

I N S I D E :

FTC REJECTS BEER & WINE AD BAN

In a potentially significant decision, the FTC rejected a petition to forbid beer and wine broadcast ads — good news for broadcasters, who made the subject the hottest topic of discussion at the NAB Convention this week. Details on the FTC move plus NAB coverage inside.

Page 4, 8

FIRST WINTER '85 ARBITRON RESULTS

- **Chicago:** WGN leads; WLS, WMAQ in comebacks
- **San Francisco:** KGO on top; KSAN big gainer
- **Detroit:** WJR, WJOL down; CKLW way up
- **Philadelphia:** KYW, WMMR, WPEN surge
- **San Diego:** KJQY opens big lead
- **Boston:** WBCN, WBZ race to the top

Full results Page 16

INDUSTRY ADOPTS NEW ATTITUDE ON PAPER ADDS

Joel Denver hears support from the radio and record communities for cleaning up paper adds in the CHR arena — and provides guidelines for a legitimate add.

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DEMO DEFINITION

Consultant David Klemm has some novel insights into the psyches of radio's most desirable sales demographic, the 25-54 group, while Ted Dorf updates the activities of the 35-64 Committee, the group he formed to win more attention for the older listener.

Page 14, 22

PEOPLE IN THE NEWS THIS WEEK

- **Joe Mansfield** VP at Capitol
- **Stuart Layne** Station Manager, Tac Hammer OM at WLOL
- **Bill Garcia** PD at K94
- **Marni Pingree** OM at KTR
- **Tom Collins** OM at WSEZ
- **Walter Broadhurst** GM at WGTZ & WING

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BLACK CONSUMERS: AN UNDERRATED MARKET?

Al Wellington, President of a marketing and research firm with top corporate clients, presents positive evidence of the economic health of the black audience.

Page 50

THE DAY RADIO WORKED TOGETHER

Harvey Mednick recaps a triumph for radio: the simultaneous airing of "We Are The World" on Good Friday.

Page 23

ARE AM GIANTS OBSOLETE?

In a guest column, WTVN/Columbus PD Jack FitzGerald offers a no-nonsense prescription for ailing AM full-service institutions.

Page 49



Rappaport, Bennett VPs At Columbia, E/P/A

Paul Rappaport has been elevated to VP/Album Promotion for Columbia Records, while Bill Bennett moves up to the same position at Epic/Portrait/Associated Labels. Both had been Director/Album Promotion for their respective labels, Rappaport since 1980, Bennett for the last two years. Commenting on Rappaport, Columbia VP/Promotion Ray Anderson told R&R, "The Rolls Royce of the industry doesn't give VP stripes often, but when it does, you can bet the one who gets them can drive the car."



Paul Rappaport Bill Bennett

Rappaport said, "I've been fortunate to have been surrounded by excellence, as (Sr. VP/GM) Al Teller, Ray, and (VP/Marketing) Bob Sherwood are great record men. Special thanks go to Al Teller, who's shown me that limits are only things we place upon ourselves and that history is made to be rewritten."

Discussing Bennett's promotion, E/P/A VP/Promotion Walter Winnick told R&R, "Bill has proven himself one of the finest national promotion people at album radio. His leadership and expertise certainly have made E/P/A the force that it is."

Bennett said, "As pleased as I am, it's really a reflection on our local staff. It wouldn't have been possible without the support of the staff."

RAPPAPORT/See Page 6

FOCUS ON ALCOHOL, DRUG ABUSE

NAB Meet Split Decision

The fight for hotel rooms in Las Vegas proved less intense than the heavyweight bout which caused a lack of accommodations, but the 63rd annual convention of the National Association of Broadcasters still suffered considerable annoyance from overbookings and hotel room shuffling. Broadcasters were scattered in hotels and motels all over the strip and downtown, but the 35,000+ attendees — and a well-prepared NAB staff — dealt with the battle better than Hearn dealt with Hagler.

The official theme of this year's meeting was "Take Part, Take Pride," a reminder



DISTINGUISHED SERVICE — Multimedia Chairman Wilson Wearn (c) received the 1985 NAB Distinguished Service Award for over 40 years' dedicated involvement in American broadcasting. Presenting Wearn with the DSA plaque are NAB Chairman Gert Schmidt (l) and NAB President Eddie Fritts (r). More NAB pictures, Page 4 and 32.

that broadcasting enjoys a long tradition of community involvement.

Central to this message was recognition of an industry-wide responsibility to combat the problem of drunk and drugged driving. The opening ceremonies emphasized the growing debate over the effects of beer and wine advertising, and broadcasters' commitment to defeat the ban while educating American audiences about the hazards of drug and alcohol abuse.

Kicking off the 1985 meeting, NAB President Eddie Fritts discussed the role all broadcasters share in this nationwide effort.

NAB/See Page 4

Craig OM At WMGK



Bob Craig

WMGK/Philadelphia PD Bob Craig has been promoted to the newly-created post of Operations Manager for the Greater Media outlet.

"Bob's new title is our company's way of recognizing the tremendous contribution he's made to the success of WMGK," said WPEN & WMGK VP/GM Larry Wexler. "Bob has been the major driving force in the continuing ratings success of 'Magic.'"

Noting an expansion of Craig's involvement with other Greater Media stations, VP/Radio Programming Julian Breen added, "Bob has been the dean of our A/C PDs. Now he will become more available to consult with other programming executives in our group with formats similar to WMGK's."

"These have been six important years in my career," said Craig. "And with the support of Larry Wexler and Greater Media, I've been able to solidify my ambitions to make WMGK a force to be reckoned with."

CRAIG/See Page 6

WINTER '85 ARBITRON ADVANCES

WRKS Takes New York Title; KIIS Widens L.A. Lead As AORs Surge

NEW YORK		LOS ANGELES	
	Fall '84 Winter '85		Fall '84 Winter '85
WRKS (B/U)	5.3 6.0	KIIS (CHR)	9.1 9.7
WHTZ (CHR)	5.9 5.7	KABC (Talk)	5.9 5.8
WOR (Talk)	5.2 4.8	KJOI (Easy)	5.5 5.7
WPLJ (CHR)	4.3 4.8	KBIG (Easy)	4.8 5.1
WINS (News)	4.8 4.2	KLOS (AOR)	3.7 4.2
WNEW-FM (AOR)	3.9 4.1	KMET (AOR)	3.2 4.1
WRFM (BM)	3.2 3.8	KOST (AC)	4.4 3.8
WCBS (News)	3.9 3.6	KMPC (BBnd)	3.1 3.5
WBLS (B/U)	3.7 3.5	KNX (News)	3.7 3.4
WPAT-FM (BM)	3.0 3.3	KFWB (News)	3.3 3.0
WLTW (AC)	3.0 3.0	KRTH (Gold)	2.8 2.9
WCBS-FM (Gold)	3.2 2.9	KROQ-FM (AOR)	2.5 2.9
WNBC (AC)	2.9 2.9	KKHR (CHR)	2.4 2.5
WNEW (BBnd)	3.0 2.9	KHTZ (AC)	1.5 2.5
WABC (Talk)	2.4 2.6	KIQO (CHR)	1.7 2.2
WPX (AC)	2.3 2.4	KLVE (Span)	2.0 2.1
WKTU (CHR)	2.8 2.3	KFI (AC)	1.6 2.0
WYNY (AC)	2.4 2.2	KJLH (B/U)	2.0 1.9
WHN (City)	2.5 2.2	KZLA (City)	2.0 1.9
WADO (Span)	2.4 2.0	KMGG (AC)	2.4 1.7
WAPP (CHR)	1.8 1.7	KRLA (Gold)	1.5 1.7
WQXR-AM & FM (Class)	1.3 1.7	KDAY (B/U)	1.7 1.7
WPAT (BM)	1.6 1.6	KTNO (Span)	2.4 1.7
WNCN (Class)	1.0 1.4	KKGO (Jazz)	1.2 1.4
WMCA (Talk)	1.5 1.2	KLAC (City)	1.5 1.4
WLIB (B/U)	1.1 1.0	KALI (Span)	1.4 1.3
WEZN (Easy)	.7 1.0	KACE (B/U)	1.2 1.3
WHLI (BBnd)	.6 1.0	KUTE (B/U)	1.7 1.3
		KWKW (Span)	1.4 1.3
		KNOB (Easy)	1.4 1.2
		KFAC-FM (Class)	1.0 1.1
		KHU (CHR)	.8 1.0

MORE RATINGS, Page 16

Matthews Upped To KWK & KGLD OM

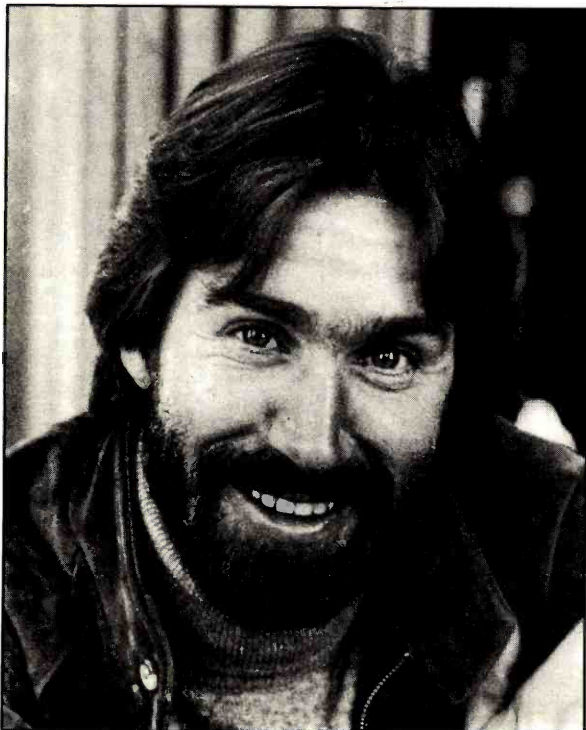
C.C. Matthews has been upped to the newly created position of Operations Manager for Robinson's KWK & KGLD/St. Louis. Matthews joined the stations as PD three months ago from the PD post at WGCL/Cleveland.

KWK & KGLD Exec. VP/GM Bill Latz told R&R, "C.C. has demonstrated his abilities as a programmer and manager of people beyond the expectations of everyone. I believe it is time that the St. Louis market become aware of two vital radio entities, KWK & KGLD, because both are on the move."

MATTHEWS/See Page 6

WESTWOOD ONE PRESENTS

DAN FOGELBERG AND FRIENDS IN CONCERT



The week of April 29 join singer and songwriter **Dan Fogelberg** and friends as they deliver a very special evening of music on the Pop Concert series, heard on more than 300 Westwood One Radio Network affiliate stations across the country. Fogelberg showcases new songs from his 10th and latest album, *High Country Snows*, plus hits from his previous LPs like "Part Of The Plan," "Same Old Lang Syne," "Hard To Say," "Run For The Roses" and "The Language Of Love." Backing the consummate pop composer is a stellar lineup of players including Herb Pedersen, Chris Hillman, David Grisman, Russ Kunkel, Jerry Douglas, Jim Buchanan, Barry "Byrd" Burton and Paul Harris. It's a night of musical magic you won't want your listeners to miss...on a Pop Concert station in every major market across America, the same ones bringing you exclusive concerts by pop superstars like Tina Turner, Chicago, Laura Branigan, Eurythmics, Al Jarreau, Elton John, Jeffrey Osborne and Rick Springfield *all year long!*

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

CHICAGO COUNTRY COUNTER-MOVES

Lon Helton checks on Chicago's Country contest, where WMAQ has added Talknet at night while WUSN imported some controversy for the morning show. Page 46

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Mansfield Appointed To New Capitol Sales VP Position

Joe Mansfield has been named Divisional VP/Sales, Record Group Services at Capitol. Mansfield, who most recently ran Mansfield Management, Inc., was previously VP/Contemporary Music at RCA and VP/Marketing at Columbia. He will oversee all domestic sales activity for Capitol, EMI America, Manhattan, Angel, and other distributed labels, based in Los Angeles and reporting to Exec. VP/Record Group Services Dennis White.



White commented, "I've known Joe Mansfield

Joe since his days as a resident salesman out of the Dallas Branch, and have followed and admired his progress through the years. I am most delighted to have a man of his knowledge and experience join us."

Mansfield was with CBS for 16 years, serving as Branch Promotion Manager in Dallas and Branch Manager in both Dallas and Atlanta, and becoming VP/Merchandising in 1977. A year later he became VP/Marketing for Columbia, serving there for three years until taking on his RCA vice presidency.



Bill Garcia

Garcia KS94 PD

Longtime programmer Bill Garcia is the new Program Director at Gannett's A/C-formatted KS94/St. Louis, beginning April 29. VP/Operations Ron Morgan will now concentrate on his morning airshift and operational responsibilities.

KUSA & KS94 President/GM Merrell Hansen told R&R, "Ron first and foremost loves his morning work, and wearing so many hats is just too much for any one human being. Consequently, we worked together to bring in Bill, and Ron will continue to consult with him. We chose Bill because he brings a wealth of experience from programming a variety of formats and has dealt with people under all types of management."

A 25-year broadcaster, Garcia most recently spent two years at WFLA-AM & FM/Tampa, in-

GARCIA/See Page 6

Layne Manager, Hammer OM At WLOL

Emmis Broadcasting has transferred KSHE/St. Louis Station Manager Stuart Layne to WLOL/St. Paul-Minneapolis in the same capacity, and has promoted PD Tac Hammer to Operations Manager at the CHR station.

Regional VP/GM Doyle Rose explained, "Tac has shown me he can do so much more than program, so his promotion is well-deserved. Stuart has done an incredible job in St. Louis. He'll help us not only in sales but in the marketing of WLOL

as well. This will allow me to do some other things within the corporation, as we explore other properties."

Layne's prior experience includes sales positions with CBS-TV, Sales Manager at WBBM-FM/Chicago, and CBS-FM National Sales Midwest Manager. He commented, "I've done just about as much as I can do to help KSHE, and I leave a great crew and station behind. With Doyle splitting so much of his time between Minneapolis and KMGG in Los Angeles, I'll be

able to help him and the station out a whole lot during his time away from the office."

A programmer and on-air personality in Minneapolis for 19 years, Hammer has programmed KQRS, KRSL, and KFMX-AM & FM, and served as MD at KDWB. He told R&R, "I certainly know what this market wants and needs. I'll still be handling the programming on a day-to-day basis, but this promotion will give me more insight into management than ever."

TRANSACTIONS

WLIP & WJZQ Sold For \$4.6 Million

Wisconsin Cablevision and Radio, Inc. plans to purchase WLIP & WJZQ/Kenosha, WI from Kenosha Broadcasting for \$4.6 million, including a \$300,000 noncomplete agreement.

The seller, owned by Anna Lipman and family, has no other radio interests. Purchasing principal Donald Jones also owns KFIZ/Fond du Lac, WI. Daytimer WLIP has A/C programming with 250 watts on 1050 kHz; CHR WJZQ is 28.4 kw on 95.1 MHz at 385 feet. The stations are located near the midway point between Milwaukee and Chicago.

Capitol Buys WCKS For \$3.5 Million

Southland Broadcasting intends to sell A/C outlet WCKS/Cocoa Beach, FL to Capitol Broadcasting Co. for \$3.5 million.

Southland coprincipal Michael Metcalf is publisher of the *Providence Journal and Bulletin*; the company has no other radio interests. In addition to owning several radio networks, the Raleigh-based buyer is also licensee of WRAL/Raleigh, KBEQ/Kansas City, KISS/San Antonio, WRNL & WRXL/Richmond, and WKEE-AM & FM/Huntington, WV. Pending FCC approval, Capitol will also take over WHOS & WXIK/Shealy, NC.

WCKS operates with 100 kw on 101.1 MHz at 440 feet, with a CP to move to a new antenna site at 1482 feet.

Blackburn & Co. brokered the transaction.

TRANSACTIONS/See Page 6

Pingree Joins KTAR As PD



Marni Pingree

After nine years with KOY/Phoenix, Marni Pingree has been named Program Director at crosstown Pulitzer News-formatted KTAR.

Operations Manager Bob Christopher noted, "Marni brings a wealth of experience to KTAR. She is responsible for the day-to-day operations of the programming department, and will assist in developing programming policy."

Pingree remarked, "I'm very happy to have joined a great radio station and hope to be able to contribute positively to the many fine programs KTAR provides to the community."

Pingree, who had been KOY's Assistant PD since late 1983, is an active member of American Women in Radio and Television as a member of AWRT's National Strategic Planning Committee. She previously was Phoenix Chapter President and VP/Western Area on the National Board of Directors. Her background also includes a stint as Continuity Director at neighbor KQYT.



Winds Topple WHAS Tower

Tornado-force winds on Good Friday (4-5) hammered WHAS/Louisville's 655-foot tower, knocking the 48-year-old structure 15 feet from its concrete base. Although the 50 kw clear-channel A/C outlet returned to the airwaves after 90 feet, the station has been forced to operate with a mere 1500 watts at 90 feet. WHAS, usually heard in up to 40 states at night, presently is unable to cover the Louisville metro. The good news is that by next week WHAS expects to be reaching back up to 89% of its coverage area, and a new tower will be completed by late June. Total losses in damages and lost revenue have been estimated at \$1 million.

MAHONEY REMAINS PD

Collins OM At WSEZ

Former WKZL/Winston-Salem PD Tom Collins has joined crosstown CHR competitor WSEZ in the new position of Operations Manager. While PD Bob Mahoney and Assistant PD/MD Rob Leonard remain with the station, WSEZ has severed its association with consultant Ron White.

Collins, a two-year veteran of the market, told R&R, "We're repositioning the station more into the mainstream of CHR, with a more expansive music policy, new jingles, and more in-depth promotion and marketing techniques." He added that the station would continue to call itself Z93. "Under Ron White our music policy was not only tight but we

were very late on records," Collins said. "The market was simply burning things out before we could play them. It's time for us to reestablish ourselves as an active participant in the music industry."

COLLINS/See Page 6

Broadhurst GM At WGTZ & WING

Walter Broadhurst has been officially named GM at Great Trails' WGTZ & WING/Dayton-Eaton, OH. He had been serving as Station Manager and acting GM at the stations, replacing Jack Porteous, who became GM at KEEL/Shreveport last month.

Great Trails President Alexander Williams told R&R, "We

are pleased to have the benefit of Walter's experience and knowledge in the Dayton-Eaton area, and look forward to the results that he will achieve at WING & WGTZ."

Before joining the stations a year ago, Broadhurst had been Sales Manager for two years at

BROADHURST/See Page 6

WISN & WLTV VP/GM Steve Downes said, "This is one satellite product that has shown it can win - pretty big - in major markets because it's designed to be locally compatible."

WBT/See Page 6

WBTT Launches Format 41

WBTT (B97)/Milwaukee plans to discontinue CHR programming for Transtar's "Format 41" approach this week with new call letters WLTV ("Light 97.3"). Milwaukee becomes the third large market in two weeks to offer the satellite-delivered, upper-demo A/C format; last week WDRQ/Detroit and WBNS/Columbus announced similar moves.

WISN PD Mike Elliott, who had been overseeing WBTT and will now supervise WLTV, added that the station still intends to offer local live programming in mornings, afternoons, and possibly other dayparts as well. He said, "Format 41 offers a lot of music that the A/C's in this market aren't playing. This format has really found a hole in the market and will super-serve our adult target demos. And it will be a Milwaukee station."

NAB

Continued from Page 1

education process. He praised the industry for being a "dynamic enterprise which, if well operated, earns public approval as well as profits," and emphasized that the power of the radio license should be used for public service and community assistance.

Fritts stressed that no evidence exists to show a link between radio and TV advertising and alcohol abuse. "If we believe a ban would solve the problem of abuse we would voluntarily remove the ads from our airwaves," he said. "We care about our communities, our families, our neighbors, and our friends. We don't want a drunk or drugged society, (but) no recognized research substantiates claims that broadcast advertising of beer and wine contributes to alcohol misuse. As broadcasters we have First Amendment rights to broadcast advertisements for legally-produced and sold products."

Following Fritts's opening remarks, Multimedia Chairman Wilson Wearn received the NAB Distinguished Service Award. Wearn reminisced about his four decades in broadcasting and how the industry has changed since the "golden age." He recalled the long cycle of FCC regulation and deregulation, condemned the Justice Department's antitrust decision against the NAB Code, and warned Congress to not fasten a leash to broadcasters "which it can periodically jerk to remind us to watch our P's and Q's — particularly when it comes to Congress."

Wearn also lashed out at investigative reporting, and criticized local and network news for becoming too opinionated and one-sided. "The job of the news (reporter) is to report to the American people, not to do their thinking for them. When we claim to be reporting the facts, that's what we should do — objectively and even-han 1."



PERSONALITY PLUS — In a session on "Winning and Surviving in Personality Radio," panelists discussed how to build on-air appeal through hard work. Pictured (l-r) are KNBR/San Francisco's C.J. Bronson, KPKE/Denver's Steven Williams and Donald Hawkins, Sklar Communications' Rick Sklar, and Gannett's Gary Owens.

Closing out the opening ceremonies Sunday afternoon, the Beach Boys entertained "the best-dressed audience" they had ever seen, drawing on a vast repertoire of surf-and-sun standards.

Pre-Game Show

Although the opening ceremonies were staged Sunday afternoon, the radio segment of the convention actually began Saturday morning, when — for the first time — a full slate of radio activities were scheduled. Early sessions on AM improvement, finding the right air-talent, computers, and ratings analysis led up to a sequel to NAB's 1983 "Radio Wars" study.

Researched by Reymier & Gersin, "Radio Wars: How To Push Listeners' Hot Buttons" delineated seven arbitrary categories of radio listener and illustrated how radio stations could best attract their perceived core audience. R&G's Harvey Gersin and Mark Kassoff presented examples of TV spots that reached (or didn't reach) each of these listener segments. While the initial presentation was polished and informative, lingering concern over sample size plagued the study — as it did with the original "Radio Wars" project in 1983.

State Of The Art
The NAB Exhibit Hall en-

joyed its annual expansion, and this year it overflowed into the Hilton Pavilion next door to the Convention Center. Over 350,000 square feet of equipment — mostly television — was displayed by 600+ exhibitors, and exhibitors in the main hall were generally pleased with floor traffic.

Exhibitors and broadcasters again complained about the back-seat attitude exhibited toward radio, both on and off the floor. The dominance of television has long been a nagging problem for NAB, and last year's merging of the NAB Radio Programming Conference and the NRBA Radio Convention, are possible signs that the spring convention may eventually split into separate radio and TV meetings.

Under The Influence

NAB seized every possible opportunity to display its concern with the alcohol abuse, which MADD President Candy Lightner recognized during a general session she shared with Joyce Nalepka, President of the National Federation of Parents For Drug-Free Youth. Lightner praised NAB's efforts for public awareness of alcohol- and drug-related problems, but accused the industry of "running scared," and warned the association — and broadcasters — not to let up once the threat of a ban on beer and wine advertising has eased.

A follow-up session with key members of Congress discussed the ban itself, and examined legislative measures broadcasters could take to work against the pro-ban forces. "This is the kind of issue that can sweep Congress if enough tragic accidents occur," warned Rep. Vic Fazio (D-CA), but Rep. Al Swift (D-WA) said, "I've never seen a teenager yet who needed a TV ad to want to take a drink of beer."

Voicing NAB's concern over the prospects of an ad ban, President Fritts told R&R, "We fully expect to see a bill in-

duced some time this year, and our job is to defeat it in committee. If an advertising ban measure ever reached the floor, we would have a hard time defeating it."

In Search Of

Applying the principles of the nationwide bestselling business study "In Search Of Excellence," McKinsey & Co. presented a study of America's best-run radio stations. "Radio In Search Of Excellence" examined 11 radio stations in major, medium, and small markets, and looked at the elements that contributed to their varied success stories.

One topic of hot conversation in sessions and suites was the new wave of broadcast group mergers and takeovers. FCC Commissioner Jim Quello voiced concern about merger mania creating "instability in the business," and Commissioner Dennis Patrick said some type of "guidelines" on mergers are needed "to guide ourselves as well as give the industry some signals." He said the Commission last week instructed its staff to begin drawing up a Notice of Inquiry to lay the groundwork for such guidelines.

Also at the NAB:

• Members of the All-Industry Radio Music Licensing Committee revealed some of their strategy for the deadlocked ASCAP rate talks, which have now been handed to a federal judge for settlement. Rather than seek to hold the line, the committee will ask the judge to cut ASCAP's rates — which now total about 1.9% of radio revenues.

• In a major shift, a top aide to House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) said Wirth is eager to "sit down and work out voluntary solutions" with broadcasters. Aide Tom Rogers said, "The last few years of extremely bad relations between the subcommittee and NAB" have been counterproductive, and "voluntary cooperation

may be a substitute for improved legislative or regulatory solutions."

• Air personality Casey Kasem and Ohio Broadcasters Association founder Fred Palmer were inducted into NAB's Radio Hall Of Fame at Tuesday's luncheon, while KWMT Inc. Board Chairman William Quarton received the Spirit of Broadcasting Award. WOR/New York's John A. Gambling presented the keynote address, recalling his long career in broadcasting and how radio has become a Gambling legacy. NAB also recognized the efforts of radio to assist the Ethiopian famine relief program with the simultaneous broadcast of USA For Africa's "We Are The World" on 8000 stations worldwide on Good Friday.

Pervasive sentiment held that this 63rd annual NAB Convention, while the largest ever, was relatively unexciting. The association managed to keep NAB/See Page 32

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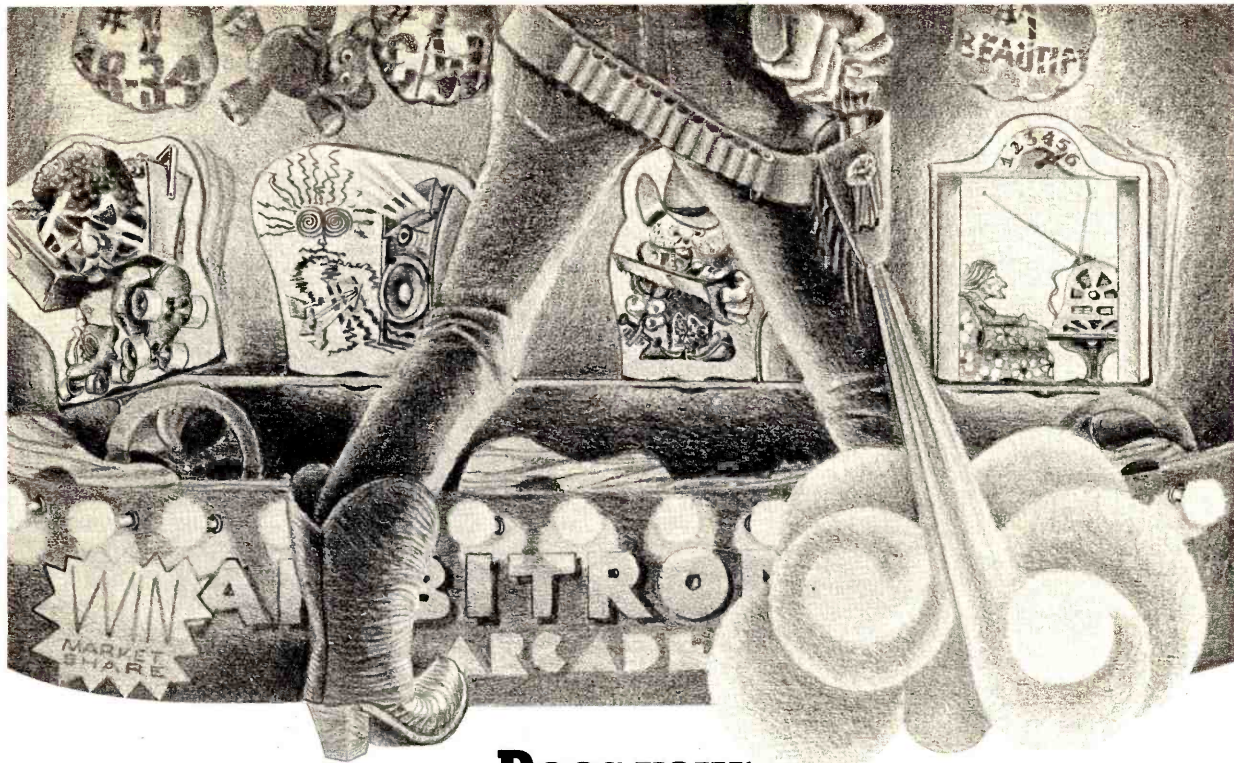
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TRANSACTIONS

Continued from Page 3

**Tattersall Takes
KKAL & KZOZ
For \$3 Million**

The Tattersall Corp. will buy Central California properties KKAL/Arroyo Grande & KZOZ/San Luis Obispo from Kal Koast Radio Corp. for \$3.05 million, plus a consulting agreement.

Tattersall principals include Martin Hawke, who formerly owned KYSC/Yreka, CA and KMED/Medford, OR; and former RKO VP and WFYR/Chicago GM Jim Barker. The seller is a subsidiary of American General Media, which owns KERN & KQXR/Bakersfield, KKQV & KTRN/Wichita Falls, and WWWG/Rochester.

Country-formatted KKAL has 5 kw days/2.5 kw nights on 1280 kHz; KZOZ operates a CHR format with 29.5 kw on 93.3 mHz at 1430 feet.

Chapman Associates handled the transaction.

**Storz Deals
KXOK For
\$2 Million**

Storz Broadcasting will sell one of its two remaining stations, KXOK/St. Louis, to Chester Broadcasting for \$2 million. KXOK owner Robert Storz retains WOAM/Miami, while the sale gives Chester its first radio property. The buyer is headed by local bank president Emmett Capstick. KXOK, a former longtime CHR outlet, presently offers Talk programming with 5 kw on 630 kHz.

**Woolfson Pays
\$2 Million For
WGUS-AM & FM**

Broadcasting Associates of America, Inc. has agreed to sell WGUS/North Augusta, SC and WGUS-FM/Augusta, GA to Woolfson Broadcasting Corp. of Augusta for \$2 million cash.

The seller is owned by partners Donald Kern and Cal Young; they own no other stations. Woolfson, owned by Palm Beach businessman Mark Woolfson, also recently purchased WWWQ/Wilmington; that deal is pending FCC approval.

WGUS operates with 5 kkw on 1380 kHz; WGUS-FM has 3 kw on 102.3 mHz at 280 feet. Both stations broadcast Country programming. Blackburn & Co. served as broker.

WBTT

Continued from Page 3

Elliott added that WLTQ has been operating mostly with parttime talent; a new lineup will be announced soon.

Transtar now has Format 41 affiliates in 19 of the top 50 markets.

Collins

Continued from Page 3

Collins' prior programming background includes PD/OM positions at WJLB and WDEE, both Detroit, as well as WVON & WGCI/Chicago and WIXY/Cleveland.

**WHAL & WYCO
Sold To Tenncom**

Shelbyville Broadcasting will sell WHAL & WYCO/Shelbyville, TN to Tenncom, Ltd. for \$850,000. The seller owns no other stations; Tenncom principal Jerry Oakley also has interests in WIRC & WXRC/Hickory, NC.

WHAL operates with 1 kw days/250 watts on 1400 kHz; WYCO has 100 kw on 102.9 mHz at 510 feet. Both stations offer Country programming.

Blackburn & Co. brokered.

**Ariel Acquires
WAOC**

Ariel Broadcasting is buying WAOC/St. Augustine, FL from Gatorland Broadcasting for \$400,000.

Gatorland principal Bill Grant has significant interests in WDXB/Chattanooga and WJRD/Tuscaloosa, as well as interests in WWWB-AM & FM/Jasper, AL; WWWR/Russellville, AL; and WWWF/Fayette, AL. WAOC represents Ariel's first property. WAOC programs Modern Country with 1 kw on 1420 kHz.

Craig

Continued from Page 1

a consistent major market winner." Prior to WMGK, Craig spent three years as PD at WWYZ/Hartford, having earlier worked at neighboring WDRG and WPOP. His background also includes stops at WHDH/Boston, WHYN/Springfield, and WICH/Norwich.

WBBG's Armstrong Dies

Lifetime Cleveland broadcaster and WBBG/Cleveland morning personality Tom Armstrong suffered a heart attack April 8 while playing golf. Armstrong, who was 65, died shortly afterwards despite CPR efforts to revive him.

Armstrong, recognized for his

successful "one-on-one" on-air approach, had been handling mornings at the Big Band station for two years. Of his 40 years in Cleveland radio, he spent 25 with WGAR, the latter 15 as morning host. After WGAR he continued in mornings at WDOK (ten years), followed by three more at WJW before coming to WBBG.

WBBG & WMJI GM Connie Edelman told R&R, "Tom was an industry veteran and had done a marvelous job for us. He leaves very large shoes to fill, as he had built up a large following. Tom was well-loved by everyone in the Cleveland community." Armstrong is survived by his wife of 40 years, Kate, and children Debbie, Bill, and Tom III.

Taking over the morning show is evening personality Carl Reese.

Rappaport

Continued from Page 1

port of (West Coast Director) Jon Kirksey, (East Coast Assoc. Director) Michael Caplan, and Walter Winnick. We're a little weird, but we get it done."

Rappaport joined CBS Records in 1969 as a college rep. By 1973 he had advanced from Columbia Local Manager to West Coast Regional Manager for all CBS labels. In 1975 he became Columbia's Regional Album Promotion Manager/West Coast, later becoming Associate Director/National Album Promotion before his most recent post.

Bennett joined CBS in 1974 as Memphis sales rep. Over the next four years he held local and regional promotion posts with Epic and Columbia in Miami and Atlanta. He moved to Bearsville as Director of Promotion in 1979, rejoining E/P/A as a Product Manager in 1981.

Matthews

Continued from Page 1

Commenting on his promotion, C.C. told R&R, "In my new capacity I'll continue handling the day-to-day programming of KWK, while taking on the additional duties of overseeing the activities of our AM Oldies station KGLD." Gary Brown continues as PD at KGLD, and Matthews indicated it would be some time before a decision would be made to hire a separate PD for KWK.

Broadhurst

Continued from Page 3

Great Trails' WKJJ/Louisville. He earlier held sales positions at KDKA/Pittsburgh and served as VP/GM at WBVP & WWKS/Beaver Falls, PA. He commented, "With the CHR format on FM we're building every book, and with the addition of the ABC Information Network to WING, we anticipate an up book for both stations in the spring."

Garcia

Continued from Page 3

cluding a year as PD. His programming experience also includes WXLO/New York, Detroit stations WOMC and WDRQ, WISN/Milwaukee, Q105/Tampa, and Q94/Richmond. "I'm very impressed with this company," Garcia said. "They're all very professional, great human beings, and give you the basic tools to work with. The station has just been waiting for someone to come along and rejuvenate it, because all the basic talent is already there."

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FTC Votes Not To Ban Alcohol Ads

In a major setback for opponents of beer and wine advertising, the Federal Trade Commission rejected Tuesday (4-16) by a 4-1 vote a petition by the Center for Science in the Public Interest (CSPI), Project SMART, and over two dozen other groups asking for a ban on alcoholic beverage ads.

Despite the loss at the FTC, the coalition will continue to push for a ban or counteradvertising in Congress.

FTC Chairman James Miller said that while no overall ban or regulations will be developed, the agency will continue to monitor such advertising to prevent in-

dividual cases of unfair or deceptive ads.

The Commission reached its decision after receiving a staff report that found "little - if any - evidence exists indicating that alcohol advertising or marketing practices deceptively or unfairly result in alcohol abuse or even increased consumption." In declin-

ing to take action, the Commission noted that the Treasury Department's Bureau of Alcohol, Tobacco, and Firearms also is looking into alcoholic beverage ads.

NAB President Eddie Fritts remarked, "It shows that reason and good sense still prevail in the Federal bureaucracy and we're encouraged by that." The NRBA Board of Directors added, "We applaud this decision . . . we are pleased the FTC has made this rational decision, based on factual information and research, and not on the emotion of an issue."



FIGHTING BACK — Citing the publication *High Times* as a graphic example of the strength of the National Organization to Reform Marijuana Laws, MADD President Candy Lightner and National Federation of Parents For Drug-Free Youth President Joyce Nalepka told an audience of concerned broadcasters how they could fight the growing problem of alcohol and drug abuse.

CONGRESSMEN OPPOSE BAN

Beer & Wine Ad Ban Dominates NAB Legislative Concerns

Past priorities such as deregulation and First Amendment freedoms were swept aside at this week's NAB Convention in Las Vegas, as virtually all legislative talk centered on the \$70 million annual threat to radio beer and wine advertising.

Six members of Congress from both parties drew applause from a crowded room of broadcasters by voicing their opposition to a ban. But they warned the industry not to let its guard down because of the pro-ban movement's recent lack of headway. Rep. Matthew Rinaldo (R-NJ) cautioned that a "groundswell of public support" could carry the ban to victory if the proposal ever reaches the House floor for a vote. "It'll fly right through if it ever gets that far," he predicted.

Echoing that view, Rep. Vic Fazio (D-CA) declared, "This is the kind of issue that can sweep the Congress if enough tragic accidents occur."

Rep. Mike Synar (D-OK) said broadcasters would be especially vulnerable on the issue if the so-called New Right religious groups put their muscles behind the ban. And, in a remark heard many times during the convention, Synar praised the industry for its massive anti-drunk driving campaign, while adding, "Let's not kid ourselves. You didn't work at it at this level until this issue reared its ugly head."

NAB Exec. VP/Government Relations John Summers responded that drunk driving PSAs have been aired for years, while conceding, "I don't think there's any question it's accelerated."

Counteradvertising Bill Imminent

Summers and several of the Congressmen predicted that the first serious ban-related legislation - calling for mandatory counteradvertising to balance beer and wine ads - will be put forward in the next few weeks by Rep. John Seiberling (D-OH). The broadcasters also heard some

tough talk from Candy Lightner, President of MADD (Mothers Against Drunk Driving). She too praised the industry's PSA efforts while saying the campaign's intensity stems at least partly from broadcasters "running scared" over the potential loss of what she called "big bucks." Many PSAs are only heard by "night owls," she complained, while "prime time listening hours are noticeably void of such public service messages."

MADD Opposes Ban, Calls For Voluntary Industry Review Panel

In MADD's first public statement on the ad issue, Lightner said the group will never support a ban, although it might back other Project SMART goals, such as curbing beer ads aimed at young people.

Lightner, who founded MADD after her daughter was killed by a drunk driver, called for voluntary restraint by the alcoholic beverage industry and broadcasters, with government action only as a "last resort."

She recommended creation by

January 1, 1986 of a special panel, two-thirds made up of electronic and print media representatives, with the rest "non-media professionals, such as researchers and scientists. The panel would:

- Review beer and wine ads for content
- Act as a "review board" to handle citizen complaints about ads
- Offer consulting services for alcohol advertising voluntarily submitted for reactions and suggestions.

Further, Lightner called on Congress to designate one federal agency to conduct an annual review of ads and submit a report to Congress "concerning the responsibility of the alcohol industry and media in regard to alcohol advertising."

NAB Sr. VP/Public Affairs Shaun Sheehan said NAB will discuss joining such a panel, but must be careful not to violate the consent decree declaring its voluntary broadcast codes to be a violation of antitrust laws.

Cuomo "Discourages" Ban

Also speaking against the ban at the convention was New York Gov. Mario Cuomo. After addressing the TV luncheon, he told a press conference, "I discourage all bans, including that one." PSAs and other voluntary actions are "a better way to go," he said.



ADVERTISING AD BAN — The potential threat of a ban on all broadcast-oriented beer and wine advertising was examined by a panel of legislators who will soon deal with opposing factions in Congress. Pictured (l-r) are Representatives Vic Fazio (D-CA), Howard Nielsen (R-UT), and Mike Synar (D-OK), NAB Exec. VP John Summers, and Representatives Al Swift (D-WA), Matthew Rinaldo (R-NJ), and Richard Shelby (D-AL).

STATION TRANSACTIONS TAXES

FCC Drops Annual Station Fees For "Activity" Fees

FCC officials attending this week's NAB Convention in Las Vegas brought some good news with them. They announced that annual fees that were to be paid by all radio stations have been dropped from the schedule of fees sent recently to Capitol Hill for approval.

NAB, NRBA, and many others had strongly opposed annual fees because they would hit all stations each year regardless of revenues or the amount of paperwork and manpower their activities generated at the FCC.

The revised fee schedule, expected to go to the Senate late this week, is predicted on station "activities." Consequently, some AM fees will be slightly higher than FM because AM applications take longer to process.

It's expected the new plan will generate \$43 million in its first year, compared to \$51 million under the previous plan. About half the total will come from fees in the

mass media area, including radio and TV.

Here's the new fee plan Congress will be asked to okay for radio:

- New and major changes CP applications
 - AM \$2000
 - FM \$1800
- Minor changes applications (AM & FM) \$500
- Hearing charge \$6000
- License grant fee
 - AM \$325
 - FM \$100
- Directional antenna license fee (AM only) \$375
- Assignment and Transfer (sale of station) \$500
- Station renewal \$30
- FM translators:
 - new and major change CP application \$375
 - license fee \$75
 - assignment fee \$75
- Auxiliary Services major actions \$75
- Receive-only earth station (2 meters or less) \$200

FCC Commissioner Dennis Patrick stressed that the Commission came up with the fee concept only at the request of the Office of Management and Budget (OMB). But he said the agency has "very serious budget constraints" which the fees, by increasing federal revenues, can help alleviate.




TAX TIME — In the next few months Congress will face numerous proposals to reform the nation's tax laws, and radio stands to face some belt-tightening. Discussing some of these reform measures, and how broadcasters can get involved, are (l-r) CBS's Ike Pappas, Sen. Spark Matsunaga (D-HI), Sen. James Exon (D-NE), and Rep. Bob Matsui (D-CA).

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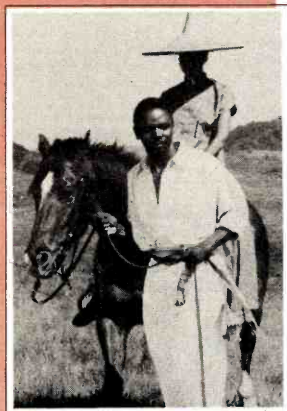
158/21 — 63%

B104 add
Q107 add
Z93 deb 35
Y100 deb 40

92X add 32
KDWB-FM add 27
WLOL-FM 15-11
KZZP add
KMJK 31
FM102 23
KS103 add
KITS add
KPLUS 29-24
WTIC-FM add 29

WLAN-FM 16-13
WGFM add
WPST 24-21
WNSY add
WAHC add
WZPL 29-24
Z104 add
WRQN add
KNMQ add 39
KKFM add 33

KCPX 18
KISN 20-17
WIGY add 36
WKSF add
WCGQ 36-30
WYKS add
WBWB 31-26
Y94 33-29
WDBR 34-30
KOZE 5-5



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CKOI add
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94Q
Z93 add

WNVZ 34-28
WHYT
Q103
KOPA add
KMJK 35-28
FM102
KMEL deb 39
KPLUS 33-30
WFLY 30-25

Q100 deb 40
WVSR 30-27
WTIC-FM 29-26
98PXY add
Q92 deb 21
WSSX add
WBCY add
WDCG add
WANS-FM deb 39
FM100 34-31
KBFM add

Y106 35-31
WKDD 37-34
KIHK 30
WJXQ 32-29
KKFM deb 32
KQMQ 33-29
KPOP add
KCPX add 36
WJAD 32-27
WCGQ deb 37
KNOE-FM add

WXLK 38-34
WHSL 39-34
WBWB deb 39
KWTO-FM add
KTRS deb 34
KOZE deb 28
KHTX deb 39
KBIM add
KIST 35-30
OK95 30-23

... From Columbia Records



PRO:MOTIONS

Williamson New CSB VP

Wanda Williamson has been elected VP of **Community Service Broadcasting, Inc.** She has been with the company since its inception. CSB owns **WMCL/McLeansboro, IL; WTAO/Carbondale, IL; WDXI & WJHR/Jackson, TN; WKWK-AM & FM/Wheeling;** and **MUZAK.**

Miller Communications Adds Partner

Miller Communications Group has expanded and added a partner, **Terry Amato**, to form **Miller Amato Communications Group.** This is a full-service ad agency, producing a number of radio spots. MAC is located at the Weatherly Building, 516 SE Morrison, Suite 420, Portland, OR 97214; (503) 231-1790.

WHGB Names Dougherty GM

Dennis Dougherty has been appointed General Manager of **WHGB/Harrisburg.** He comes to the station from **WXTU/Philadelphia,** where he also served as GM.

PROS ON THE LOOSE

Charlie Donovan evening Talk **WFBR/Baltimore** (301) 444-5328

Bill Graham News Director **KYKY/St. Louis** (314) 837-2107

Mike McCarthy — Mornings **WAPI-FM/Birmingham** (205) 951-2116

Mike McCoy — Middays **WDJO/Cincinnati** (513) 385-3487

Dave Priest — MD **WPGU/Champaign** (217) 333-2016

Roz — MD **WIOT/Toledo** (419) 472-5808

Hoyt Joins NRBA

Penn Hoyt has been appointed to the newly-created position of Director/Marketing for **NRBA.** Hoyt will focus on the marketing and promotion of NRBA programs and services. Most recently, Hoyt was AE for **Association Management, Inc.** in Washington, DC.

Green Directs Atlantic Advertising



Marsha Green

Marsha Green has been promoted to Director/Advertising for **Atlantic Records.** Green, a 16-year label veteran, first worked in Atlantic's Tape Sales Department. Two years later, she advanced to Media Buyer for the label's East-West agency. For the past five years, Green served as Media Director.

HNW&H Opens Minneapolis Office

Concurrent with the opening of **Hillier, Newmark, Wechsler & Howard's** Minneapolis office, **Paddy O'Brien** was elevated to National Manager. Prior to her promotion O'Brien was an AE for the company.

Girod Joins Red Label

Red Label Records has appointed **Richard Girod** National Director/Sales & Promotion. Prior to joining Red Label, Girod was Regional Sales Manager for **A&M.**

BMI Promotes Zavin

Theodora Zavin has been upped to Senior VP, Special Counsel and Assistant to the President of **BMI.** Zavin was promoted in-house from Senior VP, Performing Rights.

WYDD Ups Three AEs

Jean Johnson and **Cheryl Varnadoe** have been named Local Sales Managers at **WYDD/Raleigh.** Both have been promoted from AE posts. In other station activity, **Robert Cordle** was upped to Senior Account Executive and Co-op Coordinator.

Kravitz Heads One Way



Robyn Kravitz

Robyn Kravitz has created a promotion/marketing company called **One Way, Inc.** Most recently Director, National Album Promotion for **Elektra Records,** she also once served as Director of Modern Music Promotion at **Arista Records.** One Way's address is 219 East 69th Street, Suite 12D, New York, NY 10021; (212) 744-6002.

Mineo Upped KRDO GSM

Ray Mineo has been promoted to GSM for **KRDO/Colorado Springs** from his position as Regional Sales Manager at **Pikes Peak Broadcasting.** Previously, Mineo served as GSM at **KLIR, AE** at **KWGN, VP/GM** at **KTLK,** and GSM at **KDEN,** all in Denver.

Signal Media Names Shannon President

Ron Shannon joins **Signal Media of Arkansas, Inc.** as President/COO. Before making this move, Shannon was VP/GM of **WGMZ & WWCK/Flint.** Signal Media owns and operates **KLRA** and recent acquisition **KLPG,** both in Little Rock.

Clasica Moderna Sound Taps Gorman



Tim Gorman

Tim Gorman has been appointed Division Manager of A&R/Producer for **Clasica Moderna Sound and Vision.** Gorman is better known as a keyboardist for the **Who** and will continue his work as an independent studio musician.

Dorf Joins WXTR As NSM

Mark Dorf has been appointed National Sales Manager for **WXTR/Washington.** Dorf assumes this post following a stint at **Metro Traffic Control Sales** in Houston, where he served as Regional Advertising Director/Northeast. Prior to that, Dorf was VP of Development for **Donnie Osmond's Nightstar Productions.**

Hensley Opens Firm

Chris Hensley has formed a self-named Southeast independent promotion firm, specializing in AOR and jazz. He spent seven years with **EMI/America** in local, regional, and co-national posts. Hensley's background also includes a stint with **Elektra/Asylum.** Chris Hensley Promotions is located at 4290 Fitzpatrick Way, Norcross, GA 30092; (404) 441-2210.

CHANGES

RADIO

Allen Blum joins WPLJ/New York as Account Executive.

Nancy Branson appointed Account Executive for WPLP/Tampa.

INDUSTRY

Linda Marshall named Account Executive for Blair Radio New York.

Will Schutte relocates to McGavren Guild/Los Angeles.

Steve Appel announced as Account Executive for Blair Radio New York.

Lin Galliani joins McGavren Guild/San Francisco as Account Executive.

Caryn Jacoby appointed Account Executive for Blair Radio/New York.

Vincent Turco named Account Executive for McGavren Guild/New York.

Linda Muskin announced as Account Executive for McGavren Guild/Chicago.

Mark Masepohl joins McGavren Guild/Houston as Account Executive.

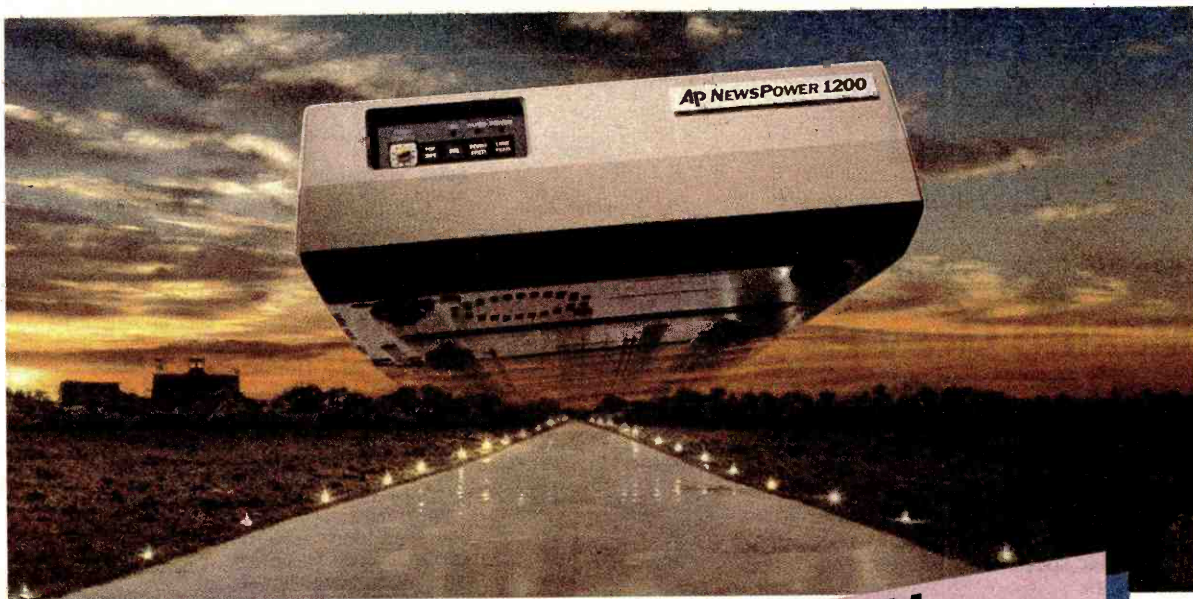
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JHAN HIBER

35-64 COMMITTEE'S DORF SHARES VIEWS

Making Grey Pay For Radio

Like death and taxes, the greying of America is inevitable. In the past only persons 55+ were thought of as part of that grey-haired group. But in the last several years the baby boom's leading edge has moved closer to 40 than 35. And the greying of America began to affect a wider spectrum of demographics and radio formats.

As a result several important questions were raised regarding the desirability of the 35+ audience. Were there enough discretionary dollars to make this audience attractive to advertisers? What was the size of the audience and was it likely to grow? Were the ratings services properly reporting the 35+ demo? To seek the answers to these and other questions, the 35-64 Committee was born. For an update on this group's activities, I contacted committee founder and WWRC & WGAY/Washington VP/GM Ted Dorf.

What's Been Done So Far

R&R: *When did this committee first get underway?*

TD: I don't know that there's an official date, but we're about three years old.

R&R: *What kinds of formats have become significantly involved?*

TD: It's an interesting mix. The formats are principally Easy Listening, News/Talk, old-line MOR, and Nostalgia. We've had interest from syndicators - Bonneville, SRP (now gone), Music of Your Life - as well as networks - CBS, NBC, ABC, and Mutual.

