# **RADIO NEWS: IS THERE** A FUTURE?

In a comprehensive sweep of the contemporary News/Talk situation, Brad Messer and quest columnists Holland Cooke and Ellen Beth Levitt look at salaries, news promotion, and whether radio news is an attractive career for potential newcomers.

# DAYTIMERS THRILLED AS U.S./MEXICO TREATY SIGNED

After months of mysterious delays, the U.S. and Mexico finally signed their broadcast treaty, freeing thousands of daytimers to expand their hours and

# IS IT JAZZ OR IS IT CROSSOVER?

As jazz notables meet in New York at the Jazz Times convention, the question of what to play in a Jazz format is still perplexing radio, records, and artists alike, Barbara Barnes finds.

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# IN THE NEWS THIS WEEK

- Birch seeks EMRC accreditation Jim Meltzer VP/GM, Bob Hatfield OM at WWKB & WKSE
- KMPC skewing younger

  Dave Brewer VP at Jeff Pollack Communications
- Neal Mirsky VP at DIR
- Alan Tobkes VP at Arbitron
- Paula Peden PD at WRKR
- C.J. Morgan PD at KRNB KQQK goes CHR in Spanish
- Jay Phillips PD at WSM (AM)
- Maxwell McCrohon President, Malcolm Hughes Editor-In-Chief
- Rural audiences not listening to distant clears
- Dianne Ingle VP/Sales at KSDO-AM
- RCA sets national sales team Page 5, 6, 8, 10

# CAPITOL BUYS WMKR, WNVZ FOR \$24 MILLION

All the latest transactions, plus biggest group and individual station sales of the year and a look at acquisition fever in the Rust Belt In this week's Radio Business. Page 12

# **AOR ANALYZES ARBITRON 18-24 STEPS**

Rip Ridgeway asks AOR managers to evaluate Arbitron's new efforts to increase 18-24 men's participation in its surveys, with a variety of interesting responses.

Page 40

# **NEXT WEEK IN R&R**

A bumper crop of good reading in conjunction with next week's NAB convention, including special features on station acquisitions and hybrid formats, the debut of R&R's new Gold column, and much more.

Newsstand Price \$5.00



# RECORD LABEL FIRST VENTURE

# Pittman, MCA Form Entertainment Firm

works President Bob Pittman and MCA have teamed for a new entertainment and communications company funded by MCA. Pittman and MCA will each hold a 50% interest in the as-yet-unnamed, New Yorkbased company, which will commence operations January

The new firm's first venture will be a record label formed with MCA Records. As part of a prior agreement with Pittman, Viacom International, owner of MTV, will be a participant in the new label.

MCA Inc. President Sid

# Padden Joins R&R As VP



J. Ray Padden

J. Ray Padden has joined R&R as VP/Sales for prestige accounts. Padden, who was most recently VP/Marketing & Sales, Western Region for RAB, will be based in R&R's L.A. headquarters and will be active in advertising sales development for R&R and Sound Management, the RAB monthly magazine R&R represents for

R&R Senior VP/Sales Bill Clark commented, "J. Ray's depth of experience in the radio industry will be a real plus forus as well as our clients. Ray PADDEN/See Page 10

As speculated, MTV Net- Sheinberg commented, "Bob Pittman created the concept of MTV and guided the new program form through a period of explosive growth in which it became a major influence on almost all of American culture. He brings a fresh, young perspective which we are confident will result in an exciting, ar-

# **KTKS Hires Law** As GM



Al Brady Law

Al Brady Law has resigned his position as President/GM at WHDH & WZOU/Boston to join Gannett's KTKS/Dallas as VP/GM. He replaces John Hare, who last week left to re-join Cap Cities/ABC (former owners of KTKS) at crosstown Country combo WBAP & KSCS.

Law, a programming and management veteran, brings experience from WFLA & WOJC/Tampa, KLAC/Los Angeles, Surrey Research, and NBC Radio, among other positions. Gannett Radio President Joe Dorton remarked, "Al has one of the most varied backgrounds we've ever hired into Gannett Radio. We are turning over a station with phenomenal potential to Al, and he's the missing ingredient for our ultimate success. With his programming and managerial background, we can maximize the potential in the Dallas

markeť.'

tistic, and financially successful company participating in a major and broad-based way in all aspects of entertainment and communications-related busi-

Pittman said, "MCA is a company with a unique blend of creative sensibilities and sound business judgment and is the perfect partner. Fundamental changes are taking place in the entertainment industry, and the new company is perfectly positioned to tap the potential of this new marketplace."

MCA Music Entertainment Group President Irving Azoff, discussing the new label, said, 'No person has been more in tune with contemporary music and with music videos than Bob Pittman, and MTV's accom-PITTMAN/See Page 6

# Raymond PD At **WWDB**



Diane Raymond

Veteran Talk radio broadcaster Diane Raymond has taken over as Program Director of WWDB/Philadelphia, one of the nation's few FM Talk stations. She filled a longstanding vacancy created by the departure of former Operations Manager Jack Ellery prior to the acquisition of WWDB by NEWSystems Group.

Raymond, who has been engaged in freelance writing for RAYMOND/See Page 10

# Parker Takes KEGL **Programming Reins**

KKBQ-AM & FM/Houston Assistant PD/afternoon personality Ron Parker has resigned from the Gannett CHR after four and a half years to become PD at Sandusky's KEGL/Dallas. His arrival fills the vacancy created when Randy Brown left the station last month.

VP/GM Norman Rau told R&R, "Ron has a full understanding of what CHR is about. He's had a great mentor in (KKBQ VP/Programming) John Lander, I feel really good about Ron, not only from his experience, but also his personali-



Ron Parker

ty and how well it meshes with the staff '

VP/Programming Jeff Sattler added. "One of the key elements in hiring the individual is experience with winners. For me, positive energy is critical, and Ron exhibited this more than any other candidate we interviewed."

"KEGL is certainly the career opportunity I've been waiting for," Parker said. "The Dallas marketplace is going through a lot of changes in terms of management, programmers, and formats, and our game plan is to stay far ahead of everyone else.

"KEGL is in fine shape; the edges are the only things to be fine-tuned. I'm really happy about having (recently hired afternoon drive personality) Moby on board. We're going to have a lot of fun with him."

A replacement for Parker, who assumes his new post within two weeks, has not been named. His background includes programming at WGLF/Tallahassee, Assistant PD at Tampa stations WRBQ and WLCY, and airshifts at Atlanta stations WZGC and

# Morley PD At K101



Russ Morley

Veteran WRMF/West Palm Beach programmer Russ Morlev has been named PD at Price Communications AC outlet K101/San Francisco. Morley fills the post vacated earlier this summer by Smokey Rivers, who has since become PD at WMJJ/Birmingham.

K101 VP/GM Bill Gilreath told R&R, "While there was a number of very good candi-dates, Russ had an unfailing, seven-year track record of success plus skills developed within the Fairwest organization,

making him the top choice. Morley is scheduled to be in place within two or three weeks.



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### • Denver:

Boulder-based progressive AOR KBCO AM/FM up 19%; FM ranks #3 overall 12+, dominates M 18-49, M 25-49, M 25-54.

# • Greensboro/Winston-Salem/High Point:

Country WTQR #1 again, achieves best Spring book ever, 17.4 share 12+!

### · Louisville:

WHAS (A/C), WAMZ (Country) rank 1-2. Combo scores best shares ever, a 33 share 12+, a 40 share 25-54. WHAS up 29%, WAMZ up 42%.

# · Memphis:

Predictor study led to creation of new Classic Rock WEGR. Debuted #3 overall (8.3) and was the top non-ethnic station with M 18+, 18-34. 18-49 and 25-49.

# · New York:

WHTZ (Z-100) used Predictor insights to fine-tune, regained first place in Winter '86 results. Grew again with help from massive TV campaign. Two-book growth 25%.

### · Oklahoma City:

Country leader KXXY up 20%. #2 12+, tops Adults 25-54 by a significant margin.

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# PAGE THREE

SEPTEMBER 5, 1986

# RADIO BETWEEN THE GOAL LINES

Football season's here, and in an R&R doubleheader, Reed Bunzel previews the networks' fall playbook while Walt Love intercepts WAOK/Atlanta's plans to air Monday Night Football.

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# Phillips Upped To WSM (AM) PD

WSM-AM & FM/Nashville Music Director Jay Phillips has been promoted to PD for the AM, replacing Al Wyntor, who also switches from morning to afternoon drive. Phillips will remain in the MD slot for both the AM and FM.

WSM-AM & FM OM Gregg Lindahl told R&R, "We're very happy that Jay's first crack at large-market programming is with us. From day one he's shown that, in addition to being a fine MD, he was most capable in other areas. He's been trained by some of the best: Les Acree at WMC/Memphis and Ted Cramer at wMAQ/Chicago, and we're going to put those talents to work."

Phillips said, "The biggest challenge of the mid-'80s is programming an AM station. With the help of the great people here and the tools provided by WSM, I hope we can do the job."

Phillips's prior programming experience came as WJQS/Jackson, MS PD from 1977-79. He served as WMC MD until 1981 and took the WMAQ MD job, which he held through the end of 1984. He joined WSM in early 1985.

Other changes at the stations have WSM-FM evening personality Bobby Yarbrough moving into the PHILLIPS/See Page 10

# **Birch Seeks EMRC Accreditation**

Birch Radio President/COO Bill Livek and Electronic Media Ratings Council (EMRC) Executive Director Melvin Goldberg have jointly announced Birch Radio's formal application to the EMRC for accreditation of Birch's local market radio measurement services.

Said Goldberg said, "I am pleased to accept the Birch Radio application — the first step in the procedure of accreditation." EMRC

# Mirsky VP At DIR



Neal Mirsky

Former WPLR/New Haven Program Director Neal Mirsky has been named VP/National Program Director at DIR Broadcasting. In this capacity he will oversee all programming, as well as serve as producer of the "National Howard Stern Show."

DIR Exec. VP Peter Kauff com-

DIR Exec. VP Peter Kauff commented, "With Neal Mirsky we have a man who has proven radio programming skills, having been successful in every market he's worked in. The contribution that Neal can make to a radio supplier will result in programming that is eminently attractive to radio stations across the country."

Mirsky told R&R, "Needless to say, I'm thrilled about what Peter Kauff and DIR President Bob Meyrowitz are offering me. I intend to draw on my years of radio programming to guide me through the process of creating and producing the type of syndicated programming that other PDs will want to run. Let's face it — DIR has been at this longer than anybody, so it's an added pleasure to be working with the Rolls Royce of this business."

Prior to joining WPLR/New Ha-MIRSKY/See Page 6

# Peden GM At WRKR

Paula Peden has been named GM at Sterling Recreation Organization's WRKR-AM & FM/Racine-Milwaukee. She was previously VP/GM of KQCR/Cedar Rapids.

Peden, who reports to SRO Director/Broadcast Division Bill McMahon, said, "Milwaukee is a tremendous marketplace, and I'm looking forward to the growth there. I'm particularly delighted to have the opportunity to work on the SRO broadcasting team."

Formerly a broadcasting instructor at Indiana State University at Terre Haute, Peden coauthorded the book "Art in Television." She previously worked as a Sr. Account Executive at John Blair & Co., Account Executive for CBS-TV in Chicago, Regional Manager for Torbet Radio in Chicago, and Sales Manager for WVTS/West Terre Haute.

accreditation assures that the rating service complies with the Council's Minimum Standards for Electronic Media Rating Research and conducts its service substantially in accordance with the survey methods as published by the ratings company.

Livek remarked, "Birch Radio is the only local ratings service that collects all of its data by closely monitored, centralized WATS interviewing centers. We believe that Birch is now the standard of excellence in radio research. As our clients know, we have always operated on the basis of full disclosure of our methods and techniques."

Earning accreditation is a long and detailed process. Livek indicated that to deliver all the answers to the EMRC Accreditation application questionnaire and its necessary documentation required two large briefcases. It may be a year or more before any further information will be forthcoming. Other EMRC accredited radio services are Arbitron and Statistical Research, Inc. (RADAR Service).

# HATFIELD OM

# Meltzer VP/GM At WWKB & WKSE

Jim Meltzer has been named VP/GM and Bobby Hatfield OM for Price Communications' WWKB and newly acquired WKSE/Bufalo. Meltzer replaces Peter McCord, and Hatfield replaces WWKB PD Kevin Fennessey. Both Meltzer and Hatfield leave Country outlet WZKC/Rochester, where they served in similar capacities.

Meltzer told R&R, "What can you say about the opportunities we have in Buffalo? With a legendary station like WWKB and now the purchase of WKSE, we'll have a strong combo and an opportunity to win really big in the market."

When asked if WWKB would retain the full-service AC approach it has evolved over the past few years, Meltzer said, "Absolutely. As far as I'm concerned, AM is a full-service medium, and 'KB is a great one, complete with great personalities. With the strength of morning man Danny Neavarth, who'll be celebrating his 25th anniversary with the station in October, we'll be able to do a lot."

Commenting on hiring Hatfield, Meltzer said, "I consider Bobby a programming genius. He went into Rochester and got a six share on a

**EASTMAN UPS** 

SISLEN

# Tobkes VP At Arbitron

Alan Tobkes has joined Arbitron as VP/Sales Development after 11 years as Sr. VP/Marketing Services at Eastman Radio. Tobkes has previously served as Chairman of the RAB GOALS Committee and has been a member of the Arbitron Advisory Council and the Electronic Media Ratings Council.

Eastman President/CEO Jerry Schubert commented, "Alan has done an outstanding job in leading Eastman Radio's research and marketing efforts. He's built a strong staff of professional researchers who will continue the tradition of commitment to this very important facet of our sales support for our client stations and salespeople."

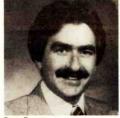
Back at Eastman, Charlie Sislen, who joined the company last year from Arbitron, has been elevated to Manager/Research & Market-



Jim Meltzer

Country station in a market that's not typically blue-collar. Furthermore, Bobby has the ability to bring out the best in people."

Hatfield added, "We just need to enhance what it already has. It's one of the great, great stations in the country, so it'll be very exciting to work with a legend that has such MELTZER/See Page 10



Dave Brewer

# Brewer VP At JPC

Dave Brewer has been upped to VP/Programming at consultancy Jeff Pollack Communications. Brewer joined as Director/Programming in 1983 after PD stints at KATT/Oklahoma City, WHNN/Saginaw, and WOVV/West Palm Beach.

President Jeff Pollack stated, "Dave has been an important part of the company and a key contributor in our growth over the past three years. In light of our recent expansion to include JPC New York, it is an opportune time to expand Dave's role in the overall creative planning within the company."

Brewer told R&R, "This promotion comes at a time when JPC is reaffirming its leadership in the consultation field. It means a lot to me to be chosen for this honor and to be working with the best in the business."

The New York office, headed by recently-appointed Senior Marketing Advisor Dan Forth, can be reached at (212) 315-5889; 1756 Broadway; Suite 3A; New York, NY 10019

# YOUNGER SKEW DEVELOPING

# KMPC Modifies Nostalgia Format

KMPC/Los Angeles is in the process of modifying its present Nostalgia format in hopes of garnering a larger audience under 55.

PD Bill Watson told R&R, "It's a subtle transition. We'll be deemphasizing the Big Band and other music from the '40s and '50s, and adding traditional MOR music from the '60s, "70s, and '80s. The end result is to attract a slightly younger audience that's more compatible with our sports programming."

KMPC currently carries California Angels baseball, Los Angeles Rams football, and UCLA football and basketball.

# KQQK Goes CHR . . . In Spanish

Citing "extensive studies into Hispanic listening habits," Marr Broadcasting's KXKX/Galveston (Houston) has dropped its previous Spanish MOR format for English-language CHR music with a presentation entirely in Spanish as KQQK. The station will be consulted by Art Holt.

Explaining the decision to compete against CHRs KKBQ and KRBE-FM, GM Jay Blackburn told R&R, "Hispanic listening in KQOK/See Page 10

Watson added that although the Golden West Broadcasters station's current slogan, "Unfargettables," would not be changed, it's expected it will be deemphasized as well in the near future.

# Morgan PD At KRNB



C.J. Morgan

C.J. Morgan, former PD at Memphis stations WHRK, WLOK, and WKDJ, is the new PD at the city's KRNB. He replaces Rick Wagner, who will remain with the Black/Urban outlet as midday announcer.

KRNB GM Fred Webb commented, "We're delighted to have such a fine talent to position our station in the Memphis market." Morgan said there won't be any sweeping changes in staff or programming in the immediate fu-

MORGAN/See Page 10

# **RCA Sets National** Sales Directors

James Grady, recently appointed to the new position of VP/Sales for RCA Records-US, has appointed five regional directors to make up his new national sales team. The new sales directors are John Parisi (Northeast), Ron Howie (Southeast), Steve Miller (Southwest), Thomas O'Flynn (Midwest), and Bonnie McCassey (Western). The new sales force will focus exclusively on marketing for the RCA, Jive, and Novus labels, and will function as a liaison between RCA Records and RCA/ A&M/Arista Distribution

"RCA Records and affiliated artists will be our first priority," Grady commented. "With this new 'street marketing' organization, we will be able to respond as quickly as possible to the needs of our diverse marketplace."

All five directors are veterans of RCA/A&M/Arista Distribution. Parisi has been RCA's Miami Sales Manager since 1983. Howie has served as Sales Manager at the company's Atlanta branch since 1981. Miller was previously Regional Marketing Director for Arista Records in Dallas and Sales Manager of the RCA Records branch there. O'Flynn has been an RCA sales rep in Washington, DC since 1983. McCassey had been Sales Manager for RCA in Seattle since

# McCrohon UPI President

Hughes Editor-In-Chief; Four Sr. Managers Set

United Press International has promoted former VP/Editor-In-Chief Maxwell McCrohon to President/COO of the company, while UPI veteran Malcolm Hughes will succeed McCrohon in the editorial post. In addition, four other senior managers have been appointed: Guillermo Chao-Ebergenyi was named GM/Operations, William Morrissey will serve as Deputy Manager/Operations, Ross Riddell is the new Director/Finance & Administration, and Robert Goldner is General Treasurer

UPI Chairman/CEO Mario Vasquez-Rana said, "Max McCrohon's strong contributions to all areas of UPI during the last three years convinced me that he is the person to be my second-in-command. He made major improvements in the UPI report and kept it competitive during a difficult period. His leadership and knowledge of all

operations of the company helped greatly to bring UPI to its present promising position."

McCrohon commented, "I am grateful for the opportunity to be of greater service and look forward to contributing to IIPI's growth in all areas. UPI subscribers can be assured of my continuing commitment to keep their needs and the improvement of UPI's news operation foremost during that process.

Hughes added, "I welcome this latest responsibility and am excited about the continuing expansion of UPI's editorial staff and services. Max and I have worked closely together for the last three years and I look forward to further collaboration.

Prior to joining UPI McCrohon served as Managing Editor at the Chicago Tribune and as VP/News for its parent, the Tribune Company. He was also instrumental in keeping UPI afloat during the company's bankruptcy period from

Hughes will complete his 30th year with UPI later this year, having served most recently as Executive Editor & VP/International Divisions. He has held a variety of positions at UPI after joining the company in the London bureau in 1956

Chao most recently served as Regional Manager for the 62-newspaper Organizacion Editorial Maxicana. Morrissey is the former President of the Wire Service Guild and is an 11-year Associated Press veteran. Riddell joined UPI last year in charge of budget control, while Goldner started with the company earlier this year after receiving his MBA from George Washington University.

# Pittman

Continued from Page 1

plishments reflect that. We are confident that the new label will bring a new dimension to music and will quickly establish itself in the vanguard of the industry."



Elektra executives celebrated the recent signing of a distribution deal with for-mer basketball hero Earl Monroe's Pretty Pearl label. The deal is already underway with an LP by BB&Q. Pictured (I-r front) are Pretty Pearl's Marita Green and Monroe; (I-r rear) E/A's Doug Daniel, Sr. VP Mike Bone, and VP Primus Robin-

# Elektra Celebrates Pearl Of A Deal



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> Dortraits in Sound The other half of your jazz show . . . For more information, Call Thom Reinstein (209) 578-6747.

# CLEAR CHANNEL REPORT

# **U.S. Study Finds Little Skywave** Audience In Rural America

Rural Americans rely very little on distant skywave signals from AM clear channel stations, according to a pilot study commissioned by the U.S. Commerce Department

The study is sure to be touted by daytime broadcasters, who are arguing in the FCC's current AM improvement proceeding that clear channel skywave protection should be curbed to allow more daytimers to extend hours or increase presunrise and post-sunset power.

The study was conducted by Associate Control Research & Analysis of Washington, DC for the Commerce Department's National Telecommunications & Information Administration (NTIA).

NTIA will use the initial findings to decide whether to conduct a more comprehensive national study of radio listening habits. The research firm interviewed 341 residents of Sampson County, NC by telephone, and spoke with 100 truck drivers at area truck stops.

# 10% Listen To **Distant Stations**

When asked if they ever listen to stations 100 miles or more away, 90% of the residential respondents said no, and only 10% said yes. However, most of the distant stations mentioned were neighboring

Only 13% of those reporting dis-

tant listening mentioned a major clear channel station, such as WABC/New York, KDKA/Pittsburgh, WCBS/New York, or WSM/ Nashville.

"The household survey findings did not show a dominant clear channel station as a type widely used by listeners," the report con-cluded. "In response to questions concerning stations most frequent-ly listened to, listeners identified stations all located within a range of 60 miles from Sampson County, and preferred FM over AM radio stations by a margin of two to one.

"Only in response to the question 'Do you ever listen to distant did listeners radio stations mention any of the dominant clear

### **Truckers Give Conflicting Reports**

Fully 54% of the truckers reported listening to distant stations. But, said the report, "The stations nam-

# Mirsky

Continued from Page 3 ven as PD. Mirsky served in the same capacity at WCKO/Ft. Lauderdale, WDIZ/Orlando, and WQXM/Tampa-St. Petersburg, and also was Operations Director/ PD at WSHE/Miami. In addition he has served as coordinating producer at MTV, and operates his ed in response to this question were not, in fact, 100 miles from Smithfield, NC, where the interviewing took place."

Other key findings among the Sampson County residents:

- 85% listen to the radio at least once a week; 15% don't listen at all.
- 76% prefer FM, to 22% for AM. · 69% choose a station based on
- music, followed by news (21%), weather (8%), and program format (6%).
- Listeners spend on average 3.58 hours daily with radio; 3.29 hours with TV; 1.18 hours with newspapers.
- · Television was highly rated as a news and information source by 71%, followed by FM radio (58%), daily newspapers (39%), weekly newspapers (29%), and AM radio (29%)
- · Roughly 75% are satisfied with, or have no opinion about, the amount of news and information on radio in specific categories. Among those expressing a preference, listeners only asked for more local weather, plus school closing and driving condition reports in bad

They asked for less news about local, state and national government, politics, farin and commodity prices, business, sales and specials at local stores, and play-byplay sports.

own video production company. At last! An attorney who's been there! 15 years' programming, sales and management.

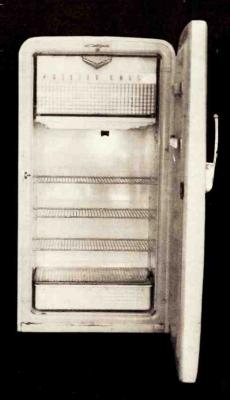
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# NEWS IN BRIEF





- TOM TAYLOR has been upped from Station Manager/FM PD to VP/ GM at WHWH & WPST/Princeton-Trenton, WHWH PD JOHN ANASTA-SIO has been promoted to Station Manager at the full-service AC outlet; he's replaced by airstaffer JACK FAULKNER. And at CHR WPST, Assistant PD TOM "TC" CUNNING-HAM has been promoted to PD.
- CHUCK FINNEY most recently PD at WKZL/Winston-Salem, has landed the PD post at WVIC-AM & FM/Lansing. He replaces Walt Bennetti.



- · WALT WILSON moves up to Director/Marketing for MCA Nashville. The five-year label yet was formerly Regional Field Sales Manager in Dallas. Wilson first came aboard as a salesman in MCA's Cincinnatl branch and was later promoted to Branch Manager/Chicago, He's succeeded in Dallas by JOEL HOFFNER.
- ROB RYAN is the new Operations Manager at WKHK & WPVA/Petersburg, VA. During the past year he held a similar position at WMNI & WRMZ/Columbus, OH. Ryan's radio career also encompasses PD posts with KKAT/Salt Lake City and KWEN/
- KENN BROWN has been appointed GM of SRO Country KYYX/Las Vegas. He was formerly GM at crosstown

- rector/Operations for Lotus AC/AOR combo KENO & KOMP/Las Vegas after serving as PD of crosstown KKLZ.
- BRIAN KRYSZ becomes PD at AOR WKLC/Charleston, WV, replacing Tim Smith. Krysz, last at KQIZI Amarillo, has also programmed WGRQ/Buffalo and WWTR/Ocean
- KBAT/Odessa's new PD is BILL BATEMAN, formerly MD of KFMX/
- MARK SEGER has resigned as KKFM/Colorado Springs PD to become VP/Syndication & Marketing at Producers Group, Ltd., a crosstown producer of filmed commercials. He'll be heading up a new division that will develop custom and syndicated TV spots for radio stations.
- NAB promotes SUSAN KRAUS to VP/Media Relations. Director/Media Relations since 1983, Kraus has been with the organization since 1980 advancing from assistant director of the Broadcast Management Department to editor of the weekly newsletter "Highlights" in 1981. CHRIS **DURNEY** is the new editor of NAB's monthly RadioActive magazine. He moves over from Mutual Broadcast-Ing. where he spent two years as corporate communications representa-

The promotional partnership between DOUG LEE, TOM KAY, and **DENISE LUTZ** has been divided into two entities. Doug Lee Midwest Promotion continues to be based out of Idaho; the phone is (406) 257-6079. Main Street Marketing & Promotion, Inc. is the new name given to the Kay and Lutz concern. Main Street will continue to coordinate the annual Upper Midwest Communications Conclave and issue the "Tattler" newsletter. The address is 4517 Minnetonka Boulevard, Suife 104, Minneapolis,

MN 55416; the phone remains (612) 927-HITS

· Following its switch to an upbeat modern Country format, WIXK-AM & FM/New Richmond, WI has tapped JACK SMITH as GM. Smith, who previously worked at WIXK between 1974-76 and is the son of station founder Bob Smith, was most recently with KTCZ/Minneapolis. And JEFF PETERSEN, formerly affiliated with KNSI & KCLD/Saint Cloud, MN, has joined WIXK as News Director

# Willis Moonlights With Motown



"Moonlighting" star Bruce Willis recently signed with Motown, with a first album set for January. Pictured with Willis (right) is Motown Music Group President Jay

# Four Hearts In Happy Ending Machine



RCA held a party to launch Daryl Hall's "Three Hearts In The Happy Ending Machine" LP, inviting radio and retail folks to hear the LP. Pictured (I-r) are attorney Allen Grubman, RCA/Ariola President Elliot Goldman, Hall, and manager Tommy

# WHO SAYS WE'RE **FUNNY?**

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# At last! The truth about the ARB diary keeper!

Coleman Research ends speculation about diary keepers.



- study:

  1. Who actually fills out diaries?

  2. How diary keepers differ from "normal" people.

  3. Differences between heavy and light radio users.

  4. Impact of direct mail on diary.
- keepers.

  5. Differences between Arbitron and
- Birch listeners 6. Techniques that increase time spent

The surprising findings lay to rest many of the myths surrounding diary keepers . . and suggests that indeed, they can be affected by radio stations.

For years, broadcasters have speculated about faceless diary keepers and the best ways to manipulate their listening.

Everything from huge cash giveaways

to 1/4-hour sweeps have been tried. Yet, until now, it has been next to impossible to determine whether any of these efforts have been effective

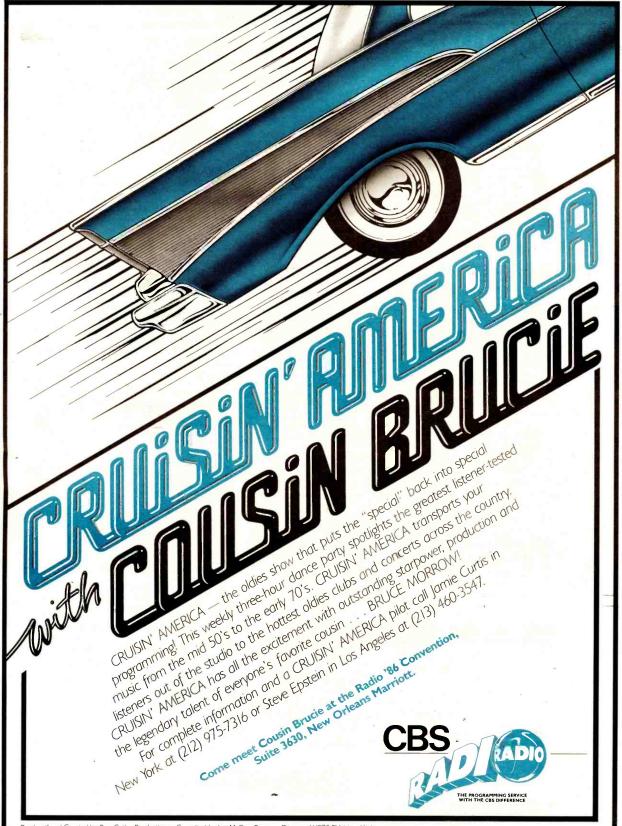
Now, Coleman Research has undertaken

a monumental multi-stage study analyzing the behavior and attitudes of the Arbitron diary keepers.

The results of this major study will be presented by Coleman Research at the Radio Programmer's Conference in New Orleans, September 11, 1986, 10:30 a.m. only, at the Meridien Hotel, Ile deFrance I room, across the street from the New Orleans Marriott

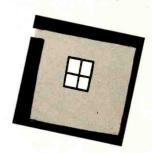
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KIMN 16-13	WHHY 16-15	WPFM 31-28
KPLZ 35-31	WMEE 24-21	WHSL 22-17
KUBE 27-26	WGRD deb 40	WBWB 18-15
KNBQ 34-31	WIXX 29-27	KQCR deb 35
Z94 21-17	Z104 19-17	Y94 29-26
WERZ add	WZOK 29-26	WSPT 37-27
WNNK deb 33	KF95 34-30	KTRS 23-20
WLAN add 36	KIYS 36-29	KKAZ 31-25°
WSPK add 30	KSND 35-32	<b>KOZE 15-13</b>
WGFM deb 40	KXYQ 33-30	OK95 18-14
WPST deb 37	KZZU 25-22	



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PRODUCED BY PAUL SIMON ENGINEER: ROY HALEE

# NEWS

# Raymond

Continued from Page 1

several years, was PD of WAAA/Dallas when it programmed News/Talk in the early 1980s. She had also been PD of KXRX/San Jose, and had served as a talk host at KABC/ Los Angeles, WMCA/New York, and WKAT/Miami.

'She seemed like the bright choice at the right time,"
WWDB VP/GM Chuck
Schwartz explained. "She has a lot of experience in the issueoriented programming, which is what we specialize in. We do a lot of open-mike, open-phone, let's-talk-about-what's-on-yourmind programming."

According to Schwartz, no airshift has yet been chosen for former WHAT/Philadelphia morning personality Mary Mason, now under contract to WWDB. WHAT's sale from Banks Broadcasting to Mainline Communications is still pending.

### Padden

Continued from Page 1

brings to us a unique blend of radio sales skills from station management and the rep business. We look for sales pros who get excited about radio, and Ray is one of those people."

Before joining RAB, Padden served as Exec. VP for Metro Networks, President/GM of KIIS-FM/Los Angeles, and VP at Metro Radio Sales.

### **Phillips**

Continued from Page 3

newly created Asst. MD slot while also moving to a noon-2pm airshift on the FM. Moving up to replace Yarbrough is overnighter Katie Haas. Promoted from parttime to overnights is Richard Leek. Moving from afternoons on the AM to 10pm-2am on the FM is Mark Mayberry.

# Morgan

Continued from Page 3

ture. "We'll just modify a few things and do some fine-tuning. We need to expand our base while increasing time spent listening '

Morgan added that KRNB will become involved in more quality community promotions, beyond clubs and remote appearances. "We need to participate in the things Memphis is involved in as a total community, such as Memphis in May, Beale Street, and the grand opening of the Holiday Inn Crowne Plaza."

# Ingle VP/ Sales KSDO



Dianne Ingle has been named VP/Sales for Gannett's KSDO-AM & FM/San Diego, after transferring from the company's KKBQ/ Houston, where she was National Sales Manager. She was previously a Regional Director for the NBC Radio Network.

KSDO-AM & FM President/GM Chris Conway commented, "Dianne is a tremendous broadcasting professional who has an extensive record of strong performance for NBC, KKBQ, and other radio sta-tions. We are delighted to have her associated with our two great radio stations."

In her new capacity, Ingle will coordinate and supervise a staff responsible for the sales effort of both stations.

### KQQK

Continued from Page 3

this city adds up to 17 share points, but Spanish stations count for only four. Virtually all of those folks are CHR listeners.

Sales consultant Bob Gould added, "There are many bilingual second and third generation Hispanics in Houston who appreciate music with an international flavor but feel more comfortable with a Spanish-speaking announcer.'

Blackburn and Gould have both worked in similar formats throughout the Spanish-speaking world. In addition, Station Manager Bruce Earle at one time was PD of XEROK80/Juarez, which successfully beamed a bilingual CHR format at El Paso for many years. KXKX's previous airstaff will stay

on for the new format.

The "Anglo Rock/Spanish
Jocks" approach, according to Blackburn, is common throughout the Spanish-speaking world, KOOK (its calls are pronounced "ka koo koo ka" in Spanish), however, displays a degree of Americanization that makes it virtually unique among Spanish-language stations in this country. Other Houston stations have attempted to fuse the two cultures before, including KXYZ, which used Englishlanguage crossovers heavily in the early '80s, and suburban KYST/ Texas City with its bilingual format targeted to local Chicanos.

## Meltzer

Continued from Page 3 tremendous potential.

"What to do with WKSE (now CHR) is not so obvious. Frankly, we're waiting for market information to be completed. We hope WKSE, like WWKB, will be looked at as legendary a few years from

Before joining WZKC, Meltzer was VP/AM stations for Mid America Media. He has also been GM at WTRX/Flint and was in sales at WABX/Detroit.

Hatfield joined WZKC from crosstown Country AM WNYR, where he worked for nine months. Prior to that, he programmed KONA/Oklahoma City, and was OM at WCII & WKJJ (now WDJX)/Louisville.

# STAFF

Idelborial
Loss Angeleis Office 12131 553-4330
Sentor Vice President & Editor IXEN BARNES
At Director, RICHARD ZUMWALT
Menaging Editor, JEFF GREEN
Essouths Editor, GAR, METCHELL

Lago Counter JACOS y services.

March Teles Barrier ST, 960 4055. 155 Medicin Avenue, New York, NY 1003.

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# **TRANSACTIONS**

# Capitol Pays \$24 Million For Baltimore, Norfolk CHRs

Capitol Broadcasting Co., the Raleigh-based group owner, has agreed to purchase WMKR/Baltimore and WNVZ/Norfolk from S & F Communications. The acquisition will cost Capitol \$24 million, according to Capitol President Jim Goodmon.

Capitol is reportedly paying \$15 million for the Baltlmore station and \$9 million for Norfolk. "This gives us our third and fourth CHR stations," Goodmon said. "We're delighted that they're both so close to home.

The sale, if approved by the FCC, will leave S & F with a single station, WCFI/Orlando. The company's President is Stuart Frankel.

Capitol Broadcasting also owns KBEQ/Kansas City; WRNL & WRXL/ Richmond; WRAL/Raleigh; WKEE-AM & FM/Huntington, WV; WSTF/ Cocoa Beach, FL; and WXIK & WOHS/Shelby, NC.

WMKR operates on 106.5 MHz with 50 kw at 749 feet. WNVZ broadcasts on 104.5 MHz with 50 kw at 500 feet

# WLVH/HARTFORD

PRICE: \$4.5 million BUYER: Sage Hispanic Broadcasting, a wholly-owned subsidiary of Sage Broadcasting, Jerry Poch and Jerry Lebow, principals, It also owns. WZFM/White Plains, NY; WNAQ/ Waterbury, CT; WJJK & WBIZ/Eau Claire, WI; KMNS & KSEZ/Sioux City, IA; WTAX & WDBR/Springfield, JL; WXYQ & WSPT/Stevens Point, WI: WBSM/New Bedford, MA: and WKOL & WMVQ/Amsterdam, NY. SELLER: WLVH, Inc., Jose Grimalt,

DIAL POSITION: 93.7 MHz POWER: 50 kw at 780 feet FORMAT: Spanish

# WCEZ/COLUMBIA, SC

PRICE: \$2 million **BUYER: Ridgely Communications,** Inc., Robert Kramer, owner. It is also

buying WIS/Columbia, SC (see next SELLER: Limetree Bay Broadcasting, Inc., Stewart Freeman, owner. It

also owns WWBD & WWLT/Bamberg-Denmark, SC. DIAL POSITION: 93 5 MHz POWER: 3 kw at 300 feet

FORMAT: CHR

# **BROKER: Chapman Associates**

WIS/COLUMBIA, SC PRICE: \$2 million **BUYER: Ridgely Communications,** Inc., Robert Kramer, owner. It is also buying WCEZ/Columbia (above).

SELLER: Cosmos Broadcasting, Inc., which recently contracted to sell WAVE/Sarasota, FL and WMT-AM & FM/Cedar Rapids, IA.

DIAL POSITION: 560 kHz POWER: 5 kw FORMAT: News **BROKER: Chapman Associates** 

# KIQX/DURANGO, CO

PRICE: \$1.35 million BUYER: Four Corners Communications Co. Ltd., Harold Green, Carolyn Green, Allen Brill, Paul Greenberg, Warren Kessler, and Elliott Melsel, principals. Harold Green formerly was VP of Wagontrain Communications, Inc., which owns Drake-Chenault Radio Consultants

and TM Programming. SELLER: Mountain States Broadcasting Investments Corp., L. Dan Lacy, owner.

DIAL POSITION: 101.3 MHz POWER: 99 kw at 390 feet FORMAT: CHR

KBOP-AM & FM/ PLEASANTON, TX PRICE: \$575,000

BUYER: Reding Broadcasting, L.W. Reding, owner. He formerly was Sales Manager of KBUC-AM & FMI

San Antonio. SELLER: Atascosa Broadcasting Co., Inc., Bonner McLean and Dick Brown, principals.

DIAL POSITION: 1380 kHz; 98,3

POWER: 1 kw days; 3 kw at 300 feet FORMAT: Country/Spanish; Country BROKER: Norman Fischer Associ-

### WVGN/ST. THOMAS, VIRGIN ISLANDS

PRICE: \$800,000 BUYER: Family Group Broadcasting, Sandy Wheeler, Chairman/managing general partner, Frank De Tillio,

SELLER: Virgin Islands Wireless Co. DIAL POSITION: 107 1 MHz POWER: 3 kw at 1600 feet FORMAT: CHR

### KLLT/GRANTS, NM

PRICE: \$207 000

President

BUYER: Humphries Communications, headed by Steven Humphries, known professionally as Steve Rivers. He is former National PD for General Cinema Stations, former partner in Landsman/Rivers Radio Services, and 14.5% partner in KKMG/Pueblo.

SELLER: Capdin Communications, Bob and Maxine Hedin, owners.

# TRANSACTIONS AT A GLANCE

# Transactions So Far In 1986: \$1,711,247,000 This Week's Transactions: \$37,032,000

- WMKR/Baltimore \$15 million
- WMVZ/Norfolk \$9 million
- WLVH/Hartford \$4.5 million WCFZ/Columbia SC \$2 million
- WIS/Columbia, SC \$2 million
- KEZG/Green Valley, AZ \$1.6 million
- KIQX/Durango, CO \$1.35 million WVGN/St. Thomas, Virgin Islands \$800,000
- KBOP-AM & FM/Pleasanton, TX \$575,000
- KLLT/Grants, NM \$207,000

# KEZG/GREEN VALLEY, AZ

PRICE: \$1.6 million BUYER: Southwest Wireless Communications, Richard Wergess, President. It also owns KFXX/Tuc-

SELLER: Canoa Broadcasting Corp., Frank Barreca, President.

Group Sales

stations) \$285 million

million (estimated)

Katz to NewCity

million

million

million

million

Metromedia to Metropolitan (9

Outlet to management (4) \$75

Communications (11) \$68.3

Affiliated to EZ (9) \$65 million

Group One to DKM (8) \$59.9

Doubleday to Emmis (3) \$53

Josephson to Saga (6) \$38.5

Mid America to WIN (6) \$25

ELF to REBS (6) \$15 million

Great Trails to President

Sentry to Sage (8) \$9.4 million

Republic to Jacor (5) \$34 million

1986

# CALL SIGN CHANGES Buffalo WNYS to WHTT (effective

Buffalo WNYS-FM to WHTT-FM (9/21)

DIAL POSITION: 92.1 MHz

POWER: 3 kw at 175 feet

BROKER: Pat Thompson Co.

FORMAT: Easy Listening

Chatman, MA WFCC-FM (new station, 8/28) Cleveland WGCL to WNCX (re-

quested)

Colonial Heights, VA WPVA to WHUM (10/1)

Donaldsonville, LA KSMI-FM to KKAY-FM (9/1)

Ellisville, MS WEMK (8/26) Holmen, WI WKDL to WKBH-FM

(10/1) Houston KGOL to KZFX (9/5) Kansas City KBKC to KCPW (8/27) Lompoc, CA KXCC-FM to KBOX-FM

(requested) Mt. Pleasant, MI WPRJ (new station,

Oceanside, CA KNNC to KGMG (9/1)

Ottawa, KS KOFO (remains assigned) Portland, ME WWGT to WWGT-FM (8/25)

Portland WMER to WWGT (8/25) Rotterdam, NY WERV to WNYQ

Taos, NM KVNM to KTAO (requested) Waimea, HI KJRI (new station, 8/25) West Salem, WI WISQ to WQJY (re-

### Alexander Williams and partners (9) (price undisclosed) DIAL POSITION: 95.3 MHz Blair to Reliance (8) (price POWER: 3 kw at 218 feet **BROKER: Chapman Associates** undisclosed) FORMAT: CHR

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SOUTHWEST: Class C FM powerhouse in one of the most appealing sunbelt markets.
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Contact - Jim Mergen (818) 366-2554

HAWAII: Class C FM; very profitable.
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CALIFORNIA: Attractive AM/FM Combo in pleasant, growing market. Includes studio building and land. \$1,425,000 w/ \$250,000 down. Contact - Elliot Evers (415) 495-3516

SOUTHWEST: Stand-Alone FM in sunbelt growth market with healthy, diversified economy.

Asking \$750,000 with \$250,000 down.

Contact - Bill Whitley (214) 680-2807

MOUNTAINS: Attractive AM/FM combo in small market surrounded by resorts.
Asking \$400,000 with \$150,000 down.
Contact - Greg Merrill (801) 753-8090

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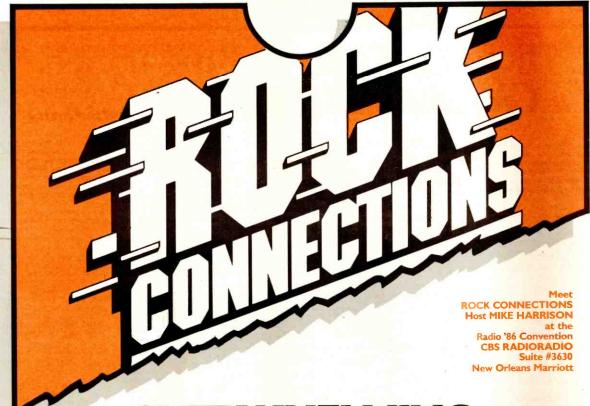
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# **RUST BELT REBOUND?**

# **Acquisition Fever Strikes** New England Radio

It's been dormant for more than a few years, as oblivious to change as a Gloucester fisherman, but the preliminary indications are that sales of radio stations in the once-stagnant New England region are resurging.

The clearest indication of this revitalization is the \$50 million that Noble Broadcasting has pumped into two markets - \$30.5 million for WAVZ & WKCI/New Haven and \$19.5 million for WSSH/Boston - In little more than a month. Sources throughout the radio industry are hastening to add that they expect more activity to

"There's no way to overstate the premise that New England radio and radio throughout the Northeast is back," said Frank Boyle, a Norwich, CT-based broadcast broker, " must have 30 or 40 requests for radio stations in New England."

"I can't think of a better market to invest in." said Thomas Buono, President of Broadcast Investment Analysts, Inc., a Washington, DC-based property evaluation and appraisal firm.

And there's evidence that other medla are in on the region's rebound. Rupert Murdoch is adding a Boston TV station to his empire. Texas-based Harte-Hanks, feeling the pinch of the slumping oil industry, recently picked up a number of suburban weeklies in Massachusetts

### Strong Economy Cited

Most analyses of the market for radio properties in the Northeast conclude that the revitalization is tied to the reversal of the nation's economy. New England's overall fiscal outlook has brightened, bolstered by decreasing unemployment and a successful conversion to a high-tech base, while the Sunbelt's economy has staggered under the collapse of the oil industry

"All factors bode well for the area." said Ron Hickman, a broker with Chapman Associates, who formerly owned stations in the region. "New England has a new breath of life. The economy is up, the tourists are back, and the prices of radio stations are beginning to reflect that

# **New FMs Assigned**

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Lahoma, OK has received its first FM aliotment, 95.7 MHz, from the FCC. Applications for the channel will be accepted from October 7 to November 5. The same filing window apnlies to another newly assigned FM, 102.7 MHz in Rockledge, FL.

"There's no way to overstate the premise that New England radio - and radio throughout the Northeast - is

- Frank Boyle

According to Boyle, "The Rust Belt is not a positive adjective. Stations in that region once had a built-in discount factor. Where the multiples in the Sunbelt ran between nine and ten percent, the multiples in the Rust Belt were running between six and eight

"Now, there's more parity between the two regions, with little difference in how the stations are priced.

## Lower Multiples in Northeast

Buono believes part of the reason New England stations are so attractive to buyers is that buying opportunities in the region have always hewed more closely to sound economic determina-

"There's no question that the prices are a function of supply and demand," Buono said, "In the Sunbelt, the multiples being paid are inflated because the demand was so high.

Buono added that what he calls the "greater fool theory" - if a new owner makes the mistake of paying too much. for a station, his salvation will come at the hands of somebody making a bigger mistake by paying even more was far more prevalent in the Sunbelt than in the Northeast because of this

### **Keeping Cash Close** To Home

Boyle added another reason for the increasing attractiveness of the Rust Belt. With so much of the money for investment - what he called "the motor that drives this industry" - concentrated in the Northeast, "it's natural that they're saying 'Why don't we look right in the neighborhood?"

This impulse, he said, is exaggerated by an infusion of financiers new to broadcast investment -"again, people based in the Rust Belt" - who feel most comfortable in their native region.

Despite this optimistic view of the Rust Belt's rebound, most observers insist there are limits to the resurgence. For one, much of the Northeast is going to lag behind large markets in New England, which enjoy a concentration of new, high-tech business

'New England is unique," Buono said. "I'm not sure the rest of the Rust Belt is going to enjoy its prosperity.'

### More Dependable Growth

In addition, some portions of New England, especially sparsely populated areas of Maine or New Hampshire. will be quickly outpaced by larger, more prosperous urban areas like Boston or New Haven.

Still, the Rust Belt's revitalization is formidable Concluded Buono, "Investors are saying right now that the Sunbelt is out of whack, and it might be safer to go with a market that will have modest, but dependable,

# Biggest Individual Station/Combo Sales Of 1986

KROQ/Los Angeles to Infinity. \$45 million

KFAC-AM & FM/Los Angeles to Classic Communications, \$34

WAVZ & WKCI/New Haven to Noble, \$30.5 million WQYK/Tampa to Infinity, \$27 million

KRBE-AM & FM/Houston to Susquehanna, \$25 million WLIF/Baltimore to JAG, \$25

million WADO/New York to Tichenor. \$20 million

WHAS & WAMZ/Louisville to Clear Channel, \$20 million WSSH/Boston to Noble, \$19.5

WOOD-AM & FM/Grand Rapids to Surrey, \$19.25 million KOB-AM & FM/Albuquerque to

Price, \$16.5 million KOKE/Austin to Keymarket, \$15 million

KSUN & KLZI/Phoenix to Duffy, \$15 million

WMKR/Baltimore to Capitol, \$15

KOOL-AM & FM/Phoenix to Adams, \$15 million KISS/San Antonio to Noble,

\$13.3 million KGOL/Houston to Shamrock, \$13 million

WGBB & WBAB/Long Island to Noble, \$12.975 million WEBN/Cincinnati to Jacor, \$12.3

KCBQ-AM & FM/San Diego to Eric/Chandler, \$12.2 million KISW/Seattle to Nationwide, \$12

KCMO & KBKC/Kansas City to Gannett, \$11.2 million KONO & KITY/San Antonio to Duffy, \$11 million

WERE & WGCL/Cleveland to Metropolis, 10.7 million KQRS-AM & FM/Minneapolis to Cap Citles/ABC, \$10.5 million WKIX & WYLT/Raleigh to Metroplex, \$10.5 million

# 75% OF STATIONS HELD THREE YEARS

# **FCC Study** Labels Trafficking Curb 'Unwarranted'

Fanning the fires of controversy surrounding the question of minimum holding requirements for radio station ownership, the FCC has concluded that it was correct in eliminating the anti-trafficking rules in 1982.

"If anything, an even stronger case can be made today that a general license retention period is unwarranted." the agency ruled.

The statement came in a memo prepared by Deputy Mass Media Bureau Chief Roderick Porter. The study, undertaken at the behest of Commissioner Jim Quello, concluded that approximately 75% of all station sales between December 1982 - when the rules were eliminated - and May of this year involved stations held for more than three years

# 2208 AMs, 1758 FMs Sold

The investigation determined that of the 2208 AM stations sold in the period In question, 1593 (72%) were held for more than three years. Of the 1758 FM stations sold in that time, 1339 (76.2%) were held for more than three

"Given the above, it is reasonable to conclude that station sales since 1982 that were held for less than three years resulted in the continuance of previous levels of service or even improved service," Porter stated in the memo.

"Finally, it should be noted that the bureau's study provides a strong indi-

# Reporting **Transactions** To R&R

To have a radio station transaction listed in R&R, broadcasters and brokers should contact the R&R Washington Bureau (202-662-7484) as soon as details are available. Sale closing photos and broker news, such as personnel and office announcements, cation that the percentage of stations sold since 1982 that were held for more than three years has actually increased in a significant way compared to the situation that pertained in 1962 when the rule was adopted."

The study's conclusions support the FCC's reluctance to reexamine the decision to delete the anti-trafficking rules, despite the insistence of some critics that the freer marketplace has altered the character of broadcasting and threatens the viability of quality programming.

Three public interest groups recently asked the FCC to reinstate the rules, with the holding period extended to five years. That petition was summarily dismissed by the Mass Media Bureau (R&R, 8/29). Although the bureau study was not cited in that decision, both the study and the rejection of the petition were signed by Porter

# **EX-GOLDEN WEST HEAD**

# West Joins **Brokerage**

Former Golden West Broadcasters radio division President Bert West has joined Broadcast Properties West, a Seattle-based media broker.

Company President William Simpson said, "I'm delighted to have a broadcaster with Bert West's background representing Broadcast Properties in the vital Southern California region." West will work out of the Pasadena office.

West started his broadcast career with CBS, and later became GM of KSFO/San Francisco. He joined Golden West in 1957 and retired in 1981. He was later lured out of retire ment to run KRLA/Los Angeles, and remains a consultant to that station

# **Home News Company**

has acquired

# KLSN (AM) and KISC (FM) Spokane, Washington

# KHQ Incorporated

The undersigned initiated the above, assisted in the negotiations and acted as broker for the transaction

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# 300 DAYTIMERS GO FULLTIME

# U.S., Mexico Sign Pact Aiding 2300 Daytimers

About 2300 daytime-only AM stations can now either operate fulltime or at least broadcast for two hours past local sunset. After five months of mysterious delays that still remain unexplained, the United States and Mexico last week (8/28) finally signed a new international AM treaty containing the daytimer relief.

Stations are free to begin using the new operating hours immediately, as long as they've mailed the FCC a written notice of their intent to do so, along with information on the technical method they'll use to reduce power at night.

Approximately 300 daytimers on the Mexican clear channels get 24-hour authority under the agreement. Those channels are 540, 730, 800, 900, 1050 and 1220 kHz. Another 2000 daytimers can operate for all or part of the two-hour period after local sunset. Only about 100 daytimers get no relief under the new

Daytimers were notified of their nighttime power levels, 500 watts to a disappointing handful of watts,

"I cannot to this day tell you why it took six months from March to get this signed."

- Jim McKinney, FCC

# Delays Still A Mystery

FCC Mass Media Bureau Chief Jim McKinney commented, "I cannot to this day tell you why it took six months from March to get this signed. Nobody here can say why, and I don't believe anyone in Mexico City can, either." McKinney added that the Mexicans made

Dear Radio Friend:

no changes in the agreement in the six months it languished in their bureaucracy.

Negotiations on the agreement concluded last August. Initially, the final signing was delayed when much of Mexico's AM data base was destroyed in the devastating Mexico City earthquake.

The data base was restored with U.S. assistance, and McKinney, via satellite from an AM conference in Geneva, announced to the NAB Convention that the deal would be signed April 22. That date, and many others later rumored by various sources, came and went without action - until last week.

### WATH: "This Is Not A Drill"

Some daytimers wasted no time exploiting their new authority, including NAB Daytimer Committee Chairman David Palmer, VP/GM at WATH & WXTQ/Athens, OH. "It came down the wire at 5:52pm and we stayed on that night,'

Palmer reported. "This time it's not a drill," he told his staff.

This month WATH is broadcasting until 9:45pm, although Palmer says that will be trimmed to 7pm in December, when days are shortest. But even that extension should be adequate, he says: "I think in most markets prime time is 4:00 to 7:00pm."

"It came down the wire at 5:52pm and we stayed on that night."

- David Palmer, WATH/Athens, OH

During the summertime, WATH will stay on until 11pm."That's attractive," Palmer relates, "because there's baseball and other things we'd like to do on the AM

Palmer added, "My concern now turns to hoping that daytimers will utilize this new opportunity fully Many broadcasters are going to be pleasantly surprised at what these lower power levels are capable of doing. This offers new and exciting sales opportunities ... now use them!

### **Daytime Leader No** Longer A Daytimer

One daytimer who's been active in the fight for longer hours is Jim Wychor of KWOA/Worthington, MN. Formerly President of the Daytime Broadcasters Association, Wychor last Thursday saw a dream realized when his station. an occupant of a Mexican clear channel, became a fulltime facility. "I've been personally working on this for 20 years, so it was worth 'Wychor explained.

Wychor said he was "absolutely overjoyed" when word came last week of the signing in Mexico City. "We went on the air that night. We got 159 watts and have a solid, interference-free signal for 45 miles and a usable signal for 60

For the moment, KWOA is signing on an hour earlier each day, at 5am, and staying on the air with its Country/Farm News/News format until midnight. In anticipation of the change, the station has signed with NBC Talknet, and this week will begin airing local sports from four neighboring communities that never before enjoyed broadcast coverage.

## "Momentous Step" Lauded

NAB Radio Chairman Bev Brown of KGAS/Carthage, TX hailed the U.S.-Mexico pact as a "momentous step in the history of U.S. daytimers." He added, "Now, finally, we can greatly expand daytime radio's reach in those areas that often need their services most. This treaty signals a giant step forward in our overall efforts to achieve daytimer improvements.

"I've been personally working on this for 20 years, so it was worth it."

> Jim Wychor, KWOA/Worthington, MN

NAB President Eddie Fritts praised "the tireless diplomatic efforts of the FCC, our State Department, Mexican broadcasters, the Mexican government and the U.S. and Mexican Embassies in Mexico City and Washington."

Said Fritts, "To agree on an international treaty of this scope takes considerable time and the concerted effort of many different groups ... most of all, the collective efforts of our daytimers, who know their audiences and demonstrated the indisputable need for



to rely on the SRDS® for station listings ignoring the fact that it is designed for sales use — and Bob Hamilton's "Starship '73", the last true programming annual, is now no more than nostalgia.

Just finished reading the second issue of Mediatrix. Incredible! Congratulations. I now know where I'm going to buy another radio station

GEORGE 10HNS.

After talking with numerous radio professionals about specific information needs, Rollye Bornstein uncovered three distinct areas of deficiency: there was no comprehensive yearly publication designed to be used for programming purposes;

If your workday is anything like ours, you spend a great

deal of time obtaining information - none of which seems

to be at your fingertips. The Yearbooks have long been

rendered impractical for many of our purposes; we all tend

Headline journalism is great for late breaking stories, but

how does Bob Price actually get all that financing? What's

the real story behind George Johns' consultancy? How

about a full report on the current status of direct mail and why isn't someone doing indepth market profiles

there was no trade dealing with current changes beyond a superficial treatment; and finally, in a more utopian vein, there was no one source to contact when questions of a specialized nature surfaced. Filling all three requests in a cost efficient manner became the focus of Rollye's company, Mediatrix, Inc. The initial response has been gratifying.

Many of you may recognize Rollye from her years as Billboard Magazine's radio editor. Others remember her as the writer/producer of several well known syndicated programs including Watermark's "Soundtrack of the '60s". In addition, she has served in virtually every capacity both on the air and off, at a number of well known radio stations throughout the country including work with Fairbanks, Storz, Infinity, Greater Media, and Cap Čities.

Mediatrix has been praised by everyone from corporate presidents to local air personalities. Key industry figures were quick to subscribe; quicker to voice their satisfaction. In looking over the material Mediatrix provides, we too feel if is a product that deserves attention. We hope it will intrigue you sufficiently to subscribe. Should you need more information, please feel free to contact Allied.



P.S. The Monthly contains over 100 pages of in-depth information centering around a comprehensive analysis of a top 100 market and many additional features. Your subscription also entitles you to the Annual, an amazing reference tool, and membership in the Telephone Retrieval Network, which provides you with instant insight. A wealth of information at a value \$395. Call the nearest number to subscribe.

Rollye, Dave & the regular cast of characters will see you in Mariott #3228.

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# NEWS BRIEFS

# RIAA Moving HQ To Washington

As mentioned in Street Talk last week, early in 1987 the Recording Industry Association of America (RIAA) will move its headquarters from New York to Washington, DC. The association will also be seeking a "prestigious political specialist" as President, succeeding Stanley Gortikov, who will become Chairman and then retire in the next two to three years.

Gortikov explained, "Our intended move to Washington reflects the industry's growing need for closer contact with Congress and many govern-ment branches. The commercial and creative health and growth potential of our member companies are increasingly linked to Washington objec-

Besides Congress, RIAA says it maintains regular contact with the Special Trade Representative, National Endowment for the Arts, Copyright Royalty Tribunal, Copyright Office, and the Departments of Justice. Treasury, and State.

# Other Key **Developments:**

 One new hire and five promotions at NAB: Loretta Ucetll named VP/ Public Affairs & Communications: Susan Kraus promoted to VP/Media Relations; Valerie Shulte upped to Senior Associate General Counsel; Kevin Burke, Theresa Rabel, and Howard Woolley promoted to Director/Government Relations.

# People committed to excellence create the future.

Tom Adams 🥯 Dick Anderson Douglas Anderson Paul Anka Dave Anthony Cindy Adcock Julie Adell lill Armstrong Ine Bacarella George Baier John Bailey Wynette Barnett Roger Barkley **Bob Bauer** Stewart Beaton Cynthia Beaumont Karl Beck Craig Bender Linda Bladt Gerri Blank Steve Block Scott Bolinger Darryl Boysen Teresa Brady Larry Brenner Doug Brown Jeanette Campbell Karen Clark Larry Chambers Mary Chavez Dan Cochell Larry Collins Phil Conklin John Cowan Peter Cuett Dean Curfman Marcy Cyburt Dick Daniels **Robert Darling** Danny Davis John Davis Rhonda Dawson Johanna Dethlefsen Nicole DiPaolo Jean Dixon **Deb Dowling** Craig Edwards

Doug Erickson David Ettinger Philip Feser Gary Fletcher Dehorah French Mick Froid Bob Gagne Steven Gaskell Eugene Gibbs Kip Gilbert Phil Gonzalez Mark Goodrich Kristie Gorman Mike Gorniak Michele Grannes David Greene Robert Griffith Eileen Grosheider lim Gross Charlie Hackett Steve Hall Kellie Hansbrough Laurie Hanson-White Art Harlow Robert Harris lennifer Hart Cheryl Havermann Don Hawkins lennifer Helgeson Eric Herman Art Hernandez Carl Hirsch Phyllis Hirsch Thomas Holleran Dana Horner Craig Hunt Tom Hunterson Linda Hutchinson Michael Isabella Dian Jackson Tom Jackson Dana Jacobowitz John Jeffries Scott Jenkins Jim Johnson Alan Kabel Ron Kazda

Steve Keeney Tom Kelly George Kenyon Dan Koti Jamey Kramer Sue Krautkramer Peter Ladd Tony LaMonica Sandra Lamonica Jessie Laubsch Jerri Lawrence Suzy LeClair Bill Lee Dawn Lehman Elliot Lerner Scott Link Paula Locke Ross Lusk Robert Lyles Bill Magee **Bob Mangen** Bill Manning lean Mares Charlie Martin Don Martin **Bob Marx** William Mathews Sue Matos-Brown Carol Mauder Dina McCutcheon Marge McDowell Dave McWilliams Kevin Mee Dee Metzger Lee Mitchell Hal Moore Lydia Morales Nannette Morey Karen Morlan Sheryl Mosolgo Phil Mueller Michele Numerick Chris O'Connor Loralie Odgen Doris Olea John O'Leary Kevin O'Malley

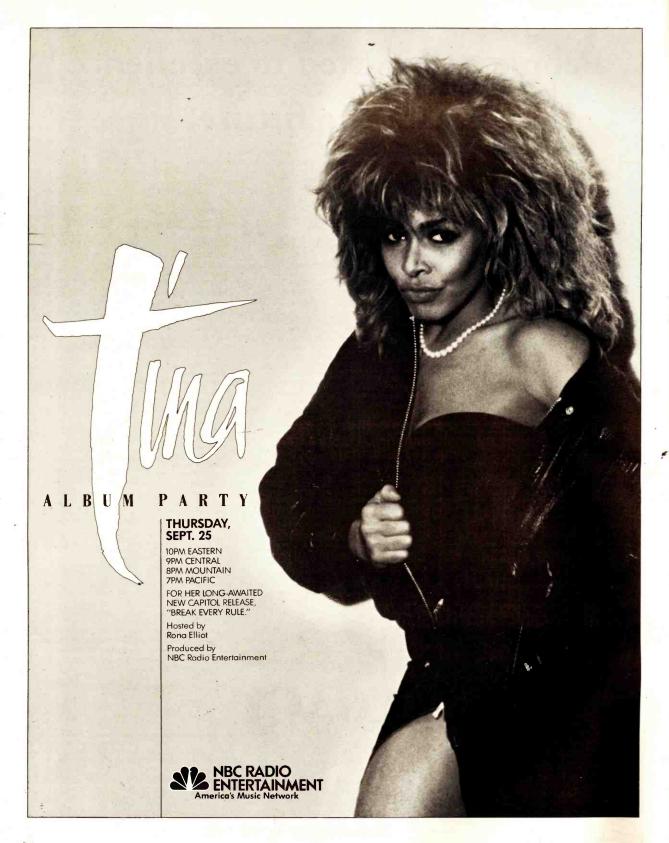
Gary Palmer Ginny Parker Jim Pemberton Doug Podell Taryn Irene Poole Marsha Posey David Powell Leslie Quinn Mary Rawlins **Burton Richardson** Linda Rosett Jane Rozman Thomas Ruemmele Kathy Ruoff Raquel Santana Constance Schaffer **Ruth Schuette** Barbara Shaw Annette Sileo Robert Sillerman Shawn Skramstad Dalton Smith Kevin Smith Cindy Spicer **Terrie Springs** Claudine St. Claire Jim Stoddard Mike Sullivan Sandra Thompson-Small Lisa Throolin Ron Tompkins **Buck Trombley Bill Turkington** Howard Tytel Karla Wampler Frank Watschke Wendy Williams Steve Williams Pat Wilson Lynn Woods Joan Zabriskie Tracey Zambeck

Kat Oxford



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KJOI (FM) Los Angeles KDWB (AM/FM) \* Minneapolis/St. Paul KHOW (AM) Denver KPKE (FM) Denver WLLZ (FM) Detroit



# Lip Service

One of the perks of this cushy gig as "What's New" editor is panning through a veritable sea of statistics for that occasional nugget of information that just fills you with that "feel-goodall-over glow," such as this tidbit gleaned from American Demographics:

According to a recent survey undertaken by the Chicago-based company, Market Facts Inc, while 86% of America's parents expect their children to go to college, only 54% of these parents are currently saving money to help pay for their children's college education.



# Latest **Phone** Service: Call Rejection

An idea whose time has definitely come is "call rejection," currently available from the South Central Bell telephone company. Once you sign up for this latest in phone services you're able to program up to six telephone numbers into your phone and record a message that tells anyone calling from these numbers to stop harrassing you.

If that isn't enough, the Wireless Flash radio news service also reports the Sony Corporation has recently developed a "counterattack" phone that gives crank callers, ex-spouses, and over-anxious creditors a taste of their own medicine. This friendly little gizmo automatically records the offending call and repeats it back so that the original caller hears his or her message over and over and over again, all thanks to a built-in memory that stores up to 16 seconds of a crank call and plays it back at the appropriate push of a hutton. And who said social graces are lacking in the '80s?

# **POLLSTAR**

# **TOP 20**

**CONCERT PULSE** 

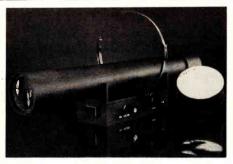
# LW TW ARTIST

- 1 VAN HALEN
- 2 B. DYLAN & T. PETTY
- 3 77 TOP
- 4 ALABAMA
- 5 STEVIE WONDER
- BOB SEGER...
- S. NICKS/P. FRAMPTON
- OZZY OSBOURNE
- 9 DEPECHE MODE
- 10 10 AC/DC
- 12 11 BEACH BOYS
- 15 12 AEROSMITH/T. NUGENT
- 9 13 RUN D.M.C/WHODINI/
- L.L. COOL J 14 14 JAMES TAYLOR
- 13 15 JIMMY BUFFETT
- 16 16 EDDIE MURPHY
- 17 17 MONKEES
- 11 18 JACKSON BROWNE
- 18 19 JUDAS PRIEST
- 19 20 38 SPECIAL

The CONCERT PULSE Is a weekly computerized report ranking each artist by their average box office gross reported per venue Courteey of POLLSTAR, a publication of Promoters' On-Line Listings, (800) 344-7383 or in California, (209) 224-2631



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# Sonic Spy Scope

Light" audio/optical system. Based on the scientific fact that light waves carry sound, this priced-under-\$50 item detects voices as they travel alonga beam of reflected sunlight.

According to the Exeters catalog, this lightweight listening device is completely undetectable and works indoors or outdoors, day or night. However, for evening undercover work, a flashlight and an infra-red filter the latter of which is included - are required.

Measuring 16 x 4 inches, the headphones-included sonic spy scope is available by calling 1-800-525-4477. Just the thing to train on your GM's office the day that the latest book comes in

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When your sales staff needs the soothing sounds of something soft 'n' cuddly to salve their bruised egos or bleeding ulcers, why not reward them with the prenatalsound bear or lamb developed by noted obstetrician Dr. William C. Eller.

These unusual pacifiers reproduce the actual sounds heard inside the womb of an expectant mother, and have been proven effective at soothing and relaxing listeners in hospital tests. (Each animal contains a transistorized, batteryoperated miniature amplifier and speaker to electronically reproduce the recorded sound.)

What's more, each animal is fireresistant and nonallergenic. Eyes are secured with washers and cannot be pulled off, and the animals' on/off switches will withstand 25 pounds of pull. Each toy is also machine washable, providing the electronic unit inside is removed

# Meine Freunde! Trefft euch im Marriott!

Oh ... sorry ... I forgot where I was! But, as I said, my friends, meet us at our suite #2205 in the New Orleans Marriott, anytime during Radio '86.



David Levin, Ray Nordstrand, and Rich Marschner will tell you how the Beethoven Satellite Network can work in your market.

# VALUABLE PRIZE DRAWING

Come to the Beethoven suite #2205 and register to win a valuable prize to be awarded at the conclusion of Radio '86. Redeem your business card for a Beethoven Satellite Network t-shirt, too!

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# **PRO:MOTIONS**

# **Bettis Chairs NAS Board**



John Bettis

Pop music lyricist/composer John Bettis has been elected Chairman of the Board of the Hollywood-based National Academy of Songwriters. He succeeds L.A. entertainment attorney and 2½year Chairman Kent Klavens. Bettis also continues to serve on ASCAP's National Board of Review.

# PROS ON THE

Brother Bill — Afternoons WKSF/Asheville, NC (704) 684-0221

Terry Black — Music/Research KJJJ-AM & FM/Phoenix (602) 973-8100

BIII Cody — Mornings KOOK-FM/Billings, MT (406) 259-1951 Marsha Costa — Director/Promotion Music Awareness (818) 842-4086

Fast Eddie Coyle — Middays B97/New Orleans (504) 466-0395

Cathy Cruise — Middays Y100/ Miami (305) 921-1419

Terry Fox — Nights KHTR/St. Louis (314) 968-9381

James Irwin — Mornings WANS/ Greenville (803) 226-3775

J.J. Michaels — Mornings WANS/Greenville (803) 231-8002

### McKeown, Sineni Upped At Arista



Kay McKeown



Nicki Sinen

Kay McKeown has been promoted to Director/A&R Administration, West Coast, and Nicki Sineni has been promoted to Associate Regional Marketing Director for-Arista Records. McKeown has been with the label six years, most recently as Associate Director/A&R Administration, West Coast. For the past year Sineni has been the label's Marketing Manager in Dallas, where she will continue to be based.

### Schiefer WDTX LSM

WDTX/Detroit promotes Michael Schieffer to the Local Sales Manager slot. Schiefer was formerly an Account Executive for the station, prior to which he similarly served for over three years at WNIC-AM & FM/Detroit.

### Berry WPVA & WKHK GSM



Walter Berry Ir

Walter Berry Jr. has been tapped as General Sales Manager at WPVA & WKHK/Richmond-Petersburg. Formerly GSM at WOKJ & WJMI/Jackson, MI and WAPI/Birmingham Berry also worked as an AE at WNUE/Fort Walton Beach, FL and Sales Manager at WAAY/Huntsville, AL.

### Biugstad KMGG GSM

KMGG/Santa Rosa, CA has named Kent Bjugstad General Sales Manager. Bjugstad's background includes a four-year post as an Account Executive for crosstown KZST and five years' programming experience.

# CHRONICLE

### Born To:

 RCA's Paul Atkinson and his wife Helen, daughter Lucy Marle, August 4.

### Married:

 KFMX/Lubbock morning man Dale Dudley marries Hope Brown, August 22.

◆KKAZ/Cheyenne PD Jack Alexander marries Elaine McBureny, August 7.

### Chappell/Intersong Appoints Lapinsky



Joyce Lapinsky

Joyce Lapinsky, formerly assistant to the A&R Director at Motown Records, has been appointed Professional Manager for the Los Angeles office of the Chappell/Intersong Music Group-USA.

### **Custom Productions Bows**



Steve Stockman

Former WAAF/Boston Director/ Advertising & Promotion and Katz Broadcasting National Promotion Director Steve Stockman has established Custom Productions. The firm specializes in custom television spots for radio stations. He can be contacted at (617) 875-9397.

### KNBQ Appoints McClarty

KNBQ/Tacoma appoints fiveyear employee Bill McClarty as Retail Marketing Director. He succeeds Rick Cavagnaro, who continues as National Sales Manager. In other station activity, Jeannie Lucke joins 'NBQ's sales staff after most recently working with KBRD & KTAC/Tacoma.

### Matthews Joins Windham Hill

Former Island Records international A&R rep Ian Matthews has joined Windham Hill's A&R staff. He was with Island for 18 months.

### Brown Shifts To Unicity

L.A.-based Unicity Music appoints Michael Brown as Professional Manager. He was most recently Assistant Professional Manager for Warner Bros. Music.

# CHANGES

Susan Donnely, former AE at WQRS/Detroit, joins Republic Radio/Detroit as AE.

Margaret Cheske, of Warner/ Elektra/Atlantic's Chicago sales office, has been upped from Promotion/Merchandising servicing to Junior Sales Representative.

Richard J. Landesman, former Marketing Manager in Select Radio's marketing & research department, joins the New York sales staff as AF

Deborah Wood, former GSM at KEZB & KKMJ/EI Paso, joins Hillier, Newmark, Wechsler & Howard/Philadelphia as AE.

Maureen Toomey, former AE at Republic Radio, joins Hillier, Newmark, Wechsler & Howard/ Detroit as AE.



# New Power in the Control Room!

"It's great for my station. The jocks can be spontaneous and creative, while staying within my framework of good music programming." - Charles Kendall, P.D.

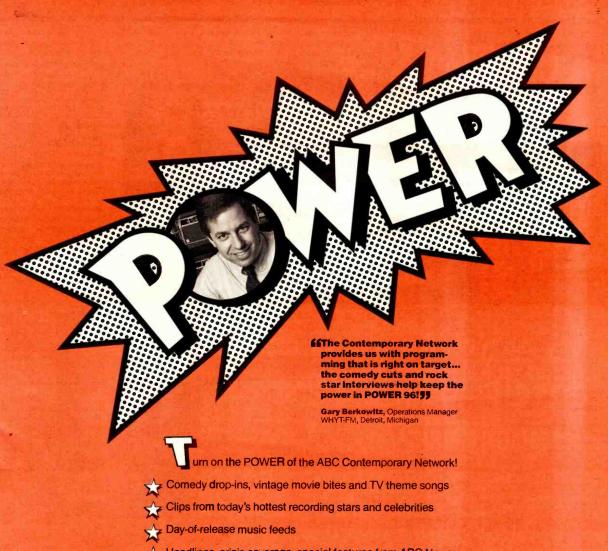
"Our jocks can only do a better job, when right there in the control room they can change or juggle songs, call up every title we play by an artist, get instant bios, chart information, . . . in short, our jocks can be spontaneous, but I don't lose control." Based on the famous SELECTOR music system, DJ SELECT puts the power and control of the computer in the studio—and it's fun to use.

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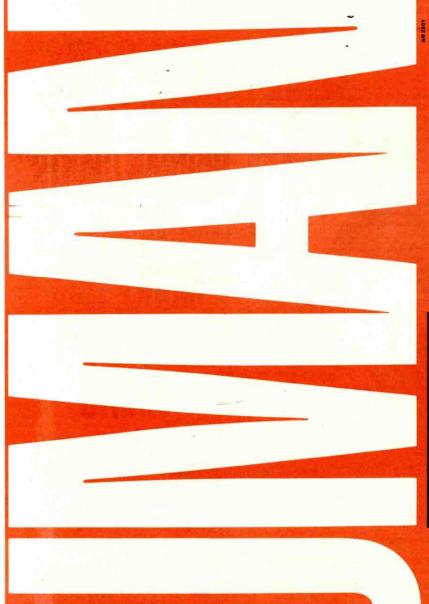
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# STREET TALK

In case you're keeping track, there now appear to be five Federal grand juries investigating the music industry. Aside from those in Los Angeles, New York and Newark, there are probes out of Philadelphia (begun some months ago) and Cleveland (convened more recently). Several major labels have confirmed receipt of subpoenas from Philly. There are also reports of a sixth grand jury, in Miami, but according to one insider this may actually be FBI activity related to the other investigations.

Word has it that NBC RADIO has filed a complaint with ARBITRON against CAP CITIES/ABC over a possible ratings distortion involving WLS/CHICAGO. Details to come.

And speaking of Arbitron, why has the ratings giant declined to participate in a panel discussion with BIRCH RADIO at Radio '86 in New Orleans? According to NAB, ARB didn't want to go "head-to-head" with Birch, preferring instead to give a company presentation. This isn't the first time the Laurel, MD ratings firm has rejected such a confrontation, which Birch Chairman TOM BIRCH describes as "an open format in which important issues can discussed with the rating services."

Now that an almost entirely new management team is in place at WMJX/BOSTON, the station has announced a departure from "soft rock" AC to a much more full-service and older skewing approach under the programming direction of former WLTW/NEW YORK PD PHIL REDO.

The new format will be in place by September 15. Morning personality DICK McDONOUGH is replaced by BILL STEPHENS, midday man DAVID ISEMAN is replaced by JUSTIN CLARK, and JOHN KOSIAN replaces EDDIE BRAND in the late morning-early afternoon spot. ROD FRITZ comes aboard as News Director, JEANETTE KERR is now also in news, and TV weatherman HARVEY LEONARD joins to watch the clouds.

VIACOM President/Radio Division BRIAN BIELER resigned earlier this week. All corporate GMs were to hold a pow-wow in Houston this week to determine a replacement; look for Broadcasting Division President PAUL HUGHES to resume direct leadership while a replacement — if any — is selected. Bieler's departure means that Viacom not only is looking for a Prez for its Radio Division, but its Houston and Washington GM slots are open as well.

MCA VP/AOR Promotion JOHN SCHOENBERGER has resigned and expects his next post to be in artist development — perhaps in a product manager capacity for a label or working for an artist management outfit. Leading candidate to replace JS is said, to be EPA VP/AOR Promotion BILL BENNETT.

RON THOMPSON has been named GM at KWIZ/ANAHEIM, which places two top former RKO retail sales afficionados head-to-head in that town since TIM SULLIVAN manages crosstown KEZY. Thompson and Sullivan also are both ex-KHJ GMs.

Hot CD Rocks! Next month, the ROLLING STONES' classic albums from the '60s will be available on compact disc via POLYGRAM. It's the result of a newly-signed deal between the label and ALLEN KLEIN's ABKCO, which holds those rights. The albums are digitally remastered, Klein tells ST, and will also be available from PolyGram on chrome cassette and LP.

Meanwhile, PolyGram's jazz division under VP RICHARD SEIDEL is set to reactivate the celebrated VERVE label for new recordings. It'll return next year with a series of albums under the "Live At Vine Street" banner. First releases will feature NINA SIMONE and MARLENA SHAW.

METROPOLIS BROADCASTING, soon-tobe owner of WGCL/Cleveland, is switching calls to WNCX — possibly an acronym for "North Coast X." Look for JIM HARPER, PD at sister station WDTX/DETROIT, to have a lot to say about what goes on at the X. Harper's keeping mum about his plans, but you'll read about it here first.

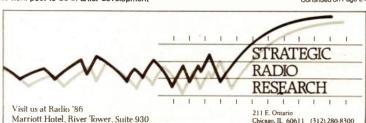
Since the MONKEES' reunion roadshow is such a smash, you figure that Messrs. JONES, DOLENZ & TORK must be raking it in, right? Not necessarily. We hear that when the three signed up for the deal months ago they agreed to a weekly salary (in the "OK" range) and not a percentage of the take. The tour this week remains at #17 in POLLSTAR's weekly Concert Pulse report (see Page 19).

