KBUG
- Brad Stone PD at KCPX
- Greg Fischer OM at WMAG
- Vicki Knight GSM at KLIIF & KPLX
- Skip Bednarczyk GSM at WIOD & WAIA
- Stephen Strelker GSM at KBEQ
- Stan Reed GSM at WMJJ
- R.J. Johnson GSM at KLZJ
- WYAK-AM & FM sold for \$4.5 million

Page 3, 4, 6, 8, 10

**PROS & CONS ON NEW ARB ETHNIC INFO**

There are significant changes in Arbitron's ethnic information, and Jhan Hibler looks at them from both sides.

Page 22

**RATINGS RESULTS**

Arbitron 12+ figures for Birmingham, Dayton, Greensboro, Memphis, Nashville, Oklahoma City, Salt Lake City, and Tampa.

Page 24

**MIAMI NICE**

Donna Brake takes you on a tour of the hi-tech, high-impact studios of WLVE, a pastel palace on the shores of Biscayne Bay.

Page 44

**NEXT WEEK IN R&R**

More thought-provoking record industry reading, as Chrysalis's Jack Craig discusses marketing with Adam White and Lon Helfon asks country record execs to choose their ideal label rosters.

Newsstand Price \$3.50



**RAB '86 Stresses Motivation, Unity**

RAB President Bill Stakein's message to the 1986 RAB Marketing Sales Conference was to "take control of our own destinies." Addressing the opening session of the largest conference yet (attendance: 1230), he painted an upbeat picture of radio's immediate future, while emphasizing unity (citing Group W's efforts for a simultaneous airing of Dr. Martin Luther King's remarks) and the need to "put aside egos" and "learn, relearn, and ... retol."

Many of the seminars offered during the four-day (Feb. 1-4) conference centered on motivation, from a keynote speech by sales consultant Denis Walkley through a luncheon address by

Dr. Ruth Westheimer to a presentation by noted author Zig Ziglar. Among the highlights of the sessions, which also covered

RAB/See Page 8

**Hattrik Found Stabbed To Death**

Prominent radio consultant Bob Hattrik (Robert Kent Oxenhandler) was stabbed to death in his St. Louis duplex home last Tuesday night (1-28) by an unknown assailant, who apparently set off a firebomb in the house at 5pm the following Thursday evening (1-30) to cover up the murder. It was then when firemen, responding to the blaze, found Hattrik's ransacked belongings and discovered his body. Hattrik was 33.

According to the St. Louis police homicide division, there are no suspects, nor have any motives been established, despite widespread speculation sparked by word of Hattrik's death.

Detective Sgt. Wardell Massey told R&R, "We don't know if this person was known to Mr. Oxenhandler, a stranger, or someone who burglarized his house. As far as we know, there was nothing to show that there was a forced entry. Basically, it's a complete mystery, and we're continuing to investigate."

But Hattrik's father, Zale Oxenhandler, told R&R that whoever committed the crime did break in the night of the murder. "The whole place was a shambles ... papers everywhere, furniture overturned. It's unbelievable," he said. "Bobby didn't have an enemy in the world."

Oxenhandler told R&R that Hattrik's radio career began as a toddler. "We bought him a little plastic turntable," he recalled, "and he just bounced up and down in his playpen until it moved from one side of the room to the other."

EDWARDS/See Page 4

**Carlson Susquehanna Radio President**

Art Carlson, General Manager for the 15 Susquehanna radio stations, has been promoted to President of Susquehanna Radio Corp., a newly-formed subsidiary of Susquehanna Broadcasting Co.



Art Carlson  
cation to radio today remains undiminished."

A 28-year company veteran, Carlson has been directly involved in the expansion of the company's radio interests, which include KFOG/San Francisco, KLIF & KPLX/Dallas, WARM & WMGS/Wilkes-Barre/Scranton, WARM-FM/Atlanta, WFMS/Indianapolis, WGH & WRSR/Norfolk, WKIS-Florida Network/Orlando, WQBA-AM & FM/Miami, WRRM/Cincinnati, and WSBA-AM & FM/York-Harrisburg-Lancaster.

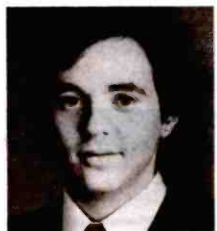
"We believed in the strength of radio when our expansion began in 1958," Carlson said. "And we're pleased to see our faith in the medium justified. Our dedi-

**Hall PD At KRTH-AM & FM**

Phil Hall, PD at KHJ/Los Angeles (now KRTH), has been named to program KRTH-FM as well. He replaces Bob Hamilton, who left last week after ten years as PD to open the doors on his consultancy, Hamilton Communications.

VP/GM Pat Norman told R&R, "Phil brings to us a wealth of experience in programming as well as a consulting background. Under his guidance you can look for both stations to become more active in the community." While most of the shifts are set, Norman indicated the two stations would eventually simulcast the overnight show.

Hall defined the difference between the two facilities: "On Smokin' Oldies AM 930 we'll concentrate from 1955 to '65, the first ten years of rock & roll. So far, our response has been excellent, especially after changing such legendary call letters as KHJ. The FM's main emphasis is on the 'baby boomer years.'" HALL/See Page 8



Bob Hattrik  
Innovative Radio Career

Hattrik's first professional experience came at WRTH/St. Louis at age 15. Not long afterward, he joined WJGY/Minneapolis, where he met then-

HATTRIK/See Page 10

**NOTE FROM THE PUBLISHER**

**Music Video's Power: Overrated, Exaggerated**

We at R&R have been developing some strong feelings about the music video networks and specialized music video programs. We have seen them become powerful rivals of radio for advertising dollars, while at the same time they have worked hard at using the print and television media to build an "aura" that music video channels are more important in "breaking records" than we in radio!

Data we have been watching would contradict this "aura" ... radio is not going to fade away because television is playing "our songs!"

I think all of you are going to

be as delighted as we are when you read the things Al Teller, President of the CBS Records Division, said to Adam White in this issue:

• "Radio is still overwhelmingly the primary vehicle for exposing recording talent to the public."

• "The use of video has been exaggerated beyond any sense of reasonable proportion by the media."

And much more. Please read the interview, Page 34, and look for more video-related material, from a different perspective, coming up in R&R.

— Dwight Case

# It Doesn't Matter What Chart You Look At — E/P/A Delivers Big!

## RADIO & RECORDS (2-7)

JAMES BROWN "LIVING IN AMERICA" (6)  
SURVIVOR "BURNING HEART" 7  
SADE "SWEETEST TABOO" (8)  
MIAMI SOUND MACHINE "CONGA" 15  
ROBERT TEPPER "NO EASY WAY OUT" (40)



## BILLBOARD POP SINGLES (2-8):

SURVIVOR "BURNING HEART" (2)  
MIAMI SOUND MACHINE "CONGA" (10)  
JAMES BROWN "LIVING IN AMERICA" (9)  
SADE "SWEETEST TABOO" (12)  
ISLEY, JASPER, ISLEY "CARAVAN OF LOVE" 53  
ROBERT TEPPER "NO EASY WAY OUT" (56)  
ELO "CALLING AMERICA" (69)  
PHYLLIS NELSON "I LIKE YOU" (84)  
JENNIFER RUSH "THE POWER OF LOVE" (91)



## CASHBOX (2-8):

SURVIVOR "BURNING HEART" (2)  
MIAMI SOUND MACHINE "CONGA" (19)  
JAMES BROWN "LIVING IN AMERICA" (11)  
SADE "SWEETEST TABOO" (14)  
ISLEY, JASPER, ISLEY "CARAVAN OF LOVE" (54)  
ROBERT TEPPER "NO EASY WAY OUT" (47)  
ELO "CALLING AMERICA" (64)



WTBS = **NIGHT TRACKS** = (CURRENT)

SURVIVOR "BURNING HEART" 1  
MIAMI SOUND MACHINE "CONGA" 6  
JAMES BROWN "LIVING IN AMERICA" 5  
SADE "SWEETEST TABOO" 9



Thank You Radio — For a  
Great Start To '86!!

FEBRUARY 7, 1986

**WHICH FORMAT BREAKS NEW ARTISTS?**

Ken Barnes evaluates 1985 format by format to determine where new artists are being broken. Plus a list of the past year's new success stories.

Page 30

Transactions	10
Washington Report	13
What's New	14
Street Talk	18
Ratings & Research: Jhan Hiber	22
Ratings Results	24
Networks: Reed Bunzel	26
Image & Marketing:	
Harvey Mednick	29
On The Records: Ken Barnes	30
Datebook: Sean Ross	32
Records: Adam White	34
Calendar: Brad Messer	36
CHR: Joel Denver	39
AOR: Steve Feinstein	42
A/C: Donna Brake	44
Black/Urban: Walt Love	46
Country: Lon Helton	50
Nashville: Sharon Allen	52
Marketplace	53
Opportunities	54
National Music Formats	57
Jazz Chart	61
Country Chart	62
A/C Chart	68
AOR Chart	68
Black/Urban Chart	68
CHR Chart	68



Steve Davis

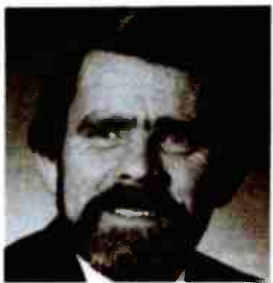
**Davis Programs WARM**

WZGO (Z106)/Philadelphia PD Steve Davis has been named PD at Susquehanna's WARM/Atlanta. The move reunites him with former WZGO VP/GM Bill Phippen, and sets the groundwork for the market's third CHR station.

Phippen, discussing current PD George Monteil, said, "George did an excellent job in the AC format and we're going to try to keep him as Steve's assistant. Steve will do mornings for us, and will need someone with George's experience. With Steve's ear for music and formatics, we're going to push on ahead and take a good piece of the market for our own."

Davis was formerly night per-  
DAVIS/See Page 8

**Hern VP/GM At KSGO & KGON**



Dan Hern

Dan Hern has been upped from GSM to VP/GM at Ackerley Communications Gold/AOR combo KSGO & KGON/Portland, OR. He replaces Lina Harrison, who resigned as President/GM in December. Hern will continue as GSM, while Account Executive Cindy Botzies has been elevated to National Sales Manager.

Ackerley Director of Broadcasting Lloyd Cooney commented, "He's got strong recognition in the Portland advertising community and excellent support from the staff. I've never had people cheer and applaud like they did when I made the announcement at the station."

Hern told R&R, "About a year ago, we eliminated the 'heavy metal' sound at KGON, and now we're really on target for continued growth. Our combo is #1 adults 18-49, and KGON is leading in men 18-34."

Hern, who started his radio career in 1966, joined the stations in July of last year after a stint as LSM at crosstown KMJK.

**Pahigian Upped To WBZ Station Manager**

After less than a year and a half as Program Manager, Cary Pahigian has been promoted to Station Manager of WBZ/Boston. He will be working closely with VP/GM Bill Hartman in all facets of the radio station and will continue to supervise WBZ's programming.

Pahigian commented, "The new job adds on several responsibilities, but I'll still handle the programming. It's best all around that I do that. I do have some help in that area with good, strong people, but we're also searching for an Assistant PD. I need someone with experience in full-service, community radio."

Before joining WBZ, Pahigian was Program Manager at WIP/Philadelphia for a year and

WGAN-AM & FM/Portland for two and a half years.

**KIPLE GSM**

**Brugman VP/GM At WLIF**

Winnie Brugman, GSM of WLIF/Baltimore, has been promoted to VP/GM. She joined the station 4 1/2 years ago as Retail Sales Manager, advancing to LSM and then GSM in April '84. Former WLIF VP/GM George Toulas is now President of new sister FM WMGG/Orlando.

Brugman said, "I don't really know how many there are, but I  
BRUGMAN/See Page 10



Rene Evans

**Evans Now KLZI GM**

KLZI/Phoenix Station Manager Rene Evans is now the GM for the TransCOM Communications AC outlet. The GM duties had been previously handled by Eric Hausensteln, who remains company President.

Prior to becoming Station Manager a year ago, Evans spent a year as KLZI's Business Manager. Before that she was Accounting Manager for the Phil W. Morris Co., a general contracting business. "It's a dream come true to be able to come up through the ranks from Business Manager," Evans told R&R, "as not too many people become GM from the business side. We're looking to continue building KLZI with the great people we have here."

**Scott Back To Memphis As WREC & WZXR VP/GM**

Summit Communications has transferred KCMO & KBKC/Kansas City VP/GM Craig Scott to the same duties at sister stations WREC & WZXR/Memphis, following the resignation of 5 1/2-year VP/GM Bill Thomas. The move marks a return to Memphis for Scott, who previously managed a number of stations in the market, most recently WGKX.

Summit Radio Exec. VP Pete Schulte explained, "Craig has the experience in both formats (Big Band and CHR) and in the Memphis market. He's the right fit for the job and we look for big things from these facilities."

Discussing reports of the impending sale of the Kansas City stations, which Summit purchased last summer, Schulte said, "Neither KCMO nor KBKC was listed for sale. 'We've received many offers because of the desirability of the stations and the market. A letter of intent has been accepted by an investor group led by Kansas City Chiefs player Theotis Brown to purchase both stations and the Kansas City Chiefs Network. It is nothing more than a letter of intent, and if they meet certain terms and conditions we may go to contract.'"

Schulte added, "With this in mind, we've replaced Craig with acting GM Dan Wastler. Rumors of staff turnovers and format changes are false. The FM will stay CHR for the present. I can't

speak for the new owners, if and when we decide to sell the facilities."

Thomas noted that his parting with Summit was amicable, saying, "This has been a great time in my career."

**Rubenstein Becomes CPB President/CEO**

Former Mutual President Marty Rubenstein last week was named President/CEO of the Corporation for Public Broadcasting (CPB). He fills an eight-month vacancy created when former President Edward Pfister resigned in a dispute with CPB's Board of Directors.

Since he exited Mutual two years ago, Rubenstein has been a Washington-based communications consultant. Prior to his six-year stint at Mutual, Rubenstein put in 17 years at ABC, where he rose to the position of VP/GM, ABC News.

CPB is the private, nonprofit corporation set up by Congress in 1967 to funnel tax dollars to public radio and television. In the last fiscal year CPB dispensed \$147 million, or 14% of public broadcasting's revenues. Public radio stations received \$29 million to offset operating and program costs.

CPB Board Chairman Sonia Landau commented, "We had many excellent candidates and the



Marty Rubenstein

choice was not made any easier by the caliber of those reaching the final stages of the process. We are  
RUBENSTEIN/See Page 8

**Bryan Named KAJA GM**

Clear Channel Communications has named KXXY-AM & FM/Oklahoma City GSM Tim Bryan GM at Country KAJA/San Antonio. Bryan, who spent the last nine years with Summit Communications, succeeds John Butler, who was appointed GM at Clear Channel's KTKO/Oklahoma City last September.

Bryan told R&R, "Summit's a great broadcasting company, but this was an opportunity with another great company I couldn't turn down."

Bryan spent his first six years with Summit Communications as an AE with WTQR & WSJS/Winston-Salem. He subsequently moved to KXXY, where he served as Regional Sales Manager until being named GSM last year. He is the last of the management trium-  
BRYAN/See Page 6

**Bailey PD At KLSI**



Bill Bailey

KBEQ/Kansas City midday personality Bill Bailey is the new PD at Sandusky AC neighbor KLSI, replacing John Frost.

KLSI GM Steve Dinkel, who worked with Bailey earlier at KSLQ/St. Louis, told R&R, "I've known Bill for about 12 years, and have always thought of him as being a very high-quality individual."

Reporting that no changes are planned, Dinkel continued, "The station is healthy. We had a little slippage 12+ but the demos are still strong. It's only a matter of redefining and making it better. If we could just get the World Series out of the fall book we'd be in great shape."

A 17-year broadcaster, Bailey has programmed KSLQ and WKYS/Washington in addition to on-air work at KZBS/Oklahoma City, WWDJ/New York, and WLS/  
BAILEY/See Page 8

**LEVINE MOVES TO REP FIRM**

**Albright KXZL's New GM**

At Lotus AOR KXZL/San Antonio, GM Jay Levine has moved to Dallas to manage the Lotus-Albertini Hispanic rep office there. He's replaced by KXZL GSM Robert Albright, who had been GM at Hispanic AM sister KXET until two weeks ago.

Albright was replaced at KXET by Manny Perez, who transferred from the GM chair at Lotus-owned KOXR/Ozark. The new KXZL GSM is Lucretia Misner, who returns to Lotus after a spell in Tulsa radio; in the past she had been Sales Manager for Lotus's

KENO & KOMP/Las Vegas.

Albright has been with Lotus seven years. He opened and ran the Lotus-Albertini Dallas office for five years, before becoming GSM and then GM at KXET. He told R&R, "We're definitely going to remain AOR. We've got good competition, and are committed to regaining our preeminence in the marketplace."

Glen Martin remains PD at KXZL, which is one of three AORs in San Antonio, positioned in between hard-rock KISS and soft EOR KESI.

LABEL STAFF TRIMMED

Qwest Promotion, Marketing Transferred To Warner Bros.

Qwest Records is being reorganized, with promotion and marketing responsibilities assumed by the label's distributor, Warner Bros. Formed six years ago, Qwest is a division of Quincy Jones Productions.

The company's offices, according to President Harold Childs, will transfer to the WB headquarters compound within the next month. "In line with the move to Burbank," he says, "Qwest's staff will be streamlined, with a number of key label functions, including promotion and marketing, now coming under the Warner Bros. umbrella."

The reorganization will affect Director/National Promotion Bob Gooding, Director/A&R John Brown, and National Director/Marketing Manny Friese, among others. Brown is said to be leaving Qwest. Gooding has reportedly been serving the company as an independent contractor.

Added Childs, "We're striving to keep the organization totally in line with the realities of today's marketplace. Our ties with Warner Bros. have been substantially strengthened. We're confident that the net result will be a positive one in terms of increased exposure and sales for our artists."

Streiker GSM At KBEQ

Stephen Streiker, most recently GSM at WMJJ/Birmingham, has been named GSM at Capital Broadcasting's KBEQ/Kansas City. He replaces Joyce Hayshaw, who left the station last November.



Stephen Streiker station like this and the tools needed to provide the quality support the on-air product deserves."

A former Account Executive with KZEW/Dallas and Arbitron, Streiker commented, "During my time at Arbitron I had the opportunity to walk into hundreds of stations and get a feel for the way they're managed. KBEQ has the feel of success. (VP/GM) Don Peterson and I are very much in accord on what it takes to market a

Edwards

Continued from Page 1

best frame of mind."

Edwards was KGB's Assistant PD from 1982 until leaving for WYYY, and earlier was Asst. PD at WCOZ/Boston (now WZOU) and MD at WCMF/Rochester.

Cranberry Added To MCA Menu



MCA announced its affiliation with basketball star/jazz aficionado Kareem Abdul Jabbar's Cranberry label at a recent Beverly Hills party. Staff announcements are forthcoming. Pictured (l-r) are MCA President Irving Azoff, Kareem Abdul Jabbar, and MCA Sr. VP Jeryl Busby.



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Easton Awards EMI Promotion Winner



Sheena Easton (right) presented EMI America's Promotion Man of the Year award to Boston rep Tom Jodka at the recent EMI/Manhattan promotion gathering in Los Angeles.

- UNITED KINGDOM #1 GOLD
- GERMANY #2
- IRELAND #2
- NORWAY #3
- HOLLAND #4
- SWITZERLAND #4
- SWEDEN #5

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**A case in point:**

**WLTF-FM/Cleveland**

**Situation:** Booth's WZZP had good ratings, fine demographics (#3 25-54 Adults), and excellent billing, but was still the second Adult Contemporary station, two points behind its principal competitor.

WZZP General Manager Gordon Stenback, while pleased with his station's success, believed it could do better. The firm of E. Alvin Davis & Associates was retained as programming consultant. A re-marketing strategy, call letter change, and an innovative marketing campaign created a new identity that one industry newsletter called "a textbook case of positioning."

**Results:** In short order, WLTF became Cleveland's number one A/C. In a year and a half, WLTF increased its 12+ share from 4.7 to 7.3, becoming #2 in every major demographic, including 18-34 Adults, 18-49 Adults, and 25-54 Adults.\*

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\*Fall 1984—Spring 1985 Arbitron. Total Persons. AQH M/S. 6A-12M. Total Week

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President**

**RADIO PROGRAMMING & MARKETING**

## Wallengren Takes KOST Mornings

Former KOST/Los Angeles overnight personality Mark Wallengren is the Cox AC station's new morning host. Wallengren, who had been handling AM drive since M.G. Kelly exited December 8, is joined by overnight talent Kim Amidon, who becomes his sidekick/news anchor.

KFI & KOST OM Jhaai Kaye commented, "Mark and Kim have a rapport that is unique. A style they're in the process of developing will go a long way to provide L.A. listeners with the kind of program they expect of 'Coast 103.'"

Wallengren joined KOST last June as a weekender and soon took over overnights. He previously worked in Boise at KCID-FM, KBBK, and KBOI. "It seems like yesterday when I was a nine-year-old kid sitting in the front-yard tree listening to L.A. radio on my parents' portable, dreaming about being on the air; now it's all coming true. To do morning drive here is like a Cinderella story for me."

Amidon arrived last November after holding airshifts at neighbors KRTH-FM, KHLJ, KUTE, and



Mark Wallengren

KACE. Additionally, KOST programming assistant Jay Stevens will be the show's producer and a contributing character.

## KBUG, KCPX Name Smith, Stone PDs

KBUG/Salt Lake City morning personality Greg Smith has been named PD of the Gold Broadcasting AC outlet, while Brad Stone, midday man at CHR sister KCPX, has been upped to PD there. Programming responsibilities for the two stations were divided last week when OM Greg Ansham departed to program AOR station WCMF/Rochester.

KBUG & KCPX VP/GM Terry Schmidt told R&R, "Both these gentlemen are more than capable of doing the job within their own stations. They know the people and the unique market that is Salt Lake City. Each has the confidence of their respective staffs, and we're ready to move ahead with a new programming team."

Smith is a five-year veteran of KBUG and has also served as PD at KFMY/Provo-Salt Lake. Stone has SLC market experience as PD at KSNB, and had been an air per-

sonality at KBUG when it was known as KCPX. Both will become each other's Assistant PDs under the new structure, and when morning personality/MD Stan Main gives up his music duties to devote more time to his show, Smith will assist Stone in this area as well.

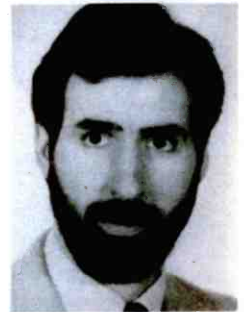
Stone noted, "Using this method of assisting each other we figure

two heads will be better than one — since together we have more than 25 years in the market. With so many signals, and the terrain problems affecting most FMs, this is one of the most competitive markets in the country. But with our combined feel for the needs of the people, I think both stations have a bright future."

## WMAG Promotes Fischer To OM

WMAG/Greensboro Account Executive Greg Fischer has been promoted to the newly-created Operations Manager post. Succeeding former PD Bill Gable, who recently became PD at WMGG/Oraida, Fischer will utilize programming recommendations by consultants McVay Media and Fairwest in developing station direction.

Praising Fischer as a "team player," VP/GM Dick Harlow noted, "Greg's proved that he's got



Greg Fischer

an instinct for winning. We know he'll do a super job."

Fischer joined the sales force of the Voyager Communications outlet two and a half years ago after holding GM posts at North Carolina stations WLOE & WSRQ/Eden and WDEY-AM & FM/Lapeer, where he was also a partner. Fischer told R&R, "When I came here as an AE, the executives here knew I had an affinity toward programming and wanted to become part of the management team. This opportunity seemed like a natural transition."

## Vancouver Spins For Top



When ZZ Top played Vancouver, the city proclaimed ZZ Top Days and Warner Bros. presented double platinum plaques for the "Afterburner" LP to the band. Pictured (l-r) are WB VP George Gerrity, manager Bill Ham, WB VP Bob Meritt, group's Dusty Hill and Billy Gibbons, WB President Lenny Waronker, Chairman Mo Ostin, and group's Frank Beard.

### For The Record

In the Jan. 31 Air Personalities column, three paragraphs in column 4 starting with "You included..." and ending with "pay your dues" referred to another letter that was omitted from the column. Contrary to appearance, they have nothing to do with the response to Jay Phillip's letter at the opening of the column. The omitted letter and full response will be published in a forthcoming Air Personalities column.

### Bryan

Continued from Page 3

virate which took KICKY Country three years ago; former GM Bill Kirkpatrick departed for the Summit VP/Radio Division slot, and former Station Manager Jim Tillery became GM at WHYL/Oraida last December.

**New For 1986**

**ON THE MONEY**

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WASHINGTON, D.C.

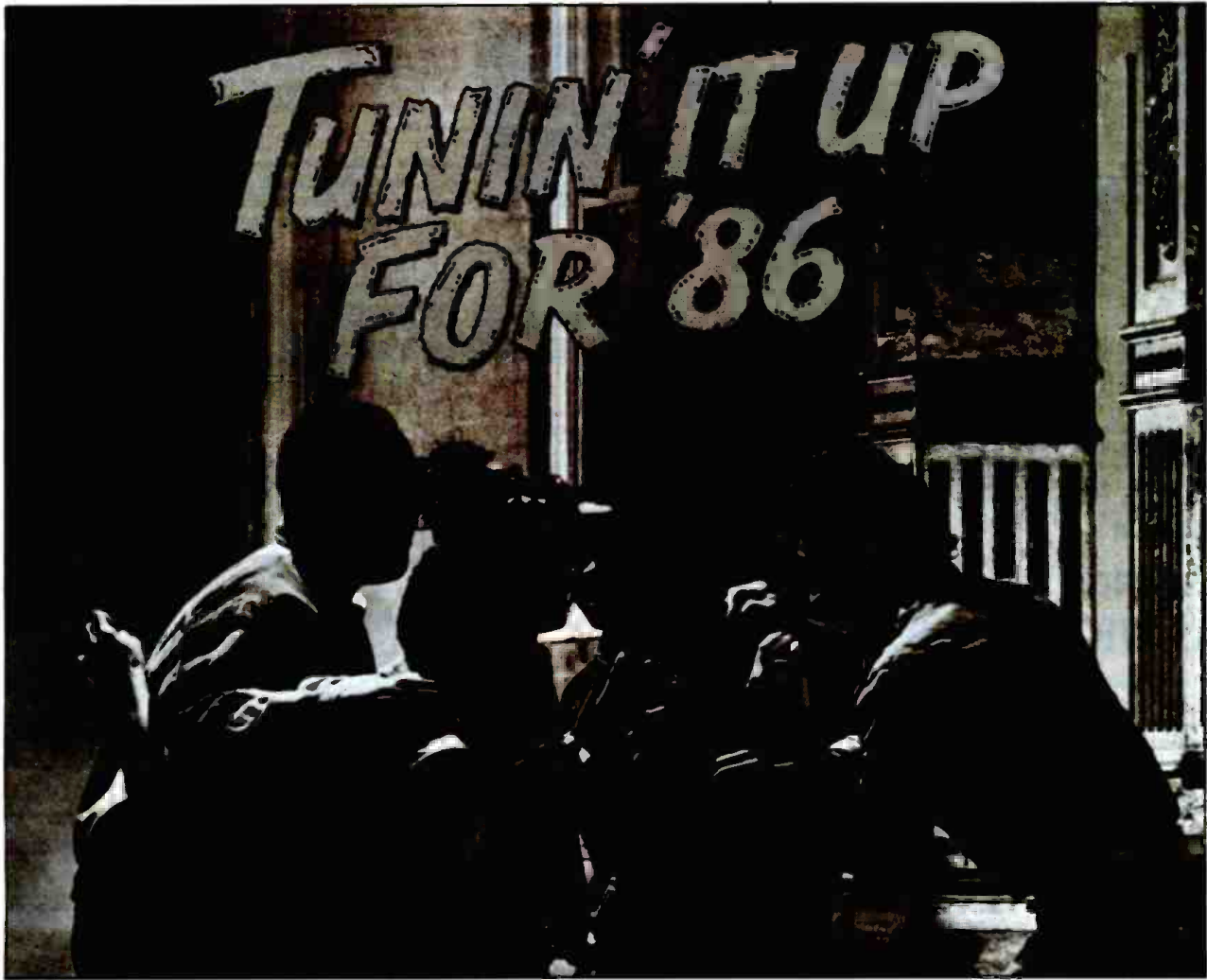
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 WEDR/Miami, FL  
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Their first single, "Take On Me," reached No.1 in Australia, Belgium, Canada, France, Germany, Holland, Italy, Norway, Sweden, Switzerland and The United States.

"Take On Me" Worldwide Sales To Date: 3.2 Million.

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Currently on their way to No.1 again in Australia, Belgium, Canada, Denmark, Germany, Holland, Japan, Norway, Sweden and The United States.

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Hunting High And Low Worldwide Sales To Date: 2.3 Million.

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# TRANSACTIONS

## WYAK-AM & FM Sold For \$4.5 Million

### WYAK-AM & FMSURFSIDE BEACH-GARDEN CITY, SC

PRICE: \$4.5 million

BUYER: 21st Century Broadcasters, Inc.

SELLER: Eltek Seymour, President of Southern Virginia Broadcasting, which also holds WETT/Ocean City, MD; WGCA/Charleston, SC; WLNI/Goose Creek, SC; WRCS & WOOK/Ahoskie, NC; WSVS/Crawe, VA; and WWTN/Bethany Beach, DE. Acquisitions pending FCC approval include WDSC-AM & FM/Dillon, SC; WGAI/Elizabeth City, NC; WHCC & WQNC/Wayneville, NC; WREE/College Park, GA; WRJY/Richmond, VA; WVAB/Virginia Beach, VA; and WWOK/Columbia, NC. It is in the process of selling WYBS-AM & FM/Wilmington, NC (see below) and has recently applied to purchase WAKS-AM & FM/Raleigh, NC and WFLB/Fayetteville, NC (see below).

DIAL POSITION: 1270 kHz; 103.1 mHz

POWER: 5 kw daytime; 3 kw at 300 feet

FORMATS: Country

### WNFL/GREEN BAY

PRICE: Undisclosed  
BUYER: WinCom Communications; Don Winther, principal.

SELLER: Communications Properties, headed by President Philip Kelly. It also owns KFGO/Fargo, ND; KATE & KCP/Walbert Lee, MN; and WDBQ & KLYU/Dubuque, IA.

DIAL POSITION: 1440 kHz  
POWER: 5 kw days/500 watts nights  
FORMAT: AC

### WTHP/THOMASVILLE, NC

PRICE: \$940,000

BUYER: Great American Media, owned by Donald Curtis and Thomas Campbell, who recently purchased WMBL & WMBJ/Morehead City, NC (see below). It recently purchased WDUR & WFXC/Durham, NC and is buying WIAM & WSEC/Williamston, NC. Curtis also has interests in WPTF & WQDR/Raleigh, NC and WEWO & WSTS/Laurensburg, NC. Campbell has interest in WWOK/Columbia, NC.

SELLER: HTams Broadcasting  
DIAL POSITION: 98.3 mHz  
POWER: 3 kw at 250 feet  
FORMAT: AC

### WVBS-AM & FMBURGAW, NC and WRCS & WQDK/AHOSKIE, NC

PRICE: \$3,750,000 (\$3 million for the Burgaw pair and \$750,000 for the Ahoskie combo).

BUYER: Sand Communications, Inc., owned by W.E. Tart, former owner of WANC/Abderdean, NC.

SELLER: Eltek Seymour, who is also selling WYAK-AM & FMSurfside Beach-Garden City, NC (see above).

DIAL POSITION: 1470 kHz/99.9 mHz; 970 kHz/99.3 mHz  
POWER: 1 kw daytime/100 kw at 922 feet; 1 kw daytime/3 kw at 300 feet  
FORMAT: CHR-CHR; Country-AC

### KGMJ/EAGLE, CO

PRICE: \$1.2 million

BUYER: Resort Broadcasting, equally held by brothers Harry and James Chebin, who also have interest in KKR/Pittsburg, CA and KINQ/Walnut Creek, CA.

SELLER: High Country Broadcasting Inc., headed by Gloria Jones  
DIAL POSITION: 101.5 mHz  
POWER: 36.6 kw at 2210 feet  
FORMAT: Country

### WKIP/POUGHKEEPSIE

PRICE: \$1.1 million

BUYER: WKP Broadcasting, owned by Richard Novik, who is selling WPUT/Brewster, NY and WRVH/Patterson, NY (R/R 1-31-86).

SELLER: Seneca Broadcasting  
DIAL POSITION: 1450 kHz  
POWER: 1 kw days/250 watts nights  
FORMAT: A/C

### WFLB/FAYETTEVILLE, NC

PRICE: \$959,000

BUYER: Eltek Seymour, who is selling WYAK-AM & FMSurfside Beach-Garden City, NC (see above).

SELLER: A limited partnership owned by general partners Manning Kimball IV and David Aydelotte Sr., who also have interests in WCBC/Cumberland, MD and WRH/Rock Hill, SC.  
DIAL POSITION: 1490 kHz  
POWER: 1 kw days/250 watts nights  
FORMAT: A/C

### WAKS-AM & FM/RALEIGH, NC

PRICE: \$800,000

BUYER: Eltek Seymour (see WYAK transaction above).

SELLER: Wake County Broadcasting, owned by Joe Wilder, who also holds WBAW-AM & FMBarnwell, SC.

DIAL POSITION: 1460 kHz; 103.9 mHz  
POWER: 5 kw daytime; 2.1 kw at 360 feet  
FORMATS: Country

### WMBL & WMBJ/MOREHEAD CITY, NC

PRICE: \$750,000

BUYER: Radio Thomasville, Inc., owned by Donald Curtis and Thomas Campbell, who are also buying WTHP/Thomasville, NC (see above).

SELLER: Gregory Crampton, trustee in bankruptcy for Bogue Broadcasting.

DIAL POSITION: 740 kHz; 95.9 mHz  
POWER: 1 kw daytime; 3 kw at 298 feet

FORMATS: CHR

### WIAM & WSEC/WILLIAMSTON, NC

PRICE: \$700,000

BUYER: Caronet Broadcasting, principally owned by Donald Curtis and Thomas Campbell, who are also buying WTHP/Thomasville, NC (see above).

SELLER: Fargay Broadcasters  
DIAL POSITION: 900 kHz; 103.7 mHz  
POWER: 1 kw daytime; 50 kw at 400 feet  
FORMATS: Urban Contemporary

### KQBR/BRAINERD, MN

PRICE: \$450,000

BUYER: Greater Minnesota Broadcasting, held by Charlee Persons, the former owner of the station.

SELLER: Midwest Radio Co. of Brainerd, principally held by James Lakoduk, who also owns KLXX & KBYZ/Bismarck, ND.

DIAL POSITION: 1340 kHz  
POWER: 1 kw days; 250 watts nights  
FORMAT: Country

### KLFQ/LYONS, KS

PRICE: \$360,000

BUYER: David Waters, former GM of KESQ/Ardenmore, OK.

SELLER: Armer Communications, headed by Lance Armer.

DIAL POSITION: 106.1 mHz  
POWER: 100 kw at 350 feet  
FORMAT: AC  
BROKER: Bill Loehman of Chapman Associates

### Hattrik

Continued from Page 1

KDWB GM Gary Stevens, who later became President of Doubleday Broadcasting. Stevens was responsible for hiring a PD for the company's KWK/St. Louis, and remembers how Hattrik bombarded him with ideas and theories. "We made him PD, and it was one of the best judgments I ever made."

"He was exceptionally intelligent, as well as a very complicated individual. Bob had one of, if not the best, music research operations I've ever seen, and was constantly striving to update it. He also found a way to expand AOR and make it mass appeal, bringing teens into the picture."

Hattrik was employed by Doubleday on three separate occasions, initially as PD at KWK, which led to being promoted to Group PD, and later for two different stints as a consultant. Perhaps his greatest accomplishment during his association with Doubleday was when WLLZ/Detroit debuted as an AOR with a 7.9 share and grew to a 9.2, beating the three other AORs in the market.

At the time of his death, Hattrik's clients included Sausky's KBPI/Denver and KDKB/Phoenix. Doubleday's WAPP/New York and WLLZ, and KSHE/St. Louis.

Stevens added, "Bob knew how to find a format hole, and did it for us... and against us. He worked with KBPI/Denver and took us right apart (at Doubleday's KPKE) in one book."

In addition to his father, Hattrik is also survived by his mother, Joyce Oxenhandler, and brothers Steve and Don. His father told R/R that in lieu of flowers, donations may be sent to a music charity of the donor's choice in his son's name. "Bob's one and only love was music and the people he worked with," he said. "It was his whole life."

### Brugman

Continued from Page 3

know I'm one of the few women who's a VP/GM. I'd like to see more women in upper management positions in this industry, which I think is heading that way." Brugman also didn't foresee any major changes, adding, "George did a fantastic job."