R&R: *What was the key reason behind the committee's formation?*

TD: Too many programmers were moaning over the fact that they had older demographics and were trying to take them young-

er. That's what really created the impetus to make it a national movement. When you looked at the tonnage in terms of delivery, it was too vast and great to just be shunted aside as a non-interest area or unusable. Thus, we explored that area just to see what kind of information existed about people over 35.

Initially, it wasn't 35-64. What we were looking for were people over 35; there was no cap on the age bracket. We found out by going through various sources that a lot of companies, including agencies, were investigating this behind the scenes. People like Rita Bordos of J. Walter Thompson; she has done a couple of articles on this. Y&R also did a big study on older demographics.

R&R: *Do you think the ratings companies are reliably measuring and reporting the size and magnitude of the 35+ audience?*

TD: I don't have the answer to that one. I would probably say that the diary method would favor an older demo against the younger demos. But that's me talking.

R&R: *Let's talk about the research that's been done to show the value of the 35+ listener. Can you give us some highlights?*

TD: We uncovered something that I like very much. The March '85 *American Demographics* features an article based on 55-64 year-olds. Called "The Mature Market," it shows this group to be one of the most



Ted Dorf

interesting and most wanted marketplace segments. The total mature market will grow from about 51 million in 1985 to 56 million in 1995, representing one-fifth of all Americans. That's too large and profitable a market to ignore.

R&R: *According to the committee's research, how many dollars does the mature market command?*

TD: More than one-third of all households with discretionary income are headed by mature consumers. That comes from the Census Bureau and Conference Board. On a per capita basis people in households headed by someone 55+ had more discretionary income than any other age group - partly because their household size is a little smaller. For those between 55-59, per capita was \$3500 in 1980. They had \$3500 they could piss away. That's really putting it where it is.

R&R: *What's being done to show radio how it can turn this research into dollars?*

TD: We've been circulating data to our participants (about 213; primary stations 198) which they can utilize on a local basis. On a national basis we have some Simmons information. We also have some other kinds of information. A Wards report on automobiles shows that it enables them (radio) to turn the corner and specifically sell

car dealers, photo places, stockbrokers, and computer companies. We're proud; that's a great achievement. Here at my own station, we've been able to get the point where the 35-64 demographic accounts for anywhere from 15%-18% of our buys every month.

Hope For 35+ Demo?

R&R: *As you know the book redesign is a hot topic at Arbitron, and some people are talking about including the 35+ demo. How do you feel about that?*

TD: It should be in there. The 35+ demographic is gaining in usage. I hope Arbitron would see the light of day and include it. It's being discussed right now; the jury is still out on it.

R&R: *I've heard Arbitron isn't excited about it, mainly from a space and page count consideration.*

TD: Well, when you hear something like space consideration, you say to yourself is that really important? You hate to lose out because they don't have space. Major agencies are starting to request 35+ information.

R&R: *Do you have any feel for the demo's acceptance on a broader, national scale?*

TD: We're just starting to. We're going to investigate to see what we can give Arbitron and, we hope, get that 35+ in there. I could cite a couple of examples right now, but then that's only Washington. What they're really interested in is how much bonafide interest there is across the board. It's hoped that broadcasters who want 35+ in the book will let Arbitron know.

Format Implications

R&R: *There are formats like Adult/Contemporary that have a lot of 35-49 listeners. Does it make sense for these stations to join the 35-64 crusade?*

TD: I don't know. But I can tell you there's a group of stations formatically that show up constantly top-three in the marketplace - Country. (Yet there aren't a great deal of Country stations involved in our group. Look at some of the Country demos. You'll see that they hold up

pretty well 35-64.

That's another valid argument that could be used to convince Arbitron to put in the 35+ demographic - the number of stations that really appeal formatically to that audience. If they're going to do us a service, help us sell, and keep us living, then they should show it. All these Nostalgia formats; their core audience is 45-54. You've got Easy Listening, News, News/Talk, and old-line MOR. That's argument enough to include 35+ in the book.

What's Next?

R&R: *What research and marketing challenges lie ahead for this committee?*

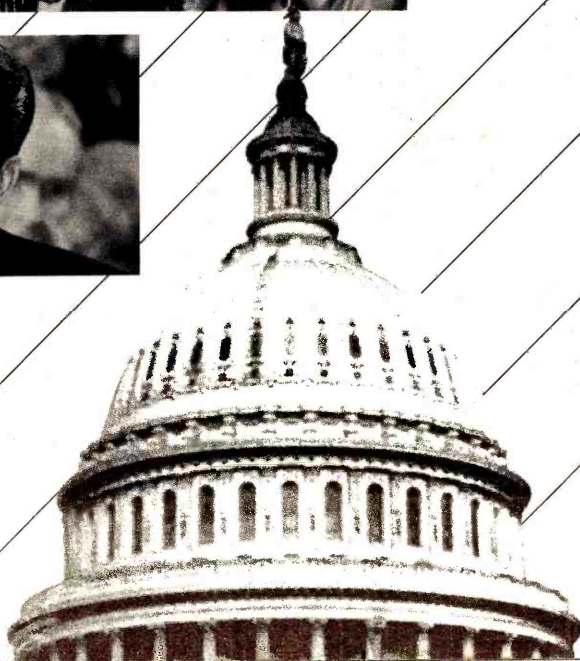
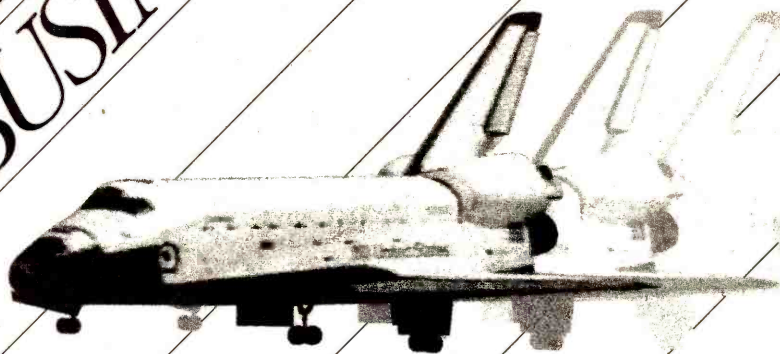
TD: We've moved to a new plateau - we have the initial steering committee and a strategy committee. We can meet with these people once or twice a year, pick their brains, and get additional direction. People who serve on that steering committee include Ben Hoberman, Ralph Guild, Al Ham, and Dick Harris. We've already met once. We're looking for different inputs, trying to go in different directions.

One of the exciting things we're doing is instituting a presentation contest. It's hoped that will sharpen our membership's abilities and help the rest of us with good presentations that we'll be able to share. If this works out, we can go from category to category and get some good sales ammunition.

We have to break the perception molds we've generally held about words like elderly, ancient, or mature. Maybe these terms aren't good. They have connotations. Today, these people are doing active things they never would've done ten or 20 years ago. They don't have the same kind of lifestyle. Fast-food marketers like McDonalds are starting campaigns geared toward these empty-nesters, the smaller families. You've got to do these kinds of things because there's a big market here. We hope that with the right research and sales efforts we'll tap more of this market for radio.

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RATINGS

Chicago

WGN Holds Lead; WLOO In Second; WLS, WLAK, WMAQ Big Gainers

	Fall '84	Winter '85
WGN (Talk)	9.7	9.3
WLOO (BM)	5.4	5.8
WGCFM (B/U)	6.1	5.5
WBBM (News)	4.9	4.5
WBMX (B/U)	4.5	4.5
WBBM-FM (CHR)	4.2	4.4
WLS (CHR)	3.6	4.3
WLAK (AC)	3.2	3.9
WCLR (AC)	3.8	3.8
WLUP (AOR)	3.1	3.5
WMAQ (Ctry)	2.8	3.5
WUSN (Ctry)	3.3	3.2
WJMK (Gold)	2.9	3.1
WJJD (BBnd)	3.4	2.9
WFYR (AC)	2.5	2.8
WIND (Talk)	2.9	2.8
WXRT (AOR)	2.6	2.7
WKQX (CHR)	3.3	2.5
WLS-FM (CHR)	2.3	2.5
WCKG (AC)	1.9	2.3
WFMT (Clas)	1.7	2.0
WOJO (Span)	1.7	1.8
WAIT (BBnd)	1.7	1.7
WMET (AC)	2.3	1.6
WVON (B/U)	1.1	1.4

Detroit

(unconfirmed)

WJR, WJOI Slide Into First-Place Tie; WRIF Up A Share; CKLW Enjoys Fivefold Leap; CHRs Up; WKSG Doubles

	Fall '84	Winter '85
WJR (Misc)	10.6	7.2
WJOI (BM)	9.8	7.2
WRIF (AOR)	5.6	6.6
WJLB (B/U)	5.8	5.6
WWJ (News)	5.8	5.6
WXYT (Talk)	4.6	5.1
WHYT (CHR)	3.9	5.0
WCZY (CHR)	4.3	4.8
CKLW (BBnd)	.8	4.0
WNIC-FM (AC)	4.5	3.9
WOMC (AC)	3.8	3.8
WKSG (Gold)	1.7	3.3
WJZZ (Jazz)	2.5	3.2
WLLZ (AOR)	3.9	3.1
WWWW (Ctry)	2.9	2.8
WDRQ (B/U)	3.5	2.8
WXRZ (Ctry)	3.7	2.7
WCXI (Ctry)	2.1	2.2
WCLS (AC)	2.8	2.0
WCXI-FM (Ctry)	1.8	1.9
WGPR (B/U)	1.1	1.5
WCHB (B/U)	1.6	1.3
WQBH (B/U)	.9	1.3
WQRS (Clas)	1.5	1.3
WHND (Gold)	1.4	1.0
CHEZ (Easy)	—	1.0

Philadelphia

(unconfirmed)

KYW, WMMR, WPEN Rocket To Top 3 Slots; WSNi, WKSZ Tighten A/C Contest

	Fall '84	Winter '85
KYW (News)	6.2	7.9
WMMR (AOR)	5.9	7.6
WPEN (BBnd)	5.0	6.8
WUSL (B/U)	6.7	6.5
WEAZ (BM)	8.3	6.3
WMGK (AC)	5.8	5.5
WCAU-FM (CHR)	6.3	5.2
WDAS-FM (B/U)	5.0	4.4
WDWB (Talk)	4.5	4.3
WSNI-FM (AC)	3.4	4.2
WCAU (N/T)	4.4	4.2
WIOQ (AOR)	3.7	4.1
WKSZ (AC)	3.2	4.1
WIP (AC)	3.7	3.9
WYSP (AOR)	2.9	3.2
WXTU (Ctry)	3.7	2.6
WZGO (CHR)	2.4	2.3
WFIL (Gold)	1.9	2.3
WFLN-FM (Clas)	1.7	1.4
WDAS (B/U)	1.1	1.3

San Diego

(unconfirmed)

KJQY Takes Lead; KFMB-FM Jumps To Third; KLZZ-FM Nearly Doubles

	Fall '84	Winter '85
KJQY (Easy)	8.0	9.7
KGB (AOR)	8.9	6.9
KFMB-FM (AC)	5.3	6.5
KSDO-FM (CHR)	5.7	6.1
KSDO (N/T)	7.1	5.5
KLZZ-FM (AC)	4.5	5.4
XHRM (B/U)	2.9	5.3
XTRA-FM (AOR)	4.1	4.8
KPQP (BBnd)	4.8	4.2
KIFM (AC)	3.3	4.1
KYXY (AC)	3.6	3.6
KSON-FM (Ctry)	3.5	3.1
KFSD (Clas)	2.3	3.0
KBZT (AC)	2.6	2.7
KBZT (Gold)	2.4	2.6
XTRA (Gold)	2.7	2.5
KCBQ-FM (Ctry)	2.6	2.1
KMLD (BBnd)	1.7	1.6
KCBO (Ctry)	1.9	1.3
KLZZ (AC)	2.2	1.3
KEZL (AC)	1.7	1.2
XHITZ (CHR)	—	1.2

Boston

(unconfirmed)

WBCN Regains First With WBZ Just Behind; WJIB Up Sharply; WRKO, WZOU Gain

	Fall '84	Winter '85
WBCN (AOR)	8.4	9.0
WBZ (AC)	8.1	8.9
WXKS-FM (CHR)	6.5	6.4
WJIB (BM)	4.1	6.0
WRKO (Talk)	8.7	5.8
WHDT (Talk)	4.9	5.8
WHTT (CHR)	5.8	5.5
WROR (AC)	4.0	4.4
WEEI (News)	5.0	4.1
WSSH (AC)	3.1	3.5
WMJX (AC)	3.3	3.2
WVBF (AC)	3.3	3.0
WZOU (CHR)	2.1	2.8
WAAF (AOR)	2.6	2.3
WXKS (BBnd)	1.5	2.0
WBOS (Ctry)	2.3	1.8
WKKT (CHR)	—	1.3

Winter '85 Arbitron Advances

San Francisco

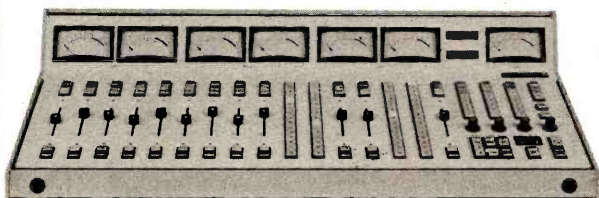
KGO Steady; KYUU, KIOI Leap To 3-4; KSAN Nearly Doubles; KRQR Ties KFOG

	Fall '84	Winter '85
KGO (N/T)	9.0	8.8
KCBS (News)	5.3	5.3
KYUU (AC)	3.4	4.1
KIOI (AC)	2.8	3.5
KSOL (B/U)	4.0	3.4
KABL-FM (BM)	3.0	3.3
KSAN (Ctry)	1.9	3.2
KFRC (CHR)	2.7	3.1
KNBR (Misc)	2.9	2.8
KFOG (AOR)	2.6	2.7
KRQR (AOR)	2.2	2.7
KBLS (B/U)	2.5	2.6
KNEW (Ctry)	2.3	2.5
KMEL (CHR)	2.2	2.5
KITS (CHR)	2.0	2.4

KLOK-FM (AC)	1.9	2.3
KBAV (BM)	2.4	2.1
KABL (BM)	2.8	2.0
KOME (AOR)	1.7	1.8
KOIT-FM (Easy)	2.7	1.8
KSFO (Easy)	2.4	1.8
KWSS (CHR)	1.9	1.7
KQAK (AOR)	1.7	1.7
KDFC-FM (Clas)	1.7	1.5
KYA (Gold)	1.8	1.3
KLOK (AC)	1.0	1.2
KEEN (Ctry)	.7	1.2
KLIV (BBnd)	.9	1.1
KKHI-FM (Clas)	1.5	1.1
KEZR (AC)	.6	1.1
KJAZ (Jazz)	1.5	1.0
KARA (AC)	1.3	1.0



SAND IN YOUR 195 — Over 1,400 beach boys and bunnies showed up for a WRKI/Danbury "Beachless Beach Party" at an area hotel. Included in the fun, fun, fun was a dance floor-turned-sandbox, lifeguard stands, patio furniture, palm trees, hobie cats, and "Mr. Muscle" and "Ms. Beach Bunny" contests. At left, evening man Mark DeVine yuks it up with a Jacques Costeau fan. On the right, the station's (l-r) Ray Graham, Tim Scott, and DeVine keep their shirts on in the presence of the Mr. Muscle contestants.



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WCCC	HARTFORD, CT	+ 17%	KNBR	SAN FRANCISCO, CA	+ 180%
WFYV	JACKSONVILLE, FL	+ 69%	WCCC	HARTFORD, CT	+ 65%
WMGF	MILWAUKEE, WI	+ 567%	WFYV	JACKSONVILLE, FL	+ 14%
WSHE	MIAMI, FL	+ 278%	WIOT	TOLEDO, OH	+ 83%
WYNY	NEW YORK, NY	+ 12%	WROR	BOSTON, MA	+ 1267%

Source: Arbitron Ratings/Radio, MSA or ADI. FALL 1984 vs. SPRING 1984, AQH, Sunday, 10PM-MID (EST)

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MUSIC CALENDAR

The Weekend

APRIL 27-28

- The Countdown** (WO)
Shannon/Shalamar
- Countdown America With John Leader** (RKO)
Kool & The Gang
- Country Closeup** (NP)
Gary Morris
- Country Magic** (BRE)
Ronnie Milsap
- Dick Clark's Rock, Roll, & Remember** (US)
Eagles
- Don & Deanna On Bleecker Street** (CB)
Wilson Pickett & Mary Wells
- Dr. Demento** (WO)
Salute to wrestling
- The Great Sounds** (US)
Paul Weston
- Hot Country Gold** (BRE)
Juice Newton
- Hot Ones** (RKO)
REO Speedwagon
- King Biscuit Flower Hour (ABC-R)**
John Parr/Lloyd Cole/Commonions
- Lee Arnold On A Country Road** (MBS)
Reba McEntire/Johnny Lee/Wille Nelson
- Memory Makers** (BRE)
Elvis Presley/Chuck Berry/Little Richard
- Metalshop** (MJ)
Do
- Musical!** (WO)
What the critics said
- Musical Starstreams** (MS)
Andreas Vollenweider
- Music Makers** (NP)
Ray Charles
- On The Radio** (NSBA)
Duran Duran
- Power Cuts** (GSN)
Kenny Loggins (4/28)
- Rare & Scratchy Rock & Roll (PIA)**
John Denver
- Rick Dees' Weekly Top 40** (US)
Morris Day
- Rock Album Countdown** (WO)
Kenny Loggins/John Fogerty
- Rock Chronicles** (WO)
"Spin" magazine/rock books/
Graham Parker/video news
- Scott Shannon's Rockin' America Top 30** (WO)
Rick Springfield/Tears For Fears/
Power Station
- Silver Eagle** (ABCE)
Sheeley West
- Solid Gold Saturday Night** (RKO)
Turtles (4/27)
- Street Beat** (BRE)
Patt LaBelle/Jenny Burton
- Super Gold** (TRAN)
Rock & roll goes Hollywood (4/27)
- Superstars Of Rock** (BRE)
Pat Benatar
- Weekly Country Music Countdown** (US)
Michael Martin Murphy

The Week Of

APRIL 29-MAY 3

- Earth News** (WO)
"Porky's Revenge"/Ray Manzarek/
Doug McKoon
- In Concert** (WO)
Autograph
- Live From Gilley's** (WO)
Doug Kershaw
- Off The Record** (WO)
Foreigner/Power Station/Van Zant
- Off The Record Special** (WO)
Bryan Adams
- Pop Concert** (WO)
Dan Fogelberg
- Shootin' The Breeze** (WO)
Thelma Houston/Narada Michael Walden/
Kool & The Gang
- Special Edition** (WO)
Luther Vandross
- Starset** (NBCE)
Santana

MONDAY

APRIL 29

- American Music Magazine w/Rick Dees** (US)
"Beverly Hills Cop"
- Rockline** (GSN)
Bryan Adams
- Solid Gold Country** (US)
Feature year 1983

TUESDAY

APRIL 30

- American Music Magazine w/Rick Dees** (US)
Time
- Solid Gold Country** (US)
Country Music Awards Preview Pt. 1

WEDNESDAY

MAY 1

- American Music Magazine w/Rick Dees** (US)
Billy Ocean
- Solid Gold Country** (US)
Country Music Awards Preview Pt. 2

THURSDAY

MAY 2

- American Music Magazine w/Rick Dees** (US)
Howard Jones
- Solid Gold Country** (US)
Country Music Awards Preview Pt. 3

FRIDAY

MAY 3

- American Music Magazine w/Rick Dees** (US)
Shannon/concert calendar
- Solid Gold Country** (US)
Country Music Awards Preview Pt. 4

NETWORK SPOTS

Mike Fitzgerald is being named host of **United Stations Radio Network's** "Country Six Pack." The first "Six Pack" feature, one of a series of three-hour specials, will premier Memorial Day Weekend. Fitzgerald, who is a **WHN/New York** air personality, has hosted several other



Mike Fitzgerald

specials — including "Triple," "The Great Entertainers," "Country Music Countdown," and "The Johnny Cash Silver Anniversary."

John Rooney has been named Anchor of **CBS Radio Network's** "Sports Central USA," replacing 17-year veteran Win Elliot. Rooney

currently anchors afternoon sports at **KMOX/St. Louis**, and will broadcast "Sports Central" 12 times each weekend.

Mutual Broadcasting has appointed Michael Hrinko Director/Satellite Engineering. Hrinko will oversee the expansion of satellite facilities for both the **Mutual Radio Network** and **Mutual Satellite Services**. He comes to the network from **Telecommunications Engineering Management Consultants**, where he was VP/Engineering & Operations.

Also at Mutual: **Bill Kamal** has been appointed Network Meteorologist. He had been a weather forecaster for "America In The Morning," and will now also provide national weather reports for other network features.

James Limbach has been named to head the Business and Agriculture Department at AP Network News, moving up from Assistant Managing Editor/News. Limbach will co-anchor "Business Barometer" with **Mary Belton** and **Alan Schaeftel**, and will coordinate several other business-oriented features. Limbach came to AP in 1976 from all-News **WAVA/Washington**, where he was News Director.



COED TAG TEAM — Celebrity wrestler Sgt. Slaughter dropped by the ABC Radio Network studios recently to promote his new record, "The Cobra Clutch." The interview, included in a digital satellite feed to Youth Network affiliates, was hosted by WPLJ/New York's Jim Kerr. Pictured outside ABC's "Slaughterhouse" are (l-r) the good Sergeant, ABC's Beverly Padratzki, Kerr, and ABC's Susan O'Connell.

NEWS & INFORMATION FEATURES

APRIL 22-26

LIFESTYLE

- American Focus** (FOY)
Casey Kasem (4/21)
- Beat The System** (RKO)
How to complain (4/23)
Buying a car (4/25)
- Jim Bohannon Show** (MBS)
Hollis Norton
- Larry King Show** (MBS)
Erich Segal (4/22)
Frank Herbert (4/23)
Angelo Dundee (4/24)
John Fritts (4/25)
Michael McGill (4/26)
- Mindgames** (RKO)
Food franchises (4/22)
Brainstorms (4/23)
Distractions (4/24)
Mood swing (4/25)
Birth image (4/26)
- Smart Money** (RKO)
Travelers checks (4/22)
Growth stocks (4/24)
Ethical investments (4/26)
- Something You Should Know** (SBS)
Names (4/22-23)
Copycat products (4/24)
Sexual choices (4/15)
- Waldenbooks Review** (WO)
David Attenborough's "Living Planet"
Pierre Morall/Arthur Lyons

GENERAL INFORMATION

- Computer Program** (PRN)
Home modems/variety stores/demo/
documentation/software
- Ed Busch Talk Show** (AP)
Election recap/Rev. Robert Shuler/baseball
(4/20)
Longevity/interviewing/KGB defector (4/21)
- News Blimp** (PRN)
Robot patients/millionaires/"Psycho"
working women/worst movies
- Sound Advice** (PRN)
Multipath distortion/antennas/interference
- Sporting News Report** (CW)
Maury Wills/sarthroscopic surgery

COMEDY

- Hiney Wine** (DM)
Secretary's Hiney/Hiney savers/
Hiney wedding
- Laugh Machine** (PRN)
Steve Martin/Rodney Dangerfield/
Bob Newman/Tom Lehrer/
Proctor & Bergman/Robert Klein

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- ABC = ABC Direction Net
ABCE = ABC Entertainment Net
ABCN = ABC Rock Net
ABCY = ABC Youth Nets
AMS = American Media Services
AP = Associated Press
ASR = All Star Radio
BRE = Barnett-Robbins
CB = Continuum Broadcasting
CBS = CBS Radio
CBSN = CBS Radio/News
CRN = Creative Radio Net
CW = Clayton Webster
DCA = DC Audio
DIR = DIR Broadcasting
FOY = Focus On Youth
GSN = Global Satellite Net
IN = Interview
LBP = Lee Bailey Prod.
LW = London Wavelength
MBS = Mutual Broadcasting
ME = Multimedia Entertainment

- MJI = MJI Broadcasting
NBC = NBC Radio
NBCE = NBC Radio Entertainment
NP = Newwood Productions
NSBA = NSBA Productions
PFM = PFM Inc.
PRN = Progressive Radio Network
PIA = Public Interest Aff.
RI = Radio International
RKO = RKO Radio Net
RKO1 = RKO One
RKO2 = RKO Two
SBS = Strand Broadcast
SI = Syndicate It
SOU = NBC The Source
SP = "The Spirit" Productions
TRAN = Transar
US = The United Stations
WRN = Weebeck Radio Network
WO = Westwood One
YRN = York Radio Network

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Talknet
FROM NBC RADIO

Source: NBC Survey, completed January, 1985. Format information based on American Radio, Fall, 1984 by James H. Duncan, Jr.

25-54: Selling The Hot Demo

by David Klemm



David Klemm is President of consulting firm Klemm Media, Inc. and President/owner of WKNY/ Kingston, NY. His radio background includes a variety of management, programming, and sales posts: Blair Radio Senior VP, WLCY/ Tampa GM, WXYZ/Detroit OM, and Director of Advertising at WIL/ St. Louis.

One of the most dramatic realizations during the past couple of years, on the part of programmers, is that 12+ shares, 12-34s, and 50+ *don't* mean all that much in terms of revenue. Many stations have been negligent in satisfying advertisers' needs. Full attention has been focused on quick gains. But we're beginning to realize that longevity is what you really go for.

My 15 years in the rep business, traveling and consulting stations across the country, were spent positioning radio stations to capture the giant killer demos, 25-54. The big bucks from banks, car dealers, department stores, shopping malls, appliance dealers, and supermarkets are spent to reach 25-54 year-old customers. While most now understand that, few really commit to playing well for this number one revenue demo.

25-54 success doesn't require any special research or any magic secrets. It simply requires ownership and management commitment for a larger variety of programming ingredients than necessary for 12+, 12-34, or 50+ formats. In other words, the 25-54 listener has selective needs, broader spectrum interests, and discerning tastes. They're harder to please; tougher to capture.

I've met with hundreds of time-buyers in large and small markets. You come to realize that their interest is "How to move the merchandise." Some formats do that. Some don't. And in today's tough advertising world, about 65% of all buys are 25-54.

Defining 25-54

What is 25-54? Does it mean having things buzz and sing? 25-54 is a thing that happens, that grows. It doesn't hurt your ears, put you to sleep, or bore you. It's REAL. And it doesn't happen all at once. It becomes. You become. Sometimes it takes a long time. 25-54 programming doesn't often happen to people who break easily, are impa-

tient, or have to have a simple formula.

Today, we have raised an entire generation of programmers who want to belong to the trade sheets. They want to belong to the jocks and be their buddy. They want to belong to the 9-5 Club. But they don't understand that to succeed 25-54, they need to belong, belong to genuine, warm 25-54 people, and understand what interests them. This may be one of life's terrors for uninitiated program people.

"The Basics"

It's really interesting to see the results from scores of focus groups, perception research studies, or auditorium music testing. So many of these studies say the same things again and again, study after study, market after market.

So I have two conclusions to pass along about these studies:

1. Since so many of the same "basics" keep coming up, these are surely "Given Basics" that should no longer require more research.

2. If broadcasters make the commitments for research, why don't they make the commitment for proper programming implementation? They may spend thousands for the research, but nothing on the implementation.

Local listeners switch stations, and "comparison-listen." Often the people who lack the most exposure are those at the radio station. Frequently, stations lack any style or distinction. They may fol-

low "rules" so closely that they are devoid of any "chutzpah." After all, in almost every market, there are too many stations replicating each other. When such replication exists, the winner is clearly the station that best executes, best relates locally, and is best professionally.

Always remember the first rule of programming: We are what we cheat. But with 25-54, it's tough to cheat. The audience is too smart.

Selling this hot demo is selling that really isn't selling. It's getting past the gatekeeper. And the gatekeeper may be a New York timebuyer or the local Buick dealer. We spend so much time ripping, zipping, and zapping each other's radio stations that the advertising gatekeepers are "on guard." 25-54 is the one station that the local advertiser himself should love. It's the important station to him.

Brewing Good Sales

Rule #1 of good selling is to give people what they want, and 25-54 is what most advertisers want. If they say they want to shop around and compare other stations, this is a dead giveaway that you haven't gained the advertisers' trust. If you can get them to listen to your station or recognize its importance and abilities, you've practically closed the sale. But both you and your programming must be trustworthy.

If 25-54 is where you find the biggest dollars, doesn't it stand to reason that it might cost more to operate a station that hopes to attract bigger 25-54 dollars? Those of you who have AM/FM combinations may find that your FM station soars and your AM languishes. Yet your AM revenue may still exceed that of the FM. Some of you may find that as your FM has developed, your AM has

declined. So in total, your revenue remains flat.

I liken this to beer. Both radio and beer are mass consumer-oriented - wide usage and broad consumption. Think of AM radio as regular beer and FM as lite beer. Generally, lite beer has not eroded regular beer. Lite beer has expanded beer consumption overall. So for brewers like Anheuser-Busch, total barrelage and sales are up because of the regular and lite combo. But the consumption mainstay is regular beer and that means 25-54 people, the big consumers. Brewers haven't given up on the base consumer.

These are the belongers: the heavy, consistent, day-in, day-out consumers. And if you want a growing market of consumers, regular or lite, you need 25-54s. It's fine to go for 18-34 men. Perhaps you'll capture a new consumer, and eventually that new consumer will want to join the club.

Give Them Satisfaction

So it is with radio programming. The serious responsive, consuming listener tends to join the radio club, the all-purpose, full-service, 25-54 station. And we all know that a large percentage of listeners' decisions are based on perceptions, images, or desires to join the club.

Thousands of diarykeepers say they listen to certain stations because they've been influenced by friends, neighbors, and co-

workers who already belong. 25-54 demos also have more loyalty than some demos, and they commit to particular stations. But not if the station is shoddily produced, glib, or paints a portrait inconsistent with 25-54 needs in the local market. The old-fashioned way of getting repeat customers or new ones is to give them satisfaction.

In 1985, the proliferation of AM/FM signals and formats, the wide range of musical tastes and the vast competition from other media make our business of programming much more serious than magical manipulation. Can you genuinely persuade today's emerging 25-54 super consumers to flip their radio dials for faster-changing formats, fewer commercials, and lots of bad programming BS?

You may need to change the way you think about programming and the commitment you give it. Unless you come up with a new kung fu format or even a super whopper sweepstakes for 1985, you may find the best weapon of attack for the never-ending battle against cheap, cheaper, cheapest rates - and programming halitosis - is simple empathy and understanding of 25-54 year-old listeners.

To reach 25-54s, you've got to earn their respect by making contributions, every hour, to their interests. You've got to cater to them if you want their loyalty and support.

Just a few of the recent guests on

Bob Hope

Caspar Weinberger

Barbara Walters

Lucille Ball

Bill Murray

George Bush

Carl Sagan

Pete Rose

Tom Brokaw

Gary Hart

Radio's #1 interview series for 9 consecutive years.

Hosted by Steve Kamber

Call for a demo tape - (609) 452-1150 - join 300 stations nationwide, like

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B94	KMBQ	WFBQ	WIOQ
WSOC-FM	WTIC-FM	KEZO	Y106
WWJ	WGCL	WRAL	KDWB
KFRG	WKSJ-FM	PRO-FM	WHO



HARVEY MEDNICK

IMAGE & MARKETING

USA FOR AFRICA UPDATE

It Was A Great Day For Radio

It was probably the most incredible moment I have ever experienced in radio. My wife and I were still at home at 7:50am L.A. time, listening to a pair of stations into "We Are The World." As it started playing, I tuned up and down both the AM and FM bands and got chills, as virtually every station was in sync. It was the realization of the efforts of such people as Jim Mickelson and Tracey Chapman in Ogden, UT; to Don Briscar and Bob Wolfe in Rome, GA; to Willy White in Bangor, ME; to Harriet Sternberg and Wendy Ferris at Kragen & Co. here in Los Angeles.

In New York they sang along in front of St. Patrick's Cathedral. In Pittsburgh Muzak broke format for only the second time in its history. WGMS/Washington, one of the most respected Classical music stations, joined in the celebration. And in the air, President Reagan had Air Force One tune to WTKS (Magic 101) via a special relay link from the White House.

A Lot Of Stations Did More

WYNY/New York donated \$16,000 in the names of listeners who played along with morning man Dan Daniel, who aired a line from the single and then asked listeners to identify the artist. Correct contestants won a thousand dollars, to be given in their name to USA For Africa.

"Hitradio 96" WHYT/Detroit sponsored a "USA For Africa Weekend." Each hour the station gave listeners copies of the album and donated \$96 in the winners' names to the foundation.

"Hawaii Hitradio" KWAI/Honolulu, in cooperation with the Governor's Advisory Committee, the State Litter Control Office, and the Community Work Day Program, sponsored a unique "Pick Up For Africa" campaign. Participating students from area high schools obtained monetary pledges within their communities for each bag of litter they collected. Fifty percent of the proceeds from the collection went directly to USA for Africa; the other half was divided between the participating schools and local

community work programs. Originating in Oahu, the program has grown into a statewide project supported with PSAs by "Magnum P.I." 's John Hillerman and Miss Teen USA, Hawaiian native Kelly Ann Hu.

The Radio Special
The Westwood One Radio Network, in cooperation with USA for

Africa, will air a three-hour "Radio USA For Africa" April 21 from noon-3pm PST. The focus of this special is to encourage radio stations to participate in a nationwide campaign to solicit letters of support and contributions to the relief program. A special post-office box has been established: USA For Africa, P.O. Box 1985, Los

Angeles, CA 90051. All of the letters received will be taken to Washington and presented to Congress in May by a special delegation of USA For Africa artists, with all contributions going directly to the USA For Africa Foundation.

Keep It Alive

We all agree that the Good Friday simultaneous airing was a heartfelt demonstration of how a well-managed idea, combined with the immediacy and creativity of radio, can inspire a unified effort — an effort which has spread around the world.

Although there is no real way to add up all of the stations which participated, estimates based upon calls to R&R, Ken Kragen & Co., and the many broadcasters who took it upon themselves to mobilize their individual markets, ran as high as 8000 in the U.S. alone. On a worldwide basis, we were told of involvement by the UK (both the BBC as well as commercial radio), Holland, West Germany, Spain, Italy, Finland, France, Australia, New Zealand, Canada, Guam, Voice of America, and the Armed Forces Network.

Let us now pledge to keep the effort alive and not allow the universal airing to serve as a period when it was intended to be a comma, punctuating an ongoing story of unity, fellowship, and concern.



WYNY GIVES \$16,000 — Shown accepting a check for USA For Africa from WYNY/New York Manager/Advertising & Promotion Leslie Jucearn (right) are (l-r) Ken Kragen, Kenny Rogers, Dionne Warwick, and Harry Belafonte.

DATELINES

May 7-11
American Women in Radio and Television, annual convention.
New York Hilton, New York City.

May 19-23
National Public Radio, annual convention.
Marriott City Center, Denver.

June 6-9
Broadcast Promotion and Marketing Executives/
Broadcast Designers Association, annual seminar.
Hyatt Regency, Chicago.

September 11-14
Radio '85, second annual Radio Convention and Programming Conference presented jointly by National Association of Broadcasters and National Radio Broadcasters Association.
Dallas Convention Center, Dallas.

September 11-14
Radio/Television News Directors Association, international conference. Opryland, Nashville.

1986
February 2-5
National Religious Broadcasters, 43rd annual convention.
Sheraton Washington, Washington, DC.

February 27-March 1
Country Radio Broadcasters, 17th annual Country Radio Seminar.
Opryland Hotel, Nashville.

ONE YEAR AGO TODAY

- WALT TIBURSKI, THOM DARDEN FORM WIN COMMUNICATIONS
- CRAIG SCOTT NAMED GM AT WGXK/MEMPHIS
- MIKE PHILLIPS NAMED PD AT KFRC/SAN FRANCISCO
- DOYLE ROSE BECOMES VP/GM AT WLOL/MINNEAPOLIS
- MICHAEL O'SHEA NAMED VP/GM AT KUBE/SEATTLE
- GARY LEWIS SET AS GM AT KJMJ/ST. LOUIS
- #1 CHR: "Against All Odds" — Phil Collins (Atlantic) (2nd week)
- #1 A/C: "Hello" — Lionel Richie (Motown) (5th week)
- #1 Black: "Hello" — Lionel Richie (Motown)
- #1 Country: "To All The Girls I've Loved Before" — Julio Iglesias & Willie Nelson (Columbia)
- #1 AOR Track: "You Might Think" — Cars (Elektra) (6th week)
- #1 LP: "Heartbeat City" — Cars (Elektra) (5th week)

FIVE YEARS AGO TODAY

- JAY HOKER NAMED VP/GM AT KAUM/HOUSTON
- AL BRADY RETURNS TO WHDH/BOSTON AS PD
- PAT HOLIDAY NAMED PD AT CKLW/DETROIT
- HARVEY SCHEIN NAMED PRESIDENT OF POLYGRAM CORP.
- #1 CHR: "Call Me" — Blondie (Chrysalis) (4th week)
- #1 A/C: "Lost In Love" — Air Supply (Arista) (3rd week)
- #1 Black: "Don't Say Goodnight" — Isley Bros. (T-Neck/CBS)
- #1 Country: "Two Story House" — George Jones & Tammy Wynette (Epic)
- #1 LP: "Against The Wind" — Bob Seger (Capitol) (5th week)

TEN YEARS AGO TODAY

- #1 CHR: "Philadelphia Freedom" — Elton John (MCA) (3rd week)
- #1 A/C: "The Last Farewell" — Roger Whittaker (RCA) (4th week)
- #1 Country: "She's Acting Single" — Gary Stewart (RCA)
- #1 LP: "Physical Graffiti" — Led Zeppelin (Swan Song/Atlantic) (5th week)



THEY STARTED IT ALL — KZAN/Ogden, UT's Jim Mickelson and Tracey Chapman, catalysts for the simultaneous Good Friday "We Are The World" airing.

CMC Receives National Approval



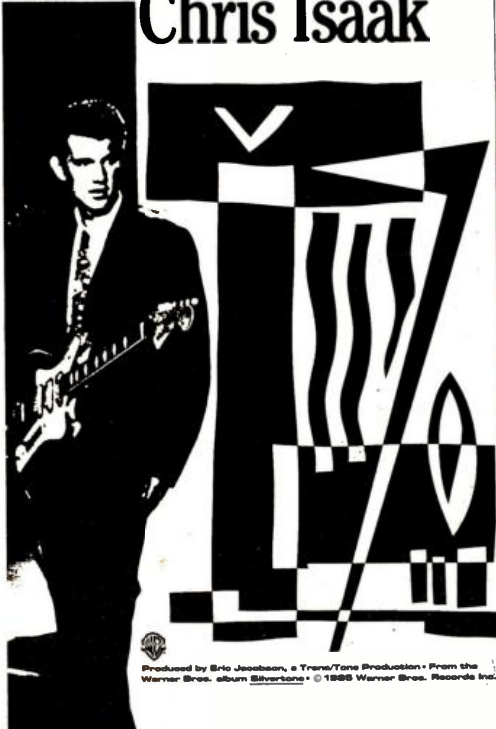
The Coalition for Missing Children (CMC) program has been approved by the National Center for Missing and Exploited Children in Washington, DC. Established in Los Angeles to unite the radio and record industries' efforts on behalf of missing children, CMC uses positive peer pressure to assure young people it's all right to come home.

Meanwhile, on the local level, California Assemblyman Gray Davis has volunteered to assist the CMC effort. A letter outlining the program will be sent out shortly to R&R reporting stations. Basically, the project will focus on selected missing children via free distribution of over five million radio playlists. If you would like your station involved, send a letter to CMC, 1930 Century Park West, Los Angeles, CA 90067.

STREET TALK

right now,
you
could be
"Dancin'"

with the new
single from
Chris Isaak



Produced by Eric Jacobson, a Trans/Tone Production From the Warner Bros. album *Silverstone* © 1985 Warner Bros. Records Inc.

Will **TED TURNER** become the next majority stockholder in **CBS**? With talk that **TBS** is on the block, many people think afresh that possibility could be imminent.

The dispute between **WARNER BROS.** and Los Angeles Black/Urban stations has come to a resolution. A joint statement will be issued shortly; full details next week in **R&R**.

Is **DOUBLEDAY VP/Programming DAVID MARTIN** considering a change in responsibility within the company? We hear he's taking a week or two to consider it.

A fire broke out in **POLYGRAM's** New York office building last Monday, forcing at least a two-day evacuation of all seven floors of **PG** employees. The blaze occurred in a different business's accounting office, probably from the heat of the tax-filing deadline. So if you hear vacuum cleaners or TV sets in the background when **PG** promo reps call, it's because the displaced staffers are working out of their homes for a few days.

Don't be surprised if the **GM** at an **L.A.** station exits before the week is over.

Word has it that **RICK DEES** and the syndicated TV show "**SOLID GOLD**" have parted company. He'll still appear as the host until July.

A longstanding court battle between Bangor, ME **CHR** competitors **WZON** (then known as **WLBZ**) and **WGUY** is over . . . for the time being. It seems back in 1979 then-**WGUY** personalities **JOHN MARSHALL**, **MICHAEL O'HARA**, and **CHUCK FOSTER**, along with Sales Manager **BARRY DARLING**, left to join **WLBZ**. According to a local paper, **WGUY** sued **WLBZ** for \$210,000, alleging that **WLBZ** had lured away four of its top employees. But the judge sided with the defendants, finding that all four had simply sought a better job on their own. According to an insider at **'GUY**, the case will be appealed.

WLS/CHICAGO's 25th Birthday Bash is running four consecutive weekends, with a veritable Who's Who of alumni returning for guest appearances. Last weekend it was **DICK BIONDI**, **BOB HALE**, **GENE TAYLOR**, **SAM HOLMAN**, and **MORT CROWLEY**. This weekend features **ART ROBERTS**, **JOEL SEBASTIAN**, **RON RILEY**, **DEX CARD**, **CLARK WEBER**, and **DON PHILLIPS**. Next week? **CHUCK BUELL**, **KRIS ERIK STEVENS**, **SCOTTY BRINK**, and **GARY GEARS**. The final weekend: **J.J. JEFFREY**, **CHUCK KNAPP**, **CHARLIE VAN DYKE**, **JOHN LANDECKER**, **BOB SIROTT**, and **STEVE KING**. (Whew!) Each era of stars will be supported by original jingles, special production bits, and historical vignettes.



READY TO ROCK — The "11-10 Men," better known as the **KRLA/Los Angeles** personalities, got together for a rare group photo at a recent station bash. From left, Johnny Hayes, Emperor Bob Hudson, the Real Don Steele, PD Mike Wagner, Rich Marotta, Huggy Boy, and in front, Art Laboe.

Meanwhile, **B96/CHICAGO PD BUDDY SCOTT** denies rumors of trying to woo a certain **WLS** personality over to his station for mornings. However, his search for the right person to do wakeup service continues.

There are good opportunities in three formats this week, including evenings and parttime positions at powerhouse **WBCN/BOSTON**. Cassettes/resumes to **PD OEDIPUS . . .** Meanwhile, with midday personality **FRED STORY** leaving **WBCY/CHARLOTTE** for the Production Director post at crosstown **WEZZ**, **'BCY PD BILL MARTIN** needs someone dynamic . . . Country talent should check out the midday vacancy at **KILT/HOUSTON**. Contact **RICK CANDEA** ASAP: (713) 526-3461.

After a \$1 billion takeover bid of **MULTIMEDIA** by **Wesray Corp.** was rejected by **Multimedia's** board of directors, **LORIMAR** offered \$1.02 billion. But for now, that deal's been rejected too. Among other holdings, **Multimedia** owns 12 radio stations.

KTKT & KLPX/TUCSON Sales Manager **ALAN BROWNING** continues his climb through the ranks. He was the station's first jock and PD when it signed on as an **AOR** in 1976. Next he was an **AE**, and now **Alan's GM**, replacing **LEE DOMBROWSKI**.

Scratch that rumor about longtime Country outlet **KEBC/OKLAHOMA CITY** changing format and automating. It's not true, and no changes are planned.

DAN KINGSBURY is the new PD of **CITI-FM/WINNIPEG** from **CHED/EDMONTON . . . MIKE ONDAYKO** has been upped to PD and **TIM DRAYER** has joined as MD at **WHTF/YORK, PA**, which has switched from **CHR** to **AOR . . . Former WGDY/Minneapolis MD TOM MCGUIRE** is now PD/MD at **WXCL/PEORIA**.

Continued on Page 26

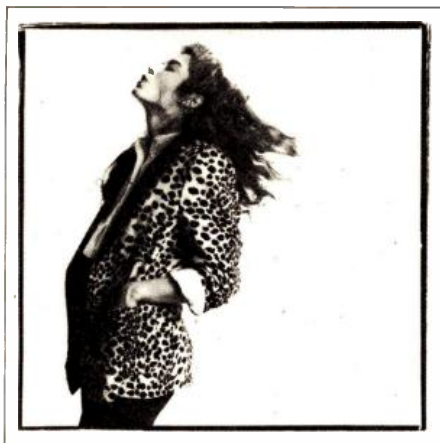
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MAKE BETTER DECISIONS.

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You May Not Know This Artist By Name.



But A Million Know Her Music By Heart.

STREET TALK

Continued from Page 24



SANTANA

"I'm The One Who Loves You"

PORKY'S REVENGE!

GEORGE HARRISON

"I Don't Want To Do It"

From The Original Motion Picture Soundtrack

BRAND NEW THIS WEEK!

Congrats to **WAIV/JACKSONVILLE** personality **TOM MURPHY**, who's been named PD... **KBIU/LAKE CHARLES, LA** PD **RAY WILLIAMS** has opted for a sales gig, promoting Asst. PD/MD **DON RIVERS** into the PD post for the CHR station and Urban sister **KXZZ(Z16)**.

Don Rivers That brings **KBIU** midday man **MARK ROBERTS** up to MD... And **BILL ST. JOHN**, formerly of **WMPZ/Soperton, GA**, is the new morning man/MD at **Q104/GADSDEN, AL**.

In sync with its impressive winter ratings, **WPLJ/NEW YORK** is taking a more aggressive CHR stance on-air these days, using its new slogan "Power 95."

On November 15, **TOM DANCER's HAWAII LIVE RADIO** firm will be presenting Hawaii's first stereo satellite broadcast in a 48-hour radiothon called "A Weekend of Aloha for the Statue of Liberty." Tom tells us **JOHN LANDER, CLEVELAND WHEELER, "MR. LEONARD,"** and some other big names will broadcast live from Waikiki to help raise \$2 million toward her facelift. **RCA** has furnished the satellite time. There will be prizes for listeners, and stations are invited to take any or all of the show. Call Tom at (808) 625-2381.

Folks who worked at **WWUH/HARTFORD** back in the early '70s are asked to contact **KDKA/PITTSBURGH** afternoon personality **TRISH BEATTY**, who's helping set up a reunion of former talent. Call Trish at (412) 392-3260.

B94/PITTSBURGH has grabbed **CRAIG JACKSON** for afternoons and MD duties from **Q103/DENVER**... **JOLENE BALLER** is **WVSR/CHARLESTON, WV's** new MD/midday personality, from **KCAQ/Oxnard-Ventura**...

TIM WATTS is now at "Hot Hits" **K106/BALTIMORE**, handling overnights and MD duties... In Boston, word has it that 34-year **WBZ** meteorologist **DON KENT** is leaving after his contract was apparently not renewed.

Food for thought: Last Friday **WPIX/NEW YORK** staged a "lunch out," urging listeners to give up lunch and donate the money they would have spent for the **USA FOR AFRICA** Fund.

JANET BOZEMAN, former Mack Sanders Stations MD, was named **WAPP/NEW YORK** Promotions Director... **CARY PALL** checks in as Asst. PD/midday personality at **WZKC/ROCHESTER**... Across the border, **JOHN DERRINGER** steps up to MD at **Q107/TORONTO**, maintaining his PM drive slot... Country **WYNG/EVANSVILLE's** **RON O'BRIEN** becomes MD, keeping his nightshift... PM driver/oldies host **PHIL WEST** has been promoted to Asst. PD/MD at **WAEV/SAVANNAH**.

AOR KWXL/ALBUQUERQUE has changed its call letters back to **KRKE-FM**, simulcasting drivetimes with its sister **AM**... New **A/C KKM/SEATTLE** is now **KQKT**... After a very brief return to music, News outlet **KFY/OAKLAND** has gone dark.

New to **WHYY-FM/MONTGOMERY** is **MARK ST. JOHN** from **CK101/Cocoa Beach**. Leaving 'HHY is **MARK THOMPSON**, who's headed for mornings at **WAPI-FM/BIRMINGHAM**. Also in Birmingham, former **G106/Chicago** afternoon man **RUSTY FORD** joins **KXX106** for afternoons.

Cheers to **KDWB-FM/MINNEAPOLIS** PD **DAVE ANTHONY** and his fiancée **Ami Jaeger**. They'll be married May 4.

Stork Stops: **2WD/NORFOLK** PD **PAUL RICHARDSON** and wife **Kathy** happily announce the arrival of son **MATTHEW BRIAN** (3-29)... And **WTIC-FM/HARTFORD** PD **GARRY WALL** and wife **Sally** introduced daughter **LAUREN NICOLE** (3-22).



THE GANG'S ALL HERE — **WJMK/Chicago's** Rock 'N Roll Reunion featured such local notables as (l-r) **Jim Lounsbury, Gene Taylor, Bob Hale, Al Lerner, Don Phillips, Del Clark, Ron Britan, Bernie Allen (glasses), Clark Weber, Ron Riley, and Dick Biondi**.

B I O	TO	Program Directors	AIR DATE	May 6 th	TIME	10pm EST/PST
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
M E S S A G E	RICK SPRINGFIELD					
	CONCERT SIMULCAST PREMIERE w/CINEMAX					
	<input checked="" type="checkbox"/> FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE... AND ONLY					

Set Your Playlist On Fire.



CHAKA KHAN

"Through The Fire" (7-29025)

CHR:
WCAU-FM
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FM102
KMEL
Q100
K104
WSPK
WKRZ-FM
WTLQ
WZLD
WANS-FM
WZYP
WFMI
KTFM
KZIO
KOFM
KKFM
KISN
OK100
95XIL
WSQV
WKSF

Produced by David Foster
From the Platinum Album I Feel For You
(11/4/2-25162)

Executive Producer: Arif Mardin

A/C
60/13
Top 5
New & Active

Black/Urban
Breaker



On Warner Bros. Records, Cassettes and Compact Discs © 1985 Warner Bros. Records



KEN BARNES

ON THE RECORDS

20TH ANNIVERSARY

Saluting Rock Pioneers: The Byrds

Twenty years ago a debut single by a new group was released early in the band's hometown, Los Angeles, and was instantly added by local Top 40s (20 years ago that could happen for a new group). The record, a Bob Dylan song called "Mr. Tambourine Man" as recorded by the Byrds, sounded like nothing else on the radio, and launched a short but highly influential career for the band.

The chiming 12-string guitars and airy harmonies (the only musical contributions made by the band itself; everything else was played by session men — shades of the Monkees) triggered a new style labeled "folk-rock," and shortly thereafter stations were playing records like "Like A Rolling Stone," "Eve Of Destruction," and "It Ain't Me Babe" (the Turtles



An influential — and controversial — record

A Byrds Cover Roster

A selective list of Byrds compositions recorded by other artists:

- "Ballad Of Easy Rider"
- Fairport Convention**
- "Eight Miles High"
- Golden Earring**
- Hombres**
- Husker Du**
- Leathercoated Minds (J.J. Cale)**
- Roxy Music**
- Thought**
- "Everybody's Been Burned"
- Sioux City Zoo**
- "50"
- Flamin' Groovies**
- "I See You"
- Yes**
- "I'll Feel A Whole Lot Better"
- Bobby Bare**
- 4 Of Us**
- Ha!Penny**
- Johnny Rivers**
- Shy Guys**
- "It Won't Be Wrong"
- Flamin' Groovies**
- "It's No Use"
- Basil & The Baroque**
- "Just A Season"
- Terry Melcher**
- "Lady Friend"
- Flamin' Groovies**
- "Renaissance Fair"
- Human Instinct**
- "Set You Free This Time"
- Improper Bostonians**
- "She Don't Care About Time"
- Cryan Shames**
- Flamin' Groovies**
- "So You Want To Be A Rock & Roll Star"
- Move**
- Nazareth**
- Royal Guardsmen**
- Patti Smith**
- "You Showed Me"
- Turtles**

Plus many versions of "Turn Turn Turn" and "Mr. Tambourine Man," based on the Byrds' style even if they were written by others.

almost spelled their name "Tyrtles" in "tribute" to the Byrds).