GREATER MEDIA has hired former WPIX/NEW YORK PD JOE CAPOBIANCO as interim PD through the fall book. There are no plans to make it a permanent deal, and Joe will continue his consultancy. Meanwhile no GM has yet been named at WMJC — but GSM DON HAMLIN is filling in for the time being.

Across town at WNIC morning man STEVE GANNON has left the station, to be replaced September 15 by WIVY/ JACKSONVILLE morning man MIKE MURPHY. Don't be surprised to see Gannon move west to L.A. to pursue an acting bug.

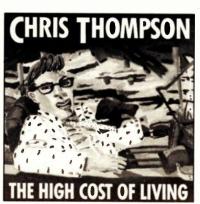
WIP/PHILADELPHIA, responding to "a hole in the market for more sports information," has beefed up its sports

Continued on Page 24



# CHRIS THOMPSON'S "WHAT A WOMAN WANTS"

IS THE SINGLE THAT EVERYBODY WANTS



FROM

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# Luis Cardenas Lunaway"



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ANIMAL INSTINCT

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© 1986 ALLIED ARTISTS RECORDS • 11330 Ventura Blvd., Studio City, CA 91604 • (818) 506-3600 Manufactured and distributed by Capitol Records, Inc.

# STREET TALK

Continued from Page 23 programming to include Penn State football, and sports talk shows featuring highly visible TV sportscaster HOWARD ESKINE and sports medicine expert PAT CROCE.

You may have heard about **AL SKOCZEN**, the Houston cop who was selling T-shirts boasting "Houston Police 4, New York Mets 0, referring to the July 19 scuffle between a quartet of Mets players and some off-duty Houston cops at a local bar. The fight resulted in the arrests of Mets **RON DARLING** and **TIM TEUFEL**, and prompted Skoczen to make the shirts. In reaction, **WYNY/NEW YORK** morning man **MIKE WADE** asked listeners to come up with fitting responses to Houston's T-shirt idea. The result: Skoczen will be mailed a bushel of strawberries (a la Daryl) and a **T**-shirt proclaiming "Mets — Champs, Houston — Chumps.

Chalk up another "Classic Rock" client for FRED JACOBS, who's pacted with WYSP/PHILADELPHIA. As for longtime 'YSP consultant JEFF POLLACK, GM KEN STEVENS expects to now work with him on a "project basis."

SKY DANIELS has exited KMET/LOS
ANGELES late-nights. With a background that
includes stints at WLUP/CHICAGO and
KFOG/SAN FRANCISCO, expect "Skyboy" to
touch down at a major market AOR shortly.

Can't find a syndicated TV spot you like?
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a competition open to the public with prizes for
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:30's and show the station's logo three times.
The station whittled a field of 50 down to 15,
then asked a panel of experts to select the
top three. The finalists have been running in
rotation on local TV stations for three weeks
and the winner, to be chosen from audience
reaction, will run for another three weeks and
net its creator \$5000. Two of the finalists
were professional producers, while the third
was an amateur.

WFIL/PHILADELPHIA is turning the clock back 20 years later this month with a reunion of the "Famous 56 Boss Jocks." September 18 was the day two decades ago when parent company TRIANGLE PUBLICATIONS changed formats from Easy Listening Standards to Top 40. The veteran lineup for the upcoming on-air reunion includes JAY COOK, DAVE PARKS, TOM TYLER, ALAN SMITH, CHUCK BROWNING, J.J. JEFFRIES, DICK HEATHERTON, LEE SHERWOOD, LONG JOHN WADE, GEOFF RICHARDS, KEVIN MCCARTHY, and "BANANA" JOE MONTIONE.

KBKC/KANSAS CITY has changed its calls to KCPW/POWER 95 and brought in KIM WELSH as MD. The new Urban/CHR hybrid has also signed up DICK WILSON (5-9am), CHARLIE KNIGHT (9-noon), LORRIN PALAGI

(12-3pm), BOBBY OCEAN (3-7 pm), FAMOUS AMOS (7-midnight), and KEVIN McCULLOUGH (midnight-5am).

ABC RADIO NETWORKS is participating in Project Literacy U.S. (P.L.U.S.) by next week airing a series of public affairs programs focusing on adult illiteracy in America.

Longtime L.A. personality **CHARLIE TUNA** has been signed to host **WESTWOOD ONE**'s three-hour Adult Contemporary countdown "National Music Survey."

The wagon train finally made it to Albuquerque. **DRAKE CHENAULT** is unpacking its boxes and prepping its new offices after exiting its Canoga Park headquarters earlier this summer. New toll-free number: (800) 247-3303.

New WPOW (POWER 96)/MIAMI morning man DON COX got a real wake-up call when he was kicked in the head recently by the Coppertone dog during a remote broadcast. Cox was broadcasting from the ledge of a Coppertone billboard when the teasing pooch—the one that tugs on the Coppertone girl's britches—struck him in the head. Cox was rushed to the hospital, then returned several hours later with seven stitches in his scalp. His first order of business: to unleash a swift kick at the protagonist pup.

WAPE/JACKSONVILLE News Director MARGE, FIZZY got into a bit of hot water - following a "'50s Night" party at SNORKELS, a local nightclub. Marge was apparently MC-ing a "Best Performance In The Back Of A '57 Chevy" contest when 19-year-old seaman PATRICK CHAMBLISS and female companion ROBIN ELROD allegedly violated the state's sodomy law. Local authorities rounded up the usual suspects, in this case the club's owners, and are interested in questioning Marge because of her alleged contribution to "encouraging an illicit act." Insiders say Marge was not involved in any sexual act, and was actually trying to get the situation in hand. So to speak.

Look for WNYS/BUFFALO to go Classic Hits this Sunday night at midnight, with consultant GARY GUTHRIE at the helm.

WGRD/GRAND RAPIDS is conducting what may be the "Ultimate Music Marathon" in which it will play 1000 songs in a row this week to kick off a major promotion.

And now, in social news: CBS/RECORDS GROUP President WALTER YETNIKOFF, is engaged. The bride-to-be is CYNTHIA SLAMAR, who's worked in the movie and music industries, and the couple will wed next April in New York. It'll be her first marriage, his second. The CBS chieftain turned 53 last month.

Also, Happy Birthday to DON ANTHONY's TALENT MASTERS, which celebrated its first year in business this week.

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Wilmington	7	4.3	7	12.4
Birmingham	7	8.7	7	15.5
Oklahoma City	7	4.4	77	8.7
Louisville	7	4.6	7	14.5
San Jose	7	1.7	7	17.4
Indianapolis	7	2.1	7	6.1
Sioux Falls	7	9.5	7	52.4
Kansas City	7	3.6	7	9.3
San Antonio	7	4.8	7	8.8
Eugene	Z	¢7.8	7	11.1
	Rochester Seattle Greensboro Wilmington Birmingham Oklahoma City Louisville San Jose Indianapolis Sioux Falls Kansas City San Antonio	Tampa Rochester Seattle Greensboro Wilmington Birmingham Oklahoma City Louisville San Jose Indianapolis Sioux Falls Kansas City San Antonio	Tampa 7.6  Rochester 18.7  Seattle 1.6  Greensboro 15.9  Wilmington 4.3  Birmingham 8.7  Oklahoma City 4.4  Louisville 4.6  San Jose 1.7  Indianapolis 2.1  Sioux Falls 9.5  Kansas City 3.6  San Antonio 4.8	Tampa 7.6  Rochester 18.7  Seattle 1.6  Greensboro 15.9  Wilmington 4.3  Birmingham 8.7  Oklahoma City 4.4  Louisville 4.6  San Jose 1.7  Indianapolis 2.1  Sioux Falls 9.5  Kansas City 3.6  San Antonio 4.8

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BRAD WOODWARD

# Radio News: A Profession In Transition

By Brad Messer

News continues to flourish as an important programming element at many of America's most successful stations — but newspeople confirm that the 1980s are generating major deviations from traditional information programming practices.

There has been much publicity about staff cuts at both the station and network levels. Many programmers have consolidated resources in prime dayparts, while abandoning overnight, evening, and in some cases even afternoon news coverage.

Those who wish to write the story of the death of radio news, however, are in for a very long wait. What appears to be happening is metamorphosis, not death.

In the first section of this special supplement, we have posed several pertinent questions to a number of news directors from around the country. The responses we received reveal a noteworthy dichotomy in attitude: although many think their competitors have deempha-

sized news in the 1980s, the respondents report that their own stations — which are among the nation's most successful — have generally maintained or increased their level of commitment to radio news.

Does this mean these stations are exceptions to a trend toward less and less news on radio? The truth may be just the opposite — perhaps these stations' commitment to radio news is one reason why they are profitable leaders in their formats and markets.

The news directors we talked to also offered their ideas about the overall health of their profession, and discussed specifics such as staffing and salary levels, equipment budgets, and news promotion strategies. They also provided some revealing advice for young people. Sadly, some of the industry's top news directors — despite their own love for the profession—believe a scarcity of jobs and the field's low pay make radio news a poor career choice today. Television's greater visibility, glamour, and compensation also contribute to the siphoning of news talent away from radio.

In addition to this news director

survey, WTOP/Washington Operations Manager Holland Cooke who came to his all-News station with a music programmer's background — challenges radio newspeople to "matter to people." He points out how radio can and must keep its audience awake and involved.

Finally, Ellen Beth Levitt, former reporter and present operator of Health Newsfeed, examines why radio news salaries are so low, and points out that the result may be a continuous exodus of good radio journalists to betterpaying professions.

# WIDESPREAD CUTBACKS SEEN

# **Are Programmers Killing News?**

Looking back across the past five years at the industry in general, do news directors feel programmers have deemphasized news as a program element? Here are a few comments from the journalists' points of view.

NBC Radio News Director Frank Raphael reports, "Here in New York we support two all-News stations — and that's damned healthy for the news business. If anything, we've had as much or even an increased commitment, although another facet of what's happened to radio news over the last few years is also quite visible here in New York.

"WNEW, which had at one point the finest and largest radio news shop in the nation, now has essentially a two-person department on the AM side. WRFM changed formats and blew out its prizewinning, authoritative news department."

# **Debt Service Fuels Cuts**

In Raphael's opinion, "What you see is not a function of deregulation, as many people think. It's simply a function of the incredible burden of debt service. Radio properties have skyrocketed in value and attractiveness, so you get specific situations which are not really the overall general picture. They seem to indicate that the news business is in trouble, but it's not."

Raphael points to the example of a station that sold for "megabucks." He relates, "The management sits down one day and says, 'Our first payment is due on X date and it's gigantic. Where are we gonna get that money?' One of the ways they do it is by cutting all but essentials. Unfortunately, to these people news is not an essential. I think their audiences ultimately will tell them otherwise."

# Changing News Presentations

Many stations have changed the style of the presentation of their news. The most common technique is to make the news more informal. According to sports reporter/ND Charleye "The Coach" Wright of KIIS/Los Angeles, "We don't even use the term news. We talk about



Vic Bremer

events, like you would excitedly talk to someone over the breakfast table.

"I think that in Southern California, in the past few years, news has been generally deemphasized. Obviously that doesn't include KFWB or KNX; news is their bread and butter, even though I think their staffs have become smaller. I can't prove it, but I understand KFWB's staff is smaller. There have been some housecleanings over there in the past couple of years, and I don't think they've replaced everyone.

but in general news has been deemphasized. Certainly it has here at KTIS."

# "USA Today" Format

In the Deep South, ND Mike Stoan of WKSJ/Mobile believes competing programmers in the market are "allowing less airtime for news. Radio news is probably going in the direction of a USA Today-type format, and has become almost a headline service for a lot of stations."

Jim Burnett of WHBC/Canton, OH says, "My department is about



Shelli Sonstein

the same as it has always been, but now the other stations have pretty much one-man news departments."

WTIC/Hartford ND Walt Dibble notes, "Of our two main competitors, one is a music station that has deemphasized its news. The other is an all-News station, and they have done about the same thing. The FM stations usually have one person — usually a strong newscaster — and that's about it. The FMs believe in a news presence in the morning, but they don't go beyond that."



At longtime News/Talk giant KIRO/Seattle, VP/News & Programming Vie Bremer looks at the role of news in this decade and concludes, "If the number of news jobs is any indicator, I'd have to say there's been a decrease in the importance of news to radio. I'm inclined to think the level of news coverage at KIRO is adequate, but there certainly are fewer stations offering news in any comprehensive way."



Walt Dibble

# Accent On Personality

At KMOX/St. Louis, ND John Angelides observes, "The market in general has deemphasized news and emphasized personality a lot more. Except for KMOX, this market does not have a heavy emphasis on news. News is a minute on the hour, usually rip 'n' read, and usually done by a two or three-man news department."

WIVK/Knoxville's Channing Smith looks at news in his town and says, "Unfortunately, there's been

a definite trend away from it. There used to be at least some competition, but now we're the onje station that's making any effort at all toward covering the news. I hated to see that happen. I would say the number one reason it did happen was money."

# Louisville, Albuquerque Cutbacks

WHAS/Louisville ND Brian Rublein says, "At WHAS there has been an increase in emphasis on news, with more series and longform programming. Except for one other station which has stayed about the same, however, the market in general has decreased."

John Geddie, ND at KOB/Albuquerque, reports an "overall decrease" in news commitment, but adds, "KOB is a notable exception. We have increased our news over the years."

Of her nine years at WPLJ/New York, ND Shelli Sonstein says, "We have really only concentrated on morning drive news. As for other stations in the market, WNEW wiped out all its news except the morning and noon report. They now have no news after noon. WABC does much, much less news than they used to do, WNEW-FM and Z-100 cut theirs — and the list goes on and on. It's a definite trend.

"But I'm happy to report WPLJ is adding afternoon news. It will be the first time in our history that we've had afternoon news, twice an hour. They'll be 'Power 95 95-second updates' at :20 and :50. I firmly believe a CHR audience wants to hear the traffic, weather, headlines, and sports on the way home from work as well as in the morning."

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**NO LARGE INCREASES** 

# Radio News Salaries Stable Or Down?

Have individual markets reflected the national "buyer's market" in news professionals by cutting salaries paid to newspeople?

"Some New York salaries are up a bit." says WPLJ's Shelli Sonstein, "but the people who are getting the super, super salaries are being cut down — not at the networks, but I think the all-News stations are cutting back on the personal contracts."

# **FMs Paying More**

Walt Dibble of WTIC reports, "Hartford salaries have just about stabilized. I have been encouraged by the fact that the FM stations have been paying more for quality people. I've seen some salaries at the FMs well up into the twenties."

There has been "basically no change in Los Angeles over the past twelve months," according to

"In the small markets salaries couldn't get much lower, unfortunately."

-Frank Raphael, NBC

KIIS's Charleye Wright. "AFTRA contracts are typically three years, and there are usually some small percentage increases each year, so there might have been a very small annual increase. I know the basic salaries here have stayed the same."

The word from Mobile is that salaries have not increased. WKSJ's Mike Sloan comments, "This staation is an exception. Generally, the salaries are not high enough. I wouldn't go so far as to call the salaries of newspeople in general pathetic, but they could be a lot better and still be average."

### Small Markets At Rock Bottom

The view of NBC's Frank Raphael is that salaries in the major markets have "stayed the same or

dropped. In the small markets salaries couldn't get much lower, unfortunately. It's a very sad state of affairs. News is such a vital and critical issue for radio listeners, and small markets are the training ground that brings people up to this level. And yet in order to get here, not only do newspeople need to be tenacious and talented, they also need to like starving. That's really unfortunate."

KIRO's Vic Bremer relates, "We have had a couple of AFTRA nego-

"I wouldn't go so far as to call the salaries of newspeople in general pathetic, but they could be a lot better and still be average."

-Mike Sloan, WKSJ

tiations completed here, and the average settlement increase is about four percent. Seattle tends to be a little lower than comparable markets. To keep really good people that a quality station wants to hold onto, you simply have to pay them more than scale or you'll lose them."

There certainly have been "no major increases" in New Mexico, according to KOB's John Geddie. Salaries may have "increased very slightly, close to the cost of living."

Compensation has "stayed about the same in Syracuse," John Butler reports. "It's gone up at our station, but television stations have finally awakened to the fact that they're paying their people too much money and they're starting to cut back a little bit." "Nobody's Getting Rich"

"Knoxille salaries?" Mike Sloan laughs. "Boy – it's hard to say. There are not many people left in news down here. I would say salaries are about the same. Nobody's getting rich. We're working for what we were getting last year. Nobody's got the bright idea to pay us more."

WHAS's Brian Rublein turns in a gloomy assessment: "Overall in Louisville, I think you'd probably find a decrease in salaries, but not here. Here at WHAS they've stayed about the same."

# STAFFS SHRINK ELSEWHERE

# Top Stations Resist Cutback Trend

Given the national trend toward deemphasizing the importance of radio news, do news directors intend to cut the manpower in their station's news operation, leave it the same, or increase it?

There is plenty of evidence indicating that the Incredible Strinking Man would find himself at home in the Great American Newsroom. But the consensus of our respondents is that their own shops have retained at least some degree of immunity to the cutback fever they see felling so many radio journalists all around them.

Walt Dibble believes, "The WTIC staff will stay about the same, with 10 people and a 24-hour news presence. I could not cut back and maintain that presence."

Shelli Sonstein says that at WPLJ, "With the addition of afternoon news, the staff size becomes two. My parttimer becomes a full-timer. We like to promote from within. We work out of the WABC newsroom, so we have access to everything. It sounds like a helluva lot more people because we do have other reporters that we use."

WHBC's Jim Burnett says his station opened a bureau in Akron that will be kept fully-staffed. "We have two news/sports people, four fulltime newspeople, four or five parttimers, and a couple of correspondents."

### Four-Hour KIIS News Window

Wright at KIIS commented, "I would say pretty safely that our news will stay precisely the same. One person, Lorna Love, is part of the three-person morning team. We do no newscasts after 10am or before 5:55am."

In Mobile, WKSJ's Mike Sloan laments, "Two years ago we lost one person, making us a three-person operation, and I still have hopes of refilling that fourth slot. It hasn't happened yet. But we won't lose any more people."

Frank Raphael feels that "NBC

Radio has been, and continues to be, lucky. We have not undergone the dramatic shrinkage of ABC and CBS. While I don't anticipate any dramatic expansion, I think our personnel situation is at a steady state."

When the Los Angeles staff of KFI was "adjusted" about 18 months ago, ND David Blake lost two street reporters and was left with no regular outside coverage. However, in the shuffle he added two anchors, one of them dealing exclusively in entertainment news. Blake does not expect an increase in staff: "Being realistic, I'm pleased that it appears I won't have to delete any staff."

# KOB Foresees Staff Bolstering

A ray of optimism comes from Albuquerque, where KOB's John Geddie says, "We have just been bought, and the new owners are promising us that they are committed to the station. I would like to think the news staff size will increase, but that's kind of like peering into a dark crystal ball."

Both KIRO and WSYR expect to maintain their current staff sizes through the next year. At WIVK, Channing Smith says he is "one reporter short right now, but we are definitely planning to replace the guy that left, so we anticipate at least staying the same."

At WHAS, Brian Rublein reports, "I don't think the staff here will be cut. We were just sold, and from everything the new owners are saying there will be no deemphasis of news. At the same time I can't really see adding anybody. I would certainly like to."

# News Credibility, Profits At KMOX

The KMOX outlook is positive. Says John Angelides, "We're the number one station at CBS in terms of ratings. In the new Arbitron we're over a 22 share. The only way we're going to go is up. We're going to strengthen our news. The feeling is that you get audience with news, you get credibility for your station with news, and you can make money with news!"

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# **IMPROVEMENTS PLANNED**

# **Optimism Over Capital Expenditures**

Salaries are staying the same or decreasing for the most part, and many news staffs are being cut back. In light of this, do news directors think their stations will be spending a significant amount of money on new or replacement newsroom equipment in the coming year?

On the topic of facilities, virtually every news administrator saw his station as a fairly secure oasis, surrounded by an increasingly barren news wasteland.

No one will have to stage a "News Aid" concert for these winning stations. Santa has already visited most. And for those news-

"NBC and RCA spent millions upon millions of dollars to build the finest radio network facility anywhere."

-Frank Raphael, NBC

people who haven't yet heard sleighbells, there's great optimism that gift-wrapped wonders might soon be found under the tree.

"A significant amount of money? Yes!" Jim Burnett of WHBC responded "Next year we are going to rip out one of the large studios to the walls, and it's our intention to rebuild from the paint in, with word processors tied into our AP machine. We expect from four to six work stations. We are excited!"

## WTIC Plans New Work Stations

Another positive response came from Walt Dibble. "Last September WTIC put newsroom computers in, and we have a significant budget in the coming year for a complete rebuild of the news stations to accommodate the NewStar

computers. We have plans to build four to five complete wraparound stations for the anchor/reporters."

Mike Sloan wasn't sure he heard sleighbells over Mobile, but is listening carefully. "At WKSJ it isn't budget time yet, but I'll be pushing for a permanent news vehicle wants and desires were answered, I don't anticipate that we're going to be spending a great deal more money, except that we will continue to spend to remain on the cutting edge of technology and business. By the way, if you ain't seen this joint, you should — it's spectacular!'

From Seattle-Tacoma, Vic Bremer sounded as though he could easily be content with a few stocking stuffers. "The equipment we've got at KIRO is quite good," he ex-

quately equipped, ND David Burke said he's "biting the bullet on wish list expenditures."

### KOB Explores Computer Options

John Geddie says KOB is "fairly up to date. We revamped a lot within the last two years. We do not have word processing. I've been thinking about it a lot, but at the moment for the size staff we have, it is probably not economically viable. Throwing together an IBM-PC

"There will be fewer technicians and more money to spend at KMOX."

-John Angelides, KMOX

John Angelides, because "CBS has negotiated a contract with our engineers which calls for combo. So there will be fewer technicians and more money to spend at KMOX."



Frank Raphael

that'll be equipped with a Marti and a mast, etc. If I could convince corporate to spend that amount of money it would be a drastic increase in equipment expense for us."

### **NBC Spent Millions**

It sounds like wrapping paper is still scattered around NBC, where gifts abound. "NBC and RCA spent millions upon millions of dollars to build the finest radio network facility anywhere," Says ND Frank Raphael. "Because all our needs,



Mike Sloan

plained. "We'll be doing some upgrading, but I don't see any major replacements."

Brian Rublein reports from WHAS, "We're in pretty good shape in terms of equipment, but before the sale we were planning some major improvements. We probably would have computerized the newsroom, and we were going to get some fairly expensive equipment to build a second four-track news production studio."

Noting that the Los Angeles newsroom of KFI is already ade-



James Burnett

and a printer might work, but the kind of system I would like is something you can also use for morgueing, with administrative capabilities."

Another definite "yes" came from John Butler in Syracuse: "WSYR is looking at getting a computer system next year. We've looked at BASYS and NewStar and everything else on the market today. We're very close to simply doing our own program."

The legendary CBS 0&O in St. Louis will be operating under a restructured union situation, says



Brian Rublein

In Knoxville, Channing Smith said she was thankful that her station would be spending more money on equipment. "We're getting ready to invest in a new board in the newsroom, and we just got through spending close to \$1000 on in-field tape recorders, four or five Marantz PMD201s. They've just been tremendous. We had a guy holding a family hostage over here one night and we just let the tape roll. When they shot the tear gas and went in and dug him out, with the family screaming, it sounded like you were there!"

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# **CONFLICTING CAREER ADVICE**

# Radio News As A Career Choice

Now that we've heard the good and the bad about news salaries, promotion, and opportunities, let's get to the most basic question: What is the future of radio news? Should young people be advised that it is a good profession to pursue?

With few exceptions, the news directors who were asked these questions would do one of two things: pause significantly, or let out a sigh

Many people in this industry have ambivalent feelings about the future of radio news... or perhaps the pauses merely indicated that it takes a moment's thought to integrate present reality into the old, standard, upbeat reply.

After the pause or sigh — or both — our news directors fired both barrels with admirable candor. Despite many positive responses, the comments hinted strongly that a cloud of pessimism was lurking just beyond the sunny horizon.

### TV Allure Threatens Radio

Clearly, what radio news directors see lurking over that horizon is the monster called television, with its menacing capacity to spirit away young journalists.

Jim Burnett of WHBC has more than a quarter century of radio news experience. He says he would counsel young people to choose careers they will be happy in. "In their early careers they may not be making any more money than a drugstore clerk, but if-they like what they're doing it doesn't come across as work. They've got to choose whether they want a satisfying career, which radio journalism is, or money. Their choice depends on their career radio."

depends on their career goals."
Burnett added, "I think the future is bright. Television is not going to replace radio, but radio is going to change, and it'll have enough
additional formats to ensure that
everyone will find a place in radio
where they can be happy."

# Survival Of The Fittest

Shelli Sonstein of WPLJ has 14 years in radio, nine of them spent in New York City. The future of radio news? She laughed, then paused, then replied, "Well." She paused again. "I don't want to discourage people from getting into radio news, but I think only the cream of the crop will survive on a livable salary. Only the most driven. Only those who are willing to sacrifice.

"There are simply fewer jobs, and more really good people who are out on the streets beating on the doors trying to get jobs. It's pretty scary. It's not a good situation. The

"I do have some

concerns that the allure and glamour of television are sucking some of the brightest and best out of radio news."

-Vic Bremer, KIRO

people who do well today are more versatile. They don't just do news. They are radio personalities."

# Dibble Trouble

From his vantage point of 25 years in radio, 18 of them in Hartford, Walt Dibble can't recommend radio news. When asked if it was a good career choice for young people, he replied, "I'm afraid not, and I realize I'm cutting my own throat because I don't know where my future employees will come from

"If I were a young person starting out, I'm afraid I would go toward television news. I've seen people go on to excellent jobs in public relations, educational PR, insurance . . radio news is an excellent springboard. But with so many small AM stations and large market stations cutting away from AM news, I'm afraid there already has been a significant erosion of jobs. I think there will be more erosion "

Dibble continued, "I was talking with a top market executive yesterday who foresees one large AM station surviving in news per market while the others erode. If two major AM stations in a market are now doing news, five years down the road there will be only one.

"On the other hand, five years from now some young programmer may 'discover' news in some market and decide it boosts ratings, and the word will spread."

### Sidekick Syndrome

Three of David Blake's dozen years in broadcasting have been spent at KFI/Los Angeles, a station which recently boosted its news commitment without increasing staff. He says he would "definitely advise young people to get into radio. But I'd also advise them

not to be so anxious to skip paying their dues in smaller markets by trying to go directly to a major market. There's lots of experience – and fun – to be had out there in the smaller towns. Even jock experience is helpful because there's

the smaller towns. Even jock experience is helpful, because there's now so much emphasis on the ability to be conversational. You know, the sidekick syndrome."

KIIS/Los Angeles is a CHR station without a heavy commitment to traditional news, yet Charleye Wright replies, "I believe, the way things have been going, News and News/Talk are the strongest formats for AM. And it may stay that way for quite a while, even with the advent of AM stereo. I'm not ashamed to be involved in it at all. I've enioved it."

He adds that much of radio news is manipulated by management. "It's the bottom line. Just looking for the dollar. If there's a little bit of a problem with the dollars, then they'll cut back dramatically. They won't do news.

"We're a perfect example of that. There's no reason for us to do news in any traditional sense. With the success of the station over the

"If I were a young person starting out, I'm afraid I would go toward television news."

-Walt Dibble, WTIC

past four years or so, it has been proven that news outside morning drive is totally unnecessary and that we don't lose a vast amount of audience just because we don't offer the news."

### Weigh Choice Seriously

After 20 years in the business, WKSJ ND Mike Sloan said, "I would advise people to think very seriously about this as a profession. One reason is the salary situation. You really have to scrap and fight to get past a lot of the crowd to get to a station where you can make any kind of decent money. We here at WKSJ are very fortunate because we are a great company to work for. But I've worked for some real dogs before, and I sure can see the difference.

the difference.
"I don't think there will be a
whole lot of growth any more in radio, at least not any time soon. The
programmers are going in the other direction, generally away from
extended newscasts and news
staffs."

NBC Radio News Director

Frank Raphael paused significantly before he said, "This isn't only the most difficult question to answer, but the most important one. It really depends on what the young person wants. Is there a future in radio news? Yes, most certainly. I think radio will continue to employ lots of people. Those who go into this field need to know right from the very outset that you can make more money opening a bakery in your hometown. That's an undeniable fact. But there's nothing I know of that is more exciting, more challenging, more fun, sometimes more difficult, but always more rewarding. If that appeals to somebody, then radio news is certainly commendable."

### TV Brain Drain

Vic Bremer, KIRO/Seattle VP/ Director, News & Programming with 16 years in broadcasting, says, "That's really a hard question for me. You have to be a particular breed of person and have a real desire to do this kind of work to be successful.

"I do have some concerns that the allure and glamour of television are sucking some of the brightest and best out of radio news. An awful lot of students want to get into TV. Occasionally young people have to be persuaded that an internship in radio will help prepare them to be a better, solid television reporter.

"I think radio, as a news disseminator, is superior to televison."

## "An Excellent Profession"

John Geddie's II years in Albuquerque radio lead him to conclude that "radio news is an excellent profession for someone who's just starting out. You have to learn to write well because you can't show pictures, and those skills are easily transferable later to television or print media. I think you have much more ability to express yourself in radio than in the other media."

radio than in the other media."

After 15 years in Syracuse, John Butler of WSYR replies, "No! Absolutely not. There's not enough money in it to attract good, competent college graduates. We have Syracuse University here cranking people out like a foundry, a factory operation, an assembly line, and probably 10% are going to walk right into a job. The other 90% are going to scramble for it, and the starting pay for radio today, even in a market this size, is only about \$15,000."

KMOX ND John Angelides says, "Absolutely, it's a good place. I think you have more freedom in radio news, more control over your own material. It has the beauty of immediacy, and it's a fun, fun business. But I don't think young people believe me. I think they're more interested in television. We're close to the University of Missouri. The majority of the kids go into television. As they look at broadcasting in their individual hometowns, all they see are rock stations. There are very few all-News or News/ Talk stations, very few KMOXs, and so they say, "There's no place for me to go!" These are journalism kids, news kids; these are not kids who are going to be disc jockeys, so they all gravitate toward television.

"The other reason is pay. There's also the publicity they get when people recognize them. But I think radio is a great business, and I would recommend it for young people."

## Radio News Will Survive

After five years in radio, does Channing Smith of WIVK believe in the future of radio news? "Yes. I do. I personally love radio news, and disagree with a lot of people who say it's gone and will never come back. I don't think it's gone. It has been in better health in this market, but there will always be radio news. As for a profession, I personally recommend it. There's something different every day."

Brian Rublein of WHAS/Louisville, with 19 years in radio news, offers, "One of the biggest problems I have is getting people com-

"The people who do well today are more versatile. They don't just do news. They are radio personalities."

-Shelli Sonstein, WPLJ

ing out of college interested in radio news. We have a lot of young people on staff who love what they're doing and we don't have a lot of turnover, in large part because they are challenged and excited about what they're doing. I think it is still a good profession to go into.

"Here in Louisville a lot of stations that cut back on news were pretty marginal to begin with. They were doing, at best, an adequate job, but nothing really exceptional. I think the stations that have been strong in news over the years are still strong, because news is an important programming element for those stations.

"We've done really well. Because we do well, we're able to do series and programs and expanded stories that even folks on the TV side aren't able to do. We've got a lot of young people here who are certainly good-looking enough to get into TV, but they're not interested in it because they're having so much fun.

"Two people on our staff won a Peabody this year and that's nice recognition to get when you do good work. I've never had a shortage of job applicants, but most kids coming out of college are interested in TV. I think we need to do a better job of selling radio to universities."



# "CEA's market approach actually enhances the value of properties for sellers."

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ming to reporting and sales. He spent

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**WORKING FOR LOVE, NOT MONEY** 

# Radio Newspeople Disco

"What's the bare minimum amount you can live on?" the GM asked when he hired me for my first fulltime radio news job 10 years ago. I wanted to give an accurate answer, so I went home and added up all my monthly expenses. The next day I told him, "The minimum salary I can live on is \$135 a week." He said, "Fine, we'll start you at \$195."

Although I didn't realize it at the time, that first experience was to set the tone for most of my radio career. But, like many radio newspeople, I didn't worry very much about salary when I was starting out.

After several years, though, I wanted to be compensated fairly for the long hours and the pressure

"Salary depends on the importance of news to the ratings success of individual stations and their market size."

-Jeff Beauchamp, WBAL

to perform and represent the station well. I learned that the work ethic I was raised on – that hard work would pay off in salary advancement – did not usually apply in radio news.

# Average ND Earns \$17,812

Recent surveys by RTNDA and NAB show that, for the radio industry as a whole, news salaries are low. According to RTNDA, in 1985 radio newscasters and reporters averaged \$13,000 a year. The median salary for news directors (half earn more, half less) stood at \$15.600.



Ellen Beth Levitt

Ellen Beth Levitt has worked as a radio reporter/anchor for 10 years at stations in Baltimore, Washington, Richmond, Syracuse, and Philadelphia. She now operates HEALTH NEWSFEED (301-955-4000), a free medical news reporting service for radio stations from the Johns Hopkins Medical Institutions.

NAB's survey was a little more encouraging. The average news director earned \$17,812 last year, according to its figures. News reporters made \$15,283 on average, and anchors pulled down \$16,277.

"The surveys that lump all sta-

tions together for salary are useless," maintains Jeff Beauchamp. PD of WBAL/Baltimore, a News/-Talk station with the largest radio news staff in Maryland.

"Salary depends on the importance of news to the ratings success of individual stations and their market size," Beauchamp adds. "If you're an average newsperson, you'll make average pay. But if you're an extraordinary newsperson, your pay will rise accordingly, as long as you're willing to move to larger markets."

He concedes, however, that cost cutting in news departments around the country has made wellpaying jobs less plentiful.

Keeve Berman, a 30-year broadcast veteran who's now ND at

"It used to be that you could advance in this business as far as your talent would take you, but not now."

-Keeve Berman, WMCA

WMCA/New York, says, "It used to be that you could advance in this business as far as your talent would take you, but not now. There are too few good paying jobs, and too many good newspeople." He blames the shortage of news jobs on the FCC's 1981 deregulation of commercial radio.

# Freelancers Fill Gaps

A new trend holding down salaries in major markets is the use of freelancers. Berman says free-



Michael Del Colliano

lancers in New York are talented and experienced. But, because there aren't enough good jobs to go around, they're willing to work almost a full-time week with no benefits and at part-time wages.

Freelancers are also used at KYW/Philadelphia, where editor Bob Kotowsky, a 14-year radio veteran, agrees the over-supply of good newspeople is depressing salaries. "Another reason is there's not as much job-hopping today as there was five to eight years ago. When people stay in jobs longer, fewer opportunities open up, and that keeps salaries static."

"In general, radio news salaries are too low when you consider the intelligence required and the credible job expected of newspeople," says Jim Thompson, ND at WGCH/ Greenwich, CT. His station is located in a wealthy bedroom community for New York City, where the cost of living is very high.

News salaries at WGCH are generally in the mid-teens. Even so, Thompson reports that he has no trouble attracting experienced, talented staff members with college degrees.

"I never have a problem filling any position. At least 10 people apply for every job," according to Debbie Bolton, ND at WWSA & WCHY/Savannah, GA. She says radio reporters and anchors in her market typically make between \$225 and \$285 a week.

### Skill Deserves Compensation

"Look at the training and education that most radio journalists have, and the skills they need," says Todd Bauer, a morning anchor at all-News WWL/New Orleans. Bauer believes new salaries

"We're going to lose a lot of quality newspeople to other professions."

-Winnie Brugman, WLIF

in general are too low. "You have to communicate effectively, think on your feet, and solve problems quickly. Every morning, my coanchor and I are in control of a 50 kw station. That's a big responsibility."

Bauer considers himself wellpaid, however, in comparison to anchors at other stations. He says on-air salaries at WWL start in the upper 20s, and the station offers ex-

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cellent benefits and retirement plans. The situation at WWL is unusual, he explains, because the station is owned by Loyola University, a non-profit organization that doesn't have corporate officials or stockholders demanding big profits.

# **Future Prospects Dim**

While many newspeople say they're satisfied with their current salaries, they worry about the potential for earnings growth down the road. "Even with many years of experience it seems there is an earnings limit — you're only worth so much," Debbie Bolton worries.

"You reach a peak in salary somewhere, and you won't get paid much more unless you're lucky enough to get into a network." says Chuck Schechner, a news anchor who was recently named ND at KLZS & KFH/Wichita, KS.

"Tm 40 years old now, and although I still love radio news, I don't know if I'll want to be doing this 10 years from now. I may start my own business in order to increase my earnings potential." Schechner believes many of the best, most experienced people leave radio news because of salary limits.

"It's not that many radio stations can't afford to pay newspeople more," asserts Bruce Sessions, ND at Country- formatted KRIJ/Paradise, CA. "It's a matter of priorities. Stations would rather channel money into promotions and advertising than into hard-working reporters, on whom listeners depend to provide them with a window on the world."

"In general, radio news salaries are too low when you consider the intelligence required and the credible job expected of newspeople."

-Jim Thompson, WGCH

### GM Advocates One Newscaster For Adult FMs

Many FM stations don't budget a lot of money for news because news isn't the reason many FM listeners tune to their favorite stations, according to Winnie Brugman, GM of top-rated WLIF/Baltimore.

She says low radio news salaries are the result of a shift in listenership from AM to FM in the last decade, and FM's emphasis on music. "We spend a lot of money on research to find out what our listeners want. Our listeners, most of whom are over age 30, say they come to us for music. At the same time, they want just enough news to be kept up to date, so they won't feel uncomfortable when they get to work and don't know what other people are talking about."

To do a credible job, Brugman believes adult FM stations need to invest in at least one experienced newsperson to give the brief news updates some meaning. Because of the shift to FM, she says, "We're going to lose a lot of quality newspeople to other professions."



Debbie Bolton

## Newscaster Deserts Profession

One example of that is Michael Del Colliano, who left a seven-year radio news career in Washington to become a stockbroker at E.F. Hutton. "Even in major markets, pay generally is horrible, compared to what the job requires," he believes.

Del Colliano was frustrated that there seemed to be little connection between how hard he worked and his salary or job security. "I decided I didn't want some guy in a corner office who knows nothing about news, and doesn't care about me or the news, to determine my destiny. For me, it was a choice between getting hurt and starting my own business. Although I occasionally miss being on the air, I've never'regretted changing careers."

### Low Pay Linked To Stress, Disease

Why should the radio industry be concerned about the salary situa-

tion, particularly when there are still plenty of applicants for every opening? Because low pay, combined with little potential for advancement, causes stress for workers and their families.

Researchers have found a direct link between severe economic stress and serious illnesses, such as heart disease and cancer. Dr. Harvey Brenner of the Johns Hopkins School of Public Health says people tend to turn more to alcohol and cigarettes and pay less attention to a balanced diet and proper exer-

"Stations would rather channel money into promotions and advertising than into hard-working reporters, on whom listeners depend to provide them with a window on the world.

-Bruce Sessions, KRIJ

cise when they're under constant economic pressure and uncertainty. Dr. Brenner has reported to Congress that with every one percent increase in the unemployment rate, the death rate rises by two percent.

# Newcomers Facing Reality

Do aspiring radio journalists know what they're getting into? "Most students who are now graduating from college expect to earn by Ellen Beth Levitt



Winnie Brugman

more money than they'll actually get to start out," says Linda Supon Weiss, Assistant Director of the Syracuse University Placement Center.

However, she finds that those who've majored in communications have more realistic expectations today than students a few years ago. "I don't have to burst too many bubbles today," she notes. "They are prepared to start working in smaller cities, for smaller companies at lower pay."

For newspeople who find their salaries unacceptable, she offers some encouragement: "Everyone has skills that can be transferred from one career to another."

But it seems that, for most of us, working in radio news is too enjoyable to think about doing anything else

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# **NEWS PRODUCT, PACKAGING**

# A Stroll Through The Radio News "Supermarket" By Holland Cooke

I have learned a lot about our work by walking around supermarkets.

Radio newspeople are in the manufacturing business. What we do for a living involves products and packaging. The supermarket is an explosion of products and packages, and can be a real eyeopener for the open-minded among

Buying a tube of toothpaste is a much more conscious decision than choosing a radio station. Toothpaste costs money. Supermarkets offer sale items, unit pricing, coupons, and many different brands. Radio is free. Listeners don't have to think much when they "go shopping" for a radio station. Our consumers just push the buttons until there's a Madonna song, the weather forecast, or the news.

And packaging! Thousands of products in every supermarket are trying very hard to look different from each other so they can be recognized. Colgate's box is red. Crest's is white. You can tell 'em

"Don't bore people with the minutes of the CATV commission hearing. Tell them when they'll be able to get HBO."

apart from the other end of the aisle This concept is foreign to many in our soundalike industry. We're too busy copying the latest "morning zoo.

Your newscast has to accomplish the same things as every other element of the programming. It must respond to needs in the consumer's life (as a product) and earn brand loyalty (through its packaging).

These criteria apply to every decision a station makes, whether they involve the music playlist, the announcers hired, or any other element of operations. A successful news department is one of the key cogs in the overall widget. It has to function in synergy with all the other moving parts.

Imagine what a satisfied customer you'd be if some sleepy morning you were to unscrew the cap off that toothpaste tube squeeze a glob on your toothbrush

start brushing . . . and realize it's Brylcreem! What an awful surprise! But stop and think - are you doing something equivalent with your newscast?

Does your product fit into the package? The non-news pieces of your format attract listeners who expect to hear certain kinds of information on your station. Something pretty heavy would have to happen at a weekly city council meeting for a "Classic Rock" station to cover it.

Think like a manufacturer.



Holland Cooke

# Step One: Product Design

Work the natural marketplace forces of supply and demand. Find out what the listener calls "news." If your station does focus groups, go! If not, conspire with your PD to sell the GM on the idea of doing

Is other perceptual research now being done? Read it! Make the "Laurel Run" and read your Arbitron diaries. Pay attention to your consumer. Don't be brief with him on the phone. Take the time to talk. Don't just seem interested - be in-

# Step Two: Casting

Make sure the talent fits the task. Hire people who buy into the station's idea of what's "news."

# Step Three: Quality Control

Matter to people. Keep them awake and involved. Be the opposite of a tuneout.

Learn to look at things the way your audience does. Newspeople often miss the point by getting too involved in details. I'm not saying don't get it right, simply that you should not pronounce something a story until it gives the listener an actionable bottom line. Don't bore people with the minutes of the CATV commission hearing. Tell them when they'll be able to get

Speak English. Read Ed Newman's books.

# The Outsider's Perspective

Watch out for jargon. Don't presume the listener has been briefed. Our Capitol Hill reporter explains what new budgets mean to federal workers, because they are our audience. The reporter we sent to cover the Orioles' 1986 spring training camp was picked to go to Florida because he didn't go to a baseball game in 1985. His reports really spoke to "the other 80% of the

All the stations in your format are playing the same songs. It's what is in between the songs (product) that can touch people's lives and become the personality of the station (package).

### **News As A Profit Center**

What the legendary, marketleading, top-billing stations have in common is great news. Note "top billing." Another thing lots of these operations share is news as a profit

Any owner who chooses to run news as an obligation deserves the

red ink, and any news director who doesn't make the sale deserves whatever vacuous dictates the program director can dream up. This is a team effort. Everybody along the assembly line is working on the same product.

The product/package is a real test of "objectivity." In ours as in many industries, the manufacturers and the consumers see the product very differently.

Those people in the supermarket wouldn't shop so carefully if everything were free, like radio is. But information is currency. If consumers value the information on your station, they'll pick your package off radio's crowded shelf.

# FREE SPOTS ARE GOOD SPOTS

# On-Air News Promotion

coming things within the next hour

or next few hours and also for the

Regarding back-promoting cov-

erage, Bremer says, "We're rather

conservative about that kind of

promotion. Let's face it, news

tends to be bad. There's something

distasteful about touting how great

you are at telling people this terri-

At KOB, says John Geddie, "We

do a lot of promotion on-air. All the

upcoming series are promoted the

week before and during the week

they're on. We do billboard with

John Butler also reports an ag-

gressive on-air promotion effort at

WSYR. "We promote on our own

air daily a produced promo that

I write up and do, on a story that

we covered and nobody else did.

And we promote from newscast to

newscast, kicking ahead to what's

coming up. That goes on 24 hours

Generally, we promote on the

air with locally produced spots,"

says KMOX's John Angelides, "and

through news releases when we

our slogan, 'The News Authority.'

ble news.

With news, as with other elements of a station's on-air presence, promotion is often as important as the product. How do stations promote their news operation?

For these successful stations, it is not a matter of whether to promote news but how to go about doing it - although budgets and techniques differ up and down the dial.

Reports WHBC's Jim Burnett, "We are doing daily spots. Each day we go back five to ten years ago and use an actuality from that day, and say that our station keeps you in touch 'as it did five years ago' or '10 years ago.' Our promotion is primarily on the air and on billboards. On-air works pretty well. That's what we tell our advertisers, so we've got to believe it, too."

'News is promoted as part of the overall information package," says Walt Dibble of WTIC, "along with weather and traffic, which includes an airplane and a ground unit which doubles as a Good Samaritan. Our promotion includes television spots, billboards, and on-

# **News Personalities**

Charleye Wright of KIIS comments, "We only promote the personality of the news person. We do not use the term 'news,' but we talk about Lorna Love a lot. We talk about Rick Dees and The Coach and Lorna.

Cross-promotion in different dayparts and hours is the technique related by Mike Sloan at WKSJ. "We got some of our ABC anchors to cut promos for us that say, for example, 'This is Chet Douglas. Join Mike Sloan and me at the top of the hour for the latest news from 95-KSJ.' In drive hours we plug the news about 10 minutes before the hour. Right now all our news promotion is on our own air.

Vic Bremer reports that KIRO's own airwaves are the station's most effective news promotion vehicle. "We do a great deal of selfpromotion on the air. We promote on our sister FM station (KSEA) and we also do television spots on our sister television station. We have at times done some billboards, although not of late, and

promotions that tell a specific time

per, but we don't do television advertising just for news. to get the information, both for up-

# WIVK's News Reputation

Channing Smith says WIVK runs "at least one promo a day in rotation, particularly after a big event.
We probably don't promote as much as we should, but that's because we have such a reputation for being the station that covers the news that people automatically think of WIVK when something breaks.

"We just brought back some AP awards and we did something on that We promote ahead sometimes. We're covering two big outof-town trials, and we started promos a week ahead on those. The best promotion is being everywhere you can be, so people can see your news car or your van or your mike flag out there."

Brian Rublein says the WHAS promotion department "puts out a publication that goes to advertisers every couple of months, and we promote ourselves on the air a lot. We're the only station in town that goes 'round the clock with local news. We occasionally do newspaper ads and mention news on billboards. I would love to be able to promote our news more heavily.

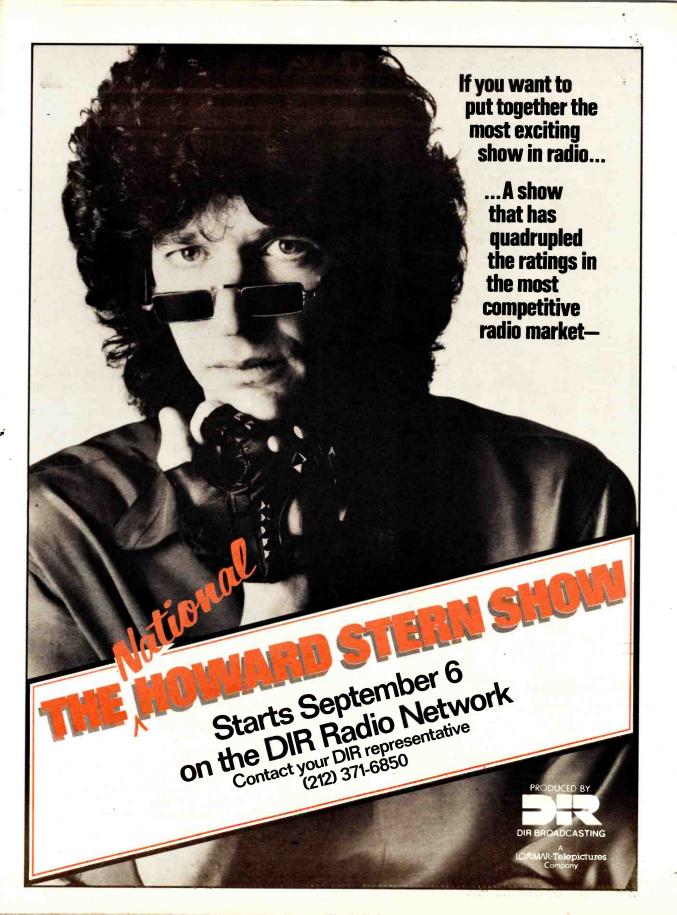
# KIIS Promotes

# KIRO's "Self Promotion"

some bus cards.

"I'm really a believer in topical





KAAM-AM	Dallas
KASE-FM	Austin
KCTC-FM KDKA-AM	Sacramento Pittsburgh
KDLZ-FM	Ft.Worth
KELT-FM	Brownsville
KEX-AM KFI-AM	Portland
KFKF-FM	Los Angeles Kansas City KS
KFOG-FM	San Francisco
KFRC-AM KGON-FM	San Francisco
KGNR-AM	Portland OR Sacramento
KHEY-AM	El Paso
KHEY-FM	El Paso
KHFI-FM KHTR-FM	Austin St. Louis
KHYL-FM	Sacramento
KICT-FM	Wichita
KIIS-FM KILT-AM	Los Angeles
KISW-FM	Houston Seattle
KIVA-FM	Albuquerque
KKFR-FM	Phoenix
KKHJ-FM KKUA-AM	Los Alamos
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KLOS-FM	Los Angeles
KLTR-FM KLUV-FM	Houston
KLZZ-FM	Dallas San Diego
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KMGC-FM KMOX-AM	Dallas St. Louis
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KOIT-FM	San Francisco
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KRBE-FM	Houston
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KRXY-FM	Denver
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KSON-FM KTFM-FM	San Diego
KTKS-FM	San Antonio Dallas
KTSA-AM	San Antonio
KTXQ-FM	Dallas
KTYD-FM KUDL-FM	Santa Barbara Kansas City
KVET-AM	Austin
KVIL-FM	Dallas
KVLT-FM	Tulsa
KXAS-FM KXLR-AM	Houston San Francisco
KXOA-AM	Sacramento
KXOA-FM	Sacramento
KXYQ-FM	Salem OR
I.	

KYKY-FM St. Louis KYYS-FM Kansas City MO **KZEW-FM** Dallas KZOK-FM Seattle KZPS-FM Dallas KZZU-FM Spokane Prime Time Gannett Tampa WAAF-FM Worcester WAIA-FM Miami WAPP-FM New York **WARM-FM** Atlanta WASH-FM Washington WBBM-FM Chicago WBCY-FM Charlotte **WBCS-FM** Milwaukee Nassau-Suffolk WBLI-FM WBMW-FM Washington WBOS-FM Boston WBZ-AM **Boston** WBZZ-FM Pittsburgh WCAU-FM Philadelphia WCAW-AM Charleston WCBS-FM New York WCII-AM Louisville WCKG-FM Chicano

WKRQ-FM Cincinnati WKSJ-AM Mobile WKSJ-FM Mobile WKSZ-FM Philadelphia WKZS-FM Auburn WLAK-FM Chicago WLAM-AM Auburn WLLR-FM Davenport WLRS-FM Louisville Chicago WLS-AM Chicago WLS-FM WLTF-FM Cleveland WLTT-FM Washington WLUP-FM Chicago WLWI-AM Montgomery WLVE-FM Miami Beach WLVK-FM Charlotte WLVQ-FM Columbus WLW-AM Cincinnati WMAL-AM Washington WMAQ-AM Chicago WMEE-FM Ft. Wayne WMJJ-FM Birmingham WMJQ-FM Rochaston

Philadelphia WRBQ-FM Tampa. WFIL-AM WRDU-FM Raleigh WFOX-FM Atlanta WRKA-FM Louisville WFTQ-AM Worcester WROR-FM Boston WFYR-FM Chicago Jacksonville WRKI-FM Danbury WFYV-FM WRLT-FM Buffalo Buffalo WGR-AM Cleveland Buffalo WRMR-FM WGR-FM WRSR-FM Norfolk WGTZ-FM Dayton WHDH-AM Boston WSB-AM Atlanta WHIO-AM Davton WSB-FM Atlanta Orlando WSFM-FM Harrisburg WHLY-FM Coral Gables WSHE-FM Ft. Lauderdale WHQT-FM WHTT-FM Boston WSKS-FM Philadelphia WHTX-FM Pittsburgh WSLR-FM Akron **New York** WSNI-FM **Philadelphia** WHTZ-FM WHYI-FM Hollywood WSNX-FM Muskegon Detroit WSNY-FM Columbus WHYT-FM Bridgeport WSOC-FM Charlotte WICC-AM WSSH-FM Lowell WIL-AM St. Louis WSSX-FM Charleston WIL-FM St. Louis WSTW-FM Wilmington WING-AM Dayton Miami Beach WSUN-AM WINZ-FM St. Petersburg Philadelphia WAAS-FM Worcester WIOQ-FM FM Miami New York

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WMJY-FM Long Branch WMMR-FM Philadelphia WMRZ-AM Davenport WMXJ-FM Ft. Lauderdale WIZD-FM WMYU-FM Nashville WNDE-AM Indianapolis WNEW-AM New York WNEW-FM **New York** WNFI-FM Fayetteville WDKS-FM WDTX-FM Detroit Pittsburgh WDVE-FM WEBE-FM Norwalk WEBN-FM Cincinnati WEZB-FM **New Orleans** WEZC-FM Charlotte **WEZS-FM** Richmond Indianapolis WFBQ-FM

St. Louis J-AM Dayton WIP-AM Philadelphia WIQI-FM Tampa WIRE-AM Indianapolis WIXV-FM Erie WIYY-FM **Baltimore** Mobile WNIC-FM Detroit WNLT-FM Clearwater **WOMC-FM** Detroit WORL-AM Orlando Daytona Beach WOWW-FM Pensacola WPDQ-AM Jacksonville WPIX-FM New York WPLJ-FM New York WPTF-AM Raleigh WQDR-FM Raleigh WQHK-AM Ft. Wayne

WQXI-AM Atlanta

WQXI-FM Atlanta

WQYK-FM St.Petersburg WZZK-FM Birmingham

Louis

YR-AM Syracuse WTAE-AM Pittsburgh WTMA-AM Charleston WTRK-FM Philadelphia WUSL-FM Philadelphia WUSY-FM Chattanooga WVAF-FM Charleston WVIC-FM Lansing WWDM-FM Columbia WWKA-FM Orlando WWKX-FM Nashville WWNK-FM Cincinnati WWSW-FM Pittsburgh WWWW-FM Detroit WXGT-FM Columbus WXRK-FM New York WXTU-FM Philadelphia WYAY-FM Atlanta WYHY-FM Nashville WYNF-FM St. Petersburg WYSP-FM Philadelphia WYTZ-FM Chicago WYYY-FM Syracuse WZKC-FM Rochester WZOU-FM Boston

FM Atlanta Washington Chicago

M

Charlotte

Milwaukee Nassau-Suffolk M Washington Boston Boston

> Pittsburgh Philadelphia

Charleston New York Louisville

Chicago -AM Tampa

**EASY LISTENING NEWS STRATEGY** 

# **News And Information: Going Down Easy**

Even within the radio industry, many still have the outmoded idea that Easy Listening stations are nothing more than wall-to-wall "elevator music," interrupted periodically by monotonous announcers backannouncing tunes by Montovani and the Living Strings.

The reality of major market Easy Listening programming is quite different. Believe it or not, news and information are mainstays at many Easy stations these

To be sure, the music is still the star at these stations, as it should be. But information programming, in small and carefully packaged doses, plays a key role in setting Easy stations apart from Muzak and the other background music services that are major competitors to the format.

A good example of the phenomenon is Group W's highly successful FM group, consisting of KODA/ Houston, KQZY/Dallas, KQXT/ San Antonio, KEZW & KOSI/Denver, KMEO-AM & FM/Phoenix, and KJQY/San Diego. All eight stations have virtually identical Easy formats, and all are at or near the top of their markets.

#### All Formats Require News

"It's a very music-driven format," says Group W VP/FM Sta-tions Bert Wahlen, "but the people who listen like to know just the top end of what's happening in the world, not an in-depth report.

"I think everybody listening to radio wants at least a little bit of news. I think every format has to do some kind of news, and must present it in the fashion their listenrs are attuned to. I don't think we'll ever see the day when there's no

Wahlen's eight stations each air two-minute newscasts around the clock: every half-hour in morning drive, once an hour in afternoon drive, and every two hours the rest of the day. Since there are no news staffers at the stations, music announcers deliver the newscasts. However, Wahlen says some stations have two-person morning teams, "giving them more of an opportunity to concentrate on the

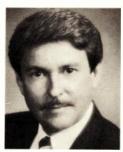
#### No Pretense Of Thoroughness

"We try to have whatever the key local event might be." Wahlen explains, "but it is nationally driven. There's no pretense in us doing the news. We never would try to say we outdo an all-News radio station. And we know if a major event happens some of our audience will click right away to the all-News stations or even to television.

"Our research tells us that the kind of people who listen to our radio stations are better educated, with a higher income, and are upwardly mobile. When asked why they listen, they will always say they listen for the music first. When you talk to them about news, and we've done that in depth, you consistently find that they're very pleased with the way we do ours."

#### **Public Affairs Vignettes**

While the Group W FMs don't have news personnel, each station does have a public affairs director.



Bert Wahlen

Their job is to ascertain key local issues and produce what Wahlen calls "two-minute vignettes" that air five times daily, once in each daypart

"Rather than do that in a block, as was popular many years ago just to get rid of it as an FCC commitment, we schedule them throughout the broadcast day,"

#### PHOENIX PD'S BRAINCHILD

## News/Talk **Computer Bulletin Board Debuts**

KFYI/Phoenix PD Tom Leykis has set up a computer bulletin board designed specifically for PDs, GMs, producers, hosts, and others involved in News/Talk radio.

Leykis says he established the service because there are few if any ways for News/Talk people to meet or exchange ideas. "I'm interested in how other stations are competing," he explains.

Those who access the service, which is free (other than the cost of the phone call), will find sections on job openings, jobs desired, talk guests, and topics. Leykis also hopes to get callers to contribute to ongoing electronic "conversations" on such subjects as topic rotation, news content, network programming, and call screening.

The service can be accessed by dialing (602) 944-6397, and operates on either 300 or 1200 baud. For further information, Leykis can reached at (602) 258-6161.

#### JForum For Journalists

Stations may also want to check out JForum, "a database for journalists" set up by former Source News Director Jim Cameron, In addition to message and conference features, JForum also has files on jobs, stringers, equipment, and experts in various fields.

JForum is available through CompuServe for connect charges ranging from \$6/hour to \$22.50/ hour, depending on baud rate. For information call CompuServe at (800) 848-8199 or Cameron Communications at (718) 788-8528.

says Wahlen. "Done correctly, listeners appreciate that. And we don't add that talk element. It replaces commercial time, which shows our respect for that kind of programming.

#### **Drivetime Traffic Reports**

Yet another information component of the Group W Easy Listening formula is traffic reports four times each hour during drivetimes. These too are strictly tailored to the format.

Says Wahlen, "We don't have outside people do those reports because we don't want to have the sound of actuality or the crackling of the plane and all that routine. What we want is a very clean, concise, intelligent report.

"We try not to concentrate on fender benders, or on areas in our communities that slow up all the time. There's no use repeating those things. We try to make every word be very valuable on these stations.

"When the news gets very wordy or it has weak content and it's wobbling around trying to fill up four or five minutes . . . well, that's not where we're at at all."

#### **Houston FM Football** Gamble Pays Off

Perhaps the FM group's most radical excursion into information programming was the decision last year to put Houston Oilers football on KODA - one of only two FM stations with a major league sports franchise (the other is KS95/Minneapolis with the Vikings).

"We're in our second year with that now and it's turned out to be very proper for us. We're very pleased with that decision. Wahlen reports with satisfaction.

Will his FMs be picking up any more sports? "If we had an opportunity we'd do it. We would not take baskethall or baseball because that begins to break down what we are all about. But football comes up only once a week, and it's generally on Sundays.

"It was a calculated risk. But I don't think you can ever grow if you don't reach out and take some kind of risk, some kind of chance. If it looks like you can do it, I think you ought to go for it."

For the future, Wahlen foresees

no hike in his group's information efforts, nor does he see cuts: "We have a format, and it's been working very, very well. Until we see research to the contrary, or people tell us they want to hear more news, I wouldn't anticipate trying to fix a clock that's not broken.

Any cutback of information would be "detrimental to the radio stations," Wahlen maintains. "News is very important. It lets people know they're in tune with the world, everything is fine, top stories are being covered. And if you drop that you become like an environmental music service that you rent.

"And we've been tested against those. In San Diego we played our radio station for an entire building that had previously been connected to an environmental music service. After two weeks of each, 90% of the people voted for the radio station. I have to believe the music was better, and there was that element that there's somebody out there besides just back-to-back music."

#### TALK TAKES

KMBZ/Kansas City debuts the Tom Hopkins talk show 9am-noon week days . . . fra Meliman returns to WCAU/Philly as morning anchor Daniel Taylor named WTOP/Washington Director/Advertising & Promotion

Alex Banker produces WOR/New York's "Sherrye Henry Program"; Craig Mustard is the new WOR Sports Director . . . Bill Brady becomes Programming/Operations Manager at WSPR/Springfield, MA . . . Meteorologist Tom Tasselmyer is now heard on WWWE/Cleveland . . . Naomi Pennino, Alan Mandel join KABC/Los Angeles as Direct Response Marketing Consultants . . . RTNDA national excellence awards to WWVA/Wheeling, WV (overall radio news operation), WWL/ New Orleans (continuing coverage), KTRH/Houston (investigative repor-ting), KRLD/Dallas (spot news cover-KGO/San Francisco offers WeatherTrak, free phone forecast service for 235 cities worldwide KOA/Denver exposes security flaws at Stapleton Airport in investigative series

Priest wins red Porsche in WBBM/Chicago drawing . . . KLIF/Dallas airs Norm Hitzges AM drive sports show live from London four days leading up to Cowboys-Bears faceoff at Wembley Stadium.

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# **Arbitron: 18-24 Effort Finds Many Skeptics**

By Rip Ridgeway

A major wait-and-see attitude exists among AOR broadcasters concerning the impact of Arbitron's male 18-24 procedures. The general response is that it's about time Arbitron did something to attack this problem!

The results of Arbitron's latest research to get more males 18-24 participation in its surveys were reported here August 1. Broadcasters who have strongly complained to Arbitron and its Advisory Council about the representation of the young males were contacted to get a reading of their current feelings regarding the research and its application. Their reaction indicates some applause, a lot of skepticism, and some remaining unresolved measurement problems.

#### Individual Stations Speak Up

The strongest positive response came from Sandy Goldberg, Regional Manager at WRSR/Norfolk-Virginia Beach-Newport News. "I really applaud Arbitron's efforts, but I also don't expect much from their procedures in this market because so much of our audience, the military, just can't be measured. When a ship leaves port, I have to believe that 5000

"It is quite evident that Arbitron has a lot more work to do. The male 18-24 complaints aren't going to disappear."

18-24s and their radios have just left town. That's almost half of my weekly average-quarter-thour. I know they're listening because the Navy flies our talent to the ship and provides the ship-to-shore link for its homecoming ... here radio really delivers an audience who has money in their pockets but hasn't had a place to spend it."

On the opposite coast, KGB/San Diego GM Tom Baker expressed the same lament concerning the military. However, about the non-military he said, "If Arbitron can get more diaries in-tab, then I"ll have a better chance at bat to get them to listen to me. I don't think the \$2 premium will buy a committee."

ment. The 18-24s here are in a noncommittal, no-guilt society of free spirits. They don't live at home, but instead crowd many into small quarters or sleep on the beach, and can be found surfing at 6am. For the \$2 to work, it would have to be paid upon return of the completed (XETRA-FM/San Diego VP/GM) Norm Feuer and I were discussing the problem. We really don't care who wins, we just want enough in-tab diaries to make us feel better about the measurement. Then we will do what we must to get these people listening to one of our stations.

KLOS/Los Angeles President Bill Sommers was quite excited about the improved reliability brought on by the increased 18-24 sample size. However, he said, "I am still surprised that AOR audiences showed no increase."

KLOL/Houston President Jesse Jones wonders, "What follow-up will there be? Is this going to be a bone to shut us up? I think they'll get more response from those who need the money, and they arent' AOR listener. The AOR listener is more affluent than many think. Didn't they test something like this some years ago and found that other family members were adversely affected? How accurate is this going to be? There're still a lot of unanswered questions."

#### **Some Observations**

Birch will contend response rate is the basic problem. Well, it may be, and yet that problem is severely aggravated by poor cooperation. If cooperation and participation is improved, we need to have some way of evaluating that improvement. We will all be anxiously awaiting the fall book and the ability to calculate its overall response and return rates to determine the total effect of the 18-24 procedures. But only Arbitron has the information to demonstrate the true return rate among 18-24s. Now the question becomes, will Arbitron make that kind of return rate information available? Let's hope they do.

The military and college campus problem seems to be one that the stations are reluctantly willing to

live with, since many believe an improved representation of the 18-24s must in some ways compensate for that unmeasured audience.

No one was really upset about the research finding of increased FM Adult Contemporary audience. Everybody was more concerned about getting their "chance at bat." They felt the batting average has to provide some benefit for AOR stations. They are also willing to take a wait-and-see attitude. This attitude will increase the pressure on Arbitron to demonstrate the benefits of the male

"The 18-24s here are in a noncommittal, no-guilt society of free spirits. They don't live at home, but instead crowd many into small quarters or sleep on the beach, and can be found surfing at 6am"

-Tom Baker, KGB

18-24 procedure. When asked what else Arbitron could do, mostly silence prevailed or the comment was unprintable.

#### A Rep's Comments

The most perceptive comments came from Jerry Boehm, VP/Director of Research at Katz Radio. He said, "The additional 18-24 diaries will decrease the fluctuations in audience. However, with the increase in the number of diaries, each diary will have a smaller weight [persons-per-diaryvalue] and this could produce smaller audience estimates for the AOR stations. If the increased number of diaries report a larger proportion of listening to AOR stations than previously existed, the AOR audience will go up." The research indicated that AOR station audiences will not change. This means that the additional diarykeepers listened to AOR stations to the same extent as those previously included in the returned sample at the lower in-tab level

The results also indicated a smaller return from men 25-34, who are generally overrepresented. If your market is in this category, the results may be quite applicable. If not, this male 18-24 procedure may be less applicable and

present a different result. We'll just have to wait and see.

From all the conversations with the above people and other broadcasters, there seems to be considerable doubt about the ability of the results to individual markets. After pressuring Arbitron for some more information about the six test markets used, they said one market was taken from each of these "underrepresentation groups": under 45%, 25-45%, 15-25%, and less than 10%; two markets were from the 10-15% group. In addition there was geographic dispersion by Census region: two markets were from Pacific, and one each from the East North Central, Middle Atlantic, South Atlantic, and West South Central. Arbitron made the right decisions by using test markets which have a wide distribution in underrepresentation levels and broad geographic dispersion. This should make the research findings more applicable to most markets.

#### The Scope Of Underrepresentation

This will give you some idea of the scope of the problem Arbitron faces with its subscribers. By analyzing 164 spring markets, only two markets (Bridgeport and Mc-Allen-Brownsville) were discovered to exceed the proportion of 18-24 men in the metro. In 123 markets (75%), males were underrepresented by 20-50%, and in 21 markets (13%) the underrepresentation ranged from 51-68%; the worst case occurs in Bloomington The greatest representation deficiency occurs in markets with significant college and/or military populations. The highest-ranked markets with significant underrepresentation are San Diego (rank 20 at 50% under) and Norfolk-Virginia Beach-Newport News (rank 34 at 60% under). Of course, AOR stations do not exist in all markets, but the underrepresentation of this demographic group does have an effect on almost all markets and the reported audi-

There is no one technique or measurement that will work for all demographics in all markets in all parts of the country. The group as a whole is the most fickle, most mobile, and the most difficult to motivate unless there is immediate

and personal benefit. In any event, Arbitron needs to keep trying.

#### Come January . . . We'll Know

It is quite evident that Arbitron has a lot more work to do. The male 18-24 complaints aren't going to disappear. To complicate the situation, the fall '86 survey will include two additional new procedures, along with those for males 18-24. One is a new race/nationality question used to identify blacks and Hispanics. The other involves follow-up steps for the nonexpanded sample frame portion of the sample. These, in conjunction with the Daypart Diary (implemented in summer), should all act to improve return and response rates. It wil be difficult to attach a gain to any one procedure.

Arbitron must document the improved sample representation, say more about return rate, response rate, and any affects on formats. The results of these procedural changes will not be available-until

"There is no one technique or measurement that will work for all demographics in all markets in all parts of the country. The group as a whole is the most fickle, most mobile, and the most difficult to motivate unless there is immediate and personal benefit. In any event, Arbitron needs to keep trying."

January. Only then will the sample characteristics, demographic representations, and audience estimates be visible for all to see.

#### Coming Next Week:

Guest columnist Allen Klein discusses the three Rs of radio: reposition, reaffirm, rejoice.



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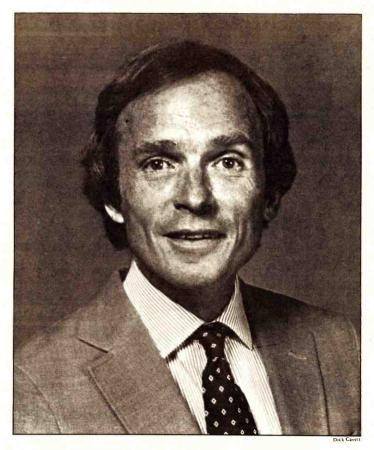
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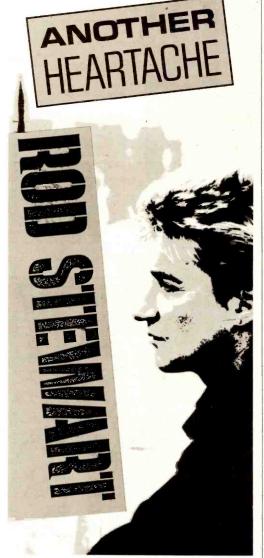
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#### RATINGS

SPRING '86

# Arbitron Demographic Ranking Trends

#### Washington, DC

WKYS Sweeps Adult Demo Crowns; WAVA Tops With Teens; WBMW Second Home For Teens; WMZQ-FM Makes Across-The-Board Gains; WHUR Slips In Adults.

Wi	Sp	12-17	Wi	Sp	18-34	Wi	Sp	18-49	Wi	Sp	25-54
'86	'86	Rank	'86	₹86	Rank	'86	'86	Rank	'86	'86	Rank
1	1	WAVA (CHR)	1	1	WKYS	2	1	WKYS	2	1	WKYS
2	2	WBMW (CHR)	5	2	WCXR	1	2	WHUR	6	2	WMZQ-FM
3	3	WDJY (B/U)	2	3	WWDC-FM	6	3	WMZQ-FM	1	3	WHUR
5	4	WKYS (B/U)	3	4	WHUR	5	4	WCXR	5	4	WGAY
4	5	WRQX (CHR)	6	5	WAVA	3	5	WWDC-FM	9	5	WCXR
7	6	WWDC-FM (AOR)	4	6	WLTT (AC)	4	6	WLTT	3	٠6	WLTT .
8	7	WCXR (Gold)	8	7	WDJY	8	7	WAVA	4	7	WMAL (AC)
6	8	WHUR (B/U)	9	8	WMZQ-FM	9	8	WDJY	7	8	WWDC-FM
10	9	WOL (B/U)	7	9	WRQX	12	9	WGAY (B/EZ)	11	9	WTOP (News)
12	10	WMZQ-FM (Ctry)	10	10	WCLY (AC)	7	10	WRQX	15	10	WAVA

#### Dallas-Ft. Worth

KVIL Leader Of Older Adults, Second Choice Of 18-34; KKDA Champ With Young Adults; KEGL Flies With Teens, Gains With Young Adults.

Wi	Sp	12-17	Wi	Sp	18-34	Wi	Sp	18-49	Wi	Sp	25-54	
'86	'86	Rank	'86	'86	Rank	'86	'86	Rank	'86	'86	Rank	*
1	- 1	KEGL (CHR)	1	1	KKDA	1	1	KVIL	1	- 1	KVIL	
2	2	KKDA (CHR)	2	2	KVIL	2	2	KKDA	2	2	KPLX	
4	3	KTXQ (AOR)	4	3	KTXQ	3	3	KPLX	4	3	WBAP	
3	4	KTKS (CHR)	5	4	KPLX	6	4	KSCS	3	4	KKDA	
5	5	KSCS (Ctry)	7	5	KEGL	5	5	KTXQ	6	5	KLUV	
12	6	KLTY (Rel)	3	6	KZEW	8	6	WBAP (Ctry)	5	6	KSCS	
6	7	KPLX (Ctry)	8	7	KSCS	9	7	KLUV	9	7	KMEZ (B/EZ)	
11	8	KVIL (AC)	10	8	KTKS	4	8	KZEW	7	8	KRLD (N/T)	
10	9	KZEW (AOR)	6	9	KMGC (AC)	10	9	KEGL	12	9	KQZY	
7	10	KZPS (CHR)	12	10	KLTY	14	10	KQZY (B/EZ)	10	10	KTXQ	

#### Nassau-Soffolk

WHTZ Leader For Teens And 18-49; WPLJ Grabs 18-34, Runner-up With Teens; WLTW In Charge Of 25-54; WXRK Makes Big Gains With Young Adults.

Wi	Sp	12-17	Wi	Sp	18-34	Wi	Sp	18-49	Wi	Sp	25-54
'86	'86	Rank	'86	'86	Rank	'86	'86	Rank	'86	'86	Rank
1	1	WHTZ (CHR)	3	1	WPLJ	6	- 1	WHTZ	4	1	WLTW
4	2	WPLJ (CHR)	1	2	WBAB	1	2	WBLI	2	2	WALK-FM
2		WBLI (CHR)	4	3	WHTZ	5	3	WPLJ	1	3	WBLI
5	4	WRKS (B/U)	2	4	WBLI	2	4	WBAB	6	4	WHTZ
3	5	WAPP (AOR)	5	5	WNEW-FM	7	5	WLTW	7	5	WCBS-FM
11	6	WLIR (AOR)	16	6	WXRK (AOR)	4	6	WALK-FM	3	6	WNBC
6	7		7	7	WALK-FM (AC)	8	7	WNEW-FM	5	7	WBAB
8	8	WNEW-FM (AOR)	8	8	WLTW (AC)	3	8	WNBC	9	8	WPLJ
10	9	WBLS (B/U)	6	9	WNBC (AC)	9	9	WCBS-FM (Gold)	8	9	WNEW-FM
14	1.0	WRCN	15	10	WAPP	22	10	WXRK	15	10	WCBS (News)

#### Anaheim-Santa Ana

KROQ Still Teen Titan; KIIS-FM Retains Adult Leadership; KLOS Runner-up With Young Adults; KPWR Debuts In Teens And Young Adults; KNAC Also Digs Into Teens And 18-34.

100	-	40.47	10/1	c-	40.04	100	c-	40.40	1002	-	25.54
Wi	-	12-17	Wi		18-34	Wi		18-49	Wi		25-54
'86	'86	Rank	'86	'86	Rank	'86	'86	Rank	'86	'86	Rank
1	1	KROQ (AOR)	1	1	KIIS-FM	1	1	KIIS-FM	1	1	KIIS-FM
2	2	KIIS-FM (CHR)	2	2	KLOS	2	2	KLOS	2	2	KRTH-FM
_	3	KPWR (B/U)	5	3	KMET	6	3	KOST	3	3	KBIG -
6	4	KLOS (AOR	6	4	KOST (AC)	3	4	KRTH-FM	5	4	KABC
3	5	KKHR (CHR)	_	5	KPWR	7	5	KMET	6	5	KOST
14	6	KNAC (AOR)	4	6	KRTH-FM (Gold)	14	6	KIQQ	16	6	KIQQ
23	7	KWIZ-FM (AC)	3	7	KROQ	5	7	KBIG (B/EZ)	7	7	KJOI (B/EZ
5	8	KEZY (CHR)	20	8	KNAC	4	8	KROQ	13	8	KMET
8	9	KYMS (Rel)	13	9	KIQQ (AC)	9	9	KABC (Talk)	4	9	KLOS
4	10	KMET (AOR)	12	10	KEZY	_	10	KPWR	9	10	KNX (News)

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FAIRMONT HOTEL
September 10-12, 1986



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

REED BUNZEL

NBC, MUTUAL FOOTBALL

# 1986 Network NFL Lineup

Once again it's time to drag out the worn shoulder pads, clamp on the knee braces, pull on the rip-away jersey, slip on the oversized helmet, and crawl into the old wall-saver barcalounger for 16 weeks of regular season armchair quarterbacking. With a 12-ounce weight in each hand and a bowl of Orville Redenbacker's finest balanced in your lap, you too can gird yourself for a full season of gridiron action unfolding on the Philco

#### NBC Monday Night Football

Coming off a relatively successful first year with the rights to NFL. Monday night games, the NBC Radio Network has already surpassed its previous season lineup of 274 stations. Entering the second year of its \$11 million, two-year contract, NBC expects to clear over 300 markets with its weekly playby-play broadcasts and post-game call-in show "NFL Live." Despite the high price tag and critics' (the competition's) doubts about profitability, NBC is bullish on Monday night football. NBC Radio Network VP/GM Craig Simon comments, "I think we have done a wonderful job with it. We're happy with the NFL and they're happy with us — and we've done exceptionally well with our station lineups. Our affiliates love it, and we're glad to be able to give them something they can't get anywhere else."

NBC's primary announce team again will consist of Don Criqui calling the play-by-play, with partner Bob Trumpy offering analysis and commentary. Mel Proctor and Dave Rowe have also been assigned as a back-up team, working late-season doubleheader broadcasts and other games where tight scheduling makes the Criqui-Trumpy team unavailable.

Criqui joined NBC Sports in 1979. and has broadcast hundreds of NFL games, as well as working on the network's "Sportsworld" an-thology show. Trumpy was a fourtime All-Pro tight end with the Cincinnati Bengals before joining WLW/Cincinnati in 1980 as the weeknight host of "Sports Talk." He later joined NBC, and last year became known as "the best prepared sportscaster to call an NFL game" after challenging an NFL referee's call during the Super Bowl. Proctor has called play-by-play in a variety of sports, including basketball, baseball, and football during Mutual Broadcasting's 1983 "NFL Game Of The Week." Color analyst



**Bob Costas** 



Bob Trumpy



Dave Rowe



Don Criqu



Tony Roberts



Jack Ham



Joel Mevers



Jack Snow

Rowe is a 12-year NFL veteran who joined NBC in 1980 after playing with New Orleans, New England, San Diego, Oakland, and Baltimore.

