

I N S I D E

SPRING '85 RATINGS ADVANCES

- **Chicago:** WGN Wins; WLOO, WBXM-FM Improve
- **San Francisco:** KGO, KGBS Control
- **Philadelphia:** WMMR Triumphs; WEAZ Grabs Second
- **Detroit:** WJR Roars With Tigers; WJLB Jumps To #2
- **Boston:** WBCN, WBZ Lead; WHDH Takes Third
- **Washington:** WGAY First; WWDC-FM Now #3
- **Pittsburgh:** KDKA Leads; WBZZ Surges To Second
- **St. Louis:** KMOX, KSHE Remain 1-2
- **Baltimore:** WBAL, WBSB, WIYY Climb
- **San Diego:** KFMB Victorious; KGB, XTRA Rise

Page 12, 20, 22

NEW LOOKS AT HOME TAPING, MEDIA TAKEOVERS

A new bill in the House proposes a levy on music taping equipment, while the FCC approves a trustee in Jack Kent Cooke's Multimedia takeover attempt.

Page 14

COUNTRY'S SLOW ROTATIONS: URBAN COWBOY HANGOVER?

Lon Helton continues to explore the syndrome of longer rotation times for country hits, and finds a possible point of origin in the Urban Cowboy era, when stations wanted to avoid burning out the crossover hits. Now that crossovers aren't crossing, is the theory still valid?

Page 50

PEOPLE IN THE NEWS THIS WEEK

- Lee Douglas VP at WCZY-AM & FM
- Randy Lane PD at Q107
- Bob Lobdell President of RNA
- Bob Cummings PD at WLTT
- Ray Mirabella GM at KWJJ & KJIB
- Jim Sumpter Exec. VP for Malkan Group
- Bruce Allen OM at KJLA
- Al Fetch VP/GM at WSNY & WVKO
- Jim Owens PD at KLLS
- J.D. North PD at WKXX
- Dan Herrn GSM at KSGO & KGON
- Victoria Mann GSM at KTIM-AM & FM

Page 3, 4, 8, 10

THE LAST YUPPER

Profiling a highly inventive radio promotion, Harvey Mednick explores the anatomy of a WFYR/Chicago idea prompted by a unique poster.

Page 27

HOT FUN DURING RATINGS TIME

Consultant Clark Smidt invites you to use this season to have fun — and maintain station excitement — while planning for the "big book" coming in the fall.

Page 26

Newsstand Price \$3.50



EVANS ACTING PD AT NEW "K-ROCK"

WKTU Switches To WXRK, Bows New AOR Format

Ending weeks of speculation, WKTU/New York switched from CHR to AOR last Saturday (7-13), adopting the slogan "K-ROCK" and new call letters WXRK; those become official August 13. After only seven weeks as PD, Quincy McCoy has stepped down to handle the 2-7pm airshift. Dan Ingram, who had been handling 4-7pm, is on vacation for two weeks, and his status will be resolved upon his return. Serving as acting PD is Pat Evans, who programs Infinity AOR sister station KOMA/San Jose. Evans, who's believed to be a strong candidate for the position, is being assisted by Jeff Pollack Communications partner Tommy Hedges.

VP/GM Tom Chiusano told R&R, "The Arbitrends showed us either staying flat or going down. It was frustrating because we felt we sounded like a much better station than we

were. We had a marketing problem, as people still equated us to a Disco station. A major study agreed with our feelings that there was a lot of room for a good album rock station here. Everyone's been saying, "Jeez, there's only one rock 'n' roll station in New York."

An AOR sales veteran, Chiusano described K-ROCK as a

PARTNER AT KSAC & KSJQ Atkins Leaves WTAE WHTX For Ownership

After 12 years as VP/GM for Hearst Broadcasting's A/C-CHR combo WTAE & WHTX/Pittsburgh, 28-year broadcaster Ted Atkins will resign to form Atkins Broadcasting, Inc. In his new capacity, he will join the partnership of Commonwealth Broadcasting of Northern California, which is purchasing dial-adjacent FM stations KSAC/Sacramento and nearby KSJQ/Manteca (Stockton-Modesto) from Jonsson Communications. Atkins will relocate to Sacra-



Ted Atkins mento in late August, and serve as managing general partner for the soft A/C-formatted properties.

Atkins, who leaves Pittsburgh as the senior (in tenure) broadcast manager for Hearst as well as the market, told R&R, "I've asked to be released from my contract, which extends through '86. Because there's no conflict of interest, I believe it'll be granted. And I'm here to make it as smooth a transition as possible. ATKINS/See Page 4

Adamson Sr. VP At Bonneville



Jack Adamson, President of Bonneville International's California Division, has been upgraded to Senior VP for the radio group. He will continue to supervise KBIG/Los Angeles and KXLR & KOIT/San Francisco, and will also oversee WRFM/New York, WCLR/Chicago, and KSL/Salt Lake City. The 17-year Bonneville executive has relocated to Salt Lake City from Los Angeles.

Adamson told R&R, "(Bonneville President) Rod Brady is ADAMSON/See Page 4

KMET FIRST "ADULT ROCK" CLIENT

Harris Resigns KMET, Forms Consultancy

KMET/Los Angeles PD and WMMR/Philadelphia programming advisor George Harris has announced his resignation from Metromedia effective August 12 in order to form his own consulting firm, Harris Communications. The Philadelphia-based company, whose first client station is KMET, will offer Harris's "Adult Rock" format.

Said Harris, "'Adult Rock' takes the high ground with a demographic target of 25-49 men. This is against the traditional AOR target demos of 18-34 adults and persons 12-24. It's a powerful format reaching a very specific demographic cell that's underserved in many major markets. For the last



George Harris nine years I've been a day-to-day hands-on PD; as a consultant I'll meet the challenge with the same intensity."

Harris said his company will be research-oriented, combining forces with Bolton Research Corp., headed by Dr. Ted Bol-HARRIS/See Page 4

Jeffries WLS-FM's New PD



Jan Jeffries, SunGroup consultant to WKXX (KXX106)/Birmingham and former PD at CHR-formatted WAGO (G106)/Chicago (now AOR WCKG), has been named Program Director at ABC's WLS-FM. Jeffries succeeds Dallas Cole, who became VP/GM at WKTU/Milwaukee at the end of May.

WLS-AM & FM VP/GM Jeff Trumper commented to R&R, "Jan's programming philosophy JEFFRIES/See Page 4

Westwood One Acquires Starfleet

The Westwood One Radio Networks have acquired live concert producer/distributor Starfleet Communications. This move gives Westwood One a third, East Coast-based mobile recording studio, joining those already located in Los Angeles and Cleveland. In addition, Starfleet President Sam Kopper has been appointed Director/Special Projects, and will be working primarily in live satellite production and artist relations.

Westwood One President Norm Pattiz told R&R, "To

have Sam with us as opposed to against us is great, and it really expands our coverage of live concert events. When someone is appointed director of special projects it usually means he has one foot out the door, but we're really counting on him to get involved very quickly because live programming is right up his alley. Sam's production talents and his relationships with artists, management, and record companies make Westwood One's strengths that much greater."

Kopper commented, "West-

wood One and Starfleet have been semi-competitors for a long time. I've always admired the company in general and Norm in particular, because I think it's the most vibrant radio network going. During the years that Westwood One achieved its phenomenal growth, Starfleet evolved as well with the live-to-air concert broadcast. It just seems natural that we join forces, and I look forward to being a part of this company."

Kopper began producing live WESTWOOD/See Page 4

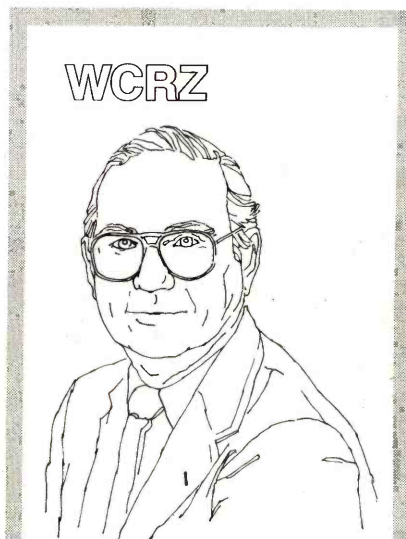
“They found the format and we went through the roof.”

“Changing formats can be risky—especially if you’re doing it just on a hunch. At WCRZ-Cars 108 in Flint (formerly WGMZ) we didn’t want to take any chances so we called in The Research Group. We had heard a lot about their successes in finding new formats.

They helped us find a “hole” in the market and to put together a step by step plan to do our new format *right!* The results were immediate and incredible! Last summer we switched from beautiful music to adult contemporary, and in the fall book* went from a 7.4 (12+) to a 15.6...#1 in the market!

It worked because The Research Group helped us by laying out a plan of exactly what to do. If you really want to bank on success you’ll put your money with The Research Group.”

A. William Lee
President
WCRZ



*Fall 1984 Arbitron, M-S, 6A-12M, MSA.

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JULY 19, 1985

BLACK CROSSOVERS HITTING NEW HIGH

Looking at 1985's first six months, **Ken Barnes** finds that Black/Urban crossovers into CHR and A/C are setting a record pace.

Page 32

Transactions	12
Washington Report	14
What's New	16
Ratings & Research: Jhan Hiber	19
Ratings Results	20
Networks: Reed Bunzel	24
Management	26
Image & Marketing:	
Harvey Mednick	27
Street Talk	28
On The Records: Ken Barnes	32
Datebook: Sean Ross	35
Air Personalities: Dan O'Day	36
CHR: Joel Denver	38
Calendar: Brad Messer	42
AOR: Steve Feinstein	43
A/C: Donna Brake	45
Black/Urban: Walt Love	46
Easy Listening: Gail Mitchell	49
Country: Lon Helton	50
Nashville: Sharon Allen	52
Marketplace	53
Opportunities	54
National Music Formats	57
Jazz Chart	61
Country Chart	62
A/C Chart	68
AOR Chart	88
Black/Urban Chart	88
CHR Chart	88

Mirabella Named GM At KWJJ & KJIB

KSGO & KGON/Portland GSM Ray Mirabella has accepted the General Manager's post at Park Broadcasting's crosstown Country outlets KWJJ & KJIB. He replaces Steve Newcombe, who has left the stations. The appointment marks a return to KWJJ & KJIB for Mirabella, who began his radio career there with a three-year stint as an Account Executive.

Park VP/Radio Operations Bill Fowler noted, "Ray has paid his dues and done an excellent job. We were looking for someone local who was ready to move up to a GM's position, and Ray fills the bill."

MIRABELLA/See Page 8

"TRENDFORMATION," LIGHT JAZZ

KXLR Launches "New-Age" Format

KOIT (AM)/San Francisco discontinued its Bonneville Easy Listening format last Monday (7-15) for a novel 25-54 approach combining "new-age" jazz music with "trendformation." The new call letters are KXLR ("Excellence In Radio").

Programming decisions will be made by committee; there is no PD or news director. Explaining the direction, staffer and former KFBK/Sacramento News/Pro-

Douglas Upped To WCZY VP/Operations

WCZY-AM & FM/Detroit Station Manager/PD Lee Douglas has been promoted to the new position of VP/Operations for the Gannett stations, continuing his programming duties.

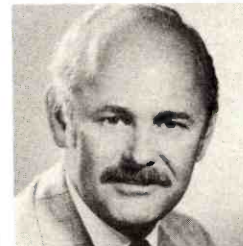
President/GM Jim Mulla told R&R, "In the two years since I hired him at WCZY, Lee has led us to the new heights I promised he would when he joined the company. This city will see its first mass appeal FM CHR blossom from this point on, as we look to continue to move up from fifth place to first place."



Lee Douglas

Douglas, a programming veteran, remarked, "I owe a vote of thanks to Jim Mulla and the terrific staff at Z95.5 for the support given me over the last two years. The Gannett Radio Division is the best, and we're proving it in Detroit."

Lobdell New President Of RNA



Bob Lobdell

Bob Lobdell has been named President of the Radio Network Association, bringing the association's lengthy executive search to a close. Lobdell replaces Jack Thayer, who resigned last year due to illness. Former CBS Radio VP Tom Dawson, who had been consulting the association on administrative functions during the presidential search process, will be retained in that capacity through the end of 1985.

RNA Chairman Dick Brescia commented, "We are very fortunate to have an executive of Bob Lobdell's extensive radio experience. He has been an important contributor to our industry for many years. Bob has earned respect on both the agency and client sides of the desk, and has a solid understanding of the station end of our business."

Contacted during his first day on the job, Lobdell told R&R, "I just found the men's room here, which is always the first step in setting up shop. Seriously, it will be a bit of a challenge sorting through some of the confusion that followed the de-

LOBDELL/See Page 8

gram Director Norm Woodruff told R&R, "The music is primarily light jazz and new-age material, such as the artists on Windham Hill. We plan to provide interviews, but no news in the traditional sense - no police scanner, no field reporters. We don't go to city council, and won't report fires or traditional crime stories, since KCBS and KGO do a fabulous job of covering the traditional all-News arena."

KXLR/See Page 8

Cummings Takes WLTT PD Post

WLTT/Washington Manager of Audience Development/MD Bob Cummings has been promoted to PD at the Gulf (soon-to-be-CBS) A/C station. He replaces Bob Hughes, who resigned last week.

VP/GM Jim Keating told R&R, "Bob Cummings was a logical choice, as he was MD and Promotion Director and had been here prior to my arrival in 1982. He's distinguished himself here at WLTT in every aspect." Keating added, "I have a high regard for Bob Hughes. He will definitely be missed."

A three-and-a-half year veteran of the station, Cummings told R&R, "WLTT will continue with our 'Light Rock, Less Talk' direction. With the new book's results, WLTT is in great shape and we plan to continue its winning ways. I'm looking forward to working with CBS when they take over the station sometime in August."

In departing, Hughes praised the staff and executives at WLTT and said he hoped to announce future plans next month.

NEW CALLS KBKC "B95"

KCMO-FM Discards Country For CHR

Summit Communications officially announced its long-anticipated decision to end Country programming for CHR at newly-acquired KCMO-FM/Kansas City. KCMO-FM will become KBKC (B95) when the new format debuts July 26.

KCMO & KBKC VP/GM Craig Scott told R&R, "We have identified an opportunity to dominate Kansas City's contemporary radio market. B95 will operate in the same aggressive posture as our other successful Summit stations."

OM Gerry Cagle added, "Next Monday (7-22), we will begin letting listeners know something unique is going on. We'll broadcast construction sounds interspersed with the voices of workers discussing the new music station being built. One conversation goes like this: 'What are you going to do after you finish building B95?' The

Radio Helps Raise Live Aid



Proclaimed as everything from a "global jukebox" to a "yuppies' Woodstock," last Saturday's (7-13) trans-Atlantic Live Aid concert raised upwards of \$50 million for African famine relief. The concert was broadcast in its entirety in the U.S. on the three ABC Radio Youth Networks, as well as over MTV and on syndicated and network television, and promoters claimed that at least half of the world's population could have listened or watched via satellite. Kicking off before a royal audience in London's Wembley Stadium at 6am EDT, the concert ended 17 hours later with a rousing yet technically imperfect rendition of "We Are The World" from JFK Stadium in Philadelphia. Approximately 180 stations nationwide carried the ABC Radio broadcast, and hundreds of stations aired hourly newscasts and reports produced by the other radio networks. ABC VP/Sr. Executive Bob Benson told R&R, "We had a great response to the radio coverage, mainly because we tried very carefully to let the music be the star of the show. The response has been great, and some of the radio stations that carried the concert did some terrific fundraising on behalf of the charity. It will be about two weeks before we know the full impact of radio, but we know it will turn out to be the biggest broadcast in history."

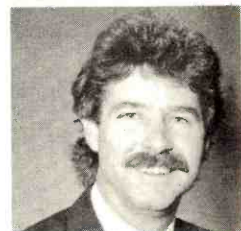
Pictured (top right): Madonna got "into The Groove" with a throaty rendition of "Holiday" before 90,000 sunburned fans at Philly's JFK Stadium. Later that evening, Tina Turner and Mick Jagger relaxed after their pumped-up striptease duet of "Slate Of Shock."

Lane Q107's New PD

Randy Lane, GM at WABB-AM & FM/Mobile, as well as VP/Programming for WAPI-AM & FM/Birmingham, has been named PD at ABC's WRQX (Q107)/Washington. He succeeds Alan Burns, who left last month to begin his own consultancy and pursue station ownership.

VP/GM Ernie Fears told R&R, "WLTT and I are very compatible. His tough, competitive nature has helped him develop a phenomenal track record. He will bring to us freshness, zest, and zeal for giving this market what it needs. When Randy comes in we are going to detail a sound strategy combining his excellent research skills with his personality elements."

Lane commented, "My growing experience as a GM at WABB has



Randy Lane

been invaluable and will help me with my new position at Q107. I'm fortunate to be programming such

LANE/See Page 8

Sumpter Elevated To Malkan Exec.VP



Jim Sumpter

KEYS & KZFM/Corpus Christi VP/GM Jim Sumpter has been promoted to Executive VP for the Malkan Group, parent of the Texas combo and WYMJ/Dayton. Although he will relocate to Ohio, Sumpter will divide his time equally between both properties. Former WYMJ GM John Thompson has resigned after seven months with the company.

President Arnold Malkan remarked, "Jim came aboard as a programming guru, and in less than two years, he's become a remarkably fine GM as well. I don't know of anybody else who has un-

SUMPTER/See Page 8

Allen Appointed OM At KJLA

KKJO & KSFT/St. Joseph, MO PD Bruce Allen has been named OM/midday personality at Big Band outlet KJLA/Kansas City. He succeeds former OM Steve Lewis and will work under his real last name, Efron.

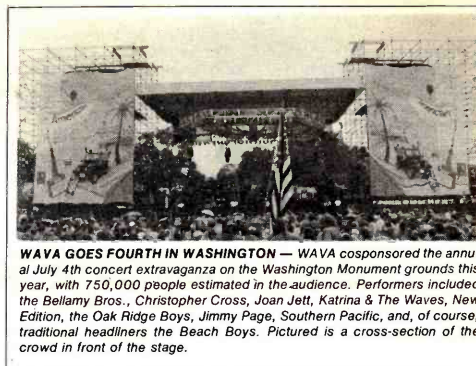
KJLA President/GM Wilton Osborn II told R&R, "Bruce has

ALLEN/See Page 8

Gold Autograph



RCA's Autograph hit the gold standard on their first LP, "Sign In Please," and the label threw a party in New York to celebrate. Pictured (l-r standing) are RCA's Steve Stoff, group's Steve Lynch, label's Susan Wax, group's Steve Plunkett, label's Alan Wolmark and Mike Becce, band's Steve Isham, VP Eddie Mascolo, group's Randy Rand, RCA's David Ross, and group's Keni Richards; (l-r seated) RCA's Larry Van Druff and manager Suzy Frank.



WAVA GOES FOURTH IN WASHINGTON — WAVA cosponsored the annual July 4th concert extravaganza on the Washington Monument grounds this year, with 750,000 people estimated in the audience. Performers included the Bellamy Bros., Christopher Cross, Joan Jett, Katrina & The Waves, New Edition, the Oak Ridge Boys, Jimmy Page, Southern Pacific, and, of course, traditional headliners the Beach Boys. Pictured is a cross-section of the crowd in front of the stage.

Owens New PD At KLLS

Former KLSI/Kansas City PD Jim Owens has joined Swanson's KLLS/San Antonio as PD. Owens commented, "I'm happy about continuing my relationship

with (consultant) George Johns. The opportunity in this market is really immense. Swanson already owns KKYX — a major force in Country radio — and coupled with its recent acquisition of KLLS, the imagination starts to run wild. I don't foresee any personnel changes, as we have a solid group of dedicated professionals."

Owens was PD at KLSI for three years. Prior to that he spent two and a half years as Assistant PD/MD at KWFM/Tucson, also working at KLPX/Tucson and WABX/Detroit.

Westwood

Continued from Page 1

concert broadcasts for WBCN/Boston in 1974, and founded Starfleet in 1978. In 1980 the company became Starfleet-Blair under an association with John Blair & Co., producing live concerts for NBC's Source for several years. Most recently Starfleet produced the worldwide radio broadcast of last week's Live Aid concert, which was broadcast by the BBC, CBC, and the Voice of America.

Adamson

Continued from Page 1

giving me the chance to spread through the organization the concepts I've always felt were right. My number one priority is getting my replacement on board at KBIG. We'll move from within the company; there are plenty of sharp people within." He added that a replacement is expected to be named within a month.

Jeffries

Continued from Page 1

phies blended well with what we are trying to do with WLS-FM. If G106 hadn't changed formats, we would have seen their impact, as they were beginning to turn the corner. At WLS-FM Jan will have the benefit of our high cume, plus all the programming tools needed to compete and win."

OM John Gehron added, "Jan impressed me with his sound. He knows the market, and we wanted that input and expertise at WLS-FM."

A CHR programmer at WBSB (B104)/Baltimore, WLCY/Tampa, and WSGN/Birmingham, among others, Jeffries told R&R, "I am so fired up about this thing. For once I'm going into a station with all the tools and already up and running. This is the opportunity to finish the job I started, returning to Chicago as the PD of America's premier CHR station."

Harris

Continued from Page 1

ton. Harris said, "Bolton Research is at the cutting edge of radio audience research and strategic marketing."

The PD at top-rated WMMR for two years before transferring to Los Angeles in February, Harris has also programmed WGRQ/Buffalo and WZZO/Allentown. His new company can be reached at 119 East Montgomery Avenue, Suite 6, Ardmore, PA 19003; (215) 649-4333.

Atkins

Continued from Page 1

"Hearst and I have enjoyed an excellent relationship, but after 12 years, I just didn't feel there were any new challenges. I've got all kinds of regrets, as I love Pittsburgh and consider it my home. Within the last couple of years, I felt if there was a chance to get an equity position and truly be the master of my own destiny, I had better start doing it."

Commonwealth's principals include the four senior partners from the San Diego law firm of Thorsnes, Bartalotta, McGuire, and Padilla; Atkins; and long-time friend Claude Turner (Dex Allen), currently managing general partner of KMEN & KGGI/San Bernardino-Riverside.

A former PD at KFRC/San Francisco, KHJ/Los Angeles, CKLW/Detroit, WOL/Washington, and KIMN/Denver, Atkins said, "Sacramento is a top-growth market, and obviously we're optimistic about making things happen."

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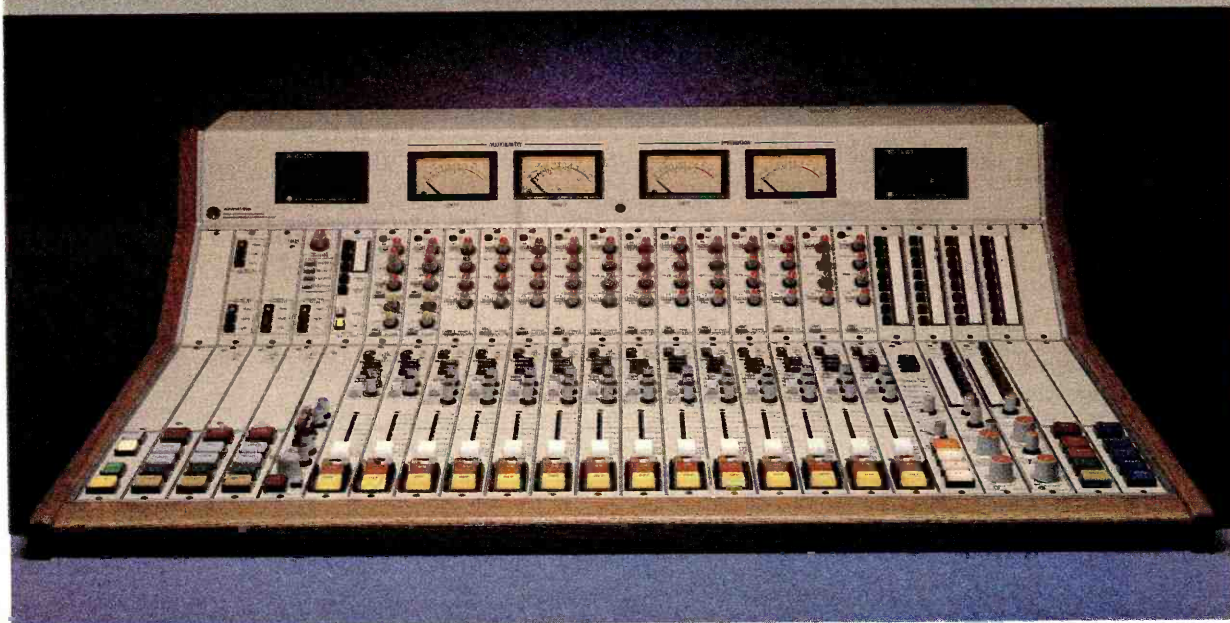
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WYLR-FM
WBEC-FM
KMBQ-FM
KMOD-FM
WRXL-FM
WWWV-FM
KSCB-FM
KQQF-FM
WIOG-FM
WFXZ-FM
WIMZ-FM
WYGO-FM
WBNO-FM
WTKX-FM
KRKE-FM
KRWN-FM
KLVF-FM
KRNQ-FM
WAQX A/F



WKAU A/F
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WLRW-FM
WMJQ-FM
KEZO-FM
KGRS-FM
KNJY-FM
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WFMI-FM
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KWIC-FM
KATS-FM
KTIX-AM
WOMP-FM
KOZZ-FM
KINN-FM
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Sting
Style Council
Ultravox
U2
Wham!
The Who
Paul Young

AT JFK STADIUM IN PHILADELPHIA

Bryan Adams
Ashford & Simpson
Joan Baez
Harry Belafonte
Beach Boys
Black Sabbath
Cars
Eric Clapton
Phil Collins



Crosby, Stills & Nash
Crosby, Stills, Nash & Young
Bo Diddley
Duran Duran
Bob Dylan
Four Tops
Hall & Oates
Hooters
Mick Jagger
Judas Priest
Eddie Kendricks
Patti LaBelle
Kenny Loggins
Madonna
Pat Metheny
Billy Ocean
Ozzy Osbourne
Jimmy Page
Teddy Pendergrass
Tom Petty &
The Heartbreakers
Robert Plant
Power Station
The Pretenders
Keith Richards
Lionel Richie
REO Speedwagon
David Ruffin
Run DMC
Santana
Simple Minds
Rick Springfield
Thompson Twins
George Thorogood
Tina Turner
Ron Wood
Neil Young



ABC RADIO NETWORKS



POSTAL PROBE UNDERWAY

Radio Warned Of Music License Fee Scam

The U.S. Postal Service last week launched an investigation into an apparent scheme to defraud radio stations into paying music licensing fees to a bogus organization calling itself Recording Artists of North America (RANA).

"They do not appear to exist," said All-Industry Radio Music License Committee counsel Alan Weinschal who alerted postal authorities after KLTE/Oklahoma City inquired about a letter from RANA demanding payment of music license fees.

"Everything about it smells fishy," Weinschal added. "We hope we've nipped it in the bud." RANA's name, incorporation, address, and attorney all appear to be fictitious. Apparently using ASCAP's rate structure and license contracts, RANA demanded that KLTE send a percentage of its revenues to a Lexington Avenue address in New York City, or face copyright infringement action.

Any station getting a similar demand from RANA is urged immediately to mail all material, including the envelope it was mailed in, to Weinschal at Weil, Gotschal & Manges, 767 5th Avenue, New York, NY 10153.

Allen

Continued from Page 3

unique talents. His jobs are extraordinarily difficult — very technically and paperwork-oriented. Yet that same person must be very creative. I think he's able to cross that difficult barrier and excel at both."

During his four years at the St. Joseph stations, Allen also hosted the KJJO morning show. Prior to that he worked as an air personality at WGNT/Huntington, WV and WREN/Topeka, having begun his radio career in 1972. "I'm very excited about moving back to my hometown," said Allen. "KJLA is a terrific operation; we've got to do a great future. All we're going to do is take a very good product and improve on it."

At prestime it was learned that KSTP Sales Manager and former KJJO PD Bob Heater would replace Allen as PD of both facilities.

Sumpter

Continued from Page 3

dertaken the responsibility of managing stations over 1000 miles apart, but if anyone can do it, Jim can."

Sumpter came to Corpus Christi as VP/GM 20 months ago after programming KFMK/Houston, KDOT & KFMY/Salt Lake City, KIOY/Fresno, WIVY/Jacksonville, and CK101/Cocoa Beach.

"Obviously, it is going to be a real big job," said Sumpter. "We've got great people in both cities, so I'll have a lot of support. I'll be working hard to give the listeners what they want and the clients the results they expect and deserve."

KCMO-FM

Continued from Page 3

from TM. The commitment to make B95 the winner in Kansas City, both in promotional dollars and in equipment and personnel, is unlike anything I've ever been associated with. All the tools to win — and win quickly — are at our disposal. Summit is determined to make B95 not just a good station but a great one."

The on-air lineup is as follows: 6-10am Jeff Casey (formerly Lorin Palagi of KDWB/Minneapolis), 10am-2pm Sue Hall (KMEL/San Francisco), 2-6pm Asst. PD Mark McKay (KMEL), 6-10pm Willie Sancho (WAPP/New York), 10pm-2am Kevin Chase (KBEQ), 2-6am Kevin McCullough (KZZC/Kansas City.)

Mirabella

Continued from Page 4

perfectly." Mirabella served two and a half years in his most recent position, having previously worked three years as LSM for KSGO's predecessor, KYXI. He has also been Oregon Manager for Blair Northwest Radio. He told R&R, "It was difficult departing KSGO & KGON, but this is a tremendous professional advancement and something I've been working toward. As a Portland native, it's nice to get this opportunity at a station that's been such an important part of the market for so many years."

XXLR

Continued from Page 3

"On the hour, there are two minutes of 'Facts of the Hour' — a summary of recent events in a relaxed, uncolored, entertaining style. That's followed by a three to six-minute interview with someone knowledgeable about interesting trends and topics. From then on, it's music, interrupted briefly every couple of songs by 45 to 90 seconds of information."

KXLR's new lineup includes the nine-year veteran team of Woodruff and Wayne Jordan. Interviews will be handled by Scott Shafer, formerly of KFBB, while staffer Dick Crusier will oversee the music. Additional personnel will be added later.

Expressing his confidence in KXLR's new identity, Woodruff said, "The Bay Area is one of the few places where new societal trends start, and this change is one of them. This is an excellent experimental laboratory for Bonneville, which has a continuing commitment to AM radio."



KING IN HIS COURT — Mutual overnight talk show host Larry King headlined the 10th annual Upper Midwest Communications Conclave in Minneapolis recently. Sponsored by Midwest Promotion, the conference attracted a record crowd of 235 broadcasters and label reps. Session topics included consulting, Arbitron, broadcast technology, air personalities, legal matters, and the selling of radio spots. All smiles are (l-r) KSTP/Minneapolis GM Scott Meier, Midwest Promotion's Tom Kay, and Larry King.

KGIL Goes Talk Fulltime

Buckley Broadcasting dropped Easy Listening at KGIL/San Fernando Monday (7/15) and adopted a fulltime Talk format built around two prominent Los Angeles market News/Talk personalities, Stan Bohrmann and Jim Simon.

GM Dick McGeary said the move was prompted in part by a strong positive reaction among listeners and advertisers to NBC Talknet, which KGIL picked up in March. Regarding powerful competition from KABC/Los Angeles, McGeary commented, "We tend to promote primarily in our own market, the San Fernando Valley area and its 1.4 or 1.5 million people. We'll be concentrating our talk on those people. There'll be a lot of news, sports, and information — like a magazine with a heavy concentration on news."

Lane

Continued from Page 3

a legendary CHR station as Q107, and getting the opportunity to join with one of the top broadcasting companies in America."

Lane begins his new assignment July 29, and a replacement has yet to be named. His prior programming experience includes two years at WKQX/Chicago and KBEQ/Kansas City, and he has consulted Todd Wallace's Radio Index.

Lobdell

Continued from Page 3

parture of Mr. Thayer, but we're anticipating great things for the rest of 1985 and into 1986. The role of this association is to build awareness of network radio within the advertising community, and we're going to work hard toward that end."

Lobdell most recently served as VP/Sales for Republic Radio. Prior to joining Republic he was with Blair Radio for 20 years, serving in a variety of positions including Senior VP, VP & Director/Sales, and VP/National Sales Manager.

KGIL's management tier remains unchanged, with McGeary remaining as GM and Mike Lundy continuing as PD/Operations Manager.

Besides 14 hours daily of Talknet programming and Mutual's "America in the Morning" (5-6am), KGIL offers news-oriented talk with Bohrmann (6-10am) and Simon (2-6pm). Bohrmann, most recently an anchor/reporter at KNX/Los Angeles, has a long track record as a newsmen and talk host on radio and television. Simon, too, has an extensive radio background, including a stint as PD at KABC during the infancy of its highly-successful Talk format. KGIL's remaining local segment (1-2pm) is the "Radio Game Show" with Mark Richards, headed previously on the former KGO/San Diego.

Mann Named GSM At KTIM-AM & FM

Victoria Mann has been named GSM for Aries Communications' KTIM-AM & FM San Rafael, CA, after just a year and a half in radio sales.

Aries President Art Astor commented, "We had an opening for a sales manager, and I like to promote from within. Victoria was the top salesperson for us in 1984, and had a good background, so she was deserving of the position."

Mann told R&R, "These are great radio stations, with unique formats which appeal to two distinct audiences, giving us an opportunity to serve the market really well. Our FM is A/C targeted to 25-44, and our AM is a Big Band 45+ format. We're the only stations in Marin County. Although we are in the San Francisco ADI, we're designed to service the local community and retail market."

Prior to joining KTIM in 1983, Mann was a sales representative with a Marin County newspaper and Advertising Manager of a major retail chain.

Hern New GSM At KSGO & KGON

Veteran Pacific Northwest radio sales executive Dan Hern has been named General Sales Manager at Gold/AOR combo KSGO & KGON/Portland. He replaces Ray Mirabella, who became GM at neighbor KWJJ & KJIB (See Page 3).

Said KSGO & KGON President/GM Linn Harrison, "We're extremely pleased to be able to get the best radio sales manager in Portland to lead our strong and professional sales department."

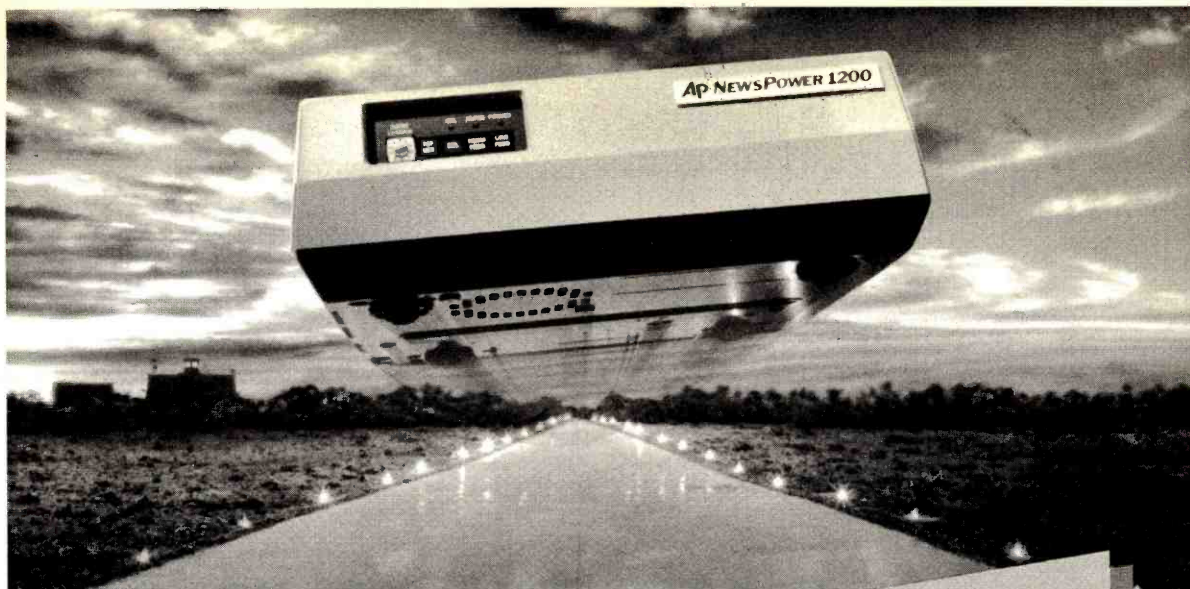
Hern, who started in Portland radio sales at KYXI (now KSGO), arrives from Crosstown KMJK, where he spent 18 months as Local Sales Manager. He told R&R, "(KMJK principal/GM) Vic Ives is perhaps the most professional radio person I've ever been around, so I have many regrets about leaving. But I have management aspirations, and this position affords me that experience. The staff here is highly regarded, and I'm very excited about working with our new owners, Ackerley Communications."

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AP ASSOCIATED PRESS BROADCAST SERVICES WITHOUT A DOUBT.

Fetch VP/GM At WSNY & WVKO

Al Fetch has been named VP/GM at Josephson's WSNY & WVKO/Columbus, following four years as VP/GM at Stoner's WYRK/Buffalo. He replaces Stephen Joos, who resigned last week.

Josephson Communications President Ed Christian told R&R, "Many people in the broadcasting industry brought Al to our attention as an exemplary manager. We're both excited and flattered that Al chose to join Josephson and move our Columbus stations even further



Al Fetch

than they've come in the last three years."

Fetch said, "The team of professionals in Columbus has built two great radio stations. I have so often heard Columbus referred to as one of the best radio markets in the country. There's a solid economic base there, so I'm eager to get there and get going."

Before joining WYRK, Fetch was VP/GM of KHAK/Cedar Rapids and Sales Manager at KGGO/Des Moines.

Loggins Drops By B/A/M/D



Columbia's Kenny Loggins visited the Atlanta offices of consultancy Burkhardt/Abrams/Michaels/Douglas & Assoc. recently. Pictured (l-r) are Columbia's Alan Orem, B/A/M/D's Dave Logan and Dwight Douglas, Loggins, B/A/M/D's Jon Sinton, and Columbia's Jim McKeon.

It's The Phil Collins Company



When Atlantic's Phil Collins came to visit the label recently, the entire promotion department was present and accounted for, smiling from ear to ear. Shown (back row, l-r) are Joseph Grant, VP/Singles Promotion Sam Kaiser, Linda Ferrando, VP/Field Operations Lou Sicurezza, National Secondaries Promotion Manager Lisa Velasquez, Associate Director/Singles Promotion Andrea Ganis, Associate Director/AOR Danny Buch, New York rep Bruce Tenenbaum, Donna Spencer, Rachele Schlosser, Associate Director/AOR David Fleischman, Sr. VP/Pop Promotion Vince Faraci, and Michael Galelli. Seen sitting in the front (l-r) are Vicki Batkin, Phil, and Lisa Sansone.

New Order Of Qwest



Qwest Records held a reception for new label artists New Order in L.A. recently. Pictured in front of party guests are (l-r) Warner Bros. Chairman Mo Ostin, group's Gillian Gilbert, Qwest President Harold Childs, and group's Bernard Sumner, Peter Hook, and Stephen Morris.

10/R&R FRIDAY, JULY 19, 1985



WPLJ GREETES HALL & OATES — WPLJ/New York celebrated the appearance of Hall & Oates at Madison Square Garden with a contest. Several winners enjoyed dinner and concert tickets, and were introduced to the dynamic duo backstage. Shown here are (l-r) WPLJ MD Lisa Tonacci, winner, Darryl Hall, winner, WPLJ ND/AM news anchor Shelli Sonstein, John Oates, and more winners.