The Byrds themselves hit No. 1 with their first single (they'd actually recorded one earlier single on Elektra under the high-commercial-potential name the Beefeaters, and recorded an LP's worth of demos which Columbia later released). They ran into trouble on their follow-up, another Dylan song, "All I Really Want To Do," which Cher also recorded, with much greater success. But the Byrds came back strong with another No. 1 in late 1965, "Turn Turn Turn," based on a Pete Seeger adaptation of a biblical text.

Trials & Tribulations

"Turn Turn Turn" was their last monster hit; two singles later, "Eight Miles High" went Top 15 but ran into airplay trouble for suspected drug lyrics. The five-man group started splintering: guitarist and original main songwriter Gene Clark left in 1966, guitarist David Crosby was fired in late 1967, and drummer Michael Clarke left shortly thereafter. Noted bluegrass guitarist Clarence White became "the new lead guitarist, while Gram Parsons, later a country-rock hero, joined up for one album in 1968.

That LP, "Sweetheart Of The Rodeo," was one of their most influential, refining a country-rock fusion they'd started as early as their "Turn Turn Turn" LP in 1965, and paving the way for groups like Poco, Firefall, the Eagles, and many others. After it was out, Parsons and bassist Chris Hillman left to form country-rock pioneers the Flying Burrito Bros., with Skip Battin eventually coming in to take up the bass.

The Byrds' Personnel File



Name: David Crosby
Prior Affiliations: **Lex Baxter's Balladeers** (folk group), solo folkie
Later Activities: Crosby, Stills & Nash and permutations thereof; one solo LP
Distinguishing Features: Harmony ace and eventually the Byrds' most famous graduate, lately for reasons unfortunately unconnected with music



Name: Gene Clark
Prior Affiliations: **New Christy Minstrels**
Later Activities: Lengthy solo career (still active), **Gene Clark Group, Dillard & Clark Expedition, McGuinn, Clark & Hillman**
Distinguishing Features: Leading songwriter for first two albums, solid body of (underappreciated) solo work



Name: Roger (originally Jim) McGuinn
Prior Affiliations: Backing musician for **Chad Mitchell Trio, Bobby Darin; City Surfers, Beefeaters**
Later Activities: Lengthy '70s solo career (still active), **McGuinn, Clark & Hillman**
Distinguishing Features: Devised and established lead vocal and 12-string guitar style that were group's trademark



Name: Gram Parsons
Prior Affiliations: **Shilohs, International Submarine Band**
Later Activities: **Flying Burrito Bros.**, two solo LPs
Distinguishing Features: The catalyst for country-rock, he has become one of rock's many fallen idols after his mysterious 1973 death out short a promise-laden solo career. Gave Emmylou Harris her start singing duets and backup on his solo albums.



Name: Clarence White
Prior Affiliations: Various bluegrass bands, **Kentucky Colonels**
Later Activities: Solo career cut short by untimely death in car accident, 1973.
Distinguishing Features: Widely regarded as one of the most brilliant country-rock guitar technicians ever



Name: Chris Hillman
Prior Affiliations: **Scottsville Squirrel Barkers** (bluegrass band)
Later Activities: **Flying Burrito Bros., Manassas (w/ Stephen Stills), Souther, Hillman & Furay Band, McGuinn, Clark & Hillman, '70s solo albums, current solo country/bluegrass career**
Distinguishing Features: Along with **Paul McCartney**, one of '60s rock's most inventive bassists; wrote first country-rock songs for group; has returned full cycle to his roots



Name: Michael Clarke
Prior Affiliations: Not much
Later Activities: **Firefall**
Distinguishing Features: Least-known original member; has stayed out of spotlight, but has teamed with Clark for "tribute" concerts this year



Name: Skip Battin
Prior Affiliations: **Skip & Flip** (hits "It Was I," "Cherry Pie" in 1959), **Gary & Clyde**, other semi-anonymous early '60s groups, **Evergreen Blueshoes**
Later Activities: A couple of solo albums
Distinguishing Features: Nothing in particular

The Byrds made uneven albums with occasional gems but no hits from 1969-72, with founder Roger McGuinn anchoring the band. They broke up in 1972, but in 1973 the original five reunited for an LP on Asylum. McGuinn, Clark & Hillman reunited under that name in the late '70s, and Crosby dropped in on a few live shows, but that's as close to a full reunion as we've seen since 1973. Clark and Clarke are playing a 20th anniversary tribute in L.A. in May.

The Byrds' historical importance lies more in their influence

than their chart achievements. Their aloof attitudes and smileless photos defined a type of rock star cool that is obviously still with us. "Eight Miles High" helped kick off the psychedelic era, and its guitar solo was an early (and superior) example of jazz-rock fusion. Country-rock is undergoing a bit of a renaissance with new groups like Lone Justice and the Long Ryders.

Along with the Beatles, the Byrds pioneered a new way to showcase the rhythm guitar as the primary ingredient in a rock group's sound. Strong echoes of

Byrds guitar and vocal styles can be found today in Tom Petty & The Heartbreakers, R.E.M., and many others. Along with the Animals ("House Of The Rising Sun") and the Searchers ("What Have They Done To The Rain?"; the Searchers' distinctive guitar sound actually preceded the Byrds), the Byrds convinced folksingers that they could adapt their songs to rock, and the consequences, from Bob Dylan to James Taylor, were far-reaching. The Byrds were a brief but electrifying moment, a cornerstone of the '60s rock revolution.

E/P/A's Winning Combination!



REO SPEEDWAGON "One Lonely Night"

CHR Chart: 27
Now On Over 200 CHR Reporters 79%

AOR Tracks: 14

A/C BREAKERS

19



TEENA MARIE "Jammin'"

CHR SIGNIFICANT ACTION

WCZY	WOKI	KSKD
Q100	KEYN-FM	WZON
WWSR	KHOP	KHTX
KAMZ	KCAQ	



SURVIVOR "The Search Is Over"

CHR NEW & ACTIVE

128/59 51%

WHTT add	WHYT add	WKRZ-FM add	KTFM add
WXKS-FM on	KBEO add 26	KHFI add	Z98 add
WNYS add	ZZ99 33-31	WFMF add	WKDD add 36
WCAU-FM add	Q103 add	KXX106 add	WKAU add
B94 add	KKRZ add	WAPI add	WKDQ add
PRO-FM on	WTIC-FM add 32	WNOK-FM add	WMEE add
KAFM deb 30	WKEE add	KSET-FM add	WKFR add
KEGL 19-12	WSPK add	WANS-FM add	KJ103 add 40
Y100 40-37	98PX add	WZYP add	KSND add
B97 add	WGFM add	94TYX add 39	KBOS add 38
WNVZ add	93Q add	WFMI add	KCAQ add
		WHHY-FM add	KZU add
		KBFM add	KRO add

A/C NEW & ACTIVE

52/32 # 2 Most Added!



345) THE PROGRAM DIRECTOR'S HANDBOOK. Bob Paiva The author strips away mystique and misinformation to provide a wealth of practical information and thoughtful examination of the program director's functions, the creative, the administrative, and the profit-making responsibilities, as well as special talents required for success. 162 pp.(P) \$9.95

341) AN INSIDERS GUIDE TO ADVERTISING MUSIC. Walt Woodward An excellent reference for advertising music professionals which goes right to the heart of the jingle industry. Detailed, informative, and insightful, it covers how and why music works in advertising, when and how to use it, and all crucial elements of production for quality radio and TV campaigns. 126 pp.(H) \$14.95 Optional cassette \$5.95 extra

310) HOW TO MAKE AND SELL YOUR OWN RECORD. Diane Sward Rapaport This brand new edition offers technical information, practical tips, and business guidance for self-production of record and cassette releases. Every aspect of a recording project is covered, from planning and budgeting through sales and promotion. Includes sample forms and worksheets as well as advice on raising money and negotiating contracts. 167 pp.(P) \$12.95

306) THE PLATINUM RAINBOW. Bob Monaco, James Riordan The best book on approaching the music industry rationally and realistically; it includes sections on self-promotion and finding a manager, producer, agent. Complete analysis of rehearsals, the stage, the demo or master, studio preparation and recording, the deal, record labels, radio, charts, critics, etc. With directories. 240 pp.(P) \$9.95

161) 1985 PROFESSIONAL AUDIO BUYERS GUIDE. SIE Publishing This audio product reference yearbook profiles thousands of products from scores of manufacturers. It is indexed both by brand and generic names for instant accessibility, including model numbers, pictures, features, technical specifications, and retail prices for comparison. 178 pp.(P) \$14.95

131) HOW TO BUILD A SMALL BUDGET RECORDING STUDIO FROM SCRATCH. F. Alton Everest Presents the information needed for design, construction, and operation. The emphasis is on budget studios suited to efficient production of audio/visual, radio, television, and film material stressing function, economy, and good sound quality. Includes 12 tested designs. 336 pp.(P) \$11.95

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

104) RECORDING STUDIO HANDBOOK. John Woram A complete handbook dealing with every major aspect of recording technology, including transducers, compressors, tape recorder alignment, mike techniques, limiting and expanding, noise and noise reduction, signal processing, magnetic recording, and recording consoles and techniques. 481 pp.(H) \$39.50

Bjorn To Be Alive

"One Night In Bangkok" may have an odd storyline for a CHR hit, but it's actually one of the "Chess" LP's least complicated tangents. Murray Head's character is a not very sympathetic American ex-chess champion (apparently modeled on Bobby Fischer) who goes to Bangkok and tries to sabotage a subsequent match. (Thus the line, "Thank God I'm only watching the game — controlling it.") Based very loosely on the matches between Viktor Korchnoi and Anatoly Karpov, "Chess" has multiple subplots involving defectors, infidelity, and inebriation. "One Night In Bangkok," however, is merely Head's character commenting on the weird cities chosen for championship chess matches.

All the above provides "Chess" coauthor Bjorn Ulvaeus with his first chart birthday since 1981's "The Winner Takes It All," as well as finally giving all four of the group's members a post-Abba hit of some sort. Throughout their heyday, much was made about how much better Abba did in Europe (not that they did all that badly over here). That gives Ulvaeus and Benny Andersson something in common with lyricist Tim Rice, who with Andrew Lloyd Webber saw "Evita" spin off three hit singles in Britain (along with any number of "Don't Cry For Me Argentina" covers) but never broke through in America. Ulvaeus turns 40 this Thursday.

Peeble Mover

Ann Peebles turns 38 this Saturday. Peebles is known primarily for "I Can't Stand The Rain," but she was Hi's best-known artist after Al Green and turned out nearly ten years worth of tough R&B, including "Breaking Up Somebody's Home" and "Somebody's On Your Case." In 1979, as R&B and rock were being pushed apart on the charts, Peebles covered BTO's "Heartaches" and helped lay the groundwork for subsequent black/rock records like "The Other Woman" and "Beat It." Peebles is reportedly running a daycare center in Memphis now, but her "I'm Gonna Tear Your Playhouse Down" resurfaced again last fall as a British hit for Paul Young.

MONDAY, APRIL 22

1961/The First Annual Country Music Festival begins in Jacksonville, FL. Among the headliners: Webb Pierce, Faron Young, Flatt & Scruggs, Patsy Cline, and Mel Tillis.

1969/The Who give an unscheduled full-length performance of "Tommy" for a concert crowd in Dolton, England. The official London premiere of the rock-opera doesn't take place for another two weeks.

1978/Almost a year and a half after being shot and going into self-imposed exile from Jamaica, Bob Marley returns to the Kingston stage for a "one love" peace concert. The highlight of the show comes when Marley summons Prime Minister Michael Manley and his rival Edward Seaga to the stage... then persuades them to shake hands.

1979/Keith Richards and his ad-hoc New Barbarians perform Keith's parole concert in Ottawa.

1981/Only a few days after leaving the hospital where he'd been treated for a bleeding ulcer, Eric Clapton is injured in a car crash and hospitalized.

Birthdays: Glen Campbell 1936, Peter Frampton 1950.

TUESDAY, APRIL 23

1956/Elvis Presley plays his first Las Vegas concert.

1975/Badfinger's Peter Ham hangs himself.

1978/Sid Vicious records his version of Paul Anka's "My Way."

1981/Johnny Cash, Carl Perkins, and Jerry Lee Lewis reunite in Stuttgart to record "The Survivors."

Birthdays: Roy Orbison 1938, Narada Michael Walden 1952.



WEDNESDAY, APRIL 24

1957/Rick Nelson's cover of Fats Domino's "I'm Walking" is released and launches his recording career.

1959/After three years of trying to figure out how you can act out "Shake Rattle & Roll" on TV, "Your Hit Parade" finally does its last show.

1974/"Diamond Dogs" is released with its drawing of David Bowie's doghood stickered.

THURSDAY, APRIL 25

1970/The interracial Pacific Gas & Electric is shot at after leaving a club in Raleigh, NC.

1974/Jim Morrison's widow Pam dies of a drug overdose.

1980/Stranglers leader Hugh Cornwell is released from prison after serving a six-week sentence for drug possession.

1981/A year after their last single, the live version of "Coming Up," Wings officially becomes a defunct group. Birthdays: Songwriter Jerry Leiber 1933, Ella Fitzgerald 1918, Albert King 1923.

FRIDAY, APRIL 26

1967/Janis Ian is "discovered" on Leonard Bernstein's TV show; shortly thereafter, "Society's Child" is reissued and becomes Ian's first hit.

1973/David LaFlamme leaves R's A Beautiful Day. Three-and-a-half years later, he comes as close as he ever will to a solo hit by remaking IABD's "White Bird."

1984/Count Basie dies of pancreatic cancer.

Birthdays: Duane Eddy 1938, Roger Taylor (Duran Duran) 1960, Gary Wright 1945, Maurice Williams 1938.

SATURDAY, APRIL 27

1981/Four years before becoming a grandfather, Ringo Starr marries Barbara Bach.

1984/Elton John plays Gdansk and meets Lech Walesa.

Birthdays: Ace Frehley 1950, Marco Pironi (Adam Ant's band) 1959.

SUNDAY, APRIL 28

1963/Andrew Loog Oldham sees the Stones for the first time and signs them the next day.

1968/"Hair" moves from off-Broadway to Broadway.

1979/Van Halen's "Dance The Night Away" is released.

1980/Marshall Tucker Band's Tommy Caldwell is killed.

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Marc Anthony Thompson
From The Album
Marc Anthony Thompson

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(1/4-25126)

Produced by Marc Anthony Thompson and Champ Davenport



On Warner Bros. Records and Cassettes © 1985 Warner Bros. Records Inc.



THE LAWYER IS IN — In a roundtable Q & A session, a panel of communications lawyers went one-on-one to answer questions on the Fairness Doctrine, the FCC, and contests and lotteries. Giving free advice (l-r) are FCC's John Kamp, and NAB's Barry Umansky and Miguel Martin.



RADIO AT WAR — Listener psychology was the focus of "Radio Wars II: How To Push Listeners' Hot Buttons," a follow-up to NAB's 1983 "Radio Wars" study. Reymor & Gersin's Harvey Gersin explored listener motivation and how stations can position themselves to attract certain core audiences that will help them in the ratings battle.



AM IMPROVEMENT — Upgrading AM transmission and reception is essential in the continuing battle of the health of AM radio. In a panel discussion on "AM Technical Improvement," Hammett & Edison's Harrison Klein discussed some challenges and possible solutions to AM technology.

Schieffelin R&R Asst. Traffic Director

Radio & Records is happy to welcome Kelley Schieffelin as Assistant Traffic Director/Editorial Assistant. In her new position, she will help coordinate telephone traffic to all departments and assist in a variety of editorial support capacities. Prior to R&R, Schieffelin spent three years with Fidelity Federal Savings, having earlier worked with the Sidus Corp. holding company.

32/R&R FRIDAY, APRIL 19, 1985



FINANCIAL MANAGEMENT — Setting simple financial goals through basic budgetary techniques was the subject of a session presented by WLNA & WHUD/Peekskill, NY owner Gary Pease.



RECRUITING MINORITIES — The dilemma of recruiting and retaining minority employees was the focus of a panel discussion moderated by National Black Network's Eugene Jackson.

NAB

Continued from Page 4

the meeting running smoothly despite the fight-swelled guest population, and initial fears of disaster (voiced by many NAB staffers) subsided after the weekend's hotel crunch. Association executives threatened to pull out of the city forever, but one official said he believed NAB would reach a tentative agreement with the city for more conventions in Las Vegas — possibly as early as 1988.



BRAD MESSER

CALENDAR

Farm Report Needs A Moo

Funny how easily we professional radio people overlook the facts that our one basic product is sound.

It is the foundation of everything. Sound is the single means of communicating every programming element. Contests, deejay jokes, promos, traffic reports, weather forecasts, newscasts, and everything else are, at the core, no more than sound.

Over in the news department, we sometimes forget to remember to consciously use sound. My one point is that an outside report should sound certainly have it.

While jocks and PDs are usually attentive to the concept of mixing and blending

audio, street reporters get so wrapped up in gathering facts and writing lead lines that "how this will sound on the radio" isn't given the attention it deserves.

It is my opinion that a report from outside should sound like it's from outside. While a street reporter is talking facts, ambient sound gives the listener some of the feeling and flavor of the scene of the event.

One catch-all technique for making a good street report into good radio is to work the mike farther away

— probably *much* farther away than usual — to allow the inclusion of surrounding traffic sounds, laughter, crowd noise, heavy machinery, birds chirping, or whatever.

Just as a TV report about a fire requires pictures of flames, a radio report from a farm needs a good moo or two.

It is understandable that, under pressure of deadline, a field reporter must devote nearly all her or his attention to simply putting a story together, with no left-over time to philosophize about sound mixes.

Nine times in ten, just getting farther away from that mike will help.

Darwin Early Bird On Worm Studies

MONDAY, APRIL 22 — We know the name Charles Darwin because he popularized the theory of evolution, but Darwin had other interests. Worms. He studied worms for 40 years, then wrote a book about them, which was published on this date in 1881. It remains a standard reference book on earthworms.

The last week of Standard Time; Daylight Time begins next week.
1970 — Astronauts drove electric buggy on moon. 1970 — Earth Day first observed. 1915 — Germany became first nation to use poison gas in warfare (chlorine) at second Battle Of Ypres, Belgium (WWI). 1823 — Roller skates patented.
State holidays: Arbor Day in Nebraska. Fast Day in New Hampshire, and Oklahoma Day there.
Peter Frampton 35. Glen Campbell 47. Eddie Albert (Edward Albert Heimberger) 77.

Shakespeare's Birth/Death Date?

TUESDAY, APRIL 23 — Today is usually listed as the birthday of William Shakespeare in 1564, at Stratford Upon Avon, England. He is believed to have died on the day of his 52nd birthday . . . 369 years ago today (1818). The exact birthdate was not recorded, nor was his date of death, as Shakespeare wasn't famous in his own lifetime.

1977 — World Health Organization announced eradication of smallpox. 1975 — Congress okayed using U.S. troops to protect evacuation of Saigon (Communists completed Vietnam takeover April 29, 1975). 1838 — steamship service established across Atlantic Ocean. 1789 — George Washington moved into 1st "Presidential mansion" in New York City.
Sandra Dee (Alexandra Zuck) 43. Lee Majors 45. Roy Orbison 49. Shirley Temple Black 57. Warren Spahn 64. Janet Blair 64.

Fifth Anniversary Iran Rescue Try

WEDNESDAY, APRIL 24 — Fifth anniversary of the attempted Iran hostage-rescue mission (1980). After eight of the 90 would-be rescuers died in an aircraft ground collision in the Iranian desert, the survivors followed orders to turn back. (About nine months later the 52 American hostages were finally released from Teheran on January 22, 1981.)

1967 — First human death during space mission: Soyuz-1 reentry parachute malfunctioned, killing cosmonaut when capsule crashed at several hundred miles per hour. 1800 — Library of Congress established.
Barbra Streisand 43. Shirley MacLaine 51.

Nations Organize World Peace Effort

THURSDAY, APRIL 25 — 40th anniversary of the beginnings of the United Nations. Representatives from 51 nations began meeting in San Francisco 40 years ago today, to form an organization to maintain world peace. (They talked for a couple of months. The United Nations charter was formally signed on June 26, 1945).

1984 — Supreme Court ruled race cannot be used as a determining factor in child custody. 1980 — 12-year-old Tricia Reay of England began sneezing and didn't stop until 194 days later, the Guinness record for nonstop sneezing.
Telle Shire 39. Al Pacino 45. Ella Fitzgerald 67.

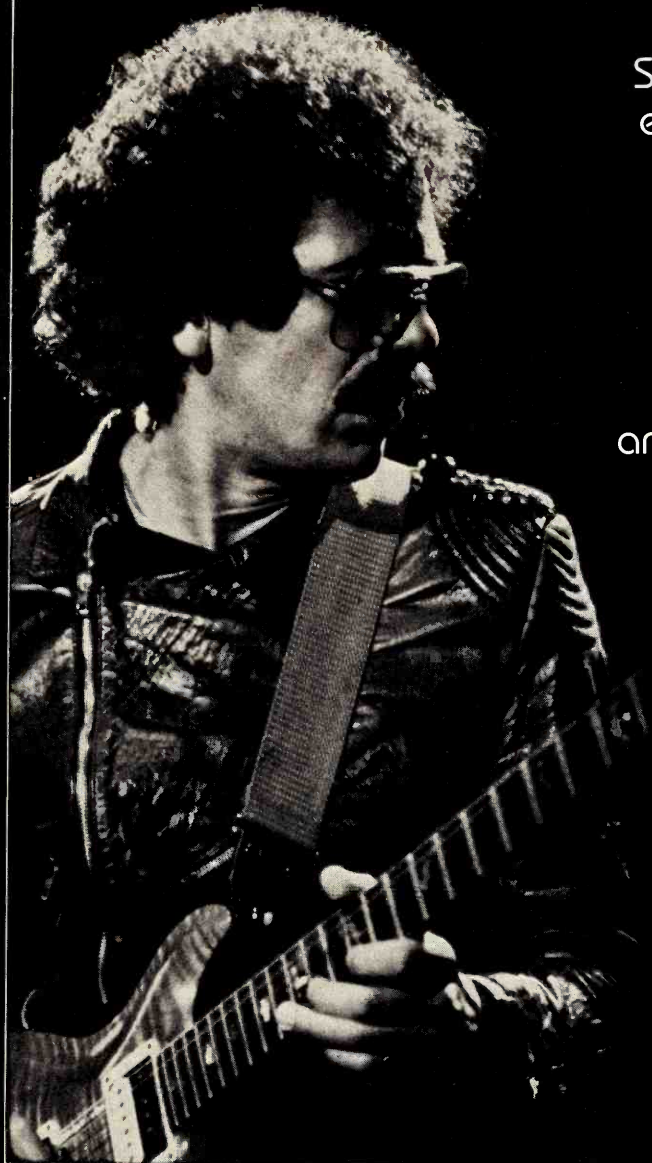
Presidential Assassin Killed

FRIDAY, APRIL 26 — The assassin who had shot President Abe Lincoln twelve nights before, John Booth, was found hiding in a barn in Virginia 120 years ago this evening. Soldiers who were under orders to capture the suspect alive instead set the barn afire and pumped bullets into it, killing Booth in minutes (1865).

1984 — President Reagan began China visit.
Duane Eddy 47. Carol Burnett 49. Architect I.M. Pei 68. Seismologist Dr. Charles Richter 85.
Saturday (4-27) 1865 — 120th anniversary of marine disaster dealer than the Titanic: Mississippi River boat "Sultan" sank near Memphis killing at least 1547 (Titanic toll 1517). George Garvin 32. Ace Frehley 35. Sandy Dennis 48. Coretta Scott King 58. Jack Klugman 63.
Sunday (4-28) Daylight Savings Time begins 2am EST. 1789 — Mutiny on the "HMS Bounty". Ann-Margret 44. Jack Nicholson 48.

SANTANA

on
Starset



Santana. The force. The legend. 30-minutes of his electrifying best. Recorded live-in-concert on the premiere of Starset. The unforgettable favorites along with new cuts from their lp "Beyond Appearances" on Columbia Records. Go with the flow.

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DAN O'DAY

AIR PERSONALITIES

Ten In A Row Or \$10,000: Should The Jock Pay?

When I read in Street Talk that KWK/St Louis was offering a "10 In A Row or \$10,000 Guarantee" — and that if a jock accidentally failed to play ten songs in a row the \$10,000 would come out of his or her salary — I became concerned. I spoke with PD C.C. Matthews and voiced my concerns.

R&R: *What choice did the disc jockeys have when told, "Sign this thing that says if you fail to play ten in a row you'll forfeit \$10,000 from your pay?"*

MATTHEWS: The way I presented it to the airstaff was, "Here's the way it's going to be. We're going to offer a guarantee saying we'll do ten in a row, and we want to prove that what we say is true. We're not planning to give away the money. Should you accidentally slip up and make a mistake, hey... I was a disc jockey once, and there are days when you go in and you're not paying attention as much as you are on other days."

This is just to prevent people from making a mistake. Or from somebody getting an idea in their head of, "Hey, why don't a friend of mine and I split the money?" I'm new here, I don't know these people, and I've seen that happen in other markets.

R&R: *If you were a disc jockey working under those terms, do you think that might cause you a lot of anxiety?*

MATTHEWS: Well, it depends upon who you're working for. The people here know that I'm a fair individual. I did this as a precautionary thing to prevent mistakes. If something happens where we go off the air during the ten in a row, obviously the disc jockey won't be responsible. But if he makes a mistake...

It's set up so that he can't help but play ten records in a row before he breaks for commercials. If after five records he hits a spot accidentally, that's his fault. Nobody has come to talk to me about this because they had a problem with it. I don't think there's

that much of a problem there. We have our on and off days, and I want our radio station to be on every day; I don't want an off day for my radio station.

I'm left with three personal responses to KWK's promotion.

1. Any promotion that unduly puts a jock's job or income in jeopardy is an unfair promotion.
2. If a PD has devised a "foolproof" method of insuring that ten records are played in a row and somehow that method fails, shouldn't the person who devised the failed system be penalized at least as much as the jock who screwed up?
3. Everyone — jocks, PDs, managers, trade columnists — makes mistakes. Even conscientious, hard-working people make mistakes. Ten thousand dollars is a heckuva high price to pay for a single moment of imperfection.



Z100/Portland Zoo: (l-r) Gary Bryan, Lorna Dee, Tony Martinez, Dan Clark.

Z100 Zoo Helps The Homeless

Congratulations to Portland's Dan Clark and the Z100 (KKRZ) Morning Zoo, who raised \$11,000 for charity with the sale of their novelty record "Shut Up Sheila," a parody of the controversial Rajneesh voice spokesperson Ma Anand Sheela. Dan's lyrics are sung to the tune of Tommy Roe's "Sheila." Sheela's strident voice and harsh words have upset quite a few Oregonians.

According to Z100, all proceeds from the sale of the single go to support the homeless in Oregon, many of whom arrived last fall as part of a Rajneesh campaign to bring "street people" from all over America to their commune in the Eastern part of the state. Many of these people later left the commune and were bused to Portland.

Dan, Gary, Bryan, Lorna Dee, and Tony Martinez also earned the honor of creating the most ingenious method of making sure I listened to their aircheck. (Hey, guys, what impressed me the most was wiring the tape deck's sound through the transistor radio!)

Job-Hunting Tip

When you've completed your aircheck — the one you're going to try to land a new gig with — play it for one or two radio people whose judgment you trust. If you all agree the tape is a good one, write yourself a note that says, "THIS IS A GOOD TAPE!"

Why? Because after you've dubbed it off so times — listening to each dub to make sure the PD receives a good tape — you're going to get sick of it. After several weeks without a job offer, you're going to become convinced that that aircheck is the worst that's ever been recorded.

When you're about to panic... when you start to get depressed and despair of ever landing a new job... read the note you wrote for yourself: "THIS IS A GOOD TAPE!"

And then go back into the studio and dub off a dozen more.

Unfairly Abusing Radio Job Seekers

A jock in the Southeast requests anonymity in passing along some critical words: "Something is going on in our business which is inherently unfair to the inexperienced and unemployed in our ranks. It is the rather cavalier attitude with which program directors and general managers treat people who would like to work for them.

"For one thing, many radio stations are taking unfair advantage of R&R's generous policy of accepting three-line opportunities ads for no charge. Unfortunately, many stations who place these ads do not have any openings at all. Since they are free, many stations place these ads regularly just to see 'what's out there.' When I was PD for a medium market station, one of my colleagues at another station

bragged that he placed the ads just to get cassettes, which he would then bulk and provide to his news department!

"Of course, most stations that place ads are serious about finding people. But another problem is the PD who cannot be candid with those he doesn't intend to hire. As an applicant, I would stay home all day waiting for a phone call, except for the five minutes I would spend

running out to the mailbox just waiting for any contact — even a form rejection letter, just to show I'd actually been considered for an opening.

"Although there are those industry people who are extremely considerate, many will simply never respond in any way... even if you wait forever and then call to see if the job has been filled.

"As a former program director, I am aware of the hundreds of calls you can get from every ham operator and club jock, tying up your day and your telephone! But if we are going to consider ourselves a 'profession,' we are going to have

to consider the 'apprentices' of our profession... the unemployed who cannot afford 17 long distance calls to Kent, Ohio, or to Federal Express tapes to a station in Schenectady that hasn't hired anyone in two years."

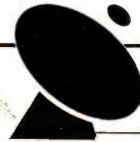
A note about anonymous letters: Sometimes I'll hear from an air personality who has provocative thoughts to share but whose job might be jeopardized by he or she being identified in print. If you write to me but ask that your name not be published, I'll comply with your request. But I'd appreciate if you'd sign your letter so I'll know the source.

EXPANSION

SHANE MEDIA SERVICES has moved to new, larger quarters to serve radio with individualized management, programming and research consultation:

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"If your playlist isn't credible, then it's worthless for anyone to track."

—Mason Dixon



"If a station isn't being honest about how it reports its playlist, then what else can we assume about that station?"

—Bill Cataldo



"We believe in playing what we report and reporting what we play."

—Dan Vallie



"I understand the need for only those records in significant rotation to appear as adds next to my calls."

—Mike Justin



"I don't want any favors that don't include good, solid airplay."

—Johnny Barbis



"This anti-paper adds policy has restored everyone's faith in each other again."

—Rich Fitzgerald



"Non-dayparted hitbounds will be heard four or five times in a 24-hour period."

—Nick Bazzo



"Light rotation is good for a start, as long as it's before midnight."

—Charlie Minor



"If you're alone on a record, you've got to play it for at least three weeks to get any kind of feel."

—Michael Ellis

On March 22, R&R took a major step in the fight to eradicate "paper adds" from reporting stations. Joined by the Gavin Report, we've taken a strong position — paper adds won't be tolerated. While paper adds occur in other formats, the biggest violations have been in CHR.

To understand why, all one needs to do is realize there are more single records being released than ever before. The pressure put on CHR programmers to add these songs is enormous, and to alleviate it, many continued to add title after title until the airplay given to this growing category of new records became negligible. In the worst cases, airplay was nonexistent.

A Positive Change

Only one month has passed, but I'm happy to report that with few exceptions, the problem of paper adds in CHR has all but evaporated. Those stations which remain persistent in their policy of attempting to deceive the trades, record companies, and their fellow broadcasters are drawing complaints and will be investigated. Should they be found to be making paper adds, they will be delisted after a thorough comparison of their playlists and airchecks.

This week, several radio programmers and record promotion executives reinforce and clarify R&R's position on the subject of paper adds. Using their examples and ideas on what constitutes adequate rotation, you can never go wrong or have anyone accuse you of misrepresenting the airplay on your radio station. For a further explanation, see "What Qualifies As An Add."

Paper Adds Unfair To Others

Everyone feels paper adds have long been a detriment to the in-

dustry's system of checks and balances. Q105/Tampa Operations Manager Mason Dixon noted, "It's about time this was stopped. Q105 wholeheartedly supports R&R's policy against paper adds. I have trouble enough playing the 33-37 records on our list, plus the few recurrences and even fewer oldies Q105 airs. I used to look at the lists with 55+ titles and knew many had to be either in lunar rotation or not getting airplay at all. But I've seen

things swing around in the last few weeks."

PolyGram VP/Promotion Bill Cataldo got to the bottom line on the subject of paper adds and what they can do to it. "I get paid on the sales of records, tapes and CDs, so to me rotation is the key. Good rotation doesn't mean once a day or every two days; that doesn't help me at all, and neither do paper adds."

"I haven't talked with one person in radio or on our side of the business who isn't glad to see this come to an end," said WB VP/Promotion Rich Fitzgerald. "Radio has to know that it can count on solid barometers when making airplay

decisions. This anti-paper adds policy has restored everyone's faith in each other again."

A Question Of Credibility

Noting that paper adds detract from a programmer's and station's credibility, EZ Communications VP/Programming Dan Vallie keeps an eye out toward those who've developed a reputation for the scurrilous practice. "I don't tolerate them in our organization. I watch people and check around. If I find a PD outside our company that's known for a less-than-credible playlist, I'll be less interested in eventually hiring them as a PD for EZ."

Mason agreed. "(PD) Steve Rivers and I feel it's not only important to have a great sound for your station, but the playlist must have credibility as well. If your playlist doesn't have that, then it's worthless for anyone to track."

"Our job is to get the music exposed, and then let the public decide," stressed Bill. "Consumers do not make the easy connections to artists we assume. Just because radio plays the new Kool & The Gang, it takes repeated exposure, which means good rotation. When I see a station make a fulltime add in R&R, I expect it's getting played on a fulltime basis. They owe it to R&R, to us, the artists, and everyone in radio. If a station isn't being honest about how it reports its playlist, then what else can we assume about that station?"

Doing What's Right

During the first few days of the announcement of a strong stance on paper adds, many calls of support came in from all sides of the business. But there were a number of honest reporters who were concerned about their own particular situations. WBNQ/Bloomington PD Mike Justin was one of the first programmers on the phone to inquire about the adequacy of his rotations to evoke listener response.

"Prior to this policy coming down, we would often play records in a category that didn't get substantial airplay because there were too many titles to achieve effective rotation," Mike recalled. "This new policy has made us aware of the importance of making sure the records we report get meaningful exposure."

As Mike has discovered, there are benefits from making sure new adds receive good rotation. "I'm

What Qualifies As An Add

By now, everyone should have gotten the message loud and clear — paper adds are bad business for everyone. To continue making paper adds or reporting songs which lack significant airplay will put your privilege to report at risk.

So that everyone understands our position on the subject, please understand that R&R is not here to tell you how to program your radio station. But before you report a CHR add to R&R, ask yourself:

1) Is this record being given rotation equal to others in the same category?

2) Is this rotation adequate to evoke listener response?

A "no" to either question would indicate that reporting the record as an add would be inappropriate and misleading.

If your station is being cautious, and decides to occasionally play new records on a limited basis,

(once a day, or just overnights) to see "what it sounds like on the air," or "if it's right for my station," that's up to you.

Adds Are Defined

However, these records should not be reported to R&R as adds, either fulltime or dayparted. In our view, this is not "rotation adequate to evoke listener response." But when new records are being played in "adequate rotation," we urge you to support your commitment to the record by reporting them as adds. This policy is not an invitation for stations to begin "sandbagging"

their airplay. If a record is being played in significant rotation and goes unreported, this is just as deadly a practice.

R&R does not consider a fulltime CHR add to mean two plays a day. But two plays per day during a specific and significant daypart (e.g., 3pm-midnight), would qualify as a dayparted add. It is our belief that a fulltime add should receive a minimum of three plays a day between 6am and midnight, or a total of four plays in a 24-hour period.

If you choose not to program your new product this often, that's up to you. But don't report it to us until it reaches these levels of rotation. If you have questions, I invite you to call. Using these guidelines will allow legitimate reporting and maintain the healthy process of exposing new product.

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KDON-FM
KZZU
KHYT

AOR TRACKS BREAKERS

AOR Tracks: **20**

FREDDIE MERCURY



"I Was Born
To Love You"

CHR SIGNIFICANT ACTION

Out Of The Box Action At:

WCAU-FM
WNVZ
Q100
WERZ
WRCK

WKRZ-FM
WTLO
WNOK-FM
WZLD
WANS-FM

WOKI
WRNO
KITV
WJXQ
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KDON-FM
KHYT
WIGY
WKHI

KQIZ-FM
WCGQ
Q101
WGLF
WHSL

KGOT
KCDQ
KTRS
KHTX
KBIM

SLY96
KIST
OK95



Paper Adds: The Industry Stands Tough

Continued from Page 36

finding out more rapidly which the hits are, while still having the room to expose new product."

Rotation Policy

He went on to outline his new rotation system. "Fulltime adds are now heard a minimum of three plays a day, before midnight, and often four times. Dayparted adds will be played in a concentrated but meaningful time period of afternoons and evenings, receiving a minimum of two plays per day.

"Before, I was simply unaware of the need for rotational criteria to back up the add to R&R. Like many other guys, I was always under the assumption that if it was played it should be reported. Now I understand that only those records in significant rotation should appear as adds next to my calls."

The attitude Mike displays is not only healthy, but productive for his station and the industry. Dan Vallie suggested that "a rotation policy should be on file at the station. That way, if there is ever a legitimate question, the PD or MD would have something in writing at their fingertips. Now, if the competition wants to find out, let 'em listen."

A Test Is Not An Add

Dan continued, "We believe in playing what we report and reporting what we play. The only exceptions are with novelty records or songs we want to test before committing to them in R&R. A fulltime add gets a minimum of four plays a day, and up to eight if it's a superstar or getting immediate phones."

"There is distinct difference between light rotation and paper adds," interjected A&M Sr. VP/Promotion Charlie Minor. "I confess I've been guilty of not knowing what kind of rotation my records were getting in the first week or ten days, so I'm very much in favor of what is being done. I want the adds, but I expect

"When I see a station make a fulltime add in R&R, I expect it to be getting played on a fulltime basis. They owe it to R&R, to us, the artists, and everyone in radio."

—Bill Cataldo

fair rotation. Light rotation is good for a start, as long as it's before midnight. Play after midnight does me little good on a new record. Airplay from 6am-midnight is what's needed so the active audience can hear it, call for it, and then go out and buy it."

When asked about his practice of playing records from time to time before reporting them to R&R, Mason Dixon candidly admitted, "Sure, we test records we're not 100% sure about, but I tell all the record reps whose records are involved what I'm doing. I'd rather be sure than make a mistake, so when I report an add, it means I'm committed to playing the record on a fulltime basis."

Rotation Cross-Section

So what do our programmers and record executives feel is fair rotation? Mason replied, "A fulltime add will get rotated every five

hours, with the exception of morning drive. If new music isn't turned over enough, it has no business on your playlist because it's not going to go anywhere."

"My interpretation of good rotation for a record that fits all dayparts is that it needs four shots a day."

—Johnny Barbis

KMEL/San Francisco PD Nick Bazoo noted, "Normal non-dayparted hitbounds will be heard four or five times in a 24-hour period, while dayparted material gets a maximum of three plays a day. If we are really hot about a new piece of product, especially a nighttime record, we'll program it right around the 'Top 5 At 8pm' feature.

The audience is really ready to hear something fresh and exciting by then.

"How much we play a new record has a lot to do with the stock situation. When we start pounding a new record first in the market, I know it takes a few days to get stock in. But I expect to be supported on the airplay at the retail level. If they can't buy it, the airplay becomes a source of frustration for the active listener."

Doubleday National Music Director and WAPP/New York PD Michael Ellis remarked, "I think

tions in the market, it becomes easier to tell, but it would be unfair to give a song less than three weeks of airplay."

The 4-2 Formula

Geffen VP/Promotion Johnny Barbis came up with what he calls the "4-2 Formula." "My interpretation of good rotation for a record that fits all dayparts is that it needs four shots a day. Now if it's a dayparted rocker, it needs a two-time shot within a six to eight-hour period in the evening before midnight.

"I just can't see any programmer really committed to a record expecting to get a handle on it by playing it overnight. It makes no sense. I don't want any favors that don't include good, solid airplay. I can't spread the record within a market without airplay, and I certainly can't develop the credibility of the act without letting the public being able to decide for themselves."

Taking a page from the book of radio programming, Rich Fitzgerald said, "If an average listener only tunes in for 20-30 minutes at a shot, how can someone rotating fulltime records only once or twice a day expect any impact? Those people who are the true leaders — the aggressive music brokers — are playing records, not papering them."

Affirming his company's position, Rich said, "WB will not pressure our promotion people or put them in any compromising situation where paper adds could be the result. This doesn't mean we won't pressure for an add, but it means we expect airplay to accompany that add. If anyone decides to discontinue airplay on one of our records because it isn't performing, we can live with that. But we can't abide by people only listing our records or giving them token airplay and then complaining that they don't sell. I would rather not go through the deception of a record sitting on someone's list for four weeks as an 'on' but never getting played."

A Broadcaster's Request

Mike Justin is determined to keep the problem of paper adds a thing of the past. "In order for this to work," he said, "I, along with fellow broadcasters who believe in honest reporting, am asking the trades, the record companies, and other radio stations to see to it that those who don't comply no longer report. The result is that everyone will win. Radio will have a more accurate chart to look at, so will records, and more product will be sold."

Editor's Comments: For me, this whole experience has been an interesting study in human nature. It's shown a lot of deep concern and love for the industry because so many people from all sides have come forward to say, "We're not going to stand for this anymore." It makes me proud to be associated with the radio and record community. Let's strive to keep it strong, healthy, and credible.

MOTION

Laura Ashton is named Research Director for WLS-AM & FM/Chicago, formerly of WMJX/Boston ... BJ105/Orlando welcomes Mason Ramsey to middays/production from T94/Panama City ... WMEE/FT. Wayne PD Tony Richards joins Charlie Butcher for the morning show, shifting Tommy Allen to middays ... Steve Wallace moves across town from B97/Chicago to WJMK ... WGCL/Cleveland's new morning crew consists of Jay Michael Wilson,



Laura Ashton

JoAnne Hart, sportscaster Greg Brinda, Dave Baron in the WGCL-copter, and Sharon Taylor with news and information.



Larry Lomax L.A. Hardie

Larry Lomax and L.A. Hardie are the new morning team at KIYS/Boise ... Craig Jackson from Q103/Denver is named MD/PM drive at B94/Pittsburgh, replacing Bruce Kelly who exits for WHTT/Boston ... KDVV/Toronto PD Kevin Rabat is upped to AM drive, as Max Montans joins for afternoons ... Russ Gray moves from

WAGO/Chicago to PM drive at KXX106/Birmingham ... Rick (Love) Thomas leaves KZOZ/San Luis Obispo for KFIL/Los Angeles, and is replaced by Steve Chase, who's doing evenings ... WFMI/Lexington names overnighter Bill Kelly MD to replace Chip Mosley, who left for KSYZ/Grand Island ... Bill (Phipps) St. John joins WQEN/Gadsden for MD/morning drive.

Craig Roberts segues from KITS/San Francisco to competitor KFRC ... J.J. Cook is new to nights at KWTO-FM/Springfield ... At KHYT/Tucson, Randy Morrison exits, Jeff Ryan moves up from nights to mornings, Mike Mason is the new night rocker, and midday man Bobby Lewis adds on Production Director duties ... Brad Zinnerly is new to afternoons at WQCM/Hagerstown, while Bob Miller returns for evenings.



Steve Lehman

Steve Lehman moves from parttime to fulltime middays on KIIS(AM)/Los Angeles

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The Competition

For the last 16 months, this page has been used to provide information describing the advantages of using AIR to expose new product to radio. We've described the effect AIR has on our radio participants. They, in turn, have confirmed how AIR has changed their listening habits.

We have depicted, in detail, the process involved from the time a record is released to the time it reaches maximum hit potential. Moreover, we have researched and determined that over 90% of all releases are never heard or discussed in music meetings at the radio level.

In addition, we've published lists of songs that AIR helped impact, before they became a "hummable favorite." But we've never talked about our competition. There's a good reason. We don't have any.

There are companies that help get it on the radio, companies that help market it at retail, and companies that help gather information after the fact. But only one company can insure that a majority of CHR & AOR reporters will listen to your product and respond back their perception of its potential, and do it in less than 9 working days.

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WEEK #28

AIR Priorities

WEEK #28

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at 301-964-5544. Deadline for CHR response is 6pm, Wednesday, April 24, 1985

	TITLE	ARTIST	LABEL
CHR	ANGEL	MADONNA	WB
	INTO THE NIGHT	B.B. KING	MCA
	SEND HER TO ME	AUTOGRAPH	RCA
	I WAS BORN TO LOVE YOU	FREDDIE MERCURY	COLUMBIA
	BLIND EYES	LRB	CAPITOL

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at 301-964-5544. Deadline for AOR responses is 6pm, Thursday, April 25, 1985

	TITLE/CUTS	ARTIST	LABEL
AOR	MR. BAD GUY	FREDDIE MERCURY	COLUMBIA
	"I Was Born To Love You"		
	SONGS FROM THE BIG CHAIR	TEARS FOR FEARS	MERCURY/POLYGRAM
	"Shout" "Head Over Heels"		
	OO-EE-DIDDLEY-BOP	PETER WOLF	EMI AMERICA

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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AIR

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STEVE FEINSTEIN

WESTERN WONDER KGB/SAN DIEGO

No Secrets To Copping #1

"We're a mass appeal radio station that happens to play rock 'n' roll and doesn't apologize for it. We don't interact with the community as though AOR is a second-class citizen." That's four-and-a-half year PD Larry Bruce explaining the mindset behind KGB/San Diego's #1 shares.

Promotionally, Bruce's attitude is to do civic events, "things that are larger than life. This widens the perspective on the station. A San Diego county advertiser or listener can't pigeonhole KGB as just a rock station."

Examples include:

• **KGB Sky Show:** The fireworks with a synchronized soundtrack are in their tenth year. Bruce estimates that by including the spectators in the stadium with those in the surrounding hills, some 250,000 people watch the show.

• **Coronado Bridge Run:** A 10k run inspired a state legislature resolution closing down the bridge.

• **Charity:** Proceeds from KGB's most recent Homegrown album went to a child-abuse prevention foundation, for which the station also raised funds from a Halloween Ball concert with Red Rockers and Stone Fury. A Malibu Grand Prix night and a celebrity auction have benefitted the T.J. Martell Foundation.

KGB has two clean-and-simple ways of covering major concerts. The Concert Cruise has the station's van roam the parking lot before a show and award prizes to people in vehicles with KGB blaring on the radio. Inside the hall, the Ticket Upgrade gives tickets in the first five rows to people wearing the KGB calls.



Larry Bruce

Balance

Musically, Bruce calls KGB "hybrid in an interesting way. We're not a 16-24 year-old metal station, and we're not a 25+ 'wimp rock' station." The station balances a healthy selection of metal with a good dose of the classics.

Bruce and Assistant PD Ted Edwards often find their own metal hits through callout research. A tune such as Armoured Saint's "Take A Turn With Me" and tracks by Lita Ford and Stone Fury get powered.

"Programmers are reacting to metal as though it has the plague," declares Bruce. "To us, it's simply a question of, 'Is this a song that our listeners respond to?' We find there are great, hooky songs that 17-year-old metal kids and 34-year-old housewives both like. In the daytime, we play metal ballads

such as Judas Priest's 'Night Comes Down' that test well with the entire spectrum of listeners."

KGB also keeps older heads happy. Bruce explains, "If you play songs like Robin Trower's 'Bride Of Sighs,' Spirit's 'Nature's Way,' and Blind Faith's 'Can't Find My Way Home' once every six months, and put them between a new Phil Collins and a recurrent, you span the gap and tie everything together. That gets you a reaction from people who grew up with the format."

No Crossovers

Unlike other AOR giants such as WMMS/Cleveland and WBCN/Boston, KGB's mainstream AOR approach doesn't allow for many CHR crossovers. "They (MMS and BCN) have taken a different musical stance, but very much the same promotional and imaging posture," explains Bruce. "In this competitive marketplace, it makes sense for us to establish ourselves as a rock 'n' roll radio station. If we were someplace else it might be different, just as it would be if BCN or MMS had different sets of radio stations surrounding them."

"We've also found that both kids and adults were very negative about Prince, Cyndi Lauper, and Culture Club. They saw the whole fashion image surrounding those artists as alien and offensive."

News

Besides news segments on the half-hour in the morning, KGB does a seven-minute block at 11:50am. The "News Brothers"



HOME OF THE HOMEGROWN — KGB is credited with originating the home-grown album concept. It's raised over \$100,000 for local charities over the course of nine albums. Initially, all songs submitted had to be about the city of San Diego. That rule was repealed in 1983 when KGB revived the album project after a three-year rest.

feature is named after its cohorts, ten-year News Director Jeff Prescott and KGB mainstay Gabriel Wisdom, who gather offbeat, bizarre stories. Prescott scans voluminous newspapers, and the pair use of array of drop-ins culled from network newscasts over the years, along with stories contrib-

uted by stringers and listeners.

Mechanics

Bruce is a big believer in format mechanics. "A great rock station has magic, but that magic is built on a foundation. That foundation is mechanics. You don't know who

Continued on Page 41

KGB 12+						
	W	Th	Sp	Su	Fr	Sa
KGB	7.9	7.6	9.2	8.9		
91X	6.5	4.1	4.4	4.8		
KGB Fall '84 Demo Ranks						
Adults 18-34 #1; Men 18-34 #1						
Men 25-54 #1; Men 25-49 #2						
Teens #2						
Bold indicates #1 12+ share.						

Promotions

Big-scale promotions include an ongoing "Instant Song" contest, with prizes ranging from \$101 to \$5000. Five hundred drivers whose cars sported one of 250,000 KGB stickers got keys giving them a chance at starting a \$30,000 Datsun 300-ZX.



BEACHFRONT PROP — While you're lolling in the sun at the beach, these nifty little 8" by 4" headrests keep the sand out of your hair.

WESTERN WONDER KISW/SEATTLE

Phillips's High Octane Rock

Aside from a year spent as a corporate consultant for parent Kaye-Smith, Beau Phillips has been PD for the last seven of KISW/Seattle's 14 years as an AOR. Not surprisingly, he credits the station's AOR leadership primarily to consistency in musical position and airstaff.

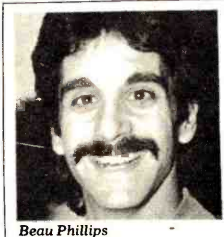
The mix is 35% current, 15% recurrent and 50% old, with about 750 library titles. There are few CHR crossovers, explains Phillips. "We epitomize positioning, which is as much about what we don't play as what we do. We're aware that people come to us with a mood."

KISW passes not only on Prince and Cyndi Lauper, but also on Chicago ("A/C band with CHR crossover appeal"), Kenny Loggins ("25+ female"), Phil Collins's "One More Night" ("a nice lullaby, but we're powering 'Inside Out' instead"), and Simple Minds' "Don't You (Forget About Me)" ("I like it, but it's missing an edge we look for").

KISW 12+						
	Fa	'83	W	'84	Sp	'84
KISW	5.9	3.9	4.7	5.4		
KZOK	4.3	3.7	3.2	2.5		
KEZX	2.0	3.2	3.2	2.2		
KISW Fall '84 Demo Ranks						
Adults 18-34 #2; Men 18-34 #1						
Men 25-54 #2; Men 25-49 #3						
Teens #2 (tie)						

However, KISW is not balls-to-the-wall rock 'n' roll. It plays Van Morrison and Tears For Fears, and powered every four and a half hours "Shades Of '45" by Gary O, which Phillips says "sounds wonderful on the radio. If it's not getting widespread CHR airplay,

that's all the better. The only way to beat the CHRs is to keep them chasing you, and I'm told we forced them on that record."



Beau Phillips

25-34's

With KZOK taking on a "Supers-80s II" flavor and KEZX adopting John Sebastian's EOR direction, what's KISW's approach for getting upper-demo men?

Continued on Page 41

WESTERN WONDER KUPD/PHOENIX

McIntosh's Listener-Friendly Programming

"Street visibility, a hot morning show, a cohesive staff, and more classic library material" took Tri-State's KUPD to the top of Phoenix's AOR race last fall, says PD Val McIntosh.

About 18 months ago the station switched from a concentration on current music to its present mix of 35% current with 65% recurrent and gold. McIntosh explains, "At that time we filled a void, while other stations backed off currents and the CHR's were more like A/C's. Now that the CHR's and (AOR) KDKB have switched to a current stance, we're positioned properly as a traditional AOR."

Depth cuts for KUPD include the Doors' "The End" and George Thorogood's "One Bourbon, One Scotch, One Beer."