The 1986 lineup features 27 regular-season games: 16 on Monday evenings, one Friday night contest, and five Thursday night games (including a Thanksgiving doubleheader), one Sunday game, and two late-season Saturday doubleheaders. Postseason games include all AFC and NFC playoffs, the Pro Bowl, and Super Bowl XXI broadcast from the Rose Bowl in Pasadena.

At the conclusion of each game Trumpy will change hats to become host of "NFL Live." Varying in length depending on location and elapsed time of the preceding game, "NFL Live" invites listeners to call in (toll-free) and discuss the game with Trumpy or any one of several player-guests. "I know of nowhere else in the country where you can talk to the broadcaster and players immediately

following a game," Simon comments.

Prior to each play-by-play broadcast, Bob Costas hosts NBC's pregame and halftime shows. Pregame analysis begins approximately ten minutes before kick-off, with Costas interviewing players and coaches and providing NFL updates. Halftime features will focus on the previous Sunday's scores and statistics, and will include interviews and game highlights. Costas began his NBC career in 1980 as a play-by-play commentator for Major League Baseball "Game Of The Week." and, among other things, is the host of the network's "NFL '86." Joining Costas on "NFL Live" is Stan Martyn, a 30-year radio veterán and eight-year NBC freelance sports

#### Mutual's Game Of The Week

The Mutual Broadcasting System again will be broadcasting 16 regular-season doubleheaders throughout the end of the season. Each Sunday the network will carry a lpm and 4pm game (ET), designed to accommodate existing NFL network rights. Most stations will carry one of the two games, depending on location and other conflicts. This marks the 11th straight year that Mutual has been in the NFL broadcast business.

Mutual's Tony Roberts and former All-Pro linebacker Jack Ham will team up to cover the first game, while Joel Meyers and former L.A. Ram Jack Snow will will anchor the second.

Prior to each game Mutual's Bill Rosinski will host a 15-minute pregame show, previewing the day's coming action and, for late games, reviewing scores from earlier in the day. During halftime listeners will be switched to the network's "Wide Weekend Of Sports," which again provides updates on all sports events of the day.

# **Preseason Super Bowl Picks**



In life there are three things that are certain. death, taxes, and the fact that no one can agree who's going to win the Super Bowl. Will Chicago be able to repeat (or better) their 15-1 season of 1985, or will the "no-repeat" jinx be invoked? Will the Patriots come back, or was their AFC championship a fluke? How bout the 49ers or the 'Skins or the Broncos or the Raiders or Rans or any other team that stands a chance of finishing above .500?

Listed herein are a few random and not-so-random— Super Bowl picks for the outcome of the 1986-87 season:

Craig Simon, VP/GM NBC Radio Networks — AFC: Miami Dolphins; NFC: New York Giants; Super Bowl: New York.

• Jack O'Rourke, NBC Producer/Sports — AFC: Denver Broncos; NFC: New York Giants: Super Bowl: New York

• Steve Soule, NBC VP/Sales — AFC: Denver Broncos; NFC: who cares?; Super Bowl: Denver.

• Richard Agata, R&R Sports
On Radio Editor — AFC: Cleveland
Browns; NFC: New York Giants;
Super Bowl — New York

R&R Networks Editor — AFC:
Denver Broncos; NFC: New York
Giants; Super Bowl: New York.

Care to make your own prediction? Send your Super Bowl picks in, and after Sunday, January 25 we'll print the name(s) of readers who made the right picks. What do you win? A two-second burst of pride when you see your name in print.



## **NETWORK FEATURE FILE**

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

September 8-12

#### MUSIC FEATURES

#### The Weekend

	Septemi	per 13-14	
American Eagle Tribute to Hank Williams Sr.	(DIR)	Musical Starstreams Aiston Neal	(FF)
The Countdown George Benson/Temptations	(WO)	National Howard Stern Show	(DIR)
Countdown America With Dick Clark	(US)	Gene Simmons/Southside Johnny On The Radio	(NSBA)
Peter Cetera & Chicago	(MATERIA)	Eurythmics	
Country Report Countdox T. Graham Brown/Lee Greenwood	Tom Wopat	Pioneers In Music Progressive British Rockers: King Cr	(DIR)
Country Today Bellamy Brothers	(MJI)	son/Super Tramp 10 CC (9/15)	
Dr. Demento Star Trek 20th Anniversary	(WO)	Power Cuts Ric Ocaselv/Talking Heads	(GSN)
John Leader's Countdown USA	(CUSA)	Reelin' In The Years Martna Reeves & the Vandellas/Gran	(GSN) nam Nash
overboy Dick Clark's		Rick Dees' Weekly Top 40 Miaml Sound Machine	(USP)
Rock, Roll & Remember	(USP)	Rock Chronicles	(WO
Elvis Hour	(CRS)	Eurythmics/Beat Farmers/Steve Win	wood (RI
On stage	(WO)	Patrick Moraz	160
Future Hits Corey Hart/Peter Cetera	(WO)	Scott Muni's	
Gary Owens' Supertracks	(CRS)	Ticket To Ride  John Lennon & Yoko Ono: Live In N  City (9/12)	(DIR lew York
Great Sounds June Valli	(USP)	Scott Shannon's Rockin' America Countdo Janet Jackson/Daryl Hall/Bananaram	
Highlights Frankie Lyman spotlight	(DIR)	Sinatra Special Beautiful ballads	(CRS
Hot Rocks	(USP)	Solid Gold	
Huey Lewis & the News		Saturday Night Petula Clark (9/13)	(US
King Biscuit Flower Hour	(DIR)	Star Beat	(MJ
azz Show Michael Franks	(NBCE)	Super Gold Righteous Brothers Time Machine:	(TRAN
egends Of Rock	(NBCE)	Superstars Rock Concert Prince's Trust concert	(WC
Metalshop Alice Cooper	(ILM)	That's Love  Jill Ireland Don Rickles/Klymaxx	(WC
Musical! Elleen Brennan "Love Me Or Leav	(WO)	Weekly Country Music Countdown	(USP
Me Jerome Kern	C	Emmylou Harris	

#### The Week Of

Canana has 15 16

September 15-19	
Country Calendar Roy Acutt (9/15)	(CW)
David Bellamy (9/16)	
Ray Price (9/17)	
Tom Wopat (9/18)	
Lee Greenwood (9/19)	
Kendalis/Mark Miller (Sawyer Brown) (	9/20)
Country Closeup	(NP)
-Eddie Rabbitt	
	(WRN)
Tom Wonat/Lee Greenwood (9/15)	
Nanci Griffith/Sweethearts of the Rode	eo (9/16)
Tom Wopat/T. Graham Brown (9/17)	
Nanci Griffith/Sweethearts of the Rode	0(9/18)
Tom Wopat/Lee Greenwood (9/19)	
Earth News	(WO)
Tobe Hooper & Kit Carson (Texas Ch	ainsaw
Massacre III/Rob Reiner & Wil Shea	
(Stand By Me)/Paul Rodriguez (Who Boys)/Laura Dern (Blue Velvet)	opie
	(WO)
Encore With Jim Lange 1937: Ted Weems	(WU)
	ONO
Live From Gilley's Judy Rodman	(WO)
Off The Record	(WO)
Journey/George Thorogood Alvin Lee	
Off The Record Special	(WO)
Journey	
Pop Concerts/	
Star Trak Profiles	(WO)
Bob Seger profile	
Rock Today	(ILM)
38 Special	
Shootin' The Breeze	(WO)
Ashford & Simpson/Klymaxx/Temptati	ons
Solid Gold Country	(USP)
September Gold (9/15)	, ,
Hank Williams birthday tribute (9/15)	
Feature Year 1975 (9/16)	
Producer Profile: Buddy Killen (9/17)	
Autumn's greatest hits (9-18)	
Solid Gold Scrapbook	(US)
How sweet it is (9/15)	
This week in 1967 (9/16)	
This week in 1967 (9/16) Buddy Holly (9/17)	
This week in 1967 (9/16) Buddy Holly (9/17) This week in 1972 (9/18)	
This week in 1967 (9/16) Buddy Holly (9/17) This week in 1972 (9/18) Otts/America/Ringo/Elvis (9/19)	(WO)
This week in 1967 (9/18) Buddy Holly (9/17) This week in 1972 (9/18) Otts/America/Ringo/Elvis (9/19) Special Edition	(WO)
This week in 1967 (9/16) Buddy Holly (9/17) This week in 1972 (9/18) Otts/America/Ringo/Elvis (9/19)	(WO)

#### GENERAL INFORMATION

Of	The Blimp	(PM)
	Junkyards going out of business/spon professional sporting events/boxing: new yuppie sport/healthy coffee/ radar detectors	sors or
9	Lanca de la companya	
(CW)	Car Show Coast To Coast '86 Mitsubishi Starion/listener calls	(SCGI)
	Computer Program  Keyboards/monitors/ROMS & RAMS/ memory/improving memory	(PM)
) (9/20)		
(NP)	Health Care Pain and the working woman	(PIA)
(WRN)	Pain and the working woman	
odeo (9/16)	NBC Extra	(NBC)
7) odeo(9/18)	Campaign '86: The Congress	
(WO) Chainsaw	Public Affairs Import wees	(PIA)
Vhoopie	Reviewing Stand	(PIA)
(WO)	Doing time: Lowell Fentris/nuke speak Goodnight/make a wish: Beth Benni	
(WO)		
(WO)	Sound Advice Tracking weight & error/anti-skating st types/types of cartridges:tracking to	
(WO)	stylus maintenance & wear	x Cer
(WO)	Sports Explosion Eamonn Coghlan/Tom Paciorek/Mike:	(PIA) Singletary
(ILM)		
(WO)	Sports Flashback '79 career homer for Boston Red Sox	(CW)
ations	3000th hit/*70 NL East winner/*67 I	Red
(USP)	Sox winning season pitcher/Milwauk Braves' 1st NL pennant/pitcher who Hank Aaron's 600th homer/Aaron's	gave up
5)	homer	700111
7)		
(US)	Sporting News Steel city visit by 2 former Pirate great ing in the minors — soon to be in th a great hitter's hitting tips/don't alwa	e majors/
	believe what you read/Bob Feller co '54 Indians to '86 Mets	mpares
(WO)		
(WO)	Wireless Flash Paul Rodriguez/Tracy Skoggins DiO G	(CN) avin
oring	Christopher	

#### COMEDY

	Amatellin U (DD)
	Barking for dollars/sinus drainage at
	home/language of the teacher/battling
	earth worms vs. Evelyn Wood/Tatta Kega Day
	Bobby Jo Ambergey's
	Bar & Grill (DD)
	Eat till you're sick/instant macho/nothing but a
	raincoat/single and ugly/the treatment of
	your choice
	Comedy Hour (MJI)
	Live Guest: Gilbert Gottfried/Jay Leno/Steven
	Wright/Hudson & Landry/Saturday Night Live
	Comedy Show With Dick Cayett (CW)
	With Dick Cavett (CW) Mystery & adventure: Hudson & Landry/Rowan
1	& Martin/Bob Newhart/Nichols & May/
	Jonathan Winters/Tim Conway
	Daily Feed (DCA)
1	Why SDI is over/Vienna Chemobyl gripe ses-
1	sion/Buchanan vs. Mutual/exclusive Stealth bomber photos/Ronco revisited
Т	
	Timo, Timo
	Historical hiney/hiney pursult/share your hiney/the hiney twist/mega-hiney
	Jackie the Joke Man (OHR)
	Fat-o-mat/behind fig leaf #1/Captain's for-
	ward/big breaths, thixteen flies tangled
	Laugh Machine (PM)
	Robert Klein/Saturday Night Live/Monty
	Python/Bill Cosby/Skip Stephenson/Henny
	Youngman London Lee/Crazy Gang Redd Foxy/Woody Allen
	Live From The Improv (DIR)
	John Mendoza/Rick Corso Carol Leefer/Tom
	Drusen/Chance Langton Nickman/Carrie
1	Odes
	Mei Blanc's
	Blankety Blancs (ASR)
	Enchanted snail violin & the princess/hob goblin & the lady/beauty & the beast/Princess Edna
	National Comedy Wireless (DD)
1	Susan B. Anthony Jones directory
	assistance/Pentagon supply corporation
	correctum/veg-head/traffercize
	National Lampoon's
	True Facts (SLP)
	Jug head/pop out of bed/really wrong
	number/sleep power/no way out
	Party Drop-Ins (ASR)
	Space shuttle fizzle/party coffee Bobby bour- bon/acne wax/studinders
	(4.00)
	Radio Hotline (ASH) I got the munchles/come to my party/Mom, the
	refrigerator/l applied for a lob/lizards
1	from helt
1	Stevens & Grdnic's
	Comedy Drop-ins (ASR)
	Trivia contest/topless PSA/dixie cup/law lim/re-
- 11	jection

United Spots Of America (ASR)

James Brown school/fold-o-ri again/Kermanns/club Fred

## HOW TO WIN THE FALL SWEEP

Music rotation analysis is one of 60 Shane Media Services recommendations.

Pick up your FREE Arbitron checklist. Focus on influencing long listening with targeted power records, call letter identification in your TV spots, effective pre-selling of upcoming events.



There are 56 additional checkpoints.

For your FREE checklist, see us at RADIO '86 - Marriott, Suite 828.

To discuss your station's positioning for Fall, call for a convention appointment 713-952-9221.



SHANE MEDIA SERVICES

# **Motivating Sales Personnel**

My first GSM job was in 1972 at WRC-AM & FM/Washington. Since then, I've managed the sales staffs of six different organizations, all of whom had to be motivated into order to make "the budget." It was only after all these years that I learned the importance of positive motivation.

I was never the greatest positive motivator. In fact, I tended to practice the reverse — causing much turnover in sales personnel. Later on I realized that negative motivation was a short-term solution to a long-term problem.

## Motivate In A Positive Manner

One of the biggest mistakes we make in our sales manager careers is to yell at, embarrass, or punish one salesperson while the others are around. This has a triple negative effect. One, the person you're yelling at is being embarrassed in front of his or her peers. Second, the others are being put in a bad position and are losing a tremendous amount of respect for you. Third, you look like a complete bimbo. And that won't help you in your future duties

Approach your problems one-on-one. That way you immediately solve two negatives: It becomes no one's business other than the person you're motivating, and you look professional.

"The more time you spend patting yourself on the back, the less time you'll spend kicking yourself in the ass."

#### Confront Negatives Head-On

The biggest problem is handling a situation that calls for either punishment or instructional criticism, then getting that person back on a positive plane. Once you've caught someone doing something wrong, handle it immediately. This is no time for pussyfooting.

Call the person into your office, confront him with the facts, and ask if he did something wrong. Give him a chance to explain his actions. Believe me, half of what others tell you about things your staff did wrong turns out to be some com-

By John Mackin Ade

pletely different – sometimes even right.

### Catch Them Doing Something Right

I can't remember who said it first, but that statement captures the entire essence of positive motivation. And when you catch vour staff doing something right, let them know you appreciate it. We spend so much time discussing the things that go wrong ... how about the things that goright? Don't you remember all the times you wished your boss had patted you on the back? Why are you managing like that person you disrespected so much?

The quickest — and easiest — way is to give your people a pat on the back and a short "well done" when they do something right. You say it to yourself when it happens, so say it to them.

"Negative motivation is a short-term solution to a longterm problem."

#### Develop A Salesperson Of The Month Award

Set up a series of positive actions and award points: a top-of-the-card order (two points)... cash in advance (three points), a Monday-Friday spread on an order (two points), an appointment with a manufactur-er's rep (three points), etc.

Get your boss to give you an item from the trade closet or set up a special parking place outside. Invest in a plaque that hangs outside your office, where salespersons' names will be prominently displayed each month. Make it a big deal during your weekly sales motivational sessions (they used to be called meetings), complete with recaps as to who's winning.

#### Old-Fashioned Order Bell

Go to the store and buy one of those small bells that



John Mackin Ade

John Mackin Ade is President of Specter Broadcasting, owner of WBEU & WYKZ/Savannah-Hilton Head-Beaufort and also doubles as VP of sales consultant firm Ade Marketing, Inc. Besides WRC/Washington, the 16-year radio vet has held GSM posts at WKTU/New York, WTAE/Pittsburgh, KLUV/Dallas-Ft. Worth, WIP/Philadelphia, and WNEW/ New York. Ade is currently marketing a 26-piece newsletter. "The \$ecret To \$ucce\$\$ful \$ales Management." Direct inquiries to Susan Ade at 3 Fox Den Court, Hilton Head, SC 29928.

sit on top of a desk. Every time an order is closed, make sure the salesperson hits the bell. Then everyone at the station knows money has been made. It may sound corny, but it works. And it helps generate your staff into writing an order each day so they can "ring the bell."

## Acknowledge Great Sales Efforts

Devote a portion of every meeting to expressing your thanks for special — and successful — efforts. Hand out a special pitch, talk about a selling situation that worked, or go over the details of something that happened on a call. The staff may just learn some thing. And believe me, the person you're singling out will leave that morning positively motivated.

#### Develop Book Of Great Pitches

Award five dollars for any pitch that makes the book. A free lunch that day for the salesperson who "makes the book" is a great sendoff.

#### Keep Personal Moods Outside Office

At one time or another all of us have come to the office after waking up on the wrong side of the bed. Maybe it was an argument with your spouse or some idiot who cut you off on the way to work. Whatever the case, get it out of your system before walking into the office. Go to Burger King and have

breakfast ... park the car and walk around for ten minutes. If you must go inside, go into your office, close the door, and dig into paperwork. Do anything but take it out on your staff.

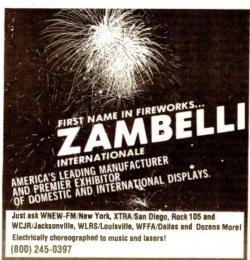
"The biggest problem is handling a situation that calls for either punishment or instructional criticism, then getting that person back on a positive plane."

#### Never Forget The Basics

We're surrounded these days by computers, high tech research, DOS programs, and software packages designed to handle everything from traffic systems to grocery lists. Yet all of this knowledge doesn't help us remember the "good old basics" that got us started. Every time I attend an RAB sales conference or an NAB convention. I go to the seminars and leave shaking my head over all the things I "relearned" that morning - the basics. Don't forget what got you where you are, and teach it to your staff.

And remember one more thing: The more time you spend patting your staff on the back, the less time you'll spend kicking yourself in the ass.

R&R FRIDAY, SEPTEMBER 5, 1986/47







HARVEY MEDNICK

#### **REMOTE BROADCAST COMPANIES**

# **Putting Your Show On The Road**

Maybe it was the "Today" show. Or perhaps "Good Morning America." Anyway, somebody showed us that there was real value in associating with events and broadcasting live from exotic locations. In keeping with the American way and our indefatigable entrepreneurial spirit, a number of companies have sprung up which specialize in meeting the needs of broadcasters looking for something "special" to set their stations apart from the competition. This column is devoted to a "catalog" look at four major travel promotion practitioners and one unique operation which is highly specialized.



#### **Active Markets**

The oldest established company in the field with more than 20 years' experience, Active Markets s the result of President David Marinoff's travel training in running academic programs with advertiser tie-ins. The company first specialized in getting business from the narrow 18-24-year-old market, until radio stations called them looking for travel programs. Their expansion was first realized when advertiser-based incentive programs dreamed up by various networks were referred to them as the experts in putting together the travel element. During these early days of radio-based programs Active worked with Westwood One, CBS, United Stations, ABC, and After a successful association with Rockline, one of the early tour sponsorship companies, Active was approached by a station wanting to buy such a program. Presto - their present business was born. They soon discovered a host of customer stations which tried unsuccessfully to imitate the programs put together by Active. 'They couldn't do it themselves,' Marinoff noted. "We designed custom programs for each one who inquired. Best of all, the execution

From this early foundation, the L.A.-based company of 12 now has the capability to put together complete remote broadcasts from virtually anywhere in the world. Mar-



David Marinoff

inoff's stated goal at Active is to be known as a promotional network that is in the business of creating "once-in-a-lifetime situations" for broadcasters. Among the other services they offer are: sales assistance; year-long program scheduling; community-based promotions involving a host of city-sponsored teams; and additional advertiser-supported promotions carefully targeted for station participation within certain formatic and demographic cells.

"The demand is high. There's a real need for promotions, particularly from the sales area, where they are constantly looking for saleable opportunities." VP Sales/Marketing Judy Gold explained. "We're a studio to create events and programs around attractions. Why just fly one contest winner to see Springsteen in London when you can send your entire morning

Active can be reached at (213)



#### MEGA

MEGA, which stands for Marketing Entertainment Group of America, is primarily an entertainment/sales promotion company. It was founded in 1979 by Whitten Pell, who had a dozen years of con-



Whitten Pell

cert promotion experience and, in partnership with a childhood pal, was looking for a way to expand his activities. Their early years were spent tying together tours with various sponsors, and the company is still on retainer with a number of major advertisers who look to them to design promotions which address the young adult lifestyle. During the rate 70s and carly '80s, they were extremely active in supplying tour-associated promotions to radio stations. However, as Pell was quick to point out, "We were not in the travel business. We did not look at moving bodies from point A to point B as our major

MEGA's entry into the field we're spotlighting here was "Transylvania Mania," a novel Halloween idea built around the Dracula legend. This is a licensed entity for which Mega bought the rights from the actual area of Romania associated with the vampire immortalized by Bela Lugosi in a series of

classic 1940s horror films. "Transylvania Mania" offers a novel opportunity for station-sponsored groups to travel to a remote romantic locale (after all, gypsies and their violins come from there as well) and enjoy exclusive parties in the company of other winners from around the country. Last year 80 winners went on the trip, and Pell looks forward to doubling that number in 1986. He freely admits that it's a high-ticket item, but points out it is a unique experience which cannot, because of licensing agreements, be duplicated. Mega looks forward to planning other events of this dimension in the future and will be announcing a spring promotion very soon that is promised to equal "Transylvania Mania" in exclusivity and im-

agination.
West of the Mississippi, Active Markets represents MEGA's "Transylvania Mania." You can reach the New York-based operation at: (212) 226-8700.

#### RPMC

RPMC, or Radio Promotion Media Consultants, is a five-person company founded earlier this year. The L.A.-based operation is headed by executive partners Murray Schwartz and Robert Olshever, who struck out on their own after spending almost four years with Active Markets' youth-oriented division Rock Experience.

Truly a pair of rock and roll wun derkinden, the two published their own rock magazine, Raw Power. while still high school students! From there they branched out into concert promotion. While attending Cal State Northridge, they decided to figure out a way to combine their love of music and their love of travel. Their association with Active Markets was the result. The first successful effort of this association was the "Journey to Journey in Hawaii," a station advertiser trip to the islands to see Journey in concert.

Branching out on their own was a major, but necessary, step for the duo, and one that Murray said was "the result of wanting to grow on our own. The vistas were too nar-

row at Rock Experience."
They consider themselves a complete travel/entertainment/promotion company and are expanding into a number of different areas, such as remote staging and film projects. Among their efforts in the months since their founding have been tie-ins with the Indianapolis 500 Week, Amnesty International, the Statue of Liberty Centennial, and Farm Aid II.

#### RPMC, INC.



Murray Schwartz

One of the services they offer which they feel differentiates them from their competitors is an information service which instantly updates interested clients in events happening around the world in the music/sports/event arenas.

RPMC can be reached at (213) 826-5592.

# SEPI

SEPI

Sports and Entertainment Promotions International, or SEPI, was started three years ago in Philadelphia by former WYSP AE Rick Garson and his partner, local attorney Malcolm Rosenberg. Garson's reasoning was simple and logical: "After putting together a number of concert/client tie-in promotions while at the station, I discovered that I was getting my 10% but the station was making much more." SEPI was intended to change the percentages.

The underlying thought at SEPI was, as Garson told me, "that Radio was only as good as its promotions." The company soon found itself being asked to develop promotional campaigns directed at AOR listeners. SEPI clients outline their needs, and the company makes promotions to fit using its knowledge and station associations.

Unlike many of its competitors, SEPI clears stations after the promotion has been set. Promo avails are paid for in many cases, and one of the illusions Garson says is created for the station is that, "You sound like you have the Budweiser budget, but you don't." Another profound difference between SEPI and the other companies in this field is that SEPI underwrites the

Continued on Page 50

#### ATTENTION NEWS AND TALK STATIONS AND ALL NEWS DEPT.!

A Unique Programming Opportunity!

Your Call-in Listener Or Reporter Can Interview China's Authorities Person-To-Person!

Put China On The Line!

Listeners & Friends Of Radio Beijing
Paul Hale (303) 632-8508

Marriott, Alver Tower, Strie 930

# How to win in "Continuous Measurement"

Back when ratings periods were four weeks long and happened only once or twice a year, managing and programming a radio station was a lot easier. Your advertising, your on-air promotions, and your audience research (if you did any) could all be timed to make you sound great during that brief period when the book was in progress. Unfortunately, that strategy no longer works.

Strategic Radio Research has developed the industry's first research program specifically designed to help management teams win in continuous measurement. Under our exclusive "Continuous Measurement Plan," you receive weekly feedback from your target audience. Our weekly reports keep you constantly on top of changing musical tastes, perceptions, attitudes, and other key indicators.

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# **Putting Your Show On The Road**

cost of the promotions and places them on stations. This way the advertiser is hauling the freight, but it's already been paid for by the promoter.

Among the list of strong advertisers with which they have been involved are Moosehead beer, Pepsi, and Budweiser. What got the company into this article was advertiser Sabena Airlines, the official airline of Belgium, which carried station winners in one promotion to Brussels for a U2 and REM concert, where certain of the winners rode in the limo with the groups to the concert site.

Garson has a clear goal for SEPI: "We're looking to build a network of promotions associated with artists involved in entertainment or sports."

I found two attitudes at SEPI which contrasted with other companies in the field. First, Garson goes at the station promotion person. He recognizes that the local effort is key to satisfying a client whose primary interest is that the local bottler or distributor gets the proper exposure. Second, he says he has the feeling that the success these companies seem to be enjoy-ing may lead to "agencies taking this over

Right now SEPI is working about 30 days out and looking to get to 90 with their event scheduling. On the expansion horizon is cable TV and radio syndication. There was no mention made of remote capability. The company's strength and focus are in sponsor-related efforts

You can reach Rick at (215) 988-

#### Listeners and Friends Of Radio Beijing

This is the unique operation mentioned at the beginning of this column. Founder Paul Hale's Listeners and Friends of Radio Beijing has developed an unusual program which is a direct outgrowth of a personal interest. After 20 years as



Rick Garson



#### CHINA

a tech director for CBS, Paul retired and moved to Colorado. He had always been interested in visiting China, and made a friend whose wife had not only done so, but had visited Radio Beijing. He was hooked. He contacted local tour operators about arranging such a trip, but with no luck. Finally, through the intercession of Mr. Ma of the Listener Services Department of Radio Beijing, he made his first trip and a cooperative venture was begun.

What Hale's company offers is an unparalleled opportunity to travel on a three-week trip through one of the most fascinating and culturally rich nations in the world. accompanied by English-speaking personnel from Radio Beijing. The radio hook is that tourists are treated to conferences with local broadcasters there, and the company hopes to offer travelers the opportunity to set up tie-ins to their home stations, allowing listeners to interact with Chinese broadcastcasting which would fascinate most broadcasters on this program are the emergence of commercials and networks in what has been until now a locally-autonomous medium. Today, there are required minority services for the 54 minority groups, and surveys of local services are taken every 30 days to assure that the community is being served adequately.

A couple of quick notes: this is a non-profit torganization, operated by the entire Hale family in conjunction with the People's Republic of China, which is now an open country to which travel is being encouraged. It's a fairly high-ticket item for groups of about 30, and the idea of developing remote broadcasts from China is still on the

Radio '86 Management, Program-

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New Orleans Convention Center,

National Religious Broadcasters 44th

Sheraton Washington, Washington,

Radio Advertising Bureau 7th Annu-

National Association of Broadcasters

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Dallas Convention Center, Dallas

al Managing Sales Conference

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65th Annual Convention

Clarion Hotel, St. Louis

March 28-April 1

April 1-5

vention, sponsored by NAB.

1986

Sept 10-13

New Orleans

February 1-4

February 7-10

Annual Convention

1987

D.C.



Paul Hale

drawing board. However, if you're looking for a truly exotic trip combining radio and culture in one appealing package, this has to be it.

Also, Hale is looking into extending his concept to other Asian countries with a tour which encompasses special activities taking place

You can reach Paul Hale at (303) 633-4795.

#### **Final Thought**

I was impressed by the flexibility and imagination of all the practitioners of this interesting area of our industry. If I could leave you with one thought, it would be this: if you don't see what you want challenge the providers to make it happen for you! After all, everybody likes to make the impossible happen . . . and these guys will figure out not only how to solve your problem, but how to syndicate the solution.

#### ONE YEAR AGO TODAY **DATELINES**

Gannett & Evening News Association merge
 Jim Price VP/GM at KSDO-AM & FM/San Diego

- Don Dalton & Don Kidwell promoted at Cox Radio
   #1 CHR: "St. Elmo's Fire" John Parr (Atlantic)
- #1 AC: "Cherish" Kool & The Gang (De-Lite/PG) (5 wks)
  #1 B/U: "Oh Sheila" Ready For The World (MCA)
- #1 Country: "Lost in The Fifties Tonight" Ronnie Milsap (RCA)
- •#1 AOR Track: "Lonely Of Night" John Cougar Mellencamp
- #1 LP: "Scarecrow" John Cougar Mellencamp (Riva/PG) (2 wks)

#### FIVE YEARS AGO TODAY

- Jeff Davidson VP/GM for Gannett Broadcasting
- WFIL/Philadelphia switches from CHR to Country ● Robert Kipperman VP/GM of new CBS RadioRadio Network
- #1 CHR: "Endless Love" Diana Ross & Lionel Richie (Motown)
- (4 wks) ●#1 AC: "Endless Love" -- Diana Ross & Lionel Richie (Motown)
- #1 B/U: "Endless Love" Diana Ross & Lionel Richle (Motown)
- #1 Country: "You Don't Know Me" Mickey Gilley (Epic)
   #1 LP: "4" Foreigner (Atlantic)

#### TEN YEARS AGO TODAY

John Lund PD at WISN/Milwaukee

3'-1 CHR: "Don't Go Breaking My Heart" - Elton John & Kiki Dee (Rocket/MCA) (6 wks)

• #1 AC: "Don't Go Breaking My Heart — Elton John & Kiki Dee

(Rocket/MCA) (2 wks) • #1 Country: "(I'm A) Stand By My Woman Man — Ronnie Milsap (RCA)

• #1 LP: "Spitfire" - Jefferson Starshlp (Grunt/RCA) (8 wks)

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WNGS, West Palm Beach: "We're going to set an all-time sales record this month — better than any December, it's a great format."

Bill Pearl, V.P./G.M.



WEZO, Rochester: "After Bonneville Beautiful Music, we looked to lower the age demo with Evergreen — it worked and we didn't-lose a single client in the changeover. Evergreen is the Beautiful Music for the 1990's!" cindy Weiner, V.P.IG.M.



KPNW, Eugene: "The format is phenomenal . . . made us #1 18+\*, 25-49\*, and 25-54\*, while maintaining our previous 12+ under Beautiful Music. I wouldn't want to go up against Evergreen."

Dave Woodward, V.P./G.M.



WDAQ, Danbury: "Flexibility was the main reason we chose Evergreen over Format 41. We get compliments every day. We debuted at #2 adults 25-54\* in the first book.

Michael Rosewig, Station Mgr./Director of Sales



WFAS, White Plains: "Well-researched . . . it's a classy format with great retail advertiser appeal. We're also up an average 47% \* across all day parts in the latest book. I'm very, very pleased!"

Gary Starr, V.P.J.G.M.

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## ON THE RECORDS

KEN BARNES

# The Back Files Of Bacharach & Sager

The team of Burt Bacharach & Carole Bayer Sager has a handle on the pulse of 1986, that's for sure. "That's What Friends Are For," "On My Own," "Love Always" the hits keep coming.

But of course the hits have kept coming for decades now, 20 years for Sager and more than 25 for Bacharach. Countless articles have chronicled this successful partnership and the individual achievements of the duo.

This column, naturally, will take a different approach. Without in any way slighting the awesome hit achievements of these two song-writing titans (in fact, over toward the righthand top corner I've listed



a whole hunk of their hits, individually and together), I've focused on some of the more obscure recordings they've been involved with.

#### Singing With Sherry

Sager had designs on singing stardom early in her career, recording a couple of singles (pictured) as part of a duo called Carole & Sherry. (Where is Sherry now, one wonders.) Her name (then just Carole Bayer) also started popping up on a lot of songwriting credits. Her breakthrough hit.



written with Toni Wine (later a notable jingle and Archies singer), was "Groovy Kind Of Love" by the Mindbenders in early 1966.

But there were also less chartshattering disks like "No City Folks Allowed" by the Escorts, "Problem Child" by the 3½, and "Finders Keepers" by Tina Mason. Nor should we forget "Recipe For



Love" by the Dew Line, "Something Special" by Joani Camp, or "Oh Elaina" by Cinnamon.

One uncharacteristic Sager record that, although it wasn't chart-shattering was certainly ear-shattering was "I'm Gonna Make You Mine" by the Shadows of Knight, three releases after their "Gloria" hit and the raunchiest, loudest-mixed hard-rock cruncher you'd ever want to hear.

Having given the Mindbenders a No. 1 on their first time out without



Wayne Fontana, Sager was asked to write at least four follow-ups for the band. The best of these was probably "Off And Running," which they performed in the film "To Sir With Love" and had covered by Lesley Gore (with whose brother Michael Sager cowrote a few songs. Michael Gore later cowrote "Fame").

Another Sixties Sager collaborator was Neil Sedaka, with whom
she wrote a few Monkees tracks
("When Love Comes Knocking At
Your Door," "The Girl I Left Behind Me") and other songs for such
illustrious groups as Wishbone and
the Hung Jury.

No list of Carole Bayer Sager obscurities would be complete without listing "Black Sheep Of My Mind" by Cottonball, "Let Me Get Through To You Baby" by Ginny Tiu & The Few, or "Where Did I Go Bad" by Duke's New Sound Band. Fortunately, we can list them here and move on.



#### At The Bacharach Table

Burt Bacharach's obscurity roster started out prominently with his participation in "The Blob" by the immortal Five Blobs (from the movie "The Blob"). But he and his longtime partner Hal David soon had so many hits with artists the likes of Gene Pitney, Dionne Warwick, Dusty Springfield, and Tom Jones that very little of what he wrote became obscure.

Nonetheless, "Don't Count The Days" by Sandi & Salli is not exactly a gold standard, Jimmy Radcliffe's "The Forgotten Man" is a forgotten song, and the fairly racy (for the times) "Who's Been Sleep-



ing In My Bed" by Linda Scott didn't translate to the airwaves.

The last-named song was a movie theme, as was Bacharach's composition for one of the most unlikely duos in pop, the Hollies and Peter Sellers, who teamed up for "After The Fox." Earlier, Bacharach had produced and written "Don't Envy Me" for another movie star, George Hamilton. And he also arranged a version of the folk standard "Where Have All The Flowers Gone" for the unlikely recording star Marlene Dietrich.

For some time Bacharach tried to make the fine singer Lou Johnson his male equivalent of Warwick, with a series of solid singles including the original version of "Message To Michael" (titled "Message To Martha") and a great, obscure song I've always liked called "If I Never Get To Love You."

Perhaps not such a lost classic was Bobby Goldsboro's "Me Japa-

## Sager/Bacharach Hitline

On the rest of this page, I've called attention to some of the more well-concealed compositional efforts of Carole Bayer Sager and Burt Bacharach. Talking about each of their hits would require a large chunk of this issue, but I have tried at least to list them. I may have missed a few, so let me know.

#### Carole Bayer Sager

Ashes To Ashes/Mindbenders
(Top 15 UK hit)
Come In From The Rain/Captain &

Tennille
Don't Cry Out Loud/Melissa
Manchester

Groovy Kind Of Love/ Mindbenders

Mindbenders
Heartbreaker/Dolly Parton
It's My Turn/Diana Ross
When I Need You/Leo Sayer
You're The Only One/Dolly Parton

#### **Burt Bacharach**

Alfie/Cilla Black; Cher Always Something There To Remind Me/Sandie Shaw Any Day Now/Chuck Jackson; Ronnie Milsap

Anyone Who Had A Heart/Dionne Warwick

Are You There/Dionne Warwick Baby It's You/Shirelles; Smith Close To You/Carpenters Do You Know The Way To San Jose/Dionne Warwick Don't Make Me Over/Dionne

Warwick Everybody's Out Of Town/B.J.

Thomas
I Just Don't Know What To Do With
Myself/Dionne Warwick; Dusty

Springfield
I Say A Little Prayer/Dionne
Warwick; Aretha Franklin
I'll Never Fall In Love Again/Tom

Jones
Make It Easy On Yourself/Jerry
Butler; Walker Bros.

Butler; Walker Bros. Message To Michael/Dionne Warwick

My Little Red Book/Love Only Love Can Break A Heart/Gene Pitney



Please Stay/Drifters
Raindrops Keep Fallin' On My
Head/B.J. Thomas
Reach Out For Me/Dionne
Warwick
The Look Of Love/Dusty
Springfield
The Man Who Shot Liberty

The Man Who Shot Liberty
Valance/Gene Pitney
This Guy's In Love With You/Herb
Alpert

Tower Of Strength/Gene McDaniels

Trains & Boats & Planes/Billy J. Kramer

24 Hours From Tulsa/Gene Pitney Walk On By/Dionne Warwick What The World Needs Now/

Jackie DeShannon What's New Pussycat/Tom Jones Wishin' & Hopin'/Dusty Springfield You'll Never Get To Heaven/ Dionne Warwick

#### Sager & Bacharach

Arthur's Theme/Christopher Cross Heartlight/Neil Diamond Making Love/Roberta Flack Night Shift/Ouarterflash On My Own/Labelle & McDonald That's What Friends Are For/ Dionne & Friends

nese Boy," a product of the same social milieu which felt compelled to retitle Kyo Sakamoto's smash Japanese hit "Sukiyakf" because that was a Japanese term everyone probably knew, despite its complete irrelevance to the song's lyrical content.

Also a trifle on the obscure side was "I Fell In Love With Your Picture," as recorded by Freddie & the Dreamers. And although Etta James has had a long and illustrious career, "Waiting For Charlie To Come Home" was not a major factor in her growth.

When Bacharach-David's "Little Red Book." originally performed by Manfred Mann, was picked up by L.A. avant-garde garage/folk-





rock band Love, Bacharach and his publishers picked up a host of covers by long-haired antisocial '80s punk rockers. A sample: the Brown Paper Bag, the Classic Affairs, the La De Das, the Litter, the Panies, and the Standells.

Panics, and the Standens.
One of the oddest tributes to
Bacharach, I used to think back in
the days when I was far too hip for
the room, was the Four Seasons
album "The Four Seasons Sing The
Big Hits Of Burt Bacharach, Hal
David & Bob Dylan." Why would
anyone lump Bacharach & David
together with Dylan, I wondered.
Twenty years later, with a perspective that classifies the songs of
both parties as classics, it's starting to make sense.

52/R&R FRIDAY, SEPTEMBER 5, 1986

THE SOUND OF BEAUTY



# Cetera with amy grant

"THE NEXT TIME I FALL"



THE NEW SINGLE FROM THE PETER CETERA ALBUM SOLITUDE/SOLITAIRE

PRODUCED BY MICHAEL OMARTIAN





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**KPLZ 15-11** KNBQ 6-5

93Q 29-24 WKRZ 14-11 WGGZ 11-8 94TYX add-39

**WOKI 10-8** Z104 34-27 WZ0K 18-15 KIKX add-40 **KXYQ 8-5** WIGY 24-34 Q104 14-9 **WBWB 14-11 KGOT 11-8** 

**KOZE 14-10** 





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54/R&R FRIDAY, SEPTEMBER 5, 1986

#### DATEBOOK

SEAN ROSS

# **They (Among Others) Did The Mash**

#### MONDAY, SEPTEMBER 8

1962/Bobby "Boris" Pickett's "Monster Mash," which would go on to become the "Twist & Shout" of the '70s, charts for the first time

1976/Heart gets a gold LP for "Dreamboat Annie."

1977/"The Original Punk Movie" premieres in London. In one scene, Sid Vicious describes his arrest to an interviewer. "When the cops were looking up my arse for drugs, I was farting all over them and trying to shit on

1979/Bonnie Pointer sings "Heaven Must Have Sent You" on "American Bandstand."

1980/New York jazz legend WRVR becomes Country WKHK setting off several years worth of protests from disgruntled jazz listeners. On the same day, crosstown WXLO goes B/U, although it takes a year to adopt its better-known "Kiss" WRKS identity.

Birthday: Patsy Cline would be 54.

#### TUESDAY, SEPTEMBER 9

1979/Promoter Sid Bernstein, who brought the Beatles to Shea Stadium, asks them to reunite for a concert to benefit boat people. Also, Cat Stevens marries Fouzia Ali, highlighting his conversion to Islam and away

1983/"Monkey Time" finally becomes a Tubes single, but with Martha Davis's part of the duet edited out so as not to interfere with the new Motels record. Also, the fourth season of "Solid Gold" premieres with host Marilyn McCoo and cohost Rick Nelson.

1985/And still got kicked off the stands in Arkansas? In an Advertising Age display ad, Rolling Stone tries to impress ad buyers by pointing out that the majority of its readers supported Ronald Reagan.

Birthdays: Dave Stewart (Eurythmics) 1952, Inez Foxx 1942, Luther Simmons (Main Ingredient) 1942, Billy Preston 1946, Dee Dee Sharpe Gamble 1945, Tom Wopat 1951, John McFee (Southern Pacific)

#### WEDNESDAY, SEPTEMBER 10

1964/Rod Stewart makes his first record, a cover of Willie Dixon's "Good Morning Little Schoolgirl." John Paul Jones is the bassist

1974/Perhaps owing to a personality crisis, the New York Dolls break up after only two LPs.

1982/"Jack & Diane" goes #1 CHR.

1985/Z100/New York auctions off the black lace top that Madonna wore in "Desperately Seeking Susan" to raise money for a local musician injured in a firebombing

Birthdays: Roy Ayers 1940, Joe Perry (Aerosmith) 1950, Siobhan Fahey (Bananarama) 1957, Yommy Overstreet 1937



#### THURSDAY, SEPTEMBER 11

Fiona Flanagan, Siobhan Fahey, Inez Foxx, Joe Perry

1964/George Harrison forms his "Harrisongs" publishing company.

1967/"Ode To Billie Joe," the "Papa Don't Preach" of the '60s, is certified gold. 1971/The Jackson 5's animated series premieres on ABC.

1984/Barbara Mandrell and her two kids are severely injured in a car crash that kills the other driver. Mandrell takes months to recover and return to recording.

1985/So how much did folks pay for your top? In an interview with Smash Hits, Tracie, the English vocalist/Style Council protegee, calls Madonna "absolute trash! There are dozens of singers who may be better than me but she's not one of them

Birthdays: Kristy McNichol 1962, Mick Talbot (Style Council) 1958, Jon Moss (Culture Club) 1957

#### FRIDAY, SEPTEMBER 12

1959/On Dick Clark's prime-time ABC show, the guests are Paul Anka, Bobby Rydell, and the Fleetwoods. On the same night, Allan Freed's local program has Lloyd Price, Dion & The Belmonts, and the Skyliners. 1966/That was then: the Monkees series premieres on NBC.

1975/Willie Nelson's remake of the Country standard "Blue Eyes Crying In The Rain" is #1 Country. CHR debuts are the Starship's "Miracles," ABBA's "SOS," the Four Seasons' "Who Loves You," and the Ritchie Family's disco "Brazil.

1983/Q107/Washington's Scott Woodside, broadcasting outside the Soviet embassy in protest of the KAL Flight 007 Incident, gets a 25-minute interview with Soviet 2nd Secretary Vladmir Mikoyan. Birthdays: Gerry Beckley (America) 1952, Ali Ollie Woodson (Temptations) 1951.

#### SATURDAY, SEPTEMBER 13

1960/The House of Representatives officially makes payola illegal

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

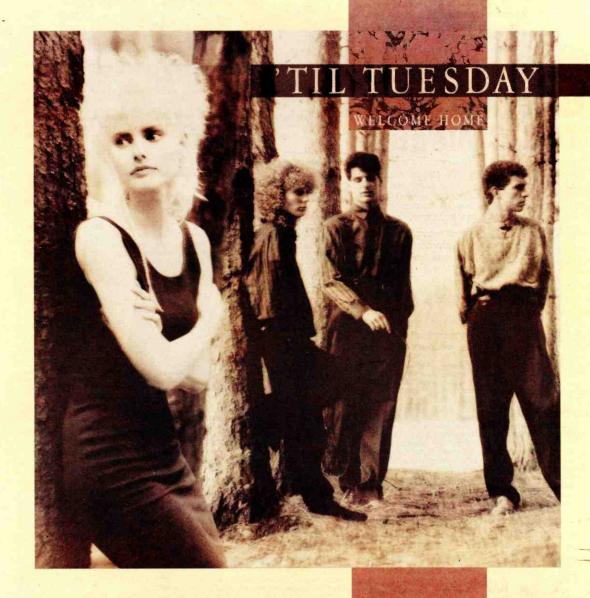
1985/Sting begins his "Dream Of The Blue Turtles" solo tour in San Diego. Barbra Streisand guests on the Barbara Walters special to preview her new "Broadway Album"; Barbara's other guest is Priscilla Presley. Birthdays: Peter Cetera 1944, John Hunter 1956, Fiona (Flanagan) 1961, Vinnie Appice (Dio) 1957.

#### SUNDAY, SEPTEMBER 14

1968/On the same day that the Archies premiere on TV, Pete Townshend announces his plans to write "Tommy" to Rolling Stone

1979/Mayor Tom Bradley declares Kenny Rogers day in Los Angeles. Also, Pat Benatar's first, unsuccessful single, "If You Think You Know How To Love Me," is released. The ad copy reads, "At last, a woman who can rock!" This is unusual because "If You..." is one of the mellowest songs on Benatar's debut LP. 1980/Weird Al Yankovic performs "Another One Rides The Bus" live on the "Dr. Demento" show. Several

weeks later it ends up on TK Records.



THE NEW SINGLE
WHAT ABOUT LOVE



## RECORDS



ADAM WHITE-

A MOVIE MUSIC INDIE

# **Catering To** The Collector

Not another article about motion pictures with rock soundtracks which spin off hit singles and music videos which crosspromote the film which leads people to buy the album except when the hit isn't on the soundtrack album but is on the artist's next album if that's been released?

No. This is about a record company which specializes in soundtracks, but on a far more modest scale than "Top Gun" or "Ruthless People." In fact, the label stands in contrast to the majors, which seem to be losing interest in movie scores that aren't written and/or performed by artists on their ros-

Evidence that such music is still used by Hollywood comes in the form of soundtrack albums for "Aliens," "The Fly," "Raw Deal," "Witness," "The Bride," "F/X," "Agnes Of God," "Starman," "The Manhattan Project" and "Rambo: First Blood Part II" – all of which have been released by independently distributed Varese Sarabande Records.

#### More Soundtracks

This Los Angeles-based outfit has no hit singles, spends no significant amounts on marketing or promotion doesn't disclose sales figures for even its most successful albums, employs four fulltime staff members (including President Chris Kuchler), and has been in existence for around ten years.

By its own account, Varese can exist and make money by catering to the collectors' market, which is small, consistent, and clear about what it likes. Executive VP Tom Null contends that for each of the past five years the label has issued more soundtracks "than all of the other major and minor record companies combined." Its current catalog contains more than 200 titles: its annual release rate is upward of 25 soundtracks.

"We're positioned to sell less than 50,000 records and make a profit," says Tom. "That is to say, we have a low overhead and can specialize in a lot of B-grade movies. Most of what the majors release is rock and roll, on the theory that whether the movie's a success or not, the rock group's clientele will buy the album. Only occasionally will the majors pick up a John Williams or a Jerry Goldsmith symphonic score."

#### Top-Selling 'Aliens'

Tom also stresses the care and attention given to the music sequencing on Varese releases, the recording and pressing quality, and to the composers, whose

"In Hollywood, being the small town that it is, people talk - and, I'm happy to say, composers recognize what we do.'

-Tom Null. Varese Sarabande Records

names appear on the front of each album as a matter of policy. "We've worked with so many of the major and minor studios and composers that our reputation is nicely reinforcing itself. In Hollywood, being the small town that it is, people talk - and, I'm happy to say, composers recognize what we do.'

That's often how the label gets the inside track on such projects as "Aliens" and "Rambo 2," scored respectively by James Horner and Jerry Goldsmith. In addition, VP/ Project Development Richard Kraft used to be an agent for composers. His contacts brought in 'Aliens." which Tom Null expects to become the company's biggestseller to date. Even if Varese won't tell, it's reasonable to suppose that "biggest-seller" means well over 100,000 US units - especially given the way the film itself is perform-

About advertising and promotion, Tom says, "We find that the majority of benefits accrue if price. Airplay mostly comes from Classical outlets, which use the

'soundtrack available' appears at the bottom of the movie's newspaper ads, and ideally if it also appears on the poster outside the theater or in the crawl credits." Varese doesn't promote its releases to radio, but will sell them to stations at a \$2.90 accommodation

ORIGINAL MOTION PICTURE SOUNDTRACK



A SOUND PROFIT - The tenyear-old company annually releases 25 soundtracks; its catalog includes the LPs pictured here.

# Good Phone, Fast & Slow

Ladies and gentlemen, in this corner: Arthur Levy, Associate Director/Media Services for Columbia Records' publicity department. Arthur, the more experienced contestant, weighs in at 202 words per minute.

In the other corner: Milhan Gorkey, Manager/East Coast Publicity for Chrysalis Records. Milhan, the challenger, is rated at 175 words per minute.

Actually, Arthur and Milhan aren't competing with each other. They're the voices on the information hotlines set up by their respective labels to provide callers with news about artists, tours, record releases, video clips, chart stats, and the like. The material is primarily intended for the media

radio, television, newspapers, consumer magazines, and trades but it's also available to anyone who wants to pay the price of a phone call.

Columbia has had its service in place for about 14 months, Chrys-

alis for about two. When Marilyn Laverty became Columbia's Director/Press & Public Information on the East Coast, she introduced the hotline to raise the department's profile. Elaine Schock, who used to work for Marilyn, brought the idea along to Chrysalis when she joined as Director/National Publicity earlier this year

#### Speed Freak

Columbia logs between 175-200 calls every two weeks, which is about how often the information is updated. Chrysalis changes its tape weekly, and counts around 100 calls in that period. Both labels send out mailers to those on their publicity lists from time to time as a reminder about the service.

The hardware - a \$500 Ansafone 620 machine, in Columbia's case accepts three-minute cartridges. Fast-talking Arthur ("people tell me I sound like a speed freak") and slower-enunciating Milhan have to record the material in one take. No splicing here. Arthur borrows a stopwatch from A&R ("You have to be a VP to get your own," he notes).

'We've done three different kinds of newsletters in the nine years or so I've been here," says the Columbia publicist. "They became too bulky, and it was too cumbersome to get the material approved and printed up. This is an idea whose time has come. We know it's inspiring people to do stories on our artists.

Oh, and the numbers: Columbia is (212) 975-6030, Chrysalis is (212)

more symphonic scores as special programming. As an example, Tom cites KFAC/Los Angeles.

#### Rock Encounter

Perhaps the indie's closest encounter with rock & roll happened via "The Flamingo Kid." ABC Motion Pictures tried to generate interest in a soundtrack package among several major labels, including Motown - from which it had to license some early '60s hits anyway. Motown passed, but licensed the oldies to Varese.

Recalls Tom, "We put out the

album, the movie started getting a certain amount of critical reception, and Motown called us up to ask if we'd make a switch and allow them to release the 'Kid' after all." Which the company did, for an override. He adds, "If there was more rock potential to the album, we knew we weren't the company to realize it fully. Although, in fact, this one didn't turn out to be as lucrative as Motown had hoped."

Varese claims to have been one of the first labels to use digital production and manufacturing techniques - specifically,- a Morton Gould/London Symphony Orchestra session in London in 1978. The company has also rereleased (and even rerecorded) some vintage film scores only on compact disc. Planned for the future: two or three CD-only packages of classic horror/sci-fi themes.

56/R&R FRIDAY, SEPTEMBER 5, 1986

ONLY THIS BAND COULD TAKE
ONE OF THE BEST SONGS OF ITS CAREER
AND MAKE IT GREATER.

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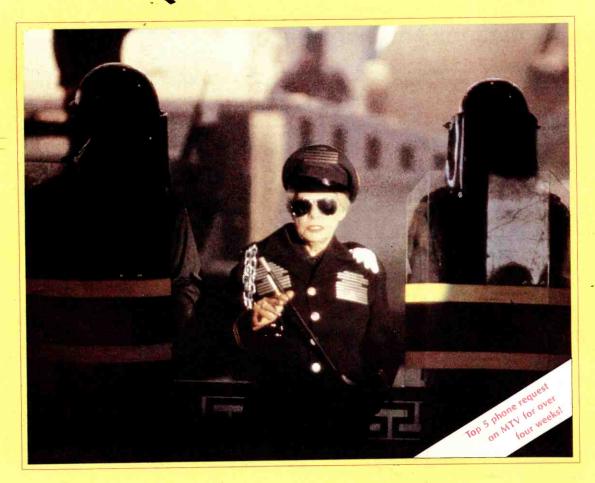
PRODUCED BY DAVID FOSTER—
FROM THE FORTHCOMING ALBUM

CHICAGO 18



2 n d MOSTADDED CHR 93/41

# Quiet No More!



# QUIET RIOT

"The Wild and the Young"

The first single from their new album QRIII

Distributed by CBS Records



Produced by Spencer Proffer



#### CALENDAR

**BRAD MESSER** 

## Fragmentation: Another Aspect

Freeway traffic is flowing along smoothly at a steady 65. Commuters are soaking up tunes and talk from their radios. The broadcaster in the center lane is trying to guess what the other drivers are tuned to.

the right, a young man's arm is draped across the back of the passenger seat, his fist energetically pounding the seat top, backing up some unseen rock drummer. Radioman twists the dial and scores immediately as he matches the beat with the new Urban sta-

The blonde guiding the pricy red sports car in the fast lane is moving her lips, so it's lyrics with a medium beat. Radioman pegs her for MOR but strikes out on the dial. Is she a country girl then? He finds a perfect lip sync on the second kicker station he tries. Hey, Arbitron, watch my smoke!

How about that green Toyota pickup? The owner has carefully

In the home-painted old sedan to removed four letters from the tailgate so it just reads YO. The driver leans forward, apparently turning up his radio, precisely as one of the N/T stations begins doing a traffic report, and as the report ends, he reaches for the radio again. Fairly solid evidence. Radioman is batting 1.000.

A sprinkle of taillights ahead. Traffic slows to 55 to selfrighteously cruise past a speed cop who has pulled over a victim. Pressure on the pedal again, and back to radio detective work.

The middle-aged man in the new grey beamer in the right lane "Look, Jane, look! See the cellular phone antenna!") is a successful-looking business type whom Radioman would make out as maybe light classical. He is not. ing type. He is listening, but not to BOT cassette. He is listening to a book!

Books On Tape (Newport Beach, CA) is the oldest of the 87 companies now offering books on cassettes, taking aim at the 90 percent of American households with cassette players.

Radioman can tell that Beamerman is listening to something, but cannot figure out what. Well, three out of four ain't bad. Nothing to worry about, right?

No, nothing to be concerned about unless you're a broadcaster who sees taped books as yet another fragmenting form of competition.

#### No, the guy in the BMW, although our hero cannot tell it by looking, is an audio fan of a new and threatenhis radio. The guy in the 635 is entertaining himself by listening to a

TALENT, SKILL AND A HIT SONG.

# "WHAT DOES IT TAKE"

HONEYMOON SIIITE

#### Harvard Turns 350

MONDAY, SEPTEMBER 8 - 350 years ago today, Massachusetts established a school at New Towne (1636). A couple of years later, a fellow named John Harvard died, leaving the school a small fortune and his personal library, but also renamed the whole town in honor of Mr. Harvard's own alma mater, Cambridge. 20 years ago, the starship "U.S.S. Enterprise" flew off in search of aliens — and primetime ratings — as "Star Trek" premiered on NBC-TV (1966). The network cancelled it three years later (Sept. 2, 1969) and the 79 "Star Trek" episodes became moneymakers in syndication.

The Galveston hurricane killed 6000 Texans in 1900.

Birthdays: Frankle Avalon 46.

#### **NBC Turns Sixty**

TUESDAY, SEPTEMBER 9 — The National Broadcasting Company was organized in New York City 60 years ago (by the Radio Corporation of America, 1926). RCA, which made radios and transmitters, created NBC to produce programs for national broadcast

One year ago, President Reagan imposed limited sanctions on South Africa to protest racial policies (1985): 10 years ago, Mao Tse Tung died (1976). The American Bowling Congress was formed in 1895. The first hotdog was sold at the St. Louis Exposition in 1883. California became the 31st state in 1850. Fall is two weeks away.

Birthdays: Joe Theismann 37. Cliff Robertson 61.

#### First Drunk Driver

WEDNESDAY, SEPTEMBER 10 — George Smith, a taxi driver in London, earned himself a small spot in history 89 years ago today, when he lost control of his cab, crossed a sidewalk, and crashed into the front of a shop. He admitted he might have had a few beers before the accident. That wreck on this date in 1897 resulted in George Smith becoming the first person ever convicted of drunk driving.

Twenty-five years ago, Dan Rather got his big break, his first sustained national TV exposure. He was the CBS correspondent who provided round-the-clock coverage as Hurricane Carla hit Texas (1961). Elias Howe patented his sewing machine in 1846.

Birthdays: Jose Feliciano 41. Charles Kuralt 52. Arnold Palmer 57.

#### Rose's Hits Keep On Comin'

THURSDAY, SEPTEMBER 11 — Pete Rose broke Ty Cobb's record one year ago, when the Cincinnati player/manager got his 4192 hit in a game against the Padres (1985).

Two years ago, the Olympic Committee announced the Los Angeles games had produced a surplus of \$150 million, and designated most of it to benefit amateur sports (1984).

Heart surgeons implanted the first artificial aortic valve in a human in 1952.

Birthdays: Runner Marty Liquori 37. Brian DePalma 46. Earl Holliman 58. Tom Landry 62.

#### First Police Woman

FRIDAY, SEPTEMBER 12 — The Los Angeles Police Department hired Mrs. Alice Wells to be the world's first female police officer - with full powers of arrest - 76 years ago (1910). She had to wear men's uniforms at first, but it wasn't long until the LAPD allowed Mrs. Wells to design a female version. After L.A. broke the sex barrier, within six years, the police departments of 17 other American cities had female officers.

Newspaper editor Charles Warner was born in 1829; he created the phrase "Everybody talks about the weather, but nobody does anything about it" (1897).

Birthdays: Terry Bradshaw 38. Maria Muldaur 44. Linda Gray 46. George Jones 55.

Saturday (9-13) Peter Cetera and Jacqueline Bisset 42. David Clayton-Thomas 45. Barbara Bain 52. Fred Silverman 59. Mei Torme 61.

Sunday (9-14) Clayton Moore ("Lone Ranger") 72.

#### **NEW & ACTIVE**

CHECK SOME OF THESE MOVES!

WXKS 23-18 WERZ deb 40 WGUY 7-6 **WBEN 16-14 WMJQ 4-3** OK100 9-7 WNYS 13-10 WKQB 3-2 WGAN add CKOI 31-28 WSSX 12-10 **WOMP 16-11** WCAU 23-21 WBCY 25-18 **KQIZ 11-1** PRO-FM 12-9 WROQ 21-15 WKSF 25-20 WKDD 16-15 WRSR 33-29 WYKS add KDWB 15-11 KZIO 12-10 WHSL 11-9 KWK 17-11 KJ103 add WVBS 14-12 WLOL 29-25 KF95 16-13 KYYY add Q100 add **KSND 6-4 WAZY 5-10** Z94 30-28 KXYQ 21-18. KGOT 1-1 K104 4-3 KCPX add KKAZ 25-17

PRODUCED BY BRUCE FAIRBAIRN MANAGEMENT: STEPHEN PRENDERGAST/HEAD OFFICE MANAGE-MENT FROM THE ALBUM THE BIG PRIZE ON WARNER BROS. RECORDS AND CASSETTES



C 1986 WEA Music of Canada Ltd.



# **CONTEMPORARY HIT RADIO**

JOEL DENVER

LETTER AND COMMENTARY

# Small Market PD Asks, "Where Are Your Ears?"

In the following open letter to the radio and record industries, WWHB/Hampton Bay (Long Island), NY PD Rob Poulin stands up for his smaller market counterparts.

I witnessed it at this year's Bobby Poe Convention. I read about what happened at the New Music Seminar. I'd like to respond to those of you who persist in proclaiming that small and medium market programmers have no ears, no brains, and no balls. While disappointing, it is never-

While disappointing, it is nevertheless not surprising that some smaller stations pay too much attention to the "big boys." Whether in a print ad boasting of a record's performance on radio or a trade's own rundown of station activity, major market call letters are usually listed most prominently: first and highest on the page, often appearing in bolder typeface, sometimes accompanied by a logo. "Big" call letters are intended to attract a lot of attention. Apparent ly, it's working.

But I'm not writing to arguabout the trades. I'm writing to act as a voice for the smaller market programmers who — day after day, week after week — listen to, support, and expose new music at a rate which not only rivals but in fact often surpasses major market redia activity.

radio activity.
I'm PD of WWHB, a 3000-watt
CHR located 70 miles east of New
York in the popular resort area
known as the "Hamptons." Scott
Shannon, we've met two or three
times. Your radio station can give
me goosebumps. especially when I
hear things like, "2100 . . Lock it
in and rip off the knob!"

Sorry, Scott, but when I look at your playlist I'm not "worrying what the hell (you're) doing." I'm checking to see if you've finally picked up on some songs we've been playing for weeks: music

"Smaller market programmers — day after day, week after week — listen to, support, and expose new music at a rate = which not only rivals but in fact often surpasses major market activity."

-Rob Poulin



Rob Poulin

that's doing very well in an area where thousands of New Yorkers flock every summer.

Quite frankly. I feel the competitive environment that exists, for example, in New York between Z100 and WPLJ — which is comparable to situations in many large markets — fosters conservatism and sameness in regard to new music. Tight playlists and few adds are generally the rule.

Which brings me to the record industry. Before moving to Long Island, I most recently programmed 95XXX, an R&R P-3 in Burlington, VT. When (95XXX) was granted reporting status on the strength of an innovative approach to music and a 28 share, everybody in records suddenly wanted to be my best friend.

Well. I did develop friendships with several record people. However, since coming to WWHB – a non-R&R reporter – the phone has all but stopped ringing, even though I now live much closer to the New York reps. I'm not doing anything differently. I'm just not listed in R&R anymore.

The labels know about us. We report to other trades, and record companies get my playlists and my phone calls. For example, Chrysalis (through Mark Diller and Daniel Glass) has recognized the potential value of our radio station. That label knows people vacationing out here might like a new Chrysalis tune they hear on HB107. And those people might call in a request for it to Power 95 or Z100 when they get home.



\$86,000 FOR YOU — KIIS-AM & FM/Los Angeles held a party at the Palace, which featured the Jets in concert, and gave away \$86,000 to one lucky couple. Shown (I-r) are KIIS PD Mike Schaefer, the Jets' Moana, and KIIS personalities Brother Bill, Tim Kelly, Ed Mann and Paul Joseph; in front are cash winners Sandy and David Lujan.

This is not a commentary of R&R's parallel selection process. I need to send in an aircheck and playlist just like anyone else before we can be considered seriously. I'm simply offering my impressions and expressing my frustration with many labels' failure to look beyond those stations which report to R&R.

"The competitive environment that exists, for example, between Z100 and WPLJ fosters conservatism and sameness in regard to new music."

- Rob Poulin

Enough said. I've got a radio station to take care of. Tll close with this thought: To those major market PDs who are afraid no one will be able to replace them ... relax. When you're ready to step down in a few years, there'll be lots of qualified folks around to take over. But you'll have to convince some of us that we'll have the freedom to be as aggressive with new music in the big cities as we've been in the smaller ones.

Respectfully.

Rob Poulin

#### Comments From The Peanut Gallery

I've heard thousands of complaints about the situation Rob describes. Some folks believe all records are breaking from the majors, and it's some of the medium and smaller markets that are playing "wait and see." Others feel it's just the reverse.

Markets function according to the aggressiveness of the leading stations. An aggressive CHR with the largest cume in town can stimulate the market. A similar station with a conservative programmer can slow the market pace down.

#### Worth The Time

As far as service and phone calls to R&R and non-R&R reporters are concerned, going from sought-after to unnoticed can be a difficult adjustment. However, it's impossible to have every station in every town report to us. But it would mean a lot to many young broadcasters,

who will eventually move on to bigger and more influential stations, if they received a bit more of the national attention they deserve.

There are also fewer large market calls than medium and small market calls. And let's face facts: They help sell more product and have significant influence.

T've heard record executives say some small markets aren't able to generate many record dollars. Well, it doesn't take much to send a single to a station that requests it. Record labels should look beyond the front-line stations. Some of those bringing up the rear will be there before too long.



ON-AIR DICTATION — At a recent secretaries' luncheon, Z104/Madison PD Jonathan Little (top center) offered an hour on Z104 to the highest bidder. The pictured group"pooled" its money and came up with a winning bid of \$150. All monies were donated to the Arthritis Foundation.

# Lisa-Lisa and Cult Jam with Full Force

INSTANT SALES - INSTANT

"All Cried Out"



First it was the impressive quality of the stations that added it into heavy rotation:

Z100, WPLJ, WXKS, B96, KMEL

Now it's the sheer **Quantity** of stations who claim it's one of the Hottest **NO-BURN** reaction records of the year.

# CHR CHART DEBUT: 40 28% HOTS!

The Over 100 CHR stations now include:

B97 17-13 WXKS 3-1 WAPE 5-2 B94 4-1 WPOW 9-4 WNVZ 21-15 WSPK 1-1 KMGX 10-5 KBEQ 16-12 WQUE 4-4 Z102 9-5 KIIS 18-14 FM102 6-4 B104 16-13 KX104 20-13 KMEL 7-6 Q107 20-17 KYNO 24-19 WTIC 19-11 Y100 24-15 KQMQ 19-14 **KAMZ 10-6** KWES 17-14



COLUMBIA RECORDS

INSTANT PHONES INSTANT \$ SALES

#### CONTEMPORARY HIT RADIO



AKA PRINCE — 99DTX/Detroit co-hosted the premiere of Prince's "Under The Cherry Moon" and surprised its listeners with a Prince look-alike. The startled guests did doubletakes as "Prince" (alias Tony Starr) passed out T-shirts and buttons.

#### MOTION

Andy Savage has moved from KOFM/Oklahoma City to do nights at KSAQ (Q96-FM)/San Antonio

Dave Kamper leaves the MD post KKXX/Bakersfield to join SMN's "Z Rock" format, and is replaced by three year station veteran Darryl St. James who does nights ... Moby joins KEGL/Dallas for afternoons from KSRR/Houston. This moves afternoon driver Julie Patterson to middays, as she replace former MD Joe Folger ... Licia Torres leaves KMEL/San Fran-

cisco to join KJLH/Los Angeles and is replaced by Leslie Stoval who's doing 10pm to 2am, upped from overnight which is being filled by Christopher Lance. New to weekends at KMEL is Renel Lewis from KFRC.

Chuck Britton returns to WLS/Chicago for overnights . . . Brian Pierce exits B97/New Orleans to afternoons at Z94 (WZOU)/Boston, Also exiting B97 is midday personality Fast Eddle Coyle . . . Night rocker Glyn Michaels moves to overnights, while Victor James moves to nights at KNIN/Wichita Falls . . . Steve Frazer moves over from sister station WCOL/Columbus to do middays at 92X Sandi Stevens ioins WQID/Biloxi to do nights and pro-. PD Tom Kelly exits, as motions does MD Todd Berry, while Chris Andrews returns to program WZYP/

Scott Lief becomes Music Coordinator at WIGY/Bath in addition to his 6-11pm show ... Charlle O'Douglas adds Assistant PD to his MD position at KKRC/Sloux Falls ... Jeff Tanner leaves 0104/Gadsden as J. Michael Kelly moves in for nights ... Michael Hayes, who does nights at Y106/Orlando, is promoted to MD ... Ken Thomas, formerly with EZ104/Charlotte moves WLGA/Valdosta, GA to do middays ... Steve Wilkins leaves the

Huntsville.

MD post at OK100/Ithaca for mornings at Z106 (KLAZ)/Hot Springs, AR, while **Diane Wade** advances from parttime to overnights at OK100.

Jill Henry named OM at KATA & KFMVArcata, CA from KWLW/Concord, CA . Greg Williams new to middays at WCKN/Greenville ... WMGX/Portland, ME morning man John Simmons opts for the same at WRCK/Utica, replacing "Ugly" Lee Michaels ... KRNC/Des Moines PD Doug Gillien resigns to do AM drive at crosstown KLYF ... KKAZ/Cheyenne morning man Jaye Jackson named Assistant MD.

WRSR/Norfolk Production Director Sheldon Borgelt will handle programming duties until a replacement is found for Al Brock ... WOMP/Wheeling 7pm-midnighter Mike Stewart segues to PM drive ... Shardan Sandoval joins KNMO/Albuquerque for 6-11pm

... WNYS/Buffalo PM driver Scott Mackay opts for the same at WKSS/ Hartford ... Tony Kaye is a new parttimer at WKAU/Osh Kosh.

WIKZ/Chambersburg, PA announces the following lineup changes: Llsa Harding from afternoons to mornings, Mark Cannon from overnights to middays, Chris Edwards from middays to afternoons, and Kelly Buchanan from partime to overnights.



OUR CLOTHES ARE ON — WXKS-FM/Boston played host to Arista recording artist Jermaine Stewart, in town for a performance. As you can see by this photo, everyone still had their clothes on. We have the negatives to the other one though! Shown (I-r) are Arista's Dave Jurman and Jeff Backer, Jermaine, MD Susan O'Connell, Assistant MD Jerry McKenna, and (back) midday personality J.J. Walker.

# **EXPERIENCE**

...Get a hands-on feeling for the NEW, fully interactive music maintenance system from TAPSCAN. MUSICSCAN Plus comes fully loaded with:

26 CATEGORIES OVER 600 FORMAT CLOCKS UNLIMITED DAYPARTING AND PACKETING MANUAL PRESCHEDULING OPTION INTERACTIVE RECONCILE AND EDIT MODE...

PLUS, MUSICSCAN has broken its own speed record and that of every other music scheduling system in operation today!

MUSICSCAN Plus will premier at the NAB/NRBA, September 10-13, in New Orleans. You're invited to a totally new experience in automated music scheduling. Stop by the TAPSCAN booth (#712) and watch MUSICSCAN scheduling 24 hours of music in less than 60 seconds!

Then YOU take the controls...MUSICSCAN's new interactive editor speeds through YOUR most difficult programming challenges. You need no prior experience with a computer to run MUSICSCAN; it's exactly as an automated music scheduling system should be...FAST, EASY and ACCURATE!

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If you're not attending the NAB/NRBA convention, call (205) 987-7456 for further information and a FREE DEMO DISK!



GRAND FINALE — KHTR/St. Louis ended its "103 Days Of Summer" promotion by giving away a brand new Chevrolet Z-24. Karen Brenneran was pronounced the winner after she guessed the final "mystery passenger" traveling in her car-to-be. Presenting the grand prize are (l) Auffenberg Chevrolet's Chris Auffenberg and (r) KHTR Station Manager Bob Fulstone.

#### **BITS**

TORONTO

 Hollywood Swingin' — WNNK/ Harrisburg brought Tinsel Town to its listeners when Bruce Bond broadcast live from Hollywood. Joining Bruce were WNNK personalities Maria Gabriel and Matt Stewart. They interviewed celebrities at such hot spots as the Hard Rock Cate and the Improv.

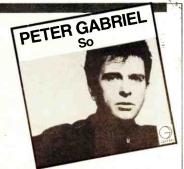
• Dem Bones, Dem Bones! — WMMS/Cleveland personalities Jeff Kinzbach, Len "Boom Boom" Goldberg, and Kid Leo judged the 1986 National Rib Cook-Off. 45 contestants participated, hoping to be honored as having made "The Best Ribs in America." Rounding out the competition was an entertainment lineup including Tommy James & The Shondells, Three Dog Night, and Johnny Rivers.

 Mile High Suds — KIMN/Denver gave listeners a chance to meet their favorite soap stars when morning man Paxton Mills broadcast live with Lynn Herring (Lucy Coe) and Guy Mack (Patrick O'Connor) of ABC's "General Hospital."

• Like A Big Rock — 0.102/Cincinnati sponsored a "Like A Rock" contest, tying in with Bob Seger's recent concert. Contestants were asked to bring in the heaviest rocks they could find, emblazoned with "0.102-" Sheryl Hawks lugged inthe winning 3000-pound rock (with the heip of a trailer). For her efforts, she won a pair of front row tickets along with limo transportation.

P E T E R

CHR: 121/24 TRACK IN
THE U.S.A.I
THE U.S.A.I



"In Your Eyes"

Produced by: Peter Gabriel, Daniel Lanois, Bill Laswell · Management: Gail Colson for Gailforce

R

CHR: 78/38 DEDI WAOR TRACKS:



"Emotion In Motion"

Produced by: Chris Hughes, Ric Ocasek and Ross Cullum · Management: Elliot Roberts/Jeff Kramer for Look out Management

WERZ, RI-104, KTUX, KBOX, WGUY, WIKZ, WOMP, KQIZ, WKSF,WHSL, KBIM

CHR SIGNIFIC ANT ACTION 27/11



"Whole New World"

Produced by: Alan Shacklock · Management: Martyn Mayhead Managemen



STEVE FEINSTEIN

#### THE 'OTHER' DRIVETIME

# Afternoon Airwave Aces

On most airstaffs, the bulk of the acclaim and financial remuneration goes to the morning star. But what of the person who anchors the other drive time shift, afternoons? All things considered, his life is just as sweet, as he often makes comparable dollars and gets to watch David Letterman, sleep late, avoid both rush hours, and have a normal social life during the week.

For the ins and outs of what it's like being an afternoon delighter, we spoke with seven premier PM drivers:

- John Bradley: at KBCO/Denver more than five years: #1 12+.
- ver more than five years; #112+.
   Michael Luczak: on WEBN/
  Cincinnati afternoons since 1981;
  #112+.
- Jim McInnes: at KGB/San Diego since 1974; #1 men 18+...
- Geno Mitchellini: at KLOS/ Los Angeles two years; #1 men 18+
- Benji Norton: at WIMZ-FM/ Knoxville six months: #2 men
- Mark Parenteau: afternoons since 1969, from WABX/Detroit to WCOZ/Boston and, since 1978, WBCN/Boston; #1 12+.
- Arthur Penhallow: at WRIF/ Detroit 16 years; #2 (to variety WJR) men 18+...
- (WNEW-FM/New York 19-year vet Scott Muni, who splits drivetime with Carol Miller and is #2 in men 18+, is recovering from an illness.)

#### Afternoon Advantages

Afternoons is a preferred shift for reasons other than the life-style benefits cited above. The station's busy atmosphere at that time of day inspires John Bradley. "In the mornings, the station is dead, yet you've got to be really alive on the air. In afternoons, there's a lot going on — the office staff is here, and salespeople are coming back. It gives me a rush."

Arthur Penhallow says the distractions keep him busy. "I don't yawn and get bored. I don't mind people walking in and out even though I tell them I do."

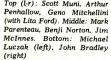
That parade of people can also be a challenge to contend with, says Michael Luczak. "You have to be able to deal with all the people coming through the studio.

















People are getting business done. Salesmen come back from lunch at 2pm, production people are scrambling, traffic people are in and out. You have to concentrate on what's happening on the air and still pay attention to people who are standing there looking at you. You can't say, 'Get out of here, you're bothering my show,' because they all contribute to the whole game plan."

The environment outside, in the real world, during that time of day suits Mark Parenteau. "It's the pulse of the day for everybody. You get a mixture of all the different crowds. It doesn't matter if they work the day shift or the night shift; they're up at five in the afternoon whether it's the beginning or the end of their day."

Afternoons offer greater musical versatility, says Bradley. "I can play a broader spectrum of music – newer things and more rock 'n' roll. It's the crossroads of the dayparts. Softer midday music drifts in, and so do harder nighttime things."

It's also the crossroads for most of the musicians who come through a radio station, notes Luczak: "I talk to most of the rock stars."

#### Reflecting The Daypart On-Air

Every daypart calls for its own approach. Keeping your rap tight and bright is particularly critical in afternoons, explains Geno Mitchellini. "I'm talking to a guy in a car on the freeway with his windows down. He has all kinds of noise and distractions. Whatever point I make, I have to do it quickly and concisely. If I take too long to set up a bit, it becomes a drone and he pushes the button."

Parenteau prefers to make his raps "telegraphs, not letters. You have to be able to say it over the 20-second intro of the new Huey Lewis record."

To help listeners recoup from the rigors of the workaday world, Benji Norton adopts an upbeat tone. "Three-quarters of them have had a bad day at work. You have to make them feel 'Hey, it's not so bad after all. You've always got the music."

Mitchellini describes the audience's mindset as "Take me away. Make me feel good. Play some music that's going to kick my butt and make me sing alone."

Arthur Penhallow considers the mood of afternoons as akin to "primal therapy. People want to let out a lot of tension they've got in them, and loud, good rock 'n' roll will help them do that."

The show's pace, both musical and otherwise, must match an audience that's in motion, says Luczak. "The groove is important; you have to keep the beat going."

In that vein, Bradley keeps his music more uptempo and his

songs a little shorter than he would in another daypart. "It's a busy time of day. People aren't sitting around with headphones on," they're transitioning from work to home."

McInnes tries to "keep the music going like a sine wave — peaks and valleys without getting too draggy or intense."

#### PM Versus AM

Norton, who's done mornings, feels "less constrained" in afternoons. "I don't have to tell the temperature and back-and-front time - "\$:22 . . . 22 after eight' - every time I crack the mike."

Bradley notes, though, that mornings afford more opportunities for self-expression. "There are more breaks then, and you're on the air more. I go into the studio in the afternoon with a list of things to talk about, and I don't get to a lot of them."

Ultimately, the music is the star in afternoons, says Luczak. "You can't do a morning drive show in afternoons. If they want talk, they'll listen to a talk show. They want their rock 'n' roll. The trick is to put a little sizzle around it, a little spin on the ball."

Norton's of a similar mind. He recalls, "I came from a CHR where we talked every other record, and my temptation when I got here was to put into three breaks as much content as I was putting into eight breaks an hour. You can't do it."

Mitchellini, who calls his act "a hybrid morning show in the afternoons," feels he's better-suited for afternoons. "What I do is so energetic, so car and sun-oriented, that I don't know if if would work in the mornings when people are more sensitive to talk. People are slower then. They're getting their cup of coffee and going to work."

Luczak, however, doesn't rule out the challenge of trying mornings. He'd like to have more interplay with newspeople, and says, "There's a part of me that would like to be a little more creative, talk a little more, and have a little more pressure."