North Becomes New WKXX Program Director

WJST (T94)/Panama City programmer J.D. North has been selected as PD at SunGroup's WKXX (KXX106)/Birmingham. He replaces Roger Gaither, who recently became PD at WKQB/Charleston. Jan Jeffries, who'd been consulting the station in the interim, has now become PD at WLS-FM/Chicago (see Page 1).

WERC & WKXX President/GM John Bomer told R&R, "Jan thinks a lot of him, and J.D.'s got a good reputation to back it up. Coming so highly recommended, I'm looking forward to a long relationship with J.D. North."

North begins his duties immediately, but will assist in finding his replacement at T94. He told R&R, "I'm excited about working in Birmingham. It has been my goal to do so for the last several years



J.D. North

now. Following Jan Jeffries, who put the station into a winning mode, I'll continue with his philosophies and nail the competition to the wall."

North's prior programming experience includes WYYD/Raleigh-Durham and WAEV/Savannah.



KRTH DARES TO BE STUPID — Weird Al Yankovic (l) recently visited KRTH/Los Angeles morning man Dean Goss (r) to celebrate his Grammy award for "Eat It," and discuss his newly-released album "Dare To Be Stupid."



HERE ARE THE DIAPERS, WHERE ARE THE BABIES? — Capitol recording artists Ashford & Simpson visited with WCAU/Philadelphia staffers to promote their latest single "Babies." Shown (front, l-r) are Valerie Simpson and Capitol's Rick Salvador; (rear, l-r) WCAU's Hilarie Barsky, "Morning Madman" Barsky, an unidentified fan, Nick Ashford, and WCAU MD Glenn Kalina.

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TRANSACTIONS

Jefferson-Pilot Buys WNWS, Spins Off WGBS

Rockoff Broadcasting, headed by Neil Rockoff, has agreed to sell News/Talk outlet WNWS/Miami to Jefferson-Pilot Communications, which in turn will spin off News/Talk facility WGBS-Miami to Mambisa Broadcasting Corp., a Miami-based company headed by Amancio Victor Suarez. Prices were not disclosed.

Jefferson-Pilot's transaction with Mambisa does not include the WGBS broadcast studios, facilities, call letters, or advertising and personal-service contracts. Following FCC approval, Jefferson-Pilot plans to review the sales/programming staffs of both WGBS and WNWS to establish a new personnel roster.

Said Rockoff, "The decision to sell WNWS, which wasn't part of our original five-year plan, came about because of the escalating cost of FM radio stations. Without an FM, the longterm plan to make it in Miami as a stand-alone AM didn't make a lot of sense. With Jefferson-Pilot selling WGBS, it makes it a terrific deal for everybody."

Jefferson-Pilot President Wallace Jorgenson added, "We are especially pleased with the purchase of WNWS because of the strong signal it places over Miami and Dade County, as well as in Ft. Lauderdale and Broward County. This new AM station will be a perfect complement to our Easy Listening outlet WLYF."

WGBS & WLYF VP/GM Dennis Collins noted, "We'll continue News/Talk with WNWS; WGBS, under new call letters and ownership, will change to programming aimed directly at the Hispanic market."

In addition to WGBS & WLYF, Jefferson-Pilot also operates WQXI-AM & FM/Atlanta, KIMN & KYGO/Denver, WBT & WBCY/Charlotte, WBIG/Greensboro, and KSON-AM & FM/San Diego.

WNWS operates with 25 kw at 790 kHz; WGBS has 50 kw days/18 kw directional nights at 710 kHz. As part of the transaction, Jefferson-Pilot will apply to the FCC for a waiver to operate WNWS, which is licensed to South Miami, from the current WGBS & WLYF studios in North Dade County.

Commonwealth, Jonsson Revise Agreement

Commonwealth Broadcasting of Northern California and Jonsson Communications have modified their prior agreement for the sale of the Jonsson properties in Sacramento and Manteca, CA. Jonsson will now be retaining, not selling, KENZ/Sacramento. Commonwealth will be acquiring KSAC/Sacramento, KSJQ/Manteca (Stockton-Modesto), and the Heavenly Recording Studios in Sacramento for \$11 million. The original deal had been \$12 million for all three properties and the studios.

KENZ is a Class IV facility operating on 1240 kHz, featuring Transtar's "Format 41" presentation.

WWIZ/MERCER, PA

PRICE: \$850,000
BUYER: G.B.S. Partnership
SELLER: P.S. Broadcasting Corp.
DIAL POSITION: 103.9 mHz
POWER: 3 kw at 300 feet
FORMAT: Country

Sandusky Buys KBZT For \$9.7 Million

Alta Broadcasting plans to sell A/C outlet KBZT ("K-Best")/San Diego to Sandusky Newspapers for \$9.7 million, plus up to an additional \$500,000

WCVI/CONNELLSVILLE, PA

PRICE: \$500,000
BUYER: MAR COM Broadcasting
SELLER: Connelleville Broadcasters, Inc.
DIAL POSITION: 1340 kHz
POWER: 1 kw days/250 watts nights
FORMAT: A/C

WWLS/MOORE, OK

PRICE: \$945,000
BUYER: Stevenson Broadcasting, headed by Robert Stevenson, who also owns KKCC-AM & FM/Clinton, OK and KDLB-AM & FM/Henryetta, OK. Stevenson is in the process of selling KNOR/Normal, OK.
SELLER: Lesso, Inc.
DIAL POSITION: 640 kHz
POWER: 1 kw
FORMAT: Oldies
BROKER: Jamar-Rice Co.

depending on KBZT's performance in the summer Arbitron.

Alta retains ownership of KEZR/San Jose; Sandusky also operates KNUS & KBPI/Denver, KEGL/Dallas, KDKB/Phoenix, KLSI/Kansas City, and KLSY-AM & FM/Seattle. Sandusky Chairman Dudley White also owns KUNA & KSLY/San Luis Obispo, CA. KBZT broadcasts with 21.8 kw on 94.9 mHz at 701 feet. Ray Stanfield of Chapman Associates served as broker.

WBBB & WPCM/BURLINGTON, NC

PRICE: \$3.4 million
BUYER: Research Triangle Broadcasting, headed by James Fort and John Yochum. It also has interest in North Carolina stations WSIC & WFMY/Statesville, WFSC & WRFR/Franklin, and WDSC-AM & FM/Dillon.
SELLER: Maycourt Broadcasting
DIAL POSITION: 920 kHz; 101.1 mHz
POWER: 5 kw; 100 kw at 910 feet
FORMAT: A/C; Country
BROKER: R.A. Marshall & Co.

RATINGS

Baltimore

WLIF Slips From Double Digits; WBAL Stronger Number Two; WBSB, WMKR Show CHR Growth; WIYY, WFBR (With Orioles) Rise

	Winter '85	Spring '85
WLIF (B/EZ)	10.1	9.9
WBAL (AC)	8.0	8.6
WBSB (CHR)	6.7	7.4
WIYY (AOR)	5.9	6.9
WXYY (B/U)	5.4	5.4
WPOC (Ctry)	6.0	5.4
WMKR (CHR)	3.2	4.8
WFBR (AC)	3.0	4.4
WBGR (Rel)	4.5	3.3
WYST-FM (AC)	3.7	3.3
WWIN (B/U)	3.4	3.1
WCAO (Ctry)	2.5	2.9
WWIN-FM (B/U)	3.1	2.9
WEBB (B/U)	3.6	2.8
WITH (BBnd)	2.3	2.5
WCBM (N/T)	3.1	2.5
WQSR (Gold)	1.6	2.1
WRBS (Rel)	1.1	1.2
WYST (BBnd)	.6	1.2

Spring '85 Arbitron Results

Washington

WGAY Eases Into First; WWDC-FM Climbs To Third; Black/Urban Softers; CHR Race Tightens

	Winter '85	Spring '85
WGAY (B/EZ)	7.2	9.0
WKYS (B/U)	8.0	7.1
WWDC-FM (AOR)	5.9	6.8
WMAL (AC)	7.6	6.4
WRQX (CHR)	7.3	5.7
WHUR (B/U)	6.5	5.6
WAVA (CHR)	4.7	4.8
WMZQ-FM (Ctry)	3.6	4.6
WLTT (AC)	3.5	3.9
WTOP (News)	4.4	3.9
WPGC & WCLY (AC)	3.4	3.8
WGMS-AM & FM (Class)	3.2	3.2
WASH (AC)	3.2	3.1
WPX-FM (Ctry)	2.9	3.1
WDJY (B/U)	3.3	2.8
WWRG (AC)	2.2	2.4
WXTR-FM (Gold)	2.2	2.0
WYCB (Rel)	1.0	1.7
WBMW (CHR)	1.1	1.4
WWDC (BBnd)	1.3	1.3
WTKS (B/EZ)	.7	1.2
WHFS (AOR)	1.6	1.0

Cleveland

WMMS Still #1 After CHR Segue; WDOK Solid Second; WLTF Surges To Take A/C Crown

	Winter '85	Spring '85
WMMS (CHR)	12.8	11.0
WDOK (B/EZ)	8.1	9.1
WQAL (B/EZ)	7.5	7.7
WLTF (AC)	5.4	7.3
WGCL (CHR)	6.7	6.2
WZAK (B/U)	5.2	6.0
WMJI (AC)	6.0	5.9
WBBG (BBnd)	4.5	5.5
WDMT (B/U)	4.0	4.2
WWWE (AC)	2.9	3.1
WGAR-FM (Ctry)	5.4	3.7
WRMR (B/EZ)*	4.3	3.5
WERE (N/T)	5.2	3.4
WHK (Gold)	1.6	2.7
WRQC (CHR)	2.1	2.6
WJMO (B/U)	2.1	1.7
WABO (Rel)	2.2	1.6
WGAR (Ctry)	1.3	1.6
WCLV (Class)	2.1	1.3
WONE (AOR)	1.0	1.0

*Formerly WJW (N/T)

Pittsburgh

KDKA Still Far Ahead; WBZZ Approaches Double Digits; WOVE Rebounds; WJAS, WPNT, WYDD Up

	Winter '85	Spring '85
KDKA (AC)	16.1	15.1
WBZZ (CHR)	8.8	9.8
WSHH (B/EZ)	11.0	9.4
WVOE (AOR)	7.5	8.1
WWSW (AC)	4.8	4.9
WAMO-FM (B/U)	4.9	4.7
WHTX (CHR)	4.8	4.4
WJAS (BBnd)	2.9	3.9
WPNT (AC)	2.2	3.8
WTAE (AC)	4.0	3.7
WHYY (AC)	2.6	2.9
WYDD (AOR)	1.9	2.9
WDSY (Ctry)	2.9	2.8
WTKN (Talk)	4.7	2.8
KQV (News)	2.5	1.9
WEEP (Ctry)	1.1	1.8
WMSB (Misc)	1.0	1.0
WWCL (BBnd)	—	1.0
WPIT-FM (Misc)	.6	1.0

St. Louis

KMOX, KSHE Remain Dominant 1-2; KWK Edges KHTR In CHR Battle; WRTH Bigger; WIL-FM Improves

	Winter '85	Spring '85
KMOX (Talk)	20.9	19.7
KSHE (AOR)	11.9	12.9
WIL-FM (Ctry)	6.2	6.7
KMJM (B/U)	7.0	6.2
KEZK (B/EZ)	7.2	5.6
KSD (AC)	5.2	5.0
KWK (CHR)	3.8	4.9
KHTR (CHR)	4.5	4.8
WRTH (BBnd)	3.1	4.3
KYKY (AC)	3.3	3.5
KUSA (Ctry)	4.3	3.5
KADI (AC)	1.5	2.3
KXOK (Talk)	2.5	2.0
KATZ (B/U)	2.0	1.7
KCFM (B/EZ)	1.6	1.7
WZEN (B/U)	1.4	1.4
KFUO (Class)	1.9	1.3
WIL (Ctry)	1.2	1.1

Format Legend

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

1984 SALES ANALYSIS BY STATES

Total Excludes States	0-999,999	100,000-499,999	500,000-999,999	1,000,000-1,999,999	2,000,000-4,999,999	5,000,000-9,999,999	10,000,000-24,999,999	Over 25,000,000
Alabama	12	8	3	8	2	2	2	2
Arizona	3	7				5	4	2
Arkansas	10	3	3	1				

STATE ACTIVITY COMPARISONS - 1984

STATE	# STATIONS	# SOLD	% SOLD	STATE	# STATIONS	# SOLD	% SOLD
Alabama	248	17	14.9	Nevada	113	14	12.3
Arizona	128	3	16.4	Nevada	50	6	12.0
Arkansas	196	18	9.1	New Hampshire	52	8	15.3
California	565	47	8.3	New Jersey	101	4	3.9
Colorado	162	20	12.3	New Mexico	122	15	12.2
Connecticut	89	14	15.7	New York	277	36	12.9
D.C.				N. Carolina	355	63	17.7

MOST ACTIVE REGIONS - 1984

REGIONS	NUMBER STATIONS	NUMBER SOLD	PERCENT SOLD
ROCKY MOUNTAIN	739	107	14.5%
SOUTHWEST	1135	123	10.8%
SOUTHEAST	2368	349	14.7%
MIDWEST/WEST	1068	97	9.0%
MIDWEST/EAST	1259	92	7.3%
NORTHEAST	606	56	9.2%
WEST	1063	111	10.4%
MID-ATLANTIC	1016	100	9.8%

MOST ACTIVE STATES

STATE	NUMBER STATIONS	NUMBER SOLD	PERCENT SOLD
Florida	1016	100	9.8%
N. Carolina	355	63	17.7%
California	565	47	8.3%
Tennessee	101	4	3.9%
Alabama	248	17	14.9%
Arizona	128	3	16.4%
Arkansas	196	18	9.1%
Colorado	162	20	12.3%
Connecticut	89	14	15.7%
D.C.			
Delaware	2		
Georgia	3		
Hawaii			
Idaho			
Illinois	3		
Indiana	2		
Iowa	2		
Kansas	1		
Kentucky	2		
Louisiana	1		
Maine	1		
Maryland	1		
Massachusetts	1		
Michigan	3		
Minnesota	2		
Mississippi	2		
Missouri	2		
Montana			
Nebraska	1		
Nevada	1		
New Hampshire	1		
New Jersey	1		
New Mexico	1		
New York	2		
North Carolina	2		
North Dakota			
Ohio			
Oklahoma			
Oregon			
Pennsylvania			
Rhode Island			
South Carolina	1		
South Dakota			
Tennessee	1		
Texas	1		
Utah			
Vermont			
Virginia			
Washington			
West Virginia			
Wisconsin			
Wyoming			
Puerto Rico			
Virgin Islands			
Totals	28		

% of Market

27.1 FOR MORE INFOR

CHAPM

CHAF

1255

1255

Radio Stations Sold
Total \$ Volume
(add 000)

Average Station
Selling Price

% to previous yr.

Note: "Station Price Trends"
sale of combined AM-FM fm
have been reported as single

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BULLETIN**

1984

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Janice P. Blake, Marketing Director

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House Again Eyes Home Taping Fees

After lying dormant for the first six months of this Congress, the home taping issue is back. A bill imposing a home taping royalty fee on the manufacture and import of recorders and blank tape has been offered in the House by Rep. Bruce Morrison (D-CT) and 20 cosponsors. Consumers who tape for strictly private use would be exempt from any finding of copyright infringement.

Rather than addressing both audio and video taping like past bills, Morrison's legislation deals only with audio. That's significant because Congress appears somewhat receptive to the view that home audio taping hurts record sales. Home use of video cassette recorders (VCRs), on the other hand, is seen as less harmful because the devices are used largely

for "time-shifting," or later viewing of programs.

Blank Tape, Recording Device Fees

The Home Audio Recording Act of 1985 (H.R. 2911) would require makers and importers of recording equipment and tape to pay fees of:

- 10% of the wholesale price of each recorder

- 25% of the wholesale price of each dual recorder (e.g., a deck with two cassette drives designed specifically for music copying)

- one cent per minute of tape playing time (e.g., 60 cents per one-hour cassette).

Dictation and other low-quality taping equipment would be exempt from the royalties. And Morrison said there would be no fees on tape used for nonmusic recording by "broadcasters or service groups for the blind and disabled."

The Register of Copyright would collect the fees and distribute them "to the owners of copyright in musical works and sound recordings that were included in radio or tele-

vision transmissions, or distributed to the public in the form of phonorecords or copies."

325 Million Albums, Tapes Unsold

"The home taping problem has become so widespread that music taping is actually replacing music buying," Morrison charged. "Home taping siphons off the revenues that have traditionally spurred the musical arts community to put its labor and money at risk." Without home taping, consumers would have bought 325 million more albums and prerecorded tapes in 1985, according to Morrison.



Rep. Bruce Morrison

TRUSTEE CONCEPT GAINS FAVOR

FCC Grapples With CBS, Multimedia Takeover Attempts

Hostile takeover bids for CBS and Multimedia, which have a combined total of 22 radio stations, continue to dominate the FCC's agenda, while Congress has begun taking an active interest in the media takeover controversy.

Raid-By-Trustee Okayed

In an unprecedented move, the FCC approved a plan by Washington Redskins owner Jack Cooke to proceed with his tender offer for Multimedia by means of an untried trustee method.

A renewable, 180-day "short form" transfer of control of Multimedia's stations to the Cooke-appointed trustee was granted. The trustee, former Sen. Eugene McCarthy (D-MN), will buy up Multimedia stock and assume control if a majority of shares are acquired, at which time a "long form" transfer to Cooke would be considered by the Commission. If he ends up running Multimedia, the trustee must do so entirely independent of Cooke's control.

Quello Slams Interim Control Transfer

The divisiveness of takeover issues was evident in the dissent of Commissioner Jim Quello, who protested "the ouster of a qualified licensee prior to determining that the successor is fully qualified." He added, "I see the majority's attempt to accomplish a halfway transfer without full procedural requirements as akin to an attempt to accomplish a halfway pregnancy. Before you know it, you are already all the way there."

Cooke this week upped his offer from \$65 to \$70.01 cash per share. Multimedia's management has offered its own buyout plan, valued at \$55 per share, which stockholders will vote on in early August.

Multimedia's radio properties are WMAZ & WVEZ/Macon, GA; KEEL & KMBQ/Shreveport; WWNC/Asheville, NC; WFBC-AM & FM/Greenville, SC; and WEZW/Milwaukee. Four additional



Jim Quello diagnoses "halfway pregnancy"

stations in Louisville and Little Rock have been sold.

Turner Opts For Trustee Arrangement

Ted Turner last week proposed to conduct his takeover bid for CBS through a similar trustee setup, which the FCC may vote on this week. CBS strongly protested press reports quoting FCC officials as saying the plan would be approved. CBS said the leaks make it appear that the FCC lacks "both fairness and objectivity" in the battle.

Turner's proposed trustee is former Sen. William Hathaway (D-ME), who would buy up stock and control CBS until a long-form transfer to Turner won Commission clearance.

The expedited trustee arrangement became imperative for Turner after FCC Chairman Mark Fowler told the House Telecommunications Subcommittee last week that Turner's long-form application probably couldn't be processed until September.

FCC, Commerce Committee Slate Hearings

In other developments:

- The FCC announced it will hold informal hearings on the Turner-

CBS fight August 1-2, but stressed it would later hold a full evidentiary hearing if "substantial and material" questions are raised.

• The Senate Commerce Committee scheduled a hearing Thursday (7/18) on S. 1312, the bill introduced by Sen. Larry Pressler (R-SD) to require FCC evidentiary hearings on hostile takeover bids for TV networks or major TV group owners.



MINORITY EXECUTIVE COUNCIL — NAB minority activities, including stepped up job placement by its Employment Clearinghouse, were reviewed last week by the association's Minority Executive Council. Members (left to right) include Jay Asher, WJDA/Quincy, MA; Dorothy Brunson, WEBB/Baltimore; Constance Balthrop, Group W; outgoing Sheridan Broadcasting President Glenn Mahone; NAB President Eddie Fritts; and Dwight Ellis and Clarence Handy of NAB's Minority & Special Services Department.

NEWS BRIEFS

First Filing Window Brings 875 Applications For 167 Channels

When the FCC's first-ever 30-day FM filing window slammed shut last week, a total of 875 applications had been received for 167 allotments — 15 new channels and 152 channels that were previously assigned to communities but never applied for. In addition, 306 existing FMs took advantage of the window to file minor change applications.

FM Branch Chief Ray LaForge says the volume of applications is "higher than expected" but still "manageable." It's possible the surge may delay slightly the first filing window for Docket 80-90 channels (13 stations on 96.5 MHz), tentatively set for September. Once the process gets rolling, LaForge foresees opening two filing windows a month to get applications in on all 684 channels within three years.

FCC Ends Filing Of Radio Net Affiliation Contracts

Radio stations will no longer have to file copies of their network affiliation contracts with the FCC each year. An estimated 3400 stations have routinely had to file contracts they maintain with over 100 national and regional

networks.

Having the contracts available for inspection at the Commission may be valuable to nets and affiliates in their negotiations, the FCC reasoned, but any benefits are outweighed by filing costs and burdens on both stations and the Commission. It also noted that radio program sources are so abundant that undue influence over a station by a single supplier is highly unlikely.

Stations Fair Game For Federal Agency Complaints At FCC

Fairness Doctrine, news distortion, and personal attack complaints against ABC were thrown out by the FCC last week. However, the Commission ruled specifically that the CIA and other federal agencies have a right to file complaints against stations at the Commission.

At issue was a September ABC-TV newscast alleging that the CIA plotted to kill a Hawaii businessman. ABC retracted the story in November. The CIA failed to provide extrinsic evidence of news distortion, or to show that a controversial issue of public importance was under discussion, the FCC said in dismissing the complaints.

Simultaneously, it threw out a request by the American Civil Liberties

Union (ACLU) that government agencies be barred from filing complaints against broadcasters.

FCC Chairman Mark Fowler acknowledged, but rejected, fears of an "intra-agency conspiracy" to stifle unfriendly news coverage. He said the Fairness Doctrine, rather than the CIA, is to blame for "the danger perceived, the pernicious and chilling effect on freedom of speech."

Other Key Developments:

- **WGN/Chicago** News Director David Ellsworth has been elected to the RTNDA Board of Directors, representing Illinois and Indiana.

- **FCC Commissioner Dennis Patrick** last week underwent a smooth confirmation hearing before the Senate Commerce Committee. President Reagan has nominated Patrick to a new term.

For The Record — A recent story here on a \$10,000 fraudulent billing fine for **WBSS/Pompano Beach, FL** incorrectly identified a station official as **William Beaton**. The correct name is **William Heaton**. WBSS and Heaton have no relationship to the Beaton family which operates **Southern California Broadcasting Co.**, owner of **KIEV/Glendale, CA** and **KNRY/Monterey**.

How to use research to increase profits

Choosing the right research firm for your Auditorium Music Test could mean tens of thousands of extra dollars to your station.

If you've never done an Auditorium Music Test before, you'll be amazed by how much you'll learn about the musical tastes of your listeners.

You'll make changes in your music that will make your station sound better to your listeners. As a result, they'll listen longer. Even if your average listener listens only 10% longer, that means a 10% ratings increase.

In a large market, that can help you increase your station's revenues by as much as \$250,000.

But doing an Auditorium Music Test (AMT) properly isn't easy. Some research firms do a better job of it than others.

Here are some questions that will help you distinguish a good AMT from an average one:

1. Who does the recruiting?

Quality control is the key to successful recruiting of your participants.

Surprisingly, though, most radio research firms don't do their own research! They farm out the work to a local facility in your market. (You don't ask, they don't tell you.) As a result, there's no quality control.

What happens? You've probably heard horror stories about stations that got 100 people who all went to the same high school. Or who "do this kind of thing all the time."

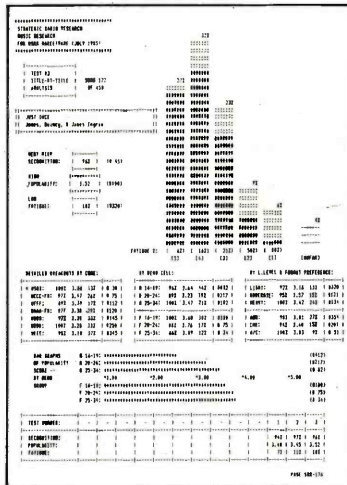
Strategic Radio Research is unique in that all of our recruiting is done by our staff via WATS lines from our Chicago phone center.

This allows us to exercise total quality control over this critical part of the study. You get better and more reliable results.

2. What's the sample size?

For a sample size of 100 people, your margin of error for a typical song is going to be $\pm 4\%$. Nobody can reduce that margin of error; it's based on laws of probability. No tricks can help.

If anyone claims that their research is



Strategic Radio Research's reports are both clear and comprehensive. The sample page above shows a song with very high recognition, high popularity, and low fatigue. (The horizontal bars indicate that the song is more popular among older listeners and among females.)

that accurate with a smaller sample size, they're lying to you.

You can probably justify a sample size of 50 or 75 people in a smaller market. But when you're playing for big stakes, you should aim for a sample size of at least 100 respondents.

3. What questions are asked?

If your research firm asks the wrong questions, you can't possibly get the right answers.

You want to learn three different things about each song: Level of recognition, level of popularity, and level of fatigue.

To do this, we believe that you have to ask three distinct questions about each song. If you only ask one or two questions

per song, we believe you will get misleading results.

Our scale (which we call the "Hanson scale") is a series of three questions which allow respondents to give us clear, unambiguous answers. That allows us to give you clear, reliable song scores.

4. Is the research report well-designed?

If you can't understand the report you get, you might as well not have commissioned the research at all.

Some reports are too simplistic. Most reports contain a lot of detail, but are badly-designed; they present their findings in such a complex manner that you need a Ph.D. in statistics to understand what you're reading.

Strategic Radio Research's music research report is, we believe, the best of all possible worlds. (See example.) You get a great deal of information about each song, but the report is easy to read and easy to use.

Schedule your AMT now

Using the guidelines above, you should be able to select the best research firm for your Auditorium Music Test.

We hope that you'll choose Strategic Radio Research.

After all, if you're planning to do something, you might as well do it right.

Call Kurt Hanson at Strategic Radio Research today, at (312) 883-4400.

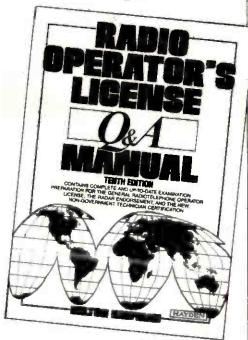
STRATEGIC RADIO RESEARCH

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Chicago, IL 60613
(312) 883-4400

Radio Operator's License Manual Update

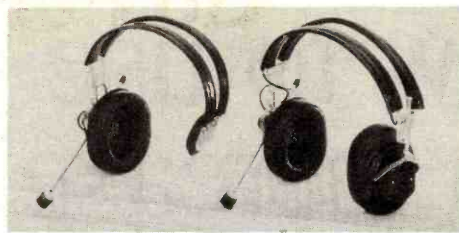
The tenth edition of the "Radio Operator's License Q&A Manual" is now available. Written by **Milton Kaufman**, the 530-page paperback contains all the information needed to successfully complete the General Radiotelephone Operator's License examination and the Radar Endorsement. In addition, the book features new 1984 FCC regulations as well as information necessary to pass the technician certification exam given by various non-government certifying organizations.

To help individuals prepare for the federal tests, typical questions are presented along with clear, concise answers. Each section concludes with a practice exam (answers at the back of the book). A special troubleshooting section is also provided. Among the new topics covered are phase-locked loop, frequency synthesis, digital-logic circuits, operational amplifiers, ICs, field



effect transistors, mobile radio equipment, test equipment, RF interference, active filters, modulators and mixers, and receiver sensitivity.

Price: \$16.95. For more information, contact the **Hayden Book Co.** at (201) 393-6308.



Top O' The Line Headsets A Shure Thing

Designed for news and sports broadcasting, remote announcing, interviewing and intercom systems, the SM1 and SM2 are the latest professional broadcast headsets available from **Shure**. The SM1 is the single earphone version, while the SM2 features a double earphone.

Both units feature a unidirectional dynamic microphone with a 50 to 15,000 Hz frequency response. The earphones' frequency response ranges from 100 to 8000 Hz. Cables are interchangeable, which allows the SM2 to be configured for mono, stereo, or split-feed application.

For more information, contact Shure at (312) 866-2553.

Grown But Still At Home

Although the nation's economy has been improving, a significant number of young adults continue to live with good ol' mom and dad. According to *USA Today*, this trend began several years ago in response to high levels of unemployment and inflation.

For example, in 1960 only 41% of those persons aged 18-24 lived at their parents' home. That figure climbed to 46% by 1970, 49% by 1980, and reached 54% in 1983. It held at 54% in 1984, the last year for which these U.S. Census Bureau statistics are available.

Meanwhile, those persons aged 25-34 who were still sponging off mom and pop shifted from nine percent of that population cell in 1960 to eight percent in 1970 and 1980. Three years later that figure hit 11% and then dipped to 10% in 1984.

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WZOU's Jim Cutler and ROCK TRAX just received the Gold Medal for contest promos in the 1985 International Radio Festival of New York. Congratulations to Jim and the folks at KGB, who just landed a huge account with the help of four cuts from ROCK TRAX. For award winning contest promos, important advertisers and powerful programming, join stations like WHYT, Q107, Z93, WMMR, WLUP, B104, WSHE, KAFM, WZPL, KMET, KYYS, WTIC-FM, KBPI, WNEW-FM, and get the sonic edge of ROCK TRAX. Call for your demo today.

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Radio Facts, Pt. 1

Here are five facts about radio you probably didn't know, courtesy of **Radio Advertising Bureau VP/Marketing Information Ken Costa**:

- 1) American advertisers spent \$11,196 per minute on radio during 1984, a year in which total U.S. radio ad expenditures topped \$5.8 billion.
- 2) Americans bought 9.6 million dollars worth of radio receivers each day during 1984, and the total value of these radio receivers was \$3.57 billion.
- 3) If one person was sentenced to do all the radio listening for the entire

country (persons 12+) on an average day, it would take that person 68,633 years. (The average American listens to radio for three hours and eight minutes per day.)

4) Over the last ten years, Americans purchased 583.1 million radios at an average-price-per-set of \$51.36.

5) Americans currently own more personal stereo radio headsets than videocassette recorders: 16 million to 14.9 million, respectively. And that's just a fraction of the 489 million radios in use. Think about it.

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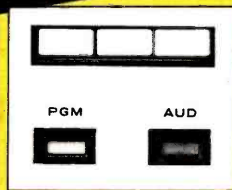
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Input punch block

the MEDALIST *Au*

The competition is tough, but you'll be tougher with the all new Harris GOLD (Au) MEDALIST Audio Console. With an excellent track record of more than 300 units in operation in less than two years, the MEDALIST family has achieved a leadership position in the stock on-air console market. The new GOLD MEDALIST is the premier member of this family.

Everything about this board is competitive. Take for instance its 24-carat program performance with superb quality sound that will set you well above the rest in your marketplace, regardless of price. The GOLD MEDALIST provides features previously found only in much higher priced modular boards. Features like:

- Start/Stop of up to 36 sources
- Remote control of all 12 input channels
- Illuminated input channel On/Off switches
- Expandability to 72 sources with pre-selector switch
- Comfortable padded arm rest—and more...

More features, better sound, exceptional price... from start to finish, you'll be more competitive with the GOLD MEDALIST on your team! For more information, contact Harris Corporation, Studio Division, P.O. Box 4290, Quincy, Illinois 62305. 217/222-8200.

 HARRIS

For your information, our name is Harris.

PRO:MOTIONS

Sherman Named BP VP



John Sherman

John Sherman has been promoted to VP of the radio program-

ming company Broadcast Programming, Inc., formerly known as Broadcast Programming International (BPI). Sherman will also continue as the firm's Director of Contemporary Programming. He first joined the firm in 1984 after serving as Assistant Manager/IPD of KJRB & KEZE/Spokane.

Loftus New WTLQ VP/GM

James Loftus joins WTLQ/Scranton-Wilkes-Barre as VP/GM. He comes to the station from WFIL & WUSL/Philadelphia, where he spent the last two years as Sales Manager. Prior to that he was GSM at WARK & WXCS/Hagerstown, MD and an AE at WCAU-FM/Philadelphia.

Arista Ups Auerbach



Jess Auerbach

Jess Auerbach has been promoted to Director/Production at Arista Records. Auerbach has been with the label since 1981, most recently serving as Associate Director/Production. Concurrently, Leana Moritt has been upped to Administrative Assistant/Production.

RCA Names Pozner Senior Art Director



Neal Pozner

Neal Pozner moves from Design Director at DC Comics to Senior Art Director at RCA Records. Prior to joining DC Comics in 1982, he spent two years as Art Director at Arista Records. Pozner's background also includes a similar stint with CTI Records and the Associate Art Director post at National Lampoon.

CHANGES

Mike I. Packman, Chairman of the Financial Chapter of the Station Representative Association (SRA), elected to executive council of Katz Communications Inc.

Barry Lewis, Senior Vice President of Corporate Development, elected to the Executive Council of Katz Communications Inc.

Christopher Snell, former Sales Representative with Marlboro Ford, named Account Executive at WEEI/Boston.

Rhonda K. Amoe transferred to Arbitron Ratings/New York as Account Executive, Advertiser/Agency Radio Sales.

William D. Fritz Jr., former Media Account Executive at WKHM Radio/Jackson MI, joined Arbitron Ratings as Client Service representative for Representative & Network Radio Sales/New York.

Gary Maigrett, formerly with the Arts & Entertainment Cable Network, named new Account Executive at Major Market Radio/New York.

Denise Savage, formerly with WERC/Birmingham, joined WMJJ/Birmingham, AL as Account Executive.

Donna Ballard transferred from Capitol Broadcasting's Alabama Information Network to WMJJ/Birmingham, AL as Account Executive.

Karen Williamson, former Broadcast Buyer for Bozell & Jacobs Advertising/Los Angeles, appointed Account Executive at Republic Radio/Los Angeles.

Louis Vitali, former Account Executive/Co-op Director for WKBW-AM/New York, named Account Executive at Republic Radio/New York.

PROS ON THE LOOSE

Jay Walker — PD KFIV/Mo-desto (209) 579-0225

Dave Dworkin — Mornings KQRS/Minneapolis (612) 522-6256

Lee Roy Hansen — PD KSJO/San Jose (408) 238-5887

Robin Lee — Personality K95/Tulsa (918) 835-5840

Steve Miller — Morning news KMEN & KGGI/Riverside-San Bernardino (714) 980-2699

Jim Robinson — Assistant PD/afternoons KSJO/San Jose (408) 295-7783

Scott Summers — MD/afternoons WNOK-FM/Columbia (803) 798-9661

Dave Weeks — Evenings WEZX/Scranton (717) 655-6893

Bob Yates — Mornings KSJO/San Jose (408) 289-8090-30-

Beau Rafferty — Nights KZZU/Spokane (509) 448-5555

Dave Shay — Late nights 79Q/Houston (713) 995-4099

Nancy Abramson — Nights WLIR/Long Island (212) 535-5946

Larry Caringer — Mornings WCCC/Hartford (203) 647-0301

Don Davis — MD/middays WNSY/Norfolk (804) 420-5294

Michael Fuszner — PD KQ96/Seattle (206) 742-4560

Bob Hughes — OM WLTT/Washington (301) 983-2464

B. J. Hunter — Mornings KOPA/Phoenix (602) 945-7028

Bill James — OM/mornings WMEV/Tri-Cities (703) 783-9276

John "Spanky" Kessler — Mornings KBOS/Fresno (209) 688-8689

Ray Massie — PD KFKF/Kansas City (913) 677-0279

Scott Robbins — PD WMGG/Tampa (813) 726-0305

Bob Spence — PD V100/Charleston (304) 925-4947

John Stoner — MD/Assistant PD WOMP-FM/Wheeling (305) 291-1105

CAPBA Taps Shilling As President

WCBM/Baltimore News Director Bob Shilling has been elected President of the Chesapeake Associated Press Broadcasters Association. He previously held the CAPBA presidency in 1976.

Gilmore Elevates Flodin

Fred Flodin has been appointed General Accounting Manager of Jim Gilmore Enterprises, which includes the Gilmore Broadcasting Corporation and Gilmore Enterprises Corporation. Flodin had served as International Audit Manager for the companies since 1981. Prior to joining Gilmore, Flodin spent five years with Grand Rapids-based Seidman & Seidman, eventually attaining the Senior Auditor post.

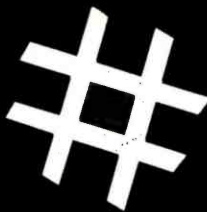
CBS/Nashville Promotes Myers

CBS/Nashville has upped Michelle Myers to Manager, Press. Before assuming this post, Myers worked in a similar capacity at E/P/A/Nashville. She began her industry career as a CBS Records College Marketing Representative.

AERho Elects Officers

Alpha Epsilon Rho, the National Broadcasting Society, has elected new officers. They are: National President Alan Albaron, VP/Public Information Jim Miskimen, VP/Professional Development Sophia Markowitz, VP/Regional Development Maria Williams-Hawkins, and Executive Secretary Dr. Richard Uray.

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RATINGS AND RESEARCH

WEEK IN REVIEW

New Market Research Tools

As Arbitron and Birch spew out the spring numbers, there will be many stations unhappy with their scores. Those facing another major survey in the fall may want to conduct market research to make sure their programming and positioning are on target.

Old Standbys

It used to be the market research menu offered a fairly limited selection — like a Chinese menu. You could choose from Column A (focus groups) or column B (broad-based sample telephone studies). Before the explosion in radio-targeted research firms, these two standbys were used quite a bit. Indeed, there's nothing inherently wrong with either approach today. Focus group discussions involving approximately ten respondents each are still a good way to get tip-of-the-iceberg perceptual feedback.

By the same token, telephone studies (usually with a 400+ usable sample), are effective ways to quantify focus group findings. As I've suggested before, if you only have budget enough to do one research project, then the large sample telephone study should be your priority.

There are, however, creative new approaches that greatly expand the market research menu. Let's review the latest state-of-the-art tools.

Focus Update

Some firms, most notably Surrey Research, have gone beyond the traditional focus group discussion concept. Surrey's Individual Focus Sessions (IFS) ap-

proach uses the same number of participants as a regular focus group study. However, as the name implies, a moderator or researcher holds one-on-one meetings with the respondents rather than dealing with the entire group at one time. Surrey feels its IFS technique allows the interviewers to obtain more in-depth feedback from each respondent. This may indeed be the case — the interviewers typically spend about 30-45 minutes with each participant.

There are also potential drawbacks to this approach. Some may feel that group interaction is a real asset to the focus group methodology. As such, clients usually want to view the focus groups. But since a typical IFS project would involve approximately 40 hours of interviewing (about ten people can be interviewed each day), this may make it difficult for the clients to attend all the sessions. Also, according to Surrey, this technique is more expensive than the standard focus group approach.

The Auditorium Technique

Earlier this year I wrote about Confrontation Analysis, a technique devised by Rob Balon. Dozens of people are brought together in

an auditorium setting but not necessarily for music research purposes. Instead Balon treats this auditorium sample (perhaps 100 people) as a massive focus group.