KUPD has a middle-ground approach to crossovers. "We didn't play Cyndi Lauper at all," says McIntosh. "We played Prince's 'Little Red Corvette' and 'Purple Rain' as currents, but didn't put them in the library."

Take Me With U

KUPD refers to its audience and

airstaff as "U Guys." Former PD Ernesto Gladden came up with the idea of emphasizing the "U" in the call letters. "That attitude makes the relationship more as friends and less distant," says McIntosh.

KUPD 12+

	Fa '83	Wi '84	Sp '84	Fa '84
KUPD	5.4	6.9	5.4	7.1
KDKB	6.3	7.1	7.4	4.1
KSTM	1.6	2.1	2.0	2.2

KUPD Fall '84 Demo Ranks

Adults 18-34 #1; Men 18-34 #1
Men 25-34 #1; Men 25-49 #5
Teens #2

Walk On The Silent Side

Middy man Chris Mitchell has hooked up a computer bulletin board called the "Silent Side Of KUPD." In six months, over 12,000

calls have come in from computer buffs. Phone modems enable them to leave and pick up messages for one another and the station, and scan jock profiles along with music and concert info.



Val McIntosh

Down By The River

KUPD sponsors "river floats" at the beginning and end of each summer. Participants blare their radios as they float down the Salt River on rafts and tubes, relieving themselves from the Phoenix heat for four or five hours.

THE WILD ONE FOREVER

KUPD's Morning Prattfalls

Next time you're looking for morning talent, check your research department. That's where KUPD found 22-year-old morning madman Dave "The Wild One" Pratt a few years ago. He started on weekends and then moved to overnights, where his brand of lunacy "made him the most talked-about jock," says Val McIntosh. "There was a void in the market for a crazy morning person, and he's fresh, zany, off-the-wall, and occasionally off-color."

Pratt has apparently filled that void. Appearances by his "Sex Machine" band have reportedly filled 3500-seat concert halls. Red is his motif — he often strips down to his red underwear at appearances, and his show is called the "Red Radio Morning Show." Catch-phrases include "Squirt Me, Baby," "Rock Naked," and "Suck Wind."

"We try to temper the outrageousness with community work," says McIntosh. Some \$5000 from the sale of his "Anti-Jacksons" single went to the Red Cross, as did \$10,500 from Pratt's 98-mile walk from Tucson to Phoenix. He also chaired a week-long bowling tournament that raised \$170,000 for the local Big Brothers.



Phillips's High Octane Rock

Continued from Page 40

"We try to rekindle memories in the 25-34s who grew up with the classics: Who, Yardbirds, Cream, Kinks, and Stones," says Phillips. "The other stations take the esoteric approach, thinking that a 25-34 year-old wants to hear depth songs off a Donald Fagen album. You don't cross a magical barrier when you're 25 and say, 'Whoops... I better put down that Led Zeppelin record, start drinking white wine, and listen to 10-minute Dire Straits songs.'"

"Personalities are also important to that age group, and the 18-24s who grew up with KISW's jocks are now in the 25-34 cell."

Team Players

KISW has teams in both drive-times. In the mornings, Robin Erickson and newsman John Maynard do a weekly "Trading Post," where the last item from a previous round is up for grabs to the listener who swaps something of greater value or interest. The bit started with an almost-empty whiskey bottle from David Lee Roth, and has run through cars, an aluminum canoe, pool tables, pinball machines, handgliders, and a telephone booth. One listener traded in 1000 boxes of macaroni and cheese, which the station donated to a local food bank.

The afternoon "Road Show" teams Gary Crow, who's logged eight years at KISW and 11 in Seattle, with newsman Mike West, who put in five years on KISW mornings before a brief stint at KMET/Los Angeles in '83. The afternoon



show kicks off KISW's Rocktober with a live broadcast from a platform atop Seattle's landmark Space Needle, six hundred feet up with no guard rail.

The staff also includes Los Angeles AOR vet David Perry on mid-days and MD/night rocker Steve Slaton, who's been with KISW for 11 years. "Steve lives for new music and brings that feeling across on the air," says Phillips. "He's recognized as a true believer — Sammy Hagar brought him onstage to give him a plaque for his support, and Journey also presented him with a platinum record onstage."

Information

"We're not afraid of news," says Phillips. "Instead of hard news like the Nicaraguan conflict, we go for informative news that affects our listeners lives: tax tips, airfare wars, an eye operation to cure near-sightedness, the AT&T breakup."

An auto expert's weekly one-minute "Auto Advisor" gives tips on automobile maintenance and developments. KISW's "Lowdown" rock news feature runs four times a day, and its "What's Happening" film and entertainment guide is heard Thursdays-Saturdays.

Package Design

"People buy your radio station for the package appeal — if you convey an attitude, a spirit, and sound like you're the place to be," says Phillips. "We've built enough credibility with our audience that they know we're going to take care of them and not violate their trust."

No Secrets

Continued from Page 40

you're listening to unless you're told."

Jocks consistently place the station's slogan, "Rock 'n' Roll 101... KGB-FM," at the points where listener retention is thought to be the highest — the first thing out of music and the last thing into music. Depending on song length, call letters are mentioned every two-three tracks during sweeps, which always cover quarter-hour marks to garner extra possible listening credit. Stopsets are arranged so that the first spot is produced, rather than read by a cold voice; :30 spots are placed at the end of the set; no more than three units are played per set; and live tags are permitted only for the last spot.

SEGUES

KUPD/Phoenix MD Curtiss Johnson leaves for KOME/San Jose afternoon drive... WIOT/Toledo MD Roz resigns as of 4-26, with Rick Van Gil named to replace her... WZYC/Beaufort, NC PD Steve Gelder to exit by the end of the month... Robin Galluzo is WSKS/Cincinnati's Assistant Operations Manager... CILQ(107)/Toronto names John Derringer MD.

WBGN/Boston late-nighter Carla "Raz" Razwyck leaves for TV voice-over work... WBAB/Long Island overnights go to Cindy Scull from WXQR/Jacksonville, NC... Rocky Roberts is out of KRQU/Laramie-Cheyenne mornings.

Miscellaneous Movers: Debbi Carlton steps down as WYSP/Philadelphia Promotions Director.



MISS ROCK — KISW's fiberglass hydroplane with a WWII airplane engine in Seattle's annual "Seafare" race.

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LON HELTON

COUNTRY

TALKNET, MAGAZINE SHOW ADDED

WMAQ: A Move To Block Programming

WMAQ has made a number of changes in recent months to better target the available audience. There was no question about it competing head-to-head with WUSN when it came to either "four in a row" or "FM stereo." What WMAQ has done is skew programming to concentrate on its strengths. Besides being Chicago's "Country Music Radio" for the past ten years, "MAQ's also built an image as the contest station. In addition, it's cultivated a tremendous reputation for news and information. WMAQ also carries the Chicago White Sox games. PD Bill Gamble told me how the station has been refocused over the past few months.

Mornings

Doug James left WNAP/Indianapolis to join the station as morning host a little over a month ago. Bill said, "WMAQ has had a history of quality morning personalities, and when filling the open slot we took a lot of time to find the right guy. Doug acts as the quarterback for the show, coordinating all the elements. We have nine-year MAQ vet Pat Cassidy coming in with the news, TV weatherman Jerry Taft does weather, and TV



Bill Gamble

ing ten or 11 records an hour in the morning. As an AM station we have to give people useful information. Not just stuff radio people think should be on the radio, but useful information that will help them get to work and inform them about things going on during the day. We deliver it through humor, hard news and, at times, through the music.

"We've cut down to about six records an hour in the morning — and that's not rigid. It changes if something of great interest to the community is going on. We're not locked into having to play a record at :15 after. I don't think that would

'sweeping the quarter-hour for maintenance' stuff works. People don't listen to the radio that way. If there's a major news story, the newscast may run a little long. The same if there's a major sports story. Whatever's current and topical, we let the show run that way.

"We really focus on the concept of 'Here's a bunch of guys havin' a great time on the radio who're gonna give you all the information you need.' It's a thought that's worked for years, and we're just getting back to it."

Adding Talknet

Another change MAQ made was to switch its 7-9pm sports show to 6-7pm. "We felt there were a lot of people driving home who didn't have a chance to hear Chet," said Bill. "The 6-7 slot also made more sense, considering what other stations were doing that time of day. In addition, moving the sports-talk show coincided with our decision to carry the quality Bruce Williams show on NBC's Talknet from 7-10pm."

That comment logically led to the question of why Talknet was added. Bill answered, "When we made the move, there were a total of three and a half to four 25-54 shares available to Country in the evening. There were 17 or 18 shares available to Talk, which made the choice real easy. How many 25-54 adults are out there in the evening and what do they want? A large part of that demo is watching prime time TV, cable, playing with their home computer or whatever. You have to offer those folks something unique — give them a specific reason to tune in between 7-10pm. Bruce gives us that reason. It's something they can't get at any other time of the day. The same is true with our sports-talk show, the overnight program which Fred Sanders gears to truckers, and all the information in mornings."

I asked Bill if that didn't fly in the face of the old programming philosophy that when someone tunes in your station, you want to make sure he gets what he's expecting to hear. "That's not a bad point, especially in a city like Chicago where there's so much specialization. But you also have to be realistic. You can be known for things other than your specific programming at any one time. Using that example, major league baseball on any radio station wouldn't be a good programming tool. You have to draw the thread — the things that make people comfortable with your station — throughout all the elements. That

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WMAQ, WUSN GEAR UP FOR SPRING BOOK

Winds Of Change In Chicago

Windy City Country stations have been making some major changes of late. While the moves probably can't be directly attributed to the fall Arbitron, the fact remains it was the first book in which another Country station outpointed WMAQ since the NBC O&O turned to the format in January 1975.

Since that time, MAQ has revamped its morning show — bringing in Doug James from WNAP/Indianapolis — and revised its evening lineup to feature talk.

WUSN, meanwhile, made news last week (Street Talk 4-5) with the signing of controversial morning

personality Gary D.

This week we'll hear WMAQ PD Bill Gamble explain the reasoning behind his station's on-air moves. Also, US99's VP/GM Drew Horowitz reveals the whys and wherefores of hiring Gary D.

WUSN Adds Morning Punch

Street Talk Item: WUSN/Chicago signs Gary D for mornings.

—R&R, 4-5

That little piece of news in last week's issue generated a lot of talk. Gary D, you see, is not your average, everyday radio personality. First, there's his sexist attitude. And words like "pinko," "commie," and "fag," are liberally sprinkled throughout his rap. But there's one good thing you can say about his act — it generates numbers.

During his ten years at WHK/Cleveland, Gary D spent most of that time as the morning ratings leader. His short tenure at WPKX/Washington was, to say the least, tumultuous. On his first day on the air there, Gary described



Drew Horowitz

the black mayor's wife as rather attractive and "able to pass for white."

All of the explaining and potential complaining notwithstanding, WUSN VP/GM Drew Horowitz made the decision to bring Gary aboard. He was gracious enough to offer his "behind-the-scenes" thoughts on the move.

A Reason To Cume

"The decision was based upon the complexion of the marketplace. One thing most people agree on is that you've got to have a strong base in mornings for a station to be successful. Your morning show must transcend being just another daypart; it has to lead the station. It must have style and be dramatic. Don Wade (former morning personality who's been of-

fered another airshift) is an excellent morning man. In no way was I displeased with the job he was doing. If anything, he's been a main cog in the growth of this radio station over the past 18-24 months.

"However, I perceived us hitting a wall in the next six months to a year where we're going to peak out. There are only so many



available bodies out there, and I don't think many of them are giving us a chance. They're not tuning in, partly because we haven't given them a reason to. The music alone is obviously not a reason and, in some cases, may perceptually be a negative. We need to get more bodies sampling our product. If



Gary D

Gary D becomes the reason they cume WUSN that's great because ultimately they'll be turned on by the music. There's an opportunity to expand our potential audience."

Continued on Page 46



sportscaster Chet Koppick handles sports. We recently acquired our own helicopter for traffic reports."

What about the music? "Obviously, music is important," Bill said. "But when you're an AM radio station, competing and sharing a vast amount of audience with WGN and WLS as well as USN, service and entertainment take precedence. We're no longer play-

UPDATE

We Are The World

The decision to play "We Are The World" was a tough one for many Country stations. Many felt the handful of country artists who participated wasn't enough to justify airplay. Being a believer in leading your audience, I've always felt you can justify almost anything if you take the time to set it up.

The point was beautifully illustrated in a note from KTGR/Columbia, MO PD Ken Borden. Detailing the manner in which his station dealt with "We Are The World," Ken wrote, "KTGR is 'Proud of our Country' and we decided to tell the story before the song. Our News Director, Greg James, voiced the following intro to the record:

"There comes a time when the world must come together. To support the cause of feeding thou-



sands of hungry people in famine-stricken Africa, pop and country's finest musicians and singers have combined to create a most powerful song.

"We present 'We Are The World' as a song of caring from our Country K-1580 KTGR."

CAUTION!

Big Hits Ahead!

Mark Gray/Tammy Wynette

"Sometimes When We Touch" 38-04782

R&R 12 BB 14 CB 22

Continues to touch audiences whenever it's played.

Produced by Steve Buckingham

Willie Nelson

"Forgiving You Was Easy" 38-04847

R&R 30 BB 41 CB 49

One of radio's biggest movers last week.

Produced by Willie Nelson

David Allan Coe

"Don't Cry Darlin' " 38-04846

COE-motion: R&R 49 BB 53 CB 70

The definitive David Allan Coe record.

Produced by Billy Sherrill

Moe & Joe

"Still On A Roll" 38-04843

R&R NEW & ACTIVE 49/8 30% BB 68 CB 72

This bit of nostalgia must be heard. Great phones where it's being played.

Produced by Blake Mevis

Ray Charles/Mickey Gilley

"It Ain't Gonna Worry My Mind" 38-04860

BRAND NEW ON YOUR DESK NOW! *The requested follow-up to the Number One "Seven Spanish Angels."*

R&R SIGNIFICANT ACTION 25/19 15% first week.

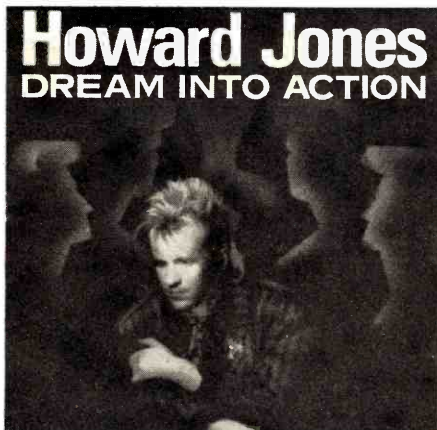
Produced by Billy Sherrill

Brought to you by the hitmakers at Columbia Records



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"Things Can Only Get Better"



HOWARD JONES'

"Things Can Only Get Better"

single rockets toward Top Ten! From his new LP
Dream Into Action.

BILLBOARD LP DEBUT 59*

(Week's Second Highest Debut!)

CHR R&R 37-28 BILLBOARD 44*-37*

AOR TRACK 28-24

LP 24-20

A/C SIGNIFICANT ACTION

**R&B R&R 26/5
BILLBOARD DEBUT 82***

"Alone Again"



DOKKEN Tooth and Nail

the road and on the th
DOKKEN's third assa
album charts. 300,00
THE power ballad of

"Alone Again"

CHR ACTION: 22/15, inc

KKRZ WLAN-FM W
Q100 WKRZ-FM W
WERZ WJZR KK

All over AOR: WBCN, W
KSRR, WYNF, WAQX, WS
WLLZ, KQRS, KSHE, KBPI,
KUPD, KZAP, KGB, KRQR,
KFMG... and many more!

AOR TRACKS BREAK

LP: 30-27

Marty Bender WSKS, "DO
Again' is our #1 record. (H
either!)" ... Believe it!

Alan White KIL0, " #1 ph
DOKKEN's 'Alone Again!
and if you're not on it, you
ning!" ... No probably ab

Lee Arnold WLLZ, "DOKKE
Number One phones in all

On Elektra Music Cas

ARE LOADED RINGING THEM HOME



KEN

Nail Seven months on the AOR-charts yields a sault on the *Billboard* 200 albums sold, and now of 1985-

including:
WOKI WKSF WHSL
WJXQ WJAD WAZY-FM
KKRD KKQV KBIM

WHJY, KZEW, KL0L,
WSKS, WEBN, WLVQ,
PI, KISS, K10, KLOS
QR, KOMA, WARX,
e!

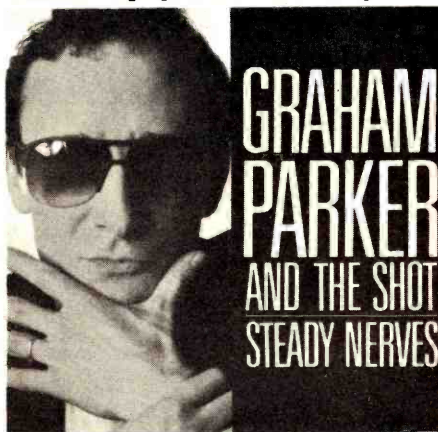
KERS 33-29

DOKKEN's 'Alone
(Hey,) can't believe it

phones this week for
n!' This track is a winner
ou're probably not win-
about it!

KEN's 'Alone Again' —
all demator 10 weeks!

"Wake Up (Next To You)"



GRAHAM PARKER AND THE SHOT.

Steady Nerves. Featuring
GRAHAM's first ever smash hit single
"Wake Up (Next To You)"
in your hands now!

R&R LP: 31 TRACKS: 58

BILLBOARD LP DEBUT 125*

Coming soon to your town with Eric Clapton:

4/9 Dallas, TX; 4/10 Houston, TX
4/13 Pensacola, FL; 4/15 Lakeland, FL; 4/16 Miami, FL;
4/18 Durham, NC; 4/19 Savannah, GA; 4/20 Atlanta, GA;
4/22 Richmond, VA; 4/23 Baltimore, MD;
4/25 E. Rutherford, NJ; 4/26 Uniondale, NY;
4/29 Philadelphia, PA; 5/1 Hartford, CT; 5/2 Portland, ME;
5/3 Montreal, CAN.

assettes and Records.



ELEKTRA

HAVE YOU HEARD?

A number of changes at KXYL/Brownwood: PD Kevin Alexander has moved to the morning show, Craig Lewis comes aboard from Crosstown KBWD as MD/afternoons, and Rick Stevens rejoins the station for evenings, replacing Peter Scott, who moves up to middays. . . . WGTG/Gettysburg has dropped automated Beautiful Music for Country, Dave Cannon is hired on as PD. His lineup features Bob Hamilton from WHYL/Carlisle in mornings, Dave does middays, Rick Davis is on afternoons, and Pat Case is Asst. PD/Evenings. . . . WIGL/Orangeburg, SC is out of the Country biz; it recently went A/C. The station also moved its stick and improved its coverage to Columbia. . . . Gary Phillips has been added to the personality roster at KEBC/Oklahoma City. He'll be doing evenings as former night jock Joe McIntosh moves to afternoon drive. . . . WOKK/Meridian has a new talent lineup: Ken Rainey and Company start out the day, followed by Tim Walker, Jan Owens, Jim McKay, Joe Marshall, and Ron Coulter. Dan Talmidge and Debbie Phillips hold down weekends.

WBAM/Montgomery has changed calls to WLWF-AM and is now simulcasting drivetimes with top-rated FM sister WLWI. . . . Steve Randall has returned to weekends at KLAC/Los Angeles. . . . Condolences to the family and friends of WTHI/Terre Haute Farm Director Ralph McHargue, who passed away March 8 of an apparent heart attack. Known as "Cork" to the audience, McHargue was 57 and had been with WTHI since 1977. . . . News news: Darrell Hosack has been named ND for WCMS-AM & FM/Norfolk. . . . WKY/Oklahoma City News Editor Steve Mace is the recipient of the Marshall Gregory Award for educational media excellence in the category "Best Single News Coverage, Radio." WKY Capitol correspondent Jennifer Reynolds has been honored with the DuPont-Columbia Award for broadcasting excellence from Columbia University in New York. The honor was bestowed following her series on problems in public broadcasting. . . . And, as always, be sure to let me know what it is you have heard!



MORE THAN THEIR HEARTS WERE RESTLESS — Fulfilling the lifelong dream of being in a picture with Dolly Parton are area radio personnel and members of RCA's Restless Heart after a recent Fresno concert. Shown palpitating with Dolly are (l-r) RCA's Carson Schreiber, Restless Heart's Larry Stewart, KMIX/Modesto MD Ron Stevens and PD Steve Amari, Dolly, Restless Heart's Dave Innes, KFRE/Fresno PD Bob Mitchell, KMAK/Fresno PD Charlie Scott, and KUZZ/Bakersfield MD K.C. Adams.

WUSN Adds Morning Punch

Continued from Page 42

The Toughest Morning Market

"Looking specifically at Chicago, we've probably got the most competitive morning arena in the nation. Few markets are able to go three-deep in quality morning personalities. Here you're talking about more than half a dozen. If I want to achieve my goal of being one, two, or three — and be truly competitive — we need a dynamic, provocative individual who will make people try this station. They may not like what he says or how he says it all the time, but they will listen. It's our goal — really Lee's (PD Lee Logan) challenge — to take those bodies and bring them through other dayparts."

I asked Drew if Gary would be

given a free rein and sound like he has in other markets. "In the past, he's been a misguided missile," quipped Drew. "What we're going to do is guide the missile a little more accurately so we hit the target. We're still going to play a lot of music from 5:30-10am — it's not like we're going 'Talk radio.' We'll continue with our news, sports and weather people; they'll have the opportunity to interact with Gary."

"But don't get me wrong. He's going to have a lot of free reign. He'll be the Gary D of the past. I don't want him to change one bit. I've done my homework: I've listened to a ton of his tapes and have a six-inch-thick file on every quote he's uttered in the past five years. I know exactly where we're comin' from on this."

Past = Future?

As stated earlier, Gary was a killer in Cleveland but less so in DC. What makes Drew think lightning will strike for 'USN? "He did well at 'HK because he reflected that city's values. He reflects the values of the Midwest. Putting him on the air in Washington was like putting a fish on land. He just didn't fit in with the makeup of the city. Gary's the working man's kind of guy, and Chicago is a working man's city."

"Cleveland is a microcosm of Chicago. His success in a market similar in attitude to Chicago should be an accurate indicator of the kind of success he can have here. Philosophically and attitudinally, he reflects the people who make up this city's core. A lot of them out there could be our listeners; thus the decision to bring him into the marketplace."

No Promotion

Outside of a few calls to the local press, Drew said there will be little advance promotion concerning Gary's arrival. He said, "We're just gonna put him on the air, let him ease into the job, and do his thing. We're not hyping his arrival at all. As he gets cranked up and moving, the ripple effect of the street talk he'll generate will be very dramatic. Within a couple of months everybody in Chicago will know about Gary D."

ACM Radio Winners

The Academy of Country Music has announced the winners of the ACM's Radio Station of the Year and Disc Jockey of the Year "Hat Awards." This year, for the first time, awards were given out to stations and personalities in each of three market sizes. In addition, this was the first year the award was determined via a vote of the Academy's Disc Jockey, Radio, Promotion, and Publication category members. This year's winners, who will be announced on the nationally televised show May 6, are:

- Radio Station of the Year:**
 Large Market: WMC/Memphis
 Medium Market: KVOO/Tulsa
 Small Market: WLWI/Montgomery
- Disc Jockey of the Year:**
 Large Market: Coyote Calhoun, WAMZ/Louisville
 Medium Market: Billy Parker, KVOO/Tulsa
 Small Market: Dan Hollander, WDXE/Lawrenceburg

PROMOTION UPDATE

Spud-tacular



Front row, left to right are: KGEM personality Jim Dillon, two of the judges, KGEM's Jean Morgan, and the third judge. Back row left to right are: KGEM morning man K.J. Mac, J105's John O'Brien, and KGEM & KJOT PD Steve Lake.

Well, you did it again. You managed to go through another February without saluting it as "National Potato Lovers' Month." Never fear, though. KGEM & KJOT/Boise did enough saluting for all of us by holding a "Mr. & Mrs. Potato-Head Decorating Contest." Listeners carved, painted, or otherwise modified an Idaho baker into their version of Mr. or Mrs. Potato-Head. The first prize (awarded by the staff/judges of KGEM) was a microwave, a sack of spuds, and a quarter of beef. Listeners also received sacks of 'aters, McDonald's french fries, and other starchy goodies in on-air giveaways.

All of the entries were showcased during the Sports and Recreation Show in Boise as part of Super Spud Month. Pictured here is one of the best-dressed spuds since the Irish potato famine!

WMAQ: A Move To Block Programming

Continued from Page 42

thread is through media, promotions, the way your talent does things. The thread that runs through 'MAQ is 'We're a fun radio station.' You can have the same fun at 2am that you have at 2pm, even if you're not running, the exact same programming."

Late-Night

"From 10-midnight we run a magazine-type program with Bill Jurek. If you've got folks listening to Talk radio, you have to gradually wean them from it. We do a featured artist segment with either live or taped interviews. We have a lot of requests and dedications. There's also a lawyer who takes phone calls and answers legal questions for three or four minutes at a clip. A lot of that kind of stuff helps the transition from Talk to the trucker show, which starts at midnight."

Bill concluded by adding, "To some extent, this is a return to block programming. Look at the stations winning on the AM dial — they're block-programmed. They're programming to the specific needs of a given audience at a specific time of day. WMAQ's overall strategy is to give people what they need at the specific times they need it. At the same time we try to balance the fine line of being consistent and having a

thread that runs through the station so the audience knows what's going on. With a big power AM station I don't think doing the same thing at 2am that you do at 2pm works. The lifestyles of people awake at those times is radically different and so is the station content."

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DON'T GET CAUGHT SHORT. RCA WANTS YOU TO LOOK OVER YOUR ADDITIONS

ARTIST From RCA #1 RCA Records, Nashville, TN	VINCE GILL "True Love" PB-14020	Filing Status <input checked="" type="checkbox"/> Single	Reporting Statement	
		Label RCA	Copy C For Music Director	
1. Radio & Records		1.	38	
2. Bill Board	2.	36		
3. Cash Box	3.	38		
4. Supplementary info.	4.			
Signature		<i>Vince Gill</i>		

ARTIST From RCA #1 RCA Records, Nashville, TN	LOUISE MANDRELL "Maybe My Baby" PB-14039	Filing Status <input checked="" type="checkbox"/> Single	Reporting Statement	
		Label RCA	Copy C For Music Director	
1. Radio & Records		1.	37	
2. Bill Board	2.	42		
3. Cash Box	3.	46		
4. Supplementary info.	4.			
Signature		<i>Louise Mandrell</i>		COUNTRY BREAKERS 4/12/85

ARTIST From RCA #1 RCA Records, Nashville, TN	EDDY RAVEN "Operator, Operator" PB-14044	Filing Status <input checked="" type="checkbox"/> Single	Reporting Statement	
		Label RCA	Copy C For Music Director	
1. Radio & Records		1.	42	
2. Bill Board	2.	56		
3. Cash Box	3.	73		
4. Supplementary info.	4.			
Signature		<i>Eddy Raven</i>		



SHARON ALLEN

NASHVILLE THIS WEEK

Choosing Sides

Remember when you were in grade school and the biggest, toughest kids on the playground squared off and chose their teammates for sporting events? Remember the anticipation as names were called and . . . you waited for yours? That should adequately describe the atmosphere last week when team captains Richard Sterban, Lee Greenwood, and Eddy Raven (sitting in for Gary Morris) chose their teams for the All American Country Games to be held during Fan Fair in June.



THERE'S A DRAFT IN HERE — Eddy Raven, Lee Greenwood, and Richard Sterban joined Charlie Douglas last week on the Music Country Radio Network and drafted teams for the All American Country Games. They are shown here goofing off before serious spring training begins.

This all happened during a live broadcast with Charlie Douglas on the Music Country Radio Network. They picked their teams and discussed strategies for the events which will include a record throw, earth ball push, relay, home run derby, and an obstacle course. Adidas will supply the uniforms for the competition which will be held at the Vanderbilt Stadium, June 12 at 10am.

Raven chose: Lorrie Morgan, Mark Herndon, Nicolette Larson, Gus Hardin, Tom Grant, Keith Stegall, Gail Davies, and Jeff Cook. Sterban chose: Joe Bonsall, Karen Brooks, John Schneider, Helen Cornelius, Steve Wariner, Kathy Mattea, Teddy Gentry, Wynonna Judd, and Earl Thomas Conley. And Greenwood chose: Randy Owen, Melanie Greenwood, Rex Allen Jr., Shelly West, Charley Pride, Marie Osmond, Michael Martin Murphey, Misty Rowe, and T.G. Sheppard. The games will again benefit the Tennessee Special Olympics.

Voila Les Oaks!

The Oak Ridge Boys will be the only American artists present during the grand opening of Acropolis, a new exhibition and convention center in Nice, France. The Oaks are slated to perform May 14

and are the only act representing American entertainment during the 47-day festivities.

You already know about the Oaks' involvement in children's causes. This time they plan to help the Feed the Children organization by donating their performance fee. The money will be used to drill four water wells, one named for each of the Oaks, in the Rift Valley in Kenya.

The initial drilling is scheduled for July, and the wells should be operational by the end of the year.



OVER THERE! OVER THERE! — The Oak Ridge Boys and Nashville Mayor Richard Fulton telephone Jacques Medecin, the mayor of Nice, France, to discuss the group's May 14 performance at the new Acropolis convention and exhibition center. Pictured (l-r): Duane Allen, Joe Bonsall, Mayor Fulton, Richard Sterban, and William Lee Golden.

The four wells will provide water indefinitely for human and animal consumption. According to a United Nations study, this could eliminate some 27 different types of disease in the drought-stricken area.

"Follow That Bird"

Songwriters from Warner Bros. Music in Nashville and three RCA recording acts are involved in the upcoming Sesame Street movie, "Follow That Bird." The Warner Bros. movie will be released in July with the RCA soundtrack preceding the film in June.

Waylon Jennings is the only artist who actually appears in the movie, singing a duet with Big Bird called "Ain't No Road Too Long." (Waylon plays a turkey truck driver.) Alabama does one song on the soundtrack, titled "All Together Now," and Ronnie Milap's contribution to the album is called "Working On My Attitude." The rest are performed by the Sesame Street characters.

Most of the songs were written by the following Warner Bros. writers: Troy Seals, Eddie Setser, Jeff Pennig, Jeff Harrington, Steve Pippin, Randy Sharp, Wood Newton, Mike Noble, and artist Karen Brooks. Steve Buckingham served as music supervisor and produced the soundtrack album.

Mandrell & Greenwood Honored

Barbara Mandrell and Lee Greenwood were selected to receive the two most prestigious awards presented by the United States Air Force Recruiting Service. Both awards will be presented during Fan Fair.

Mandrell's award recognizes individuals or organizations who have made major contributions over extended periods of time. She was chosen based on her involvement with the Air Force dating back to the Vietnam war.

Greenwood was chosen because of his single, "God Bless The U.S.A.," for his public service work, and contributions to charity.



MOE & JOE ON A ROLL — Moe Brandy and Joe Stampley's current single is "Still On A Roll," and CBS execs couldn't resist a little bun-type-pun. They've been distributing honey buns with pictures of the duo on them as promotional items. Pictured sharing a taste of the bun-fun are Roy Wunsch, CBS VP Marketing/Nashville (left), and Rick Blackburn, CBS VP/IGM Nashville, with Moe and Joe.

ICM Closes Nashville Office

International Creative Management closed its Nashville office last week after 18 months of operation. The agency maintains offices in London, Rome, Paris, Los Angeles, and New York, and handles television, film, commercial, and literary ventures.

Artists on the Nashville roster will reportedly have the option to be released from their contracts. Those represented include: Reba McEntire, Mel Tillis, the Charlie Daniels Band, Steve Wariner, Shelly West, and others. A transitional ICM staff will remain in Nashville for an indefinite period to service the existing contracts.

Bits and Pieces: The Statler Brothers

The Statler Brothers were tapped to host the 19th annual Music City News Country Awards on June 10 at Opryland. This will be the Statlers' eighth consecutive year as hosts. . . Since her accident Barbara Mandrell has made no secret of the fact that she strongly advocates the use of safety belts. Last week she appeared before a joint House-Senate subcommittee of the Tennessee legislature that is looking at proposed legislation to make seat belt use mandatory in Tennessee for all passengers over four years old. . . Look for Razyzy Bailey to perform at the grand finale of the 1985 Philip Morris/Miller Beer Reach for the Stars Country Music Competition on April 29 in Louisville. . . Last year Hank Williams Jr. narrated a one-hour documentary for Louisi-

ana PBS-TV titled "The Cradle of the Stars: The Story of the Louisiana Hayride." The special will air nationally May 26 at 10pm on the PBS network. . . The Kendalls have added Michael "Tramp" Lawing to their band. He replaces fiddler Glen Duncan, who joined Bill Monroe's Bluegrass Boys. . . Lee Greenwood added two female backup singers: Lecann Atherton and Suzanne Edwards are now known as "Magic". . . And what country heartthrob may be picking the rice out of his beard within the year?

Just thought you'd like to know!



GOSPEL MUSIC WEEK CELEBRATED. . . Sr. VP Frances Preston hosted BMI's annual Springfest luncheon earlier this month in honor of Gospel Music Week '85. Preston and BMI VP Joe Moscho presented special commendations to the Benson Company, Dove Award winner Greg Nelson, artist Bobby Jones, Dove nominee Phil McHugh, and nominee Greg Fisher. Pictured above are Frances Preston and Bobby Jones.

Nashville In Motion

R.C. Bannon is credited with discovering RCA's latest addition to the roster, Tracy Lynden. She was a Wrangler Country Showdown contestant. Bannon produced the single you'll find on your desk in the next couple of weeks. . . Jimmy Angel signed with Jammer Productions/Records Inc. In addition to its Florida headquarters, Jammer recently opened a Nashville office at 38 Music Square East, Suite #217, Nashville, TN 37203; phone (615) 726-0300. The Nashville office is being managed by A&R exec. Thomas Keenan. . . Freddy

Hart is back on the scene again with a single on El Dorado Records. . . Look for New Grass Revival to sign with a major label very soon. . . Following her appearance at the Silk Cut Festival at Wembley over Easter weekend, Tammy Wynette has embarked on a 12-day European concert tour. . . John Briggs has been appointed to a membership representative position in ASCAP's Nashville office. He was formerly with the Wishbone Music Publishing Co. in Muscle Shoals, AL and the House of David Recording Studio in Nashville.



Country News This Week's Guest: T. G. SHEPPARD

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



RON RODRIGUES

ADULT/CONTEMPORARY

JACK FITZGERALD COMMENTS

AM Giants: Fix 'Em Now . . . Or Fold 'Em Later

A lot of talk lately has centered on the competitive situation facing full service A/C AM stations from an increasing number of music-intensive FMs. This week we offer an insightful examination of the issue by WTVN/Columbus OM Jack Fitzgerald, who paints an interesting and sometimes tongue-in-cheek scenario of where traditional AM A/C radio programming is headed, unless . . .

Ah . . . those giant AM A/C stations with their legendary call letters. You know the type — they were the stations that for years had those incredible 12+ numbers. They owned their markets for decades. Sure, they no longer have 15 or 20 shares, but they're still very healthy, aren't they?

By and large, no. Some of these legendary stations may still lead their markets by varying margins 12+. But invariably, when a magnifying glass is put to the numbers (though it rarely is), it becomes painfully apparent that many of these stations died years ago and nobody's told them!

For too many years these stations have programmed to protect what they had, instead of programming to gain what they need for future strength. As a result, their audiences are literally falling off the right side of the Arbitron page. The audience grows older each successive year, and the programming becomes stale as the station tries to superserve its remaining core listeners.

In most cases, the AM giants have done nothing for many years to attract new cume. Many have fallen into the trap of believing that either everyone in the market already knows all about them, or that it's basically hopeless to attempt bringing a younger audience to the AM band. Both of these traps are very dangerous.

A Long, Hard Look

Let's take a look at a prototypical AM giant station in trouble:

- Sixty percent or more of its audience is 50+.
- Zero growth 25-34 and/or 35-44 (even more alarming).
- It either has no plan or sees no need to bring new, younger cume to the station.

• It employs an "elder statesman" type morning personality who has been with the station for years with "incredible numbers." He is prone to sneaking in an occasional showtune and hasn't introduced any new features to his program in years.

• It has a PD between 40-50 years old who was a DJ at the station for years before "going corporate." He now wears three-piece suits or tweed jackets and probably

smokes a pipe. He cannot explain the difference between cume and quarter hours, and spends a lot of time walking around the station with a furrowed brow looking very pensive.

• The station has resorted to a lot of talk in middays: health advice from local physicians (doctors love this), financial advice, visits by the animal protective league, etc.

"Do not be overly concerned with traumatizing the folks at the upper end of your demos."

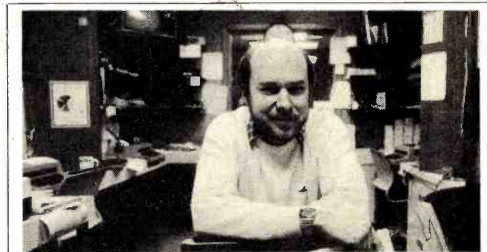
• There is a "siege mentality" — afraid (or unsure how) to take new ground, obsessed with protecting the ever-shrinking hill it's on.

• Frequently the phrase is heard, "We've got to be careful . . . our audience can't handle that . . ."

Where To Go From Here?

If you see your station profiled here, don't reach for your medication. There is an effective course of action. And the odds are that it's not too late to revitalize your property.

First, do not be overly concerned with traumatizing the folks at the upper end of your demos. Your station is the best friend they've ever had. A few new wrinkles in your programming will not send them packing. One thing you have to



Jack Fitzgerald is Operations Manager for Taft Broadcasting's WTVN/Columbus, a full-service A/C station he's programmed since 1982. Jack advises a number of radio stations facing predicaments similar to those described in this week's article.

give them credit for is that they're loyal.

Now, about the program director. Was he given the job as a reward for years of faithful service? Or is he one of those rare state-of-the-art marketing and programming experts, ready to carry your station to its next level of excellence? Is he constantly looking for fresh approaches to old problems? Or does he continue employing the same tired strategy and tactics that led the station into its current state? Does he understand marketing in the '80s? If not, retire him swiftly. He's amazed he has lasted this long, and will be greatly relieved. Pay whatever is necessary to attract and keep a state-of-the-art programmer as described above. There are about five of them in the country.

Next, take a good, hard look at that elder statesman in morning drive. It's quite possible he still has a considerable cume and big 18+ shares. The key, of course, is to objectively analyze the quality of his audience, not the quantity. Is your elder statesman building an audience in the critical demos (25-34, 35-44) necessary for continued station growth? Or is he contributing

"Once an AM loses too much ground, history tells us the battle and the war are over."

to your stale demo problem? It seems like a contradiction, but many so-called big-share morning

personalities are more problem than solution. The battle cry of many managers is, "We could never afford to lose him." In some cases, you can't afford not to. An elder statesman is fine, as long as he continues to break new ground. If he's not injecting new life into his show, you can bet he's not injecting new cume into it either! If your elder statesman is intractable or unable to understand why new ground must be broken, retire him. Gracefully, of course, but swiftly. If you're getting the impression that time is of the essence, you're right.

Whatever you do, don't slide the midday or afternoon personality into the morning shift because it's convenient, economical, or because "the audience is used to him." Again, go out, beat the bushes, and pay whatever is necessary to get and keep a state-of-the-art, marketing-minded morning personality. Find someone who wants to do better today than he did yesterday — someone never satisfied maintaining an audience, only with building a bigger (and demographically more viable) one.

The Rejuvenation Process

Now, with your fresh, visionary programming and morning talent aboard, the revitalization of your AM giant can proceed. The process of attracting new, younger cume to your station may now begin.

In updating a station it's crucial to first know where the station has been. The history or heritage of such stations is usually a rich one. Respect for it is important, but it's equally important not to be hamstrung by station tradition or paralyzed into inaction by fear of traumatizing the older, loyal cume.

If your game plan is well-conceived and carried out thoughtfully and deliberately, your audience will love it. They'll be overjoyed by the new life breathed into their old friend. You've given your audience something new to talk about for the first time in years. And that's a good start.

A final thought. Keep in mind that in radio warfare there is no middle ground. If you're not gaining ground, you're surely losing it. And once an AM loses too much ground, history tells us the battle and the war are over. Fix 'em now . . . or fold 'em later.

PROGRESS

Rasa Kaye makes news as she moves from WEZB/New Orleans to WLTW/New York as ND . . . In addition to handling middays, Paul Russell is the new Production Director at WOMC/Detroit . . . Sandy Shore is music assistant at KMEN/San Bernardino from KIDD/Monterey . . . WEZS/Richmond has moved to 812 Moorefield Park Drive, Richmond, VA 23236; (804) 323-0104 . . . Joining Bill Flynn and Jim Ballard for mornings at WMAG/Triad is former WFMY/Greensboro "PM Magazine" host Rod Davis . . . WRCC/FT. Myers, FL welcomes Promotions Director and PM driver Dean "Tyler" Farkas from WIMT/Lima, OH, where he was PD . . . New at WRUN/Utica, NY is Lindsay Jordan, who's working the midday shift . . . WCRJ-AM & FM/Jacksonville brings aboard new PD Bill Jones from the programming post at WKSJ/Mobile.



"YOU ARE THE STARS" — In a salute to Padres fans, KFMB/San Diego cut its first single to aid the Leukemia Society. Pictured (l-r): Padres announcers Jerry Coleman and Dave Campbell, KFMB's Joe Bauer, PD Mark Larson, singer Glen Erath, Padre President Ballard Smith, KFMB's Geni Cavitt, Padres Kurt Bevacqua, Graig Nettles, and Steve Garvey, Mrs. Ballard Smith, producer Steve Vause, and KFMB's Mac Hudson.



WALT LOVE

BLACK/URBAN

WELLINGTON GROUP'S BAKER SPEAKS OUT

The Importance Of The Black Consumer

The Wellington Group is a black-owned marketing and research firm located in Haddon Heights, NJ, just outside of Philadelphia. Headed by President Al Wellington and in business since 1979, the firm focuses its attention on the buying and spending habits of the black and Hispanic consumer.

How and why black consumers spend their money on certain products is something that directly affects Black/Urban radio. With that in mind I invited John Baker, Wellington Group's VP/Marketing Services, to share some of the company's insights.

Improving Survey Methods

I asked John why we hadn't heard much about the Wellington Group in broadcasting circles? He said, "I guess we're just one of the industry's best kept secrets. For the most part we've focused ourselves against manufacturers and marketers as well as advertising agencies in terms of black media. We're better known in the publication industry and the black networks like NBN and Sheridan.

"Although the majority of our business is against the black and Hispanic consumer, we also do a lot of research against the general market. Our major clients include Burger King, McDonalds, Coca-

"Black consumers are one of the fastest-growing population bases in the country today."

Cola, General Foods, Procter & Gamble, General Motors, the alcoholic beverage industry, and a massive amount of work with black hair care products. We've also got clients in the health and beauty aids industry and other research companies."

Baker contends that a number of research organizations need to improve their methods of surveying blacks. "We have problems with the service Arbitron, Simmons, and Birch perform for Urban Contemporary and Black-formatted stations. The black consumers' importance is being understated by most of these services. As we conduct research in other areas, we think our techniques and methodologies are applicable to the radio industry. We can generate samples that are more representative of the black consumer population. We need more insightful and valuable research that can teach us how to understand the importance of a consumer as a radio listener."

Programming And Profits

If I were still in radio management, the two most important questions I would ask John are: 1) What information do you have that will help me program a winning station?; 2) How can my salespeople sell the station, making it a pro-



Alphonzia Wellington

fitable entity? Baker replied, "Having information is the key to succeeding in both these areas. To keep abreast of what your listeners want to hear, you must stay on top of the knowledge base about the subject. Then you can program your station much more effectively. A number of organizations use telephone research, along with focus groups, on a continuing basis. They can make sure then that the product they're airing will have maximum appeal to the target audience."

Baker continued, "Being aggressive with that information is the next important step. Use the technique in a marketing approach. Take the information and program against it. If you do, it will improve the station's attractiveness. That's absolutely a key issue today. Use the information in an aggressive manner!"

But how do you sell with this newfound information? John said, "There are a number of Black/Urban stations that don't understand the impact of their audience versus the product the advertiser wishes to advertise. We produce syndicated research called the Access Brand Preference Audit. There's one for supermarkets and one for the liquor market. We've amassed buying behavioral information in 80 categories relative to the buying behavioral differences between black, white, and Hispanic consumers."



THE MANAGEMENT TEAM — Working under the guidance of President Alphonzia Wellington are (l-r) Data Processing Director Morris R. Davis, Asst. Data Processing Director Frederica Rollins Hutchins, VP/Marketing Services John Baker, Director of Internal Operations Marguerite Hardy, VP/Operations Karen Montague, and Director of Field Operations Sherri Woodward.

Black Consumer Stats

I asked John to share some of the interesting consumer findings his firm has turned up. "We conducted the supermarket study in 18 cities across the country. The sample base was 3600 respondents, divided into one-third black, one-third white, and one-third Hispanic. We've developed a simulated buying methodology. We do in-person interviews and then take people on a simulated shopping trip using a slide presentation. We use a very sophisticated technique of identifying the (particular) marketplace consumers we want to talk to. We find out where they're located, go to those neighborhoods, bring them to a central location, and then take them through the research.

"Along with the Hispanics, black consumers are one of the fastest-growing population bases in the country today. In addition, they're younger. The black consumer's median age is 25, compared to the general market median of 31 years. Black consumers have a larger household size, with a median of 3.7 persons. It's 3.2 for the white population.

"There are 26.5 million blacks in the U.S. and almost 11 million of them are 21 years or younger. This means almost 50% of the total black population is 21 or under. That's a tremendous base for now and the future. While in general our

"It makes good sense for an advertiser to spend money in the black and Hispanic areas because they're still open frontiers."

society's divorce rate is high, the divorce rate in the black community is rampant. 51% of all black households are headed by a male. In the general population 73% of all households are headed by a male. This means that 49% of all the other black households are headed by females. This has an impact on the entire economic side of the black community.

"The median income for blacks is roughly 55% of that for whites. One of the reasons why — the inordinate number of females who are

heads of households. Their median income is a little over \$8500 per year. For white female heads of households the median is \$13,700 per year. So we have large households in the black community that are headed by females, and over half of them are 21 years or younger. They need all types of different products just to live in our society."

Brand Name Loyalty

According to John, brand name loyalty is the key behind black consumers' purchases. "It's a long-established fact that blacks have a very high brand name loyalty. In that regard blacks consume more health and beauty aid products (31%) than the general population. When it comes to baby products, black consumption is 28% greater.



"Again, because of the large household size, there's a greater need for detergent since there's more laundry to be done. Fabric softeners are another big item. And there are more dishes that have to be washed."

Baker offered additional facts about another product blacks purchase on a larger scale — toothpaste. "In terms of penetration (number of households buying toothpaste), 90% of all blacks buy toothpaste. Colgate is the number one selling brand among black and Hispanic consumers; 30% of all Colgate's sales is attributed to them. Number one overall is Crest.

"Almost 19% of this country's total population is black and Hispanic, yet this same group contributes less than 12% to Crest's sales. Crest spends most of its advertising dollars on television, and blacks watch more television than anyone else. So why didn't blacks pick up on Crest's advertising? We believe the message that reaches everyone else in our toothpaste-buying society wasn't geared toward black viewers. They saw it, but didn't respond. Whereas with Colgate, they continue to respond. Colgate doesn't use Black/Urban radio, but it does use black

magazines like Ebony, Jet, and Essence as well as local black newspapers."

Open Frontiers

What does all this mean? John noted, "Because the spots Crest was running were general market-oriented, it missed one of the most lucrative consumer groups. We are able to show manufacturers, mar-

"The bottom line is this — black and Hispanic consumers have more dollars to spend!"

eters, advertising agencies and others the differences and importance of the black, white, and Hispanic consumer. Companies who subscribe to this data base can see that their marketing programs are missing this population segment and are rectifying the situation.

"For the first time Crest has hired a black advertising agency, Burrell Advertising in Chicago, Philadelphia 76er Julius Erving was hired as a Crest spokesperson. I'd say they're trying to rectify the sales problem in the black community. And this is one of the many reasons why Black/Urban Contemporary radio should be used. With these people buying the product, it can make the difference in being the number one marketplace seller. It can also do a lot for the profit margin.

"It's also important to note that most of the advertisers on radio are in industries that have single-digit growth margins. Their growth is under 10% and, in most cases, it's about 5%. That means the market isn't expanding. If you want to do better, the only way is by taking consumers from others within the same industry. It makes good sense for an advertiser to spend money in the black and Hispanic areas because they're still open frontiers."

If you're interested in talking with the Wellington Group, contact it at (609) 546-5304. There needs to be more education about who and what the minority consumer is all about. After all, as John concluded, "The bottom line is this — black and Hispanic consumers have more dollars to spend!"

HOT

(Naturally).

CHAKA KHAN THROUGH THE FIRE
Produced by David Foster
(1985)

BREAKER

Produced by Narada Michael Walden
NARADA MICHAEL WALDEN THE NATURE OF THINGS
(1987)

BLACK/URBAN PICTURE PAGE



WEDDING BELLS RING FOR KDAY'S PATTERSON — KDAY/Los Angeles PD Jack Patterson was married two weeks ago in Burbank. Pictured at the festivities are (l-r) Karen (Grace) Jones; KDAY MD Greg Mack, air personality Mark Morgan, partimer Mark Ward, Patterson, GM Ed Kirby, evening personality J.J. Johnson, and morning talent Steve Woods. Jack's bride was not included in this photo, but congratulations to the former Darla Benjamin.



KSOL ROCKS ON WITH ROXANNE — After a recent UTFO/Real Roxanne/Rock Master Scott concert at Oakland's Henry J. Kaiser Center, KSOL's interim morning personality Billy Ocean gathered some of the stars together. Pictured (l-r) are: Ocean, the Real Roxanne, and UTFO's Kango Kid, Dr. Ice, and the Educated Rapper, front, Mixmaster DJ Ice. Ocean was the MC for this rapping extravaganza.



RUN-D.M.C. GIVES GOLD TO WRKS — Run-D.M.C. visited WRKS/New York and presented the station with a gold album award for their first LP. Pictured (l-r) are WRKS PD Tony Quarterone, Profile's Manny Bella, WRKS GM Barry Mayo, and MD Fred Buggs.



CALORIES & CALENDARS — Besides promoting his black history calendars, cookie magnate Wally "Famous" Amos (left) dropped a couple of calories on WBMX/Chicago morning air personality Doug "BA" Banks (right). Banks cracked, "That was a visit you could really sink your teeth into."



VANITY FAIR AT WJLB — WJLB/Detroit held a Vanity lookalike contest to promote her starring role in Berry Gordy's "The Last Dragon." Pictured at Detroit's Rivertown Dance Emporium are (l-r) Renee Fort (second place winner), winner Angela Leslie, WJLB afternoon man Larry "Doc" Elliott, and Valerie Fort (third prize).



PRIVATE I'S LEGACY — Private I Records' executive staff recently welcomed new recording act Legacy upon the group's signing. Pictured at the label's Los Angeles offices are (l-r): Private I Vice-Chairman Bill Craig, Curtis Thompson and Marcus Williams of Legacy, Private I President David Chackler, Vanetta Thomas of Legacy, label Chairman Joe Isgro, and Richard Dixon and Larry Bolden of the group.

52/R&R FRIDAY, APRIL 19, 1985

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The BUDWEISER SHOWDOWN

makes the

STARS SHINE

The Sky's The Limit

The Budweiser Showdown is back for its third spectacular year. Since its beginning, more than 30,000 musical acts across the country have taken their best shot in this giant annual talent search.

Chicago Is Center Stage

At the climax of this year's competition, only 5 acts will remain to battle it out in the National Finals before a "live" audience in Chicago's historic Bismarck Theater, July 12th. A nationwide television special will highlight their performances and their lofty dreams. The winner will walk away with \$10,000 in Fender musical equipment, a professional recording contract with PolyGram Records and the opportunity to record a version of the famous "This Bud's For You" commercial for national radio.

Last year, the dynamic group "Finesse" captured the Grand Prize and has just recorded its first national single. Now another champion waits to be crowned, and the sky's the limit!

The Brightest And The Best

Budweiser especially thanks the 31 radio stations across the nation who are helping to make this event so successful. Each is conducting its own search right now for its most talented local groups. Each local champion wins \$1,000 in Fender sound equipment and moves a step closer to Chicago and stardom!