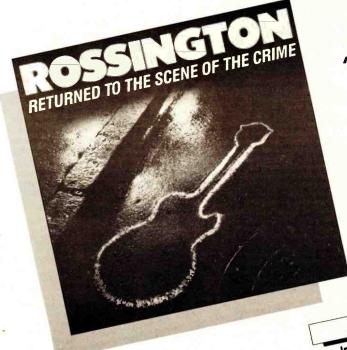
Though afternoon teams are not unheard of — KISW/Seattle and WZZO/Allentown have them

most PM drivers fly solo. Those who have news, sports, and traffic said they enjoyed the interaction, while those who work on their own ("I'm my only interruption," jokes McInnes) generally missed the interplay.

Continued on Page 66

64/R&R FRIDAY, SEPTEMBER 5, 1986

# THE ARRESTING DEBUT FROM ROSSINGTON



"Returned To The Scene Of The Crime"

**Featuring** 

"Turn It Up"

the first promo 12"

Produced by Jimmy Johnson, Peter Solley, Gary Rossington

AOR NEW & ACTIVE
Including WDVE, KGRS, KUPD, KZAP

# **WE'RE COMMITTED**

Announcing the release of two exciting new singles:

Kim Mitchell
"That's The Hold"

"Tell Me (That Our Love's Still Strong)"



# **Afternoon Aces**

Continued from Page 64

#### Creating An Impression With Fewer Breaks

Given that there are fewer breaks in which to display one's warm, witty personality, how does an afternooner make a solid impression with listeners? "Consolidate bits," suggests Luczak "Do the same joke over a long period of time. Rather than telling ten jokes, tell one joke and hammer it home."

That's why he deadpanned, "Yoko broke up the band" every time he played the Beatles. "It took five seconds and got a lot of response." Other bits listeners reacted to included a tongue-incheek campaign to designate a nude beach in conservative Cincinnati, and a series of bogus spots for the imaginary "Luczak's X-Rated Bowling Alley." Artists cut spots for the bowlng lanes, such as "Hi. this is Jon Bon Jovi. When I'm finished playing a concert in Cincinnati, I head over to Luczak's Lanes."

Penhallow has an array of what he calls "hit and run one-liners" and slogans: "Between-the-knees rock 'n' roll." "The only DJ who glows in the dark. Folks call it radioactive." His most famous utterance. "Baby!," was inspired by Peter Wolf going "Baby, baby, baby, baby" in J. Geils's "Southside Shuffle" and is his "way of showing exhiliration. It's a good release." Penhallow's nickname, "The Grand Poohbah of Detroit Rock in Roll," is a facetious title bestowed by fellow WRIF jock Ken Calvert.

Parenteau takes his show on the road as often as three days a week in warm weather. He's gone on location from blimps, beaches, Navy ships, Coast Guard cutters, and street sweepers.

#### Style

Personal styles vary among the afternooners. Jim McInnes's approach is to be "sort of like your deranged cousin who meets you every day in the car and sends you home with some music and quips and wordplay."

At progressive KBCO, where jocks program their own shows, Bradley adopts a low-key style, opting to make his mark primarily through his choice of music. "I'm secondary. The DJs here are not the stars, the music is. If I say something clever or witty, it'll be subtle, dry humor. I won't play a laugh track or sound effect after it."

On the other hand, Parenteau says listeners tell him they enjoy his show because he's funny and plays great music. "I'm as casual as casual can be. It's the guy at the corner bar, street-level type of rap, but nonoffensive fun. The show is just an extension of me. I observe what's going on around town, then go in and talk about it in such a way that the average person can say, 'Yeah, I can relate to that guy. He's not

Mitchellini's ultra-enthusiastic style leads fans to tell him, "You sound like you're having fun and really enjoying what you're doing." Similarly, Luczak tries to convey that he's "working in the toy department of life."

Mitchellini makes liberal use of drop-ins for counterpoint and punctuation of his rap. They're always adjacent to his own comments, rather than over a song intro or between two songs.

Luczak also tries to leave an audio stamp on listeners. For instance, he'll set up the new Don Johnson record by playing a snatch of "Miami Vice" theme music. "I like to use sound to embellish a thought, joke, or message. It can be as simple as pounding my fist on the board when I say "WEBN, the station with tickets to every rock 'n' roll show in town."

Penhallow describes his approach as "irreverent and carefree," replete with lots of "in-

"I'm talking to a guy in a car on the freeway with his windows down. I have to make my points quickly and concisely. If I take too long to set up a bit, — it becomes a drone and he pushes the button."

-Geno Mitchellini

nuendo and double entendre. I'm not afraid to call myself the 'Dickhead Of Love'' (a la Robert Palmer's 'Addicted To Love') or to hang over the edge. I take chances that nobody else on the air will.'' Responding to a news story about chastity belts. Penhallow once quipped, "I've never met a lock my tongue couldn't pick."

#### **Features**

The number of special features used by these DJs ranges from none ("1"m the bit." says McInnes) to Norton having different themes for each day. On Norton's "Moment From A Movie" Mondays, for example, listeners identify audio clips from movies. On Wednesdays. people read silly poems.

Bradley plays a Beatles tune every day at 5:00, while Parentaeu and Mitchellini have made 5:00 comedy segments signposts of their shows. Parenteau explains. "Everybody's stuck in traffic and pissed off, frustrated, tired: it's gridlock all over the city. Instead of the same old Huey Lewis song, we give them George Carlin."

Both host, at local comedy clubs, where they tape comedians two nights a week to play on their shows. Parenteau's library includes early performances from acts such as Steve Wright and Jay Leno.



HURRICANE BLOWS INTO KMET — At KMET/Los Angeles during Hurricane's whirlwind promotional tour are (I-r)
MD Judy McNutt-Friedman, independent promoter Kenny Ryback, the band's Kelly Hansen and Robert Sarzo, and
personality Cynthia Fox.

#### **SEGUES**

The Satellite Music Network's "Z-Rock" channel signed on its first affiliate 9/1, beaming into Chicago from suburban WYEN/Des Plaines, rechristened as WZRC. Wild Bill Scott has been named PD, and Max Hammer (Dave Kemper) is on late-nights. Weekends feature moonlighters Sally Diamond (KTXC//Dallas overnights). Joe Anthony (KISS/San Antonio) and Shelly Hammer (KICT/Wichita middays). New affiliates to come will be WCXT/Hart and Amer WZRX/Jackson, MS along with outlets in Norfolk and Ouad Cities.

DeVine Communications' KKBR/Albuquerque becomes an AOr/AC hybrid September 6. Targeting 25-49, "K-Bear" views AC KOB-FM, rather than AORs KFMG and KZRR, as its primary competition. OM Bill Evans Says KFOG/San Francisco is the closest reference point to KKBR, which will be consulted by Burkhart/ Abrams. It'll sign on playing no Led Zeppelin, Journey, or Billy Squier, limited Pink Floyd, with depth on artists such as Joni Mitchell, Stevies

Wonder, Bonnie Raitt, and Peter Gabriel. Evans is on PM drive and Nancy Holiday (Levin) from KFMU/Steamboat Springs handles mornings with newsman Stuart Bryce.

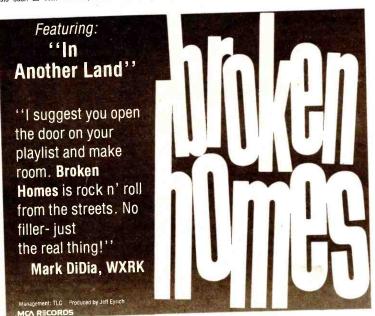
WYSP/Philadelphia inks Fred Jacobs for "Classic Rock" consultation. Longtime "YSP advisor Jeff Pollack will be retained on a "project basis," according to GM Ken Stevens KISS/San Antonio is no longer consulted by Pollack.

At WPYX/Albany, Andi Turco has stepped down as PD while continuing in atternoons. Also, Cliff Nash has rethought his resignation, opting to remain in middays... KOMP/Las Vegas hires Sherman Cohen from crosstown KKLZ as Operations Director. PD Big Marty stays on for mornings

Brian Krysz, last at KQIZ/Amarillo, returns to AOR at WKLC/Charleston, WV, replacing Tim Smith
KNCN/Corpus Christi PD Bob Fazio
resigns to pursue freelance work in
Dallas KFMX/Lubbook MB Bill
Bateman moves to KBAT/Odessa as
PD KKFM/Colorado Springs PD

Mark Seger is named VP/Syndication And Marketing of Producers Group, Ltd, a crosstown producer of filmed commercials. He'll be heading up a new division that will develop custom and syndicated TV spots for radio stations ... WAQX/Syracuse MD Amy Dahlman leaves to join Bill Hard's new tipsheet.

Sky Daniels exits late-nights at KMET/Los Angeles, where Billy Juggs returns for parttime ... KEZX/ Seattle brings on Jerry Evans, ex-WMET/Chicago, for mornings and Mike Colvin from crosstown KZOK for weekends ... Otis XII and Sandy Palmer return to KEZO/Omaha mornings ... Parttimer Curt Cartier is upped to overnights at KEZE/Spokane, where Courtney Nelson leaves for KLAQ/EI Paso nights and Dave Mitchell from KZOQ/Missoula is new to weekends . . . Paul Goldstein, former Production Administrator at WNBC/New York, named Production Director at KMET/Los Angeles Andy Schuon joins KISS/San Antonio as Production Director from cross-







DAN O'DAY

# **Responding To Job Applicants**

I received a letter today from a small market disc jockey. In it, he addresses a common complaint among job-seekers . . . one we've dealt with here before. As you read his letter (which I shall edit only slightly to protect his identity), I hope you'll notice how well it's written. The techniques he used to command my interest can be used by you to grab the immediate interest of someone you might write to . . . like, say, the program director of a station where you'd like to work . . .?

"Dear Dan,

For years now I have rushed to the Program Director's office to get our station's copy of Radio & Records to read each and every page, in hopes of getting as much knowledge of the various goingson in this business that I have begun to love more and more every day! Through R&R I have made new friends in the industry and picked up quite a few tips ... especially from your column.

From your column, I have learned that in order to advance in this business, you have to have confidence, self-assurance, courtesy, understanding of people, respect... and be able to present yourself as professionally as possible.

"My name is Bob Alias. I am currently Production Director for XXXX in Small Market, USA. This year marks my tenth year in radio. I have experienced quite a bit in my years of growth: on-air work, promotions, programming, music direction, live remotes, live appearances... and I feel there still is lots more that I want to experience, learn, and accomplish.

"However, I have come across a sort of stumbling block.

"From my readings, I realize it is a wise investment to place a lot of time into preparing a presentation of myself to other program directors in anticipation of getting that job I'm hoping for. Therefore, I have gotten my resume printed, photographs taken, researched the markets I would like to work in someday, bought fine stationery, and placed several telephone calls. Yes, I have gone through quite a bit of money to buy tapes and other goods to make my presentation just right . . . only to get not even a simple note or acknowledgement of receipt of my package from quite a few large and medium market PDs.

"Tell me, Dan, what is the story? I always do a follow-up telephone call after a mailing... only to get a receptionist telling me the PD is in production, in a meeting, out of the office, not coming back for the day, leave my

number and he'll get back in touch . . . You know the excuses! This is really upsetting. Yes, I always try

"In order to advance in this business, you have to have confidence, self-assurance, courtesy, understanding of people, respect . . . and be able to present yourself as professionally as possible."

at least five times to get these guys on the phone . . . only to no avail! My phone bill is atrocious!
"Even a form letter would be

"Don't get me wrong; not all PDs are this way. But at least eight out of ten that I have approached have been.

"Am I forgetting something? Is this not a business of communication? Do people not make our business work? Am I not one of those people?

"WHAT DOES IT TAKE?

"I have thought of writing you this letter for several months and have finally gotten enough courage to do so. Could you give me a few tips ... some advice ... or maybe pass this letter along to other readers of your column? I am sure I don't stand alone in this situation.

"I want to progress, but how can I when the doors I have been knocking on are not getting answered?"

"I have enclosed a copy of my full presentation for your review. Please render any comments or suggestions you may have. It will greatly be appreciated.

"I will give you a follow-up call
... Will you be in?"

#### **Style Counsel**

Bob enclosed an aircheck, photo, and resume. His photo shows a nice-looking, intelligent-appearing, well-dressed young man (although he's been in the industry ten years, he's only 24). His resume is typeset on

high-quality paper. It's laid out very well, easy to read, concise yet informative . . . and it fills a single page.

I have a hunch that the style of his letter to me is similar to the cover letter he sends to PDs. In his first paragraph, he flatters me by expressing his admiration for R&R and for my work. In the second paragraph, he gives evidence that maybe he actually has read some of my columns. (Anybody can say, "Hey, I love that stuff you write" . . . just as they can say, "Hey, I love your radio station!")

It's not until the third paragraph that he tells me who he is. In doing so, he manages to let me know he's got a lot of radio experience without sounding immodest.

I'll be honest: Before I even found out exactly what it was Bob wanted from me, I liked this guy.

#### Catching PDs Interest

You can use this technique easily when job-hunting. Here are four statements that might be used, listed in ascending order of their probable effectiveness.

#1: "I'd like to work for your radio station."

#1: "I'd love to be part of the kind of radio you're doing at XXXX."

#1: "I know your Extra Spicy Hits format at XXXX is very exciting to listen to, and I think it would be even more exciting to be a part of it."

#4: "I can recall how impressed I was when you first debuted your Extra Spicy Hits concept back in Detroit. From what I've heard of your refinements in Chicago, I'm even more excited at the prospect of joining your team."

"If you make just this simple, easy effort, you'll be acting like a professional. And you can be proud of yourself for offering that little bit of encouragement to another human being."

Anyway, I liked this guy from his letter. And his resume and photo 160ked good. The aircheck was contained on a clean-looking, ten-minute cassette. One side was labeled:

"BOB W. ALIAS (A) AIRCHECK / TT 3'00 (555) 555-5555" The other side was labeled: "BOB W. ALIAS (B) PRODUCTION / TT 3'00 (555) 555-5555"

Great! No 30-minute aircheck, complete with running narration, newscasts, and testimonials from relatives. (Actually, I enjoy complete telescoped shows from readers of this column . . . but I wouldn't if I were looking to hire a jock.)

His aircheck is excellent. Because he's a fulltime production director who does only a weekend shift, he had more format constraints than a fulltime jock would have. But he did an excellent job of being warm and personable within the confines of a CHR format.

I flipped the tape over to check out his production. The very first spot, which he conceived, wrote, and produced, knocked me over! (I say "conceived" because it was a very unusual approach.) His three minutes of sample production showed me that he's creative, inventive, talented, skill-ful. ... and that he loves the challenge of radio production.

If at this moment I had to hire a good evening or midday personality for a good-sized medium market CHR outlet — someone who does terrific production and appears to have an excellent attitude — I would hire this guy.

#### PD Discourtesy

Why do eight out of ten PDs not pay him the courtesy of a response? I'm sure if you ask them, they'll say it's because they're too busy.

That's not it, of course.

The problem is not that they're too busy. They're simply too busy acting like jerks.

For them, radio is not a business of communications," as Bob assumes. It's simply a vehicle for enhancing their own egos, of puffing themselves up by treating others disrespectfully. They don't have to be polite; they're program directors!

It doesn't take long to whip up an all-purpose form letter. In fact, if you're a PD who doesn't have time to compose one, I'll even do it for you:

"Dear Job Applicant:

Thanks for sending me your aircheck and resume. I regret to report that I don't think you're suited to our needs at this time, for the reason(s) checked below.

"( ) Your style doesn't fit the

overall sound I'm seeking for XXXX.

( ) I think you're not quite ready for a market this size. Please feel free, however, to send me another tape in a year or so.

( ) Actually, I like your tape a lot and you were in the running for the job. Ultimately I've decided to

"It doesn't take long to whip up an all-purpose form letter. Have your station secretary type up a master copy of this letter and have 100 copies made and waiting."

hire someone else. But I'm keeping your tape on file, and I wouldn't mind hearing what you're doing a year or so from now.

"Again, thanks for your interest in XXXX.

"Sincerely, Ed Program Director"

Any PD reading this can feel free to have your station secretary type up a master copy of this letter and have 100 copies made and waiting. Whenever you decide not to hire someone who's sent you a tape, all you have to do is give the person's resume to the secretary and have that person send the applicant a form letter. You might write "form letter" across the top of the resume to be sure the secretary knows what you want . . . or just the letter "F" in red ink (I assume the "F" would stand for "form letter;" perhaps it would mean something else to you) ... or stamp it "REJECT." Whatever.

If you make just this simple, easy effort, not only will you be brightening the lives of everyone who has gone to the trouble and expense of applying for a job at your radio station; you'll also be acting like a professional. And you can be proud of yourself for offering that little bit of encouragement to another human being (or another 100 human beings) as they continue the often discouraging process of looking for work.

I NEED YOUR INPUT. Letters, comments, and cassette airchecks always are welcome. Due to the large volume of mail, however, I regret that I cannot critique the tapes I receive.

R&R FRIDAY, SEPTEMBER 5, 1986/67

#### **NASHVILLE THIS WEEK**



SHARON ALLEN

SHARING THE LOAD

### **Publishers And Promotion**

By Katy Bee

Getting records played today is tough. Making sure they're heard is important to the artist and labels because the result is sales. Airplay is extremely important to writers and publishers. It results in performances, and that's where they earn the bulk of their money.

In this first of two articles on publishers and promotion, we'll examine how and why some publishers handle promotion in-house. Next week, several publishers explain how they utilize independents.

#### A Helping Hand

Tex Davis started with Monument Records in 1987. When the independent record label folded, he stayed on with Combine Music. Regarding the publisher's obligation to work copyrights. Davis asserts, "I think it's mandatory. You've got to go with the flow, ad that's what's happening right now. "If an artist is going to cut a record with our publishing company, he knows he'll get help. We believe in the product and the artist who's got the record. Combine has always had the reputation of being a helping hand to Nashville writers and producers. That's how a good promotion man has to feel: believing in his product and his company wholeheartedly. Get people who know and believe in what they're doing, and they'll get a record played for you."

Bob Kirsch, GM/Nashville division for the Welk Music Group, remembers when it was fairly common practice for publishers to have promotion people working inhouse. "You make more of your money from performances than you do from the mechanicals – unless you've got one of the top 20 or 25 acts to sell. It's very important to us to get as many radio performances on a record as possible." Consequently, Welk puts a lot of emphasis on its in-house promotional efforts.

Robin Gordon, Welk's Promotion & Publicity Director, fills that slot. She's been at it for two years and enjoys the rapport Welk has with radio. "It's hard to get a hit record these days. Our in-house promotion is like a back-up for all the other promotion going on. Plus it gives us an exact indication of how strong a



Tex Davis



Robin Gordon

record is or where it's weak. As a publisher, we can provide a different angle — the writer's view. Our writers get excited about my calls because it provides them with a direct link to radio. It really helps them know what's happening with their songs. Radio also seems to enjoy having this direct communication with writers."

The reason Welk maintains an in-house promoter is to ensure timely, accurate feedback on its product. "It's straight from the horse's mouth," Gordon says. "Also, stations like hearing from me because I provide different information than they get from labels. I also help them with record service and cover a broader range of stations."

In its continuing effort to better understand radio's needs, Welk recently conducted a comprehensive survey detailing specific information on radio's attitudes toward publishers and promotion. The results appear in the accompanying sidebar

#### An Obligation

Tom Collins is another publisher who strongly believes in promoting the product and copyrights he holds. He's been involved with inhouse promotion during his 15 years in the business. "You have to



Bob Kirsch



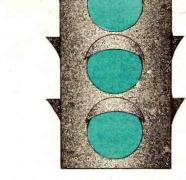
Tom Collins

support the label and the artists," he says. "It's part of being a publisher and part of the publisher's obligation."

Tom Collins Music works with various independent promotion people, but Publicity and Promotions Coordinator Teddy Heard also handles come of the company's promotional activities. Collins says, "She follows through in certain areas where another independent promotion guy may need help. We're not calling everybody every week, but we try to spread it out."

Collins's input depends on a number of things. "It depends on the record, the artist's career, and on what the label says it wants," he explains. "Some labels have so few records that they want to work it themselves. Others will ask for our help in one spot or another."

Collins finds that servicing secondary stations increases the catalog's airplay between 12-15%. A new artist's record can also help develop a new songwriter, so he is geared to investing in-those songs. "It's important as a publisher to support records. After all, if we don't promote records and sell product, the record labels don't stay in business. So what happens to us? We should just be as concerned with selling records as we are with getting airplay."



GO GO!

TO YOUR TURNTABLE AND ADD



Produced by Alabama and Harold Shedd



#### Welk Survey Says . .

Here are the results from the 60 stations queried in **Welk Music Group**'s recent comprehensive survey concerning radio's attitudes toward publishers and promotion:

- Do any other music publishers call you? Yes: 23% No: 77%
- Do you feel it is important to hear from publishing companies? Yes: 98 No: 2
- Do you feel that a publisher's ability to provide songwriters and artists, on staff, for phone interviews would be of service to your station? Yes: 91 No: 5 Maybe: 4
- Do you use "canned" writer or artist interviews? Yes: 49 No: 51
- Do you feel that "behind-thescene" information on the song, songwriters, or staff artists would be of service to your station? Yes: 98 No. 2
- Would you be interested in getting a Welk monthly newsletter to help obtain such inside information?
   Yes: 100 No: 0

Do you play album cuts? Yes:
53 Sometimes: 26 No: 21

#### Survey Comments:

- "I think publishers have a unique angle for providing information without the pressure"
- "It's a good exchange of information"
- "I don't want a repeat of information I get from labels and independents"
- "Songwriters are the backbone of the industry"
- "Publishers' information may be important in the first stages of promotion to get the record added.
   But after that I want to hear from the label to get the hardcore information. I want to know if the label is behind the record to the top."



# ATHY ATTEA

THE BRIGHTEST STAR ON THE HORIZON.
FROM HER FORTHCOMING ALBUM

The May Jows'



Produced by ALLEN REYNOLDS Management/BOB TITLEY On Mercury CD, CT and LP PolyGram Records



LON HELTON

# Picture This: Summertime Fun

Boxes to the left of me, boxes to the right. Now I know how the Light Brigade felt.

While I try and unpack the remaining boxes stacked at home and in my new Nashville office, here's a look at Country radio in pictures, written by Country Associate Editor Katy Bee.



WE'RE BOTH -1 — Randy Travis is scoring big with "Storms Of Life," while KXXY/Oklahoma City GM Thomas G. Kennedy III is netting #1 25-54 numbers in the market



BIG & BEAUTIFUL — The Refrigerettes and the KIX100/Dubuque's Kickin' Chicken rally together for the Chicago Bears. William Perry & Company were in the area for practice and an intra-squad game.



OZ-TENTATIOUS — KFDI/Wichita and the land of Oz built the world's largest scarecrow to help celebrate America's 4th of July birthday. Hardee's Restaurants sponsored a contest to name the fellow, who was later dubbed "See-More Kansas."



IF THE KEY FITS — Thousands of listeners registered to win WSUN/St. Petersburg's mini Suncrulser. Shown (I-r) are WSUN Promotion Assistant Kathryn Robinson, Lantz McMillan of AMC Theatres (registration sites), and winners Mr. and Mrs. Fields.



THE BLUE & WHITE TEAM — KIXZ/Amarillo welcomed both a legend and a newcomer to its studios this summer. Left to right are Pake McEntire, PD Chris Taylor, and Carl Perkins.



ORLEANS IS BACK — A recent MCA listening party in Music City featured the debut of the new Orleans LP "Grown Up Children." Tuning in are (I-r) Larry Hoppen of Orleans, WSIX/Nashville's Eddie Edwards, and Orleans members John Hall and Lance Hoppen.



JOCKS-4 SISTERS-ONE BABE — A Pennsylvania fireman's carnival attracted WiOV/Lancaster's air personalities and the Forester Sisters. Pictured (i-r) are WiOV's Sharon Young and Jeff Daniels, June Forester, WiOV's Johnny Dee, and sisters Kim (with Kathy's baby), Kathy, and Christy. Down in front is WiOV morning man Tom Ray.





WALTLOVE

# Sports On B/U Radio: WAOK's Football Package

Radio has had a unique relationship with sports for as long as can be remembered. As a kid back in Creighton, PA, I can remember Granddad cranking up the volume for the Pirates games with KDKA/Pittsburgh's Bob Prince talking about Roberto Clemente and Ralph Kiner. (Now you know how long ago that was!) "The Double WAMO" was pumpin' out the hits by Chubby Checker and the rest of the R&B artists. Years later, WAMO and other Black music stations started carrying black college football, featuring such teams as Grambling, Florida A&M, Jackson State, North Carolina A&T, Tennessee State University, Texas Southern University, Morris Brown, and Southern University, among others. Black college football has been a natural on Black radio in the Deep South since its inception during the '50s.

#### The NFL Lineup

Sports events on Black and Urban Contemporary radio are still rare, but many stations are finding black college football profitable WAOK/Atlanta has decided to add more sports clout to its lineup this fall by teaming up with the granddaddy of football, the NFL. Starting September 8, WAOK will join the NBC Radio Network to broadcast Monday Night Football. The NFL series includes 22 regularseason games, eight postseason games, and Super Bowl XXI. The postseason contests include wildcard games, divisional AFC/NFC playoffs, and both AFC and NFC championships. The Super Bowl broadcast will be aired Sunday, January 25, 1987. Don Criqui, Bob Trumpy and "Sportscaster Of The Year" Bob Costas will handle the action throughout the season.

#### WAOK's Solid Adult Demographics

WAOK already enjoys strong 12+ ratings (4.1 in the spring '86 Arbitron) and good adult demographic shares, but longtime PD Larry Tinsley wants to improve those statistics even further. Who is Larry hoping to reach? "Our target audience is 35+ adults, and it seems as though they like what we're doing. With the addition of our fall football lineup, we think some good things may happen."

#### The Untapped 35+ Gold Mine

While WAOK doesn't do so well with men in the upper demographics, the station does great with women. Said Larry, "It seems that women 25+ really enjoy our Gospel programming (sam-noon). Now we're looking for the niche that will bring in the men.

"One of the reasons we decided to get involved with Monday Night Football is its attraction with 35+men. I took a trip to Arbitron to study the books, and one of the most important things I found was that no one in this market was



Larry Tinsley

"The FM penetration in Atlanta is tremendous and it hasn't left a whole lot of room for AM stations with poor signals."

-Larry Tinsley, WAOK

targeting men over 35." Pointing to MNR's spots for cars, beer, and trucks, he added, "There's a gold mine out there if you can get these men in your corner."

Why is Larry so confident that upper-demo Atlanta men are looking for sports on radio? "While reviewing for sports on radio? "While reviewing the books," he replied, "we found some comments from these men about not knowing where to find sporting events on local radio. Football was one of the main sports mentioned, so when I found out that MNF was available, we took it. Football might also help us get some men who've never tuned in our station before. We'll keep our women because our largest concentration of women is during our Gospel music hours."

I asked Larry if he would recommend football PBP for other Black stations on the AM band whose ratings could stand some improvement. "The FM penetration in Atlanta is tremendous and it hasn't left a whole lot of room for AM stations with poor signals. Musically, it's very hard for AM facilities to compete, so we had to find an alter-



native. People are looking for things other than what's available

on mainstream radio. This allows us to be different at a critical time. If we don't look into other approaches for AM, we'll all be out of business and the FMs will get it all."

#### Newspapers Will Help Get The Word Out

In closing, Larry mentioned WAOK's advertising approach to the football season. "We'll be using print media to get the word out about our football on Mondays newspapers, including the Atlanta Journal, Atlanta Constitution, Atlanta Daily World, and the black-oriented newspapers. We're all set and ready to go."

All in all, it looks like WAOK parent DKM Broadcasting has no plans to throw in the towel with its AM property. And just think — it

"If we don't look into other approaches for AM, we'll all be out of business and the FMs will get it all."

-Larry Tinsley, WAOK

gets to sell WAOK in combination with WVEE (V103), the company's top-rated Atlanta music winner.

#### ACTION

Both of Atlanta's B/U FMs have been busy upgrading their signals lately. WDE recently completed constructing a new 1065-foot tower in conjunction with the Atlanta Board of Education. V103 was the first station on the new stick, which may eventually house up to five signals. WEKS (Kiss 104) — hampered for months by its distance from Atlanta — has been promoting its new, closer tower by mailing elaborately boxed pairs of wax lips to clients.

WDUR & WFXC/Durham programmer Alvin Stowe is one of several prominent alumni of Shaw University and its student station, WSHA. Now both are threatened by a financial crisis, and Stowe has been named Chairman of the YBPC's "Save Our Shaw" campaign. B/U stations are being asked to donate one minute of airtime to a radio-thon now tentatively scheduled for September 12. Local band Z-Sharpe is also trying to land a deal for its song "Save Shaw" as a fundraising method. More information is available from Stowe at (919) 493-7461.

James "Jazzy" Jordan, who virtually was WNHC/New Haven, is now National Promotion Director for Tormmy Boy Records. PD duties have been absorbed by WNHC's GM. Night jock David Dicklinson will be WNHC's new MD. ... Scott Wright comes to KBUZ/Wichita for overnights from crosstown KMUW; he replaces Gerald Williams, who becomes an Account Executive.

WDIA/Memphis recently took 250 isteners for a cruise on the Mississipp to celebrate PD Bobby O'Jay's birthday ... The World Institute of Black Communications' CEBA Awards for advertising excellence will culminate in an awards dinner on October 23 at the New York Hilton. More information: (212) 586-1171

Birch was recently named the official ratings agency by the LA agency of BBDO. Since B/U stations often score better in Birch than Arbitron, that-should mean new business for the format from BBDO clients such as Sizzler, Hughes Markets, PIP Printing, and Coldwell Banker.

And convention season just keeps on comin'! The Young Black Programmers Coalition has set this year's date: November 14-16 at Houston's Hyatt Regency. And the Black Music Association has its "convention and talent search showcase" planned for Miami Beach's Fontainebleau Hilton October 1-5. More information is available from (215) 545-6600.

WBLS/New York and video channel U-68 recently simulcast a 90-minute special "Radiovision" hosted by four WBLS jocks: **Ken Webb, Sergio Deen, Vaughn Harper,** and **Mr. Magic.** The four presented their favorite videos in a "battle of the WBLS DJs."

WDJY (DJ100)/Washington was the sponsor of the International Change at this summer's Adams Morgan Hispanic American Cultural Festival. In addition, the station, which uses the "strong songs" logo, allowed listeners to pose behind their "strong body display," a cut-out of a muscular couple with the DJ-100 logo on their bathing suits, in exchange for a dollar contribution to the Unifed Negro College Fund. WZAZ/Jacksonville has been giving away trips to the Bahamas in its mystery tunes montage contest.



TASTE OF JUNIOR — Junior Giscombe came to WJLB/Detroit to promote his "Acquired Taste" LP. He's flanked by OM James Alexander and MD Cecelia Whitmore



BARBARA BARNES

#### **BUILDING SUPPORT**

# Going Beyond What Jazz Is

Conditions haven't looked so promising for jazz in years. In fact, exclaims KADX/Denver owner Dick Gibson ("Pop" to mainstreamers), "This could be the biggest run in 30 years!"

Indeed, most industry professionals agree that the opportunity to establish permanent respectability, foster growth, and ensure far-reaching acceptance has finally arrived. Yet amid this omnipresent wave of interest, complete faith that this opportunity will mark a jazz milestone hangs on a few snags. One is the incohesiveness of the various factions within the jazz community.

Ira Sabin's fifth JazzTimes Convention (September 4-7) in New York is once again dedicated to the worthy cause of building a better support system. The argument over what is or isn't jazz is one example of what's frustrating about the current music situation, and this indecisiveness is thought to hinder unified support for the music.

#### **Explicitly Ambiguous**

Gibson notes, "It's terrible to put a (definitive) word on the music, because it doesn't exactly translate." Traditionally, improvisation and/or a certain swing are a couple

#### ALL THAT JAZZ

WBBY/Columbus PD Terry Wilson exits to pursue freelance marketing; MD Mark Perkins takes his place . . . Chris Wagner is out as MD of WNOP/ Cincinnati — GM/PD Geoff Nimmo masumes those duties . . WLVE/Mismi JD Stevle Knox announces plans to pursue freelance TV and radio commerce; no replacement named.

AC K-LITE/Kansas City needs record service for its "Lite Jazz" show. hosted by John Duncan. Call OM Mark Mason (816) 753-1065 ....

Michelob announces a jazz search for Ohio's best talent, conducted through radio stations WDAO/Dayton, WDMT/ Cleveland, WBBY, WNOP, \$1000 and a four-week contract at a local club go to market winners, plus \$2000 for the winner of the finals held in Cleveland on October 26.

For a second consecutive year, American Public Radio (APR) offered 25 hours of the Chicago Jazz Festival over Labor Day weekend. The live satellife broadcast was produced by WBEZ/Chicago .... WOTB/Newport was named the official radio station of the 1986 Newport Jazz Festival. of necessary ingredients for a piece to be considered jazz. But even some of the most revered jammers and swingers of this idiom have refused to acknowledge their music as "jazz."

Adding to the confusion is the influx of instrumentals that generally contain little or no elements of improvisation or swing, but which are being grouped in with jazz much to the mainstreamers' dismay. Sax player and NBC Radio Entertainment jazz show host David Sanborn empathizes. "This is a sensitive area because jazz has a certain tradition and continues to evolve in that tradition. The mainstreamers' feelings are that if people start thinking Andreas Vollenweider typifies jazz, they would be less willing to accept the music of Joe Henderson, Woody Shaw, or Freddie Hubbard as jazz. They'll say, 'That is not jazz, this is jazz.' The point is that the music can get buried if it's not clear what the tradition is."

#### Expose, Not Expound

No one I've spoken with takes the matter of tradition lightly. Since understanding this music's tradition is only possible if one is exposed to it, Art Blakey's advice last year was, "Give people a chance to hear it!"

"It's a never-ending argument," points out Manhattan/Blue Note National Promotion Director/Jazz and Secondary Susan Levin. She and many others believe energies would be better spent on getting the music exposed rather than arguing about what it is.

Easier said than done, some counter, but there are quite a few programs out there that are successful in how they present jazz.



Dick Gibson

For one, there's the aforementioned "Jazz Show with David Sanborn." It's the brainchild of Andy Denemark, who was recently appointed Director/ Programming of NBC Radio Entertainment and the Source. Debuting early this year,



David Sanborn

just about a year after it was first conceived, the show is on in 105 markets including the top ten. While most of the stations are AOR, some are AC and CHR. And a few are commercial Jazz stations. In some cases the two-hour weekly show is rated the most listened to in its daypart (usually on weekends).

Sanborn, who thinks of himself fundamentally as an R&B rather than a jazz player, admits he's probably walking on thin ice by calling his a jazz show. That's because of the term's ambiguous definition. Still, he feels the show offers a good opportunity to expose the listener not only to contemporary jazz, but also to its history. "It all deserves to be heard," he adds. Artists such as Milt Jackson, Stantists such as Milt Jackson, Stantists such as Milt Jackson, Stantists



Chuck Workman

ley Turrentine, John Coltrane, Ornette Coleman, Dizzy Gillespie, and Dave Brubeck are heard on Sanborn's program along with the Crusaders, Spyro Gyra, Hiroshima, Shadowfax, Jean-Luc Ponty, Grover Washington Jr., Earl Klugh, Dave Valentin, Paul Winter, and Sting.

Chuck Workman is another who has found a way to expose jazz. He's the 15-year host of NPR affiliate WIAN/Indianapolis's "Journey Into Jazz," a mainstream weekly programmed from his personal record collection of "a few thousand." (He even has Charlie Parker's first Dial 10" LP in "mint condition.") In addition to his WIAN gig, Workman was recently hired to do a three-hour Sunday morning show by crosstown commercial AC outlet WTPI which, like quite a few other ACs, is picking up jazz. He flavors WTPI with a jazz showcase consisting of 60% fusion and 40% mainstream.

#### Good For All

Workman finds it a pleasure to work with mainstream and contemporary jazz simultaneously because he believes both forms of the genre support jazz as a whole. "Anytime you get any form of creative improvisation and self-expression — even if it's the most obvious form of syncopation that we, or the mainstreamers, are used to in swing or bebop — you're making new friends."

"As the fusion musician becomes more comfortable with this exposure, his ears are going to want to listen to a more broadened or chalenging sound. This may work with listeners, too." Workman's advice is to support your local jazz musicians. "The kid on the block may be the next Miles Davis."

According to AOR record promoter Roger Lifeset, about 135 rock stations have incorporated jazz, mostly in specific time periods; i.e. late-night and weekends. Lifeset agrees with Workman, who says, "When the music succeeds at the radio level, whether on a rock, pop, or Jazz station, it must be good for jazz as a whole. It has then found its audience"

Gibson held his 24th annual legendary jazz bash in Denver Labor Day weekend with 63 invited artists. He confirms, "With no exception, they're all feeling the breeze and are a lot busier these days."



FRIEMDS AND NEIGHBORS - KKGO/Los Angeles has been the omciae Playboy-Jazz Festival station since the event's inception in 1979. Helving a neighborly chat backstage at this year's event were (I-r) Lakers basketball star and Cranberry Records President Kareem Abdul Jabbar, OM Jeff Gehringer, and air talents Chuck Niles and Roger Laying.



ACROSS SKIES OF AMERICA — WYRS/Stamford also participated in the Playboy Jazz Festival. Its "Music Trivia" winner was flown cross-continent to partake in the affair. He's pictured here with PD Rick Petrone (I)



SOMETHING ELSE! — By the end of this month, WBEE will have participated in 12 festival events in the Chicago area. In this, the Taste of Chicago Festival, a contestant putte for prizes at the station's green. Needless to say this guy missed the putt.



# **EASY LISTENING RADIO**

GAIL MITCHELL

# It's Summer . . . And The Livin's Easy

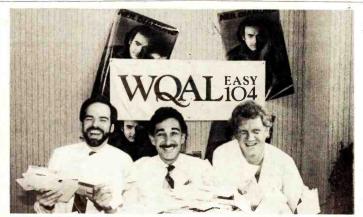
Just like its format peers, Easy Listening radio isn't shy when it comes to summertime promotions. Here's what's been going on:



A WINNING HAND — WLIF/Baltimore, in conjunction with C&P Telephone Yellow Pages, presented a "\$100,000 We Wrote the Book Game." The Irrst winner of Iwo grand prize drawings was Rosalia Feinstein; the second drawing was set for August 31. Presenting Mrs. Feinstein (I) with her \$20,000 check are (c) WLIF VIGM Winnie Brugman and C&P Yellow Pages Staff Manager/Advertising Boo Rabuck (I).



HAPPY 50TH — As part of its 50th anniversary celebration, WQXR/New York staged five free-to-the-public concerts broadcast live from Lincoln Center's Damrosch Park. Among the performers was violinist Robert Portney, chatting above with 'QXR personality June La Belle.



DOUBLE DIAMOND — Neil Diamond's recent Cleveland concert sparked a "Double Diamond Giveaway" by WQAL. Entrants vield for a grand prize package which consisted of two concert tickets, his and her diamond rings, dinner, limo service, backstage passes, the complete CBS Neil Diamond LP catalog, and a dozen roses. Combing through the 20,000 entries are (i-f) Station Manager Mark Biviano, OM/morning man Larry Morrow, and CBS Records' Sales Manager Peter Anderson.

# **FLOW**

Jacqui Bishop is appointed Director/Special Projects at WQAL/Cleveland . . . On September 1 veteran TV sportscaster Ed Arnold joined Jim Lange's morning show on KMPC/Los Angeles . . . KOKE/Austin debuts Easy Listening format . . Washington, DC radio veteran Ed Walker returns to WRC . . WKSU/Kent, OH PD Michael Flaster is awarded 1986 Producer of the Year honors from the Ohio Educational Broadcasting Network Commission . . KJOI/Los Angeles named official radio station for the American Ballet Theatre's 1986-87 season.

KFAC/Los Angeles is official radio station of the city's first annual restaurant festival "A Taste Of L.A." In honor of its tenth birthday. WNCN/New York is recruiting tri-state listeners for the "WNCN Air Force." They'll serve as guest announcers via telephone hookup. 'NCN also wins International Radio Festival gold medal for its "New York Magazine" show KBIG/Los Angeles kicks off a "Jamaica Adventure" vacation contest WJAS/Pittsburgh presents the Glenn Miller Orchestra in concert WQLR/Kalamazoo offers a "Family Foods Picnic Basket" giveaway.



crunker To Unitate — Number and Train information in provising playor uniforms and giving away tickets. Some 2000 fans watched the South American team emerge victorious. Pictured with the winners following the match are KUMU Station Manager George Rudolph, his wife Sue (fourth, fifth from right), and Promotion Director Chips Woollett (third from left).



CROWNING GLORY — WHLI selected Lola Martin (center) as its "Long Island Woman of the Year." She edged out ten finalists, who competed on the basis of family and community service. Event proceeds were donated to Nassau Children's House. Standing with the winner are (i-r) second runner-up Mona Orange, WHLI's PD/air personality Dean Anthony and PM host Chuck Camilo, tirst runner-up Joyce Kinsolving, and WHLI AM personality Chuck Johnson.



RADIO REAL ESTATE — As part of its campaign to give listeners the latest real estate news, WNCN/New York created a Real Estate Award, presented to those in that industry who, as judged by their peers, have completed the year's most ingenious and creative transactions. WNCN VP/GM Matthew Field (I) gave the first award to Marc Schauer (r) and Charles Goldenberg (not pictured) of the Sylvan Lawrence Company, Inc.

# ADULT CONTEMPORARY



DONNA BRAKE

**BIRCH AND ARBITRON** 

# Still More Spring **Ratings Results**

Well, we're back with more ratings. This time we'll look at the adults 25-49 demo in some competitive AC markets. Remember, Arbitron doesn't allow R&R to print actual shares: Birch does.

The stations are listed in order of current rank. In the case of the ARB numbers, I've included the degree of change for each station from the previous book. As an added feature, I've listed where the individual station ranks overall in the adults 25-49 demo. That number appears in front of the call letters. Got it? OK, let's go:

	Pittsburgh	
	Arbitron	
1	KDKA	+3.
2	WWSW	+0.
4	WHTX	-2.3
6	WMYG	+3.
8	WLTJ	-0.
10	WTAE	-1.4
19	WMBS	+0.
	Birch	
2	wwsw	10.
3	KDKA	8.
6	WLTJ	6.
7	WHTX	5.
10	WTAE	3.
11	WMYG	3.
13	WMBS	1.
The	-1 AC abouts	on in thi

There's no AC shortage in this town. Full-service giant KDKA scores over three shares higher in ARB than Birch, while WWSW gets the bigger boost in Birch by just over a share point. WHTX and WMYG, formerly WHYW, have a much brighter story in ARB, while WTAE and WLTJ, formerly WPNT, fare about the same in both services. Birch indicates AOR WDVE is the 25-49 demo winner.

The ARB story: KDKA illustrates the full-service success story seen so much this spring. It leads the market 12+, adults 18+, and every adult demo 25+. KDKA wins every adult demo in mornings, except 18-34.

WPNT changed its calls in May, but remains soft AC using "light as an identifier. WHYW switched to WMYG, began using the "magic" ID, and watched its shares double. WMYG was also first among ACs in adults 18-34.

WHTX, though off from an exceptional winter book, remains strong, particularly in morning drive where the station is second only to KDKA in adults 18-49, 25-49, and 25-54

WWSW performs well in all adult demos, second in the market to KDKA in adults 25-54 as well as 25-49. Full-service WTAE is off nearly a share and a half from win-

ter, and two shares from last spring

	Atlanta Arbitron	
4	WFOX	+2.0
6	WSB-FM	+0.7
1	· WSB	-0.5
	Birch	
7	WFOX	5.8
8	WSB-FM	5,0
10	WSB	4.1
Dot	h WEAV and WEB	EM ronk

higher in Arbitron, each scoring over two shares more. WSB does a half share better in Birch.

Oldies-based WFOX returns to the lead with its best showing ever in this demo, thanks to its strength in male demos. WFOX leads the other ACs in adults 18-49 and 25-54 as well, WSB-FM wins adults 18-34. while WSB leads in adults 35-64.

WSB-FM also has its best book ever in adults 25-49, with its primary strength in female demos. WSB-FM leads other ACs in all female demos except 35-64, and is second only to CHR WXQI-FM in women 25-49 and 25-54. WSB-FM is third 18-34 and 18-49 behind WQXI-FM and Urban WVEE.

WSB was down by half a share despite Atlanta Braves baseball. Some AC shares were up for grabs when WARM-FM bailed out of AC

Denver	
Arbitron	
KMJI	+1.4
KHOW	+0.1
KOAQ	-0.2

	Birch	
2	KMJI	8.9
5	KOAQ	4.8
3	KHOW	4.1
All	three ACs look better i	in Arbi-

tron, especially KMJI, which posts an over-two-share increase. KHOW fares better than a share higher in ARB; KOAQ is only slightly higher.

The ARB story: Enjoying its best showing in this demo, KMJI also moves to number two 12+ behind Beautiful/Easy Listening KOSI, is number one overall in adults 25-49 and 25-54, and is number two 18-49 behind KBCO-FM. KMJI leads the other ACs by just over a 2:1 ratio, and ranks number one overall in women 18-49, 25-49, and 25-54

KOAQ switched to AC from CHR and manages to hold on to its AQH, with strength in female demos. KHOW is basically flat, leading KOAQ by .3. KHOW is also the market leader in morning drive in adults 25-49 and 25-54, and number two in adults 18-49 and 35-64.

	Cleveland	
	Arbitron	
2	WMJI	-2.0
3	WLTF	+2.7
.0	WWWE	+0.2
	Birch	
2	WMJI	11.1
4	WLTF	6.3
5	WWWE	5.5
	I scores exactly th	
ooth se	rvices, while WI	TF has a
signific	antly better ARI	3 showing

by almost five full shares. WWWE tells a better story in Birch by over a share and a half.

The ARB story: Only a tenth of a share separates WLTF and WMJI. WLTF bounces back after two down books, while WMJI settles



THE TACO THE TOWN - KTFM/San Antonio personalities Sonny Mele drez and Stephanie Stephens recently treated listeners to 1003 breakfast tacos as part of a morning show promotion.

down after two exceptional books. WWWE trails the two FM giants by over seven shares.

It's also a close race between 'LTF and 'MJI in all adult demos. Both stations represent the only major competition for dominant WMMS in all demos except 35-64, where B/EZ WQAL is the solid leader. WMJI clocks a second in the 35-64 demo.

WLTF leads WMJI in all female demos except 35-64, with its greatest lead in women 18-34. WMJI leads 'LTF in all male demos, with its greatest lead in the 18-49 cell.

10

18

11

fares better by a half share in ARB.

The ARB story: Cincinnati is another AC-laden city, with full-service AMs WLW and WKRC leading the pack. Though down, WRRM continues to be the leading FM AC. outpacing WLLT by over two shares. Newest ACs WWNK-AM & FM are up but still trail the more established stations.

WLW is number one overall in adults 18+ and third behind WEBN and WUBE in adults 25-49 and 25-54. WLW leads all ACs in male demos. WRRM is the leading AC in women 18-34, 18-49, and 25-49, and

	Cincinnati		ties Wi	CRC in 25-54.
	Arbitron			Milwaukee
	WLW	+0.6		Arbitron
	WKRC	-0.8	3	WTMJ
i	WRRM	-2.5	4	WLTQ
	WLLT	-1.6		WMYX
	WWNK-FM	+0.7	5	
	WWNK	0.0	13	WISN
				Birch
	Birch		3	WTMJ
	WLW	9.3	6	WLTQ
	WKRC	7.3	9	WMYX
	WRRM	7.3	11	WISN
	WWNK-FM	3.7		
	WLLT	3.7		AJ has a better s
	WWNK	1.5	ARB I	oy over a share a

WLW, WKRC, WRRM, and WWNK-AM & FM wind up with better Birch than ARB ratings. The most dramatic performance is by WLW, which is almost two and a half shares higher in Birch. WLLT

-1.2-0.3 7.2 5.8 4.8 better showing in

share and a half. WMYX does too by nearly a share. Only WISN scores better with Birch - by a share and a half.

The ARB story: Full-service WTMJ is number one 12+ and leads all ACs in adult demos 18-49, 25-54, and 35-64 as well as 25-49. It's the only AC station to see gains in

the spring book. The market was clearly affected by former AC WMGF's call letter (WKLH) and format switch ("Classic Rock" AOR). WKLH had an outstanding debut book and was the market leader in adult demos 18-34, 18-49, 25-49, and 25-54 - sporting double digits in each demo.

WISN had its lowest showing in a long time and sister FM WLTQ, with its soft AC format, was off as

WMYX wins adults 18-34 and leads other ACs in women 18-34, 18-49, and 25-49, WTMJ wins 25-54 and 35-64 women, and doubles as the AC leader in all male demos.

# **ACCELERATION**

KSSS/Colorado Springs PD Dan Jackson is now OM for KSSS and sister FM KVUU. He replaces Bobby Irwin, who departs to program WISN & WLTQ/Milwaukee. Other changes at KVUU include D.J. McCoy as new morning drive personality and John T. Howard's promotion to assistant PD.

Jimmy Barrett named Assistant PD at WJR/Detroit . . . Dave McKay joins WNIC/Detroit for afternoon drive Bob Nunnally promoted to Assistant PD in addition to afternoon drive at

WSNY/Columbus . . . Rod Fritz and Harvey Leonard join WMJX & WMEX/ Boston as Director/News and staff meteorologist, respectively

The morning team of Jude LaCava and Lee Kirk debut at WSPD/Toledo San Francisco 49er Dwlght Clark returns to KYUU/San Francisco for a third year as host of the "Dwight Clark Report," an NFL sports news and com-

mentary with morning man Don Bleu. Eileen Aigaze joins WROR/Boston as Director/Advertising & Promotion Chris Cox is named midday per-

Rita Melotti becomes MD at KLOV/ Loveland, CO . . . Howard Simon joins www.M/Toledo as afternoon news anchor . . . Gary Knight leaves weekend air post at WLVY/Elmira to join WKYE/ Johnstown in evenings . . . Keith Miller nabs the MD slot at KDUK/Eugene

sonality and Assistant PD at WLLT/Cin-

WLTF & WRMR/Cleveland as Produc-

tion Director

Joe Gunderman joins

JIII Henry is hired as Operations Manager at KATA & KFMI/Arcata, CA.

74/R&R FRIDAY, SEPTEMBER 5, 1986

# **NATIONAL MUSIC FORMATS**

# Added This Week

# **Bonneville Broadcasting**

Kevin McCarthy (800) 631-1600

### Easy Listening

CARPENTERS "Honolulu City Lights"
RICHARD CLAYTERMAN "Stranger On The Shore"

# **Broadcast Programming**

John Sherman/Jay Albright (800) 426-9082

# **Adult Contemporary**

TOTO "I'll Be Over You" TINA TURNER "Typical Male"

# **Modern Country**

ALABAMA "Touch Me When We're Dancing" LYLE LOVETT "Farther Down The Line" CHARLY McCLAIN "SO This Is Love" RONNIE McDOWELL "When You Hurt, I Hurt" I. GRAHAM BROWN "Hell And High Water" MICHAEL MARTIN MURPHEY "Ficidlin' Man"

# Century 21

Greg Stephens (214) 934-212

### The Z Format

ANITA BAKER "Sweet Love"
ART OF NOISE "Paranoimia"
BELINDA CARLISLE "I Feel The Magic"
PET SHOP BOYS "Love Comes Quickly"

### The AC Format

LEVEL 42 "Leaving Me Now" TINA TURNER "Typical Male"

# Super-Country

DOLLY PARTON "We Had It All"
GEORGE JONES "Wine Colored Roses"
MICHAEL MARTIN MURPHEY "Fiddlin' Man"
GEORGE STRAIT "It Ain't Cool To Be Crazy About You"

# Concept Productions

Elvin Ichivama (916) 782-7754

### CHR

ANITA BAKER "Sweet Love"
CHICAGO "25 Or 6 To 4"
NU SHOOZ "Point Of No Return"
ROD STEWART "Another Heartache"
BELINDA CARLISLE "I Feel The Magic"

# Country

ALABAMA "Touch Me When We're Dancing" SAWYER BROWN "Out Goin' Cattin'" DOLLY PARTON "We Had it All" WAYLON JENNINGS "What You'll Do When I'm Gone" LYLE LOVETT "Farther Down The Line" BILLY JOE ROYAL "I Miss You Already"

### AC

LEVEL 42 "Leaving Me Now"
LOVERBOY "Heaven In Your Eyes"
CHRIS DaBURGH "The Lady In Red"
G. KNIGHT & B. MEDLEY "Loving On Borrowed Time"

# Media General Broadcast Services

Bob Dumais (901) 320-4433

### **ACtion**

TOTO "I'll Be Over You"
CARLY SIMON "Coming Around Again"
DAVE ADAMS "Dancing In My Steep"
DAVID PACK "I Just Can't Let Go"
DOWNES & PRICE "New York Hold Her Tight"

### MEDIA GENERAL CONTINUED

### **Your Country**

TOM WOPAT "I Won't Let! You Down"
JOHN SCHNEIDER "At The Sound Of The Tone"
T. GRAHAM BROWN "Heil And High Water"
MICHAEL MARTIN MURPHEY "Fiddin't Man"
MARIE OSMOND & PAUL DAVIS "YOU'R Still New To Me'

### Hit Rock

TOTO "I'll Be Over You"
JOURNEY "Girl Can't Help It"
ANITA BAKER "Sweet Love"

# Peters Productions, Inc.

George Junak (800) 255-851

### Country Lovin'

GEORGE JONES "Wine Colored Roses"
T. GRAHAM BROWN "Hell And High Water"
GEORGE STRAIT "It Ain't Cool To Be Crazy About You"
KATHY MATTEA "Walk The Way The Wind Blows"

### The Ultimate AC

LEVEL 42 "Leaving Me Now"
DAVID FOSTER "Who's Gonna Love You Tonight"
CHRIS THOMPSON "What A Woman Wants"

# Radio Arts John Benedict (818) 841-0225

# Country's Best

T. GRAHAM BROWN "Hell And High Water"
DOLLY PARTON "We Had It All"
GEORGE STRAIT "It Ain't Cool To Be Crazy About You"

### Soft Contemporary

CHRIS DeBURGH "The Lady In Red"

### Sound 10

LEVEL 42 "Leaving Me Now"
CHRIS DeBURGH "The Lady In Red"

# The Programming Consultants

David Graupner (800) 843-7807 Stereo Rock

TOTO "I'll Be Over You"
BEATLES "Twist & Shout"
CYNDI LAUPER "True Colors"
TINA TURNER "Typical Male"
ROD STEWART "Another Heartache"
JOURNEY "Girl Can't Help It"
ANITA BAKER "Sweet Love"

### AC

CYNDI LAUPER "True Colors"
PAUL SIMON "You Can Call Me Al"
DARYL HALL "Dreamtime"

### Country

MARIE OSMOND & PAUL DAVIS "You're Still New To Me" LARRY GATLIN "She Used To Be Somebody's Baby" ANNE MURRAY "My Life's A Dance" WILLIE NELSON "I'm Not Trying To Forget You"

# Transtar Adult Contemporary

Mike Tanner (213) 460-6383

BERLIN "Take My Breath Away"
LIONEL RICHIE "Dancing On The Ceiling"



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SELECTOR can make your station sound consistent, from day to day and daypart to daypart. It ensures variety in the sequence, and makes a playlist sound much larger than it is. It allows you to balance your sound in ways that will appeal to your target audience. And, it gives you control of the sound of your station.

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# RADIO COMPUTING SERVICES, INC.

One Chase Road • Suite 206 Scarsdale, New York 10583 (914) 723-8567

# MARKETPLACE

# **AIRCHECKS**

# Audio And Video Airchecks!

Current Issue ¶77 features KIIS/Bruce Vidal. WLUP/Jonathan Brandmei-er, KKLI/Big Tom Parker, Denver's KBPI, KMEL/Sonny Joe Fox. KS103/ Randy Miller, Minneapolis CHRs KDWB & WLOL & KISW/John & Robin. 90-min. cassette. \$5.50.

Tortinin Lassette, 33-30. Current Issue #76 features WNBC/Joey Reynolds, KRLA/Real Don Steele. KPKE/Steven B. & The Hawk, WPLJPat St. John, WMJC/Tom Shannon, KFRC/Bobby Ocean, KKHR/Pat Garrett-Jack Armstrong. KNX-FM's first day as mellow rock, & WKRO/Q Morning Zoo. 90-min assette \$5.50

cassette, \$5,50.
Special Issue §5-86 features, HONOLULU, with CHRs KQMQ & KMAI, ACs KSSK, KRTR, KULA & KKUA, oldies KIKJ & AOR KPOI, 90-min. cassette, \$5,50.

Special Issue #S-87 features LOS ANGELES, Part I, with CHR KIIS-FM

Special Stue, PS-87 (eatures, LOS ANGELES, Part I, with CHR KIIS-FM, LHATA RPWR, ACK NOST, KR2T & KNN-FM, and AORS KLOS, KMET & KROQ. 90-min. casetter, \$5.50.
Classic Basie FC-70 features WINSIMad Diddy-1964, WCEFUJerry G, Bishop-1968, KIQO-Jerry Butler-1975, KRJB Don Dale-Bob Foster-1969, KFI/Big Ron O'Brien-1979, KHJBIJIP Pearl-1974, & WABC-Dan Ingram-1977. Casette, \$1.050.
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RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970 RICK DEES, KIIS-FM: "Tom, you really

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Music facts, bios, and the latest news on current CHR hitmakers delivered twice per month. Ready for on-air use! 1 year (26 issues) \$75, 6 months \$40. or special 1 month trial subscription \$5. Write:

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# INSTANT MORNING SHOW

A regular cast of characters (Not just wild tracks or drop-ins) will interact with your morning personality.

Already sold to one major group before national release

You provide a good basic jock We'll make him funny,



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# UIGITAKS Black/Urban Stingers

At last, digitally produced and recorded stingers, specifically for Black-Urban stations. Our B/U "Jamming Package" features musicians who play with Cameo, SOS Band and Isaac Hayes. To lind out why stations like KISS 104 use the crisp, clean sounds of the DigiTraks "Jamming Package" for ID's & Promos call or write Marcus Graham for a demo.

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# **INCREASE** SALES RESULTS The radio and record industries

are big markets to cover with a limited sales force.

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# OPPORTUNITIES

**OPENINGS** 

**OPENINGS** 

**OPENINGS** 

**OPENINGS** 

# NATIONAL



Capitol Broadcasting Corporation

rn America Circle. Suite 500 ◆ P.O. Box 160706 ◆ Mobile, Alabama 36616-1706 ◆ (205) 343-1000

# MEMO TO: WINNING RAIL TO: WINNING RADIO PROFESSIONALS

Our rapid growth means great opportunities for you! The following positions are now open or will be soon in various Capitol markets:

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- Imagine a great market with no dominant morning personality! Can your act fill this vold! Great support crew, exceptional compensation, and guaranteed external
- NIGHT-TIME RATINGS GRABBER Join the hortest personality lineup in the market. Creativity and energy a must. Females particularly encouraged to apply

Our company is winning in Charlotte, Louisville, Berningham, Mobile, Charleston, Raleigh, and (coming soon) Nashville!



Send cassette and resume to:

Bill Thomas, Vice President/Programming, Capitol Broadcasting Corp., 530 Beacon Parkway West, Suite 600, Birmingham, AL 35209

EOE. No calls, pleas

# **HELP! RADIO PERSONNEL NEEDED**

Due to the large number of registrants placed, and the increased demand of radio stations all across the country, NATIONAL is in immediate need of qualified personnel. This is for virtually all radio positions, particularly newspeople and announcers for small, medium, and major markets. We're also in need of qualified female personnel. If you're ready for a move, let NATIONAL help. We make the complete presentation for you. For complete confidential details and registration form, enclose \$1 postage and handling to:

NATIONAL BROADCAST TALENT COORDINATORS

ACT NOW!

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

# EAST

Operation expanding. Need adult, reliable, warm, morning drive/PD for lite FM. Winning company. Great place to live T&R: Box 929, Lewiston, MN 04240. EOE (8-29)

WRCN/Long Island is looking for hungry rock jocks. Possible future fulltime openings. T&R: Lenny Bloch, Box 666, Riverhead, NY 11901. EOE (8-29)

100 KHI, 50 kw Superhit winner, seeks morning personality. T&R: J.J. "Hitman" McKay, 2301 Coastal Highway, Ocean City, MD 21842, EOE (8-29)

Small market, but big commitment to news. AM/FM neèds anchor/reporter for afternoon/evenings. T&R/writing samples: John Moore, WSLB/WPAC, Box 239, Ogdensburg, NY 13659, EOE (8-29)

AM drive, satellite-assist personality sought yesterday. Rush T&R/salary history/references: Alan C. Swan, BCNA, Box 3, Palmyra, NJ 08065-0003. EOE (8-29)

ME Country giant is seeking on air pros for fulltime positions. Minimum two years' experience required. T&R: Mark Śnowden WKCG & WFAU, Box 307, Augusta, ME 04330 EOE (9/05)

Seeking salespeople for E. Lorig Island hit music station. Salary congnensurate with experience. T&R: Richard Mastroberte, 252 W. Montauk Highway, Hampton Bays. NY 11946 EDE (9)05)

WNCK-FM seeks adult communicators for future openings. Plus news. Females encouraged. Providence metro AC format. T&R: Steve Raymond, 98 Getchell Ave., Woonsocket, RI 02895 EOE (9/05)

Experienced morning pro who can be local, funny, & use phones in a CHR format. T&R: Randy James, PD, 97WK, #B8 Waddles Run Rd., Wheeling, WV 26003 EOE (9/05)

Seeking good artitudes for all shifts. AOR experience desired. T&R: Gerry McCracken, Box 368, Parkersburg. WV 26102 EOE (9/05)

R&R FRIDAY, SEPTEMBER 5, 1986/77

# **OPPORTUNITIES**

**OPENINGS** 

**OPENINGS** 

**OPENINGS** 30E0E0E0E0E0E0E0E0E0E0E0EQ EAST COAST.

**FULL-SERVICE...AC** 

Looking for mature entertainers - capable of following format. Growth company, better than average money and stability better than average money and stability — minimum 5 years experience. Send tape, resume, and salary history to Radio & Records, 1930 Century Park West, #441, Los Angeles, CA 90067. EOE

97 Rock #motor

EOE

Experienced, versatile Production Director

wanted for major market adult rock station. Organization, creativeness, and strong produc-

tion voice a must. Send tape and resume to: Andy Beaubien, KSRR, 1020 Holcombe Blvd., Suite 1201, Houston, TX 77030.

WXLK-FM, Roanoke/Lynchburg, is seeking a self-motivated, experienced CHR Program Director. If

you feel you can provide leadership and be a team

player for the number one (#1) station in the 93rd

market, send tapes and resume to: Aylett B. Cole-man, K92, Roanoke, VA 24022. EOE M/F

**Great Country 68** 

KKYX, SAN ANTONIO seeking Program

Director with either Country or full-service AC

Bill Rohde, Vice President/General Man-

ager, 8401 Datapoint Drive, Suite 900, San Antonio, TX 78229. No phone calls please

100:000 WATT AC

103WGN

seeks high profile morning talent. Inherit

GREAT numbers. Must have solid act. No time and temp. No crazies. C&R to Mike Farrow, 211 N. 2nd St., Wilmington, NC

Swanson Broadcasting, EOE

**OPENINGS** 

P3 is your first step into the majors. 99KG in Salina is your way up. Future openings anticipated. T&R: Steve Wall, Box 6198, Salina, KS 67402-6198. EOE (8-29) FSA seeks communicators. Must be mature, warm, and friendly. 35+ demos. Outstanding facility. T&R: OM, 500 E J St., Hastings, NE 68901. EOE (8-29)

Country station seeking fulltime announcer for swing shift. Personal appearances and production skills. T&R: Charlie Hale. 80x 798, Garden City, K\$ 67846 EOE (9/05)

Make the switch to mornings on Joliet's only AC outlet. Promo-tion experience a big plus. T&R: WJTW, 2455 Glenwood #209, Joliet, IL 60435 EOE (9/05)

Seeking ND with a nose for news. Aggressive, personality a must. Good writing skills and conversational delivery. T&R: Bill Jones, WBAT, 120 N. Miller Ave., Marion, IN 46952 EOE

Seeking creative morning jock for college town. Good production essential. T&R: DiDi Capri, WTAO, Box 369, Murphysville. IL 62864 EOE (9/05)

### COMBO ENGINEER/ANNOUNCER

Midwest medium market AM/FM. Good company. Experienced only need apply. More important you be a great engineer. Tage, resume, references to Radio & Records, 1930 Century Park West, #477, Los Angeles, CA 90067.

### MORNING SHOW NEWS ANCHOR 104.5 WSNX is looking for a morning show

news anchor. We need someone with the ability to deliver the news in a conversa tional and casual manner, plus have good news-gathering and feature-type writing skills to work with the morning show host. Send cassette and resume to:

J.J. Duling WSNX

875 E. Summit, Muskegon, MI 49444

### INDIANA CHRIFADER

Has immediate openings for fulltime airpersonalities. Applicants must understand CHR. Quality production. Growing company. Cassette and resume to Radio & Records, 1930 Century Park West, #478, Los Angeles, CA 90067. EOE, M/F

# 97 WZOK

Rockford's #1 station is losing its #1 morning team to the majors. Who's next? We want to hear from you if you are creative, topical, re latable, off-the-wall, and not afriad to make the commitment needed to continue the winning tradition. Send T&R to P.O. Box 6186, Rockford, II, 61125, EOE

# Work in a major market atmosphere without

the problems of living in a major market. KSYZ is looking for a Production Director. ¼-track experience helpful, Possible airshift, Top-rated 100 kw CHR. T&R: Mark Baumert, KSYZ-FM, 3280 Woodridge Blvd., Grand Island,

# WEST

New AM/FM needs peak performers to build top-rated radio news team. T&R: Mike Martin, KMBY, Box 1271, Monterey, news team. T&R: Mike CA 93942. EOE (8-29)

The heat is on in Phoenix. Parttime/swing openings on our FSA AM and personality hit Oldies FM. T&R: 8J Hunter, 2196 E. Camelback Rd., Phoenix, AZ 85016. EOE (8-29)

# A Question from WCLY-FM & WPGC-AM in Washington, D.C. . . . . "HOW GOOD ARE YOU?"

Are you one of the few morning personalities who:

\* Instinctively "lives" in the listener's world, not his or her own . . .

- ★ Communicates without vocal tricks and without electronic ones....
  ★ Has an unblocked and unlimited supply of creative energy....
- ★ Is funny (most people tell you you're hilarious!) but .
- ★ Can be serious and sensitive and emotional on the air without feeling self-conscious . . .
- ★ Is warm and intelligent and involved and . . .
- \* Actually loves "show prep?"

Did you answer yes to all of these? Then, we have a "dream" opportunity for you. If you think you're good enough to be half of a very special morning show in Washington, D.C., please convince me with

> Thanks, Allan Hotlen, Program Director WCLY & WPGC Washington, D.C. 20018

First Media Corporation - an equal opportunity employe

Seeking take-charge, reactive, experienced news professional. Winning company. Greaf bucks. T&R: Mike Lawrence, Box 929, Lewiston. ME 04240 EOE (9/05)

Seeking adult, funny, bit-oriented morning man. Winning company. Great bucks. Burkhart/Abrams. Great place to live. T&R Mike Lawrence, Box 929, Lewiston ME 04240 EOE (9/05)

### WSYR

### PROMOTION MANAGER

Perennial Full-Service Leoder, 57 WSYR, Match the community with marketing, advertising and station promotions. Creative individual with the ability to motivate others. Must be self-motivated, reliable, and organized with excellent follow-through ability. This is much more than a contest position. No phone calls please. Re-sume, cover letter and brief description of your strengths to Elizabeth Brown, Promotion man-ager, 57 WSYR, 2 Cilnton Square, Syracuse, NY 13202. Equal Opportunity Employer

# CRB BROADCASTING CORPORATION

Rapidly expanding New York Citybased company now accepting applications for the positions of General Manager and Sales Manager for both current and future acquisition. CRB owns and operates stations in Allentown, PA; Wilmington, DE; Huntington, WV; and soon-to-be White Plains, NY with more on the way. Send resume, salary history, management philosophy, and references to: Edward Rogoff, President; CRB Broadcasting Corp., 630 5th Avenue, Room 2930, New York, NY 10111. No phone inquiries please. EOE M/F

# NORTHEAST AOR

If AM drive is your life, send T&R. No time/temp, no zoo, no beginners. Needed: personality, knowledge of music, production know-how, promotional ideas. We're a NE AOR. T&R to Radio & Records, 1930 Century Park West, #450, Los Angeles, CA 90067. EOE

# WHEB

# WHEB/PORTSMOUTH, NH

AM-FM Combo looking for afternoon anchor/reporter, last one went to Boston. We need someone with life. T&R to ND Mike Hickcox, Box 120, Portsmouth, NH 03801.

Air personalities, not OJs. Country/AC background helpful

WYAV-FM/Myrtle Beach. SC's top-rated radio station. Seek news/air talent. T&B: Jelf Kelly, Box 1020, Myrtle Beach, SC 29578. EOE (8-29)

SW FL AC leader seeks ND with major market pipes and con-

Seek experienced morning man, small market, Good pro

AFTERNOON TALK HOST

Need multi-faceted talk host for after noons in Southeast market. Issues, yes, but light and friendly as well. Send T&R along with brief digest of talk philosophy in confidence to Radio & Records, 1930 Century Park West, #446, Los Angeles, CA 90067. EOE

KPU m. ws

make us #1 in a market of 195,000. Experience a must. Should include Arb numbers on support of success. Send resume and tape to George Franz, KPLE-FM, PO Box 1230, Temple, TX 76503. EOE

# SOUTH

Big bucks for community-minded individual. T&R/p WBHP, Box 1230, Huntsville, AL 35807. EOE (8-29)

versational news style for morning drive, T&R: Paul Conrad, PO Box 189, Cape Coral, FL 33910. EOE (8-29)

Full-service CHR, 40 miles from Nashville, has possible future openings. T&R: Gary Moss PD, WKRM/WKOM Box 1377, Columbia, TN 38402. EOE (8-29)

tion skills, FM Oldies format, T&R: Paul Adcock, PO Box AA, Marshall, TX 75670, EOE (8-29)

CHR/Urban seeking dynamic personalities for all shifts. Excellent production a must. T&R: K.A.K. Productions, 28 Rutledge Ave., Charleston, SC 29401. EOE (8-29)

VA AC seeks morning man. Must be upbeat. T&R/satery requirements: Bob Abbott, PO Box 11529, Lynchburg. VA 24506. EOE (8-29)

East Texas AC seeks afternoon driver. T&R/selary requirements: Jeff Brown, KTYL, Box 6367, Tyler, TX 75711 quirements: EOE (8-29)

WKSF/Asheville. Southern CHR powerhouse has rare opening. Production skills a must. T&R: John Stevens, #90 Lookout Rd.. Asheville, NC 28804 EOE (9/05)

Burkhart-owned Hot CHR seeks supertalented drive announcers with excellent creative production. T&R: Chaz Saunders, WMMC, Box 565, Columbia, SC 29202 EOE (9/05)

USA's commercial international radio station seeking new announcers. Music/information format. T&R: Barnes/Carr, WRNO, Box 100, New Orleans, LA 70181 EOE (9/05)

Medium market on Carolina Coast seeking strong, mature talent for information-oriented stations, Conversational delivery, T&R: Mac Edwards, Box 1126, Jacksonville, NC 28541 EOE (9/05)

"We're expanding our news department." Growing Sunbelt market. Rapid advancement possible. T&R: Walton Fo KIXY, City Hall Plaza. San Angelo, TX 76903 EOE (9/05)

Top-rated Country station seeks topical & bright morning host. T&R: Mike Ryan, WQDR, Box 1511, Raleigh, NC 27602 EOE

Seeking mature female talent for half of morning show. Great pay & benefits. T&R: Bill McClane, KYKX, Box 2727, Longview, TX 75606 EOE (9/05)

LIVE ON THE BEACH Top 50 East Coast market CHR needs those great personality announcers to work for a great company and live at the beach! Midday, afternoon, and night talent needed. We'll pay the money if you've got the talent! T&R to Radio & Records, 1930 Century Park West, #449, Los Angeles, CA 90067. EOE

# MIDWEST

AM/FM News/Talk. Top 40 combo in Chicago seeking ap ants for future news openings. T&R/writing samples: Va lace, ND, WKRS/WXLC, 3250 Belvedere Rd. Waukegan II 60087 FOF (8-29)

WATT/WEVZ seeking hardworking morning drive personality with good production skills, T&R: Andy MacOonald, 8ox 520, with good production skills. T&R: Cadillac, MI 49601. EOE (8-29)

50 kw Country seeking evening talent. Strong production a must. Heavy appearance schedule. Parttime openings also. T&R: PD, Box 933, Fort Wayne, IN 46801. EOE (8-29)

78/R&R FRIDAY, SEPTEMBER 5, 1986

# We're looking for an aggressive PD to

Our Country AM sounds as good as the big stations. We want personalities. T&R: Ron Phillips, WTRE, 1011 Park Road, Greensburg, IN 47240. EOE (8-29)

# **OPPORTUNITIES**

# **OPENINGS**

Entry level position with growth potential in Southern CA T&R: Cory Baker, KAVR, Box 960, Apple Valley, CA 92307.EOE (8-29)

Future fulltime Country opening. Production and good voice a must. T&R: Rick Masters, Box 1428, Victorville, CA 92392. Phone calls okay. (619) 245-8635 EOE (8-29)

Great AOR opportunity. PD with airshift. Strong production T&R: Kathy Blackwood, GM, KFMU, 8ox 772850, Steam boat Springs, CO 80477. No calls. EQE (8-29)

Entry level market seeking alr talent/production. We offer the tools and environment, you provide energy and effort. T&R: Terror Tario, KEEP/KEZJ, Box 346, Twin Falls, ID 83303.EOE (8+29)

Seeking bright, energetic, informative Country jock with good production for middays at Southern CA FM. T&R: KAVR, Box 960, Apple Valley, CA 92307. EOE (8-29)

KTNN, AZ's only 50,000-watt station, is seeking T&Rs for future full/partitime openings. Two years' experience required. T&R: Chip Begay, Box 2569, Window Rock, AZ 86515 EOE (9/05)

Clerical intern needed. National radio syndication company. Great opportunity. Must have car. CALL: Ms. Green, (213) 652-8710. EOE (9/05)

Seeking ND. Northern CA AM/FM. Must be innovative, strong writer, organized, & able to manage three-person news department. TSR: Randy Blount, Box 309. Yuba City, CA 95991 EOE (9/l/)51

Seeking OM for automated top CHR/Country stations. Must be aggressive. knowledgeable. Good salary, stable company. T&R: Paul Starr, 619 N. Turner St., Hobbs, NM 88220 EOE (9/05)

Seeking fulltime chief engineer for stations in the Imperial Vailey. Must have experience in AM/FM transmitter maintenance. T&R: Mandel, KAMP, Box 1018, El Centro, CA 92244 EOE (9/05)

Seeking hardworking L.A. salespeople to sell time on LA's only morning drive sports hour. High commission. CALL: Kyle Mann, (213) 670-9000 EOE (9/05)

Q104 Lite AC has immediate opening for announcer working late evenings or allnights. Ideal entry-level position, T&R: Royson Parsons, KIQO, Box Q, Atascadero, CA 93423 EOE (9/05)

### Dynamic PD For Growing Company

Small market, information-oriented AC leader needs experienced PD/air talent. Midwest. Send picture, T&R to Radio & Records, 1930 Century Park West, #448. Los Angeles, CA 90067. EOE

# NEWS PERSONALITY

We're looking for a true news personality, someone who can communicate lifestyle information to our young adult CHR audience and interface with our morning personality. If you're looking for a "Hard News" anchor position, this job's not for you. Excellent pay and benefits in the sunny Southwest. Send your cassette, resume and news rewrite samples today to: Radio & Records, 1930 Century Park West, #440, Los Angeles, CA 90067 EOE/MF

### COUNTRY MORNING PERSONALITY

Bright, friendly, involved in the community. That'll be the new Morning Personality on our Southeastern Class C, FM Country station. Our explosive growth has come from a team effort. If you're ready to commit and contribute, you may be the morning leader who shares in our future growth. Tape & accomplishments to: Radio & Records, 1930 Century Park West, #439, Los Angeles, CA 90067. FOF

# **NEW FM ROCKER**

In top 100 market looking for wild AM personality and complete air staff ASAP. Don't delay, send T&R today! To Radio & Records, 1930 Century Park West, #442, Los Angeles, CA 90067. EOE

# POSITIONS SOUGHT



### CHR/PD - KDON-FM

Are you an on-air PD with strong leader-ship? Tell me how you manage an airstaff and a playlist. Can you create team spirit between a promotion-minded sales department and your jocks? If you want to live and work in beautiful Monterey Bay, send Tape and Letter telling me where you've been, where you want to go, and salary. G.M., 269 Main Street, Salinas, Cff 93901.

# **POSITIONS SOUGHT**

Brevity is my secret for success. FAST EDDIE MONSON: (316) 265-4944. (9/05)

Great personality ready for drive/evenings. Talent, production not a card reader. Versatile & creative. Seeking AOR/hybrid JOHN: (312) 262-3773. (9/05)

AOR/CHR PD. Over eight years' experience. Billboard award winner. Stable, energetic, creative. MARK LAPIDUS: (703) 533-3581. (9/05)

Are you spending too much time looking for on-air talent? Take a moment to get in touch with DONALD J. TRAPP: (201) 472-5188. (9/05)

Community-minded MD/Asst. PD seeking ILL/IN/IMI/WI station Energetic & hardworking. MICHAEL: (615) 729-3844. (9/05)

### 11 YEAR PROGRAMMING PRO

Seeks PD/OM opportunity in AC/CHR in mid-Atlantic states or Ohio. Promotional genius, strong supervisory skills, excellent motivator. bottom-line conscious. Call (316) 685-0566.