Questionnaires are administered to the respondents, and they react to various items: TV spot ideas, airchecks, current or potential air personalities. Apparently, the public's verbal feedback is also welcomed. Those comments, combined with the questionnaire responses, form the base for Balon's findings and recommendations. He believes that Confrontation Analysis is a good middle ground between a focus group series and a broad-based, large sample survey.

You may want to inquire about this project's cost; it appears to be more than what a series of focus groups would run. However, Confrontation Analysis is one way of obtaining feedback from a relatively large group at one time.

The Predictor™

Most large-scale perceptual studies have relied on telephone surveys. Now my firm has developed a diary-based perceptual research technique called the Predictor.

Over the past year this technique has been tested in several markets with regard to various formats (AOR, A/C, Country). The tests in Chicago, Louisville, and Nashville indicated people would cooperate, in meaningful numbers, with

ARAC Research Advisor Sought

With the departure of Katz's Carol Mayberry, the Arbitron Radio Advisory Council is looking to appoint another research advisor by the end of the month to finish her three-year term. According to Arbitron Sales/Marketing VP Rhody Bosley, "The person selected will need to be away from the office three weeks per year, plus be available for telephone conferences. Overall duties consist of advising the elected broadcaster members regarding technical items brought before the Council." Anyone interested in the position should express interest to Bosley and ARAC Chairman Larry Wexler of WPEN & WMGK/Philadelphia.

New Birch West Coast Head

Birch Radio Sales/Marketing VP Bill Livek has appointed a new West Coast Regional Manager. Deborah Primo, who held a similar position with Drake-Chenault, takes over the L.A. office effective July 22, following the departure of Ken Gross.

a diary-type instrument that captured listening and perceptual information. The Predictor is comparable to Arbitron in that it uses the same sample source (Metro Mail listings) and places diaries over the telephone. A one-dollar premium is included with each diary to enhance cooperation. Arbitron's percentages of listed and non-listed homes in each market are adhered to in Predictor's sample design.

This technique provides a clear snapshot of marketplace listening. In addition, the programming and positioning feedback from the diarykeeper profile (those people more likely to respond to a written study as opposed to those more likely to respond to a telephone survey) can offer a direct line from market research to ratings results for those stations most concerned with Arbitron payoff. Stations looking to stay in touch with Birch would still be wise to consider large-sample telephone surveys.

On the downside, the customized questionnaire's design needs to be expert since probing can't be done verbally. And given the additional work involved in

printing, mailing, and including the one-dollar premiums, the Predictor is several thousand dollars more expensive than a comparable sample telephone survey. Not intended to be a ratings service like RAM, the Predictor instead can be thought of as the latest perceptual research advance.

As you can see, there is a variety of choices for those of you considering an investment in market research which, when done well, becomes an integral part of a winning station. You just have to decide which research recipe can cook up the best numbers for your station.

Radio Convention Topics

A discussion of these and other market research methods will take place at the upcoming Radio '85 convention in Dallas. The Popular Research Methods panel is slated for Friday (9-13) and is one of only two research sessions.

Besides the techniques discussed here, the panel will cover auditorium music testing and its pros/cons. Don't miss this session.

Give us just 60 minutes, and we'll give your listeners the world of music and entertainment, "ON THE RADIO".
"In the first 30 days, over 300 of the hottest stations nationwide have made "ON THE RADIO" the most listened to feature in radio. Call now and find out why!"



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LOS ANGELES, KIIS-FM PD Gerry De Francesco . . .
"ON THE RADIO" is what good radio's all about. It's fun, entertaining and it really moves. I highly recommend it."
BOSTON, WZOU-FM PD Dave Michaels . . .
"ON THE RADIO" is the best 60 minutes available in special programming today . . . period!"

MILWAUKEE, WZUU-AM/FM OM John Driscoll . . .
"I needed a show to push our countdown, and 'ON THE RADIO' really works. The music is constant, the show sounds live, and with NSBA's help, totally local."
NASHVILLE, WZKS-FM PD Larry Martino . . .
"If you're going to ADD only one show make it 'ON THE RADIO'. The response has been incredible. The show's hot!"

Hosted by Ron O'Brian

RATINGS

Chicago

WGN Keeps Crown;
WLOO Strengthens
Second Place Niche;
WKQX Jumps;
WJJD Stronger

	Winter '85	Spring '85
WGN (Talk)	9.3	9.6
WLOO (B/EZ)	5.8	6.5
WGCI-FM (B/U)	5.5	5.4
WBBM (News)	4.5	4.8
WBBM-FM (CHR)	4.4	4.4
WBMX-FM (B/U)	4.5	4.3
WLUP (AOR)	3.5	3.8
WJJD (BBnd)	2.9	3.6
WKQX (CHR)	2.5	3.6
WLAK (AC)	3.9	3.5
WMAQ (Ctry)	3.5	3.4
WYRT (AOR)	2.7	3.2
WFYR (AC)	2.8	3.2
WJMK (Gold)	3.1	3.2
WCLR (AC)	3.8	2.9
WLS (CHR)	4.3	2.8
WIND (Talk)	2.8	2.8
WLS-FM (CHR)	2.5	2.7
WUSN (Ctry)	3.2	2.4
WOJO (Span)	1.8	1.8
WMET (AC)	1.6	1.7
WCKG (AOR)	2.3	1.6
WAIT (BBnd)	1.7	1.6
WJPC (B/U)	.8	1.4
WFMT (Clas)	2.0	1.3
WVON (B/U)	1.4	1.2

Detroit

WJR, Tigers Score
RBitron Hit; WJLB Moves
To Second; WJOI Slips;
CHRs Gain, Tie;
CKLW, WLLZ Improve

	Winter '85	Spring '85
WJR (Misc)	7.2	10.4
WJLB (B/U)	5.6	6.3
WJOI (B/EZ)	7.2	6.1
WRIF (AOR)	6.6	6.0
WCZY-FM (CHR)	4.8	5.5
WHYT (CHR)	5.0	5.5
CKLW (BBnd)	4.0	5.2
WWJ (News)	5.6	4.9
WNIC-FM (AC)	3.9	4.1
WLLZ (AOR)	3.1	3.8
WOMC (AC)	3.8	3.7
WVWW (Ctry)	2.8	3.6
WXYT (Talk)	5.1	3.4
WGPR (B/U)	1.5	2.9
WJZZ (Jazz)	3.2	2.6
WKSG (Gold)	3.3	2.5
WMJC (AC)	2.7	2.4
WLTI (AC)*	2.8	1.8
WCLS (AC)	2.0	1.8
WCXI (Ctry)	2.2	1.8
WCXI-FM (Ctry)	1.9	1.6
WCHB (B/U)	1.3	1.4
WHND (Gold)	1.0	1.3
WORS (Clas)	1.3	1.2

*Formerly WDRQ (B/U) last book

Boston

WBCN, WBZ Still
Pacesetters; WHDH, WRKO
Helped By Sox, Celts;
WXKS-FM Widens
CHR Lead

	Winter '85	Spring '85
WBCN (AOR)	9.0	8.8
WBZ (AC)	8.9	8.3
WHDH (AC)	5.8	7.5
WXKS-FM (CHR)	6.4	7.4
WRKO (Talk)	5.8	6.7
WHTT (CHR)	5.5	4.8
WJIB (B/EZ)	6.0	4.5
WEEI (News)	4.1	4.4
WAAF (AOR)	2.3	3.6
WROR (AC)	4.4	3.6
WZOU (CHR)	2.8	3.2
WMJX (AC)	3.2	3.0
WVBF (AC)	3.0	2.8
WGPR (B/U)	1.8	2.4
WSSH (AC)	3.5	2.4
WXKS (BBnd)	2.0	1.6
WHEX (Gold)	.3	1.3
WKKT (CHR)	1.4	1.0

Spring '85 Arbitron Results

Philadelphia

WMMR Rocks Into First;
WEAZ New Number
Two; Urbans, CHRs
Grab Higher Shares

	Winter '85	Spring '85
WMMR (AOR)	7.6	8.8
WEAZ (B/EZ)	6.3	7.9
WUSL (B/U)	6.5	7.5
KYW (News)	7.9	6.5
WCAU-FM (CHR)	5.2	5.7
WDAS (B/U)	4.4	5.4
WMGK (AC)	5.5	5.3
WPEN (BBnd)	6.8	4.4
WCAU (N/T)	4.2	4.2
WSNI (AC)	4.2	3.6
WIP (AC)	3.9	3.5
WIOQ (AOR)	4.1	3.4
WWDB (Talk)	4.3	3.4
WXTU (Ctry)	2.6	3.3
WYSP (AOR)	3.2	3.0
WZGO (CHR)	2.3	2.9
WKSZ (AC)	4.1	2.6
WFIL (Gold)	2.3	2.1
WFNL-FM (Clas)	1.4	1.5
WDAS (B/U)	1.3	1.3
WHAT (B/U)	.8	1.2

San Francisco

KGO, KCBS Remain
Strong 1-2; KSOL Bolts
Into Third; Giants Help
KNBR; KABL, KOIT-FM
Healthier; KFRC
Suffers Slippage

	Winter '85	Spring '85
KGO (N/T)	8.8	8.2
KCBS (N/T)	5.3	5.2
KSOL (B/U)	3.4	4.4
KYUU (AC)	4.1	3.8
KABL-FM (B/EZ)	3.3	3.5
KNBR (Misc)	2.8	3.4
KIOI (AC)	3.5	3.3
KSAN (Ctry)	3.2	3.2
KABL (B/EZ)	2.0	3.1
KNEW (Ctry)	2.5	2.8
KOIT-FM (B/EZ)	1.8	2.8
KBLX (B/U)	2.6	2.7

KFOG (AOR)	2.7	2.7
KMEL (CHR)	2.5	2.7
KITS (CHR)	2.4	2.5
KRQR (AOR)	2.7	2.1
KSFO (AC)	1.8	2.1
KBAY (B/EZ)	2.1	2.0
KQAK (AOR)	1.7	2.0
KKHI-AM & FM (Clas)	1.8	1.9
KLOK-FM (AC)	2.3	1.9
KFRC (CHR)	3.1	1.9
KDFC-AM & FM (Clas)	2.0	1.8
KOME (AOR)	1.8	1.8
KWSS (CHR)	1.7	1.7
KARA (AC)	1.0	1.1
KJAZZ (Jazz)	1.0	1.1
KLOK (AC)	1.2	1.1
KRE (B/U)	.8	1.1
KYA (Gold)	1.3	1.0

Nassau-Suffolk (Long Island)

WHTZ Leads, WBLI Jumps
To No. Two; WBAB Grabs
AOR Crown; WPLJ Grows;
WRFM Doubles

	Fall '84	Spring '85
WHTZ (CHR)	8.3	7.2
WBLI (CHR)	3.9	5.7
WBAB (AOR)	3.9	5.2
WNBC (AC)	4.3	4.7
WOR (Talk)	5.0	4.6
WPLJ (CHR)	3.4	4.5
WRFM (B/EZ)	2.2	4.3
WCBS-FM (Gold)	3.8	3.9
WNEW-FM (AOR)	4.0	3.9
WCBS (News)	4.1	3.8
WALK-AM & FM (AC)	4.9	3.8
WHLI (BBnd)	3.4	3.7

WLTW (AC)	3.2	3.5
WHN (Ctry)	2.2	2.9
WINS (News)	3.0	2.7
WGSM (AC)	2.1	2.4
WPAT-FM (B/EZ)	1.7	2.1
WYNY (AC)	2.1	2.1
WAPP (CHR)	2.2	1.9
WRKS (B/U)	1.9	1.9
WLIR (AOR)	1.5	1.8
WCTO (B/EZ)	2.9	1.7
WABC (Talk)	2.1	1.5
WBS (B/U)	1.4	1.3
WEZN (B/EZ)	1.5	1.2
WMCA (Talk)	1.1	1.2
WGBB (AC)	.9	1.1
WKJY (B/EZ)	2.4	1.1
WQXR-FM (Clas)	.9	1.1
WRCN (AOR)	1.4	1.0

Format Legend

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

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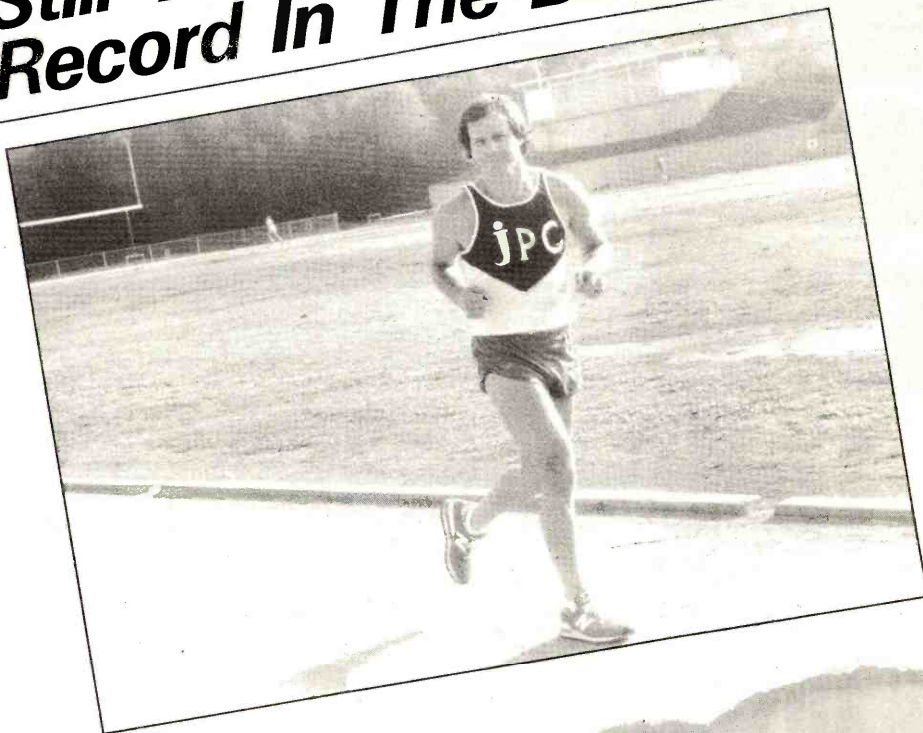
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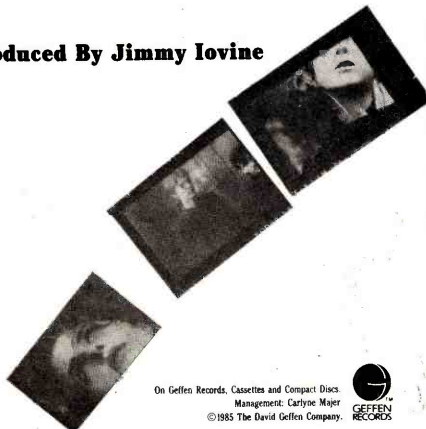
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AOR ALBUM

37

"Sweet, Sweet Baby (I'm Falling)"

Produced By Jimmy Iovine



On Geffen Records, Cassettes and Compact Discs.
Management: Cadyne Meyer
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RATINGS

Anaheim-Santa Ana

KIIS-FM Softer, Still Dominant; KBIG Climbs Into Second Place; Angels Assist KMPC; KZLA Doubles

	Fall '84	Spring '85
KIIS-FM (CHR)	10.1	9.1
KBIG (B/EZ)	5.3	6.8
KABC (Talk)	5.6	5.7
KJOI (B/EZ)	5.1	4.9
KLOS (AOR)	4.6	4.7
KMPC (BBnd)	3.8	4.3
KOST (AC)	4.3	4.3
KROQ (AOR)	4.2	4.3
KKHR (CHR)	3.9	4.0
KMET (AOR)	3.6	3.9
KRTH (Gold)	3.8	3.3
KNX (News)	4.7	3.2
KFWB (News)	1.9	2.5
KZLA (Ctry)	1.3	2.5
KHTZ (AC)	2.0	2.3
KWIZ-FM (AC)	1.2	2.0
KNOB (B/EZ)	2.0	2.0
KLAC (Ctry)	1.3	1.8
KFAC-FM (Clas)	1.7	1.6
KFI (AC)	2.1	1.6
KIQQ (CHR)	1.9	1.6
KMGQ (AC)	2.5	1.6
KIKF (Ctry)	.9	1.5
KUTE (B/U)	.8	1.4
KEZY-FM (CHR)	1.3	1.3
KTNQ (Span)	.8	1.2

San Jose

KGO Potent Perennial Power; KBAY Runner-up As KWSS Slips; KIOI, KARA Pace A/C Growth; KEZR Softer

	Winter '85	Spring '85
KGO (N/T)	8.5	8.8
KBAY (B/EZ)	5.4	5.6
KOME (AOR)	5.2	5.3
KWSS (CHR)	5.7	4.5
KIOI (AC)	2.5	4.3
KCBS (N/T)	3.6	4.2
KYUU (AC)	4.4	4.1
KARA (AC)	2.9	3.9
KSOL (B/U)	3.5	3.7
KSAN (Ctry)	3.7	3.6
KLOK (AC)	3.4	3.4
KNBR (Misc)	2.0	3.0
KLZE (B/EZ)	2.8	2.8
KEZR (AC)	4.5	2.6
KLIV (BBnd)	3.2	2.6
KSJO (AOR)	2.8	2.3
KEEN (Ctry)	4.4	2.0
KFOG (AOR)	2.8	2.0
KOIT-FM (B/EZ)	1.0	2.0
KLOK-FM (AC)	1.3	1.9
KDFC-AM & FM (Clas)	1.5	1.8
KNEW (Ctry)	.7	1.8
KAZA (Span)	.6	1.7
KNTA (Span)	1.6	1.7
KQAK (AOR)	1.7	1.6
KITS (CHR)	1.2	1.5
KSFO (AC)	1.0	1.4
KBLX (B/U)	1.6	1.3
KABL-FM (B/EZ)	1.4	1.2
KHTT (CHR)	1.2	1.0
KBRG (Span)	1.1	1.0
KFRC (CHR)	1.4	1.0

Riverside-San Bernardino

KGGI Surges To Top As KIIS-FM Slips; KFI, KRTH, Big Band Stations Rise

	Fall '84	Spring '85
KGGI (AC)	5.8	8.7
KIIS-FM (CHR)	9.5	7.9
KDUO (B/EZ)	6.7	6.8
KFI (AC)	3.4	5.0
KBIG (B/EZ)	5.1	4.7
KRTH (Gold)	3.2	4.3
KNX (News)	3.3	3.8
KOST (AC)	4.6	3.8
KFXM (BBnd)	1.3	3.6
KLOS (AOR)	3.6	3.6
KMET (AOR)	3.7	3.4
KOLA (AOR)	2.3	2.7
KKHR (CHR)	2.0	2.4
KNSE (Span)	1.4	2.4
KMPC (BBnd)	.8	1.8
KCAL (Span)	1.6	1.5
KCAL-FM (AOR)	1.5	1.5
KQLH (AC)	3.3	1.5
KROQ (AOR)	.9	1.5
KWDJ (Ctry)	1.1	1.4
KCKC (Ctry)	2.1	1.2
KABC (Talk)	2.8	1.2
KNTF (Ctry)	1.9	1.2
KBON (AC)	.3	1.1

Spring '85 Arbitron Results

San Diego

Padres Propel KFMB To Number One; KGB, XTRA-FM Notch AOR Growth; KJQY, KSDO-FM, XHRM, KLZZ Slip

	Winter '85	Spring '85
KFMB (AC)	5.5	9.2
KGB (AOR)	6.9	8.6
KJQY (B/EZ)	9.7	7.8
KFMB-FM (AC)	6.5	6.2
XTRA-FM (AOR)	4.2	6.1
KSDO (N/T)	5.4	5.5
KSDO-FM (CHR)	6.1	5.4
XHRM (B/U)	4.8	4.0
KLZZ (AC)	5.3	4.0
KIFM (AC)	3.6	3.7
KFSD (Clas)	2.7	3.6
KPQP (BBnd)	4.1	3.2
KSON-FM (Ctry)	3.0	2.8
XTRA (Gold)	2.5	2.7
KBZT (AC)	2.6	2.3
KYXY (AC)	3.1	2.2
KMLO (BBnd)	1.6	2.1
KCBQ-FM (Ctry)	2.1	1.7
XHIT (CHR)	1.2	1.7
KNX (News)	1.8	1.6
KCBQ (Ctry)	1.3	1.4
KEZL-FM (AC)	1.2	1.3

Hartford-New Britain

WTIC-AM & FM Even More Awesome; WRCH Jumps To Double Digits; AORs, FM A/C's Soften

	Fall '84	Spring '85
WTIC (AC)	18.6	20.1
WTIC-FM (CHR)	14.1	15.8
WRCH (B/EZ)	9.4	12.0
WHCN (AOR)	6.7	6.1
WRQC (BBnd)	5.3	4.5
WIOF (AC)	5.1	4.2
WPOP (News)	4.1	3.7
WDRG-FM (AC)	5.5	3.5
WCCC-FM (AOR)	4.7	3.4
WKSS (CHR)	2.4	3.4
WDRG (AC)	2.7	2.4
WWYZ (AC)	2.6	2.0
WPLR (AOR)	.8	1.0

Buffalo

WJYE Reclaims First Place; WBUF Soars Into Third; WPHD New CHR Leader; WKSZ Zooms-Into Contention

	Fall '84	Spring '85
WJYE (B/EZ)	9.4	9.8
WBEN (AC)	9.9	9.6
WBUF (AC)	5.7	7.4
WECK (BBnd)	8.1	6.9
WPHD (CHR)	4.9	6.2
WYRK (Ctry)	7.4	5.6
WNYS-FM (CHR)	6.6	5.5
WKBW (AC)	5.0	5.5
WBLK (B/U)	7.2	5.1
WKSZ (CHR)*	1.8	5.0
WBEN-FM (CHR)	4.1	4.6
WGR (AC)	5.3	4.2
WYSL (CHR)	3.2	2.4
WGR-FM (AC)**	5.2	2.3
WUFO (B/U)	1.1	1.6
WUWU (AC)	2.3	1.0

*Formerly WRXT (CHR)
**Formerly WGRQ (AOR)

Cincinnati

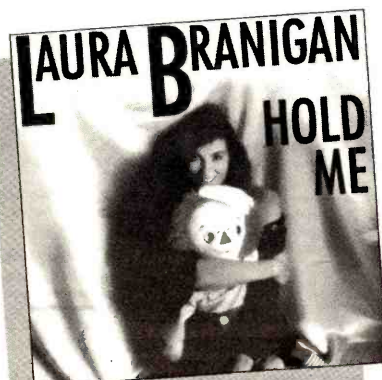
WKQR First, Back In Double Digits; WLW Buoyed By Baseball Book; WWEZ Adds Three; WBLZ Up; A/C Race Tightens

	Fall '84	Spring '85
WKQR (CHR)	9.6	10.6
WLW (AC)	6.5	10.3
WKRC (AC)	10.3	9.6
WWEZ (B/EZ)	6.0	9.4
WEBN (AOR)	8.7	7.4
WRRM (AC)	7.4	6.6
WBLZ (B/U)	5.2	6.3
WCKY (N/T)	6.5	5.5
WLLT (AC)	4.3	5.1
WLBZ (Ctry)	4.6	4.2
WKXF (Ctry)	4.8	2.8
WKS (AOR)	4.0	2.8
WCIN (B/U)	3.0	2.3
WDJO (Gold)*	4.4	1.9
WSAI (Ctry)	1.9	1.6
WNOP (Lazt)	.6	1.0

*Formerly WWLX (BBnd)

BRANIGAN'S BACK!

LAURA BRANIGAN
SPANISH EDDIE
WITH
TENDERNESS



(81265)

Produced by Jack White for Family One Music, Inc. (FOMI)
Management: Susan Joseph • Grand Trine Management

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(7-89531)

From The Album, HOLD ME

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Now with "Spanish Eddie," Branigan's back.

WATCH FOR LAURA BRANIGAN ON TOUR THIS SUMMER!
AND WATCH FOR THE "SPANISH EDDIE" VIDEO.



ON ATLANTIC RECORDS AND CASSETTES

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REED BUNZEL

20 QUESTIONS

Interpreting The Official Rhetorical Doublespeak

There is a law in physics that states "for every action there is an equal and opposite reaction." A similar axiom holds true in reporting: "for every statement there is an equal and opposite understatement." Many "on the record" comments spark outbreaks of ORD (official rhetorical doublespeak), which require a deft application of journalistic interpretation. For example, "you won't have me to kick around anymore" might induce some journalists to catch up on their Constitutional law.

Since networking is subject to its own share of this verbal "hide-the-salami," the following quiz suggests how to separate fact from rhetoric. Simply read each statement, study the given responses, then select the interpretation that best applies. Successful completion of this subjective exercise wins you no prize, but it can lead to a better understanding of corporate politics - and may help you "close-caption" your own boss's vocabulary. One note: any similarity to comments made by persons either living or dead is gratefully acknowledged.

The Test

1. *We're very excited with the initial reaction to our new program.*
a) Our traffic department loves it.
b) Now if we can only get the advertisers interested.
c) We're still a little new at this.

2. *We have a general overall vision of what we want this show to accomplish.*
a) We're still dissatisfied with what this turkey sounds like.
b) Do you know a good programmer who works cheap?
c) It probably won't be ready for a few years.

3. *The show is actually a very eclectic mix...*
a) It has a wide demo appeal.
b) We don't know where we're going with it.
c) Fire the guy who dreamed this up!

4. *We're pleased that our programming has found a niche.*
a) Just don't ask me what that niche is.
b) Not many stations have shown an interest yet, but we're keeping our fingers crossed.
c) It's harder selling this stuff than we imagined.

5. *Response from advertisers is tremendous.*
a) We've received four phone calls already.

9. *There's no question that FM stations need a good network newscast.*

- a) We haven't had any luck signing FM stations yet.
- b) AM radio doesn't attract the right demos.
- c) FM stands for Feeble Management.

10. *Research is important, but you can't forget gut feeling.*

14. *There's definitely going to be some attrition in the syndication business.*

- a) Too damned many people are in the business already.
- b) Please don't ask to see my balance sheet.
- c) Eight swing punk countdown shows are just too many.

15. *We're going to stop running this place like a big corporation.*

16. *It's my intention to run the network as if I owned it.*

- a) This place has been losing money hand over fist and that's going to change.
- b) I'm glad I don't own it.
- c) The staff is glad I don't own it.

17. *We have entertained discussions with several parties, but the network is not for sale.*

- a) Someone has made an offer, but the press can't know about it yet.
- b) Make an offer. Please.
- c) I gave you the same answer last year.

18. *We have a tremendous opportunity for growth.*

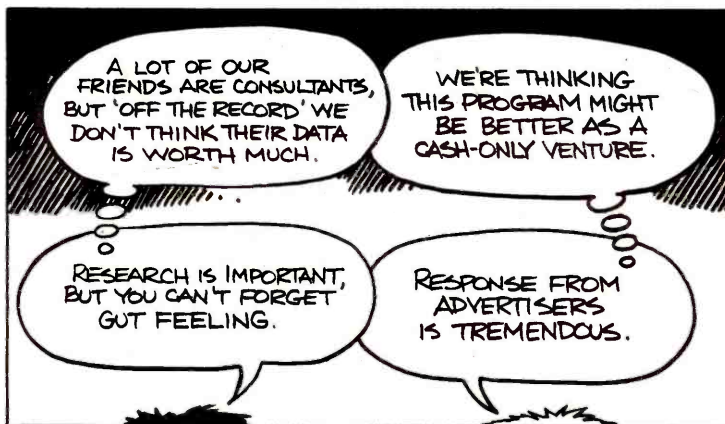
- a) We just cleared our first station.
- b) We just found our first advertiser.
- c) We have nowhere to go but up.

19. *Things are going like gangbusters.*

- a) What are gangbusters?
- b) We're eternally optimistic about our company's future.
- c) The future looks bright for network radio.

20. *The future looks bright for network radio.*

- a) How do you expect me to answer this question?
- b) We want to maintain the confidence of our advertisers.
- c) Anything would be better than 1984.



b) We've got a sales call next month.
c) We're thinking this program might be better as a cash-only venture.

6. *Cash gives stations more programming latitude than barter does.*

- a) We can't get any advertisers interested.
- b) Affidavits are too much trouble.
- c) What's barter?
- d) Syndication looks simple, but it's actually a very difficult business.

a) We don't need anyone else in this business, so stay out.
b) When I first got into this I almost lost my shirt.
c) You'd be better off opening a steakhouse in India.

8. *There's an entire shopping list of things a network can do better than a station.*

- a) But I left the list in my other suit.
- b) Anything you can do, I can do better.
- c) Care to see our compensation plan?

a) A lot of our friends are consultants, but off the record we don't think their data is worth much.

b) We're going to hedge a bit because we may eventually have to lay the blame on someone.
c) We can't afford research.

11. *We have a total of 2500 affiliates.*

- a) Added up over the years. Not all at one time, of course.
- b) But I left the list in my other suit.

c) Affiliates? I thought you said audience.

12. *We're the biggest network in the country.*

- a) We make more money than anyone else.
- b) We have more shows than anyone else.
- c) We have more affiliates than anyone else.

13. *We placed first in our target demo in RADAR.*

- a) We're #1 in women 27-29.
- b) Most of our prime listeners are redheads.
- c) We don't believe in audience measurements.

a) Tighten your belts - we're in for a bumpy ride.
b) Don't buy that new BMW.

c) We're moving the company to Dallas.

NETWORK SPOTS

One More, With Feeling

Radio Sales International is introducing "European Top 40," a new, three-hour, syndicated countdown based on a survey of Europe's top music. The weekly program is produced in London, and RSI says it is suitable for AOR, New Music, and CHR stations.

For more information call (516) 599-7030.

King Of Hearts

Associated Broadcasters is again presenting a "birthday" broadcast of "Elvis: The Legend Of A King." The three-hour updated version of the annual feature is available for broadcast during the month of August; the suggested airdate is the weekend of August 16-18 (Elvis died August 16,

1977). Hosted by John Leader, it's available on a barter basis, with ABI reserving six of the 24 commercial spots.

For more information, call Don Vogel at (415) 827-2382.

Hiney Crest

"Hiney Wine" syndicator Dorsey and Donnelly Enterprises has announced that Big Red, Thor, and Ophelia Hiney are set for their own feature-length movie. The film, scheduled for release in 1986, is being written by Mel Brooks and Ronnie Graham. Radio stations involved with the Hiney Wine promotion will receive promotional tie-ins, including sneak previews and cameo appearances. Call (817) 640-0392 for more information.

MUSIC CALENDAR

The Weekend

July 27-28

The Countdown (WO)
Madonna/Sling

Countdown America With John Leader (USR1)
Huey Lewis & The News

Dick Clark's Rock, Roll, & Remember (US)
Jerry Butler

Dr. Demento (WO)
The worst of Dr. Demento

Future Hits (WO)
Lovarboy/Katrina & The Waves/Julian Lennon

The Great Sounds (US)
Buddy Rich

Hot Country Gold (BRE)
Shelby West/Tammy Wynette

Hot Ones (USR1)
Howard Jones

Live From Hard Rock Cafe (NBCE)
Pee Wee Herman/Kim Carnes

Metalshop (MJJI)
Grim Reaper

Music Makers (NP)
Helen Forrest

Musical! (WO)
Trivia quiz

Musical Starstreams (MS)
Spencer Brown

On The Radio (NSBA)
Michael Jackson

Power Cuts (GSN)
Jeff Beck (7/28)

Rock Chronicles (WO)
Supertramp/Robert Plant

Rock Week (WO)
Paul Young/Hooters

Scott Shannon's Rockin' America Top 30 (WO)
Sting/Beach Boys/John Cafferty

Silver Eagle (ABCE)
Bellamy Brothers (7/27)

Solid Gold Saturday Night (USR2)
ABCs of rock & roll (7/27)

Spirit Of Summer (CBSR)
Dean Torrance/Lionel Richie/Carl Wilson/
Chicago/Olivia Newton-John

Super Gold (TRAN)
Top 20 from 20 years ago

Superstars Of Rock (BRE)
Power Station

Superstar Portraits (BRE)
Men At Work

Superstars Rock Concert (WO)
Journey

That's Love (WO)
Tom Jones/Laura Branigan/Ed McMahon

Top 30 USA (CBSR)
One-hit wonders

Weekly Country Music Countdown (US)
Crystal Gayle

The Week Of

July 29-August 2

Country Today (MJJI)
Gary Morris

Earth News (WO)
Sting/Laine Kazan/Tom Hanks/Lim Bekushi/
John Boorman

Encore with William B. Williams (WO)
1953: Les Paul/Mary Ford

In Concert (WO)
Katrina & The Waves

Live From Gilley's (WO)
Tom T. Hall

Off The Record (WO)
Robert Plant/Eurythmics/Ratt

Off The Record Special (WO)
Survivor/John Cafferty

Pioneers In Music (DIR)
Rolling Stones (7/29)

Shootin' The Breeze (WO)
Freddie Jackson/Maze/Commodores

Solid Gold Country (US)
Lary Frizzell/Stars in the news/
Feature year 1981

Special Edition (WO)
Melba Moore

Star Trak (WO)
Hall & Oates/Paul Hardcastle/Gino Vanelli

Star Trak Profile (WO)
Hall & Oates Pt. 2

NETWORKS/PROGRAM SUPPLIERS

ABCD = ABC Direction Net
ABCE = ABC Entertainment Net
ABCR = ABC Rock Net
ABCY = ABC Youth Nets
AMS = American Media Services
AP = Associated Press
ASR = All Star Radio
BMB = Battle Mountain Broadcasting
BRE = Barnett-Robbins
CB = Continuum Broadcasting
CBS = CBS Radio
CBSR = CBS RadioRadio
CRN = Creative Radio Net
CJW = Comedy Writer
CW = Clayon 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
MJJI = MJJ Broadcasting
MS = Musical Starstreams
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
SBS = Strand Broadcast
SI = Syndicate It
SOU = NBC The Source
SP = "The Spirit" Productions
TRAN = Transtar
US = The United Stations
USR1 = United Stations Radio Network 1
USR2 = United Stations Radio Network 2
WRN = Weedeck Radio Network
WO = Westwood One
YRN = York Radio Network



YOU BETTE YOU BET — Bette Midler recently appeared at the improvisation in Los Angeles to record her first stand-up comedy album. Pictured with her backstage (l-r) are a few of her closest friends: DIR Broadcasting's Bob Kaminsky and Jerry Blatt, Midler, Improv owner Bud Friedman, writer Bruce Vilanch, and accompanist Mark Shaman.



LETTER RIP — "Radio USA For Africa" cohort Mary Turner and USA For Africa artist Kim Carnes hold the grand-prize-winning letter from Michele Bogosian, who was one of thousands to flood Westwood One with mail during its "Radio USA For Africa" letter-writing campaign. Michele's prize: one of the few posters signed by artists who recorded "We Are The World."

NEWS & INFORMATION FEATURES

July 22-26

COMEDY

Daily Feed (DCA)
GOP senators stranded/boring summit planned/
Idaho potatoes meltdown/Classic Cola wars/
medicinal purposes only

Hiney Wine (DM)
Happy birthday/Hiney gas/cleaning fluid/
Hiney lei

Laugh Machine (PRN)
Bill Cosby/Steve Martin/Don Adams/
Gallagher/Bob Newhart/Rodney Dangerfield

GENERAL INFORMATION

Ed Busch Talk Show (AP)
Overweight Americans/troubled economy/
abortion doctor (7/20)
Trivia expert Dave Tanner/trade imbalance
(7/21)

Computer Program (PRN)
Software for children/lap computers/super-
micro/ico-processing boards/standards

News Blimp (PRN)
Macho men/horoscopes/water supply
problems/new hardco/mainstream

Something You Should Know(SBS)
Managing people (7/22-23)
Auto repairs (7/24)
Successful marriages (7/25)

Sound Advice (PRN)
Power ratings/speaker cross-over/time delay
distortion/subwoofers/micro speakers

Waldenbooks Review (WO)
Arthur Lyons/"Beaches"/"A Passion For
Excellence"/"Great Sex"



DISNEY GIRLS — Sally Jessy Raphael recently took her NBC Talknet show on the road, broadcasting live from Walt Disney World's Contemporary Hotel in Orlando. Demand for studio audience tickets was so high that some listeners booked themselves into the hotel just to get a seat.

B I O M E M O	TO	PROGRAM DIRECTORS	AIR DATE	LABOR DAY WKND.	TIME	12 HOURS
	FROM	WESTWOOD ONE	AREA CODE	(213)	NUMBER	204-5000
	MESSAGE	ISLE of DREAMS FESTIVAL				
		DEMOS AVAILABLE NOW!				
	FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY					

MAKING YOUR SUMMER CONSTRUCTIVE

The Book Is In The Mail

By Clark Smidt

The book is over. Now what? We live in a world of "wait and see" radio. "Let's talk about it when the book comes out." In the meantime, let's sweat and think up excuses for a possible drop in the numbers.

Our signal needed improvement. They outspent us on promotion. We didn't get things approved soon enough. Our new morning person didn't start 'til May 6. We're still working the bugs out of the new music computer research system. The diaries didn't fall in the right counties.

We've all experienced both lucky and unfortunate breaks in the ratings. We also don't always predict the correct outcome.

We sounded great . . . but we dropped. It was a "wobble."

Get Your Act Together

No matter what appears in your column, July remains one very important month for your radio station. Having your act together by August sets the stage for solid growth in September, additional presence for the new season, and better numbers in the fall book. But nobody's going to have a constructive summer unless they start now before the big book — whatever it holds in store — hits the streets.

Many factors and small decisions determine our success or failure. Now is the time to start evaluating your station's posture and its relation to the rest of the market before looking at

"Nobody's going to have a constructive summer unless they start now before the big book . . . hits the streets."

those numbers that will certainly end up being second-guessed anyway.

Yes, ours is a business where we live or die by the book. Ours is also a business that demands constant preparation, organization, and looking ahead. The numbers that we'll get in July, after all, only reflect things done between March 17 and June 19, and preparation for that period was way back during last January and February.

Don't worry about the book. Even before it's out, it's history.

Summer Tune-Up

Your station, however, isn't history (unless it suddenly went dark or became a car wash last week). You're on the air right now and the feeling, sound, and presence you project is all that's important to the listeners who'll be recorded in future surveys . . . like the one that started on June 20 in the majors and, more importantly, the one starting September 19.

The major markets already have a pretty good idea about how they'll look in those blue-striped journals of fate due out this month. It's like high school — a couple of D's on two of three exams in the marking period and even an ace on the last one won't get a B on your report card.

Now is an excellent time to monitor and review. Get out of the station on one of these early summer daze and casually listen for an hour apiece to your station and the other major forces in your market. Show business has always been somewhat of a gamble. Although

"Don't worry about the book. You're on the air right now and the feeling, sound, and presence you project is all that's important to the listeners who'll be recorded in future surveys."

being different hasn't been in vogue recently, sameness can spell defeat.

This is the opportunity to take some chances. Experiment. Develop talent in vacation shifts or change people around for a week. Let summer signal a tune-up. Expand your parameters. Reevaluate where every station's on-air "territory" lies. Take advantage of the situation and expand your scope, forcing others to remain narrow



Clark Smidt

Broadcast advisor **Clark Smidt** heads Brookline, MA-based **Clark F. Smidt, Inc.** His commercial broadcasting career dates back to 1966 and includes management posts with **Westinghouse, Blair, and CBS/FM.**

and circle their wagons without room to move.