THE BUDWEISER SHOWDOWN 1984-1985 STATION LIST

New York	WRKS	Washington	WHUR	Los Angeles	KDAY	Philadelphia	WUSL	Chicago	WBMX-AM/FM
San Diego	XHRM	Baltimore	WXVY	Tampa	WTMP	Orlando	WOKB	Columbia	WOIC
Dallas	KKDA-FM	Boston	WILD	Charleston	WWWZ	Charlotte	WGIV	Nashville	WQQK
New Orleans	WYLD-AM/FM	Atlanta	WIGO	Jacksonville	WJAX-AM/FM	Greenville	WHYZ	Raleigh	WFXC
Miami	WEDR	San Francisco	KRE	Louisville	WLOU	Birmingham	WATV	Milwaukee	WLUM
Detroit	WDRO	St. Louis	KMJM	Baton Rouge	WXOK	Buffalo	WBLK	Chattanooga	WJTT
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- ATD #94:** Murphy in The Morning/WBWW; Jay Thomas/WKTU; Terry Young/WCAU-FM and more
- ATD #95:** Suzy Waud/92X; Don Geronimo/WAVA; Z Morning Zoo and more

All of the above . . . \$4.75 ea.

A DAY IN DETROIT: Up and down the dial AM to PM/2 hours . . . \$9.50

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YESTERDIAL #6: Ted Koppel 1965; Hudson and Landry 1974; John Sebastian 1973; Larry O'Brien 1964 and more . . . \$5.00

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Current Issue #60 features WNBC/Don Imus, KOST/M.G. Kelly, KRRL/Real Don Steele, KCBQ/Charlie & Harrigan's last show, KFI/Lohman & Barkley, KS103/Randy Robbins, XHITZ/Bill Heronson, plus KBZT/Shotgun Tom Kelly. 90-minute cassette, \$5.50.

Special Issue #5-52 features SAN DIEGO CHR, A/C & AOR. 90-minute cassette, \$5.50. Special Issue #5-53 features TAMPA-St. Petersburg A/C, CHR & AOR. 90-minute cassette, \$5.50.

Classic Issue #C-53 features XERB/Wolfman Jack-1966, KHJ/Humble Harv-1968, Y100/Bill Tanner-1979, KFI/Hudson & Landry-1976, KFRC/Shana-1976, Phoenix's KUPD/Jimi Fox, KRIZ/Tony Evans-1974, KIIS/Larry McKay-1976. Cassette, \$10.50.

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COMEDY

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Additional \$10.00 per week charge for Blind Box ads.

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

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Our innovative recorded service provides you with comedy drop-ins, mock commercials, and more! Send \$100 for demo cassette. BRADCOM, Suite 211, 3387 N. Del Rosa Ave., San Bernardino, CA 92404.

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From WAVA-Washington, DC to KIIS-AM Los Angeles — thanks for the help!! J.J. McKay

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KRAZY KOMMERCIALS . . . 100 of the wildest things ever sold on radio. Everything from a police dog that lugs to a telethon to combat excess body hair to a free loaders home study course. Fore FREEBEE, write: **HYPE, INK**, 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

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Proven worldwide audience builder!
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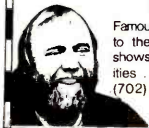
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OPENINGS

OPENINGS

OPENINGS

NATIONAL

National format syndicator seeks strong sales closers for marketing successful radio formats. R: All Hit Radio, 214 Hanover St., Boston, MA 02114. (617) 272-9789. EOE M/F (4-19)

Group with Country, Rock & Contemporary stations is accepting tapes for future jock openings. Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864. EOE M/F (4-5)

Finally.

Charlie Van Dyke, Inc. is looking for tomorrow's major market talent for several of America's greatest radio stations. If you're ready to grow, or if you can recommend someone in your market, contact us. **NEEDED NOW:** CHR: AM/PM/NITES (mega-majors & med.) Country: AM drive (med.) News/Talk: Drive hosts (mega-major) Pop/Urban: All shifts

(med.) M/F/EOE. No Fee. Tape, resume & photo to:

Charlie Van Dyke, Inc.

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HAGERSTOWN/WASHINGTON CO. MARYLAND

Top-rated, highly visible FM CHR station is looking for on-air personalities. Applicants must have experience and ability to work in community involved promotions. Send T&R to: P.O. Box 231, Hagerstown, MD 21740. EOE

Six-midnight rocker with personality wanted for this crossover format in beautiful NC market close to Charlotte. Salary, T&R: The Cooker, Box 2388, Shelby, 28151. EOE M/F (4-19)

WKVT AM-FM/Battleboro seeks an experienced news anchor/reporter for drive time at this all news station. T&R: Box 1490, VT 05301. EOE M/F (4-19)

We're seeking a personality with superb production & creative copywriting for this small market A/C. FM, T&R: WSUL, 250 Broadway Ave., Monticello, NY 12701. No calls. EOE M/F (4-19)

PROGRAM DIRECTOR

Seeking PD for top-rated Northeast A/C. Must be knowledgeable, positive and have the ability to work well with other creative people. Airshift included. Send tape, resume and one-page programming philosophy to: Radio & Records, 1930 Century Park West, #972, Los Angeles, CA 90067. EOE

Cape Cod FM is looking for A/C personalities for future openings. T&R: Greg Evans, WXJY, Box 296, Osterville, MA 02655. EOE M/F (4-12)

Pittsburgh class FM needs a morning host personality immediately! Great bucks & opportunity! T&R: Mark Rivers, WWCL, 224 North Ave., PA 15209. EOE M/F (4-12)

Competitive FM A/C in Central ME seeks experienced night air talent with good production skills. Females encouraged. T&R: Don Patrick, WSYU, Box 1240, Millinocket, 04462. EOE M/F (4-12)

I'm looking for more from my C.E., production director/midday (9-12) jock & news director/morning team member. I'm looking for YOU if you like to give 110%, have experience and want to work at a growing CHR in a major NE metro suburb. Send cassette, resume & salary requirements to: Radio & Records, 1930 Century Park West, #971, Los Angeles, CA 90067. EOE M/F

We need qualified people! WGBB-Long Island needs a strong OM, experienced news people & mature parttime announcers. T&R: Tony Michaels, Box 130, Merrick, NY 11566. EOE M/F (4-12)

MAJOR MARKET TALENT ONLY

Top five market CHR is looking for excellent air personality. Send tape and resume to: Radio & Records, 1930 Century Park West, #973, Los Angeles, CA 90067. EOE

Immediate opening at Lakes region A/C leader. Good production a must. T&R: Bob Magnuson, WEMJ, Box 1490, Laconia, NH 03247. EOE M/F (4-12)

WRFM/NYC is now accepting T&R's for experienced parttime announcers & a news anchor. Bob Dunphy, 485 Madison Ave., 10022. EOE M/F (4-12)

Morning personality needed at WRNJ. We have a big city sound with a small town feel. Only one hour from NYC. T&R: D.P. Kendall, Box 1000, Hackettstown, NJ 07840. EOE M/F (4-12)

Needed: Parttime experienced radio air personality. T&R: J. McLaughlin, WBEN, 2077 Elmwood Ave., Buffalo, NY 14207. EOE M/F (4-12)

Friendly sounding personality needed for middays plus production at adult hit JOY FM. T&R: PD, WJYY, Box 422, Concord, NH 03301. EOE M/F (4-12)

SOUTH

Experienced parttime announcer wanted to work various shifts, including weekends. Have production experience, too! T&R: OM, WINK Box 331, Ft. Myers, FL 33902. EOE M/F (4-19)

Wanted: Announcer/production person & copywriter all rolled up in one. T&R: John Sebastian, WJSY, Box 1107, Harrisonburg, VA 22801. EOE M/F (4-19)

Rock & roller on Carolina coast needs talented production-oriented personality. T&R: Kris Kelly, WXQR, Box 760, Jacksonville, NC 28541. EOE M/F (4-19)

ONE OF AMERICA'S BEST A/C'S

Needs a production director who can make our spot breaks sound as good as the rest of our programming. If you're creative, experienced and enthused, send us a tape & resume: Radio & Records, 1930 Century Park West, #970, Los Angeles, CA 90067. EOE

Needed: Female announcer for afternoon slot. T&R: WLCC, Box 387, Luray, VA 22835. EOE (4-19)

FL morning & afternoon creative personalities needed! Good pay for the right team players. References. T&R: OM, Box 2598, Lakeland, 33806. EOE M/F (4-19)

Needed: Air talent for K089. T&R: Bruce Clarke, WKDO, Box 435, Henderson, KY 42420. EOE M/F (4-19)

Can you create a winning sales program for this new Nashville market station? Convince me! References & R: BH, Box 213, Brentwood, TN 37027. EOE M/F (4-19)

OPENINGS

OPENINGS

OPENINGS

OPENINGS

AIR PERSONNEL NEEDED

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GREAT MORNING TALENT WANTED

One of the Country's best Adult Contemporary FMs in top 100 market is looking for strong morning talent. Must have adult sense of humor and be fun. Please send resume and tape, in confidence to: **Talent Coordinator The Research Group 2517 Eastlake Ave., East Seattle, WA 98102**

EOE M/F Please no calls.

Soft contemporary in Portland seeks fulltime air personality. Sea & snow are minutes away. T&R: Mike Lawrence, KISS100, Box 925, Lewiston, ME 04240. EOE M/F (4-19)

Evening full & parttime radio announcer positions open at WBCN. References, C&R, Oedipus, 1265 Boylston St., Boston, MA 02215. No calls. EOE M/F (4-19)

Suburban community station needs experienced MOR announcer, production & copywriter. Must relate to 35-64 audience. Copy, T&R: WGCH, Box 1490, Greenwich, CT 06636. EOE M/F (4-19)

News person needed for lifestyle news in NE. If you can do news the way USA Today reads, then send T&R: Broadcasting Unlimited, 16 Coltsway St., Wayland, MA 01778. EOE M/F (4-19)

Dishes-Dance WASY is accepting T&R's. Come live in New England. We're just two hours from Boston. Box 601, Gorham, ME 04038. EOE M/F (4-19)

EAST

AM92 & All Hit 98 (A/C & CHR), Southern MD's premier radio stations, are looking for parttime winners. T&R: Thomas Grooms, WPTX/WMDM, Lexington Park, 20853. EOE M/F (4-19)

ANCHOR/REPORTER

Rare opening on three-person award-winning staff in NYC's shadow. New facilities, airplay, mobile unit two-way - need commitment from hard-working, serious, personable newshound. T&R to Mike Allen, ND, WINE/WK1-FM, 1004 Federal Rd., Brookfield, CT 06804. EOE

107.1 FM

WWHB

Eastern Long Island, celebrity-owned WWHB-FM seeking one fulltime and one parttime on-air personality for its adult rock format. If you are a DJ, with production experience, who is looking for a vehicle to enter the N.Y. metro and an association with a company of experienced entertainment professionals, send T&R to: HB 107, 252 West Montauk Highway, Hampton Bays, NY 11946. Attn: Simon.

OPPORTUNITIES

OPENINGS

Needed: Experienced air personality for contemporary hit FM. T&R: Barry Michaels, 2101, Box 865, Fairmont, NC 28340. EOE M/F (4-19)

DJ wanted for FM Country/Rock in Southern GA. Would prefer sales-oriented person. T&R: WBST, Box 396, Homerville, 31634. (912) 487-5358 EOE M/F (4-19)

ONE OF THE SOUTHEAST'S HIGHEST-RATED CHR'S

Has a morning opening beginning at the conclusion of the current Arbitron. We offer excellent pay, great benefits, and the best facility. In return, we want a team or solo act who's personable, funny, even outrageous at times and understands local reliability. No beginners. Apply in complete confidence to: Radio & Records, 1930 Century Park West, #968, Los Angeles, CA 90067. EOE M/F

TX coast 100kw Country filler needs a PD with strong production & management skills. Photo. T&R: Box 1908, Herington, 78551. EOE M/F (4-19)

Needed: Outgoing personality desiring good benefits & community involvement (located near DC metro area). T&R: Frank Mitchell, WINC, Winchester, VA 22601. EOE M/F (4-19)

Wanted: PD/morning person for this MOVY station in beautiful Savannah. T&R: WSGA, Box 8247, GA 31412. EOE M/F (4-19)

Needed: Oldies-based A/C Production Director/afternoon drive personality with five years experience. Photo. T&R: Tom Murphy, WAIV FM, Box 8677, Jacksonville, FL 32236. EOE M/F (4-19)

News professional wanted to inform intelligent & young professional audience. T&R: Bob Lindert, Star 106 FM, Box 20107, San Antonio, TX 78220. EOE M/F (4-19)

I love my country

WKHX 101fm
WKHX/Atlanta has immediate opening for an experienced announcer. Tapes & resumes to: Neil McGinley, 360 Interstate North, Suite 101, Atlanta, GA 30339. WKHX is a Capital Cities Station. EOE

Coastal resort FM needs mature personality for A/C format. Production & live phone skills a must. Photo. T&R: Bill Jerney, Box 3513, Myrtle Beach, SC 29578. EOE M/F (3-29)

Top-rated Country station is looking for entertaining & creative people. Production ability a must. T&R: OM, Box 522, Amherst, VA 24521. EOE M/F (4-12)

Currently accepting T&R's for future openings on AM Country. Good production & air skills a must. Charles White, WGAI, Box 1408, Elizabeth City, NC 27909. EOE M/F (4-12)

MS's best Country. WMBB FM, is accepting T&R's for full & parttime openings. Stan Smith, Box 707, Columbus, 39703. No calls. EOE M/F (4-12)

Wanted: Sales Manager for a new Nashville market station. Send philosophy & R: Bill Colley, Box 213, Brentwood, TN 37027. No calls or drifters. EOE M/F (4-12)

Growing needs rock FM needs hard working Production Director with management, programming & air skills. T&R: Fred McCune, WZCY, Box 402, Beaufort, NC 28516. EOE M/F (4-12)

On-air personality needed for overnight at top-rated mega-station in SE. T&R: R. Walker, WHVY FM, 2741 N. 29th Ave., #300, Hollywood, FL 33020. EOE M/F (4-12)

100,000 west Top 100 FM needs afternoon jock with excellent pay & production. T&R: Rick James, K106, Box 106, Bloomington, TX 77704. No calls. EOE M/F (4-12)

Immediate openings for midday & afternoon drive announcers at top-rated small market CHR. T&R: Michael Stevens, Box 2300, Ardmore, OK 73402. (405) 226-5357 EOE M/F (4-12)

97 WAIV FM

Production Director/ PM Drive Personality
WAIV-FM/Jacksonville is searching for ONE creative, aggressive personality who can manage production dept. and a mature adult communicator for a 3-6pm airshift. A minimum of 5 years experience necessary. Send cassette and resume of production samples and aircheck to WAIV, c/o Tom Murphy, P.O. Box 6877, Jacksonville, FL 32236. EOE

56/R&R FRIDAY, APRIL 19, 1985

OPENINGS

WROQ is seeking talented news/traffic reporter to interact with morning zoo team. Females encouraged. T&R: Randy Kabach, 400 Radio Rd., Charlotta, NC 28216. EOE M/F (4-12)

Morning news person wanted for the SW FL A/C. Have a bright & conversational delivery. T&R: Nancy Frost, WRCC, Box 159, Cape Coral, 33910. EOE M/F (4-12)

WRAL FM/ Raleigh is looking for bright, light & energetic weekend air personality. T&R: Steve Anthony, 7111 Hillsborough St., NC 27605. EOE M/F (4-12)

FL Y100 is looking for an outrageous morning personality & a Production Director with experience. T&R: Randy Van Hellen, WFLR, 801 W. Granada Ave., Ormond Beach, 32074. EOE M/F (4-12)

WROQ, Lexington's rock leader, is accepting T&R's for future on-air openings. Dave Knuslerius, Box 100, KY 40505. EOE M/F No calls. (4-12)

MIDWEST

Personality A/C station seeks energetic talent with three years experience. T&R: Gene Korrad, WIRL, Box 3335, Peoria, IL 61614. EOE M/F (4-19)

KWHW/Alton is a modern Country station looking for a midday personality. We're very promotional with lots of remotes. T&R: Dave Modt, Box 577, OK 73521. EOE M/F (4-19)

Scenic broadcasting (KFKF FM/Kansas City) is looking for a winner. If you're a dedicated radio personality, T&R: Box 6394, MO 64128. EOE M/F (4-19)

WKJF AM/FM is looking for announcers near to step up to a regional market. C&R: Tim Murphy, Box 89, Cadillac, MI 49601. EOE M/F (4-19)

Morning air shift/Production Director needed with personality & creativity a must. C&R: Jeff Murphy, WWCT, 414 Hamilton Blvd., Peoria, IL 61602. EOE M/F (3-22)

Northern MI AM/FM is accepting T&R's for possible future openings. No beginners please. T&R: Dennis Martin, Box 286, Petoskey, 49770. EOE M/F (4-19)

Looking for drive time personalities. Only team players need apply. T&R: Keven Rabet, KDVV, Box 1478, Topeka, KS 66601. EOE M/F (4-5)

Northern MI radio station is accepting T&R's for possible future openings. No beginners please. T&R: Dennis Martin, Box 286, Petoskey, 49770. EOE M/F (4-12)

Wanted: Top production person to work creatively with all new equipment! Top pay for the right person. T&R: WAXX/WAIV, Box 6000, Eau Claire, WI 54701. EOE M/F (4-12)

Experienced female needed for evenings & production immediately. Great benefits in this college town CHR. T&R: Jay Bouley, WSPT, Box 247, Stevens Pt., WI 54481. EOE (4-12)

Immediate fulltime opening (7-midnight) for CHR killer! T&R: Mike Miller, KOFM, Box 14806, Oklahoma City, OK 73113. EOE M/F (4-12)

If you love mornings, being busy, promotions & involvement, you'll love working for us! T&R: Brian Gallagher, KRQ, Grand Island, NE 68802. EOE M/F (4-12)

Hot rockin' Q107 needs drive time personality & production for this Class C Upper MI FM. T&R: Dan Stone, WMGT, Box 467, Ishpeming, 49849. EOE M/F (4-12)

100kw A/C in SE MO is looking for a talented morning personality/PD who knows programming, promotions & music. References & R: Box 247, Poplar Bluff, 63901. EOE M/F (4-12)

NEW TOP 20 MOR

Is accepting applications for PD, mornings and airstaff. If you can relate to the 35-44 adult in an '80s MOR format, apply now! T&R to: Radio & Records, 1930 Century Park West, #974, Los Angeles, CA 90067. EOE M/F

KAT FM needs a fulltime day shift announcer who has two years experience. T&R: Ron Ross, 1765 Block Rd., Kaukauna, WI 54130. EOE M/F (4-12)

WKAJ, Appleton-Green Bay's CHR is looking for T&R's for talent pool. T&R: Ron Ross, 1765 Block Rd., Kaukauna, WI 54130. EOE M/F (4-12)

Young & aggressive company is seeking air talent & morning personality. T&R: Gary Krahn, Box 1377, Barncroft, MD 58502. EOE M/F (4-12)

WEST

Personality HD needed at KLKT/Lake Tahoe-Reno. T&R: Ken Hunter, Box 6033, Incline Village, NV 89450. No calls. EOE M/F (4-5)

Morning man with proven ability needed with personality & who follows directions & knows community affairs. T&R: John Edwards, KRQU, Box 818, Laramie, WY 82070. EOE M/F (4-19)


Out going the automation at KLYK! We need jocks for this CHR FM. T&R: Bob Hart, Premier Broadcasting, 1133 Kruetzly Rd., Centralia, WA 98531. EOE M/F (4-19)

OPENINGS

AOR morning personality with three years experience wanted for KJLR/Modesto-Stocketon. C&R: Jerry Longdon, 570 Armstrong Way, Oakdale, CA 95361. EOE M/F (4-19)

KILO 94 seeks AOR news pro to join Colorado Springs top-rated morning team by summer. Motivated & personable pro only! T&R: Rich Hewitt, Box 2080, CO 80901. No calls. EOE M/F (4-19)

El Centro's most listened-to radio station needs a witty morning person now! Picture. T&R: KAMP, Box 1018, CA 92244. (619) 352-2277 EOE M/F (4-19)

 is searching for fulltime air talent. Creative, on-air and production ready. Cassettes and resumes to Pat Evans, KOME, 1245 S. Winchester Blvd. San Jose, CA 95128. No calls. EOE M/F

New Blvr clear channel AM/FM in NE CO seeks outstanding air talents & sports PSP. T&R: Dan Gittings, Box 111, Lamar, 81052. EOE M/F (4-19)

KWNZ, Reno's #7,000 watt hot CHR, wants another fulltime personality with production experience. T&R: Dave Shales, 557 Washington St., NV 89503. EOE M/F (4-19)

Northern CA small market A/C has openings for an experienced morning person & a news position. C&R: OM, Box 1010, Red Bluff, 96080. EOE M/F (4-19)

K3103 loses another one to L.A. We need a bright, uptempo late-night jock. T&R: Dave Parke, 3180 University Ave., San Diego, CA 92104. EOE M/F (4-19)

7-midnight CHR personality? San Luis Obispo needs you for this new opening! T&R: Roger Peterson, Box 220, Arroyo Grande, CA 93420. EOE M/F (4-19)



Get To The Top!
If you're a future major market A/C or CHR personality, then refine your specialty skills with us! Now looking for future air talent, production and news people. Excellent growth opportunities for the experienced. Send tape, resume and photo to: Brian Casey, PD, KO93, 2121 Lancelot Drive, Modesto, CA 95355. EOE

Top-rated central OR FM has an opening for an air talent/production person. T&R: Daryl Delaney, KXIQ, Bend, 97708. (503) 382-5611 EOE M/F (4-19)

Want a fresh start? Future positions being pondered for this A/C station. C&R: Chris Alexander, KGWJ, Box 2128, Rock Spring, WY 82901. No calls. EOE M/F (4-19)

Future opening for female announcer with personality. T&R: KMCG, Box 104, The Dalles, OR 97068. EOE (4-19)

SW MI Class C station looking for creative Production Director. Call Andy Bowman, GM, at KSNM/Las Cruces: (505) 894-3987 EOE M/F (3-22)

Great opportunity for experienced AOR personality at KFAG/Albuquerque as afternoon drive/Production Director. C&R: Tom Marshall, 5601 Domingo NE, NM 87108. EOE M/F (3-29)

KUOD/Las Vegas A/C is now accepting T&R's for future full & parttime openings. Bill Beaman, 66 E. Tropicana Ave., NV 89109. EOE M/F (4-12)

News Director

Take-care News Director to manage two-person News Dept. for Southern Calif. AM-FM combo. Send resume, salary requirements, aircheck, and all the reasons why we should hire you to: GM, KMNK/KGGI, Box 1290, San Bernardino, CA 92402 M/F/EOE

Entry level opening available for PD/morning announcer. T&R: KRAL, 800 Highway Blvd., Rawlins, WY 82301. EOE M/F (4-12)

WY's most listened-to CHR has a rare overnight opening for an experienced professional. T&R: Bill Cody, KTRS, 251 W. 1st St., Casper, 82601. EOE M/F (4-12)

Salt Lake City's top-rated rocker, KRBP FM, has an opening for an afternoon drive talent/MD. No beginners. T&R: Randy Rose, Box 7750, UT 84107. EOE M/F (4-12)

Creative & detail-minded Sales Coordinator wanted. Have general office skills & computer experience, if possible. R: Judy Currier, KLOK, Box 21248, San Jose, CA 95151. EOE M/F (4-12)

OPENINGS

COASTAL CALIFORNIA AM-FM

Seeking creative, responsible PD. Background promotions, on-air, production necessary. Targeted 30+... Competitive medium market, commitment to win a must. We've got the tools, need right person. Send T&R to: Radio & Records, 1930 Century Park West, #968, Los Angeles, CA 90067. EOE M/F

Full & parttime air slots available soon. Production experience a must! T&R: Corey Baker, Box 1428, Victorville, CA 92392. (919) 245-8635 (4-12)

Adult AOR jock needed for parttime shifts on CA central coast. T&R: Mark Kaufmann, KMBY, Box 121, Monterey, CA 93942. EOE M/F (4-12)

We have a daytime opening at this small market Country station. T&R: KCCC, 1011 W. Marmod Rd., Carlsbad, NM 88220. EOE M/F (4-12)

Afternoons in San Francisco! Rare opening for someone who is entertaining, warm & has remaining special to offer. T&R: KITS, 1355 Market St., CA 94103. No calls. EOE M/F (4-12)

POSITIONS SOUGHT

This eight year pro has many talents, few of which are being used now, & needs a MW position. (608) 783-7080. 2.5 cat (4-19)

Bright & positive five year pro with solid production is seeking slot in Top 100 winning Country or CHR. DON: (316) 276-2366 (4-19)

Pro with numbers, voice, phones, characters & attitude is seeking a CHR or A/C. Currently an in Top 50 market. MIKE: (305) 282-3841 (4-19)

Can we talk? I'll year major market pro is available for Assistant PD/MD or prime air shift in any format in Baltimore/Washington area. AL: (301) 656-2641 (4-5)

Diverse pro will go anywhere for his first job! Success-oriented, mature, creative, dependable, articulate & with a BA can do news & sports. DARRELL: (219) 883-9337 (4-19)

Contemporary A/C, CHR & Country personality (WNOE FM, WNAZ & WWDG) is looking! JOEL CASH: (504) 895-0849 (4-19)

Current Assistant PD/MD at Ohio AOR is dependable & versatile & am looking for on-air, production or office work. MIATT: (613) 741-3366 (4-19)

12 year pro with copywriting experience for Teft, Group W & Disney seeks fulltime position in the L.A. area. BOB: (714) 854-2130 (4-19)

SPORTS PRO READY FOR THE BIG LEAGUE

Nine years experience in anchoring & P-B-P. Anchored #1 call-in show. Looking for medium or major market. Hard worker! Proven winner! My creativity makes sports entertaining for everyone. Respond to: Radio & Records, 1930 Century Park West, #975, Los Angeles, CA 90067.

Black Production Director loves to rock on any CHR, A/C or AOR. Have clear accent-free voice, excellent production & copywriting skills. GERALD O. STROTHERS: (412) 244-8872 (4-19)

MD/anchor with eight years experience & solid credentials seeks new opportunity in a Top 100 market only. JEFF: (405) 822-1876 (4-19)

Production/on-air/copywriter is looking to make a programming/management move to a small/medium market CHR or A/C. NORRIS: (817) 633-3171 (4-19)

Station where I was made some format changes & one of them was me! Pro with four years experience is looking for a drive slot on a CHR. PETER MCRAE: (717) 824-9022 (4-19)

Large market morning mouth with phone bits, character voice & outrageous humor seeks a major market morning slot. BOB: 673-4188 (4-19)

Major market news anchor from KFWB, KFRC & WNEW is seeking a similar position. (602) 266-9229 (4-19)

CA broadcaster with 12 years on-air experience seeks work in CA, OR, WA or NV at any MOR, Country or A/C. TOM KEN-LOCK: (707) 839-4551 (4-19)

MIKE MCCARTHY at 95 Rock in Birmingham is topical, creative & professional. I do voices, phones & interviews & want a Top 50 AOR, CHR or A/C. (205) 951-2116 (4-19)

Morning pro with 10 years medium/major market experience is looking for stable position as OM or PD. DAVE: (904) 785-6624 (4-19)

Major market experienced pro (WEAM/Washington & WLPO/Baltimore) is versatile, concise & tight. I want to return to an air shift. BOB MOHR: (301) 777-2988 (4-19)

OPPORTUNITIES

POSITIONS SOUGHT

Contemporary Country communicator has done afternoon drive in Phoenix & morning drive in San Diego & am seeking stable A/C or Country. LEN ROBERTS: (619) 691-1181 (4-19)

Creative 10 year personality is looking for a midday or evening slot in a medium market. Odias, A/C or CHR station. DENNIS: (319) 366-6976 (4-19)

Major Markets . . .

. . . Any Shift
Talent AM drive pro wants to break into Top 50. Most personality formats.
Michael (206) 533-6002. Anytime, leave message.

Have one year experience as MD & sports & am looking to step down in a medium market with the West Coast. I take directions very well. LARRY: (206) 747-8493 (4-19)

Hard working team player with seven years experience in Country formats & a good track record is looking for a position in the mountains West or ? ROBB: (406) 652-6454 (4-19)

If you're looking for an experienced newsmen, start high there. Six year pro seeks a winning team as ND or anchor reporter. BRAD: (414) 782-1592 (4-19)

VICTOR LUTES: An outstanding CHR/A/C personality is now available. Formerly with KLQ & WJIM. I have an oldies knowledge & prefer the MW. (313) 646-4113 (4-19)

I love radio & want to make your station my lover. Have good pipes, production & work ethics. GREG: (913) 392-3479 (4-19)

You like Country music & the desert? Keep it! For me, three years is enough. I want & can handle a CHR or A/C anywhere. MIKE MASTERS: (805) 943-7187 or 824-4221 (3-22)

Pro with two years experience in NJ & PA is looking for small/medium market air shift or to learn sales. PAT: (215) 423-1590 or 714 E. Hilton St., Philadelphia, PA 19134. (4-19)

NCAA Division I sports caster for five years & eight years PBP & announcing on TV & radio is looking for a medium/major market. (219) 432-3083 (4-19)

ND with the experience & professionalism you need wants to talk with you. Am looking for a medium/major market station in the SW or MW. (307) 235-1483 (4-19)

Currently NYC employed black & energetic personality is ready for a big move with an Urban station. LANCE HAYES: (212) 368-3564 or 993-0276 (4-19)

TED KELLY: 10 years experienced CHR personality is available now. Formerly with B94 & B97. I'm ready for a challenge with a winner only. (504) 348-4628 (4-19)

Pro is seeking an OM/PD position at a major/medium market Country or A/C station. RON DENNINGTON: (314) 428-3132 (4-19)

Currently employed Production Director/air personality with five years experience is looking for an A/C or CHR near the coast of VA, SC or NC. LYNN: (703) 463-7914 (4-19)

Gag me? Why? Top 50 market job with off-the-wall personality, but with straight forward attitude seeks Top 100 market A/C or CHR. DAVE: (516) 826-6076 (4-19)

DJ/production/MD/PD with five years experience wants CHR, AOR or A/C, but prefer the South. ALAN: (601) 256-3555, before 1 cst (4-19)

Four years is enough in this market. Young, ambitious & relocatable AOR personality/programmer is looking to crack the Top 100. DAVE PRIEST: (217) 333-2016 (4-19)

Wanted: AOR or CHR station looking for air talent. I have over five years experience. Have voice, will travel. HANK LONDON: (201) 328-0097 (4-19)

Tallahassee CHR-A/C personality is available now! Have production & promotions background. LARRY: (904) 386-1799 (4-19)

Hil How are you? I'm what you need. I've got major market experience in promotions & the sound you're looking for. SCOTT: (216) 779-5639 (4-19)

One time offer: Don't miss your chance! MW/Great Lakes area? Medium market? Have smooth drive, experience & leadership. MARC: (813) 474-5064 (4-19)

POSITIONS SOUGHT

Wanted: Full time air position & straitjacket for the last original red hot rocker from Rock 103. Have five years experience. AL STEELE: (901) 388-8589 (4-19)

I have over two weeks major market experience & I can't take many more Gung Show reruns! STEVE COCHRAN: (305) 488-2168 (4-19)

Ambitious, professional & pleasant A/C/DJ has good production & come highly recommended. I seek shift in the East. MARK: (412) 226-3089 (4-19)

Energetic sports caster/reporter/anchor with talk show, basketball, football & baseball PBP experience seeks PBP opportunities & studio work. JIM: (315) 736-7221 (4-19)

Eight year pro who's done it all seeks ND slot. All offers considered from NE, Mid-South or MW. R. BARGAR: (304) 475-4712 (4-19)

Attention small markets: Hard working team player with lots of experience is ready to move to any A/C, Country, AOR or CHR. JIM: (609) 522-7843 (4-19)

Fresh, creative & young talent is wasting away in Cowtown, USA. I'm tired of watching the alfalfa grow & am ready to produce a scintillating show. ZIGGY: (609) 267-4350 (4-19)

DAVE of all trades is currently a reporter/weekend anchor with four years experience in announcing, news & producing. Prefer position in New England. (207) 846-4697 (4-19)

Hard working, dedicated & older DJ with one year job experience in CHR & Country is looking for a challenging position in a medium market. JIM: (313) 274-2433 (4-19)

16 years experienced pro with mornings, as ND, copywriter, production & PD wants a medium market now & I prefer FL. LARRY KAY: (717) 653-2500 (4-19)

Complete your book with a large metro area job with drive time & MD experience seeking a Top 100 market in a mid climate. (305) 755-1292 or 746-9032 (4-19)

Brand new characters galore & am ready to work an air shift with lots of wild tracks! JON EDWARDS: (215) 267-5821 (4-19)

Relocatable, dedicated, dependable & hard working A/C or Country personality is looking for a medium/large market. JOHN: (901) 767-1556 (4-19)

GREG SHERRON: 10 year veteran is seeking a sports position, preferably in the SE. (205) 881-6276 (4-19)

Dedicated & reliable four year pro is looking to put down roots & seeks an A/C or CHR challenge. CHRIS: (318) 364-6533 (4-19)

NBC/Long Island PD/air position desired by eight year pro with a MBA. I have PD/sales/research experience plus drive & dedication. TOM RICH: (516) 868-2350 (4-19)

Phoenix morning maniac comes complete with his own four-track studio & hot production. I need decent bucks & will consider medium & big markets. BRUCE MITCHELL: (602) 997-8155 (4-19)

Suffering from severe "radio" ation poisoning. I need massive AOR/CHR donor for transfusion. Offer void everywhere except FL. BRETT: (901) 363-1711 (4-5)

Former afternoon drive pro is looking around. If you are, too, then call REID: (315) 342-3069 (4-12)

Sports is my life, but I'm dead covering Big Red. Three years hard-core PBP & everything else at medium market A/C. JIM: (402) 435-4245 (4-12)

I know Country music. Employed OM/MD has seven years experience & is looking for a small/medium market. Prefer the East. GLENN: (607) 324-5157 (3-15)

Bright new voice wants to boost your ratings. I'm seeking an AOR/CHR DJ slot in a small/medium market. I will relocate. NICK: (212) 535-3894 (4-19)

Calm under fire. SANDY SHORE, seven year pro currently weekends in San Bernardino, is looking for L.A. opening, 605 Via Promontorio, San Clemente, 92672. (713) 306-8009 (3-22)

Position sought in announcing: Columbia grad who is sharp, talented & hard working. LISA: (412) 461-0310 (1-18)

DJ/Sports announcer, with over three years experience, is looking for a beginning in a small market station. CARL: (313) 256-6825, before 5 est (4-12)

If you're looking for a quality anchor/reporter, let's talk. Have 10 years news experience & will consider small market. Prefer the MW. (319) 386-8977 (4-12)

POSITIONS SOUGHT

Relocatable pro is experienced in Country, A/C & CHR & looking for a medium market challenge. JIM: (609) 522-7843 (4-12)

DOC WASHBURN, a proven ratings-getter (WIGL, WSOC), seeks AOR, CHR or A/C markets. Prefer SE. Leave message: (704) 545-5604 (4-12)

I know Country music. Employed OM/MD has seven years experience & is looking for a small/medium market. Prefer the East. GLENN: (607) 324-5157 (3-15)

Experienced ND is wanting a reporter's position. CARL: (607) 373-8680 (4-12)

Employed OM is looking to go back to the MW & my real love, sports. Have a varied background. STEVE: (806) 293-9145 (4-12)

This pro is tired of fast bucks & swinging doors. Am looking for sales or on-air slot with any format in medium/major market. GARY RAE: (613) 755-9110 (4-12)

Young, ambitious & experienced news reporter/anchor is looking for a stable station. Willing to relocate if the right offer is made. PEGGY: (414) 251-6581 (4-12)

Creative production/copywriter with 15 years experience seeks stable A/C or Country station. Will relocate. WES: (414) 353-3604 (4-12)

FM102's ALL KNIGHT, the top-rated CHR in Sacramento, is looking. Have three years job, news & production experience. (916) 921-5133 (4-12)

Enthusiastic worker with pleasant voice seeks a news position in Indianapolis, Louisville or Cincinnati. Have five years experience. MIKE BEVENS: (812) 423-7983 (4-12)

Easy listening kind of guy wants a better gig. Have B.S. & CHR & Talk experience. Prefer CHR or A/C action in IL, IN or MI areas. TONY: (616) 896-1631 (4-12)

MACY in the morning is now available. 15 year pro is looking for Top 50 market station. (904) 785-6624 (4-12)

Sports is my life, but I'm dead covering Big Red. Three years hard-core PBP & everything else at medium market A/C. JIM: (402) 435-4245 (4-12)

R.J. KOLLINS is experienced & available for Country & A/C formats. No small markets please. (602) 947-6972 (4-12)

Former afternoon drive pro is looking around. If you are, too, then call REID: (315) 342-3069 (4-12)

Looking for a female announcer with excellent voice quality & creative production skills? Pick up the phone! ROBIN: (308) 384-5043 (4-12)

Versatile college grad with public radio experience seeks first commercial exposure in a MW, South or East small market station. DON DALE: (615) 868-3752 (4-12)

Young & creative personality has the ability & drive, but needs an opportunity. I will not disappoint. JOHN: (312) 262-3773 (3-29)

CHR/AOR DJ with great production & copywriting skills seeks full or parttime slot in SW CA. PAUL ALEXANDER: (213) 487-1377, after 3 pst (4-12)

14 year pro is looking for a job as a copywriter/Production Director. PAUL DICKSON: (503) 378-0860 (4-12)

Medium/major market pro seeks airwork in any market, but am small market PD material. DENNY: (205) 670-9665 or 675-2089 (4-12)

Veteran ND/personality/anchor with experience (ABC Network, CBS O&O & Doubleday) is available now! ROB WILLIAMS: (512) 656-6789 (4-12)

Pittsburgh area CHR/A/C jock seeks air shift & entry into management. Has 13 years experience & prefer East Coast in any market. KEVIN EVANS: (412) 856-5834 (4-12)

Experienced programmer wants to switch to sales. Prefer the West or NE. BOB: (505) 461-1628 (4-12)

Young & ambitious radio announcer/MD is looking to get into real radio in a medium market. DON CLARK: (414) 387-3533 or 324-4441, after 6 cst (4-12)

Air talent is ready to make the big move. I have three years experience & would like a CHR or AOR gig. CHIP: (505) 722-7320 or 722-9025 (4-12)

Hard working team player with eight years experience seeks CHR or A/C air shift at medium/major market. SHAWN: (505) 722-9025 (4-12)

POSITIONS SOUGHT

Help! I'm being regglaced by a satellite dish! Relocatable pro is looking for programming, MD or midday/mornings. GARY: (205) 342-5603 (4-12)

If you're looking for a time & temp man, forget me. However, if you're looking for someone witty & creative, call MIKE MASTERS: (805) 824-4221 or 943-7187 (3-15)

15 year pro with AOR experience in the Portland market is ready to relocate to a major market. BOB: (503) 246-4590 (4-12)

MISCELLANEOUS

Top-rated CHR station in Joplin area needs record service. Dave Gibson, KSYN, 2510 W. 20th St., MO 64801. (4-19)

KOMP/Las Vegas has a jazz show on Sundays & needs jazzy product, old & new. Big Marty, 4660 S. Decatur Blvd., NV 89103. (4-19)

Record service wanted, especially for CHR, A/C & Gold formats. Contact Alan Swan, WNS, 801 Arch St., Philadelphia, PA 19107. (215) 574-0999 (4-12)

WWLS/Norman, OK needs CHR record service. Send those hits to: Jay Sanders, 4000 W. Indian Hills Rd., 73069 (4-12)

Expanded Country format in L.A. seeks service from all major & independent labels. Call Howard at KCSN: (818) 885-3709 (4-12)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed.

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Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

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To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

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Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

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Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

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Promote Yourself In The MARKETPLACE

Call Nina for R&R Marketplace advertising information (213) 553-4330

ALEXANDER O'NEAL

"INNOCENT"



*It's just one of the
many hits from his
debut Tabu album,*

"INNOCENT"

*This Week's
Black/Urban Chart:*

8



DISTRIBUTED BY CBS RECORDS

NATIONAL MUSIC FORMATS

Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

SADE "Smooth Operator"

Country Coast-To-Coast

EMMYLOU HARRIS "White Lines"
DAN SEALS "My Old Yellow Car"
LOUISE MANDRELL "Maybe My Baby"
EXILE "She's A Miracle"

Rock 'N' Hits

KATRINA & THE WAVES "Walking On Sunshine"
FRANKIE GOES TO HOLLYWOOD
"Welcome To The Pleasuredome"
PATTI LABELLE "New Attitude"
JULIAN LENNON "Say You're Wrong"
KOOL & THE GANG "Fresh"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

BOY MEETS GIRL "Oh Girl"
LIMAHL "Never Ending Story"
PATTI LABELLE "New Attitude"
FRANKIE GOES TO HOLLYWOOD
"Welcome To The Pleasuredome"

TM AC

KOOL & THE GANG "Fresh"
ERIC CARMEN "I'm Through With Love"

TM Country

EXILE "She's A Miracle"
JOHN SCHNEIDER
"It's A Short Walk From Heaven To Hell"
ED BRUCE "When Givin' Up Was Easy"
TERRI GIBBS "A Few Good Men"
DAN SEALS "My Old Yellow Car"
VINCE GILL "True Love"

Century 21

Greg Stephens (214) 934-2121

The Z Format

MARY JANE GIRLS "In My House"
SURVIVOR "The Search Is Over"
BRYAN ADAMS "Heaven"
LUTHER VANDROSS "Ti My Baby Comes Home"

The AC Format

ALAN PARSONS PROJECT "Days Are Numbers"
TEARS FOR FEARS
"Everybody Wants To Rule The World"

Super-Country

JOHN SCHNEIDER
"It's A Short Walk From Heaven To Hell"
KATHY MATHEA "It's Your Reputation Talkin'"
EARL THOMAS CONLEE
"Love Don't Care (Whose Heart It Breaks)"

Radio Arts

John Benedict (818) 841-0225

Country's Best

GARY MORRIS "Lasso The Moon"
KENNY ROGERS "Love Is What We Make It"
DAVID ALLAN COE "Don't Cry Darlin'"

Soft Contemporary

JULIAN LENNON "Say You're Wrong"
ALAN PARSONS PROJECT "Days Are Numbers"
WHAM! "Everything She Wants"
KOOL & THE GANG "Fresh"
JAKATA "Golden Girl"

Sound 10

JULIAN LENNON "Say You're Wrong"
ALAN PARSONS PROJECT "Days Are Numbers"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

WILLIE NELSON "Forgiving You Was Easy"
HILLARY KANTER "We Work"
EMMYLOU HARRIS "White Line"

The Great Ones

JULIAN LENNON "Say You're Wrong"
ALAN PARSONS PROJECT "Days Are Numbers"
BILL WITHERS "Oh Yeah"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

TINA TURNER "Show Some Respect"
SURVIVOR "The Search Is Over"
BRUCE SPRINGSTEEN "Trapped"

Country

HILLARY KANTER "We Work"
ALLEN FRIZZELL "It'll Be Love By Morning"
JOHN ANDERSON "It's All Over Now"
RAY CHARLES with MICKEY GILLEY
"It Ain't Gonna Worry My Mind"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

JULIAN LENNON "Say You're Wrong"
HOWARD JONES "Things Can Only Get Better"
BRYAN ADAMS "Heaven"
GLENN FREY "Smuggler's Blues"

Contempo 300

DAVID LEE ROTH "Just A Gigolo/I Ain't Got Nobody"
JULIAN LENNON "Say You're Wrong"

Great American Country

LEE GREENWOOD "Dixie Road"
EDDY RAVEN "Operator, Operator"
JOHN SCHNEIDER
"It's A Short Walk From Heaven To Hell"
GEORGE JONES & LACY J. DALTON
"Size Seven Round (Made Of Gold)"

Media General

Broadcast Services

Bob Dumais (901) 320-4433

Action

JAKATA "Golden Girl"
JACK WAGNER "Lady Of My Heart"
ALAN PARSONS PROJECT "Days Are Numbers"
MURRAY HEAD "One Night In Bangkok"
ERIC CLAPTON "Forever Man"

Your Country

STATLER BROTHERS "Hello, Mary Lou"
LEE GREENWOOD "Dixie Road"
EDDY RAVEN "Operator, Operator"
ATLANTA "My Sweet Eyed Georgia Girl"
GEORGE JONES & LACY J. DALTON
"Size Seven Round (Made Of Gold)"
JOHN SCHNEIDER
"It's A Short Walk From Heaven To Hell"

Hit Rock

JULIAN LENNON "Say You're Wrong"
GLENN FREY "Smuggler's Blues"

BPI

John Sherman/Bob English (206) 624-8651

Adult Contemporary

ALAN PARSONS PROJECT "Days Are Numbers"

Modern Country

MEL McDANIEL "Let It Roll (Let It Rock)"
EXILE "She A Miracle"
JOHN SCHNEIDER
"It's A Short Walk From Heaven To Hell"
EDDY RAVEN "Operator, Operator"
DAN SEALS "My Old Yellow Car"

NATALIE COLE

She's back
with a new single
that's so *Hot* it's
"DANGEROUS"

7-99648

BLACK/URBAN BREAKERS

54 Stations — #1 Most Added

The most added record in its first week of release
in the history of R&R Black/Urban Chart!

Management: B&B Associates—Dan Cleary

From the forthcoming "DANGEROUS" LP

Also available on 12" (Dance Mix)

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90270

Produced by Marti Sharron & Gary Skardina

Modern
Records 1980

Modern Records & Cassettes
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GEORGE DURE
BILL WITKERS
SHIPWORTH & TURNER
READY FOR THE MOR
JEFFREY OSBORNE
GRANDMASTER FLASH
TONY LEE
EVELYN KING
ALISA

Hosts:
WILHELM HOUSTON
USA FOR AFRICA
TEMPERATIONS
GEORGE DURE
MARY JANE GIRLS

WYTT/Baltimore
Roy Sampson

JEFFREY OSBORNE
NORA BONDY
DEBBE
ALISA
PAUL BARCASTE
JERRY MOHAK
PHOTONS
SHIPWORTH & TURNER
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Hosts:
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BAROLD PALFREY
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WLBO/Ocean City
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LOUIS ENDS
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PENNY FORD
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DEBBE
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WILTON FELDER
COMMODORES

WVNY/Baltimore
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Jay Johnson

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SWEET CITY
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SWEET CITY
Hosts:
USA FOR AFRICA
DEBBE
MARY JANE GIRLS
EUGENE WIDE
KILMICK

SOUTH

WAKC/Akron
Larry Tinsley

MARVIN GATE
GLADYS KNIGHT
GLADYS KNIGHT
TINA TURNER
DENISE LABELLE
MERC & HORN
READY FOR THE MOR
REDS & THE GANG
ROCKWELL
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DEBBE
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JERRY MOHAK
PHOTONS
SHIPWORTH & TURNER
CIRIS MALINOST
Hosts:
CHANCE
DEBBE
BAROLD PALFREY
NATALIE COLE
BILLY OCEAN

KDZL/Baton Rouge
Gaylord Boyd

MARVIN GATE
PAUL BARCASTE
BILLY OCEAN
NORA BONDY
KILMICK
ANGELA
TERRA MARIE
READY FOR THE MOR
JEFFREY OSBORNE
GRANDMASTER FLASH
TONY LEE
EVELYN KING
ALISA
PAUL BARCASTE
JERRY MOHAK
PHOTONS
SHIPWORTH & TURNER
CIRIS MALINOST
Hosts:
CHANCE
DEBBE
BAROLD PALFREY
NATALIE COLE
BILLY OCEAN

WVNY/Baltimore
Lynn Lesson

PAUL BARCASTE
MARVIN GATE
ATLANTIC STARR
TINA TURNER
JESSE JOHNSON
SHIPWORTH & TURNER
NATALIE COLE
Hosts:
MAI
PATI LABELLE
COMMODORES
USA FOR AFRICA

WVNY/Baltimore
Duff Lindsay

BAROLD PALFREY
NATALIE COLE
ALEXANDER O'NEAL
MAI
JESSE JOHNSON
COMMODORES
USA FOR AFRICA

WVNY/Baltimore
Jay Johnson

STEVE ARBINGTON
ASPFORD & SIMPSON
CARMINE
NATALIE COLE
MARVIN GATE
NASH PRODUCTION
JERRY BURTON
SWEET CITY
Hosts:
USA FOR AFRICA
DEBBE
MARY JANE GIRLS
EUGENE WIDE
KILMICK

KDON/Oakland
Jay Johnson

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ASPFORD & SIMPSON
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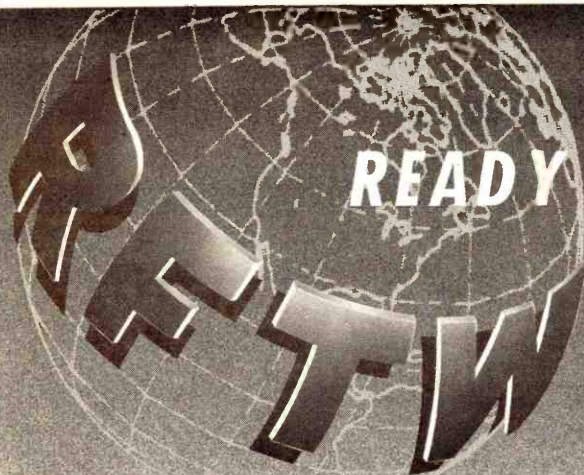
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83 Reporting Stations

82 Current Reports

WJML/Jackson reported a frozen playlist this week. WRDQ/Detroit has changed formats and is no longer a Black/Urban reporter.

Stations are listed by region. Hosts are listed in order of their airplay activity.



READY FOR THE WORLD

"DEEP INSIDE YOUR LOVE"
The Newest Hit Single
From The Forthcoming Album.