Top 25 market veteran, team player seeks top 100 CHR/AOR yesterday. Phones, parodies, features. Proven track record. Any shift. BRUCE BRADY: (312) 244-0681. (9/05)

Just moved to L.A. from Chicago. Former PD/MD seeking pro-gramming, production, or promotions. Hurry, supplies limited. VICTOR: (213) 650-5293. (9/05)

nble. Count on 18-year pro, with top ratings in top markets. No flake here. All-pro who will win for you in the mings. ALEX PRICE: (512) 992-9035. (9/05)

Broadcaster with ten years' experience seeking challenging position in production or programming. AOR/CHR. Good pipes. STEVE: (919) 739-4643. (9/05)

Solid morning pro. Phones/bits/captivating style. Medium/majo experience. Seek solid station in larger market. Lasting relation ship. DAVE: (419) 666-6943. (9/05)

shift preferred, Humor, bits, and audience involvment. Good production. MIKE: (603) 225-2327. (9/05) n't take another NE winter! Three-year pro. AOR/CHR

Stopl, what's that sound? It's me, John Bach, with '72 Chevy and morning flair. Excellent production skills, seeking medium market. JOHN: (305) 681-0758, 19/05)

Recently returned to 100-kw FM in N. LA. Need to relocate as soon as possible. Great background. PD experience. Country/AC. (601) 335-8767. (9/05)

olunteer production assistant in respected radio station, s ntry-level production position. Very creative, trained with est. JOEY: (201) 488-2700. (9/05)

12-year pro seeks personality AC perience. (419) 381-9679. (9/05) rsonality AC/Country. Major market ex-

Five-year production pro on a ship that's shutting down. Throw me a line, and I'll bust for you. 8RADY: {216} 731-2145, {9/05}

Asst. PD/MD with degree, looking for same or PD. Will prelocate. Promotion-oriented, people person. Top 50 markets only. Longterm. SCOTT: (313) 661-2289; (9/05)

Florida pro, WSHE/KĞR/K-102, seeks drivetime slot. Prefer Sunbelt. Natural pipes. Major market production. Proven numbers. TOM SEBASTIAN: (305) 466-3484, (9/05)

### POSITIONS SOUGHT

Creative morning pro seeks PD position in small or medium market. AC/CHR/AOR. 'Currently working, CALL: (414) market. AC/CHR/ 667-5226. (9/05)

Tripled morning numbers in first book. Need to relocate to West college town: All offers considered. MICHAEL: (503) 664-3837, (9/05)

Slightly nutty, former major market air personality. Excellent pipes with warm, one-to-one sound. Creative production, Any market OK, ROBERT: (503) 926-4804, (9/05)

Let's talk talent, versatility, experience. Let's talk about how can get some! Let's talk. R. ROMPALA: (213) 259-0354 (9/05)

Seven years in St. Louis. News anchor/producer/DJ. KMOX/KUSA/KSD/PBS-TV. JEFF: (314) 544-0567. (9/05)

Five years' broadcast production experience. Above-average communication skills. Team spirit, Flexible. Seeking new position. KERRY KENNEY: (207) 283-9191. (9/05)

### ME + YOU = SUCCESSN.Y. City Metro area PD/MD/Jock-AC/AOR/CHR. 7 years' experience. Looking big time, smell pretty good too! J.C. (DAYS) (914) 747-1071.

Moming pro with major market experience seeks long ride with a stable station. WGST/WSPD. Fun morning show, phones, bits, etc. DAVE: (419)-666-6943. (9/05)

Urban, contemporary pro. Major market newsman, worth two cents. A sense of humor, & news judgment. Pipes & guts. CHUCK ROBERTS: (313) 837-1935. (9/05)

Ten years' experience, CHR/Oldies/AC. Good production. Greavolce & uptempo delivery. East desired. COSMIC TRUCKER (516) 423-0167. (9/05)

Rock jock, Currently in top 100 market, but seek to move up. amily man, requires decent bucks. Positive, aggressive at tude. MARK: (216) 724-4154. (9/05)

Covering football? I'm your man. Three years' college & high school PBP experience. Will travel. JOHN: (415) 479-6204

# \*\*\*\*\*\*\*

# PROGRAMMING AND STAFF SICK??

Leadership need shaking? . . . Does your station need quick, fast start . . . ? I'm a shakedown specialist! Consultant for all forms Adult formats with great NEWS and TALK credentials especially. Will come, work with you a la Mike Joseph, in any size market. You can afford me and my results will stay with you. Past bosses say I'm brilliant. Let's talk at NAB. Reply with contact # in New Orleans, Radio & Records, 1930 Century Park West, #443, Los Angeles, CA 90067.

# 444444444

Anchor/reporter. Four years' experience. Excellent delivery and writing skills. B.S. in journalism, (713) B69-2100 (8-29)

If you want a one to one communicator, for your adult major or medium IL or MO station, leave message (618) 397-2521.8-29)

Hardworking, dedicated PD/MD seeks a long-term commitment with your MW station. MICHAEL: (615) 729-3844 (8-29)

Personality known to be funny, topical, punster, ad-libber Good on phones and with newsperson. Country/AC/Oldies (702) 871-7595 (8-29)

Two years' experience, decent pipes, great production. Prefer medium market. MW/SW/S. Country/CHR/AC/AOR. JIM: (417) 866-6517 (8-29)

Seek mornings or middays. Medium or large market. Great pipes, good production. Can do PBP and news. CHUCK: (515) 682-4438 (8-29)

Jay Christian seeking new programming challenge, rated shows. Prefer CHR/AC. (901) 767-6532 (8-29)

# POSITIONS SOUGHT

Dedicated, dependable & hardworking, Any format. Interested in news, sports, production and air talent, Will relocate. DAVE HICKS: (417) 882-6086 (8-29)

PD. top ratings, promotion, production. Top 10 market experience. Available now. 14 years' experience. MARK: (503) 476-4839 (8-29)

Country pro. 20 years' experience in medium/major markets. ANDY: (702) 733-8310 (8-29)

Lady wants work. Prefer morning team or continuity. Perform comedy and character voices. For free sex therapy session call Dr. Ruth (TERRI) (703) 344-1690 (8-29)

Air talent seeks small/medium market station. Prior ex-perience in CHR. BRUCE: (818) 716-0224 (8-29)

Female Prol The voice, personality, drive that you seek AOR/CHR/AC air talent. CA only. (408) 479-9901 (8-29)

You can't get Howard Stern, so get me. Controversial personality ready to make numbers for you. Great character bits. MARK: (904) 725-6950 (8-29)

Took six months off and ready to take on-air/PD position. 13-year pro. TERRY: (301) 542-4127 (8-29)

Professional jock wants to rock your city. Five years' Ur-ban/CHRIAC experience. Good ratings, great production. Need a great fall book. SANDI: (205) 456-0283 (8-29)

On-air PD' for Country/Gold/AC community, promotion-minded. Current station just sold, ready to go now. ROGER: (216) 733-9559 (8-29)

Major market pro. Atlanta/Miami/Transtar, Air talent, winning production, programmer. (305) 678-3165 (8-29)

CHR communicator seeks new challenge. PD/MD/air talent, good production, whenis attitude, team player. Prefer SW. (713) 728-1348 (8-29)

# MISCELLANEOUS

Record service sought for new AC station. CONTACT: Adam Gaynor, 223 N. Main St., Suite 108, Cape May, NJ 08210 (9/05).

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

# **R&R** Opportunities Display Advertising

Display: \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

### Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

### Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. Address all ads to: R&R/Opportunities. 1930 Century Park West, Los Angeles, CA 90067.

# **R&R** Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record com-panies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display.

# Deadline

To appear in the following week's Issue, we must receive your ad by Thursday noon (PST) prior to

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Dates appearing at the end of each listing signify first week listed.

# **BLACK/URBAN**

# BREAKERS.

# MELBA MOORE featuring FREDDIE JACKSON

A Little Bit More (Capitol)

81% of our reporters on it. Rotations: Heavy 5/1, Medium 28/5, Light 40/24, Total Adds 30 including WWINFM, WAMO, WHRK, K94, WBMX, WGCI, WVKO, KMJM, XHRM, KSOL. Debuts at number 28 on the Black/Urban chart.

JERMAINE STEWART Jody (Arista)

63% of our reporters on it. Rotations: Heavy 0/0, Medium 22/1, Light 35/11, Total Adds 12 including WWINFM, WVEE, WHRK, WDKX, WJIZ, WKGN, KOKY, WPLZ, WTLC, KUKQ. Debuts at number 39 on the Black/Urban chart.

**CLUB NOUVEAU** 

Jealousy (Tommy Boy) 60% of our reporters on it. Rotations: Heavy 4/0, Medium 27/4, Light 23/6, Total Adds 10 including WJLB, B95, XHRM, WDKX, WATV, WKGN, WLOU, WQQK, Z103, WKWM. Debuts at number 37 on the Black/Urban chart.

# **NEW & ACTIVE**

GENOBIA JETER "All Of My Love" (RCA) 51/9

Rotations: Heavy 0.0, Medium 2211, Light 2996, Total adds 9, WAMO, K104, KMJO, WTMP, KSOL, WKXI, WALT, WCKX, Z103, Medium: WHUR, WDIA, WYLDEM, WDMT, WZAK, WNHC, KOXL, WXOK, 293, JET94, WOMG, WOFX, KIIZ, KJCB, KOKY, WBLX, KAPE, KOKS, WTLC, WWWS, KDKO.

PHYLLIS HYMAN "Old Friend" (PIR/Manhattan) 49/7

FRILLIS TIMMA UND FIRIDI ("INTERNATIONAL STATES") AND FIRE STATES AND FIRE STA

WAZE, WHILE, RAVE, AUSS, WARM, WILL, WILL,

STACY LATTISAW "Nall It To The Wall" (Motown) 45/24
Rotations: Heavy 0/0, Medium 9/5, Light 36/19, Total Adds 24, WWINFM, WRKS, WAMO, HIQA, WDIA, WHEK, WYLDEM, KS4, WGCI, KDAY, KLUE, WNHC, WDKX, WJIZ, WXOK, WENN, 293. WFXC, WQMG, KJCB, KOKY, KAPE, WGKX, WYLC Medium: WFXA, WGCK, WLOY, KAPE, WGKX, WYLC

Medium: WFXA, WCFX, WLOV, KMYX.
JAMES "O'T RAIN" WILLIAMS "You Are Everything" (Columbia) 43/2
PARES "O'T RAIN" WILLIAMS "You Are Everything" (Columbia) 43/2
Rotations: Heavy 20, Medium 250, Light 16/2, Total Adds 2, KOXL, KAPE, Heavy, WKND, WFAL, Medium: WHUR, WDIA,
KS4, WOW, WZAK, KMJM, XHRM, KSOL, WAHC, WXOK, WENN, 293, WPEG, WFXC, KIIZ, WBLX, KHYS, WPLZ, KDKS,
WANM, WAAA, WTLC, WWWS, WZEN, KBUZ.

WANM, WAAR, WILC, WWWS, WCER, RBUZ, THE ABOUT YOU" (Capitol) 42/5
BEAU WILLIAMS "Ther's "Just Something About You" (Capitol) 42/5
Bratains: Heavy 3/6, Medium 16/1, Light 24/4, Total Adds 5, WAMO, WHIC, WFA, WZAZ, KAPE, Heavy, WTKL, KOKY,
WOOL MEDIUM: ROTH, WEDR, WTMM, WZAK, WOKK, WCKI, WICK WESK, WESK, WANM, WGPR, WKMM, WXLA, WWWS BILLY GRIFFIN "Belleve It Or Not" (Atlantic) 37/1

Rotations: Heavy 00, Medium 8/2, Light 29/5, Total Adds 7, K94, WOWI, WPAL, WKGN, WCKX, WGPR, KDKO. Medium: WTMP, KACE, WFXA, WFXC, WGMG, WBLX.

NOTE: NOTE: What "What "Che Gorna Bo" (Rendezvous) 37.5

Rotations: Heavy 511. Medium 20/2, Light 12/2, Total Adds 5, WTMP, WJIZ, WPAL, WORL, KDKS, Heavy, WZAK, WZAZ, KÖKY, WALT, Medium, KMJQ, WDIA, WOWI, WGCI, WDMT, WTKL, WXOK, JET94, WFXC, WGFX, WPDQ, KJCB, KHYS, WFIZ, WGPR, WZLA, WZEN, KOK

RODNEY FRANKLIN featuring BRENDA RUSSELL "Look What's Showing Through" (Columbia) 37/5 Rotations: Heavy 1:10, Medium 17:10, Light 19:15, Total Adds 5, WYEE, WHRK, WQMG, WBLX, WZEN. Heavy: KACE. Medium: WHUR, WDIA, K94, WOWI, WTMP, WDMT, WZAK, KJLH, KSOL, WATV, KOLZ, KJCB. KHYS, KAPE, WANM, WTLC, WWWS.

OCHI BROWN "100% Pure Pain" (Mercuty/PolyGram) 37/2 Rotations: Heavy 0.0, Medium 150, Upil 22/2, Total Ados 2, WWO, 233, Medium: WDAS, WDIA, WEDR, K94, WNHC, WAZ, WATV, 2194, WOMS, WORK, WERPA, WWAM, WAZA, WWWS, WYOI.

GEORGE DUKE "Broken Glass" (Elektra) 35/11

WOMG, WLOU, Z103. Medium 14/14, Light 21/10, Total Adds 11, WDJY, WVEE, WHRK, KMJM, KŠOL, WFXA, WATV, Z93, WOMG, WLOU, Z103. Medium 14/104, WZAK, XHRM, WFXC, KIIZ, KJCB, WOOK, KAPE, WCKX, WTLC, WWWS, KDKO,

LENNY WILLIAMS "Ten Ways Of Loving You" (Knobhill/Fantasy) 35/3 Rotations: Heavy 010, Medium 810, Light 27/3, Total Ados 3, WTKL, WXOK, 293, Medium: WAMO, WJLB, WKXI, WGPR,

CARL ANDERSON & GLORIA LORING "Friends & Lovers" (Carrere/CBS) 32/2 B95 WLUM, OC104, WPAL,

Heavy 7/0, Medium 10/0, Light 15/2, Total Adds 2, WOMG, WKXI. Heavy: WAMO, B95, NDM. Medium: WHRK, K94, WBLZ, WDMT, WAOK, WFXA, WTKL, WJMI, WPLZ, WAAA.

WJUS, WWUM MEGIUTI: WHRK, K94, WBLZ, WDMT, WAOK, WFXA, WTKL, WJMI, WPLZ, WAAA.

HUMAN LEAGUE: "Human" (A\$M) 30/27

Roadions: Heayl 71, Medium 54, Jupit 24/22, Total Adds 27, K104, WTMP, WLUM, KMJM, XHRM, WNHC, OC104, WDKX, WFXA, KOXL, WXOK, WATV, Z93, WPEG, WKXI, WLOU, WBLX, WOOK, KAPE, WAAA, WGPR, WKYM, WXLA, WWYS, WOO, KDOC, KHYX, Medium: WBLX, WAOK, WAOK, WANT, WANT,

52ND STREET "You're My Last Chance" (MCA) 29/7.
Rotations: Heavy 0/0, Medium 7/0, Light 22/7, Total Adds 7, K104

K104 WXQK, WPEG, WFXC, WQMG, WKXI, WGPR, Medium Medium 7/0, Light 22/7, Total IUR, WDIA, KIIZ, WLOU, KDKS.

WDBS, WAMD, WHUP, WUDL NIE, WLOU, KURS.
RENE & ANGELL "NO HOW, No Way" (Mercury/PolyGram) 28/13
Rotations Heapy 00, Medium 61, Upit 22/12, Total Adds 13, KMJM, WNHC, WATV, WENN, WPAL WPEG, WGFX, WZAZ, WJT, WLOU, WCFZ, KDSS, WANN, Medium: K10, WTMP, WJZ, WGFR, WWWS. MAIN INGREDIENT "Do Me Right" (Zakla) 28/3 Rotations: Heavy 0/0, Medium 9/0, Light 19/3, Total Adds 3, V

Adds 3, WWINFM, WJLB, WANM. Medium. WDJY, K104, WKND, JET94,

SKIPWORTH & TURNER "Can't Give Her Up" (WB) 28/3
Rotations: Heavy 0/0, Medium 9/1, Light 19/2, Total Adds 3, WVEE, K94, KJCB. Medium; WHUR, XHRM, WNHC, WDKX,

DAZZ BAND "Wild & Free" (Geffen) 27/15

(i/c, Light 21/13, Total Adds 15, KMJQ, WTMP, JET94, WQMG, WKXI, KOKY, WLOU, WQQK, WTLC, WVOI, KDKO. Medium: WFXC, WJMI, WANM, WWWS. L.A. DREAM TEAM "Nursery Rhymes" (MCA) 27/1 L.A. DICEAM TEAM NUISBY INITIOS (INVA) 2771 Hotations: Heavy 3/0, Medium 13/0, Light 11/1, Total Adds 1, WLUM. Heavy: WXOK, WKXI, WWDM, Medium: WDAS, WDIA. WZAK. KDAY, KSOIL, WFXC, WOMG, KHYS, KAPE, WGPR, WKWM, WWWS, WVOI.

GENERAL KANE "Track Killed Applejack" (Gordy/Motown) 26/12
Rotations: Heavy 0.0, Medium 9/2, Light 17/10, Total Adds 12, WDJY, WZAK, KSOL, WFXA, KOXL, Z93, WOFX, WKXI, W.O.U, WAAA, WCKX, WGEN Medium KAUM, WIZ, WHYZ, KJCB, KOKS, WZEN, KMYX.

JEAN CARNE "Flame Of Love" (Omni/Atlantic) 25/14

DESTRUCTION OF THE CONTROL OF THE CO

DIVER CHEATHAM "S.O.S." (Critique) 23-044 4, wrnt, wran, wrnt, wwx.

OLIVER CHEATHAM "S.O.S." (Critique) 23-044 4, wrnt, wran, wrnt, wrx.

Roadions Heavy 0.0. Medium 7/1, Light 18/3, Total Adds 4, WKND, 293, WLOU, WWWS. Medium: WOWI, WGCI, WFXA, WFAC, WCKX.

# MOST ADDED

MOORE & JACKSON (20) HUMAN LEAGUE (27) STACY LATTISAW (24) DAZZ BAND (15) JEAN CARNE (14) RENE & ANGELA (13) JERMAINE STEWART (12) GEORGE DUKE (11) CLUB NOUVEAU (10)

### HOTTEST

**ORAN "JUICE" JONES (55) GWEN GUTHRIE (52) JANET JACKSON (48)** LEVERT (45) LISA-LISA & CULT JAM (42) CAMEO (28) RUN D.M.C (15) EL DeBARGE (14) NEW EDITION (14) **BILLY OCEAN (13)** 

# SIGNIFICANT ACTION

WILLIAM BELL "Headline News" (Ichiban) 23/2
Rotations: Heavy 2/0, Medium 12/1, Light 9/1, Total Adds 2, WGPP, KDKO. Heavy: WTKL, WZAZ. Medium: WHUR, WTMP, WXDK, JET94, WFKC, WOMG, WKX, WPCD, KOKY, WCKX. WTLC.

WXUN, UE194, WHAD, UMMO, WALA, WALD, KONT, MAINTE, WALA, WILE, WALA, WALE, WALA, WAL

HANSON & DAVIS "Hungry For Your Love" (Sleeping Bag) 20/2 Rotations Heavy 20, Medium 80, Light 10/2, Total Adds 2, KMJQ, Z93, Heavy, WWINFM, WWDM. Medium: WRKS, WDAS, KSQL, WFAX, WHYZ, WZAX, WPLZ, KUKO.

RSUE, WHAR, WHATE, WAZE, WHEE, NUMB.

CASHFLOW "Reach Out" (Mercury/PolyGram) 17/8

Rotations: Heavy 00, Medium 6ft, Light 11/7, Total Adds 8, KMJQ, WNHC, WQFX, WALT, WCKX, Z103, WWWS, WVOI.

Medium: WYLDM, WUIZ, KOKS, WANNI, KOKO.

MOVIES "Juke Box" (CBS Associated) 17/2
Rotations: Heavy Old, Medium 7/1, Light 10/1, Total.Adds 2, KDAY, WALT. Medium: K104, WTMP, KMJM, WXOK, WKXI,

MICHAEL SEMBELLO "Wonder Where You Are" (A&M) 17/1

1/0, Medium 5/0, Light 11/1, Total Adds 1, WHRK. Heavy: WZAZ. Medium: WDIA, KACE, JET94, WKXI,

SHIRLEY JONES "Last Night I Needed Someone" (PIR/Manhattan) 15/5 Rotations: Heavy 0/0, Medium 5/0, Light 10/5, Total Adds 5, KMJM, WANM, WGPR, WTLC, WZEN. Medium: WLUM, WJIZ,

RORY, WLDU, WARAL
MARKUS ANTHONY "One Night Of Love" (R&R) 15/3
Rotations Heavy 010, Medium 4/0, Light 11/3, Total Adds 3, WHRK, WGPR, WWWS, Medium: WDAS, WXOK, WXLA, KDKO.

BOBBI HUMPHREY "No Way" (Mercury/PolyGram) 15/2
Rotations: Heavy 0/0, Medium 2/0, Ught 13/2, Total Adds 2, WJYL, WALT, Medium: WKND, WANN

WHISTLE "Just For Fun" (Select) 14/5
Rotations: Heavy 0/0, Medium 2/0, Light 12/5, Total STALLANDS 5 WHRK WTMP WOMT KSOL WXOK Medium: WATV, WOMG.

GIVENS FAMILY "Holdin' On" (P.J.) 14/2 1/0 Medium 5/0, Light 8/2, Total Adds 2, WBLX, WTLC. Heavy: WTMP, Medium: WXOK, JET94, WQMG.

MISS THANG "Thunder & Lightning" (Tommy Boy) 13/9
Rotations: Heavy 0.0, Medium 4/1, Light 9/8; Total Adds 9, WDIA, WHRK, WOWI, WTMP, WXOK, WPEG, WQMG, WQQK,

KAPE. Medium: WDAS, K104, WDMT.
B00GIE B079: "Dealin" With Lith" (Capitol) 13/4
Rotations: Heavy 0/0, Medium: 4/1, Light 9/3, Total Adds 4, WDJV, KDAY, WQFX, KBUZ. Medium: WTMP, WZAK, WJMI.

Rotations: Heavy 00, Medium 41, Light 93, Total Adds 4, WDLY, KDAY, WDFX, KBUZ, Medium: WTMP, WZAK, WJMI. ATLANTIC STARR "Armed And Dangerous" (Manhattar) 13/3 Rotations. Heavy 00, Medium 30, Light 103, Total Adds 3, OC104, WGPR, WVOI. Medium; K104, WANM, WAAA STEVE WINWOD "Higher Love" (Island) 12/3 Rotations: Heavy 40, Medium 42, Light 41, Total Adds 3, WWINFM, WPAL, 293, Heavy: WAMO, WLUM, OC104, WHYZ.

GAVIN CHRISTOPHER "Back In Your Arms" (Manhattan) 12/2

2, WANM, WGPR. Medium: K104, WAAA, KMYX.

CHICO DEBARGE "Talk To Me" (Motown) 11/7

Rotations: Heavy 0/0 Medium 3/1, Light 8/6, Total Adds 7, K104, WZAK, WDKX, WAAA, WWWS, KBUZ, KMYX. Medium:

RICK JAMES "Forever And A Day" (Gordy/Motown) 11/7
Rotations: Neavy 0.10, Medium 0.10, Light 11/7, Total Adds 7, WWINFM, WBMX, KSOL. WDKX, WATV, WPEG, WCKX.

WORD OF MOUTH featuring DJ CHEESE "Coast To Coast" (Profile) 11/4

Bouttons Heavy DiD Medium 1/1, Light 10/3, Total Adds 4, KMJQ, WDMT, WZAK, WPAI

Rotations: Heavy 0.0, Medium 1/1, Light 10/3, Intel makes 7.

DENISE STEWART "VIctim" (Satellite) 10/5

Destations: Heavy 0.0, Medium 0.0, Light 10/5, Total Adds 5, WDIA, KOXL, WXOK, WKXI, WTLC.

MTUME "Pop Generation" (Epic) 10/4
Porations: Heavy 0/0, Medium 3/1, Light 7/3, Tot

MTUME: "POp Generation" (Epic) 10W Generation To Generation The Ge

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations, Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

# A SOFTSHOE WON'T DO.



Selling radio means more than tripping the light fantastic.

Becoming a Certified Radio Marketing Consultant means you're playing the Palace.

CRMCs are radio's top 1%.

They earn more, clients respect them and they advance faster.

Test yourself.

Call Ken Costa at the

Radio Advertising Bureau (212) 254-4800 for the facts.

# **BLACK/URBAN ADDS & HOTS**

### EAST

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PHONOOD
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MAIN NORED INT
ROCKWELL
BILLIE
STACY LATTISAM
JEPMAINE STEWART
HOLLOSI
ROCK JAMES
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JAME WDAS/Philadelphia Joe Tamburro none
Hottest:
ORAN JUICE JONES
GWEN GUTHRIE
LUTHER VANDROSS
JANET JACKSON
CAMEO

# WXYV/Beitimore Roy Sempson

none Hottest: FULL FORCE LEVERT JANET JACKSON ORAN JUICE JONES SHIRLEY JONES

MOORE & JACKSON STACY LATTISAW RJ'S LATEST ARRIV PHYLLIS HYMAN CUT WILD/Boston
Eiroy Smith
JEAN CARNE
HOTTEST:
ORAN JUICE JONES
ANITA BAKER
MOORE & JACKSON
LISA LISA
CAMEO PHYLLIS HYMAN
CUT
REBBIE JACKSON
BEAU WILLIAMS
BRICKS MORTAR
GENOBIA JETER
HOTCEST:
CAMED
JANET JACKSON
TINA TURNER
ORAN JUICE JONES
GWEN GUTHRIE

# WKND/Hertford Jorden/McLeen OLIVER CHEATHAM KURTIS BLOW

HOTTEST: BILLY OCEAN RUN D.M.C. LEVERT JANET JACKSON MIDNIGHT STAR

# WNHC/New Have David Dickenson

WDKX/Rochester Andre Marcel CHICO DEBARGE HUMAN LEAGUE CLUB NOUVEAU JERNAINE STEWART STACY LATTISAW RICK JAMES AL JARREAU HOTTES Devid Decision

STACE 1 EA 1.1 EA 1.2 RICK JAMES
AL JARREAU
HOttest:
LEVERT
TEMPTATIONS
JAMES INGRAM
CAMEO
ORAN JUICE JONES

Mike Archie
MIDNIGHT STAR
RAWN
DOUG E. FRESH
HOTTEST:
EL DEBARGE
LISA LISA
LEVERT
ORAN JUICE JONES
RJ'S LATEST ARRIV WRKS/New York
Tony Gray
STACY LATTISAW
NOCERA
HOTE-BE:
LISA LISA
GMEN GUTHRIE
ANITA BAKER
TIMEX SOCIAL CLUB
RENE & ANGELA

# OC104/Ocen CHy Deve Allen HUMAN LEAGUE EURYTHOIGS MODE & JACKSON ATLANTIC STARR MOTERS MOTER & SIMPSON GWEN GURBIE JANET JACKSON ORAN JUICE JONES

WDJY/Washington
Brute Balley
TAMIKO JONES
GEMERAL KAME
BOGGIE BOYS
PHYLLIS HYMAN
TIMA TURNER
GEORGE DUKE
BETTY WRIGHT
HOTLESA LISA
LISA LISA
LEVERT
WHOD INI ODINI UG E. PRESH

# WEST

# KDKO/Denve Danny Harris

KACE/Los Angeles Pam Robinson Danny Harris

HOORE & JACKSON

RJ'S LATEST ARRIV

BILLY GRIPFIN

WILLIAM BELL

DAZZ BAND

LEMGUE

HUMAN LEAGUE

JANET JACKSON

JEPPREV OSBORNE

ORAN JUICE JONES

CAMBO

NEW EDITION none Hottest: HOWARD HEWETT RODNEY PRANKLIN LEVERT JANET JACKSON ANITA BAKER KMYX/Ojel ''---end "HT" Thomas

HUMAN LEAGUE LOOSE ENDS SKYY SKYY
CHICO DEBARGE
GLENN JONES
JAMES INGRAM
HOTTEST:
CAMEO
JANET JACKSON
LISA LISA
NEW EDITION
HOWARD HEWETT

HUMAN LEAGUE AL JARREAU

82/R&R FRIDAY, SEPTEMBER 5, 1986

# KDAY/Los Angeles Petterson/Canning XHRM/Sen Diego L.D. McCollum

HATRIX
TINA TURNER
MOVIES
ICE T
BOOGIE BOYS
SWEET SENSATION
STACY LATTISAW
Hottest:
ORAN JUICE JONES
NEW EDITION
SIR MIX-A-LOT
CAMEO

STACY LATTISAW Hottest: LISA LISA JANET JACKSON SOS BAND

# WUSL/Philedelph Tony Quartarone REAL ROXANNE LEW KIRTON STACEY Q Hottest: LISA LISA MADONNA SHIBLEY JONES MADONNA SHIRLEY JONES ORAN JUICE JONES ANITA BAKER

WAMO/Pittsburgh Woodson/Anthony

Tony-Wright
O.C. SHITH
STACEY O
JEAN CARNE
LATIMORE
CON PUNK SHUN
PAULI CARMAN
KATACT AUTOMAN
KA

WJIZ/Albeny Tony-Wright

SOUTH

RON JANUARY
GEORGE DUKE
KOPPER
MOORE & JACKSON
REME & ANGELA
AL JARREAU
LOOSE ENDS
HUMAN LEAGUS
CLUB NOUVEAU
RICK JAMES
REBBIE JACKSON
HOTTO-ENDS
JANET JACKSON
AND JANET JACKSON
ORD JACKSON
ORD JACKSON
ORD JACKSON
ORD JACKSON
LOCE JONES
GUTHRIE
LIONEL RICHIE
LEVERT

WPAL/Charlest Don Kendricks

DON KENDÍCKE STEVE WINNOOD NEW EDITION O.C. SHITH REME & ANDELA BILLY CRIFFIN TAMINO JONES JAMES REESE WORD OF MOUTH HOLTERI ASHFORD & SIMPSON CAMED JAMET JACKSON

Z93/Charleston

CHIF Fletcher

RANSON & DAVIS
GENERAL KANE
O'CHI BROWN
STEVZE MINNOOD
KURTIS BLOW
CON PURE SHUN
HUMAN LEAGUE
LENNY MILLIAMS
GEORGE DUKE
OLIVER CHEAPHAH
HOLLOSI
MONTH BROWN
OLIVER CHEAPHAH
HOLLOSI
ORAN JUICE JONES
LISA LISA

WPEQ/Charotte
Michael Saunders
RENE & ANCELA
RICK JAMES
HISS THANG
JERNATURE STEMART
CON FUNK SHUN
HUMAN LEAGUE
SZMO GRAN JUICE JONES
LEVERT
CAMED

MOORE & JACKSON DAZZ BAND ET

WVELAHIBITE
RAY BOYD
HOORE & JACKSON
ROONEY FRANKLIN
GEORGE DUKE
JEMMINE STEMART
KIPHORTH & TURNE
HOTEGAT
BILLY OCZAN
JAMES INGRAM
GWEN GUTHRIE
JACKSON
LEVERT

none
Hottest:
BILLY OCEAN
LISA LISA
LEVERT
LUTHER VANDRO
GWEN GUTHRIE WFXA/Augusta Demitra Merritt

Demitra Merritt
GEORGE DUKE
STACEY Q
JEAN CARNE
GENERAL KANE
MITUME
TEENA MARIE
BEAU WILLIAMS
HOORE & JACKS
HUMAN LEAGUE
HOTEREN HUMAN LEAGUE Hottest: JANET JACKSON GWEN GUTHRIE LEVERT LISA LISA EL DEBARGE

# KQXL/Baton Rouge

G.L. Hayee
DENISE STEMART
KOPPER
KOPPER
REBBIE JACKSON
TINA TURNER
D TRAIN
HUMAN LEAGUE
GENERAL KANE
HOTEST
LEVERT
GWEN GUTHRIE
JEFFREY OSDORNE
EL DEBARGE
LISA LISA

ET
HOWARD HEWETT
DONNELL PITMAN
HOLLEST:
GWEN GUTHRIE
LEVERT
MIDNIGHT STAR
ORAN JUICE JONES
NEW EDITION LENNY WILLIAMS
HOTTEST:
LEVERT
JEFFREY OSBORNE
ORAN JUICE JONES
BEAU WILLIAMS
KRYSTOL

WXOK/Baton Houge Broady/Morton 52ND ST. RUBY TURNER TYPRONE BRUNSON DENISE STEWART AL JARREAU JEAN CARNE LENNY WILLIAMS STACY LATTISAW WHISTLE MISS THANG HUMAN LEAGUE HOUGES K104/Dallas K104/Dallas
Terri Avery
CHICO DEBARGE
STACY LATTISAN
GENOBIA JETER
HUMAN LEAGUE
MTUME
52ND ST.
Hottest:
PRINCE
CAMEO CAMED ORAN JUICE JONES GLENN JONES LEVERT HOMAN LEAGUE HOTTEST: GREGORY ABBOTT LISA LISA HOWARD HEWETT JANET JACKSON EL DEBARGE WFXC/Durham

AMM Stowe STACY LATTISAW MILLIE JACKSON 52ND ST. SKINNY BOYS HOTLEGE GWEN GUTHRIE LISA LISA ORAN JUICE JONES LEVERT RUN D.M.C. BOBBY JIMMY
RENE & ANGELA
STACY LATTISAW
HOTLEST:
GWEN GUTHRIE
BILLY OCEAN
ORAN JUICE JONES
LEVERT
LUTHER VANDROSS

KDLZ/Ft. Worth-Dalias Tucker/Madison KUKQ/Phoenix Rick Thomas none Hottest: BILLY OCEAN GWEN GUTHRIE LEVERT GLENN JONES JANET JACKSON RICK THOMAS
JEMAINE STEWART
ART OF NOISE
JAMES INGRAM
YARBROUGH & PEOPL
HOTTES

WOMGUG-sensbord
Doc Foster
1 CHEEP
1 HEEP
1 IS S THAMA
ANDERSON & LORING
GEORGE DUKE
RESONSY FRANKLIN
RESONSY FRANKLIN
AL JARKEAU
AL Robinson/Moody
BARBARA ROY
MOORE & JACKSON
RICK JAMES
GEORGE DUKE
B. PATS
GEORGE DUKE
B. PATS
GEORGE DUKE
LIFE
HOSTEL JETER
MISTLE
LISA LISA
FULL PORCE
JANET JACKSON
HOMARD HEMETT
ORAN JUICE JONE:

# WHYZ/Greenville Taylor/Carson

KOKYALHIB ROCK Frazie/Eari MILLIE JACKSON LATIMORE JEAN CARME DAZZ BAND JEEMAINE STEWART STACT LATTISAW ORECORY ABBOTT JANET JACKSON LISA LISA GWEN GUTHRIE LEVERT none Hottest: LIONEL RICHIE NEW EDITION MIDNIGHT STAR JANET JACKSON ORAN JUICE JONES

# WGFX/Gulfport-Biloxi

WOFX/Guilport-Biloxi
Al Luv
MOORE & JACKSON
JEAN CARNE
JEAN CARNE
RENE & ANGELA
PORTER CARROLL II
MIDMASTER ANGELA
HOLMASTER ANGELA
HOLMASTER ANGELA
LITHBEE
LOPEARCE

Aktina/Michael
GENOBIA JETER
MILLIE JACKSON
LOOSE ENDS
CASHFLOW
DAZZ BAMD
WORD OF HOUTH
HANSON & DAVIS
HOttest:
ORAN JUICE JONES
HIDNIGHT STAR
RUN D.M.C.
MAZE
LEVERT

none
Hottest:
RUN D.M.C.
LIONEL RICHIE
HIDNIGHT STAR
LEVERT
ASHFORD & SIMPSON

WZAZJacksonville
Nat Jackson
FOUR TOPS
REME & ANGELA
MOORE & JACKSON
BEAU WILLIAMS
PATTBURGER BAND
HOTLEAS
LISA LISA
JEFFREY OSDORNE
DOUG E. FRESH
GWEN GUTHRIE

WPDQ/Jeckson Brody/Henry LOOSE ENDS Hottest: GWEN GUTHRIE LISA LISA LEVERT EL DEBARGE JANET JACKSON

# Bill St. John

BHIS! John
GEORGE BENSON
GREGORY ABBOTT
MIAH! SOUND MACHI
TYRONE BRUNSON
JEAN CARNE
HOTER:
GLENN JOHES
GWEN GUTHRIE
RUN D.M.C.
ORAN JUICE JONES
LISA LISA

WKGMKnozville
Bill Cleary
Bill Cleary
Cleary
Cleary
ANBOYT
TINA TURRER
CLUB NOUVEAU
BILLY GRIFFIN
BILLY GRIFFIN
LOVE & HONEY
HOTERS
LOVE & HONEY
LOVE & HONEY
LISA LISA
LISA LIST
LISA LOTTON
CRAM JUICE JONES
JANET JACKSON

KJCB/Lafayette
Handy/Moors
STACY LATTISAW
TYRONE BRUNSON
SKIPWORTH & TURNE
REDD
SURFACE
RUN -D. M. C.
Hottest: HOTTEST: JAMET JACKSON GWEN GUTHRIE LEVERT ORAN JUICE JONES EL DEBARGE

WYLD-FM/New Oriens
Dell Spencer
PHYLLIS HYMAN
TINA TURBER
STACY LATTISAW
HOUTES!: GWEN GUTHRIE
LEVERT
MIDNIGHT STAR
EL DEBARGE
JEFFREY OSBORNE

WLOU/Louisville
Tony Fields
CLUB NOUVEAU
GENERAL KANE
OLIVER CHEATHA
GEORGE DUNE
RENE & ANGELA
HUMAN LEAGUE
TEENA MARIE
DAZZ BAND
HOTTENS HOTTENS DAZZ BAND Hottest: LISA LISA ORAN JUICE JONES CAMEO NEW EDITION HOWARD HEWETT

WJYL/Louisville Williams/March

Williama/March
BOBBI HUNPHREY
RENE & ANGELA
HOTTOST:
LISA LISA
ORAN JUICE JONES
JEFFREY OSBORNE
BILLY OCEAN
GWEN GUTHRIE

WOWINOTOIK
DON Allen
DOUG E. PRESH
MOORE 4 JACKSON
TAMIKO JONES
MISS THANG
JAMES REESE
BILLY GRIPFIN
HURS GUTHRIE
ORAN JULIE JONES
LEVERT
LISA LISA
GREGORY ABBOTT

GWEN GUTHRIE

WJSKI, DE CHARLES

WJSKI, DECKSON

KENNY G

REBRIE JACKSON

JERMAINE STEMART

FORE THANBROUGH 4 PROPEL

FORE THANBROUGH AND THANBROUGH

ANDERSON & LORING

GWEN GUTHRIE

G

WDIA/Memphis Bobby O'Jey KRYSTOL STACY LATTISAW VOLTAGE BROTHERS MISS THANG SURFACE MTUME

# MTUME DENISE STEWART DONNELL PITMAN ET KOPPER HOTTER RUN D.M.C. ORAN JUICE JONES TINA TURNER LISA LISA WHREKMARDNEN

TIMA TURNER
MAINTAINA
WANTAINAN
WANTAINAN
LEVERT
JERMAINE STEMART
SOUNTE FRANKLIN
D.J. HOLLYMOO
MOORE JAKESON
GEORGE DUKE NO
SERVE DUKE NO
HOLLYMOO
MISTAINAN
I THREE
MARKUS ANTHONY
HOLLAND, JANET JAKESON
JANET JAKESON
JANET JAKESON
JANET JONES
SORAN JUICE JONES
ASHPORD & SIMPSON
WALTMARKEN Mike Kelly Mike Keily
STACY LATTISAN
BRAU WILLIAMS
D TRAIR
MISS PHANS
HUNAN LEAGUE
HOTELET
LEVERT
GLENN JONES
EL DEBARGE
JEFFREY OSBORNE
GWEN GUTHRIE
KDKS'STAVENDOT
C. ERWIN DBNIELS
FABL CABUE

ASHPORD & SIMPS
WALT/Meridian
Aundra Russell
CASHFLOW
JEAN CARNE
MOORE & JACKSON
MOVIES
BOBBI HUMPHREY
GENOBIA JETER
HOTERSH GENOBIA JETER HOTTEST: CAMEO JANET JACKSON LEVERT MAZE JEFFREY OSBORNE

# WEDR/Miemi Jeckson/Jones

Jackson/Jones
none
Hottest:
BILLY OCEAN
GWEN GUTHRIE
WHODINI
PRINCE
LIONEL RICHIE

WELXMODILE
TOTAL STATE
TOTAL
T

LISA LISA RUN D.M.C.

KP4/Norfolk
Scott/Alien
BILLY CRIFFIN
SKIPMORTH & TURNE
STACKY LATTISAM
STACEY O, HOURE & JACKSON
MADORNAL
GMEN GUTHRIE
JANET JACKSON
LEVERT
ORAN JUICE JONES
LISA LISA

# WORL/Orlando

WORLOriando
Earl James
O.C. SMITH
CHAKA KHAN
MOORE & JACKSON
HOTTESTA
JANET JACKSON
GWEN GUTHRIE
LISA LISA
LIONEL RICHIE
ORAN JUICE JONES

# KHYS/Port Arthur Petry/Davis

Hottest: BILLY OCEAN GWEN GUTHRIE LEVERT JANET JACKSON ORAN JUICE JONES

# WPLZ/Petersburg Crumbley/Daniels

WDMT/Cleveland
Dean Dean
RUBY TURNER
RUBY TURNER
RANCY MARTINEZ
KURTIS BLOW
WORD OF MOUTH
WHISTLE
KOPPER
HOLLOST
RUBO LISA
GWEN GUTHBIE
ORAN JUICE JONES Crumbley/Daniels
JERHAINE STEWART
REME & ANGELA
CON FUNK SHUN
HOTTES:
GWEN GUTHRIE
ORAN JUICE JONES
CAMEO
JAMET JACKSON
LISA LISA
KAPE/SAN ANDOMO WZAK/Cleveland
Tollver/Pery
MILLIE JACKSON
RUSY TUPNER
PIECES OF A DREAM
GENERAL KAME
WORD OF MOUTH
JACZY JEFF
DYNASTY
PORTER CARROLL II
BARBARA ROY
CHICO DEBRACE
HOLLOSI
BORN JUICE JONES
CAMED
RUN D. N. C.

C. Erwin Daniela
JEAN CARNE
NEW EDITION
O.C. SMITH
DAZZ BAND
MOORE & JACKSON
RUN D.M.C.
RENE & ANGELA
MILLIE JACKSON
HOUTERS WCKX/Colum Rick Stevens

REDE & AMELA HILLE SACKSON BOLLEGE DINES OWEN OUTBEE GLENN JOHES PRINCES GLENN JOHES PRINCES GLENN JOHES PRINCES GLENN JOHES PRINCES GLENN JOHES BOLLEGE DINES BOLLEGE DINES GLENN JOHES DANS JULIES JOHES LISA LISA DANS JULIES JOHES LISA LISA CHIEF JOHES CHIEF JOHES JOHES JULIES JOHES CHIEF JOHES JOHES JULIES JOHES SILVY HIS DEL JOHES SILVY HIS D

WHISTLE HOTTER GWEN GUTHRIE RUN D.M.C. CAMEO LISA LISA ORAN JUICE JONES

# WAAA/Winston-Sa

Tine Cerson CHICO DEBARGE MTUME HUMAN LEAGUE GENERAL KANE HOTTEST:
ASHPORD & SIMPSON
CAMEO
JANET JACKSON
LISA LISA
GLENN JONES

WBMX/Chicago

Boulding/Spoon
MOORE & JACKSON
TEENA MARIE
LOOSE ENDS
RICK JAMES
RUBY TUNNER
HOTEMAL:
BILLY OCEAN
GWEN GUTHRIE
HHODINI
EL DEBARGE
PRINCE

Lee Michaels
PORCE MD'S
STACY LATTISAW
MOORE 6 JACKSON
REBBIE JACKSON
NOTEST:
ORAN JUICE JONES
MAZE
GWEN GUTHPTT

MAZE GWEN GUTHRIE LISA LISA LEVERT

WBLZ/Cincinnati Brian Castle

Hottest: GWEN GUTHRIE RUN D.M.C. JANET JACKSON LEVERT ORAN JUICE JONES

Rick Stevens
JEAN CARNE
MODEL & JACKSON
RICK JAMES
DAZZ BANN
RICK JAMES
DAZZ BAND
GENOBIA JETER
CASHFLOM
GENERAL KAME
BILLY GRIFFIN
KURTIS BLOM
HOTHER
HOTHE

WVKO/Columbus

WYKORGONINGOS

KC Jones

FIVE STAR

MORE & JACKSON

TEMPTATIONS

O'CHI BROWN

Hottest:

ORAN JUICE JONE

GWEN GUTHRIE

ASHPORD & SIMPS

JANET JACKSON

MIDWEST

# WANM/Talishasses

WANNATAIGHBABBAB

ADE BUILBET
JEAN CARRIE
FENSE & ANNELA
GAVIN CHRISTOPHER
I THREE
NOCERA
MAIN INGREDIENT
SHIRLEY JONES
SWEET COOK IE
NOCEST
ACKSON
ORAN JUICE JONES
LEVERT
GMEN GUTHRIE

WXLALansing
Liz Colbert
REBBIE JACKSON
AL JARREAU
MOORE & JACKSON
HUMAN LEAGUE
HOSTER
HOTH OF THE MAN
BILLY OCEAN
LEVERT
ASHFORD & SIMPSON
JAMET JACKSON
GWEN GUTHRIE

WLUMAMINESUKOB
Bernard Miller
MIAMI SOUND MACHI
DOUG E. FRESH
MIDNIGHT STAR
MOORE & JANKSON
EUSTTEMICS
EUSTTEMI

# WWWS/Saginaw David Roses

Devid Roses

JEAN CARNE
HUMAN LEAGUE
CHICO DEBARGE
CASHFLOW
OLIVER CHEATHAM
TYRONE BRUNSON
MARKUS ANTHONY
HOTECHT
TEMPTATIONS
JANET JACKSON
GWEN GUTHRIE
CAMEO

WARROUGH & PEOPL
MOORE & JACKSON
CASHFLOW
CLUB NOUVEAU
GENOBIA JETER
GEORGE DUKE
HOTEBEL
GWEN GUTHRIE
LISA LISA
CAMEO
OBAN JULCE JONES

ORAN JUICE JONES PORCE MD'S

WJLB/Detroit
- Alexander/Whitmore
- CLUB NOUVEAU
- MAIN INCREDIENT
RUN D.M.C.
- HOTCHEST:
- ORAN JUICE JONES
- JANET JACKSON
- LEVERT
- LISA
- BILLY OCEAN
- BILLY OCEAN

WGPR/Detroit
Joe Spencer
GREGORY ABBOTT
MAZE
ET
FORCE MD'S
GEORGE BENSON
GAVIN CHRISTOPH
BILLY GRIFFIN
GENERAL KANE
HUMAN LEAGUE
SHIELEY JONES
ATLANTIC STARR
DAZZ BAND ATLANTIC STARR
DAZZ BAND
WILLIAM BELL
MARKUS ANTHONY
HOTLEST
LEVERT
WHODINI
GWEN GUTHRIE
JANET JACKSON
ORAN JUICE JONES

# WZEN/St. Louis Andre Fuller

WKWM/Grand Rapids GrantFrankin CLUB NOUVEAU HUMAN LEAGUE DAZZ BAND KIARA GEORGE BENSON HOTERST TIMEN SOCIAL CLUB GWEN GUTHRIE EL DEBARGE CAMEO JANET JACKSON

KMJM/SL Louis
Mike Strattord
MOORE & JACKSON
HUMAN LEAGUEKURTIS BLOW
PAULI CARMAN
SHIRLEY JONES
GEORGE DUKE
MILLIE JACKSON
REME & ANGELA
HOUTES
HOUSE
HOWARD HEMETT
EL DEBARGE EL DEBARGE

Andre Fuller
LEVERT
TYRONE BRUNSON
RODNEY FRANKLIN
SHIRLEY JONES
HYTLLIS HYMAN
TAMIKO JONES
MAGNUM FORCE
HOTERST
LISA LISA
LEVERT
ORAN JUICE JONES
RUN D.M.C.
HOWARD HEMETT

WVOLToled Paul Brown

Paul Brown
ATLANTIC STARR
CASHELOW
DAZZ BAND
PORTER CARROLL II
HOMAN LEAGUE
DESMAWN
KIARA
HOUTEST:
TEMPTATIONS
HILLY OCEAN
BILLY OCEAN
JAMET JACKSON
GREGORY ABBOTT

WTLC/Indianepoils
Jey Johnson
DAZZ BAND
STACY LATTISAN
LEE FIELDS
DENISE STEWART
DENISE STEWART
OF STEWART
DENISE STEWART
LEE STEWART
OF STEWART
OF STEWART
LAUDIA BARRY
HOTEGAT
JAKESON
TOWARD HOMETT
NEW EDITION

# KCPW/Kansas City Hallam/Welsh

DON JOHNSON PIVE STAR KENNY G ORAN JUICE JONES PETER CETERA CLUB NOUVEAU CLUB NOUVEAU Hottest: ANDERSON & LORING NEW EDITION STACEY Q BELINDA CARLISLE LISA LISA

# KBUZ/Wichita Rochal Wright MOORE & JACKSON CON FUNK SHUN BOOGIE BOYS CHICO DEBARGE HOTTEST RUN D.M.C. CAMED ORAN JUICE JONES

90 Reporting Stations 79 Current Reports These stations reported a frozen list: WXYV/Baltimore, WDAS/Philadelphia, WBLZ/Cincinnati, WAOK/Atlanta, KDLZ/Dallas-Pt. Worth, WHYZ/Greenville, WJMI/Jackson, MS, WEDR/Miami, KHYS/Port Arthur, WWDM/Sumter, and KACE/Los Angeles.

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# RADIO & RECORDS NATIONAL AIRPLAY

# JAZZ

# **TOP 30**

# SEPTEMBER 5, 1986

0 BOBBY McFERRIN/Spontaneous Inventions (Blue Note)

DAVE VALENTIM/Light Struck (GRP)

0 HENRY BUTLER/Fivin' Around (MCA Impulse!)

STAN GETZ/Voyage (Black-Hawk)

SPYRO GYRA/Breakout (MCA)

TOM GRANT/Take Me To Your Dream (Pausa)

MIKE METHENY/Day in-Night Out (MCA Impulse!)

WEATHER REPORT/This Is This (Columbia)

BOBBY SHEW/Shewhorn (Pausa)

EARL KLUGH/Life Stories (WB)

CHICO FREEMAN/Pied Piper (Black-Hawk)

PETER KATER/Two Hearts (Optimism)

MICHAEL MANRING/Unusual Weather (Windham Hill)

BOB JAMES & DAVIO SANBORM/Double Vision (WB)

RARE SILK/Black & Blue (TBA/Palo Alto)

SADAO WATANABE/Good Time For Love (Elektra)

Ē TITO PUENTE & HIS LATIN ENSEMBLE/Sensacion (Concord) STEPS AHEAD/Magnetic (Elektra)

JOE SAMPLE & DAVID T. WALKER/Swing Street Cafe (Crusaders/MCA)

JESSICA WILLIAMS/Nothin' But The Truth (Black-Hawk)

YELLOWJACKETS/Shades (MCA)

JEBUT > 2 RAMDY BRECKER & ELIANE ELIAS/Amanda (Passport Jazz)

ANDREAS VOLLENWEIDER/Down To The Moon (CBS)

T LAVITZ/Storytime (Passport Jazz)

13 25 KEITH MacDONALD TRIO/Waiting (Landmark)

DEBUT > 20 LEE RITENOUR/Earth Run (GRP)

MARK MURPHY/Living Room (Muse) 17 28

SHADOWFAX/Too Far To Whisper (Windham Hill) WOODY HERMAN & HIS BIG BAND/50th Anniversary Tour (Concord) 29

DEBUT DEBUT COUNT BASIE/Long Live The Chief (Denon)

Black/Urban stations contributing to Jazz WKNDHartford, Melonae McClean KJC8/Lafayette Horatro Handy WYLD-FM/New Orleans, Delt Spencer WDMT/Cleveland, Dean-Dean Rulus

# **NEW & ACTIVE**

RODMEY FRANKLIN "It Takes Two" (Columbia) 14/1
Rotations Heery 30, Medium 60, Light 31, Estra Adds 0, Total Adds 1, WFAE Heery WAER, WCLK, WBBY. Medium
WBEE, WJZ. KIGO, WFSS, WHYE, KEBM, WYPE, KIFM
LEE RITERIOUR "Earth Rish" (GRP) 13/8

is Heavy 2/0, Medium 4/2, Light 3/2, Extra Adds 4, Total Adds 8, WRTI, WCLK, WFAE, WMOT, WBEE, WJZZ, KKGO, Heavy WYRS, KIFM Medium WLOQ, WLVE

CRYSTAL "Clear" (Black-Hawk) 12/1

Heavy 20, Medium 80, Light 4/1, Extra Adds 0, Total Adds 1, WFPL. Heavy WAER, WLOQ. Medium KTCJ, USE, KBEM, KHEM, KLSK

RAMDY BRECKER & ELIAME ELIAS "Amenda" (Passpert Jazz) 11/18
Rotations: Neavy 22, Medium 3/2, Light 3/3, Extra Adds 3, Total Adds 10, WGBH, WBGO, WYRS, WMOT, WBEE, KJAZ,

sevy 2/2, Medium 3/2, Light 3/3, E IU, KXPR, WKND Medium WCLK

JAKOB MAGNUSSON "Time Zene" (Golden Bey Jazz/Optimism) 11/1 Rotations Heavy 10, Medium 60, Light 4/1, Extra Adds 0, Total Adds 1, WUWM. Heavy WVPE Medium: KUHF, WMOT,

WNOP, KMPD, KPLU, WYSS SAND "LAWKA "MASS PROCESSAND "A WAS SCOTT HAMILTON/LAKE HAMINA/DAYE MCKENNA "Masjor Laagne" (Concord) 18/3 Rotations: Henry 30, Medium 00, Jught 73, Estra Adds 0, Total Adds 3, WBFD, WNUR, KLSK Henry-TDMTY DOZEN BRASS BAND "Live: Mardil Gras In Montreex" (Reunder) 18/1 Rotations: Henry 20, Medium 40, Jught 41, Extra Adds 0, Total Adds 1, WLSF, Henry WRTT, KCHRI, M Heavy: WYRS, KLON, KCNR

WFS, W/PE.

CHRIS BRUBECK & ANDY LEVERINE TRIO "See How It Feets" (Block-Hawk) 18/8

Potations: Henry 50, Medium 00, Light 50, Estra Adds 0, Total Adds 0, Henry WRT, WPTL, WBY, KPLU, WHRO.

DOR PULLEN/GEORGE ADAMS QUARTET "Breakthrough" (Bloc Note) 9/9

Rotations Heavy 1/1, Medium 2/2, Light 2/2, Estra Adds 4, Total Adds 9, WGBH, WBGO, WRTI, WCLK, KANU, KJZZ, KJAZ, KWMJ, OST.

# AT BLACKHAWK, WE'VE GOT THE NUMBERS





THANK YOU, JAZZ RADIO

# **MOST ADDED**

COUNT BASIE (16)
D. HARRISON & T. BLANCHARD (14) RANDY BRECKER & ELIANE ELIAS (12) OTB (9)

KEVIN EUBA BRANDON FIELDS (6)

### HOTTEST

BOBBY McFERRIN (12) BOBBY SHEW (12) DAVE VALENTIN (12) HENRY BUTLER (11) SPYRO GYRA (9)

JAMES NEWTON "Water Mystery" (Gramavision) 9/4

Desirtuna Massa; 2/1 Martium 1/1 Links 5/2, Extra Adds 0, Total Add

. 4 WGBH, WDET, KUOP KWMU Heavy KJAZ, KXPR

VICTOR FELDMAN'S GENERATION BAND "Smooth" (TBA/Paie Allo) 9/3
Rotations. Heavy 2/1, Medium 7/2, Light 0/0, Extra Adds 0, Total Adds 3, WEBR KBEM WYPE Heavy KKGO Medium

SUBRAMANIAM "Blossom" (Crusaders/MCA) 8/3

Total Adds 3, WDET WHVE WUSF Heavy WNOP

KENNY 6 "Ductiones" (Arista) 8/2
Rotations Heavy 2/0 Medium 4/1 Light 1/0 Extra Adds 1 Total Adds 2 WHVE WOMT Heavy WCLK KKGO Medium

SHEILA JORDAN "The Crossing" (Black-Hawk) 8/1

Total Adds 1 WGBH Heavy WUWM Medium WRTI WJZZ

JEFF TYZIK "Farthest Corner Of My Mind" (Amherst) 8/1

Adds 1, WAER Heavy KKGD Medium WNOP WHVE

GRANT GEISSMAN "Drinkin" From The Money River" (TBA/Palo Alto) 8/0

GRANT GEISSMAN UITING.

ORDITION OF THE STATE OF THE STAT

BOB COOPER & SMOOKY YOUNG SEXTET "In A Mellotone" (Contemporary/Fantasy) 6/8

# **REGIONALIZED ADDS & HOTS**

# SOUTH

# MIDWEST

Mottoot: SOMMY MCFT SAME HOUSE DAVE WALKE BASE SILE

48 Total Reports 42 Current Reports WLOQ/Orlando and

WYRS/Stamford called in frozen playlists. WDMT/Cleveland, WKND/Hartford, and WLVE/Miami Beach failed to report this week and their

playlists were frozen. WNOP/Cincinnati failed to report for two consecutive weeks and was not used in this week's data.

BlackHawk Records NACKHAWK

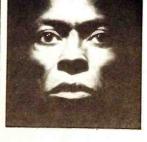
**JAZZED** 

LISTEN TO THIS LINEUP.

MILES DAVIS TUTU AVAILABLE SEPT. 29TH



**BOB JAMES** OBSESSION AVAILABLE OCT. 20TH



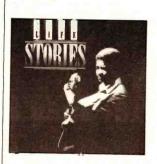
BOB. JAMES

OBSESSION

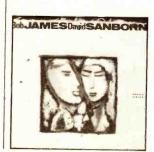
ERNIE WATTS SANCTUARY AVAILABLE SEPT. 22ND



EARL KLUGH LIFE STORIES AVAILABLE NOW



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# RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

# **TOP 50**

Three	Two	ro	Last		
Weeks				1	RONNIE MILSAP/In Love (RCA)
	5	3	1	-	FORESTER SISTERS/Lonely Alone (WB)
	8	6	5		EDDIE RABBITT & JUICE NEWTON/Both To Each Other (RCA)
	11	9	6		DWIGHT YOAKAM/Guitars, Cadillacs, Etc. (Reprise/WB)
		11	9		TANYA TUCKER/Just Another Love (Capitol)
	1	1		6	REBA MCENTIRE/Little Rock (MCA)
			3	7	JOHN CONLEE/Got My Heart Set On You (Columbia)
	4	4			JANIE FRICKIE/Always Have Always Will (Columbia)
		12		_	CRYSTAL GAYLE/Cry (WB)
	18	17	12	_	EXILE/It'll Be Me (Epic)
	17	15			KEITH WHITLEY/Ten Feet Away (RCA)
				_	NITTY GRITTY DIRT BAND/Stand A Little Rain (WB)
	2	2			EARL THOMAS CONLEY & ANITA POINTER/Too Many Times (RCA)
		18			ROSANNE CASH/Second To No One (Columbia)
		21			STEVE EARLE/Guitar Town (MCA)
			20		SCHUYLER, KNOBLOCH & OVERSTREET/You Can't Stop Love (MTM)
	26				LEE GREENWOOD/Didn't We (MCA)
		28			RANDY TRAVIS/Diggin' Up Bones (WB)
	31	27			RESTLESS HEART/That Rock Won't Roll (RCA)
	28		23	_	MICKEY GILLEY/Doo-Wah Days (Epic)
		8	7		GIRLS NEXT DOOR/Slow Boat To China (MTM)
					HANK WILLIAMS JR./Country State Of Mind (WB/Curb)
					SOUTHERN PACIFIC/A Girl Like Emmylou (WB)
	9				NICOLETTE LARSON with STEVE WARINER/That's How You Know (MCA)
		34			WILLIE NELSON/I'm Not Trying To Forget You (Columbia)
				_	SWEETHEARTS OF THE RODED/Since I Found You (Columbia)
		41			MARIE OSMONO & PAUL DAVIS/You're Still New To Me (Capitol/Curb)
					JUICE NEWTON/Cheap Love (RCA)
					STEVE WARRINER/Starting Over Again (MCA)
					BARBARA MANDRELL/No One Mends A Broken Heart (MCA)
					JOHN ANDERSON/Honky Tonk Crowd (WB)
					JOHN SCHNEIDER/At The Sound Of The Tone (MCA)
					CONWAY TWITTY/Desperado Love (WB)
	42	40	37	2	LYLE LOVETT/Farther Down The Line (MCA/Curb)
	_	44	40	3	GATLIN BROTHERS/She Used To Be Somebody's Baby (Columbia)
	6	16	25	36	EDDY RAVEN/Sometimes A Lady (RCA)
	23	22	26	37	LACY J. DALTON/Working Class Man (Columbia)
BR	E/	١K	ER	<b>3</b>	GEORGE STRAIT/It Ain't Cool To Be Crazy About (MCA)
BRI	EΑ	KI	ER	39	ANNE MURRAY/My Life's A Dance (Capitol)
	_	46	43	0	MARTY STUART/All Because Of You (Columbia)
	22	20	28	41	OAK RIDGE BOYS/You Made A Rock Of A Rolling Stone (MCA)
	_	-	47	3	MICHAEL MARTIN MURPHEY/Fiddlin' Man (WB)
	_	48	45	3	CHARLY McCLAIM/So This Is Love (Epic)
	_	_	49		T. GRAHAM BROWN/Hell And High Water (Capitol)
	_	-	48	45	HOLLY DUNN/Daddy's Hands (MTM)
	13		34		DON WILLIAMS/Heartbeat In The Darkness (Capitol)
	_	_	50	1	BILLY JOE ROYAL/I Miss You Already (Atlantic America)
	27	25	41	48	GARY MORRIS/Honeycomb (WB)
	DE	BUT	<b></b>	49	DOLLY PARTON/We Had It All (RCA)
	41	30	39	50	RAY CHARLES/The Pages Of My Mind (Columbia)

# SEPTEMBER 5, 1986

		,	
Total Reports/Adds	Heavy	Medium	Light
156/0	141	12	3
159/0	129	28	2
160/1	122	33	5
155/1	115	34	6
159/0	110	48	1
140/0	104	21	15
136/0	102	25	9
149/1	102	41	6
159/0	85	72	2
157/0	64	88	5
146/3	80	54	12
128/0	83	33	12
155/2	49	95	11
148/1	53	87	8
144/3	63	61	20
152/2	48	83	21
158/5	25	107	26
152/1	32	94	26
156/3	19	114	23
141/6	26	97	18
117/0	59	45	13
111/0	57	35	19
144/6	16	96	32
98/0	47	40	11
125/8	12	80	33
136/5	15	76	45
140/24	6	69	65
135/12	6	75	54
133/7	2	86	45
128/9	4	76	48
122/6	7	76	39
125/14	2	65	58
82/0	24	38	20
107/5	11	59	37
125/23	3	54	68
71/0	26	24	21
74/1	17	40	17
102/60	3	24	75
101/17	3	45	53
84/11	1	41	42
56/0	13	31	12.
84/16	1	37	46
82/9	2	41	39
81/29	2	21	58
79/13	1	32	46
43/1	12	15	16
75/15	1	22	52
42/0	7	24	11
58/21	0	12	46
40/0	5	21	14

# **MOST ADDED**

GEORGE STRAIT (60) SAWYER BROWN (39) GEORGE JONES (30) T. GRAHAM BROWN (29) ALABAMA (27) MARIE OSMOND & PAUL DAVIS (24) GATLIN BROTHERS (23) ED BRUCE & LYNN ANDERSON (23) DOLLY PARTON (21) RONNIE McDOWELL (19)

### HOTTEST

RONNIE MILSAP (82)
EDDIE RABBITT & JUICE NEWTON (66)
OWIGHT YOAKAM (53)
REBA McENTIRE (52) FORESTER SISTERS (44) JOHN CONLEE (36) JANIE FRICKIE (29)
HANK WILLIAMS JR. (27)
NITTY GRITTY DIRT BAND (26) TANYA TUCKER (25)

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 number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

# BREAKERS

**GEORGE STRAIT** 

It Ain't Cool To Be Crazy... (MCA)

On 63% of reporting stations. Rotations: Heavy 3, Medium 24, Light 75, Total Adds 60 including WGNA, WPOR, WYNK, KILT-FM, KYKX, KYXX, WPAP, WRNL, WMNI, WFMS, WFKF, WTSO, WTHI, KYOO, KRKT, KKAL, KGHL, KCKC, KIGO, KIIM. Debuts at

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 30-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve Breaker status

### **ANNE MURRAY**

My Life's a A Dance (Capitol)
On 63% of reporting stations. Rotations: Heavy 3, Medium 45, Light 53, Total Adds 17,
WGNA, WQBE, WIXL, WXXX, WYII, KRRY, WCOS, WUSQ, WSLR, WONE, KJY,
WWWW, WLLR, KKAL, KUGN, KCKC, KMPS. Moves 47-42-39 on the Country chart.

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# RADIO & RECORDS NATIONAL AIRPLAY

# COUNTRY

# **NEW & ACTIVE**

MICHAEL MARTIN MURPHEY "Fiddlin' Man" (WB) 84/16
Rotations: Heavy 1. Medium 37. Light 46, Total Adds 16, WGNA, WIXL, WPOR, WWVA. KHEY, KILTFM, WOKK, WUSO, WTOO, KFD, KYKK, KIZ, KRAK, KGA, KIGO, KIM, Heavy, KBMF, Moves 47-42 on the Country chart.

WTOD, KFDI, KYAK, KLZ, KRAK, KGA. KIGO, KIIM. Heevy: KBMR. Moves 47.42 on the Country chart.

MARTY STUART "All Because Of You" (Columbia) 84/11

Rotations: Heavy: 1, Medium 41, Light 42, Total Adds 11, KHEY, KSSN, WKIX, WGEE, WLLR, WTHI, KYAK, KKAL, KVOC, KWJJ, KTOM. Heavy: NAMZ. Medium: WBOS, WPOR, KEAN, WOKK, WIRK, WUBE, KXXY, KUGN, KOLO. Moves 46.43-40 on the Country chart.

CHARLY McCLAIN "So This Is Love" (Epic) 82/9

Polations: Heavy 2, Medium 41, Light 39, Total Adds 9, WOBE, WSIX, WRNL, WONE, KFDI, KYAK, KGHL, KLZ, KGA Heavy: WTSV, WOW. Medium: WBGW, WBOS, WXIX, WWVA, WUSY, WESC, KKYX, WKCQ, KVOO, KQIL, Moves 48-45-43 on the

Country chart.

T. GRAHAM BROWN "Hell And High Water" (Capitol) 81/29

Rolations: Heavy 2, Medium 21, Light 58, Total Adds 29 including WBOS, WAJR, WWVA, WEZL, KPLX, KSSN, WODR, KSO, KCJB, WLLR, WKCO, WTH, KGHL, KUUY, KLZ, KEIN, KCCY, KSOP, KSON. Moves 49-44 on the Country chart.

HOLLY DUMN "Oaddy's Hands" (MTM) 713.

Rotations Heavy 1, Medium 32, Light 46, Total Adds 13, WANA, WOBE, KEAN, KILTEM, WDXE, WHNL, WYNG, WGEE, WCO, WTH, KTPK, KGHL, KCKC, Heavy, WOM, Medium WAIR, KASE, WBCS, WTCM, KFDI, KLZ, Moves 48-45 on the

Country chart

BILLY JOE ROYAL "I Miss You Aiready" (Atlantic America) 75/15

Rotations: Heavy 1, Medium 22, Light 52, Total Adds 15, WOBE, WAJR, WXKX, WYNK, WVMI, WDXE, KSSN, WRNL, WSLR, WONE, WTSO, KCJB, WKCQ, KGHL, KGA. Heavy: WOKK. Medium. KASE, WESC, WUBE, KOLO. Moves 50-47 on the

OOLLY PARTON "We Had It All" (RCA) 58/21

Totalions: Heavy 0, Medium 12, Light 46, Total Adds 21, WBGW, WQBE, WXKX, WPOR, WIXY, KEAN, WYNK, WVMI, WEZL, WDXE, KSSN, WOKK, WUSQ, WKKO, WAXX, KFKF, WKCQ, KFDI, KKCS, KRAK, KIGO. Debuts at number 49 on the

SHELLY WEST "Love Oon't Come Any Better Than This" (WB) 55/14
Rotations: Heavy 0, Medium 13, Light 42, Total Adds 14, WWA, KASE, WGTO, WKLO, WSIX, KKYX, WKKO, KFGO, KWMT
KFKF, WOW, KTTS, KALF, KIGD, Medium: WGBOK, KYKR, WGS, KNIX, KSOP.

RONNIE McOOWELL "When You Hurt I Hurt" (MCA/Curb) 54/19
Rotations: Heavy 0, Medium 13, Light 41, Total Adds 19, KEAN, KRRV, WYNK, NKWMT, WGEE, KFKF, WXCL, WTHI, WTCM, KVOO, KOLO, KMPS, KIGO. WYNK, WVMI, WEZL, KYKX, WUSQ, WMNI, WAXX,

BUTCH BAKER "That's What Her Memory Is For" (Mercury/PolyGram) 52/12 Rotalions: Heavy 1, Medium 17, Light 34, Total Adds 12, WGNA, WBGW, WPOR, WWVA, WY KKCS KLZ KOLD, KMPS Heavy KOW Medium KEN N WVK KTTS WTCM KRIST. SAWYER BROWN "Out Goin' Cattin'" (Capitol/Curb) 49/39

Rotations: Heavy 2, Medium 2, Light 45, Total adds 39 Including WGNA, WBOS, WPOR, KEAN, WSOC, KYKX, KLLL, WGKX, WCMS, KKYX, KJNE, WIRK, WYNG, KFKF, WOW, WXCL, KRKT, KCCY, KOLO, KCKC.

# SIGNIFICANT ACTION

TOM WOPAT "I Won't Let You Down" (EMI America) 46/5

Rotations: Heavy 0, Medium 15, Light 31, Total Adds 5, WGNA, WKSJ, WUSQ, KKCS, KOLO. Medium: WEZL, WTVY, WLWI WCMS, WPAP, WQYK, KJNE, WIRK, KFGO, WTSO, WOW, WXCL, WKCQ, KTTS, KEDL

JOHN DERVIER "Along For The Ride ("55 T-Bird)" (RCA) 42/4
Rotations Heavy 1, Medium 14, Light 27, Total Aods 4, WIXL, WYII, KEAN, NUIH, Heavy, WOKK, Medium; WGNA, WVAM,
WYSK, WKK, KYKR, WKS, KKY, WYNG, WOW, WYDK, KYRD, KEN, KCOY, KIOO

WISV, YARA, NICE, THE AND WEIL" (Egic) 41/5
Rotations Heavy O, Medium 7, Light 34, Total Adds 5, WPD, KRRV, WGTO, WXCL, KALF, Medium: WTSV, WOKK, KKYX, WOW, WKCQ, KTS, KUDL, Light, WVAM, KEAN, WWKA, KFDI, KKCS, KOLO, KSOP.

KFGO, KWMT, WKCQ, WTCM, KALF, KOLO, KTOM, KIGO, Heavy, KFDI, KFDI, KWMT, WKCQ, WTCM, KEEP, KEEP, SA/30 Rotations: Heavy 0, Medium 7, Light 27, Total Adds 30 including WBGW, WTSV, KEAN, KASE, WSOC, WESC, KILTFM, WDXE, WLW, WOYK, WIRK, WGGS, KWOO, KRIX, KUZZ, KWJJ, KTOM, KCKC.

KATHY MATTEA: "Walk The Way The Wind Blows" (Mercury/PolyGram) 32/16
Rotations: Heavy 0, Medium 5, Light 27, Total Adds 16, WGBW, WRKZ, WAJR, KRRY, WGTO, WLWI, WPAP, KKYX, WUSQ, WMRI, KFGO, WGEE, KVOO, KRST, KKAL, KCKC. Medium: WKKX, WDY, WTOR, KOIL.

MARTY HAGGARD "Talkin" Blue Eyes" (MITM) 29/9
Rotations: Heavy 0, Medium 5, Light 24, Total Adds 9, WWKX, KKYX, KYO, WKKQ, KFGO, WOW, KTTS, KTPK, KOIL.

Medium WISY, WLW, KKRK, KUZZ, Light WBGW, KRRY, WGNS, KALF.

Medium: WTSV, WLWI, KRRT, KUZZ, Light WBGW, KRRV, WCMS, KALF.

ALABAMA "TOUCH ME When We're Danch" "(RCA) 27/50.

Rotations: Heavy 2, Medium 8, Light 17, Total Adda 27 including WBOS, WRIZ, WXTU, WKHX, WYAY, WXBQ, WSOC,
WISY, KRIZ, WWAX, ARMD, WCUZ, WMILL, WXCV, KFDI, KUZZ, KOHL, KUZ, KUPL, KWIJ,

ED BRUCE & LYNN ANDERSON "Fools For Each Other" (RCA) 26/23

ROTATION: HONEY, O. Medium 4, Light 22, Total Adds 23, WPOR, WXIY, WWWA, WII, KEAN, WESC, WCMS, WPAP, KKYX,
WIRK, WAXX, KFGO, WGEE, WOW, WWJ,O, KVOO, KRKT, KRST, KVOC, KULY, KRWQ, KQIL, KTOM.

RAY STEVENS "People's Court" (MCA) 25/6
Rotations: Heavy 0, Medium 5, Light 20, Total Adds 6, KRRV, WVMI, WEZL, WDXE, WUSQ, KVQC, Medium: WTVY, WESC, KTTS, KPDI, Light, WOZP, KXVZ, WXQL, KTPK, KZI, KUGN.

KRISA, KYDIL Light, "What Did You Do With My Heart" (Mercury/PolyGram) 25/1
Rotations Heavy 0, Medium 8, Light 17, Total Adds 1, KHEY, Medium: WGNA, WYII, KIKK, WKSJ, WPAP, KKYX, WOW, KKGO, Light, WOGE, KASE, WGNS, KANE, KTPK, KUZZ, KYOC, KOM ROBIN LEE "If You're Anything Like Your Eyes" (Evergreen) 24/0 Rotations: Heavy 0, Medium 11, Light 13, Total Adds 0, Medium: WAJR, KRRV, WE KKCS, KSOP KIGO, Light: WCAO, WSGW, WYII, WGTO, WESC, KIKK KSSN, WF

WEZL, WTVY, WONE, WOW, WTCM, KRKT, WPAP, KRMD, WTSO, WTHI, KFRE, KOLO.

KKCS, KSOP, KIGO, Light, WCAD, WBGW, WTII, WGLO, WBSO, MIRK KSOP THE TOTAL STATE AND A STA

VERN GOSOIN "Time Stood Still" (Compleat/PolyGram) 21.8
Rotations: Heavy O, Medium 3, Ulgh 18, Total Adds 8, WIXY, WIRK, KSO, WAXX, KFGO, WKCO, KFDI, KSOP. Medium
WKLO, WUNI, KTTS. Lugh: WESC, WOW, WTCM, KYOC

GORDON LIGHTFOOT "Anything For Love" (WB) 19/2 Rotations: Heavy 3, Medium 5, Light 11, Total Adds 2, WGNA, K.INE. Heavy, WHN, WCUZ, KCCY, Medium: WOKQ, WKSJ, WSM, WCMS, WTSQ, Light WTCR, WPAP, WMJQ, KIGO.

WSM, WCMS, WTSO, Light: WTCR, WPAP, WWJO, KIGO.

EVERLY BROTHERS "These Shoes." (McreuryPolyGram) 18.5

Rotations: Heavy 0, Medium 6, Light 12, Total Aods 5, WGTO, KKMT, KTTS, KFDI, KRWQ. Medium: WTSV, WIRK, WOW, KCCY, KIGO, Light: WCAO, WIII, WTV, W.W.W., KXXY, KOIL

WAYLON JENNINGS "What You'll 00 When I'm Gone" (MCA) 16.16

Rotations: Heavy 0, Medium 2, Light 14, Total Adds 16, WYAM, WBGW, WTSV, WIXY, WYII, KKIX, WBCS, KRKT, KKAL, KUZZ, KYOC, KHWQ, KGIL, KGIN, KOCK, KSON.

JAMES & MICHAEL YOUNGER "She Wants To Marry A Cowboy" (Air) 16/4
Rotations: Heavy Q, Medium 3, Light 13, Total Adds 4, WAJR, KKYX, KJNE, WOW. Medium' WOKK, KRKT, KIGO, Light's WOVR, WYII, WGTO, WYVY, KTTS, WTOK, WOOD, KRWQ, KOII, WGTO, WYVY, KTTS, WTOK, WOOD, KRWQ, KOII, WOOD.

ROY CLARK "Jukebox Saturday Night" (Silver Oollar) 14/1 Rotations: Heavy Q, Medium 1, Light 13, Total Adds 1, KOLO. Medium: WOW. Light: WOKK, WLWI, KKYX, KSO, WAXX, KFGO, KWMT, KTTS, KVOO, KRWQ, KFMS, KIGO.

HIGHWAY 101 "Some Find Love" (WB) 13/4
Rotations: Heavy 0, Medium 3, Light 10, Total Adds 4, , WGNA, WBGW, WGTO, WWJO. Medium: WCMS, KRKT, KRWQ.

Light: WOOD, RHIV, KNJ, RTSU, KNSI, KOCY.

J.O. MARTIN "Wrap Me in Your Love" (Capitol) 13/3

Rotations: Heavy 0, Medium 3, Light 10, Total Adds 3, WLWI, KKYX, KFGO. Medium: WYII, WOMS. KTTS. Light: WPAP.
WAXZ, WXCL, KVO, KFDI, KVO, KRIW.

O'KANES "Oh Darlin" (Columbia) 11/11
Rotations: Heavy 0, Medium 0, Light 11, Total Adds 11, WOKQ, WIXY, WYII, WOKK, WCMS, WQYK, WTQR, KRST, KKAL

NEW GRASS REVIVAL "Ain't That Peculiar" (EMI America) 11/9
Roations: Heavy 0, Medium 2, Light 9, Total Adds 9, WBGW, WTSV, WESC, WCMS, WKIX, WKKO, WOW, WTCM, KFDI. y U, Medium

ROCKINGHORSE "Have I Got A Heart For You" (Long Shot) 11./3
Rotations: Heavy 0, Medium 2, Light 9, Total Adds 3, WCMS, KRWQ, KIGO, Medium: WIRK, KFGO, Light: WLWI, KKYX,

WTOR, WOW, KVDO, KRDI BETH WILLIAMS: "Wrong Train" (BGM) 11/3 Rotations: Heavy 0, Medium 2, Light 9, Total Adds 3, KJNE, KITS, KUUY, Medium: WTCM, KRKT, Light: WBGW, WAJR, CAL SMITH "King Lear" (Step One) 11/2
Rotations: Heavy 0, Medium 2, Light 9, Total Adds 2, WRNL, KKYX. Medium: WOW, KIGO, Light: KIKK, KSO, KFGO, KWMT,

KENDALLS "Fire At First Sight" (MCA/Curb) 10/10
Rotations: Heavy 0, Medium 0, Light 10, Total Adds 10, WVAM, WBGW, WTSV, WYII, KRKT, KKAL, KUZZ, KRWQ, KQIL,

TONI PRICE "How Much Do I Owe You" (Master) 9/1
Rotations: Heavy O, Medium 1, Light 8, Total Adds 1, KSO. Medium: KFGO, Light: WYII, KRRV, WGTO, KTTS, WTCM, KRWQ,

WAYNE MASSEY "Give It Back" (Epic) 8/5
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 5, WVAM, WYII, WOKK, KJNE, KIGO, Light: WTSV, WWJO, KVOO:

# **ALBUM TRACKS**

ARTIST/Song Title (Label)

LIONEL RICHIE & ALABAMA/Deep River Woman (Motown) HANK WILLIAMS JR./Mind Your Own Business (WB/Curb)

ED BRUCE/Quietly Crazy (RCA)

FORESTER SISTERS/Drawn To The Fire (WB)

HANK WILLIAMS JR./Montana Cafe (WB/Curb)

SOUTHERN PACIFIC/Road Song (WB)

Perfume, Ribbons, & Pearls Montana Cafe

Killbilly Hill

**Album Title** 

Montana Cafe

Night Things

Dancing On...