Successing Brugman as GSM is WJLF LSM Thomas Kiple. He joined the station three years ago.

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### MIDWEST/WEST

Group Sale: 3 Class C FMs, 4 AMs. Asking \$5.5 million on terms. Contact - David LaFrance (303) 234-0405

### OKLAHOMA

Two FMs located 1 hr. drive from each other. Different mkt., yet share many expenses. Asking \$750,000 with \$125,000 down. Contact - Bill Whitley (214) 680-2807

### FLORIDA

Small market AM/FM combo. All new equipment. Room for growth. Asking \$980,000 with \$250,000 down. Contact - Randy Jeffery (305) 295-2572

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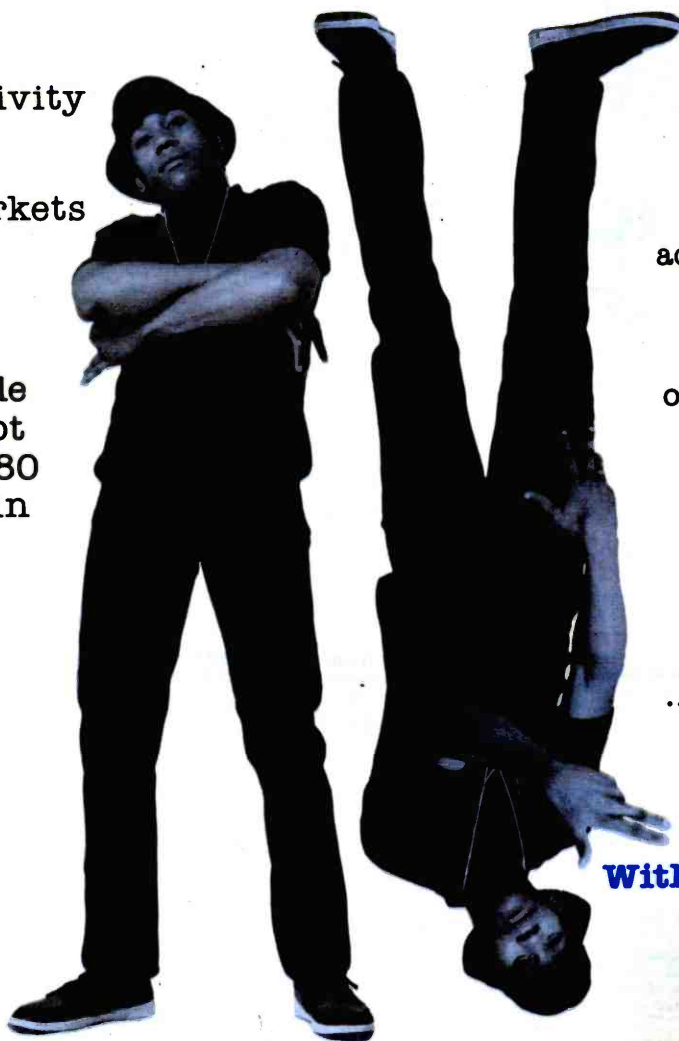


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## \$1 MILLION FINES CONTEMPLATED

# Congress Asked To Outlaw Petition To Deny

The FCC last week asked Congress for new powers to crack down on those who try to profit from petitions to deny. The Commission believes some groups and individuals hold up station renewals and sales with petitions only in hopes of getting a handsome payment in return for backing off.

As part of a long "wish list" of law changes it presented to Congress, the FCC sought authority to:

- Dismiss any petition to deny filed as retaliation against a station which refuses to make a payoff
- Prohibit withdrawal of petitions in return for settlement payments exceeding the petitioner's out-of-pocket expenses in the proceeding
- Allow stations access to the federal courts to go after parties that use the petition to deny process as a device "to obtain private benefit."

### First Amendment Freedoms

In other recommendations to Congress, the FCC asked for law changes to:

- Raise the current \$20,000 fine limit to \$100,000. The Commission may increase its request later to \$1 million.
- Allow the airing of information and advertising on all legal lotteries
- Waive CPs and issue combination CP/station licenses in a one-step process

- Eliminate the Fairness Doctrine, equal time for candidates, and guaranteed airtime for federal candidates

- Bar competing applications against licensees with clean broadcast records

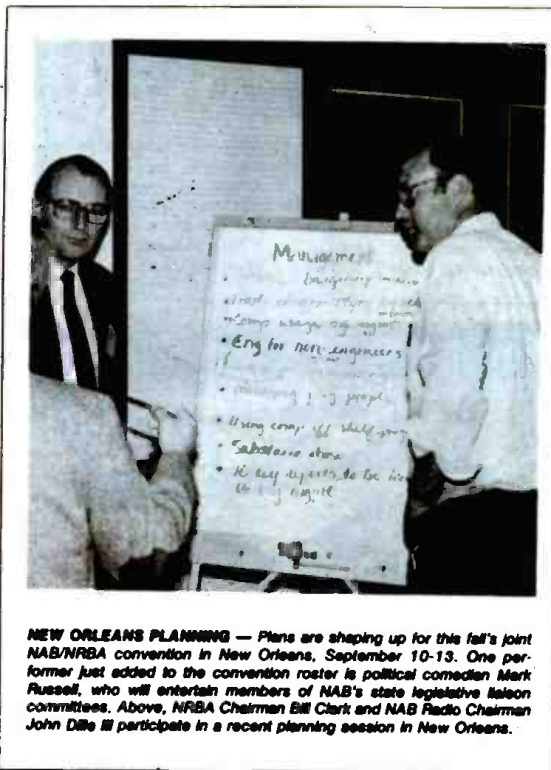
- Reduce the 30-day public notice period involving applications to 15 days

- Codify the FCC's 1981 deregulation of commercial radio into law
- Choose station sites based on the needs of an entire service area, rather than specific communities of license

- Permit broadcasters to choose when automation should replace human operators

- Stop requiring the Commission to weigh the financial, character and technical qualifications of applicants except when it chooses to do so

- Bar petitions to deny based on claims of economic harm caused by lawful conduct.



**NEW ORLEANS PLANNING** — Plans are shaping up for this fall's joint NAB/NRBA convention in New Orleans, September 10-13. One performer just added to the convention roster is political comedian Mark Russell, who will entertain members of NAB's state legislative liaison committees. Above, NRBA Chairman Bill Clark and NAB Radio Chairman John Dille III participate in a recent planning session in New Orleans.

## SENATE RADIO IMMINENT

# Congress Limits Poll Closings, Smokeless Tobacco Ads

Congress has voted to ban radio and TV ads for smokeless tobacco products, while the House has voted to close polls across the country simultaneously during presidential elections to offset the impact of early network election projections on voters in the West.

Meanwhile, the Senate this week appeared close to admitting microphones and cameras to its chamber for the first time. The proposal nearing approval would immediately allow full audio or radio coverage. In the beginning, TV coverage would be restricted to a test period in which broadcasts could only be viewed in the Capitol complex.

### Tobacco Curb's Radio Effect Unclear

No precise figures are available on how much revenue radio will lose from the ban on broadcast ads for chewing tobacco and other "smokeless" tobacco products. These have become increasingly popular among teenagers, especially in the South and West, who are apparently unaware they run health risks such as an increased chance of contracting mouth cancer.

Broadcast trade groups oppose ad bans as a violation of First Amendment rights. They also fear the ad ban movement in Congress could snowball to include a host of other products that pose health or safety risks to consumers. The

"The Senate appeared close to admitting microphones and cameras to its chamber for the first time."

House this week okayed the ban, which the Senate passed earlier.

### Poll Closing Uncertain

The uniform poll closing bill authored by Rep. Al Swift (D-WA) cleared the House last week, and now faces an uncertain future in the Senate. It would require polls to close at 9pm (Eastern time) in all states except Alaska and Hawaii. Daylight Savings Time would be extended for two weeks in the West, so polls won't have to close at 6pm there.

The bill is based on a 1984 voluntary agreement by the networks to refrain from announcing presidential results in a given state until polls there have closed. Swift believes that, if the nets continue that policy in 1988, Western voters won't stay home after hearing on radio or TV that the presidential race has been decided.

# NEWS BRIEFS

## Johns Hopkins Offers Health News Feed To Radio

Up-to-date audio summaries on the latest developments in health and medicine are now available to radio news departments from the Johns Hopkins Medical Institutions in Baltimore. The daily cuts and wraps can be obtained free by calling (301) 955-4000.

Produced by former WCBM/Baltimore reporter Ellen Beth Levitt, the reports cover a wide variety of topics. Recent subjects included AIDS, cancer research, Alzheimer's disease, organ transplants, birth control, sleep disorders, and cigarette lawsuits.

Levitt says the service, which debuted in early December, is already attracting 70 to 80 calls daily, and is prompting numerous follow-up calls from stations wishing to cover particular health topics in greater detail.

## Receiver Flaws Costly For Two FMs

Two stations that built extensive new antenna facilities based on CPs approved by the FCC were initially denied permanent licenses for the new antennas after flaws in poorly-designed radio sets created unforeseen interference problems.

WPKX (KIX-106) Washington (now WCXR) and WWDE/Norfolk got Program Test Authority only after undertaking massive and expensive programs to satisfy hundreds of listener

complaints, many unrelated in any way to the new antenna operations. Only WWDE now has a permanent license.

In both instances, the problems were created by a phenomenon known as "receiver-induced third-order intermodulation effect." That happens in some radio sets located near radio towers shared by certain stations with peculiar frequency relationships.

Attorney Jim Weitzman of Shrinley, Weitzman & Eisen, the law firm which resolved both situations, blames the snafus on poor set design and FCC failure to establish receiver performance standards. The trouble may increase as FMs proliferate, he says, and "is strictly a receiver problem for which broadcasters should not be held responsible."

## Other Key Developments:

- The FCC last week took steps to prevent its slow applications process from helping to insulate media companies against hostile takeover attempts. Raiders can now conduct takeover battles through trustees, who will get advance permission from the FCC to assume control of any broadcast properties if they succeed in buying up enough stock.

- WCIL/Carbondale, IL has been fined \$500 by the FCC for failing to file an FCC Form 302 license applica-

tion with the Commission within ten days of starting operation with a new antenna tower.

- Staff attorney Julian Shepard has been promoted to NAB Assistant General Counsel, specializing in cable and copyright issues. He replaces Michael Berg, who left to go into private law practice.

- The issue of whether an unauthorized transfer of control took place has been added to the upcoming hearing on the license renewal of KTTL, the Dodge City, Kansas station under fire for broadcasts attacking blacks and Jews.

- A pirate station calling itself WDIA has been shut down by the FCC on 88.3 MHz in Emmaus, PA. The Commission says it's stepping up its crackdown on pirate stations, and welcomes tips or assistance. Call (308) 382-4296 with any information on a pirate operation.

- NRBA has named Duffy President/COO Marty Greenberg Chairman/moderator of this year's Radio Group Head Fly-In, set for March 10-11 in Chicago. For information on attending call NRBA at (202) 466-2030.

- NAB has asked the IRS to exempt station cars furnished to "on-call" news personnel and engineers from stringent new federal record-keeping requirements. NAB also argued that employees' use of such cars for commuting should be considered a fringe benefit not subject to federal income tax.

## Heavy Petting

There were 46 million dogs in the U.S. at the end of 1984, a number that should increase to 48.5 million by the end of the decade. According to a recent survey reported in *American Demographics*, nearly 37% of all

American households owned at least one dog in 1984 (the average U.S. dog-owning household has 1.44 dogs), but that should decline to 35.6% by 1990. The main reason for this expected drop in dog-owning households



is an increase in women's participation in the labor force. People simply don't want to leave a dog alone at home all day. Nevertheless, those households that do own dogs are expected to maintain their 1.44 dog-per-household average.

So who are the people most likely to own dogs? For one thing, their households are significantly larger than non-dog-owning households. Homes with four or more members are twice as likely to own a dog. Secondly, dog-owning households have higher incomes and are more likely to have children than those not owning a dog. Those least likely to own a dog are bachelors, retired older couples, widows, and widowers.

Meanwhile, the number of cats in the U.S. is expected to climb from 45.3 million in 1984 to 53.9 million by 1990. The increase, however, will mainly be the result of a greater number of cats owned per cat-owning household. Woof! Er, meow ...



These patented rolling tread skis from Rollika simulate snow skiing so completely they can either be used in competition or simply to keep in practice during the off-season. The polyurethane roller elements are bonded to a two-inch wide nylon conveyor tread belt that rolls freely, allowing you to slalom, schuss, and traverse at speeds up to 40 mph.

Additional features include an aluminum frame and bindings that adjust quickly to any size ski boot. Silicone lubricant — to keep moving parts running smoothly — is also part of the package. Priced at \$189.50, the snowless skis are available through the NYC-based Hammacher Schlemmer catalogue and can be ordered by dialing (800) 543-3366.

## Telephone Clock Radio



Featuring a built-in speaker for hands-free communication, the 3130 telephone/clock radio from Hallendale, FL-based MCE is available in decorator ivory. In addition to an AM/FM radio, the unit sports an LED display clock and an optional radio/alarm wake-up.

For further information, contact *Potentials in Marketing* at (612) 333-0471.

## Traveler's Trix



As every world-weary traveler knows, one of the easiest places to get overcharged is on your hotel bill, particularly after one-too-many calls for room service. Here's a particularly devious method for spotting unscrupulous innkeepers, courtesy of the Sacramento-based "California Business Traveler's Bulletin":

As you check in, pick a number from one to nine. On every hotel charge, add a tip so the total comes up with your chosen digit at the end. For example, using the number three as your control digit, add a \$1.24 tip to a \$7.59 room service bill.

When you check out, quickly scan your bill for any charges that don't end in three — they're either errors or padding. If the cashier can't produce a signed sales slip, California law says you don't have to pay.

## POLLSTAR

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| 5  | 4  | RUSH           |
| 4  | 5  | TINA TURNER    |
| 7  | 8  | AC/DC          |
| —  | 7  | LOVERBOY       |
| 8  | 6  | FOREIGNER      |
| 6  | 9  | BARRY MANLOW   |
| 9  | 10 | MOTLEY CRUE    |
| 10 | 11 | HEART          |
| 13 | 12 | DIO            |
| 14 | 13 | RATT           |
| 12 | 14 | KISS           |
| 16 | 15 | SMILE MINDS    |
| 15 | 16 | STING          |
| 17 | 17 | THOMPSON TWINS |
| 18 | 18 | NIGHT RANGER   |
| —  | 19 | HOWARD JONES   |
| 19 | 20 | AIR SUPPLY     |

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of POLLSTAR, a publication of Promoters' On-Line Listings. (800) 344-7363, or in California, (209) 224-2631.

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**Greg Cole** — Afternoons/MD  
WPXX/Washington (301) 340-9433

**Chuck Cordell** — Air Talent  
WPAQ/Ann Arbor (313) 697-0744

**Dave Dwortin** — Air Talent  
KQRS/Minneapolis (612) 522-6256

**Steve Harrison** — Mornings  
WUBE/Cincinnati (615) 986-5096

**David Jones** — Overnights  
WZOU/Boston (401) 245-1472

**Blake Lawrence** — MD/middays  
WNK-FM/FL Meyers (813) 576-8227

**Dan Mackey** — Mornings KLRZ/  
Salt Lake City (801) 484-9979

**Jim Matthews** — Program Coordinator  
KHL/Los Angeles (213) 318-3683

**Jim Pemberton** — Assistant PD  
KESJ/San Antonio (512) 661-2171

**Shadow Smith** — Afternoons  
Q107/Washington (301) 530-6775

**Michael Stevens** — Assistant PD  
KSRH/Houston (713) 583-7066

**Eric Stone** — PD WJMO/Cleveland  
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**Steve Sutton** — PD WEZC  
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**Don Tandler** — MD/afternoons  
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**Randy Thomas** Mideyas WBHE/  
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**Dave Thomson** — Mornings  
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(215) 436-5333

**Tim Tyler** — Mornings WGKU/  
Memphis (901) 795-6555

**Steve Weldon** — Mideyas  
KLAC/Los Angeles (818) 769-7614

**Dave Winston** — PD WSAM/  
Saginaw (517) 790-0605

## Norseman Debuts

Composer/lyricist **Lee Henriksen** has established **Norseman Records**. Henriksen will serve as President of the new label. The company is located at 212 Cowper Street, Palo Alto, CA 94301; (415) 327-6444.

## Trust Heads Lorimar Music



Sam Trust

Sam Trust has joined Lorimar's Music Division as President. He was most recently President/CEO of ATV Music Group. His background also includes serving as President of Beachwood Music Corporation, the U.S. music division of EMI, and as Exec. Director of publishing activities at BMI. Trust is also a director and secretary of the National Music Publishers Association.

## MMR Appoints Three VPs

Major Market Radio has upped three managers to VP posts: **Dana Boltax**, VP/Manager in Chicago; **Nancy McKinley**, VP/Manager in Philadelphia; and **Mark Stang**, VP/Manager in Minneapolis. Both Boltax and McKinley joined MMR as AEs three and six years ago, respectively. McKinley exited after four years to serve in a similar post at WYNY/New York and returned to Blair in 1985. Stang has managed the Minneapolis office since it opened in 1984.

## WMYK Appoints Harriel, MacPhee

WMYK/Elizabeth City-Virginia Beach has named **Carletta Harriel** as LSM. Prior to joining WMYK, she held a similar VP post at **WOW/Norfolk**. Before that she was Regional Sales Manager at **WCMS/Virginia Beach**. Also at WMYK, **Susan MacPhee** was appointed Co-op Director. She comes to the station from **WNOR/Norfolk**. Prior to that, she was an AE and Entertainment Coordinator at **WRXL & WRNL/Richmond**.

## Bruce J. Bloom Promotes Rosenfeld

**Alicia Rosenfeld** has been upped to Media Manager for **Bruce J. Bloom, Inc.** She joined the firm in 1985 as media assistant.

## Bondell CBS Records Counsel

**Steve Bondell** has joined CBS Inc. as Records Counsel in the Records Section of the Law Department. He comes to the company from the law firm of **Squadron, Ellenoff, Plesent & Lehrer**.

## Blair Radio Promotes Lazare, Jennings



Scott Lazare



Michelle Jennings

Blair Radio has promoted former New York Sales Manager **Scott Lazare** to VP/Manager of its New York office. Lazare joined Blair in 1980 as a New York AE and three years later was promoted to Houston Office Manager. He was then named VP and returned to New York in 1985 to assume his most recent post. Prior to joining Blair, he was an AE for **Roselin Radio Sales**. Lazare will be replaced by **Michelle Jennings**, Blair/RAR VP, Manager. Jennings joined Blair in 1984 as New York Sales Manager, later advancing to VP. In January '85 Jennings was upped to Manager of the firm's New York office. Before her Blair association, she was an AE at **Eastman Radio**.

## Arista-Elevates Wild, Kallongis



Philip Wild



Nicky Kallongis

**Philip Wild** has been appointed Sr. Attorney/Asst. Secretary for **Arista Records**. Wild, who joined the company in 1984, most recently served as attorney. In addition, **Nicky Kallongis** has been upped to Manager/A&R, East Coast. He will continue his duties as Manager of **Arista Records'** studio.

## WNEW Taps Savage

**Mark O'Neill** has been named NSM and Local AE at **WNEW/New York**. His sales background includes three years with **Westinghouse Broadcasting** and three years with the **NBC Radio Networks**.

## CHRONICLE

### Born To:

● **AOR Indie "Heavy Lenny"** Bronstein and wife Arlene, their first child, daughter **Morgan Blair**, January 18.

● **WNOR/Norfolk** VP/Programming **Ron Reeger** and wife **Honora**, daughter **Honora Louise**.

● **894/Pittsburgh** midday personality **Mike McCoy** and wife **Karen**, son **Michael David**.

● **WEA Northeast Regional** VP/ New York Branch Manager **Pete Stocke** had his first grandchild, **Sarah Gretchen Young**, January 6. The parents are **Fred and Joy Stocke Young**.

<b>B I O  M E M O</b>	TO	AIR DATE	TIME
	<b>PROGRAM DIRECTORS</b>	<b>FRI. MAR. 14</b>	<b>8:45 PM</b>
	FROM	AREA CODE	NUMBER
	<b>WESTWOOD ONE</b>	<b>213-204-5000</b>	
M E S S A G E	<b>"JOHN LENNON LIVE IN NEW YORK CITY" -- THE 1972 MADISON SQUARE GARDEN CONCERT EXCLUSIVE STEREO SIMULCAST WITH SHOWTIME!</b>		
	<input checked="" type="checkbox"/> <b>FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY</b>		



# PRO:MOTIONS

## WGLD & WOJY Elevate Gainey



Robert Gainey

Robert Gainey has been appointed Regional Sales Manager at WGLD & WOJY/High Point-Greensboro, NC. Prior to his promotion, he had been a WOJY AE. Before that he was Sales Manager for Copler Consultants, Inc. of Greensboro.

## MCA Appoints Resnikoff



Bruce Resnikoff

MCA Records has promoted Bruce Resnikoff to Director/Special Markets and Products. He was most recently Associate Director/Business and Legal Affairs at the label.

## Katz Promotes Schneider

Katz Communications has promoted Marion Schneider to Coordinator/Corporate Promotion and Special Events. She joined the company in 1984 as Secretary to the Director of Corporate Relations.

## Taft Elevates Ary

Taft Broadcasting has appointed James Ary VP/Radio Engineering. Ary joined Taft in 1973 as Staff Engineer at WTVN-TV/Columbus. In 1976 he was named Studio Engineer at WTVN-AM. Eight years later he became Chief Engineer at WTVN and later WLVO, a position he held until this appointment.

## Gidlon Atlantic VP



Arline Gidlon

Atlantic Records has promoted Arline Gidlon to VP/Packaging & Pre-Production. Gideon joined Atlantic in 1973 as Secretary in the Pre-Production Department and later advanced to Asst. to the Director of Packaging and Promotion. She served as Director of that department from 1979 until her promotion. Her music industry background also includes stints in the production departments of Vanguard Records and Polydor Records.

## Arista Ups Rogers



Melani Rogers

Melani Rogers has been promoted to Sr. Director/National Publicity at Arista Records. Rogers, who joined the label's publicity department in 1976, was most recently Director/National Publicity. Prior to joining Arista, she was employed by the public relations firm Sotters & Roskin.

## WRIF Promotes Bernardin, Prain

WRIF/Detroit ups two AEs: Jim Bernardin has been appointed NSM, and Jim Prain has been named Retail Sales Manager.

## Spanjich Joins Chrysalis



Scott Spanjich

Scott Spanjich has joined Chrysalis Records as Manager/Video Promotion. Spanjich was most recently involved in freelance television and video production. Prior to that, he was Asst. MD at WLIR/Long Island and Director/Video Operations at the SPIT/Uncle Sam's nightclub.

## Kaminsky & Company Debuts

Bob Kaminsky has established Kaminsky & Company, a multifaceted production firm with offices in New York and Nashville. Kaminsky had served as Director/production at DWR Broadcasting since 1980. William Byrd has been appointed Director of the Nashville office. The firm's office locations are 31 Union Square West, Suite 13A, NY, NY 10003; (212) 645-8888, and P.O. Box 121883, Nashville, TN 37212; (615) 794-2153.

## Coulter, Manning Join HNWH

John Coulter has been appointed Regional Manager/Chicago at Hillier, Newmark, Wechsler & Howard. He comes to HNWH after four years at WLUP/Chicago, where he advanced from AE to NSM and finally to GM. His media career began with a three-year stint at ABC Sports in New York City. Coulter then joined the ABC-TV network sales staff in Chicago, where he spent the next three years until exiting for WLUP. Also at HNWH, Ashley Manning has been named Manager/Charlotte. She was most recently at Seacom Radio in Atlanta. Prior to that, she served in local sales with WBBH/Atlanta and WGMA/FL, Lauderdale.

## Krakowitz To RC President

Jay Krakowitz has been appointed President of Research Concepts. The Baltimore firm specializes in the analysis of Arbitron diaries and mechanicals, computer software development, and perceptual research studies. Research Concepts is based at P.O. Box 65117, Baltimore, MD 21209; (301) 484-8615.

## RAB Taps Gifford

The Radio Advertising Bureau has named Dave Gifford Southwest Regional Director. He comes to RAB from KKSS & KISS/Santa Fe, where he served as VP/GM. His previous radio experience includes management and ownership of stations in Santa Fe, NM; Erie, PA; and Hartford, CT. He has previously worked at New York facilities WPAT and WNBC-TV. Gifford will be based in Dallas.

## Mark Pucci Associates Debuts

Publicist Mark Pucci has established Mark Pucci Associates in Atlanta. Prior to this Pucci was Director/National Publicity at Capricorn Records. His firm is located at 450 14th Street, N.W., Suite 201, Atlanta, GA 30318; (404) 873-4796.

## York Named KATT Sales Manager

KATT/Oklahoma City has appointed Tricia York Sales Manager. She moves in-house from an AE post, succeeding Greg Biggs.

## Republic Taps Hoffman

Bob Hoffman has been appointed Sales Manager of Republic Radio's Los Angeles office. Hoffman joined Republic in 1984 as Manager of the Houston branch. His sales background also includes the GM post at KTRH & KLOU/Houston and AE at Katz Radio.

## CHANGES

Charlie Bishop, formerly GSM at WAIT/Chicago, has joined WJMK & WJJD/Chicago as AE.

Alana Spero, formerly AE at WIND/Chicago, has joined WJMK & WJJD/Chicago as AE.

Phillip Wild, former attorney with Arista/New York, has been promoted to Senior Attorney and Assistant Secretary.

Bob Eales, former AE at KTYD/Santa Barbara, has been promoted to Regional Sales Manager.

Gail Steffens-Varricchio, former assistant to the Executive VP at RAB/NY, has been promoted to the new post of Director/Membership.

Hai Tunis, former manager at WSRF/FL, Lauderdale, has joined WKAT/Miami as AE.

Michael E. Blum, former AE at WNPV/Lansdale, has joined WKAT/Miami as AE.

Nina Green, former Miami Herald executive, has been named Promotions Director at WKAT/Miami.

Sandy Weggeland, Greg Sunkel, Sheri Wolfe, Rob Williams, Michael Weiss have joined Durpretti & Associates as Account Executives.

Larry Jennings, formerly with WITH/Baltimore as Account Executive, joins WYYY/Baltimore as AE.

Craig Zurek, formerly GSM at KXZL/San Antonio, joins the Midwest Sales office of CBS Radio Networks as AE.

Julie Taylor Hitchins, formerly at WMAQ/Chicago as AE, joins WLS/Chicago as AE.

Stuart M. Bondell, formerly associated with the law firm of Squadron, Ellenoff, Present & Lehrer, joins CBS, Inc./New York as Record Counsel in the Records Section of the Law Department.

Pamela Basky, formerly with KVOD/Denver, joins KOAQ/Denver as AE.

Linda Craven, formerly at Denver Business Magazine as Sales Manager, joins KOAQ/Denver as AE.

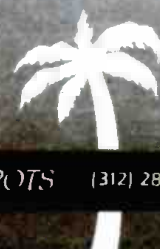
J. Michael McKay, morning air personality at KJYY/Ankeny, has been promoted to Senior AE.

# SIGNATURES

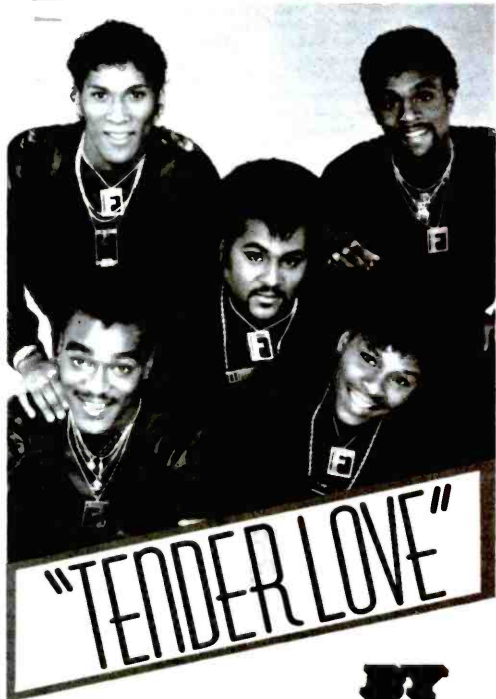
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### BY FORCE M.D.'S

#### NEW & ACTIVE 71/38

WXKS-FM add	Y106 6-2	KNBQ add	WIGY add
WKSE 25-21	WCZY add 37	Q100 add	WIKZ add
WNYS add	KBEQ add	93Q add	WFX add
WPLJ 27-25	WZUU add 39	WTLQ add	WKSF add
Z100 26-23	KIIS-FM on	WBBQ add	WYKS add
WCAU-FM add	KKRZ 39-35	WBCY add	Q101 add
B94 add	KMJK 27-23	WZLD add	WVBS add
WAVA add	FM102 19-13	Y107 add	KYYY add
94Q add	KS103 deb 39	WRVQ add	99KG add
195 add	KITS add 24	K093 add	KYYA add
B97 add	KMEL 6-2	KZUJ add	KWNZ add
Q105 add	KUBE 33-28	WFBG add	SLY96 add

As we go to press, rumbles from 40th & Broadway in NYC tell us that radio's champion, **DICK CLARK**, will be the Grand-Marshalling force leading us toward May 25th and "Hands Across America." Now it's our job to once again prove "nothing really happens in America without radio."

**WJMO/CLEVELAND PD ERIC STONE** has left the Urban station, leaving **UNITED BROADCASTING Net'l PD JACK BEACH** looking for his replacement: (301) 852-7706. Meanwhile, competitor **WZAK** has let go morning personality **KEN ALLEN**. The frontrunning market for the new Rock & Roll Hall of Fame also has vacancies for a PD at **CHR WGCL** and Country **WGAR-FM**, and a GM for AC-Easy outlets **WWWE & WDOK**.

One of the hot rumors at **MIDEM** was that European **PHILIPS** might still sell **POLYGRAM** if the price is right, and that publishing mogul **FREDDY BIENSTOCK** is trying to put together just such a buyout package. Freddy successfully executed the big-bucks purchase of **CHAPPELL MUSIC** from PolyGram a while back.

You can lay to rest, at least for the next 12 months, those rumors that have been circulating about **ELEKTRA/ASYLUM**. Street Talk hears that **WCI** has recently given label Chairman **BOB KRASNOW** a financial vote of confidence. Sources say the label turned a profit (albeit modest) in 1985, and executives apparently feel an even better year lies ahead.

The official word that **EPIC's** Director/Talent Acquisition **DICK WINGATE** is leaving to head **DICK ASHER's** A&R team as Sr. VP at **POLYGRAM** appears imminent.

Very sad to report that heart attacks have claimed the lives of three broadcasters. **KYXX/LONGVIEW GM DAVE GOTCHER**, 42, succumbed Feb. 3 at the **RAB** in Dallas. **WCVX/DETROIT's** very popular astrologer, **JUNE LOWE**, passed away at age 55 last weekend. Former L.A. Account Exec **GARY CHAMBERLAIN (KIIS, KROQ)**, also died over the weekend. He was 53.

Has **LBS RADIO** bitten the dust? Seems so, according to our sources, who confirm that **LBS Communications**, "at least for the time being," has opted to get out of radio syndication. The demise is reportedly related to last month's exit of VP/GM **STEVE SASLOW**, as well as "underestimated costs and expenses."

After being dark for a few days, **KCKI/KANSAS CITY** is back on the air, using **DRAKE-CHENAUJ's** soft AC "Evergreen" format. This comes on the eve of a deal

## Radio Remembers The Challenger

In addition to providing extended coverage of the Space Shuttle Challenger explosion, radio went beyond the call of duty to commemorate the contributions by the seven courageous astronauts:

- **KIS-AM & FM/LOS ANGELES** demonstrated the feelings of its city and listeners by presenting L.A. Coliseum Commission President **DEAN DANA** with a check to keep the torch lit for seven days to commemorate the seven astronauts. Meanwhile, **WJXQ/LANSING's** morning team **HARMON & HOLIDAY** came up with the idea of a seven-day porchlight memorial.

- **WJYO/ORLANDO** is playing a song, "Challenger," written and recorded by local studio musician/video engineer **DON BRUNNING**. A limited number are being pressed to be sold, with proceeds going to the Space Shuttle Children's Fund.

- **WMJJ/BIRMINGHAM** produced an audio tribute to the seven astronauts, combining President **REAGAN's** speech and **JOHN DENVER's** song called, "On The Wings Of A Dream."

**PD JOHN JENKINS** told R&R, "Hearing the President's speech inspired us to look for music that'd fit it. John Denver is a big proponent of the space program, so we found that song really seemed to fit with the President's message. We've made it available to anyone who wants it, and the reaction has been incredible." The production was picked up by **TRANSTAR, SMN**, fed down the **ABC NETWORKS**, and was covered by the **NBC Nightly News**. A Huntsville TV station composed a video of the song/speech, also generating strong public response.

Ironically, that J.D. song was written as a tribute to Denver's father, who had been a flight pilot and died in a plane crash.

pending to sell the station... A few hours' drive away, **KICT/WICHITA** and GM **JIM EDDENS** have parted company.

Continued on Page 20



From The Warner Bros. Motion Picture and Soundtrack Album **Krush Groove** and the Tommy Boy Album **20/20** by Force M.D.'s.

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Continued from Page 18

Look for former KACE/Log Angeles PD ALONZO MILLER to take a newly created A&R post at MCA soon.

It's true, it's true: that is consultant FRED JACOB's "Classic Rock" format on WCXR/WASHINGTON, the same one running on KCFX/KANSAS CITY and WMMQ/LANSING.

Cutting new jingles? Don't go to Dallas, call your local symphony; that's what the Q105/TAMPA Morning Zoo did. The Florida Symphony Orchestra, looking to raise bucks for its free public concerts, stopped by the Q-Morning Zoo and played the zoo jingles live on-air, encoring with Bruce Springsteen's "My Hometown," and "Born In The USA," and the Bangles' "Manic Monday." We're still waiting to hear those renditions of "Roll Over Beethoven," "Bach In The USSR," and ... the Liszt goes on.



**TOP SECRET** — Begging an instant add for ZZ Top's "Sleeping Bag," WB Philly rep George Stone slips the disc outside his sleeping bag to WMMR morning man John DeBella (right). Preparing the cassette is local WEA Music Sales Manager Ray Milanese (center).

KFI & KOSTLA. OM JHANI KAYE, while vacationing in Honolulu, was discovered baking on the beach by KIKI & KMAI (194) OM/morning man JAY STONE, who promptly recruited Jhani for a weekend shift. (Funny thing is, Jhani's the one who needs a weekender at KOST.) Joining 194's morning show is DEBBIE SUMMERS, formerly JIM ZIPPO's morning sidekick from KTCK/DALLAS.

Meanwhile, Jim's moving to middays at KTCK, making room for WQUE-FM/NEW ORLEANS's JOHN WALTON & STEVE JOHNSON. Across town, KEGL's morning team of (MARK) STEVENS & (JIM) PRUETT is headed for KLOL/HOUSTON at the end of March. So now there are prime morning openings at both KEGL and WQUE-FM.

But if CHR in New Orleans isn't your bag, perhaps you'd prefer to program a Crescent City Easy Listening outlet. Give ED WINTON COMMUNICATIONS a call: (813) 962-2336.

**US FORCES  
PERSONNEL  
WKTJ  
HALT  
1 KILOMETER TO  
CZECHOSLOVAKIA  
DO NOT PROCEED  
WITHOUT AUTHORITY**

**PLAY ME SOME CHUBBY CZECHER** — Next time you're looting around Eastern Europe, be sure to visit this newest bumper sticker landmark, mysteriously planted somewhere in Austria or West Germany by a secret radio spy from WKTJ/Milwaukee.

Moving from Dixie to WQXI, word is that the Atlanta AM is investigating a format switch. Its present gold presentation has apparently lost its punch, and under consideration are some satellite services or simulcasting with 94Q.

Not far away, suburban WBUS will reportedly end its Urban presentation for SMN's "Heart & Soul" as soon as the dish is installed.

**The Best of  
DICK PURTAN**



**PURTAN'S PICKS** — WCZY/Detroit morning man Dick Purtan's "Best Of" LP is selling like Napjets at the Harmony House chain. All proceeds benefit the Children's Hospitals of Michigan, and we hear this very funny record sold 12,000 copies out of the box.

WHTT	WNOK-FM	KCPX
WKSE	WZLD	95XXX
KAFM	WFMI	WGAN
195	KBFM	KQIZ-FM
KPLUS	WKZL	WCGQ
Q100	KIHK	KSFM
WKEE	KEYN-FM	WHSL
93Q	KQXR	WDBR
KHFI	KIKK	KGOT
WSSX	KSKD	KOZE

"Wood Beez (Pray Like Aretha Franklig)"

Produced by Arif Mardin  
The New Single  
From *Cupid & Psyche 85*

Management: Bob Last  
for Partisan Management Ltd.  
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ALBUM # 824-365-1

SINGLE # 884-455-7

The third single from the multi-platinum album  
**SCARECROW.**

"R.O.C.K. In The U.S.A." backed with the classic  
"Under The Boardwalk".