BLACK/URBAN

BREAKER

'AXEL F'

BY HAROLD FALTERMEYER

Another Smash Hit From
BEVERLY HILLS

Cop **Soundtrack**

MCA RECORDS
DELIVERING THE MUSIC OF THE 80'S

COUNTRY

TOP 50

APRIL 19, 1985

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
12	8	8	1 REBA McENTIRE/Somebody Should Leave (MCA)	161/2	120	27	14
5	4	3	2 DOLLY PARTON/Don't Call It Love (RCA)	149/1	126	15	8
15	7	7	3 SAWYER BROWN/Step That Step (Capitol/Curb)	155/0	123	20	12
13	6	6	4 EDDIE RABBITT/Warning Sign (WB)	153/0	124	19	10
2	2	1	5 JUDDS/Girls Night Out (RCA/Curb)	147/0	118	18	11
17	11	9	6 SYLVIA/Fallin' In Love (RCA)	159/0	108	38	13
1	1	2	7 ALABAMA/There's No Way (RCA)	144/0	109	20	15
18	12	10	8 CHARLY McCLAIN/Radio Heart (Epic)	158/2	98	52	8
19	14	12	9 RONNIE McDOWELL/In A New York Minute (Epic)	158/1	97	54	7
7	5	5	10 GEORGE STRAIT/The Cowboy Rides Away (MCA)	149/1	108	22	19
21	16	13	11 JOHN CONLEE/Working Man (MCA)	157/0	77	75	5
23	20	15	12 MARK GRAY & TAMMY WYNETTE/Sometimes When We Touch (Columbia)	157/1	78	72	7
22	19	16	13 CONWAY TWITTY/Don't Call Him A Cowboy (WB)	155/0	77	69	9
24	21	17	14 T.B. SHEPPARD/You're Going Out Of My Mind (WB/Curb)	155/3	58	93	4
27	23	18	15 MERLE HAGGARD/Natural High (Epic)	157/1	55	89	13
3	3	4	16 ANNE MURRAY/Time Don't Run Out On Me (Capitol)	129/0	84	28	17
43	31	21	17 RONNIE MILSAP/She Keeps The Home Fires Burning (RCA)	162/5	37	103	22
40	24	20	18 OAK RIDGE BOYS/Little Things (MCA)	162/5	35	109	18
25	22	19	19 FORESTER SISTERS/ (That's What You Do) When You're... (WB)	136/0	63	52	21
30	25	22	20 WHITES/If It Ain't Love (Let's Leave It Alone) (MCA/Curb)	150/5	42	85	23
31	26	23	21 BARBARA MANDELL/There's No Love In Tennessee (MCA)	148/3	33	99	16
39	28	24	22 RICKY SKAGGS/Country Boy (Epic)	150/9	40	82	28
41	32	26	23 CRYSTAL GAYLE/Nobody Wants To Be Alone (WB)	158/2	25	103	30
38	34	29	24 MEL McDANIEL/Let It Roll (Let It Rock) (Capitol)	149/4	27	92	30
32	29	27	25 KEITH STEGALL/California (Epic)	128/2	31	74	23
11	9	11	26 MICKEY GILLEY/I'm The One Mama Warned You About (Epic)	100/0	45	33	22
—	50	36	27 EXILE/She's A Miracle (Epic)	145/30	10	73	62
45	38	33	28 EMMYLOU HARRIS/White Line (WB)	140/16	6	86	48
4	10	14	29 BELLAMY BROTHERS/I Need More Of You (MCA/Curb)	79/0	38	25	16
—	—	41	30 WILLIE NELSON/Forgiving You Was Easy (Columbia)	130/31	6	60	64
49	42	35	31 DAN SEALS/My Old Yellow Car (Liberty)	128/15	7	70	51
—	49	38	32 STEVE WARINER/Heart Trouble (MCA)	131/18	4	64	63
35	30	28	33 KENDALLS/Four Wheel Drive (Mercury/PG)	106/0	24	63	19
44	37	32	34 ED BRUCE/When Givin' Up Was Easy (RCA)	118/6	6	76	36
—	—	43	35 LEE GREENWOOD/Oxide Road (MCA)	135/37	6	53	76
BREAKER	46	40	36 STATLER BROTHERS/Hello Mary Lou (Mercury/PG)	127/35	4	55	68
—	48	40	37 LOUISE MANDELL/Maybe My Baby (RCA)	120/10	5	68	47
—	44	42	38 VINCE GILL/True Love (RCA)	100/8	5	53	42
8	13	25	39 NITTY GRITTY DIRT BAND/High Horse (WB)	64/0	19	24	21
33	31	30	40 MAINES BROTHERS BAND/Everybody Needs Love... (Mercury/PG)	73/0	14	36	23
50	47	44	41 KATHY MATTEA/It's Your Reputation Talkin' (Mercury/PG)	87/11	5	45	37
BREAKER	42	44	42 EDDY RAVEN/Operator, Operator (RCA)	100/31	2	24	74
6	17	31	43 EARL THOMAS CONLEY/Honor Bound (RCA)	55/0	9	31	15
—	—	50	44 TERRI GIBBS/A Few Good Men (WB)	93/7	3	37	53
—	—	49	45 JIMMY BUFFETT/Who's The Blonde Stranger? (MCA)	77/13	4	37	36
DEBUT	47	47	46 CHARLEY PRIDE/Down On The Farm (RCA)	91/14	2	32	57
DEBUT	48	48	47 JUDY RODMAN/I've Been Had By Love Before (MTM)	92/16	1	30	61
14	15	32	48 HANK WILLIAMS JR./Major Moves (WB/Curb)	44/0	10	25	9
DEBUT	49	49	49 DAVID ALLAN COE/Don't Cry Darlin' (Columbia)	72/10	3	27	42
9	18	34	50 WAYLON JENNINGS/Waltz Me To Heaven (RCA)	47/0	10	18	19

MOST ADDED

- LEE GREENWOOD (37)
Dixie Road (MCA)
- STATLER BROTHERS (35)
Hello Mary Lou (Mercury/PolyGram)
- JOHN ANDERSON (31)
It's All Over Now (WB)
- WILLIE NELSON (31)
Forgiving You Was Easy (Columbia)
- EDDY RAVEN (31)
Operator, Operator (RCA)
- EXILE (30)
She's A Miracle (Epic)
- BANDANA (28)
It's Just Another Heartache (WB)
- GEORGE JONES & LACY J. DALTON (25)
Size Seven Round... (Epic)
- JOHN SCHNEIDER (24)
It's A Short Walk From... (MCA)
- GARY MORRIS (23)
Lasso The Moon (WB)

HOTTEST

- DOLLY PARTON (65)
Don't Call It Love (RCA)
- JUDDS (64)
Girls Night Out (RCA/Curb)
- SAWYER BROWN (60)
Step That Step (Capitol/Curb)
- ALABAMA (59)
There's No Way (RCA)
- REBA McENTIRE (54)
Somebody Should Leave (MCA)
- GEORGE STRAIT (46)
The Cowboy Rides Away (MCA)
- EDDIE RABBITT (37)
Warning Sign (WB)
- MARK GRAY & TAMMY WYNETTE (29)
Sometimes When We Touch (Columbia)
- CONWAY TWITTY (29)
Don't Call Him A Cowboy (WB)
- CHARLY McCLAIN (24)
Radio Heart (Epic)

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

BREAKERS

STATLER BROTHERS

Hello Mary Lou (Mercury/PolyGram)

On 78% of reporting stations. Rotations: Heavy 4, Medium 55, Light 68, Total Adds 35 including WQBE, KIX106, WMZO, WYNN, WVMI, KPLX, KILT-FM, WAMZ, KKYX, WSLR, WAXX, WQHK, KJOT, KUGN, KRPM. Moves 45-36 on the Country chart.

EDDY RAVEN

Operator, Operator (RCA)

On 61% of reporting stations. Rotations: Heavy 2, Medium 24, Light 74, Total Adds 31 including WTSV, WAJR, WWVA, WVMI, WUSY, WKSJ, KSO, WAXX, WOV, WIL, WTHI, KVOO, KGHL, KEIN, KIGO. Debuts at number 42 on the Country chart.

The fastest breaking single in R&R this week!

"Hello Mary Lou"

880685-7

THE STATLERS

from the album "Partners In Rhyme" 224420-1

R&R 36 COUNTRY BREAKERS

BB 47

CB 58

Produced by Jerry Kennedy PolyGram Records

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

TERRI GIBBS "A Few Good Men" (WB) 93/7
Rotations: Heavy 3, Medium 37, Light 53, Total Adds 7, WCAO, WIXY, WVA, WTSO, WMIL, KUUY, KWJJ. Heavy: WOKK, KKYX, WOUZ. Medium: WVAM, KMML, WEZL, WWJO, KFDI.

JUDY RUDMAN "I've Been Had By Love Before" (MTM) 92/16
Rotations: Heavy 1, Medium 30, Light 61, Total Adds 16, WNYR, WMZO, WYNK, WSOB, WUSY, WAMZ, WKIX, WSLR, WUSN, KFDI, KIK-FM, KJOT, KKCS, KQIL, KVEG, KOCY. Debuts at number 47 on the Country chart.

CHARLEY PRIDE "Down On The Farm" (RCA) 91/14
Rotations: Heavy 2, Medium 32, Light 57, Total Adds 14, WVAM, WQBE, WIXL, CHOW, KMML, KXYL, WEZL, WKIX, WRNL, KCJB, KEBC, KRST, KUUY, KRAK. Debuts at number 46 on the Country chart.

KATHEY MATTEA "It's Your Reputation Talkin'" (Mercury/PolyGram) 87/11
Rotations: Heavy 5, Medium 45, Light 37, Total Adds 11, WXTU, WFNC, WAMZ, WRNL, WSLR, WUBE, WFMS, KCJB, KKCS, KVEG, KRAK. Heavy: WOKK, KKYX, WIRK, WCUZ.

JIMMY BUFFET "Who's The Blonde Stranger?" (MCA) 77/13
Rotations: Heavy 4, Medium 37, Light 36, Total Adds 13, WVAM, WTSV, WVA, KEAN, KASE, WMMI, WCOB, WFNC, WMIL, KIK-FM, KVEG, KRAK, KRPM. Heavy: KIKK, WAMZ.

DAVID ALLAN COE "Don't Cry Darlin'" (Columbia) 72/10
Rotations: Heavy 3, Medium 27, Light 42, Total Adds 10, WVVA, KEAN, KMML, WSOB, WFNC, KYYX, WKIX, WQYK, KEBC, KKCS. Heavy: KIKK, WAMZ, WOKK. Medium: WJLR, KRKT. Debuts at number 49 on the Country chart.

JOHN SCHNEIDER "It's A Short Walk From..." (MCA) 69/24
Rotations: Heavy 0, Medium 14, Light 55, Total Adds 24 including WRKZ, WXY, CHOW, KRRV, KASE, WXBQ, WSOB, WOKK, WWSJ, WAXX, KEBC, KKAL, KXCS, KVEG.

RAZZY BAILEY "Modern Day Marriages" (MCA) 66/6
Rotations: Heavy 3, Medium 32, Light 30, Total Adds 6, WVVA, KEAN, WKIX, KCJB, WOW, KRWQ. Heavy: WTSV, WPAP, KKYX, WMS. Medium: WIXY, KMML, WEZL, WCKI, KEIN.

LEON EVERETTE "Too Good To Say No To" (Mercury/PolyGram) 62/9
Rotations: Heavy 2, Medium 27, Light 33, Total Adds 9, WIXY, WVMI, KIKK, WOKK, WKIX, WRNL, KCJB, KIK-FM, KEIN. Heavy: KBMR. Medium: WQNA, KMML, WTVY, WMMI.

ATLANTA "My Sweet Eyed Georgia Girl" (MCA) 61/13
Rotations: Heavy 0, Medium 17, Light 44, Total Adds 13, WKYG, CHOW, KEAN, WUSY, WFNC, WKIX, WSLR, WMMI, KSO, WAXX, WTL, KUCN, KMAK. Medium: WPAP, KKYX.

KENNY ROGERS "Love Is What We Make It" (Liberty) 60/16
Rotations: Heavy 3, Medium 19, Light 38, Total Adds 16, CHOW, KEAN, KMML, KASE, WEZL, WUSY, WGTG, KIKK, KSO, WOUZ, KEBC, KIOV, WTHI, KTPK, KUGN, KEIN.

DAVID FRIZZELL & SHELLEY WEST "Do Me Right" (Viva) 58/9
Rotations: Heavy 1, Medium 22, Light 35, Total Adds 9, WIXY, KXYL, WEZL, WFNC, WLWI, WQYK, WTL, KEBC, KFDI. Heavy: WIRK. Medium: WNSO, WYIL, KILL, WFMS, KEIN.

GEORGE JONES & LACY J. DALTON "Size Seven Round (Made Of Gold)" (Epic) 53/25
Rotations: Heavy 1, Medium 9, Light 43, Total Adds 25 including WIXL, WKYG, WIXY, WEZL, KIKK, WNOX, WOKK, WPAP, KKYX, WMMI, KEBC, KTTS, KGH-L, KUGN, KMAK.

JOHNNY PAYCHECK "You're Every Step I Take" (AMI) 53/6
Rotations: Heavy 0, Medium 21, Light 32, Total Adds 6, WEZL, WKIX, WMMI, WAXX, KUZZ, KMAK. Medium: WVA, WYIL, WGTG, WCKI, WYOD, KOIL, KTOV.

REX ALLEN JR. "When You Held Me In Your Arms" (Moon Shine) 52/14
Rotations: Heavy 0, Medium 12, Light 40, Total Adds 14, CHOW, WEZL, WFNC, KIKK, WWOZ, WOKK, WKIX, KSO, WKQK, WTL, WTSO, KEBC, KEIN, KRPM.

MOE BANDY & JOE STAMPLEY "Still On A Roll" (Columbia) 49/8
Rotations: Heavy 0, Medium 18, Light 31, Total Adds 8, KEAN, WEZL, WOKK, WLWI, WKIX, WMMI, WYOD, KEIN. Medium: WYIL, KMML, KXYX, KVOO, KUZZ, KOKC, KUCB.

JOHNNY RODRIGUEZ "Here I Am Again" (Epic) 30/2
Rotations: Heavy 2, Medium 12, Light 16, Total Adds 2, WQNA, KYYX. Heavy: KASE, KIKK. Medium: WYIL, KRRV, WEZL, WTL, KTTS, KGA.

NICOLETTE LARSON "When You Get A Little Lonely" (MCA) 29/14
Rotations: Heavy 0, Medium 1, Light 28, Total Adds 14 including WQNA, WQK, WDSY, WYIL, KRRV, WKSJ, WCMC, KFQO, KVOO, KFDI.

KAREN TAYLOR-GOOD "Starlight" (Mesa) 28/1
Rotations: Heavy 1, Medium 5, Light 22, Total Adds 17 including WVAM, WBGW, KLV, WAMZ, WWOZ, KBMR, KXYX, KIOV, KMAK, KGA.

USA FOR AFRICA "We Are The World" (Columbia) 27/1
Rotations: Heavy 2, Medium 13, Light 12, Total Adds 1, WRNL. Heavy: KFKF, WLLR. Medium: WQNA, WBGW, WNSO, WCOB, WUBE, WGAR-FM, KLZ.

VERN GOSDIN "Dim Lights, Think Smoke" (Compaq/PolyGram) 26/17
Rotations: Heavy 0, Medium 4, Light 22, Total Adds 17 including WVAM, WBGW, KLV, WAMZ, WWOZ, KBMR, KXYX, KIOV, KMAK, KGA.

RAY CHARLES with MICKEY GILLEY "It Ain't Gonna Worry My Mind" (Columbia) 25/19
Rotations: Heavy 2, Medium 7, Light 16, Total Adds 23 including WVAM, WBGW, KASE, WNOX, WCUZ, KTFK, KFDI, KKAL, KRPM, KGA.

HILARY KANTER "We Work" (RCA) 24/19
Rotations: Heavy 0, Medium 2, Light 22, Total Adds 19 including WQKQ, WDSY, KRRV, KXYL, WOKK, WCUZ, KIOV, KTTS, KRKY, KGA.

GARY MORRIS "Lasso The Moon" (WB) 23/23
Rotations: Heavy 1, Medium 5, Light 17, Total Adds 23 including WCAO, WBGW, KASE, WNOX, WCUZ, KTFK, KFDI, KKAL, KOIL, KNIX.

EARL THOMAS CONLEY "Love Don't Care" (RCA) 21/17
Rotations: Heavy 0, Medium 6, Light 15, Total Adds 17 including WBGW, WNSO, WYRK, KPLX, KIKK, WAMZ, WCKI, KXYX, KUZZ, KSOP.

DENNIS BOTTOMS "Did I Stay Too Long" (WB) 21/7
Rotations: Heavy 0, Medium 1, Light 20, Total Adds 7, WBGW, WKYG, WFNC, KKYX, WIRK, KEBC, KRWQ. Medium: WCUZ, Light: WAK, KRKY.

CHRIS HILLMAN "Running The Roadblocks" (Sugar Hill) 21/2
Rotations: Heavy 0, Medium 2, Light 19, Total Adds 2, WWOZ, WQYK. Medium: KTTS, KFDI. Light: WNSO, WIXY, WFNC, WDXI, KEIN, KRKY.

DEBONAIRES "I'm On Fire" (MTM) 20/0
Rotations: Heavy 2, Medium 8, Light 10, Total Adds 0. Heavy: KRKT, KOIL. Medium: WQNA, WBGW, WYIL, KASE, WSM, WCUZ, WIRE, WTL.

BILL ANDERSON "Pity Party" (Swanee) 12/5
Rotations: Heavy 0, Medium 0, Light 12, Total Adds 5, WXTU, KKYX, WAXX, WOW, KVEG. Light: WVA, WFNC, WPAP, KFDI, KSOP.

CARLETTE "Show Down" (Luv Records) 12/1
Rotations: Heavy 0, Medium 3, Light 9, Total Adds 1, WYIL. Medium: KMML, WYOD, KSOP. Light: WFNC, WWOZ, WLWI, KRMC, KFGO, KTTS.

KENNY DALE "Look What Love Did To Me" (Saba) 11/1
Rotations: Heavy 1, Medium 0, Light 10, Total Adds 1, WPAP. Heavy: KKYX. Light: WYIL, KMML, WFNC, WDXE, WLWI, WOV, KTTS, KRKY, KSOP.

MERLE KILGORE "Guilty" (WB) 10/5
Rotations: Heavy 0, Medium 3, Light 7, Total Adds 5, WYIL, WAMZ, WLWI, KFQO, WOW. Medium: WTVY, KFDI. Light: WTSV, KVOO, KRKT.

BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) 10/0
Rotations: Heavy 2, Medium 3, Light 5, Total Adds 0. Heavy: WYOD, KCCY. Medium: WBGW, KIOV. Light: WOKQ, KEAN, WOKK, WUSN.

BELLAMY BROTHERS "Old Hippie" (MCA) 9/9
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 9, WPTA, WCAO, WBGW, WDXE, KYYK, WIRK, WCUZ, KMAK, KRKY.

SIGNIFICANT ACTION

WRIGHT BROTHERS "Fire In The Sky" (Mercury/PolyGram) 47/4
Rotations: Heavy 0, Medium 20, Light 27, Total Adds 4, WUSY, WGTG, WKIX, WIRE. Medium: WOKQ, WEZL, KBMR, WFMS, KSOP, KIGO.

CHANCE "To Be Lovers" (Mercury/PolyGram) 46/7
Rotations: Heavy 2, Medium 7, Light 37, Total Adds 7, WCMC, KKYX, WAXX, WTSO, KEBC, KUUY, KGA. Heavy: KIKK, WCUZ. Medium: WKSJ.

BANDANA "It's Just Another Heartache" (WB) 41/26
Rotations: Heavy 0, Medium 4, Light 37, Total Adds 26 including WQKQ, WVA, KXYL, KXYX, WOKK, WFMS, KTTS, KKAL, KUZZ, KGA.

GUS HARDIN "My Mind Is On You" (RCA) 39/5
Rotations: Heavy 1, Medium 8, Light 30, Total Adds 5, WTSV, WXBQ, WTVY, WMMI, KUGN. Heavy: WCUZ. Medium: CHOW, WCMC, KKYX, KTTS.

DAN FOGELBERG "Go Down Easy" (Full Moon/Epic) 38/9
Rotations: Heavy 0, Medium 11, Light 27, Total Adds 9, WTSV, WIXY, KEAN, KMML, WXBQ, KPLX, KTPK, KYGO, KUGN.

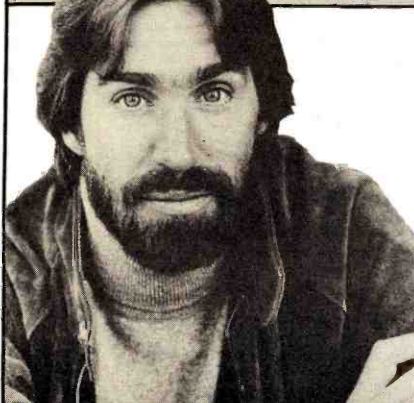
LLYOD DAVID FOSTER "I Can Feel The Fire Goin' Out" (Columbia) 37/8
Rotations: Heavy 1, Medium 6, Light 30, Total Adds 8, WVA, KIKK, KXYX, KFQO, WTL, KEBC, WYOD, KRPM. Heavy: KPLX.

JOHN ANDERSON "It's All Over Now" (WB) 31/31
Rotations: Heavy 1, Medium 5, Light 25, Total Adds 31 including WQNA, WCAO, WYRK, KASE, KIKK, WNOX, WCKI, KRKT, KKAL, KTOV.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
ALABAMA/Down On Longboat Key (RCA)	40 Hour Week
CONWAY TWITTY/Between Blue Eyes And Jeans (WB)	Don't Call Him A Cowboy
ALABAMA/Forty Hour Week (RCA)	40 Hour Week
DOLLY PARTON & KENNY ROGERS/Real Love (RCA)	Real Love
SHELLEY WEST/I'll Dance The Two-Step (Viva)	Don't Make Me Wait On...
RESTLESS HEART/She's Coming Home (RCA)	Restless Heart
EMMYLOU HARRIS/Rhythm Guitar (WB)	The Ballad Of Sally Rose
JUDDS/Drops of Water (RCA/Curb)	Why Not Me?
BUDDY EMMONS/Steel Guitar Rag (Stepone)	Swingin' '40s-'80s
DOLLY PARTON/Tie Our Love (RCA)	Real Love
CRYSTAL STRAIT/Touch And Go (WB)	Nobody Wants To Be Alone
GEORGE STRAIT/Any Old Time (MCA)	Does Fort Worth Ever Cross Your Mind?

DAN FOGELBERG



"Go Down Easy" 34-04835

A special new song from an incredible new album. Dan Fogelberg has always had a strong Nashville music connection. On this new single and album he really put it to good use.

Already on these stations: Just in:

WPLO	WSLC	KFGO	WOKK	WXBQ	KTPK	WSLR
WGTO	WBOS	WUBE	WPMO	WDAF	KNSS	KRMD
WWKA	WOKQ	KEAN	KLZ	KMML	KWKH	KDBH
WIVK	WYNE	WIL	KUGN	KTTS	KPLX	
WMZQ	KLXL	KUSA	KGAY	KKYX	WAXX	
WCMS	WOW	KFDI		KYGO		

From the forthcoming album "HIGH COUNTRY SNOWS" FE-39616
Produced by Dan Fogelberg with Marty Lewis
On Full Moon/Epic Records and Cassettes



RADIO & RECORDS NATIONAL AIRPLAY

ADULT/CONTemporary

BREAKERS

HAROLD FALTERMEYER Axel F (MCA)

69% of our reporters on it. Rotations: Heavy 10/3, Medium 61/14, Light 28/20, Total Adds 37 plus 22 more, WKBW, WSB, KVIL-FM, 2WD, W101, WARM98, WLLT, WTVN, KLSI, KYKY, B100, KFMB, CK101, WLTE, KVVU. Debuts at number 17 on the A/C chart.

REO SPEEDWAGON One Lonely Night (Epic)

62% of our reporters on it. Rotations: Heavy 8/0, Medium 62/7, Light 18/4, Total Adds 11, Y97, KVIL-FM, 2WD, WLLT, WNIC, KMJI, WKGW, WMJJ, WGOW, KELT, K99. Moves from 23 to 19 on the A/C chart.

NEW & ACTIVE

ERIC CARMEN "I'm Through With Love" (Geffen) 82/3

Rotations: Heavy 10/0, Medium 52/1, Light 15/2, Total Adds 3, WFSM, WIVY, 3WM, Heavy: WKBW, WFSL, WISN, WCHV, KALE. Mediums include: WFBR, WARM98, WCCO, KHOU, KKLK, KGW, KFMB, WAEB, WICC, WGY, WKGW, K106, WBT, CK101, WMAZ, WRVA, WAVE, WHBY, WNAM, KIOA, KLYF, KRNT, WB, WMGN, KOL, WHNN, KWAV, KSL, KPFL. Moves from 25 to 19 on the A/C chart.

ALAN PARSONS PROJECT "Days Are Numbers" (Arista) 72/25

Rotations: Heavy 10/0, Medium 28/5, Light 43/21, Total Adds 26, WRMM, WLLT, WQMC, WMYX, KMJI, WAEB, WICC, V100, WGY, WKGW, WBT, KLYF, WTRX, WLHT, WHNN, KBOJ, KVVU, KWAV, KSL, KPFL, KRLB, WJBC, WBOW, KFDD, K99, KR9B. Heavy: WMGN. Mediums include: WFBR, WCCO, WMAZ, WFSL, WRVA, WISN, KBEST.

TEARS FOR FEARS "Everybody Wants To Rule The World" (Mercury/PolyGram) 69/10

Rotations: Heavy 8/0, Medium 37/3, Light 24/7, Total Adds 10, WFBR, Y97, WSB-FM, WSY, WQMC, WFSM, KVVU, WNTY, WGSV, KWEB, Heavy: KOST, KF, KWAV, WEIM, WHPA, WCKQ, WCHV, KALE. Mediums include: WFBR, WYV, KVIL-FM, 2WD, KLSI, KMGG, WICC, V100, WKYE, WKJJ, WMAZ, WFSL, WRVA, WAVE, WNAM, WHBC, KIOA, WENS, WMGN, WHNN.

JULIAN LENNON "Say You're Wrong" (Atlantic) 63/32

Rotations: Heavy 3/0, Medium 25/9, Light 35/23, Total Adds 32, WPJB, WSB-FM, 97AIA, 2WD, WNIC, KOST, KGW, KFMB, WAEB, WICC, V100, WGY, WKGW, WFSL, KIOA, KOL, WHNN, KFI, KBEST, KPFL, WKNE, WHPA, WCHV, KRLB, KFSB, KWEB, KFDD, KKLK, KTWO, K99, KRNO, KQSW, Heavy: WKBW, WMGN, KALE. Mediums include: WFBR, WKYE, WMAZ, KELT, KWAV.

CHAKA KHAN "Through The Fire" (WB) 60/13

Rotations: Heavy 1/0, Medium 26/2, Light 33/11, Total Adds 13, WKBW, WSNY, B100, CK101, WAVE, KIOA, WMGN, KWAV, KIFM, KPFL, WTKO, WAVE, KWEB, Heavy: WFSL. Mediums include: WPK, WQMC, KGW, WKYE, WBT, WMAZ.

JAKATA "Golden Girl" (Motown) 58/4

Rotations: Heavy 0/0, Medium 32/1, Light 26/3, Total Adds 4, WKBW, WQMC, K106, KPFL. Mediums include: WFBR, KHOU, KFMB, WBT, WMAZ, WFSL, WHBY, WMGN, WISN, WHNN.

WAR "Groovin'" (Coco Plum) 58/2

Rotations: Heavy 7/0, Medium 38/2, Light 13/0, Total Adds 2, WLLT, WRVA, Heavy: WCCO, WHBY, WAHR, WMT-FM, WJON, KFLB, KR9B. Mediums include: WKBW, 97AIA, WLSI, WICC, WKYE, WKGW, WMAZ, KELT, WFSL, WNAM, KRNT, WISN, KVVU, KIFM.

FOREIGNER "That Was Yesterday" (Atlantic) 57/2

Rotations: Heavy 16/0, Medium 30/1, Light 11/1, Total Adds 2, 55KRC, WMHE, Heavy: WKBW, WPJB, V100, CK101, WKJJ, WFSL, WNAM, WMGN, WKJJ, WNNR, WSKI, WPPA, WCKQ, WORG, KEZ, KKLK, KALE. Mediums include: Y97, KVIL-FM, 97AIA, 2WD, KFMB, WAEB, WKYE, WAGE, WLTE, KRNT, WENS, KOL, WHNN, KRJA, KWAV, KPFL. Due to heavy airplay, debuts at number 25 on the A/C chart.

CHICAGO "Along Comes A Woman" (Full Moon/WB) 55/2

Rotations: Heavy 18/0, Medium 28/0, Light 11/2, Total Adds WRAL, KRAY, Heavy: WPJB, 2WD, V100, KEY103, WKJJ, WAVE, WENS, WMGN, KJUA, WNNR, WSKI, WPPA, WCKQ, WORG, KEZ, KKLK, KALE. Mediums include: Y97, KVIL-FM, 97AIA, WTVN, WQMC, KUDL, KYKY, KMGG, KGW, KJR, WYKE, WHAS, WMAZ, WFSL, KIOA, WTRX, KVVU, KDKJ, KWAV. Due to heavy airplay, debuts at number 24 on the A/C chart.

JACK WAGNER "Lady Of My Heart" (Quest/WB) 54/8

Rotations: Heavy 3/0, Medium 28/2, Light 23/6, Total Adds 8, WQMC, CK101, WNTY, WCKQ, WAHR, WAVE, WXUS, WJON, Heavy: WKBW, WCCO, WISN. Mediums include: WFBR, 97AIA, KGW, WAEF, WGY, K106, WMAZ, WFSL, WRVA, KPFL.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 MADONNA	139/0	130	8	1
2 DeBARGE	138/0	123	13	2
3 USA FOR AFRICA	140/0	100	34	6
4 SADE	138/4	110	19	9
5 PHIL COLLINS	127/0	88	33	6
6 BRUCE SPRINGSTEEN	123/0	100	22	1
7 BILLY OCEAN	134/5	87	39	8
8 COMMODORES	112/0	65	40	7
9 GEORGE BENSON	114/3	69	37	8
10 DAN FOGLERBERG	113/4	53	51	9
11 KODJ & THE GANG	117/9	43	56	18
12 WHAMI	114/19	36	63	15
13 DARYL HALL & JOHN OATES	107/6	39	57	11
14 MANHATTANS	83/0	28	49	6
15 DIONNE WARWICK w/BARRY MANILOW	107/10	19	70	18
16 JULIAN LENNON	85/0	19	52	14
17 HAROLD FALTERMEYER	99/37	10	61	28
18 REO SPEEDWAGON	71/0	9	46	16
19 REO SPEEDWAGON	88/11	8	62	18
20 ERIC CARMEN	82/3	5	62	15
21 DIANA ROSS	50/0	11	28	11
22 BILLY JOEL	56/0	8	34	14
23 DOLLY PARTON	58/0	14	32	12
24 CHICAGO	55/2	18	26	11
25 FOREIGNER	57/2	16	30	11

MOST ADDED

HAROLD FALTERMEYER (37)
Axel F (MCA)
JULIAN LENNON (32)
Say You're Wrong (Atlantic)
SURVIVOR (32)
The Search Is Over (Scotti Bros./CBS)
ALAN PARSONS PROJECT (26)
Days Are Numbers (Arista)
WHITNEY HOUSTON (23)
You Give Good Love (Arista)
BRYAN ADAMS (22)
Heaven (&M)

HOTTEST

MADONNA (119)
Crazy For You (Geffen)
USA FOR AFRICA (87)
We Are The World (Columbia)
DeBARGE (87)
Rhythm Of The Night (Gordy/Motown)
SADE (79)
Smooth Operator (Portrait/CBS)
BRUCE SPRINGSTEEN (58)
I'm On Fire (Columbia)
BILLY OCEAN (49)
Suddenly (Jive/Arista)

✓ SURVIVOR "The Search Is Over" (Scotti Bros./CBS) 52/32

Rotations: Heavy 1/0, Medium 11/6, Light 40/26, Total Adds 32, WFBR, WPJB, WPRO, 97AIA, WLLT, WCCO, WAEB, WICC, WKYE, KEY103, K106, CK101, WMAZ, WFSL, WTRX, WHNN, KWAV, KPFL, WSKI, WPPA, WCKQ, WCHV, WGSV, WFFX, WCIL, WXUS, WJON, WBOW, KKLK, KTWO, KRNO, KR9B. Heavy: KOST. Mediums include: WMGN.

✓ BRYAN ADAMS "Heaven" (&M) 44/22

Rotations: Heavy 1/0, Medium 13/2, Light 31/20, Total Adds 22, KVIL-FM, WQMC, WMYX, KMGG, WAEB, WICC, WKYE, KEY103, WKJJ, WAVE, WNAM, WENS, WMGN, KQIL, WHNN, KBEST, WQMC, WCHV, KFSB, KEZ, WJON, WBOB. Mediums include: V100, WMAZ, WFSL.

ALISON MOYET "Invisible" (Columbia) 43/5

Rotations: Heavy 1/0, Medium 12/1, Light 30/4, Total Adds 5, WLLT, WAEF, WKYE, WGY, WNNR. Heavy: KR9B. Mediums include: WCCO, WICC, KEY103, WMAZ, WTRX, WHNN, KWAV.

TEMPERATIONS "My Love Is True (Truly For You)" (Gordy/Motown) 42/0

Rotations: Heavy 1/0, Medium 25/0, Light 16/0, Total Adds 0, Heavy: WORG. Mediums include: WFBR, WPK, WLTS, W101, WKYE, WFSL, WRVA, WHBY, KRNT, WMGN, WISN, KSL, KBEST.

KENNY ROGERS "Love Is What We Make It" (EMI America) 40/0

Rotations: Heavy 1/0, Medium 24/0, Light 15/0, Total Adds 0, Heavy: WAHR. Mediums include: WCCO, KFMB, WAEB, KEY103, K106, WBT, WMAZ, WFSL, WRVA, WHBY, WHB, WISN, WLTE, KSL, KPFL.

BILL WITHERS "Oh Yeah" (Columbia) 39/11

Rotations: Heavy 0/0, Medium 12/3, Light 27/8, Total Adds 11, WMAZ, WAVE, WNAM, WTRX, WMGN, WCKQ, WCHV, WFFX, WJBC, KEZ, WJON. Mediums include: WCCO, K106, KSL.

DANNY O'KEEFE "Someday" (Coldwater) 36/0

Rotations: Heavy 4/0, Medium 15/0, Light 17/0, Total Adds 0, Heavy: WCCO, WMGN, WISN, KR9B. Mediums include: WKYE, WMAZ, WRVA, WHBY, WNAM, KIFM.

✓ JEFFREY OSBORNE "Let Me Know" (A&M) 34/15

Rotations: Heavy 0/0, Medium 7/3, Light 27/12, Total Adds 15, WCCO, KEY103, K106, WRVA, WHBY, WISN, WHNN, KWAV, KPFL, WTKO, WKNE, WGSV, WZLO, WBOB, KALE. Mediums include: WMAZ.

JOHN FOGERTY "Rock And Roll Girls" (WB) 34/3

Rotations: Heavy 8/0, Medium 17/2, Light 9/1, Total Adds 3, KVIL-FM, 2WD, WMT-FM. Heavy: WKBW, WICC, WKYE, WFSL, KJUA, WNNR, WSKI, WCKQ. Mediums include: WPJB, KMGG, KGW, V100, WKJJ, WAVE, WNAM, WENS, KWAV.

CRYSTAL GAYLE "Nobody Wants To Be Alone" (WB) 33/1

Rotations: Heavy 3/0, Medium 10/0, Light 20/1, Total Adds 1, WKNE. Heavy: WISN, WEIM, WAHR. Mediums include: WCCO, KEY103, WBT, WMAZ, WRVA, KSL.

JANICE PAYSON "Changes Of Heart" (Atlantic) 31/0

Rotations: Heavy 0/0, Medium 10/0, Light 21/0, Total Adds 0, Mediums include: KEY103, K106, WRVA, WMGN, KPFL.

SIGNIFICANT ACTION

MURRAY HEAD "One Night In Bangkok" (RCA) 28/5

Rotations: Heavy 7/0, Medium 11/0, Light 10/5, Total Adds 5, WICC, WNAM, KIOA, KRLB, WZLO, Heavy: 2WD, V100, WSKI, WCHV, WKYE, KKLK, KQSW. Medium: WPJB, KVIL-FM, KMGG, B100, WMHE, KJUA, WNNR, WSKY, WFFX, KEZ, WJON.

✓ WHITNEY HOUSTON "You Give Good Love" (Arista) 24/23

Rotations: Heavy 0/0, Medium 2/1, Light 22/22, Total Adds 23, WSNY, WCCO, WFSL, WMGN, WSKY, WKYE, WCKQ, WCHV, WAGE, WORG, WAVE, WZLO, KTYL, WCL, WMT-FM, KFSB, KEZ, KKLK, KTWO, KQSW, KR9B, KMGG, KALE. Medium: WKYX.

DAVID LEE ROTH "Just A Gigolo/Ain't Got Nobody" (WB) 23/3

Rotations: Heavy 1/0, Medium 15/1, Light 7/2, Total Adds 3, KHOU, WAVE, WNAM. Heavy: WCKQ. Medium: WTAE, WPJB, KULFA, V100, WFSL, KWAV, WNNR, WSKY, WPPA, WCKQ, WORG, KEZ, KKLK, KALE. Mediums include: WYV, KVIL-FM, 97AIA, WTVN, WQMC, KUDL, KYKY, KMGG, KGW, KJR, WYKE, WHAS, WMAZ, WFSL, KIOA, WTRX, KVVU, KDKJ, KWAV. Due to heavy airplay, debuts at number 24 on the A/C chart.

JOHNNY GILL "Half Crazy" (Capitol/A&M) 23/1

Rotations: Heavy 1/0, Medium 12/0, Light 10/1, Total Adds 1, WFSM. Heavy: KR9B. Medium: WCCO, KOST, KKLK, KFMB, WMAZ, WRVA, WHBY, KRNT, WNTY, WAHR, KEZ, WJON.

SIMPLE MINDS "Don't You (Forget About Me)" (A&M) 22/3

Rotations: Heavy 2/0, Medium 11/1, Light 11/2, Total Adds 3, WKYE, WKJJ, WAVE. Heavy: WPJB, KALE. Medium: Y97, V100, WCKQ, WNNR, WEIM, WSKY, WCHV, KQSW.

HOWARD JONES "Things Can Only Get Better" (Elektra) 22/2

Rotations: Heavy 0/0, Medium 12/0, Light 10/2, Total Adds 2, KMGG, KQSW. Medium: WAEB, WMGN, WNNR, WEIM, WSKI, WPPA, WCKQ, WKYX, WFFX, KTYL, KKLK, KALE.

ERIC CLAPTON "Forever Man" (WB) 20/2

Rotations: Heavy 4/0, Medium 13/1, Light 13/1, Total Adds 2, KVIL-FM, KQSW. Heavy: WAVE, WMHE, KJUA, WCKQ. Medium: Y97, WPJB, V100, WKJJ, WNAM, KQIL, WNNR, WSKY, WCHV, KFSB, KKLK, KALE.

VAN MORRISON "Tore Down A La Rumba" (Mercury/PolyGram) 20/0

Rotations: Heavy 0/0, Medium 2/0, Light 18/0, Total Adds 0, Medium: WMT-FM, KALE.

PHILIP BAILEY "Walking On The Chinese Wall" (Columbia) 19/7

Rotations: Heavy 1/0, Medium 5/2, Light 13/5, Total Adds 7, KJUA, WNNR, WSKI, WZLO, KFSB, KTWO, KMGG. Heavy: KALE. Medium: WKYX, WFFX, KKLK.

MADONNA "Material Girl" (Sire/WB) 19/0

Rotations: Heavy 0/0, Medium 12/0, Light 7/0, Total Adds 0, Medium: Y97, KVIL-FM, KLSI, KMGG, K101, WICC, WHAS, WRKA, WMGN, KRVA, WTVN, WPPA.

KENNY LOGGINS "Vox Humana" (Columbia) 16/0

Rotations: Heavy 2/0, Medium 11/0, Light 3/0, Total Adds 0, Heavy: WAVE, WNNR. Medium: WPJB, KVIL-FM, V100, WKJJ, WPPA, WCKQ, KRLB, WKYX, KTYL, KKLK, KALE.

MAUREN STEELE "Save The Night For Me" (Motown) 14/14

Rotations: Heavy 0/0, Medium 11/1, Light 13/13, Total Adds 14, WMAZ, WNNR, WEIM, WSKI, WCKQ, WCHV, WAGE, WORG, WZLO, KTYL, KFSB, KEZ, KTWO.

SURVIVOR "High On You" (Scotti Bros./CBS) 15/3

Rotations: Heavy 3/0, Medium 5/1, Light 7/2, Total Adds 3, KUDD, WNTY. Heavy: WLLT, WMHE, KKLK.

TINA TURNER "Show Some Respect" (Capitol) 14/11

Rotations: Heavy 0/0, Medium 2/2, Light 12/9, Total Adds 11, WCCO, WTRX, WMGN, WNNR, WEIM, WPPA, WSKY, WORG, WAEB, KR9B, KALE.

MELISSA MANCHESTER "Mathematics" (MCA) 12/12

Rotations: Heavy 0/0, Medium 0/0, Light 12/12, Total Adds 12, V100, WNNR, WEIM, WSKI, WCKQ, WAGE, WKYX, WZLO, KTYL, KEZ, KQSW, KMGG.

POINTER SISTERS "Baby Come And Get It" (Planet/RCA) 12/0

Rotations: Heavy 1/0, Medium 8/0, Light 5/0, Total Adds 0, Heavy: WEIM. Medium: WNNR, WPPA, WCKQ, WCHV, KTYL, KQSW.

ALEX BROWN "Come On Shout" (Mercury/PolyGram) 11/11

Rotations: Heavy 0/0, Medium 0/0, Light 11/11, Total Adds 11, KVIL-FM, WAEB, WEIM, WSKI, WAGE, WAVE, WZLO, KTYL, KEZ, KKLK, KALE.

JOHNNY MATHIS "Right From The Heart" (Columbia) 11/7

Rotations: Heavy 0/0, Medium 5/2, Light 6/5, Total Adds 7, WMAZ, WRVA, WHBY, WKNE, WGSV, WJBC, WMT-FM. Medium: WCCO, KSL, WISN.

MADONNA "Angel" (Sire/WB) 10/10

Rotations: Heavy 0/0, Medium 2/2, Light 8/8, Total Adds 10, KOST, WKYE, WFSL, WMGN, WNNR, WSKY, WAGE, WORG, WKYX, WJON.

STANLEY JORDAN "The Lady In My Life" (Capitol) 10/8

Rotations: Heavy 0/0, Medium 0/0, Light 10/8, Total Adds 8, KIFM, WEIM, WSKI, WJBC, WCL, WMT-FM, KMGG.

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

Three Weeks Last
Weeks Weeks Weeks

152 REPORTS

APRIL 19, 1985

	Three Weeks Last Weeks Weeks Weeks	Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations	
3	1	1	151	140+	11-	1+
1	2	2	150	131-	19-	0=
9	8	5	146	130+	15-	2+
6	4	4	142	128+	14-	0-
2	3	3	145	126-	19+	0=
-	11	8	147	118+	28-	4-
5	5	6	139	113-	26-	0-
4	6	7	136	92-	43+	4+
7	7	9	134	89-	44-	1=
8	9	10	136	81-	55+	4+
-	14	12	115	66+	49-	3-
-	18	15	117	52+	61-	8-
10	10	11	100	67-	33=	1-
23	21	16	105	58+	46-	3-
15	16	14	117	26+	90-	2+
21	20	17	116	26+	90-	4-
25	24	21	105	34+	71-	7-
20	22	19	99	39-	59+	6-
-	38	28	102	21+	81+	24-
26	26	24	94	33+	60-	2-
-	-	25	107	9+	93+	19-
18	25	29	85	34+	43+	22+
13	12	13	67	49-	17+	3+
17	19	20	77	21-	56-	1-
16	27	27	88	16-	67+	20+
31	28	26	84	9+	71-	8+
-	33	30	83	14+	62+	13-
14	15	18	75	16-	59-	0-
17	17	23	71	24-	47-	2-
-	-	37	75	14+	56+	20+
-	36	32	75	14+	56+	12-
-	40	40	75	6=	62+	22-
-	40	33	72	4=	65+	3-
11	13	22	51	30-	21-	0-
DEBUT	35	34	55	13+	40+	6-
DEBUT	36	37	58	10+	40+	18=
DEBUT	38	34	52	8-	43-	2-
DEBUT	39	37	49	10-	32+	15+
34	32	36	51	7-	43-	1-
35	31	35	47	13-	34-	0-

BREAKERS

No Albums qualified for Breaker status this week.

AOR BREAKERS — A record is a Breaker the first week that it's reported by at least 50% of our AOR reporters. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds, are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

KEEL IS REAL!



Keel On Tour:

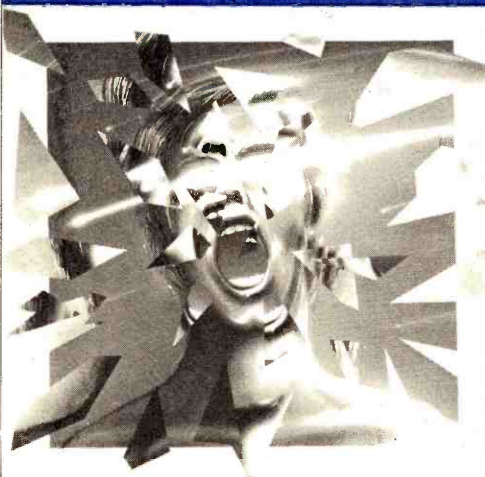
Houston 4/16
San Antonio 4/19
Boston 4/20
Austin 4/21
Dallas 4/22
Col. Sprgs. 4/24
Denver 4/25
S.L. City 4/26
Portland 4/28
Seattle 4/29
S.F. 5/2



KEEL "THE RIGHT TO ROCK" **OVER 140,000 SOLD!**

TOP 10 IN PHOENIX, MILWAUKEE, BOSTON, DALLAS, LOS ANGELES AND DETROIT! PRODUCED BY GENE SIMMONS. ON MTV

SHOOTING STAR



THE LP, SILENT SCREAM

GHS 24056

FEATURING THE 12" PRO
"SUMMER SUN"

PRODUCED BY
RON NEVISON &
GREG LADANYI

MANAGEMENT:
TIM J. NASS

AOR NEW & ACTIVE

INCLUDING:

DC101	WDHA	KZEL
KLOL	WAQX	WIZN
WNOR	KNCN	WARX
WYNF	KLAQ	KUFO
WEBN	KISS	WCXT
KYYS	WXLN	KRQU
KSHE	KKCI	
KSJO	KILO	



GEFFEN RECORDS

70/R&R FRIDAY, APRIL 19, 1985

AOR ALBUMS

MOST ADDED

JULIAN LENNON (24)
Valotte (Atlantic)
LONE JUSTICE (24)
Lone Justice (Geffen)
BRYAN ADAMS (22)
Reckless (A&M)
SHOOTING STAR (22)
Silent Scream (Geffen)
KIM MITCHELL (22)
Akimbo Alog (Bronze/Island)

HOTTEST

TOM PETTY & HEARTBREAKERS (140)
Southern Accents (MCA)
PHIL COLLINS (131)
No Jacket Required (Atlantic)
TEARS FOR FEARS (130)
Songs From The Big ... (Mercury/PG)
BREAKFAST CLUB (128)
Soundtrack (A&M)
ERIC CLAPTON (126)
Behind The Sun (WB)

NEW & ACTIVE

ANIMATION/Animation (Mercury/PolyGram) 41/7 (38/9)

Adds: WBCN, WKLC, CHEZ, WE2X, WWCK, K97, KTCL. Hits: 12 include KQRS, KBPI, KDKB, WZZO, WPLR, WRDU, KLYV. Mediums: 27 include KSHE, WCMF, WRXL, KGGG, WRXL, KGGG, WGR, WBLM, WWWW.

RICK SPRINGFIELD/Tao (RCA) 38/7 (34/6)

Adds: CHUM, KOME, KATT, WARX, KFMO, WCT, KVRE. Hits: 7 WBCN, WTKX, WOODS, KTCZ, WHMD, WBSW, KRQU. Mediums: 29 include KSHE, KGB, WAQY, KGGG, KQDS, WBLM, WWWW.

TRIUMPH/Thunder Seven (MCA) 37/12 (31/3)

Adds include WHJY, WRNC, WPLR, WHEB, WOUR, KLB, WAPL, WWCT. Hits: 8 WMMR, KZEW, WLLZ, WRIF, WQFM, KNCN, KMDD, KUFO. Mediums: 23 include WBCN, KSRR, WNOR, KLOS, KILQ, KZEL, KKDJ.

LONE JUSTICE/Lone Justice (Geffen) 36/24 (0/0)

Adds include WBCN, WYSP, WHJY, KBCO, KROQ, WHEB, KP01. Hits: 0. Mediums: 23 include WLVO, KYYS, 91X, KGB, WAQY, WAAF, WKDF, KKDJ, KTYD.

AUTOGRAPH/Sign In Please (RCA) 29/5 (30/7)

Adds: KQRS, WRNC, WPDH, WRUF, KWHL. Hits: 5 include KISS, CITI, KRSP, KTYD. Mediums: 22 include WYSP, KSRR, WYNF, WRIF, KSHE, KGB, KATT.

SADE/Diamond Life (Portrait/CBS) 28/3 (28/2)

Adds: KINK, WWWW, KRQU. Hits: 14 include WXRT, KBCO, KAZY, CFOX, WZZO, WHFS, WLIR, KTCZ. Mediums: 12 include CHUM, WDHA, WTKX, WRDU, KLYV.

NIK KERSHAW/The Riddle (MCA) 24/2 (22/4)

Adds: WHFS, WWWW. Hits: 7 CHOM, KQAK, CFOX, WLIR, CHEZ, WCPZ, KRQU. Mediums: 15 include WXRT, KBCO, KAZY, 91X, WPLR, WLAV, WHMD.

LORDS/The Method To Our Madness (IRS/A&M) 23/2 (22/7)

Adds: KUPD, KISS. Hits: 1 91X. Mediums: 22 include KTXQ, KZEW, KROQ, KGB, WHFS, KQDS, KOZZ, KTYD.

SHOOTING STAR/Silent Scream (Geffen) 22/22 (0/0)

Adds include DC101, KSJO, WDHA, KLAQ, WXLN, KILQ, KZEL. Hits: 0. Mediums: 14 include KLOL, WNOR, WYNF, WEBN, KYYS, KSHE, KISS.

RED 7/Red 7 (MCA) 21/17 (4/0)

Adds include KBCO, KAZY, KROQ, KQAK, WTKX, KMDD. Hits: 1 CFOX. Mediums: 11 include WDV, WRIF, WCCC, KLB, KNCN, WLAV.

CHESS/Soundtrack (RCA) 19/2 (19/2)

Adds: WWCY, WWWW. Hits: 6 KBCO, KROQ, K97, W0BK, WHMD, KLYV. Mediums: 10 include KBPI, WKLC, WHEB, WTKX, WBLM.

ULTRAVOX/The Collection (Chrysalis) 15/4 (12/3)

Adds: WBCN, WXRT, 91X, KSPN. Hits: 2 KQAK, KROQ. Mediums: 11 include KBCO, KROQ, WHFS, WLIR, KUFO, WBSW.

CHRIS ISAAK/Silvertone (WB) 15/3 (13/3)

Adds: KTCZ, KKDJ, KOZZ. Hits: 2 KQAK, KROQ. Mediums: 11 include KLOL, WXRT, KBCO, WHFS, KZOK, WIZN, KTYD.

JOHN HIATT/Warming Up To The Ice Age (Geffen) 15/3 (14/0)

Adds: WLLZ, KAZY, WAQY. Hits: 1 KMBY. Mediums: 12 include WXRT, KBCO, KROQ, WLIR, WPLR, KSPN.

SAMMY HAGAR/VDA (Geffen) 15/3 (13/3)

Adds: KGB, KMDD, KFMO. Hits: 2 KSRR, KISS. Mediums: 13 include KLOL, WLVO, WLLZ, WQFM, WAQX, KILQ, KWHL, KTYD.

AOR ALBUMS — Album airplay data, with four-week trend of chart movement. Records showing significant upward momentum are bulleted. An album's most-reported tracks are listed, with number of stations reporting each song in parentheses. Current singles are **BOLDED**. Current week's total reports, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's Most Added.

TRACKS — Track airplay data for songs from all configurations, including albums, LPs, and 45s. Shown four-week trend of chart movement. Records showing significant upward momentum are bulleted. Current week's total reports, hot and medium rotation reports, and total adds are also listed. Symbols represent more (+), less (-), or equal (=) reports compared to last week's figures.

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

152 REPORTS

Three Weeks	Two Weeks	Last Week	Total	Hot	Medium	Total Adds
2	1	1	141	132	9	0
3	2	2	139	128	11	1
5	4	4	144	126	17	2
20	5	5	142	105	35	8
11	6	6	123	110	13	0
12	7	7	126	86	40	3
15	8	8	124	66	56	8
23	17	14	109	69	39	5
42	20	19	112	68	43	7
48	29	19	115	51	63	18
17	13	11	116	49	67	13
18	15	15	108	64	44	2
34	23	17	111	55	55	6
15	16	16	103	56	46	3
8	8	8	116	26	89	2
35	27	25	90	64	26	1
25	22	21	101	33	68	8
7	10	10	105	25	80	3
60	55	38	89	45	44	1
30	26	23	90	53	34	36
54	30	22	98	37	60	7
56	35	23	107	9	93	19
36	30	28	97	19	77	26
6	5	12	93	32	60	2
29	28	27	71	56	15	0
12	9	13	78	49	27	3
39	33	32	66	49	16	2
51	41	33	71	41	30	10
20	21	26	83	14	62	13
37	32	31	75	20	55	1
DEBUT	32	31	82	9	69	7
4	6	22	91	7	59	90
41	41	41	57	50	7	0
46	46	46	75	18	54	17
14	14	18	75	14	56	20
47	47	47	73	14	59	0
7	10	24	77	13	59	20
54	54	54	75	3	56	31
7	20	39	50	30	20	0
50	50	50	74	6	61	23
48	37	42	72	4	65	3
43	37	42	50	32	17	3
9	19	29	46	26	20	0
DEBUT	44	44	52	18	26	30
59	59	59	56	10	38	18
53	48	46	45	15	30	4
54	44	39	52	8	43	2
56	56	56	45	18	24	8
49	46	45	41	13	28	2
43	44	50	46	9	37	3
51	48	40	47	13	34	0
24	31	43	37	23	14	0
22	34	36	37	13	24	0
50	50	50	41	12	27	7
11	25	42	31	20	11	0
60	57	56	41	9	30	5
52	52	52	31	15	16	2
DEBUT	57	57	41	7	32	11
27	36	52	29	22	7	0
DEBUT	60	60	42	0	36	19

BREAKERS

JULIAN LENNON Say You're Wrong (Atlantic)

64% of our reporters on it. 97/26 including adds at: WNEW, KZEW, WNOR, WHCN, WCMF, WOOS, KKDJ. Moves 35-23 on the Tracks chart.