Productive Fun

Regardless of what the book is going to say, July should find you well into planning the September/October advertising/promotion/marketing campaign. There's plenty of time to run many ideas up the flagpole, and there's also plenty of time to review a variety of new design ideas and mock-ups.

Summer promotions might not have big book impact but they do have lasting effect. People wait all year for summer, and everything that happens during these vacation months is magnified. Folks will remember "last summer" into Thanksgiving so take advantage of this immediate level of excitement.

Without losing control,

your station can have a real fun and productive summer. It's like going to camp as a kid. When you came back, everything felt different. You had new security and independence. Everyone said, "Haven't you grown?"

That's what summers can be about in the broadcast biz. The time is right.

"Don't play wait and see. Listen and hear."

Go for it! Don't play wait and see. Listen and hear. Make your adjustments, moves, additions, subtractions, and have some fun.

Remember, having fun is not staying the same. That's boring. But isn't it a lot of fun to go into the New Year as a big winner because of what you started today, six months earlier? Give that thought some heavy play.

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HARVEY MEDNICK

ANATOMY OF AN IDEA

A 'Yupscale' Promotion



Just in case you've been living on a deserted island for the past year, one of today's prime marketing targets is the Young Upwardly Mobile Professional. Or, as he is better known, a yuppie. Yuppie popularity has earned a *Newsweek* cover and seemingly knocked the preppie clean out of our consciousness. Not since the word hippie was coined has a term emerged that so accurately represents a group of people.

Yuppies embrace certain symbols of success as their hallmarks; i.e., the BMW, American Express Gold Card, Trivial Pursuit, Sony's Walkman, sushi, and croissants. These are also the people that Adult/Contemporary stations covet in their audience composition. Yuppies are affluent, conspicuous consumers, ranging in age from the late 20s through mid-30s. The "Last Yupper" poster you



Dick Rakovan

see above grew out of this craze and was subsequently picked up by WFYR/Chicago, whose demos fall right in line with the yuppie profile. To illustrate how a not-designed-for-radio poster eventually became associated with the medium, I decided to trace the "Last Yupper" idea from conception through distribution.

The Idea

The "Last Yupper" poster is the brainchild of an Evanston, IL couple, Steve Fiffer and his wife Sharon Sloan. (By the way, it's very yuppiquesque for married couples to have different last names.) Steve, a 34-year-old writer and former attorney, said the idea for a parody of Da Vinci's "Last Supper" popped into his mind a few months ago at 5:30am. Ironically, he was in the midst of writing a book, "So You've Got A Great Idea: Now What Do You Do?". He bounced his brainstorm off Sharon, a doctoral candidate in English literature. She loved it. "Then we tried it on some commercial photographer friends of ours," Steve continued, "and they loved it. So we decided to get together and do it."

The Cast

Steve and Sharon conferred with photographers Chuck and Lynn Shotwell and decided not to cast the poster with professional models. Steve explained, "We thought there were enough people who looked the part, maybe even more natural." The Shotwells, who photographed Steve and Sharon's wedding, combed through the Fiffers' album for potential candidates. Decisions were based upon finding people who could duplicate the poses on the original Da Vinci fresco.

Steve said, "We knew we wanted a pregnant working woman, a jogger, and so forth. Almost everyone we contacted was willing. My accountant, my broker, three lawyers from the firm where I practiced, and my wife are in it. (But) I'm not." Interestingly, none of the people who appear in the poster were told why they were being photographed. They only knew they were taking part in a group photo.

The group was also responsible for selecting the props, although Steve indicated these were quite obvious. "The big problem was what to do with the guy in the center. For a long time we couldn't figure out whether to put a person in there or use a picture of John Lennon, Gary Hart, or a person behind a *Wall Street Journal*." Finally Sharon came up with the idea of having the guy pay for the dinner with a check in his hand, which represents the group's consumerism.

The Radio Connection

Steve decided to run a trial ad in the *Reader*, a Chicago entertainment-oriented newspaper, a couple of months before the poster came off the presses. Initial

reaction was encouraging, and a local TV station did a spot on the poster.

WFYR/Chicago GM Dick Rakovan routinely uses the *Reader* as a market information source. He noted, "It's distributed in our building and has demographics which match those of our listeners. I use it to find out what's going on. When I saw the box ad for the poster, I ordered one."

Once Dick saw the poster he knew he had something with great promotional possibilities. "It was so damn clever. It not only matches our audience demos but melds in exactly what we sound like." So Dick ordered 500 for WFYR and then contacted fellow RKO GM Joe Kelly (WROR/Boston), who requested a similar amount.

WFYR's call letters were printed on the poster, which is in the process of being distributed to time buyers at local and national agencies. Dick said, "They are 25-28 years old, and it's a perfect way to reach them with a fun item from the station."

In Good Taste?

There was no negative reaction to the poster. As Steve quickly pointed out, "We were parodying Da Vinci, not a religious event. If Leonardo wanted to take issue with us, he might have a bone to pick."

"The Last Yupper" is a good example of thinking on an associative level. Dick Rakovan saw the poster ad and associated it with the overall image of his station. I know you can't think promotionally all the time, but you should pay close attention. Otherwise the pet rocks, frisbees, painter's hats and "Last Yupper" posters will feature somebody else's logo, not yours.

ONE YEAR AGO TODAY

- JOE DENTON NAMED PD AT KLOL/HOUSTON
- TED UTZ BECOMES OM AT KTXQ/DALLAS
- ROGER W.W. GARRETT NAMED PD AT KRBE-FM/HOUSTON
- CHUCK MORGAN NAMED PD AT KIX/DALLAS
- #1 CHR: "When Doves Cry" — Prince (WB) (3rd week)
- #1 A/C: "Stuck On You" — Lionel Richie (Motown)
- #1 BIJ: "When Doves Cry" — Prince (WB) (5th week)
- #1 Country: "That's The Thing About Love" — Don Williams (MCA) (3rd week)
- #1 AOR Track: "Missing You" — John Waite (EMI America)
- #1 LP: "Born In The USA" — Bruce Springsteen (Columbia) (5th week)

FIVE YEARS AGO TODAY

- IRWIN STEINBERG CHAIRMAN; FRED HAAVEN, BOB SHERWOOD VICE CHAIRMAN; DANNY DAVIS, JOHN LEWIS SR. VPS AT POLYGRAM
- JOHN LUND BECOMES VP AT SUNBELT
- BRIAN MOORS NAMED STATION MANAGER AT WHN/NEW YORK
- DAVID BARRETT NAMED GM AT KWK & WWK/ST. LOUIS
- #1 CHR: "Magic" — Olivia Newton-John (MCA)
- #1 A/C: "Magic" — Olivia Newton-John (MCA)
- #1 BIJ: "Give Me The Night" — George Benson (WB)
- #1 Country: "Barroom Buddies" — Merle Haggard & Clint Eastwood (Elektra)
- #1 LP: "Emotional Rescue" — Rolling Stones (Rolling Stones/Atco)

TEN YEARS AGO TODAY

- RON JONES NAMED PROGRAM MANAGER AT WHK/CLEVELAND
- #1 CHR: "The Hustle" — Van McCoy (Avco)
- #1 A/C: "Listen To What The Man Said" — Paul McCartney & Wings (Capitol) (2nd week)
- #1 Country: "Touch The Hand" — Conway Twitty (MCA) (2nd week)
- #1 LP: "One Of These Nights" — Eagles (Asylum) (4th week)

a-ha

the new single
"take on me"

(7-29011)



B96 add
WLS-FM add
WKTU deb 27
KWK on
CKGM on
WFLY deb 35
Q100 36-33
93Q on
WPST on
WKRZ-FM add
WTLQ on
WBBQ 40-38
WJZR add
WNOK-FM on
WZLD on
WANS-FM on
WZYP 38-34
KITV 36-34
WKZL deb 37
WKDD add
Z104 39-34
CKOI on
KQXR deb 40
KDON-FM deb 40
KCPX add 35
KISN add
CFTR on
WFBG add
WIKZ add
WJAD on
WCGQ deb 39
Q104 on
KTDY on
WPFM deb 38
KKQL on
WHSL 39-35
WRKR 24-19
WDBR on
KHTX deb 37
KZOZ add
OK95 35-32

produced by alan tarney
from the lp
hunting high and low
on warner bros.
records and cassettes.

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R&R STREET TALK

Last weekend's phenomenal Live Aid concert was such a resounding success that some stations haven't even stopped playing it yet. At least that's the story in Cleveland, where two competitors have reportedly been airing tracks from the live broadcast. One station denies the charge; the other says it'll continue until someone tells 'em to stop. An ABC spokesman says the network has fielded numerous complaints about stations either pirating or replaying the radio signal. FYI, the radio rights for the concert were cleared for one broadcast only, and ABC warns those who broadcast any part of the show are breaking the law and will be dealt with accordingly.

By the way, the next few weeks are not the time to take a vacation at ABC. President **FRED PIERCE** has directed management to cut the staff by 3.5%, which could mean almost 450 layoffs, affecting all levels and departments. Names, ranks, and serial numbers of the casualties are to be submitted by August 1; cutbacks will commence shortly thereafter. ABC maintains that the reductions aren't part of an austerity plan to please **CAP CITIES**, noting that the staff has already been trimmed by several hundred over the last few years.

On the eve of **WKTU/NEW YORK's** debut as AOR **K-ROCK** (see Page One), 11pm-3am personality **ROSKO** apparently let **INFINITY** have one in the chops when he opened the mike. Rosko reportedly fired a volley of disparaging remarks against the company and a top executive. Not surprisingly, Rosko is no longer working there.

But the big question of the week is what will be the future for the station's 4-7pm personality **DAN INGRAM**? Dan, who is on vacation, will return in two weeks to find his airshift suddenly occupied by former PD **QUINCY MCCOY**. It's a rare time when one of New York's shining stars becomes available.

Meanwhile, now-former CHR rival **Z100** continued its tormenting of New York jocks — this time, **WNBC's DON IMUS**. Upon hearing that Don was semidepressed over his latest numbers, **SCOTT & ROSS** expressed their concern and offered \$50 each to six listeners every hour if they'd monitor Don for a 30-minute period and then place a "stroke" call to him on **WNBC's** request line to tell him how good he sounds. Z100 called it "Operation Imus Aid" (they did it the day before "Live Aid"). Our New York City ears tell us the OIA rehearsal calls aired on Z100 were hilarious.

A group of unnamed investors represented by attorney David Rubenstein has withdrawn its \$17 million offer for bankrupt **UPI**. Rubenstein complained that UPI was dragging its feet on considering the offer so it could "shop around" for other proposals.

THANK YOU FOR YOUR CONTRIBUTION TO **TEXAS A&R**

This coupon entitles you to receive \$1.00 OFF any regularly priced LP or pre-recorded cassette in stock at any **COVID-RETIRED** location.

\$1.00 OFF

KZEW TO THE RESCUE — Live Aid organizer Bob Geldof was so impressed by **KZEW/Dallas's** "Texas Aid" campaign, which raised \$16,700 through collection points at area record retailers, that he called the station to chat for eight minutes on-air, despite his busy preconcert schedule. Saying, "I wish there were more stations like you," Geldof called the AOR's efforts "brilliant."

Stalemate In San Francisco: Looks like a little contractual contretemps between provocative morning man **ALEX BENNETT** and the new management at **KKCY/SAN FRANCISCO** (formerly **KQAK**). Bennett apparently feels his contract, bought by **KKCY** from **KQAK**, guarantees him creative freedom (including live audiences), while **KKCY** sees it otherwise. So upon returning from vacation (there's that word *vacation* again), he was asked to play along with the new AOR format. VP/GM **BRUCE BLEVINS** said, "We'd like to have him aboard; he's very talented." But Alex chose not to, and is now "suspended with pay" while lawyers scrutinize the fine print of the contract, which binds Bennett for another two years with a noncompete provision. Quoth Alex, "I've chosen not to renege on the artistic freedom granted me under my contract and knuckle under to the station's demand that I adhere to their rigid format."

The rumor mill was cranking in L.A. this week about **GOLDEN WEST** (which owns **KMPC** here) buying Urban outlet **KUTE** from **INNER CITY**. As a matter of fact, there were some talks, but nothing was consummated. **GWB** has been chatting with other broadcasters in town, and may well continue doing so.

A surefire source for gossip is Detroit, and this week **WMJC** takes center stage. Amidst last week's departures of evening and overnight/fill personalities **JOE COSTELLO** and **ROY STEPHENS**, a format switch was the talk of the town, but PD **BILL ROTH** says no such change is planned. He is planning to add some new players, as Joe and Roy haven't been replaced yet, and Bill must still find a new morning show to replace **ELLIOTT & ST. JAMES**, now at **WFYR**.

SCOTT ROBBINS is no longer the PD at **METROPLEX's WMGG/TAMPA**. Is there another format change in the wind when the new PD is announced?

RICK DEVLIN resigned last week as VP/Director of **ABC TALKRADIO**. Nothing is firm up yet, but Rick plans to go into group ownership and management. ABC says Devlin's slot will be filled.

Continued on Page 30

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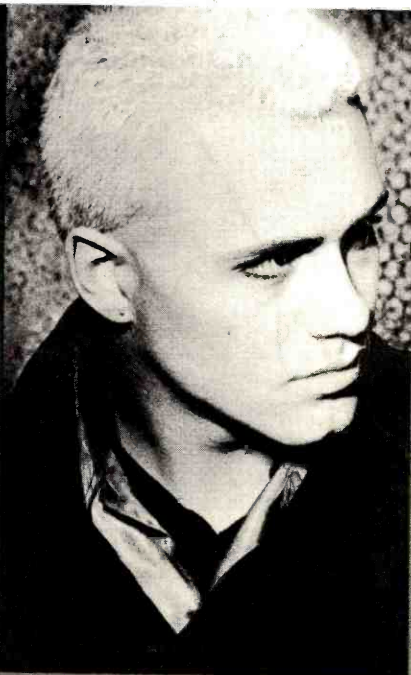
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KEGL	WQID	WJXQ	WBNQ
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KHTR	WSSX	KIKX	KDVV
KOPA	WDCG	KZZU	KFMW
KS103	WANS-FM	WFBG	KGOT
KPLUS	WZYP	WJAD	KBOZ-FM
WFLY	WOKI	WCGQ	KCDQ
WVSR	KX104	KISR	KTRS
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MICHAEL McDONALD



.. NO LOOKIN' BACK ..

The first single from his new solo album

Produced by Michael McDonald and Ted Templeman
© 1985 Warner Bros. Records Inc.

Continued from Page 28

Sources at the **ELECTRONIC MEDIA RATING COUNCIL** believe a replacement for departing Exec. Director **JOHN DIMLING** may be named next week. John is leaving at the end of July for a new assignment with **NIELSEN**.

RICK SPRINGFIELD, RCA RECORDS, and **WESTWOOD ONE** joined forces Monday (7-15) to donate \$50,000 toward fighting hunger in America in the names of 500 radio listeners chosen by local stations around the country. The generous effort is called "Heart Beats Hunger In The States." Said Rick, "People who might not otherwise have been able to participate can share the sense of goodwill and charity."

BILL KIRKPATRICK, head of **SUMMIT COMMUNICATIONS'** radio division, is out after only four months on the job. President **DICK STAKES** is overseeing radio operations while the company searches for Bill's replacement.

The studios of **WINZ-AM & FM/MIAMI** were ringing with excitement last week as a .22-caliber bullet came whizzing through a window in the sales office, past the head of Account Exec **STU STARK**. Police recovered the bullet and glass fragments to run through ballistics. WINZ is in a remote area where a number of gun owners practice open-field target shooting and hunt for small game, so the bullet's probably a stray . . . right?

To provide relief for backlogged requests for diary reviews, **ARBITRON** is considering a mail-in system for reservations. The ratings firm is also looking at allowing two stations in a room in a split-shift summer schedule. It's expected some decisions will be made in the next two weeks.

WSIX/NASHVILLE morning personality **GERRY HOUSE** is leaving the station after nine and a half years. He's signed with **GAYLORD BROADCASTING**, owner of competitor **WSM-AM & FM/NASHVILLE** and **THE NASHVILLE NETWORK** cable TV channel. No one's talking, but it appears Gerry will join **WSM (AM)** as host of "The Waking Crew" morning show once his present contract is fulfilled. Meanwhile, Waking Crew host **CHARLIE CHASE** will soon be leaving that position to concentrate more on TV. He already has a show on **WSMV-TV** and is cohort for the syndicated "This Week In Country Music."

WASH/WASHINGTON is offering a \$1000 reward to anyone who tapes the morning personality or team that the station eventually hires. Looking to get someone out of your market and make some money at the same time? Better yet, send a tape of yourself, score the job, and collect the reward! T&R to PD **JOHN MOEN** immediately.

Satellite-delivered nighttime programming for **GREATER MEDIA** stations? Not entirely out of the question, as VP/Programming **JULIAN BREEN** is looking at ways for the company to send its own programming into the sky. **WMJX/BOSTON** and **WMGK/PHILADELPHIA** already have soft nighttime programming; could **KHTZ/LOS ANGELES** follow suit? There's a lot of speculation, but for the record, no contracts have been signed, nor are there even definitive plans.

Kansas City, Here I Come: There's a plump programming post open at **KFKF** following the departure of PD **RAY MASSIE**. Call GM **TOM BRESNAHAN** at (913) 321-3200 . . . Across town, **KUDL** PD **DENE HALLAM** is looking for a morning man to replace **CRAIG WILLIAMS**, who's left the station.

In Baton Rouge, **KQXL** Sales Manager **JOHN WILSON** has moved up to GM, while at **WYNK-AM & FM**, former Parkersburg programmer **MIKE RING** is the new PD.

WBCN/BOSTON promotes MD **BOB KRANES** to Asst. PD/MD . . . **WNOK-FM/COLUMBIA** welcomes **PETER HAMLETT** back as PD, with **JEFF CLARK** staying on as OM . . . **V100/CHARLESTON** PD **BOB SPENCE** will resign, effective August 3.



Jay McDaniel

Longtime MCA National AOR promotion rep **JAY McDANIEL** has formed a company called **MUSICSTREAM** with **RECORD BAR** Chairman **BARRIE BERGMAN**. Based at Record Bar HQ in Durham, the firm will specialize in CHR/AOR promotion and marketing. In a unique twist, Musicstream's plans include retail promotion tie-ins to Record Bar and **LICORICE PIZZA** stores.

Ahoy, matey: Best wishes to **WBNQ/BLOOMINGTON** morning man/MD **SCOTT ROBBINS** and his new bride Pam . . . **KSJL/SAN ANTONIO** news anchor **JUDY CALICCHIA** has exchanged wire copy and vows with crosstown **KBUC** News Director **BILL DeWESSE** . . . Here's to **KOFM/OKLAHOMA** city all-nighter **STEVE O'BRIEN** and his new wife Lori . . . And **B94/PITTSBURGH** midday personality **MIKE McCOY** agreed to a July 20 date with former **WNCI/Columbus** news personality **KAREN CORNWELL CLOUSE**.

Stork Stops: Congrats to **ARISTA** VP/Promotion **DON IENNER** and his wife Michelle on the birth of Garrett Michael . . . Cheers to **WBUF/BUFFALO** PD **JAY MEYERS** and his wife Debbie on the arrival of 10½-pound (future N.Y. Knick) Justin Samuel.

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 July 20 Columbia, MD
 July 21 Wantaugh, L.I., NY
 July 24 Boston, MA
 July 26 New York, NY

July 28 Toronto, Ontario, Canada
 July 30 Clarkston, MI
 July 31 Hoffman Estates, IL
 August 2 Denver, CO
 August 3 Santa Fe, NM

August 4 Phoenix, AZ
 August 7 Santa Barbara, CA
 August 8 San Diego, CA
 August 9 Irvine, CA
 August 10 Berkeley, CA
 August 11 Santa Clara, CA



Produced by UB40 and Ray "Pablo" Falconer.

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KEN BARNES

ON THE RECORDS

Black Crossovers Continue Hot Pace

Even if British hits are on the rise (see last week's column), it's not affecting Black/Urban crossovers. For the first six months of 1985, B/U records reaching the Top 15 in CHR and A/C are ahead of last year's pace, and by year's end we could see the highest crossover levels in the past decade.

In 1984, Black/Urban crossovers made up 25.4% of the CHR Top 15 hits, 25.6% in A/C. So far this year (as of June 28), the figures were 27.0% for CHR and 26.2% for A/C.

The CHR increase is especially noteworthy in that it continues a

startling trend reversal. In 1979, a big disco year, 26% of the hits were B/U-originated. Apparently a backlash really did develop, because for the next three years the levels nosedived to 20%, 14%, and just under 10%. But in 1983 the figure bounced back to over

14%, and then vaulted over the one-quarter mark last year. The current 27% figure is just shy of 1974's record 27.6%.

A/C's receptivity to B/U records has been on the upswing since 1981. Each year since then has seen a new standard set, and this year's six-month number, carried out for the full year, would do it again.

A final note: From 1974-80, CHR outpaced A/C in B/U crossover totals. 1981 was a tie, but A/C has led in the last three years, so this year's numbers represent the first

time CHR has pulled back ahead in five years. Next January I'll assess the final 1985 figures; next week, a look at Country crossovers. Meanwhile, here's a recap of the B/U crossover figures from 1979 on:

Year	CHR	A/C
1979	26.0%	15.0%
1980	20.0	16.0
1981	14.0	14.0
1982	9.7	19.0
1983	14.4	24.5
1984	25.4	25.6
1985 (6 mos.)	27.0	26.2

Post Time

From the mailbag, Richard Lorenzo inquires if radio will revive Pamela Neal's disco tribute to Pete Rose, "Charlie Hustle," when he breaks Ty Cobb's alltime hits record.

Another hit that got away: "This Diamond Ring" was first offered to, and rejected by, Bobby Vee, who at that time (1965) was in need of a hit. Gary Lewis & the Playboys later took it to the top.

And if you thought CFTR's Henry Van Den Hoogen and I had an offbeat slant on Prince's "Around The World In A Day" LP, check out the following letter from WTLQ/NE Pennsylvania parttime over-nighter Shawn A. Shanksnas, who contends that "Prince is a throwback to the Restoration Period of literature.

"His dress clearly reflects that of the period, with all the frills, ruffles, and brightly colored long coats... Prince's hairstyle strikingly resembles the wigs of the noblemen of the period.

"Most important is Prince's obsession with death... However, Prince's view of death may not be as morbid as you think.

"During the Restoration Period the phrase 'to die' was used as a pun for an orgasm." (Here Shawn cites an example from a play of the period; a similar, though less directly sexual, usage survives in phrases like 'it's to die for' and 'I could have died,' and "death" has been used as a slang adjective roughly meaning "ultracool" or "bitchen.")

Returning to Shawn's letter, "With these thoughts in mind, is it possible Prince is constantly slipping (in) sexual innuendos while trying to appear saintly (another aspect of the Restoration Period), and if this is true, who or what is God?"

Answers on a postcard in 25 words or less...

Finally, some geographical notes: Many people, including Philly native Steve Feinstein, informed me that Bristol is an actual town in the area that did inspire the Dovells' stomping hit. Al Moss of the Wynn Jackson Organization also pointed out that there's a China Grove, NC and at least four Clarksvilles, in Arkansas, Tennessee, Texas, and Virginia. Al also points out that even though Ray Charles isn't singing about the state in "Georgia On My Mind," the song became the official state song of Georgia anyway, much to the disappointment, no doubt, of Charlie Daniels, Vicki Lawrence, Gladys Knight, and other strong Georgia-song contenders.

The Ellie Greenwich Song "Pack"

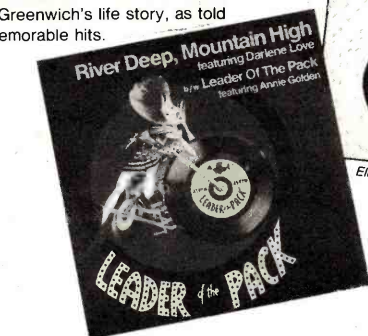
The release of the "Leader Of The Pack" original cast LP on Elektra gives me the chance to recap the songs of one of my favorite songwriters, Ellie Greenwich. "Pack" is a Broadway musical loosely depicting Greenwich's life story, as told by the songs, most of them memorable hits.

She wrote most of them with her ex-husband, Jeff Barry, who went on to produce the Archies and write a number of TV theme songs and generally stay in the limelight. Greenwich herself recorded solo before she met Barry, as Ellie & The Jets, was a member with Barry of the Raindrops (and also masqueraded as the Butterflies), recorded a solo LP for UA after her breakup with Barry, did some producing, was in a studio group called the Definitive Rock Chorale, cut another solo LP in 1973 for Verve, and was then out of sight until recently, when she cowrote songs with Ellen Foley and Cyndi Lauper and the play began to materialize.

I thought (building on a suggestion from Hurricane Heeran) that I'd list the songs from the play (excluding the four written specifically for dramatic purposes), along with some of the artists who recorded them (primary hit artists in bold type, original artists asterisked). Then I added a few other memorable Greenwich compositions that don't appear in the play (or make only cameo appearances).

"Baby I Love You": Cher, Dave Edmunds, Andy Kim, Ronettes*
"Be My Baby": Andy Kim, Jody Miller, Ronettes*, Shirrelles
"Chapel Of Love": Beach Boys, Dixie Cups*, Bette Midler, Ronettes

"Christmas": Darlene Love*
"Da Doo Ron Ron": Carpenters, Shaun Cassidy, Crystals*, Larverne & Shirley, Ian Matthews
"Do Wah Diddy Diddy": Exciters*, Andrew Gold, Manfred Mann, Stars On 45



"Hanky Panky": Neil Diamond, Tommy James, Mojo Men, Raindrops, Summits*
"I Can Hear Music": Beach Boys, Larry Lurex, (Freddie Mercury), Ronettes*
"I Wanna Love Him So Bad": Jellybeans*
"Keep It Confidential": Nona Hendryx*
"Leader Of The Pack": Shangri-Las*

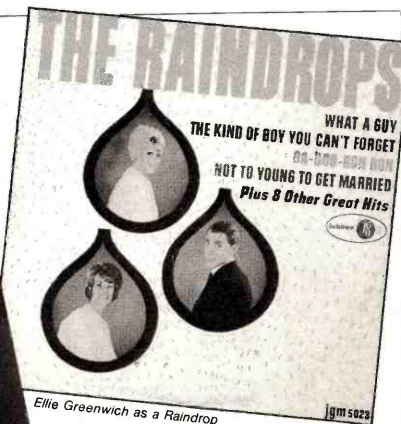
"Look Of Love": Lesley Gore*
"Maybe I Know": Lesley Gore*
"Not Too Young To Get Married": Racey, Bobb B. Soxx & Bluejeans*
"River Deep Mountain High": Animals, Deep Purple, Easybeats, Dobie Gray, Nilsson, Bob Seger, Supremes & Four Tops, Ike & Tina Turner*

"Then He Kissed Me": Beach Boys, Crystals*, Sonny & Cher, Rachel Sweet
"Today I Met The Boy I'm Gonna Marry": Darlene Love*
"Wait Till My Bobby Gets Home": Darlene Love*

"Why Do Lovers Break Each Other's Heart": Bobb B. Soxx & Blue Jeans*




Ellie's last previous solo appearance



And a scattering of other Greenwich greats to listen out for:
"All Grown Up": Crystals*, Dixie Cups
"Baby Be Mine": Jellybeans*
"Fine Fine Boy": Darlene Love*
"Give Us Your Blessings": Ray Peterson*, Shangri-Las
"Goodnight Baby": Butterflies*, Searchers
"He Ain't No Angel": Ad Libs*
"He's Got The Power": Exciters*, Wayne Fontana & Mindbenders
"He's The Kind Of Boy You Can't Forget": Raindrops*
"Heaven Only Knows": Shangri-Las*
"I Have A Boyfriend": Chiffons*
"I Wonder": Butterflies, Crystals*, Ronettes
"I'll Never Need More Than This": Ike & Tina Turner*
"I'll Take You Where The Music's Playing": Drippers*
"Let's Go Together": Raindrops*
"Little Boy": Crystals*, Mink DeVille
"Out In The Streets": Shangri-Las*
"People Say": Dixie Cups*
"What A Guy": Raindrops*
"When The Boy's Happy": Four Pennies (Chiffons?)*
"You Should've Seen The Way He Looked At Me" — Dixie Cups*



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**"IT'S GETTIN'
LATE"**



On Your Desk This Week!



Distributed by CBS Records

Can't Stand Still

In September 1982, when the only political commentary on the CHR charts was "New World Man," Don Henley's management company took trade ads on behalf of the single "Johnny Can't Read." The copy charged that "there are those who refuse to play the record because of its supposed 'controversial lyrics'" and that CHR might have been more willing to play the single had it been released under the **Eagles** name as originally planned. It added "we must not be intimidated."

For whatever reason, those ads didn't help "Johnny Can't Read" much. Radio didn't broadcast Henley's attack on the educational system and handguns. In one of those weird about-faces, it *did* make a hit out of the follow-up, "Dirty Laundry," which directly attacked the media.

Henley's 38th birthday is Monday. Out of his four solo CHR hits, two have been political and another, "The Boys Of Summer," belongs at least partially in the general "social commentary" category. That's actually somewhat uncommon. There have been political CHR hits in the last few years ("1999," "Electric Avenue," "Undercover Of The Night," "The War Song," "Pride (In The Name Of Love)," "19") but few artists in this period have sustained a political singles streak, the usual strategy being to move on to something more innocuous immediately. **John Cougar** might qualify, depending on how specifically political you consider "Pink Houses" and "Authority Song."

While Henley's back on safer grounds, at least temporarily, with "Not Enough Love In The World," there is always the possibility of "Driving With Your Eyes Closed" as a fourth single from "Building The Perfect Beast."

MONDAY, JULY 22

1965/How much entertainment will five pounds buy now? That's how much **Mick Jagger, Keith Richard** and **Bill Wyman** were fined on this day for their urinating-against-the-wall-of-a-gas-station incident . . .

1969/. . . Whereas female stars get attention in different ways. On this day **Aretha Franklin** creates a disturbance in a Detroit parking lot and is arrested for disorderly conduct.

1977/**Elvis Costello's** "My Aim Is True" LP is released in Britain.

1979/**Little Richard**, denouncing rock & roll for religion, again, utters the now famous words, "If God can save an old homosexual like me, he can save anybody."

Birthdays: **Chuck Jackson** 1937, **George Clinton** 1940, **Rick Davies (Supertramp)** 1944.

TUESDAY, JULY 23

1969/Current Los Angeles Mayor **Tom Bradley** is pretty brave about doing ceremonies with rock stars. On this day, his predecessor **Sam Yorty** doesn't show for a ceremony with **James Brown** and the singer walks out of the mayor's office.

1977/**Donna Summer's** "I Feel Love" goes to #1 in Britain, inspiring the future members of **Bronski Beat**. Meanwhile . . .

1977/. . . **John Bonham, Led Zeppelin's** manager and two security guards feel hate. They're arrested for allegedly beating up three employees of promoter **Bill Graham** at an Oakland concert. The four later plead guilty to misdemeanors.

Birthdays: **David Essex** 1947, **Martin Gore (Depeche Mode)** 1961.

WEDNESDAY, JULY 24

1971/**T. Rex** gets a second British #1 with the original "Get It On." (The "Bang A Gong" part is added later to differentiate it in America from an earlier hit by **Chase**.) "Get" spends four weeks at the top, surrounded by "Chirpy Chirpy Cheep Cheep" and **Diana Ross's** "I'm Still Waiting."

1978/"Sgt. Pepper's Lonely Hearts Club Band," the movie, premieres. In Washington, DC, where the picture opened on the first day of a bus strike, there were a handful of protesters — who hadn't seen the movie yet charging that the mere casting of the **Bee Gees** and **Peter Frampton** defamed the **Beatles** LP.



THURSDAY, JULY 25

1955/**The Collins Kids**, a brother and sister rockabilly team who are 10 and 13 years old, sign with **Columbia**.

1965/**Bob Dylan** goes electric at Newport and gets booed offstage.

1968/**Big Brother & The Holding Co.** release their "Cheap Thrills" LP.

Birthdays: **Steve Goodman** would be 37.

FRIDAY, JULY 26

1968/At least nobody urinated on it: **London Records** postpones the release of "Beggars' Banquet" until it can change its cover of a graffiti-ridden bathroom wall.

1969/**Marilyn McCoo** and **Billy Davis Jr.** are married.

1974/The first **Beatles** fan convention is held in Boston.

Birthdays: **Mick Jagger** 1943, **Roger Taylor (Queen)** 1949.

SATURDAY, JULY 27

1973/"A Passion Play" by **Jethro Tull** goes gold.

1976/**Bruce Springsteen** sues his manager, **Mike Appel**, and ties up his recording career for nearly two years.

1976/After years of fighting, **John Lennon** gets his green card.

Birthdays: **Bobbie Gentry** 1944.

SUNDAY, JULY 28

1958/**Exxon's** predecessor, **Esso**, announces that rock and roll wastes gasoline by encouraging drivers to jiggle the gas pedal to the music.

1970/**Mick Jagger's** film "Ned Kelly" premieres.

1973/600,000 come to see the **Grateful Dead** and **Allman Brothers**, thus making Watkins Glen the largest rock festival ever.

Mary Jane Girls



"WILD AND CRAZY LOVE"

CHR NEW & ACTIVE



91/40 36%

ADDED THIS WEEK:

WXKS-FM	Z93	WSQV
WNYS	WHHY-FM	WKSF
B94	KBFM	WYKS
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94Q	Y107	WAZY-FM
WCZY	WQUE-FM	WDBR
WHYT	KKRD	WSPT
FM102	KIKX	KDVV
WTIC-FM	KSND	KGOT
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DAN O'DAY

AIR PERSONALITIES

5-Day Work Week: Both Sides Of The Story

Judging from the letters and calls I received in response to my plea for a five-day work week for jocks, it appears to be an issue both sides feel strongly about. Here are two responses from opposite sides of the fence.

From Jay Christian, PD/OM of WQUT/Johnson City, TN: "I read your article on the five-day work week with mixed emotions. I agree and disagree with your position. I guess that comes from moving up through the ranks... from air talent to Operations Manager (though I'm still an air talent.)"

"There is one major reason for my belief in the six-day week. Saturdays are usually the second or third-highest tune times for the entire week. Most small and medium market stations don't have good enough parttime talent available to work such high-visibility hours. If listeners are used to the higher-quality announcers during the week in prime time and then have to listen to much weaker talent on Saturday, they are liable to start searching the dial for something better... and they just might land on a station that has its 'big hitters' on."

"To be able to have quality parttimers on the air Saturday, you'd need at least three or four. How many small or medium market stations have that kind of talent available all at one time? Most of us have only one or two good parttimers."

"Dan, have you ever been a program director? You said, in essence, that it's not a fair argument to say, 'If I give my morning team a five-day work week, I'll have to do it for everyone else!' Have you ever had to deal with announcers who think someone else is getting preferential treatment? It's not fun."

"On the other hand, I know a six-day week can be pretty hard

on people at times. So let me tell you what we're trying at WQUT. Right now we're blessed with high-quality parttimers. So for July and August, without increasing the fulltimers' weekly hours or decreasing their pay, we're giving them a five-day week. It's summer, and the weather is conducive to doing things and going places."

"We at WQUT are always trying to find ways to benefit the announcers without hurting our ratings. This idea, which came from our General Manager, Ken Maness, is an effort to say thanks to our announcers. It may not be a five-day work week forever, but whenever we can do it, we will."

My reply: Some good points there, Jay. First, my compliments to you and your GM for being caring enough and creative enough to give your jocks time to live their private lives on weekends. Let's hope some other PDs are inspired to follow suit."

Second: Yes, I have been a PD. That comment about giving "special" treatment to the morning show was made by American Comedy Network. I think it can be valid... and I think it can be awfully hard to implement without upsetting the other jocks."

But the fact is very few stations treat all their fulltime jocks alike. Let me ask you a few questions, Jay:

Does your all-night jock make as much money as your afternoon drive jock?

Does your midday jock get to talk as much as your morning personality?

Does your evening jock spend more hours on the air (7 to midnight, perhaps) than your morning jock?

Do all of your jocks have the same latitude in airing phone calls and doing humorous bits? Do they all give away the same amount of money and prizes? Do they get equal on-air support from your news staff?

Or are some of your jocks more equal than others?

Sure, most stations have a comparatively large audience during Saturday middays and afternoons. But their listening patterns are different; the needs of someone listening in the office during the week are different than those of that same person driving around town, doing errands, on the weekend. It's your job to provide them with quality programming every minute the station's on the air. But if you believed it's imperative for the programming to be exactly the same whenever the person listens, you'd have your jocks working not only Saturdays but Sunday afternoons, too."

Sure, it's a challenge to find good parttimers. Sometimes you have to develop them, which is even more of a challenge. And if you can't find enough good weekenders to fill the bill, you'd want to use other methods to provide your listeners with quality weekend programming: syndicated programs, original local programs, special music weekends, etc."

Yes, giving certain jocks the weekends off while requiring others to work six days can require smooth handling. (And I should again stress that ideally all jocks should work five-day weeks). Sure, coming up with quality weekend programming is a challenge. But to quote my favorite super hero, Super-

On-Air Telephone Calls — Part Two

Last time we discussed some methods you can use to maximize the telephone input you get from your listeners. To recap:

A) Answer your request-line (!)

B) Actively seek out gems from the request line rubble.

Thanks to your ability to edit, preface, and respond to your listeners' contributions, you don't even need to discover genuine gem-quality bits; bright, shiny imitations will do nicely, too.

But let's say that, for whatever the reason, you're just not getting as many entertaining calls as you'd like. Let's also assume you're in the market large enough to offer a regular flux of listener calls. What can you do?

Well, you can have your friends and co-workers call in with bits, gags, funny comments, voices, etc. You might even feed them with specific lines to give back to you on the air.

Let all the funny people you come into contact with know that you welcome their input to your show. When you meet a funny person at a party, you might say, "Hey, here's my studio hotline number. Anytime you want to call in with a bit, do it!"

Introduce yourself to comics in local clubs, actors in local plays. Spread the word, making it clear that your show is the place to call when anyone's got anything funny to say.

Remember, too, that you can

place calls on the air. Is your auto mechanic a classic, good of country boy whose lazy drawl makes everything seem a bit humorous? Call him up and ask his reaction to a particular item in the day's news. What about the local preacher who's famous for his funny, insightful sermons? What about the woman in the hardware store whose British accent makes everything she says sound terribly upper-crusty? Open your eyes and ears to what's around you... and use them.

Just about anybody can be funny in the right context. Clara Peller never made people laugh until someone put her in a particular setting (a competing hamburger joint) and gave her a particular line to say ("Where's the beef?"). When she added her own unique vocal style, the whole thing came out funny.

The moral: You don't need to find cadres of professional comedians in order to have people contribute funny bits to your show.

chicken, "You knew the job was dangerous when you took it." This is part of the challenge a PD has to meet; that's why you pull down those big bucks and get to take home all those promo records.

I sympathize with your struggle. But solving a programming problem is your job, not your jocks'.

Here's another view from John Hudson of KKCS-FM/Colorado Springs, "an on-air, six-days-a-week program director.

"Many stations complain that 'when we get someone good they always move on' or 'we don't have the money to attract or hold top talent.' It seems to me an enlightened station would realize that a five-day work week would be a large incentive to attract and hold talent. Many a jock would trade some bucks for an extra day off. Maybe it's time radio moved into the '80s in more ways than just the music it plays."