The SCARECROW tour continues: 2/3 PEORIA, IL • 2/4 ROCKFORD, IL • 2/6 CHICAGO, IL • 2/8 LOUISVILLE, KY  
2/10 ST. LOUIS, MO • 2/11 KANSAS CITY, MO • 2/12 OKLAHOMA CITY, OK • 2/13 DALLAS, TX • 2/15 SHREVEPORT, LA  
2/16 AUSTIN, TX • 2/19 HOUSTON, TX • 2/20 BATON ROUGE, LA • 2/22 PENSACOLA, FL • 2/24 LAKELAND, FL  
2/25 MIAMI, FL • 2/27 JACKSONVILLE, FL • 2/28 SAVANNAH, GA • 3/1 CLEMSON, SC • 3/2 ATLANTA, GA  
3/4 COLUMBIA, SC • 3/5 CHARLOTTE, NC • 3/7 ROANOKE, VA • 3/8 HAMPTON, VA • 3/10 GREENSBORO, NC  
3/11 JOHNSON CITY, TN • 3/12 LEXINGTON, KY • 3/14 BIRMINGHAM, AL • 3/15 CHATTANOOGA, TN  
3/16 MURFREESBORO, TN • 3/18 MEMPHIS, TN • 3/31 ALBUQUERQUE, NM •



MANAGEMENT: TOMMY MOTTOLA, CHAMPION ENTERTAINMENT ORGANIZATION  
PRODUCED BY LITTLE BASTARD AND DON GEHMAN

Manufactured and Marketed by  
PolyGram Records  
.....



JHAN HIBER

## WEEK IN REVIEW

### Ethnic Composition: The New Look

In 104 Arbitron markets there is now new information available with regard to how much of each station's audience is ethnic. Effective with the fall 1985 reports, Arbitron has found a new way to present ethnic impact information to radio stations and advertisers. Let's take a look at Arbitron's new approach and review the pros and cons of what's been done.

#### What They Used To Do

In the past Arbitron subscribing stations in markets that had either High Density Hispanic Areas (HDHA) and/or High Density Black Areas (HDBA) received annually a special Ethnic report. That report essentially consisted of a detailed ratings book with the same number of pages as a regular ratings report, but the information was only based on black or Hispanic diaries, whichever was applicable.

The good news about this former practice was that it gave stations detailed information with regard to the contribution of their ethnic listeners. However, the downside was that the information wasn't exactly timely. Because the report was only put out once per year, the delay between survey data and the relevant sweep was often most frustrating.

Birch has taken a different approach. The telephone ratings alternative has consistently reported ethnic composition information in its ratings reports. The Quarterly Summary Report (QSR) has shown each station's overall percentage of penetration by blacks and/or Hispanics.

#### Arbitron's New Report

In an effort to provide the industry with additional useful information in the diaries, Arbitron has made some significant strides. Unlike Birch, the diary-based ratings service still won't put ethnic penetration information into the respective radio market reports. However, effective with the fall 1985 survey, there is now a new Ethnic Composition Report that purports to give the big picture. The Ethnic Composition Report will be available soon to all Arbitron subscribers in markets with the HDHA or HDHA breakouts.

Pictured on this page you'll find a sample printout from the Ethnic Composition Report. This sample shows how much of each of three stations' audience is made up of ethnic listeners.

While the summary information here is much less detailed than formerly put out by Arbitron, it appears that it's intended to be used as a thumbnail sketch of the ethnic/nonethnic picture for each station.

#### How To Use

At a glance, stations and advertisers can get the big picture. For example, in the case of the hypothetical stations shown here,

WAAA has 80% of its total-week average quarter-hour audience made up of black listeners. Likewise, 66% of that station's total weekly come were black. The station may have an Urban profile in that another ten percent of its quarter-hours and another 13% of its come come from Hispanics.

Using the Ethnic Composition Report stations and advertisers can compare one station profile to another. Here, for instance, station WBBB has a much larger average quarter-hour and come audience than WAAA. However, advertisers looking to reach blacks would not find as many typically listening to WBBB as they would over at WAAA. On the other hand, WAAA

104 markets where there are Ethnic Measurement steps taken by Arbitron that this kind of profile diversity would indeed be the rule rather than the exception.

#### Who Can Get It?

The Ethnic Composition Report is available in several ways. First, subscriber stations or advertisers can receive free the Ethnic Composition Report for all markets. This could be especially helpful to group owners, investors, or syndicators looking to deliver ethnic or nonethnic programming to stations that might make the best use of it.

The other option is that stations can receive only the report relevant to their individual metro. Stations interested in receiving the Ethnic Composition Report should contact their Arbitron account executive for more details. Presumably, the reports will be available in the next few weeks. As to the timeliness issue, Arbitron has decided that the Ethnic Composition

#### NAB Solicits Ratings Ideas

NAB's radio audience measurement task force is now soliciting ideas regarding alternative ways of measuring radio. The task force, scheduled to shut down in June, is hoping to receive new ideas from interested parties in the next few months. Anyone wishing to get details or submit proposals should contact NAB's Research and Planning Department. Next week this column will look at the task force's efforts.

#### Birch Trims Fall Production

According to Birch VP Bill Livak, Birch Radio significantly trimmed the production time needed to produce its recent fall estimates. "We were 30% faster than the fall '84 production," Livak commented. Birch surveyed 157 markets in the fall, 63 of which were measured exclusively by the firm. "We were able to get our average ratings book out six days faster than the Arbitron book for the same markets," stated Livak. "We should be able to continue to beat Arbitron on ratings book delivery."

playlists using feedback from the Ethnic Composition Report. If your audience is lily-white it may make sense to be playing rap records. On the other hand, if there is a heavy Hispanic component in your audience, the oldies from the '50s to the '70s might be a valuable ingredient

in your playlist.

Another downside to the Ethnic Composition Report is that while it can be a positive sales tool, it can also be sales poison. Birch has received some flak for inserting the Ethnic Composition data in its quarterly Summary Reports — perhaps one reason why Arbitron hasn't put similar data in its ratings books. Even the issuance of such a compilation by Arbitron might feed the sales barracudas lurking around your station. However, creative sales teams could use other techniques, such as Arbitron's Information on Demand (AID), to break out such information for competitors in the market, so that particular sales ammunition potential has always been there. Arbitron is now simply making it easier and less expensive for those seeking to portray a competitor in a negative light.

#### Overview

The essence, then, of the Ethnic Composition Report is Arbitron's attempt to provide less detailed but more timely information with regard to Ethnic Audience Contribution. The potential for sales, programming, and marketing payoff is there, and aggressive, winning stations will find ways to make the most of it. If they want more detailed information they will have to tap into AID. While it's unfortunate that the detailed breakdowns of the past will no longer be around, at least Arbitron is providing stations and advertisers the big picture in terms of how blacks and Hispanics contribute to each station's audience.

As stations get used to receiving this sort of data on a quarterly basis, it will be interesting to see how useful they find it. Pass any thoughts, comments, or suggestions along to me, your Arbitron Advisory Council member, or to your Arbitron AE. Let's revisit the Ethnic Composition Report down the road and determine how much or how little value it is to the subscribers Arbitron wants to serve.

### ARBITRON RADIO ETHNIC COMPOSITION REPORT

Spring 1985 / Youville Metro Survey Area / Persons 12+

Monday-Sunday 6AM-Midnight

	AQH (00)	AQH (%)	CUME (00)	CUME (%)
WAAA Total	957	100	13714	100
Black	761	80	9847	66
Hispanic	95	10	1793	13
WBBB Total	1751	100	26380	100
Black	195	11	3595	14
Hispanic	283	16	4184	16
WCCC Total	258	100	4299	100
Black	2	1	66	2
Hispanic	4	2	70	2

has more of a Hispanic contribution to its listening universe. Advertisers interested in reaching that audience along with a significant nonethnic audience might find WBBB to be the best buy.

Take a look at WCCC. Its overall average quarter-hour and come audiences are smaller than either of the other stations shown. However, 97% of the quarter-hour audience and 96% of the come audience are nonethnic. Thus, advertisers not interested in reaching the ethnic audience may find that WCCC — a station that doesn't deliver boxcar numbers — does deliver an almost exclusively white audience. Advertisers looking to reach that group would therefore find very little "waste" on WCCC.

The example pictured here shows three very different audience profiles. WAAA has 80% of its average quarter-hour audience derived from ethnics, while WBBB has about 27%, and as we have noted above, WCCC has only 3% ethnic. It's likely that in most of the

Reports will be produced after each of the four sweeps. This, then, gives stations and advertisers an up-to-date idea of each station's ethnic composition profile.

#### Pros And Cons

Let's analyze the good news and bad news of what Arbitron is doing. First, the good. As mentioned above, one big step in the right direction is that the Ethnic Reports will be issued after each survey. This enhanced timeliness makes the data more valuable and relevant.

Another step in the right direction is that stations will now have an idea of the big picture and can use this data in their sales, programming, and marketing efforts. For example, there may be situations where stations with large or little ethnic contributions to their audience may find those developments useful in terms of matching up with advertiser needs. Likewise programmers can fine-tune their

From a marketing perspective, there is much food for thought here. Promotions and contests/giveaways could be developed with the ethnic profile in mind. Likewise, advertising messages, such as TV commercials or outdoor boards, that might portray typical listeners to the station could be developed with regard to this data.

There are, however, some steps that Arbitron could take to make the Ethnic Composition Report more useful. The major improvement that could be suggested is to add more detail. While it is nice to get the big picture on a total-week/total persons 12+ basis, that isn't especially helpful to those inquiring about how each daypart might stack up. For example, does the station have more or less ethnic audience in morning drive? How much of the station's nighttime audience is made up of blacks and/or Hispanics? Inclusive programmers would like to know that information.

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*In Memory Of One  
Of Radio's  
Best and Brightest*

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**BOB HATTRIK**



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*Sandusky Radio Division*

# RATINGS

## Fall '85 Arbitron Results, 12 +

Salt Lake City			Greensboro-Winston-Salem			Nashville			Memphis			Oklahoma City		
<b>KSFJ Staves Off KSL Leap; KISN Gains On KCPX; Country Up; KTKK, KMGR Debut Solidly</b>			<b>WTQR Sets Sights On 20; WOJY Vaults To Second; ACs Up; WKSJ Carves Hunk Of CHR Share</b>			<b>WSM-FM Up Three To Lead As Country Share Approaches 30; WLAC-FM Climbs But Now Second; WSIX-FM Rises; WTMG Debuts As WLRQ-FM Triples</b>			<b>WHRK Takes Almost Half Of Memphis BU Share; WMC-FM Steady As WZXR Gains; WGKX Jumps To Third</b>			<b>KKNG Up To Top; KTOK Approaches Double Digits; KLTE Adds Two; WKY Doubles; KIMY Gains While Off Air</b>		
	Spring '85	Fall '85		Spring '85	Fall '85		Spring '85	Fall '85		Spring '85	Fall '85		Spring '85	Fall '85
KSFJ (B/EZ)	10.1	10.9	WTQR (Ctry)	16.8	19.1	WSM-FM (Ctry)	11.1	14.0	WHRK (B/U)	12.9	15.5	KKNG (B/EZ)	10.7	11.1
KSL (AC)	7.2	10.4	WOJY (B/EZ)	5.6	9.3	WLAC-FM (AC)	12.4	13.2	WMC-FM (CHR)	11.8	11.5	KZBS (AC)	12.3	10.8
KRSP-FM (AOR)	9.4	9.9	WMAG (AC)	7.9	8.8	WKDF (AOR)	9.6	9.8	WGKX (Ctry)	7.6	8.9	KXXY-FM (Ctry)	10.6	9.9
KCPX (CHR)	9.5	6.2	WKZL (CHR)	12.3	8.3	WSIX-FM (Ctry)	7.4	8.6	WZXR (CHR)	6.7	7.7	KTOK (N/T)	7.2	9.8
KLCY-FM (AC)	6.8	5.5	WSJS (AC)	5.9	7.5	WZEE (B/EZ)	8.1	8.0	WRVR-FM (AC)	7.8	7.6	KATT-FM (AOR)	11.6	9.5
KISN (CHR)	3.3	4.4	WKSJ* (CHR)	—	4.9	WQOK (B/U)	7.4	5.8	WDIA (B/U)	7.0	7.3	KJYO (CHR)	8.1	6.8
KKAT (Ctry)	3.4	4.0	WQMJ (B/U)	7.5	4.8	WYHY (CHR)	4.8	5.7	WNC (Ctry)	9.2	6.9	KOFM (CHR)	7.1	6.1
KBDG (AC)	3.4	3.9	WAAA (B/U)	2.5	2.7	WSM (Ctry)	6.2	5.3	KRNB (B/U)	7.4	6.1	KLTE (AC)	3.8	6.0
KALL (AC)	4.7	3.7	WMFR (B/EZ)	2.8	2.3	WVOL (Gold)	5.0	4.3	WEZI (B/EZ)	6.2	6.0	KBEC (Ctry)	6.9	5.6
KBOP-FM (Ctry)	3.3	3.7	WSEZ (CHR)	5.6	2.1	WVWX (Rel)	4.2	4.1	WLOK (B/U)	6.9	5.2	WKY (Ctry)	2.3	4.9
KLTO (AC)	4.2	3.6	WWWI (Ctry)	1.0	2.0	WLAC (Talk)	3.4	2.8	WHBO (N/T)	2.9	3.8	KIMY* (-)	1.7	3.0
KZAN (Ctry)	2.5	3.6	WSMX (Rel)	2.0	1.7	WTMG* (AC)	—	2.8	WREC (B/Bnd)	3.8	2.7	KJL (Rel)	2.5	1.7
KTKK* (Talk)	1.4	2.9	WVMO (Rel)	1.2	1.6	WLRQ-FM (AC)	.9	2.5	WXSS (AC)	1.3	1.1	KOMA (Ctry)	2.8	1.5
KMG** (AC)	—	2.7	WDCG (CHR)	2.3	1.6	WKDA (Gold)	1.1	1.9	KWAM (Rel)	1.5	1.0	KKLR (AC)	1.1	1.1
KDAB (AC)	2.6	2.2	WHPE (Rel)	1.5	1.5	WSDA (Gold)	1.1	1.9	WMSO (Rel)	.5	1.0			
KLRZ (CHR)	2.5	1.9	WTHP (B/U)	—	1.5	WSDX (Ctry)	1.4	1.7	WRVR (AC)	1.5	1.0			
KCGL (AOR)	1.9	1.8	WEAL (B/U)	2.5	1.4									
KLUB (B/EZ)	3.9	1.5	WPCM (Ctry)	1.4	1.3									
KPMY (CHR)	1.5	1.4	WAIR (B/U)	1.9	1.1									
KFAM (B/EZ)	.7	1.3												
KRSP (CHR)	1.0	1.2												

\* Formerly KZJO  
\*\* Formerly KUUT

\* Formerly WRKX (AC)

\* Was WZXR (CHR)

\* Was KAEZ-FM, currently dark.

### Dayton

**WHIO-FM Holds Big Lead; WWSN Doubles; WSKS Invades AOR Terrain; WDAO, WBZI, WLW Gain**

	Spring '85	Fall '85
WHIO-FM (B/EZ)	15.8	15.1
WGTV (CHR)	11.5	11.1
WTUE (AOR)	9.9	8.7
WHIO (AC)	10.3	8.6
WWSN (AC)	3.2	6.4
WONE (Ctry)	7.9	6.0
WYMU (AC)	6.1	4.2
WBLZ (B/U)	3.7	3.7
WSKS (AOR)	2.2	3.7
WDAO (B/U)	2.8	3.6
WING (AC)	4.3	3.4
WBZI (Ctry)	1.8	3.0
WLW (AC)	2.0	3.0
WVUD (AC)	2.8	2.5
WBLY (Ctry)	1.4	1.7
WIZE (AC)	.7	1.4

### Birmingham

**WZZK-FM Holds Narrow Edge Over WAPI-FM As Both Soar; WATV Regains Lost Ground And More; WAPI Nearly Triples**

	Spring '85	Fall '85
WZZK-FM (Ctry)	12.8	14.2
WAPI-FM (CHR)	12.0	14.0
WENN (B/U)	11.6	10.8
WMLJ (AC)	11.1	9.0
WATV (B/U)	2.2	7.6
WAPI (AC)	2.1	5.8
WKXX (CHR)	8.9	5.4
WJLD (B/U)	4.0	4.8
WLTB (Ctry)	3.4	4.3
WAGG (Rel)	5.2	3.9
WERC (N/T)	3.0	3.7
WVOK (Ctry)	6.1	2.1
WDJC (Rel)	1.6	1.9
WZZX (Ctry)	3.2	1.9

### Tampa

**WRBQ-FM Takes Over First; WOYK, WIQI, WSUN Rise; WNLT, WRXB Jump**

	Spring '85	Fall '85
WRBQ-FM (CHR)	12.4	12.2
WWBA (B/EZ)	14.5	11.7
WOYK (Ctry)	7.0	8.2
WIQI (AC)	7.0	7.6
WYNF (AOR)	6.7	6.3
WSUN (Ctry)	5.3	5.8
WDAE (B/Bnd)	5.7	5.1
WZNE (CHR)	4.9	4.8
WNLT (AC)	2.6	3.8
WGUL (B/Bnd)	3.1	3.7
WFLA (AC)	3.4	3.3
WPDS* (AC)	1.4	2.1
WPLP (Talk)	3.0	2.9
WTMP (B/U)	2.5	1.9
WDUV (B/EZ)	1.9	1.8

WRXB (B/U)	.6	1.6
WPSO** (AC)	—	1.3
WAVE (AC)	1.3	1.1
WHBO (Gold)	1.5	1.0

\* Formerly WFLA-FM  
\*\* Formerly WGLB

### FOR THE RECORD

Ratings for San Antonio, Charlotte, and Rochester listed last week as Birch were actually Arbitron fall '85 12+ figures. Birch numbers for those markets will appear later this month.

**With Our AdverBlimp promotion we can carry the entire city!**

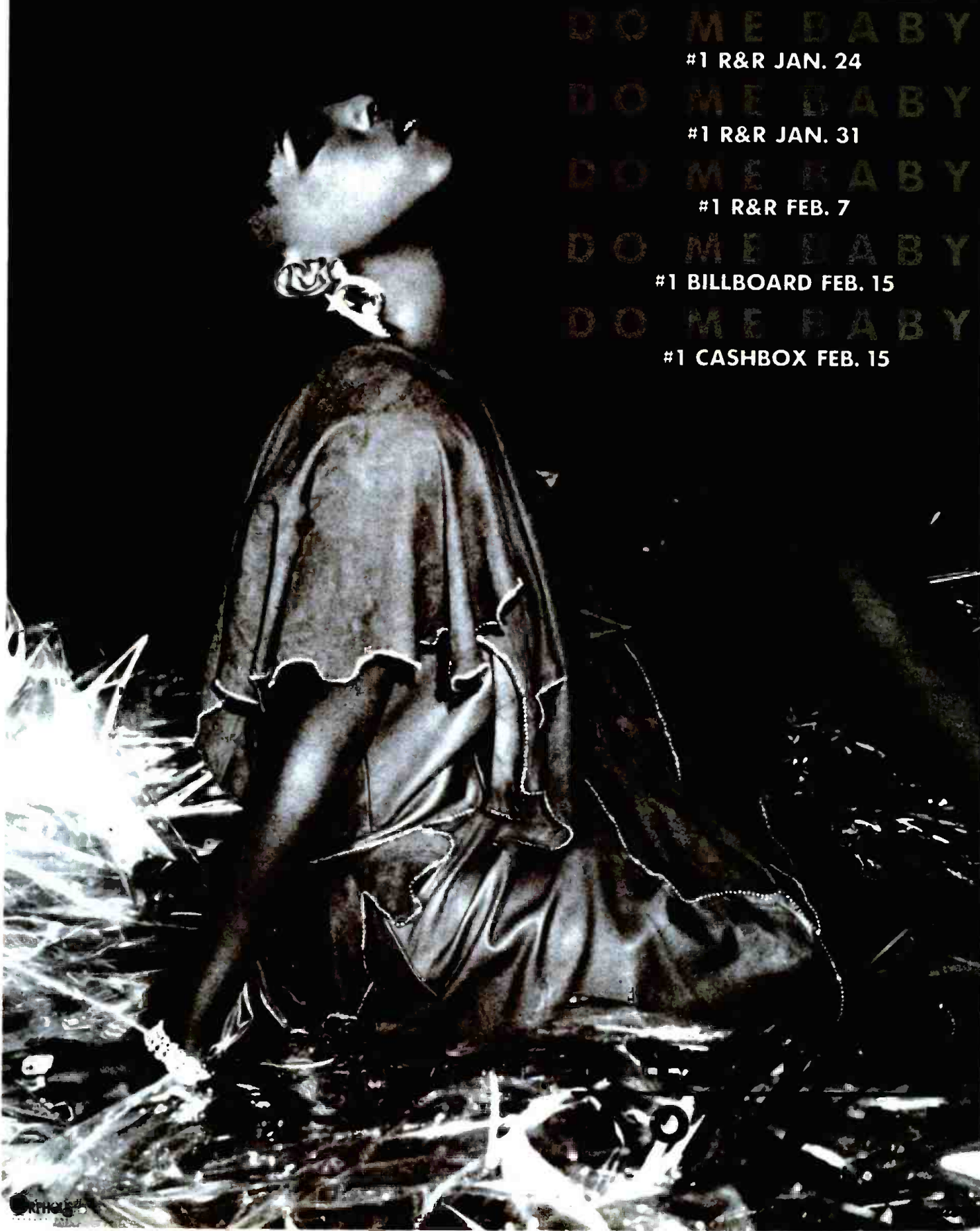
High flying advertising with high returns makes you Number One! People love blimps. Why? Because they fly. Not only will you be remembered because your promotion is different, but because blimps are unforgettable. More than a message. An event! To get carried away... call us today!

**The World Leader in Hot Air Balloons, Helium and Cold Air Inflatables.**

**ADVERBLIMPS™ from AEROSTAR™ INTERNATIONAL, INC.**  
1813 'E' Avenue • P.O. Box 5057  
Sioux Falls, South Dakota 57117-5057  
(605) 338-AERO  
A Subsidiary of Raven Industries, Inc.



# MELISSA



DO ME BABY

#1 R&R JAN. 24

DO ME BABY

#1 R&R JAN. 31

DO ME BABY

#1 R&R FEB. 7

DO ME BABY

#1 BILLBOARD FEB. 15

DO ME BABY

#1 CASHBOX FEB. 15



REED BUNZEL

# NETWORKS/PROGRAM SUPPLIERS

## DOWN FOR THE COUNT

# Custom Countdown With Plain Rap

First there was one. Then two. Then four, five, and six. And then — in the closing weeks of 1985 — two more were born, bringing the total to eight. Eight what? Countdowns, of course, and CHR countdowns at that! Why so many? Well, the standard-form countdown show just happens to be probably the most popular syndicated radio programming and advertising vehicle in the country (and possibly the world).

The most recent additions to the proud countdown family are the return of John Leader in "John Leader's Countdown USA" (introduced last month amidst considerable legal complications), and a new generic "Plain Rap" countdown package. "Plain Rap," by its own definition, is a generic countdown which affords stations the opportunity to custom-produce their own local program while maintaining a production quality often found only in major markets.

### Rapmaster Ronnie

The concept for "Plain Rap" evolved when KIIS-FM/Los Angeles personality Tim Kelly started to fill in on colleague "Big" Ron O'Brien's weekly local countdown show. The difference between local and national productions, Kelly observed, was the lack of information, interviews, and quality scripts. Expanding on this line of thinking, he reasoned that if stations were supplied everything they needed to construct their own countdown — free of charge — they'd snap it up.

"The whole idea was a flash out of the blue," Kelly says. "I spoke with Louise Palanker, who was the original writer for the 'Rick Dees Weekly Top 40,' and we decided we just might be able to distribute



Tim Kelly

## countdown

a high-quality, unproduced countdown that could be used on a local level. We'd give them everything, including the scripts, so they could plug in their own local chart numbers and move the songs around. Stations would also get interview drop-ins, Sonovox countdown numbers, and custom-designed music beds. All they'd have to do is plug in their own jock and they'd have their own national-sounding countdown, but with their own local talent and feel."

Kelly believes that an important element missing from any national countdown is the local market flavor. "National countdowns just don't sound local, and most local shows sound like a guy saying, 'That was number 25 and coming up next is number 24.' They simply don't have the material."

After the concept was developed, the next important step was selling the product. Kelly explains, "In a former life I was program director at WRKO/Boston, so I knew how difficult it was to get cash out of a radio station. The syndication world runs on barter, and we knew, since we couldn't beat 'em, we'd have to join 'em." The next route was to contact the spot reps and agencies to sell them on the idea of a nonproduced, generic countdown in an overabundant world of highly-produced countdowns.

As with most barter syndication, the agencies wanted to cover 70-80% of the US. "They wanted it, and we gave it to them," Kelly continues. "We didn't have any problems with advertisers balking at the concept; the only challenge we've had was proving ourselves.

Unlike the big companies like Westwood One and United Stations, we didn't have a built-in relationship with Madison Avenue. But we had no problem clearing the show, which made the advertisers very happy."

### Nothing New

#### Under The Sun

A generic program designed for local production seems such an obvious venture that it was almost conspicuous by its absence. An old syndication rule states that if a program isn't already being done, it's probably for a good reason. "Plain Rap" seems to defy this axiom. "I don't know why nobody's never done this before," Kelly says, "especially on a barter basis. The existing syndication companies have a built-in prejudice, and traditional wisdom dictates that commercial buys can only be made if there is a proven program or a star association — like Rick Dees, Casey Kasem, or Scott Shannon. This may be true at some times, but a local countdown featuring the local jock will get a better time slot — which is exactly what advertis-

ers are looking for." Instead of being buried in the Sunday morning graveyard the show can run during the much more desirable Thursday or Friday PM drive.

The single greatest fear some stations harbor at first is their lack of a top-quality jock. "A lot of stations say they'll never get a Big Ron or a Rick Dees to do the show," Kelly elaborates. "But we've never lost a station because of the lack of local talent. The show is designed to be run by an idiot — even me. Every station has its own big name; if not, they should get new jocks."

So, are the "Plain Rap" folks worried about competition? "Of course," Kelly concluded. "The bigger companies will probably stick with what they have, but there may be some smaller companies that might view this as a viable enterprise. It adds a new dimension to syndication, and as other people watch us get bigger and bigger we may see some competition come along. But we're like Xerox; we were there first, and we'll always have the 'Plain Rap' identification."

# AP Launches Magazine, Expands Sports Shows

AP Network News has announced plans to launch a series of special radio programs based on stories culled from a variety of national magazines. Hearst Publications' "Weekend Magazine" is slated to debut March 14, featuring reports derived from "Cosmopolitan," "Good Housekeeping," "Harper's Bazaar," "Popular Mechanics," and "Science Digest."

"We're choosing the most interesting stories from among our 13 best-selling magazines," comments Hearst VP Marvin Sleeper. "Our magazines cover the gamut of special interests, hobbies, and demographics, and so will 'Weekend Magazine.'" Sleeper says the programs will focus on lifestyle, science, and human interest stories.

In addition, AP Network Sports is set to expand its weekday and holiday sports programming. Beginning March 3 each of AP's daily :90 sportscasts will be lengthened to two minutes, while additional midday sportscasts will be added on major holidays.

AP Broadcast Services Deputy Director James Hood explains, "This expansion meets affiliates demands for greater sports cover-

age, more stories, and more scores. It makes programming easier as well, since Monday sportscasts will be the same length as weekend sportscasts. Holidays, which usually are marked by high-profile sporting events, will get special attention too."

# Jim Brown Skeds Money, Tomorrow

Los Angeles-based Jim Brown Productions has slated two new short-form features for immediate syndication. "Discovering Tomorrow" examines technological advances and scientific innovations, and "On The Money" looks at personal finances. "Tomorrow" is :90 in length (with two :30 spots) and debuted December 31, while "Money" runs :90 and premieres

February 24.

Jim Brown Producer/Host Lew Irwin explains: "Money" magazine is involved with "On The Money," contributing roughly 25% of the programs. The show also features such radio financial experts as Dick Spangler, Ed Hart, and S.J. Diamond discussing various topics relating to the concerns of today's money-minded listeners. "Discovering Tomorrow" is produced from a variety of individual news stories and interviews."

Both programs are hosted by Irwin.

# Mutual Broadcasts Back Page

Mutual Radio Network is reading "The Back Page Of The News," a daily news feature looking at the lighter side of the news, for a February 17 debut. The 2½-minute program, focusing on unusual and offbeat stories, will be hosted by Jim Bohannon and is being targeted for afternoon drive.

Mutual VP/News Ron Neesen comments, "The Back Page" will spotlight the strange, unusual, offbeat, and always topical side of life. Mutual's highly-versatile and talented Jim Bohannon brings to the show his unique touch in writing and delivery, which makes this feature an excellent choice for all types of formats and stations."

Bohannon also hosts Mutual's "America In The Morning" and "Jim Bohannon" programs.

WORLD PREMIER!

# Rainbow

February 9



Exclusive concert performances spanning Rainbow's  
ten year career and featured in their soon-to-be  
released farewell concert album, "Final Vinyl."  
Highlighted by live performances by Ritchie Blackmore,  
Roger Glover, Ronnie James Dio,  
Crazy Powell and Joe Lynn Turner.

On  
**THE**  
**KING BISCUIT**  
**FLOWER HOUR**

# NETWORK FEATURE FILE

# NEWS & INFORMATION FEATURES

February 10-14

## MUSIC FEATURES

### The Week Of

### The Weekend

February 17-21

<b>Country Calendar</b> (CW)	<b>American Country Portraits</b> (BRE)
Diamond Bros. (2/17)	Mac Davis/Johnny Paycheck
Juice Newton (2/18)	<b>American Eagle</b> (DWR)
Dottie West (2/19)	Bobby Bare/Forester Sisters
Joe Stampley (2/20)	<b>Countdown America With</b>
B.J. Thomas (2/21)	<b>Dick Clark</b> (US)
<b>Country Closeup</b> (NP)	Silly Ocean
John Denver Pt. 1	<b>The Countdown</b> (WO)
<b>Country Today</b> (MJJ)	Atlantic Star L.L. Cool J
Johnny Lee	<b>Countdown U.S.A. With</b>
<b>Earth News</b> (WO)	<b>John Leeder</b> (CUSA)
Robin Williams/Terry Gilliam	Elton John
Little Richard/Martin Ret	<b>Dick Clark's Rock, Roll</b>
<b>Encore With</b>	<b>&amp; Remember</b> (USP)
<b>William S. Williams</b> (WO)	Translations
Andrew Sisters	<b>Dr. Demento</b> (WO)
<b>Interview</b> (IN)	Stan Freberg
Michael McDonald	<b>Entertainment</b>
<b>Line One</b> (WO)	<b>Coast-To-Coast</b> (CBSR)
Alan Parsons	Cars/Little Richard/Lou Gossett, Jr.
<b>Live From Ghilley's</b> (WO)	<b>Future Hits</b> (WO)
John Anderson	Jermans Jackson/John Taylor
<b>Off The Record</b> (WO)	<b>Gary Owens' Supertracks</b> (CRM)
Sting/Loverboy/Hooters	Lionel Richie
<b>Off The Record Special</b> (WO)	<b>Great Sounds</b> (USP)
Dire Straits	George Shearing
<b>Sassy Stars Of Rock &amp; Roll</b> (DWR)	<b>Jazz Show With</b>
Nick Rhodes	<b>David Sanborn</b> (NBCE)
<b>Shootin' The Breeze</b> (WO)	Javis Sings
Alexander O'Neal/Bernard Wright/Force MDs	<b>King Blacout Flower Hour</b> (DWR)
<b>Solid Gold Country</b> (USP)	Ow Rainbow
February gold (2/17)	<b>Legends Of Rock</b> (NBCE)
Feature year 1980 (2/18)	Paul McCartney
Waylon & Willie (2/19)	<b>Musical!</b> (WO)
Grammy Awards Preview (2/20-21)	Top Broadway-Hollywood love songs
<b>Special Edition</b> (WO)	<b>Musical Starstreams</b> (MS)
O'Jays Pt. 1	Ross Traut
<b>Star Trek</b> (WO)	<b>Music Of The City</b> (BS)
Elton John/Mr. Mister/Miami Sound Machine	Back to the front
<b>Star Trek Profile</b> (WO)	<b>On The Radio</b> (NBBA)
Bette Midler	Stevie Nicks
	<b>Pioneers in Music</b> (DWR)
	ELP

February 15-16

<b>Playback</b> (BT)	<b>Rock Reunion</b> (BRE)
Featured year: 1981	Pink Floyd
<b>Powercuts</b> (G3N)	<b>Rock Week</b> (WO)
Loverboy/Hearst (2/16)	Miles & The Mechanics/Stevie Nicks
<b>Rock Dees Weekly Top 40</b> (USP)	<b>Scott Shannon's Rockin'</b>
<b>Rock Chronicles</b> (WO)	<b>America Countdown</b> (WO)
Pat Benatar/Bon Jovi/Pete Townshend	Sing-A-He/Survivor
<b>Rock of the World</b> (BRE)	<b>Solid Gold Saturday Night</b> (US)
U2 R.E.M.	Bary Mann/Cynthia Weil
<b>Rock Over London</b> (RI)	<b>Street Beat</b> (BRE)
Peter Frampton Pt. 1	Luther Vandross/Maurice White
<b>Rock Reunion</b> (BRE)	<b>That's Love</b> (WO)
Pink Floyd	Merita Davis/Omar Sharif/Pat Weathers
<b>Rock Week</b> (WO)	<b>Top 30 USA</b> (CBSR)
Miles & The Mechanics/Steve Nicks	Heart songs
<b>Scott Shannon's Rockin'</b>	<b>Weekly Country Music</b>
<b>America Countdown</b> (WO)	<b>Countdown</b> (USP)
Sing-A-He/Survivor	Dan Seals
<b>Solid Gold Saturday Night</b> (US)	
Bary Mann/Cynthia Weil	
<b>Street Beat</b> (BRE)	
Luther Vandross/Maurice White	
<b>That's Love</b> (WO)	
Merita Davis/Omar Sharif/Pat Weathers	
<b>Top 30 USA</b> (CBSR)	
Heart songs	
<b>Weekly Country Music</b>	
<b>Countdown</b> (USP)	
Dan Seals	

### PROGRAM SUPPLIERS KEY

ABC - ABC Direction (212) 867-7777	AM - Associated Press (202) 966-7200	AP - AP Star Radio (212) 850-1188	BB - Broadcast Builders (818) 780-2331	CB - Carlin Broadcasting (212) 860-8225	CC - CBS Radio (212) 876-4321	CD - CBS Radio (212) 876-4321	CE - Capitol Radio Shows (818) 787-0410	CW - Clayton Wheeler (314) 728-0908	CA - OC Audio (202) 638-4272	DB - DB Broadcasting (212) 271-6950	DD - United Satellite Net (818) 808-1466	DE - Decca (212) 683-8710	DF - Linn Radio Prod. (212) 286-2778	EG - London Broadcasting (703) 585-2000	EP - Music Broadcasting (703) 585-2000	ER - NBC Radio (212) 868-4444	ES - NBC Radio (212) 868-4444	ET - NBC Radio Entertainment (212) 868-4444	EU - NBC Radio (212) 868-4444	EV - NBC Radio (212) 868-4444	EW - NBC Radio (212) 868-4444	EX - NBC Radio (212) 868-4444	FA - Public Interest Affiliates (212) 662-8888	FB - Grand Broadcast (212) 318-1588	FC - Syndicate (415) 386-1781	FD - Syndicate W (818) 841-6266	FE - Steve Lerman Productions (212) 487-2348	FF - Transit (212) 680-6363	FG - The United States (703) 566-9870	FH - Westcoast Radio Network (212) 482-9827	FI - Westwood One (212) 204-6000
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## CBS Post-Fame Show



Following the recent first annual Rock & Roll Hall Of Fame induction program, CBS RadioRadio presented a live two-hour broadcast featuring a Who's Who of rock music. Pictured during the show are (l-r) CBS Producer Frank Cammarata (in background); piano man Billy Joel; CBS Exec. Producer Frank Murphy; and WCBS-FM announcer Norm N. Nite.

# POWER TOOLS

In the high tech, ultra-competitive environment of 1980's radio, you don't go to battle without power tools. And when it comes to radio production, more stations come to us for power tools than anyone else. We fascinate the ears of 150 million people on three continents every day. With production libraries like **STARFIRE™** AND **ROCK TRAX™**, with the amazing new vocal technique, **VOICE TECH™**. And very soon, we will change the way News, Talk and A/C stations are produced forever. If winning is important, if production is important, you need Power Tools. We have the best: **STARFIRE™**, **ROCK TRAX™**, **VOICE TECH™**, and more to come in '86. Call for your demo today.