EURYTHMICS Would I Lie To You? (RCA)

60% of our reporters on it. 91/90 including adds at: WDVE, WHJY, KSRR, WLUP, WXRT, KSHE, KROQ, KGB, KOMA. Debuts at #32 on the Tracks chart.

MICK JAGGER Lucky In Love (Columbia)

59% of our reporters on it. 90/36 including adds at: WMMR, KTXX, KSHE, KBCC, KAZY, KMET. Moves 38-20 on the Tracks chart.

DOKKEN Alone Again (Elektra)

55% of our reporters on it. 83/13 including adds at: KTXQ, KISW, WHEB, WFBO, KEZO, KZEL. Moves 33-29 on the Tracks chart.

ALAN PARSONS PROJECT Days Are Numbers (Arista)

51% of our reporters on it. 77/20 including adds at: WDVE, DC101, KINK, WZZO, WTUE, KQDS, KILO. Moves 47-37 on the Tracks chart.

NEW & ACTIVE

- MAMA'S BOYS "Needle In The Groove" (Jive/Arista) 41/23 (22/22)**
Add: WNEW, WFLX, KZEW, KGB, WAPL, KATT, KZEL, KWHL. Hots: 0. Mediums: 28 include KUPD, KOME, WPKX, WHEB, WAFL, KISS, WOOS, KIL, KKDJ, KEZE.
- JULES SHEAR "Steady" (EMI America) 34/5 (28/8)**
Add: WEZZ, WBA, KEZE, WARK, KQWB. Hots: 3 KAZY, WQHA, WBSW. Mediums: 29 include WMMR, KBCD, KISW, WADY, WGR, WWWV, KLYV.
- LOVE JUSTICE "Ways To Be Wicked" (Geffen) 32/20 (17/17)**
Add: WBCN, WTOP, WYSP, WFLY, KGB, KGB, WHEB, KLAJ, KPOI. Hots: 0. Mediums: 22 include WLYD, 9IX, WADY, WAFL, KKD, WRLF, KQZ, KTYD.
- TRIUMPH "Killing Time" (MCA) 32/14 (19/8)**
Add: WADY, KSRR, WKLC, WOUR, WAPL, WOOS. Hots: 6 WMMR, WLLZ, WQFM, KNKN, KMDD, KUPD. Mediums: 20 include WBCN, WPNR, WADY, WAFL, KIL, KKDJ, WFLM.
- RIK SPRINGFIELD "Celebrate Youth" (RCA) 32/4 (31/3)**
Add: WAPL, WWCJ, KWHL. Hots: 6 WBCN, WTKX, WQDS, WHMD, WBSW, KRQJ. Mediums: 25 include KGB, WADY, KGGD, KQDS, WWCJ, WRKI, WMLM, WWWV, WRLF.
- SURVIVOR "The Search Is Over" (Scotti Bros./CBS) 31/16 (16/13)**
Add: WADY, WQHA, WHEB, WADY, WAPL, WOOS, KZEL. Hots: 2 WZZO, WARK, Mediums: 27 include KSHE, WCCC, WJMR, KLAJ, WPKX, KGGD, KWHL.
- STEVE PERRY "If Only For The Moment, Girl" (Columbia) 30/2 (30/10)**
Add: KGGD, CTTI. Hots: 11 include KSPR, KINK, WCCJ, WRON, WQME, WTKX, KRQJ. Mediums: 19 include KRQJ, WOOS, KQDS, KATT, WGR, KLYV.
- SADE "Smooth Operator" (Portrait/CBS) 24/2 (25/4)**
Add: WWWV, KRQJ. Hots: 10 include WXRT, KBCD, WZZO, WLR, KTZZ. Mediums: 12 include WQHA, WTKX, WRDQ, WGBK, KLYV.
- ERIC CLAPTON "Tangled In Love" (WB) 23/3 (20/4)**
Add: WAPL, WWCJ, KWHL. Hots: 10 include WQVE, WYMF, WXRT, KAZY, KSJD, KTZZ. Mediums: 12 include KTXQ, WBEW, KOMA, WEZZ, WQDF, WQZ, WRDQ.
- PHIL COLLINS "Long Way To Home" (Atlantic) 23/2 (21/2)**
Add: KQDS, WRKI. Hots: 9 include WFLY, WQFM, WHCN, WPKX, KKD, KPOI. Mediums: WYTY, DC101, WEZZ, WQZ, KEZO, KZEL.
- AUTOGRAPH "Send Her To Me" (RCA) 21/10 (15/8)**
Add: WADY, KORS, WRON, WPKX, KFMG, KIL, WRLF. Hots: 3 KISS, CTTI, KTYD. Mediums: 16 include WYSP, KSRR, WQDF, KATT, KWHL.
- VAN-ZANT "You've Got To Believe" (Network/Geffen) 21/4 (17/5)**
Add: WZZO, WTUE, WBSW, KMBY. Hots: 3 WPKX, KIL, KRQJ. Mediums: 18 include WQVE, WBEW, KSJD, WAFL, WQMF, KQDS.
- LORDS "Method To My Madness" (IRS/A&M) 21/2 (17/6)**
Add: KUPD, KISS. Hots: 0. Mediums: 21 include KTXQ, WLLZ, 9IX, KGB, KNKN, KQDS, KFMG, KQZZ, KTYD.
- GRAHAM PARKER & THE SHOT "Break Them Down" (Elektra) 21/1 (20/2)**
Add: KZEL. Hots: 7 9IX, KQAK, CFIX, WHEB, WRQJ, WRON, KSPN. Mediums: 13 include KRQJ, WQHA, KZAK, WGR, KTYD.
- GRAHAM PARKER & THE SHOT "The Weekend's Too Short" (Elektra) 20/6 (16/2)**
Add: WADY, WQZ, WRF, WRDQ, WPKX. Hots: 3 WBCN, WBEW, KQAK, Mediums: 14 include WMYT, 9IX, KOMA, WOOS, KIL, KKD.
- JOHN FOGERTY "Searchlight" (WB) 20/5 (16/5)**
Add: WNYX, WHZZ, WOUR, WLVJ. Hots: 8 include KISW, KIL, KKDJ, KZDK. Mediums: 11 include KLOL, WADZ, KEZO, WGR, KIL, KQZ.
- NIK KERSHAW "The Riddle" (MCA) 20/1 (20/4)**
Add: WWWV. Hots: 6 CHOM, KQAK, CFIX, CHEZ, WQZ, KRQJ. Mediums: 13 include WRTT, KBCD, KAZY, WPLR, WLVJ, WHMD.
- MURRAY HEAD "One Night In Bangkok" (RCA) 19/2 (19/2)**
Add: WWCJ, WWWV. Hots: 6 K97, KBCD, KRQJ, WGBK, WHMD, KLYV. Mediums: 10 include WLR, WHEB, WBLM.
- ALISON MOYET "Love Resurrection" (Columbia) 19/2 (18/5)**
Add: CHAM, WPKX. Hots: 5 CHOM, KRQJ, CHEZ, CTTI, KSPN. KRSR. Mediums: 13 include WQVE, KLOL, KSPR, WXRT, WADY, KEZE.
- SHOOTING STAR "Summer Sun" (Geffen) 18/18 (0/0)**
Add: WADY, WQZ, WRF, WRDQ, WPKX. Hots: 3 WBCN, WBEW, KQAK, Mediums: 14 include WBCN, WBEW, KRSR, KSHE, KSJD, WADZ, KISS.
- BRYAN ADAMS "Kids Wanna Rock" (A&M) 16/7 (9/2)**
Add: WADY, WQZ, WRF, WRDQ, WPKX. Hots: 4 KZEW, KLOS, WADZ, KMBY. Mediums: 10 include WBCN, KMDD, WRKI, WRF.
- RED 7 "Heartbeat" (MCA) 15/13 (2/0)**
Add: WADY, WQZ, WRF, WRDQ, WPKX. Hots: 1 CFIX. Mediums: 8 include WCCC, KNKN, CTTI, KUPD.
- ULTRAVOX "Love's Great Adventure" (Chrysalis) 15/4 (12/3)**
Add: WBCN, WXRT, 9IX, KSPN. Hots: 2 KQAK, KRQJ. Mediums: 11 include KBCD, KRQJ, WHEB, WLR, KUPD.
- SAMMY HAGAR "Swept Away" (Geffen) 15/3 (13/3)**
Add: KGB, KMDD, KFMG. Hots: 2 KSPR, KISS. Mediums: 13 include KLOL, WQZ, WQFM, KIL, WML, KTYD.

MOST ADDED

- EURYTHMICS (90)
Would I Lie To You? (RCA)
- MICK JAGGER (36)
Lucky In Love (Columbia)
- BON JOVI (31)
Only Lonely (Mercury/PolyGram)
- BRYAN ADAMS (30)
Heaven (A&M)
- JULIAN LENNON (26)
Say You're Wrong (Atlantic)

HOTTEST

- TOM PETTY & HEARTBREAKERS (132)
Don't Come Around Here... (MCA)
- SIMPLE MINDS (128)
Don't You Forget... (A&M)
- TEARS FOR FEARS (126)
Everybody... (Mercury/PolyGram)
- ERIC CLAPTON (110)
Forever Man (WB)
- BRUCE SPRINGSTEEN (105)
Trapped (Columbia)

COMPARABLE RADIO PLAYS

WEST

KPKE Denver

PD: Mark Bolke
MD: Chris Knight

- M 1 USA FOR AFRICA/Are The World
- M 2 BRUCE SPRINGSTEEN/Don't Stop Believin'
- M 3 MADONNA/Crazy For You
- M 4 COMPOSER/Nights In This Town
- M 5 DEBARRE/Myth Of The Night
- M 6 PHIL COLLINS/One Step At A Time
- M 7 TEMI MAIZE/Love's A Lie
- M 8 MURRAY HEAD/One Night In Bangkok
- M 9 SIMPLE MINDS/Don't You Forget About Me
- M 10 HURRAY HEAD/One Night In Bangkok
- M 11 RICK SPRINGFIELD/Celebrate Youth
- M 12 DIANA ROSS/My Old Flame
- M 13 HURRAY HEAD/One Night In Bangkok
- M 14 DON HENLEY/All She Wants To Do Is Dance
- M 15 RICK SPRINGFIELD/Don't Stop Believin'
- M 16 PHIL COLLINS/One Step At A Time
- M 17 HALL & OATES/Some Things Are Best Left Unsaid
- M 18 KENNY LOGGINS/You Took Me
- M 19 ERIC CLAPTON/Forever Man
- M 20 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 21 DAVID LEE ROTH/Just A Gigo! Ain't Nothin' Goin' On Here No More
- M 22 TOM PETTY/Don't Stop Believin'

Y108 KRXY Denver

Assistant PD: Beau Matthews

- M 1 USA FOR AFRICA/Are The World
- M 2 MADONNA/Crazy For You
- M 3 SIMPLE MINDS/Don't You Forget About Me
- M 4 COMPOSER/Nights In This Town
- M 5 HALL & OATES/Some Things Are Best Left Unsaid
- M 6 PHIL COLLINS/One Step At A Time
- M 7 ERIC CLAPTON/Forever Man
- M 8 BRUCE SPRINGSTEEN/Don't Stop Believin'
- M 9 DIANA ROSS/My Old Flame
- M 10 GLEN FREY/That's The Way It Is
- M 11 TEMI MAIZE/Love's A Lie
- M 12 POWER STATION/Some Like It Hot
- M 13 DON HENLEY/All She Wants To Do Is Dance
- M 14 DEBARRE/Myth Of The Night
- M 15 JOHN FOSBURY/Rock & Roll Girl
- M 16 KENNY LOGGINS/You Took Me
- M 17 ERIC CLAPTON/Forever Man
- M 18 HURRAY HEAD/One Night In Bangkok
- M 19 RICK SPRINGFIELD/Celebrate Youth
- M 20 HURRAY HEAD/One Night In Bangkok
- M 21 RICK SPRINGFIELD/Celebrate Youth
- M 22 DIANA ROSS/My Old Flame
- M 23 HURRAY HEAD/One Night In Bangkok
- M 24 DON HENLEY/All She Wants To Do Is Dance
- M 25 RICK SPRINGFIELD/Celebrate Youth

KMEL San Francisco

PD: Nick Bazoo
MD: Jack Silver

- M 1 USA FOR AFRICA/Are The World
- M 2 SIMPLE MINDS/Don't You Forget About Me
- M 3 HALL & OATES/Some Things Are Best Left Unsaid
- M 4 MARY JANE GIRLS/In My House
- M 5 JENNIFER HUNTER/One Night In Bangkok
- M 6 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 7 PHIL COLLINS/One Step At A Time
- M 8 POWER STATION/Some Like It Hot
- M 9 DON HENLEY/All She Wants To Do Is Dance
- M 10 GLEN FREY/That's The Way It Is
- M 11 TEMI MAIZE/Love's A Lie
- M 12 HURRAY HEAD/One Night In Bangkok
- M 13 DIANA ROSS/My Old Flame
- M 14 RICK SPRINGFIELD/Celebrate Youth
- M 15 HALL & OATES/Some Things Are Best Left Unsaid
- M 16 LUTHER VANDROSS/If I Only Had Myself
- M 17 TOM PETTY/Don't Stop Believin'
- M 18 KENNY LOGGINS/You Took Me
- M 19 JIMMY NORTON/Just A Gigo! Ain't Nothin' Goin' On Here No More
- M 20 KATHY BATES/Some Things Are Best Left Unsaid
- M 21 SHARON JEAN/One Night In Bangkok
- M 22 RICK SPRINGFIELD/Celebrate Youth
- M 23 HURRAY HEAD/One Night In Bangkok
- M 24 DON HENLEY/All She Wants To Do Is Dance
- M 25 RICK SPRINGFIELD/Celebrate Youth

FM 102 Sacramento

PD: Rick Gillette
MD/Assist PD: Chris Collins

- M 1 USA FOR AFRICA/Are The World
- M 2 MADONNA/Crazy For You
- M 3 HURRAY HEAD/One Night In Bangkok
- M 4 DEBARRE/Myth Of The Night
- M 5 COMPOSER/Nights In This Town
- M 6 JENNIFER HUNTER/One Night In Bangkok
- M 7 PATTI LABELLE/Nowhere To Run
- M 8 PHIL COLLINS/One Step At A Time
- M 9 HALL & OATES/Some Things Are Best Left Unsaid
- M 10 HURRAY HEAD/One Night In Bangkok
- M 11 RICK SPRINGFIELD/Celebrate Youth
- M 12 DIANA ROSS/My Old Flame
- M 13 HURRAY HEAD/One Night In Bangkok
- M 14 DON HENLEY/All She Wants To Do Is Dance
- M 15 RICK SPRINGFIELD/Celebrate Youth
- M 16 PHIL COLLINS/One Step At A Time
- M 17 HALL & OATES/Some Things Are Best Left Unsaid
- M 18 KENNY LOGGINS/You Took Me
- M 19 ERIC CLAPTON/Forever Man
- M 20 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 21 DAVID LEE ROTH/Just A Gigo! Ain't Nothin' Goin' On Here No More
- M 22 TOM PETTY/Don't Stop Believin'

KS 103 FM San Diego

PD: Mike Preston

- M 1 USA FOR AFRICA/Are The World
- M 2 MADONNA/Crazy For You
- M 3 DEBARRE/Myth Of The Night
- M 4 SIMPLE MINDS/Don't You Forget About Me
- M 5 COMPOSER/Nights In This Town
- M 6 JENNIFER HUNTER/One Night In Bangkok
- M 7 BRUCE SPRINGSTEEN/Don't Stop Believin'
- M 8 PHIL COLLINS/One Step At A Time
- M 9 HALL & OATES/Some Things Are Best Left Unsaid
- M 10 HURRAY HEAD/One Night In Bangkok
- M 11 RICK SPRINGFIELD/Celebrate Youth
- M 12 DIANA ROSS/My Old Flame
- M 13 HURRAY HEAD/One Night In Bangkok
- M 14 DON HENLEY/All She Wants To Do Is Dance
- M 15 RICK SPRINGFIELD/Celebrate Youth
- M 16 PHIL COLLINS/One Step At A Time
- M 17 HALL & OATES/Some Things Are Best Left Unsaid
- M 18 KENNY LOGGINS/You Took Me
- M 19 ERIC CLAPTON/Forever Man
- M 20 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 21 DAVID LEE ROTH/Just A Gigo! Ain't Nothin' Goin' On Here No More
- M 22 TOM PETTY/Don't Stop Believin'

KMKJ Portland

PD: Jon Barry
MD: Steve Nagamura

- M 1 MADONNA/Crazy For You
- M 2 USA FOR AFRICA/Are The World
- M 3 HURRAY HEAD/One Night In Bangkok
- M 4 COMPOSER/Nights In This Town
- M 5 DEBARRE/Myth Of The Night
- M 6 PHIL COLLINS/One Step At A Time
- M 7 ERIC CLAPTON/Forever Man
- M 8 BRUCE SPRINGSTEEN/Don't Stop Believin'
- M 9 DIANA ROSS/My Old Flame
- M 10 GLEN FREY/That's The Way It Is
- M 11 TEMI MAIZE/Love's A Lie
- M 12 ANTHONY DERRICOTT/Don't Stop Believin'
- M 13 DON HENLEY/All She Wants To Do Is Dance
- M 14 RICK SPRINGFIELD/Celebrate Youth
- M 15 HALL & OATES/Some Things Are Best Left Unsaid
- M 16 POWER STATION/Some Like It Hot
- M 17 DIANA ROSS/My Old Flame
- M 18 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 19 KENNY LOGGINS/You Took Me
- M 20 LUTHER VANDROSS/If I Only Had Myself
- M 21 ERIC CLAPTON/Forever Man
- M 22 HURRAY HEAD/One Night In Bangkok
- M 23 RICK SPRINGFIELD/Celebrate Youth
- M 24 HURRAY HEAD/One Night In Bangkok
- M 25 RICK SPRINGFIELD/Celebrate Youth

KUBE 93 FM Seattle

PD: Bob Case
MD: Wendy Christopher

- M 1 USA FOR AFRICA/Are The World
- M 2 MADONNA/Crazy For You
- M 3 DEBARRE/Myth Of The Night
- M 4 HURRAY HEAD/One Night In Bangkok
- M 5 SIMPLE MINDS/Don't You Forget About Me
- M 6 DON HENLEY/All She Wants To Do Is Dance
- M 7 PHIL COLLINS/One Step At A Time
- M 8 RICK SPRINGFIELD/Celebrate Youth
- M 9 ANTHONY DERRICOTT/Don't Stop Believin'
- M 10 DON HENLEY/All She Wants To Do Is Dance
- M 11 HURRAY HEAD/One Night In Bangkok
- M 12 GLEN FREY/That's The Way It Is
- M 13 ERIC CLAPTON/Forever Man
- M 14 HURRAY HEAD/One Night In Bangkok
- M 15 RICK SPRINGFIELD/Celebrate Youth
- M 16 HALL & OATES/Some Things Are Best Left Unsaid
- M 17 DIANA ROSS/My Old Flame
- M 18 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 19 KENNY LOGGINS/You Took Me
- M 20 LUTHER VANDROSS/If I Only Had Myself
- M 21 ERIC CLAPTON/Forever Man
- M 22 HURRAY HEAD/One Night In Bangkok
- M 23 RICK SPRINGFIELD/Celebrate Youth
- M 24 HURRAY HEAD/One Night In Bangkok
- M 25 RICK SPRINGFIELD/Celebrate Youth

Z100 FM KKRZ Portland

PD: Gary Bryan
MD: Scott Drake

- M 1 USA FOR AFRICA/Are The World
- M 2 CHICAGO/Chicago
- M 3 MADONNA/Crazy For You
- M 4 ANTHONY DERRICOTT/Don't Stop Believin'
- M 5 DON HENLEY/All She Wants To Do Is Dance
- M 6 HURRAY HEAD/One Night In Bangkok
- M 7 BRUCE SPRINGSTEEN/Don't Stop Believin'
- M 8 PHIL COLLINS/One Step At A Time
- M 9 JOHN FOSBURY/Rock & Roll Girl
- M 10 RICK SPRINGFIELD/Celebrate Youth
- M 11 HALL & OATES/Some Things Are Best Left Unsaid
- M 12 GLEN FREY/That's The Way It Is
- M 13 ERIC CLAPTON/Forever Man
- M 14 HURRAY HEAD/One Night In Bangkok
- M 15 RICK SPRINGFIELD/Celebrate Youth
- M 16 HALL & OATES/Some Things Are Best Left Unsaid
- M 17 DIANA ROSS/My Old Flame
- M 18 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 19 KENNY LOGGINS/You Took Me
- M 20 LUTHER VANDROSS/If I Only Had Myself
- M 21 ERIC CLAPTON/Forever Man
- M 22 HURRAY HEAD/One Night In Bangkok
- M 23 RICK SPRINGFIELD/Celebrate Youth
- M 24 HURRAY HEAD/One Night In Bangkok
- M 25 RICK SPRINGFIELD/Celebrate Youth

Phoenix

PD: Guy Zapoleon
MD: Steve Goddard

- M 1 USA FOR AFRICA/Are The World
- M 2 MADONNA/Crazy For You
- M 3 HURRAY HEAD/One Night In Bangkok
- M 4 DEBARRE/Myth Of The Night
- M 5 COMPOSER/Nights In This Town
- M 6 JENNIFER HUNTER/One Night In Bangkok
- M 7 PATTI LABELLE/Nowhere To Run
- M 8 PHIL COLLINS/One Step At A Time
- M 9 HALL & OATES/Some Things Are Best Left Unsaid
- M 10 HURRAY HEAD/One Night In Bangkok
- M 11 RICK SPRINGFIELD/Celebrate Youth
- M 12 DIANA ROSS/My Old Flame
- M 13 HURRAY HEAD/One Night In Bangkok
- M 14 DON HENLEY/All She Wants To Do Is Dance
- M 15 RICK SPRINGFIELD/Celebrate Youth
- M 16 PHIL COLLINS/One Step At A Time
- M 17 HALL & OATES/Some Things Are Best Left Unsaid
- M 18 KENNY LOGGINS/You Took Me
- M 19 ERIC CLAPTON/Forever Man
- M 20 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 21 DAVID LEE ROTH/Just A Gigo! Ain't Nothin' Goin' On Here No More
- M 22 TOM PETTY/Don't Stop Believin'

Hot Hits 103 KITS San Francisco

PD: Richard Sands

- M 1 USA FOR AFRICA/Are The World
- M 2 MADONNA/Crazy For You
- M 3 DEBARRE/Myth Of The Night
- M 4 SIMPLE MINDS/Don't You Forget About Me
- M 5 COMPOSER/Nights In This Town
- M 6 JENNIFER HUNTER/One Night In Bangkok
- M 7 BRUCE SPRINGSTEEN/Don't Stop Believin'
- M 8 PHIL COLLINS/One Step At A Time
- M 9 HALL & OATES/Some Things Are Best Left Unsaid
- M 10 HURRAY HEAD/One Night In Bangkok
- M 11 RICK SPRINGFIELD/Celebrate Youth
- M 12 DIANA ROSS/My Old Flame
- M 13 HURRAY HEAD/One Night In Bangkok
- M 14 DON HENLEY/All She Wants To Do Is Dance
- M 15 RICK SPRINGFIELD/Celebrate Youth
- M 16 PHIL COLLINS/One Step At A Time
- M 17 HALL & OATES/Some Things Are Best Left Unsaid
- M 18 KENNY LOGGINS/You Took Me
- M 19 ERIC CLAPTON/Forever Man
- M 20 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 21 DAVID LEE ROTH/Just A Gigo! Ain't Nothin' Goin' On Here No More
- M 22 TOM PETTY/Don't Stop Believin'

KWSS 94.5 FM San Jose

PD: Dave Van Stone
MD: Robin Kipps

- M 1 USA FOR AFRICA/Are The World
- M 2 MADONNA/Crazy For You
- M 3 HURRAY HEAD/One Night In Bangkok
- M 4 DEBARRE/Myth Of The Night
- M 5 SIMPLE MINDS/Don't You Forget About Me
- M 6 JENNIFER HUNTER/One Night In Bangkok
- M 7 PATTI LABELLE/Nowhere To Run
- M 8 PHIL COLLINS/One Step At A Time
- M 9 HALL & OATES/Some Things Are Best Left Unsaid
- M 10 HURRAY HEAD/One Night In Bangkok
- M 11 RICK SPRINGFIELD/Celebrate Youth
- M 12 DIANA ROSS/My Old Flame
- M 13 HURRAY HEAD/One Night In Bangkok
- M 14 DON HENLEY/All She Wants To Do Is Dance
- M 15 RICK SPRINGFIELD/Celebrate Youth
- M 16 PHIL COLLINS/One Step At A Time
- M 17 HALL & OATES/Some Things Are Best Left Unsaid
- M 18 KENNY LOGGINS/You Took Me
- M 19 ERIC CLAPTON/Forever Man
- M 20 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 21 DAVID LEE ROTH/Just A Gigo! Ain't Nothin' Goin' On Here No More
- M 22 TOM PETTY/Don't Stop Believin'

Hot Hits K-PLUS FM 101.5 Seattle

PD: Jeff King
MD: Damien

- M 1 USA FOR AFRICA/Are The World
- M 2 MADONNA/Crazy For You
- M 3 SIMPLE MINDS/Don't You Forget About Me
- M 4 DEBARRE/Myth Of The Night
- M 5 COMPOSER/Nights In This Town
- M 6 JENNIFER HUNTER/One Night In Bangkok
- M 7 PATTI LABELLE/Nowhere To Run
- M 8 PHIL COLLINS/One Step At A Time
- M 9 HALL & OATES/Some Things Are Best Left Unsaid
- M 10 HURRAY HEAD/One Night In Bangkok
- M 11 RICK SPRINGFIELD/Celebrate Youth
- M 12 DIANA ROSS/My Old Flame
- M 13 HURRAY HEAD/One Night In Bangkok
- M 14 DON HENLEY/All She Wants To Do Is Dance
- M 15 RICK SPRINGFIELD/Celebrate Youth
- M 16 PHIL COLLINS/One Step At A Time
- M 17 HALL & OATES/Some Things Are Best Left Unsaid
- M 18 KENNY LOGGINS/You Took Me
- M 19 ERIC CLAPTON/Forever Man
- M 20 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 21 DAVID LEE ROTH/Just A Gigo! Ain't Nothin' Goin' On Here No More
- M 22 TOM PETTY/Don't Stop Believin'

Q103 FM Denver

PD: Jack Regan
MD: Alan Sledge

- M 1 USA FOR AFRICA/Are The World
- M 2 CHICAGO/Chicago
- M 3 MADONNA/Crazy For You
- M 4 ANTHONY DERRICOTT/Don't Stop Believin'
- M 5 DON HENLEY/All She Wants To Do Is Dance
- M 6 HURRAY HEAD/One Night In Bangkok
- M 7 BRUCE SPRINGSTEEN/Don't Stop Believin'
- M 8 PHIL COLLINS/One Step At A Time
- M 9 JOHN FOSBURY/Rock & Roll Girl
- M 10 RICK SPRINGFIELD/Celebrate Youth
- M 11 HALL & OATES/Some Things Are Best Left Unsaid
- M 12 GLEN FREY/That's The Way It Is
- M 13 ERIC CLAPTON/Forever Man
- M 14 HURRAY HEAD/One Night In Bangkok
- M 15 RICK SPRINGFIELD/Celebrate Youth
- M 16 HALL & OATES/Some Things Are Best Left Unsaid
- M 17 DIANA ROSS/My Old Flame
- M 18 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 19 KENNY LOGGINS/You Took Me
- M 20 LUTHER VANDROSS/If I Only Had Myself
- M 21 ERIC CLAPTON/Forever Man
- M 22 HURRAY HEAD/One Night In Bangkok
- M 23 RICK SPRINGFIELD/Celebrate Youth
- M 24 HURRAY HEAD/One Night In Bangkok
- M 25 RICK SPRINGFIELD/Celebrate Youth

KWOD 109 Sacramento

PD: Tom Chase
MD: Mr. Ed

- M 1 USA FOR AFRICA/Are The World
- M 2 MADONNA/Crazy For You
- M 3 HURRAY HEAD/One Night In Bangkok
- M 4 DEBARRE/Myth Of The Night
- M 5 COMPOSER/Nights In This Town
- M 6 JENNIFER HUNTER/One Night In Bangkok
- M 7 PATTI LABELLE/Nowhere To Run
- M 8 PHIL COLLINS/One Step At A Time
- M 9 HALL & OATES/Some Things Are Best Left Unsaid
- M 10 HURRAY HEAD/One Night In Bangkok
- M 11 RICK SPRINGFIELD/Celebrate Youth
- M 12 DIANA ROSS/My Old Flame
- M 13 HURRAY HEAD/One Night In Bangkok
- M 14 DON HENLEY/All She Wants To Do Is Dance
- M 15 RICK SPRINGFIELD/Celebrate Youth
- M 16 PHIL COLLINS/One Step At A Time
- M 17 HALL & OATES/Some Things Are Best Left Unsaid
- M 18 KENNY LOGGINS/You Took Me
- M 19 ERIC CLAPTON/Forever Man
- M 20 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 21 DAVID LEE ROTH/Just A Gigo! Ain't Nothin' Goin' On Here No More
- M 22 TOM PETTY/Don't Stop Believin'

Hot Hits 103 KITS Denver

PD: Doug Erickson
MD: Gloria Vial

- M 1 USA FOR AFRICA/Are The World
- M 2 MADONNA/Crazy For You
- M 3 PHIL COLLINS/One Step At A Time
- M 4 DEBARRE/Myth Of The Night
- M 5 COMPOSER/Nights In This Town
- M 6 JENNIFER HUNTER/One Night In Bangkok
- M 7 BRUCE SPRINGSTEEN/Don't Stop Believin'
- M 8 PHIL COLLINS/One Step At A Time
- M 9 HALL & OATES/Some Things Are Best Left Unsaid
- M 10 HURRAY HEAD/One Night In Bangkok
- M 11 RICK SPRINGFIELD/Celebrate Youth
- M 12 DIANA ROSS/My Old Flame
- M 13 HURRAY HEAD/One Night In Bangkok
- M 14 DON HENLEY/All She Wants To Do Is Dance
- M 15 RICK SPRINGFIELD/Celebrate Youth
- M 16 PHIL COLLINS/One Step At A Time
- M 17 HALL & OATES/Some Things Are Best Left Unsaid
- M 18 KENNY LOGGINS/You Took Me
- M 19 ERIC CLAPTON/Forever Man
- M 20 TEARS FOR FEARS/Everybody Wants To Rule The World
- M 21 DAVID LEE ROTH/Just A Gigo! Ain't Nothin' Goin' On Here No More
- M 22 TOM PETTY/Don't Stop Believin'

MIDWEST MOST ADDED HOTTEST
Madonna USA For Africa
Eurythmics Tina Turner
Madonna USA For Africa
Murray Head

R/R & I/O'S

WEST MOST ADDED HOTTEST
Madonna USA For Africa
Mick Jagger Freddie Mercury
USA For Africa Madonna
Madonna DeBarge

MIDWEST PARALLE TWO

WKDD/Akron, OH
Matt Patrick
HOWARD JONES
SURVIVOR
LIMINAL
TINA TURNER
MADONNA
LUTHER VANDROSS
MARY JANE GIRLS
JOHN PAUN (dp)
MICK JAGGER (dp)
Hottest:
MADONNA 2-1
DON HENLEY 7-5
ANIMOTION 7-5
WHAMI 14-10
BRYAN ADAMS 39-29

WAHC/Appleton-Oshkosh, WI
Chris Ceiba
ALISON MOYET
KATRINA & THE WAV
HAROLD PALTEMYETE
EURYTHMICS
USA FOR AFRICA 1-1
DEBARGE 7-2
Hottest:
USA FOR AFRICA 1-1
TEARS FOR FEARS 17-14
DEBARGE 22-16
BRYAN ADAMS 2-25

WKAI/Appleton-Oshkosh, WI
Ross/Reddish
MADONNA
JULIE SIEGAR
TINA TURNER
EURYTHMICS
SURVIVOR
LIMINAL
GLENN FREY
JULIAN LENNON
KOOL & THE GANG
Hottest:
MADONNA 2-1
USA FOR AFRICA 1-1
MURRAY HEAD 8-3
ANIMOTION 7-4
POWER STATION 13-9

WRCC/Cleveland
Scott Howland
JULIAN LENNON
TINA TURNER
MARY JANE GIRLS
FRANKIE GOES TO H
BRYAN ADAMS
ERIC CARPEN
BOY MEETS GIRL
PATTI LABELLE
GLENN FREY
Hottest:
MADONNA 2-2
ANIMOTION 6-4
DON HENLEY 10-8
MURRAY HEAD 15-11
POWER STATION 12-9

KIKI/Davenport, IA
Jim O'Hare
BRYAN ADAMS
TINA TURNER
LUTHER VANDROSS
ALAN PARSONS
Hottest:
MADONNA 2-1
BILLY OCEAN 10-7
TEARS FOR FEARS 13-9
MURRAY HEAD 19-15
HAROLD PALTEMYETE 35-23

WGTD/Dayton, OH
King/Robertson
HAROLD PALTEMYETE
BRYAN ADAMS
GLENN FREY
BRUCE SPRINGSTEEN
Hottest:
USA FOR AFRICA 1-1
DEBARGE 4-3
SIMPLE MINDS 5-4
MURRAY HEAD 8-6

KZIO/Duluth, MN
Barry Knight
none
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
CHICAGO 3-3
COMMONDOES 4-4
DEBARGE 5-5

WKDQ/Eveningville, IN
Broca Collins
POWER STATION
SURVIVOR
KATRINA & THE WAV
TINA TURNER
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
ANIMOTION 24-10
MURRAY HEAD 13-11
HAROLD PALTEMYETE 29-24

WSTO/Elmhurst, IN
Taylor/Lindsey
ANIMOTION
POWER STATION
WHAM!
HALL & OATES
Hottest:
USA FOR AFRICA 1-1
MADONNA 4-2
DEBARGE 11-7
COMMONDOES 10-8
MURRAY HEAD 18-11

WZOK/Rockford, IL
McGee/Fuller
MADONNA
BRYAN ADAMS
PATTI LABELLE
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
ANIMOTION 7-4
DON HENLEY 8-5
MURRAY HEAD 14-6

WIGO/Saginaw Bay City, MI
Balcher/Shannon
HOWARD JONES
HUEY LEWIS & NEWS
BRUCE SPRINGSTEEN
NORTHERN LIGHTS
Hottest:
USA FOR AFRICA 1-1
DEBARGE 3-1
BRUCE SPRINGSTEEN 2-2
DON HENLEY 5-3
HAROLD PALTEMYETE 6-4
COMMONDOES 8-5

WJZZ/Jackson, MI
Ryan/Chaska
MICK JAGGER
ANDREW GOLD
EURYTHMICS (dp)
DORRKEN (dp)
Hottest:
USA FOR AFRICA 1-1
TOM PETTY 18-13
DAVID LEE ROTH 23-15
JULIAN LENNON 22-26
BRYAN ADAMS 40-36

WKFR/Kalamazoo, MI
Weinacht/Chapman
GLENN FREY (dp)
BRYAN ADAMS
SURVIVOR
EURYTHMICS (dp)
Hottest:
USA FOR AFRICA 1-1
MADONNA 3-2
WHAMI 20-14

WVVC/Claquing, MI
Maloney/Kittridge
JULIAN LENNON
MADONNA
BRUCE SPRINGSTEEN
BRYAN ADAMS
Hottest:
MADONNA 2-1
CHICAGO 3-1
CHEAP TRICK 4-3
HAROLD PALTEMYETE 11-7

2104/Hudson, WI
Litche/Hudson
BRYAN ADAMS
TINA TURNER
LUTHER VANDROSS
ALAN PARSONS
Hottest:
MADONNA 2-1
BILLY OCEAN 10-7
TEARS FOR FEARS 13-9
MURRAY HEAD 19-15
HAROLD PALTEMYETE 35-23

WZUW/Milwaukee, WI
John Driaco
HALL & OATES
SAD
Hottest:
USA FOR AFRICA 1-1
DEBARGE 4-3
SIMPLE MINDS 5-4
MURRAY HEAD 8-6

KJ103/Oakdale, WI
Cal/Ni/Alexander
MADONNA
SURVIVOR
Hottest:
USA FOR AFRICA 1-1
DEBARGE 5-1
MURRAY HEAD 2-2
MADONNA 3-3
DON HENLEY 9-9
SIMPLE MINDS 13-13
FOREIGNER 13-15

KOFM/Oakdale, WI
Miller/Cooper
none
Hottest:
MADONNA 1-1
USA FOR AFRICA 2-2
DEBARGE 4-4
CHICAGO 6-6
COMMONDOES 9-9

WMBW/Bloomington, IN
McGee/Fuller
PATTI LABELLE
TINA TURNER
EURYTHMICS
SURVIVOR
MARY JANE GIRLS
MADONNA
MICK JAGGER
Hottest:
USA FOR AFRICA 1-1
DEBARGE 2-1
MURRAY HEAD 16-10

WCIL-FMI/Carbondale, IL
John/White
KOOL & THE GANG
MARY JANE GIRLS (dp)
BRYAN ADAMS
GLENN FREY (dp)
EURYTHMICS (dp)
Hottest:
USA FOR AFRICA 1-1
MURRAY HEAD 4-2
SIMPLE MINDS 7-3
POWER STATION 13-7
WHAMI 21-15

KCCR/Cad Rapids, IA
Gary Dixon
BRYAN ADAMS
PATTI LABELLE (dp)
MADONNA 2-2
DEBARGE 3-3
SIMPLE MINDS 11-8
MURRAY HEAD 14-7

KCMC/Columbia, MO
Tutti/Baker
HAROLD PALTEMYETE
PETER WOLF
MICK JAGGER
MADONNA
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
POWER STATION 16-11
MURRAY HEAD 11-15
TEARS FOR FEARS 30-22

KAY107/Tulsa, OK
Baker/Stephens
none
Hottest:
BRYAN ADAMS 1-1
CAN 2-1
PHIL COLLINS 3-3
MADONNA 4-4
SURVIVOR 5-5

KEYN-FM/ Wichita, KS
Brooks/Brown
MARY JANE GIRLS
TEENA MARIE
MADONNA
EURYTHMICS
BELOUIS SOME
Hottest:
MADONNA 2-1
DEBARGE 6-1
FOREIGNER 15-11
BILLY OCEAN 21-13

KEYN-FM/ Wichita, KS
Brooks/Brown
MARY JANE GIRLS
TEENA MARIE
MADONNA
EURYTHMICS
BELOUIS SOME
Hottest:
MADONNA 2-1
DEBARGE 6-1
FOREIGNER 15-11
BILLY OCEAN 21-13

KEYN-FM/ Wichita, KS
Brooks/Brown
MARY JANE GIRLS
TEENA MARIE
MADONNA
EURYTHMICS
BELOUIS SOME
Hottest:
MADONNA 2-1
DEBARGE 6-1
FOREIGNER 15-11
BILLY OCEAN 21-13

KEYN-FM/ Wichita, KS
Brooks/Brown
MARY JANE GIRLS
TEENA MARIE
MADONNA
EURYTHMICS
BELOUIS SOME
Hottest:
MADONNA 2-1
DEBARGE 6-1
FOREIGNER 15-11
BILLY OCEAN 21-13

KRCR/Salis, SD
Don Kieley
RED SPEEDWAGON
JULIAN LENNON
GLENN FREY
KATRINA & THE WAV
Hottest:
USA FOR AFRICA 1-1
POWER STATION 12-10
MURRAY HEAD 8-6
KENNY LOGGINS 20-14
RICK SPRINGFIELD 33-20

KZFM/Corpus Christi
KOFM/Oklahoma City
KZIO/Duluth
KAY107/Tulsa

KMGJ/Edwards, CA
Stucker/Rountree
ALISON MOYET
FREDDIE MERCURY
PETER WOLF
USA FOR AFRICA 1-1
ANIMOTION 3-3
COMMONDOES 4-4
SIMPLE MINDS 6-5

KMGJ/Edwards, CA
Stucker/Rountree
ALISON MOYET
FREDDIE MERCURY
PETER WOLF
USA FOR AFRICA 1-1
ANIMOTION 3-3
COMMONDOES 4-4
SIMPLE MINDS 6-5

KMGJ/Edwards, CA
Stucker/Rountree
ALISON MOYET
FREDDIE MERCURY
PETER WOLF
USA FOR AFRICA 1-1
ANIMOTION 3-3
COMMONDOES 4-4
SIMPLE MINDS 6-5

KMGJ/Edwards, CA
Stucker/Rountree
ALISON MOYET
FREDDIE MERCURY
PETER WOLF
USA FOR AFRICA 1-1
ANIMOTION 3-3
COMMONDOES 4-4
SIMPLE MINDS 6-5

KMGJ/Edwards, CA
Stucker/Rountree
ALISON MOYET
FREDDIE MERCURY
PETER WOLF
USA FOR AFRICA 1-1
ANIMOTION 3-3
COMMONDOES 4-4
SIMPLE MINDS 6-5

KMGJ/Edwards, CA
Stucker/Rountree
ALISON MOYET
FREDDIE MERCURY
PETER WOLF
USA FOR AFRICA 1-1
ANIMOTION 3-3
COMMONDOES 4-4
SIMPLE MINDS 6-5

KMGJ/Edwards, CA
Stucker/Rountree
ALISON MOYET
FREDDIE MERCURY
PETER WOLF
USA FOR AFRICA 1-1
ANIMOTION 3-3
COMMONDOES 4-4
SIMPLE MINDS 6-5

KWTO/FM/Springfield, MO
Mike Schmidt
PHILIP BAILEY
MARY JANE GIRLS
EURYTHMICS
Hottest:
USA FOR AFRICA 1-1
MADONNA 3-2
MURRAY HEAD 8-6
POWER STATION 14-11
BILLY OCEAN 18-14

KWTO/FM/Springfield, MO
Mike Schmidt
PHILIP BAILEY
MARY JANE GIRLS
EURYTHMICS
Hottest:
USA FOR AFRICA 1-1
MADONNA 3-2
MURRAY HEAD 8-6
POWER STATION 14-11
BILLY OCEAN 18-14

KWTO/FM/Springfield, MO
Mike Schmidt
PHILIP BAILEY
MARY JANE GIRLS
EURYTHMICS
Hottest:
USA FOR AFRICA 1-1
MADONNA 3-2
MURRAY HEAD 8-6
POWER STATION 14-11
BILLY OCEAN 18-14

KWTO/FM/Springfield, MO
Mike Schmidt
PHILIP BAILEY
MARY JANE GIRLS
EURYTHMICS
Hottest:
USA FOR AFRICA 1-1
MADONNA 3-2
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POWER STATION 14-11
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Hottest:
USA FOR AFRICA 1-1
MADONNA 3-2
MURRAY HEAD 8-6
POWER STATION 14-11
BILLY OCEAN 18-14

KWTO/FM/Springfield, MO
Mike Schmidt
PHILIP BAILEY
MARY JANE GIRLS
EURYTHMICS
Hottest:
USA FOR AFRICA 1-1
MADONNA 3-2
MURRAY HEAD 8-6
POWER STATION 14-11
BILLY OCEAN 18-14

WDRS/Springfield, IL
Moore/Lawley
MADONNA
MICK JAGGER
ALAN PARSONS
MARY JANE GIRLS
BOB JOVI (dp)
EURYTHMICS
Hottest:
MADONNA 1-1
DEBARGE 6-3
ANIMOTION 7-5
FOREIGNER 9-6
MURRAY HEAD 10-7

WDRS/Springfield, IL
Moore/Lawley
MADONNA
MICK JAGGER
ALAN PARSONS
MARY JANE GIRLS
BOB JOVI (dp)
EURYTHMICS
Hottest:
MADONNA 1-1
DEBARGE 6-3
ANIMOTION 7-5
FOREIGNER 9-6
MURRAY HEAD 10-7

WDRS/Springfield, IL
Moore/Lawley
MADONNA
MICK JAGGER
ALAN PARSONS
MARY JANE GIRLS
BOB JOVI (dp)
EURYTHMICS
Hottest:
MADONNA 1-1
DEBARGE 6-3
ANIMOTION 7-5
FOREIGNER 9-6
MURRAY HEAD 10-7

WDRS/Springfield, IL
Moore/Lawley
MADONNA
MICK JAGGER
ALAN PARSONS
MARY JANE GIRLS
BOB JOVI (dp)
EURYTHMICS
Hottest:
MADONNA 1-1
DEBARGE 6-3
ANIMOTION 7-5
FOREIGNER 9-6
MURRAY HEAD 10-7

WDRS/Springfield, IL
Moore/Lawley
MADONNA
MICK JAGGER
ALAN PARSONS
MARY JANE GIRLS
BOB JOVI (dp)
EURYTHMICS
Hottest:
MADONNA 1-1
DEBARGE 6-3
ANIMOTION 7-5
FOREIGNER 9-6
MURRAY HEAD 10-7

WDRS/Springfield, IL
Moore/Lawley
MADONNA
MICK JAGGER
ALAN PARSONS
MARY JANE GIRLS
BOB JOVI (dp)
EURYTHMICS
Hottest:
MADONNA 1-1
DEBARGE 6-3
ANIMOTION 7-5
FOREIGNER 9-6
MURRAY HEAD 10-7

WDRS/Springfield, IL
Moore/Lawley
MADONNA
MICK JAGGER
ALAN PARSONS
MARY JANE GIRLS
BOB JOVI (dp)
EURYTHMICS
Hottest:
MADONNA 1-1
DEBARGE 6-3
ANIMOTION 7-5
FOREIGNER 9-6
MURRAY HEAD 10-7

WDRS/Springfield, IL
Moore/Lawley
MADONNA
MICK JAGGER
ALAN PARSONS
MARY JANE GIRLS
BOB JOVI (dp)
EURYTHMICS
Hottest:
MADONNA 1-1
DEBARGE 6-3
ANIMOTION 7-5
FOREIGNER 9-6
MURRAY HEAD 10-7

WDRS/Springfield, IL
Moore/Lawley
MADONNA
MICK JAGGER
ALAN PARSONS
MARY JANE GIRLS
BOB JOVI (dp)
EURYTHMICS
Hottest:
MADONNA 1-1
DEBARGE 6-3
ANIMOTION 7-5
FOREIGNER 9-6
MURRAY HEAD 10-7

WSPT/Steves Point, WI
Booley/Tracy
none
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
MURRAY HEAD 3-3
POWER STATION 13-13
SIMPLE MINDS 18-18

WSPT/Steves Point, WI
Booley/Tracy
none
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
MURRAY HEAD 3-3
POWER STATION 13-13
SIMPLE MINDS 18-18

WSPT/Steves Point, WI
Booley/Tracy
none
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
MURRAY HEAD 3-3
POWER STATION 13-13
SIMPLE MINDS 18-18

WSPT/Steves Point, WI
Booley/Tracy
none
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
MURRAY HEAD 3-3
POWER STATION 13-13
SIMPLE MINDS 18-18

WSPT/Steves Point, WI
Booley/Tracy
none
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
MURRAY HEAD 3-3
POWER STATION 13-13
SIMPLE MINDS 18-18

WSPT/Steves Point, WI
Booley/Tracy
none
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
MURRAY HEAD 3-3
POWER STATION 13-13
SIMPLE MINDS 18-18

WSPT/Steves Point, WI
Booley/Tracy
none
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
MURRAY HEAD 3-3
POWER STATION 13-13
SIMPLE MINDS 18-18

WSPT/Steves Point, WI
Booley/Tracy
none
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
MURRAY HEAD 3-3
POWER STATION 13-13
SIMPLE MINDS 18-18

WSPT/Steves Point, WI
Booley/Tracy
none
Hottest:
USA FOR AFRICA 1-1
MADONNA 2-2
MURRAY HEAD 3-3
POWER STATION 13-13
SIMPLE MINDS 18-18

The following stations reported a frozen playlist this week:

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

252 Reports

JOHN DOE "The Song" (Anylabel) LP: Hit Song

100125 44%

Regional	National
1	10
33%	Debut
17%	Down
5%	Down
1%	Down

EXAMPLE

100/25 = 100 CHR reporting stations on the hit week including 25 new adds.

44% = Percentage of this weeks reporters playing it.

Regional Rank = Percentage of reporters playing the song within each region.

National Summary
Up 81 = Number of stations moving it up on their charts.

Debut 20 = Number of stations debuting the song this week.

Same 4 = Number of stations reporting no movement this week (On to Chn, Add to Chn, 31, etc.)

Down 0 = Number of stations moving it down on their charts.

Adds 25 = Total number of stations adding it this week.