Reference For Radio Stations

Question from a jock in Nebraska: "Someone who applies for a position at a radio station is asked to supply references and a complete work history. How does someone turn the tables and check up on the radio station?"

One way is simply to pick up the phone and call jocks at competing stations: "Hi... I've been offered a job at KKED, and I'm curious to know what kind of reputation they have in your market. Have you ever

worked there? What do you think of their overall air sound? How well do they treat their jocks? What have you heard about management there? Is it a pretty stable operation? Do they seem to have frequent format changes? Is there a swinging door for jocks?"

Often you'll find jocks are very willing to be helpful; they've been in your situation. Sometimes they might ask what your name is. I recommend being prepared to give

a phony name. (I know it's not nice to lie. It's also not nice to lose a job just because some jock mouthed off around town with your name on his/her lips.)

If you're asked what airstuff you're being considered for, I think it's appropriate to respect your prospective employer's privacy by saying, "I don't think it would be right for me to divulge that before they've made the announcement."

Keep Yourself Informed with The Industry's Weekly Newspaper

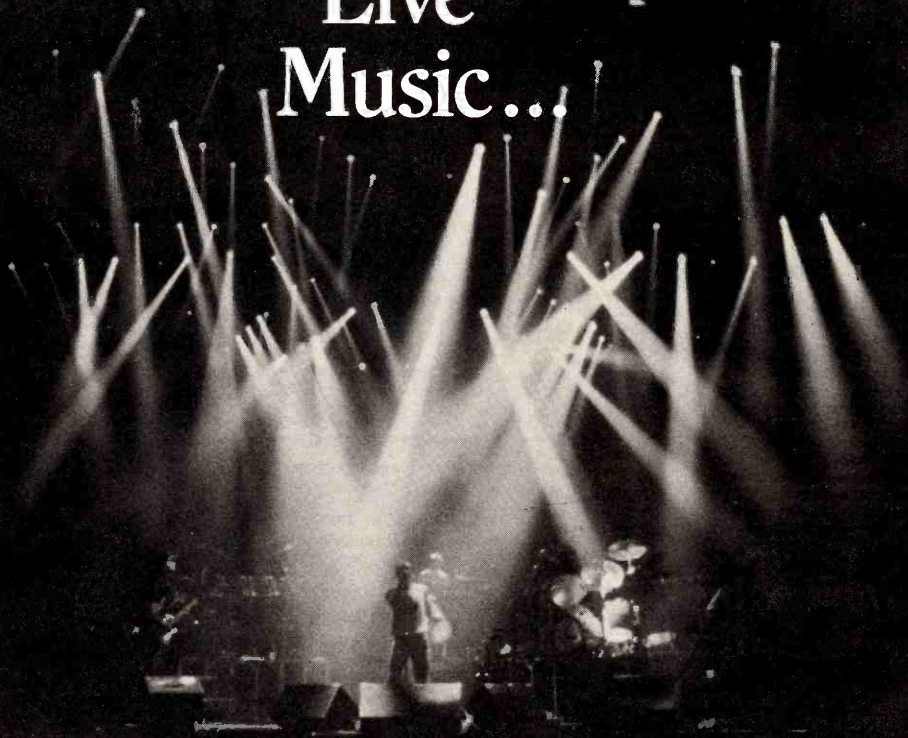
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JOEL DENVER

LET'S SHOW SOME RESPECT

The Handy-Dandy Guide To Promo Rep & PD/MD Etiquette

I can't tell you the number of outright bitches brought to my attention during the recent Bobby Poe Convention by PDs and MDs about promotion reps and the way they've been treated. And there was an equal number of complaints from the record reps - at all levels - about the PDs and MDs and their discourteous attitudes.

What is this - a nonstop full moon? In the haste for success and/or job security, has everyone simply forgotten some common-sense practices of a good business relationship between our two industries?

Common Goals

Let's get one thing straight from the start: Radio needs the record industry, and record companies need radio. The business, as we know it today, cannot exist without large doses of cooperation.

For radio, the goals are to play the hits and provide innovative programming through the exposure of new product. The record labels' goals are to get that new music exposed and sell some product along the way so they can continue signing new acts. While the goals may seem 180 degrees apart, they both contribute to a healthy cycle of creative energy and growth.

"The bottom line is that every phone call should be returned in a timely manner."

Lately, some of the horror stories concerning these relationships would set diplomacy back 100 years if both sides were representing foreign countries. I'm glad some of you aren't sitting across the bargaining table from the Russians. We'd either be eating borscht and potato soup for the rest of our lives in Siberia, or observing the glow of the new radiation belts which now circle the planet.

Telephone Tag

The telephone is the most commonly used and most important tool in promoting records. The rash of complaints from national record executives about unreturned phone calls from major programmers is terrible. And the number of unreturned calls by record executives to programmers in smaller markets, especially those who don't report to R&R or any other trade, is on the rise. (See "Records At Your Service.")

Nothing is worse than placing an important phone call to someone only to have it go unreturned. Once

is forgivable, but two or three times gets to be downright rude. Both sides are guilty of this practice. You are sabotaging a relationship by not returning phone calls.

If you keep missing each other in a game of telephone tag, it can be annoying, but stick with it. At least both sides are aware that contact is being attempted. Leave a home number if the conversation is important enough, but return the call.

Holding, And Holding, And . . .

While we're on the subject of calls, don't leave someone holding forever. There are times when you can't avoid putting someone on hold, but try not to forget him. If you know you're going to be longer than anticipated, take a number and call him back.

Long-distance dollars mount up quickly. And if you're not calling on your dime you're not only being rude, you're costing someone a lot of money. If you discover you've kept someone holding for a while, immediately upon returning to his line offer to call him back on your dime. It sure makes the other party feel like you really want to talk to him.

Should you find you are unavailable to talk with someone who has

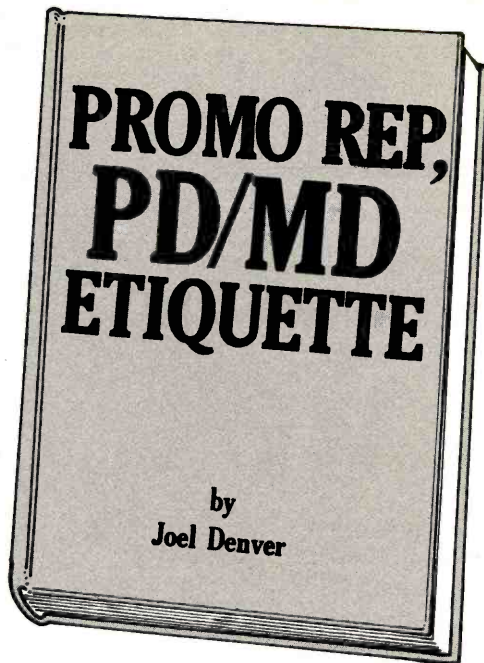
called repeatedly, then pass the message on to your assistant. The bottom line is that every phone call should be returned in a timely manner. A national, regional, or local promotion representative is under a deadline for information. Make sure you respect that need for contact. And if you're a record rep, not talking or returning a station call could mean sacrificing valuable airplay information.

In-Person Presentations

CHR stations are reliant on records for better than 90% of the programming. When I was a programmer Monday was entirely devoted to talking with the record reps. This was also the day store calls, requests, and callouts were researched, tallied, and ranked.

"In the haste for success and/or job security, has everyone simply forgotten some common-sense practices of a good business relationship between our two industries?"

Each promoter was allowed to come to the station on a first-come, first-served basis. You may choose to set up appointments. Generally, my music director and I both talked to the reps whenever possible. There was no time restriction plac-



ed on the visits, as the reps had varying quantities of product to discuss. I also took time to listen to each rep's most important records to understand what I was being promoted on. Otherwise, the conversation had less impact - the promoter felt unfulfilled, and I felt a bit in the dark.

(Tip: Eye-to-eye contact is most valuable in cementing a good working relationship between station and label.)

Communicate Your Needs And Views

As a programmer, I looked for each rep to have his act together. One way you as a PD or MD can help is by letting the reps know which stations mean something to you for national, regional, and local comparison. You also have to be ready to supply feedback on their product, including sales, request,

and callout information to back up your viewpoints.

Giving labels no indication of your feelings on a record is unfair and very frustrating. Remember, they are trying to do a job just as you are. Make sure your feedback is honest and straightforward. Don't commit to adding a record in advance, only to renege the following day or week. My method was to indicate those songs which were in the "possible add" ballpark, but I never made a preliminary commitment. When the playlist was released, then and only then did a record actually become an add. I'd then call the local label rep and inform him/her of the good news.

"Unless the adds are completely up to the MD (and that's rarely the case), you've got to be available to discuss your decisions in an open, businesslike manner."

Records At Your Service

Airplay is what sells records. So why do numerous record labels put on the blinders and earmuffs when a nonreporting station asks for record service?

Economics is the biggest excuse. "It takes too much money to send service into every radio station that wants it" is the usual reply. Or, "I can't sell records in that little town." Well, you may not sell hundreds of copies in every market, but some are better than none. When radio wants to play a record of yours, they should be serviced with it - at least a copy of the single.

But radio needs to take the matter into its own hands as well. Send a courteous letter to the VP/Promotion, National Secondaries Director, or to the regional/local rep(s) (perhaps all of them) with a

copy of your playlist, coverage area, and a short statement about your philosophy on new music. Let them know why your station needs service. Next, put them on a weekly mailing list. Develop a phone relationship with someone in the promotion department.

If it is impossible for labels to send product to every station, then make sure your station is one of the exceptions. Just as your GM or GSM sells a client on your programming, sell the record folks on it as well. Show them why airplay in your market is not only important, but how it will generate enough sales to outweigh the cost of servicing your station. You may not get a copy of every album released, but getting single service would be a nice start.



It's imperative that as a record rep you are efficient in your presentations if you expect to make a close (get a hitbound). Don't promote too many records at one time. It confuses the issue, and can detract from a positive meeting. Have your facts together and don't take up more time than you need.

Be Accessible

Now, I'm not suggesting that every PD's station environment be structured to allow as much in-person time with the record reps as I had. But if you are not going to take visits or communicate with them by phone on a regular basis, make yourself accessible if the need arises.

This is especially important if

Continued on Page 40

JUST WHAT YOU'RE
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REO SPEEDWAGON

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CHR BREAKERS

151/33 — 60%



CHEAP TRICK

"Tonight It's You"

FIRST WEEK OUT:

WLS	KWIC	KIHK	WRQN	WBWB
WLS-FM	WZLD	WJXQ	WFBG	WRKR
WVSR	WFMI	Z104	WJAD	WDBR
WTLQ	WRNO	KOFM	Q101	KDVV
WBBQ	KITY	WZOK	KKQV	KTRS
			WHSL	OK95

AOR Tracks:
**#1 Most Added
 Debut 43**



KING

"Love & Pride"

195 39	194 33-28	KQMQ
KMEL deb 35	WXKS-FM	Q101
KPLUS 40-35	KKRZ	KWES
KITY 33	KSET-FM	KKQV
KLUC 34-30	KX104	KCDQ
OK95 10-6	KKFM	KHTX

LOS ANGELES:
 KIIS-FM 34-25-24
 KIQQ 17-11
 KKHR 30-22



...HITS FROM EPIC!

Distributed by CBS Records



The Handy-Dandy Guide

Continued from Page 38

you're going to have the final say on what gets added each week. Unless the adds are completely up to the MD (and that's rarely the case), you should be available to discuss your position in an open, businesslike manner, even though some decisions may not be the most popular.

A PD or MD must learn how to say "no" graciously. You hand out a "no" every time you don't add a record, so you're saying "no" more often than "yes." At the same time, a record rep must learn to accept a "no" with the knowledge that tomorrow is a new day, and that there will always be another record, and another after that.

The Real Reality

No single record or any one situation is worth destroying a friendship or good business relationship. Keep in mind that not every major label promotion will come your way. It's a simple fact that other radio stations in your market also need and deserve attention.

And as a successful record promoter, you've got to spread your attention in a fair and nonbiased

manner. Your honesty and realistic approach to promotion will give you and your company the edge over another promoter who is less tactful.

"A PD or MD must learn how to say 'no' graciously. A record rep must learn to accept a 'no' with the knowledge that tomorrow is a new day, and that there will always be another record, and another after that."

We're all in the same lifeboat together. If we (radio and records) both paddle in the same direction, we'll hit land every time. If we choose to row in opposing directions, we only create a circle of nonproductivity. Let's all work to make our communications with each other more meaningful and courteous.



RECKLESS RESULTS — Bryan Adams was on hand to present a platinum version of his "Reckless" LP to WZLD/Columbia and thank the station for its support. Pictured (l-r) are WZLD's Gary David, Adams, WZLD MD Hunter Herring, and A&M local rep Paul Crowley.



WHAT'S SHAKIN'? — FM 102/Sacramento recently hosted "Zoo Night" at a local club to promote its morning zoo show. Listeners came dressed as their favorite zoo creature and performed imitations of them for 102 seconds to compete for a trip to the San Diego Zoo and a free night at nearby Connetti Club. Dancing to the music are (l-r) "The Elephant Man" and "The Birdman." The Elephant Man "hung in there" to win the grand prize.



SING YOUR HEART OUT, JACKSON! — KIMN/Denver and Atta-Boy Dog Food hosted the 1st Annual Pet Parade & Talent Contest in Denver. Shown here is the talent contest winner, Jackson, a dog that can sing in both English and Polish.

MOTION

Dave Fuller leaves nights at **FOXY-101/Saginaw** for evenings at **WJFM/Grand Rapids** . . . **Scott Summers** is out as MD/afternoon driver at **WNOK-FM/Columbia** . . . **Scott Foreman** is now doing nights and music at **KC103/Evansville**, formerly of **WVTS/Terre Haute** . . . **Big Bill Crawford**, last at **KQ92/Olympia**, is covering afternoons at **KSND/Eugene** . . . **Stacy Barton** is new to overnights at **KJ103/Oklahoma City** . . . **KAMZ-FM/El Paso** PD **Bob West** is named OM for **KAMZ** and sister **AM KAMA**. Also at **KAMA**, PD **Jose Luis Garcia** departs and **Santiago Mieto** steps in to replace him.

Paul Sebastian is the new PD at **KMBQ/Shreveport**, while **Dolores Davenport** replaces **Mike Story** as MD . . . **Jamie Richards** joins **WSTO/Evansville** for middays, replacing **Bob Lindsey**, who left for **WKJL/Louisville** . . . **KKAZ/Cheyenne** PD **John Ramsey** becomes OM for **KKAZ** & **KUUY** . . . **Lisa Dent** is upped from overnights to MD/nights at **WZOK/Rockford** . . . **Steve O'Brien** is new to

overnights at **KOFM/Oklahoma City** . . . **Allen Lee** will rock in the evening at **KBIM/Roswell** . . . **Rich Stevens** climbs from overnights to evenings at **WTHZ/Tallahassee**.

Jim Matthews leaves **KHTZ/Los Angeles** for programming and production work across town at **KHJ** . . . Shift changes at **KIKX/Colorado Springs** include **Shana Rose** leaving middays for AM work with PD **John Dantzer**, **Ken Cook** moving from evenings to middays, and **Mike Kelly** advancing from overnights to evenings. **Bob Richards** is the new all-night man . . . At **WHSL/Wilmington**, **Vicki Troy** joins for 7pm-midnight from **94Z/Raleigh**, **Peggy Fry** is a new parttimer, and **Don Van Dever** is named Production Director.

Z102/Savannah ups night rocker **Spanky McFarland** to Assistant MD, and names **Stanley T. Evans** overnight personality . . . **Donna Giedry** joins **WKSS/Hartford** as Promotions Director from Boston outlets **WBCN** and **WZOU** . . . **KZ93/Peoria** personality **Derek Johnson** adds MD to his nightly on-air duties . . . At **KPLUS/Seattle** **Devon Durrant** moves up from Assistant MD to MD/middays, **Mark Allen** switches from overnights to 10pm-2am, and **Bill Meyer** slides into

the all-night slot . . . **Tom Froelich** exits his nights at **KDVV/Topeka** for nights at **KSAQ/San Antonio**.

Todd Brandt replaces **Beau Raftery** in the evening at **KZZU/Spokane**. Brandt was formerly with **KZZP/Phoenix** . . . Former **WANS/Greenville** MD/afternoon DJ **Rod Metz** (**Jonathan Rush**) joins **WJZR/Charlotte** for middays replacing **Shotgun Stone**, who left for **WKSJ/Greensboro** . . . The new MD at **WANS-FM/Greenville** is **Tommy Smith**, upped from Assistant MD . . . **Y107/Nashville** OM/PD **Gabe Hobbs** transfers to sister station **WMYU(U102)/Knoxville** as OM in charge of programming, while **Republic Broadcasting's** Regional OM **Michael St. John** steps in to program **Y107**.

Rick Everette moves crosstown from **WWLI/Providence** to evenings at **RI-104** . . . **Mike McCarthy** joins **WBCY/Charlotte** for middays from **WAPI/Birmingham** . . . **WKFR/Kalamazoo** names two new employees: **Michael Klein** will do middays, and **Ray Prosser** will handle overnights . . . **WBLI/Long Island** is now being consulted by **Burkhart, Abrams, Michaels, Douglas & Assoc.** . . . **Robert Patrick Gelms** is new to afternoons at **KLIK/Davenport**.



WZON TALKS TO FIONA — Atlantic recording artist Fiona visited with the staff of WZON/Bangor to promote her recent single "Talk To Me." Pictured here (kneeling, l-r) are Atlantic's Joe Iannello, WZON MD Rick Andrews, and (top, l-r) PD John Marshall, Fiona, and WZON owner/horrorist Stephen King.



CHAMELEON SHEDS COLORS FOR WPLJ — Adhering to his new short-hair-and-pale-face image, **Boy George** (l) dropped in on **Jim Kerr** (r) and the morning crew at **WPLJ/New York** to wrap up his own birthday celebration. George turned 23 on June 14 and kept up the party until the next morning! Note the **Samsontite** luggage undemeath each eye.



PD OF THE YEAR — **KHFI/Austin** PD **Wayne Richards** was selected as "Medium Market PD of the Year" at the **Bobby Poe Convention** recently in Atlanta. Here he is with his plaque.

"MONEY for NOTHING"

DIRE STRAITS

AOR Track **2** (Second Week)

CHR: _____

WHIT add
WXXS-FM on
CKOI on
WCAU-FM add
93FM add 30
195 add
B96 30-21
WLS deb 36
92X on
WKTI add
KHTR 21-18
KWK 23-19
KPLUS 32-19
KUBE deb 32
WFLY on
Q100 on
K104 add
WKEE add
WGFM add
WRCK deb 37
WKRZ-FM add
WTLQ add
KWIC deb 38
KZZB add
KXX106 add
WJZR add
WZLD 38-34
WZYP add
WOKI add
KBFM add
KX104 25-19
WRNO on

BJ105 add
KITY add
KMBQ add
WKZL add
WSEZ add
WKDD on
KZIO add
WZPL 30-26
WJXQ deb 31
Z104 deb 38
KJ103 deb 38
KOFM on
WRQN deb 26
KAY 107 add
KQXR 31-23
KSND add
KRQ add
WFBG on
WOAY add
WQCM add
WOMP-FM add
WKSF on
KISR deb 36
KTDY add
Q101 add
WPFM on
KKQV add
KNIN on
WHSL deb 40
WBNO on
WBWB add
WCIL-FM add

WAZY-FM add
WRKR 23-18
KKLS-FM on
99KG on
WDBR on
WSPT on
KDVV on

KFMW on
KGOT on
KCDQ on
KOZE 31-23
KHTX on
OK95 29-26



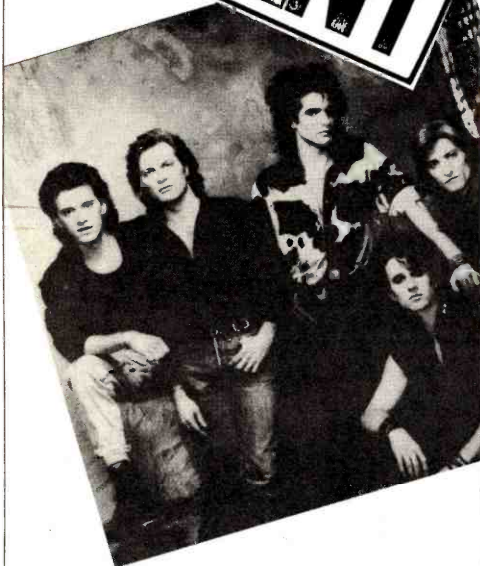
The New Single
From The Album
Brothers In Arms.

Produced by
Mark Knopfler
and Neil
Dorfman. On
Warner Bros.
Records,
Cassettes and
Compact Discs.

Direction:
Damage Manage-
ment. © 1985
Phonogram Ltd.
(London)



URGENT



RUNNING BACK DEBUT SINGLE

CHR NEW & ACTIVE

WRCK	KJOY	98Q	KSWB
KWIC	KDOG	KRPL	KKEE
WJXQ	WLXK	KTWR	KNVR
WRFW	WHL	KXFM	WLNC
WHSL	KAGO	WANY	WHKW
WMMS	WALG	WBLU	KQ92
WPHD			

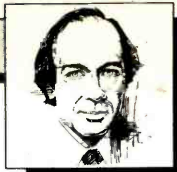
FROM THE DEBUT ALBUM
"CAST THE FIRST STONE"

AOR ALBUMS
#2 MOST ADDED



On Manhattan Records and High Quality XDR Cassettes.

42/R&R FRIDAY, JULY 19, 1985



BRAD MESSER

CALENDAR

Follow-Up Stories Needed

True or false? **John Dillinger**, the superstar gangster who was the FBI's "Public Enemy Number One" in the 1930s, once escaped from jail using a fake gun which he had carved from wood.

True, that story made Dillinger famous . . . but the whole truth is that there never was a wooden gun. What was widely reported in newspapers turns out to have been very colorful but completely erroneous. (His death noted below on 7-22.)

In "The Encyclopedia of American Crime," Carl Sifakis writes that Dillinger's lawyer paid a judge several thousand dollars to smuggle in a real pistol. Reporters later learned the truth, which

never got equal headline coverage, and to this day what most people know about the infamous criminal Dillinger, although interesting, is erroneous.

This spring I took flying lessons in an ultralight aircraft. The sport was so reasonably priced and so outrageously fun that I asked my instructor why more people aren't flocking to the field to get in on the thrills. He believes they would, except for one national television report last year. It emphasized the danger while playing down the

role of reputable aircraft manufacturers and the availability of safety devices such as ballistic parachutes.

"If TV would just come back and take another look, to set the record straight," my instructor said, "the sport might get a fair shake. But that wouldn't make as good a story, I guess."

Big and little stories, national and local, old and recent deserve follow-up. To some extent, the old Firesign Theater was right in joking that everything we know is wrong. It should be a reporter's responsibility to voluntarily reinvestigate stories from time to time.

John Dillinger Ambushed

MONDAY, JULY 22 — **John Dillinger's** career in crime started off badly. He got caught during his first robbery attempt and went straight to prison. Later he became a very successful bank robber and staged several prison escapes. In one, he used what was widely reported to have been a fake pistol, carved from wood and blacked with shoe polish. The "wooden gun" story was wrong. It was a real pistol. Anyway, the FBI ended John Dillinger's criminal career 51 years ago today by gunning down Public Enemy #1 at the Chicago movie theater (1934).

1983 — Washington Public Power Supply System \$2.5 billion in debt, largest municipal bond default in U.S. history.
1933 — **Wiley Post** completed 1st around-world solo flight. **Don Henley** (co-founder **Eagles**) 39. **Oscar de la Renta** 53. **Jason Robards Jr.** 63. **Mrs. Rose Fitzgerald Kennedy** 95.

First Olympic Games

TUESDAY, JULY 23 — In the year BC776, the first Olympic Games were held. There was only one event, a foot race of about 200 yards. The event was called the staid (from which we derive the word stadium) and the runners competed in the nude.

Moon directly above equator tonight.
1984 — Miss America **Vanessa Williams** resigned after nude photos were published. She was the first black Miss America.

1979 — **Ayatollah Khomeini** outlawed music in Iran; ban later partially rescinded. 1904 — Ice cream cone created at St. Louis Exposition by concessionaire **Ernest Hemwi**, one of several conflicting claims over the invention.
Walt Garrison 41. **Don Drysdale** 49.

Drunk Drivers On Water

WEDNESDAY — This is the peak of the annual boating season. Coast Guard Lt. Cmdr. **William Ladd**, Secretary of the National Safe Boating Council, says "as many as 50 percent of all boating accidents and boating deaths are alcohol-related." Three of every four people killed in boating mishaps aren't wearing life jackets.

Pioneer Day, state holiday in Utah commemorating the Mormons reaching Salt Lake Valley in 1847.
1974 — Watergate hearings began in Senate; on the same day, the Supreme Court ruled President **Nixon** had to turn over secretly-made recordings of his White House conversations, the 64 Watergate tapes.
Ruth Buzzi 49. **William Ruckelshaus** 53.

World Champion Typist

THURSDAY, JULY 25 — The people who used the first typewriters just made up their own systems. **Louis Taub** used four-finger hunt-and-peck and became famous as the world's fastest typist. On this date in 1888 he was challenged by a court stenographer from Utah, **Frank McGurinn**, who used all eight fingers and both thumbs and never even looked at the keyboard. McGurinn the touch-typist easily beat Taub the hunt-and-pecker, and from then on the "touch-typing" system became the accepted standard.

1971 — 26th Amendment ratified, lowered federal election voting age to 18. 1963 — Nuclear Test Ban treaty signed by USA, Britain, and USSR, prohibits atomic tests in air, sea and space, allows underground. 1909 — **Louis Bleriot** 1st to fly across English Channel. 1866 — **Ulysses Grant** became 1st American Army General.

First "test tube baby" **Louise Joy Brown** 7. **Walter Payton** 31. Composer **Steve Goodman** 38. **Yardbirds** co-founder **Jim McCarty** 42.

"Communist" U.S. Vets Attacked

FRIDAY, JULY 26 — During World War One, American soldiers were led to believe that, when the fighting ended, they would get bonuses. They didn't. About 25,000 vets went to Washington and camped out for several weeks staging demonstrations. They called themselves the Bonus Army. President **Hoover** called them "communists" and ordered the regular Army to drive them out of the capitol. Fifty-three years ago today there were 100 casualties as gas grenades, tanks, and horses were used against the demonstrators (1932). No bonus was ever granted.

1984 — TV station ownership limit raised from 7 to 12.
1953 — **Fidel Castro** began Cuban Revolution with raid at Santiago, but was captured and jailed.
Vitas Gerulaitis 31. **Michael Phillip "Mick" Jagger** 42. **Stanley Kubrick** 57.



STEVE FEINSTEIN

AOR

Pollack: "Break The Rules"

Last month, close to 30 AOR client stations sent reps to Jeff Pollack Communications' Programming Conference in San Francisco. Among the sessions was a panel on the relationship between MTV and radio.

MTV's Les Garland and Mark Goodman emphasized their interest in cooperating with radio. That message was warmly received by the audience of PDs, many of whom have done simulcasts with MTV. When I asked if any PDs categorically refuse to be involved in simulcasts, the only holdout was WYSP/Philadelphia's Andy Bloom. He cited focus group research that claims simulcast viewers stay with MTV rather than their radios after the casts. R&R's Joel Denver contributed an idea that Garland said he would consider - having MTV provide a regularly scheduled window for appearances by local jocks through their area's cable system.

A key point for Pollack, stressed both at the conference and in the following interview, is that radio must be entertaining and more than just a record machine.

R&R: What was the theme of this year's meeting?

JP: It's one of encouraging PDs and GMs to be at their most inventive, to take chances and be creative. Devising sophisticated rotations and precise formats has little to do with communicating, with touching people. The audience will not stay with a one-dimensional or jukebox radio station.

R&R: I've heard you say this year that stations should "break rules."

JP: Once you establish rules, you should break them. Allowing spontaneity to flourish within the context of a consistent structure is critical to winning. Stations that break new ground reap rewards.

R&R: Why does this call to be daring and different need to be repeated so often? Shouldn't it be ingrained?

JP: We're trying to remind people that creativity isn't just "nice," it's critical. You can't just think, "Hey, it'd be great to have some personality and character." If you don't have it, you're not going to win. The absolute monsters in every format have those qualities.

R&R: The irony, of course, is that some critics charge consultants with making radio unadventurous, both musically and otherwise.

JP: We've always espoused winning between the records, but it's not a consultant's major responsibility to add those elements. We can suggest ways of doing them, but humor and excitement can only come from local involvement and knowing what makes a town tick.

R&R: How much of a station's excitement should come from tak-

ing chances musically?

JP: I've always felt it's things other than the music that make a station entertaining and exciting. I've never been one to espouse a philosophy of heavy experimentation with the music. To achieve a wide audience, we must have a mass appeal posture in our music. Your irreverence comes from non-music elements.

R&R: How much further can AOR be tipped toward library material?

JP: When people get fed up with too much gold and several stations in the same market burn out the same oldies, listeners may go away for a while. If you make yourself an oldies station, you're

going to be vulnerable and open to attack.

R&R: Might AOR's increased oldies beef up its 25-34s at the expense of its 18-24 core?

JP: It's wrong to think that all 25-34s want to hear old records. They very much want to hear certain current records. It's a matter of proportion, juxtaposition, and overall sound.

R&R: Did it ever make sense for AOR to have tightened up its library as much as it did?

JP: People use music research to slice the library instead of add to it. It always made sense to have variety. Sure you play people's favorite songs more often than others, but unless there's a balance, you're operating on a very thin base.

R&R: Can you address the problem some AORs claim to have in selling themselves even when their numbers are strong?

JP: The audience has a tremendous amount of money and spends it. We're going to devote a large portion of our advertising budget in a campaign to enlighten advertisers and agency buyers who have a built-in bias against AOR. Some of them still have an image of the AOR listener as an earthdog instead of a bank teller.

R&R: Aren't they going to consider the source a little biased?

JP: The ads won't be just, "Hey, you guys, I wish you'd realize what a good buy we are." We'll have substantive facts and figures.

R&R: I hear your clients will be involved in a coordinated anti-drunk driving effort.

JP: We're targeting Labor Day weekend for an anti-drunk driving campaign. We've contacted MADD's national office, and we'll be running a series of PSAs and an exclusive ID recorded by a major rock artist.



Jeff Pollack

VARIATIONS ON AN AOR THEME

'The City' Arrives In San Francisco

A number of AOR-based stations with unusual format twists are popping up. We'll examine them one-by-one over the next few weeks.

KKCY/San Francisco

New ownership has resulted in one decidedly alternative outlet replacing another at the same frequency in San Francisco. Where once there was modern rocker KQAK at 99 FM, there is now the remarkably diverse KKCY.

Coprogrammed by the final regime from crosstown KSAN's AOR days - its MD Kate Hayes and PD Tom Yates - KKCY's music includes a broad range of styles and eras. Hall & Oates, Bowie, and Bryan Ferry are mixed with Andreas Vollenweider, Charlie Christian, and Fats Domino.

"We're an alternative to formula-oriented stations," says Hayes. Indeed. During the station's transition from KQAK to "The City," as it calls itself at all times other than legal IDs, two solid days of Brian Eno's music was aired. Yates explains, "We did it to make a statement and to be different. It was just an updated variation on Gordon McLendon playing 'Purple People Eater' for two days straight."

("The City" moniker reflects how many San Franciscans, particularly journalists, refer to their town. Yates and Hayes aren't worried the slogan will be an impediment to diary mentions, or alienate suburban listeners).

The target demo is 28-42 year-olds who "have quit listening to radio because they're not being served," according to Hayes. Station research showed an audience interested in a station that would include such elements as Windham

Hill music and Van Morrison's recent works.

Contrary to what many observers assume, KKCY is not aiming squarely at crosstown upper demo AOR KFOG, says Yates. "There are 12 stations vulnerable to us, including A/C's and Urbans. KFOG is just one of them."

The co-PDs estimate KKCY shares no more than 40% of



Tom Yates Kate Hayes

KFOG's music. The two stations have clearly different music mixes - KFOG's is more rock-based, while KKCY's samples other genres, including folk. For in-

Continued on Page 44



San Francisco's Record Collection
The City/99FM, like San Francisco itself, defies a formalized description.

The City plays a blend of the best of contemporary Rock, classic Album cuts and Jazz—the entire continuum of music that represents the rites of passage for the listener who has outgrown CHR and AOR, but who is not yet ready for the relaxed ease of Easy Listening.

The City is for 30-42 year olds who have their roots in rock, but whose musical tastes have expanded and matured along with their lifestyles.

...Music is the base. Personalities are the substance. Our personalities have collectively amassed over 200 years of experience—most of it right here in San Francisco. News and lifestyle features lend balance and texture, while state-of-the-art sound provides the gloss. All of these elements give The City/99FM its special personality.

But then, who could fit the complexities of San Francisco into an ordinary package?

Excerpt from KKCY sales brochure.

MUSIC MONITOR

KKCY *Am Drive*
JEFF LORBER *Pacific Coast Highway*
JOHN FOGERTY *Centerfield*
JONI MITCHELL *Edith And The Kingpin*
LITTLE FEAT *Dixie Chicken*
BRYAN FERRY *Slave To Love*
BILLIE HOLIDAY *I Got A Right To*
Sing The Blues
DIRE STRAITS *Les Boys*
STEVE MILLER *Swingtown*
BUFFALO SPRINGFIELD *Bluebird*
SQUEEZE *Tempted*
BLIND FAITH *Can't Find My Way Home*
DOORS *Hello, I Love You*
HUMAN LEAGUE *Mirror Man*

'The City' Arrives In San Francisco

Continued from Page 43

stance, I heard the late Tim Hardin's "Don't Make Promises" out of the Eurhythmics' "Sisters Are Doin' It For Themselves" during regular programming, and a two-hour Saturday morning folk show plays artists like Fred Neil and Ramblin' Jack Elliot.

KKCY jocks, most of whom logged time at KSAN, have considerable latitude in choosing from a computerized library of 5000 titles. Yates and Hayes collected the song list based upon their own ears, market experience, and a review of vintage local playlists. The music often has a strong San Fran-

cisco flavor; e.g., tunes from the Great Society ("Somebody To Love") and Ron Elliot (ex-Beau Brummets).

A high news and information profile comes from 'QAK holdover Joe Regelski in mornings and KSAN vet Dave McQueen in PM drive. Plans call for six hours of public affairs programming on weekends in non-ghetto hours such as late Saturday mornings.

Promotions will be low-key. Rather than contests, giveaways and concert co-promotes, KKCY expects to focus on service-oriented events. At a free concert in Golden Gate Park, KKCY supplied parents with ID labels for their kids.

Yates and Hayes seem tentative about the fate of popular KQAK morning man Alex Bennett, remarking only that he's under contract and is intended to be part of KKCY. At presstime Bennett was off the air, as a two-week vacation reportedly coincided with the new station's start-up.

Yates feels KKCY will be sold conceptually, not just off ratings. "We may or may not get numbers," says Yates. "If we do, that's swell. But our sales staff is selling the sizzle and excitement, going for heavy retail."

KKCY begs the musical question, "Can a major market 'progressive' station be successfully started up in 1985?" Another question, even given the difference in the stations' music and presentations, is whether KFOG already has an unshakable grasp of the market's hip, image-conscious listeners. Whatever the outcome, "The City" is a bold, noteworthy attempt in an era when most format changes at increasingly expensive major market outlets lean to safe, conservative choices.



KINETIC CRAZINESS — What is KBCO/Boulder's "Kinetic Sculpture Challenge?" It's a wacky competition in which more than 50 home-made, human-powered contraptions navigate a seven-mile course over land and water. The vehicles are marvels of design and engineering; Popular Mechanics did a three-page spread in its May issue. They cost as much as \$2000 to construct, and require up to 15 pilots apiece to paddle, push, and pedal them to the finish line.

The event, now in its sixth year, drew 50,000 spectators, and the Governor proclaimed a "Kinetic Sculpture Week" in Colorado. Tie-ins included a Kinetic Parade in downtown Boulder, a 20,000-circulation Kinetic Program Guide, and Kinetic parties sponsored by local businesses.

Prize categories include best sculpture, costumes, engineering, style, and finish position. Pictured is overall winner "Mickey Mudshark," a 40-foot-long gray mudshark with mouse ears.

URGENT NEWS!!

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SURVIVAL GUIDE

93c



GOOD GUIDE — WMMR/Philadelphia has produced another state-of-the-art Survival Guide. A new summer edition has nice touches like the Phillies summer home schedule, travel tips for warm weather weekend getaway spots, and jocks' 10 favorite summer songs. The glossy pamphlet sells for 93 cents at many of the advertisers that fill its 48 pages.

SEGUES

WGIR-FM/Manchester is now consulted by Jeff Pollack Communications ... Ex-WYFE/Rockford Asst. PD Fred Brennan has become Programming Manager at News/Info-formatted KDTH/Dubuque ... KTCL/Ft. Collins names Jeff Fetters MD ... KDQS/Duluth gives MD task to morning man John Tower ... Guy Weston goes from sales to production and airwork at WRXL/Richmond ... Dave Dworin has left KQRS/Minneapolis mornings ... Nancy Abramson departs from WLIR/Long Island evenings ... Former WCCC-FM/Hartford PD Lich returns to the station for evenings ... KBPI/Denver's Christopher Poole goes from parttime to morning teammate ... Ken Hutchinson rejoins KPOI/Honolulu for 9am-

noon ... Dave Weeks exits WEZJ/Scranton evenings ... KFMQ/Lincoln late nights go to Joe Skare ... Jeff Shaw exits as reporter for KICT/Wichita ... Earle Bailey returns to WMMR/Philadelphia for full-ins, as Dave Newman leaves for law school ... Jeff Peterson exits WQFM/Milwaukee to teach music ... Mary Ellen Harrington rejoins WBLM/Portland as News Director.

Corrections: WEBN/Cincinnati's fall '84 12+ share was an 8.7, rather than the 8.0 from spring '84 that was included in a 6/28/85 ratings box. Also, it's WHMD/Hammond, LA MD Christina Kelly, rather than Christy Lane, who's leaving for WNOE-FM/New Orleans.



PLAY BALL — The DC101/Washington Rockers went up against the Baltimore Orioles to raise over \$1000 for a local high school's athletic department.



DONNA BRAKE

ADULT/CONTEMPORARY

R&R's Reporter Candidates

In the three months I've been the A/C editor at R&R, I've had the pleasure of talking with people all over the country about all sorts of things. The most popular topic, it seems, is about how to become an R&R reporter. In this "Q&A" column I'll address some frequently-asked questions about gaining reporting status.

1) What role do ratings play in adding reporters?

Using Arbitron as our ratings source, we look primarily at a station's adult 25-49 average quarter-hour share. Our goal is to find stations with strong ratings that are not top-heavy in either upper-demo or teen cells.

But ratings are only one factor in the overall review process. A station's music policy is also very important.

2) My station has a fairly large gold and recurrent base. Will that eliminate me from being considered as a reporter?

It could. We would need to know what ratio of noncurrent vs. current music your station is playing. Because the A/C music chart is intended to reflect which newer releases are being played at winning stations, we rely on successful reporters that are active and current.

In general, if your station places little emphasis on current music or waits until a record is several weeks old before it's added, then it's not really in the best interest of either R&R or the station to consider a reporter relationship.

3) How are the Parallels determined?