### BROWN BAG PRODUCTIONS

413-4 S EUDORA STREET  
ENGLEWOOD COLO. 80110  
(303) 756-99-49





HARVEY MEDNICK

DO YOU KNOW HUE YOU ARE

Color Your World Station

Man has been influenced by two elements since his primitive beginnings: day and night. Day brought energy and action. Night brought relaxation and passivity. Thus, the colors of these time periods - bright yellow and dark blue - became associated with those perceptions.

From that time on, color has affected man in a variety of ways. During Nero's time thousands of snails gave their lives to produce his royal purple robes, a sign of wealth. Peasants, meanwhile, had to be content with unbleached cotton clothing. Coal tars in the 19th century allowed man to reproduce colors. As a result, every nook and cranny from floor to ceiling was painted or stained.

What Are Hue Saying?

There are messages about your format, personalities, and other station characteristics that a listener or advertiser gleams from your advertisements and promotions. You work very hard to develop a "positioning statement" that will serve specific purposes: recruit new listeners, reinforce names, announce new services, contests, personalities, and/or programs.

But here's the rub - you may be sending a conflicting message by dint of your color selection. Let's say you're introducing a "Hot Hits" format and want to convey energy and excitement. You produce a billboard design with a reflex blue background, because you read that blue provides the best color field for maximum readership. That's right for the readership color, wrong for the color message. As I said earlier, blue is associated with passivity. So you end up instead with a mixed message: "Hot Hits" in a passive setting. The chance for message retention is slim. Therefore, the billboard becomes a waste of money.

The Primaries

According to the Lüscher color test, there are four basic colors which comprise the psychological primaries. These colors represent

fundamental psychological needs, so their potential subliminal effect can be quite meaningful:

• Blue represents "Depth of Feeling": passive, sensitive, perceptive, and unifying. Blue corresponds symbolically with calm water. Its sensory perception is sweetness. It also signifies tradition and lasting values, tending to perpetuate the past.

"Stations should make a conscious effort to define their format's benefits and target listeners, then select colors to match."

• Green represents "Elasticity of Will": defensive, retentive, possessive, and autonomous. Corresponding symbolically with the imposing redwood tree, green's sensory perception is as an astringent. It represents immutable principles.

• Red represents "Force of Will": active, offensive, aggressive, competitive, and operative. It corresponds symbolically with the red blood of conquest and masculinity. Red is impulse; the will to be active and win.

• Yellow represents "Spontaneity": active, expansive, aspiring, and investigatory. It corresponds symbolically with sunlight's warmth, happiness, and a cheerful disposition.

THE LÜSCHER Color Test

The remarkable test that reveals your personality through color



translated and edited by IAN SCOTT based on the original German text by DR. MAX LÜSCHER

Color Your Format

Consultants around the country will (for a hefty fee) tell you what colors will make you more glamorous or businesslike. Airlines use specific colors to make your trip seem shorter; restaurants to make your dining time seem longer. Even jail cells are sporting pink walls because the color has a "weakening" effect on the inhabitants.

Instead of overlooking color's effect, stations should make a conscious effort to define their format benefits and target listeners, then

select colors to match. A recent issue of Boardroom Reports, under the subtitle "Sharew Advertising," stated that selling to seniors works best when ads are made easier to read for those with poor eyesight. Suggestions included larger type, even spacing, light letters on a dark background, plus the use of red and yellow. Blue, purple, and green were filed away as colors to avoid.

Color acumen is a valuable tool that can give you an extra edge - and make the competition turn green with envy.

ONE YEAR AGO TODAY

- John Lander PD at KKBO-AM & FM Houston
• Dan Halyburton VP/GM of KLIF & KPLX/Houston
• Steve LaBee PD at KPVI/Los Angeles
• Mike Elliott PD at WISN/Milwaukee
• John Rivers PD at KFOG/San Francisco
• Lee Rogers GM at KCBO-AM & FM/San Diego
• #1 CHR: "Careless Whisper" - Wham! (Columbia)
• #1 A/C: "Careless Whisper" - Wham! (Columbia) (3 wks)
• #1 BR: "The Borderlines" - Jeffrey Osborne (2 wks)
• #1 Country: "Baby Bye Bye" - Gary Morris (WB)
• #1 AOR Track: "Just Another Night" - (Columbia)
• #1 LP: "Centerfold" - John Fogarty (WB) (4 wks)

FIVE YEARS AGO TODAY

- Gil Rozzo GM at WMZO/Washington
• Joe Martello PD at KVIS/Seattle
• John Duncan PD at KPNS/San Diego
• #1 CHR: "Woman" - John Lennon (Geffen)
• #1 A/C: "9 To 5" - Dolly Parton (RCA)
• #1 BR: "Burn Rubber On Me" - Gap Band (Mercury/PolyGram) (3 wks)
• #1 Country: "I Feel Like Loving You Again" - T.G. Sheppard (WB/Curb)
• #1 LP: "Double Fantasy" - John Lennon & Y. Ono (Geffen) (3 wks)

TEN YEARS AGO TODAY

- Don Zimmermann Exec. VP at Capitol
• Al Brady PD at WHDH/Boston
• Bruce Wendell VP/Promotion at Capitol
• #1 CHR: "50 Ways To Leave Your..." - Paul Simon (Columbia) (3 wks)
• #1 A/C: "50 Ways To Leave Your..." - Paul Simon (Columbia) (2 wks)
• #1 BR: "Sweet Thing" - Rufus (ABC)
• #1 Country: "Don't Believe My Heart..." - Tanya Tucker (MCA)
• #1 LP: "Desire" - Bob Dylan (Columbia) (3 wks)

DATELINES

1986

March 6-8 Country Radio Broadcasters' 17th Annual Country Radio Seminar Opryland Hotel, Nashville

April 9-13 Alpha Epsilon Rho, National Broadcasting Society's 44th Annual Convention Sheraton Park Towers, Dallas

April 13-18 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

April 19 9th Annual Great Lakes Radio Conference Presented by Specs Howard and Central Michigan University University Center Building, Mount Pleasant, Michigan

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 10-12 5th Annual International Radio Festival

of New York Sheraton Centre Hotel, New York

June 11-15 Broadcast Promotion and Marketing Executives/Broadcast Designers Association's Annual Seminar Loew's Anatole, Dallas

August 26-29 Radio-Television News Directors Association's International Conference, Salt Palace Convention Center, Salt Lake City

Sept 10-13 Radio '86 Management, Programming, Sales, and Engineering Convention, Sponsored by NAB and NRBA New Orleans Convention Center, New Orleans



KEN BARNES -

# ON THE RECORDS

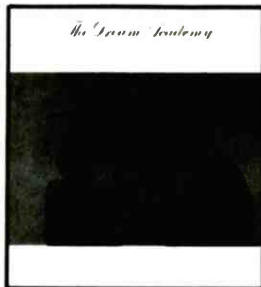
## New Artists Broken In 1985

Are new artists breaking on radio? I looked at that question a couple of times last year, and now that the full story is in for 1985, I thought I'd summarize. The total number of artists reaching Breaker for the first time in 1985 was exactly 100 - and that's no small figure.

Obviously, as a glance at the format breakdowns shows, some formats were more receptive to new artists than others. Black/Urban led the pack with 40 new artists broken, with AOR credited with 29 and CHR 20. (Artists are listed in the format in which they first broke; a few broke simultaneously in different formats.) Country and A/C, on the other hand, were slower to accept new artists.

Critics will be quick to point out, of course, that several of the new artists listed are new in name only: Mairice White, David Lee Roth, Sting, etc., all with illustrious pasts affiliated with a group. Impromptu assemblages like USA For Africa, Willie & The Poor Boys, and Artists United Against Apartheid are also only nominally new.

Other new artists profited from close associations with established stars, hit movies or TV shows, or past affiliations. Some have been making records for years and finally broke through; others scored on the first try, seemingly coming out of nowhere.



Of course, breaking does not assure a long and profitable career, and another look at the list reveals a few artists already earmarked for one-shot wonder status. Whatever their staying power or the reasons for their success, however, I find the sheer number and diversity of these new artists an encouraging sign. It will be interesting to monitor 1986, see how the total number compares, and get a good idea of the various formats' new artist-breaking patterns. This honor roll of 1985 new artists is a start in that direction.

### A/C

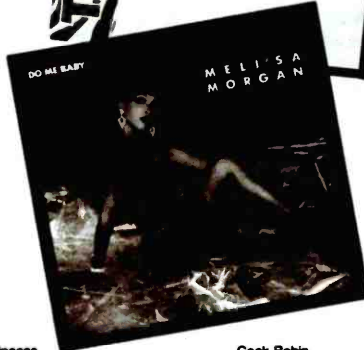
- David Foerster
- Amy Grant
- Jeney Street
- USA For Africa\*

### AOR

- Alarm
- Clarence Clemons
- Cruzados
- Divinyls
- Dream Academy
- Elliot Easton
- Eddie & The Tide
- Fiona
- Firm
- Godley & Creme
- Hooters
- Mick Jagger
- Jason & The Scorchers
- Katrina & The Waves
- Lone Justice
- Marrillion
- Nick Mason & Rick Fenn
- Mike & The Mechanics
- Mr. Mister
- Kim Mitchell
- Gary O'
- Outfield
- Phantom, Rocker & Slick
- Ronan Holliday
- David Lee Roth\*
- Simple Minds
- Sing\*
- Ti Tuesday
- Joe Lynn Turner
- USA For Africa\*
- Willie & The Poor Boys
- X

### Black/Urban

- Colonel Abrams
- Artists United Against Apartheid
- Boogie Boys
- Sam Bostic
- Choice MCs
- Durrell Coleman
- Morris Day
- Family
- Five Star
- Doug E. Fresh
- Full Force
- Paul Hardcastle
- Whitney Houston
- Freddie Jackson
- Jets
- Jesse Johnson's Revue
- Juicy
- Paul Laurence
- Lisa-Lisa & Cult Jam
- Loose Ends
- Jeff Lorber
- Mai Tai
- Mel's Morgan
- Eddie Murphy
- 9.9
- Alexander O'Neal
- Opus Ten



- Princess
- Ready For The World
- Rock Master Scott
- Nile Rodgers
- Charlie Singleton
- Skipworth & Turner
- Ta Mara & The Sean
- Nolan Thomas
- Translaine
- UTFO
- Maurice White
- Winans
- Val Young

### CHR

- A-He
- Animation
- Arcadia
- Boy Meets Girl
- Kate Bush

- Cock Robin
- Dead Or Alive
- Depeche Mode
- Harold Faltermeyer
- Jan Hammer
- John Hunter
- Jellybean
- Limahl
- Miami Sound Machine
- Allison Moyet
- OMD
- Power Station
- David Lee Roth\*
- Scritti Politti
- Sting\*
- USA For Africa\*

\*Reached Breaker simultaneously in more than one format

### Country

- T. Graham Brown
- Chance
- Forester Sisters
- Restless Heart
- Rockin' Sidney
- Judy Rodman
- Southern Pacific

(Country artists were listed on the basis of charting, as some new artists have charted without reaching Breaker)

### Full-Service A/C

- Pia Zadora

### Back In The USSR

By now I'm sure everyone's noticed and remarked on the coincidence of "Russians" and "Nikita" breaking and charting CHR in the same week. I figured I'd better mention it anyway before it became too outdated, since it's better read than dead. "R.O.C.K. In The U.S.A." and "Calling America" should restore the balance, however.

Adding a couple of motorcycle songs to my recent list, Randy Hagg, PD at WCPZ/Sandusky, OH, cites "Harley Davidson Blues" by Cannon Heat and "Roll Me Away" by Bob Seger. Dick Clark Productions' Fred Bronson adds a few more artists' remakes of their own hits: a disco version of "Downtown" by Pet Clark and similarly dance-oriented rerecordings of "Sway" by Bobby Rydell and "Venus" by Frankie Avalon.

After I wound up (I think) the "Abacab" controversy (on the origin of the title), I made a passing remark doubting whether "Badge" was really the chord progression that Cream song. This comment drew a response from WILL/Williamstic, CT's Denise Bellamy:

"What a can of worms! It was I who originally wrote to you about 'Badge' and the letters standing for the chord progression in that song... But when I checked it out for myself in an Eric Clapton songbook, the plot thickened. The chords B A D G & E are present in the song, or in a variation (A7, for instance). But the chords aren't in an exact BADGE order. Yet I maintain that 'badge' sounds a lot better as a song title than 'Egdiab!'"

I think we can all agree with that contention.

## Phil Lynott: Rocker

I had planned to compose a tribute to Rick Nelson here, but I think the one Adam White wrote in the January 10 issue said it admirably. I did, however, want to mention Phil Lynott, the ex-Thin Lizzy leader who died late in 1985 at the age of 35.

Although they were something of an AOR staple in the mid-late '70s, Thin Lizzy is remembered primarily for their 1976 hit "The Boys Are Back in Town." And it is a memorable song, the archetypal swaggering macho rocker (interestingly, almost the identical theme and sound can be found on a 1973 Lizzy single called "The Rocker").

But the Irish-originating group, sparked by Lynott's songwriting, singing, and bass playing, plus guitar heroics from Gary Moore, Brian Robertson, and others, was an unusually versatile hard rock band. Their heavy material was as loud and aggressive as anyone's, but Lynott had a knack for a melodic romantic ballad and the influences of his early days as a folk singer, which showed up in tra-



Phil Lynott hearing the King's call

ditional folk-styled numbers like "Whiskey In The Jar," the group's first UK hit. Lynott also made a couple of solo albums, and dabbled in one-off projects, one Christmas single with a couple of ex-Sex Pistols under the name the Greadies, and a recent duet single with Gary Moore that's just come out here, "Out In The Fields." One of the best tracks on his first solo album was titled "King's Call," describing Lynott's reaction to Elvis Presley's death; in the song he sits up drinking and playing the King's records all night. That sounds like a fitting tribute to Lynott as well.

# TALK TALK

**"Life's What  
You Make It"**

## AOR BREAKERS

AOR Tracks: **DEBUT** ▶ **29**

WBCN	KLOL	KBCO
WBAB	KSRR	KROO
CHOM	WHSE	KUPD
WNEW	WNOR	KZAP
WHJY	WLUP	91X
Q107	WXRT	KFOG
DC101	WLVO	KROR
KTXO	WOFM	KSJO
KZEW	KAZY	KISW

From the album  
"The Colour Of Spring"

Produced by Tim Friese-Greene

# BRIAN SETZER

**"The Knife Feels  
Like Justice"**

#1 Most Added Track!

AOR Tracks **DEBUT** ▶ **45**

WBAB/WNEW	KLOL
WXRK	WLLZ
Q107	WOFM
DC101	91X
WKLS	KOME
KTXO	

From the album  
"The Knife Feels Like Justice"

Produced by Don Gehman



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# ARCADIA

"GOODBYE IS FOREVER"

CHR BREAKER

# ISL FOX

"Let's Go All The Way"

CHR BREAKER

Capitol

32/R&R FRIDAY, FEBRUARY 7, 1986

## DATEBOOK

SEAN ROSS

### Miller Time Again

The A-side of Roger Miller's recent "Big River" single, "River In The Rain," was fairly straight; you have to turn it over and hear "Hand For The Hog" to be sure that he still writes demented. During his heyday, Miller wrote some fairly unusual hits about suicide ("One Dyn' & A Buryin'"), men abandoning their families ("Dang Me"), teenage drinking ("Chug-A-Lug"), and, yes, the homeless ("King Of The Road"). Because his songs seemed charming, (and because some were genuinely innocuous), he usually got away with it when a lot of other artists were hassled. All the aforementioned are on Miller's "Greatest Hits" collection, which was certified gold 20 years ago Tuesday.

#### MONDAY, FEBRUARY 10

1942/So what could *Harpers Bizarre* and *Tuxedo Junction* aspire to? Glenn Miller gets the first gold record for "Chattanooga Choo Choo."

1968/The Beatles sever all American business connections, including their fan club. They also drop the late Brian Epstein's NEMS group and move all business affairs to the newly-formed Apple Corps.

1974/Phil Spector is seriously burned in a car crash. His spokespeople give virtually no details, saying only that he suffered multiple head and body injuries somewhere between L.A. and Phoenix.

*Birthdays:* Roberts Fleck 1939, Donovan 1946.

#### TUESDAY, FEBRUARY 11

1963/"I Saw Her Standing There," "Do You Want To Know A Secret," "Twist & Shout," and other sides for the Beatles' first LP are recorded.

1964/The Beatles' first American concert at the Washington Coliseum.

1970/"The Magic Christian" premieres in New York; The soundtrack, featuring Badfinger's "Come & Get It," is released on the same day.

*Birthdays:* Sergio Mendes 1941. Gene Vincent would be 51.

#### WEDNESDAY, FEBRUARY 12

1957/The Coasters, best known to the new generation of listeners for their Church's Fried Chicken spots, record "Young Blood."

1967/Fifteen policemen raid Keith Richards's country home for drugs but don't arrest Richards, Mick Jagger, or Marianne Faithfull until three months later.

1968/Mel Mendris returns to Seattle, plays for the students at Garfield High (from which he dropped out), and receives the key to the city.

1975/Ex-folk trio leader Chad Mitchell is sentenced to five years in prison on drug charges after being caught driving 400 pounds of marijuana across the Texas border in 1973.



Melissa Manchester, Roger Miller, Donovan, Sonny Bono

*Birthdays:* Ray Manzarek 1943, Moe Bandy 1944, Gil Moore (Triumph) 1951

#### THURSDAY, FEBRUARY 13

1974/The heavily-publicized Bob Dylan and the Band tour ends in Los Angeles; most of the "Before The Flood" LP is recorded tonight.

1978/Most people who've entered radio in the last ten years have heard the tape of WCFL/Chicago's last rock days at least once. On this day R&R first mentions the Chicago Federation of Labor station's move to Beautiful Music, citing it as "rumor of the year."

1982/Island announces "1+1 cassettes" with one side prerecorded and the other side blank.

*Birthdays:* Peter Gabriel 1950, Peter Hook (New Order) 1956.

#### FRIDAY, FEBRUARY 14

1972/John Lennon & Yoko Ono begin a week cohosting the Mike Douglas show.

1973/A male fan tries to kiss David Bowie on stage at Radio City Music Hall; Bowie later collapses from exhaustion at the end of the elaborate Valentine's Day show.

1974/So what were "All The Young Dudes" and "Sufragette City" about? Rolling Stone says Bowie has turned down activists who wanted him to write "the world's first gay national anthem."

1978/Elvis Costello releases "(What's So Funny 'Bout) Peace Love & Understanding" as a red vinyl single

*Birthdays:* Razy Bailey 1939.

#### SATURDAY, FEBRUARY 15

1969/Florida hairdresser Vickie Jones is arrested in Ft. Meyers for giving a phony Aretha Franklin concert. Jones is sufficiently realistic that nobody asks for a refund.

1975/Gino Vannelli becomes the first white artist to appear on "Soul Train."

1979/Freed from litigation with Columbia, Paul Simon finally signs with Warner Brothers.

1981/CHR legend 96X/Miami finally goes dark after lengthy FCC battles over a contest in which one of its jocks was purportedly lost in the Devil's Triangle. 96X returns four years later under new ownership.

*Birthdays:* Mike Craig (Culture Club) 1960, Mick Avery (Kinks) 1944, Melissa Manchester 1951, Al Campbell (UB40) 1959.

#### SUNDAY, FEBRUARY 16

1969/George Jones and Tammy Wynette are actually m-a-r-r-i-e-d six months after telling people they'd wed secretly.

1971/Ailan Passero, the Hell's Angel tried and eventually acquitted for stabbing Meredith Hunter at Altamont, sues the Mayles Brothers, charging that when Hunter's death was shown repeatedly in "Gimme Shelter," his privacy was invaded.

1977/The FCC opens payola/plugola hearings stemming from alleged improprieties at R&B giant WOL/ Washington.

*Birthdays:* Sonny Bono 1935, Andy Taylor (Duran Duran) 1961





Track Debut 42

WPHD add  
CHUM add  
WMMS add  
KPLUS add  
WBBQ  
WFMN  
WJAD  
WCGQ  
KQCR  
KKLS-FM  
KOZE  
OK95

# When It Feels This Good, Once Is Not Enough.

**"Feel It Again"**

The New Single  
By Honeymoon Suite  
From Their Forthcoming Album  
*The Big Prize*

Produced by Bruce Fairbairn  
Management: Stephen Prendergast/Head Office Management



© 1986 Warner Bros. Records Inc.



ADAM WHITE

# RECORDS

## CBS RECORDS' AL TELLER

# Talking Tough On Video

Last fall's top executive appointments at CBS, RCA, and PolyGram should begin to make an impact on the music industry over the next few months. Changes will affect people, policies, artists, and sales for good or bad — depending on your point of view. I'll be keeping tabs on the developments and putting them in perspective, complemented by input from the key players themselves.

Al Teller was named President of the CBS Records Division in October, just weeks before Dick Asher and Elliot Goldman took similar posts at PolyGram and RCA/Ariola, respectively. Interviews with newly-appointed chief executives usually yield cautious or non-committal replies, for obvious reasons. But Teller, with three tenures and almost ten years at CBS, was willing to discuss one of his specific concerns in-depth: video's role in relation to radio and the industry as a whole.

**R&R:** You seem to feel that music video is a lot less important than it used to be.

**AT:** My fundamental belief is that radio is still overwhelmingly the primary vehicle for exposing recording talent to the public. The use of video has been exaggerated beyond any sense of reasonable proportion by the media, which is not unusual. This is just the latest media tendency to generalize something that's happening in our business, and take that generalization as the be-all-and-end-all until the next "trend" comes along — which will then be generalized to death.

Video was very helpful in breaking new artists a few years ago, which was why CBS and most other companies began to do videos seriously. Radio was virtually at a standstill in the sense of new programming formats at the time, and there was a large percentage of oldies on the average station. We needed an alternative.

To a certain degree, video was that alternative. I will certainly support the concept that it was the catalyst which helped break down the radio barrier. That was probably the single most critical role the music video has played. But that role, for all practical purposes, has been diminished to a minor element. Virtually every video outlet now programs the way a top 40 station does. Video playlists are as tight as any CHR, AOR, or A/C station.

### Dealing With Myths

**R&R:** Where does that leave video in the broader context?

**AT:** It's a useful tool for exposure, primarily for new artists. It accelerates the development pro-



Al Teller

cess. For major superstars, I consider it a help but not the be-all-and-end-all. For them, it's still saturation radio airplay, a string of hit singles and, importantly, their ability to tour, play live, and generate excitement. Nothing can replace that.

So we're dealing simultaneously with a couple of myths: Namely, you can break new acts willy-nilly using videos, or you can reach mega-platinum success with superstars by the use of an endless series of videos.

**R&R:** Are there other negative consequences?

**AT:** I wonder whether saturation video play and exposure haven't foreshortened artists' careers to the point where an act can go from unknown to superstar to has-been in the course of one album. I'm exaggerating slightly to make the point, but it's certainly true if you look at two albums back-to-back. Let's say two albums, four hit singles from each. You're dealing with eight videos getting saturation play over 24 months, not to mention as recurrences/oldies.

It wasn't long ago that people used to be concerned about touring strategies, specifically whether an act should return to the same market within a given period. God forbid that another 10,000 seats should be sold in the same year! That concern, which I felt was legitimate, was less than a decade ago. Now it's been completely swept away, and we have endless, repetitive visual exposure, 24 hours a day, day in and day out, seven days a week.

Let's face it. Part of the process of being a star involves mystique. Now not only are stars' videos

played endlessly, they're hosting video shows and every little tidbit about their lives is known. Just because the media's appetite is insatiable doesn't mean we should feed it to that degree. Once the media detects that an artist is over, that the public has chewed on him until there's no flavor left, they'll toss him aside and move on to the next. Whereas our concern as a record company is to develop and sustain long-term, viable careers for our artists.

### Downside Risk

**R&R:** How do you feel the industry should respond to the situation you're describing?

**AT:** Cautiously. The use of videos should be weighed as carefully and judiciously as any other element of the marketing mix. Let's not necessarily make a video of every single that goes out the door. Records can still be hits without having hit videos attached. No one element should be raised to the level of overwhelming prominence. It's not valid, it's not healthy, and the downside risk is quite substantial.

How many times does this industry have to go off a cliff before realizing there are no uni-dimensional solutions to its problems? This is not an easy business — very few are — and I fear we may be looking at the same sort of traps we've stumbled into before.

**R&R:** Are you concerned that what you're saying can itself have

a negative effect?

**AT:** I'm not trying to kill the goose that laid the golden egg. I'm trying to protect the goose from killing itself. I would suggest that the people who program videos have to undertake the same introspection. That part of what made them exciting and interesting in the early days has largely disappeared as they've become successful.

### Independent Course

**R&R:** If this is going to be a watershed year for video, where does radio stand?

**AT:** Radio should try to follow its own independent course. That's a lifelong suggestion of mine. I recognize that the radio business is different from the record business. We survive and succeed by selling our artists' records. Radio succeeds by selling advertising to its clients, based on ratings. But my strong belief has always been that radio can show more independence on a creative level and still succeed within its own business boundaries.

**R&R:** Can you be more specific?

**AT:** Well, I cringe when I read the *Gavin Report* and see that certain records are characterized on a page called "alternative." What are they an alternative to? Is this music not fit for human consumption; music for Martians? Because much of what I see in the alternative list is stuff that AOR would have eaten up not too long ago.

The public should be given more credit. There can be more than 20 records at any given time that can be programmed and still pull a healthy chunk of the audience. We saw a turnaround a few years ago when video broke the logjam at radio. It's come 180 degrees, and it can turn again. The music always speaks for itself. That may be simplistic and slightly passe as a slogan, but I think it's still valid.

**R&R:** You're saying that not enough fresh music is reaching the public?

**AT:** I've always felt there are far more records and artists of quality available to the public that somehow don't get to them, but should. If we could spend time exploring the development of some mechanisms to reach the public directly with the music...

I understand the limitations radio faces, and I'm not taking a negative posture. But I do feel there's plenty of room for more aggressive creativity at the programming level, without sacrificing ratings — perhaps even with an increase in ratings.

### Format Overlap

**R&R:** For example?

**AT:** The overlap between CHR, AOR, and A/C is really excessive, with relative slivers of differentiation between them. I feel differentiation could be greater without any sacrifice. They're all trying to fit through the same doorway, and it gets tough.

Being all things to all people all the time would be a wonderful way to live, except the world is different than that. There are certain artists who will have wonderful appeal to everyone and should appear on every radio station, regardless of how you categorize it. But that would be a poor excuse to avoid a greater differentiation among performers.

Again, I get back to the sense of what "alternative" artists are. They would have been the bread-and-butter AOR artists of a decade ago. For instance, we have a record on Columbia by Big Audio Dynamite. It's a sensational album and it's starting to happen, but the struggle just to get mainstream AOR people to listen to it was rather extraordinary, and a bit of a surprise to me.

I accept radio's limitations. I accept video's limitations. I accept our limitations. What I don't accept is limitations on thinking. We should all be constantly asking ourselves, "How can I do this better and differently, and are there any other ways to improve the whole process?"

## Rotating Those Videos

Al Teller's comments about MTV's hit-oriented, tight playlist would be disputed by the channel. In a promotional package recently given to record labels, MTV says it "plays more new music than ever before" — and that the playlist has been increased to 90 currents — "one-third more current music than three years ago." The presentation also defines six rotation categories:

**NEW:** 5 plays per month (PPM). "New artists, no familiarity, no awareness, no record company major push," says the document.

**LIGHT:** 8 PPM. "New artists with record company push and 'street buzz' (or) Known artists with recent success limited to other formats."

**BREAKOUT:** 15 PPM. "Breaking video, moving up in awareness and popularity (or) Major artist new releases."

**MEDIUM:** 30 PPM. "Hit video not yet at its peak (or) Superstar artist new releases coming off recent major success."

**ACTIVE:** 60 PPM. "Top rotation for most hit videos at their peak."

**HEAVY:** 90-120 PPM. "Peak rotation for the few major hits (rotation reserved for unusual successes)."

Not defined in the material is MTV's Power rotation, aka "Shrek Preview Videos."



# BANGLES

## "MANIC MONDAY"

MOST ADDED  
129 50 - 54%

Including: 33 P. 1s!

Taken From  
The Columbia Album  
"DIFFERENT LIGHT"

Written By: Christopher YOUNG  
Produced By: David K. [unclear]

# THE OUTFIELD

## "YOUR LOVE"

This Top 15 AOR Double-Breaker Band  
Is CHR Ready N-O-W!

30 Adds Out Of The Box! Including:

WPHD KAFM W'MMS  
WCAU FM KEGL KPLUS

Taken From The Columbia Album  
"PLAY DEEP"



**HOTTEST**

# BOOKSHELF

**370) THE RECORD PRODUCERS.** John Tabler & Stuart Grundy  
Profiles based on exclusive interviews with 13 of the greatest hitmakers, Leiber & Stoller, Tom Dowd, Phil Spector, Richard Perry, Bill Szymczyk, Todd Rundgren, George Martin, Mickie Most, Glynn Johns, Tony Visconti, Chinn & Chapman, Roy Thomas Baker, and Chris Thomas. 248 pp. (P) \$10.95

**345) THE PROGRAM DIRECTOR'S HANDBOOK.** Bob Paiva  
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Written by one of the top entertainment lawyers, this is a concise, complete and well-documented guide filled with straight talk and practical advice on making your break. In addition to detailed explanations of the mechanics of music deals, it also includes pointed interviews with top industry execs, managers, producers, and artists. 288 pp. (H) \$14.95

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This invaluable course specifically addresses the important nuances of the audio world. The 106 page training manual with ten pre-recorded lessons on cassette tapes lead you from basic to advanced listening techniques in increasing progression. Topics include estimating frequency, frequency band limitations, sound level changes, components of sound quality, frequency response irregularities, various types of distortion, reverberation effects on speech and music, signal vs. noise, and voice colorations. \$129.95

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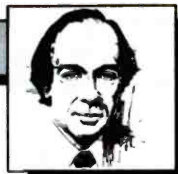
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BRAD MESSER

# CALENDAR

## Tiger Can't Change Stripes

The fine art of matching jobs and people sometimes turns out pathetically short of fine.

A newsman mailed a tape to a West Coast station which had advertised for a news anchor. The station soon responded with an invitation to fly into town for an interview.

During the visit, the candidate was given the usual station tour, was fed some lunch, and then the principals closed the office door to get down to the serious stuff, the discussion of duties and negotiations over pay.

The more the conversation continued, the more interested the candidate got. He especially liked the part where the interviewer

said, "I thought your tape was excellent!" The candidate had always worked hard to achieve his natural sounding one-on-one delivery.

At that point the fine art of filling a job went down the tubes. The potential boss reached into a drawer, pulled a tape, and placed it in a cassette machine. "Listen to this guy," he said, "and tell me whether you could sound like him."

For an instant, the candidate thought it was just a really bad joke, but the look on the face of the boss indicated otherwise. From

the speaker poured the voice of someone almost screaming a newscast. The effect was made even worse by a deep reverb.

The visiting candidate knew this wasn't the job for him. He made small talk, ended the interview as quickly as possible, and headed for the airport. Time and trip wasted.

As he tells the story today, the former job seeker still wonders why that radio executive responded in a positive manner to his audition tape, and went to the expense of a fly-in audition, when all along he was trying to find someone with a completely different style of delivery.

### First Gold Record

**MONDAY, FEBRUARY 10** — The idea of the promotional "gold record" was created by the RCA Victor company, which presented the first one to Glenn Miller 44 years ago today in honor of the million seller "Chattanooga Choo Choo" (1942). The record wasn't sold gold. The color was just sprayed on.

Five years ago a fire in the Las Vegas Hilton killed 8 people (1981). On this date in 1942, because of World War II, Detroit stopped production of automobiles for civilian use. The hand-held portable fire extinguisher was patented in 1863.

Birthdays: Swimmer Mark Spitz (7 gold medals in 72 Olympics) 36. Musician Donovan (Leitch) 40. Singer Roberts Flack 47. Actor Robert Wagner 56. Soprano Leontyne Price 59.

### Mardi Gras

**TUESDAY, FEBRUARY 11** — Shrove Tuesday, the last feast before Lent, is called Pancake Tuesday by some people. A "pancake race" has been held at Olney, England since 1445. Today caps off two weeks of Mardi Gras celebrations in New Orleans and other Southern cities, including Mobile, Alabama. A public holiday in Florida.

The world's largest lobster weighed 44.5 pounds and was 3 feet 6 inches long. It was caught off Nova Scotia on this date in 1977 and sold to a restaurant in Bayville, New York.

The Beatles recorded their first album in a 12-hour session at EMI Abbey Road studio in 1962.

The Caterpillar Club was formed in 1919 for those whose lives have been saved by parachutes. Birthdays: Burt Reynolds 50. Actress Tina Louise 52. Actress Eve Gabor 60. Gene Vincent ("Be Bop a Lula") 57 born 1935. Thomas Edison born 1947.

### "Robinson Crusoe" Rescued

**WEDNESDAY, FEBRUARY 12** — The man whose life inspired the story of Robinson Crusoe was rescued from the island of Juan Fernandez in 1709. His real name was Alexander Selkirk and he was stranded on purpose. Just wanted to be alone. Passing ships kept offering to pick him up but Selkirk refused, until boredom finally overtook him after five years.

U.S. Ambassador to Afghanistan Adolph Dubs was assassinated in 1979. Actor Sai Mino was murdered 10 years ago (1976). The United States agreed to begin training the army of South Vietnam in 1955. The first "Superman" radio program aired in 1940. National Association for the Advancement of Colored People formed 1908.

Ash Wednesday. Lent begins.

Birthdays: Racer Johnny Rutherford 48. Bill Russell (Basketball Hall of Fame) 52. Broadcaster Joe Garagiola 60. Actor Lorne Greene 71. Labor leader John L. Lewis born 1880. Abraham Lincoln born 1809. Charles Darwin born 1809.

### Jesse James' First Robbery

**THURSDAY, FEBRUARY 13** — Jesse James began his 16-year criminal career 120 years ago today (1866).

The James Gang got \$17,000 from a bank in Liberty, Missouri, and killed an innocent bystander in the process. Two years ago, in the largest American merger to that date, Texaco was granted FTC permission to combine with Getty Oil to form a \$10 billion company.

Writer Alexander Solzhenitsyn was expelled from the USSR in 1974. Blondie & Dagwood's comic strip marriage happened in 1933.

1914 — ASCAP formed. 1784 — Ice jam clogged Mississippi River at New Orleans.

Birthdays: Ex-Monkee Peter Tork 40. Actress Carol Lysterly 43. Actor George Segal 52. Singer Tennessee Ernie Ford 67.

### Valentine's Day

**FRIDAY, FEBRUARY 14** — The original St. Valentine lost his head in the year 278. Authorities of the Roman Empire, who preferred that soldiers remain single, ordered him executed as punishment for performing marriages for military couples.

President John Kennedy announced in 1962 that US military advisors in Vietnam would fire if fired upon. World War II bombing raids created a firestorm that killed 200,000 people in Dresden, Germany in 1945.

The first full-length "Tarzan of the Apes" movie premiered in 1918 and caused public protests over the fact that Tarzan and Jane lived together without being married.

1912 — Arizona 48th state. 1859 — Oregon 33rd state.

Birthdays: Actress Florence Henderson 52. TV personality Hugh Downs 65. Labor leader James Hoffa born 1913. Actress Thelma Ritter born 1905. Comedian Jack Benny born 1894.

# blancmange



**"Lose Your Love"**

**The Single Is Out.  
The Tour Is On  
The Video Is Playing**

**Produced by Stewart Levine  
For Utradelta Limited**

1986 Sire Records Company



# GIVE BLOOD

A public service announcement brought to you  
by ATCO Records on behalf of the new single from

**PETE TOWNSHEND.**

790577 "Give Blood" from the gold album "White City" 90473  
also available on cassette and CD.





JOEL DENVER

# CONTEMPORARY HIT RADIO

## 195 ROCKS AND WINS

# WAPI-FM: Setting The Pace In Birmingham

Christmas didn't end on December 25 for WAPI-FM (195)/Birmingham PD Mark St. John. In fact, he's still opening presents.

• Extra present #1: *IS* surged ahead two shares (12.0-14.0) in the fall '85 Arbitron. Not only had the station widened the distance between itself and CHR competitor KXX106(WKXX), but missed capturing the market lead from Country outlet WZZK by only two-tenths of a point.

• Extra present #2: An incredible job offer in a major market - programming WAVA/Washington. Naturally, he took the gig.

But the successful endeavors of Mark and his staff at *IS* shouldn't go unnoticed. He leaves behind a strong facility committed to winning.

### From AOR To CHR

Mark, a onetime record promoter for Atlantic in Charlotte and Atlanta, cut his programming teeth at WISE/Asheville and WHHY-FM/Montgomery before joining WAPI-FM. When he took over *IS* in July 1984, it was a successful AOR which had maxed out its potential for ratings and revenue growth.