# BREAKER

**ANNE MURRAY** 

"My Life's A Dance"

R&R 39

**BREAKERS** 

**BB** 40

From Her Latest Album SOMETHING TO TALK ABOUT



# **COUNTRY ADDS & HOTS**

EAST E. Rabbitt & J. Newton (RCA)
Dwight Yoakem (Reprise/WB)

LEE GREENWOOD ALARAMA MICKEY GILLEY STEVE WARINER HOTLOST REBA MCENTIRE RONNIE MILSAP

DWIGHT YORKAN RABBITT & NEW

GATLIN BROTHER
GEORGE STRAIT
HICHAEL HORPH:
BUTCH BAKER
T. GRAHAM BROK
BRUCE & ANDER:
BHELLY WEST

MOST ADDED SOUTH George Strait (MCA) Ronnie Milsap (RCA) Reba McEntire (MCA) Eddle Rabbitt & Juice Newton (RCA)

MOST ADDED MIDWEST George Straft (MCA) Sawyer Brown (Capitol/Curb)

WEST George Straft (MCA) T. Graham Brown (Capitol) Waylon Jennings (MCA)

E. Rabbitt & J. Newton (RCA)

# EAST

WOKQ DowerPo SAMYER BROWN GEORGE STRAIT O'KANES Hottest: RABBITT & NEWT JANIE FRICKE ROSANNE CASH WRKZ-FM Hershey, PA

WTCR-FM Huntington, WV

WCAO

WIXL-FM Newton, NJ

PERITH WHITLEY
ROSANNE CASH
JUICE MEMTON
DOLLY PANNON
SHELLEY TOWNES
BILLEY TOWNES
BILLEY TOWNES
BILLEY TOWNES
ROWNES MURRAY
HOARTY HOEGAND
MOTERSTER SISTEM
ARBEITH A BESTON
GIRLS NOT DOING

WINMEMSPOY, NO ANNE HURRAY REMOALS WAYLOW JESNINGS JOHN DEDVER O'KAMES BRUCE & AMDERSON MAYNE MASSEY MOLEGAL FONETER SISTERS TANYA TUCKER RABBIT & HUBTON DMIGHT YOAKAM HOLLY DUNN BILLY JOE ROYAL DOLLY PARTON JOHN ANDERSON GATLIN BROTHERS RARBARA MANDRELL WILLIE NELSON OSMOND & DAVIS PORESTER SISTERS RABBITT & NEWTON SOMETH WILSER

MIDWEST

WYNG Evensyille, IN WUBE-FM Cincinnati, OH

none Hottestr none Hotteet:

WKMF Fliet, MI RANDY TRAVIS
RESTLESS HEART
Bottest,
DMIGHT YOAKAM
PORESTER SISTE
RABBITT & NDWY
REBA MCENTIRE
RONNIE MILSAP

Hotteet: RONNIE HILSAP GIRLS NEXT DO PORESTER SIST RABBITT & NEW CRYSTAL GAYLE

WWWW-FM Debroit, MI HOTTEST: HERLE HAGGARD RANDY TRAVIS HANK WILLIAMS DON WILLIAMS JUDY RODMAN

KEITH WHITLEY LYLE LOVETT T. GRAHAM BROWN BILLY JOE ROYAL Sottest: RONNIE HILSAP FORESTER SISTE DWIGHT YORKAM RABBITT & NEWT TAMYA TUCKER CAMP

T. GRAHAM BROMS ANNE MURRAY GEORGE STRAIT HARTY STUART

WKCQ Seginew, MI

ORGINE, ME
HOLLY DIGN
GRATIN SHOTHERS
SANTER SHOWN
GENER STRAIT
T, GRANAM SHOWN
RILLY JOE SOYAL
DOLLY PARTON
VERN GOSDIN
HOTEGET
BERN HOEMTIRE
DOMINE FRICKE
POREFRER SISTERS
COMLEY & POINTER
COMLEY & POINTER

NOME

KITS-AMPH

Springfleid, MO

HARTY HAGGARD

T. GRAHHM BRINE
GEORGE STRAIT
BETH WILLIAM
SHELLY WEST
BAY PRICE
JIM 6 JESSE
HOLLEAN
HOLLEAN
BERN HCENTIAR
BERN HCENTIAR
BERN HCENTIAR
JAMES PRICE
DWIGHT YOARAM

SE Cloud. BMM
SAMVER SROWN
GEORGE STRAIT
BARRARA HANDES
BRUCE 4 AMDERS
HIGHMAY 101
Nottest;
REBA HCZMTIRZ
ROSNIE HILSAP
FORESTEZ SISTI
DWIGHT YOAKAM

LYLE LOVETT HOTTOST HOTTOST HOTTOST HILLIAMS JR. HITTY GRITTY DIRT JOHN COMLEE SONNIE HILSAP DWIGHT YOARAM

GATLIN BROTHER:
GEORGE STRAIT
JUICE MEMTON.
HOTLORI
JOHN CONLEE
CRISTAL GAYLE
RONNIE MILSAY
HANK MILLIAMS. KFKF Kamana City, MO Kemana City, MO
RAMSITT & NEWTON
DOLLY PARTON
GEORGE STRAIT
SANYER ROWN
ROWNIE MCDOWELL
SNELLY WEST
MOTHER
ROWNIE MILSAP
FORESTER SISTERS
TANYA TUCKER
NICOLETTE LARSON
SCHUYLER, KNOBLOC

WITL-FM Lensing, MI

OSMOND & DAVIS JOHN ANDERSON JOHN SCHOETDER Hotteet: RONNIE HILSAP JOHN CONLEE TANYA TUCKER

MAYLON JERNINGE OSHORD & DAVIS GEORGE JONES HOTTER HOUSE HILSAP FORESTER SISTERS DAIGHT YOAKAN KEITH WHITLEY RABBITT & MENTON

HOTTEST F RESA HCENTIRE RONNIE HILSAP DWIGHT YOAKAM JANIE FRICKE RABBITT & NEW! STEVE KARLE LACY J. DALTON HOTEST: GIRLS-NEXT DOOR JANIE FRICKE DWIGHT YOARAM CRYSTAL GAYLE RABBITT & NEWTO

WDGY Minnespolis, MN STEVE VARINER OSMOND & DAVIS JOSN SCHOLEDER. Beckent JOSN CONLEE RONNIE HILBAP FORESTER SISTERS GIRLS NEXT DOOR RABBITT & NEWTON BARBARA HANDRELL OSMOND & DAVIS EMERTHEARTS OF TH MOTTEST HANK WILLIAMS JR. MITTY GRITTY DIRT

Terro Heute, IN
GEORGE STRAIT
RODNIE HCDOWELL
T. GRANAM BROWN
GATLIN BOOTHERS
MARTS SOURT
MARTS SOURT
MATTY GRITTY DIRT
RODNIE NILEAP
JANIE FRICKE
PORESTER SISTERS
RABBITT & NEMTON WTOD Toledo, OH

WKHX Atlanta, GA

SAMYER BROWN MARTY MAGGARD HOLLY DUNN HOTTMANT INE WYAY Atlanta, GA

WTCM Traverse City, Mi

GEORGE STRAIT
GEORGE JONES
BRUCE & ANDERSO
RATHY MATTER
RONNIE NCOONELL
SAFTER BROWN
ALARMAN
HOTEST
JAMIE FRICKE
DMIGHT YGARAM
REITH MHITLEY
RABBITT & MEMPTO

KWEN Tuise, OK JUICE MEMTON
MILLIE MELSON
JOHN SCHNEIDER
OSHOND & DAVIS
HOTTORIN
TANIS
TO. SHEPPARD
REA HCENTIRE
EDDY RAVEN
JOHN CONLEE KFDI-AMFM Wichia, KS

SOUTH

GATLIN BROTHERS OSMOND & DAVIS JOHN SCHNEIDER HOTEGET! DON WILLIAMS EGNNIZ HILSAP NITTY GRITTY D. T.G. SHEPPARD

GENE WATSON
RONNIE NCDOME
RONNIE NCDOME
TAMBY WYNETTE
GATLIN BROTNE
ANNE HOURRAY
KATHY HATTEA
RAY STEVENS
HOLLOW
ROTHER
RONNIE HILSAP
ROSANNE CASH
LEE GREENMOOD

Charleston, SC RAY STEVENS RONNIE MCDOMED GEORGE STRAIT T. GRAHAM BROW SAMTER BROWN GENE MATSON -DOLLY PARTON HOTTON BANK MILLIAMS REBA MCENTIFE RONNIE MILSAM NITTY GRITTY: LEE GREENMOOD

Atlanda, GA
ALARMA
GEORGE STRAIT
STEVE EARLE
HICKEY GILLEY
OSHOND A SHANKS
HOLLEY
A POINTER
HANK WILLIAMS
ROWHER HILBAP
RABBITT & NEMFON KASE Auette, TX

GEORGE STRAIT MILLIE MELSON BILLY JOE ROY, RONNIE MCDOWED BUTCH BAKER DOLLY PARTON MOTERAL REDA MCENTIRE RONNIE MILSAP JANIE PRICKE RABBITT & NEW

KYKR Besumont, TX

KPLX-FM Delien/FL Worth ALABAMA OSMOND & DAVIS T. GRANAM BROWN Nottest; CONMAY THITTY NITTY GRITTY DI "ONNIE HILSAP

WMC-AM KKIX Fevetteville, AR

Memphis, TN
SANYER BROWN
LEE GREENWOOD
NOTESET:
KLITH WHITLEY
FORESTER SISTE
RABBITT & NEWT
OWLGHT YOAKAM
HANK WILLIAMS

KR.T-FM Houston, TX

WKSJFM Mobile, AL

WSIX-FM Noohyllo, TN SHELLY WEST WILLIE NELSON CHARLY NOCLAIN

none Hottest:

KYXX Origina, TX

WWKA Orlando, FL

WGKX Memphis, TM

GATLIN BROTHERS
LYLE LOVETT
TON MOPAT
HOTTORY GRITTY DI
JOHN CONLEE
HANN WILLIAMS
REBA MCENTIES
RONNIE NILSAP

DONCE STRAIT
GEORGE STRAIT
GEORGE STRAIT
GEORGE JONES
RATHY HATEL
SHELLY WEST
SHIPLEY WEST
SAMYER BOONI
JAMES & HICHAE
MARTY NAGGAR
MARTY
MA

JUICE MENTON O'KANES GEORGE STRAIT

WORK-FM Weet Palm Beach, FI WUSG-FM Winchester, VA

RESTLESS HEART MICKEY GILLEY GATLIN BROTHER: O'KANES HOTLOSTER SISTE TANYA TUCKER RABBITT & NEMTY ROSANNE CASH RAMOY TRAVIS nd, VA

OSHONO & DAVIS
GATLIN BROTHERS
CHARLY MCCLAIN
CEONGE STRAIT
CAL SHITH
HOLLY DUNN
BILLY JOE ROYAL
HARK WILLIAMS JR.
REBA RCENTIE
DWIGHT YOARAM
FORESTER SISTERS
STEVE ZAFLE

# WEST

GEORGE STRAIT SAMYER BROWN GEORGE JONES ANNE MUSRAY HARTY STUART O'KANES KATRY MATTEA WAYLON JENNIM REMEDALLS

KRST-FM

REMDALLS Hottest: FORESTER SISTE RABBITT & NEWT DWIGHT YORKAM STEVE EARLE RANDY TRAVIS ALABAMA GEORGE JONES MAYLON JENNINGS KK-FM Anahelm, CA Hottest:

Caspe, WY

HARTY STUART
-BRUCZ & ANDERSON
O'KAMEE
RAY STEVENS
MAYLON JENNINGS
HOTEON
MATOM TOWN
MICOLETTE LARSON
RAMDY TRAVIS
COCKLEY & POINTER
JAMIE PRICKE

GEORGE STRAIT TOM MOPAT BUTCH BARRE BOLLY PARTON MOTEST! REBA MCENTIRE RONNIE HILSAP STEVE EARLE LYLE LOVETT SWEETHEARTS OF

GRAND JUNCTION, CO BRUCE & ANDERSON RENDALLIS MAYLON JENNINGS SANYER BROWN CON HUNLEY HARTY NUGGRED FABSITT & NEWTON DEIGHT YOAKAM GARY MORRES RABOY TRAVES GEORGE STRALTS

GATLIN BROTHERS WAYLON JENNINGS GEORGE STRAIT
ANNIE HURRAY
HOTTERI
RERA HCENTIRE
RONNIE HILSAP
HANK WILLIAMS
TANYA TUCKER
CRYSTAL GAYLE HOTTOM HOOM HOOM HOTTOM HOTTOM HOTTOM HOTTOM GAYLE SCHUYLER, KNOW LEE GREENMOOD RESTLESS HEART

KFRE Freeno, CA Gold HH, OR

ROCKINGHORSE
MAYLON JENNINGS
KENDALLE
EVERLY BROTHERS
BRUCE & ANDERSON
O'TAMES
GEORGE JONES
HOLSEN
HOLSEN
ROHNIE MILSAP
RABBITT A NEMTON
DMIGHT YORANA
TANYA TUCKEP
JANIE FRICKE KNEW WILLIE NELSON GATLIN BROTHERS OSMOND & DAVIS HOTTOST KONNIE MILSAP FORESTER SISTER RABBITT & NEWTO JASIE FRICKE CRYSTAL GAYLE

KMX-FM Phoenix, AZ

KUPL
Porland, OR
SOUTHERN PRCIFIC
SHOWN & DAVIS
HICKEY GILLEY
GATLIN SHOTHERS
ALARBMA
HOLLEY
CORNAY THITY
EDDY RAVEN
HARK MILITANS JR.
JOHN CORLER
BEBA HCENTERE KWJJ Portland, OR

T. GRAHAM BROWN SHELLY WEST GENE WATSON TAMMY WYNETTE

BRUCE & AND GEORGE JONE MARTY STUAR GENE WATSON Hottest: HOTTESTER BIST KEITH MUITLET TANYA TUCKER STEVE ZARLE

KSOP-FM Self Lake City, UT

none Nottest: none

MICHAEL HURPH CHARLY MCCLASS JUICE MEMTON BILLY JOE ROYS HOTLEST BONNIE MILSAP FORESTER BIST

KSSM Little Rock, AR

GENE MATION,

CONTROL MATION

CONTROL MATION

CONTROL MATION

CONTROL

CONT

CATLIN GROTHERS
SATCHAEL HURSHEY
GEORGE STRAIT
HOTCEST
TANYA TUCKER
DWIGHT YOAKAM
KEITH WHITLEY
EXICE

161 Reporters

Due to the holiday, there were 19 frozen reports and 5 stations

The R&R Parkersburg, WV reporting station has chan-from WKYG to its sister

# **FULL-SERVICE AC**

# **TOP 20**

Three Wreeks	Two	10	Lint		
	2	2	1	0	CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)
	В	4	2	Õ	HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)
	1	1	3	3	MIAMI SOUND MACHINE/Words Get In The Way (Epic)
1	,	6	4	0	MIKE & THE MECHANICS/Taken In (Atlantic)
1	1	9	5	Ğ	BERLIN/Take My Breath Away (Columbia)
	9	8	6	ŏ	MICHAEL McDONALD/Sweet Freedom (MCA)
1	2	10	8	ŏ	NEIL DIAMOND/The Story Of My Life (Columbia)
	5	7	7	8	LIONEL RICHIE/Dancing On The Ceiling (Motown)
1	7	13	11	9	EL DeBARGE/Love Always (Gordy/Motown)
	3	3	9	10	DOUBLE/The Captain Of Her Heart (A&M)
1	5	15	12	•	BILLY OCEAN/Love Zone (Jive/Arista)
-	-	18	14	ø	GENESIS/Throwing It All Away (Atlantic)
- 1	4	14	13	€	STEVE WINWOOD/Higher Love (Island/WB)
1	9	17	15	Ō	AIR SUPPLY/Lonely Is The Night (Arista)
	4	5	10	15	PETER CETERA/Glory Of Love (Full Moon/WB)
-	_	19	17	0	ANITA BAKER/Sweet Love (Elektra)
	_	20	18	Ð	PAUL SIMON/You Can Call Me Al (WB)
BRI	ΕÆ	١K	ER	<b>1</b>	MOODY BLUES/The Other Side Of Life (Polydor/PG)
BRI	E <i>P</i>	١K	ER	1	GLADYS KNIGHT & BILL MEDLEY/Loving On Borrowed Time (Scotti Bros/CBS)
BRI	EΑ	١K	ER	<b>₫</b>	TOTO/I'll Be Over You (Columbia)
		_			

# SEPTEMBER 5, 1986

Total			
Reports/Adds	Heavy	Medium	Light
47/0	43	4	0
45/0	42	3	0
43/0	30	10	3
40/0	26	10	4
39/1	25	13	1
35/0	25	9	1
40/0	23	12	5
35/0	28	5	2
34/0	19	13	2
32/0	15	14	3
35/1	12	20	3
36/2	5	26	5
28/0	13	13	2
33/1	7	20	6
30/0	12	13	5
28/3	6	15	7
28/0	2	19	7
24/3	2	13	9
27/5	2	12	13
27/7	0	9	18

ROSIE VELA "Magic Smile" (A&M) 13/2

RONNIE MILSAP "In Love" (RCA) 12/0
RONNIE MILSAP "In Love" (RCA) 12/0
RONNIE MILSAP "In Love" (RCA) 12/0

CRYSTAL GAYLE "Cry" (WB) 10/1

TINA TURNER "Typical Male" (Capitol) 6/1

Rotations: Heavy 0, Medium 1/0, Light 4/2, Total Adds 2, V RIC OCASEK "Emotion in Motion" (Geffen) 4/4 Rotations. Heavy 0, Medium 1/1, Light 3/3, Total Adds 4, R

Rotations: Heavy 0, Medium ( WIBA, WTKO, WJBC, KFQD

Heavy 0, Medium 5/1, Light 6/0, Total Adds 1, WFBF BY, WHBC, WTKO, WGBR, WJBC.

### HOTTEST

CARL ANDERSON & GLORIA LORING (36) HUEY LEWIS & THE NEWS (31) MIKE & THE MECHANICS (19) MIAMI SOUND MACHINE (18) LIONEL RICHIE (18)

### **MOST ADDED**

TOTO (7) GLADYS KNIGHT & BILL MEDLEY (5) DAVID PACK (4) JAMES TAYLOR (3) CARLY SIMON (3) MOODY BLUES (3) ANITA BAKER (3)

37.2 Fotal Adds 2, WDBO, WHBC Medium WJDX, WSPD, KUGN, KSL, WPOE, WGBR, KFQD Total Adds 0. Heavy WTMJ, WHBY, WGBR, KVEC Medium WISN, WCCO.

. KVEC. Light: WHBY, WGBR, WASK.

6/1, Light 4/0, Total Adds 1, KOB. Medium including WCCO, WHBY, WIBC, KTWO, KVEC Light

WOE, WJBC, Light WCHS, WHBC, WBA, WTKO

ONVE VALENTIN & ANBELA BOFILL "Can't Change My Heart" (BRP) 11/1

ONVE VALENTIN & ANBELA BOFILL "Can't Change My Heart" (BRP) 11/1

NOMBOTE THE PARTY WHOC, WTKO, WGBR, WJBC.
WSN, WHOV, WHOC, WTKO, WGBR, WJBC.
JAMES TAYLDR "Daily A Dream in Rio" (Columbia) 19/3
JAMES TAYLDR "Daily A Dream in Rio" (Columbia) 19/3
JAMES TAYLDR "Daily A Dream in Rio" (Columbia) 19/3
JAMES TAYLDR TONIO A WASK, KFQD, Medium including KUGN, KVEC Light

WIBA, WTKO, WJBC, KFQD.

DAVID PACK "I Just Can't Let 6e" (WB) 8/4

DAVID PACK "I Just Can't Let 5e" (WB) 8/4

Alerium 3/1, Light 5/3, Total Adds 4, WMTR, WGBR, WASK, KYEC Medium including WFBR, KTWO

BILLY JOEL "A Matter Of Trest" (Columbia) 8/0
Rotabons: Heavy 0, Medium 4/0, Light 4/0, Total Adds 0, Medium: WICC, WWNR, WPOE, WJBC, Light, WGOW, WTKO.

TO DOWNES & PRICE "New York Hold Her Tight" (Atlantic) 8/0 Rotations: Neary 0, Medium 4/0, Light 4/0, Total Adds 0, Medium: WFBR, KUGN, KSL, KVEC, Light, WWNR, WPOE, WTKO, WGBR.

SIGNIFICANT ACTION

ROBBINS, PRIEST N. BERNING Me Now" (Polydor/Polydram) 5/2.
Robbins: Heavy O, Medium 1/0, Light 4/2, Total Adds 2, WHBC, WMTR. Medium, WFBR. Light including WTKO, KTWO

KUGN, WMTR, WSTU, WASK

ds 1, WSTU Medium WPOE, WTKO Light including WWNR

Rotations: Heavy 0, Medium 30, Light 30, Total Adds 0, Medium WCCO, WPÖE, KVEC, Light: WHBY, WGI
THOMPSON TWINS: "Nething is Common" (Arista) 5/0
Rotations: Heavy 0, Medium 0, Light 60, Total Adds 0, Light: WJDX, WROK, WWNR, WMTR, WSTU, KTWO.

# BREAKERS

I'll Be Over You (Columbia)

57% of our reporters on it. Rotations: Heavy 0, Medium 9, Light 18, Total Adds 7, WTMJ, WCHS, WGY, WIBC, WTKO, WSTU, WJBC. Debuts at number 20 on the Fuil-Service chart.

# **GLADYS KNIGHT & BILL MEDLEY**

Loving On Borrowed Time (Scotti Bros./CBS)

57% of our reporters on it. Rotations: Heavy 2, Medium 12, Light 13, Total Adds 5, WTMJ, WIBA, KBOI, WWNR, KFQD. Debuts at number 19 on the Fuli-Service chart.

# **MOODY BLUES**

The Other Side Of Life (Polydor/PolyGram)

51% of our reporters on it. Rotations: Heavy 2, Medium 13, Light 9, Total Adds 3, WTVN, WELI, KFQD. Moves 20-18 on the Full-Service chart.

# **NEW & ACTIVE**

CYNDI LAUPER "True Colors" (Pertrait/CBS) 18/2 Rotations Heavy 1/0, Medium 7/1, Light 10/1, Total Adds 2, K

WGY, WTKO, WATE, WGBE, Light including WWKB, WICC, WCHS, WJDX, WHBC, KBOI, WWNR, WPDE, WJBC.

SHEENA EASTDN "So Far So Good" (ENI America) 18/1
WTKO, WGBR, WJBC, Medium 11/0, Light 7/1, Total Adds 1, WJDX, Medium: WFBR, KFMB, WSPD, KSL, WWNR, WPDE, WTKO, WGBR, WJBC, KTWO, KYEC, Light including WCD, UDXS, WHBC, WFOK, WMTR, KFOD

GEDRGE BENSON "Kisses in The Moonlight" (WB) 16/0

twety 10, Medium 100, Light's Otel Addes O'Heary WCCO, Medium WiSN, KFMB, WHBY, WSPD, KUGN, WGBR, WFBC, KVEC Light, WCHS, WROK, WTKO, WASK, KTWO

CARLY SIMDN "Coming Around Again" (Arista) 15/3
Rotations Heavy O, Medium 5/0, Light 10/3, Total Adds 3, WTNJ, WMTR, KFQD Medium WFBR, KUGN, WSTU, KTWO,
KYEC Light neuturing WCCO, WUDX, WHBY, KBO), WGBR, WJBC, WJBC,
WJBC, WJBC,

ANNE MURRAY "My Life 3 A Dance" (Capital) 15/1
Rotations Heavy 20, Medium 7/0, Light 81, Total Adds 1, WIBA, Heavy, WHSY, KYEC, Medium WISN, WTMJ, WCCO.
KUGH, KSL, WPDE, WIBG Light including WCHS, WGBR, WASK, KYGD, KTWO

BOB SEGER & THE SILVER BULLET BAND "H's You" (Capitol) 15/0

Rotations Heavy 2/0, Medium 10/0, Light 3/0, Total Adds 0, Heavy; WGY, KUGN, KSL, WWNR, WPOE, WGBR, WASK Light WICC, WHBC, WMTR

Rotations, Heavy 0, Medium 1/1, Light 330, 10xili rotate s. nuces, which is recorded to the Christ DeBURGH "The Lady In Red" (A&M) 4/2 Rotations: Heavy 0, Medium 0, Light 4/2, Total Adds 2, WJDX, WHBY Light including WCCO, WPOE JAMET JACKSON "When I Think Of You" (A&M) 4/1 Light including WCCO, WPOE JAMET JACKSON "When I Think Of You" (A&M) 4/1 Light JACKSON "When I Think Of You" (A&M) 4/1 Light JACKSON "When I Think Of You" (A&M) 4/1 Light JACKSON "Who I Think Of You" (A&M) 4/1 Light JACKSON "Who I Think Of You" (A&M) 4/1 Light JACKSON "Who I Think Of You I Light NEW EDITION "Earth Angel" (MCA) 4/0

ids 0 Medium WCIL. Light WISN, WMTR, KTWO Rotations, Heavy D. Wednam 170, Japan 2017 (A&M) 3/2

DOUBLE "Woman Of The World" (A&M) 3/2

Librar 20.7 Yotal Adds 2, WGBR, KTWO Light including WCCO

ASHFORD & SIMPSON "Count Your Blessings" (Capitol) 3/1

J.D. SOUTHER & NANCY SHANKS "Step By Step" (EMI America) 6/0 Rotations: Heavy 0, Medium 3/0, Light 3/0, Total Adds 0, Medium\_WCCO, WPOE, KV

JIMMY STEWART "Ralebow" (Black-Hawk) 3/0
Rotations Heavy 0, Medium 1/0, Light 2/0, Total Adds 0, Medium KVEC Light WHBY, WPOE

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# RADIO & RECORDS NATIONAL AIRPLAY

# ADULT CONTEMPORARY

# BREAKERS

# JANET JACKSON

When I Think Of You (A&M)

57% of our reporters on it. Rotations: Heavy 4, Medium 25, Light 27, Total Adds 11 including WKGW, K106, WRKA, WSTF, WING, WTRX, KRAV, KUVV. Debuts at number 27 on the AC chart.

# DAVID PACK

I Just Can't Let Go (WB)

55% of our reporters on it. Rotations: Heavy 3, Medium 22, Light 29, Total Adds 13 including KOST, WKGW, KEY103, WING, KQ99, KWFM. Debuts at number 29 on the AC chart.

# **NEW & ACTIVE**

DAVE ADAMS "Dancin In My Sleep" (Elektra) 48/8

, KEY103, K106, WXTC, WING, KQ99, WWMJ, WMTFM, KMGQ. IGN, KDUK. WEIM, WKNE, WGLL. WSKI, WSKY.

MERION READING VOICE 'A Matter Of Trust' (Columbia) 48.5 Rotations Heavy 90, Medium 262, Light 13/3, Total Adds 5, 2WD, WING, WGLL, KRLB, KFSB, Heavy, WKYE, KEY103, WAJE, KDUK, WWPA, WSKY, WGCKO, WCHV, KALE, Medium Including WSNI, KIFM, WAEB, WSFM, K106, WEZS

LEVEL 42 "Leaving Me Now" (Polydor/PolyGram) 38/17
Rotations Heavy 0, Medium 11/2 Light 27/15. Total Adds 17 Including WARMSB, B100, KIFM, WKYE, WAVE, WING, KQD9,
KUUK, WEIM, WGSV, KRIB, WKYY, WAITEM, Medium including WGHO, WWPA, WGKY, WAGE, KKLV, KMGO, KALE. KOUK, WEIM, WGSV, KRLB, WKYX, WMTFM, Medium including mounts.

\*\*DOWNES & PRICE "New York Hold Her Tight" (Atlantic) 38/1

\*\*DOWNES & PRICE "New York Hold Her Tight" (Atlantic) 38/1

\*\*Ein Linhi 22/1 Total Adds 1, WING, Medium, WAVE, KIOA, KGMG, WEIM, WKNE, WGLL.

Medium 16/0, Light 22/1, Total Adds 1, WING. Medium V, WAHR, WORG, WFFX, KTYL, WJON, WBOW, KQSW.

CHRIS DeBURGH "The Lady In Red" (A&M) 33/12

UNIA DEBUNGH "TRE LAUY IN 1881 (AAM) 33/12 Rotations: "Bevy O, Medium 4/0, Light 29/12, Total Adds 12, B100, WKYE, WAVE, KO99, KCIX, KDUK, KGMG, WKNE, WCHV WFFX, KFSB, WXUS, Medium: WGLL, WSKY, KKLV, KALE:

TINA TURNER "Typical Male" (Capitol) 30/5

TINA TURNER "Typical Male" (Capitiol) 3U/5
Rotations Heavy, Medium 1011, Light 2014, Tolal adds 5, WAVE, KC99, WGLL, WWPA, WCKO, Medium Including WKYE, U102 WMGN, KCUK, WWM, WSKI, KTWL, K99, KALE, Light including B100, KEZR, WIYV, WSKA, KGMG, GLADY'S KMIGHT & BILL, MEDLEY "Loving On Borrowed Time" (Scotti Brox,C85) 287, Rotations 400, WGLW, WGLW,

# **ROTATION BREAKOUTS**

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97/0 90/0 90/0 90/0 96/0 85/0 91/0	73 73 74 74 52 68	19 15 14 12 35	5 2 2 4 9	
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# MOST ADDED

LEVEL 42 (17) CARLY SIMON (17) DOUBLE (15) CYNDI LAUPER (13) DAVID PACK (13) CHRIS DEBURGH (12) JANET JACKSON (11) DAVE ADAMS (8) PETER GABRIEL (7) GLADYS KNIGHT & BILL MEDLEY (7) LARRY JOHN MCNALLY (7)

### HOTTEST

HUEY LEWIS & THE NEWS (82) CARL ANDERSON & GLORIA LORING (54) LIONEL RICHIE (52) STEVE WINWOOD (47) BERLIN (47) ANITA BAKER (39) GENESIS (24) MIAMI SOUND MACHINE (22) BILLY OCEAN (19) MIKE & THE MECHANICS (15)

# SIGNIFICANT ACTION

ROBERT PALMER "I Didn't Mean To Turn You On" (Island/WB) 24/2
Rotations Heavy 10, Medium 90. Light 14/2. Total Adds 2, B100, K108 Heavy WCKO, Medium, WKYE, K10A, WWMJ, WSKI, WWFA, WO-K, KTIL, K05W, KALE, Light Including WAEB, WSFM, WWY, WAYE, KDUK, WBOW, KKI, V.

LUTHER VANDROSS "Give Me The Reason" (Epic) 22/3

Totalions: Heavy 0, Medium 5:0, Light 17:0, Total Adds 3, WKYE, KWAV, WQHQ, Medium: KOST, WEIM, WJQN, KQSW, KMGQ. Light including WLTS, WAVE, WTRX, WLHT, KDUK, KGMG, WSKI, WSKY, WZLQ, KTYL, KALE.

KMGO. LIPII Including WLTS, WAVE, WTRX, WLHT, KDUR, KGMG, WSKI, WSKY, WZLO, KTYL, KALE.

GEORGE BENSON "Kisses in The Moonlight" (WB) 2/11

Rotations: Heavy 0, Medium 13/0, Ligh Bit, Total Adds 1, WXTC. Medium: WPIX, WLTS, KOST, KGW, KIFM, WAVE, WORG,

WFFX, WMTFM, KKLY, KYJC, KOSW, KMGO. Lighl fill clading KDUK, WINE, WOHO, WSKY.

DAVE VALEN TIN 8 ANGELA BOFILL "Can't Change My Heart" (GRP) 2/1/1

Rotations: Heavy 10, Medium 40, Light Bit, Total Adds 1, KFSB Heavy, WJON. Light including WAEB, WAVE, WNAM, KDUK, WSKI, WOHO, WSKY, WORG, WKXY, WAEB, WZLO, WBOW, KKLV, KOSW, KMGO.

INVERSION." "HAVEN IN YOUR TENEW!" (COLVERN) 13/18/19.

LUVERBUY "Heaven in Your Eyes" (Columbia) 18/2
Rotations Heavy 27, Medium 50, Light 111, Total Adds 2, MSKI, KRIB, Heavy including KQSW, Medium KWHQ, WSKI, KRIB, KRIB,

WOHQ, WCKU, RALE, Light including wordin, CHUR, ROUR, MORT, MACK, MACKU, RALE, RALE,

WGSV, WJON, WBOW, KKLV, KMGO, KALE, WCHV. Light Including WAVE, KOSW.

PETER GABRIEL "In Your Eyes" (Getfien) 16/7

Rotations: Heavy 1:0, Medium 4/1, Light 11:6, Total Adds 7, WSBFM, KGMG, WSKI, WFFX, KKLV, KMGO, KALE, HeavyWSKY. Medium including KOST, KFM, KKUA. Light including 8100, WAVE, KWAV, WWMJ, WOHO.

JAMES TAYLOR "Only A Dream In RIO" (Columbia) 14/3

Rotations: Heavy O, Medium 4:0, Light 10:0, Total Adds 3, LOVE94, WTRX, KDUK. Medium: KIFM, WEIM, WAHR, KALE.
Light including WAVE, WAGE, WORG, WAEV, WALO, KYTL, KOSW.

Light including WAVE, WASE, WORG, WAEV, WZLO, KYYL, KOSW.

RIC OCASE "Femolion in Motion" (Seffer) 13:6

Rotations: Heavy 0, Medium 2/1, Light 11:6, Total Adds 6, B100, KIFM, WAVE, WEIM, WCHV, KKLV. Medium lincluding WCX. WAVM, WOHD, WCSSV, WAGE, KALE

J.D. SOUTHER & NANCY SHANKS: "Step By Step" (EMI America) 10:2

Rotations: Heavy 0, Medium 1:0, Light 9(2, Total Adds 2, WCHV, WAHR, Medium: WPIX. Light including KWAV, WOHO, WGSV, MCXF, KALE, KOSW, KALE.

TERRI RICE & GREG ALLMAN "In You I Found Me" (Atlantic) 9/6
Rotations: Heavy 0, Medium 0, Light 9/6, Total Adds 6, WCKO, WCHV, WORG, WJON, KKLV, KALE. Light including WEIM,

BLOW MONKEYS "Wicked Ways" (RCA) 9/0
Rotations: Heavy 0, Medium 3/0, Light 6/0, Total Adds 0, Medium: WEIM, KQSW, KALE, Light: WSKI, WQHG, WSKY, WQRG,

REGINA "Baby Love" (Atlantic) 9/0

edium 5/0, Light 2/0, Total Adds 0. Heavy: WWMJ, WWPA, Medium: B100, K106, WXTC, KELT,

GLASS TIGER "Don't Forget Me (When I'm Gone)" (Manhattan) 8/6
Rotations: Heavy 1/1, Medium 3/1, Light 4/4, Total Adds 6, WKYE, K106, WAVE, WING, WSKI, KRLB. Medium including

LARRY JOHN McNALLY "The Motown Song" (Atco) 7/7
Rotations: Heavy 0, Medium 0, Light 7/7, Total Adds 7, WEIM, WSKI, WCHV, WGSV, WAGE, WORG, KKLV.

HUMAN LEAGUE "Human" (Virgin/A&M) 7/6
Rotations: Heavy 0, Medium 4/3, Light 3/3, Total Adds 6, WEIM, WOHO, WCKO, KIFM, KWAV, KALE. Medium WGLL



# **ACADDS& HOTS**

# EAST

Jack Raymond
HUMAN LÉAGUE
BIC OCASER
LARRY JOHN MCNALL
LEVEL 42
PET SHOP BOYS
ROD STEMANT
HISTER SPATS
DOUBLE

WEX.VMOnipolier
Bruce Stabbins
GLASS TIGER
GLASS TIGER
LOVERBOY
PETER GARRIEL
RIGHT'S HEDLEY
LARRY JOHN HONALL
DOUBLE
HOT LARRY JOHN HONALL
DOUBLE
HOT LARRY JOHN HONALL
DOUBLE
NOT LARRY
AIR SUPPLY
NELL DILANGHO
HOODY BLUES

### PARALLEL ONE

ROSIE VELA Bottesti ANITA RAKER BERLIN HIAMI SOUND HACHI AMDERSON & LORING DOUBLE

WShMPhiladelph TylerCannon EL DEBARGE CYMDI LAUPER TOTO Bottest; STEVE MINHOOD BUEY LEWIS & BILLY OCEAN AMITA BARZE GENESIS

WHITEPHISDURGH Keith Abrams none Hottest: LIOHEL BICHE HUEY LEWIS & ANDERSON & LA HICHAEL HCDOI GENESIS PARALLEL

TWO

NOME HOUSE THE BERLIN STEVE WINACOD AMITA BAKER BILLY OCEAN

HOTEURI HUMY LEWIS & HIAMI BOUND ANITA BAKER HILLY OCEAN GENESIS

WKYEJohnstown
Jack Michaela
LEVEL 42
GLASS TIGER
CHRIS DEBURGH
LUTHER VANDRO!
MOTERIS DES
STEVE MINHOOD
BANNANRAMA
HUEY LEWIS & T
ANITA BAKER
DARYL MALL

PARALLEL THREE

Mesicalization
DAVE ADAMS
Mottest:
SERLIN
LIGHTEL FICHIE
HUEY LEWIS & THE
STEVE WINMOOD
ANDERSOM & LORING

# HTUO2

# PARALLEL

ONE CARLY SIMON
PETER GARRIEL
MOTTER THE
BERLIN
LIONEL RICHIE
ANITA BAKER
GENESIS

BANANAKATA RLYMANK HUEY LEMIS & THE ANDERSON & LORING MEANT SOUND MACHI

Moen/Johnson CYNDI LAUPER NEIL DIAMOND JAMES TAYLOR BOTE-ELI ANITA BAKER HUEY LEWIS & THE BERLIN GENESIS EL DEBARGE

CABLY SIMON
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Dennis/Weish
DOUBLE
HUMAN LEAGUE
LUTTER VANDROSS
HOTCOST
HOTCHIE
HUMAN LEAGUE
HUMAN LEAGUE
HUMAN LEAGUE
NEIL DIAMOND
STEVE MINMOOD
ANITA BAKER WTNY/Welertown
George Neber
Bone
Botteat:
MIAM! SOUND MACHE
ANDERSON & LORING
LIONEL RICHIE
MIKE & THE MECHAN
HUEY LEWIS & THE PARALLEL. TWO

KEY103/Austin
'Chris Alten
DAVID PACE
TOTO
DAVE ADARS
MODOY BLUES
HOTCHS!
LIONEL BICHIE
AMDERSON & LOPIMO
STEVE MINMOOD
BELLINDA CARLISLE
HUEY LEMIS & THE WWPA/Williamsport
SamyerMeshiler
Tina Turner
DAVID PACK
HOTE-BELL
HUEY LEWIS & THE
STEVE MINMOOD
BANAMARAMA
LIOHEL RICHIE
BERLIN StancetorShelton
JANET JACKSON
GLASS TIGER
ROBERT PALMER
THONPSON TWINS
CYNDI LAUPER
THOTO
DAVE ADAMS
DOUBLE
ROTTOR

WIVY/Jacksonville Sherwood/Ryan

U102/Knoxville Hobbe/Trotter

ANDERSON & I EL DEBARGE STEVE WINNOC ANITA BAKER WLAC-FMNesh Nichols/Sergent

none Hottest: HICRAEL HCDONA AMDERSON & LOR LIONEEL RICHIE HIAMI SOUND NA STEVE WINNOED

WSFLINew Bern Joel Porter

PARALLEL THREE

WSKY/Ashaville
Brian Lee
DOUBLE
LIONES, BICHIE
JAMES & SANBORN
BONNIE RAITY
KNIGHT & MEDLEY
HOTTE HET BETTE
HUTY LEWIS & THE
GENESIS
BILLY JOEL
BERLIN
BOB MEGER nome Hottest: HIAMI SOUND MACHI STEVE WINNCOOD DARYL HALL BERLIN BELINDA CARLISLE

WCKQrCampbells Smith/McClendon TINA TURNER RICE & ALLMAN HUMAN LEAGUE TOTO
CARLY SIMON
PAUL SIMON
Mottest:
ANDERSON & LORING
RUEY LIBMIS & THE
STEVE WINNOOD
BILLY OCEAN
ANITA BAKER NUMAN LEAGUE DOUBLE NOTEST: LIONEZ RICHIE BERLIN HUEY LEWIS & THE GENESIS CYNDI LAUPER

WCHY/Charlottes/file
Tom Greece
CHRIS DEBURGH
RIC OCASER
J.D. SOUTHER
RIC DEBURGH
RIC DEBURGH
RICE ALLHAR
RICE ALLHAR
HICE ALLHAR
HICE ALLHAR
HICE LIONZ, RICHIE
ANITA BARKER
HUZY LIMIS & THE
ROSIZ VELA
GENESIS TOTO
CYNDI LAUPER
JANET JACKSON
HOTTEST;
BERLIN
HUEY LEMIS & THE
LIONEL RICHTE
ANITA BAKER
ANDERSON & LORING

WELZ/Columbus Jim Jacobs none Nottest: HIKE & THE MECHAN HURY LOWIS & THE GENESIS BERLIN ANDERSON & LORING WGSV/Guntereville

DOUBLE
LEVEL 42
LARRY JOHN HUNALL
BOTTOM
HOTEL
HUET LEWIS & THE
HIKE & THE MECHAN
ANDERSON & LORING
LIONEL RICHIE
GENESIS none Mottest: BERLIN ANDERSON & LORING LIONEL RICHIE HIAMI SOUND MACHI HUEY LEWIS & THE

Delegicanon
CARLY SIHON
ALMOST BROTHERS
PAUL SIHON
BOG SECER
JOE COCKER
JOE COCKER
ANY CHARLES
RAY CHARLES
HOTELS
HOUSE THE
DOUBLE
CONLEY & POINTER
CONLEY & POINTER
CONLEY & POINTER

LARRY JOHN HCHALL Hottest: HOUSY LEWIS & THE LIONEL RICHIE GENESIS ANITA BAKER EL DEBARGE

ROB ROBERTS
LEVEL 42
LOVERSOY
DAYED FACK
CARLY SIMON
GLASS TIGER
BILLY JOEL
HOTCHSE
HICHER HICHER
HICHAEL HCDONALD
STEVE MINMOOD
SERLIN
HUBY LEVIS & THE

ASHPORD & SIMPSON LARRY JOHN HCKALL RICE & ALEMAN Mottest: ANITA BAKER SILLY OCEAN BERLIN HUEY LEWIS & THE LIONEL RICHIE

WKYX/Paducah Frenk Cervell

Frenk Cervell
LIONEL RICHTE
TOTO
LEVEL 42
NOTE: A THE
LIONEL RICHTE
ANITA BAKER
ARE SUPPLY
NODOY SLUES
WAEV/SEVENDER
Phillip Weet

mone Hottest; BERLIN AMDERSON & LORING STEVE WINHOOD ANITA BAKER NEIL DIAHOND

NOTE STATE OF THE STATE OF THE

# MIDWEST

PARALLEL PARALLEL TWO ONE

WLLT/Cincinneti
John Roberts
EL DEBARGE
AIR SUPPLY
Nottest:
STEVE WINHOOD
MIAHI SOUND H
HUEY LEWIS &
MICHAEL HCDON Noticet: ANDERSON & LORING MIKE & THE MECHAN STEVE WINWOOD GORDON LIGHTFOOT BERLIN

WINGODayton
BestyrCollins
TOTHOL LAUDER
CARLY SILHON
SILLY JOEL
BOR SEGGER
ANY D PACE.
LOLASS TIGER
DAVE ADMANS
DOWNE & PRICE
DAVE ADMANS
TOWNE & PRICE
DAVE ADMANS
TOWNE & THE SECON
TOWNER ADMANS
TOWNER & PRICE
TOWNER & THE SECON
TOWNER & TH CARLY SINON LEVEL 42 HOCTOBES: HUZY LEWIS & THE HIRE & THE HECHAN HIAMI SOUND MACHI HOODY BLUES GENESIS

WLTF/Clevelend
WWW.oon/Popovich
PAUL SIMON
DARYL BALL
HOTEST
HIANI SOUND MACHI
LIOMEL RICHIE
STEVE MINHOOD HACHI
LONGL RICHIE
ANDERSON & LORING
WME.MCLevelend Done
Hottest:
ANITA BAKER
LIONEL RICHIE
BERLIN
AMDERSON & LORING
HUEY LEWIS & THE KQ99/Evansville

CLANCO-MISSOPHER
TINA TUSHER
DAVID PACK
DAVE ADAMS
LEVEL 42
CHRIS DEBUNCE
HOTE
STEVE WINNOOD
BERLIN
LIONEL RICHIE
HUEY LEMIS & THE
ANDERSON & LORING

WTRXFINI
ParsonBurks
JAMET JACKSON
JAMEE TAYLOR
HUEY LEWIS & THE
BERLIN
BILLY OCEAN
ANDERSON & LORING
LIONEL RICHLE

Ashlordibrown
CARLY SIMON
TOTO
CYNDI LAUPER
HOTELENIS & THE
ANITA BAKER
STEVE WINMOOD
GENESIS
ANDERSON & LORING

WONCDETOR Barry Argenbright PAUL SIMON MOTEST: SILLY CEEAN LIONEL RICHIE AMDERSON & LOR BERLIN ANITA BAKER

HOTE STATE OF THE SERLIN HIRE & THE MECHAN

KS94/St. Louis Watermann/Garcia

HOODY BLUES CYMDI LAUPER Hottast:

HOTTUST DAPER
HOTTUST DAPER
HOTTUST DIAMOND
HOTTUST
ANITA BAKER

KYKY/St. Louis Richards/Blair

WFMKILENSING KNIGHTA-MFORD CARLY SIMON TOTO CYNDI LAUFER HOLLES & THE ANITA BAXER STEVE WINNOOD GENES'S LIONEL RICKIE

Hottest: BERLIN HUEY LEWIS 4 LIONEL RICHIE ANDERSON 4 LO BILLY OCEAN

none Hottest: LIOMEL RICHIE BERLIN ANDERSON & LORING HICHAEL MCDONALD HUEY LEWIS & THE

KRAVITUIGE Briss Chase Craids LAUPER CRAEM SIMON DAVID POSTER PAUL, SIMON JANET JACKSON BOO BECER NICHAEL MEDINALD ANDERSON & LORING STEVE MISHOOD LOSTEL RICHEZ HUEY LEWIS & THE

PARALLEL THREE

JANET JACKSON DAVE ADAMS LEVEL 42 TOTO

RFSM.lopik Steve Scott Slidy JOH DAVID PACK CHRIS DEBURGH LEVEL 42 VALERIIN 6 BOFILL HOLY LIMIS 6 THE PACL SINON ANITA BAKER LIGHEL RICHIE BERLIN

WXUS/LaFeyette Bob Vizze Bob Vizza
DAVID PACK
CHRIS DEBURGH
Hottest:
STEVE WINMOOD
AMDERSON & LORING
RUEY LEMIS & THE
ANITA BAKER
BERLIN

KWEB/Rochester
Mischell/Assesson
JANET JACKSON
DAYID PACK
FOSIE VELA
HOLLERIC LORING
LIONEL RICHIE
BILLY OCEAN
HUSY LEWIS & THE
BERLIN

DOUBLE
PHYLLIS HYMAN
XNIGHT 6 HEDLEY
RICE & ALEMAN
HOTOGET
SHEENA RASTON
HOODY BLUES
RUEY LEMIS 6 THE
PAUL SHON
DAVID PACK

WBOW/Terre Heute Mark Edwards CYNDI LAUPER DOUBLE DAVID PACK CARLY SIMON NOTESET: HUEY LEMIS & THE ANDERSON & LORING BERLIN BALLEN MERLIN ANITA BAKER PETER CETERA

# **FULL-SERVICE AC**

# EAST

PARALLEL WPROIPTON ONE

Bob Moke ASHPORD & SIMPSON VALESTIN & BOFILE HOTTEN & BOFILE HOTTEN & LORING HIRZ & THE HECHAN BERLIN HUEY LEWIS & THE NEIL DIANOMD PARALLEL W/CC/R/Idgap Paters/Becker

WTAE/Pritsburgh Bob Convad

TOTO Hottest: HUEF LEWIS & THE HIKE & THE MECHAN BERLIN NEIL DIAMOND EL DEBARGE

TWO

HOODY BLUES Hottast: HUEY LEWIS & THE ANDERSON & LORING EL DEBARGE NEIL DIAHOND LIONEL RICHIE HOTERS: ANDERSON & LORING HUEY LEWIS & THE LIONEL RICHIE MIKE & THE HECHAN MIAMI SOUND MACHI WTKO/Mhace Charlie Clyde

HORE A THE MECHAN ANDERSON & LORING NEIL DIAMOND HUEY LEWIS & THE BERLIN

WELINew Haven

THREE

TINA TURNER TOTO Hotteet: ANDERSON & LORING PAUL SIMON WHAM! TOTO Notest: AMDERSON & LORING HUEY LEWIS & THE HIKE & THE MECHAN BERLIN WHAM! HUEY LEWIS & THE BOB SEGER PARALLEL

WMTRAGORISTOWN
EmeryBoyle
CARLY SIMON
LEVEL 42
RIC OCASER
DAVID PACE
HOTCH IN THE
HOTCH IN THE
BUTTO THE
BUTTO OCEAN
EL DEBARGE

HT & MEDLEN

# SOUTH

PARALLEL PARALLEL ONE TWO

WGOW/Chattanooga Date Desson/Garry Med

PARALLEL THREE

DAVID PACK ANITA DAKER HOUBLE WSTU/Stuert Michaels/Grant

TOTO STACEY O JANET JACKSON CYMDI LAUPER RIC OGASEK HOSTERI: ANDERSON & LORING LIONEL RICHIE HIANI SOUND HACH NUEY LEWIS & THE HICHAEL HCDONALD

PARALLEL

# MIDWEST

PARALLEL CARLY SINON TOTO ENIGHT & MEDLE Mottest: HONDIE MILEAP HIAMI SOUND MA MEL DIAMOND ANDERSON & LOR LIONEL RICHIE ONE

BILLY OCEAN MOTEURIS & MUEY LEWIS & ANDERSON & L/ MICHAEL MCDO MIAMI SOUND LIONEL RICHI WTYNColumbus
John Lane
ANITA SARER
HODDY SLUES
HOTCOST
LIONEL RICHIE
DOUSLE
HICHAEL HODONAL
HIRE & THE HECH
JEFFREY OSSORNE

PARALLEL

TWO

NOTE STATE OF THE STATE OF THE

THREE WCIL/Carbor Rich Bird

WHBG/Canton Chambers/Dorn RoSiE VELA LEVEL 42 BOTEGE! AMDERSON & LORING HIRZ & THE MECHAN HUEY LEMIS & THE MICHAEL HCDOMALD STEVE WINNOOD

NOTE HOTTEST IN ANDERSON & LORIN PETER CETERA HICHAEL MCDONALD STEVE WINHOOD HUEY LEWIS & THE

DAVID PACK JAMES TAYLOR RIC OCASEK

DOUBLE LEE GREENWOOD Hottest:

EVECISan Luis Dan Armstrong PAUL DAVIS DAVID PACE DORKEN Hottest:

# WEST

PARALLEL ONE DOUBLE WIAMI BOUND MACH LIONEL RICHIE MICHAEL HCDONALD

PARALLEL TWO

none Nottest: HIAMI SOUND MACHI MIRE & THE MECHAN ANDERSON & LORING DOUBLE HUEY LEWIS & THE

KUGNEUgene Brien Jemes RIC OCASEK CYNDI LAUPER BOLLEGT HIKZ & THE HECHAN HUEY LOWIS & THE ANDERSON & LORING BILLY OCEAN EL DEBANGE KSL/Selt Lake City

none Mottest: DOUBLE DOUBLE HITNEY HOUSTON MILL DIAMOND BERLIN LIONEL RICHIE

THREE

PARALLEL

KFQD/Anchor BradleyFord
HODDY BLUZS
CARLY SIMON
JAMES TAYLOR
KNIGHT & HEDLEY
NOTCE OF
HIKE & THE HECHAN
HIKE & THE HECHAN
HOUSY LEMIS & THE
BERLIN
ANDERSON & LORING
NEIL BIAMOND

47 Reporters **30 Current Reports** 

# WEST

RIC OCASEK HUMAN LEAGUE LEVEL 42 JAMES & BAND

JAMES & BARN-Bottest: PAUL SIMON MODOY BLUES GENESIS ROSIE VELA DAVID POSTER

Noteet: EUEY LEMIS E MICHAEL HCDOM LIONEL RICHIE ANDERSON & LO BTEVE MINNOOD

none Hottest: AMPERSON & LORING STEVE WIMMOOD HOTEL LEWIS & THE AMITA BARER GENESIS

PARALLEL

TWO

# PARALLEL ONE

KMLWDerrer ExiotyBrady

KOSTLOS Angeles Keyenkhey CARLY SIHON DAVID PACK HOTCHS! HIANT SOUND HACH! HICKNEL HOCOMALD ANITA BAREK RUEY LINEIS & THE EL DEBARGE

Dave Duquesne
CHRIS DEBUNGH
CARLY.SIMON
TOTO
HOTELER
HISE 4 THE MECHAN
HUEY LIBRIS & THE
AIR SUPPLY
ANDERSON & LORING
CENESIS JAMET JACKSO Hottest: HIAMI SOUND STEVE WISMOOD ANDERSON & D HUEY LEWIS & ANITA BAKER

KOLKJEWGOTO
MICHAELINE
LEVEL 42
DOUBLE
CHRIS DZBURGH
JANZS TAYLOR
BOTCOTO
BERLIN
ROSIE VELA
HOOOY BLUZS

Michael Reading
NUMAH LEAGUE
LUTHER VANDRO
TOTO
HOTTERLE
STEVE WINNOOD
ANITA BAKER
LIONEL RICKIE
HUEY LEMIS &
GENESIS

KWFMTWcmom Chris Ryan CARLY SIMON DAVID PACK Bottost; LIONEZ, RICHII BUEY LEMIS & STEVE WIMMCOO BERLIN BERLIN

PARALLEL

KKLV/Anchorege Greg Willinson PETER GABRIEL DOUBLE ALMOST BROTHERS LARRY JOHN MCNALL RIC DCASEK RICE & ALLMAN

THREE

Dino Mateia CHRIS DEBURGH LEVEL 42 PETER GABRIEL

KALE/Tri-Cities Bisi Templeton

KRNOFFeno Jim O'Heal JANET JACKSON HOTERSON & LORING //LIOWEL RICHIE RUEY LEWIS & THE ANITA BAKER BERLIN

NONE Rottest: ANDERSON & LORING PATTI LABELLE BANAMARAMA HUEY LEWIS & THE LOVERBOY

CHOCKEROY

STOPHON Moseds
DAVE ADAMSDOUBLE
PETER CABRIEL
NOITE STOPHON TO SHEEL
ANITA BAKER
HIKE & THE MECHAN
ANDERSON & LORING
HUEY LEWELS & THE
EL DEBARGE

99 Reporters **68 Current Reports** 

Due to the Labor Day Weekend a high number of frozen playlists exists.

The following stations will become AC Reporters next week: KMZQ/Las Vegas WRGM/Tallahassee WIZD/Mobile-Pensacola WTFM/Johnson City

# RADIO & RECORDS NATIONAL AIRPLAY

# **AOR ALBUMS**

Two Weeks		159 REPORTS	SEPTEMBER 5, 1986	Total Reports/Adds	Power	Heavy	Med
2 1	0	STEVE WINWOOD/Back In The High Life (Island/WB)	"Split" (134) "Freedom" (89) "Take It" (58)	155 – /0	63+	143+	12
_ 4	0	HUEY LEWIS & THE NEWS/Fore! (Chrysalis)	"Hip" (108) "Jacob's" (96) "I Know" (63)	150+/3		121+	
1 2	3	GENESIS/Invisible Touch (Atlantic)	"Throwing" (128) "Land" (62) "Deep" (52)	146-/0		130-	
3 3	4	PETER GABRIEL/So (Geffen)	"Eyes" (147) "Red Rain" (36) "That Voice" (23)	150-/1		129 -	
5 5	6	EDDIE MONEY/Can't Hold Back (Columbia)	"Take Me" (142) "We Should" (13) "Endless" (6)	142 = /0		122-	
8 7	6	R.E.M./Lifes Rich Pageant (IRS/MCA)	"Fall On Me" (140) "Days" (6) "Cuyahoga" (6)	142+/3	19+		
4 6	7	DAVID LEE ROTH/Eat 'Em And Smile (WB)	"Tobacco Road" (89) "Crazy" (68) "Ladies" (33)	117-/2	6-	71 -	
6 8	8	EURYTHMICS/Revenge (RCA)	"Missionary" (73) "Tomorrow" (43) "Thorn" (9)	110-/4	18-	74 -	
3 12	9	BOB SEGER & THE SILVER /Like A Rock (Capitol)	"It's You" (126) "Aftermath" (6) "Ring" (3)	130+/6	13+	78+	
1 11	O	BILLY JOEL/The Bridge (Columbia)	"Matter" (105) "Baby" (11) "Running" (10)	117+/4	24+	75 +	
6 16	O	TRIUMPH/The Sport Of Kings (MCA)	"Somebody's" (129) "Tears" (5) "Take" (4)	129+/2	13+	56 +	_
9	12	DARYL HALL/Three Hearts In The Happy Ending (RCA)	"Dreamtime" (104) "Born" (6) "Someone" (5)	110-/1	34 -	83 -	
		DAVID & DAVID/Boomtown (A&M)	"Welcome" (133) "Swallowed" (7) "Ain't So" (4)	138+/3	9+	47+	
15	0	BONNIE RAITT/Nine Lives (WB)	"No Way" (122) "Crime" (9) "Who" (6)	128+/3	6=	42+	
10	15	VAN HALEN/5150 (WB)	"Summer" (51) "Love Walks In" (49) "Dreams" (7)	87-/0	16-	60 -	
18	1	GEORGE THOROGOOD & DESTROYERS/Live (EMI America)	"Reelin' " (118) "Bourbon" (6) "Bad" (6)	121-/4	3=	31+	
		NEIL YOUNG/Landing On Water (Geffen)	"Touch" (63) "Weight" (57) "Hippie" (4)	100-/3	5-	28-	
		BON JOVI/Slippery When Wet (Mercury/PG)	"You Give Love" (105) "Wanted" (10) "Livin' " (4)	100 -/3	-	33+	_
		FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)	"Look At That" (117) "Wrap" (5) "Amnesia" (2)	121+/13	5+ 3+		
22	20	ICEHOUSE/Measure For Measure (Chrysalis)	"Border" (113) "Angel" (4) "Paradise" (3)	120+/9		24+	
		FIXX/Walkabout (MCA)	"Built" (90) "Chase" (9) "Secret" (3)	94-/0	2 = 8 =	23+	
24	2	DON JOHNSON/Heartbeat (Epic)	"Heartbeat" (98) "Heartache" (10) "Voice" (2)	105+/6		39 -	_
		GLASS TIGER/The Thin Red Line (Manhattan)	"Don't Forget Me" (80) "Thin" (3) "I Will" (1)	85-/0	7+	36+	
		BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	"The Way It Is" (82) "Every Little" (17) "Down" (4)	93+/17	13-	47-	
		SMITHEREENS/Especially For You (Enigma)	"Blood" (96) "Behind" (4) "Strangers" (3)	101+/11	4 –	30+	_
		38 SPECIAL/Strength In Numbers (A&M)	"Heart's" (73) "Somebody" (19) "Million" (2)		0=	19+	
		PAUL SIMON/Graceland (WB)	"You Can Call" (65) "Graceland" (9) "The Boy" (4)	86 - /3	6+	31 -	_
		PETE TOWNSHEND/Deep End (Atco)	"Barefootin' " (57) "Fire" (32) "Spell" (10)	69+/5	9+	31+	
		INXS/Listen Like Thieves (Atlantic)	"Kiss The Dirt" (81)	86+/32	1=	9+	
		PAUL McCARTNEY/Press To Play (Capitol)	"Angry" (46) "Press" (16) "Stranglehold" (16)	81 - /2	1 =	15=	
		TOP GUN/Soundtrack (Columbia)	"Playing" (39) "Heaven" (26) "Breath" (7)	71 /18	2	14	4
		ROD STEWART/Rod Stewart (WB)	"Heartache" (60) "A Night" (3) "Love Touch" (2)	48-/2	8+	26-	-
		TOM COCHRANE & RED RIDER/Tom Cochrane & Red Rider (Capitol)	"Untouchable" (46) "Boy" (21) "Lasting" (1)	68=/8	1 –	12+	
		CINDERELLA/Night Songs (Mercury/PG)	"Shake Me" (59) "Nobody's Fool" (7)	60 – /4	2-	16-	_
		ZZ TOP/Afterburner (WB)	"Velcro Fly" (42) "Planet" (1)	63-/1	0=	6-	
		RAINMAKERS/The Rainmakers (Mercury/PG)	"Let My" (58) "Downstream" (3) "Nobody" (3)	43-/0	5-	18-	_
		ALVIN LEE/Detroit Diesel (21/Atco)	"Detroit Diesel" (43) "Talk" (5) "Shot" (4)	63+/11	1 =	9=	_
		JOURNEY/Raised On Radio (Columbia)	"Girl" (37) "Raised" (2) "Positive" (2)	52-/1	2+	10-	_
		ROBERT PALMER/Riptide (Island)	"Didn't" (46) "Discipline" (1) "Hyperactive" (1)	41+/7	2+	13+	_
		TIMBUK3/Greetings From Timbuk3 (IRS/MCA)		47+/5	3=	19+	
	-	Timboro accordings from Finibario (Into/Mor)	"Future's" (62) "Live" (1) "Friction" (1)	63 + /27	3+	7+	3.

# BREAKERS.

Especially For You (Enigma) 64% of our reporters on It

# **NEW & ACTIVE**

F.M./u.k, "Indiscreet" (Portrait/CBS) 49/5 (44/17)

WPDH, KGGO, WGIR, KFMQ, KGRQ. Heavy 0. Medlum 31 including WLUP, KQRS, KGON, WHCN, WHEB, WEZX, K, WLAY, KMOD, KZEL.

GREAT WHITE "Shot in The Dark" (Capitol) 47/6 (41/8)
Adds WILZ, WPYX, WTPA, WCCC, KOMP, WRKI. Heavy 2: KORS, KZEL. Medium 29 including WOFM, KUPD, KGB, KROR,
KOME, WHEB, KIS, WAPI, WIDT, KILO. KOME. WHEB KISS WAPL, WIOT, KILO.

HONEYMOON SUITE "The Big Prize" (WB) 42/4 (41/6)
Adds KLOL, WBIF. WOPM, WKLT. Powers 2. Heavy 5. WEBN, WWCT, KZEL, KRIX, WZZO. Medium 32 Including WSHE, KBPI, KUPO, KZAP, KGB, KOME, WHEB, WCMF, WEZX, WAAR.

STRAY CATS. "Rook Tharapy" (EMI America) 41/16 (25/24)
Adds Including KBCO, WEZX, CFNY, WAAR, KNCN, WRXL, KATT, KEZO, WMRY, WWW. Heavy 0. Medium 26 including WNEW, KUPD, WDHA, WHEB, WHEP, WHEN, KEZO, WWCT, WIOT, KOMP, WRUF, KTYD.

WSKS, KATT. Medium 27 including WRDU, WRXL, WROK, KEZO, WWCT, WIOT, KOMP, WRUF, KTYD.

OUT DF 80UMDS: "Soundfrace" (IRS/MCA) 356; (23,413)

Addar KNON, KWHL, Heavy 3: WAPL, KFBG, KCGL, Medium 26 including WHUY, KROR, KOME, WHEB, WEZX, WAAF,
WDIZ, WLAX, KWOD, KLEX, WRIF,

CALL "Reconciled" (Elektra) 2.9.6 (23/8)

Adds: KROR, WRVL, KFMS, KLD, WRUF, KROU, KCGL, KVRE. Heavy 2: WHEB, KZEL, Medium 18 including WGFM,
KGCD, KGB, KOME, WTPA, ANCH, KMBY, KOZZ.

AGE, NOB., NOB., WIFE, NASH, N

TO BITES "The Big Lad in The Windmill" (Geffen) 23/0 (24/3)

Powers 1. Heavy 2: KTCZ, WHMD, Medium 16 including KAZY, WPYX, WHCN, WHTF, WFYV, WDIZ, WONE, WROK, WTUE,—

WUAV.
TOTO "Fahrenheit" (Columbia) 22/6 (16/11)
Adds. KMJX, WSKS, KGGO, WCPZ, KKGR, KGRO. Heavy 3 including KTCZ, KINK. Medium 14 including WXLP, WLAV.
WGGK, WSKI, KHR, KESI, WZZO, KRD.

Continued on Page 95

# THE FUTURE'S SO BRIGHT, I GOTTA WEAR SHADES TRACKS DEBUT 50 A MOST ADDED TRACK AND ALBUM OVER 60 AORs, INCLUDING WBCN, WBAB, WHJY, KTXQ, KZEW, WLUP,WXRT, KYYS, WQFM, KAZY, KBCO, KMET, 91X! ALBUMS DEBUT 40

# BONNIE Raitt

is breaking bigger than ever:



"NO WAY TO TREAT A LADY"
THE HIT SINGLE

PRODUCED BY BILL PAYNE AND GEORGE MASSENBURG

FROM THE NEW ALBUM NINE LIVES.



© 1986 Warner Bros. Records In

# RADIO & RECORDS NATIONAL AIRPLAY

# **AOR TRACKS**

				71011111111					
Three	Iwo Were	. 13	M	159 REPORTS	Total Reports/Adds	00			
3	2	1	1	PETER GABRIEL/In Your Eyes (Geffen)	147-/2		126 -		1
6	3	3	2		142=/0			- 20+	
1	- 1	2	3	GENESIS/Throwing It All Away (Atlantic)	128-/1		115-		
5	4	4	4		134+/3		105 +		
-	- 12	5	6	JOHN FOGERTY/Eye Of The Zombie (WB)	142+/3	30+	92 4		
9	8	6	6	R.E.M./Fall On Me (IRS/MCA)	140+/3	19+	93+		
14	9	8	0	TALKING HEADS/Wild Wild Life (Sire/WB)	139 - /0	26+	90 4	47-	
26	16	9	8	BOB SEGER & THE SILVER/It'S You (Capitol)	126+/8	12+	76+		
18	17	-13	9	TRIUMPH/Somebody's Out There (MCA)	129 + /2	12+	55 t	72-	
-	-	21		RIC OCASEK/Emotion In Motion (Geffen)	138+/23	5+	44+	- 89+	
19	15	11		BILLY JOEL/A Matter Of Trust (Columbia)	105+/5	23+	67-	32=	
27	22	15		DAVID & DAVID/Welcome To The Boomtown (A&M)	133+/7	9+	46+	82-	
-	-	20		HUEY LEWIS & THE NEWS/Hip To Be Square (Chrysalis)	108+/21	12+	64+	<i>39</i> =	
8		7		DARYL HALL/Dreamtime (RCA)	104-/1	34 -	81-	21-	
24				BONNIE RAITT/No Way To Treat A Lady (WB)	122+/3	5-	40+	78-	
-	_	23		HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)	96+/19	15+	59+	34+	
22		18		GEORGE THOROGOOD &/Reelin' & Rockin' (EMI America)	118-/4	3=	31+	78-	
11	11	12		DAVID LEE ROTH/Tobacco Road (WB)	89-/0	5-	57-		
-	45	30		STEVE WINWOOD/Freedom Overspill (Island/WB)	89+/21	8+	52+		
32	24	22		BON JOVI/You Give Love A Bad Name (Mercury/PG)	105 = /3	5+	33+		
43	31	28	9	FABULOUS THUNDERBIRDS/Look At That (CBS Associated)	117+/13	3+	23+		
42	29	24		ICEHOUSE/Cross The Border (Chrysalis)	113+/9	2=	23+		
38	27	25		EURYTHMICS/Missionary Man (RCA) DON JOHNSON/Heartbeat (Epic)	73 – /0	16-	57-		
	-	14		FIXX/Built For The Future (MCA)	98+/3	7+	35+		
13	13	17		GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan)	90 - /0	8+	37-		
46	40	33	3		80-/0	13-	46-		
47	42	42	=	DAVID LEE ROTH/Goin' Crazy (WB)	96+/11	0=	19+		
58	49	41		BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	68 + /18	1+ 3-	30+		
48	36	34		38 SPECIAL/Heart's On Fire (A&M)	82+/21 73+/6	6+	21+		
_		36		HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)	63 = /12	5+	31+		Į
37	32	31	32	INXS/Kiss The Dirt (Falling) (Atlantic)	81-/2	1=	15=		
30	30	32	33	GENESIS/Land Of Confusion (Atlantic)	62-/4	3+	23 =		1
41	39	38	<b>3</b>		65+/5	8+	28+	27-	
40	35	35	Œ)		58 - /3	2-	29+	27-	
10	18	27	36	VAN HALEN/Love Walks In (WB)	49-/0	13-	41-	5-	ĺ
7	10	19	37	NEIL YOUNG/Touch The Night (Geffen)	63-/0	4-	23-	34 -	
2	5	26	38	HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)	43-/1	15 =	38-	3-	l
29	28	29	39	VAN HALEN/Summer Nights (WB)	51-/1	3=	24-	24 -	
_	-	44	<b>40</b>	HUEY LEWIS & THE NEWS/Whole Lotta Lovin' (Chrysalis)	49-/8	2+	21+	27-	
16	23	37	41	ZZ TOP/Velcro Fly (WB)	42 - /0	5-	18-	22 -	
50	48	48			52+/10	2-	16+	31+	-
DEE		Þ		NEIL YOUNG/Weight Of The World (Geffen)	57+/25	1+	9+	42+	ı
55		47	3	ROD STEWART/Another Heartache (WB)	60+/8	1 =	9+	44 –	ĺ
45	44		45	CINDERELLA/Shake Me (Mercury/PG)	59-/1	<b>0</b> =	5-	46-	
_				TINA TURNER/Typical Male (Capitol)	47+/5	7+	18+		
DEE		•		PETE TOWNSHEND/Barefootin' (Atco)	57+/24	0=		46+	
		55 53	9	RAINMAKERS/Let My People Go-Go (Mercury/PG)  ROBERT PALMER/ Didn't Mean To Tyro You Co (Island)	58+/8	1 =	8=	33+	
DEB				ROBERT PALMER/I Didn't Mean To Turn You On (Island)	46+/5		19+	25 -	
DEE	_			TIMBUK3/The Future's So Bright (IRS/MCA) TOM COCHRANE & RED RIDER/The Untouchable One (Capitol)	62+/27	3+		33+	
-				EURYTHMICS/When Tomorrow Comes (RCA)	46+/8	0=	9+	32+	
28				PETER GABRIEL/Red Rain (Geffen)	43+/10 36-/2	1 = 0 =		24+	
DEB				JOURNEY/Girl Can't Help It (Columbia)	36 - /2 $37 + /10$		17- 11+	16-	
		_	_		43-/0	1+	9-	23+ 28-	
		46		MOODY BLUES/The Other Side Of Life (Polydor/PG)	31-/0		13-	17-	
_				PAUL McCARTNEY/Angry (Capitol)	46+/4	1+	6+	34+	
17	33			STEVE WINWOOD/Higher Love (Island/WB)	28-/0		23 -	3=	
DEB				CHICAGO/25 Or 6 To 4 (WB)	47+/6	0=		38+	
-	54	54	60	KENNY LOGGINS/Playing With The Boys (Columbia)	39-/2	1 =	15+		

# **BREAKERS**

HUEY LEWIS & THE NEWS Hip To Be Square (Chrysalis) 68% of our reporters on it.

HUEY LEWIS & THE NEWS Jacob's Ladder (Chrysalis) 60% of our reporters on it.

SMITHEREENS Blood And Roses (Enigma) 60% of our reporters on it.

# **AOR TRACKS**

# MOST ADDED

OUTFIELO/Everytime (32) TIMBUK3/Future's (27) NEIL YOUNG/Weight (25)
PETE TOWNSHENO/Barefootin' (24) RIC OCASEK/Emotion (23) BRUCE HORNSBY. . . /The Way (21) HUEY LEWIS & THE NEWS/Hip (21) STEVE WINWOOD/Freedom (21) HUEY LEWIS & NEWS/Jacob's (19) OAVIO LEE ROTH/Crazy (18)

# HOTTEST

EDDIE MONEY/Take (56) PETER GABRIEL/Eyes (47) GENESIS/Throwing (42) STEVE WINWOOD/Split (42) DARYL HALL/Dreamtime (34) JOHN FOGERTY/Eye (30) TALKING HEADS/WIN (26) BILLY JOEL/A Matter (23) R.E.M./Fall (19) EURYTHMICS/Missionary (16)

# **CHART CLIMBERS**

STEVE WINWOOD "Freedom Overspill" (Island) 89/21 (87/24)

Adds including WhJY, KBCO, KGB, WHEB, WCMF, KLBJ, WAPL, WTUE, WWCT, KZEL. Heavy 52 including WDVE, WKLS, WLUP, WXRT, WLVO, WGPM, KFOS, KGDR, KOME, WPYX. Medium 35 including WIYY, WNEW, KTXQ, KYYS, KGON, KZAP, KNCN, WOIZ, WIOT, MONES, 81-19.

KZAP, KNCN, WOIZ, WIO'T. Moves 30-19.

BRUCE HORNSBY & THE RANGE "The Way It Is" (RCA) 82/21 (61/14)

Adds including DC101, KTXQ, WZZQ, WHEB, WROK, KGGO, WIBA, KEZO, WWCT. Heavy 21 including WLUP, WXRT, WCFM, KCRS, KBCO, KOME, WLAV, KZEL, WWWV. Medium 52 including WNEW, KZEW, KZAP, KFOG, WPYX, WPDH.

WEZK, KNÖN, WRDU, Moves 41:29.
38 SPECIAL "Heart's On Fire" (A.B.M.) 73/6 (72/10).
Adds KYYS, WXLP, KGGO, KOMP, KFMZ, KFMD, Heavy 28 including WH-JY, WEBN, WOFM, KGB, WH-EB, WAAF, KISS,
WAPL, KZEL, KMSW, Medium 44 including WYY, KYXO, WRIF, KSHE, KUPD, KZAP, WPYX, WPDH, WEZX, Moves 34:30.
DAVID LEE ROTH "Golin "Crazy" (WR) 88/18 (49/8).
Addis including wHYY, WEBN, KYYS, KOME, WPYX, KNÖN, WAPL, WROK, WIOT, WRIK, Heavy 30 including WDYE, KZEW,
WLVO, KUPD, KGB, KISW, KISS, WWCT, KILO, Medium 38 including WIYY, WKLS, KTXO, WRIF, KSHE, WEZX, WOMF,
WIJY WIAV, WERD, Luncas 42/9.

WUIZ, WLAV, WFBQ. Moves 42-28.

PAUL SIMON "You Can Call Me Al" (WB) 65/5 (83/4)

Adds WDVE. KSD, WZZO, WKLC. WOOJ. Heavy 28 Including WBCN, WKLS, WLUP, WXRT, WFYX, WRDU, WTUE, KZEL.

WWW. Medium 27 including WSHE, WLVO, KYYS, WEZX, WAPL, WLAV, WWCT, KICT, Moves 38-34.

HUEY LEWIS & THE NEWS "I Know What I Lik" (Chrystall) 63/12 (63/63)

Adds including WDVE, KKCN, WSKS, WTUE, KQDS, WFBQ, KEZO, KZEL, WRKL Heavy 31 including WEBN, WRIF, KBCQ,

KUP, KROR, KSW, WPYX, WZCQ, CVCMF, WEZX, Medium 28 including WIYY, WKLS, WLUP, KQRS, WHEB, WDIZ, WRQK,

TIMBURY, "TABLED".

KICT, KMBY, KOZZ, Moves 36-31.

TIMBUKS "The Future's So Bright I Gotta Wear Shades" (IRS/MCA) 62/27 (35/15)

Adds including WHJY, WOPM, WZZO, WPDH, WAPL, WTUE, WIBA, KEZO, KICT, KWHL, Heavy, 6: WBCN, KZEW, WHFS,

WURI, KZEL, KYCL, Medium 33 including WLUP, WMRY, KBCO, WHES, WEZX, WAAF, KLBJ, KILO, WRUF. Debuits at #50.

ROU STEWART "Another Heartache" (WB) 80/8 (57/8)

Adds WHEB, KNCN, WAPL, WSKS, WMCT, KMBY WHAID, KSOY, Heavy, 9: KSJO, WCCC, WPLR, KLBJ, WFYV, KZER,

KZEL, WZEW, WCPZ. Medium 44 including WMMR, DC101, KTXO, WSHE, WLVQ, KUPO, KGON, KZAP, WHCN, WPDH.

Moves 47/44.

NAINMAKERS "Let My Paople Go-Go" (Mercury/PolyGram) 58/8 (51/6) Adds WHY, WILS, KTXC, WAAF, KLAC, KMXX, KM8Y, K9PL, Heavy & WBCN, KYYS, KQDS, WMRY, KICT, KILO, WHMAD, KHIX MGdum 33 Inchaling YMMR, WOYE, WLLP, WCOPM, KBCO, WPXY, WHEB, WEZX, KNCN, WAPL, Moves

KMOD. Debuts at #43.

PETET TUMNSHEND "Barefootin'" (Alco) 57/24 (32/32)

Adds including WIYY. WOFA, KROR. WRDU, WFBO, KEZO, WWCT, KMOD, KZEL, KMBY, Heavy, 3 including KFOG, WRKI.

Medium 45 including WMMR, DC101, WSHE, WLVO, KBCD, KZAP, WEZX, WAAF, WDIZ. Debuts at #47.

GENESIS "In Too Deap" (Altantic) 52/10 (44/3)

Adds WKLS, KLOL, KSJO, WFYO, WXLP, KFNG, KSTM, WRKI, WKLT, WZZO, Heavy 15 including WLUP, WLVO, KFOG,

WZZO, WLAV, KLPX, KTYD. Medium 31 including WPYX, WDIZ, WRDU, WROK, WTUE, WFBO, WIOT, KICT, KKGR, KOZZ.

Moves 48/42.

HUEY LEWIS & THE NEWS "Whole Lotta Lovin'" (Chrysalis) 49.8 (53.63)
Aode: WOVE, WONE, KGGO, WFBO, KEZO, WRKI, WBLM, KGRO. Heavy 21 including WMMR, WLVQ, KGRS, KFGG,
KYGM, WDA, WEZX, WHITE, KLPY, Medium 27 including WIYY, WKKS, KTXD, KYYS, KZAP, WDIZ, WRML, WRGX, WIGT. MOVES 44-40.