BRYAN ADAMS Heaven (A&M) LP: Rockless

216/61 88%

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

ANIMATION Obsession (Mercury/PolyGram) LP: Animation

234/4 93%

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
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Regional	National
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8%	Debut
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1%	Down

Regional	National
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8%	Debut
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1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
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8%	Debut
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1%	Down

Regional	National
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8%	Debut
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Regional	National
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Regional	National
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Regional	National
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Regional	National
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Regional	National
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Regional	National
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Regional	National
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8%	Debut
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Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

BOY MEETS GIRL On Girl (A&M) LP: Boy Meets Girl

140/15 66%

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
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8%	Debut
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1%	Down

Regional	National
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8%	Debut
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1%	Down

Regional	National
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8%	Debut
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1%	Down

Regional	National
1	10
8%	Debut
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1%	Down

Regional	National
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8%	Debut
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Regional	National
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8%	Debut
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Regional	National
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1%	Down

Regional	National
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Regional	National
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Regional	National
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1%	Down

Regional	National
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Regional	National
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Regional	National
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Regional	National
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1%	Down

Regional	National
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1%	Down

Regional	National
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1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

COMMODORES Nightshift (Motown) LP: Nightshift

233/1 92%

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
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1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
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8%	Debut
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1%	Down

Regional	National
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8%	Debut
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1%	Down

Regional	National
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8%	Debut
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1%	Down

Regional	National
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8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
1	10
8%	Debut
1%	Down
1%	Down

Regional	National
----------	----------

PARALLELS

JULIAN LEIMON
Say You're Wrong (Atlantic)
LP: Vesta

21648 63%
Regional: 40
National: 40
Summit: 40
S 60
W 60
M 60
A 60

Station	Time	Artist	Album
WABC	11:58	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:00	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:02	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:04	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:06	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:08	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:10	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:12	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:14	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:16	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:18	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:20	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:22	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:24	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:26	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:28	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:30	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:32	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:34	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:36	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:38	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:40	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:42	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:44	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:46	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:48	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:50	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:52	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:54	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:56	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	12:58	JULIAN LEIMON	SAY YOU'RE WRONG
WABC	13:00	JULIAN LEIMON	SAY YOU'RE WRONG

KENNY LOGGINS
For Humans (Columbia)
LP: Vox Humana

21673 86%
Regional: 22
National: 22
Summit: 22
S 60
W 60
M 60
A 60

Station	Time	Artist	Album
WABC	11:58	KENNY LOGGINS	FOR HUMANS
WABC	12:00	KENNY LOGGINS	FOR HUMANS
WABC	12:02	KENNY LOGGINS	FOR HUMANS
WABC	12:04	KENNY LOGGINS	FOR HUMANS
WABC	12:06	KENNY LOGGINS	FOR HUMANS
WABC	12:08	KENNY LOGGINS	FOR HUMANS
WABC	12:10	KENNY LOGGINS	FOR HUMANS
WABC	12:12	KENNY LOGGINS	FOR HUMANS
WABC	12:14	KENNY LOGGINS	FOR HUMANS
WABC	12:16	KENNY LOGGINS	FOR HUMANS
WABC	12:18	KENNY LOGGINS	FOR HUMANS
WABC	12:20	KENNY LOGGINS	FOR HUMANS
WABC	12:22	KENNY LOGGINS	FOR HUMANS
WABC	12:24	KENNY LOGGINS	FOR HUMANS
WABC	12:26	KENNY LOGGINS	FOR HUMANS
WABC	12:28	KENNY LOGGINS	FOR HUMANS
WABC	12:30	KENNY LOGGINS	FOR HUMANS
WABC	12:32	KENNY LOGGINS	FOR HUMANS
WABC	12:34	KENNY LOGGINS	FOR HUMANS
WABC	12:36	KENNY LOGGINS	FOR HUMANS
WABC	12:38	KENNY LOGGINS	FOR HUMANS
WABC	12:40	KENNY LOGGINS	FOR HUMANS
WABC	12:42	KENNY LOGGINS	FOR HUMANS
WABC	12:44	KENNY LOGGINS	FOR HUMANS
WABC	12:46	KENNY LOGGINS	FOR HUMANS
WABC	12:48	KENNY LOGGINS	FOR HUMANS
WABC	12:50	KENNY LOGGINS	FOR HUMANS
WABC	12:52	KENNY LOGGINS	FOR HUMANS
WABC	12:54	KENNY LOGGINS	FOR HUMANS
WABC	12:56	KENNY LOGGINS	FOR HUMANS
WABC	12:58	KENNY LOGGINS	FOR HUMANS
WABC	13:00	KENNY LOGGINS	FOR HUMANS

MADONNA
Crazy For You (Geffen)
LP: Vision Quest Soundtrack

25178 100%
Regional: 2
National: 2
Summit: 2
S 60
W 60
M 60
A 60

Station	Time	Artist	Album
WABC	11:58	MADONNA	CRAZY FOR YOU
WABC	12:00	MADONNA	CRAZY FOR YOU
WABC	12:02	MADONNA	CRAZY FOR YOU
WABC	12:04	MADONNA	CRAZY FOR YOU
WABC	12:06	MADONNA	CRAZY FOR YOU
WABC	12:08	MADONNA	CRAZY FOR YOU
WABC	12:10	MADONNA	CRAZY FOR YOU
WABC	12:12	MADONNA	CRAZY FOR YOU
WABC	12:14	MADONNA	CRAZY FOR YOU
WABC	12:16	MADONNA	CRAZY FOR YOU
WABC	12:18	MADONNA	CRAZY FOR YOU
WABC	12:20	MADONNA	CRAZY FOR YOU
WABC	12:22	MADONNA	CRAZY FOR YOU
WABC	12:24	MADONNA	CRAZY FOR YOU
WABC	12:26	MADONNA	CRAZY FOR YOU
WABC	12:28	MADONNA	CRAZY FOR YOU
WABC	12:30	MADONNA	CRAZY FOR YOU
WABC	12:32	MADONNA	CRAZY FOR YOU
WABC	12:34	MADONNA	CRAZY FOR YOU
WABC	12:36	MADONNA	CRAZY FOR YOU
WABC	12:38	MADONNA	CRAZY FOR YOU
WABC	12:40	MADONNA	CRAZY FOR YOU
WABC	12:42	MADONNA	CRAZY FOR YOU
WABC	12:44	MADONNA	CRAZY FOR YOU
WABC	12:46	MADONNA	CRAZY FOR YOU
WABC	12:48	MADONNA	CRAZY FOR YOU
WABC	12:50	MADONNA	CRAZY FOR YOU
WABC	12:52	MADONNA	CRAZY FOR YOU
WABC	12:54	MADONNA	CRAZY FOR YOU
WABC	12:56	MADONNA	CRAZY FOR YOU
WABC	12:58	MADONNA	CRAZY FOR YOU
WABC	13:00	MADONNA	CRAZY FOR YOU

ALISON MOYET
Invisible (Columbia)
LP: ALF

18821 63%
Regional: 1
National: 1
Summit: 1
S 60
W 60
M 60
A 60

Station	Time	Artist	Album
WABC	11:58	ALISON MOYET	INVISIBLE
WABC	12:00	ALISON MOYET	INVISIBLE
WABC	12:02	ALISON MOYET	INVISIBLE
WABC	12:04	ALISON MOYET	INVISIBLE
WABC	12:06	ALISON MOYET	INVISIBLE
WABC	12:08	ALISON MOYET	INVISIBLE
WABC	12:10	ALISON MOYET	INVISIBLE
WABC	12:12	ALISON MOYET	INVISIBLE
WABC	12:14	ALISON MOYET	INVISIBLE
WABC	12:16	ALISON MOYET	INVISIBLE
WABC	12:18	ALISON MOYET	INVISIBLE
WABC	12:20	ALISON MOYET	INVISIBLE
WABC	12:22	ALISON MOYET	INVISIBLE
WABC	12:24	ALISON MOYET	INVISIBLE
WABC	12:26	ALISON MOYET	INVISIBLE
WABC	12:28	ALISON MOYET	INVISIBLE
WABC	12:30	ALISON MOYET	INVISIBLE
WABC	12:32	ALISON MOYET	INVISIBLE
WABC	12:34	ALISON MOYET	INVISIBLE
WABC	12:36	ALISON MOYET	INVISIBLE
WABC	12:38	ALISON MOYET	INVISIBLE
WABC	12:40	ALISON MOYET	INVISIBLE
WABC	12:42	ALISON MOYET	INVISIBLE
WABC	12:44	ALISON MOYET	INVISIBLE
WABC	12:46	ALISON MOYET	INVISIBLE
WABC	12:48	ALISON MOYET	INVISIBLE
WABC	12:50	ALISON MOYET	INVISIBLE
WABC	12:52	ALISON MOYET	INVISIBLE
WABC	12:54	ALISON MOYET	INVISIBLE
WABC	12:56	ALISON MOYET	INVISIBLE
WABC	12:58	ALISON MOYET	INVISIBLE
WABC	13:00	ALISON MOYET	INVISIBLE

PORTER SISTERS
Baby Come And Get It (Planet/RCA)
LP: Break Out

13823 63%
Regional: 1
National: 1
Summit: 1
S 60
W 60
M 60
A 60

Station	Time	Artist	Album
WABC	11:58	PORTER SISTERS	BABY COME AND GET IT
WABC	12:00	PORTER SISTERS	BABY COME AND GET IT
WABC	12:02	PORTER SISTERS	BABY COME AND GET IT
WABC	12:04	PORTER SISTERS	BABY COME AND GET IT
WABC	12:06	PORTER SISTERS	BABY COME AND GET IT
WABC	12:08	PORTER SISTERS	BABY COME AND GET IT
WABC	12:10	PORTER SISTERS	BABY COME AND GET IT
WABC	12:12	PORTER SISTERS	BABY COME AND GET IT
WABC	12:14	PORTER SISTERS	BABY COME AND GET IT
WABC	12:16	PORTER SISTERS	BABY COME AND GET IT
WABC	12:18	PORTER SISTERS	BABY COME AND GET IT
WABC	12:20	PORTER SISTERS	BABY COME AND GET IT
WABC	12:22	PORTER SISTERS	BABY COME AND GET IT
WABC	12:24	PORTER SISTERS	BABY COME AND GET IT
WABC	12:26	PORTER SISTERS	BABY COME AND GET IT
WABC	12:28	PORTER SISTERS	BABY COME AND GET IT
WABC	12:30	PORTER SISTERS	BABY COME AND GET IT
WABC	12:32	PORTER SISTERS	BABY COME AND GET IT
WABC	12:34	PORTER SISTERS	BABY COME AND GET IT
WABC	12:36	PORTER SISTERS	BABY COME AND GET IT
WABC	12:38	PORTER SISTERS	BABY COME AND GET IT
WABC	12:40	PORTER SISTERS	BABY COME AND GET IT
WABC	12:42	PORTER SISTERS	BABY COME AND GET IT
WABC	12:44	PORTER SISTERS	BABY COME AND GET IT
WABC	12:46	PORTER SISTERS	BABY COME AND GET IT
WABC	12:48	PORTER SISTERS	BABY COME AND GET IT
WABC	12:50	PORTER SISTERS	BABY COME AND GET IT
WABC	12:52	PORTER SISTERS	BABY COME AND GET IT
WABC	12:54	PORTER SISTERS	BABY COME AND GET IT
WABC	12:56	PORTER SISTERS	BABY COME AND GET IT
WABC	12:58	PORTER SISTERS	BABY COME AND GET IT
WABC	13:00	PORTER SISTERS	BABY COME AND GET IT

LIRIAN
Never Ending Story (EMI America)
LP: Don't Suppose

18813 68%
Regional: 39
National: 39
Summit: 39
S 60
W 60
M 60
A 60

Station	Time	Artist	Album
WABC	11:58	LIRIAN	NEVER ENDING STORY
WABC	12:00	LIRIAN	NEVER ENDING STORY
WABC	12:02	LIRIAN	NEVER ENDING STORY
WABC	12:04	LIRIAN	NEVER ENDING STORY
WABC	12:06	LIRIAN	NEVER ENDING STORY
WABC	12:08	LIRIAN	NEVER ENDING STORY
WABC	12:10	LIRIAN	NEVER ENDING STORY
WABC	12:12	LIRIAN	NEVER ENDING STORY
WABC	12:14	LIRIAN	NEVER ENDING STORY
WABC	12:16	LIRIAN	NEVER ENDING STORY
WABC	12:18	LIRIAN	NEVER ENDING STORY
WABC	12:20	LIRIAN	NEVER ENDING STORY
WABC	12:22	LIRIAN	NEVER ENDING STORY
WABC	12:24	LIRIAN	NEVER ENDING STORY
WABC	12:26	LIRIAN	NEVER ENDING STORY
WABC	12:28	LIRIAN	NEVER ENDING STORY
WABC	12:30	LIRIAN	NEVER ENDING STORY
WABC	12:32	LIRIAN	NEVER ENDING STORY
WABC	12:34	LIRIAN	NEVER ENDING STORY
WABC	12:36	LIRIAN	NEVER ENDING STORY
WABC	12:38	LIRIAN	NEVER ENDING STORY
WABC	12:40	LIRIAN	NEVER ENDING STORY
WABC	12:42	LIRIAN	NEVER ENDING STORY
WABC	12:44	LIRIAN	NEVER ENDING STORY
WABC	12:46	LIRIAN	NEVER ENDING STORY
WABC	12:48	LIRIAN	NEVER ENDING STORY
WABC	12:50	LIRIAN	NEVER ENDING STORY
WABC	12:52	LIRIAN	NEVER ENDING STORY
WABC	12:54	LIRIAN	NEVER ENDING STORY
WABC	12:56	LIRIAN	NEVER ENDING STORY
WABC	12:58	LIRIAN	NEVER ENDING STORY
WABC	13:00	LIRIAN	NEVER ENDING STORY

MADONNA
Angel (Sire/WB)
LP: Like A Virgin

182188 86%
Regional: 1
National: 1
Summit: 1
S 60
W 60
M 60
A 60

Station	Time	Artist	Album
WABC	11:58	MADONNA	ANGEL
WABC	12:00	MADONNA	ANGEL
WABC	12:02	MADONNA	ANGEL
WABC	12:04	MADONNA	ANGEL
WABC	12:06	MADONNA	ANGEL
WABC	12:08	MADONNA	ANGEL
WABC	12:10	MADONNA	ANGEL
WABC	12:12	MADONNA	ANGEL
WABC	12:14	MADONNA	ANGEL
WABC	12:16	MADONNA	ANGEL
WABC	12:18	MADONNA	ANGEL
WABC	12:20	MADONNA	ANGEL
WABC	12:22	MADONNA	ANGEL
WABC	12:24	MADONNA	ANGEL
WABC	12:26	MADONNA	ANGEL
WABC	12:28	MADONNA	ANGEL
WABC	12:30	MADONNA	ANGEL
WABC	12:32	MADONNA	ANGEL
WABC	12:34	MADONNA	ANGEL
WABC	12:36	MADONNA	ANGEL
WABC	12:38	MADONNA	ANGEL
WABC	12:40	MADONNA	ANGEL
WABC	12:42	MADONNA	ANGEL
WABC	12:44	MADONNA	ANGEL
WABC	12:46	MADONNA	ANGEL
WABC	12:48	MADONNA	ANGEL
WABC	12:50	MADONNA	ANGEL
WABC	12:52	MADONNA	ANGEL
WABC	12:54	MADONNA	ANGEL
WABC	12:56	MADONNA	ANGEL
WABC	12:58	MADONNA	ANGEL
WABC	13:00	MADONNA	ANGEL

MARY JANE GIRLS
In My House (Gordy/Motown)
LP: Only Baby You

13843 86%
Regional: 37
National: 37
Summit: 37
S 60
W 60
M 60
A 60

Station	Time	Artist	Album
WABC	11:58	MARY JANE GIRLS	IN MY HOUSE
WABC	12:00	MARY JANE GIRLS	IN MY HOUSE
WABC	12:02	MARY JANE GIRLS	IN MY HOUSE
WABC	12:04	MARY JANE GIRLS	IN MY HOUSE
WABC	12:06	MARY JANE GIRLS	IN MY HOUSE
WABC	12:08	MARY JANE GIRLS	IN MY HOUSE

PARALLELS

R

RED SPEEDWAGON
One Lonely Night (Epic)
LP: Wheels Are Turnin'

200/7	78%
Regional R 104 W 74 M 74 S 74 A 74 D 74 N 74 W 74	National UP 11 DOWN 11 SAME 11 D 11 A 11 S 11 M 11 W 11
P1 R 104 W 74 M 74 S 74 A 74 D 74 N 74 W 74	P3 R 104 W 74 M 74 S 74 A 74 D 74 N 74 W 74
East R 104 W 74 M 74 S 74 A 74 D 74 N 74 W 74	West R 104 W 74 M 74 S 74 A 74 D 74 N 74 W 74
South R 104 W 74 M 74 S 74 A 74 D 74 N 74 W 74	Midwest R 104 W 74 M 74 S 74 A 74 D 74 N 74 W 74
North R 104 W 74 M 74 S 74 A 74 D 74 N 74 W 74	Central R 104 W 74 M 74 S 74 A 74 D 74 N 74 W 74

S

SADE
Smooth Operator (Portrait/CBS)
LP: Diamond Life

228/15	90%
Regional R 114 W 84 M 84 S 84 A 84 D 84 N 84 W 84	National UP 15 DOWN 15 SAME 15 D 15 A 15 S 15 M 15 W 15
P1 R 114 W 84 M 84 S 84 A 84 D 84 N 84 W 84	P3 R 114 W 84 M 84 S 84 A 84 D 84 N 84 W 84
East R 114 W 84 M 84 S 84 A 84 D 84 N 84 W 84	West R 114 W 84 M 84 S 84 A 84 D 84 N 84 W 84
South R 114 W 84 M 84 S 84 A 84 D 84 N 84 W 84	Midwest R 114 W 84 M 84 S 84 A 84 D 84 N 84 W 84
North R 114 W 84 M 84 S 84 A 84 D 84 N 84 W 84	Central R 114 W 84 M 84 S 84 A 84 D 84 N 84 W 84

T

SIMPLE MINDS
Don't You Forget About... (A&M)
LP: Breakfast Club Soundtracks

249/2	99%
Regional R 124 W 94 M 94 S 94 A 94 D 94 N 94 W 94	National UP 19 DOWN 19 SAME 19 D 19 A 19 S 19 M 19 W 19
P1 R 124 W 94 M 94 S 94 A 94 D 94 N 94 W 94	P3 R 124 W 94 M 94 S 94 A 94 D 94 N 94 W 94
East R 124 W 94 M 94 S 94 A 94 D 94 N 94 W 94	West R 124 W 94 M 94 S 94 A 94 D 94 N 94 W 94
South R 124 W 94 M 94 S 94 A 94 D 94 N 94 W 94	Midwest R 124 W 94 M 94 S 94 A 94 D 94 N 94 W 94
North R 124 W 94 M 94 S 94 A 94 D 94 N 94 W 94	Central R 124 W 94 M 94 S 94 A 94 D 94 N 94 W 94

U

SURVIVOR
The Search Is Over (Scotti Bros./CBS)
LP: Visa Signs

127/50	51%
Regional R 134 W 104 M 104 S 104 A 104 D 104 N 104 W 104	National UP 23 DOWN 23 SAME 23 D 23 A 23 S 23 M 23 W 23
P1 R 134 W 104 M 104 S 104 A 104 D 104 N 104 W 104	P3 R 134 W 104 M 104 S 104 A 104 D 104 N 104 W 104
East R 134 W 104 M 104 S 104 A 104 D 104 N 104 W 104	West R 134 W 104 M 104 S 104 A 104 D 104 N 104 W 104
South R 134 W 104 M 104 S 104 A 104 D 104 N 104 W 104	Midwest R 134 W 104 M 104 S 104 A 104 D 104 N 104 W 104
North R 134 W 104 M 104 S 104 A 104 D 104 N 104 W 104	Central R 134 W 104 M 104 S 104 A 104 D 104 N 104 W 104

V

TINA TURNER
Show Some Respect (Capitol)
LP: Private Dancer

150/50	80%
Regional R 144 W 114 M 114 S 114 A 114 D 114 N 114 W 114	National UP 27 DOWN 27 SAME 27 D 27 A 27 S 27 M 27 W 27
P1 R 144 W 114 M 114 S 114 A 114 D 114 N 114 W 114	P3 R 144 W 114 M 114 S 114 A 114 D 114 N 114 W 114
East R 144 W 114 M 114 S 114 A 114 D 114 N 114 W 114	West R 144 W 114 M 114 S 114 A 114 D 114 N 114 W 114
South R 144 W 114 M 114 S 114 A 114 D 114 N 114 W 114	Midwest R 144 W 114 M 114 S 114 A 114 D 114 N 114 W 114
North R 144 W 114 M 114 S 114 A 114 D 114 N 114 W 114	Central R 144 W 114 M 114 S 114 A 114 D 114 N 114 W 114

W

LUTHER VANDROSS
Ti My Baby Comes Back... (Epic)
LP: The Night I Fall In Love

128/27	51%
Regional R 154 W 124 M 124 S 124 A 124 D 124 N 124 W 124	National UP 31 DOWN 31 SAME 31 D 31 A 31 S 31 M 31 W 31
P1 R 154 W 124 M 124 S 124 A 124 D 124 N 124 W 124	P3 R 154 W 124 M 124 S 124 A 124 D 124 N 124 W 124
East R 154 W 124 M 124 S 124 A 124 D 124 N 124 W 124	West R 154 W 124 M 124 S 124 A 124 D 124 N 124 W 124
South R 154 W 124 M 124 S 124 A 124 D 124 N 124 W 124	Midwest R 154 W 124 M 124 S 124 A 124 D 124 N 124 W 124
North R 154 W 124 M 124 S 124 A 124 D 124 N 124 W 124	Central R 154 W 124 M 124 S 124 A 124 D 124 N 124 W 124

R

DAVID LEE ROTH
Just A Giddy Aunt I Got... (WB)
LP: Cigar From The Heat

205/13	81%
Regional R 164 W 134 M 134 S 134 A 134 D 134 N 134 W 134	National UP 35 DOWN 35 SAME 35 D 35 A 35 S 35 M 35 W 35
P1 R 164 W 134 M 134 S 134 A 134 D 134 N 134 W 134	P3 R 164 W 134 M 134 S 134 A 134 D 134 N 134 W 134
East R 164 W 134 M 134 S 134 A 134 D 134 N 134 W 134	West R 164 W 134 M 134 S 134 A 134 D 134 N 134 W 134
South R 164 W 134 M 134 S 134 A 134 D 134 N 134 W 134	Midwest R 164 W 134 M 134 S 134 A 134 D 134 N 134 W 134
North R 164 W 134 M 134 S 134 A 134 D 134 N 134 W 134	Central R 164 W 134 M 134 S 134 A 134 D 134 N 134 W 134

S

SHANNON
Do You Wanna Get Away (Mirage/Atco)
LP: Do You Wanna Get Away

88/6	27%
Regional R 174 W 144 M 144 S 144 A 144 D 144 N 144 W 144	National UP 39 DOWN 39 SAME 39 D 39 A 39 S 39 M 39 W 39
P1 R 174 W 144 M 144 S 144 A 144 D 144 N 144 W 144	P3 R 174 W 144 M 144 S 144 A 144 D 144 N 144 W 144
East R 174 W 144 M 144 S 144 A 144 D 144 N 144 W 144	West R 174 W 144 M 144 S 144 A 144 D 144 N 144 W 144
South R 174 W 144 M 144 S 144 A 144 D 144 N 144 W 144	Midwest R 174 W 144 M 144 S 144 A 144 D 144 N 144 W 144
North R 174 W 144 M 144 S 144 A 144 D 144 N 144 W 144	Central R 174 W 144 M 144 S 144 A 144 D 144 N 144 W 144

T

REX SPRINGFIELD
Celebrate Youth (RCA)
LP: Tao

206/12	82%
Regional R 184 W 154 M 154 S 154 A 154 D 154 N 154 W 154	National UP 43 DOWN 43 SAME 43 D 43 A 43 S 43 M 43 W 43
P1 R 184 W 154 M 154 S 154 A 154 D 154 N 154 W 154	P3 R 184 W 154 M 154 S 154 A 154 D 154 N 154 W 154
East R 184 W 154 M 154 S 154 A 154 D 154 N 154 W 154	West R 184 W 154 M 154 S 154 A 154 D 154 N 154 W 154
South R 184 W 154 M 154 S 154 A 154 D 154 N 154 W 154	Midwest R 184 W 154 M 154 S 154 A 154 D 154 N 154 W 154
North R 184 W 154 M 154 S 154 A 154 D 154 N 154 W 154	Central R 184 W 154 M 154 S 154 A 154 D 154 N 154 W 154

U

TEARS FOR FEARS
Everybody's Waiting (Mercury/PG)
LP: Songs From The Big Chair

238/13	94%
Regional R 194 W 164 M 164 S 164 A 164 D 164 N 164 W 164	National UP 47 DOWN 47 SAME 47 D 47 A 47 S 47 M 47 W 47
P1 R 194 W 164 M 164 S 164 A 164 D 164 N 164 W 164	P3 R 194 W 164 M 164 S 164 A 164 D 164 N 164 W 164
East R 194 W 164 M 164 S 164 A 164 D 164 N 164 W 164	West R 194 W 164 M 164 S 164 A 164 D 164 N 164 W 164
South R 194 W 164 M 164 S 164 A 164 D 164 N 164 W 164	Midwest R 194 W 164 M 164 S 164 A 164 D 164 N 164 W 164
North R 194 W 164 M 164 S 164 A 164 D 164 N 164 W 164	Central R 194 W 164 M 164 S 164 A 164 D 164 N 164 W 164

V

USA FOR AFRICA
We Are The World (Columbia)
LP: We Are The World

248/0	89%
Regional R 204 W 174 M 174 S 174 A 174 D 174 N 174 W 174	National UP 51 DOWN 51 SAME 51 D 51 A 51 S 51 M 51 W 51
P1 R 204 W 174 M 174 S 174 A 174 D 174 N 174 W 174	P3 R 204 W 174 M 174 S 174 A 174 D 174 N 174 W 174
East R 204 W 174 M 174 S 174 A 174 D 174 N 174 W 174	West R 204 W 174 M 174 S 174 A 174 D 174 N 174 W 174
South R 204 W 174 M 174 S 174 A 174 D 174 N 174 W 174	Midwest R 204 W 174 M 174 S 174 A 174 D 174 N 174 W 174
North R 204 W 174 M 174 S 174 A 174 D 174 N 174 W 174	Central R 204 W 174 M 174 S 174 A 174 D 174 N 174 W 174

W

WHAM!
Everything She Wants (Columbia)
LP: Make It Big

247/4	98%
Regional R 214 W 184 M 184 S 184 A 184 D 184 N 184 W 184	National UP 55 DOWN 55 SAME 55 D 55 A 55 S 55 M 55 W 55
P1 R 214 W 184 M 184 S 184 A 184 D 184 N 184 W 184	P3 R 214 W 184 M 184 S 184 A 184 D 184 N 184 W 184
East R 214 W 184 M 184 S 184 A 184 D 184 N 184 W 184	West R 214 W 184 M 184 S 184 A 184 D 184 N 184 W 184
South R 214 W 184 M 184 S 184 A 184 D 184 N 184 W 184	Midwest R 214 W 184 M 184 S 184 A 184 D 184 N 184 W 184
North R 214 W 184 M 184 S 184 A 184 D 184 N 184 W 184	Central R 214 W 184 M 184 S 184 A 184 D 184 N 184 W 184

Continued On Next Column

CONTEMPORARY HIT RADIO

BREAKERS

LIMAH

Never Ending Story (EMI America)

65% of our reporters on it. Moves: Up 72, Debuts 30, Same 50, Down 0, Adds 13 including Z93, KAFM, 93FM, KBEQ, KDWB-FM, KIIS-FM, KITS. See Parallels, debuts at number 39 on the CHR chart.

PATTI LABELLE

New Attitude (MCA)

64% of our reporters on it. Moves: Up 96, Debuts 10, Same 27, Down 5, Adds 23 including KWSS, WAMX, WPST, WSKZ, WNSY, WRQC, KHOP. See Parallels, moves 34-31 on the CHR chart.

ALISON MOYET

Invisible (Columbia)

63% of our reporters on it. Moves: Up 62, Debuts 19, Same 51, Down 5, Adds 21 including B104, Q107, 92X, KDWB-FM, KZZP, KS103, KITS. Complete airplay in Parallels.

MADONNA

Angel (Sire/WB)

60% of our reporters on it. Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 150 including WXS-FM, B94, Z93, WLS-FM, ZZ99, KZZP, KPLUS. Complete airplay in Parallels.

TINA TURNER

Show Some Respect (Capitol)

60% of our reporters on it. Moves: Up 5, Debuts 22, Same 73, Down 0, Adds 50 including K106, WHTT, Z93, Q103, KOPA, KWOD, KWSS. Complete airplay in Parallels.

NEW & ACTIVE

FRANKIE GOES TO HOLLYWOOD "Welcome To The Pleasuredome" (ZTT/Island) 142/8
Moves: Up 39, Debuts 23, Same 72, Down 0, Adds 8, WNOX-FM, KMBO, WRQC, WIGY, WZYQ, WSOV, KTRS, KKAZ, K106 37-34, 92X 33-30, KOPA d-26, KPLUS 37-29, 94YX 33-27, WOKI 40-31, KSKD 33-25.

BOY MEETS GIRL "On Girl" (A&M) 140/15
Moves: Up 43, Debuts 16, Same 66, Down 0, Adds 15 including WNY5, WNVZ, 92X, WSKZ, WRQC, WRNO, KSNB, KQMG, WKX, WGLF, KFRX, WLOL-FM d-31, KPLUS 31-26, KP95 33-26, Q101 32-23.

MARY JANE GIRLS "In My House" (Gordy/Motown) 139/43
Moves: Up 54, Debuts 17, Same 25, Down 0, Adds 43 including K106, KAFM, Q105, Q103, KZZP, KRZR, KWOD, KPLUS, KJBE, KLUCC, KQIZ-FM, Z102 25-19, WCAU-FM 36-16, KMEL 5-4. See Parallels, debuts at number 37 on the CHR chart.

POINTER SISTERS "Baby Come And Get It" (Planet/RCA) 130/3
Moves: Up 76, Debuts 0, Same 42, Down 0, Adds 3, FM102, KITS, KZDZ, 940 31-25, Y100 32-29, WHYT 32-28, KBEQ 27-22, KPLUS 35-32, WERZ 22-19, WPST 40-37, KITE 16-2, K103 32-27, WKRZ 32-27, KQIZ-FM 22-19, Y94 40-35.

LUTHER VANDROSS "Till My Baby Comes Home" (Epic) 128/27
Moves: Up 32, Debuts 29, Same 40, Down 0, Adds 27 including Q104, CKOI, WPLJ, B94, PRO-FM, WNVZ, Q105, KIMN, Q103, KS103, WSOV, KKAZ, WHTX 24-18, KPLUS 21-15, Q100 40-32.

SURVIVOR "The Search Is Over" (Scotti Bros./CBS) 127/59
Moves: Up 9, Debuts 25, Same 34, Down 0, Adds 59 including WHTT, WNY5, WCAU-FM, B94, B97, WNVZ, WHYT, KBEQ, Q103, KRZR, KXII 106, WIGY, KEGE 19-12.

PHILIP BAILEY "Walking On The Chinese Wall" (Columbia) 117/14
Moves: Up 26, Debuts 14, Same 63, Down 0, Adds 14 including WNY5, CKOI, Z93, KOPA, 98PY, WBCY, KBFM, KPOP, KCPX, KNOE-FM, KWTO-FM, KBIM, WNVZ 34-28, KMAK 35-28, WFLY 30-25.

RICK JAMES "Can't Stop" (Gordy/Motown) 112/4
Moves: Up 37, Debuts 6, Same 65, Down 0, Adds 4, CKOI, 940, WNSY, KHYY, WHTT 33-28, WXS-FM 26-20, WCAU-FM 37-30, WCYZ 36-29, WHYT 34-30, KMEL 34-31, WOKI 37-33, K103 30-26, KRDR 31-29, WZYQ 40-34, WBBW 36-33.

EURYTHMICS "Would I Lie To You" (RCA) 83/83
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 83 including WXS-FM, WNY5, WHYT, PRO-FM, CFTR, B96, WCZY, ZZ99, KJIS-FM, KRZR, KMEL, KPLUS, Z106, KEA-FM, WCIL-FM.

JULES SHEAR "Steady" (EMI America) 78/14
Moves: Up 4, Debuts 5, Same 55, Down 0, Adds 14 including KIMN, WKEE, WJZR, KSET-FM, WANS-FM, WZYP, KITY, WKAL, KMX, KRFM, KDON-FM, KHFX, KX104 40-37, WJAD 40-37, KWES 34-32.

MICK JAGGER "Lucky In Love" (Columbia) 75/75
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 75 including WXS-FM, CKOI, KQIZ-FM, PRO-FM, WJAD, Z93, WNVZ, WHYT, KWOD, KMEL, KWSS, KPLUS, KUBE, WLAN-FM, KQMG, KTDY.

NEW EDITION "Lost In Love" (MCA) 74/11
Moves: Up 38, Debuts 8, Same 16, Down 1, Adds 11, 93FM, KOPA, WKEE, 92KTU, WZYP, WABB-FM, WQJF-FM, KIKK, KQMG, WKHI, SLY96.

SHANNON "Do You Wanna Get Away" (Mirage/Atco) 68/6
Moves: Up 11, Debuts 7, Same 44, Down 0, Adds 6, WXS-FM, KIS-FM, KOPA, WJZR, WOMP-FM, 95 13-10, Y100 26-19, WNVZ 31-29, KMEL 33-26, WYIC-FM 24-21, KAMZ d-28, Y106 31-26, KQMG d-37, Q104 31-29.

TIL TUESDAY "Voices Carry" (Epic) 55/15
Moves: Up 9, Debuts 6, Same 25, Down 0, Adds 15 including WNY5, KRZR, Q100, 98PY, WPST, KCAQ, KHYY, WOMP-FM, WSOV, T94, KKVQ, KGOT, WXS-FM 27-21, KPLUS 27-21, OK95 25-18.

FIONA "Talk To Me" (Atlantic) 55/12
Moves: Up 5, Debuts 5, Same 33, Down 0, Adds 12, WCAU-FM, K104, WERZ, WZLO, WZPL, WOAY, WIKZ, OK100, WKS-FM, KNOE-FM, 99GK, KOZE, WLAN-FM 30-21, KX104 31-27, WJXQ 35-32.

JONN PARR "Magical" (Atlantic) 55/4
Moves: Up 7, Debuts 3, Same 41, Down 0, Adds 4, KITY, KMBO, WKDD, WRON, KBEQ 34-32, ZZ99 32-30, KWK 24-21, KHFI on WZLD d-40, WJXQ 33-30, KSKD on WHSI 36-31.

JESSE JOHNSON'S REVUE "Be Your Man" (A&M) 52/4
Moves: Up 12, Debuts 4, Same 44, Down 0, Adds 4, WCYZ, WKUE-FM, WZPL, KNOE-FM, Z93 d-26, KMEL 14-11, WYSR d-39, WBBQ d-39, WSSX 30-27, WNOX-FM 32-29, KAMZ 28-25, KMGX 22-19, KYNO-FM 29-22, KCAQ 29-26, T94 34-30

MOST ADDED

MADONNA (150)
Angel (Sire/WB)
EURYTHMICS (83)
Would I Lie To You (RCA)
MICK JAGGER (75)
Lucky In Love (Columbia)
BRYAN ADAMS (61)
Heaven (A&M)
SURVIVOR (59)
The Search Is Over (Scotti Bros./CBS)

HOTTEST

USA FOR AFRICA (198)
We Are The World (Columbia)
MADONNA (189)
Crazy For You (Geffen)
DEBARGE (118)
Rhythm Of The Night (Gordy/Motown)
MURRAY HEAD (105)
One Night In Bangkok (RCA)
SIMPLE MINDS (93)
Don't You (Forget About Me) (A&M)

SIGNIFICANT ACTION

BON JOVI "Only Lonely" (Mercury/PolyGram) 43/14

Moves: Up 0, Debuts 5, Same 24, Down 0, Adds 14, WKEE, WRCK, WKRZ-FM, WTLO, WNOX-FM, KITY, WBNO, WAZY-FM, 99GK, WDBR, KZDZ, OK95, WCAU-FM d-40, Q100 d-39, KX104 d-40, WJXQ d-38

FREDDIE MERCURY "I Was Born To Love You" (Columbia) 38/38
Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 36 including WCAU-FM, WNVZ, Q100, WERZ, WRCK, WKRZ-FM, WNOX-FM, WZLD, WANS-FM, WOKI, KMAK, KRKX, KRKX, KKKF, KKBOS, KWGX.

ERIC CARMEN "I'm Through With Love" (Geffen) 37/6
Moves: Up 3, Debuts 5, Same 23, Down 0, Adds 6, WFLY, WANS-FM, WRQC, WOAY, Q104, KTDY, WNVZ d-39, K104 d-39, KZZB 40-39, WRNO 40-36, WKDD d-40, WHOT on KTRS d-40, KBIM 38-31, KIST d-37.

ALAN PARSONS PROJECT "Days Are Numbers" (Arista) 26/26
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 26 including WFLY, WERZ, WKFM, KWVC, WOKI, WFMJ, KX104, WRNO, KIKI, WZPL, KP95, KSKD, KSN, KFRY.

MELISSA MANCHESTER "Mathematics" (MCA) 25/25
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 25 including CKOI, 940, Z93, WYSR, 93Q, WKFM, WBBQ, WSSX, WANS-FM, WZYP, WOKI, KHOP, KSKD, KDON-FM, KSN.

KURTIS BLOW "Basketball" (PolyGram/PolyGram) 25/1
Moves: Up 6, Debuts 1, Same 18, Down 1, Adds 1, KMCK, Z100 29-27, WCAU-FM on, Y100 on, KRZR on, FM102 on, KMEL on, WTLO on, WZLD on, Z104 29-22, KJ103 39-33, KOKO 33-25, KCAQ d-31, WFBQ 39-32, Z102 25-22.

PETER WOLF "Do-Do-Diddy-Do" (EAM America) 24/24
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 24 including WXS-FM, WNY5, WHYT, WERZ, 98PY, 93Q, WANS-FM, WOKI, KX104, KMBQ, KQMG, KQMG, KPOP, KRFP, KSKD.

SLADE "Little Sheila" (CBS Associated) 24/4
Moves: Up 0, Debuts 2, Same 18, Down 0, Adds 6, WJZZ, WVIC, WFMJ, WRNO, KPLUS on, WYSR on, K104 on, KX104 on, WOKI on, WKZL d-38, KXIV on-dp, WBSL on, WDBR on-dp, WRKR d-28.

DOKKEN "Alone Again" (Elektra) 22/15
Moves: Up 0, Debuts 2, Same 5, Down 0, Adds 15 including KRZR, Q100, WERZ, WLAN-FM, WKRZ-FM, WJZR, WOKI, WJXQ, KRDR, WKSF, WAZY-FM, KBIM, KWK on-dp, WRCK on-dp, WRKR d-28.

BRUCE SPRINGSTEEN "Trapped" (Columbia) 22/6
Moves: Up 0, Debuts 4, Same 18, Down 0, Adds 6, WJZZ, WVIC, WIOG, WXLX, OK95, WHTT on, WBL on, B96 40-35, WNCI d-34, KHTR d-33, K104 d-34, WZYQ d-38, 95XIL 38-35, WXYV 34-31.

CHAKA KHAN "Through The Fire" (WB) 22/6
Moves: Up 2, Down 0, Same 11, Down 0, Adds 6, KIIS-FM, FM102, WSPK, WKRZ-FM, WZYP, KTFM, WCAU-FM on, KMEL d-33, WTLO d-34, WZLD on, WANS-FM on, KXFM d-30, KISN on, 95XIL 40-33, WSOV 38-37.

AUTOGRAPH "Send Her To Me" (RCA) 19/4
Moves: Up 0, Debuts 2, Same 13, Down 0, Adds 4, WKRZ-FM, WJXQ, WZON, WKSF, Q100 on-dp, WLAN-FM on-dp, WTLO on, WOKI on, WKZL d-38, KXIV on-dp, WBSL on, WDBR on-dp, KHXY on, KBIM on, OK95 d-38.

NORTHERN LIGHTS "Tears Are Not Enough" (Columbia) 17/1
Moves: Up 8, Debuts 3, Same 7, Down 0, Adds 1, WOG, CKGM 18-5, CKOI 33-25, CFTR 1-1, CHUM 1-1, KEGL on, WNCI d-35, ZZ99 28-26, K104 33-25, KXFM 31-26, OK100 38-30, WXYV on, Z102 on, KX104-FM d-34, KGOT d-36.

BELOUIS SOME "Imagination" (Capitol) 16/6
Moves: Up 1, Debuts 0, Same 5, Down 0, Adds 6, WERZ, KEYN-FM, KZZU, WSOV, KISR, WBSL, CKOI on, KPLUS 38-35, WYSR on, K104 on, WRCK on, WJZZ on, WJZZ on.

WANG CHUNG "Fire In The Twilight" (A&M) 13/12
Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 12, WYSR, WRCK, KX104, WSOV, WKSF, T94, WBSL, 99GK, WDBR, KGOT, KBIM, OK95.

ALEX BROWN "Come On Shoot" (Mercury/PolyGram) 13/10
Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 10, KITE, KAMZ, KSET-FM, WOKI, FM100, WKZL, WFBQ, WSOV, KHXY, KBIM, WFMJ on, WJAD on-dp, Q101 on.

HUEY LEWIS & THE NEWS "Trouble In Paradise" (Columbia) 13/5
Moves: Up 2, Debuts 0, Same 6, Down 0, Adds 5, WNCI, KQMG, WIOG, Q101, OK95, WHTT on, B96 38-36, KHTR 40-31, WLOL-FM on, WLSR on, KNOB on, Z102 on, WAZZ-FM.

MAUREEN STEELE "Save The Night For Me" (Motown) 12/12
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 12, K104, 93Q, KZZB, WFMJ, WNSY, OK100, 95XIL, WSOV, KISR, WRV, KIM, WBSL.

BLANCAMANGE "Don't Tell Me" (Sire/WB) 12/3
Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 13, KDY, WPFM, KDDQ, K104 on, WPST on, OK100 on, 95XIL on, WCGO on-dp, T94 on, WIXV on, KDYV on, KGOT on.

NIK KERSHAW "The Riddle" (MCA) 12/0
Moves: Up 2, Debuts 0, Same 8, Down 0, Adds 8, CKGM on, WYSR on, WZLO on, KX104 33-28, KHYY on, WJAD on-dp, KWES d-31, T94 on, KGOT d-30, KBIM on, OK95 on.

NATALIE COLE "Dangerous" (Modern/Atco) 11/11
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, KMEL, K104, KSET-FM, Y106, WQCM, OK100, 95XIL, WKSF, WJAD, WPFM, WIXV.

TEENA MARIE "Jammie" (Epic) 11/10
Moves: Up 3, Debuts 0, Same 1, Down 0, Adds 10, WCZY, Q100, WYSR, KAMZ, WOKI, KEYN-FM, KHOP, KSKD, WZON, WJAD on, WJAD on, WJAD on, WJAD on.

JEAN KNIGHT "My Toot Toot" (Mirage/Atco) 11/9
Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 9, Z93, B97, WYSR, WBBQ, WABBY-FM, Y107, Z96, OK100, KWES, Z100 on, WJAD on.

DAVE EDMONDS "High School Nights" (Columbia) 11/0
Moves: Up 3, Debuts 1, Same 7, Down 0, Adds 3, 92KTU on, WTLO on, KX104 39-38, OK100 d-36, 95XIL 25-14, WIXV on, KBIM on, KST on, OK95 on.

B.E. TAYLOR GROUP "Reggae Rock & Roll" (Epic) 10/1
Moves: Up 3, Debuts 1, Same 5, Down 0, Adds 1, WFBQ, WHTX 29-25, WKDD 38-37, WRQC d-32, WGRD 32-27, WJXQ on-dp, WKFR on-dp, 95XIL on, WOMP-FM on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the article title (label) designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week. Up for upward chart movement. Same for sideways or continued unchanged activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay 40.

CONTEMPORARY HIT RADIO

Three Weeks Last Weeks

- 3 1 1 **1 USA FOR AFRICA/We Are The World (Columbia)**
- 4 3 2 **2 MADONNA/Crazy For You (Geffen)**
- 13 7 4 **3 DeBARGE/Rhythm Of The Night (Gordy/Motown)**
- 7 6 5 **4 COMMODORES/Nightshift (Motown)**
- 21 12 10 **5 SIMPLE MINDS/Don't You (Forget About Me) (A&M)**
- 15 10 9 **6 DON HENLEY/All She Wants To Do Is Dance (Geffen)**
- 12 9 8 **7 ANIMATION/Obsession (Mercury/PG)**
- 20 14 11 **8 MURRAY HEAD/One Night In Bangkok (RCA)**
- 9 8 7 **9 CHICAGO/Along Comes A Woman (Full Moon/WB)**
- 19 15 12 **10 FOREIGNER/That Was Yesterday (Atlantic)**
- 31 20 15 **11 WHAM!/Everything She Wants (Columbia)**
- 24 17 14 **12 POWER STATION/Some Like It Hot (Capitol)**
- 1 2 3 **13 PHIL COLLINS/One More Night (Atlantic)**
- 6 14 **14 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)**
- 34 25 19 **15 SADE/Smooth Operator (Portrait/CBS)**
- 27 21 17 **16 DARYL HALL & JOHN OATES/Some Things Are Better Left Unsaid (RCA)**
- 31 22 **17 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)**
- 33 26 21 **18 JOHN FOGERTY/Rock And Roll Girls (WB)**
- 29 23 20 **19 ERIC CLAPTON/Forever Man (WB)**
- 38 27 **20 HAROLD FALTERMEYER/Axel F (MCA)**
- 32 26 **21 BILLY OCEAN/Suddenly (Jive/Arista)**
- 38 29 23 **22 KENNY LOGGINS/Vox Humana (Columbia)**
- 40 30 25 **23 TOM PETTY/Don't Come Around Here No More (MCA)**
- 17 16 16 **24 DIANA ROSS/Missing You (RCA)**
- 2 4 13 **25 MADONNA/Material Girl (Sire/WB)**
- 39 31 **26 DAVID LEE ROTH/Just A Gigolo/I Ain't Got Nobody (WB)**
- 33 **27 REO SPEEDWAGON/One Lonely Night (Epic)**
- 37 **28 HOWARD JONES/Things Can Only Get Better (Elektra)**
- 5 11 18 **29 TEENA MARIE/Lovergirl (Epic)**
- 38 **30 KOOL & THE GANG/Fresh (De-Lite/PG)**
- BREAKER 31 PATTI LABELLE/New Attitude (MCA)**
- 39 **32 RICK SPRINGFIELD/Celebrate Youth (RCA)**
- 40 **33 KATRINA AND THE WAVES/Walking On Sunshine (Capitol)**
- 8 13 24 **34 BRYAN ADAMS/Somebody (A&M)**
- DEBUT 35 BRYAN ADAMS/Heaven (A&M)**
- 36 33 32 **36 TIME/The Bird (WB)**
- DEBUT 37 MARY JANE GIRLS/In My House (Gordy/Motown)**
- DEBUT 38 GLENN FREY/Smuggler's Blues (MCA)**
- BREAKER 39 LIMAH/Never Ending Story (EMI America)**
- DEBUT 40 JULIAN LENNON/Say You're Wrong (Atlantic)**

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ADULT CONTEMPORARY

- 5 3 1 **1 MADONNA/Crazy For You (Geffen)**
- 4 4 3 **2 DeBARGE/Rhythm Of The Night (Gordy/Motown)**
- 3 2 2 **3 USA FOR AFRICA/We Are The World (Columbia)**
- 10 7 5 **4 SADE/Smooth Operator (Portrait/CBS)**
- 1 1 4 **5 PHIL COLLINS/One More Night (Atlantic)**
- 7 6 6 **6 BRUCE SPRINGSTEEN/I'm On Fire (Columbia)**
- 16 11 8 **7 BILLY OCEAN/Suddenly (Jive/Arista)**
- 2 5 7 **8 COMMODORES/Nightshift (Motown)**
- 18 14 11 **9 GEORGE BENSON/I Just Wanna Hang Around You (WB)**
- 21 16 12 **10 DAN FOGELBERG/Go Down Easy (Full Moon/Epic)**
- 22 19 13 **11 KOOL & THE GANG/Fresh (De-Lite/PG)**
- 22 17 **12 WHAM!/Everything She Wants (Columbia)**
- 23 18 15 **13 DARYL HALL & JOHN OATES/Some Things Are Better Left Unsaid (RCA)**
- 8 8 9 **14 MANHATTANS/You Send Me (Columbia)**
- 23 19 **15 DIONNE WARWICK w/BARRY MANILOW**
- 6 9 10 **16 JULIAN LENNON/Too Late For Goodbyes (Atlantic)**
- BREAKER 17 HAROLD FALTERMEYER/Axel F (MCA)**
- 9 10 14 **18 REO SPEEDWAGON/Can't Fight This Feeling (Epic)**
- BREAKER 19 REO SPEEDWAGON/One Lonely Night (Epic)**
- 25 **20 ERIC CARMEN/I'm Through With Love (Geffen)**
- 19 20 21 **21 DIANA ROSS/Missing You (RCA)**
- 11 13 18 **22 BILLY JOEL/Keeping The Faith (Columbia)**
- 12 12 16 **23 DOLLY PARTON/Don't Call It Love (RCA)**
- DEBUT 24 CHICAGO/Along Comes A Woman (Full Moon/WB)**
- DEBUT 25 FOREIGNER/That Was Yesterday (Atlantic)**

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AOR TRACKS

Three Weeks Last Weeks

- 2 1 1 **1 TOM PETTY &.../Don't Come Around Here No More (MCA)**
- 3 3 2 **2 SIMPLE MINDS/Don't You (Forget About Me) (A&M)**
- 5 4 4 **3 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)**
- 20 5 **4 BRUCE SPRINGSTEEN/Trapped (Columbia)**
- 1 2 3 **5 ERIC CLAPTON/Forever Man (WB)**
- 13 11 6 **6 JOHN FOGERTY/Centerfield (WB)**
- 18 12 7 **7 TOM PETTY & THE HEARTBREAKERS/Rebels (MCA)**
- 21 15 9 **8 PHIL COLLINS/Inside Out (Atlantic)**
- 23 17 14 **9 FIRM/Satisfaction Guaranteed (Atlantic)**
- 42 20 **10 HUEY LEWIS & THE NEWS/Trouble In Paradise (Columbia)**
- 48 29 19 **11 DON HENLEY/Drivin' With Your Eyes Closed (Geffen)**
- 17 13 11 **12 KENNY LOGGINS/Vox Humana (Columbia)**
- 18 15 13 **13 ERIC CLAPTON/She's Waiting (WB)**
- 34 23 17 **14 REO SPEEDWAGON/One Lonely Night (Epic)**
- 15 16 16 **15 FIONA/Talk To Me (Atlantic)**
- 8 8 8 **16 FOREIGNER/That Was Yesterday (Atlantic)**
- 35 27 25 **17 KATRINA & THE WAVES/Walking On Sunshine (Capitol)**
- 25 22 21 **18 VAN-ZANT/I'm A Fighter (Network/Geffen)**
- 10 7 10 **19 MICK JAGGER/Lonely At The Top (Columbia)**
- BREAKER 20 MICK JAGGER/Lucky In Love (Columbia)**
- 30 26 23 **21 DAVID LEE ROTH/Just A Gigolo (WB)**
- 54 30 **22 SLADE/Little Sheila (CBS Associated)**
- BREAKER 23 JULIAN LENNON/Say You're Wrong (Atlantic)**
- 36 30 28 **24 HOWARD JONES/Things Can Only Get Better (Elektra)**
- 6 5 12 **25 JOHN FOGERTY/Rock And Roll Girls (WB)**
- 29 28 27 **26 POWER STATION/Some Like It Hot (Capitol)**
- 12 9 13 **27 CHICAGO/Along Comes A Woman (Full Moon/WB)**
- 39 33 32 **28 PHIL COLLINS/Don't Lose My Number (Atlantic)**
- BREAKER 29 DOKKEN/Alone Again (Elektra)**
- 20 21 26 **30 GEORGE THOROGOOD.../I Drink Alone (EMI America)**

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BLACK/URBAN

- 12 4 1 **1 USA FOR AFRICA/We Are The World (Columbia)**
- 4 3 2 **2 DeBARGE/Rhythm Of The Night (Gordy/Motown)**
- 11 7 5 **3 SADE/Smooth Operator (Portrait/CBS)**
- 6 5 4 **4 MARY JANE GIRLS/In My House (Gordy/Motown)**
- 14 10 6 **5 KOOL & THE GANG/Fresh (De-Lite/PG)**
- 17 12 8 **6 NEW EDITION/Lost In Love (MCA)**
- 23 20 12 **7 WHITNEY HOUSTON/You Give Good Love (Arista)**
- 9 9 9 **8 ALEXANDER O'NEAL/Innocent (Tabu/CBS)**
- 3 2 3 **9 MAZE 1/FRANKIE BEVERLY/Back In Stride (Capitol)**
- 34 27 18 **10 KLYMAXX/Meeting In The Ladies Room (Constellation/MCA)**
- 22 17 11 **11 GAP BAND/I Found My Baby (Total Experience/RCA)**
- 32 23 17 **12 GEORGE BENSON/I Just Wanna Hang Around You (WB)**
- 20 19 13 **13 B.B. KING/Into The Night (MCA)**
- 39 25 **14 SHANNON/Do You Wanna Get Away (Mirage/Atco)**
- 21 18 15 **15 TEMPTATIONS/My Love Is True (Truly For You) (Gordy/Motown)**
- 32 24 **16 RICK JAMES/Can't Stop (Gordy/Motown)**
- 24 22 20 **17 MELBA MOORE/Read My Lips (Capitol)**
- 38 33 **18 ATLANTIC STARR/Freak-A-Ristic (A&M)**
- 31 26 22 **19 GLENN JONES/Bring Back Your Love (RCA)**
- 28 24 23 **20 EUGENE WILDE/Rainbow (Philly World/Atlantic)**
- 33 29 **21 STEVE ARRINGTON/Feel So Real (Atlantic)**
- 35 26 **22 CON FUNK SHUN/Electric Lady (Mercury/PG)**
- 2 6 10 **23 LUTHER VANDROSS/'Til My Baby Comes Home (Epic)**
- 1 1 7 **24 JESSE JOHNSON'S REVUE/Be Your Man (A&M)**
- 36 31 28 **25 REDDINGS/Where Did Our Love Go (Polydor/PG)**
- 37 **26 BILLY OCEAN/Suddenly (Jive/Arista)**
- 35 **27 FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol)**
- 15 14 14 **28 SHALAMAR/My Girl Loves Me (Solar/Elektra)**
- BREAKER 29 HAROLD FALTERMEYER/Axel F (MCA)**
- 8 8 19 **30 MIDNIGHT STAR/Scientific Love (Solar/Elektra)**
- 39 **31 BILL WITHERS/Oh Yeah (Columbia)**
- 13 15 16 **32 JENNY BURTON/Bad Habits (Atlantic)**
- DEBUT 33 WHAM!/Everything She Wants (Columbia)**
- 38 **34 OPUS TEN/Love's Calling (Pandisc)**
- 40 **35 GEORGE DUKE/Thief In The Night (Elektra)**
- 30 28 31 **36 SAM BOSTIC/Cold Tears (Atlantic)**
- 10 21 34 **37 COMMODORES/Nightshift (Motown)**
- BREAKER 38 POINTER SISTERS/Baby Come And Get It (Planet/RCA)**
- BREAKER 39 READY FOR THE WORLD/Deep Inside Your Love (MCA)**
- BREAKER 40 CHAKA KHAN/Through The Fire (WB)**

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