When WAPI-FM opted to go CHR, Mark's mission was to maintain its image and attract new audience. "We weren't spectacular in any demo except men," he recounted. "Our 12+ share hovered around an 8, so we made the plunge for CHR."

"Our first step was to take the station into a more current direction and carefully introduce broader appeal tunes. Any remaining oldies on the station were rock-oriented, yet mass appeal (as are) the few we deal with today. We are still more apt to play an AOR crossover first, letting the rest of the market warm up an A/C or Urban crossover."

### Keeping A Rock Image

"I see stations around the country changing their complexions in a week's time, playing too many of one crossover type. That's dangerous. It's also dangerous to get too far into oldies," he cautioned. "MTV's 'closet classic' idea is good. Occasionally playing an old Deers song is a neat way to acknowledge rock's roots, but not as a staple of the station. It only works in limited doses and the right dayparts. You can flex your percentages depending on what's available in current music." (St. John maintains a 75% current sound, with 15% recurrents and 10% gold.)

"Current records are the staples



*IS*'s monthly Street Sheet is a slick handout filled with pictures from recent promotions, as well as a complete listing of concerts and station events.

of this station's success," he continued. "To rely heavily on recurrents and oldies risks the chance of sounding stale. While I'm cautious on Urban crossovers, I don't miss any that are hits. At the same time, I don't advocate missing any hit record, particularly if it's too hard at first listen. As it becomes familiar, a rock record becomes all the more palatable."

### Super Demos

The man obviously knows what he's talking about. Not only is *IS* first in teens with better than a 47 share, but it holds the top spot in 18-34 adults, #2 in 18-49 adults, and is tied for third in 25-49 adults with (Urban) WENN. "This book was the culmination of the direction we've been taking. We held our men from AOR, added women, and

kept a large teen base."

Achieving those stats meant avoiding a job hazard Mark cautions other PDs against - falling into the be-all-things-to-all-people trap. "If you start getting too comfortable and try to broaden too fast, you'll start to lose the 12+ share and, eventually, the adults' loyalty as well. Adults are drawn to this station because of the excitement. Sure a Motley Crue might be patently offensive to some listeners, but our format is designed so the next record will be something they're sure to enjoy. Those rock records are active phone items, and we're based on appealing to the active audience."

While he keys in on active research such as retail and phones, Mark utilizes some callouts for rotations and burn factors. "I don't

put too much faith in any one piece of research. The more information the better. You have to be able to interpret the research and make it work for you."

### Attention To Tempo

He attributed KXX106's lack of success in recent books to a "lack of consistency; too many people trying to do their own thing to the station in too short a time. They need to find a PD they like and stick with him."

As to possible reasons for the fall ratings decline of other CHR stations across the country, Mark said, "If there is any trap a CHR may fall into it's being too timid, generic, or afraid of standing up and making a statement. Any one record will not blow your audience.

"Tempo is very important. Be aware that many A/Cs are becoming more contemporary-sounding again. That's another reason to play records by Rush or other mass appeal rockers. They help set us apart. My advice is to continue going forward in an aggressive manner and find ways of being different. CHR is lively, vibrant, and fun. It has to have an uptempo feel to work."

"You need to be a part of people's lives and think of your station as being more than just a jukebox. Competition from MTV and other things like home computers is not going to go away. Therefore, you have to give listeners a reason to tune in every day."

"I don't put too much faith in any one piece of research. The more information the better. You have to be able to interpret the research and make it work for you."

### Say *IS* And Win

There's a lot more to WAPI-FM than just its music. *IS* was very visible promotionally, with billboards featuring morning men Mark Thompson & Brian Phelps. Complementing the board effort was a simple but effective contest that helped the station become the talk of the town.

Mark explained, "In comparison to what others spent, this game, originally used at sister WABB-FM/Mobile, cost us very little - approximately \$25,000. We'd go out and ask people, 'What station do you listen to?' If they answered '*IS*,' they got the chance to say it as many times as possible in ten seconds at \$10 a whack. We'd be there with cassette recorder in hand to capture the attempt."

"We'd play them back on the air, and the reaction was amazing. It became a challenge for listeners to top previous contestants. The most was 24 times. Then to extend the contest, we began taking on-air calls and upped the ante to \$50 a throw. We managed to get 12 weeks out of this contest, which brought top-of-the-mind awareness. We did some spot TV buys, but not as much as when we first moved from AOR to CHR."

Continued on Page 40

## WAPI-FM: Setting The Pace In Birmingham

Continued from Page 39

### Voice ID Vs. Jingles

Using the positioning statement "Birmingham's Hit Rock, 195" is about as far as Mark goes. "I'm not a slogan-oriented programmer. I like to find one and stick with it. Instead of jingles, we use voice IDs mixed with interesting sounders to add flow. We're experimenting at a local studio with a Synclavier. You put a voice (human or musical) through it and then play it through

"Current records are the staples of this station's success. To rely heavily on recurrenents and oldies risks the chance of sounding stale."

the keyboard. The result is an endless variation of the original in pure digital sound. We've started to create some amazing promos using this device."

### Tight With The City

As a station PD, it's difficult to step back and objectively discuss why your facility is a winner without sounding full of hype. But Mark took the challenge. "We've taken hold of the market because of our

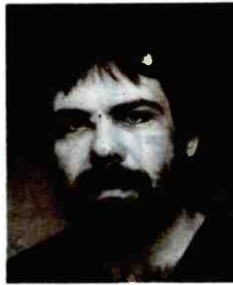


Mark St. John  
PD

own aggressive personalities and correct decisions. But we've profited as well at the expense of our competitors' mistakes.

"195 is also tight with the city, working with civic projects, benefits, and concerts. We sponsored a local 'Live Aid' benefit featuring local acts. And each year we light up the city Christmas tree. Our jocks make lots of appearances, many without compensation. They know whatever they do for free comes back to them in notoriety and, eventually, pay increases.

"GM Bernie Barker and owner Bernie Dittman have not only been supportive of my philosophy, but have backed up our needs financially for great air talent and the



Brother John  
9am-2pm

"Continue going forward in an aggressive manner and find ways of being different. CHR is lively, vibrant, and fun. It has to have an uptempo feel to work."

means to market/advertise our product."

### March On Washington

I interviewed Mark just a week before he announced his departure to WAVA. At that time I questioned him about his future goals and

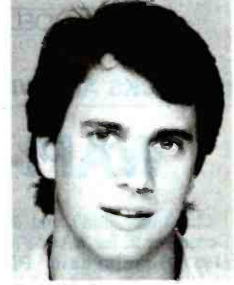


Joe Madison  
2-4pm

what would tempt him to leave Birmingham. "To be number one again in the format but beat WZZK," he quickly answered. "I want to put 195 at the very top. As far as leaving, I'll only go into a situation where there's good chance for success. If you believe you can win, you will. But luck can play a hand as well as timing."

With that in mind, I called Mark after his announcement. "I'd love to stay here but this is too good to pass up. The fact that I've already programmed in different-sized markets and promoted records gives me a great perspective."

Ironically, Mark will be going up against Randy Lane, the guy who



Jimbo Wood  
MD/Nights

helped hire him at 195. Talking about Mark's impending arrival, Randy said, "Mark knows all the plays in my playbook. But he doesn't know when I'm going to run them."

Mark assessed the situation with a similarly calm attitude. "Some have asked how it will feel to compete against an old buddy. Since we know each other, we'll start on equal footing; he has no more advantage than I do."

That's not all. Both Mark and Randy are old pals with rival WBWB(106) PD Bob Kaghan. Washington, DC is certainly one market we'll be keeping our eyes on in the coming months.

## MOTION

Debbie Summers takes her act on the road to join PD Jay Stone as his morning partner at 194(KMAA)/Honolulu. WSOV/Williamsport goes live-assist Easy Listening, which displaces PD Carl James and News Director Gary Jirard. Former KZIO/Duluth PD Barry Knight has landed the Promotions Director/night rocker slot at KBEZ/Grand Forks, which flipped from Beautiful Music to CHR under PD Ross Holland.

Dale Taylor, former PD at WQUE (AM)/New Orleans, lands the PD position at Q101/Meridian, replacing David Edney. WNOK-FM/Columbia, SC morning team member Leo Windham is named OM. WAZY-FM/Lafayette midday man Thomm Kristi gets the boost to PD. Elizabeth McDonald is the new Promotions Director at WJZR/Charlotte. KMBO/Shreveport switches from CHR to Gold with new calls KITT. KO93 Modesto ups midday man Randy Scott to mornings replacing Mark Douglas, who moves into a fulltime Promotions slot, and names former KFIV personality Ellen Thomas MD evenings to succeed Ron Brooks.

Michael Stewart becomes the new MD at WOMP-FM/Wheeling, WV. Glenn Buercklin segues from nights to middays at KKYK/Little Rock. Tony Collins moves from KFYE/Pine Bluff into the night slot. Changes at the Satellite Music Network include the addition of two new weekenders: Sara Davis from KMEZ/Dallas and Larry King from KWIC/Beaumont. Jim White switches to SMN's "Heart & Soul" format, and Vic St. John from KTKS/Dallas takes on evenings. At KFMW/Waterloo, OM Scott Lee

Michaels exits, PM driver Mark Hansen is named MD to replace Deb Christie, overnighter Mike Miller slips into late-nights, and partner Terrl Lynn gets the fulltime overnight slot. WZYQ/Frederick, MD welcomes Truckin' Tom back to middays replacing Bob Bradley, who's now at WASH/Washington. WBCY/Charlotte midday personality Mike McCarthy is out; Jack Daniels moves cross-town from WJZR to replace him.

Rich McCollister is new to overnights at WKFR/Kalamazoo. Jim Laven moves from the PD post at KREO/Santa Rosa to Operations Manager at WFPX/Bangor. Gary Spears exits WAPP/New York for afternoons at Q107/Washington replacing Shadow Smith, who leaves the station. Paul Fuller leaves WABB-FM/Mobile to join former boss Randy Lane at Q107/Washington as MD. Fuller replaces Mary Taten, who joined MTV as Promotions Director. Costello exits middays at WWSR/

Charleston for the same at WWCL/Pittsburgh. The new PD at WJXQ/Lansing is Bill Lindy; Tim Barron is the new MD. WLRW/Champaign, IL hires Matt McCann from WCIL (AM)/Carbondale to replace Jim Wreck. KCBN/Reno PD Jim O'Neal adds on programming duties for sister station KRNO. KGGG/Rapid City PD Phil Wilson segues to the Promotions Director/midday slot at KGO/Des Moines, and KGGG also names morning man Randy McDaniel PD. KSEZ/Sioux City PD Charlie Sexton is out, MD/evening personality Tim Harrison steps in to replace him, and PM driver Scott Shannon becomes MD. WFXK/Williamsport midday man Dave Stratton teams up with John Finn for AM drive, while Bill Bane takes over the open midday spot. KGOT/Anchorage MD Kay Taylor exits; midday personality J.D. Chandler is the replacement. KMJK/Portland gives assistant Mike Badzik the boost to Promotions Direc-

tor. WABB-FM/Mobile welcomes a new MD, Mark David Sawyer from WTKX/Pensacola, to replace Paul Fuller. Sandy Michaels segues from nights to evenings at WNYS/Buffalo, replacing Pete Hausman. Part-time Gary Black is upped to fulltime nights. WSTO/Evanville names night personality Scott Murray MD/middays. Lee Edwards is new to middays at WJZR/Charlotte, from WZXR/Memphis. Scotty Moore is on AM drive, and J.J. Wright is handling middays at WGUY/Bangor. 94Z/Raleigh Promotions assistant J.P. Hunter acquires MD duties, replacing Bill Duncan, who left for 94Q/Richmond. KSND/Eugene evening personality Jamie Hyatt is appointed MD. KKRO/Cedar Rapids hires Bruce Malmom from KTFM/San Antonio for afternoon drive. Tom Beal is the new Assistant PD/afternoon personality at KKSS-FM/Albuquerque. KVFC/Cortez, CO switches from

A/C to CHR, and will begin simulcasting with FM sister KISZ. At KPLUS/Seattle, Alex Darby segues into middays, Mark Allan moves from 10pm-2am to PM drive, and Stitch Mitchell takes over late nights. Slick Eric Stevens joins WIXV/Savannah for 7pm-midnight from WSTM/Wilmington, replacing Boom Boom Cannon. WFML/Lexington welcomes Indiana Jones to morning drive from WSTO-FM/Evanville, and announces the following lineup changes: 7pm-midnighter Tom Holiday shifts to middays, overnighter Sean Roberts moves up to PM drive, and MD Steve Jensen moves from mornings to late nights.

## BITS

• **Absolutely, Positively Last** — KC103/Evanville decided to clean up for the New Year. On December 30 the station held an "Absolutely, Positively Last Contest of '85," giving away tons of albums to lucky listeners. Then on New Year's Eve, KC103 sponsored the "Absolutely, Positively, No Way Ever Again Last Contest of '85." This contest offered listeners the chance to win some of the year's top videos, as well as three free rentals of 1985's top movies from the local Video Connection.

• **On The Home Front** — 897/New Orleans celebrated Super Bowl XX by giving away Chicago LPs and copies of the Chicago Bears Shufflin' Crew's "Superbowl Shuffle." Sports trivia games were also given away during the weekend, as were records by several local New England bands.



MELTING EXCITEMENT — WZOK/Rockford placed a \$2800 diamond inside this ice sculpture of its call letters, and challenged listeners to guess the exact second it would melt loose. The winning time was 7 hours, 58 minutes, and 2 seconds. The diamond broke free 8 seconds later.



# THE KILLING OF INNOCENT GERMAN CHR RECORDS MUST BE STOPPED



The killing of innocent German CHR records by negligent radio and record people is not a pretty sight. Help stop the madness. Last December, A&M released FALCO's million selling, international #1 single "Rock Me Amadeus" to a music industry closed for the holidays. Thanks to the efforts of a caring fan, "Rock Me Amadeus" survived into 1986 and has emerged as a hit record to be reckoned with. Play FALCO's new, re-edited version of "Rock Me Amadeus," and see the video on MTV. We almost lost this record once... we won't let it happen again.



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"ROCK ME AMADEUS" (re-edited) From The Album FALCO 3 (A&M)

PRODUCED BY AND AND FERRI BILLARDI. DIRECTED BY FRANK BRADY (A&M)

## CHR NEW & ACTIVE | 133/98 #1 "MOST ADDED"

- |               |              |         |        |         |       |         |         |      |         |
|---------------|--------------|---------|--------|---------|-------|---------|---------|------|---------|
| B104 add 27   | WCZY add 40  | KTKS    | Q100   | WSSX    | 94Z   | KF95    | WIKZ    | KWES | KWNZ    |
| WBEN-FM 37-15 | KBEQ add 29  | WQUE-FM | WERZ   | WROQ    | WRVQ  | KIYS    | WGAN    | WPFM | KBIM    |
| WKSE add 34   | WZUU add 36  | Q105    | WKEE   | WNOK-FM | KTUX  | KIKX    | WXLK    | KZOX | KZOX    |
| WNYS deb 31   | KMEL 29-20   | Z95     | KC101  | WZLD    | WKDD  | KIMN    | KFMN    | Z102 | OK95    |
| B94 26-5      | KPLUS add 30 | WMMS    | WSPK   | WCKN    | WKAU  | KMGX    | KQIZ-FM | WGLF | Y94     |
| CFTR 1-3      | KZZB 23-16   | 92X     | RI-104 | WFMI    | KRNQ  | KCAQ    | WKSF    | WHSL | KKXL-FM |
| WAVA deb 29   | K106         | WHYT    | 98PXY  | WLRB    | WMEE  | KSKD    | WJAD    | KYYY | WAZY-FM |
| KAFM deb 30   | WHTT         | ZZ99    | WGFN   | WABB-FM | Z104  | KDON-FM | WJZR    | WBWB | 99KG    |
| 93FM 20-9     | WXKS-FM      | WKTI    | 93Q    | KBFM    | KJ103 | WFBG    | WJZR    | KCMQ | KKRC    |
| KRBE deb 23   | WPHD         | KHIS-FM | WRCK   | KX104   | KOFM  | WGUY    | WCGQ    | WSPT | WDBR    |
| B97 deb 26    | CKOI         | KZZP    | WBBQ   | Y107    | KKRD  | WZON    | KISR    | KYYA |         |
| B96 add 39    | CHUM         | KMJK    | KHFI   | WRNO    | WHOT  | WIGY    | WYKS    | KKAZ |         |
|               | Z93          | KS103   | KXX106 | BJ105   | KNMQ  | 103CIR  | KSMB    | KOZE |         |
|               |              | KUBE    | WAPI   | Y106    | KQXR  | 95XXX   | Q101    | KHTZ |         |
|               |              |         |        |         |       |         | KNOE-FM |      |         |







DONNA BRAKE

# ADULT/CONTEMPORARY

THE NEW WLVE/MIAMI

## You'll Love 94

Wait a minute — was that Don Johnson lurking in the shadows of that ultra-modern facade? Or has Philip Michael Thomas been here coordinating his wardrobe for this week's episode of "Miami Vice"?

Chill out, babe, it's not television; it's radio. It's Love 94's new \$3 million facility, and it's fabulous. The three mil covers the property, the 13,600 square-foot building, and the all-new equipment.

But the good people at Love 94 are entitled to all this luxury after spending several years in less-than-spectacular quarters. As far as GM Dean Goodman is concerned, the staff was due something this spiffy. And when Glinere Broadcasting Corporation told him to go for it, (since Love 94 was, after all, the flagship station for the company) they put their money (and a lot of style) where their mouth was.

The new Love 94 is more than improved. Each of the four studios is equipped with more-than-adequate state-of-the-art equipment that surpasses any I've encountered. The staff moved into the new building in October after Chief Engineer Ray Pressman worked 14 hours a day, seven days a week for four months to get it together.

In addition to the on-air studio and an identical stereo production room, there's a second stereo production studio and a multitrack room that'd make some recording studios envious. In fact, Love 94 PD John Moen is looking for a production engineer to help the station maximize the potential of that particular facility. There's even a completely dead room, perfect for talk shows, interviews, jingle singers, etc. Dean joked, "It's not quite large enough for the Mormon Tabernacle Choir, but we could overdub."

## Miami Ratings Overview

(Rankings are based on Arbitron, adults 25-49)

	F 04	W 05	Sa 05	F 06
WAXY	1	1	2	1
WJQY	2	2	1	2
WLVE	4	3	2	3
WAIA	3	4	4	4

Oldies-based WAXY bounced back comfortably into first place, almost a full share ahead of WJQY, which was down by .6. WLVE (Love 94) was up slightly, making for a tighter race with the leaders, while WAIA suffered a setback of more than a share.



The exterior of Love 94's \$3 million Miami Vice-like facility.

A spiral staircase leads to the jock penthouse, er, I mean the jock lounge. The very modern conference room is equipped for almost any multimedia presentation, and there's plenty of room left for an AM station that Goodman hopes can be acquired in the near future.

But equipment aside, let's talk cosmetics here. You can get a feel for the architecture by looking at some of these photos, but you can't see the striking and contrasting colors that are everywhere. The

building is a combination of reds, pinks, lavenders, and greens; the studios use purples, blues, and yellows. Teals and fuchsias pop up from time to time and the other colors complement and encase each area of the radio station.

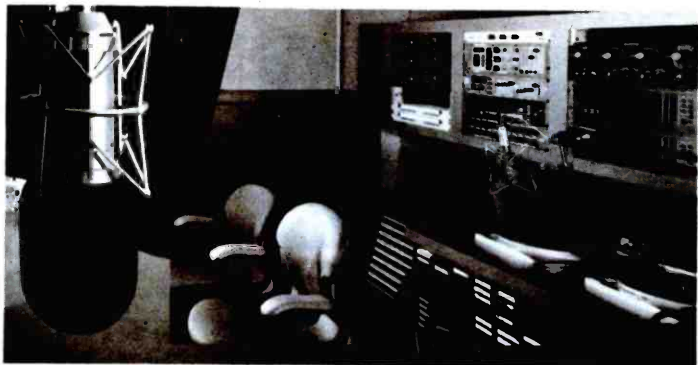
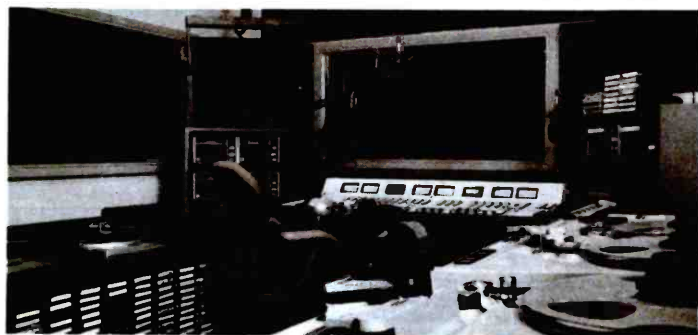
OK, so I'm a little impressed. Incidentally, the station's Miami Vice look didn't go unnoticed by the producers of the TV series. Tentative plans have been made to shoot some scenes there for three

upcoming episodes, one of which will have a central theme involving radio. Goodman gave his OK with the on-air stipulation that the station's logo be shown in the show.

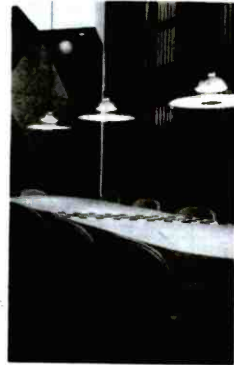
The security system is impressive too. TV cameras are perched inside and out, allowing the on-air personality to see any one of five views of the station. Additionally, if there's motion anywhere on the property, it sets off a light in the air studio and isolates the camera where the motion occurs.

One of the last stops on my tour of Love 94 was to an unfinished shop/storage area where a heap of equipment and a couple of old Gates boards rested on the floor. I asked Goodman, "What's all that stuff?" "Oh that," he shrugged. "That's the old Love 94."

Editors Note: My thanks to the people at Major Market Radio Sales for inviting me to be a guest speaker at their recent "Fly In" in Key Biscayne. Without them I never would have been in Miami in the first place. Also many thanks to Dean Goodman, John Moen, and WAIA PD Jere Sullivan for showing me what South Florida hospitality is all about.



Views to the studios

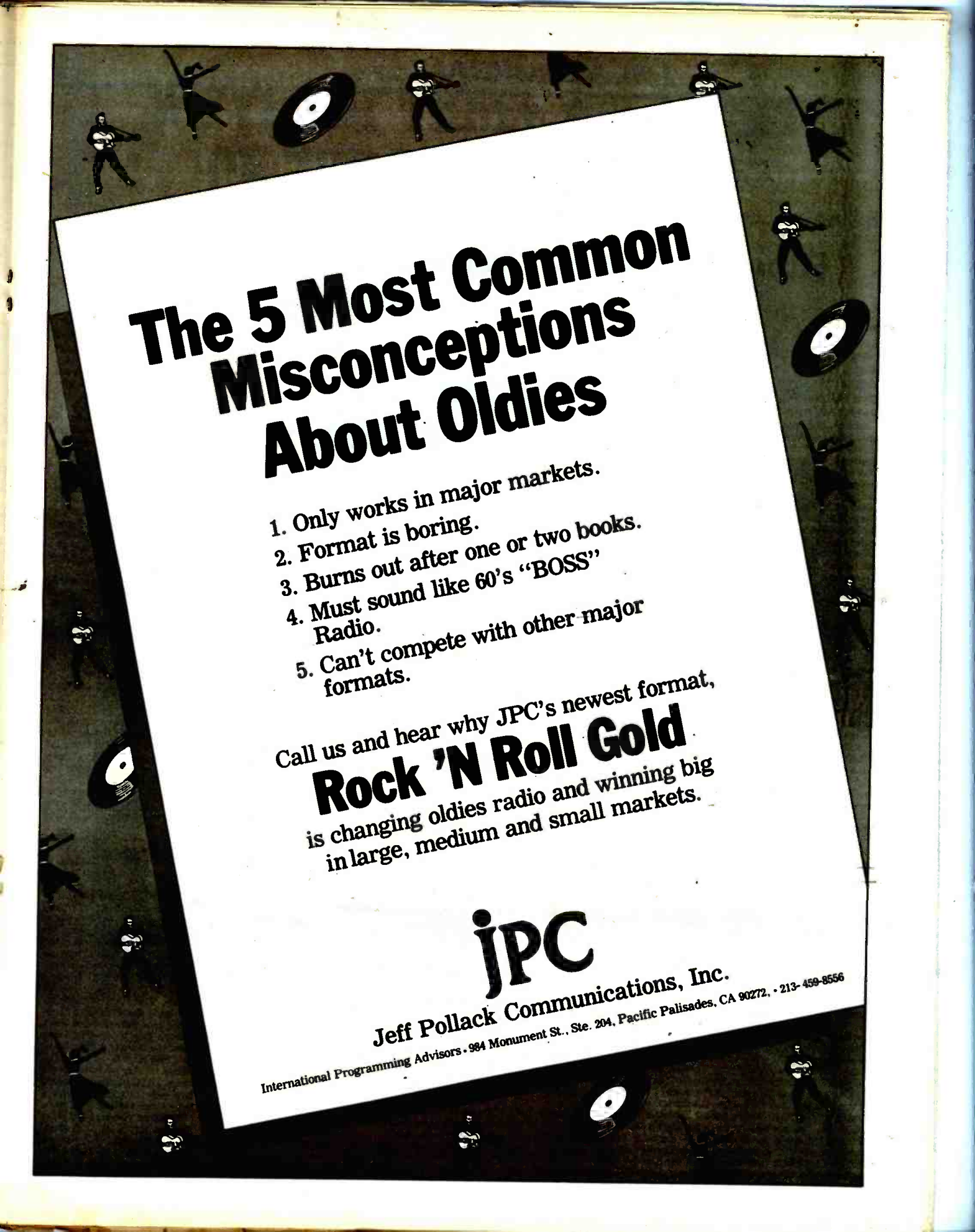


Conference room

## The Hardware

Here's an inventory check of the new Love 94. All of the studios are equipped with:

- Otari tape decks, both two-track and eight-track
  - Lexlon digital delay and digital reverb
  - Pacific boards
  - Neumann microphones
  - Philips triple-play compact disc players (the music library is almost exclusively CD)
  - ITC Series 99 cart machines
  - Technics ST-15 turntables
  - JBL loudspeakers
- And in the multitrack room:
- Yamaha DX-1 synthesizer
  - Linn drum machine
  - Footee LS-3A loudspeakers



# The 5 Most Common Misconceptions About Oldies

1. Only works in major markets.
2. Format is boring.
3. Burns out after one or two books.
4. Must sound like 60's "BOSS"  
Radio.
5. Can't compete with other major  
formats.

Call us and hear why JPC's newest format,

## Rock 'N Roll Gold

is changing oldies radio and winning big  
in large, medium and small markets.

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WALT LOVE

# BLACK/URBAN

THE "POWER" OF "STRONG SONGS"

## Black/Urban's "Position" Paper

By Sean Ross

Last year, after a well-known PD decided to borrow WJLB/Detroit's "Strong Songs" logo for his major-market radio station, he saw WJLB PD James Alexander at a convention. The PD told Alexander that he might take his slogan, but that James could keep the body-builder, referring to "Strong Songs Man" Kevin Sabar, who could be seen last year flexing his ample biceps in the station's controversial TV spots.

Sabar's commercial might end up in syndication shortly, but a lot of other PDs have already put Alexander's slogan to work. Since 1983, when "strong songs" became the major position line at WJLB, the term has shown up everywhere, from KGFJ/Los Angeles to WDJY/Washington.

A close second for the most-stored-term of recent months is the word "power," a term that until the ascent of WUSL (Power 99)/Philadelphia seemed to have been relegated to the boss closet with "chime time" and "20/20 ripoff weekends." In recent months, the "Power" has been turned on at both Urban outlets (WTMP/Tampa and the new KPWR/Los Angeles) and CHRs (KRBE/Houston, WHYY/Detroit).

### Icons For Tina

The rapid proliferation of a slogan is especially important in a format that has been recently deprived of one word that instantly describes it to listeners. "Soul" and "R&B" refer largely to musical genres that no longer predominate. The word "black" (or red, black and green bumper stickers) hasn't been common since the mid-70s when WVON was "Chicago's Big Black Bird" and WAMO-FM/Pittsburgh was "Black Rock." "Urban," like "AOR," is still alien to most civilians and, besides, may not mean much to those enjoying B/U music in Brunswick, Georgia or similarly rural places.

B/U seems to be the only format that awaits this much describing itself to listeners (much less agencies). CHR has the word "hits." Country uses its own name. The word "rock" with no modifier usually signifies AOR; with "soft" or "light" or "mellow" in front of it, it describes A/C. B/U radio, however, depends on sloganeering.

In the late '70s/early '80s, "Magic" and "Kiss" were the hot terms. They're still common but now are shared with every other format. Over the past year "Power" and "Strong Songs" along with "Dance Rock" (or the return of "Dance Music") and "The Rhythm Of The City," have become the buzzwords. This week Alexander, WJLB's Jeff Wyatt and WVKO/Columbus PD K.C. Jones talked about the benefits of various positioning statements and the lack of a consensus term.

### The Strong Box Opens

James Alexander says he developed "strong songs" to trump then-competitor WDRQ's emphasis on "continuous music." As a way of giving a quantitative and qualitative dimension to WJLB's music, the station billboarded "eight strong songs in a row" and eventually developed a full on-air vocabulary around the term.



James Alexander



"It was a systematic way to describe and position the music on the radio station. We were playing good, strong familiar music. At this time we started focusing our music better; we were either playing hits or songs that we knew were going to be hits. It was a full positioning program, more than just something to say on the air."

The first known instance of "strong songs" popping up on another station came when the Amstar Group, owner of the former WDRQ, put the slogan on its KMLJQ/Heatsen and KMJM/St. Louis. (The term also went on WDRQ briefly, although WJLB owner Beeth-Americas has the slogan service-marked and was eventually able to force it off the competition.)

How does Alexander feel about hearing his line on other stations? "On one hand, I'm flattered that people would want to use my term. On the negative side, what I'm hearing on the air on many stations is only a fancy way to describe

music without an understanding that 'strong songs' is a positioning and a commitment. (All these people aren't playing strong songs. It's merely something for them to say on the radio. I can only look at that and shake my head; then I'll read Arbitron for that particular market and understand (why these stations went down)."

### WJLB On Flex-Time

Before the term spread nationally, "Strong Songs" didn't signify B/U to most outsiders. (And unless you've lived in a couple of places where the term is used, it probably still doesn't.) How does the slogan get translated into an outsider's understanding of what WJLB does? As with most, it depends on visuals in outside advertising. The now-famous Sabar ad was part of the equation.

"If it's 'strong songs,' obviously it's music - it's contemporary, something that's active, that implies energy and strength. Then you use this big arm (a muscular black arm protruding from WJLB's logo). There are TV commercials to complement that."

"The Sabar spot was the first in a series of commercials with only one guy. The second commercial used three people. We had a black guy, a lady, and a white guy in a Nautilus situation with examples of WJLB's music in the background. It showed strength, demonstrating that everybody can enjoy the station. So people in the city had some idea of what was going on."

### The Love Of Power

The term "power" goes back at least to the "music power" days of WABC/New York in the late '60s. (In a recent R&R, Scott Shannon traced the term back to Hal Moore and WKYC/Cleveland.) It had not been in common use until WUSL revived it around early 1983.

Ironically, the popularity of the word "power" probably owes something to the popularity of the word "kiss." Wyatt came to WUSL from WXKS-FM (Kiss 108)/Boston. Had it not been for a slogan conflict with crosstown WKBS (Kiss 106), which signed on almost simultaneously, WUSL might be "Kiss 99" now. (Incidentally, as a result of the settlement between the two stations, Wyatt can no longer discuss the slogan conflict.)

Even before becoming WUSL's brand-name, "power" was part of the station's on-air vocabulary. "We felt there was very little activity on the radio for the listener. There was not much use of phones, there wasn't much acknowledgment of request lines, or album and ticket giveaways."

"(We were saying), 'You've got the power to win those things,

you've got the power to hear your favorite music. You've got the power to do virtually anything.' Even before that, we called our phone numbers the 'powerlines.'" (The station also used War's "You Got The Power" in its station promos before adopting the nickname officially.) "You got the power was the key for us," Wyatt emphasizes. "We didn't want to fall back into the raised black fist kind of thing. That was passé and not what we were trying to project anyway."

### Do The Popcorn

Wyatt emphasizes that "Power," in its recent incarnation, is the station's slogan, not something he personally developed. "(GM) Bruce Holberg thought of it, really,



Jeff Wyatt



and (consultant) Don Kelly and the rest of us kicked it around. It's not a personal thing for me."

The first major station to pick up on Power was WPLJ/New York, which adopted "Power 99" last spring. Because WPLJ was at that time still linked to ABC's Rick Sklar, "Power 99" probably wasn't copy-catted its southern neighbor. The next ten folks to adopt the handle, however, may have been stealing from both. Of the resurgence of "Power," Wyatt says, "I think it's just another buzzword and I hope it works for the radio stations that use it. But it's not going to be the key to their success."

"Look at everybody who jumped on 'Z' or 'Kiss.' The fact is that you've got to have the right product; it doesn't matter what you call it. You can call it 'Popcorn 89' and if you had the right product,

you'd still be successful."

### Dance-Rock Your World

WUSL also uses visuals to translate its slogan into something more tangible for prospective listeners. And, surprisingly, Wyatt says that if his top priority was explaining the music with its positioning statement, he might use yet another slogan. "We have a slinky dancer on our billboards and TV spots. She's on top of the 'P' in 'Power' or wherever we put her. So there's a person who's obviously dancing."

"We don't say 'dance music' on the billboards. We say 'More continuous music right now' because that's another one of our positioning statements. If I had to characterize what we do in this format, however, I would say 'Dance Music' because to those who listen, it means the right thing."

(Interestingly, it was another Don Kelly client, WHQT/Miami that developed "dance rock." In Los Angeles, where that term was preempted by "Dance Music" KJLH, the new Kelly station KPWR bills itself as "Power 106.")

### Rhythm Method

Another slogan developed in B/U radio over the last few years is "The Rhythm Of The City." That line dates back at least to a TM jingle package in 1979 which not only centered around the "rhythm of the city" slogan but also featured a song built around the slogan that ended up on some clients' playlists. Stations using the set included former CHR WLAQ/Nashville and WRKO/Boston, as well as A/C WNIC/Detroit.

It was several years ago when WNIC's then-sister station WVKO/Columbus adopted the slogan. In recent years, the tag has become more exclusive to B/U radio, including both Beams Group Urbans WMYK/Norfolk and WJTT/Chattanooga, as well as WJVL/Louisville. WVKO, in recent years, has moved from a very crossover-oriented B/U to a more community-oriented station which, according to Jones, dovetails nicely with the slogan.

"The term 'Urban Contemporary' really doesn't do much for defining what you are," said Jones. "Urban can be anything from Z100/New York to WVKO/Columbus. Z100 could be (constructed as) Urban, but they're not doing what we do. I think 'rhythm' connotes a little more blackness than perhaps being Urban Contemporary does."

"Rhythm" also says that we're going to play more black music than anything else. Our core audience is black. If I'm dealing with a black station, I want to endorse

Continued on Page 48

# WE'VE GOT THREE ALL-STARS ON THE TOP TEN TEAM.



FORCE M.D.'s  
"Tender Love"

6

ZAPP  
"Computer Love" Part 1

7

MORRIS DAY  
"Color Of Success"

10

IN LINE AND READY  
TO PLAY—

JOCELYN BROWN  
"Love's Gonna Get You"

33



The Stars Of  
Total Experience  
Thank  
Black/Urban  
Radio!

YARBROUGH  
& PEOPLES  
"Guilty"

8\*

GAP BAND  
"Going In  
Circles"

21\*

ET  
(EDDIE  
TOWNS)

"Best Friends"

29 Reporters — 34%



Manufactured & Distributed by RCA/Ariola International

## BLACK/URBAN

### Paper

Continued from Page 46  
myself to the core audience." (Given the center-oriented nature of WMYK & WJTT, one would guess, however, that not every programmer feels the same way about the "rhythm" slogan.)

#### Pick & Choose

"Call It What You Want." Five years ago, that Bill Summers song asserted that music was music, no matter how one categorized it. In doing so, it spoke for many industry observers and pre-empted a lot of arguments that probably couldn't have been rationally resolved at the time anyway. Not only could we not decide what the Black/Urban format was called, we couldn't particularly be sure that it was still one format.



K.C. Jones

Now B/U is far more musically cohesive. Old-line progressive stations have virtually disappeared. So has the B/U that plays very white records just to prove that it can. Besides, with CHR's discovery of synth-pop, the CHR artist on B/U radio is more likely to be ABC or Wham! than Barbara Streisand or Christopher Cross.

As far as knowing how to position B/U to advertisers or listeners is concerned, Bill Summers still rules. Until agencies stop devaluing successful stations merely for being Black, there will always be multiple terms. And none of the people we spoke to felt it was necessarily crucial to come to any sort of an agreement.