Based on Arbitron's 12+ metro numbers, Parallel One ranking is designated for leading stations in markets with a population of one million or more. Parallel Two rank applies to stations in 12+ markets between 200,000 to one million. Parallel Three is for stations in metros with fewer than 200,000 persons 12+.

4) How is it that in some markets there are stations in different Parallels?

If a station enjoys such format dominance to the extent that a competitor has a considerably smaller (33-50%) 25-49 share, that challenger may be adjusted to a lower parallel. Of course, as ratings change the Parallel status can also.

5) When does R&R add new reporters?

Most reporter evaluations are made following the spring and fall Arbitron results. However, significant playlist changes, poor reporter attendance, or substantial format revisions could initiate the review process at any time.

6) Is it possible to qualify as a

reporter if we are a full-service station?

Yes. But we would need to know what percentage of your programming is nonmusic while determining if your station meets other reporting qualifications.

7) Are stations in nonrated markets accepted as reporters?

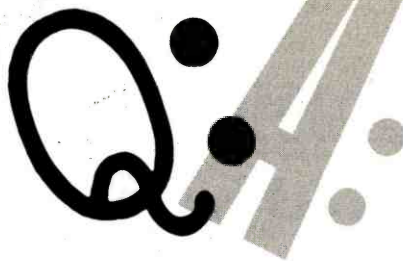
We do have a handful of carefully-reviewed Parallel Three reporters in nonrated markets, selected primarily to fulfill a geographic need. Each candidate is considered on a case-by-case basis, but in general, R&R primarily seeks stations in rated markets.

8) What is our obligation to R&R if my station qualifies?

If you become a reporter, you're making a commitment to call in a music report each week. R&R is very flexible at accommodating individual schedules, but that weekly report is absolutely mandatory — even if the list is frozen. We need to hear from your station regardless of vacation, sickness, etc. Failure to report or habitually reporting frozen lists will jeopardize a station's reporting status.

9) Will R&R ever automatically make a station a reporter if there isn't already one in the market?

No. Although it is our desire to have reporters in as many of the top markets as possible, there are metros where there simply is not a station that qualifies.



10) I think my station probably meets all of the qualifications to be a reporting station. What do I do now?

Start by writing a letter explaining why you feel your station qualifies. Include your six most recent playlists, along with a cassette air-check consisting of five *scoped* minutes from each daypart (i.e., a half-hour tape). Later, you also may be asked specific station programming questions, which are kept confidential.

11) If I have any more questions about reporting, who should I contact?

You can call me or R&R's A/C Associate Editor Keith Attarian at (213) 553-4330. Or write us at 1930

Century Park West, Los Angeles, CA 90067.

Editor's note: I hope this will be a useful guide in helping you understand both what R&R is looking for in new reporters, and whether or not it is a relationship that will be beneficial to your station.

Naturally, this is a "bare bones" explanation of our procedures, and due to the fact that circumstances may vary widely from one market to another, every review is an individual one.

R&R seeks to find and maintain the very best field of reporting stations available so that we can provide the radio and records industries with the most accurate and meaningful information regarding current A/C music.

EVENTS

CJFM/Montreal, WFOX/Atlanta, and WISN/Milwaukee, in response to the nationwide problem of missing children, are each sponsoring programs to help heighten parents' awareness of existing dangers. Volunteers go out into the community (usually to shopping centers) and collect each child's vital statistics, fingerprints, and photograph. The information is transferred to a laminated I.D. card, which is free.

Baseball cities take note: WISN/Milwaukee MD Mike Murphy tells me they're getting tons of requests for their touched-up version of John Fogerty's "Centerfield." The new version features drop-ins from Brewers' manager George Bamberger which relate to lyrics in the song.

Summer is here and stations are finding great ways to get their listeners involved.



• WYNY/New York issued its third annual "97 Ways to Enjoy New York Free" pamphlet, chock full of ideas on ways to enjoy New York and its surrounding communities for zipola. VP/GM Harry Durando attached a nice note to each of the pamphlets.

• But summer can bring droughts to some areas. That was the case in North New Jersey, so WJDM/Elizabeth launched a "Save Water — Bathe With A Friend" campaign. The station took the morning show out for a live remote on Staten Island. The morning team of Frank Cipolla and Jim Bosh dressed in old-fashioned bathing suits and shower caps, and handed out water-saving ideas ("Drip Tips") while standing in a bath tub. Even commuters on the way to Manhattan took notice as the station found a creative way to bring attention to the drought problem.



WMAV AND WNNS ANSWER TO PLAYBOY — Employees of the two Springfield, IL A/C stations submitted this photo for Playboy's upcoming "Women In Radio" feature with the suggestion that once Hugh Hefner sees this, he may consider shifting to car magazines.



WJDM morning men Jim Bosh and Frank Cipolla dramatize the need to conserve water in the North New Jersey area during a recent dry spell.

PROGRESS

Greg Wilkinson replaces Jay Noble at KKLVI/Anchorage as PD. Jay's taken a sales position at the station. Ginny Welch has been named Director/Promotion, Music, and Research at KOKE/Austin, leaving WMZQ/Washington. Two additions at KBEC/San Luis Obispo: Diana Caine leaves KLFF/KMZK/Phoenix to become Assistant PD and handle 1-3pm, while former KTAR/Phoenix talent Lee Kirk will do 3-5pm.

After doing parttime work for six and a half years at KFMB/San Diego, Roy

Robertson has been elevated to overnights and music assistant. Ed James is the new PD and Megan Hunt becomes MD at WERK/Muncie, IN. Mike Trombly is elevated to PD at WKNE/Keene, NH and will continue doing afternoons.

Kirk Russell is the new morning drive personality at KVI/Seattle, leaving KUBE. KIOU/Erie is now WXCK "Classy 100," a Fairwest A/C. Nancy Fields is promoted to PD at WFUN/Ashtabula, OH, moving up from Public Affairs Director.



WALT LOVE

Turning On A New Urban Contemporary Format

Following up last week's column on where Urban Contemporary opportunities are, this week's column features Drake-Chenault's five-year VP/Sales Steve Sandman. Steve's had a lot of experience at giving markets their first Urban stations, and he offered several pointers to those looking at this proven revenue-generating format.

With a background in programming, promotion, and sales, Sandman is the person at D-C who works with clients who decide to explore the possibility of entering the Urban arena or any other format. Some of the Urban properties that Steve and his company have helped establish and consult include WPEG/Charlotte; WFXC/Raleigh-Durham; WFXE/Columbus, GA; WFXA/Augusta, GA; KFXZ/Lafayette, LA; WQFX/Gulfport-Biloxi; and WQDW/Greenville-New Bern-Kinston, NC.

Markets To Move In On

Steve started by providing his own list of cities he feels are ripe for major Urban success. "Tallahassee is a perfect market. WANM is a 10-kw daytime and has an 18.8 share; it's number one in the city. I can't believe that no one has decided to do the Urban or Black format there on FM. The black population is just over 24%. Tallahassee is a youth-oriented market and is the Florida state capital. FM potential in that city is high."

Home of the University of Kentucky, Lexington was next on Steve's list. "Eleven percent of the population is black and there is no Black or Urban format in the area. Lexington, for all practical purposes, is similar to Louisville, except that Louisville now has two Black/Urban contemporary outlets. For years WLOU was in the market alone and has been the number one station overall."

"New Haven is another good choice. Yes, it's close to New York City, but WNHC is the only station

in town with a Black format. Considering that the black population is 12%, somebody should be doing the format on FM. This is a \$10-million revenue market. Some signals may get into New Haven from New York, but an FM Urban could do well."

Steve's last suggestion was Austin, Texas. "Austin is just under 10% black, but as a Southwestern city it has a sizable Hispanic population. Our experience has shown us that any place where there's a large Hispanic segment, the Urban listenership is very



Steve Sandman

*Drake
Chenault*

need to look to you to reach the people they want.

"Have a charter sales plan of some type ready to go. Example: 'Welcome to the new Hit 99FM. Here's our charter sales plan: X number of spots for X amount of dollars, which is packaged off the rate card. You offer a charter rate to come with you 'sight unseen.' It's like selling on the come, and you do this to create synergism and excitement in the market. You want people to know that this station and format is new and exciting."

Community Awareness

"Next, it's important to get out and be in touch with the community. That's extremely important in smaller markets where ratings aren't a factor. Get to know Mr. or Ms. Retail Advertiser and ex-

clude what the station will sound like and name some of the mass appeal artists you'll be featuring. Let them know that your music will be hit-oriented and that the music Hit 99FM will be featuring appeals to a cross-section of the total listening audience."

Commitment Without Fear

Steve stressed, "Those who decide to go with the Urban format can't be afraid of it. You've got to go out and market it with pride and confidence. Why? Because you know you've got a winning format to showcase. In the larger markets stations who have the money can do ratings research and perceptual studies. They'll be able to show on paper the audience that they anticipate being able to deliver to the customer."

Gaining Rep Support

"I'd encourage owners and GMs who have made the decision to go Urban to seek help from rep firms. They can help guide you in many ways. For starters, Hillier, Newmark, Wechsler & Howard probably rep more Urban stations than anyone; they certainly rep the majority of the Urban outlets we work with. These people are professionals and know how to get the job done - with a profit margin. You can pick any rep firm you want, but do seek help. Most reps can take your data and help market your station. This is what they do for a living."

If you have some specific questions for Steve, take the time to give him a call. Consider Urban radio if your current format is draggin' you down. Black/Urban Contemporary just might be the shot in the arm that will give you and your radio station financial salvation.

- Defining Your Objectives
- Reaching The Advertisers
- Community Awareness
- Commitment Without Fear
- Gaining Rep Support

favorable. Blacks and Hispanics combined comprise 27% of the metro population. Now that AM outlet KNOW has left the format, there's nobody! We're sure that an Urban FM would get its share of the market."

Defining Your Objectives

When developing a formative direction for a client, Steve said that D-C starts with an MBO program (Management By Objective), a process he recommends for every owner. "Let's assume you've decided your FM station will have an Urban format. First, what are the objectives of the radio station? Let's say our main objective is an instant increase in billing, which will be accomplished through marketing. Now that we know our first objective, what are the action steps to accomplish this? First, get your programming set and talent hired.

Reaching The Advertisers

"Now plan a cocktail party for the major advertisers to introduce your radio station to them. Remember, you want to let these people know your station is in the Urban format business and that they

plain to them why they should be buying Hit 99FM.

"As a new station, you can't tell them you can deliver X number of thousands of listeners per week, but you can give them all kinds of other information. For example,



KUTE'S PONTY-FICATIONS - KUTE/Los Angeles recently held a party for Jean-Luc Ponty. Seen here are GSM Dick Warshaw, GM Bill Shearer, Ponty, LSM Mary Wells, Atlantic's Paul Cooper, and HNWH VP Ira Weschler.



AFTER FOUR-PLAY COMES MONEY - WVKO/Columbus awarded a listener \$1000 in the station's first "Rhythm Four-Play" contest. Pictured (l-r): WVKO's GM Steve Joos, Kirk Bishop, ND Rob Stadler, winner Ida Boyer, PD K.C. Jones, Bob Nunnally of sister station WNSY, and WVKO Station Manager Harry Lyles.

◆◆◆
“the screams of passion”

THE FIRST SINGLE FROM

The Family



**Paris
Parkes**

Produced and Arranged by David Z. and The Family • Orchestra Produced, Composed and Arranged by Clare Fischer
Album Ships Aug. 12 • 1985 Warner Bros. Records Inc.

MAI TAI

“HISTORY”

BREAKERS

Thank You
Black Radio!

Critique

The **new** front-runner of
the independent labels



BLACK/URBAN PICTURE PAGE



KISS'S FEVER PITCH FOR UNCF — WRKS/New York and the famed hip-hop club Disco Fever recently teamed up to raise more than \$9000 for the United Negro College Fund. Here are club owner Sal Abbatiello, WRKS's Gail Tonnessen, WRKS VP/GM Barry Mayo, and UNCF's Nate Adams.



HOT FLASHES — Grandmaster Flash's new band recently staged an in-store autograph session at New York's Tower Records. Shown (l-r) are the group's Raheim, Grandmaster Flash, WRKS/New York's Chuck Leonard, the group's Lavon, the Tower manager, and Kidd Creole.



HERALDING THEIR HERITAGE — KIIZ/Killeen, TX and its "Undercover Z-Mobile" participated in the city's Black Heritage Day parade. Pictured (l-r) are PD Bill St. John, NAACP's Joe Buford, Budweiser's Lee Ferguson, KIIZ's Hozie Mac, NAACP's Ora Washington, and KIIZ's Jimi Carrow.

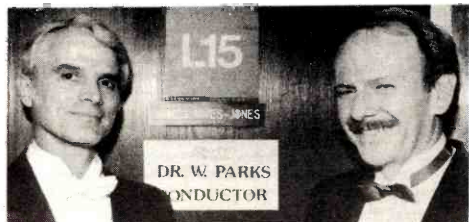


GETTING AN EARLY START — WBMX/Chicago believes that encouraging students to complete their education is an early, ongoing process. So evening jock Veronique (right front) recently visited the Breneman elementary school to talk about the importance of education. She was accompanied by WLS-TV Community Affairs Director Bill Campbell.

EASY LISTENING PICTURE PAGE



THAT'S INCREDIBLE — That's probably what Mr. & Mrs. Peter Wunch (c) thought when they won an '85 Mercedes 300D in WRFM/New York's Incredible Prize Catalog Sweepstakes. Assuring the couple the car is really theirs are (far left) WRFM VP/GM Mark Bench and (far right) Manhattan Mercedes-Benz GM John Wolf.



TRADING PLACES — Dallas's Dr. Weldon Parks recently traded in his dentist's drill for a conductor's baton for one night. Thanks to a joint promotion orchestrated by KMEZ and the Dallas Symphony Association, Parks netted a chance to conduct the symphony on his own. Sharing trade secrets are (l-r) Parks and Dallas Symphony conductor James Rives-Jones.



OCEANS OF FUN — That's what George Sterner (r) had as winner of a weeklong vacation at Phillips' Plaza Hotel in Ocean City, MD. The giveaway marked the end of WLIF/Baltimore's Life Around Baltimore Calendar contest, sponsored by Phillips' Seafood Restaurants. Congratulating Sterner is Phillips' Restaurants Manager Paul Wall.



HE'S BACK AND WLEE HAS HIM — Harvey Hudson, often referred to as "the dean of Virginia broadcasters" and "Richmond's Morning Mayor," is back in the morning slot at WLEE. His Richmond broadcast career dates back to the '40s; he previously hosted WLEE mornings between 1946-72. Shown above is a copy of the newspaper ad heralding the return of Richmond radio's prodigal son.



WE'RE HAVING A BIRTHDAY — KMPC/Los Angeles recently celebrated its third anniversary as a Big Band outlet. On hand for the festivities were (l-r) Golden West Chairman of the Board Gene Autry, actor Pat Buttram, and Golden West Radio Div. President and KMPC GM Bill Ward.



HEAD OF THE CLASS — KQZY/Dallas-Ft. Worth AE Laura Lovins was honored as the station's "Top Biller" and named a charter member of the President's Club during ceremonies at New York's Plaza Hotel. The club, established by Group W, recognizes the 11 most successful salespeople at each of the company's stations. Above, Lovins receives her award from Group W Radio President Richard Harris.



YOU'RE UNDER ARREST — That line was heard many times during WWWE & WDOK/Cleveland's "Jail N' Bail" charity promotion, benefitting the local chapter of the American Cancer Society. Persons who donated \$25 earned the right to have an "offender" served with a "charity summons" and "arrested." Offenders were then taken to jail; the only way to make bail was to solicit pledges (via a phone in the cell) to the ACS. Over \$80,000 in pledges was raised. Above, celebrity judge and WDOK AM personality Ted Hallaman gets ready to throw the book at a prisoner.



RESTORING A MUSICAL HERITAGE — KOIT/San Francisco was instrumental in a recent fundraiser on behalf of the Community Music Center. Five local musicians were honored, and the money raised by the venture was donated toward the remodeling of the Center's Victorian home base. CMC provides musical instruction to students ranging from 2½ to 84 years (Johnny Mathis is a former pupil). Following the event, KOIT presented the Center with a framed poster. On hand were (l-r) CMC Director Steve Shapiro, KOIT's VP/Promotion Joyce Bose, OM Dick Crusier and VP/Programming Rob Edwards, and CMC students Gabriel and Louise Ware.



A POOLSIDE CHAT — WAIT/Chicago PD Eddie Hubbard interviewed writers/members of the Songwriters Guild during his recent Los Angeles visit. His poolside chats from the Beverly Hilton — featuring Ray Evans, Jay Livingston, John Green, Gene De Paul, Bobby Troup, Sammy Fain and Jack Segal — were broadcast live to Chicago. Pausing between segments are (l-r) Troup, Hubbard, and Fain.

FLOW

Several changes at **WQLR/Kalamazoo** and its recently acquired AM sister **WQSN: WQLR PD Dennis Martin** is upped to OM of both outlets, **WQLR** morning announcer/Sports Director **Ken Lanphear** takes over as the stations' Promotion Director, **Lance Parish** serves as **WQLR & WQSN** Public Service Director, and **Marabeth Montgomery** is promoted to Office Manager of both stations. And **WQLR** weekend **Jeff Ryder** shifts to 6pm-midnight... **Alan Swan**, aka "Kindly Dr. Swan," assumes midday duties at **WBUD/Trenton, NJ**... **Elaine Zimmer** advances to Programming Assistant at **WRFM/New York**... **WQAL/Cleveland** taps **Andrea Amico** as Promotion Director and **Nina Mareczko** as Continuity Director... **Mike Reilley** joins the **WREO & WFUN/Ashtabula** news department.

A staff swap at **KJQY/San Diego** finds former Production Director **John Gibbs** working as Promotions Director/Public Affairs Director and ex-Public Affairs Director **Michael Sykes** moving to the Production Director slot. Also at the station **Larry Frankel** segues from

weekend mornings to weekday overnights, while **R.H. Peck** and **Connie Terwilliger** join the weekend staff... **WDBN/Medina (Akron)** welcomes 11-year **WQAL/Cleveland** PM host **Bill Miller** to the 6am-noon shift. Former morning host **Walt Henrich** moves to evenings... **WNCR/New York** is chosen to provide exclusive background audio on three Manhattan cable television channels.

In the awards corner, **WRFM/New York** captures four Olive Awards for Excellence in Local Radio Broadcasting; the station's **Carol Colman** wins a Gold Medal at the International Radio Festival of New York, as reporter **Mary Jane Glosik** earns a second place Excellence in Journalism Award from the Society of Siliurians... **WMDI/Atlantic City's** news team receives a Golden Mike... **WWWE & WDOK/Cleveland** take home four Twyla M. Conway Awards from the Radio-Television Council of Greater Cleveland, while the stations' Community Relations Director **Rena Blumberg** is honored by Women in Communications and the International Radio Festival of New York.



LON HELTON

COUNTRY

ROTATION WRAP-UP

Rotatin' Your Own

Is there a cause-and-effect relationship between the declining exposure of the current "hits" on Country stations and declining Country shares? To tell you the truth, I don't know — but it is an interesting question, one which should not be categorically dismissed. Radio programmers — those of you who determine what the public hears — should give it some serious thought.

This week we'll reflect a bit on what's been said on this issue over the last few weeks. We'll also introduce several ideas to keep in mind when you determine the right rotations for your station.

Since I began researching the columns which have appeared the last two weeks, the rotation situation has become extremely eye-opening. RCA's Carson Schreiber first suggested to me that rotations had slowed over the last few years, and eight radio programmers confirmed his observation. I have also discussed this same topic with a number of other radio and record people, who were also surprised at the lengthening of rotations.

Prompted by Carson's "longer rotations" idea, I averaged the weekly airplay reports we receive from our 161 reporters, and discovered they run 13-15 records in heavy, 20-25 in medium, and 20-30 in light. The results of the Country Radio Seminar Survey (R&R 3-22-85) show the responding stations running 11-15 heavies, 16-20 mediums, and 11-15 lights. With most folks running three heavies, two or three mediums, and one or two lights an hour, simple division reinforces the notion that today's currents are receiving considerably less airplay than in previous years.

Upside Down?

What really amazed me were the surprising and perplexing practices of certain programmers. Things seemed to be topsy-turvy. The stations with short TSLs and high cume potential were running slower rotations than those with longer TSLs in small markets. All major market PDs I spoke with had a heavy rotation of 4½ hours, while the stations in smaller markets were running 3-3½ hours on heavies. This is just the opposite of what I expected.

Basic programming wisdom has always said that stations in major markets — where listeners have a lot of other alternatives (radio and non-radio) — would be dealing with shorter spans of time spent listening (TSL). Thus, they would have to play the hits faster. Conversely, stations in secondary markets with less competition and fewer distractions (resulting in longer TSLs) were expected to maintain longer

record separation to keep their listeners (who are with them longer) from burning out on records.

Building cume is another story altogether. Stations looking to build numbers want to play the hits in a hotter rotation, so people sampling the station have a greater chance of hearing a hit whenever they tune in. This is true more in large markets where stations must draw large numbers of listeners to sample. With a dwindling of exclusive cumes today, as well as a rise in other-format sampling by Country listeners, it is encouraging to hear of expanded rotation times.

Urban Cowboy Leftovers?

One fascinating theory for the origin of slower rotations was offered by KNIX/Phoenix General Program Manager Larry Daniels. "The slower rotations probably started a few years ago when the number of Country stations per market increased," he suggested. "This happened at a time when other formats started to play Country product. There was even a time when you could hear your top records on almost every station in town. If we kept going as hot as we



If They Don't Lose I Don't Go Home

Luckily for WCUIZ/Grand Rapids Sports Director Dennis Sutton, the Detroit Tigers started the 1985 baseball season on a different note than they did in '84. You see, Sutton had vowed to live on a billboard until the Tigers lost their first game of the season. Unfortunately for the Tigers — but happily for Sutton (we assume) — the loss came 10 days into the season.

Sutton's base for this adventure was an 8 x 10 foot home constructed in the shape of home plate. From this hut he broadcast his sportscasts, ate meals provided by local restaurants, received dancing telegrams from well-wishers, and listened to Tigers games — naturally.

we, we just burned out records that much faster without any real strong product to replace it. Maybe we need to tighten it up again, now that Country doesn't have as much crossover play."

Are these lengthened rotations merely the residue remaining in the wake of the Urban Cowboy days? Perhaps programmers were also seeking to reap larger quarter hours by cultivating the swollen cumes which came their way as country's popularity grew during the "UC" days. Doing this meant lengthening the rotations, which was fine in the era of big cumes.

Today's pressing question: What have programmers done in reaction to the decreased cumes of recent years? Are slow rotations still relevant to 1985 listening habits? In the case of KNIX, the answer may be "yes" because it still has huge

cumes. How has your station's cume done in recent years, and have you adjusted your music rotations accordingly?

Core Care

Country is a core-based format, which means you have to be conscious of not creating listener burn-out through high repetition. The core providing the bulk of the listening is also responsible for much of your quarter hour. Most quarter hours come from people who select the format as their favorite, while the cume comes from folks who make Country their secondary or tertiary choice. This ties in with WRKZ/Hershey PD Mike McGann's theory, outlined last week, which suggests that artist rotation is more critical than particular single rotation. For example, the latest Alabama single

might be rotated every 4½ hours, but Alabama records might be rotated to come up every 2-2½ hours.

WMZQ/Washington DC PD Cliff Blake commented last week that the audience was only aware of eight or nine hits at one time, an interesting observation reinforced by R&R's Country chart. There are always only eight or nine records with upwards of 100 "heavy" reports. Below these eight or nine records is a definite break where the number of heavy reports drops into the eighties. The trick, of course, is to figure out the hot eight or nine records in your market at any given time.

Another question comes to mind at this point: Are there enough truly "hot" records to fill a heavy category with 11-15 slots? Are there

CLOSE-UPS

• **THE \$100,000 NAME THAT TUNE** — K95FM/Tulsa recently gave away what could be the largest prize ever awarded in Tulsa radio promotion history: contest winner Richard Harvey of Sand Springs was given his choice of \$100,000 or his-and-hers 1985 Corvettes. To qualify for the contest listeners had to be the ninth caller when the "K95FM Song Of The Day" was played. The "song of the day" title was announced at 7:15 each morning, and those who qualified won \$95 and were entered into the drawing. Entry into the contest was also possible by filling out a postcard with the time and date that the song was played and dropping it off at the Baer's Company homesite . . . which is how Harvey won the contest. As you can tell by the photo, he chose the cash!

• **SUPERTRAMP GOES COUNTRY?** — CFGM/Ontario introduced Supertramp to the country music audience on June 1 at the benefit concert for tornado victims in the Barrie area north of Toronto. CFGM opened its phone

lines and listeners' pledges exceeded \$100,000. With the government promising \$3 for every dollar raised by the station, the CFGM contribution should result in a total of \$400,000.

A rather large pledge was promised by a listener requesting Supertramp. Figuring it was for a good cause, CFGM complied with perhaps the group's first-ever airing on the Country station.

• THE MECHANICS OF COUNTRY

— KLIF/Arlington has added a Sunday morning one-hour talk show featuring anything and everything mechanical. Listeners can call in and talk to noted mechanics expert Ed Calbridge, author of "Troubleshooting For The Family Mechanic," to solve problems and answer questions. The name of the show



GRIN, BAER, AND CASH IT — Shown presenting — and more importantly, receiving — the K95/Tulsa cash are Baer Company VPs Rick Dakin and Gary Runner, winner Richard Harvey, K95 GM Lee Masters, and the Baer Company's mascot, Chip the Bear.

is "Auto Talk," and is aired Sunday mornings at 11:00.

• **WHAT IS A "TOOT TOOT"?** — KLXL/Dubuque is conducting a write-in contest as to your definition of a "toot toot," suggested by the Rockin' Sidney song "My Toot Toot." Entries will be judged and the winner will receive a night at KLXL's private clubhouse table at the Dubuque Greyhound Park.

• **GET YOUR FREE TOOT-TOOTS HERE** — KCBQ/San Diego recently held a toot-toot party at a local club. Listeners were invited to come in and show off their toot-toots, and the first five hundred folks through the door got a free . . . well, you know. Prizes were also given for the best looking toot-toot, the most unusual toot-toot, the most gregarious toot-toot, the smallest toot-toot, and of course, the biggest toot-toot. For a description of the winner in the last category, you'll have to call PD Lee Rogers. R&R is, after all, a family newspaper.

Rotatin' Your Own



ROWDY GOES GOLD — Hank Williams Jr. recently celebrated his seventh gold album "Rowdy" with friends and WB execs. at the label's Burbank headquarters. Pictured (l-r): WB VP David Altschul, label's VP Mark Maitland, Chairman Mo Ostin, VP Jim Walker, Williams, Merle Kilgore, Sr. VP/Nashville Division Vic Faraci, and VP Lou Dennis.



MEL IN THE WALKWAY OF STARS — Mel McDaniel beams over the honor of being inducted into the Country Music Hall of Fame's Walkway of Stars. Pictured (l-r): Country Music Foundation Director Bill Ivey, McDaniel, Capitol/Nashville President Jim Fogelsong, and Top Billing International CEO Tandy Rice.



ASCAP AWARDED — ASCAP execs and writers celebrate the success of the ACM's Song of the Year, "Why Not Me?" Pictured (l-r) are: ASCAP's Merlin Littlefield, ASCAP's Southern Director Connie Bradley, and writers Harlan Howard, Sonny Throckmorton, and Brent Maher.



NOW HERE'S THE PLAN — President of Compleat Records Charlie Fach (left), PolyGram's Martha Moore, and PG Sr. VP/Country Frank Jones plan the promotion effort for "One Big Family." The song was recorded by various Nashville artists under the name Heart of Nashville to help in the efforts to relieve world hunger.

that many songs which people want to hear "all the time"?

From Whence We Came

Before 1975 most — if not all — Country stations had *huge* playlists. As mass appeal Country stations like WMAQ/Chicago and WHN/New York began trimming their playlists, the majority of Country stations followed suit. The original intent in cutting playlist size was to play the hits more often, which made rotations more critical than ever before. An oft-heard line was that you could play 100 records and if your rotation was right it would sound like you were playing 1000. Conversely, by doing things incorrectly you could also play 1000 records and make it sound like 100.

Of course, having a fast current rotation didn't necessarily mean you wanted a real short playlist — you'd be frying the hits. Instead, you'd want a larger list to keep the sound fresh in the light category, which would also make it *sound* like a larger list. The listeners wanted to hear their favorites, and you had to deliver them — but by mixing in slower rotation currents you could camouflage the fact that you're playing the same records over and over. (The manner in which you mix in your oldies is also critical, but that's another column.)

Now What?

The essential element in figuring rotations is to determine what is right for *your* market. Here are a few points to ponder:

- You have to decide what you want to achieve with your music — high cume or quarter hour — and determine what you can realistically get.
- Study what you have now in the way of AQH and cume. If you

want more listeners you may need to speed up your records. If you have a high cume and want the audience to listen longer, you may need to slow them down or play more of them.

- Don't listen to what jocks say about rotations. They're not average listeners and certainly not objective. Lend a calloused ear to what your audience asks for on the request lines. Most audience feedback shows that half the listeners say they hear the same songs over and over, while the other half complains about not hearing their favorites at all.

Know Thy Tools

In order to determine the correct rotational pattern and turnover rate for your market you must understand the terms used in this discussion. Make sure you're aware of audience turnover, time spent listening, and recycling. Remember, there's an inverse relationship between turnover and time spent listening. The higher the TSL, the lower the turnover (audience flux). This indicates a higher degree of loyalty than a station with high turnover and less TSL from its audience.

Ideally a station is looking to recycle 50% of its morning drive audience to listen during middays and 55-60% to listen during afternoon drive, according to R&R Research/Ratings Editor Jhan Hiber. If you're below these recycling averages you might want to ask yourself if you're stretching out airplay to the point where people are going elsewhere to get the hits they want to hear.

To determine your recycling rate use your sales department's computer to do a reach and frequency run, using an ROS 12-hour span. This will give you an idea of how many times your average listener

will hear a particular song in each of your categories.

Get Out Your Pencils

Is your audience really hearing the hits in these days of declining cumes, quarter hours, and TSL? Consider the following example of a typical station: If you take the hours between 6am-12 midnight as "usable" hours for the audience, this gives you 18 hours a day — 126 potential hours of listening per week. Now, assuming that over the week we average 12 records per hour, we have 1512 records — or slots — for the week. If we further assume our station has a TSL of 10 hours — 1/13 of the total potential listening time — a listener is exposed (at the maximum) to 116 slots. If we're a typical Country station playing 50% oldies, the *maximum* number of times a listener has a chance to hear current product "slots" on our station is 58. This is obviously *not* 58 different currents, but 58 places where the currents are programmed.

If our rotations are 4½ hours for heavy, 7 hours for medium and 10 for lights, 28 of the 58 slots will contain heavies, 18 slots will hold mediums, and 12 have lights in them. If the heavy category has 9 records, there's a chance that this listener would only have a chance to hear his "favorite" three times in a given week (assuming it was in heavy.) Since the R&R reporter averages 13 heavies, this means there may be only two opportunities to hear that favorite. Is that enough for you to hear your favorite record each week?

I hope this discussion has provided a lot of food for thought over the last few weeks. It's a complicated subject with deep and diverse ramifications, and I'm looking forward to hearing your thoughts on the subject.



CINCINNATI IN A SEA SHELL — Tom T. Hall recently chatted with several radio staffers after singing a few songs from his new album. Pictured (l-r) are KASE/Austin MD Steve Gary, WUBE/Cincinnati MD Duke Hamilton, Hall, and WUBE OM Paul O'Brien.



HERE'S TO HOWARD — Stars from the recent "Country Explosion '85" concert helped BMI Sr. VP Frances Preston and VP Roger Sovine present a silver tray to songwriter Harlan Howard commemorating his 30-year affiliation with BMI. Pictured (l-r) are: Sovine, Naomi Judd, Conway Twitty, Preston, Wynonna Judd, Howard, and Reba McEntire.



SHARON ALLEN

NASHVILLE THIS WEEK

CMA Announces Air Personality Finalists

The Country Music Association just announced finalists for the 1985 Broadcast Personality of the Year. Major market nominees are: Keith Bitrey, WSM/Nashville; Cindie Brooks, WNOR/New Orleans; Coyote Calhoun, WAMZ/Louisville; Gerry House, WSIX/Nashville; and Nancy Turner, WMAQ/Chicago. Medium market nominees are: Stan Davis, WWVA/Wheeling; Gary Hightower, KFDI/Wichita; Curtis King, WKKN/Rockford; Larry Scott, KWKH/Shreveport; and Simon Train, WIRK/West Palm Beach. Small market nominees are: Annie Carter, WIXZ/McKeesport, PA; Dan Hollander, WDXE/Lawrenceburg, TN; Marvin McClanahan, KIRX/Kirkville, MO; Ted White, WVMI/Biloxi, MS; and Raymond "Cousin Ray" Woolfended, WPWC/Dumfries, VA.

Nominees were selected in two rounds of voting by CMA members in the Audio/Video Communications and Broadcast Personality categories. An anonymous panel of judges composed of broadcasting professionals will review airchecks from each finalist and select a winner in each market category. The winners will be announced on the CMA Awards Show on CBS October 14.

Alabama Honored

You can chalk up another honor in Alabama's long list of accolades. They've been invited to the White House in September to be honored by President Reagan for their contributions to the Color Sounds Project. If you aren't familiar with Color Sounds, it's a national reading program that uses popular music to teach children reading, writing, and spelling skills.

Artists are selected for participation in the program on the basis of their music and how appropriate it is for school children. The program, aired on PBS-TV every day, uses music videos and interviews with the artists. The videos carry the lyrics on the screen so students can sing along. Spelling and other exercises use words from the songs and interviews.

Exec. Director Dr. Michael Bell feels, despite the current controversy, that questionable lyrics are the exception rather than the trend

in today's music. He also says Alabama typifies good music that can be aired anywhere without offending anyone. President Reagan is hosting the reception and benefit concert to recognize the effort of Color Sounds and the top artists in each music category who make it possible.

Broadway Comes To Nashville

It looks as if the Music Row-Broadway connection is growing stronger. MCA Nashville will be releasing the original cast recording of the Broadway play "Big River: The Adventure of Huckleberry Finn." This will be the first Broadway cast album recorded in Nashville.

Roger Miller wrote the music and lyrics for the play, which netted seven Tony Awards in early June, including "Musical of the Year" and "Best Score."

"It's nice to know that we at MCA Nashville are allowed to be in the record business, no matter what kind of music that happens to be," MCA Nashville President Jimmy Bowen said. "Big River" is not a 'country' Broadway show, though Roger Miller is certainly no city slicker, nor was Mark Twain. But it is about our country, and in that respect it is, in the truest sense of the word, a country show and music. The score that Roger wrote will be around for a long time after us. This music will live on forever."

Cast members and musicians

were flown in from New York and recorded for nearly 24 hours straight in Nashville's Sound Stage studio before returning to New York for their evening performance. Additional recording will take place in New York's Power Station studio, but all mixing and mastering will be done in Nashville.

The album, produced by Bowen, is slated for release in early fall and will include cast members Ron Richardson (who won a Tony for "Best Featured Actor in a Musical" for his portrayal of Jim) and Patti Cohenour (who you may remember also starred with Gary Morris in La Boheme), as well as Rene Auberjouis, Daniel Jenkins, and Bob Gunton.

Bits and Pieces: Congratulations to Dave Rowland and Terry Jo Allen. They were married July 3rd... George Jones just completed his first-ever music video for the song "Who's Gonna Fill Their Shoes." If George's bus driver in this video looks familiar to you, perhaps he should. It's Jones's producer Billy Sherrill. You'll also see CBS/Nashville Sr. VP/GM Rick Blackburn making his video debut in a cameo appearance near the end of the clip... Music from Hank Williams Jr.'s "Five-O" album is currently featured on TWA's in-flight country special... RCA's new Christmas album is already in the works. It will feature Earl Thomas Conley, the Judds, Ronnie Milsap, Dolly Parton, Elvis Presley, Willie Nelson, Alabama, and Waylon Jennings... Vietnam veteran Ronnie McDowell is set to headline the fourth annual "Nam Jam" in Muncie, IN on August 18... John Schneider is currently writing his first screenplay. It's a Western called "Seven Ways From Sunday"... Anne Murray's "Heart Over Mind" was recently certified her ninth gold LP. Only four other female artists have received more than nine gold albums - Barbra Streisand (23), Linda Ronstadt (13), Donna Summer (11), and Olivia Newton-John (10). Just thought you'd like to know!

Nashville In Motion



GRANT SIGNS WITH BUDDY LEE — Tom Grant joked around with Buddy Lee Attractions VP Tony Conway (middle) and Sonny Simmons of Century II Promotions when they gathered to announce Grant's signing with Buddy Lee for bookings and management with Simmons.

Mel Tillis has been appointed to the Florida Motion Picture, Television, and Recording Industry Advisory Council. Mel volunteered to serve his native state when a member of the Advisory Council had to resign due to other commitments... Jerry Bentley has been named Exec. VP of Greenwood/McFadden, Inc. He will act as operations and office manager... George Jones has signed with Buddy Lee Attractions for bookings. Tom Grant has also joined the roster... Judith M. Turner has been named Director of Public Information for the Country Music Association. The post was previously held by Cathy Gurley who left to form an independent publicity and marketing company. Angelia J. Mahoney was promoted to Editor of Close-Up magazine. She had been an editorial assistant at the publication. Turner had formerly served as administrative assistant to CMS Exec. Director Jo Walker-Meador... Acclaim Records opened a Nashville office. It will be temporarily located at 425 J.C. Bradford Bldg., Nashville, TN 37219... Eddie Rabbitt has signed with RCA and is currently in the studio with producer Phil Ramone.

ACM Names New Officers And Directors

The Academy of Country Music announced its new slate of officers and board members for 1985-86. They are President Gene Weed; Vice President Eddie Dean; Secretary Rose Vegas; Treasurer Selma Williams.

New board members elected to two-year terms are Affiliated Ron Anton; Artist/Entertainer Janie Fricke; Club Operator/Employee Tommy Thomas; Composer Larry Collins; Disc Jockey Don Hinson; Manager/Booker Bette Kaye; Musician/Bandleader Tom Bruner; Music Publisher Herb Eiseman; Promotion John Curb; Publications Bill Stewart; Radio Ron Martin; Record Company Joe Casey; TV/Motion Picture Rac Clark.

Board members who were elected to two-year terms last year and still have another year to serve are: James Burton, Dave Douds, Dick Gary, Rhubarb Jones, Jeanne Marchand, Bill Mayne, Will Menees, Patti Page, Fred Reiser, Tom Ritter, Bob Schneiders, Ben Susman, Dottie Vance, and Ben Weisman.

The first meeting of the new board will take place at the Crazy Horse Steakhouse and Saloon in Santa Ana, CA on July 28.



MILSAP TAKES A SPIN — No, Ronnie's not actually cruising the streets of Nashville. He's just all decked out behind the wheel for the filming of the video for his new single, "Lost in the Fifties Tonight." Milsap plays the role of a crooner named Danny Dupree.