(WB) 47/6 (42/42)

Adds KBPI, KRDR, WRDD, WLAV, WRKI, KTVD, Heavy 3: WKLS, WKLC, WWCT. Medium 38 including WSHE, WEBN, KGB, KFOG, KOME, WZZO, WOCM, WEEX, WADMF, WICE, Debuts at #59.

KFOG, KOME, WZZO, WOMF, WEZX, WOMF, WDIZ, Debuts at #59
"TINA TURRET" "Typical Male" (Capito) 475, (44/10)
Adds: WDHA, WMFY, KZEP, WZZO, KROU, Heavy 18 recluding CHOM, WLVQ. WKLC, WIMZ, WRDU, KGGO, WWCT,
WBLM, WWW. Medium 25 including KTOX, KTCZ, KAZY, KBCO, KRPI, WZZO, WRXL, WTUE, WLAV, WRKL Moves 52-46.

TOM COCHRANE & RED RIDER "The Untouchable One" (Capitol) 46/6 (38/13)
Adds: WIYY, WMMR, KZAP, WAGY, WHTF, K97, KWHL, KZOO, Heavy 9 including OFEZ, WHEB, KLBJ, KZEL, WIZN,
KROU, Medium 32 including CHOM, WHJY, WYYE, WLZZ, KYYS, KROP, WDIZ, KISS, WWW, WRUF. Debuts at #51.

KROU. Medium 32 including CHOM, WHJV, WYNF, WILZ, KYYS, KROR, WDIZ, KISS, WWWW, WRUF. Debuts at #51.

R0BERT PALMER "I Didn't Mean To Turn You On" (Island) 4.65 (4.67).

Adds K8PI, WPDH, WLAV, KMBY, KSTM. Heavy 19 including WMMR, KROQ, WZZO, WLIR, WIOQ, WAPL. WSKS, WWCK,

WWCT, KZEL Medium 25 including Wikelp, CD101, WHEB, WRDU, WRXL, WTUE, WRKI, WBLM, WWW. Moves 53.49.

PAUL MCCARTINEY "Angry" (Capitol) 4614 (44/15).

Adds KOMP, KRIX WCPC, WZZO - Newy 6: WMEW, KUPD, WDHA, KFMG, KZEL, WXRC. Medium 34 including WMMR,

WDVE, DC101, WLUP, KYYS, KSHE, KGON, KZAP, WEZX, KLIB, Moves 50-57.

EIRSTYHMICS: WWAR T. ZOMOROW, COMPARY.

JOURNEY "Girl Can't Help It" (Columbia) 37/10 (28/15)

Adds: WNEW, DC101, WSHE, WRIF, KGON, WKLC, KLAQ, KGGO, KMOD, KILO, Heavy 11 including WHJY, WLVQ, WPLR, WAOX, WWCT, KZRR, KZEL, WRKI, KRIX. Medium 23 including WLLZ, KBPI, KUPD, WCCC, WAAF, WIMZ, KDJK, KRSP, KLKP, Debuls at #94

# **NEW & ACTIVE**

F.M./u.k. "Frozen Heart" (Portrait/CBS) 49/5 (44/17)

Adds: WPDH, KGGO, WGIR, KFMO, KGRO, Heavy 0. Medium 31 including WLUP, KGRS, KGON, WHEB, WEZX, WROK, WLON, KMOD, KZEL, KLPX.

GREAT WHITE "Face The Day" (Capitol) 45/6 (39/8)
Adds WLLZ, WPYX, WTPA, WCCC, KOMP, WRKI Heavy 2: KORS, KZEL Medium 29 including WOFM, KUPD, KGB, KROR, KOME, WHER, KISS WAPE, WOT, KILO.

STRAY CATS "I'm A Rocker" (EMI America) 38/13 (25/24)
Adds Including WEZX, WARE, KNCN, WRIX, KATT, KEZO, KPDI, WWWV, KFMO, KRQU. Heavy 0. Medium 25 including
WKEW, KZEW, KUPO, WHEB, WPDH, WARD, WOME, WRIX, WUIEV.

NIGHT RANGER "WIId And Innocent Youth" (IRS/MCA) 34/2 (32/11)
Adds KNCN, KWHE. Heavy 2: WAPL, KFMG. Medium 25 including WHLIY, KROR, KOME, WHEB, WEZX, WAAF, WDIZ, WLAY, KMOD, KLPX.

OUTFIELD "Everylims You Cry" (Columbia) 33/32 (1/0) Adds including WHJY, KOME, WPYX, WZZO, KLBJ, WRDL, WRKL, WROK, KEZO, WWCT, Powers 1, Heavy 1; KATT, Medium 27, micharing WGPM; KSJO, WPLR, WIOT, KFMG, KZPR, KKDJ, KOMP, WRUP, KTYD,

PETE TOWNSHEND "After The Fire" (ALC) 32/10 (24/24).

PETE TOWNSHEND "After The Fire" (ALC) 32/10 (24/24).

Adds. WBCN, WCKG, KUPD, KGON, KGB, KROR, KISS, WAPL, WWW, KTCL, Powers 1. Heavy 5 including WNEW, KTCZ, WPLR, WRIK, Medium 23 including WHJY, DC101, WWNF, KSHE, KOME, WDHA, WDIZ, WLAV, WRUF.

CYNOL LAUPER "True Colors" (Portati/CBS) 26/1 (25/6).

Adds. WSKS, Pawers 2. Heavy 5. WBCN, CFOX, WPLR, K97, WCPZ. Medium 18 including WNEW, KTCZ, KBPI, WHFS, WCHA, CHEZ, WPDH, WRIKI, WWW.

CALL "Oldahoma" (Flektra) 25/9 (17/9)
Adds WOFM, RRUH, WRUH, KFMG, KILO, WRUF, KROU, KCGL, KVRE, Hesvy 1: KZEL, Medium 16 Including KBCO, KGB.
KOME, KNON, KATT, KMBY, KRIK, KOZZ.

NOME, RICH, KM9T, KHIZ, KOZZ.

HONEYMOUD SUITE "All Along You Knew" (WB) 24/4 (20/13)

AGGS KLOL, WRIF, WOFM, WKLT, Powers 1. Héavy 2. KZEL, KRIX, Medium 19 Including WLLZ, KUPD, KZAP, KOME,

WOMF, WEZX, WAPL, KLO, KOZ, CO.

WOMP, WEZX, WAPL, KILO, KOZZ.

STEVE WINWOOD "Back In The High Life Again" (Island) 23/5 (20/1)

Adds WILZ, WRIF, KAZY, WONE, WRKI, Powers 1. Heavy 10 including WXRT, KROR, CHEZ, CFNY, KLBJ, WFYY, KSTM,

KKCY. Medium to including DC101, WIOO, WBRUL, WATR.

DANNY WILDE "Body To Body" (Island) 23/4 (19/7)

Adds KOME, KLBJ, WXKE, KOWB, Heavy 3: KZEL, KRIX, KROU. Medium 16 including WYNF, KGB, WTPA, WHEB, KATT,

KFMG, KMBY, WOBK, WRUF.

KPMG, KMBY, WURK, WHUP.

PETER GABRIEL "That Voice Again" (Geffen) 23/4 (19/5)

Adds KLOL, WPYV, KSTM, WBLM: Heavy 8 including WDVE, KFOG, KROR, WPYX, WLAV. Medium 13 including WLUP, FEER ANDRIES THE VOICE Again (Getten) 23/4 (13/3)

Adds KLOL, MYYN, KSTM, WBLN, Heavy 8 including WDVE, KFOG, KROR, WPYX, WLAV. Medium 13 including WLUP, WBRU, WHTF, WRICK, KEZO, WIDT, KICT, KZEP, KOZZ.

PETER GABRIEL "Big Time" (Getten) 21/2 (20/3)

Adds WBLM, KCGL, Powers 2. Heavy 10 including CHOM, WLUP, WXRT, KROO, KROR, KILO, WWTR. Medium 10' WCKG, KCB, WCHA, WBRU, WHTF, KKOK, KEZO, KSTM, WRIK, KSOY.

KGB, WOHA, WBRU, WHTE, KNCN, KEZO, KSTM, WRKI, KSDY.

STABILIZERS "One Simple Thing" (Columbia) 19/5 (14/4).

Adds WHJY, WIOO, KMOD, KILO, WWWY. Powers 1. Heavy 3: KISW, KZEL, KCGL. Medium 8 including KSHE, KROR,

WSKS, KEZE, WIZN, KTGL, KROU.

QUEENSRYCHE "Gonna Get Close To You" (EMI America) 18/4 (14/7).

Adds: WOFM, KUPO, KGB, KISS. Heavy 1: KOMP. Medium 11 including WYNF, KNCN, KFMG, KRIX, WKLT, WCXT, KWHL.

UB40 "Sing Our Own Song" (A&M) 18/2 (17/3)
Adds WBCN, WORK Powers 3. Heavy 7: KTCZ, WLIR, CHEZ, CFNY, KSPN, KTCL, KCGL. Medium 8 including KBCO. KROQ, WHS, WDNA, KSTM.

KROQ, WFFS, WOPA, KSTM.

ROSSINETON "TUT IL Up" (Atlantic) 17/17 (0/0)

Adds Including WOVE, KOPS, KUPD, WADX, KILO, KLPX, WWWV, WRUF, KSQY, Heavy 0. Medium 13 including KZAP, WFFV, KISS, WXKE, KFMG, WZEW, KRIX, KZEP.

PAUL McCARTHEY "Stranglehold" (Capitol) 18/15 (2/2)

Adds Including WXRT, KAZY, KBCO, WPYX, KPOI, KSQY, Heavy 1: CHEZ, Medium 12 including KSJO, WKLC, WDHA.

WCCC, WBRU, WFY, WONE, WZEW, KZEP.

BLUESBUSTERS "Phone Don't Ring" (Landslide) 18/1 (18/1)

Adds: WCMF, Powers 1, Heavy 3, KORS, KSTM, KTCL, Medium 8 including KBCO, WAPL, WOBK, WWTR, KFMO.

TOTO "I'll Be Over You" (Columbia) 15/6 (9/4)
Adds: KMJX, WSKS, KGGO, WCPZ: KKGR, KGRO, Heavy 2: KINK, CFOX. Medium 8 Including KTCZ, WIMZ, WXLP, WZZQ, KROU.

CACTUS WORLD NEWS "The Bridge" (MCA) 15/1 (14/3)
Adds: KBCO. Heavy 1. KTCL. Medium 8: KROQ, KUPD, 91X, WQBK, KFMX, KRIX, KRQU, KVRE

# **AOR ALBUMS**

### **MOST ADDED**

**OUTFIELD (32)** PETE TOWNSHEND (32) TIMBUK3 (27) PAUL McCARTNEY (18) BRUCE HORNSBY & THE RANGE (17) ROSSINGTON (17) STRAY CATS (16) **FABULOUS THUNDERBIRDS (13)** RAINMAKERS (11) SMITHEREENS (11)

# HOTTEST

STEVE WINWOOD (63) EDDIE MONEY (56) PETER GABRIEL (48) GENESIS (46) HUEY LEWIS & THE NEWS (42) DARYL HALL (34) BILLY JOEL (24) FURYTHMICS (18)

# **NEW & ACTIVE**

Continued from Page 93

Continued from page 55

QUEENSRYCHE "Rage For Order" (EMI America) 22/9 (22/7)

QUEENSRYCHE "Rage For Order" (EMI America) 22/9 (22/7)

QUEENSRYCHE "Rage For Order" (EMI America) 22/9 (22/7)

Heavy 2 KISS, KOMP, Medium 11 including WYNF, KUPD, KGB, KNCN, KLAQ, KFMG, KRIX, WKLT, KWHL, KOZZ. **UB40 "Rats In The Kitchen" (A&M) 21/2 (19/4)**Adds: WBCN, WOBK Powers 3 Heavy 8: WXRT, KYCZ, WLIR, CHEZ, CFNY, KSPN, KYCL, KCGL. Medium 10 including KBCO, KROQ, WHFS, WDHA, WMRY, KSTM, WIZN.

STABILIZERS "Tyranny" (Columbia) 206 (14/4)
Adds: WHJY, WIOO, KMOD, KILO, WWWV, KZEP. Powers 1. Heavy 3 including KZEL, KCGL. Medium 8 including KSHE,

ROSSINGTON "Returned To The Scene Of The Crime" (Atlantic) 17/17 (0/0)
Adds Including KORS, KUPD, WAOX, KILO, KLPX, WWWW, WRUF, KSQY, Heavy O. Medium 13 Including WDVE, KZAP,
WYV, KISS, WYKE, KFMG, WZEW, KRIX, KZEP.
CACTUS WORLD NEWS "Urban Beaches" (MCA) 16/1 (15/3)

CACTUS WORLD REMS: "Utban beasines" (Inway) 1971, 1971, 1971, 1972, 1973, 1974, 1975

Adds WCMF, Powers 1, Heavy 3, KORS, KSTM, KTCL, Medium 8 including KBCO, WAPL, Wubs, WWIH, AFMU, TODHIO, K. "Rome Outchailed" (A&M) 152, (13.0).
Adds: KSTM, WCPZ, Heavy 0, Medium (2 including KBCO, KR)O, WLIR, WPLR, CHEZ, WMRY, KZEL, KSPN, KTCL

CHART CLIMBERS - Charted tracks that are building in airplay but have yet to become Breakers. Numbers indicate total reports/adds; e.g., 80/40 means 80 total reports and 40 adds. (Figures in parentheses are last week's data.)

NEW & ACTIVE - Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

# REGIONAL AOR ACTIVITY

PLAYLISTS - An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy. Records being played in power are included in a station's heavy rota-

For all stations, light rotation is condensed to include only those records added to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

Symbols: 'A' - Record is newly reported or additional tracks have been ad-

(M); (L) - Other tracks from that album are in those rotations (medium or light).

An artist's name with no abbreviations means all airplay is in the

A "frozen" list indicates that a current report was not received, and last week's rotations are included in the data base

PARALLELS - Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000 + Parallel Two: 200,000 -

1 000 000 Parallel Three: under 200,000. Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower parallei

# EAST

(215)561-0933 OM: TED UTE HD: ERIN RILEY

PD: CHARLIE KENDALL MD: MARK CHERNOFF

MANY
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# PARALLEL ONE

WIYY/Baltin (301)889-00 PD: TOM EVANS

New Courts Days

New York Court (1)

New York

PRESE CAMP IE.

OFFICE CAMP IE.

OFFICE

# CHOM-FM/Mor (514)935-2425 PD: ROB BRAIDE

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VDVE/Pitts (412)937-1441

PD: GREG GILLISPIE HD: MERSCHEL New York TE PETER SHEET SHEET

WXRK/New York (212) 750-6400 

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Q107/Toronto (416)967-3445 DC101/Washin On CAPT SALORY
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AND THE CAPT PORT
AN (202)828-9932

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JOHN COUGAR MEL.
PETER CABBIEL (N)
GENESIS (N)
HOODY BLUES
VAN HALEN
NEIL YOUNG (N)
BILLY JOEL
TALKING HEADS
STEVE KINNOOD (N)
Heddus 

BON JOVI JOHN EDDIE BRUCE HORNSBY 4 JOURNEY PETE TOWNSHEND ROBERT PALMER RIC GCASEK

WBAB/Long Island (516)587-1023

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WBCN/Boston (617)266-1111 PD: OEDIPUS ASST. PD: ROR KRA

HUEY LEWIS (M)
MAGIUM
PAUL MCCARTNEY
PAUL SIMON
JOURNEY PETER CAMPIES

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WCCC-FM/Hartic (203)233-4426 PD: HARVE ALAN

NewY ALAN PART A

WLIR/Long Island (518)485-9200 PD: DENIS HENAMANA ASST PD: LARRY "THE DUCK"

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WPLR/New Haver (203)287-9070

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CHEZ-EM/Ottawa (613)563-1919 PD: STEVE COLMILL MD: GREG TORRINGTO

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PARALLEL

TWO WPYX/Albany

(518)785-9061 PD: ANDI TURCO HD: BOB WELCH

MAD: BOS MELCH
BRAVE
PETER GABRIE
HUFY LEWIS
STEVE MINHOOD
EDDIE MONEY
TIMA TURNER
JOHN FOGERT PAIL
FREID
FR

WKLC/Charleston, WV (304)722-3308 PD: TIM SMITH HD: MIRE RICHTER

MAD'N HER RICHTER
MAD'N EURITHRICS
CENESIS (N)
DANYL MALL
FINA TURNER
TOP GUN
GLASS TIGER
EDOIE HOMETY
JOHN FOGENTY
DOWN FOGENTY
CHE SOURISM (M)
STEVE WINNOOD (M)
TALKING MEADS

(215) 667-8100 PD: CHUCK BROW

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(401)272-9550 PD: RICK BARR HD: ALISON ST

WHTF/York

(717)266-6606 PD: HIRE ONDAYS HD: TIM DRAYER

WZZO/Allentown (215)694-0511 PD: GENE ROMANO MD: RICK STRAISS

IN THE SECONDARY OF THE Heavy
R.E.N. (H)
PETER GABRIEL (H)(L)
CEMESTS (H)(L)
STEVE HIMMODO (H)
TALKING HEADS
JOHN FOCENTY
HUEF LEWIS (H)(L)
RIC COASES
BOB SEGER
Head tue
PETE TEMMISHEND (L)
Light

WPDH/Poughkeep (914)471-1500 PD: STEW SCHANTZ MD: PAN BROOKS

MBLY MA SECOKS

MBLYY
MBLYY
STEVE MIMMOOD
SILVES
FETER GABRIEL
BOS SICER
DANYL MALL
BOS SICER
TALL NO DON'L
AUGUST
JOIN FORCETY
GEORGE THOROCO
FIRST
BOSHIE MONTY
EDOILE MONTY
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BRAVY
STEVE MINNOOD
DARYL MALL
BILLY JOEL
BILLY JOEL
BOOK BOOK BOOK
GENERAL
GENERAL
JOHN FOOERTH
ROGERT PALT
ROGERT PALT
ROGERT PALT
ROGERT
RIC COASER
BRUCE HORNEY
LIGHT
MALL
LIGHT
TABLES
TA

WCMF/Rocheste (716)262-4330 PD: GREG AUSHAM HD: DAVE KANE

WHESIAnnapolis
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WEZX/Scranto (717)961-1842

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HUET LEMIS
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BILLY JOEL
DON JOHNSON
TRIUMPH
BOS SEGER
R. E. H.
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STRAY CATS
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WAQY/Springfield, MA (413)525-4141 PDI BRIAN HALE

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(315)472-0200 PD: ED LEVINE ASST. PD: AMY

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Boston (617)752-5611

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WDHA/Dover, NJ (201)328-1055 VP/GN: BOB LINDER PD: MIKE BOYLE PD MEE NOLE MANY CORRESTS TO THE WAY CORRESTS

WTPA/Herrisburg,

PA (717)697-1141 PD: SIMON JEPPRIES ASST PD: CHRIS JAME

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WHCN/Hartford (203)247-106

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WHEB-FM/Port (603)436-7300 PO: JEFF LEFT HD: CHRIS GAR

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WBLM/Portland (207)763-2065 ON: JOSE DIAZ NO: ROBEN HATE

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BRUCE HORNSHY & [L] CFNY/Toronto (416)453-7452 ON: DAVID HARSDE: ASST PD.: DON BE

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(315)797-0803
PD1 PETER HIRSCY
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PARALLEL THREE

D. JOSH COOPER
MEAVY
DAWYL MALL
HUEY LEWIS (H)
EDDIE HONEY
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(301)289-4545
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WYNF/Tampa (813)228-6090 PD: CAREY CURE ASST. PD: BON

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WKLS-FM/Atlanta (404)325-0960 PD: BILL WISE MD: BOB BAILEY

PETER GARRIEL GENESIS (N) CENESIS (4)
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ROD STEWART
BOB SEER
DAVID & DAVID
ICEMOUSE
CHICAGO
PLTE TOWNSHEND
RIC GCASEK
JOURNEY
Light
NEIL YOUNG

Heavy PETER GABRIEL (H) GENESIS

MONKEES RUNNING SCARED

KTXQ/Dallas

Heavy STADS STADS

KLOL/Houston (713)526-6855

KSRR/Houston (713)797-0097 

RIMNING SCARED HADDOWNA HADOWNA HADDOWNA HADDOWN

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WNOR-FM/N (804) 623-9667

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(512)474-6543 PDI CLARK RYAN HDI JEFF CARROL

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(904)642-1055

PD: CHRIS JONES HD: LEX STALEY Neavy STEVE WIMMODD PRIER GABRIEL NURY LEWIS DAVID & DAVID 38 SPECTAL GENESIS JOHN POGERY VAN HALCS HIKE & THE MECH. ECO STEWNIN HALL PAUL MACLATINEY TIMBURS OUTFIELD DAVID LEE BOTH ROOST HALL STEELD DAVID LEE BOTH ROOST HALL

KM IX/I HIIA Bock (501)470-0088 PD: TOM MOOD MD: DAVID ALLEN ROSS

MDS DAVID ALADMO POSS (MANY) CONSISTS (L) POTER GARRIEL (L) R. E.M. HUTY LEWIS SHITMEREEMS SHITMEREEMS SHITMEREEMS STEVE HISMOOD (L) EDGIE HOMEY (L) DEBOLE THEROCOD DAVIT HALL MAGICUM SHITMERE (L) STATE OF THE SHITMERE (L) SHI

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# **REGIONAL AOR ACTIVITY**

# SOUTH (Continued)

WTKX/Pensacola (904)438-7543 PD: HARK DAGWELL NO: ILD: STONE

MAIN PAUL SHUGRE
MANY CHIESES
BILLY JORE
DANY CHALL
BOB SECTE
JOHN POCEPT
JOHN POCEPT
BEOMOT THOROCO
MUTY LENS (M)
R.E.M.
Medium
OUTFIELD
STILLY CATS
LIGHT
LIGHT
VINNIE VINCENT

KLAQ/EI Paso (915)544-8864

ON! NAT LAMP

WKQQ/Lexington (606)252-6694

HJ: BOT ELLIS
(TROCKE)
TOP GIN
GENESIS
TOP GIN
GENESIS
DARK DOLBEY
PETER CABRILL
ENDIE HORE
HUTY LIPIS
FIC GASET
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BILLY NOOD
FABULUS
BILLY JOEL
BILL

WQMF/Louisville (502) 589-4400 PD: DUKE NEYER

ND: 1.D. STONE
Heavy HERY LEN'S (\*)
PAUL SIMON
STULK MISMOON (\*)
DANYL MALL
PETER CARRIEL
DON JONSON
DAVID LEE ROTH (\*)
AGEN POSERY
JOHN POSERY
Medium
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WADIIIA WRDU/Raleigh (919)782-1061 ON: BEN BALL MD: BOB WALTON (512)223-6211

PD: TRIP REEB ASST, PD: TOWN SCHE MO BO MALTON
HEAVY
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HONEYL MALL (M)
EUNTTHECE OF STEEL
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JOHN FOCES
STEVY WINNOOD
SONNIE MAIT
PAUL STHON
TABLE MO MEADS
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DOTFIELD
LIGHT
LIGHT ASST. PD. \*\*\*\*

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JR SPECIALO WRXL/Richmond (804)282-9731 PD: DAVID GROSSMAN HD: PAUL SHUGRUE

### PARALLEL THREE

(813)275-9665 PD: PAT DEISCH MD: CHARLIE KEE

MOJ CHARLIE KEEN
HEAVY
DARTL MALL
GEDIE MONEY
JOHN POCENY
HUTY LIMIS
RUBNING SCARED
GLASS TIGER
TOP GUN
BGB SEGER
VAN HOLLER
PAUL SINON
FABULOUS T-BRDS
SIMPLY RED

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WEST LIFES
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JOHN WRUF-FM/Gainesvi (904)392-0771 PD: HARRY GUSCOTT MD: RICK RICHARDS

DAVID & DAVID

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CONTINUED TO CONTINUE CO WIMZ-FM/Knoxville (615)525-6000 PD: KERRY LAMBERT MD: MIKE CAPPS MOL MINE CAPPS
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POH JOHNSON
TINA TURNER
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JOHN-POGERTY
Medium
JACKSON BROWNE
Light

WHMD/Hammond (504)345-1070 HD: KLIFF KAHUNA

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KRIX/McAilen-Brownsville (512)350-9999 PD: ACE PALADINO ASST PD: SHOKIN

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GLASS TIGER OUTFIELD GENESIS (M) 808 SEGER DARYL HALL BILLY JOEL EURYTHHICS PETER CARRIL Medium Light

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TOP GUN
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RIC OCASER
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A VINNEY UNCENT
BOSSINGTON
LIGH
JEAN BEAUTOIR
PETE TOMNSHERD
A UNCENTED
A ALCATRAIZ
PAUL HCCAPTNEY
PAUL HCCAPTNEY WDIZ/Orlando (305)645-1802 KESI/San Antonio

(512)337-4550
PDI LEE ROY HANSEN ASST PDI 100 HOBINSON

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KZEP/San Antonio

(512) 226-6444 PD: DANIEL COOK MD: DICK SHEETZ MB. DICK SHEETZ

Heavy
BILLY JOEL
DARTL HALL
JOHN FOCESTY
SHEET CASHIEL (H)
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(804)971-4057 PD: JAY LOPEZ

WLVQ/Columbus, Ol-(614)224-1271 PD: PAT STILL MD: LEE RANDALL

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WLLZ/Detroit (313)855-5100 ACT. PD: DOUG PODELL ASST. PD: JIM PEMBERTON THE TOTAL THE TO

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KFMX-FM/Lubbock 806)747-1224 PD: GARY WINTER MD: BILL BATEMAN

PARALLEL

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(312)781-7300 PD: DON DAVIS HD: TOM DANIELS

Beary JOHN POGERTY PETER CABRIEL (M) GENESIS (M) HUEY LEMIS (M) EURYTHMICS EDDIE MONEY R.E.M.

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BON SCENE
STEVE TOWNSOND
PETE TOWNSOND
BILLY JOE

WEBN/Cincinnati

(513)871-8500 PD: TON OWENS HD: CURT GARY

STEVE MINNOUD (I BILLY JOSE DOTH TALKING HEADS FIXE TRIUMPH EUNYTHHICS VAN HALEN (M) BONNIE RALTT HELL YOUNG CLASS TICKE Medius a BIC OCASEK

KYYS/Kansas City (816)561-9102

PD: SCOTT JAMESON ND: SKID ROADIE

Meary PETER CABRIEL CONNESS DARYL MALL EDDIE MONEY STEVE WINWOOD (M) RAIDMARERS (M) TALKING MEADS JOHN POGENTY BOB SECER R.E.M. Medium

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PAUL RED
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WLUP/Chlcago (312)440-5270

PDI GREG SOLE MDI DAVE BENSON

MIDWEST

F.M./W.R.
GZNESIS
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TALKING HEADS
JOHN COUGAR MEL
DAVID & DAVID
RON JOVE
ROSSINGTON
RUTHLESS, PEOPLE

KSHE/St. Louis (314)842-1111 OM: RICK BALIS ASST. PD: AL HOFER

Heavy CONTROL HONOR STREET HONO

WXRT/Chicago (312)777-1700 PD: NORM WINER HD: LIN BREHMER

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WRIF/Datroit (313)827-9505 PD: MICHAEL MAYER ASST. PD: JOE URBIEL

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WQFM/Milwaukee (414)276-2040 ASST. PDI DANA BRO

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FOR HEAD HEADS

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KTCZ/Minneapolis (612) 339-0000 PDI BOBBY CHRISTIAN

HAND TO SELLY FOR SELLY FO

KQRS/Minneapolis (612)545-5601 PDI DAVE HAMILTON HDI WALLY MALKER

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DOKKEN CINDERELLA JOHN COUGAR MEL. GTR PETER GABRIEL Light QUEENSRYCHE

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WONE-FM/Akron (216)535-7831

PD. MAD MONATS

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WAPL/Appleton-Green Bay (414)734-9226 PD: BRIAN TAYLOR HD: RICK PANNECK

FDI MOLT PANDER ME RESERVE PANDER PANDER

PD: JACK MITCH

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BOO KATT/Oklahoma City (405)848-0100 PD: PAT WELSH HD: SCOTT DOUGLAS Heavy
STEVE MINHOOD (M)
TOM COCKRANE & R(N)
OUTFIELD
EDOIE MONDY
HUTE LEWIS (N)
DAVID & DAVID
TRIUMPH
DAVID & DAVID
DAVID & DAVID
METER GABRIEL
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STRAY GAS
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(513)224-1501 PD: TOM CARROLL HD: JOHN BEAULIEU

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KGGO/Des Moines (515)265-6181 OP DID: LARRY MOFFIT PD: JACK EMERSON

KODS/Duluth (218) 728-6421 PD: MIKE KELLER MD: WADE LINDER

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WXKE/Fi, Wayne (219)484-0580 PD: RICK WEST MD: HAL BRANDT

PETER GABRIEL
R.E.H.
VAN HALEN
HENRY LEE SUNNER
HUEY LEWIS
DAVID & DAVID
Hedium
POSSINGTON
PETE TOWNSHEND
ADRENALIN
Light
RIC OCASEK (L) MOD/Tulse (918)664-2810 PD: CHARLIE WE MD: JIM JUNES

MD: JIM JUNES

Meavy

DAVID & DAVID

PETER GARRIEL

HUEY LEN'S

HOODY RELES

STEVE HIMMODO

DAVID LEE ROTH

JOHN COUGAGN MEL

TRIUNPH

Medius

JOURNEY

PETE TOWNSHEND

GEORGE THORNGOOD

Light

STABELIZERS

WLAV-FM/Grand Rapids (616)456-5461

PD: DAVE LANGE

(608)274-5450 PD: JACK HITCH

KEZO/Omaha

(402)592-5300

PD: BRUCE MOGE MD: JOE BLOOD

WWCT/Peoria (309)674-2000 PD: JEFF MURPHY ND: PHIL MANICK!

NO. PULL WANICKI
NEWY

ANTI- WALL

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BONET PALMER

TOWN TOWN

STEVE WINMOOD

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CONTROL

WMRY/St. Louis

(618) 397-2002 PD: MARK KLOSE MD: TED HABECK

MD. TEO MARECK

SBAYY
LET'S ACTIVE
MEILY YOUNG
ALVIN LEE
EUNYTHINGS
BLAT FARMERS
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MILDE
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MISSING PESONS
SMITHEREEMS
CHRIST HORNER
MODEL
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MD; ARIS HAMPE
MEANY
PETER GABRIEL
GENELS
HUEY LINES
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HIMOOR
TAINMIN
JOHN POGENTY
HOBERT
HOMAN LEAGUE
CHICAGO
JA SPECIAL
HUEY
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VERYN
PAINNAMES
PA WFBQ/Indianapolis (317)257-7565 HD: JAY BAKER MOL JAY BAKER

MRAYY
JOHN FOORRY
JOHN FOORRY
PETER GABRIEL
GENELS (H)
DON JOHNSON
ENTRY LEE SUPERE (H)
TALKING HERS
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BON JOYI
BETE TOMNSKEND

WRQK/Canton (216)492-5630

WSKS/Cincinnat (513)868-3696

PDI MATT BONDER
HAMPY DARFILL MALE
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WWCK-FM/Flint (313)744-1570 PD: MARK MILLEP ASST. PD: LECIA (FROZEN' MACRY: HEAVY PETER GABRIEL DON JOHNSON MDJ JOSE BLOOD

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PETER CARRIEL (H)()
EMPTH MALL
GENETIS (HY
STEVE WINNOOD (H)
BILLY JOSE
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PETER GABRIEL
DON JOHNSON
BILLY JOEL
DARYL MALE,
EURYTHMICS
ROBERT PALMER
EONE POLICE
GENESIS
GLASS TIGER
TOP GUN
Medium

WIOT/Toledo (419)248-3377 PD: ANN KELLY HD: JIM STEEL

Heavy
GLASS TIGER
GENERIS (M)
DANY, HALL
BILLY, JOCK
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PARALLEL THREE

WKLT/Kalkaska (616)258-2800 GM: CHUCK POET ASST. PD: TERRI RAY

ASST. PD: TERRI M
Heavy
PETER GARRIEL
GENESIS (L)
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R.E.M.
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DON JOHNSON
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BECKER
Medium
BRUCE HORNESY 6.
HONETMOON SUITE

KFMQ/Lincoin (402)476-8565 PD: TOM BARKER MD: BOB ALLEN

Heavy JOHN FOGERTY EDDIE MONEY HUEY LEWIS R.E.M. STEVE WINNOOD (M) BONNIE RAITT DAVID LEE ROTH FIXX

DAVID 6 DAVID BOB SZGER RIC OCASEK Medium & BRUCE HORNSBY 6 & 3B SPECIAL

WCPZ/Sandus (419)625-1010 PDI RANDY HUGG 

KICT/Wichita (316)722-5600 PD: RON ERIC TAYLOR HD: PHIL THOMPSON

PD: DAN BELFORD

KQW8-FM/Fargo (218)236-7900

Heavy BILLY JOEL DAVID LEE ROTH BILLY JOIL CONTROL OF STREET CASE IL CONTROL OF STREET CASE IN CONTROL

KFMZ/Columbia, MO (314)874-3000 PD: BRYAN JEFFRIE: MD: CRAIG STEVENS

MANUY
MANUY
STEVE WINHOOD
HUTF (LEWIS (M)
VAN HALEN
BRUCE HONEY
CONEY
BON JOVI
Hedium
Light
B FABULOUS T-BIRDS
3 38 SPETIAL
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PARALLEL ONE

(303)936-2313 PD: TON HUNTER HD: LYNN WELLS

Resyr

BEIG COUNTY HEA

AMERICAN MYTHEN

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DAVID LEE ROTH

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KAZY/Denver (303)759-5600 PD: 2AR PHILLIPS

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BOSNIE RAITT
STEVE HINNOOD (M)
GLASS TICER

WAN HORRISON (M)
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BRUCE HORNISTY &
BL.M. (M)
GENTSIS (M)
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WCXT/Muskegon-Hart, MI (616)873-7129 PD: HARK ANTHONY

KSQY/Repid City (605)578-3533 PD: JACK DANIELS MD: JEFF MICHAELS

MOD JETP MICHAELS

IMANY
DAVID DEE NOTHS (1)

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WZZQ/Terre Haute (812)232-5034 PD: DON RIVERS HD: DAN HICHAELS

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STEVE WINNOOD (M)
HUEY LEMIS (M)
JOHN POBERTY
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GENGE THOROGOD
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ROS STEVART
FABILIOUS
TALKING HEADS
FIRM

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# REGIONAL AOR ACTIVITY

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(r) -	KBCO-FM/Denver (303)444-5600 PD. JORD BRADLEY MEIL BOUG CLIFFOR DESCRIPTION DESCRIPTION DESCRIPTION PETER CARRIEL EURYTHRICS VAN HORRISON PAUL SINON F. E. W.
	DAVID & DAVID JOAN ARMATRADING HUEY LEWIS ICENOUSE TALKING HEADS HEUCE HORNSBY & GENESIS ABOUT LAST NIGHT
	Medium BOB DYLAN UB40 BILLY JOEL
	JOE JACKSON DOUBLE NEIL YOUNG
	BLUESBUSTERS  PETER CASE NAILS SHITHEREENS
	TIMBUKS JOHN POGERTY JOHN COUGAR MEL. TINA TURNER
	RIC OCASEK CROWDED HOUSE RAINHAKERS MODENTOPS
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	KGB/San Diego (619)292-1360 POLITED EDWARDS RDL PAN EDWARDS
	PD: TED EDWARDS MD: PAM EDWARDS
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	EURYTHMICS TALKING HEADS NEIL YOUNG
	ROOT LEMONTY RIC OCASEX QUEENSYCHE a PETE TOMMSHEND DOWNEN 19XS GEORGE THOROGOOD BOB DYLAN ROO JOYL
	TRIUMPH POISON JUDAS PRIEST DON JONNEON DARYL HALL BOB SEGER JOURNEY DANNY WILDE
	GREAT WHITE SMITTMEREENS OUIET RIOT HOMETMOON SUITE CIMPERALLA TOP GUN FABULOUS T-BIRDS CHICAGO Light a BILLY JOIL
	KRQR/San Francisco (415)765-4045 PD: CHRIS MILLER HD: JOHN MCRAE
	MD1 JOHN MCRAE Heavy EURYTHHICK
	EUNTIFICES JOHN FOCERTY PETER GARRIEL GENESS EUST LEWIS EUST HOMEY S STEVE WINNOON MEIL YOUNG TALKING HEADS Hedium
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	SNITHEREENS STABILIZERS TREUMPH

JACKSON BROWNE Light & CHICAGO & PABULOUS T-BIRDS

KSJO/San Jose (408)288-5400 OM: DANA JANG HD: KEN ANTHONY

COLUMN TO SERVICE OF THE SERVICE OF

KROQ/Los Angeles (818)578-0830

RANGE CONTROL OF THE CONTROL OF THE

PD: RICK CARROLL HD: LARRY GROVES

KUPD/Phoenix (602)838-3062 VP/PROG: ERN G APD: CURTISS J

New York Control of the Control of t

KGON/Portland (503)655-9181 PD: PETE BOLGER HD: INESSA YORK

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KINK/Portland (503)226-5080 69 IX SEAR DIRECT
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KOME/San Jose (408)246-6811 PD: RON NENNI HD: CANDI THANBERLAIN

HEAVENDER AND THE MAN THE MAN

K97/Edmonton (403)428-8597 PO: NEIL EDWARDS MD: TED RENNEDY

MD TED REMEDY
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STYCE WIMMOD
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KPOI/Honolulu (808)524-7100 PD: BILL MIMS MD: ANDY PREST

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TO TO THE PROPERTY OF THE PROP KMFT/Los Angeles (213)464-5638 PD: FRANK CODY HD: JUDY NENUTT-(FROZEN) FRIEDMAN Heavy NO. SIRVY WENDTHMANY OF CONTROL OF CONTROL
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GTR
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GENRGE THOROGOOD I
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THE STATE OF THE S KFOG/Sen Francisco (415)986-1045 PB: JOHN RIVERS MEANY
DAVID & DAVID A DE ROTTE CHRIS THOMPSON

KISWISeattle
2005/285-7625
Ass war, EDAD F,
ASS WAR, EDAD CFOX/Vancou (604)684-7221 (604)684-7221
PD: JOHN BEAUDDIN
ND: KAREN HEWRO
(FROZEN)
Heavy
GENTSIS (M)
DARYL HALL (L)
HUEY LEWIS
PETER GABRIEL
BILLY JOEL (M)
SIMPLY RED
TINA TURNER
TOP GUN
VAN HALEK

MELTY PRESTOR

HEAVY
ANATY, RALL
PITER CARSIEL
BELLY JOE
DOD JORGEON
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R.E.M.
DARTH HALL
DAVID LEE BOTH (M)
BON JOYI (M)
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ALVIN LEE
GENGE THOROGOOD
RUEY LEMIS
Medium
Light DOM JONESON CHIEFTONICS LEVE THE CONTROL OF THE CON

KOMP/Les Veges (702)876-1460 PD: BIG MARTY ASST. PD: TODO FOWLER PD : NO - TO COME AND THE COME PARALLEL

Springs (303)634-4896 ONI RICH HARK NDI ALAN WRITE ON! PICE OWNER OF THE PROPERTY KMRY/Mc PD: RICH BERLIN MD: PATTY MARTIN PULL PARTY WARTING
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> KSTM/Phoeni: (602)835-1767 PD: JEFF PARETS ASST. PD: WENDY WESTON PGL STATE MINISTER MI

> > (209)226-5991

KEMG/Albi

(505)265-8811

CHY
(801)262-5541
PD: RANDY ROSE
HD: JOHN FLORENCE
(FROTEN)
PETER GABBIEL
STEVE HINNOOD
GENSIS
22 TOP
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KZOK/Seattle KZOK/Seattle (208)281-5600 OP. DIR. I PMIL ASST PD: LARRY (FROZEN) Heavy HUEY LEWIS GENESIS STEVE MINHOOD BRUCE HONNSBY PETER GABRIEL FIX CLASS TIGER VAN MORRISON PAUL MCCARTNE BONNIE RAITT PAUL SIMON BILLY JOEL EDDIE MONEY

SMITHEREEMS
ICENOUSE
ICENOUSE KEZE/Spokane
(SO9)448-1000
ON: JOSSI CENTRO'S
ON: J KZRR/Albuquerqu (505)765-5400 PD: FRANK JAXON ND: JESSIE BRICE

Meevy
CERESIS (H)
DON JOHNSON
36 SPECIAL
EDDIE HONEY
EUSTTHRICS
ROD STEMART
DARKL HALL
JOUNTY
Hed LUS
SKITTEREENS
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KELL WOUND
FABULOUS T-BIRDS KI PX/Tucson (602)622-6711 PD: ARIN MICHAELS HD: JACK GREEN

HO. JACK GREEN
HAAVY
GENESIS
BILLY JOEL
PETER CABBEEL
PETER CABBEEL
GLASS TIGER
MUTY LEWIS
BOOL JOHNSON
DANTE MAND
DANTE MAND
DANTE MALEN
HELLY GOUNG (M)
R.E. M.
MOSSINGTON
MOS KZEL/Eugene (503)342-7096 PD: JIM TRAPP MD: RUSTY KIMBALL PARALIFI

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KKGR/Anchorage

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(907)278-4631 PD: JOHN ROBERTS MD: BOB YOUNG POI SECTION YOUR,
MERCY
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AND GEORGE THOROGO TRIUMPH VAN HALEN DANNE WILDE WOODENTOPS (M) NEIL YOUNG (M) JOURNEY

KSPN/Aspen (303)920-1912 PD: FRANK ERI KRSP-FM/Salt Lake City Heavy BONNIE RAITT HUEY LEWIS EURYTHMICS BILLY JOEL DARYL HALL TINA TURNER RIC OCASEK ROSIE VELA

RIC OCASEN
ROSIE VILA

KTCL/Ft. Collins (303)571-1232 PD: JOHN HAYES

READY OF THE PROPERTY OF THE P

KRQU/Lara Cheyenne (307)745-7396 PD: JOHN EDMARI

TREASURE THE STATE OF THE STATE

KCGL/Salt Lake City (801)298-1142 PD: DEL WILLIAMS

KZOQ/Missoula (406)728-5000

New York TILLIAMS

New York TILl FB. VERY ANDO
MEASY
PETER GARREL
BOOLE ROWER

FOR THE SEASO
AND THE SEAS HOUSEMARTINS IT BITES KILLING JOKE RIC OCASEK RIC OCASER
CALL
THE THE
Light
SHOCKING BLUE
BIG COUNTRY
NDW HAN
LEVEL 42
BROKEN HOMES
HUNTER'S 4 CO
MARK GERMING
DEATH COMETS

KOLA/Riverside-San Bernardino (714)825-9952 PD: AL BARNETT

KWHL/Anchorage (907) 344-9622 OM: CARTER BRADLEY HD: KEVIN VARGAS PDI AL MOMENTAL PROPERTY OF STATE OF ST MD. REVIN VARGAS
HEAVY
JOHN POGESTY
JOHN POGESTY
STEVE WINNEOD (49)
DAVID LEE BOAVID LEE
GEORGE THOROGOOD
BON JOU'I
TRIUMPH (4)
FABILIOUS T-BIRDS
CINDERLIA.
BONNIE RAITT
ICHOUSE
RIC GASEK
Medium

KOZZ/Reno
(702)329-9261
PD: STEVE PINK
MD: HAMP PERVOLDS
(FROZEN)
PETTE GARRIEL (M)
ECOLE MONEY
COMESTS (M)
DANYI GLE NOTH (M)
DANYI MALL
BOD BECEN
STELLY MALL
BOD BECEN
THE COMESTORY
LIGHT MALL
BOD BECEN
THE COMESTORY
LIGHT MALL
L KGRO/Caspe (307)266-1400 PD: FRED LEEMH

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KTYD/Santa Barbera (805)967-4511 PD: RICK MILLIAMS

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PETER GRANTEL

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KVRE/Senta Rosa (707)544-5873 PD: BILL BOMKER HD: SCOTT MURRAY

HADI SCOTT MURRAY
HEAVY
STEVE MINHOOD
JOHN FOCERTY
PETER GABRIEL
BOS DYLAN
BODEARS
R.E.H.
BORNIE RAITT
BORNIE FABRUSON
FABRUSON TARRES
FABRIES
FINX
BEAT FABRES
FINX
PAUL SIHON

159 Reporters 132 Current Playlists Four stations failed to report. Their rotations were frozen. KINK/Portland KRSP-FM/Salt Lake City KZOK/Seattle WHCN/Hartford

Twenty-three stations reported frozen lists. 91X/San Diego CFOX/Vancouver KDJK/Modesto KEZE/Spokane KISW/Seattle KLOS/Los Angeles KMET/Los Angeles KOZZ/Reno KSRR/Houston KTAL/Shreveport KZEW/Dallas Q107/Toronto WBAB/Long Island WDiZ/Oriando WHFS/Annapolis WKDF/Nashville WKQQ/Lexington WNOR-FM/Norfolk WOUR/Utica **WWTR/Ocean City** WWCK-FM/Flint WXRC/Charlotte-Hickory WXRK/New York

# **CHR PARALLEL ONE PLAYLISTS**

# EAST

B104 WBSB Baltimore

PD: Steve Kingston

MD: Amy Kronthal

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ROWER New York 95

WPLJ-FM RADIO PD: Larry Berger MD: Lisa Tonacci

CYNDI LAGRERYTING Colors TIMA TURNERYTYPICAL MALO



PD: Ralph Wimmer

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Philadelphia
PD: Scott Walker
MD: Glenn Kalina WCAU-FM ... डिर्मेड <u>क्रिवेड</u>ेड

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New York

PD: Scott Shannon

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Ops. Director: John Hager MD: Mindy Michaels

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Providence Ops. Manager: Tom Cuddy

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Washington PD: Mark St. John

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CO 9 Montreal

PD: Bob Beauchamp MD: Guy Brouillard

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Toronto VP/Programming: Sandy Sanderson

Section 1 - Control of the Control o

32. 35 MAYMINE/Blancin' In Line CHE TO DWE/Blant Dn Maje. CLASS TIGER/Bone Day

WXKS-FM 1 0 8 F M PD: Sunny Joe White MD: Susan O'Connell

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PD: Jim Bandall Buffalo

29
ANITA BANGRYDWES LOVE
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B94 FM

PD: Nick Ferrara

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TALKING HEADS/Hale Mile Life DOUBLE/The Captain Of Har Ha

ROCK 102 | Buffalo

PD. Hank Nevins WBEN-FM MD: Roger Christian

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21. 37 FITSE CARRIEL/IN FROM Egun MUNICATION CART Help It FOR BOTH BOTH HELD IT FOR BOTH BOTH HELD IN THE EXTENSION HERE "I LOVE YOU'S COTOL IN IS COME TO

Washington D.C. PD: Randy Lane MD; Paul Fuller

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# **CHR PARALLEL ONE PLAYLISTS**

Atlanta

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Atlanta

OM/PD: Bob Case MD: Chris Thomas

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3-JULI Miami

PD: Rick Stacy Asst. PD/MD: Frank Amadeo

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WINZ-FM Miami PD: Gabe Ranting PD: Gabe Baptiste Asst. PD/MD: Mark

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WRSR Nortalk Acting PD: Shekton Borgelt MD: Doc Michaels

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### Annual Programmer Annual

24. 40 OMFFEED/Evergline Vo. Crg OdviD a OdviD/Setteme de The Secoti SOME RAITT/SS Neg To Torat A Lac R.C.H /Fall On No SOM JOVI/You Give Laye & 406 H

KKBQ
Houston
PD: John Lander
Asst. PD; Ron Parker

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ADDS SMEDMA EASTON/DD Far So Daed ROSERT PALMER/I Didn't Hean To Tut Human CEADUT/Human HERMAL CEROUS FAMOUR DON'T \$ 440 CENTER ADMINISTRATION TO THE CENTER ADMINISTRATION TO THE RESERVE TO THE THE PARK SERVE FAMOUR FAMOUR

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MD: Mary Ann Rayment

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PD: Mike Costello

Norfolk

Hot Hite!

Ops. Manager: Mason Dixon

THE STORE AND CONTRACT AND CONT

POWER St. Louis

Ops. Manager: Dave Robbins MD: Mark Todd

33. 34 HUPAN LEADUS/HUBAN COM JOHNSON/House to a to 4 school CARO/25 Or a To 4 school Letter LORD Interflaging with fire Burn House Durk Trucker House Talker Pass Meet Durk C Jamil This Meet And. BIRMON/FOR Com Cell Mr. Al.

MIDWEST

VHY power 96 fm Detroit

PD: Gary Berkowitz Asst. PD: Michael Waite

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Q102 Cincinnati

Ops. Manager: Jim Fox MD: Dave Allen

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Minneapolis

PD: Dave Anthony Asst. PD/MD: Don Michaels

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HUMAN LEAGUE/Human JETS/Prisoste Hoober STACEY 9/Two Of Hearts ROD STEWAST/Another Heartsche MANUAL CENTRAL DISSELL CHICAGO 29 Or & To 4

Columbus PD: Adam Cook

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CHICAGO/23 Or a to 0 RIC OCASEN/Emotion In Hotton PET BEST SOYS/Leve Comps Societies

WKT Milwaukee PD: Tim Fox

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DIESMA EASTON/So Far So Since TOTO/1'11 So Over You

TEEM-FILE

Chicago

PD: Buddy Scott

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PD: Brian Patrick MD: Kathy Means

Section 1 - Control of the Control o

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106.5 **KWK** THE MINARER 1 HIT MUSIC STATION MD: Kim Pool St. Louis

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BIC OCAMEN/Emetion In Messer ALICE COOPER/He's Back (The Man Be

MOST ADDED Human League Chicago Ric Ocasek Tota Journey

### **EAST** BREAKOUTS Outfield Chris Thompson It Bites Rejinda Carlisie

# **CHR ADDS & HOTS**

MOST ADDED SOUTH BREAKOUTS Human League Chicano

Cyndi Lauper

Tota

WZYP:Huntsville, AL Chris Andrews

KSMB/Lefsystte, LA Segraves/Smail

CHICAGO HOTLEST: BANANARAMA 5-2 ANDERSON 4 LORING 3-3 RUN D.M.C. 9-7 MIAHI SOUND MACHI 10-9 MICHAEL MCCONALD 11-1D

PETER GARRIEL BON JOVI ANITA BAKER PAUL SIMON CAMBO CHICAGO

Q101/Maridian, MS Dale Taylor

Dale Taylor

LUMAN LEAGUE
LUTHER VANDROSS
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STACET Q

LONGEL RICHES 3-2

HICHAEL RICHES 3-2

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ANDERSON & LORING 8-6

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SIMPLY RED
HOLLER 1-1
ANDERSON 4 LORING 10-6
DANYL HALL 12-10
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GENESIS 28-19

GENESIS 28-19
KWES/Odessa-Midland, TJ
Jim Scott
HADONNA
JOURNEY (dp)
BOLLOW (d

WPFM/Penama City, FL Jett Davis

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### EAST

### PARALLEL TWO

none Mottest: HUEY LEWIS & THE 4-4 GENESIS 8-8 DARYL HALL 9-9 DOUBLE 16-16 JANET JACKSON 19-19

LUIS CARDENAS Hotteet: LIONEL RICHIE 2-1 BERLIN 4-2 RUN D

Z94/Boston, MA Nelson/Dolgins CYNDI LAUPER
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JANET JACKSON 20-14
PAUL SIMON 21-17

BILLY JOEL ROBERT PALMER SIMPLY RED Hottest: STEVE WINWOOD 2-1 BERLIN 6-4

K104 Erie, PA Bill Shannon

WERZ/Exeter, NH Falconi/Brady

TOTO Motest: SERLIN 1-1 HUEY LEWIS & THE 5-4 RUN D.M.C. 7-5 GENESIS 15-9 LISA LISA 24-15 B106/Washington, DC Kaghan/Dempsay HUMAN LEAGUE BELINDA CARLISLE OUTFIELD BOOLERS: STEVE WINNOOD 1-1 BANANARAMA 4-3 HUEV LEMIS & THE 5-4 LISA LISA 16-12 STACEY Q 20-15 RIC OCASEK MIDNIGHT STAR PET SHOP BOYS Hottest: LIONEL RIGHIE 1-1 TIMEX SOCIAL CLUB 8-2 HUEY LEWIS & THE 7-4 ANDERSON & LORING 10-6 STACEY Q 12-9

WTIC/Hartford, CT Wall/West JOURNEY
EDDIE MONEY
HOMAN LEAGUE
LUTHER VANDROUS
HOTEST
ANDERSON 6 LOFING 2-1
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STACEY 0 20-16
DON JOHNSON 22-17
GEMESIS 24-19

none Hottest: STEVE MINNOOD 1-1 HUEY LEWIS 6 THE 2-2 BERLIN 3-3 DARYL HALL 7-7 GENESIS 9-9 WKEE/Huntington, WV

VAN HALEN CYNDI LAUPER HUMAN LEAGUE HOTTEST: BERLIN 4-1 LIONEL RICHIE 5-2 HIAHI SOUND MACH! 7-4 DARYL HALL 11-7 NEW EDITION 29-16

VAN HALEN ROBERT PALMER ROBERT FALMEN TOTO PAUL SIMON Motteat: LIONEL RICHIE 3-1 HUEV LEWIS 6 THE 4-3 BERLIN 5-4 GLASS TIGER 18-12 DARYL HALL 14-14

Hottest: TIMEX SOCIAL CLUB 1-1 BERLIN 4-4

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DaytonYes PAUL SIMON EDDIE MONEY FIVE STAR HIMAN LEAGUE LUIS CARDENAS HOCKSER: LISA LISA 1-1 BANANARAMA 2-2 BERLIN 5-3 ANITA BARER 24-14 BILLY JOEL 26-19

STACEY O ROBERT PALMER CYMOI LAUPER BOTTEST: HUST LEWIS 6 THE 2-1 HOMEYMOON SUITE 4-1 GEMESIS 7-5 BERLIN 9-6 NICHAEL MCDONALD [4-12

MICHAEL MCCONALD 14-12

QSZROchester, NY

Stavens Messner

ANITA BAKER
Hotteet:
BERLIN 8-1

ANDERSON 6 LORING 13-10

BEATLES 20-12

DOUBLE 23-18

NUMBER LEAGUE
NU SHOOZ
BELINDA CARLISLE
NOTE:
LIONEL RICHIE 2-1
REGINA 4-3
HUEY LEWIS 4 THE 5-4
BERLIN 6-5
ANDERSON & LORING 11-8 93Q/Syrecuse, NY Leird/Dunes

WRCK/Utica, NY Jim Reitz

CHICAGO HUMAN EXAGUE RIC OCASEK

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WIKZ/Chambersburg, PA Matthews/Alexender

J.J. MCKAY
CHRIS THOMPSON
NEW EDITION
RIC GOASEK
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DAFYL MALL 9-12
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CHICAGO (dp)
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PET SHOP BOYS (dp)
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JANET JAKESON 23-17
DON JONNSON 26-18

ROBERT PALMER ZZ TOP

WAPEJacked Kendy Klutch

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DARYL HALL 13-10

TINA TURNER Hottest; STEVE WINNOOD 1-1 CISA LISA 5-2 BERLIN 7-5 ANDERSON 4 LORING 8-6 STACEY Q 13-11

WQUT/Johnson City, TN Patter/Teylor

CYNDI LAUPER HUMAN LEAGUE HOTEGEL DARYL HALL 8-6 HUEY LENES & THE 9-Z DON JOHNSON 23-18 ANDERSON & LORING 25-19 TINA TURNER 32-24

NU SHOOZ Hottest: STACEF Q 1-1 HIAH! SOUND MACH! 3-2 ANDERSON & LORING 5-3 BANABARAMA 6-5 LIONEL RICHIE 9-6

CYNDI LAUPER JOURNEY EURYTHNICS (dp) CNICAGO TOTO 95XIUPerkersburg. WV Paul DaMilla CHICAGO
ASHPORD & SIMPSON (dp)
HOTEGE WINHOOD 2-1
RADDNNA 1-2
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BANANARAM 9-5
MIAHI SOUND MACHI [6-1)

WANS/Greenville, SC Tommy Smith PET SHOP BOYS
JOURNEY
HUMAN LEAGUE
BELINDA CARLISLE
BELINDA CARLISLE
ANDROSO A STHESON
HOCKEST I DRING 1-1
EFELIN RICHIS 3-2
EFELIN MICHAEL
HOCKNALL 5-5
DARYL HALL, 12-10

WCKN/Greenville, SC Wilson/Norris WisonNoris

BELINDA CARLISLE
GMEN GUTHRIE
FIVE STAN
HOTENEL RICHIE 2-1
BERLIN J-2
TOTACEY GG - 25-19
TINA TURNER J0-21
94TYXJackson, MS
AbelliCrews

WOMP/Wheeling, WV Forster/Stewert

# SOUTH PARALLEL TWO

Bruce Stevens
SIMPLY RED
NU SHOOZ
JOURNEY
HUMAN LEAGUE
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PETER GABRIEL
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MICHAGEL MCDONALD 8-7

WKQB/Charleston, SC Geither/Russell

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CAMED
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CYNDI LAUPER ROBERT PALMER JOURNEY

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WKRZ/Wilkes Barra, PA Jim Rising

SMIRWHOLDOWSKI
MINA TENTRO
TINA TYRKER
CYNDI LAUPER
PET SHOP BOYS
CHRIS THOMPSON
BRICKLIM
HIDNIGHT STAR
HOLLES
LORYL HALL 17-14
BILLY JOZL 22-17
STACEY Q 29-21
DON JOHNSON 28-22
GEMESIS 32-25

Q106/York, PA Fannessy/Crockett

JOURNEY HICKNEL MCDONALD HOTCAST: BERLIN 3-1 HUEY LEMIS 4 THE 2-2 HIANI SOUND HACHI 4-4 VAN HALEN 8-5 BEATLES 22-10 PARALLEL THREE.

Steve Kelsey

DON JOHNSON \*\*
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ROBERT PALHER
RIC OCASEK

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GLASS TIGER 11-10
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STACEY 0 32-23

WZON Bangor, ME Tony Perkins Tony Perkins
RIC COASEX
CNICAGO
HIMAN LEAGUE
ALICE COOPER
BALINDA CARLISLE
HOCTEST IN THE 5-3
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RECINA 12-5
RONNE RALL 22-9
RONNE LARL 22-9

LIONEL RICHIE 6-2 HURY LINEIS & THE 7-3 ANDERSON & LORING 8-4 HIAMI SOUND HACHI 9-7 WBCY/Charlotta NC Jack Daniel

JECK Daniel

HUMAN LEAGUE
JOURNEY
EDDIE MONITY
HOTECAR
LIONEL RICHIE 2-1
BERLIN 4-3
HUEY LEMIS & THE 5-4
DARYL HALL 6-5
DON JOHNSON 18-14

CAMED HUMAN LEAGUE BON JOY2 HOTE-BET ANDERSON & LORING 1-1 RUN D.W.C. 2-2 NEW EDITION 31-21 DON JOHNSON 35-28 LISA LISA D-31

CHESCHOOT
OUTFIELD
PETER GABRIEL
NOTCEST
LIONEL RICHIE 1-1
HUEY LEWIS & THE 3-2
DAIYL HALL 9-4
GLASS TIGER 10-6
RUN D.H.C. 14-8

HUMAN LEAGUE TRIUMPH OUTFIELD HOTCHST LEDRING 4-2 JANET JACKSON 11-8 GENESIS 37-19 DON JOHNSON 39-30 LTSA LISA 40-33

G105/Durham-Ralaigh, NC Edwards/Wright ROBERT PALMER CYNDI LAUPER

MUMAN LEAGUE GENESIS JERRAINE STEMART NANCY MARTINEZ HOLLEST LEAGUE LEAGUE LISA LISA 10-6 LISA LISA 10-6 NEW EDITION 12-9 CYNDI LAUPER 22-15

WFMI'Lexington, KY Fox/Jonze ROD STEWART ANITA BAKER ANITA BAKER Hottest: ANDERSON & LORING 3-I STEVE WINHOOD 2-2 BERLIN 4-3 DAVID LEE BOTH 5-4 CYNDI LAUPER D-26

HUMAN LEAGUE TOTO CHICAGO CAMEO CAMED Hottest: ANDERSON & LORING 1-1 BERLIN 2-2 HUEY LEWIS & THE 5-4 RUN D.M.C. 10-7 ROBERT PALMER 30-24

ROBERT PALMER 30-24
WLRS/Louisvile, KY
KNight/Jone
JANET JACKSON
HUMAN LEAGUE
NOTEREST
RUN D.N.C. 3-1
DARYL HALL 5-4
DON JOHNSON 20-9
ROBERT PALMER 26-20

John/Conley

PETER GABRIEL
SHERNA ZASTON
HOTCAST:
HUEY LEMIS 4 THE 8-6
JANET JACKSON 17-12
DOUBLE 22-16
STACEY G 31-24
JOURNEY 35-27

96X/Miemi, FL Tenner/Cassidy GENESIS
AMITA BAKER
HOTTEST HAMI SOUND MACHI 4-1
EROTIC EXOTIC 8-2
REGINA 3-3
LISA LISA 9-4
BERLIN 5-5

WABBINDOIR. AL Fram'Sawyer SIMPLY RED NY SHOOT NEW EDITION HOLE ALL SOUTH MACHIE 8-6 JAMET JACKSON 12-10 DARYL HALL 15-11 GLASS TIGER 18-14 STACEY 0 20-15 WHHY/MACHIENDERS AL

ROD STEMART RIC OCASEK Hottast: HUEY LEMIS & THE 7-6 DARYL HALL 9-8 RUN D.M.C. 11-9 GLASS TIGER 14-12 REGINA D-1J

KBFM/McAiten-Brownsville, TX

ANDERSON & LORING CYNDI LAUPER Hottest: Hottest: REGIMA 1-1 BILLY OCEAN 12-6 PATTI LABELLE 16-11 JANET JACKSON 26-14 SHEENA EASTON 28-15 KX104/Nashville, TN Cook/Harris

CHICAGO
VAN HALEN
RIC OCASEK
GWEN GUTERIE
HUNAN LEAGUE
HOTERE:
RUN D.N.C. 8-4
DON JOHNSON 15-8
LISA LISA 20-13
CYNDI LAUPER 25-17
TINA TURNER 28-18

Y107/Nashville, TN St. John/Peace

LISA LISA KLYMAXX MOTTERET: BANANARAMA 6-4 HURY LEWIS 4 THE 8-6 HICHARL MCDONALD 10-7 RUN D.H.C. 11-8 DARYL HALL 18-13 BJ106/Orlando, FL Thomas/Wright

JOURNEY ANTTA BAKER NU SHOOZ NU SMOOZ
MOTENTA CALIB 2-1
STEVE WINMOOD 3-2
LIONEL RICHIE 6-3
ANDERSON & LORING 7-6
RUN D.M.C. 8-7
Y108/Orlando. FL
MCKsylHayes

GLASS TIGER
LISA LISA
JANET JACKSON
DOUBLE
RODIE MONTY
GHEN GUTHRIE
HOTEWELL
LIONEL RICHIE 6-2
RUN D.M.C. 13-11
MADONNAT -12
BEATLES 15-14

Hotteet: HIAHI SOUND MACHI 2-1 RECIMA 14-7 BILLY OCZAN 12-8 JANET JACKSON 21-18 LOVERBOY. 26-22

Lewws-none Mottest: Mottest: STEVE WINNOOD 1-1 STEVE WINNOOD 1-1 STEVE WINNOOD 1-1 ANNANARAHA S-8 RUN D.H.C. 14-14

BIOWING SHEE
RIC OCASEK
CHICACO
ROO STEMART
BON JOVI
HOTEBER
BERLIN 2-1
DAVID LEE ROTH 3-2
ANDERSON & LORING 4-3
HUEY LEWELS & THE 6-4
DARYL HALL 7-5
KTUKINGROOM! A

LISA LISA
SELINDA CARLISLE
DEVICE
HUMAN LEAGUE
PET SHOP DOYS
17 BITES
HOTESON 4 LORING 1-1
LIONEL RICHIE 7-4
HUEY LEMIS 4 THE 9-5
DAPYL HALL 10-6
STACEY Q 11-7

STACEY Q 11-7
WKZLWinston Salem. NC
LytewJoseph
HUMAN LEAGUE
BOTTE St.
ANDERSON & LORING 4-3
NIAHI SOUND MACHI 7-4
RUN D.M. C. 10-6
DARYG HALL 13-8

PARALLEL THREE

DOM 1868
RIC OCASEK
TRIUMPH
RICH 42
HOMAN LEAGUE
LEVEL 42
HOUTE LEWIS 6 THE 2-1
GENESIS 13-4
DON JOHNSON 17-7
LOVERBOY 16-13
DARYL MALL 18-15

Brian Kryst

DEVICE (dp)
PETER DABRIEL (dp)
DAVID 4 DAVID (dp)
EDDIE MONTY (dp)
IT BITES (dp)
LUIS (CARDENAS (dp)
LUIS (CARDENAS (dp)
CHRIS THOMPSON (dp)
HONEYMOND SUITE II-I
VAN HALEN 2-2
GLASS TIGER 9-3
GLASS TIGER 9-3
GLASS TIGER 9-3
HOPI LEDRIS 4 THE 10-9

WJAD/Beinbridge, GA Elliot/Kelly Chris Andrews
CNICAGO
ANITA DAMER
ART OF NOISE
BELINDA CABLISLE
RIC GCASEK
HORLESTE
BERLIN 2-1
ANDERSON & LORING 10-8
JANET JACKSON 27-18
DON JOHNSON 36-27

EBOUTABLY
HIDHAN LEAGUE
OUTFLELD
BELINDA CARLISLE
DEVICE
PARLICUS THUNDERS
CHRIS THOMPSON
FARLUS THOMPSON
FILE STAP
EAULED STEVE WINHOOD 1-1
BEELIN 2-2 LIONEL STEVE
LIONEL SICH THE 5-4
ANDERSON & LOBING 8-5

WQID:Bilexi. MS 8ob Lime ANITA SAKER PETER GABRIEL ROD STEWART HOTEGE! DARYL HALL 14-9 GENESIS 22-16 BILLY OCEAN 24-17 JANET JACKSON 39-28 DON JOHNSON 40-30

MCL-dd/Ganiels
CYNDI LAUPER
LISA LISA
JOUNNEY
BOD STEWART
PETER GARE IL
HOTLEST INCH SOCIAL CLUB I-1
LEGNEL RICHIE 3-3
RIAHI SOUND MACHI 7-7
HUEY LENIS 4 THE 8-8

RICK Hayes
CHICAGO
RUMAN LEAGUE
GUMPFILLD
PETER CETERA
TRIMPN
PET SHOP BOYS
HOLSEN LONEL RICHIE 1-1
DANTH MALL 7-5
TINA TURNER 10-8
ANDERSON & LORING 12-9
CYMDI CAUPER 11-19

Q104/Gadadan. AL St. John/Davis STACEY O CARLY SIMON DEVICE (dp) HUMAN LEAGUE JEFFREY OSBORNE KOTEMET: RUN D.M.C. 1 - # HUEY LERIS 4 THE 9-6 CLASS TIGER 15-10 DANYL MALL 22-18 DON JOHNSON 28-22

DEVICE HIMAN LEAGUE BELINDA CARLISLE OUTFIELD MOTERAL LIONEL RICHIE 5-7 HUEY (LEWIS & THE 10-8 DARYL MALL 12-9 STACEY O 14-10 ANDERSON & LORING 22-12 Jef Banta

EL DEBARGE
TOTO
LUTHER VANDROSS
PET SHOP BOYS
HONEYMOON SUITE
HOUTEMAN
BEELIN 4-2
REGINA 7-5
HUEY LEMIS 4 THE 12-8
JAMET JACKSON 22-12
STACEY Q 30-19

Z102/Savannah, GA Sommers/McFarland

WGLF/Tellahassee. FL Steva Ocean

HOMAN LEAGUE Hottest: LIONEL RICHIE 3-1 HUEY LEWIS & THE 13-8 DON JOHNSON 19-13 STACEY Q 20-14 DOUBLE 21-17

DEVICE CHRIS THOMPSON HUMAN LEAGUE OUTFIELD LUIS CARDENAS IT BITES Hottest: LIONEL RICHIE 3-1 BERLIN 5-2 BERLIN 5-2 GLASS TIGER 8-5 DARYL HALL 9-6

232 Reporters 212 Current Reports The following stations reported a frozen pleyllat this week: WPL J/New York 93FM/Houston KS103/San Diego WRVQ/Richmond

WRVO/Richmond
The following stations failed
to report this week, therefore
their playlists were frozen:
K106/Baltimore
WKSE/Buffelo
Z95/Chicago
WHYT/Detroit
WOUE/New Orleans
KZZ/Portland
WEI V/Althany
WEI V/Althany WFLY/Alban WFLY/Albany
WAMX/Huntington
KC101/New Haven
Q106/York
KZ93/Peorla
KMQ/Albuquerque
WZYQ/Frederick
KNIN/Wichita Falls
KYYA/BiHlngs

NOTE: WDCG/Durham-Raleigh is now known as G105.

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

Breakouts are records not included in the re-glonal most added, but which have five or more adds in a reglon, and fewer than 50 stations overall.

Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music informa-

Parallel I Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 190,000 and below 199,999 and below.

### 232 Reports

JO	HN DOE			
"	lit Song" (Any	lahel)		
	Hit Song			
Le.	riit Jong			
	100/25	44%		
			Neti	one
Rege	onal		Sumo	neny
Heec	th		Up	51
E	33%		Debute	20
M	21%		Same	- 4
8	56%		Down	0
W	19%		Adde	25

### **EXAMPLE**

100/25 - 100 CHR reporting stations on It this week including 25 new adds

 Here week including 25 hew adds.
 Percentage of this weeks reporters playing it.

Regional Reach ⊸ Percentage of reporters playing the song within each region. National Summary

Up 51 — Number of stations moving It up on the charts. Debuts 20 - Number of stations debuting the song this week. me 4 — Number of stations report

week. (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving It down on their charts. Adda 25 — Total number of stations adding it this week.