"People know what you are and they'll come get it for the reasons that they come get it," states Wyatt. "If there were five or six (B/U) stations in a market, it would be very important to have a clear definition; since there are two or three max, it's not as necessary as we in the industry would think it is."

Alexander concurs, "I don't think listeners know or care what you call yourself. They're listening to the radio and only (care) if you present yourself well over the air. We're positioned as a Black Contemporary radio station; we have to call it something for advertising and marketing purposes. But I don't think it's anything that needs a lot of laboring. If the advertising community is comfortable with Urban, call it Urban; if they're comfortable with Black, call it Black."

And while many stations try to walk the line by being known as Urban with advertisers and Black in the community, Jones states, "Most advertisers only have to tune in to find out what you're doing, and they'll call you Black."



AZYMUTH ATTACK AT KUTE —Brazilian jazz artists Azymuth stopped by KUTE/Los Angeles, which copromoted a recent "concert-by-the-sea" with the group. From left: Azymuth's Alex Malheiros and Ivan Conti, PD Lawrence Tarter, group's Jose Roberto Bertrani, and KUTE's Tallya Triguero.

### ACTION

The anticipated changes at WGCI-FM/Chicago under Lee Michaels are finally kicking in. Doug Banks, morning man for Michaels at WBMX, is coming over to do evenings, while former WLS legend Yvonne Daniels moves over from mornings on WGCI (AM) to middays on the FM. Mornings and afternoons with Bob Wall and Tom Joyner will now be simulcast on AM & FM.

It's kinda hard to do a Saturday night mix-show when you're an AM daytimer, but WXLA/Lansing is making up for its short hours with its new Saturday afternoon "Club 1170." Club jock and host Kevin Leek needs product; he can be reached at (517) 393-6397. Also in need of service: WAFC, Box 2106, Clewiston, FL 33440. Call PD BH Thompson at (813) 983-6106.

In & Out of Radio Dept.: Benjamin Baldwin is the new MD/afternoon driver at KBUZ/Wichita, coming to the station from work in a jewelry store. He replaces James Maultsby, who's leaving radio.

The Smithsonian Institute's National Museum of American History-Program in Black American Culture will host a series of musical events between now and March that includes a two-day symposium February 7-8. More information is available at (202)357-4176.

Some more King's Birthday activity that's nice to hear about: WUSL (Power 99) recently circulated the "Living The Dream Pledge" around Philadelphia for listeners to sign... WVEE (V103) and sister WAOK broadcast live the "Living The Dream Parade" from Peachtree Street... WBMX/Chicago revived its "I Remember Martin" series with interviews from those who knew King, among them Jesse Jackson, Ralph Abernathy, and Andrew Young.

KRE/San Francisco recently awarded \$1400 in a sticker promotion to 26-year-old Renee Diane Hunter of Oakland... WMYK (K94)/Nortolk teamed up with Cavalier Ford, 7-11, and TV station WYAH to sponsor "Buckle Up For Someone You Love" on Valentine's Day. Those who sign a "pledge" to buckle up are registered to win a Ford Escort and receive a free cup of 7-11 coffee.

Not that they have an easy road anywhere, but this format seems to be relatively nice to female announcers. Besides the all-female morning team at KDLZ/Dallas, Jossie "Jojo" Newsom is the new morning driver at KOXL (Q106)/Baton Rouge. The rest of the lineup: Andree Sallis (9am-noon), MD Don Ricardo (12-4pm), Ernest "Night Prince" Smith (4-8pm), PD A.B. Welch (8pm-midnight), Matt Morton (12-5am).



WHAT YOU BEEN SPONSORING — KDLZ/Ft. Worth/Dallas sponsored a New Year's Eve concert featuring Starpoint. Joining lead singer Renee Diggs (second from left) backstage are KDLZ's Drew Dawson, Elektra's Renee Escavel, and MD Michelle Madison.





# BERNARD WRIGHT

“After You”

**BLACK/URBAN BREAKERS**

56/12 -- 66%

Debut 37

Following his top 5 smash “Who Do You Love,” now he’s “After You” with this week’s breaker, from the album “Mr. Wright” (ST 53014)





LON HELTON

# COUNTRY

## FALL MARKET ANALYSES

# More Arbitronin'

Again this week here's an in-depth look at how stations in key markets fared in the fall '85 Arbitron. Included with the 12+ ratings and target demo rankings are the stories behind the numbers.

### Baltimore

	12+	25-34	Rank
	Sp/76	F/76	Sp/76
WPOC	5.4	5.6	4 2
WCAO	2.9	4.4	11 5

You have to go back to the winter '80 book to find a better showing for AMer WCAO.

WPOC remains in a see-saw pattern it's established over the last five books, which have been (12+, starting spring '84) 6.2, 5.8, 6.0, 5.4, and the current 5.6.

The Country share showed its first signs of life in a while. Again, starting with the spring '84 book, the total share has gone 10.3, 9.4, 8.5, 8.3, and the present 10.0.

### Chicago

	12+	25-34	Rank
	Sp/76	F/76	Sp/76
WUSN	2.7	3.3	11 8
WMAQ	2.8	2.6	15 15

WUSN rebounded back into the three's this time out, following a 2.4 in the spring and the 2.7 in the summer. The pair of deuces came on the heels of a 3.3 and a 3.2 in the fall '84 and winter '85 sweeps. It's also the second time since going Country that 'USN beat the venerable WMAQ.

WUSN PD Lee Logan saw a couple of significant factors affecting his radio station in the fall book. Lee began, "While this was morning man Gary Dee's third book, he was only here for part of the spring. In the summer he and the station were in the process of defining and redefining his show in the context of the radio station. We feel the fall book was his first 'true' Chicago book — the first survey where he fully understood his direction with the station:

"When we first hired him a lot of people said, 'You'll end up with a great morning show, but the rest of your station is gonna fall apart.' We found that not to be the case. Gary's numbers were tops on 'USN, 20% ahead of anybody else. The great news was that afternoons rank second, and the recycling between the two shifts has been excellent.

"It's very encouraging to take a personality of Gary's magnitude and be able to bring him around into the format of the station. That has excellent long-term benefits."

From another angle, Lee pointed out that WMAQ was going through a lot of changes. "Whether they were good, bad, or indifferent is inconsequential," he said. "They were going through changes while we remained consistent in our programming. That has something to do with our increase. The audience appreciates consistency."

Lee went on to say that 'USN recently experienced a loss with the departure of former morning man



**RADITHON AIDS FLOOD VICTIMS** — A five-hour radiothon was recently aired on 33 commercial stations throughout West Virginia, as well as the state's public radio stations. Over \$1.4 million was raised. Pictured (l-r) are radiothon cohosts Kay Murray, WV native Kathy Mattea, and Carl Becker of WAJR/Morgantown.

Den Wade, currently MD/midday jock at WLS (AM).

Now we'll see how many read this far into the column: Lee's looking for a MD/midday jock. Send your T&Rs to him at WUSN.

WMAQ, the 50 kw Country giant, is moving more and more towards the full-service/talk/sports arena. It's a tough format to sum up in a catchy phrase or set of initials.

Recent changes at the station have included the departure of midday talent Terry Stevens. Afternoon driver Nancy Turner moved into that slot and Dr. Morton Downey Jr. was inked for the PM

shift. Downey's show is music, conversation, and information. PD Bill Gamble said he wouldn't even attempt to categorize Downey's show, but did describe it as "not structured to be cluttered by a lot of form." Downey has the option of mixing the ingredients in the percentages he thinks best for an interesting, topical show. From Bill's description, it also sounds rather unpredictable.

With a highly rated sports talk show, Bulls basketball (for the first time), and NBC's Talknet rounding out the late afternoon and early evening, less and less music is being played. The morning show has also drastically cut the amount of records being played. The Fred Sanders all-night trucking show is probably the most successful show of its type in America. As you can see, the "Q" has become a veritable potpourri of programming.

An indication of its continuing evolution in this direction was recently evidenced by the hiring of former KHOW/Deaver GM Mike Lemme as 'MAQ's VP/GM.

### Dallas-Ft. Worth

	12+	25-34	Rank
	Sp/76	F/76	Sp/76
KPLX	6.1	6.0	4 3
WBAP	6.1	5.9	2 4
KSCB	5.0	5.9	5 5
KLIF	5	8	25 25

The battle for the big D couldn't be any closer. Cap Cities has to feel good about its combo delivering an 11.8 12+ and a strong 25-34 showing.

KPLX, on the other hand, has to be extremely happy with its second straight six. The summer's 6.1 was the station's highest Country share ever, so it can't be too concerned with the one-tenth slip.

One move already made was KLIF's recent format change to Talk in mid-January.

### Detroit

	12+	25-34	Rank
	Sp/76	F/76	Sp/76
WWWW	2.6	3.2	8 9
WCXI-FM	2.0	2.2	14 16
WCXI	2.5	1.3	13 25

Continued on Page 51

## CLOSE-UPS

• West Virginia flood victims received aid from the combined efforts of WWVA/Wheeling, Jamboree USA, and the West Virginia Broadcasters Association. WWVA appealed to its listeners and Jamboree USA asked its audiences to donate. As a result, \$5500 was raised during the three Jamboree shows. A radiothon/teletthon by the WVBA helped to collect \$900,000. The radiothon featured interviews from flood victims as well as public officials. Over 40 stations tapped into the teletthon audio for the live performances. Among the entertainers who appeared were native West Virginian Kathy Mattea, the WV Whistler Ron McCroby, and John Denver, who ended the show with a half-hour performance.

• KSON/San Diego is sponsoring its first annual Circus Vargas Pachyderm 500 Celebrity Charity Race, to be held at the lot of Baker Chevrolet. KSON's James Holly will act as host for the Elephant Race and Baker Chevrolet will make a donation to the charity of the winning celeb's choice.

• WPOR/Portland's Bud Sawyer involved listeners in "Snow Challenge '86," a snowmobile ride-a-thon for the

Maine chapter of the National Multiple Sclerosis Society. Over 150 snowmobilers from different clubs gathered in

Winham with their pledges to ride the 50-mile course for the cause. The event raised \$33,000 despite the rain.



**BLAZING OVER OMAHA** — WOW/Omaha gave away 300 keys to a Chevy Blazer at Tim O'Neill Chevrolet in Council Bluffs. The keys were numbered and contestants tried their luck with the truck. Keyholder #26, Dale Sunquist of Ralston, NE, had the winning key.

### For The Record

The "Christmas Cash For Kids" promo (R&R 1/17) attributed to WUSN/Chicago was actually by WSUNSL Petersburg.

# COUNTRY

## More Arbitronnin'

Continued from Page 50

If you figure out the Country story in this market, call me. Up, down. Up, down. Up, down. You need a supply of Dramamine to look at the trending that's gone on with these stations over the last few years.

Once again, W4 has edged back into the threes. Its numbers have been in and out of the threes for the better part of — you guessed it — three years.

As for the competition, wouldn't you know it? Following Arbitrons of 1.8, 1.9, and 1.6, WCXI-FM began its trek upward to the twos the last couple of books. Just as that happens and it looks like a nice combo number is being built, the AM goes in the toidy.

As far as I can tell, WCXI (AM) has never been as low as a 1.3. In fact, it has regularly outscored its own FM over the last few years. What's a PD to do?

One thing that was done was to bring the sound of the two stations closer together. The major difference between the pair can be found in the oldie library, as the currents on the two outlets are identical. The AM side goes deeper into oldies than the FM.

Previously, the AM skewed traditional with its current music while the FM leaned contemporary. Early last fall the move was made to a consistent sound for both under the slogan "Motor City Country." In addition, CKI began simulcasting the show of morning legend Deano Day. The full results of the shift in philosophy are more than likely not reflected in this book.

### Greensboro-Winston-Salem-High Point

	12+		25-34 Rank	
	Apr 78	Feb 78	Apr 78	Feb 78
WTQR	16.8	19.1	1	1
WWVI	1.0	2.0	24	10

WTQR has been on top of this market for a long time, but this book the station has outdone even itself. If it's had a bigger share in the past, I didn't find it. PD Les Acree said: "The survey started a week before I got here, so (former PD and current WBOS/Boston PD) Mark Tisdler gets all the credit for the tremendous fall book."

Describing TQR's efforts during the survey, Les said, "We didn't do anything out of the ordinary. Our bumper sticker promotion was the same one we ran last book and it had a lot of \$100 winners. We also used a great deal of billboards and TV."

One area where some evolution did occur was during AM drive. Said Les, "We injected more personality into the morning show to make it a little more lively. But overall, the whole station remained consistent with what we've been doing."

### Kansas City

	12+		25-34 Rank	
	Apr 78	Feb 78	Apr 78	Feb 78
WDAF	10.7	11.1	1	1
KFKF-FM	5.4	5.8	5	5
KFKF-AM	2	5	25	22

The good news is everybody's up. The not-so-good news is that a lot of former Country outlet KCMO's 3.8 did not wind up as Country numbers.

Focusing on the good news at WDAF can be difficult. Trying to get a straight line out of PD Dee Crawley is always the highlight of doing these ratings columns. I mean, this is the guy who said he was "happier than a hog in warm mud" when he was named PD a few months ago. At any rate, he was beaten into admitting that 'DAF was indeed a good station and that they did do some contesting on the air.

Basically, though, Don said the station didn't do anything out of the ordinary. WDAF follows the tried-and-true basics of good radio and doesn't vary from them. Asked why 'DAF remains one of the few AMs to continue to lead the market in spite of FM competition, Don delivered his straightest line of this decade: "We already own the position and we haven't screwed up."

Across the street, KFKF went through several changes, the biggest of which was the loss of PD Andy Holt mid-book. Former WMZQ/Washington programmer CMF Blake came in as FM PD in late November.

In the middle of October, KFKF (AM) became Country oldies KCKM under the direction of KFKF Asst. PD/MD Tossy Stevens. They'll be looking to pull a few of those upper demos away from 'DAF while the FM tugs at the lower cells.

### Los Angeles

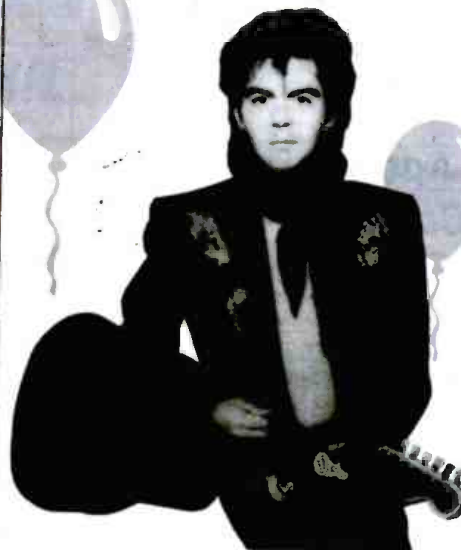
	12+		25-34 Rank	
	Apr 78	Feb 78	Apr 78	Feb 78
KZLA	2.1	2.6	12	9
KLAC	1.6	1.5	21	27

This turned out to be a good book for the FM, KZLA. Fact is, it's been tough running these two stations. They've been in a lame-duck situation more than they've been out of it in the last couple of years.

First there was the KLAC sale from Metromedia to Cap Cities two years ago, then the recent transfer between Cap Cities and Malrite. That's a lot of time to go with "nobody's heart really being in it."

Now, of course, with the arrival of Malrite and all the fine people committed to winning, the stations can finally settle into a groove to see what they're really capable of when not under the cloud of an impending sale.

## WE GIVE GREAT AIR!



## MARTY STUART

"Arlene" 34-05724

R&R 43 BB 36

Produced by Curtis Allen



## LEWIS STOREY

"Ain't No Tellin'" 34-05706

R&R SIGNIFICANT ACTION 30/7 BB 67

Produced by Norbert Putnam



GIVE YOUR LISTENERS A FRESH BREATH OF AIR

On Columbia & Epic Records



BLANCHARD REMEMBERED — Lowell Blanchard's son Smiley and his wife Linda look proudly on as Kitty Wells and Chet Atkins unveil the bronze plaque to be mounted in the Lowell Blanchard Auditorium. The dedication ceremony was part of the reopening for the Tennessee Barndance in Knoxville. Blanchard created the Barndance and was a vital part of East Tennessee's Country music heritage.



SHARON ALLEN

# NASHVILLE THIS WEEK

## CMA Adopts Education And Communication Goals

In a board meeting generating excitement and optimism, the CMA Board members met and mingled with the British music industry during a two-day meeting that attracted 40 board members to convene in the UK.

CMA Chairman Joe Galante and President Rick Blackburn established a new platform for the CMA stage, "Education and Communication," with one predominant plank - creating a newer, younger, broader-based audience for country.

Many questions surround broadening the base and projecting the image of country music, its demographics, sales, where it's being marketed, and where it can be marketed. Extensive research with the first phase of Marketing Plan '86 by Marketing Data Corporation will be completed and presented in fall '86, according to Marketing and Promotion Committee Chairman Dick McCallough. One phase of research will be to develop specific segments, particularly radio, which continues to be the "pinwheel" for music usage.

The CMA will reach for more growth in the organizational membership, and plans are approved for a three-month membership drive March through May 1986.

Internationally, the forthcoming CMA/UK Country Music Merchandising campaign will be met with support of 100,000 pounds by the UK Music industry for advertising and research. It was also pointed out that British trade Music Week has established a Country Music Album Award to be presented at its annual awards show.

CMA Exec Director Jo Walker Meador said, "There was a very upbeat, positive attitude on the part of everyone in attendance. I thought this was one of the most positive and exciting board meetings I've ever attended."

Chairman Galante summed up the general feeling: "This board meeting exhibited a great deal of increased optimism, which was borne out by increases in ARBs of country music and several artist success stories. There's no doubt that country music has turned the corner."

### MCA Launches New Label

Debuting the new MCA Master Series record label in a concert benefit, MCA/Nashville VP/A&R Tony Brown, who spearheaded the concept and creation of the series, said, "It is a label designed to show the diversity of music emanating from Nashville." Brown explains, "With the initial releases focusing on an instrumental series, the music will encompass jazz, bluegrass, classical, and several forms of what has become popularly known as 'new age' music."

The artists on the first release of the MCA Master Series are: Larry Carlton, Jerry Douglas, John Jarvis, Albert Lee, Edgar Meyer, and Robert Greenidge & Michael Utley.

In making the announcement of the launching of the label,



CONLEE TILLING AT CBS — Country's champion of the working man, John Conlee, recently signed with CBS. He's pictured here with CBS Sr. VP/GM Rick Blackburn.

Nashville President Jimmy Bowen said, "While many label heads in New York and Los Angeles feel that Nashville should only be involved in country music, we are fortunate to have Irv Aaseff as President of our record company, a man who believes that it doesn't matter where great music comes from. As Nashville becomes a full music center, MCA will be there in whatever forms of music may come from this city."

The concert was cosponsored by MCA/Nashville and the Nashville Entertainment Association (formerly NMA) to benefit the W.O. Smith Nashville Community Music School, which provides vocal and instrumental music instruction for children from low-income families.

**Bits & Pieces: DON'T FORGET!!!** Cutoff date for advance registration for the Country Radio Seminar is February 14. Prior to that date, registration is \$229. You'll be required to pay \$299 per attendee if you're late

... Congratulations to Fred and Marianna Conley. Their daughter Jessica Joyce was born January 21. (Jessica's dad is Earl Thomas Conley's manager.) ... Over at the Writer's Group, Paul Overstreet is smiling a lot about

his latest creation. He and his wife Julie produced their first child, Nash Linden Miller Overstreet on January 3 ...

Just thought you'd like to know!



SNIDER INKS WITH ASCAP — ASCAP welcomes Tater Town Records artist Mike Snider and congratulates him on his National Banjo Championship title. Pictured (l-r) are personal manager Bill Haynes, Snider, and ASCAP's Tom Long.

## WHO'S NEW

MTM's new group *Girls Next Door* is Doris King, Tammy Stephens, Diane Williams, and Cindy Nixon, and they've been performing together since 1982.

Two of the "girls," Doris and Cindy, were born in Nashville. Tammy is from Texas, and Diane was born in Germany. Cindy's father and uncle, the Nixon Boys, had their own country music show on WMBB Nashville, and Tammy sang gospel with her mother's family, the Wills Family.

The group stems from an idea of producer Tommy West. He was searching for a female backup group with a different sound and Doris, an aspiring young performer, was looking for career advice. "One day at lunch," recalls Doris, "Tommy told me that if I'd round up three other women with voices that blended well with mine, we'd have a shot at being the girl group of the eighties."

Thus inspired, Doris pulled together the quartet. All four members have performed on TV and radio, in commer-

cials, and as backup vocalists on major recording sessions. They also performed (singing and dancing) at Opryland in a variety of shows.

Their current MTM Records single is

"Love Will Get You Through Times Of No Money."

Who's New is a recurring Nashville This Week feature spotlighting artists making their debut in R&R's Country News & Active section.

## NASHVILLE IN MOTION

Attorneys Scott Benson and Scott Sman opened their offices at 1207 17th Ave. S., Nashville 37212; (615) 320-6161. The Lewis Family just signed to record for Benson's River-Song label. Bob Kaminsky, formerly director of production for DRI Broadcasting, opened his own multifaceted production company. You can reach him at 31 Union Square W., Suite 13A, New York, 10003; (212) 645-8868. Will Byrd will head up Kaminsky's Nashville office, and that address is: P.O. Box 121863, Nashville 37212; (615) 794-2153. Ellen Wood, most recently the Administrative Assistant to the GM of *Music City News*, was named Coordinator of Public Information for Nashville's BMI office. Mark Pucci formed Mark Pucci & Associates, Public Relations, 450 14th St., NW., Suite 201, Atlanta, GA



Ellen Wood 30318; (404) 873-4798. Jimmy Swaggert Ministries has signed a longterm distributing agreement with Benson Company to distribute previous and current releases, teaching tapes and songbooks.



GIRLS NEXT DOOR — (l-r) Cindy Nixon, Diane Williams, Tammy Stephens, and Doris King.

# MARKETPLACE

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funny. I  
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6150ML





JAZZ

TOP 30

FEBRUARY 7, 1986

- 1 GRP LIVE IN SESSION/GRP Live In Session (GRP)
2 TONY WILLIAMS/Foreign Intrigue (Blue Note)
3 DAVID GROSSMAN/Acousticity (Zebra Acoustic/MCA)
4 DENISE WALLACE/Twilight Time (Blue Note)
5 JIMMY HEATH/New Picture (Landmark)
6 HARVIE SWARTZ/Urban Earth (Gramavision)
7 JOHN BLAKE/Winding Of An Eye (Gramavision)
8 MULGREW MILLER/Keys To The City (Landmark)
9 WISHFUL THINKING/Wishful Thinking (Pausa)
10 JAMES NEWTON/African Flower (Blue Note)
11 KIRK WHALUM/Poppy Disk (Columbia)
12 DIANE SCHURM/Schuur Thing (GRP)
13 HERBIE MANN/See Through Spirits (Atlantic)
14 HANK CRAWFORD/Roadhouse Symphony (Milestone/Fantasy)
15 PERNI/Celebrate! (Zebra/MCA)
16 BILLY HART/Oshunare (Gramavision)
17 MONTY ALEXANDER/Full Steam Ahead (Concord)
18 CARLA BLEY/Night-Glo (ECM)
19 JANET PLANET/Sweet Thunder (Sea Breeze)
20 TIM EYERHANN'S EAST COAST OFFERING/Walkin' With You (MCA)
21 SADE/Promise (Portrait/CBS)
22 JULIE KELLY/Never Gonna Let Go (Pausa)
23 MATT CATINOUS/Hi-Tech Big Band (Sea Breeze)
24 DAVID BENOIT/This Side Up (Spindletop)
25 BEN SIDORAM/The Cool Side (Magenta/Windham Hill)
DEBUT
26 PAQUITO D'IVERNA/Explosion (Columbia)
DEBUT
27 JOE WILLIAMS/Just Want To Sing (Delos)
DEBUT
28 NEW YORK JAZZ GUITAR ENSEMBLE/4 On 6 X 5 (Choices/Bairbridge)
DEBUT
29 LES HOOPER/Hoopla (Pausa)
DEBUT
30 BOBBY SNEW/Round Midnight (Mopra)

Black/Urban stations contributing to Jazz: WKND/Hartford, Metrona McLean, KJCS/Lafayette, Horatio Handy, WYLD-FM/New Orleans, Del Spencer, WDMT/Cleveland, Dean-Dan Rulau, JFRM/San Diego, Duff Lindley.

NEW & ACTIVE

- CALVIN KEYS "Full Court Press" (Olive Branch) 12/3
Rotations: Heavy 3/0, Medium 6/2, Light 3/1, Extra Adds 0, Total Adds 3, KKGO, WFSS, KRVS, Heavy: WGBH, KLCC, KUOP, Medium: WMOT, KCSC, KWMU, KJCB
GEORGE CABLES "Phantom Of The City" (Fantasy) 12/2
Rotations: Heavy 4/1, Medium 5/1, Light 3/0, Extra Adds 0, Total Adds 2, WBFO, WYVE, Heavy: WFAE, KFLU, KUOP, Medium: WRTI, WUWH, WFSS, WHLP
ART BLAKEY "Live At Sweet Basil" (GRP Crossroads) 11/3
Rotations: Heavy 2/0, Medium 5/1, Light 4/2, Extra Adds 0, Total Adds 3, WBFO, WMOT, KRVS, Heavy: WKSU, KJZZ, Medium: WRTI, WDET, KMRD, WMD
KENNY BARRON "Autumn In New York" (Uptown) 11/2
Rotations: Heavy 6/0, Medium 1/0, Light 4/2, Extra Adds 0, Total Adds 2, WBGO, WUWM, Heavy: KJAZ, KPLU, WHRO, WUSF, KLCC, KUOP, Medium: WRTI
JIMMY ROWLES/RED MITCHELL TRIO "Jimmy Rowles/Red Mitchell Trio" (Fantasy) 11/2
Rotations: Heavy 4/0, Medium 2/0, Light 5/2, Extra Adds 0, Total Adds 2, WUSF, KLCC, Heavy: WBGO, WKSU, WMD, WHRO, Medium: KUHF, KJZZ
FOWLER BROTHERS AIR POCKET "Master" (Pausa) 10/2
Rotations: Heavy 3/0, Medium 4/1, Light 3/1, Extra Adds 0, Total Adds 2, WFAE, WDET, Heavy: WMOT, WNOP, KJZZ, Medium: WBBY, KUOP, KRVS
GENE MARINS "Nature's Way" (Jazz) 10/1
Rotations: Heavy 5/0, Medium 4/1, Light 1/0, Extra Adds 0, Total Adds 1, KKGO, Heavy: WBFO, WYRS, WNOP, WJZZ, KCSC, Medium: WGBH, WKSU, KLSC
JUSTO ALVARO "Favor Friends" (Woodwark) 9/6
Rotations: Heavy 1/1, Medium 4/2, Light 3/2, Extra Adds 1, Total Adds 6, WKSU, KJZZ, WHRO, KWMU, KUOP, KFM, Medium: KERA, KLCC
MODERN JAZZ QUARTET "Topsy" (Pausa) 9/6
Rotations: Heavy 4/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WBGO, KKGO, WMD, WHRO, Medium: WRTI, KJZZ, KJAZ

MOST ADDED

- PAQUITO D'IVERNA (16)
Explosion (Columbia)
MULGREW MILLER (9)
Keys To The City (Landmark)
PERNI (8)
Celebrate! (Zebra Acoustic/MCA)
RALPH TOWNER/BARY BURTON (8)
Slide Show (ECM)

HOTTEST

- GRP LIVE IN SESSION (21)
GRP Live In Session (GRP)
TONY WILLIAMS (19)
Foreign Intrigue (Blue Note)
DAVID GROSSMAN (14)
Acousticity (Zebra Acoustic/MCA)
DENISE WALLACE (10)
Twilight Time (Blue Note)

- CLAUDIO ROBITI "Cassidy" (Uptown) 8/6
Rotations: Heavy 4/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WBGO, WKSU, KJAZ, WHRO, Medium: WRTI, KPLU, WUSF, KWMU
RALPH TOWNER/BARY BURTON "Slide Show" (ECM) 8/6
Rotations: Heavy 1/1, Medium 3/3, Light 1/1, Extra Adds 3, Total Adds 8, WBGO, WMOT, WNOP, KJAZ, KPLU, KWMU, KLCC, KUOP
DOUG CAMERON "Freeway Mentality" (Spindletop) 8/4
Rotations: Heavy 0/0, Medium 4/2, Light 4/4, Extra Adds 0, Total Adds 4, WFPL, KLCC, KFM, KBEM, Medium: WLOQ, KTCJ
HERMAN RILEY "Herman!" (Jazz) 8/1
Rotations: Heavy 0/0, Medium 2/0, Light 6/1, Extra Adds 0, Total Adds 1, KUHF, Medium: WKSU, WUSF
JON FACIOS "Legacy" (Concord) 7/6
Rotations: Heavy 3/2, Medium 2/2, Light 0/0, Extra Adds 2, Total Adds 6, WBGO, WYRS, KLON, KKGO, KPLU, WMD, Heavy: KJAZ
MEREDITH D'AMBROSIO "It's Your Game" (Sunnyside) 7/2
Rotations: Heavy 1/0, Medium 3/1, Light 2/0, Extra Adds 1, Total Adds 2, KADK, KJAZ, Heavy: KLCC, Medium: WJZZ, WUWM
ART FARMER QUINETY "You Make Me Smile" (Soul Note) 7/1
Rotations: Heavy 4/0, Medium 2/0, Light 0/0, Extra Adds 1, Total Adds 1, WJZZ, Heavy: KUHF, WUWM, WMLR, WYVE, Medium: KLON, WFSS
ARTHUR FRYDOCK "Havin' A Rockin' Good Time" (Milestone/Fantasy) 7/1
Rotations: Heavy 1/0, Medium 4/0, Light 2/1, Extra Adds 0, Total Adds 1, WBBE, Heavy: WBGO, Medium: WEBR, KUHF, WJZZ, WKND
BLUE WSP BIG BAND "Ridin' With You Again" (Mapro) 7/0
Rotations: Heavy 4/0, Medium 2/0, Light 1/0, Extra Adds 0, Total Adds 0, WMOT, WKSU, KLON, WUSF, Medium: KPLU, KLCC
LISA RICH "Touch Of The Stars" (Tread) 7/0
Rotations: Heavy 3/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WYRS, KWMU, KUOP, Medium: WRTI, WKSU
RITZ "Born To Rap" (Pausa) 6/4
Rotations: Heavy 2/1, Medium 2/1, Light 1/1, Extra Adds 1, Total Adds 4, WRTI, KLON, KJAZ, KPLU, Heavy: KKGO, Medium: WYRS
PETE PETERSON & COLLECTION JAZZ ORCHESTRA "Playin' In The Park" (Pausa) 6/3
Rotations: Heavy 2/0, Medium 2/1, Light 0/0, Extra Adds 2, Total Adds 3, WRTI, WBBE, KPLU, Heavy: WYRS, KKGO, Medium: KADK
JAY HOBBS "Therapeutic" (Jazz Navigation) 6/2
Rotations: Heavy 0/0, Medium 1/0, Light 4/1, Extra Adds 1, Total Adds 2, KUHF, WBBE, Medium: WJZZ
MICHAEL PETRUCCI & RON MCCLUNE "Cold Blues" (Out/PE) 6/0
Rotations: Heavy 3/0, Medium 0/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WDET, WMLR, KLCC

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots grid with columns for EAST, MIDWEST, WEST, SOUTH, and 48 Reporting Stations. Includes station call letters and rotation counts for various artists and albums.

Joe Williams & Friends June 1985 'I Just Want To Sing' by Joe Williams & Friends. Last Year's Grammy Winner... This Year's Follow-Up Album. Includes photo of Joe Williams and contact information for Delos.

# COUNTRY

## TOP 50

These songs last week's position in the Top 50

Rank	Artist	Title	Label
9	5	2	1
10	7	4	2
3	1	1	3
13	10	6	4
20	15	12	9
18	14	11	8
2	2	3	7
14	12	10	8
4	3	5	9
8	8	7	10
26	21	15	11
19	16	13	12
23	19	16	13
25	22	18	14
27	24	19	15
21	18	14	12
40	31	21	17
35	28	22	18
6	6	5	19
24	20	17	14
28	25	20	17
32	29	25	21
1	4	8	23
41	33	27	22
43	37	29	24
38	34	28	23
34	32	30	25
44	39	35	31
16	13	17	29
42	38	34	30
43	38	34	30
49	41	39	32
49	41	39	32
44	39	35	31
50	45	40	36
51	46	41	37
<b>BREAKER</b> 50 <b>JANIE FRICKE</b> /Easy To Please (Columbia)			
7	9	26	39
30	30	31	48
<b>BREAKER</b> 41 <b>MEL McDANIEL</b> /Shoe String (Capitol)			
<b>BREAKER</b> 2 <b>JUDD</b> /Grandpa (RCA/Curb)			
50	47	3	5
12	27	37	45
49	49	49	49
11	26	36	47
<b>DEBUT</b> 41 <b>WAYLON JENNINGS</b> /Working Without A Net (MCA)			
<b>DEBUT</b> 41 <b>GIRLS NEXT DOOR</b> /Love Will Get You Through... (MTM)			
50	50	50	50

## FEBRUARY 7, 1986

Total Reports/Adds	Heavy	Medium	Light
161/2	135	22	4
161/0	132	25	4
153/0	120	20	13
157/0	110	37	10
163/1	91	67	5
162/0	89	63	10
141/0	102	25	14
149/0	98	42	9
139/0	97	28	14
141/0	99	31	11
163/1	85	98	10
150/1	70	64	16
153/0	62	74	17
154/2	53	83	18
161/5	37	103	21
141/2	71	53	17
161/3	36	101	24
164/3	28	112	24
136/0	78	39	19
129/0	48	60	21
146/4	39	85	22
154/6	25	97	32
121/0	73	32	16
148/7	22	93	33
155/13	7	109	39
144/5	26	86	32
126/1	16	85	26
119/8	25	61	33
91/0	31	43	17
124/12	14	77	33
128/22	7	67	54
135/30	3	68	64
145/34	2	53	90
123/19	6	68	49
121/21	2	58	61
108/9	6	50	52
79/0	26	27	26
111/24	3	49	59
64/0	23	29	12
71/1	11	45	15
101/11	3	50	48
102/77	4	25	73
87/12	5	33	49
91/27	0	22	69
47/0	10	24	13
72/4	0	32	40
46/0	9	18	19
74/54	2	12	60
65/10	2	23	41
62/3	2	22	38

## MOST ADDED

- JUDD (77)**  
 Grandpa (RCA/Curb)  
**WAYLON JENNINGS (54)**  
 Working Without A Net (MCA)  
**TANYA TUCKER (45)**  
 One Love At A Time (Capitol)  
**ROSABE CASH (37)**  
 Hold On (Columbia)  
**HANK WILLIAMS JR. (37)**  
 Ain't Misbehavin' (WB/Curb)  
**BELLAMY BROTHERS (34)**  
 Feelin' The Feelin' (MCA/Curb)  
**EARL THOMAS CONLEY (30)**  
 Once In A Blue Moon (RCA)  
**MICHAEL MARTIN MURPHY (27)**  
 Tonight We Ride (WB)  
**REBA MCGENTREE (25)**  
 Whoever's In New England (MCA)  
**JANIE FRICKE (24)**  
 Easy To Please (Columbia)

## HOTTEST

- DOLLY PARTON (58)**  
 Think About Love (RCA)  
**EDDIE (57)**  
 I Could Get Used To You (Epic)  
**STEVE WARNER (55)**  
 You Can Dream Of Me (MCA)  
**OAK RIDGE BOYS (45)**  
 Come On In (You Did The Best... ) (MCA)  
**MARIE OSBORN (45)**  
 There's No Stopping... (Capitol/Curb)  
**GEORGE JONES (41)**  
 The One I Loved Back Then (Epic)  
**JOHN SCHNEIDER (39)**  
 What's A Memory Like You... (MCA)  
**BARBARA MANDRELL (37)**  
 Fast Lanes & Country Roads (MCA)  
**CRYSTAL GAYLE & GARY MORRIS (33)**  
 Makin' Up For Lost Time (WB)  
**OLEN CAMPBELL (31)**  
 It's Just A Matter Of Time (Atlantic America)

**MOST ADDED & HOTTEST** list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicates the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

# BREAKERS.

**JANIE FRICKE**  
**Easy To Please (Columbia)**

On 66% of reporting stations. Rotations: Heavy 3, Medium 48, Light 89, Total Adds 24 including WQSE, WTQR, WXTU, KASE, WZZK, WCOB, KPJX, WSSC, WSDX, WUBE, WPIIS, WMBL, KLZ, KNDK, KGA. A most added record. Moves 48-58 on the Country chart.

**MEL McDANIEL**  
**Shoe String (Capitol)**

On 62% of reporting stations. Rotations: Heavy 3, Medium 86, Light 48, Total Adds 11, WBOC, KKK, WSD, KJNE, WTQR, WUBN, WUBE, WITL, WMBL, KALF, KRAK. Moves 48-41 on the Country chart.