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OPPORTUNITIES

OPENINGS

OPENINGS

OPENINGS

OPENINGS

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NATIONAL is recognized as the leader in radio personnel placement. NATIONAL re-
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Fortune 500 Company Subsidiary; Leader in the industry; producing Station ID's,
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Candidates must have successful track record in Radio and TV Sales, Advertising
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Jack Adkins, VP/Director Human Resources - Media General Broadcast Services, Inc.
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EOE M/F

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Top 15 market. South/Southwest. Mornings
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salary requirements to: Radio & Records,
1930 Century Park West, #0052 Los Angeles,
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Are You A

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If you have "content-oriented"
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Send tape, resume, and statement of
program philosophy to P.O. Box
2424, El Cajon, Calif. 92021 EOE.
All inquiries in strictest confidence.

EAST

Morning DJ & PD needed for R/R reporting Country station in
NJ. T&R/salary: GM, WIXL-FM, Box 40, Newton, NJ 07860.
EOE M/F (7-19)

News reporter/anchor. Salary negotiable. T&R/writing sam-
ple: Peter Burkard, WGCH, Box 1490 Greenwich, CT
06836-1490. EOE M/F (7-19)

ND for AM/FM combo in NJ. Report and manage three-person
department. T&R/salary requirement: WNNJ & WIXL-FM,
Box 40, Newton, NJ 07860. EOE M/F (7-19)

PM drive/production pro needed for mellow A/C format in At-
lantic City market. Nice place to work. T&R: Joe Satta,
WSLT, 957 Asbury Ave. Ocean City, NJ 08226. (7-19)

OPPORTUNITIES

OPENINGS

WMAJ/State College now reviewing for future openings. T&R: WMAJ, Box 888, State College, PA 16804. No calls. EOE M/F (7-19)

WKSS

Hot Northeast CHR looking for newspeople-personalities. Only need apply if you're aggressive and want to win. T&R to: Bob Mitchell, KISS-FM, 60 Washington St. Hartford, CT 06106. EOE

AOR station needs Production Director with keen skills/good copywriting/weekend airshift. Also future jock openings. T&R: Marc Coppola, WRCN, Box 666, River Head, NY 11901. (7-19)

ZANY, OUTRAGEOUS

Morning personality medium market East Coast AOR. Send rating results, aircheck and salary requirements to: Radio & Records, 1930 Century Park West, #0055, Los Angeles, California 90067. EOE

Must love Country music. MD/PA experience, knowledge of automation desired. Applications accepted from people with ideas. Perry St. John, WKTY/Lite 96, La Crosse, WI 54601. (7-19)

SALESPeOPLE

Aggressive, hardworking salespeople needed for AM-FM that will be competitive in the Albany market. Excellent incentives, growing group. Resume, references, to: Jeff Weber, General Manager, WKOL/WMVQ, P.O. Box 3, Amsterdam, N.Y. 12010. EOE

"Don't Fix What Isn't Broken." WRONG!

We can make WICC Radio even better. We're a ratings leader but believe that we can build an even stronger share of audience. It'll require creative excellence.

The Operations Manager we're looking for will love the challenge and have the experience and skills to lead a large professional staff.

WICC Radio programs full service in Bridgeport/Fairfield County, CT and is part of Tribune Broadcasting. Excellent compensation for the right person. Send resume to Ray Gardella, Vice President, General Manager, WICC Radio, 177 State St., Bridgeport, CT. 06604.



Want To Be A VJ In Boston?

Channel 66 is looking for radio DJ's who want to join our live major market music video operation. Send us your video audition tape or sit in front of a home VHS camera and tell us about yourself in 3 to 4 minutes. Send tape and resume to:

Program Director
WVJV-TV

P.O. Box 9166, Framingham, MA 01701

No calls please.

WVJV-TV is on EOE

OPENINGS

Medium-sized market AM/FM seeking motivated morning news anchor. Tapes: WNLCTWYD, Box 1031, New London, CT 06320, or (203) 422-5328 (7-19)

New Hampshire seacoast station seeks full and parttime announcers for future openings. T&R: Scott Mason, WAVL, Radio Road, Portsmouth, NH 03801. (7-19)

OPPORTUNITY KNOCKS!

WHCN is looking for morning talent. Hartford's quality AOR has a rare opening for a morning clown. Cassettes and resumes to: Dan Hayden, PD, WHCN, 1039 Asylum Ave., Hartford, CT 06105. EOE

LEGENDARY RADIO STATION NEEDS MORNING TALENT

Major dollars for the right morning talent. Only class acts considered for one of America's great A/C facilities. Send T&R to: Radio & Records, 1930 Century Park West, #0045, Los Angeles, CA 90067. EOE M/F

SOUTH

Sound design professional for AM/FM, and AOR/afternoon announcer/production pro needed. T&R: Clark Ryan, KLBX, Box 1209, Austin, TX 78767. EOE M/F (7-19)

Top-rated Country station needs air personality. Strong production skills/on-air preferred. C&R: Russ Cassidy, PD, WCMC, 900 Commonwealth Place, Virginia Beach, VA 23464. (7-19)

SAN ANTONIO MORNING DRIVE PERSONALITY

The talk of San Antonio is MAGIC 105FM, the new gold based AC. Scored a 5.2 in Monthly Birch after only 2½ months on the air. Now looking to build morning franchise. Rare ground floor opportunity for proven Morning Man to join team of three outstanding personality style news/weather people. Must have successful AC track record with humorous style.

Send tape & resume to:
Jack Collins or Lon Thomas,
KSMG-FM 8930 FOUR WINDS, SUITE 500
SAN ANTONIO, TEXAS 78239

Wanted: PD for Country FM. T&R: Roger Ingram, Box 522, Amherst, VA 24521. EOE M/F (7-19)

Top-rated 100-kw CHR adding to airstaff. High energy and excellent production skills mandatory. T&R: Rick Harrington, 97FM, Box 450, Paducah, KY 42001 (7-19)

AE with two years' experience needed for 10-kw clear channel AM & 100-kw FM combo. Resume: Bob Glassburn, GM, WPAW/WDDJ, Box 450, Paducah, KY 42001 (7-19)

News People Needed

Because of the many news job orders we are receiving from radio stations we are in immediate need of qualified news people, all size markets. Also, DJ's with URBAN experience. For complete details and registrations send \$1 P/H to:

National Broadcast Talent Coordinators
Dept. N, P.O. Box 20551
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(205)822-9144

TOP 50 MARKET FM

WILL BE #1 CHR

If you're a winner, we need your talent. Creative energetic personality only! Send tapes and resumes to: Radio & Records, 1930 Century Park West, #0050, Los Angeles, CA 90067. EOE

Hot new CHR & A/C dayparted FM needs morning man/Production Manager. Phoners, remotes. Want personality. Stillwater, home of OK State University. KVRD: (405) 372-6000 (7-19)

Position available at Country FM. East Coast Central FL location. Send T&R: Jenny Simms, 2221 Front Street, Melbourne, FL 32901. (7-19)

OPENINGS

Q96-FM has an immediate opening for a personality, lifestyle newswoman.



We need an individual who can anchor our morning news and become part of an up tempo morning show. Please send tapes and examples of your writing immediately to: Neal Hunter, Operations Director, Q96-FM, 5430 Fredericksburg Road, Suite 517, San Antonio, TX 78229. EOE M/F

Can you interact with a morning team? Do personality entertaining news? Also need parttimers. T&R: Jeff McClain, WYN-96, Box 222, Jackson, MS 39205. (7-19)

Capital Cities Communications

Has acquired WPLO Radio in Atlanta and is seeking experienced PERSONALITY air talent. Qualified applicants should possess humor, good phone technique, and work well at a high profile station. Please — no time and tempers. Tapes and resumes to: Neil McGinley, Operations Manager, WPLO Radio, 360 Interstate North, Suite 101, Atlanta, GA, 30339. EOE

MAJOR SOUTHEAST MARKET PROMOTION DIRECTOR

Are you very organized, a good planner, self-motivated, creative, hard working, able to deal effectively with programming and sales, and interested in teaming with a very professionally active, fun CHR station on the way up? Yes? Then send a resume, brief outlines of three promotions you've done, plus a brief description of your promotional philosophy and method to Radio & Records, 1930 Century Park West, #0047, Los Angeles, CA 90067. EOE

Capitol Broadcasting Company

RADIO NEWS DIRECTOR

Capitol Broadcasting Company is seeking a news manager for WRAL-FM and the North Carolina News Network. WRAL is Raleigh's leading radio station with a high community profile. The North Carolina News Network serves more than 80 radio stations via satellite.

This radio news operation is one of the finest in the country and has won virtually every major award including the Peabody, Sigma Delta Chi, Ohio State, Janus and Dupont-Columbia School of Journalism. We are seeking an experienced radio news manager with high standards and strong leadership skills. To apply, please send a resume and tape to:



Capitol Broadcasting Co., Inc.
Human Resources 2619 Western Boulevard
Raleigh, NC 27605
(no telephone calls please)
Equal Opportunity Employer

OPENINGS

#1 RATED TOP 50 SOUTHERN CHR

Is conducting a nationwide search for the best Morning Talent. If you can relate locally, be funny, even outrageous at times, and understand warmth, then we'll pay top dollar for your talents. You MUST possess all these skills. NO BEGINNERS. A firm commitment to continue our winning ways awaits you. T&R to: Radio & Records, 1930 Century Park West, #0025, Los Angeles, CA 90067. EOE M/F

WLSQ seeks AOR PD and jocks. T&R: Clevie Brien, Box 5000, Montgomery, AL 36192. (7-19)

Parttime opening available mid-August. T&R: John Connor, WABG, Box 408, Greenwood, MI 38930. EOE M/F (7-19)

Opening for afternoon news anchor. T&R: Ms. Teri Griffin, 1860, Old Okeschobee Road, Suite 106, West Palm Beach, FL 33409 or (305) 461-0099 (7-19)

MIDWEST

100-kw CHR FM looking for midday personality. Big on personal appearances. T&R/photo: Gary Olson, KQCR, Box 878, Cedar Rapids, IA 52404

WENS has a rare opening. Looking to expand the morning show into a morning team. Females encouraged. C&R: Joel Grey, 1099 N. Meridian, Suite 1197, Indianapolis, IN 46204. EOE M/F (7-19)

RADIO RESEARCH SALES

Outstanding opportunity for a self-motivated entrepreneurial person with some radio station experience. Major national broadcast marketing research firm needs sales representative for our growing radio research division. Unlimited compensation potential for an ambitious, convincing person willing to travel in U.S. Send cover letter and resume to: Radio & Records, 1930 Century Park West, #0053, Los Angeles, CA 90067. EOE M/F

WDUZ/Green Bay needs competent parttimers who will work when needed. Automation experience helpful. Females encouraged. Write: Dave Carew, Box 36, Green Bay, WI 54305. EOE M/F (7-19)

Needed immediately: female personality for CHR format. T&R: KMCS, 2500 W. Wyatt Earp Blvd., Dodge City, KS 67801. EOE M/F (7-19)

Warm morning communicator. Strong production for 50-kw B/EZ FM. T&R: Gene Walker, WYEZ, Box 100, Southbend, IN 46624. EOE M/F (7-19)

Immediate opening for midday announcer. T&R: Bernie Miller, WLUW, 12900 W. Blue Mound Road, Milwaukee, WI 53122 (7-19)

Female copywriter/production. Copywriting experience preferred. Organization skills and self-motivator a must. T&R/copy samples: Bob 2483, Bismark, ND 58501. (7-19)

Z-92 Omaha has a rare opening for an AOR announcer. Creativity & production a must. T&R: Bruce McGregor, 11128, John Galt Blvd. Omaha, NE 68137. (7-19)

News People Needed

Because of the many news job orders we are receiving from radio stations we are in immediate need of qualified news people, all size markets. Also, DJ's with URBAN experience. For complete details and registration send \$1 P/H to:

National Broadcast Talent Coordinators
Dept. N, P.O. Box 20551
Birmingham, AL 35216
(205) 822-9144

WMBN/WVPZ now accepting T&Rs for future openings. Experience with automation a plus. T&R: Dennis Martin, Box 286, Petoskey, MI 49770. EOE M/F (7-19)

WIZM AM/FM looking for ND. Strong reporting/writing/delivery skills. Also looking for CE. Tapes and/or resumes: Dick Record, GM, WIZM, Box 99, La Crosse, WI 54601. (7-19)

A/C production/copy/air person for mid-WI market leader. T&R: Nick Roberts, WWRW-FM, Box 2222, Wisconsin Rapids, WI 54494. (7-19)

KXXL-FM/Grand Forks, ND CHR has immediate overnight opening. T&R: Don Nordine, Box 997, Grand Forks, ND 58206. (7-19)

AOR market leader has fulltime opening. Creative production a must. No beginners, no calls. T&R: KATT, Box 25787, Oklahoma City, OK 73125. EOE M/F (7-5)

OPPORTUNITIES

OPENINGS

Midwest Rock 'N' Roll Station seeks tapes and resumes from announcers with strong production qualities for possible immediate openings. If you would like to join a growing, success-oriented group, send tapes, resumes, and salary requirements to: Radio & Records, 1930 Century Park West Box #0056 Los Angeles, CA 90067.

WEST

100-kw A/C in Rocky Mountains close to Yellowstone National Park has future openings. T&R: Rob Cutor, 1041 Highway 14A, Road 12, Powell, WY 82435. (7-12)

100-kw FM A/C needs experienced Sales Manager. Good salary/benefits. Resume only: KMCCQ, Box 104, The Dalles, OR 97058. EOE M/F (7-19)



Behan Broadcasting PRODUCTION DIRECTOR

Live and work in the nation's #1 recreational city for the new KQ96, Seattle's newest, hippest A/C. Medium to major market pro only! Creativity and management skills a must. Send T&R to Howie Castle, KQ96, 4020 East Madison/Suite 200, Seattle, WA 98112 EOE M/F.

Medium market Country station seeks announcers and news personalities. T&R: PD, KRKT, 1207 East 9th, Albany, OR 97321. (7-19)

KAVR/KAPZ now accepting applications for full/parttime airshits. T&R: Jim Hall, Box 960, Apple Valley, CA 92307. EOE M/F (7-19)

Rare opportunity for ND with airshift possible. Fulltime experience needed. T&R: Joe Bar, KMCCQ, Box 104, The Dalles, OR 97058. (7-19)

JOIN A WINNING TEAM

New Country FM, Southwest, well within Top 100. Accepting T&R now for early September start date. Excellent growth group. All shifts open now. T&R to Radio & Records, 1930 Century Park West, #0054, Los Angeles, CA 90067. EOE M/F

Night personality needed at CHR. T&R: Jim Schaeffer, Box 23689, Billings, MT 59104. EOE M/F (7-19)

Entry level DJ. Prefer Northern CA applicant. C&R: OM, Box 110, Red Bluff, CA 96080. EOE M/F (7-19)

KSJO needs a ND & air talent with good production. No calls. T&R: KSJO, 1420, Koll Circle, San Jose, CA 95112. (7-19)

Brand new NW A/C still has several prime openings, including news. Send T&R: Sky Walker, KQSP, Box 8436, Spokane, WA 99203. EOE M/F (7-19)

Production wizard needed to create spectacular spots for aggressive AM/FM combo. T&R: Bob Gaskins, KAIR/KJYK, 3438 N. Country Club, Tucson 85716. EOE M/F (7-19)

MORNING TALENT

We need a great personality for our two-man team. Topical, humorous, great voice, production deserves great opportunity here. T&R and photo: Radio & Records, 1930 Century Park West, #0057 Los Angeles, CA 90067. EOE M/F

You're a darn good Program Director, and lately you've tried to push the thoughts away but they keep returning. The nagging suspicion keeps you awake at night. You've outgrown your present job. And the fact that they're all such a great bunch of folks makes the thought even harder to bear. Maybe comfort equals complacency? You read the front page of R&R, all the changes every week, and you feel the world is passing you by. If you can develop an airstaff and build a creative image, and really want to learn more about your craft, send tapes of airwork: examples of creativity, and impress us with your burning desire

OPENINGS

SAN FRANCISCO BAY AREA A/C FM PROGRAM DIRECTOR

If you're a motivator and possess production skills, we would like to talk! Rapidly growing Suburban Bay Area FM. Send T&R to: Radio & Records, 1930 Century Park West, #0051 Los Angeles, CA 90067. EOE

KVON & KVNN Napa, CA seeks local news pro with talk show experience and anchor report. Live in the beautiful Napa Valley 45 miles from San Francisco, and work for stations recognized for their local news commitment. Send your very best cassette samples to Tom Young, Broadcast Park, box 2250, Napa, CA 94558. EOE

KYBA & KLVO/Gallup, NM now accepting tapes for future openings. CHR format. T&R: Bill Lee, Drawer-K, Gallup, NM 87301. or (505) 863-6851 (7-19)

WE'RE HUNTING FOR A KILLER!

You're looking for a job that will turn you loose. We need top creative talent. ONE PROGRAM DIRECTOR - NOW! Competitive salary, stimulating environment, top-notch benefits package, and beautiful San Francisco Bay area. Rush your programming philosophy, a tape of your station, your resume and salary requirements to:

Chip Morgan
KKIS/KINO
Concord, CA 94520 EOE M/F

POSITIONS SOUGHT

I'm tired of wasting away. Ambitious man looking for a good medium/large market or entry PD position. Prefer CHR, A/C. (408) 248-6956 (7-19)

Six years AOR/CHR experience. Looking for PD/air talent position in MI, IL, OH, IN. Current station being sold. RICH: (517) 697-3251 (7-19)

Air talent, eight years' experience in all markets. Looking for career position in medium/major market. Personable. Prefer AOR, CHR or A/C. GREGG: (215) 725-8743 or 357-5903 (7-19)

PD/MD with 12 years' experience available with short notice. Contact TERRY FISHER: (704) 255-0553 (7-19)

Young, energetic, CHR air personality currently Country. Looking for a position in major/mid market. Will consider decent small market. (218) 824-2452 or 875-2737 (7-19)

Reliable, ready, & right!!! Air personality RALPH RICHARDS for your CHR station. Will relocate anywhere, but prefer the South. C&R: (218) 333-7428 (7-19)

MD looking for small/medium market station with inventive ideas. Strong journalism background. Early R&B, AOR & Country. JIM McCLORY: (215) 849-8292 5-9pm EST. (7-19)

Experienced, talented ND must relocate. East. NE CHR markets preferred. Responsible news commitment an absolute must. MIKE WARD: (616) 962-9185.

— THE GIANT KILLER —

Morning Team can we kill one for you? Respond to: Radio & Records, 1930 Century Park West, #0049 Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Intelligent, aggressive, sales-oriented. Eight years in medium market. B.A. & happily employed at great station. Seeking smaller market PD challenge. RICHARD: (618) 454-0026

FIG NEWTON. Eleven-year drive jock in Cleveland looking for move to FM. Yuppie humor for 25-49 demos. (218) 842-2929 (7-19)

Beginning position sought in radio. Broadcasting school graduate. Sharp, talented, hardworking. Willing to learn and relocate. JOHN: (602) 945-9757 (7-19)

Parttime Baltimore gig wanted. Going to Towson State this January. Currently P-2 CHR parttime, experience in BIU, AOR, & Country. FRANCIS JR.: (717) 792-0591 (7-19)

Female talent. Experienced on-air/production. News, traffic, sales, the works. Country, AOR, Oldies, Talk. Call me! MARI-LEE: (800) 821-3790

Copywriter ready for a station committed to top-quality commercials. Creative, quick, and experienced. Character voices tool TIM: (608) 784-3725 (7-19)

Creative radio a must. No small markets. I'm local and creative within format. Professional with strong pipes & hot production. ERIC: (409) 823-1712 (7-19)

Look! Bright young man, three years' experience at top-rated AOR. MD/Assist. PD/midways. College graduate. Want to work with good team. GREG HAMMER: (904) 392-0771 (7-19)

Female with four years' radio experience, including 2 1/2 years in major market, desires fulltime CHR. I will soon have two college degrees. LORRAINE: (503) 359-5509 (7-19)

Jazz MD seeking employment & more money. Eight years' experience. Any format. FRANCIS DOMINIQUE: Box 42152, Lafayette, LA 70504. or (318) 234-9495 (7-19)

Experienced NCAA Division One sportscaster for four years seeks position with PBP opportunity in medium market. Also has news & DJ experience. MARIO: (517) 337-2540 (7-19)

Dependable. A/C, CHR, BIU professional DJ/MD/PD. Outstanding, deep voice, delivery, production. Greater Cincinnati. SCOTT: (513) 528-5793 (7-19)

Hello. If you want 110% at your small market station, then you've found it. JOE: (218) 659-4887 (7-19)

21 years old with 4 1/2 years on-air. Looking to move up, up, & away. In Country now, looking for CHR or A/C small market PD position. RON: (918) 852-7465 (7-19)

Help! Being held prisoner in heavily restrictive format. Need to soar like an eagle, not flounder with finches. Currently PM drive, top 100 market. (402) 223-5735 (7-19)

Seven-year pro seeks AOR gig. Experienced in AOR, CHR, & A/C. Casual, but not laid back. Call JASON: (209) 226-0587 after 6pm PDT.

PROGRAM DIRECTOR with a track record who also understands the bottom line. Country/CHR/AOR in the East please. JOHN (703) 434-7777 (703) 949-8271. Call now, operators are standing by

Another news department falls to budget a/c! Experienced, talented ND must relocate. East. NE CHR markets preferred. News commitment a must. MIKE WARD: (616) 962-9185 (7-19)

Snowman. Large metro market, drivetime, MD, & phone experience. Seek top 100 market. Any format. Mild climate. (305) 755-1292 (7-19)

Available now for Great Lakes area. AOR, A/C, CHR, Oldies. 5 1/2 years' experience. Smooth DJ/creative production. PD ambitions. MARK: (305) 464-9431 (7-5)

11-year veteran with OM/PD/MD experience looking for a challenge. I have the kill instinct. Make my day. GARY HILL: (205) 342-5603.

15-year major market pro seeking parttime employment in Chicago area. Will relocate in right position. MW only. Serious inquiries, please. GARY: (312) 479-1216 (7-19)

Great production person seeks new production/air position. Available 8/85. A/C, B/EZ, & CHR. BOB: (512) 447-0499 (7-19)

Small market announcer. Ready for deeper waters. Will relocate. Call: (717) 597-8239 (7-19)

Six-year pro currently employed in top 300 market. Looking for a high-profile CHR killer in MW. Smooth, up, & great pipes. (712) 326-3643 after 6pm CST.

Fish! Intelligent, experienced, on air life form discovered on Johnston radio. Experts amazed! For more on the story, call EDDI G.: (614) 536-7827

Eight-year evening veteran on the looser! Experience in CHR, AOR, hybrid, & production. DAVE WEEKS: (717) 655-6893 (7-19)

If it's still not waid enough for you, let the rock 'n' roll kamikaze dentist put you there. On-air instantly. JEFF FRANCE: (419) 289-6369 (7-19)

Sports/news/DJ. Four years' experience. BS in communications. Willing to relocate. Enthusiastic & dedicated. Call JEFF: (916) 944-3271 (7-19)

Five years at KSHE. Looking for MD position. Are you ready? I am. KEN SUTTER: (314) 839-4989 (7-19)

Female, four years' experience in radio. MD, a winner. Looking for fulltime slot. Prefer West. (303) 630-1088 (7-19)

POSITIONS SOUGHT

Four years' experience CHR, A/C, AOR. Excellent production/writing skills, energy, & dedication. Seeking challenging position. Will relocate. ANNE: (312) 960-2782 (7-19)

Hey, MN: I'm what you want. Experienced eight-year pro. AOR, A/C, Country, looking to help you. Call MARK: (317) 654-5677 (7-19)

Team player with three years' experience seeks CHR or AOR gig. CHIP BEGAY: (605) 778-5755 or 722-9025 (7-19)

Broadcast school graduate seeks entry level position as announcer/DJ. Skilled in news, production, copy. Will relocate. Available now. Call TOM: (319) 753-6882 (7-19)

Radio position being sought in PA & NJ. Able to do all radio tasks. Please call collect. MR. COVELLO: (215) 673-5957 (7-19)

Radio Interviewer Ready For A Challenge

12 years in majors. "Lively, spicy, and human." Ratings and references. Charlie (301) 444-5328. (TV too)

CE. Looking to move to Cincinnati area. 12 years' experience, all phases of radio. MR. WILKINSON: (812) 477-4946 (7-19)

Mature pro with smooth voice & lots of production experience looking to move out. RON: (301) 937-1976 (7-19)

20-year veteran rocker, dying at Country station. No lie. Looking for Houston CHR/AOR. Good MD. DW: Box 721078, Houston, TX 77272-1078 (7-19)

AL MARQUEZ, five-year pro, also KLDOS music research. Mediums considered. (213) 699-2130 (7-19)

Willing to relocate. Best offer. Have four years' on-air & one year of studio recording experience. Seeking medium market AOR or CHR. GREG THOMPSON: (812) 636-8470 (7-19)

Can we talk? Five-year pro ready to deliver solid results for your station. Prefer CHR/AOR or BIU. DAN: (214) 758-8755 (7-19)

PM drive/Production Director/Assistant PD. Ready to make your CHR station sizzle. South or SW area. Contact JOHN ST. JAMES: (505) 722-9025 or (713) 728-1348 (7-5)

Seven-year production/airshift pro seeks new station to set down spinning block. CHR/AOR or A/C. OH, WV, or PA. Call J.J.: (304) 845-0556 (7-5)

Three years in the desert is enough. I'm looking for the great greas of home. Want to work with winning A/C. CHR team in W/MW. THE MASTER: (805) 943-7187 or 948-8090 (7-5)

AOR/CHR ten-year pro. Heavy 4-track production skills. Master market material. Looking for a challenge. Call SCOTT: (916) 583-4053 (7-5)

Your attention, please. Extremely dependable, innovative, & enthusiastic broadcast graduate seeks on-air position. Ready to relocate. EMMANUEL: (213) 258-0535 (7-19)

CHR, A/C, personality/copywriter. Two years' experience, seeks airshift in medium market. Will relocate. For T&R contact NORRIS: (602) 838-0098 (7-19)

Intelligent, fun, experienced personality looking for overnights in Baltimore/Washington area. Will consider any other available position. Call me! RAY: (301) 997-6441 (7-19)

If you need an announcer with strong production, call DOUG: (712) 362-5647 (7-19)

Employed Sports Director. Three years' experience, PBP & talk show host. Well-prepared all the time. Call GLEN JORDON: (806) 298-2771, 9-5 CDT. (7-5)

ONE OF AMERICA'S MOST SUCCESSFUL PROGRAMMERS

is seeking a new challenge. Strong programming/production skills. Contact David McKay (813) 536-5195.

MISCELLANEOUS

Radio Carolina has moved to larger office accommodations. The new address is: 25 Randall Avenue, Lenoir, NC 28643 (516) 559-7030 (7-19)

WEQR/Goldsboro, NC needs record service at Box 207, Goldsboro, NC 27530. (7-19)

WYBE/Pine Bluff, AR needs record service at 19 Chapel Village Shopping Center, Pine Bluff, AR 71603. (7-19)

AOR/news music interview show needs service from all labels. Julio Flores, Western Front Radio Network, 115 N. Vine Street, Anaheim, CA 92805, or (714) 766-2594 (7-19)

SE LA, KSJU needs contemporary Jazz & A/C service from all labels. Need help immediately. Tony Clouburn, Box 746, KSJU, Hammond, LA 70402. (7-19)

Need Country & CHR service for KAVR & KAPZ/Apple Valley. Contact Jim Hall: (619) 247-7251 (7-19)

Central LA, A/C WIPD needs product from Ansta, WB, EM, PG, A&M & RCA. Contact: Alan B. Wats, WIPD, Box 712, Lale Wates, FL 33853. (7-19)

BOB HARPER'S COMPANY

Post Office Box 24337 • San Diego, CA 92124

NATIONAL MUSIC FORMATS

Added This Week

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

POINTER SISTERS "Dare Me"
BILLY JOEL "You're Only Human (Second Wind)"
ANIMATION "Let Him Go"

TM AC

KOOL & THE GANG "Cherish"
DON HENLEY "Not Enough Love In The World"

TM Country

JOHN CONLEE "Blue Highway"
MEL TELLIS "You Done Me Wrong"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

POINTER SISTERS "Dare Me"
WHAM "Freedom"
PRINCE "Pop Life"
KOOL & THE GANG "Cherish"
LIMAH! "Only For Love"
KATRINA & THE WAVES "Do You Want Crying?"

Country

GEORGE JONES "Who's Gonna Fill Their Shoes?"
OAK RIDGE BOYS "Touch A Hand, Make A Friend"
VINCE GILL "If It Weren't For Him"
KATHY MATTEA "He Won't Give In"
RONNIE McDOWELL "Love Talks"

Century 21

Grag Stephens (214) 934-2121

The Z Format

MOTELS "Shame"
LAURA BRANIGAN "Spanish Eddy"
PRINCE "Pop Life"
MARY JANE GIRLS "Wild & Crazy Love"

The AC Format

LAURA BRANIGAN "Spanish Eddy"

Super-Country

OAK RIDGE BOYS "Touch A Hand, Make A Friend"
MARK GRAY "Smooth Sailing (Rock In The Road)"
EDDY RAVEN "I Want To Hear It From You"
EMMYLOU HARRIS "Rhythm Guitar"

Media General

Broadcast Services

Bob Dumais (901) 320-4433

Action

BRUCE SPRINGSTEEN "Glory Days"
JOHN DENVER "Don't Close Your Eyes Tonight"
JEFF BECK & ROD STEWART "People Get Ready"
POINTER SISTERS "Dare Me"
HUEY LEWIS & THE NEWS "Power Of Love"
NOMO "We Go To Sleep Believing"
NATALIE COLE "A Little Bit Of Heaven"

Your Country

JOHN CONLEE "Blue Highway"
GENE WATSON "Cold Summer Day In Georgia"
JUICE NEWTON
"You Make Me Want To Make You Mine"
MARIE OSMOND with DAN SEALS
"Meet Me In Montana"

Hit Rock

PHIL COLLINS "Don't Lose My Number"
POINTER SISTERS "Dare Me"
KENNY LOGGINS "Forever"
HOWARD JONES "Life In One Day"

Broadcast Programming

John Sherman/Bob English (800) 426-9082

Adult Contemporary

RONNIE MILSAP "Lost In The 50's Tonight"
KOOL & THE GANG "Cherish"

Modern Country

CONWAY TWITTY "Between Blue Eyes & Jeans"
MERLE HAGGARD "Kern River"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

KENDALLS "If You Break My Heart"
GENE WATSON "Cold Summer Day In Georgia"
CONWAY TWITTY "Between Blue Eyes And Jeans"
MERLE HAGGARD "Kern River"
EDDIE RABBITT "She's Coming Back To Say Goodbye"
CHANCE "You Could Be The One Woman"
CHARLY McCLAIN with WAYNE MASSEY
"With Just One Look In Your Eyes"

The Great Ones

BILLY JOEL "You're Only Human (Second Wind)"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

PHIL COLLINS "Don't Lose My Number"
KOOL & THE GANG "Cherish"

Contempo 300

BILLY OCEAN "Mystery Lady"
ARETHA FRANKLIN "Freeway Of Love"

Great American Country

VINCE GILL "If It Weren't For Him"
RONNIE MILSAP "Lost In The 50's Tonight"
RONNIE McDOWELL "Love Talks"
CHARLEY PRIDE "Let A Little Love Come In"

Radio Arts

John Benedict (818) 841-0225

Country's Best

RONNIE McDOWELL "Love Talks"
BECKY HOBBS "Hottest 'Ex' In Texas"
KEITH STEGALL "Pretty Lady"
LORETTA LYNN "Heart Don't Do This To Me"
TAMMY WYNETTE "You Can Lead A Heart To Love"

Soft Contemporary

GODLEY & CREME "Cry"

Sound 10

MOTELS "Shame"
PHIL COLLINS "Don't Lose My Number"
REO SPEEDWAGON "Live Every Moment"
GODLEY & CREME "Cry"

Bonneville Broadcast System

Michael Krafcsin (800) 631-1600

Love Sounds

CHET ATKINS "Sunrise"
KENNY LOGGINS "Forever"
SURVIVOR "The Search Is Over"
AIR SUPPLY "Just As I Am"
PAUL YOUNG "Everytime You Go Away"
ROSANNE CASH
"I Don't Know Why You Don't Love Me"

Easy Listening

RAMOND LEFEVRE "Moonlight Lady"
PAUL MAURIAT "Careless Whisper"
CARAVELLI "Never Ending Story"
PAUL MAURIAT "You're The Inspiration"
PAUL MAURIAT "No More Lonely Nights"

CURTIE and the BOOMBOX



CHR SIGNIFICANT ACTION

KCOI	WFMI
WCAU-FM	KTFM
WNVZ	KMBQ
KKRZ	WSEZ
FM102	WRQC
KWOD	95XIL
KPLUS	WKSF
Q100	WJAD
WTLQ	T94
WJZR	WHSL
KITE	KTRS
KRBE	OK95

"BLACK KISSES

(never make you blue)"



BLACK/URBAN

BREAKERS

BILLY OCEAN

Mystery Lady (Jive/Arista)

74% of our reporting stations on it. Rotations: Heavy 4/0, Medium 27/2, Light 30/15, Total Adds 17 including WDAS, WAMO, WVEE, K104, KNOK, WHRK, WJLB, KDAY, 293, WJYL. A most added record. Debuts at number 35 on the Black/Urban chart.

POINTER SISTERS

Dare Me (RCA)

67% of our reporting stations on it. Rotations: Heavy 2/0, Medium 12/5, Light 41/23, Total Adds 28 including WLDL, WUSL, WHRK, WYLD-FM, WLUM, KDAY, WRDQ, WPEG, WFXC, WQMG, KOKA, WKWM, KDKO, KUKQ. This week's most added record. Debuts at number 40 on the Black/Urban chart.

GWEN GUTHRIE

Padlock (Island)

65% of our reporting stations on it. Rotations: Heavy 12/0, Medium 19/1, Light 22/6, Total Adds 7 WHUR, OC104, WJJS, KOKA, WAAA, WVKO, WKWM. Moves 39-32 on the Black/Urban chart.

CON FUNK SHUN

I'm Leaving Baby (Mercury/PolyGram)

63% of our reporting stations on it. Rotations: Heavy 4/0, Medium 19/0, Light 29/12, Total Adds 12 KNOK, WYLD-FM, WTMP, WBXM, WKND, OC104, WENN, WQMG, WLOU, WAAA, WGPR, WTLC. Debuts at number 38 on the Black/Urban chart.

ALEXANDER O'NEAL

If You Were Here Tonight (Tabu/CBS)

61% of our reporting stations on it. Rotations: Heavy 17/1, Medium 22/1, Light 11/2, Total Adds 4, WILD, WDJY, WHRK, WKVO. Heavy includes WWIN, WYLD-FM, WDMT, WZAK, KACE, KDAY, KJLH. Moves 38-30 on the Black/Urban chart.

MAI TAI

History (Critique)

60% of our reporting stations on it. Rotations: Heavy 2/0, Medium 19/1, Light 28/4, Total Adds 5, WAMO, KNOK, WRDQ, KAPE, WDDM. Heavy: WOWI, WNHC. Debuts at number 39 on the Black/Urban chart.

UTFO

Leader Of The Pack (Select)

60% of our reporting stations on it. Rotations: Heavy 9/0, Medium 22/2, Light 18/2, Total Adds 4, WXYV, WJMI, WJJS, WGPR. Heavy: WDAS, WAOK, KMJQ, WDLA, KDAY, KOXL, WPEG, KJCB, WTLC. Moves 35-34 on the Black/Urban chart.

NEW & ACTIVE

STEPHANIE MILLS "Bit By Bit (Theme From 'Fletch')" (MCA) 47/9
Rotations: Heavy 12/0, Medium 18/2, Light 28/7, Total Adds 9, WDJY, WVEE, KDAY, XHRM, WXOK, WJAX, WPDQ, WGPR, KDKO. Heavy: WQMG.

SADE "Your Love Is King" (Portrait/CBS) 47/5
Rotations: Heavy 10/1, Medium 27/1, Light 10/3, Total Adds 5, KRNB, K94, WDMT, WJAX, KHYS. Heavy: WYLD-FM, WOWI, WZEN, KDAY, KSOL, OC104, WXOK, WJMI, WANM. Moves 36-33 on the BU chart.

GAP BAND "Disrespect" (Total Experience/RCA) 45/4
Rotations: Heavy 5/0, Medium 14/1, Light 26/3, Total Adds 4, WVEE, KNOK, WJMI, WTLC. Heavy: KRNB, WDLA, WDCI, WJYL, WDAO.

NATALIE COLE "A Little Bit Of Heaven" (Modern/Atco) 44/14
Rotations: Heavy 10/1, Medium 12/3, Light 31/11, Total Adds 14, WAMO, WDJY, WHUR, WVEE, KMJQ, WDCI, WLUM, KDAY, WPEG, WFXC, WKXI, WPDQ, WBXM, WAAA. Heavy: WAOK.

JUICY "Bad Boy" (Private I/CBS) 44/7
Rotations: Heavy 1/0, Medium 17/0, Light 26/7, Total Adds 7, WVEE, WDCI, WDMT, WLOU, WQOK, WTOY, WTLC. Heavy: KDAY.

KLEER "Take Your Heart Away" (Atlantic) 42/8
Rotations: Heavy 7/1, Medium 13/2, Light 22/5, Total Adds 8, WXYV, WDJY, KRNB, WEDR, WDMT, WZAK, WXOK, WTOY. Heavy: WENN, WPEG, WFXC, WQMG, KIIZ, WLOU.

FAT BOYS "The Fat Boys Are Back" (Sutra) 42/3
Rotations: Heavy 7/0, Medium 19/0, Light 16/3, Total Adds 3, WDMT, WRDQ, WJAX. Heavy: KMJQ, KRNB, WEDR, KDAY, WATY, WQOK, WPLZ.

READY FOR THE WORLD "Oh Sheila" (MCA) 41/12
Rotations: Heavy 6/1, Medium 17/1, Light 18/10, Total Adds 12, K104, WYLD-FM, WZAK, KDAY, WNHC, WRDQ, KOXL, WQMG, WBXM, WJYL, KHYS, KOKA. Heavy: WJLB, KJLH, OC104, WQOK, WGPR.

BILL WITHERS "Something That Turns You On" (Columbia) 40/9
Rotations: Heavy 2/0, Medium 17/5, Light 24/21, Total Adds 9, WDAS, KDAY, KOXL, WJAX, WJYL, WJJS, WBLX, WTLC, KDKO. Heavy: WVEE, WANM.

CARRIE LUCAS "Hello Stranger" (Constellation/MCA) 39/8
Rotations: Heavy 8/0, Medium 15/0, Light 16/6, Total Adds 8, WLDL, WAOK, WYLD-FM, WXOK, WATV, WPEG, KHYS, KAPE. Heavy: WLUM, WZEN, KACE, WNHC, WAKM, WAAA, WDCI, WQMG.

BOOGIE BOYS "A Fly Girl" (Capitol) 38/8
Rotations: Heavy 15/1, Medium 13/1, Light 10/4, Total Adds 6, WXYV, WHUR, WEDR, WBXM, WQMG, WANM. Heavy: KMJQ, KRNB, WDMT, WZAK, KMJM, KDAY, KJLH, WTKL, KIIZ, KJCB, WLOU, WQOK, WWWW, WVOI.

NEW EDITION "My Secret (Dijia GH Yet?)" (MCA) 35/8
Rotations: Heavy 8/1, Medium 12/2, Light 15/4, Total Adds 3, WLD, WHUR, WVEE, K104, WDCI, WZAK, KDAY, WJYL. Heavy: WUSL, WDJY, KMJQ, WATY, WQOK, WANT, WANM.