	& GLORIA LORING
Friends & Lovers	(Carrere/CBS)

	211/3 91	1%
Regional Reach E 89% S 89% M 95% W 92%	6	National Summary UP 139 DEBUTS 1 SAME 49 DOWN 2 ADOS
EAST B104 1-1 K106 1 fr HBEN 1-1	WPST 9-7 WRCK 4-3 B106 2-2 WKRE 15-12 WTLD 2-4 G106 10 fr BOUTH	KOMO 20-18 REJUC 11-4 KFIV 9-9 KCAG 19-15 SOYO 4-2 RODH 16-12 RCPX 9-5 RITS 8-5 KATD 3-3

EAST		
EAST	WTLO 2-4	10000 4-2
	Q106 10 fr	KDON 16-12
B104 1-1		KCPX 9-5
K106 1 Er	BOUTR	KITS 8-5
MBEN 1-1		. KATD 3-3
WEST 25 fr	WBB0 3-2	KZZU 31-28
MONYS 11-6	KHP1 9-5	KRQ 7-6
WBL1 14-9	H2747 4-1	
MPLJ 11 fr	#EED 5-12	25
1100 13-10	WAPL 9-6	
MCAU 4-1	WEG8 14-3	
D94 1-5	WS8X 8-4	EAST
PRO-PM 1-2	WBCY 12-11	80001
CFTS 1-1	MR00 1-1	MPRG 6-3
0107 6-6	MINOR 4+2	MONTY 12-9
MAVA 6-4	G105 2-1	MZON 13-4
	SAME 1-5	WIGY 2-1
BOUTH	KEZ8 5-3	101018 1-1
	WKS1 5-3	95XXX 9-5
940 1-1	MANS 1-1	WIKE 1-1
293 1-1	WCKW 11-15	wayo 5 fe
ETKS 7-7	94TYX 11-9	OK100 2-2
93PH B fr	MAPE 8-6	100EH1 8-7
ERRE 12-17	WOUT 25-19	95KIL 11-16
Y100 4-4	WOK1 18-11	WGAM 6-16
D97 5-3	WPHI 1-1	MONP 10-3
MOUE 2 fr	WINTE 1-1	MPICK 9-4
WHYE 6-5	WERS 10-7	MPAX 9-4
0105 5-10	PM100 23-18	BOUTH
	WPOM 14-11	SOUTH
KI DWK ST	WASK 16-13	KPHN 25-19
	wood to 13	KPHN 25-19 KOIZ 21-21
B96 9-2	KBPH 4-27	WEST 11-10
WLS 2-2	KX104 5-7	WK87 [1-10
195 1 fr	V107 1-9	WOID 4-3
0102 10-5	8,1105 7.6	WOSO 13-13
WHHS 11-7	Y106 10-6	
9200 6-3	MRVO 3 fr	RISR 12-9 0104 2-2
WCZY 1-4	MXLE 4-3	9104 2-2 9785 15-10
MINT 9 fr	MATUR 1-1	WYKS 15-10
KR80 1-1	WKEL 4-3	WEYP 10-8
METI 14-9	MACL 4-3	NEMB 1-3
KDWB 29-22	HI DWEST	G101 R-F
EHTR 2-2	KIDWEST	KNOE 10-6
WLOL 32-29	WKDD 17-13	KW25 7-15
-000 35-54	MKAU 9-6	HPPH 22-12
WEST	MOCL 12-4	2102 7-6
		* WGLF 10-5

P2	MAGN 13-8 KAY107 14-10 KEYN 15-7 KKRD 9-8	MDRK 20-8 MSPT 18-1 MSPT 3-3
EAST	WHOT 4-3	KINM 24-1
MPLY 13 fr 0100 8-4	WEST	WEST
294 27-18	KNNQ 11 fr	KYYA 9 fr
WVSR 12-8	KICK d-14	KB07 8-6
K104 3-8	KQXR 16-13	KT9S 9-6
WERZ 7-6	EF95 2-1	KO2E 2-5
HINNE 10-6	K1YS 4-3	KHTZ 4-39
WT1C 2-1	KIKK 8-6	KWN2 5-2
WKEE 8-19	KSND 1-3	KBIM 9-4
WIAN 1-2	KBOS 33-21	KEUZ 9-8
KC101 7 fr	KM2X 7-8	SLY96 8-6
RI-104 9-5	KYNO 7-6	
98PXY 13-10		
W6974 -2.1 - 8		
930 11-10	172	

	SE w/MAX HEAD	MOORO
LP: Invisible 9	Silence	
11	4/19 49	% Nationa
Regional		Summar
Reach E 449	NEA	DEBUTS 1
S 49%	14 CLA	SAME 4
M 43%		DOWN
W 63%		ADDS 1
251	930 on	100
4	MPST A	
EAST	SOUTH	EAST
MRICK A	WRIGO ON	MOTOR .
WESE on fr	KHPI on WAPI on	MCUY a MCON on
CEO! a	MKDB 20-19	9500X 4-35
894 30-29	HSSX 34-32	
PRO-PN a	MROO on KEIR 30-29	08100 22-14 1008H1 35-
SOUTH	94TYX 34-33 MAPE d-30	95X1L 30-30
Z93 a	MOK I 10-20	MGAN 4-35
KEGL on	MPN1 on	WPXX on
KTKS d-20 KRBE 4	MDJX 37-31 MLRS 33-29	SOUTH
Y100 on	8J105 21-15 94Z go	ROIE on
R97 4-30	MXLK d-40	MKSF on 0104 40-36
Q105 on	KTUX on	0104 40-36 WYKS on
HIDWEST	HIDMEST	MZYP a
		0101 on KWES 21-19
896 19-15 195 36 fr	WKDO on	WPFM 19-14
MNNS 6	WKAU a WGTZ a-60	ENIN 39 fr
MCZY 35-32	KZIO on Z104 a	WHSL 30-24
KBRQ 26-24 KDWB 18-34	KJ103 16-14	HIDWEST
WLOL 4	WRQN d-31 KAY107 35-25	
WEST	XXXD on	MBMB 20-14
	WEST	WCIL d-22 KCND on KFRX on 99KG 37-36
KIIS 28-26 KZZP 21 fr		KFRX on
EMJK 30-30	RNMQ 36 fr RIYS 21-13	KKRC a
KWOD 4 EMEL 17-16	K190X 40-35	a OTWN
XWSS on	KSND 13-7 KMXX 40-34	
KPLZ 33-29 KNDQ d-39	EYNO on	WEST
[22]	KLUC 40-37 KPIV 36-29	KYYA on fr
62		KTRS on KOZE 35-29
	KXYO 40-33 KDON 22-17	KHTZ on
EAST	KCPX d-31	SLY96 d-40 OK95 on
Q100 d-35	KITS on	UN79 OR
E104 14-6 WERE on	KATO 22-21 KZZU 27-23	
WEEE 4-27	KRO a	

B

	ATLES iist & Si	hout (Cap	itol)		
		81/2	35%	Natio	na 1
				Summ	
	gional ach	-	-	UP	48
E	388	(6	9	EBUTS	9
s	338			SAME	24
м	208			DOWN	2
W	528			ADDS	- 2

Regional Reach E 38% S 33% M 20% W 52%	39	DEBUTS SAME 24 DOWN ADDS 2
21	P2	KYNO 39-33 KONO d-30
		KCAQ 6-5 KXYQ on
EAST		KCPE 15-11
	ZAST	BITS 17-15
8104 26-12	WVSR on	KATD 1-1
WPLJ 23 fr	K104 4-39	KEEU 3-1
2100 25-23	WKEE 4-29	
B94 12-6	WSPX 34-26	6.5
0107 7-7	98FXY 27-12	
WAVA "11-8	9106 8-7	BAST
BOUTH	SOUTH	WZON 38-32
93FH 5 fr		95XXX on
KRRF 6-1	KHFI on	WIYO 32 fr
951NZ 29-20	WHMF 4-29 WGGZ 22-10	OK100 on
397 11-8	X228 21-19	95X1L 31-28
MOVY 32-25	WAP1 4-29	MPXX 29-25
KLOWEST	WOKI on	BOUTTH
896 25-21	WDJX 22-18	KPMH 24-22
KBEQ 19-14	HLRS on	WOID 10-26
WLOL on	WARR 27-25 BJ105 30-20	KMOE on
WEST	V106 15-14	XMES 4-6
WEST	WRVO 24 fr	2102 17-13
KPKE 22-15		WVB\$ 29-26
K118 1-1	HIDWEST	HARDITARY
KEEP 4 fr	MMCT 27-25	HILLMAN.
KMJK on	WOTT 27-25	WC1L 18-13
ES103 11 fr	WEPL 19-16	Y94 31-27
KHEL 9-12	KOKO 1-1	WDBR a
ENGE B-2	WHOT 25-21	
EPLE On	-	WEST
RUBE 2-1	WEST	ETES a
maring 3-1	KINNED 40 fc	ROSE on
	FOX # 17-14	SLY96 on

ESNO 10-9

# ANITA BAKER et Love (Elektra)

131/28 National Summary UP 57 DEBUTS 17 SAME 29 DOWN 0 ADDS 28 Regions Reach E 67% S 60% H 41% W 56%

PI **P** 

MRING 37-31
MRING 37-31
MRING 4-19
MRICY on MRICY of 10
MRICY 01
MRICY 24-19
MRICK 4-20
MRICK 34-10
MR SOUTH 94Q 27-23 293 31-26 RRBF 27-19 Y100 d-28 397 15-10 MQUE 9 fr MNVZ 18-17 Q105 27-22 HIENEST MRSF 6-35 MJAD 31-32 WOID 8 WOID 8 WOOQ 31-31 QIO4 23-20 MZYP 8 KSMB 8 QIOI 25-22 KNOT 26-24 KMET 1 ZIO2 27-19 MVBS On 896 13-27 92X 33-23 MCZY 22-19 MNYT 29 fr KBAD 27-25 KHTR 33-27 96Z 29=25 MRVD om fr WXLE d-16 ETUX 33-26 MEZL 29-37 HIDWEST HI DWEST WEST MKAU a MNC1 a MCT2 39-35 MKFR on 2104 17-15 MRQN 31-24

WEST P2

WEST

EYYA on fr KBOZ 28-26 KOZE a KBIH 4-37 KZOZ on

CHICAGO 25 Or 6 To 4 (Columbia)

Regional Reach E 49% S 45% H 29% W 35% NEA EAST WPST a WRCK a 8106 on WKRZ a WTLQ on PE WIGH &
WIGH &
103CIR on
95XXX &
WIRI d-39
WIYI on fr
OKIOG &
100KHI &
WFXX &

C

MYCES a
MYCES SOUTH HIDMEST HIDWEST

0100 on MERZ d-38 MNNX on KC101 on fr RI-104 on 930 a

MBNO d-33 KFRX a 99KG on KWTO a MDSR a

WEST

D

# Love Always (Gordy/Motown)

National Summary UP 51 DEBUTS 6 SAME 33 DOWN 0 ADDS 4 NAA

**3** PI KRRE 31-27 Y100 26-25 Q105 26-21 MJAD 32-31 KISS ON MYKS B MZYP ON KSMB 36-33 Q101 ON KNIN 34 fr WVBS On HICHEST MCZY 29+25 WRYT 25 fr KIIK J30-26 WKFR on WZOK 24-23 WRQN on KKRD 27-20 WEST WEST MICHEST

EHEL 26 Q100 39-36 RID4 on MERI on MERI on MINK 28-27 WEAN 28-25 WSPK on RI-104 on MYST d-36 MYST 29-27 WTLQ on

DOUBLE Captain Of Her Heart (A&M) 190/5 82%

National Sunnary UP 124 DEBUTS 9 SAME 39 DOWN 13 ADDS 5 Regions Reach E 84% S 81% M 84% W 79% EAST 8104 d-29 R106 12 fr MXXS 14-10 MBEN 11-12 MXSS 34 fr MYS 14-9 MPID 8-7 MPID 8-7 MPID 26 fr 2100 30-27 MCAU 21-16 894 on PRO-PM 15-12 Q107 a MAVA 25-23

BOUTH 94Q 9-9 393 17-15 KTAS ON 93FM 25 fr KRBE 13-12 951NI 5-4 Y100 ON B97 d-26 WNVZ 20-16 WESR 11-10 Q105 13-11

WGPM 12-11 93Q 20-14 WPST 10-8 WRC\$ 17-16 8106 d-30 WRRZ 10-10 WTLQ 18-16 Q106 24 fr MERO 11-15
EMPT 8-7
EMPT 8-7
EMPT 8-7
EMPT 8-7
MARPI 17-16
MESK 24-23
MESK 24-23
MESK 24-24
KAME 18-17
EKIR 27-24
KAME 18-27
KAME 18-27
KAME 18-27
MANN 18-12
MESK 18-27
MINO 22-16
MANN 13-11
MESK 28-27
PHIOO 22-16
MANN 28-27
PHIOO 22-16
MANN 28-27
FIN 00 22-16
MANN 28-27
FIN 00 22-16
MANN 28-27
MINO 22-16
MINO 23-28
MINO 23-26
M

MFBG 12-11 MGLY 31-29 MION 20-16 MIGY 25-24 103C18 21-1 95XXX 8-6 WEEZ 23-22 100KHT 10-1 MGAN 14-12 MFXX 13-11

SOUTH

KFPN 0-37

KGIT 14-13

WKSF 17-14

WJAD 17-16

WG10 6-5

WG10 6-5

WG10 6-5

MG10 6-5

MG10 6-5

MG10 6-5

KSMR 10-12

COLOR 11-8

KMCC 0-14

MG10 2-3

MG10 2-3

MG10 3-3

MG17 3-6

KMCC 0-14

MG10 2-3

MG10 3-3

MG10 3 HI CHEST

MLS 21-20 295 23 fr MMME on MCZY d-31 MMYT 27 fr KBBQ on KHTR 15-14 EMK 19-13 MLOG 21-35 MEXDO 37-36
MEXAC 17-14
MEXAC 17-14
MEXAC 17-14
MEXAC 17-14
MEXAC 17-14
MEXAC 17-12
MEXAC 17-12
MEXAC 17-13
MEXAC MTLY 16 fr G100 15-12 194 17-12 MYBS 27-27 MERE 19-14 MGMR 26-25 MTIC 32-29 MKEE 20-26 MLAM 15-15 KC101 12 fr MSPF 15-13 XI-104 21-11 98PXY 23-18 KING 14 fr KIYS 13-11 KIKX 9-8 KBOS 25-19 KMGK 19-15 KYMO 33-26 KOMO 30-25 KPIV 4-1 KCMO 18-17 KXYO 13-13 KOON 5-10 E

125/9

Regions Reach E 47% S 49% M 64% W 56%

P

896 33-32 MLS 28-29 295 30 fg WHRS on HRT1 8 KDMB 4-37 KWK 30-28 WLOL 30-21

WEST

P2 EAST

SOUTH MBBQ 31-28 KHFI on

P

8104 28-26 K106 15 fr WXKS 7-5 MBEN 19-17 WYYS 35-26 MPMD 21-18 CKOI 11-7 MCAU 38-38 PRO-PM 25-2 CFTR 20-15 Q107 29-25 WAVA on

94Q 6-5 293 16-11 KTKS 27-27 93FM 11 fr KRRE 30-24 951NT 8-8 Y100 29-24 MPRO 24-18 MNVI 29-26 MRSR 10-9 Q105 24-23

HI DWEST

896 21-20 MLS 14-14 MMSS 19-11 92X 34-30 MCZY 30-26 WRT1 4-26 KWX 20-16

SHEENA EASTON So Far So Good (EMI America) LP: About Last Night Soundtrack

% National Summary UP 57 DEBUTS 14 SAME 44 DOWN 1 ADDS 9

MEQS 31-29 MSSX 16-16 MEQD 19-18 MNDE OR KAMZ 26-25, MESI ON WCKN 34-31 MQUT d-36 MDKT 33-27 MFJX ON MSKN 28-35 MSKN 28-3 

KTYY 33-32 MBNQ 6-34 MBNR 19-37 KQCR 25-21 KCHQ on WAXY 22-19 KFRX on 99KG 30-29 KMTD 6-28 MORR 31-23 KDVV 31-25 KFPM on WEST

KIRK 33-32 KSND on EBOGS on KMGX on ELUC 31-31 KFIV 30-22 KCAQ 33-31 KDON on KCPX 30-28 KATD 23-22 KATD 23-22 KATU & KRO on KTYA on (r KTRS 26-24 KKAZ 35-33 KHTZ on KMNZ on KBIN 34-30 RZOZ on SLY96 d-38 OK95 34-29 PAST

EURYTHMICS Missionary Man (RCA)

182/9 78% National Summary UP 123 DEBUTS 27 SAME 23 DOWN 0 ADDS 9

WERE n-38 WILD 27-15 **P3** 

WFBG 38-34 WGDY 36-32 WGDY 36-32 WGDN 16-12 MIGY 21-20 103CER 39-32 95XXX 26-26 MIKZ 34-26 MIKZ 34-21 100KH 25-1 WGAN 16-18 WFXX 37-27 SOUTH

MBDQ 35-30 MHH d-30 MHH d-30 MHH d-30 MBDB 18-14 MBDR 26-23 MBDB 18-14 MBDR 20-18 MBDR 20-18 MBDR 26-23 KPNN d-37 KPNN d-39 KNIZ 30-29 MKSF d-33 MJAD 26-22 MUND 00 KISR 23-20 Q104 21-17 WYKS on MYF 39-32 KNIZ 32-20 XNIZ 32-20 XNIZ 31-27 KNIZ 31-27 MIDD 26-25 WRAU 27-23 KIR d-32 KIR d-32 KIR d-32 WOTZ 28-25 KIR 03-27 WING 28-25 WING 28-29 WING 33-22 WING 33-22 WING 33-22 WING 33-22 WING 33-22 WING 33-23 KE93 0n fr WING 33-23 W HICWEST HIDWET

KYYY 18-10

WEND 6-12

WOLD 6-12

WOLL be

KOCM 6-14

KCMQ 29-25

KXXL a

MAEY 6-19

KFXX on

99KG 27-19

KKRC 35-27

KWTO 6-10

MORR 14-10

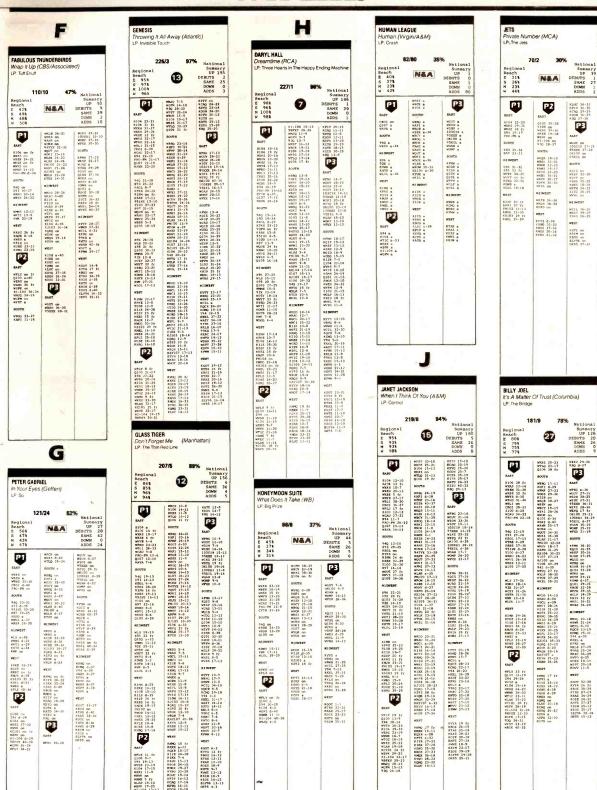
MSPT 11-2

KOVV d-16

KPWI 10-6

KPKE d-14 Y100 a K116 14-9 KKRI 37 fr KMJK on KMOD 28-22 KSID3 32 fr KMSEL a-21 KMSE 10-15 KPLE 24-21 KUSE 19-15 KUSE 19-15 KUSE 39-35 DAT. KPMH 10-6 WEST KGOT 31-29 KYYA ON fr KBOZ 8 XTRS 35-25 KRAE 35-36-31 KOIZ 7-4 KHTZ 35-34 KMIX 35-34 KMIX 30-23 KIGI 32-29 GUS 27-25 GUS 512-9 WFLY on fr 0100 19-16 294 d-26 WYSR d-29 WERE 31-27 WERE 31-27 WERE 31-16 18-100 18-29 98-24 16-29 98-24 18-29 99-24 18-29 9

KYNY 7-5 MRNO 23-21 MCIL 1-1 RGCF 3-2 -KCMD 4-1 Y94 11-7 KKKL 11-9 MAZY 14-4 KFRK 8-5 97KG 8-4 KRRC 10-8



National Summary UP 51 DEBUTS 5 SAME 32 DOWN 8 ADDS 0 P3 MFRG GB MGUY 39-36 MIGY 26-25 95XXX 25-19 OK100 33-26 100KNI GB 95XIL 32-29 MGAN 19-17 KOTH KOIZ 35-34 MCOQ on KISR 34-33 O104 11-11 MYKS on MZYP 30-23 KSHB 37-35 KNOE 15-25 MGLP on KNIN on fr MYBS 28-27 EYYY 40-38 WBNQ 25-24 WCTL 28-27 EQCR 22-25 99KG 29-28 MDBR 17-15 WSPT 16-36 KDVV 22-22 KPMW OR MEST KBOI on KTRS 33-32 KKAZ 26-24 KHWI on KBIH 15-15 KZOZ d-19 National Summary UP 94 DEBUTS 52 SAME 34 DOWN 0 ADDS 25 **P3** MPBG 25-22 MCBY 35-30 MCBY 35-30 MCBY 37-29 M10Y 37-29 M10Y 37-29 M10X 4-38 MIRZ 39-37 DONES 39-37 MCBY 39-39 MCBY 39-39 MCBY 39-39 MCBY 39-39 MCBY 39-27 MCBY 38-28 SOUTH SOUTH

KFFM 33-29

KEPM 33-29

KEPM 33-29

KEPM 34-34

MOID 8-31

MOID 8-32

MOID 8-32 RIDWEST

KYYY 31-26
MOIL 8
MOIL 8
KOOR d-31
KOOR 35-30
KKKL d-31
KFR d-24
KFR d-24
KFR d-24
KFR d-27
KFR d-37
KFR d-37 WEST MEST MGGT 40-34 XYYA on 12 MBOZ 6-35 MTRS 40-28 MKAI on MOZE 6-32 MHTZ 39-31 KMMI 26-17 KBIM 38-33 KZOZ 39-33 SLY96 40-36 OK95 26-23 WPLY on fr Q100 d-34 294 a WYSR d-30 K104 om WFRZ 35-31 WNNK d-34 WTIC 33-28 WXEE a WIAN 34-28 KC101 on fr NSPK d-35 RI-104 37-31 98PKY 37-36

HUEY LEWIS & THE NEWS 232/0 KYNO 9-7 KOMO 14-12 KLUC 2-2 KFIV B-6 KCAQ 0-7 KKYQ 7-3 KDON 1-1 KCPX B-6 KITS 11-9 KATD 7-2 KZZU 4-2 KRQ 15-9 RI-104 10-6 98PXY 9-8 WHJQ 2-1 HGFM 5-4 93Q 6-6 WFST 5-3 WFCK 5-6 H106 5-4 WKRZ 16-13 WTLQ 9-6 Q106 13 fF PI EAST

8104 13-11
8106 11 fr
MXKS 15-8
MXED 5-3
MXSE 10 fr
MXYS 15-8
MYED 10-2
MXC 11-10
CRO1 17-10
CRO1 17-10
RAL 11-10
RAL 12-10
RAL 12 DAST. VBBQ 7-5 VBPT 18-9 VFPF 10-0 VFFF 10-0 V WFBG 3-2 WZON 5-3 WZON 5-3 WIGY 11-7 9500X 6-3 WIEX 7-6 WIYO 7 Fr ONIOO 11-11 100KBI 20-95XIL 4-8 WGAN 7-4 WGAN 7-4 WGMP 5-2 WFMX 6-3 940 13-11 293 15-10 EDGL 3-3 ETRE 14-11 93FM 6 fr EXRES 9-2 7100 8-8 B97 8-5 MOUE 12 fr MENO 6-6 MMSE 3-2 Q105 8-6 SOUTH KPRN 2-1 KQ1Z 10-9 MKSF 6-6 MAJD 6-6 MAJD 6-6 MAJD 3-2 MCNO 8-8 X1SF 8-6 Q104 9-6 MYKS 12-8 MYKP 9-7 KSM8 8-8 Q101 7-5 KNOZ 6-7 XWES 25-18 MYPM 10-2 XWES 25-18 KNOZ 12-10 KNOZ 13-1 896 8-7 MLS 8-5 295 9 fr Q102 5-4 M9645 3-1 922 11-6 MCTY 13-8 MYTY 28 fr KBBD 6-4 NRTI 6-3 KURS 16-13 KURS 16-13 KURS 3-3 MLOL 3-3 WEVG 16 ft WXLK 6-4 KTUX 9-5 WKEL 12-9 HICHEST weir RYYY 5-4 WBMN 6-5 WBMN 2-1 WCIL 8-8 KCMD 8-5 Y94 2-2 KRKL 7-4 WAZY 8-3 KPRX 9-6 KKLS 3-1 99KG 5-3 KKRC 9-7 KMTC 4-2 WDBM 6-1 WBMN 6-1 KDVW 4-1 KDVW 4-2 KDVW 4-2 KINN 13-9 EPKE 5-3 Y108 5-5 KIIS 13-13 KKRP 12 fr KKRZ 5 fr KMR 5-3 PMI02 12-8 KMOD 12-8 KNOD 10-9 KPM 4-2 MEST XGOT 2-2 RYYA 6 FF RD02 5-6 KTRS 7-1 KRHZ 5-3 KOSI 1-1 KHTI 4-1 KHME 2-1 KBIM 6-3 K202 7-5 0K95 3-2 WFLY 6 fr 0100 11-8 294 4-3 WYSR 10-7 K104 15-12 WERZ 3-3 WHIN 7-4 WANC 2 fr WEEE 13-8 WLAN 4-3 KC101 8 fr MSPK 6-4 KNMQ 7 fr KCCK 5-3, KQKR 11-8 KF95 9-8 KFYS 9-7 KFICK 5-3 KSMD 2-2 KBOS 4-2 KMOX 12-10 LISA-LISA & CULT JAM w/FULL FORCE National Summary UP 47 DEBUTS 9 SAME 21 DOWN 1 ADDS 8 Regional Reach E 53% S 49% M 7% W 35% 40 P2 **4** wgst BAST B104 16-13 B106 16 fr MXXS 3-1 MXSE 28 fr MXYS d-34 MXYS d-34 MXYS d-34 MXYS d-34 MXS d-35-31 B94 4-1 P30-PW 31-2 Q107 20-17 MAVA 19-17 O100 27-24
MERE on
MONK 13-12
MTC 19-11
WKEE 30-17
MLAN 36-27
KC101 19 fr
MSPK 1-1
Z1-104 d-36
MOPM on
WFST 33-29
WECK 24-15
B106 16-12
WKEE 24-15
MURE ON
WKEE 30-21 KP95 d-35 KSND 32-27 KNDX 10-5 KYND 24-19 KQMD 19-14 KLUC d-29 KCAD 31-28 KXYD 29-26 KITS 30-25 93FM 29 fr KRBE a Y100 24-15 B97 17-13 WQUE 4 fr WRVZ 21-15 HPXX on MBRC on #228 a wkg8 29-26 MSRX 35-31 MROX 40-33 KAM2 10-6 KZEB 21-18 MCNR 31-24 94TYX 19-15 MCNR 31-24 MAPE 5-2 MCNR 9-4 KXL04 20-13 T107 a b 2105 d-25 T106 a-24 MRVQ on fr ETUX a-37 MRVQ on fr ETUX a-37 MRXL04 20-18 MRXL04 20-SOUTH 896 20-19 X8EQ 16-12 WEST RIIS 18-14 RZZP 26 fr EMJK 27-24 PM102 6-4 KS103 20 fr KMZL 7-6 HIDWEST 99KG on KHTE on KWNE d-25

KENNY LOGGINS Playing With The Boys (Columbia) 74/3 32% Regions Reach E 318 S 308 M 298 W 408 MGPM 39-38 930 on WRIEZ a WTLQ on Q106 on fr **P** WKSE on fr WPMD 40-35 WAVA 30-27 WZON on 95XXX d-36 0K100 on 95XIL 24-2 WGAN on MICE ON MICE 22-17 MISS ON MICE OF 12-17 MISS ON MISS SOUTH 93FN on to SOUTH WKSF d-36 WJAD on MPPH on KNIN on fr WHSL 35-30 WVBS on MMMS 36-31 MKTT 25-21 KDWB 33-29 KHTR ON KWK 39-32 MLOL 24-20 NUMBERT

Y94 32-24
998G on
EKRC on
MDBR on
MSPT d-35
EDVV 24-13
EPPM 32-20 HIDWEST KPKE on KKR2 32 fr KMOD d-29 KS103 on f KMSS on KPUZ 37-33 KNBQ 24-22 WKDD 15-14 KJ103 26-26 KZ93 23 fr WEST PAST NAST KGOT 30-25 KYYA 22 fz KTRS 4 KOZE 29-27 KHTZ On SLY96 38-36 OK95 22-19 LOVERBOY Heaven In Your Eyes (Columbia) LP: "Too Gun" Soundtr National Summary UP 175 DEBUTS 3 SAME 23 DOWN 1 ADDS 4 1 KCPX 17-12 KATD 21-19 K2EU 24-13 P) WKRE 23-20 WTLQ 39-31 Q106 27 fr BOUTH P3 B104 a-30 R106 23 fr WXXS 33-31 WBEN 28-18 WKSE 40 fr WPHD 28-25 CKOI on WCAU 28-27 PRO-PM 16-CFTR On Q107 26-24 WAYA a WHO 20-17 (1975) EAST
WFBG 20-17
MUNY 16-11
MEON 26-18
MIGY 13-9
103C1R 34-3:
55XXX 14-8
MIRX 26-19
OK100 24-21
100KH 26-19
SXIL 15-12
MOAN 20-14
MORP 21-16
MOR 940 32-26 193 22-19 KEGL 15-8 KTKS 21-15 KRSZ 28-21 95:NC on Y100 31-30 897 24-20 WEND 19-13 WRISK 19-13 WRISK 14-13

EDUTH

KPNN 16-13
KQTZ 22-20
MKSF 10-9
MKJAD 20-20
MKSF 10-9
MGJD 25-23
MGJD 25-27
KISA 33-27
KISA

MI OWEST

HIDMEST

KYYY 25-23
MENO 18-16
MYMER 30-22
MCIL A
RCMQ 33-29
Y94 23-20
RCKL 31-21
RXXX 31-21
RXXX 31-21
RXXX 23-20
998C 14-13
RXXX 26-20
MCNR 21-18
MCST 29-22
RCMU 12-8
RCMU 12-8

WEST

WLS 29-24 295 34 fr Q102 29-24 WMS 31-22 92X 18-13 WMYT 21 fr KDWS 14-9 KHTR 30-29 KMT 26-22 WLOL 16-12

KIRN 27-24 KPKE 33-26 Y108 27-23 KEZP 26 fr KMJR 25-23 KMGD 29-27 KSI03 33 fr KMSS 23-20 KPLE 19-14 RUBE 35-23 KMGS 25-23

**P2** 

MART M7LY 18 fr 0100 20-18 29-4 25-23 MYSR 29-20 8104 24-24 MYSR 29-17 MYSR 22-17 MYSR 2

MEDD 12-8 MEAU 25-18 MEAU 25-19 MINCT 17-14 KITT 20-17-18 KITT 20-27-18 KITT 20-27-18 KITT 20-27-18 MINC 21-19 MINC 21-19

KINNO 24 fr KINNO 24 fr KINCK 6-20 KF95 19-23 KIYE 17-12 KINCK 21-17 KINCK 21-16 KINCK 21-16 KINCK 21-16 KINCK 21-16 KINCK 21-16 KINCK 21-24 KLUCK 24-22 KLUCK 24-22 KLUCK 24-22 KLUCK 24-22 KLUCK 21-16 KNYO 22-16 KNYO 22-16 KNON 18-34

PAUL McCARTNEY Press (Capitol) 152/1 National Summary UP 108 DEBUTS 4 SAME 37 DOWN 2 ADDS 1 1 FEOR 25-23 FIGY 40-21 10 2CT 8 16-2 9 5 SCKX 20-26 FIT 2 39-29 FIT 2 39-29 FIT 2 39-29 FIT 2 39-29 FIT 3 39-36 FI SOUTH

MSSD 29-26
KHP1 26-25
KIZER 26-26
MSSX 29-29
MSCY 23-20
MSCY 23-22
MSCY 23-22
MSCY 23-22
MSCY 23-22
MSCY 33-22
MSC H106 21 fg WXXS 26-24 WHEN 21-9 WHSE 33 fg WNYS 10-25 WPHD 37-31 CKO1 d-39 WCAU 16-13 PRO-PN 19-1 Q107 30-29 SOUTH 94Q d-33 293 a KRBZ 34-32 951NZ 20-19 Y100 on HIDMEST
MEAD on MIGHU ON MIGHU ON MIGHU ON MIGHU 29-27 KEIK 23-22 MOTE 23-20 KEND 23-25 MIGHU 23-24 MI WRING 11-7 WNVZ 26-27 WRSR 15-21 MYBS 25-22 MIDMEST KYPY 29-28 MBND 16-15 KOCK 19-18 KOCK 19-19 90K 20-20 MSKC 20-20 MSKC 20-20 MSKC 20-20 MSKC 30-20 MSKC WLS 17-17 WHRS 4-35 92X 24-25 HCTY 24-21 KHTR 27-23 KWK 18-15 WLOL 14-11 MEST KIMN KKRZ KMJK KMES KKRD 23-23 WEST KING 34 fr KING 34 fr KING 20-17 KIRK 12-12 KING 34-33 KING 36-34 KING 33-32 KING 33-32 KING 33-32 KING 33-32 KING 33-32 KING 33-32 KING 33-31 KCPX 34-34 KOPX 34-34 KOPX 34-34 KOPX 34-34 KOPX 34-34 KING 34-34 KOPX 34-34 KING 34-34 PZ MPLY on fr Q100 35-27 K104 12-11 MERI 26-23 MNNK 30-16 MT1C 16-13 KC101 22 (1 MSPK 16-12 MPRG 23-21 MGUY 22-21 MIAMI SOUND MACHINE Words Get In The Way (Epic) National Summary UP 121 DEBUTS 0 SAME 38 DOWN 35 ADDS 4 Regional Reach E 80% S 86% M 88% W 88% 39 35 4 98PXY 15-14 MHJQ 12-11 MGPH 16-20 93Q 9-6 MPST 6-5 MPCK 16-23 MRRZ 4-4 Q106 9 fr BAST B104 27-17 K106 25 fr WBEN 10-7 WKSE 22 fr WRTS 12-7 WRL1 10-8 WPLJ 19 fr 2100 17-9 WCAU 10-4 PRO-PR 6-9 CFTR m-32 Q107 14-12 KCPX 5-7 KITS 10-8 RATD 10-34 NSDD 6-14 NSPE 7-14-9 NSPE 11-9 NSDE 8-4-6 NSDE 8-4-6 NSDE 8-7-6 NSDE 9-7-6 N P3 94Q 20-13 293 28-21 KEGL a-14 KTKS 15-12 93FN 13 fr KBBT 16-9 Y100 1-11 WQUZ 29 fr WNYZ 11-7 Q105 10-8 BOUTH

RPPON 11-11

ROTE 13-12

MKSP 3-3

MKSP 15-26

MKSP 3-3

MK 196 17-13 MLS 13-11 295 16 fr Q102 9-6 92X 9-7 NCEY 19-16 NNTY 15 fr KREQ 20-15 MKT1 16-13 KDMB 20-15 SHTR 18-12 MLOL 9-6 HIDWEST RIMN 2-2 KPRE 3 Y108 19-18 KIIS 9-8 KRIF 9-9 KRRZ 10 fr KMDK 11-12 PHI02 25-24 KWOD 7-6 KWOD 7-6 KWOD 8-6 KMSS 14-8 KPLZ 6-4 KWDE 6-13 KWBS 6-13 KWBS 8-7 MKAU 14-21 MCCL 22-18 MCCL 22-18 MCCL 22-18 MCCL 23-18 MCCL 23-18 MCCL 23-18 MCCL 23-19 MCCL 2 NI DWEST MICHEST MYY 8-7 MYNG 5-8 MONE 9-18 MCIL 13-6 RCCR 1-7 KCMQ 9-8 MXXL 10-8 MXXL 10-8 MXX 12-7 99KG 7-6 KRKC 11-6 MSPM 21-3 MXST MX MBQ 8-1 EAST WELY 7 fr 0100 lb-10 194 a WVSR 9-9 WERI 6-5 WNNK 15-14 WYIC 10-14 WKEE 7-4 WLAN 8-8 KC101 9 fr MSPK 4-5 B1-104 8-6

M

4 WFBG 31-27



WEST

KP95 27-19 KIYS d-33 KMGX 36-25

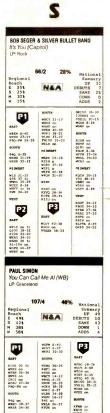
NU SHOOZ Point Of No LP: Poolside	o Return (Atlar	ntic)
	68/8 29 N&A	National Summary UP 28 DEBUTS 6 SAME 22 DOWN 4 ADDS 8
EAST  VEXES 32-25 WESCE 9 FF 2100 28-25 WESCE 9 FF 2100 28-25 PRO-79 on ROUTE  877 6-20 WESCE 9 FF 20 70 00 ROUTE  876 2-26 0102 8-36 WESCE 22-26 WESC	EAST 15-13 VEEL 15-13	COO 6-32 COO 6-
	0	
LP. This Side	Motion (Geffer Ol Paradise	
Regional Reach E 38% S 33% M 32% W 33%	9/38 34 N&A	National Summary UP 3 DEBUTS 10 SAME 28 DOWN 0 ADDS 38
EAST  WEND 61-18  COCTU  SOUTH  SELL ON  POTENT ON  WHICH CO  STATE  AND CO  EAST  WEND CO  EAST  EAST	SOUTH IS NOT IN STATE OF THE ST	NOUP A NYTOC A SOUTH SOUTH FOR A NOIT 31-29 NOIT 31-29 NOIT 31-20
BILLY OCEA Love Zone ( LP Love Zone	(Arista)	
2 Regional Reach E 95% S 85% M 93% W 96%	12/1 91	National Summary UP 171 DEBUTS 9 SAME 31 DOWN 0 ADDS 1
<b>P</b>	98PXY 14-13 MGPM 23-16 930 22-21 MPST 24-20 MRCK 29-27 1106 23-21 MRTK 22-18 MTLQ 20-19 Q106 15 fr BOUTH MBBQ 10-7 EMFT 29-24	KLUC 17-16 KPIV 15-13 KCAQ 23-23 KDON 9-8 KCPX 18-15 KJTS 23-20 KATD 16-12 KZEV 4-38
EAST 19 10 10 10 10 10 10 10 10 10 10 10 10 10	#PMF 17-13 #238 27-23 #APE 20-17 #MSSK 22-21 #SCY 11-8 #SKS 22-21 #SKS 17-16 #SKS 17-16 #KKS 17-16 #KKS 21-16 #KKS 21-16	WFBG 13-10 WGUY 24-20 WGUY 24-20 WGUY 24-20 WGUN 23-17 WIGY 19-19 103CTR 26-26 95XXXX 15-9 WIKX 18-17 WZYYY 24 fr OR100 20-18 100KH1 37-33 95XTL 6-6 WGAM 23-21 WORN 18-16 WFXX 17-15
940 8-6 293 23-9 xxx88 13-10 9329 16 Ex y3 23-9 y3 16 Ex y3 23-9 y3 16 Ex y3 20-19 y3 19-16 y3 20-19 y	HBBD 10-7 HBBD 10-7 HBBT 19-24 WPM 17-13 WBD 17-13 HBBT 20-17 WBD 23-18 WBD 13-18 WBD 11-8 WBD 14-18 WBD 14-18 WBD 14-18 WBD 14-18 WBD 14-18 WBD 14-18 WBD 13-18 WBD 13-18	SOUTH  KYNN 12-10  KUTZ 40-33  WKSF 21-15  MUJAD 16-17  M
MRTI 10-27 KOMB 24-20 KOMB 24-20 KMTH 17-16 MLOL 20-18 MEST KINN 21-18 KPKE 24-22 Y108 24-21 KEIS 13-12 KLIP 19 Er	HICHEST  HEAD 25-24  MEAU 20-12  MCCL 24-15  MMCI 15-12  KIR 19-19  MCTI 19-17  RENG 27-17  RENG 23-16  MREE 13-12	RMIN 22 fr WVBS 26-23 HIDMEST RTYY 17-14 H300 14-15 H301 16-8 HCIL 21-20 KGCR 21-17 KCHO 16-13 YO4 18-17 KKKL 29-25

ROBERT PALMER    Control   Control	Bit	y Ocean Continu	ed
ROBERT PALMER   I.Judn't Mean To Turn You On (Island)   P. Ripides   181/23   22%   National Palmer   National Palmer	P22	WZST	WEST
Didn't Mean To Turn You On (Island)		P	-
Part	I Didn't Mea	.MER in To Turn You	On (Island)
Part	Regional Reach E 82% S 81% M 80% W 88%	_	% National Summary UP 100 DEBUTS 38 SAME 29 DOWN 1 ADDS 23
Main	FAST	MGPM 29-26 930 39-33 MPST 31-25 MRCK 34-29 MRRE 37-30	P
	5007M 940 a 279 d 277 d 279 d	SOUTH   SOUT	FREE 17-24 OWER 77-24
LP Please	75/	21 32% N&A	National Summary UP 8 DEBUTS 9 SAME 37 DOWN 0 ADDS 21
75/21 32%  Regional Resident NSAM 278  8 2 234 DOWN 0  W 561 ADDS 21	PART VOICES d-33 VINES to a VINES	SOUTH  KIES ON WISSE ON WISSE ON WISSE ON WISSE ON WISSE ON MICH 1-18 83/105 ON FITTOR A  MICHEST  MIC	SOUTH COLOR OF THE

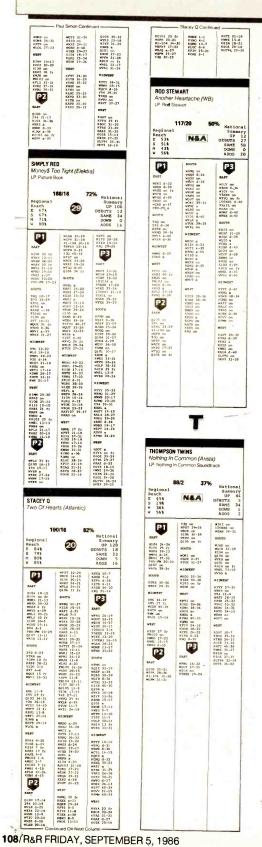
	e (Atlantic)	
Regional Reach E 78% S 89% M 89% W 90%	01/0 87	% Nation Summer UP 1 DEBUTS SAME DOWN ADDS
W 1907  104 152 163 163 163 163 163 163 163 163 163 163	WEEL 5-9 WILL 1-9 WIL	ADOS 1911 111 111 111 111 111 111 111 111 1
		SLY96 10-8 OR95 13-11
LIONEL RICI Dancing Oi LP Say You, S	HIE n The Ceiling	(Motown)

R

	9/0 81	Nationa
Regional Reach E 82% S 77% M 84% W 85%	•	SUMMOR UP 14 DEBUTS SAME 4 DOWN ADDS
EAST  6AST	Dec   1-1-15   Dec	### 10-00   10-00   ### 10-00   ### 10-00   10-00   ### 10-00   10-00   ### 10-00   10
MENNY 27-26 MTTC 3-5 MTTC 3-5 MTTC 3-5 MTTC 3-5 MTTC 3-1 MTTC 3-1	RIYS 7-4 RIXX 13-11 REND 23-18 REDS 0-5 REGX 6-4 RYNO ON ROMO ON RLOC 10-9	RBIM 10-14 RZOZ 15-13 SUY96 12-13 OK95 5-4



TOTO
I'll Be Over You (Columbia)
LP Fahrenheit



SOUTH   SOUT	Reach E 69% S 62% H 55% W 56%	BREAKE	National Summary UP 20 DEBUTS 41 SAME 46 DOWN 0 ADDS 34
Somebody's Out There (MCA)	EMET 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	SOUTH   SOUT	wood d-31  1007 (1 - 4)  1007
BOOTH   BOOTH	Somebody LP: The Spon	14/16 20	
	EAST  NXKS on age of ag	WORT ON ETUX ON ETUX ON ETUX ON ETUX ON WROT ON EKELD ON WEST KIYS ON KIYS ON KYTO d-40 KDON a KCPX on MCCPX on	SOUTH  KIPSE A  KIPSE A  KIPSE A  KIPSE ON  KI



VAN HALEN

LP: 5150

Regional Reach E 91% S 77% M 82% W 81%

RIO6 on fr WXXS 25-21 WEEN 10-27 MESE 19 fr MNYS 26-18 MPMP 6-5 MBLI 4-30 CRO1 on MCAU 25-24 894 26-23 PRO-PP 23-1 Q107 18-16 WAVA 26-21

940 21-18 293 20-16 KEGL 4-2. KTMS 22-16 KRRE 36-30 MENO 25-21 WRSR 21-16 Q105 8-30

MNOCS 7-6 92X 27-23 MCZY ON MNYTT 34 fr MWTT 24-20 KOND 36-33 KNTR 20-20 KNR 12-7

MEST RINO ON RPKE 28-27 Y108 23-20 KIIS 35-32 KRIE 23 fr KNIE 24-22 FK102 On KNIE 24-22 KS103 On 5: KMSS 29-27 KPLE 28-24 KUBE a KNIE 28-24

**P**2

MFLY 20 fr 0100 18-15 T04 18-16 NVSR 30-26 RIO4 40-35 NTRE 25-25 NTRE 25-25 NTRE 25-25 NTRE 25-25 NTRE 3-25 NTRE 3-24 NAMA 18 fr NAMA 18 f

WEST KEST KNNC 28 Er KF95 32-29 KIYS 22-20 MIRX 15-13 KSND 28-23 KROS 40-37 KLUC 28-27 KCAQ on KXYQ 17-12 KDON 30-28 KCFX 27-24

Love Walks In (WB)

191/6

MPST 17-13 MRCR 26-22 8106 28-27 MKR2 18-15 MTLQ 21-18 Q106 31 fr

MBRQ 23-18
RBF1 on MODZ 8-5
REF1 on MODZ 8-5
RZ18 10-2
MODZ 8-5
MAD1 24-20
MODZ 18-16
MAD1 24-20
MAD1 26-24
MA

**P** 

EAST

WFIG 21-18

WZON 21-10-18

MZON 27-24

MIGH 10-26

103c18 28-26

9500X 20-11

WIRE 10-28

MIGH 10-26

103c18 28-29

9501L 22-17

MGAN 27-18

MONP 29-21

WFIX 22-20

SOUTH

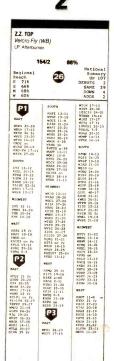
FUNC 23-20

KURE 23-20

KURE 2-2

KURE 37-2





# SIGNIFICANT ACTION

# You Give Love A Bad Name (Polydor/ LP Slippery When Wei PolyGram)

-	MGPM on	WGUY 4-39
<b>P</b>	WPST 39-34	W20N 40-34
_	WRCK d-40	OK100 on
	WKRZ on	95xIL a
EAST	WTLQ 34-30	WGAN on
		MOMP 6-36
WPHD on	SOUTH	
WCAU 39-36	1-	SOUTH
	WKQD A	
SOUTH	WROO &	KQ12 on
	MOKI a	WKSF A
MRNO d-40	WXLK a	MJAD on
WRSR on	KTUX 38-33	KSM8 A
		WHEL On
MIDWEST	RIDWEST	
		MIDWEST
WHOIS OR	WRON 33-23	
		MEWR A
WEST	WEST	WCIL 4-28
	100	KKLS a
-	KIYS a-39	99KG on
P2	KIRK d-39	WDBR on
	KCPX on	
-		WEST
EAST	P3	1
		XGOT on
Q100 37-31		KOZE d-33
K104 on	EAST	KBIM OD
WAMX on fr-		OK95 on

C

### CAMEO Word Up (Atlanta Artists/PolyGram)

P	P2	P3
TRAST	EAST	BAST
WXXS a	EAST	
WKSE 17 fr	WWW. on	Thomas -
2100 a		BOUTH
094 a	SOUTH	
		WJAD a
SOUTH	иков а	KMES 32-24
Y100 a	WRDQ a-34 KAMZ 30-27	2102 38-31
897 a	MDIX 4	
MQUE on fr	WPOW 8-27	HIDWEST
MICWEST	HICHEST	
		WEST
596 d-39	4	OK95 on
	WEST	OKA2 ON
7257		

# LUIS CARDENAS

	WERT on	I WOLLY ON
P1	WSPK &	MZON OR
12.0	WRCK on	OK100, 00
	_MTTLQ on	95XIL on
EAST	Q106 on fr	MOMP on
NKSE on fr	SOUTH	SOUTH
SOUTH	worl a	KOIZ A
DOOLE		WJAD a
KRSE a	H1 DWEST	WHSL a
HICHEST	WKFR a	HIDWEST
MY Part Co.	MRON &	
a Premiu		KKLS on
MIN'S W	WEST	99KG 40-35
WEST		MDSR &
	KMGX on	
_	KATD on	WEST
P2	P3	
		KGOT a-36

BELINDA CARLISLE I Feel The Magic (IRS/MCA)

[7]	EAST	P3
P1	R1-104 B	
	WGPH A WPST A	EAST
DAST	8106 6	M2ON a
SOUTH	SOUTH	SOUTH
897 B	WANS a	NJAD a
W3300 0	NCKN &	WZYP 4
MIDWEST	HIDWEST	<b>МРРИ В</b>
WC2Y 15-29	ALLWEST	HIDWES.
WEST	MEST	KDVV a
<b>F</b>	KIYS a KSND a	WEST
P2	WLUC a-40	KGOT a
	KATD a	KKAZ a
		į
	1	

ALICE COOPER He's Back (The Man Behind The Mask) LP: Friday 13 Part VI Soundtrack (MCA)

<b>P</b>	P2	P3
EXKS on	EAST	WZON a WOMP d-37
SOUTH	SOUTH	SOUTH
CRBE 4	HIDWEST	₩Q12 d-40
LOWEST	KRNQ a KJ103 d-35	HIDWEST
WK &	WEST	WEST
	KIKX on	KSIM on

# DAVID & DAVID Welcome To The Boomtown (A&M) LP: Boomtown

	. trees	- OK100 on
72.5	K104 on	95XIL A
<b>P</b>	WENZ OR	
•	SOUTH	SOUTH
EAST	0001111	
	KTUX on	KQ12 a
		MJAD on
SOUTH	HI CHEST	KISR on
		MP7% on
MRSR 6	WRON a	WHSL d-38
HICKEST	WEST	HIDWEST
	KCAQ on	99KG a
WEST	23	WEST
P2		EGOT .
1224	_	KOTE A
•	EAST	OK95 a
EAST	WZON on	4 0000
EAG !	WZON on	1
		-
		1

DEVICE Who Says (Chrysalis) LP 22B3

PI	EAST	EAST
AST	SOUTH	SOUTH
PLD 1	KZZR 22-31	KOIZ a
OUTH	KTUX 6	0104 a
OO16	HIDWEST	MPFM a
1 OWEST		WHSL a
1 CM EST	WEST	HIDNEST
EST	KIKK A	KYYY a
	KSND a	KKLS a
P2	KLUC a	WEST
•		
•	P3	KBIR A
		OK95 a
		1
		1

DOCTOR & THE MEDICS Spirit In The Sky (IRS/MCA)

P1	P2	P3
EAST	EAST	EAST
MXKS on MDEN 32-29 MMSE 24 fr MNYS on MPHD 5-4 CPTR 33-23 SOUTH	MKRZ on MTLQ 14-11 Q106 on fr SOUTH KZZB 29-28 MCKN on	MGUY 38-3- M20N 24-2- MGAN OR SOUTH KPMN 35-3 MGID 11-7
93FM 2 fr KRBE 26-25 Y100 a MRNO 21-20 HIDWEST	RTUX 40-38 HICMEST KJ103 d-31	KISR on KSMB on QIO1 on RNOE 4-38 MPFM 38-3 MRSL 28-2
WHENS 34-21 KMX 11-6 WEST KKRZ 24 fr	KF95 35-33 KSND 40-38 KXYQ 20-17	WCIL d-32 WDBR on WEST KGOT 3-5
		KKAZ on

Can't Wait A LP Silk & Stee	nother Minute	(RCA)
PI	P2	KMGX a-40 KLUC a KPIV 33-26
EAST	EAST	KCAQ 32-30 KATD 33-28
SOUTH	WSPK a SOUTH	<b>P</b>
HIDWEST	MSSX 4	EAST
896 d-40 NCXY 38-15	MCKN a MPOW 19-16	SOUTH
WEST	KIDWEST	MJAD a
		HIDWEST
#22P on fr PM102 on EMEL 33-26	MEST	
	KP95 on	MEST

JOHN FOGERTY

Eye Of The Zombie (WB) LP: Eye Of The Zombie

PI	P22	<b>P3</b>
EAST	EAST	BAST
4PHD 35-33	WPST on	WZON 39-33 WIGY on
BOUTH	SOUTH	WEAN on WEXX on
WENG 4-39	WOKI on MLRS 40-32	SOUTH
WASR 37-33	942 on	KPMN, on
HICWEST	HI DWEST	KISR on
PRES d-40	K210 on	WPFM on
CMK on	WEST	WHSL on
EST.	KIYS on KSND on	HI DWEST
	KXYQ 39-37	MSPT on KDVV 39-39
		KPM on
	1	WEST
		KGOT 28-20
		OK95 40-37

G

# GWEN GUTHRIE Ain't Nothin' (Polydor/PolyGram) LP: Good To Go

	KMEL 3-3	WEST
PI -	22	KP95 on KMGX 34-32
EAST		KYNO 4-37
	EAST	
MXK8 5-2		23
WKSE 30 fr	WERE On	
WNYS 28-22	WNNK 24-17	
WPLJ 13 fr	WSPK 19-10	EAST
z100 11-11	RI-104 d-40	1.
B94 d-28	WRCK on	
PRO-PM on		SOUTH
	SOUTH	
SOUTH		wJAD on
	WKQB on	WC0Q 26-26
KRBE on	G105 on	0104 4-38
WNVZ 23-22	KAME 28-28	KWZS OR
0105 on	MCKN a	2102_16-14
	KX104 a-29	
MIDWEST	BJ105 27-26	MICHEST
	Y106 a	
896 40-36	WEVD on fr	WC1L 31-24
	NTUX on	WEST
WEST		MEST
	M:DWEST	51.796 A
PM102 a	1	51.796 6

# IT RITES It's A Whole New World (Geffen) LP. The Big Lad In The Windmill

RI-104 &	EAST
MGPM on	WGUY a
730 on	95XXX on
MILLO OU	WIEZ A
SOUTH	моми в
WANS on	SOUTH
KTUX A	KO1Z a
ALL COUNTY	HKSP a
HIDMEN	WJAD on
	0101 on
WYST	KNIN on E
WED!	WHST, 46
KE95 on	WVIS on
K805 a	
KOHO ON	HIDWEST
RATE OF	
KZZU on	99KG OR
100	wzst
LIE.	
	XTRS on
	KBIM &
į.	
4	1
1	
1	
l.	
4	
i	
	MOSPH On 73Q on MTLQ on SOUTH WANS-on KTUX a HIDWEST KF95 on K505 a KOMU on RATD on



P1	MERZ OR	I WGUY on
5.0	81-104 on	MIGY OF
•	MRCK on	95XXX on
TRAS	WKRI on	WGAN on
WREN on	SOUTH	SOUTH
KSE on fr	MROO on	MPPM on
CKOI on		KNIN on fr
SOUTH	HICWEST	WHSL 16-12
	KIIK on	H 1 DWEITT
MIDWEST	WEST.	WDNO OR
		WAZY 25-32
WERT	KSND on	99KG on
MEO1	KDON on	
	KZZU on	WEST
722	727	04 MD4
P2	KEZU ON	MEST SLY96 O

CT1	WEST	WEST
PI	_	
	P2	P3
EAST		
WASE on fr	BAST	EAST
WNYS on		
WPHD 3-3	MERE OR	WZON on
CFOI on CFTR 8-9	MTLQ on	Table .
CL1M 0=3	SOUTH	SOUTH
SOUTH	800711	KO12 33-3
	KTUX on	HOIL SS.
		H1 DWEST
HIDWEST	HIDWEST	
HIDWEST	HIDWEST	99KG gn

0

ONE TO ONE Angel In My LP: Forward Y	Pocket (WB)	
PI	R104 on WERZ on WTLQ on Q106 on fr	0K100 on 95XIL 26-23 WOMP on
WPHD 17-34 SOUTH	KTUX 30-30	KQIZ on
HIOWEST	MIDWEST WEDD OR	HIDWEST
MMMS 8-17	WRON 28-28	WBNQ 24-23 KKLS on WDSH on
P2	KATD on	MEST KKAZ 40-37 KBIM 40-38

DUTFIELD Everytime You Cry (Columbia) LP. Play Deep WGUY a OKIOO a 95XIL a WOMP a NOMP a
SOUTH
KPHN a=25
NOAD a
KISR a
MPPN a
MUSL a
HIDMEST
KFHH a
MEET
KKAZ a SOUTH MRSR a HIDWEST HICHEST WEST **P2** 

R

i ali Oli ilie	(IRS/MCA)	
PI	PZ	EAST
EAST	EAST	SOUTH
WPHD a	SOUTH	ZIO2 d-40 WHSL on
940 25-22	MRCY on	RIDWEST
MRNO a MRSR on	HIDWEST	WENE A
HI DWEST		WEST
WHOIS OR	WEST	KGOT A
WEST	723	

T

PI	KPLZ on.	KKYO on
12.1	122	KKTU on
	100	2.3
EAS7		
	EAST	ZAST
WPHD 4-40 CKOI om		EAS-1
594 On	WERZ on WOPH on	
274 1111	MPST on	SOUTH
SOUTH	MRCK on	
		KFMN 34-3 WHSt. on
KEGL on 951NZ dn	SOUTH	WHSE OR
A21MT GM		MIGWEST
WHOM 0-37	HIDWEST	ALL DATE OF
HIDWEST	M. L. Commission of the Commis	WAZY d-40
	MGTZ 40-36	WDBR on
WLS 35-35	2104 29-25	MSPT on
MLOL 35 - 30	WEST	WKST
WEGG, 37-30	MENT	Harry .
MEST	KIYS on	KGOT on
	W/1- 40	KOZE on
		KZOZ on

CHRIS THOMPSON

	) 0100 on	
P1	K104 A	100KHI a-
•	WTLQ a	95xIL a
EAST	SOUTH	SOUTH
	PH100 d-35	KOIZ a
SQUTH	HIDMEST	WHAL a
HIDWEST	KIIK &	HIGWEST
	WEST	HILMEDI
WEST		WEST
_	KATD a	KKAZ 4
P2	(DE)	KBIM a
•		UN95 &
EAST	EAST	
	1	1
	1	
	1	
	1	
	1	
	1	
	1	
		1
	1	

R&R FRIDAY, SEPTEMBER 5, 1986/109

# **CONTEMPORARY HIT RADIO**

# BREAKERS.

### JOURNEY

Girl Can't Help It (Columbia)

71% of our reporters playing it. Moves: Up 41, Debuts 52, Same 36, Down 0, Adds 35 including WBEN, WNYS, PRO-FM, KEGL, Y100, KIMN, KIIS, KNBQ. See Parallels, debuts at number 37 on the CHR

### TOTO

l'Il Be Over You (Columbia)

61% of our reporters playing it. Moves: Up 20, Debuts 41, Same 46, Down 0, Adds 34 including WXKS, PRO-FM, Z93, KRBE, WMMS, KHTR, KUBE. Complete airplay in Parallels.

# **NEW & ACTIVE**

ANITA BAKER "Sweet Love" (Elektra) 131/28

Moves: Up 57, Oebuta 17, Sensor 2, Down O, Adds 28 including WNYS, WBLI, Y108, KMJK, 99PXY, BJ105, WNCI, WFXX, B104 17-14, WXKS 35-29, 894 16-12, 293 31-26, 897 15-10, 92X 33-22, WBBQ 37-31. See Parallets, debuts at number 36

SHEENA EASTON "So Far So Good" (EMI America) 125/9

THE PARTICLES 123/9
In 1, Adds 9, 940, WKTI, KIMN, KPKE, FM100, KZIO, WIXX, KQKQ, KZZU, WLOL
133-30, KFIV 30-22, WOMP 33-22,

PETER GABRIEL "In Your Eyes" (Geffen) 121/24

November 10, 27 Debut 28 Same 42 Down 0, Adde 24 including WBEN, WRNO, WLS, WKTI, KHTR, KWSS, KHFI, WSKZ, FM100, KWGX, WPHD 33-30, 95NZ 30-25, KPKE 32-29, KPLZ 40-36, WOKI 40-32

ROD STEWART "Another Heartache" (WB) 117/20 D. Adds 20 including WCAU, PRO-FM, WNVZ, KDWB, KWSS, WHHY, WZOK, 39-35, WERZ 33-29, WOKI 39-31, KTUX 39-35

ART OF MOISE featuring MAX HEADROOM "Paranoimia" (Chrysalis) 114/19

2, Down 0, Adds 19 including WBEN, 0 14-6, BJ105 21-15, KAY107 35-25, KI

FABULOUS THUNDERBIRDS "Wrap It Up" (CBS Associated) 110/10 KIIK, WIXX, KIYS, WJAD, Q101, 99KG, WSPT

EDDIE MONEY "Take Me Home Tonight" (Columbia) 109/16

16 including WKKS, WNYS, KTKS, WTIC, WSPK, WPST, WBCY, Y106, 7-22, WERZ 40-35, WKRZ 30-24, WOKI 37-29

PAUL SIMON "You Can Call Me Al" (WB) 107/4 EDZ WILANI WSPK KSMR WRSR 34-30, KDWB 34-31, WLOL Adds 4, WERC, WLAN, WISTN, ROWS, WIND, WINDK 30-25, WLRS 34-28, WMEE 24-21, KF95 34-30, WBWB 18-15

PATTI LABELLE "Oh, People" (MCA) 96/0

Moves: Up.51, Debuts 5, Same 32, Down 8, Adds 0 including WXKS 9-6, WNYS 34-28, CKOI 33-26, B94 21-16, KRBE 39-34, O100 36-33, K104 25-21, RI-104 12-11, WBCY 28-25, G105 31-29, 94TYX 19-14, KBFM 16-11, 95XIL 32-29, WZYP 30-23, MCP 30-25, CRESS 12-25, WZYP 30-23, WZYP 30-23, WZYP 30-25, WZYP 30

EL DeBARGE "Love Always" (Gordy/Motown) 94/4

33, Down D, Adda 4, KBOS, KMGX, WYKS, KTRS, WXKS 24-20, PRO-FM 28-24, WCZY 25, KAMZ 4-3, KBFM 36-29, KIIK 30-26, KKRD 27-20, KFIV 19-16, 95XXX 35-30 CHICAGO "25 Or 6 To 4" (WB) 93/41

dds 41 including WXKS, WPHD, Z93, 95INZ, WRNO, WRSR, 92X, KPLZ, 93Q.

LISA LISA & CULT JAM with FULL FORCE "All Cried Dut" (Columbia) 86/8
Mores Up 47, Debuts 9, Same 21, Down 1, Adds 8, KRBE, KZZB, Y107, Y108, KTUX, WKSF, WCGQ, WGLF, WKKS 3-1,
B94.4-1, WNVZ 21-15, KIKS 18-14, FAN C2 6-4, WSFE, 1-1, WFOW 9-4, See Parallels, debuts at number 40 on the CHR chart.
HOREYMIDDN SUITE "What Does It Take" (WB) 86/6

HUNET HUNDN SUITE "What Does R 18ks" (WB) 80/0 Moves Up4.4, Dabus 5, Seme 26, Dom 5, Adds 6, 1010, K.H.03, K.PX, WGAN, WYKS, KYYY, WXKS 23-18, WRYS 13-10, PRO-FM 12-9, KDWB 15-11, KWK 17-11, K.104 4-3, WANJO 4-3, WSSX 12-10, WBCY 25-18. "THOMPSON TWINS" "WOMEN in Common ("Arista) 80/2 Moves Up 44, Debus 5, Seme 34, Down 1, Adds 2, KMGX, WMS, WXKS 28-23, CKOI 37-33, KTKS 30-26, WRSR 38-35, WCZY 40-37, KWDO 27-23, R.H.09 30-26, KYMO 4-36, KFW 24-18, 8500X 28-24, WRSL 23-18, TS 34-12-8, KGOT 10-7.

HUMAN LEAGUE "Human" (Virgin/A&M) 82/60 ing Q107, WAVA. 94Q, WRSR, B96, 92X, KDWB, KHTR, WLOL

RINNE, APRE, KINS, PANG, NYOU, APPEL

REALTES "Twist And Shout" (Capital) 81/2

Mores Up 48, Debus 5, Same 24, Down 2, Adds 2, WDBR, KTRS, B104 26-12, B94 12-8, KRBE 6-1, 95NZ 29-20, WNVZ

23-25, KIS 1-1, KWSS 6-2, KUBE 2-1, KNBG 3-1, 96PXY 27-12, KCAG 6-5, KATD 1-1, KZZU 3-1. See Paraleis, debus at

RIC OCASEK "Emotion in Motion" (Geffen) 79/38

RICO CCASEK "Emotion in Motion" (surren) .

RICO CCASEK "Emotion in Motion" (surren) .

Moves. Up 3. Debuts 10, Same 29. Down O. Adda 39 including CROIL WIMMS, KYD.

Moves. Up 3. Debuts 9. Same 37. WITC 34-30. KOZ 31-23.

PET SHOP BDYS "Leve Comes Quickly" (EMI America) 75/21

Moves. Up 6. Debuts 9. Same 37. Down O. Add 31 including WBEH, PAHOZ, WINNK, WILO, WANS, WKFR, WIKZ, WKSF, WBNO, KOCR, KTIS, WROS 6-33. WINZ 40-36. KWK 38-33. KPLZ 38-34.

KENNY LOBBINS "Playing Wifth The Boys" (Columbia) 27. Moreo 40-45. WIMMS 38-31, KDWB 33-28, KPLZ

Moves. Up 27. Debuts 9. Same 38. Down O. Adds 9. WERZ, WKRZ, KTIS, WRPG 40-35. WIMMS 38-31, KDWB 33-28, KPLZ

MOVES CLIPT OF A WAY OR A WARD A WARD

MEW EDITION "Earth Angel" (MCA) Fave Moves: Up 31, Debuts 13, Same 17, Down 0, Adds 9, WXKS, KIIS, KWSS, WTLQ, WABB, WIGY, 95XXX, WIKZ, 100KHI, WAVA 23-18, WCZY 10-7, KBEQ 12-10, FM102 4-3, WROQ 31-21, G105 33-27.

WAYN 62-10, MUCT 101, RDEG 12-10, FRIED 33, MINGS 1751, 1510 05561

39-29 MU SHOOZ "Point Of No Return" (Attentic) 89/8 Moves: Up 28, Debute 8, Same 22, Down 4, Adds 8, 0102, WGFM, WBBQ, KEZB, WABB, BJ105, WKSF, Z102, WXKS 22-25, WKNO 34-25, KWD 43-25, KW

32-25, WNN'S 29-23, KWDD 34-25, KMEL 10-8, KLUC 37-30, KPY 2-2, ACD 11-9.

MOON'S LUES "The Other 3846 Of Life" [Pelyder/PolyGram) 88-/2

Morris: Ub 32, Disbus 4, Samis 26, Down 2, Addis 2, KRBE, WRS, WRNC 38-33, WNS 26-23, KWK 29-23, Q100 33-30,

WRST 30-27, WRCS 31-29, WXLX 29-26, KDON 40-33, SPOXD 39-31, UDOKH 30-25, KFAN 30-24, Y94 15-12, SLY96 37-33.

808 SEGER & THE SILVER BULLET BAND "It's You" (Capital) 86-/2

Moves: Ub 32, Disbus 1, Samis 25, Down 0, Addis 2, KZIO, WZPL, WPHD 27-19, PRO-FM 29-25, WLS 31-25, WMANS 35-29,

KKK 24-20, OLD 38-32, WERZ 34-30, WBC/ 21-17, WONL 26-21, FM100 25-20, OK100 38-30, 95XIL 20-15, KKAZ 27-23.

KIMC 24-20, Q100 38-32, WERZ 34-30, WBCV 21-17, WORI 28-21, FMIOD 29-20, UR100 38-30, WSML 64-15, KROC 27-26.
TRIUMPH\* Somebody\*s OF There\*\* (MCD, 84/15
Mores: Up 10, Debute 8, Same 31, Down 0, Adds 15 including WNYS, KRBE, KPLZ, RI-104, WNOK, WRON, 95/00, KFMN, KCMD, KWRZ, SYMS, WRPG 20-24, KING 27-19, KOZ 38-32.

LUTHER VANDROSS "Give Me The Resson" (Epic) \$1/15
Moves: Up 6, Debute 2, Same 37, Down 1, Adds 15 encluding WCAU, PRO-FM, Y100, 897, KPLZ, WTIC, KDON, KITS, KRO, KOIZ, WNYZ, 33-28, BBB 38-33, KIS on, KWEL 4-2, KAMZ 23-19.

# MOST ADDED MOST ACTIVE

**HUMAN LEAGUE (80)** CHICAGO (41) RIC OCASEK (38) JOURNEY (35) TOTO (34) ANITA BAKER (28) CYNDI LAUPER (25) PETER GABRIEL (24)

RELINDA CARLISLE (22)

ANITA BAKER (74) SHEENA EASTON (70) EDDIE MONEY (63) PAUL SIMON (58) **FABULOUS THUNDERBIRDS (57)** PETER GABRIEL (55) LISA LISA (55) ART OF HOUSE (53) BEATLES (51)

# HOTTEST

H. LEWIS & NEWS (128) ANDERSON & LORING (106) BERLIN (95) LIONEL RICHIE (91) DARYL HALL (86) RUN D.M.C. (64) STACEY Q (53) GLASS TIGER (43) JANET JACKSON (40)

Most Active = Ups + Debuts - Downs

# SIGNIFICANT ACTION

BON JOVI "You Give Leve A Bad Name" (Mercury/PalyGram) 43/18

Note: 10 March Wildow (Mich. Krys. 96XIL, WKSF, KSMB, WBWB.)

DOCTOR AND THE MEDICS "Spirit in The Sky" (IRS/MICA) 38/1

DOCTOR AND THE MEDICS "Spirit in The Shy" (IREAMCA) 38/1
Movies Up 19, Debota 3, Same 14, Down 1, Adda 1, Y100, WBEN 32-29, WHH0 5-4, CFTR 33-23, 90FM 2-2, WMMS 24-2
WKK 11-6, WTLO 14-11, KJ103 d-31, ICYO 26-17, WGU7 38-34, WGD 11-7, KNOE d-38, WFFH 38-33, WHSL 28-23
GWEN GUTHRIE "Ala 1 Nothin" Gold "On But The Rent" (Polydor/PolyGram) 37-6
WWWW LUD 10, Debota 4, Same 14, Down 0, Adds 5-FMIO2, WCNK, KVIN, 4, Y106, SUP9, W70K 5-2, WNYS 28-22, B9
d-28, B96 d-3-36, KMEL 3-3, WNNK 24-17, WSPK 18-10, R1-10, d-40, KYNO d-37, WCIL 31-24 (S 5-2, WNY\$ 28-22, B94

JOHN FOGERTY "Eye Of The Zombie" (WB) 31/9

Morres. Up 7. Debuts 3, Same 21, Down 0, Adds 0 including WPHO 35-33, WRNO d-39, WRSR 37-33, WMMS d-40, WKT d-30, WPST on, WLRS 40-32, KIYS on, KXYQ 39-37, WZON 39-33, KFMN on, KSMB on, WHSL on, KGOT 28-20, OK95

40-37
LUIS CARDENAS "Runsway" (Allied Artists) 39/13
Moves Up 1, Debus 0, Same 16, Down 0, Adde 13, KRBE, WMMS, Q100, WSPK, WOKI, WKFR, WRON, KQIZ, WJAD,
WNSL, WDBR, KQOT, KOZE, WNSE on, 98KQ 40-38

WHISE, WIDER, NOOL, VOZE, WHISE OF WIDER SHOULD SHO

write write Liste (1918/1995) 47/19 3, Serne 20, Down 0, Adds 0 inchuling WPHD d-40, B94 on, KEGL on, 95/NZ on, WRSR d-39, WLOL WGTZ d-0-96, 2104 29-25, KFMN 34-32, WAZY d-40

THE LOVER SPEAKS "No More 'I Love You's' " (A&M) 23/0

BELINDA CARLISLE "I Feel The Magic" (IRS/MCA) 22/22 WRNO, RI-104, WGFM, WPST, B106, WANS, WCKN, KIYS,

CAMED "Word Up" (Atlanta Artists/PolyGram) 21/11 Z100, B94, Y100, B97, WKQB, WROQ, WDJX, KFIV, WJAD,

OUTFIELD "Everytime You Cry" (Columbia) 20/20 Adds 20 inclu

WOMP, KFMN, WJAD, WYSE, AFMV, ANGE (RCA) 19/7 FIVE STAR "CEAT Walk Another Millute" (RCA) 19/7 Moves Up 6, Debuta 1, Same 5, Down 0, Adds 7, WSPK, WSSX, WCKN, KSND, KMGX, KLUC, WJAD, B96 d-40, WCZY 36-55, KZZP on, KMEL 33-26, WFOW 19-16, KFM 33-26, KCAO 32-30, KATD 33-26

ONE TO ONE "Angel In My Pocket" (WB) 19/0 uding K104 on, WERZ on-dp, WTLQ on, WKDD on-dp, KATD on. Down 2, Adds 0 including K1i .23, KKAZ 40-37, KBIM 40-38

DAVID & DAVID "Welcome To The Boomfown" (A&M) 18/6
Moves: Up 0, Debuts 1, Same 9, Down 0, Adds 8, WRSR, WRQN, 95KIL, KQIZ, 99KG, KGOT, KQZE, OK95, K104 on, KTUX

Moves: Up 0, Debuts 1, Sams 9, Down 0, Adds 8, WRSR, WRDN, 9SXIL, KOIZ, 99KG, KGOT, KOZE, OK95, K104 on, KTUX on, KCAO on-dp, WZON on, WIAD on, WFPM on, WrSL d-38. C**KRIS THOMPSON "What A Woman Warth" (Atlantic) 16/13** Moves Up 0, Debuts 1, Sams 2, Down 0, Adds 13, K104, WTLQ, KIIK, KATD, OK100, 100KH, 9SXIL, KOIZ, WJAD, WHSL.

DEVICE "Who Save" (Chrysalls) 14/14

D. Adds 14, KTUX, KIKX, KSND, KLUC, KZZU, KQIZ, WJAD, Q104, WPFM, WHSL.

ALICE COOPER "He's Back (The Man Behind The Mask)" (MCA) 13/4 K, KRNQ, WZON, WXKS on, WKSE on, KZZP on, KJ103 d-35.

KKIX on-dp, KRO on-dp, WOMP G-31, KRU, U-16, R.E.M. "Fall On Me" (IRSAMCA) 12:6 R.E.M. "Fall On Me" (IRSAMCA) 12:6 I. Same 4, Down 0, Adds 6, WPHD, WRNO, WOKI, WBWB, WDBR, KGOT, 94Q 25-22, WRSR on,

"JUICE" JONES "The Rain" (Def Jam/Columbia) 11/6
Up 1, Debuts 4, Same 0, Down 0, Adds 6, 894, Q102, KMGX, KYNO, KDON, KATD, FM102 d-16, KMEL 24-20.

KAMZ 6-29, WPOW 9-26, 2102 6-39.

KIM MITCHELL "Patio Lenterns" (Atlantic) 11/9

Moves: Up 1, Debuts 0, Same 9, Down 1, Adds 0, WKSE on, WNYS on, WPHD 3-3, CKOI on, WERZ on, WTLQ on, KTUX on,

Moves: Up 1, Debuts 0, Same 9, I WZON on, KQIZ 33-30, 99KG on

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by lewer than 50, but at least 10 of our CHR reporters. The two numbers following the antexistic (least) designation indicate the total number, how many added it for the first time this veets. Mores indicate the type of actively this veets, Up for operand that movement. Same for soldweys or continual uncharted actively, Down for downward chart actively, and Adds for the number is a sampling of included active of continual durcharted actively, Down for downward chart actively, and Adds for the number is a sampling of included active active to the following that active the number of the number

Parallels Begin on Page 104 Adds & Hots Begin on Page 102 P-1 Playlists Begin on Page 100 Breakouts are records not included in the regional most added, but which have five or more adds in a region, and fewer than 50 stations overall. This information will be published in R&R each week on the CHR Adds & Hots pages.

# UNDRESSING A HIT.

# The Story Of Jermaine Stewart.

We knew from the start that "We Don't Have To Take Our Clothes Off" had all the makings of a hit. But when the Jermaine Stewart single was released in December 1985, the reaction was not encouraging. The song ultimately peaked at #64 on the R&B chart, and #41 on the dance chart, but with our continued belief in Jermaine's music, style and image, we refused to let up. We forged ahead with top 40 and video promotion through every excuse and obstacle in the book. Finally our efforts began to pay off. We put Jermaine on a national promo tour, and combined with heavy play on Top 40, B.E.T., MTV, Friday Night Videos and the clubs, "We Don't Have To Take Our Clothes Off" went Top 5 by mid-August.

Today—eight months after its release—Frantic Romantic is selling Top 15 at retail, with a reorder pattern of 50,000 units a month.

This brings us to "Jody," Jermaine's new all-format hit single. Since its first week out, its been one of R&B radio's hottest records. Dance clubs report great breakouts on the 12" remix. And Pop radio is primed and ready for adds this week.

The Jermaine Stewart story is only beginning. With an upcoming tour, a fast-breaking single, and an album that contains several more hits, Arista will continue to demonstrate what total commitment and teamwork can do to break an artist.



ARISTA, STYLE. COMMITMENT. SUCCESS.



# **CONTEMPORARY HIT RADIO**

Three Two Last Weeks Weeks Week 5 4 3 1 LIONEL RICHIE/Dancing On The Ceiling (Motown) 2 HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis) BERLIN/Take My Breath Away (Columbia) STEVE WINWOOD/Higher Love (Island/WB) 6 CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS) 6 BANANARAMA/Venus (London/PG) DARYL HALL/Dreamtime (RCA) MICHAEL McDONALD/Sweet Freedom (MCA) MIAMI SOUND MACHINE/Words Get in The Way (Epic) 15 12 11 10 REGINA/Baby Love (Atlantic) 18 15 12 10 RUN D.M.C./Walk This Way (Profile) 16 13 @ GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan) 34 21 15 @ GENESIS/Throwing It All Away (Atlantic) 28 19 46 BILLY OCEAN/Love Zone (Jive/Arista) 39 25 18 JANET JACKSON/When I Think Of You (A&M) 33 27 21 1 LOVERBOY/Heaven In Your Eyes (Columbia) TIMEX SOCIAL CLUB/Rumors (Jay) DOUBLE/The Captain Of Her Heart (A&M) 26 22 19 MADONNA/Papa Don't Preach (Sire/WB) 1 5 8 19 37 28 23 STACEY Q/Two Of Hearts (Atlantic) 40 31 24 2 VAN HALEN/Love Walks In (WB) 40 28 20 DON JOHNSON/Heartbeat (Epic) N&A Begins on Page 110 KLYMAXX/Man Size Love (MCA) 24 18 17 23 \_ 34 TINA TURNER/Typical Male (Capitol) EURYTHMICS/Missionary Man (RCA) \_ 36 29 25 32 30 26 29 ZZ TOP/Velcro Fly (WB) \_ 37 33 BILLY JOEL/A Matter Of Trust (Columbia) PETER CETERA/Glory Of Love (Full Moon/WB) 35 32 SIMPLY RED/Money\$ Too Tight (To Mention) (Elektra) 38 34 31 🕥 \_\_ 37 @ ROBERT PALMER/I Didn't Mean To Turn You On (Island) 7 13 22 33 BELINDA CARLISLE/Mad About You (IRS/MCA) 23 23 25 34 DAVID LEE ROTH/Yankee Rose (WB) 12 17 27 35 JERMAINE STEWART/We Don't Have To Take Our Clothes Off (Ten/Arista) DEBUT ANITA BAKER/Sweet Love (Elektra) BREAKER JOURNEY/Girl Can't Help It (Columbia) 27 26 30 38 MUNKEES/That Was Then, This Is Now (Arista) DEBUT BEATLES/Twist And Shout (Capitol) DEBUT . CISA LISA & CULT JAM with FULL FORCE/All Cried Out (Columbia)

# ADULT CONTEMPORARY

O HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis) 2 ANITA BAKER/Sweet Love (Elektra) CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS) BERLIN/Take My Breath Away (Columbia) LIONEL RICHIE/Dancing On The Ceiling (Motown) 10 GENESIS/Throwing It All Away (Atlantic) STEVE WINWOOD/Higher Love (Island/WB) BILLY OCEAN/Love Zone (Jive/Arista) MIAMI SOUND MACHINE/Words Get In The Way (Epic) EL DeBARGE/Love Always (Gordy/Motown) MIKE & THE MECHANICS/Taken In (Atlantic) AIR SUPPLY/Lonely Is The Night (Arista) NEIL DIAMOND/The Story Of My Life (Columbia) MOODY BLUES/The Other Side Of Life (Polydor/PG) MICHAEL McDONALD/Sweet Freedom (MCA) 18 PAUL SIMON/You Can Call Me Al (WB) TOTO/I'll Be Over You (Columbia) N&A Begins on Page 9 CYNDI LAUPER/True Colors (Portrait/CBS) 21 CARLY SIMON/Coming Around Again (Arista) 4 11 16 20 DOUBLE/The Captain Of Her Heart (A&M) ROSIE VELA/Magic Smile (A&M) 17 22 PETER CETERA/Glory Of Love (Full Moon/WB) DARYL HALL/Dreamtime (RCA) BOB SEGER & THE SILVER BULLET BAND/It's You (Capitol) BILLY JOEL/A Matter Of Trust (Columbia) 30 28 27 THOMPSON TWINS/Nothing In Common (Arista)

BREAKER 3 JANET JACKSON/When I Think Of You (A&M)

DEBUT DAVE ADAMS/Dancin In My Sleep (Elektra)

BREAKER @ DAVID PACK/I Just Can't Let Go (WB)

29 @ DAVID FOSTER/Who's Gonna Love You Tonight (Atlantic)

# **AOR TRACKS**

PETER GABRIEL/In Your Eyes (Geffen) 3 2 1 2 EDDIE MONEY/Take Me Home Tonight (Columbia) GENESIS/Throwing It All Away (Atlantic) STEVE WINWOOD/Split Decision (Island/WB) JOHN FOGERTY/Eye Of The Zombie (WB) 6 R.E.M./Fall On Me (IRS/MCA) TALKING HEADS/Wild Wild Life (Sire/WB) BOB SEGER & THE SILVER ... /It's You (Capitol) TRIUMPH/Somebody's Out There (MCA) 21 RIC OCASEK/Emotion In Motion (Geffen) 11 BILLY JOEL/A Matter Of Trust (Columbia) DAVID & DAVID/Welcome To The Boomtown (A&M) 27 22 15 BREAKER 19 HUEY LEWIS & THE NEWS/Hip To Be Square (Chrysalis) 8 7 7 14 DARYL HALL/Dreamtime (RCA) BONNIE RAITT/No Way To Treat A Lady (WB) BREAKER 1 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis) 22 21 18 GEORGE THOROGOOD &.../Reelin' & Rockin' (EMI America) 11 11 12 18 DAVID LEE ROTH/Tobacco Road (WB) 30 STEVE WINWOOD/Freedom Overspill (Island) 32 24 22 80 BON JOVI/You Give Love A Bad Name (Mercury/PG) 43 31 28 3 FABULOUS THUNDERBIRDS/Look At That... (CBS Associated) 42 29 24 (CEHOUSE/Cross The Border (Chrysalis) 4 6 10 23 EURYTHMICS/Missionary Man (RCA) Complete Tracks Chart Begins on Page 94 38 27 25 **20 DON JOHNSON/Heartbeat (Epic)** 13 13 14 25 FIXX/Built For The Future (MCA) 15 14 17 26 GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan) BREAKER SMITHEREENS/Blood & Roses (Enigma) 47 42 42 DAVID LEE ROTH/Goin' Crazy (WB) 58 49 41 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA) 34 38 SPECIAL/Heart's On Fire (A&M)

# **BLACK/URBAN**

	6	4	1	0	JANET JACKSON/When I Think Of You (A&M)
	13	5	4		ORAN "JUICE" JONES/The Rain (Def Jam/Columbia)
	4	3	3	ē	LEVERT/Pop Pop Pop Pop Goes My Mind (Atlantic)
	14	7	6	ŏ	LISA-LISA & CULT JAM with FULL FORCE/All Cried Out (Columbia)
	3	2	2	5	GWEN GUTHRIE/Ain't Nothin' Goin On But The Rent (Polydor/PG)
	18	10	7	0	EL DeBARGE/Love Always (Gordy/Motown)
	23	16	10	Õ	CAMEO/Word Up (Atlanta Artists/PG)
	17	11	9	Ö	ASHFORD & SIMPSON/Count Your Blessings (Capitol)
	31	20	13		NEW EDITION/Earth Angel (MCA)
	20	17	12	0	MIDNIGHT STAR/Midas Touch (Solar/Elektra)
	16	13	11	11	JEFFREY OSBORNE/Soweto (A&M)
	25	22	14		HOWARD HEWETT/I'm For Real (Elektra)  N&A Begins on Page 80
	26	23	16		MAZE/I Wanna Be With You (Capitol)
	37	30	20		TEMPTATIONS/Lady Soul (Gordy/Motown)
	34	28	18	1	FIVE STAR/Can't Wait Another Minute (RCA)
	.1	1	5	16	BILLY OCEAN/Love Zone (Jive/Arista)
	21	21	19		GLENN JONES/Giving Myself To You (RCA)
	38	26	21	10	RUN D.M.C./Walk This Way (Profile)
	28	25	23	•	JAMES INGRAM/Always (Qwest/WB)
	aparticle.	-	30	30	TINA TURNER/Typical Male (Capitol)
		34	25	3	GEORGE BENSON/Kisses In The Moonlight (WB)
	10	.8	8	22	LIONEL RICHIE/Dancing On The Ceiling (Motown)
			31	3	REBBIE JACKSON/Reaction (Columbia) KRYSTOL/Passion From A Woman (Epic)
		29	26	23	GREGORY ABBOTT/Shake You Down (Columbia)
		37	29	<b>3</b>	DOUG E. FRESH/All The Way To Heaven (Reality/Fantasy)
	32	31		20	KENNY G/What Does It Take (To Win Your Love) (Arista)
-	_		37	3	MELBA MOORE featuring FREDDIE JACKSON/A Little Bit More (Capitol)
BH	EA	AKI		23	RJ'S LATEST ARRIVAL/Heaven In Your Arms (Manhattan)
	_	_	40	39	LOOSE ENDS/Stay A Little While, Child (MCA)
		-	35	-	FORCE MD'S/One Plus One (Tommy Boy/WB)
	0	9	34 15	32	PRINCE/Anotherloverholenyohead (WB)
	9	19	27	33	WHODINI/One Love (Jive/Arista)
	12	12	17	34	CHAKA KHAN/Love Of A Lifetime (WB)
	12	12	39	33	YARBROUGH & PEOPLES/Wrapped Around Your Finger (Total Exper./RCA)
	24	24	24	36	MELI'SA MORGAN/Fool's Paradise (Capitol)

BREAKER TO CLUB NOUVEAU/Jealousy (Tommy Boy)

BREAKER S JERMAINE STEWART/Jody (Arista)

2 6 22 38 LUTHER VANDROSS/Give Me The Reason (Epic)

DEBUT PHYLLIS HYMAN/Old Friend (PIR/Manhattan)