## JUDD

**Grandpa (RCA/Curb)**

On 65% of reporting stations. Rotations: Heavy 4, Medium 25, Light 73, Total Adds 77 including WPTR, WNCZ, WXTU, WHYR, KASE, WEZL, KLT-FM, WLVI, WWKA, WMBL, WPIIS, WMBL, WOW, WL, KPDI, KLZ, K8AN. A most added record. Debuts at number 42 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 30-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not 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.

# "JANIE, PLEASE"



All your listeners are asking for her by name, especially her pleasing new single

# JANIE FRICKE

"Easy To Please" 2:30 R&R ● BB ●

Thanks radio, for the **COUNTRY BREAKER**

Produced by Bob Montgomery



Columbia Records

# The BELLAMY BROTHERS

Howard & David



THANKS RADIO FOR  
**"FEELIN' THE FEELIN' "**  
 ON THE BELLAMY BROTHERS  
 HOT NEW SINGLE...

★ KUGN	★ KEBC	★ WYNK	★ WGUS	★ KGHL	★ WGEE	★ KKIX	★ KRWQ
★ KASE	★ WKIX	★ WGTO	★ KIXZ	★ WWNC	★ KTTS	★ WIXL	★ WTCM
★ KWMT	★ KJNE	★ KBUC	★ WJAZ	★ KIK-FM	★ WHIM	★ WDXE	★ KALF
★ KEAN	★ WTVY	★ WHOO	★ KKYX	★ WKOQ	★ KUZZ	★ WDSY	★ KRKT
★ WAMS	★ KRST	★ WPAP	★ WOW	★ KIYX	★ WWVA	★ KYKX	★ KTOM
★ KIKK	★ WYNE	★ WIVK	★ KNOE	★ WLWI	★ KWEH	★ WCVR	★ KKAL
★ WGAO	★ KUPL	★ WPOR	★ WRKZ	★ KLLL	★ WXTU	★ WSLX	★ KCBQ
★ KLUR	★ WTSO	★ WONE	★ KTPK	★ WKCL	★ WAGO	★ WNYR	★ KVOC
★ WEZL	★ KVOO	★ KPDI	★ WSLC	★ KOLO	★ WVAM	★ KBMR	★
★ KOUL	★ WUSY	★ WQYK	★ KUSA	★ KCUB	★ WCRJ	★ WVMJ	★ KKCS
★ WGNA	★ WCMS	★ KGAY	★ WTQR	★ KSOP	★ WTSV	★ KXXY	
★ KSSN	★ KBRQ	★ WWKA	★ WAXX	★ KFGO	★ WESC	★ WKLO	

AND FOR ADDING IT **FIRST WEEK...**  
 FROM THE ALBUM **"HOWARD & DAVID"** MCA 5556

- ★ 55 Debut in BILLBOARD! (the highest debut for the chart issue date 2/8/86)!
- ★ 63 Debut in CASHBOX!
- ★ 42 Breaker in RADIO & RECORDS!

MCA RECORDS  
**CURB**  
 RECORDS

# COUNTRY

## NEW & ACTIVE

- MICHAEL MARTIN MURPHY** "Tonight We Ride" (WB) 91/27  
 Rotations: Heavy 0, Medium 22, Light 80, Total Adds 27 including WQBE, WDSY, WDX, WQBO, KKK, WKX, WUSO, WJBE, WYNG, WQDY, KQKY, WYTH, KYGO, KGAN, KGA. Debuts at number 44 on the Country chart.
- MARTY STUART** "My Heart" (Columbia) 87/18  
 Rotations: Heavy 5, Medium 33, Light 48, Total Adds 12, WSM, KRKY, WKSJ, WJBO, WQEE, KRKF, WJWJ, KVOC, KYGO, KCCY, KRAK, KGA, Heavy: WAMZ, WPK, KLZ, KIGD. Moves 50-47-43 on the Country chart.
- WAYLON JENNINGS** "Working Without A Hat" (MCA) 74/64  
 Rotations: Heavy 2, Medium 12, Light 80, Total Adds 54 including WCAO, WXTU, WNYR, WSOB, KLT-FM, WCMS, KKYX, WOH, WKCL, WTCM, KVOO, KLUZ, KUGN, KVEG, KRPM. Debuts at number 48 on the Country chart.
- LUCY L. BALTON** "Don't Fall In Love With Me" (Columbia) 72/4  
 Rotations: Heavy 0, Medium 32, Light 40, Total Adds 4, WYAM, KEAN, WUSO, KALF. Medium: WBGW, WDX, WUSY, WSK, KKYX, WYNG, WKCL, WTD, KCBS, KRWO, KSO.
- KEITH WHITLEY** "Hound, My Amy" (MCA) 71/18  
 Rotations: Heavy 1, Medium 20, Light 80, Total Adds 18 including WCAO, WQBE, WTCR, WYNG, WQBO, KYX, WUSO, WYNG, KQDY, WKCO, KTRK, KGH, KFRE, KALF.
- SON'S NEXT DOOR** "Love Will Get You Through Times With No Money" (MTM) 68/10  
 Rotations: Heavy 0, Medium 19, Light 41, Total Adds 10, WQDY, WQVR, KEAN, WYNG, WYNG, WYNG, KSMR, WONE, KWT, KFRE. Heavy: WOKK, KFDE. Medium: WTV, KRKT, KQIL. Debuts at number 49 on the Country chart.
- TANYA TUCKER** "One Love At A Time" (Capitol) 68/6  
 Rotations: Heavy 0, Medium 11, Light 54, Total Adds 45 including WYRK, WTCR, WPCR, KASE, WUSY, KRK, WCMS, WTCR, WDCI, KTRK, KRCS, KFRE, KQK, KAM.
- MAC DAVIS** "Baby Young Girl" (MCA) 68/6  
 Rotations: Heavy 0, Medium 19, Light 41, Total Adds 8, WPCR, KHEY, WKX, KWT, WTSO, WTH, KQHL, KALF. Medium: WTV, WYVA, WLV, WCMS, KRK, WTK.
- JIMMY LEE** "The Loneliness In Lucy's Eyes" (WB) 68/2  
 Rotations: Heavy 1, Medium 31, Light 26, Total Adds 3, WYX, KLUY, KVEG. Heavy: KSOB. Medium: WBGW, WDL, KRKY, WAMZ, WLV, WBCS, WKCL, KTT, WTCM.
- KENNY ROGERS** "Dancin' Partner" (Liberty) 68/3  
 Rotations: Heavy 2, Medium 29, Light 22, Total Adds 3, KLT-FM, WSM, KALF. Heavy: KRK. Medium: WYAM, CHOW, WEZL, WQKX, KSO, WFMS, WKCO, KTRK, KFRE, KCCY, KSO.
- PAM TILLIS** "These Memories Of You" (WB) 62/7  
 Rotations: Heavy 2, Medium 13, Light 37, Total Adds 7, WQBE, WYX, WYX, KWT, KCJB, WTH, KVEG. Heavy: WOKK, KRKT. Medium: WCAO, WKLO, KKYX, WQYK, WKCL, KSO.
- JIMMY BUFFETT** "Passes Beyond This Heart" (MCA) 62/14  
 Rotations: Heavy 0, Medium 11, Light 38, Total Adds 14, WPCR, WDX, KEAN, WTV, WPAP, WQYK, WPK, KSMR, WJBE, WAXI, WKCO, KTT, KFD, KIGD.

## SIGNIFICANT ACTION

- ROSANNE CASH** "Hold On" (Columbia) 68/7  
 Rotations: Heavy 0, Medium 8, Light 40, Total Adds 37 including WYAM, WKL, WYK, WLV, KJNE, KSO, K102, KRST, KEA.
- MANK WILLIAMS JR.** "Ain't Nothin' In It" (WB/Curb) 68/7  
 Rotations: Heavy 0, Medium 8, Light 31, Total Adds 37 including WPTX, WYR, WYK, WDXE, WAMZ, WYNG, KCB, KRKT, KYAK, KYGO.
- JOHN CHAPMAN** "Harmony" (Columbia) 68/23  
 Rotations: Heavy 0, Medium 4, Light 26, Total Adds 23 including WYAM, WTV, KASE, WOKK, KKYX, WAXI, KQDY, WOH, KOL, KSO.
- ADAM BAKER** "In Love With Her" (Arista) 58/9  
 Rotations: Heavy 0, Medium 4, Light 28, Total Adds 9, WYAM, WYVA, WYI, KASE, WUSY, KTRK, KLUY, KVEG, KALF.
- LEWIS STONEY** "Ain't No Telling" (Epic) 58/7  
 Rotations: Heavy 0, Medium 8, Light 24, Total Adds 7, WPCR, WYI, WUSY, WTSO, WOH, KVEG, KALF. Medium: KRK, KTT, KFD.
- REBA MCKENTINE** "Whoever's In Now England" (MCA) 28/28  
 Rotations: Heavy 0, Medium 3, Light 23, Total Adds 25 including WYAM, WQBS, WYI, KQK, WDXE, KSMR, WTCM, KXAL, KVOC, KQK.
- LORETTA LYNN** "Just A Woman" (MCA) 28/6  
 Rotations: Heavy 0, Medium 5, Light 21, Total Adds 6, WDX, KKYX, KSO, KTT, KVEG, KALF. Medium: WOH, KRKT, KRWO, KSO.

- KENNY ROGERS** "Tomb Of The Unknown Love" (MCA) 28/17  
 Rotations: Heavy 0, Medium 4, Light 21, Total Adds 17 including WCAO, WBGW, WPK, WUSY, KSN, WKKO, KIOV, KFDI, KLUZ, KRK.
- ALMOST BROTHERS** "Birds Of A Feather" (MTM) 28/18  
 Rotations: Heavy 0, Medium 4, Light 16, Total Adds 10, WYAM, WBGW, WAJR, WXL, WTVY, KJNE, WXL, WTCM, KSOB, KIGD.
- SUSAN RAYE** "I Just Can't Take The Leaving" (Westcoast America) 18/4  
 Rotations: Heavy 0, Medium 3, Light 16, Total Adds 4, WCAO, WKDK, KALF, KIGD. Medium: KRKY, WOKK, KRWO, Light: KFGO, KTT, WTCM.
- TONY PRICE** "Mississippi Breakdown" (Luv) 18/1  
 Rotations: Heavy 0, Medium 4, Light 10, Total Adds 1, KEAN. Medium: WTVY, KFGO, KRWO, KSOB. Light: WCAO, WEZL, KKYX, WAXI, WTCM.
- G.J. THOMAS** "America Is" (Columbia) 18/13  
 Rotations: Heavy 0, Medium 2, Light 14, Total Adds 13 including WTV, WPCR, WLV, WCMS, WONE, WTCM, KLZ, KEIN, KCCY, KSOB.
- JOE STAMPLEY** "When You Were Blue And I Was Green" (Epic) 18/1  
 Rotations: Heavy 0, Medium 4, Light 10, Total Adds 1, KALF. Medium: KRK, WPAP, KKYX, KTT, KSOB. Light: KRKY, KSO, WOH, KXAL.
- EVERLY BROTHERS** "Born Yesterday" (Mercury/PolyGram) 14/9  
 Rotations: Heavy 0, Medium 3, Light 11, Total Adds 8, WBGW, WQVR, WCMS, WPK, WQEE, KIOV, KEIN, KCCY, KIGD.
- BRUCE SPRINGSTEEN** "My Hometown" (Columbia) 14/1  
 Rotations: Heavy 4, Medium 8, Light 1, KALF. Heavy: KCCY. Medium: WOKX, WDL, WCMS, KRWO. Light: WOKK, KJNE, WYNG, K102.
- EMMYLOU HARRIS** "I Had My Heart Set On You" (WB) 18/10  
 Rotations: Heavy 0, Medium 1, Light 9, Total Adds 10, WYAM, WBGW, WQVR, KSMR, KFDI, KRKT, KVOC, KFRE, KRWO, KQIL.
- SAMMI SMITH** "Love Me All Over" (Step One) 18/4  
 Rotations: Heavy 0, Medium 1, Light 9, Total Adds 4, KRKY, KSMR, KQDY, KSOB. Medium: KKYX. Light: WYK, KSO, KFGO, KVOO, KFD.
- JILL HOLLIER** "You Can't Take The Telephone To Bed" (WB) 8/2  
 Rotations: Heavy 0, Medium 2, Light 7, Total Adds 2, KIOV, KR-FM. Medium: KRKT, KRWO. Light: WKSJ, KTRK, KXAL, KVOC, KSOB.

## ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
CONWAY TWITTY/Lay Me Down Carolina (WB)	Chasin' Rainbows
JUDDS/Rockin' With The Rhythm... (RCA/Curb)	Rockin' With The Rhythm
FORESTER SISTERS/Mama's Never Seen Those Eyes (WB)	The Forester Sisters
GEORGE STRAIT/Dance Time In Texas (MCA)	Something Special
GEORGE STRAIT/In Too Deep (MCA)	Something Special
JUDY RODMAN/Until I Met You (MTM)	Judy
STEVE WARNER/She's Crazy For Leaving (MCA)	Life's Highway
SAWYER BROWN/Shakin' (Capitol/Curb)	Shakin'
SHOPPE/Lie A Rose In The Sand (MTM)	Shophe
BIG RIVER/Muddy Water (MCA)	Big River Soundtrack
JUDDS/I Wish She Wouldn't Treat You... (RCA/Curb)	Rockin' With The Rhythm
SAMMI SMITH/Those Eyes (Step One)	Love Me All Over
FORESTER SISTERS/A Few Good Men (WB)	Dallas
SAWYER BROWN/When Your Heart Goes (Capitol/Curb)	Shakin'
JUCE NEWTON/Cheap Love (RCA)	Old Flame
JUDDS/Workin' In A Coalmine (RCA/Curb)	Rockin' With The Rhythm

**Wrangler jeans is proud to present the 1986 tour of Willie Nelson and Family.**

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 Willie Nelson & Family  
 TOUR 86



# COUNTRY ADDS & HOTS

EAST		MIDWEST		SOUTH		WEST	
Wayne Jennings (RCA)	Hot	Steve Wariner (RCA)	Hot	Wayne Jennings (RCA)	Hot	Wayne Jennings (RCA)	Hot
Jacks (RCA-Curb)	Hot	Tanya Tucker (Capitol)	Hot	Jacks (RCA-Curb)	Hot	Jacks (RCA-Curb)	Hot
Daily Parlor (RCA)	Hot	Steve Wariner (RCA)	Hot	Wayne Jennings (RCA)	Hot	Wayne Jennings (RCA)	Hot
Estle (Epic)	Hot	Estle (Epic)	Hot	Estle (Epic)	Hot	Estle (Epic)	Hot

EAST		MIDWEST		SOUTH		WEST	
Wayne Jennings (RCA)	Hot	Steve Wariner (RCA)	Hot	Wayne Jennings (RCA)	Hot	Wayne Jennings (RCA)	Hot
Jacks (RCA-Curb)	Hot	Tanya Tucker (Capitol)	Hot	Jacks (RCA-Curb)	Hot	Jacks (RCA-Curb)	Hot
Daily Parlor (RCA)	Hot	Steve Wariner (RCA)	Hot	Wayne Jennings (RCA)	Hot	Wayne Jennings (RCA)	Hot
Estle (Epic)	Hot	Estle (Epic)	Hot	Estle (Epic)	Hot	Estle (Epic)	Hot

**164 Reporters  
167 Current Reports**

The following stations reported no change in their rotations this week:

WGNA/Albany  
WDFC/Greenville  
WDAF/Kanawha City  
KTOM/Salinas

The following stations failed to report this week and therefore their rotations were frozen:

WVMB/Bozox  
WDRP/Raleigh  
WQHK/Fort Wayne  
WCJZ/Grand Rapids  
KOLO/Reno  
KNPS/Seattle  
KZRN/Boise

# RADIO & RECORDS NATIONAL AIRPLAY

# FULL-SERVICE A/C

## TOP 20

New Date Last  
Weeks Weeks Weeks

7	5	4	●	SADE/The Sweetest Taboo (Portrait/CBS)	39/3	34	5	0	
2	2	1	2	BARBARA STRESAND/Somewhere (Columbia)	39/0	31	7	1	
5	3	2	3	BRUCE SPRINGSTEEN/My Hometown (Columbia)	37/0	28	9	0	
1	1	3	4	BIGONE & FRIENDS/That's What Friends Are For (Arista)	34/0	24	9	1	
17	12	6	●	DREAM ACADEMY/Life In A Northern Town (Niprise/WB)	35/1	21	13	1	
—	13	11	●	STARSHIP/Sara (Gnut/RCA)	37/3	23	13	1	
11	10	6	●	BILLY OCEAN/When The Going Gets Tough (Jive/Arista)	31/1	22	8	1	
12	11	9	●	WHITNEY HOUSTON/How Will I Know (Arista)	31/1	22	7	2	
—	15	12	●	ELTON JOHN/Nikita (Geffon)	38/2	18	18	3	
3	4	5	18	STEVE WONDER/Go Home (Tamla/Motown)	29/0	18	11	0	
6	7	7	11	DINE STRAITS/Walk Of Life (WB)	29/1	8	19	2	
4	6	10	12	LIONEL RICHIE/Say You, Say Me (Motown)	26/0	13	12	1	
14	14	13	13	WHAM!/I'm Your Man (Columbia)	26/0	12	13	1	
—	19	15	●	ANNE MURRAY/Now And Forever (You And Me) (Capitol)	30/2	9	17	4	
—	18	—	●	JAMES TAYLOR/Only One (Columbia)	31/0	7	20	4	
18	16	16	●	MICHAEL FRANKS featuring BRENDA RUSSELL/When I Give My Love To You (WB)	26/2	11	12	3	
—	20	—	●	HEART/These Dreams (Capitol)	32/8	5	21	6	
—	20	19	●	GARY MORRIS & CRYSTAL GAYLE/Making Up For Lost Time (WB)	26/0	6	18	2	
9	14	18	●	BI DeBARGE with DeBARGE/The Heart Is Not So Smart (Gordy/Motown)	24/0	11	8	5	
DEBUT	—	—	●	EVERLY BROTHERS/Born Yesterday (Mercury/PG)	29/7	2	17	10	

FEBRUARY 7, 1986

Total  
Reports/Adds

Heavy Medium Light

## MOST ADDED

ATLANTIC STARR (11)  
Secret Lovers (A&M)  
DAN SEALS (9)  
Bop (EMI America)  
HEART (8)  
These Dreams (Capitol)  
EVERLY BROTHERS (7)  
Born Yesterday (Mercury/PolyGram)  
ROBAMIE CASH (8)  
Hold On (Columbia)

## HOTTEST

BARBARA STRESAND (23)  
Somewhere (Columbia)  
SADE (22)  
The Sweetest Taboo (Portrait/CBS)  
WHITNEY HOUSTON (25)  
How Will I Know (Arista)  
BRUCE SPRINGSTEEN (18)  
My Hometown (Columbia)  
BILLY OCEAN (17)  
When The Going Gets Tough (Jive/Arista)

## CHART EXTRAS

### RANDY GOODRUM Silhouette (GRP)

53% of our reporters on it. Rotations: Heavy 4, Medium 16, Light 3, Total Adds 0. Heavy: WWKB, WCCO, WHBY, WPOE. Medium: WFBR, WISN, KJR, WCHS, WGY, WHBC, WIBC, WIBA, KBOI, KSL.

## NEW & ACTIVE

- ✓ DAN SEALS "Bop" (EMI America) 29/9  
Rotations: Heavy 3/0, Medium 8/3, Light 8/6, Total Adds 9. WTMJ, KHOW, KFMB, WCHS, WBT, WHBC, WIBA, WPPA, KFOD. Heavy: WCCO, WGBR, KTWO. Medium including WWKB, KJR, WHBY, WJBC, KVEC.
- ✓ ATLANTIC STARR "Secret Lovers" (A&M) 18/11  
Rotations: Heavy 2/0, Medium 10/8, Light 6/5, Total Adds 11. WWKB, WTMJ, KHOW, KFMB, KJR, WCC, WCHS, WGY, WGOW, WING, KBOI. Heavy: WWPA, WCL. Medium including WTAE, WHBY, WGBR.
- SMOKEY ROBINSON "Hold On To Your Love" (Motown) 13/3  
Rotations: Heavy 0, Medium 3/0, Light 10/3, Total Adds 3. WCCO, KBOI, WPPA. Medium: WFBR, WTKO, KTWO.
- JACK WAGNER with VALENE CARTER "Love Can Take Us All Away" (Owest/WB) 12/3  
Rotations: Heavy 1/0, Medium 8/1, Light 5/2, Total Adds 3. WCHS, WGBR, KVEC. Heavy: KTWO. Medium including WFBR, KSL, WPOE, WJBC, WCL.
- ISLEY, JASPER, ISLEY "Caravan Of Love" (CBS Associated) 11/1  
Rotations: Heavy 2/0, Medium 6/0, Light 3/1, Total Adds 1. KBOI. Heavy: WCHS, WGOW. Medium: KHOW, KFI, WING, WWRN, WCL, KTWO.
- BIKE & THE MECHANICS "Blind Running" (Atlantic) 11/0  
Rotations: Heavy 1/0, Medium 8/0, Light 1/0, Total Adds 0. Heavy: WWPA. Medium: WTMJ, KHOW, KJR, WCC, WCHS, WING, WSPD, WWRN, WPOE.

- ION TE KAWAHA "Blue Skies" (London/PolyGram) 11/8  
Rotations: Heavy 0, Medium 6/0, Light 5/0, Total Adds 0. Medium: WFBR, WTK, WHBY, WHBC, WPOE, WJBC.
- FREDDIE JACKSON "He'll Never Love You (Like I Do)" (Capitol) 11/8  
Rotations: Heavy 1/0, Medium 7/0, Light 3/0, Total Adds 0. Heavy: WWPA. Medium: WWKB, KHOW, KJR, WING, WWRN, WGBR, KVEC. Heavy: WWPA.
- THOMPSON TWINS "King For A Day" (Arista) 18/2  
Rotations: Heavy 2/0, Medium 4/1, Light 4/1, Total Adds 2. WTMJ, KJR. Heavy: WWKB, WPPA. Medium including KHOW, WING, WSPD.
- SW. MASTER "Sylvia" (RCA) 18/1  
Rotations: Heavy 2/0, Medium 6/1, Light 2/0, Total Adds 1. KHOW. Heavy: WWKB, WWRN. Medium including WTMJ, WCC, WHAS, KBOI, WPPA.
- CLARENCE CLEMONS & JACKSON BROWNE "You're A Friend Of Mine" (Columbia) 18/0  
Rotations: Heavy 1/0, Medium 5/0, Light 4/0, Total Adds 0. Heavy: WWKB. Medium: WTMJ, KHOW, KFMB, WCHS, WGOW.
- ✓ ROSAMIE CASH "Hold On" (Columbia) 8/6  
Rotations: Heavy 1/1, Medium 3/1, Light 4/3, Total Adds 5. WCCO, WHBC, WSPD, WGBR, KTWO. Medium including WPOE, WTKO.
- SHEENA EASTON "Boney Mack" (EMI America) 8/1  
Rotations: Heavy 0, Medium 4/0, Light 4/1, Total Adds 1. WGBR. Medium: WPOE, WTKO, WPPA, WJBC.

## SIGNIFICANT ACTION

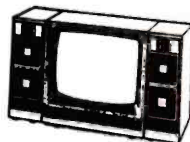
- ARETHA FRANKLIN "Another Night" (Arista) 6/2  
Rotations: Heavy 0, Medium 3/1, Light 3/1, Total Adds 2. WCC, WCHS. Medium including KHOW, WPPA.
- BILLY JOE ROYAL "Burned Like A Rocket" (Atlantic America) 5/1  
Rotations: Heavy 0, Medium 4/0, Light 1/1, Total Adds 1. WHBY. Medium: WFBR, WWKB, WPOE, WJBC.
- ✓ LAURA BRANSMAN "I Found Someone" (Atlantic) 4/4  
Rotations: Heavy 0, Medium 1/1, Light 3/3, Total Adds 4. WWRN, WPPA, WGBR, KTWO.
- BAMBLES "Music Monday" (Columbia) 4/2  
Rotations: Heavy 0, Medium 1/0, Light 3/2, Total Adds 2. WWRN, WCL. Medium: WTKO.
- SAWYER BROWN "Heart Don't Fall Now" (Capitol/Curb) 4/1  
Rotations: Heavy 1/0, Medium 3/1, Light 0, Total Adds 1. KVEC. Heavy: KTWO. Medium: WHBY, WJBC.
- CARS "I'm Not The One" (Epic) 3/0  
Rotations: Heavy 0, Medium 1/0, Light 2/0, Total Adds 0. Medium: WWPA.

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SOUND QUALITY  
YOUR LISTENERS  
EXPECT

# ADULT/CONTEMPORARY

## BREAKERS

### EVERLY BROTHERS

#### Born Yesterday (Mercury/PolyGram)

55% of our reporters on it. Rotations: Heavy 2, Medium 29, Light 27, Total Adds 12, WLTS, WARM99, KIFM, V100, WXTC, WDLT, KELT, WLAC-FM, 3WM, KCIX, WTNV, KRLB.

## NEW & ACTIVE

**BRUCE SPRINGSTEEN "Field Of Dreams" (Mercury) 48/18**  
Rotations: Heavy 0, Medium 20/3, Light 28/12, Total Adds 15 including WQMC, WMYX, WAEB, WRFM, WKGW, WJOK, U102, WYNN, KDKJ, Medium including KEY103, WAVE, KRFM.

**CARS "I'm Not The One" (Elektra) 48/12**  
Rotations: Heavy 1/0, Medium 20/3, Light 28/9, Total Adds 12, WMYX, K894, B100, KEY103, K10A, WTRX, KDKJ, KNAV, WTNV, WGSV, WKYX, KMGO, Heavy, KALE, Medium including WMAJ, WKYE, WFL, WMOG, KRFM.

**JACK WAGNER with VALENE CARTER "Love Can Take Us All Away" (Casual/WB) 48/12**  
Rotations: Heavy 0, Medium 15/3, Light 25/9, Total Adds 12, WCLY, KOST, K10A, WTRX, WSKY, WAHR, WKYX, B4, KF88, WJUS, KMGO, Medium including KRFM, WEM, WCHV, WJON.

**ELO "Calling America" (CBS Associated) 31/18**  
Rotations: Heavy 0, Medium 7/2, Light 24/14, Total Adds 16 including WHTX, WAEB, V100, WKYE, KEY103, K10B, WFL, K10A, K089, WTRX, WMOG, K10A, Medium including WSKI, WZLQ, WFFX, KTYL, KALE.

**FORCE MD'S "Tender Love" (WB) 38/14**  
Rotations: Heavy 1/0, Medium 11/3, Light 18/11, Total Adds 14, KOST, B100, WAEB, KEY103, KELT, WAVE, WRNE, WOLL, WEIZ, WGBV, WAEV, WFFX, WMT-FM, KWEB, Heavy, KNAV, Medium including WSKI, KMGO, KALE.

**TOM PETTY with STEVE NICKS "Headlines And Pine" (MCA) 25/8**  
Rotations: Heavy 1/0, Medium 13/3, Light 15/5, Total Adds 8, WCLY, U102, K10A, WSKI, WKYX, B4, WJON, KKLX, K89, Heavy, K08W, Medium including WKYE, WAVE, WMOG, WSKY, KALE.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 STARSHIP	103/0	88	13	1
2 BILLY OCEAN	104/1	88	15	1
3 WHITNEY HOUSTON	102/0	91	9	2
4 DREAM ACADEMY	103/1	71	28	4
5 SADE	98/0	72	20	6
6 ELTON JOHN	101/1	85	28	8
7 MADONNA STEINBERG	98/2	88	34	6
8 HEART	100/25	28	50	22
9 BRUCE SPRINGSTEEN	88/0	33	48	7
10 ATLANTIC STARR	97/23	25	44	28
11 WHAM!	83/0	48	32	5
12 RILEY, JASPER, RILEY	83/2	37	39	7
13 MIKE & THE MECHANICS	88/8	30	45	11
14 MR. MISTER	78/14	27	34	14
15 MICHAEL FRANKS / BRENDA RUSSELL	71/0	32	35	4
16 STEVE WONDER	75/0	23	44	8
17 DONNE & FRIENDS	67/0	24	33	10
18 DIRE STRAITS	65/0	23	29	13
19 THOMPSON TWINS	82/5	11	58	15
20 JAMES TAYLOR	84/19	4	51	29
21 LIONEL RICHIE	64/0	7	32	15
22 FREDDIE JACKSON	63/3	8	43	12
23 CLARENCE CLEMENS & JACKSON BROWNE	48/0	19	21	6
24 DAN SEALS	64/9	10	33	21
25 ARETHA FRANKLIN	69/5	3	44	22
26 ANNE MURRAY	63/9	4	42	17
27 KLYMAX	45/1	8	20	17
28 DIANA ROSS	52/1	10	29	13
29 PEABO BRYSON	52/0	5	35	12
30 El DeBANGE w/DeBANGE	43/0	6	27	10

## MOST ADDED

**LAURA BRANNAN (27)**  
I Found Someone (Atlantic)  
**HEART (28)**  
These Dreams (Capitol)  
**ATLANTIC STARR (23)**  
Secret Lovers (A&M)  
**JAMES TAYLOR (18)**  
Only One (Columbia)  
**SHEENA EASTON (16)**  
Jimmy Mack (EMI America)  
**ELQ (16)**  
- Calling America (CBS Associated)

## HOTTEST

**STARSHIP (75)**  
Sara (Grun/RCA)  
**WHITNEY HOUSTON (74)**  
How Will I Know (Arista)  
**BILLY OCEAN (61)**  
When The Going Gets Tough (Jive/Arista)  
**DREAM ACADEMY (48)**  
Life In A Northern Town (Reprise/WB)  
**SADE (43)**  
The Sweetest Taboo (Portrait/CBS)

**LAURA BRANNAN "I Found Someone" (Atlantic) 27/27**  
Rotations: Heavy 0, Medium 4/1, Light 23/23, Total Adds 27 including WCLY, WKYE, WFL, WYAM, KRFM, WMAJ, WEM, WSKY, WCHV, KTYL, K08W, KWEB, KKLX, K08W.  
**SURVIVOR "Burning Heart" (Scotti Bros./CBS) 25/1**  
Rotations: Heavy 5/0, Medium 10/0, Light 10/1, Total Adds 1, U102, Heavy, WLLT, B100, 3WM, WTNV, WCKO, Medium, WLTF, WMAJ, KYKY, V100, WRFM, WPKA, WMOG, KRLB, KTYL, WJUS.

## SIGNIFICANT ACTION

**SHEENA EASTON "Jimmy Mack" (EMI America) 23/16**  
Rotations: Heavy 0, Medium 5/0, Light 18/13, Total Adds 18 including WKYE, U102, WYAM, WEM, WKNE, WSKY, WCHV, WAHR, WFFX, KTYL, K08W, KALE, Medium including WMOG, WJON.  
**LOVERBOY "This Could Be The Night" (Columbia) 23/8**  
Rotations: Heavy WSPM, U102, K08W, WFMK, KKLX, WORG, WZLQ, KTYL, WJUS, Heavy, K08W, Medium including V100, WMAJ, WCKO, WCHV, B4, KALE.  
**JOHN COUSAR BELLECAM "R.O.C.K. In The U.S.A." (Riva/PolyGram) 28/11**  
Rotations: Heavy 0, Medium 7/3, Light 13/8, Total Adds 11, WHTX, WRAL, K10A, WEM, WSKI, WTNV, WCHV, KRLB, KTYL, K08W, KALE, Medium including V100, WMOG, WGLL, WSKY.  
**OLIVIA NEWTON-JOHNS "Toughen Up" (MCA) 18/8**  
Rotations: Heavy 0, Medium 2/1, Light 16/7, Total Adds 8, WFL, K10A, WTRX, WRNE, WORG, B4, WJON, K08W, Medium including KALE.  
**LUTHER VANDROSS "If Only For One Night" (Epic) 16/6**  
Rotations: Heavy 0, Medium 1/0, Light 15/6, Total Adds 6, WAVE, WYAM, WTRX, KRLB, WZLQ, KALE, Medium, KTYL.  
**MIKE TANNER "Goodbye" (Casual/MCA) 14/2**  
Rotations: Heavy 5/0, Medium 5/0, Light 4/2, Total Adds 2, WSNY, B100, Heavy, KVL-FM, WLHT, WEM, WFMK, WAHE, Medium, WLTF, WYNN, KLUU, WTNV, KTYL.  
**GARY MORROW & CRYSTAL BAYLE "Shakin' Up For Last Time" (WB) 12/3**  
Rotations: Heavy 1/0, Medium 5/0, Light 7/3, Total Adds 3, WEM, WZLQ, KWEB, Heavy, WAHR, Medium, WEIZ, WGSV, WMT-FM, KF88, WJON.  
**EVERYTHING "It's All Right (Baby's Comin'...)" (MCA) 12/9**  
Rotations: Heavy 0, Medium 2/1, Light 10/6, Total Adds 9, WAEB, WFL, WEM, WGLL, WORG, WBOV, KKLX, K08W, KALE.  
**BOB TRO "Three Of The Class" (Jamaica) 12/8**  
Rotations: Heavy 0, Medium 0, Light 12/0, Total Adds 0.  
**EDDIE MONEY "New Coast To Go" (Columbia) 11/2**  
Rotations: Heavy 0, Medium 3/0, Light 8/2, Total Adds 2, K08W, WZLQ, Medium, WEM, WGLL, KALE.  
**PAUL McCARTNEY "Spice Like Me" (Capitol) 11/1**  
Rotations: Heavy 0, Medium 6/0, Light 5/1, Total Adds 1, U102, Medium, V100, K10B, WPKA, WAVE, KRLB, KTYL.  
**KASHIF "Dancing In The Streets" (Arista) 18/18**  
Rotations: Heavy 0, Medium 0, Light 18/18, Total Adds 18, WYAM, WEM, WSKI, WSKY, WORG, KTYL, WMT-FM, KKLX, K08W, KMGO.  
**ROBBIE CASH "Hold On" (Columbia) 18/18**  
Rotations: Heavy 0, Medium 2/2, Light 8/8, Total Adds 10, WYAM, WTRX, WEM, WKNE, WGLL, WAHR, WORG, WMT-FM, KMGO, KALE.  
**JAMES BROWN "Living In America" (Scotti Bros./CBS) 18/1**  
Rotations: Heavy 2/0, Medium 3/0, Light 5/1, Total Adds 1, WKYE, Heavy, U102, WMOG, Medium, WHTX, V100, WRFM.

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.



# AOR ALBUMS

157 REPORTS

FEBRUARY 7, 1986

Three Weeks	Two Weeks	Last Week	Album	Label	Total Reports/Adds	Power	Heavy	Medium
1	1	1	<b>ZZ TOP</b> /Afterburner (WB)		145+/2	42-	123-	20+
—	—	6	<b>FIRM</b> /Mean Business (Atlantic)		148+/3	32+	107+	34-
4	3	3	<b>JOHN C. MELLENCAMP</b> /Scarecrow (Riva/PG)		137+/3	29+	103+	34-
5	4	4	<b>MIKE &amp; THE MECHANICS</b> /Mike & The Mechanics (Atlantic)		147+/7	26-	103+	42+
8	6	5	<b>SIMPLE MINDS</b> /Once Upon A Time (Virgin/A&M)		142+/3	42+	120-	20+
2	2	2	<b>PETE TOWNSHEND</b> /White City (Alco)		140-/2	17-	78-	55+
13	11	7	<b>HEART</b> /Heart (Capitol)		133-/0	51+	119+	13-
16	14	12	<b>INXS</b> /Listen Like Thieves (Atlantic)		137-/14	30+	101+	34-
14	12	11	<b>ALAN PARSONS PROJECT</b> /Stereotomy (Arista)		144+/1	19+	78+	62-
9	8	8	<b>DIRE STRAITS</b> /Brothers In Arms (WB)		121-/2	16+	64-	51-
3	5	9	<b>STEVIE NICKS</b> /Rock A Little (Modern/Alco)		117-/4	11-	61-	48-
6	7	10	<b>TOM PETTY &amp; ...</b> /Pack Up The Plantation - Live (MCA)		113-/1	9-	49-	62-
—	19	15	<b>PETER FRAMPTON</b> /Prononition (Atlantic)		138+/5	8+	56+	74-
21	17	17	<b>ROCKY IV</b> /Soundtrack (Scotti Bros/CBS)		114-/5	11-	42+	66-
10	10	14	<b>HOOTERS</b> /Nervous Night (Columbia)		96-/2	26-	71-	22-
31	25	20	<b>LOVERBOY</b> /Lovin' Every Minute Of It (Columbia)		115+/8	13+	55+	56-
28	23	21	<b>OUTFIELD</b> /Play Deep (Columbia)		120+/20	11-	48+	67+
7	8	13	<b>M.R. MISTER</b> /Welcome To The Real World (RCA)		91-/3	17-	61-	25+
18	20	18	<b>PAT BENATAR</b> /Seven The Hard Way (Chrysalis)		111-/6	8+	31-	72+
—	—	23	<b>QUICKSILVER</b> /Soundtrack (Atlantic)		111+/16	0=	23+	79+
15	13	16	<b>STARSHIP</b> /Knee Deep In The Hoopla (Grunt/RCA)		80-/1	14-	49-	29+
12	16	22	<b>RUSH</b> /Power Windows (Mercury/PG)		81-/5	3-	20-	53+
11	15	19	<b>DREAM ACADEMY</b> /Dream Academy (Reprise/WB)		84-/6	9-	30-	47+
—	—	28	<b>MARILYN MARTIN</b> /Marilyn Martin (Atlantic)		102+/12	2=	18+	73+
28	28	24	<b>THOMPSON TWINS</b> /Here's To Future Days (Arista)		73-/3	11+	34+	32-
—	—	33	<b>OZZY OSBOURNE</b> /The Ultimate Sin (CBS Associated)		99+/24	1+	9+	69+
36	35	34	<b>ROBERT PALMER</b> /Riptide (Island)		84+/21	1=	19+	54+
19	21	26	<b>ALARM</b> /Strength (IRS/MCA)		77-/10	4-	17-	51-
38	—	35	<b>CARS</b> /Greatest Hits (Elektra)		77+/13	2=	16+	54+
24	27	31	<b>DOKKEN</b> /Under Lock And Key (Elektra)		68-/9	4+	14+	40-
22	22	25	<b>AERBORN</b> /Done With Mirrors (Geffen)		66-/1	0-	12-	46-
20	24	32	<b>ROGER DALTRY</b> /Under A Raging Moon (Atlantic)		42-/0	10+	24-	17-
—	—	—	<b>FABULOUS THUNDERBIRDS</b> /Tuff Enuff (CBS Associated)		73 /47	0	6	53
27	29	30	<b>CHARLIE SEXTON</b> /Pictures For Pleasure (MCA)		54-/3	1+	10-	41-
DEBUT	DEBUT	DEBUT	<b>IRON EAGLE</b> /Soundtrack (Capitol)		52 /6	0	9	38
—	38	37	<b>JIMMY BARNES</b> /Jimmy Barnes (Geffen)		65+/14	0=	6+	44+
—	39	40	<b>BANGLES</b> /Different Light (Columbia)		55+/7	7-	16=	31+
32	30	32	<b>DEL FUEGOS</b> /Boston, Mass. (Slash/WB)		57+/7	3+	10+	32+
40	37	39	<b>STING</b> /The Dream Of The Blue Turtles (A&M)		42-/3	4+	13-	27-
—	—	—	<b>JOE LYNN TURNER</b> /Rescue You (Elektra)		43-/2	2=	9+	21-

## BREAKERS

**MARILYN MARTIN**  
Marilyn Martin (Atlantic)  
66% of our reporters on it.  
**OZZY OSBOURNE**  
The Ultimate Sin (CBS Associated)  
63% of our reporters on it.

## NEW & ACTIVE

**MIKE URE** "The 608" (Chrysalis) 26/7 (28/18)  
Adds: KAZY, WCCC, WHCN, WRDU, WONE, WOKG, WYLF. Powers 4; Heavy 10 including WBCN, CHOM, CFOX, WHFS, WLIR, CHEZ. Medium 18 including WNEW, Q107, WORT, KBGO, KROQ, WQBR.

**FASTWAY** "Waiting For The Bear" (Columbia) 33/2 (31/8)  
Adds: WOFM, KTVD. Heavy 1; KISS. Medium 25 including KLGL, KSRR, WYOR, WLLZ, WRIF, KSHI, KNON, WOT.

**OPUS** "Up And Down" (Polygram/Polygram) 31/8 (27/8)  
Adds: KNKN, WWWW, KQDR, KGRQ, KZAM, KVRE. Powers 2; Heavy 10 including CHOM, KROQ, 91X, WLIR, WYSP, WEZL, WHIT, KTCZ, KILQ. Medium 12 including KZEW, KLGL, WQBR, WHEB, WRDU, WRDL.

**GLEN BURTRICK** "Talking In Code" (A&M) 25/18 (8/6)  
Adds including KTIO, WSHE, WRIF, WPHY, WZZO, WHEB, WPDH, KLSJ, WAPL. Heavy 0; Medium 15 including WNEW, WQBR, WLVO, WLLZ, WCCC, WLAV, KPMG, KILQ.

**FACE TO FACE** "Confrontation" (Epic) 25/6 (18/8)  
Adds: WSHE, WLLZ, WDMA, WCCC, WPDH. Heavy 2; WBCN, WIZN. Medium 17 including WQBR, WMMR, WHUY, KSRR, 91X, WPHY, WQBR, WHEB.

**SADE** "Promises" (Parade/CBS) 24/1 (25/1)  
Adds: WQBR. Powers 4; Heavy 20 including KAZY, KNK, CHEZ, WONE, KTCZ, KVRE. Medium 9 including WXRT, KBGO, WHFS, KMLX, K97, WBLM, WWWW.

**FRANKIE MILLER** "Dancing In The Rain" (Polygram) 28/1 (22/5)  
Adds: KBGO. Powers 2; Heavy 2; KZAM, KVRE. Medium 13 including WOFM, KOMI, WHFS, WHEB, WEZL, WHIT, KMLX, WONE, WYLF.

**CHLT** "Love" (Sire/WB) 18/4 (18/1)  
Adds: KLGL, KLAG, KEZE, KQWB. Powers 1; Heavy 7; WBCN, Q107, 91X, WHFS, WLIR, KNKN, KCGL. Medium 9 including CHOM, WXRT, CHEZ, KILQ.

**LLOYD COLE & THE CONNOTIONS** "Easy Places" (Geffen) 19/9 (28/2)  
Powers 1; Heavy 7; WHFS, WLIR, CRNY, KSPN, KTCL, KROU, KCGL. Medium 10 including WXRT, KBGO, KROQ, 91X, CHEZ, WEZL, KVRE.

Continued on Page 70

**AM**  
**GLEN BURTRICK**  
**TALKING IN CODE**  
FEATURES THE FIRST 12 "PRO" LITTLE RED HOUSES



# RADIO & RECORDS NATIONAL AIRPLAY

## AOR TRACKS

### 157 REPORTS

Pos	Weeks	Last	Weeks	Total	Power	Heavy	Medium
1	2	3	4	Reports/Adds			
1	11	4	1	147+2	32+	107+	33-
5	3	2	2	136-1	41+	117+	17-
12	8	3	3	128-2	50+	113+	14-
1	1	1	4	117-0	38-	108-	8-
9	8	5	1	137-1	17+	76+	58-
14	12	8	1	131+6	29+	95+	35-
33	14	9	2	135+4	8+	56+	72-
47	29	19	1	118+18	7+	56+	58+
4	4	6	8	95-1	26-	70-	22-
39	27	15	10	114+9	13+	55+	55-
32	21	16	11	119+20	11-	45+	67+
42	30	21	12	109+6	7+	33+	68-
2	2	7	13	81-0	17-	60-	19+
31	23	20	14	83-3	13+	55+	28-
16	15	13	15	96-3	7+	45-	45-
46	34	22	15	111+16	0+	23+	79+
6	7	11	17	85-2	9+	47-	34-
—	—	35	19	90+31	10+	51+	32+
45	44	29	20	79+16	14+	54+	24+
24	17	17	28	95-5	5-	38-	55+
3	5	10	21	71-2	18-	60-	9-
—	—	28	22	114+35	6+	27+	63+
27	19	16	23	106-6	7+	29-	68+
—	—	31	24	103+33	5+	28+	59+
54	40	27	25	100+10	2-	18+	73+
10	10	12	28	75-1	13-	48-	27+
7	9	14	27	76-2	9-	40-	33-
—	—	43	29	102+32	1+	15+	70+
80	46	32	29	100+21	2-	13+	73+
—	—	41	30	99+24	1+	9+	69+
37	32	26	31	69-3	11+	33+	30-
—	—	46	32	84+28	2+	32+	41+
—	—	44	33	85+11	5+	12+	65+
56	49	46	34	81+22	1-	18+	52+
38	39	37	35	59+9	3+	27+	30+
—	—	52	36	74+14	2-	16+	51+
43	43	42	37	63+7	4-	25+	34+
55	48	47	38	67+15	3-	14-	44+
15	25	30	39	41-1	10+	24-	16-
DEBUT	40	40	40	73+47	0-	6+	53+
—	50	50	41	68+6	0-	5+	49+
DEBUT	42	42	42	69/66	0	3	50
23	20	23	43	62-2	0-	10-	44-
8	13	24	44	46-0	7-	22-	21-
DEBUT	45	45	45	73/71	1	3	52
DEBUT	46	46	46	57+21	0-	11+	40+
11	16	25	47	38-0	4-	21-	17-
—	—	80	48	60+13	0-	5+	40+
30	31	38	49	43-2	1+	7-	33-
17	24	39	50	37-2	1-	17-	19-
35	35	40	51	41-3	4+	13-	26-
—	57	56	52	50+7	7-	16+	26+
DEBUT	53	53	53	50+25	3+	8+	27+
DEBUT	54	54	54	52+6	2-	8+	30+
13	18	34	55	34-1	2-	13-	18-
DEBUT	56	56	55	35+15	0-	10+	23+
19	28	36	57	37-1	0-	8-	27-
58	51	51	58	42-2	2-	9+	21-
DEBUT	59	59	59	39+14	0-	13+	20+
DEBUT	60	60	60	36+10	0-	10+	26+

## BREAKERS

**JOHN LENNON**  
Imagine (Capitol)  
73% of our reporters on it.

**JOHN LENNON**  
Come Together (Capitol)  
68% of our reporters on it.

**BLUE OYSTER CULT**  
Dancin' In The Ruins (Columbia)  
65% of our reporters on it.

**MARILYN MARTIN**  
Night Moves (Atlantic)  
64% of our reporters on it.

**TALK TALK**  
Life's What You Make It (EMI America)  
64% of our reporters on it.

**OZZY OSBOURNE**  
Shot In The Dark (CBS Associated)  
63% of our reporters on it.



# When It Feels This Good, Once Is Not Enough.

"Feel It Again"  
By Honeymoon Suite  
From Their  
Forthcoming Album  
*The Big Prize*

TRACK CHART DEBUT **42**  
69/66  
# 2 MOST ADDED

Including:

WBAB WQFM  
CHOM KQRS  
WHJY KSHE  
Q107 KLOS  
DC101 KCON  
WKLS KZAP  
KLOL KGB  
WSHE KOME  
WLWQ KISW  
WLLZ CFOX

Produced by Bruce Fairbairn  
Management: Stephen Prendergast/Head Office Management  
© 1986 Warner Bros. Records Inc.



















# PARALLELS

Parallel A Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel B Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel C Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

## 341 Reports

**JOHN DEE**  
"Hi Bang" (Anytial)  
LP: Hi Bang

100/25 44%

100/25 - 100 CHR reporting stations on a list week including 25 new adds.  
44% - Percentage of this week's reports playing it.

**Regional Break** - Percentage of reports playing the song within each region.

**Rotational Summary**  
Up 51 - Number of stations moving it up on the charts.  
Delta 20 - Number of stations debuting the song this week.

**Same 4** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 25** - Total number of stations adding it this week.

## A

**ABC**  
(How To.) Millionaire (Mercury/PQ)  
LP: How To Be A Millionaire

167/12 67%

167/12 - 167 CHR reporting stations on a list week including 12 new adds.  
67% - Percentage of this week's reports playing it.

**Regional Break** - Percentage of reports playing the song within each region.

**Rotational Summary**  
Up 11 - Number of stations moving it up on the charts.  
Delta 10 - Number of stations debuting the song this week.

**Same 4** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 12** - Total number of stations adding it this week.

## B

**ATLANTIC STAR**  
Secret Lovers (A&M)  
LP: As The Band Turns

217/26 85%

217/26 - 217 CHR reporting stations on a list week including 26 new adds.  
85% - Percentage of this week's reports playing it.

**Regional Break** - Percentage of reports playing the song within each region.

**Rotational Summary**  
Up 15 - Number of stations moving it up on the charts.  
Delta 14 - Number of stations debuting the song this week.

**Same 4** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 26** - Total number of stations adding it this week.

## B

**BALTIMORE**  
Tarzan Boy (Manhattan)  
LP: So Red The Rose

100/0 77%

100/0 - 100 CHR reporting stations on a list week including 0 new adds.  
77% - Percentage of this week's reports playing it.

**Regional Break** - Percentage of reports playing the song within each region.

**Rotational Summary**  
Up 10 - Number of stations moving it up on the charts.  
Delta 9 - Number of stations debuting the song this week.

**Same 4** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 0** - Total number of stations adding it this week.

## C

**ARCADIA**  
Goodbye Is Forever (Capitol)  
LP: So Red The Rose

163/23 80%

163/23 - 163 CHR reporting stations on a list week including 23 new adds.  
80% - Percentage of this week's reports playing it.

**Regional Break** - Percentage of reports playing the song within each region.

**Rotational Summary**  
Up 12 - Number of stations moving it up on the charts.  
Delta 11 - Number of stations debuting the song this week.

**Same 4** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 23** - Total number of stations adding it this week.

## D

**JAMES BROWN**  
Living In America (Scotti Bros./CBS)  
LP: Rocky IV Soundtrack

226/1 80%

226/1 - 226 CHR reporting stations on a list week including 1 new add.  
80% - Percentage of this week's reports playing it.

**Regional Break** - Percentage of reports playing the song within each region.

**Rotational Summary**  
Up 10 - Number of stations moving it up on the charts.  
Delta 9 - Number of stations debuting the song this week.

**Same 4** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 1** - Total number of stations adding it this week.

**JAMES BROWN**  
Monday (Columbia)  
LP: Down Light

126/0 94%

126/0 - 126 CHR reporting stations on a list week including 0 new adds.  
94% - Percentage of this week's reports playing it.

**Regional Break** - Percentage of reports playing the song within each region.

**Rotational Summary**  
Up 10 - Number of stations moving it up on the charts.  
Delta 9 - Number of stations debuting the song this week.

**Same 4** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 0** - Total number of stations adding it this week.

**PAV BENTON**  
Le Be Age (The Best.) (Chrysalis)  
LP: The Hard Way

72/0 30%

72/0 - 72 CHR reporting stations on a list week including 0 new adds.  
30% - Percentage of this week's reports playing it.

**Regional Break** - Percentage of reports playing the song within each region.

**Rotational Summary**  
Up 10 - Number of stations moving it up on the charts.  
Delta 9 - Number of stations debuting the song this week.

**Same 4** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 0** - Total number of stations adding it this week.

**DREAM ACADEMY**  
Life In A Northern Town (Reprise/WB)  
LP: Dream Academy

226/7 67%

226/7 - 226 CHR reporting stations on a list week including 7 new adds.  
67% - Percentage of this week's reports playing it.

**Regional Break** - Percentage of reports playing the song within each region.

**Rotational Summary**  
Up 12 - Number of stations moving it up on the charts.  
Delta 11 - Number of stations debuting the song this week.

**Same 4** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 7** - Total number of stations adding it this week.

**FILED**  
Rock Me Amadeus (A&M)  
LP: Fabio 3

132/0 80%

132/0 - 132 CHR reporting stations on a list week including 0 new adds.  
80% - Percentage of this week's reports playing it.

**Regional Break** - Percentage of reports playing the song within each region.

**Rotational Summary**  
Up 10 - Number of stations moving it up on the charts.  
Delta 9 - Number of stations debuting the song this week.

**Same 4** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 0** - Total number of stations adding it this week.

**FILED**  
Rock Me Amadeus (A&M)  
LP: Fabio 3

132/0 80%

132/0 - 132 CHR reporting stations on a list week including 0 new adds.  
80% - Percentage of this week's reports playing it.

**Regional Break** - Percentage of reports playing the song within each region.

**Rotational Summary**  
Up 10 - Number of stations moving it up on the charts.  
Delta 9 - Number of stations debuting the song this week.

**Same 4** - Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

**Down 0** - Number of stations moving it down on their charts.

**Adds 0** - Total number of stations adding it this week.

Continued On Next Column



# PARALLELS

### PUNCH O.B.Y.

Tender Love (WB)  
LP: Klaus Grobe

7128 30% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### PETER FRANKFORD

Lying (Atlantic)  
LP: Frankford

8011 30% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### ARETHA FRANKLIN

Another Night (Arista)  
LP: What's Zoomin' Who?

10013 70% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### THE MIGHTY

Do It All Again (Motown)  
LP: Sam & Ann

8070 30% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### THE MIGHTY

These Dreams (Capitol)  
LP: Heart

22070 60% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### THE MIGHTY

Another Night (Arista)  
LP: What's Zoomin' Who?

10013 70% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### THE MIGHTY

Day By Day (Columbia)  
LP: Nervous Night

10017 70% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### WHITNEY HOUSTON

How Will I Know (Arista)  
LP: Whitney Houston

24000 100% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### WHITNEY HOUSTON

How Will I Know (Arista)  
LP: Whitney Houston

24000 100% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### THE MIGHTY

What You Need (Atlantic)  
LP: Leon Laas Thores

20027 60% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### THE MIGHTY

What You Need (Atlantic)  
LP: Leon Laas Thores

20027 60% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### FRANKIE JOEKES

No 2 Never Loved You (Capitol)  
LP: Rock Me Tonight

10044 60% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### ELTON JOHN

Nikita (Geffen)  
LP: Ice On Fire

20011 60% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### ELTON JOHN

Nikita (Geffen)  
LP: Ice On Fire

20011 60% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### LORRYN

The Countess (Columbia)  
LP: Love Every Minute Of It

20014 60% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### BARBARA MARTIN

Night Moves (Atlantic)  
LP: Martin

17000 70% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### BARBARA MARTIN

Night Moves (Atlantic)  
LP: Martin

17000 70% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30

### JANE FONDA

R.O.C.K. In The U.S.A. (Riva/PG)  
LP: Science

22011 60% No. 10000  
No. 10000  
No. 10000  
No. 10000

Region	Station	Time
P1	WABC	10:00-10:30
P2	WABC	10:30-11:00
P3	WABC	11:00-11:30



SIGNIFICANT ACTION

**OLY POE**  
Let's Go All The Way  
LP: Let's Go All The Way

20704 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**RUSSIAN (A&M)**  
Russians (A&M)  
LP: Dream Of The Blue Turtles

20777 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**TRUMPETER TUNE**  
King For A Day (Arista)  
LP: King & The Future Days

20785 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**ALMA**  
Baby Talk (Vanguard)  
LP: Ashes

20789 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**ELISE**  
In Between Days (Elektra)  
LP: The Heat On The Door

20790 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**JIMMY MACK (EMI America)**  
Jimmy Mack (EMI America)  
LP: Do You

20791 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**STANSON**  
Sara (Gord/RCA)  
LP: Knee Deep In The Hoops

20792 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**SCOTT BROS. (CBS)**  
No Easy Way Out (Scott Bros./CBS)  
LP: Rocky N' Soundtrack

20793 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**JZ TRIP**  
Shades (WB)  
LP: Afterburner

20794 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**SHANE JENKINS**  
Share Night (Mercury/PolyGram)  
LP: 7000 Reveries

20795 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**QUICKHAVEN**  
Quickhaven Lightning (Aristic)  
LP: Quickhaven Soundtrack

20796 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**BRYAN MACLEAN**  
It's All Right (Baby's.) (RCA)  
LP: Be Yourself Tonight

20797 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**LAURA BIRNBAUM**  
I Found Someone (Atlantic)  
LP: Hold Me

20798 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**DORIS**  
Pleasure & Pain (Chrysalis)  
LP: Doris

20799 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**FIVE**  
All The King's Horses (Aristic)  
LP: The Firm Mean Business

20800 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**CHEVRELLE w/ ALEXANDER O'NEAL**  
Saturday Love (Tabu/CBS)  
LP: High Priority

20801 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**DORIS**  
In My Dreams (Elektra)  
LP: Under Lock And Key

20802 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

**FIVE STAR**  
Let Me Be The One (RCA)  
LP: Luxury Of Life

20803 65%

Regional	100%	Hot Dates
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000
10000	10000	10000

# DAN SEALS "BOP!"

## NEW & ACTIVE

98/18

Including:

- |                |             |
|----------------|-------------|
| WCAU-FM deb 37 | BJ105 26-21 |
| CHUM add       | Y106 32-25  |
| 94Q 33-24      | WKZL 24-20  |
| Z93 23-18      | WKAU add    |
| KTKS 29-25     | KIKK add    |
| 93FM 3-3       | KF95 add    |
| KRBE 11-10     | KIMN deb 29 |
| Q105 19-15     | KSND add    |
| WERZ deb 40    | KOMQ add    |
| WLAN-FM 33-29  | KLUC add 33 |
| WBBQ 28-23     | KFIV add    |
| KHFI deb 30    | KO93 add    |
| WBCY deb 23    | KDON-FM add |
| WDCG add       | Q104 26-22  |
| 94TYX add 31   | KQCR deb 22 |
| WQUT add       | KCMQ add    |
| WFMI add       | KFRX add    |
| KBFM add       | WDBR add    |
| Y107 29-25     | WSPT 20-15  |

Produced by Kyle Lehning.



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## PARALLELS

### SIGNIFICANT ACTION

H	M	S
<p><b>JENNIFER HOLIDAY</b> No Frills Love (Capitol) LP: Say You Love Me</p> <p><b>NOVEMBER DATE</b> Fear &amp; Agony (WB) LP: The Big Pity</p> <p><b>JANET JACKSON</b> What Have You Done For Me Lately (A&amp;M) LP: Control</p> <p><b>KRYZBEK</b> The Men All Praise (Constellation/MCA) LP: Missing In The Ladies Room</p> <p><b>LEVEL 42</b> Something About You (Polydor/PG) LP: World Machine</p>	<p><b>MELBA ENDRICH</b> Do Me Baby (Capitol) LP: Melba Morgan</p> <p><b>MOTLEY CRUE</b> Home Sweet Home (Elektra) LP: Theatre Of Pain</p> <p><b>ROSE HUNTER</b> How Could It Be (Columbia) LP: How Could It Be</p> <p><b>ANNE MURPHY</b> Now And Forever (You...) (Capitol) LP: Something To Talk About</p> <p><b>PHYLIS HILSON</b> I Like You (Carrere/CBS) LP: I Like You</p>	<p><b>OLGA NEWTON-JONES</b> Toughen Up (MCA) LP: Soulmates</p> <p><b>OUTFIELD</b> Your Love (Columbia) LP: Play Deep</p> <p><b>RAY PHARER, JR. &amp; HELEN TERRY</b> One Sunny Day/Dueling... (Atlantic) LP: Quickwater Soundtrack</p> <p><b>JENNIFER RUSH</b> The Power Of Love (Epic) LP: The Power Of Love</p> <p><b>MICKEY THOMAS</b> Stand In The Fire (RCA) LP: Youngblood Soundtrack</p> <p><b>PETE TOWNSEND</b> Give Blood (Alco) LP: White City</p>

# We've Got The Best Ears In the Business!

## NORTHEAST

RICK ALEXANDER WFRR  
DALE ANDREWS WECQ  
GARE ANTHONY WMVZ  
CHRIS BAILLEY WRDQ  
DUI BROUILLARD WJAN  
GAWNY CARLISLE WHEM  
ROGER CHRISTIAN WIGY  
CHRISTINA WZGO  
PETER COSENZA WHTD  
STEVE DAVIS WZGO  
GARY DUMIS WZGO  
ANDRE GARDNER WGOO  
SKYAN GERONIMO WWHI  
JACK GILLEN WUCN  
WILL KAUFFMAN WFBG  
STEVE KELSEY WZDZ  
ANN KODOLZIEJ WRVQ  
BOB LEWIS WDAY  
JIM MARTIN WFLY  
TODD MARTIN WIKZ  
BILL MATTHEWS WMAU  
RICKIE MITHER WERT  
TONY MITCHELL WFRK  
BOB MOSE WRVQ  
JIM PAYNE WZON  
TONY PERKINS WROX  
JEREMY PRESHOTT WJLY  
PAUL ROBERTS WKRZ  
BILL SHERIDAN WILQ  
HEN SMITH WQXA  
BOB SPENCE WAVA  
MARK ST. JOHN WTLQ  
DON TAVLER WPTT  
TOM TAYLOR WBLI  
RUTH TOLSON CFRP  
HENRY VAN DER HOOGEN WSPK  
BOB WEIL WPHR  
CAROLYN WESSEL WPHR  
RALPH WINNER WPHR  
BRUCE WICKESTER WPHR

## SOUTHEAST

FRED ALLEN WWSB  
DAVE ALLEN WWSX  
DON BENSON WQXJ  
RALPH CARROLL WCGO  
BOB CHRYSLER WJZR  
CYNTHIA CLARK WZNE  
LEO DAVIS WGEN  
JEFF DAVIS WPPH  
PETER DELLORO WZLJ  
BRIAN DOUGLAS WTHZ  
BILL DUNCAN 94Z  
ALAN DUFFRIEST WHHY  
SKIP ELIOT WJAG  
CHUCK FINNEY WAZL  
BOB FORD WWRK  
LESLIE FRAM WWRB  
PAUL FULLER WARR

ROGER GATHER WROB  
J.J. HEMINGWAY WMYZ  
GARY JACKSON WCMN  
STANTON JAY MBLU  
JOE JOHNSON WJVE  
DON JOSEPH WJZL  
BOB NAGHAN WZNE  
TONY KELLEY WZTP  
BILL KELLY WJAG  
BOB LINA WUID  
RON MARSH WZLJ  
BILL MARTIN WRCY  
JEFF MCCARTNEY WQXI  
SCOTT MITCHELL WZTF  
JIM MORRISON WQXI  
DAN MURRAY WAGO  
J.D. NORTH WXX  
LOU PATRICK WYLS  
BILL PHIPPS WHEM  
JERRY ROGERS WZGT  
MARK SIX WGTN  
TOMMY SMITH WJWS  
RICK STACY WZAT  
JIMMY STEAL WMLY  
BRUCE STEVENS WRRD  
RICH STEVENS WTHZ  
JEFF STONE WWSL  
BRIAN THOMAS WJWJ  
FRANK WALSH WQIZ  
SHANNON WEST WBLU  
BILL WESTON WJXV  
RUSS WILLIAMS WROD  
JIM WILSON WCMN  
DAVE WRIGHT WBJW

## SOUTH

GARY ADKINS WOKI  
DICK BASCOM WRBD  
CHUCK BECK WWIN  
SKIP BISHOP WKYS  
JOHN CLAY WKES  
STEVE CLEM WRVQ  
TRAVIS CONNELLY WQUL  
ROBBY COOK WAKK  
CHARLIE COOPER WOKF  
SELBY EDWARDS KHFI  
BARRY FOX WMAX  
LISA GILES WSAQ  
MARCIE GUCKIAN WKKS  
RON HANEY KEZB  
JOHN HUTCHINSON WZCZ  
J.J. JACKSON KZZR  
STEVE JAMSEN WPMI  
ROCKY KNIGHT WJRS  
LISA LYONS WJRS  
KEVIN MCCARTHY WQUE  
DAVE MICHAELS WRVQ  
JOHN MICHAELS WDDQ  
CHUCK MORGAN WKKS  
TOM PEACE WTHY

GARY M. REYNOLDS KRVA  
WAYLON RICHARDS KHFI  
RANDY RODRIGUEZ KEZB  
JOHN SHIMBY KAFM  
CAT SIMON KEZB  
STEVE SMALL KSHH  
MICHAEL ST. JOHN WYHY  
JOHN STEEL KTUX  
SIEVE TAYLOR WQGT  
WAYNE WATKINS WRNO  
TERRI WEBER KTUX

## MIDWEST

MIKE ANTHONY WFUN  
NITCH BAKER WCMO  
MIKE BENSON WJPM  
JAY BOULEY WSPT  
KEN BRADLEY WMAU  
BUSTER BRADLEY WKOK  
KURT BRICHEISEN WJLS  
STEVE BRILL WZOR  
BOBBY CHRISTIAN ATCZ  
JIM CLOUSE WPMR  
J.K. DEARING WMDI  
MICHAEL DEE WPMW  
CATHY EVAN KRNO  
SHANE FINCH WOCR  
BRAD FUNK WFMZ  
STEVE GRAZIANO WFMZ  
TOM GREER WZLQ  
WALT HERMAN WZIO  
MATT HUDSON WZEE  
RANDY HUGG WCPZ  
RICK JAMES WHPZ  
TRACY JOHNSON WFRX  
RANDY KEISSMAN WOHU  
BRIAN KELLY WZUN  
DOUG KOEHN WHEZ  
GENE KURTZ WHEZ  
GREG LAWLEY WMTZ  
BILL LEE WDBR  
BRAD LEGGETT WLSM  
JONATHAN LITTLE WZEE  
MARK MALONEY WVIC  
DENNIS MARTIN WMPZ  
PAT MCCURRIN WXXL  
ROD MEYER WFRK  
BOB MICHELS WATT  
JIM MOORE WDRR  
CHIP MOSLEY KSYZ  
DON NORRINE WXXL  
SCOTT OAGHS WLIK  
JOHN OLIVER WFSK  
STEVIE JAMSEN WARR  
RICH PADGEM WMLC  
DAN PEARMAN KEYN  
BARR RICHARDS WFMQ  
BILL RICHARDS WNCI  
RON ROSS WMAU  
MIKE SCHMIDT WJUS  
DAN SEENAM WLOL

AL SELLERS KRVA  
JERRY STEFFEN KHFI  
SEAN STEVENS KEZB  
GREG SWEDBERG KAFM  
JAY TAYLOR KEZB  
JOE THOMAS KSHH  
ANDY TUTTIN WYHY  
STEVE WEED KTUX  
TERRY WEINACHT WQGT  
MINE WEIS WRNO  
KIM WELSH WZGO  
GREG WILLIAMS KRKQ

## WEST

GREG AUSHAM KRFX  
GLORIA AVILA-PEREZ KJMM  
DICK BASCOM KQFA  
BRIAN BURNS KSNB  
BRIAN CASEY KORS  
KIRK CLATT KRON  
GARY CUMMINGS KZFN  
DAVID DART KRFX  
JEFF DAVIS WYND  
DONG DEBRO KROR  
LARRY DOSS WBEA  
DOUG ERIKSON KJMM  
TOM EVANS KJYS  
BRIAN GREGORY WFS5  
SCOTT JOHNSON KRQD  
DAVE KAMPER KRKX  
JEFF KING WFLZ  
DAVID A. KRAMAH KNOF  
DEAN LAMASTER KJOK  
PETE MAY WMMG  
JAY MCCALL KRZE  
MAX MILLER WMMG  
LEW E. MITCHELL WSAO  
IRMA MOLINA KRTH  
J.J. MORGAN WJFA  
KEITH NAFTALY WML  
STEVE NAGANUMA WPKJ  
RUSS NODAR WFTV  
KEN PAIGE WNEU  
MIKE PRESTON KRSD  
RANLY ROBBINS WCAO  
MARK ROMAN WJFA  
RUSS ROIMTREE KRNO  
GENE SANDBLOOM WTJS  
DAVE SHAKES WMAZ  
MICHAEL T. SHISHIDO WTKL  
ERICA SMITH KRPA  
BOB STEVENS KRQ-9  
STEVE STUCKER KRNO  
JOCK TAPFIA KRRT  
RAY TAYLOR WGTI  
JAY TAYLOR WJUC  
PAUL THOMPSON WVI  
PAM TOVAR KRTH  
KRIS VAN KAMP WBOX  
KIM WEST KRML  
GREG WILLIAMS WCMO

If you haven't yet registered to compete with radio's best ears in competition #5, there is still time. If you're in a music decision-making position in CHR radio or CHR record promotion, call AIR today at (301) 964-5544. Registration ends February 21, 1986.

WEEK # 26

AIR Priorities

WEEK # 26

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&B National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, February 12, 1986.

TITLE	ARTIST	LABEL
SATURDAY LOVE	CHERRELLE with ALEXANDER O'NEAL	TABU/EPIC
IF I WAS	MIDGE URE	CHRYSALIS
I ENGINEER	ANIMATION	CASABLANCA/POLYGRAM
ROCK ME AMADEUS	FALCO	A&M
JIMMY MACK	SHEENA EASTON	EMM AMERICA

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.

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**AIR**

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

CONTEMPORARY HIT RADIO

BREAKERS

ARCADIA

Goodbye Is Forever (Capitol)

68% of our reporters playing it. Moves: Up 67, Debuts 33, Same 40, Down 0, Adds 23 including WKXS-FM, Z106, KNBQ, WVSA, K104, WAPI, KWTO-FM. See Parallels, debuts at number 39 on the CHR chart.

ELO

Calling America (CBS Associated)

67% of our reporters playing it. Moves: Up 22, Debuts 39, Same 50, Down 0, Adds 50 including K106, WNYS, 804, Y100, WLS, WLOL-FM, KITS. Complete airplay in Parallels.

SLY FOX

Let's Go All The Way (Capitol)

63% of our reporters playing it. Moves: Up 44, Debuts 28, Same 36, Down 1, Adds 44 including B104, WQUE-FM, KBEQ, WKTI, KDWB-FM, KIS-FM, K6103. See Parallels, debuts at number 37 on the CHR chart.

NEW & ACTIVE

- CARL 'I'm Not The One' (Elektra) 137/65
FALCO 'Rock Me Amadeus' (A&M) 133/66
DANIELS 'Manic Monday' (Columbia)
TOMMY LEE 'Tear Drops' (Mercury/Polygram) 125/10
ROBERT PALMER 'Addicted To Love' (Island) 93/42
DAVID NEEB 'The Power of Love' (A&M) 87/10
SAM HARRIS 'To Be In It Again' (Mercury) 69/10
PAT BENATAR 'La Bie Ago' (Chrysalis) 72/40
SWEET 'The Love Train' (Mercury/Polygram) 63/11
ALAN PARSONS PROJECT 'Sensational' (Arista) 61/23

SIGNIFICANT ACTION

- BRYAN AUGER 'It's All Right (Baby's Coming Back)' (RCA) 47/23
PATTI LABELLE 'I'm Into You' (Atlantic) 43/17
JENNIFER ROBIN 'The Power Of Love' (A&M) 43/17
SWEET 'The Love Train' (Mercury/Polygram) 43/15
LEVEL 42 'Something About You' (Polygram/Polygram) 37/22
DAVID NEEB 'The Power of Love' (A&M) 37/20
SWEET 'The Love Train' (Mercury/Polygram) 37/15

MOST ADDED

- FALCO (98)
DANIELS (69)
ELO (66)
SLY FOX (44)
ROBERT PALMER (42)
Admitted To Love (Island)

HOTTEST

- WHITNEY HOUSTON (172)
MR. MISTER (106)
BILLY OCEAN (124)
STARSHIP (113)
JAMES BROWN (77)

OUTFIELD 'Your Love' (Columbia) 36/25
SCOTTI POLLITT 'Wood Face (Pray Like Another Fool)' (WB) 36/5
ANNE MURRAY 'Now And Forever (You And Me)' (Capitol) 27/11
FIVE STAR 'Let Me Be The One' (RCA) 26/12
BOYXEN 'In My Dreams' (Elektra) 23/23

CARS 'In My Heart' (Elektra) 137/65
FALCO 'Rock Me Amadeus' (A&M) 133/66
DANIELS 'Manic Monday' (Columbia) 125/10
ROBERT PALMER 'Addicted To Love' (Island) 93/42
DAVID NEEB 'The Power of Love' (A&M) 87/10
SAM HARRIS 'To Be In It Again' (Mercury) 69/10
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SWEET 'The Love Train' (Mercury/Polygram) 63/11
ALAN PARSONS PROJECT 'Sensational' (Arista) 61/23

New & Active includes songs reported by at least 80 of our CHR reporters. Significant Action includes songs reported by fewer than 80, but at least 10 of our CHR reporters. The two numbers following the article title designate the week up to which the total number, how many added it for the first time this week. Moves indicate the type of activity this week: Up for upward chart movement, Same for sideways or continued downward activity, Down for downward chart activity, and Adds for the number in a sampling of individual station activity. Complete activity can be found in the Parallels.

Parallels Begin on Page 80
Adds & Hits Begin on Page 78
P-1 Playlists Begin on Page 75

**W**hen It's The Real Thing, You Know It.



**J**ermaine Jackson.  
"I Think It's Love."

Think back to Jermaine's international platinum Arista debut, and its series of top 5 singles. Think about the energy and magnetism that has made Jermaine a worldwide superstar. Think about Jermaine returning with a record that he co-wrote with Stevie Wonder and producer Michael Omartian. When you consider all this, you'll know why we think Jermaine Jackson's got one of the biggest hits of his career on the way.

"I Think It's Love."  
The first hit from the forthcoming Jermaine Jackson album, Precious Moments.



**A**rista. We're not just crossing hits...we're igniting them.

ARISTA