SHANNON "Stronger Together" (Mirage/Atco) 31/27
Rotations: Heavy 11/1, Medium 6/5, Light 24/21, Total Adds 27 including WUSL, KMJQ, WEDR, K94, WOWI, WTMP, WZAK, WLUM, KMJM, KDAY, KOXL, WENN, WPEG, WFXC, WBLX, WQOK, KHYS, WWWW.

ROCK MASTER SCOTT "The Roof Is On Fire" (Reality) 31/5
Rotations: Heavy 5/0, Medium 9/0, Light 17/5, Total Adds 5, K94, WATV, WENN, WKXI, WTLC. Heavy: WDAS, K104, WJLB, KJLH, WJMI.

KLYMAXX "I Miss You" (Constellation/MCA) 30/9
Rotations: Heavy 9/2, Medium 12/3, Light 9/4, Total Adds 9, WXYV, WUSL, WYLD-FM, WOWI, KDAY, WXOK, 293, WTOY, WDAO. Heavy: K94, WATV, WBLX, WPLZ, WANT, WANM, WWWW.

RADIANCE "All Night" (Quest/WB) 30/4
Rotations: Heavy 1/0, Medium 4/0, Light 25/4, Total Adds 4, WDMT, WBXM, WLOU, WKWM, Heavy: KSOL. Medium: KRNB, WEDR, WFXC, WANM.

STARPOINT "Object Of My Desire" (Elektra) 29/13
Rotations: Heavy 2/1, Medium 6/2, Light 11/3, Total Adds 13, WXYV, WLD, WRKS, WDAS, WUSL, KMJM, KDAY, WKND, WNHC, WATV, KAPE, WANM, WAAA. Heavy: KMJQ.

TEDDY PENDERGRASS "Somewhere I Belong" (Asylum) 29/1
Rotations: Heavy 0/0, Medium 12/0, Light 17/1, Total Adds 1, WLOU. Medium: WDLA, WTMP, WZEN, KSOL, WKND, WNHC, KOXL, WKXI, WBLX, KAPE, WEAS, WDAO.

MOST ADDED

POINTER SISTERS (28)
Dare Me (RCA)
SHANNON (27)
Stronger Together (Mirage/Atco)
BAR-KAYS (18)
Your Place Or Mine (Mercury/PolyGram)
BILLY OCEAN (17)
Mystery Lady (Jive/Arista)
DAZZ BAND (15)
Hot Spot (Motown)

REDDINGS "Parasite" (Polydor/PolyGram) 28/2
Rotations: Heavy 1/0, Medium 10/0, Light 14/8, Total Adds 2, WQMG, WPDQ. Heavy: KAPE. Medium: KRNB, WOWI, WTMP, WDMT, WZAK, WNHC, WPEG, WKXI, WAAA, KDKO.
EUGENE WILDE "Chey Chey Kule" (Philly World/Atlantic) 26/1
Rotations: Heavy 0/0, Medium 12/0, Light 14/1, Total Adds 1, KMJM. Medium: WDAS, WAMO, WVEE, KRNB, WYLD-FM, WOWI, WZAK, WATY, WPEG, WBLX, KOKA, WTLC.

HOTTEST

CAMEO (38)
Attack Me With Your Love (Arista Int/Pt/G)
DEBARGE (37)
Who's Holding Donna... (Gordy/Motown)
ARETHA FRANKLIN (37)
Freeway Of Love (Arista)
LISA-LISA & CULT JAM w/FULL FORCE (36)
I Wonder If I Take You Home (Columbia)
RENE & ANGELA (36)
Save Your Love (For #1) (Mercury/PG)

SIGNIFICANT ACTION

MARVIN GAYE "It's Madness" (Columbia) 24/7
Rotations: Heavy 2/0, Medium 8/2, Light 14/5, Total Adds 7, WZAK, WATV, WPEG, WBXM, WBLX, WPLZ, WDDM. Heavy: WYLD-FM, KOKA.

FIVE STAR "All Fall Down" (RCA) 22/7
Rotations: Heavy 0/0, Medium 6/1, Light 16/6, Total Adds 7, WDAS, WAOK, WHRK, WNHC, OC104, WQMG, WANM. Medium: WRKS, WKND, KOKA, WJLB, WAKS.

NECLEUS "Let's Jam" (Sunnyside) 22/3
Rotations: Heavy 1/0, Medium 4/0, Light 17/3, Total Adds 3, WXYV, WVEE, WENN. Heavy: WDAS. Medium: KRNB, WZAK, WQOK, WANM.

ALEXANDER ROBDTICK "Problemes D'Amour" (Sire/WB) 22/2
Rotations: Heavy 3/0, Medium 5/0, Light 14/2, Total Adds 2, XHRM, WBXM. Heavy: WXYV, WQOK, WWWW. Medium: WDAS, WUSL, WDMT, WZAK, WJLB.

SHANTELL "Love Attack" (Pandisc) 22/1
Rotations: Heavy 3/0, Medium 3/0, Light 16/1, Total Adds 1, WKWM. Heavy: WEDR, WQMG, WBLX. Medium: WOWI, WURL, WTLC.

GEORGE BENSON "New Day" (WB) 22/0
Rotations: Heavy 3/0, Medium 9/0, Light 10/0, Total Adds 0, Heavy: WVEE, WJMI, WDAO. Medium: WAOK, WRDQ, KOXL, WJAX, WFXC, WURL, WANM, WTLC. WWWW.

SILENT UNDERDOG "Papa's Got A Brand New Pigbag" (Profile) 21/5
Rotations: Heavy 1/0, Medium 4/0, Light 16/5, Total Adds 5, WQMG, WKXI, WJYL, KHYS, WANM. Heavy: KRNB. Medium: WOWI, WDMT, WATY, WQOK.

THIRD WORLD "One To One" (Columbia) 21/2
Rotations: Heavy 1/0, Medium 8/0, Light 12/2, Total Adds 2, KHYS, KAPE. Heavy: WPLZ. Medium: WRKS, WYLD-FM, WNHC, WFXC, WQMG, WKXI, WJLB.

SKOOL BOYZ "Superline (From Behind)" (Columbia) 21/1
Rotations: Heavy 0/0, Medium 6/0, Light 15/1, Total Adds 1, WDDM. Medium: WXYV, KRNB, WDLA, KSOL, WKXI, WPDQ.

DAYTON "This Time" (Capitol) 20/4
Rotations: Heavy 0/0, Medium 2/0, Light 18/4, Total Adds 4, WDMT, WKXI, KOKA, WGPR. Medium: WZAK, KSOL, KOKA.

BAR-KAYS "Your Place Or Mine" (Mercury/PolyGram) 18/18
Rotations: Heavy 0/0, Medium 3/0, Light 15/15, Total Adds 18, WAOK, WVEE, KMJQ, WHRK, WTMP, WDMT, KDAY, KOXL, WATY, WPEG, WJMI, WANT, KAPE, WDDM, WANM, WQPR, WWWW, KDKO.

J. BLACKFOOT "Hiding Place" (Sound Town) 18/5
Rotations: Heavy 2/0, Medium 2/1, Light 14/4, Total Adds 5, WDAS, WEDR, WXOK, WKXI, WLOU. Heavy: KRNB, WDLA. Medium: KAPE.

WEATHER GIRLS "Well-A-Wiggy" (Columbia) 17/7
Rotations: Heavy 0/0, Medium 2/1, Light 15/6, Total Adds 7, WDCI, WXOK, WPDQ, WBLX, WTOY, WANM, WWWW. Medium: KOKA.

DENNIS EDWARDS "Amanda" (Gordy/Motown) 17/5
Rotations: Heavy 0/0, Medium 4/1, Light 13/4, Total Adds 5, WTMP, WZAK, WLOU, WANT, WTOY. Medium: WAOK, KRNB, WFXC.

GLENN JONES "Finesse" (RCA) 17/1
Rotations: Heavy 0/0, Medium 5/0, Light 12/1, Total Adds 1, XHRM. Medium: WENN, WJMI, KJCB, KOKA, WWWW.

PATTI LABELLE "I Can't Forget You" (Philadelphia Int/ICBS) 16/7
Rotations: Heavy 0/0, Medium 2/1, Light 14/6, Total Adds 1, WHUR, WAMO, WAOK, KRNB, KDAY, WNHC, WXOK, WPEG. Medium: WRDQ.

COLLAGE "Romeo Where's Juliet?" (Constellation/MCA) 16/3
Rotations: Heavy 0/0, Medium 6/1, Light 10/2, Total Adds 3, WBXM, WXOK, WQMG. Medium: KSOL, WNHC, WRDQ, WANM, WWWW.

DAZZ BAND "Hot Spot" (Motown) 15/15
Rotations: Heavy 1/1, Medium 2/2, Light 12/12, Total Adds 15, WUSL, WAOK, KMJQ, WTMP, WBXM, WZAK, WDMT, WZAK, WPDQ, WTOY, KAPE, WGPR, WTLC, KUKQ.

CONWAY BROTHERS "Turn It Up" (Paula) 15/3
Rotations: Heavy 3/0, Medium 2/0, Light 10/3, Total Adds 3, WAMO, WATV, WENN. Heavy: WEDR, WNHC, KOKA. Medium: K104, KHYS.

HOWARD JOHNSON "Stand Up" (A&M) 14/8
Rotations: Heavy 0/0, Medium 5/2, Light 9/6, Total Adds 8, WILD, K104, KMJM, KDAY, WKND, WFXC, WPDQ, KOKA. Medium: WJMI, KAPE, WWWW.

OSBORNE & GILES "Stranger In The Night" (Red Label/Capitol) 14/1
Rotations: Heavy 0/0, Medium 5/0, Light 9/1, Total Adds 1, WHUR. Medium: WVIN, WLUM, WGPR, WWWW, WVOI.

ONE WAY "Serving It" (MCA) 13/7
Rotations: Heavy 0/0, Medium 6/3, Light 7/4, Total Adds 7, WHRK, KDAY, WQMG, WQOK, KHYS, WANM, WAAA. Medium: WZAK, WTMP, KAPE.

EMOTIONS "If I Only Knew Then (What I Know Now)" (Motown) 13/5
Rotations: Heavy 1/0, Medium 3/1, Light 9/4, Total Adds 5, WDAS, WDCI, WJLB, WNHC, WKWM. Heavy: WWWW. Medium: WTLC, WVOI.

FULL FORCE "Girl If You Take Me Home" (Columbia) 13/5
Rotations: Heavy 2/0, Medium 1/0, Light 10/5, Total Adds 5, WRKS, WUSL, WYLD-FM, WKND, WTOY. Heavy: KDAY, WQOK. Medium: WEAS.

WHODINI "Escape (I Need A Break)" (Arista) 12/4
Rotations: Heavy 2/0, Medium 5/0, Light 5/4, Total Adds 4, WUSL, KRNB, WXOK, WJJS. Heavy: KMJQ, WATV. Medium: WRKS, K104, KDAY, WKND, WWWW.

MICHAEL LOVESMITH "Break The Ice" (Motown) 12/2
Rotations: Heavy 0/0, Medium 7/0, Light 5/2, Total Adds 2, WENN, WKKO. Medium: WDCI, WDMT, KACE, WRDQ, WPDQ, WBLX, WEAS.

JONZUN CREW /MICHAEL JONZUN "Redd Hot Mama" (A&M) 11/4
Rotations: Heavy 0/0, Medium 2/1, Light 9/2, Total Adds 4, WDMT, WZAK, KJLH, XHRM. Medium: WTMP.

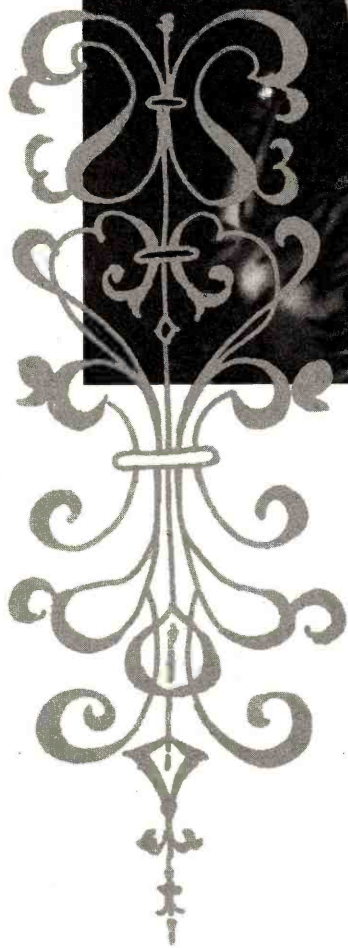
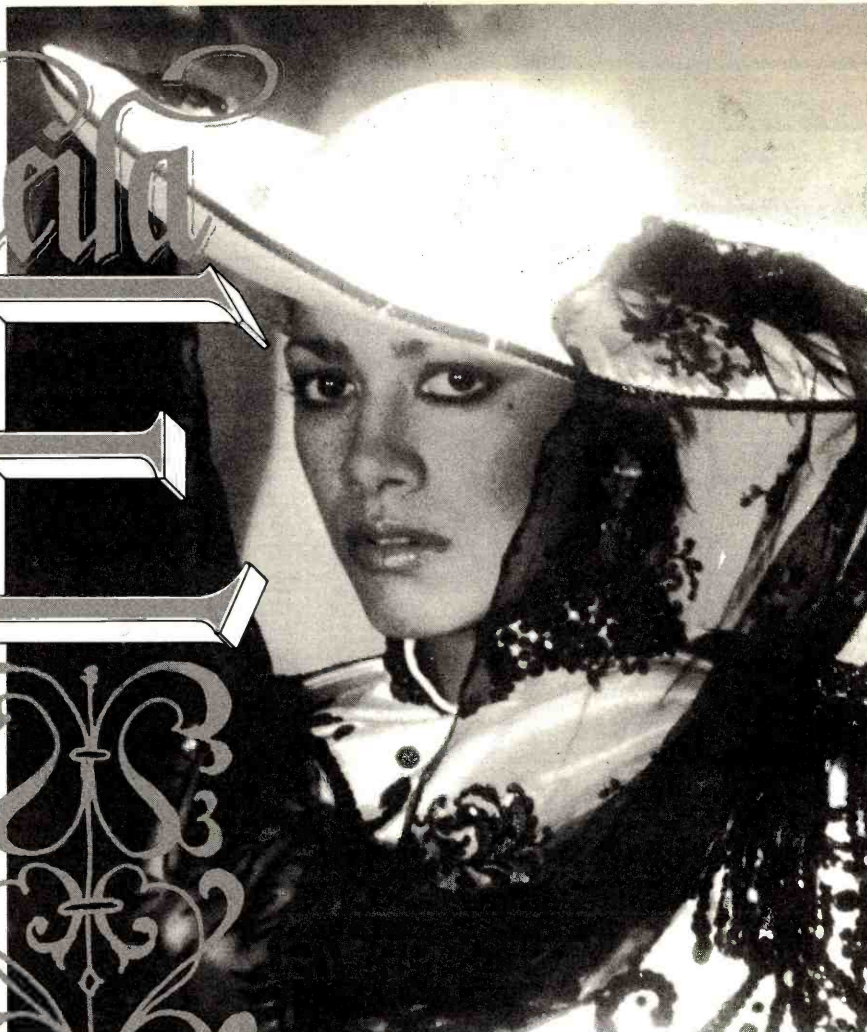
JAK "Don't Make Me Wait" (Epic) 11/2
Rotations: Heavy 0/0, Medium 1/0, Light 10/2, Total Adds 2, WVEE, WOWI. Medium: WEDR.

PRINCE "Pop Life" (WB) 11/2
Rotations: Heavy 7/2, Medium 2/0, Light 2/0, Total Adds 2, WZAK, WDDM. Heavy: WDJY, K104, JET94, WBLX. Medium: K94, WTKL.

GRADY HARRELL "Somewhere (Love Will Lead The Way)" (Constellation/MCA) 10/6
Rotations: Heavy 0/0, Medium 1/1, Light 9/5, Total Adds 6, WDAS, WAMO, WAOK, WBXM, WLOU, WANM.

ICEE HOTT "Holler At Me" (Manhattan) 10/2
Rotations: Heavy 0/0, Medium 4/1, Light 6/1, Total Adds 2, WDAS, WXOK. Medium: K104, WZEN, KSOL.

Sheila
F



Sister Fate

The New Single

Produced, Written and Arranged by Sheila F. • From the album
ROMANCE 1600, shipping Aug. 12 • ©1985 Warner Bros. Records Inc.



LAKE SHERRILL'S & HOTS

EAST

WVW/Baltimore
Keith Newman
STACY LATTISAH
Hot: RENE & ANGELA
LISA LISA
SHIPWORTH & TURNER
DEBARGE
CAMO

WVUS/Philadelphia
Jeff Wyatt
STARPOINT
POINTER SISTERS
STARPOINT
KLYMAX
VERONICA UNDERWOOD
LOOSE ENDS
NICKLEUS
TRINERE
KOLANNE SHANTE
UPTO
MOKAK & MOKAK
KLEPER
LUTHER VANDROSS
Hot: LUTHER VANDROSS
CAMO

WVLD/Boston
Elroy R.C. Smith
RENE & ANGELA
FORCE MD'S
POINTER SISTERS
NEW EDITION
ALEXANDER O'NEAL
HOWARD JOHNSON
KARIE LUCAS
STARPOINT
Hot: DEBARGE
ARETHA FRANKLIN
CAMO
LUTHER VANDROSS
BOOGIE BOYS

WVND/Hartford
Jordan McLean
CON PUNK SHUN
STARPOINT
HOWARD JOHNSON
POINTER SISTERS
FULL FORCE
BILLY OCEAN
Hot: CAMO
GREN GUTRIE
LISA LISA
PAUL HARCASTLE
FORCE MD'S

WVHC/New Haven
James Jordan
FIVE STAR
MADONNA
SON BAND
BILLY OCEAN
JESSE JOHNSON
SHANNON
STARPOINT
READY FOR THE MOR
PATTI LABELLE
GOD SOUV
EMOTIONS
Hot: LUTHER VANDROSS
LOOSE ENDS
LISA LISA
CENA KIM
JERMAINE JACKSON
ARETHA FRANKLIN

OCA10/Ocean City, MD
Dave Allen
KENNY LOGGINS
GREN GUTRIE
POINTER SISTERS
CON PUNK SHUN
FIVE STAR
Hot: PAUL HARCASTLE
DEBARGE
MADONNA
LISA LISA
RENE & ANGELA

KAL/HLOS Angeles
Meddo/Glimore
MARY JANE GIRLS
JONZUN CREW
HERB ALPERT
Hot: FREDDIE JACKSON
PAUL HARCASTLE
BOOGIE BOYS
LISA LISA
PRINCE

KACE/Los Angeles
Miles/Robinson
none
Hot: RENE & ANGELA
LUTHER VANDROSS
ARETHA FRANKLIN
PATTI LABELLE
ALEXANDER O'NEAL
RADIANCE

SOUTH

WVEE/Atlanta
Scotty Andrews
NEW EDITION
FOUR TOPS
STEPHANIE MILLS
R.J.'S LATEST ARRIV
NATALIE COLE
JUCY
BAR-KAYS
NICKLEUS
BILLY OCEAN
SON BAND
Hot: FREDDIE JACKSON
RENE & ANGELA
CAMO
DEBARGE

WVWZ/Charleston
Gim Fletcher
LUTHER OCEAN
KLYMAX
Hot: DEBARGE
CAMO

WVOK/Atlanta
Larry Tintley
PATTI LABELLE
CARRIE LUCAS
DAZZ BAND
BAR-KAYS
BRASS CONSTRUCTION
FIVE STAR
GRADY HARBELL
ORTHELIA BARNES
Hot: FREDDIE JACKSON
PRINCE
CAMO & THE GANG
BRASS CONSTRUCTION
BILLY OCEAN
EMOTIONS
GRADY HARBELL
FIVE STAR
ICEE HOPE
J. BLACKFOOT
Hot: LISA LISA
RICK JAMES
JERRY ARKINGTON
ALEXANDER O'NEAL
JESSE JOHNSON
NICKLEUS
LISA LISA

WVMD/Augusta
Charlotte Logan
READY FOR THE MOR
MAY TAI
POINTER SISTERS
PAT BOYS
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA

WVAM/Philadelphia
Joe Tamburo
WDSAP/Philadelphia
Bill Withers
STARPOINT
KICK & THE GANG
BRASS CONSTRUCTION
BILLY OCEAN
EMOTIONS
GRADY HARBELL
FIVE STAR
ICEE HOPE
J. BLACKFOOT
Hot: LISA LISA
RICK JAMES
JERRY ARKINGTON
ALEXANDER O'NEAL
JESSE JOHNSON
NICKLEUS
LISA LISA

WVMP/Hingham
Alan Johnson
JESSE JOHNSON
NATALIE COLE
GRADY HARBELL
MAY TAI
CONWAY BROTHERS
PATTI LABELLE
CAMO
BILLY OCEAN
Hot: LISA LISA
SHIPWORTH & TURNER
ARETHA FRANKLIN
MOKAK & MOKAK
STING

WVDF/Washington
Don O'Neil
STEPHANIE MILLS
GREN GUTRIE
ALEXANDER O'NEAL
SON BAND
BILLY OCEAN
JESSE JOHNSON
SHANNON
STARPOINT
READY FOR THE MOR
PATTI LABELLE
GOD SOUV
EMOTIONS
Hot: LUTHER VANDROSS
LOOSE ENDS
LISA LISA
CENA KIM
JERMAINE JACKSON
ARETHA FRANKLIN

WVKB/Baton Rouge
Al Wallace
KLYMAX
J. BLACKFOOT
KLEPER
STEPHANIE MILLS
SON BAND
WEATHER GIRLS
PATTI LABELLE
WHITNEY HOUSTON
NATALIE COLE
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA
CAMO
PRINCE
READY FOR THE MOR
MIAMI
TERNA MARIE

WVWF/Durham
Aim Snider
SHEILA E
HOWARD JOHNSON
POINTER SISTERS
WHITNEY HOUSTON
NATALIE COLE
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA
CAMO
PRINCE
LUTHER VANDROSS
FORCE MD'S

WVFC/FM/Dallas
Terri Avery
DARREY BRYSON
CHANGE
HOWARD JOHNSON
NEW EDITION
BILLY OCEAN
READY FOR THE MOR
PRINCE
LUTHER VANDROSS
R.J.'S LATEST ARRIV
ARETHA FRANKLIN
FOUR TOPS

WVFA/Durham
Aim Snider
SHEILA E
HOWARD JOHNSON
POINTER SISTERS
WHITNEY HOUSTON
NATALIE COLE
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA
CAMO
PRINCE
LUTHER VANDROSS
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NEW EDITION
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READY FOR THE MOR
PRINCE
LUTHER VANDROSS
R.J.'S LATEST ARRIV
ARETHA FRANKLIN
FOUR TOPS

WVFL/Mobile
B.J. Taylor
BILLY WITHERS
TRINERE
MARTIN GAYE
SHANNON
BOOGIE BOYS
NEW EDITION
PRESTLEY
ARETHA FRANKLIN
CAMO
DEBARGE

WVWJ/Louisville
Williams/Landecker
NEW EDITION
LISA LISA
D
GEORGE DUKE
FREDDIE JACKSON
MILES DAVIS
SILENT UNDERDOG
MINK JANE GIRLS
BILLY WITHERS
9.9
BILLY OCEAN
HALL & OATES
ARETHA FRANKLIN
SISTER SLEGE
Hot: RENE & ANGELA
LUTHER VANDROSS
MINK JANE GIRLS
DEBARGE
MADONNA
LISA LISA

WVWL/Baton Rouge
Guy Broady
none
Hot: BILLY OCEAN
GAP BAND
CON PUNK SHUN
Hot: LISA LISA
PRINCE
READY FOR THE MOR
MIAMI
TERNA MARIE

WVWM/Birmingham
Ron January
ROCK MASTER SCOTT
BAR-KAYS
POINTER SISTERS
STARPOINT
MARTIN GAYE
CARRIE LUCAS
Hot: LUTHER VANDROSS
DEBARGE
ARETHA FRANKLIN
RENE & ANGELA
LISA LISA

WVWG/Greensboro
Oce Foster
COLLAGE
OSMOND COLLINS
Hot: RENE & ANGELA
LUTHER VANDROSS
DEBARGE
ARETHA FRANKLIN
RENE & ANGELA
LISA LISA
POINTER SISTERS
SILENT UNDERDOG
FIVE STAR
BOOGIE BOYS
Hot: ARETHA FRANKLIN
RENE & ANGELA
CAMO
DEBARGE

WVWH/Houston
Ron Atkins
GRADY HARBELL
JACKSON
J. BLACKFOOT
Hot: DAZZ BAND
WORD OF MOUTH
BILLY WITHERS
Hot: BOOGIE BOYS
BOBBIE JIMMY
LISA LISA
FORCE MD'S
WHODINI

WVWI/Jackson
Carl Haynes
UPTO
JIMMY G & TACKERIA
POINTER SISTERS
GAP BAND
D.M. & PARTY CREW
Hot: ROCK MASTER SCOTT
DEBARGE
ATLANTIC STAR
PATTI LABELLE

WVXJ/Jackson
Tommy Marshall
SILENT UNDERDOG
ROCK MASTER SCOTT
NATALIE COLE
ONE WAY
BALLADS
WHITNEY HOUSTON
FIVE STAR
Hot: BILLY OCEAN
MASE
TRINERE DAVIS
ARETHA FRANKLIN
LISA LISA

WVYK/Memphis
Stoney/Smith
ALEXANDER O'NEAL
SHEILA E
POINTER SISTERS
ONE WAY
BAR-KAYS
BILLY OCEAN
FIVE STAR
Hot: LUTHER VANDROSS
FREDDIE JACKSON

WVZM/Memphis
Jerry Mason
SILENT UNDERDOG
KLEPER
PATTI LABELLE
LOOSE ENDS
BRASS CONSTRUCTION
MROVIN
ORTHELIA BARNES
JERRY BURTON
Hot: RENE & ANGELA
DEBARGE
ARETHA FRANKLIN
WHITNEY HOUSTON
BOOGIE BOYS

WVAA/Jacksonville
Tony Mann
BUEY LEWIS & NEBS
BILLY JOE
POINTER SISTERS
STEPHANIE MILLS
SAGE
STACY LATTISAH
PAT BOYS
HOTEL
ARETHA FRANKLIN
MADONNA
DEBARGE
PAUL HARCASTLE
YOUNG

WVWB/Charleston
Gim Fletcher
LUTHER OCEAN
KLYMAX
Hot: DEBARGE
CAMO

WVWC/Charlotte
Mike Rossi
BAR-KAYS
SHANNON
WHITNEY HOUSTON
PAT BOYS
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA

WVWD/Charlotte
Charlotte Logan
READY FOR THE MOR
MAY TAI
POINTER SISTERS
PAT BOYS
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA

WVWE/Killean
Bill St. John
none
Hot: LISA LISA
RICK JAMES
JERRY ARKINGTON
ALEXANDER O'NEAL
JESSE JOHNSON
NICKLEUS
LISA LISA

WVWF/Dallas
Terri Avery
DARREY BRYSON
CHANGE
HOWARD JOHNSON
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PRINCE
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R.J.'S LATEST ARRIV
ARETHA FRANKLIN
FOUR TOPS

WVWG/Durham
Aim Snider
SHEILA E
HOWARD JOHNSON
POINTER SISTERS
WHITNEY HOUSTON
NATALIE COLE
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA
CAMO
PRINCE
LUTHER VANDROSS
FORCE MD'S

WVWH/Houston
Ron Atkins
GRADY HARBELL
JACKSON
J. BLACKFOOT
Hot: DAZZ BAND
WORD OF MOUTH
BILLY WITHERS
Hot: BOOGIE BOYS
BOBBIE JIMMY
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FORCE MD'S
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GAP BAND
D.M. & PARTY CREW
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DEBARGE
ATLANTIC STAR
PATTI LABELLE

WVXJ/Jackson
Tommy Marshall
SILENT UNDERDOG
ROCK MASTER SCOTT
NATALIE COLE
ONE WAY
BALLADS
WHITNEY HOUSTON
FIVE STAR
Hot: BILLY OCEAN
MASE
TRINERE DAVIS
ARETHA FRANKLIN
LISA LISA

WVYK/Memphis
Stoney/Smith
ALEXANDER O'NEAL
SHEILA E
POINTER SISTERS
ONE WAY
BAR-KAYS
BILLY OCEAN
FIVE STAR
Hot: LUTHER VANDROSS
FREDDIE JACKSON

WVZM/Memphis
Jerry Mason
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KLEPER
PATTI LABELLE
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BRASS CONSTRUCTION
MROVIN
ORTHELIA BARNES
JERRY BURTON
Hot: RENE & ANGELA
DEBARGE
ARETHA FRANKLIN
WHITNEY HOUSTON
BOOGIE BOYS

WVAA/Jacksonville
Tony Mann
BUEY LEWIS & NEBS
BILLY JOE
POINTER SISTERS
STEPHANIE MILLS
SAGE
STACY LATTISAH
PAT BOYS
HOTEL
ARETHA FRANKLIN
MADONNA
DEBARGE
PAUL HARCASTLE
YOUNG

WVWB/Charleston
Gim Fletcher
LUTHER OCEAN
KLYMAX
Hot: DEBARGE
CAMO

WVWC/Charlotte
Mike Rossi
BAR-KAYS
SHANNON
WHITNEY HOUSTON
PAT BOYS
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA

WVWD/Charlotte
Charlotte Logan
READY FOR THE MOR
MAY TAI
POINTER SISTERS
PAT BOYS
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA

WVWE/Killean
Bill St. John
none
Hot: LISA LISA
RICK JAMES
JERRY ARKINGTON
ALEXANDER O'NEAL
JESSE JOHNSON
NICKLEUS
LISA LISA

WVWF/Dallas
Terri Avery
DARREY BRYSON
CHANGE
HOWARD JOHNSON
NEW EDITION
BILLY OCEAN
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PRINCE
LUTHER VANDROSS
R.J.'S LATEST ARRIV
ARETHA FRANKLIN
FOUR TOPS

WVWG/Durham
Aim Snider
SHEILA E
HOWARD JOHNSON
POINTER SISTERS
WHITNEY HOUSTON
NATALIE COLE
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA
CAMO
PRINCE
LUTHER VANDROSS
FORCE MD'S

WVWH/Houston
Ron Atkins
GRADY HARBELL
JACKSON
J. BLACKFOOT
Hot: DAZZ BAND
WORD OF MOUTH
BILLY WITHERS
Hot: BOOGIE BOYS
BOBBIE JIMMY
LISA LISA
FORCE MD'S
WHODINI

WVWI/Jackson
Carl Haynes
UPTO
JIMMY G & TACKERIA
POINTER SISTERS
GAP BAND
D.M. & PARTY CREW
Hot: ROCK MASTER SCOTT
DEBARGE
ATLANTIC STAR
PATTI LABELLE

WVXJ/Jackson
Tommy Marshall
SILENT UNDERDOG
ROCK MASTER SCOTT
NATALIE COLE
ONE WAY
BALLADS
WHITNEY HOUSTON
FIVE STAR
Hot: BILLY OCEAN
MASE
TRINERE DAVIS
ARETHA FRANKLIN
LISA LISA

WVYK/Memphis
Stoney/Smith
ALEXANDER O'NEAL
SHEILA E
POINTER SISTERS
ONE WAY
BAR-KAYS
BILLY OCEAN
FIVE STAR
Hot: LUTHER VANDROSS
FREDDIE JACKSON

WVZM/Memphis
Jerry Mason
SILENT UNDERDOG
KLEPER
PATTI LABELLE
LOOSE ENDS
BRASS CONSTRUCTION
MROVIN
ORTHELIA BARNES
JERRY BURTON
Hot: RENE & ANGELA
DEBARGE
ARETHA FRANKLIN
WHITNEY HOUSTON
BOOGIE BOYS

WVAA/Jacksonville
Tony Mann
BUEY LEWIS & NEBS
BILLY JOE
POINTER SISTERS
STEPHANIE MILLS
SAGE
STACY LATTISAH
PAT BOYS
HOTEL
ARETHA FRANKLIN
MADONNA
DEBARGE
PAUL HARCASTLE
YOUNG

WVWB/Charleston
Gim Fletcher
LUTHER OCEAN
KLYMAX
Hot: DEBARGE
CAMO

WVWC/Charlotte
Mike Rossi
BAR-KAYS
SHANNON
WHITNEY HOUSTON
PAT BOYS
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA

WVWD/Charlotte
Charlotte Logan
READY FOR THE MOR
MAY TAI
POINTER SISTERS
PAT BOYS
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA

WVWE/Killean
Bill St. John
none
Hot: LISA LISA
RICK JAMES
JERRY ARKINGTON
ALEXANDER O'NEAL
JESSE JOHNSON
NICKLEUS
LISA LISA

WVWF/Dallas
Terri Avery
DARREY BRYSON
CHANGE
HOWARD JOHNSON
NEW EDITION
BILLY OCEAN
READY FOR THE MOR
PRINCE
LUTHER VANDROSS
R.J.'S LATEST ARRIV
ARETHA FRANKLIN
FOUR TOPS

WVWG/Durham
Aim Snider
SHEILA E
HOWARD JOHNSON
POINTER SISTERS
WHITNEY HOUSTON
NATALIE COLE
Hot: RENE & ANGELA
LUTHER VANDROSS
LOOSE ENDS
LISA LISA
CAMO
PRINCE
LUTHER VANDROSS
FORCE MD'S

WVWH/Houston
Ron Atkins
GRADY HARBELL
JACKSON
J. BLACKFOOT
Hot: DAZZ BAND
WORD OF MOUTH
BILLY WITHERS
Hot: BOOGIE BOYS
BOBBIE JIMMY
LISA LISA
FORCE MD'S
WHODINI

WVWI/Jackson
Carl Haynes
UPTO
JIMMY G & TACKERIA
POINTER SISTERS
GAP BAND
D.M. & PARTY CREW
Hot: ROCK MASTER SCOTT
DEBARGE
ATLANTIC STAR
PATTI LABELLE

MIDWEST

WVGO/Columbus
W.C. Jones
ALEXANDER O'NEAL
RADIO PALMERSTE
9.9
GREN GUTRIE
MICHAEL ROSENTHAL
BOOGIE BOYS
ARETHA FRANKLIN
PATTI LABELLE
LISA LISA
CAMO

WVGM/Chicago
Graham Armstrong
TINA TURNER
DAZZ BAND
EMOTIONS
GREN GUTRIE
JUCY
CONWAY BROTHERS
NATALIE COLE
EMIE WATTS
HOTEL
LISA LISA
DEBARGE
GAP BAND
RICK JAMES

WVGN/Chicago
Lee Michaels
BOOGIE BOYS
COLLAGE
JERRY BURTON
BAR-KAYS
CON PUNK SHUN
CAROL LYNN TOWNES
GRADY HARBELL
WYNN
ROMALISA YOUNG
JIMMY G & TACKERIA
BOOGIE BOYS
POINTER SISTERS
PATTI LABELLE
DAZZ BAND
BRASS CONSTRUCTION
CON PUNK SHUN
KJARA
Hot: LOOSE ENDS
RENE & ANGELA
ARETHA FRANKLIN
MELBA MOORE
CREWIE

WVGR/Detroit
Jack Sawyer
EMOTIONS
PATTI LABELLE
CHRYSL LYNN
BILLY OCEAN
Hot: LUTHER VANDROSS
DEBARGE
MELBA MOORE
SPINWORTH & TURNER
MELBA MOORE
JESSE JOHNSON
STARPOINT
GEORGE CLINTON
HOWARD JOHNSON
MELBA MOORE
EGGNE WILDE
HOTEL
NOLAN THOMAS
FIVE STAR
NATALIE COLE
MINK JANE GIRLS
HOWARD JOHNSON
TIL TUESDAY
SHANNON

WVGS/Grand Rapids
Frank Grant
EMOTIONS
SHANTELE
GREN GUTRIE
POINTER SISTERS
RICHARD ZEMBELO
LOOSE ENDS
BILLY GRIFFIN
PRINCE
FREDDIE JACKSON
HOTEL
GEORGE CLINTON
PAUL HARCASTLE
DEBARGE

WVGT/Indianapolis
Jeff Johnson
CAROL LYNN TOWNES
JUCY
LUTHER VANDROSS
JESSE JOHNSON
BILLY WITHERS
GAP BAND
CON PUNK SHUN
DAZZ BAND
MICHAEL ZEMBELO
LOOSE ENDS
BILLY GRIFFIN
PRINCE
FREDDIE JACKSON
HOTEL
GEORGE CLINTON
PAUL HARCASTLE
DEBARGE

WVGV/Indianapolis
James Alexander
EMOTIONS
PATTI LABELLE
CHRYSL LYNN
BILLY OCEAN
Hot: LUTHER VANDROSS
DEBARGE
MELBA MOORE
SPINWORTH & TURNER
MELBA MOORE
JESSE JOHNSON
STARPOINT
GEORGE CLINTON
HOWARD JOHNSON
MELBA MOORE
EGGNE WILDE
HOTEL
NOLAN THOMAS
FIVE STAR
NATALIE COLE
MINK JANE GIRLS
HOWARD JOHNSON
TIL TUESDAY
SHANNON

WVGV/Indianapolis
James Alexander
EMOTIONS
PATTI LABELLE
CHRYSL LYNN
BILLY OCEAN
Hot: LUTHER VANDROSS
DEBARGE
MELBA MOORE
SPINWORTH & TURNER
MELBA MOORE
JESSE JOHNSON
STARPOINT
GEORGE CLINTON
HOWARD JOHNSON
MELBA MOORE
EGGNE WILDE
HOTEL
NOLAN THOMAS
FIVE STAR
NATALIE COLE
MINK JANE GIRLS
HOWARD JOHNSON
TIL TUESDAY
SHANNON

WVGV/Indianapolis
James Alexander
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PATTI LABELLE
CHRYSL LYNN
BILLY OCEAN
Hot: LUTHER VANDROSS
DEBARGE
MELBA MOORE
SPINWORTH & TURNER
MELBA MOORE
JESSE JOHNSON
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MELBA MOORE
EGGNE WILDE
HOTEL
NOLAN THOMAS
FIVE STAR
NATALIE COLE
MINK JANE GIRLS
HOWARD JOHNSON
TIL TUESDAY
SHANNON

WVGV/Indianapolis
James Alexander
EMOTIONS
PATTI LABELLE
CHRYSL LYNN
BILLY OCEAN
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DEBARGE
MELBA MOORE
SPINWORTH & TURNER
MELBA MOORE
JESSE JOHNSON
STARPOINT
GEORGE CLINTON
HOWARD JOHNSON
MELBA MOORE
EGGNE WILDE
HOTEL
NOLAN THOMAS
FIVE STAR
NATALIE COLE
MINK JANE GIRLS
HOWARD JOHNSON
TIL TUESDAY
SHANNON

WVGV/Indianapolis
James Alexander
EMOTIONS
PATTI LABELLE
CHRYSL LYNN
BILLY OCEAN
Hot: LUTHER VANDROSS
DEBARGE
MELBA MOORE
SPINWORTH & TURNER
MELBA MOORE
JESSE JOHNSON
STARPOINT
GEORGE CLINTON
HOWARD JOHNSON
MELBA MOORE
EGGNE WILDE
HOTEL
NOLAN THOMAS
FIVE STAR
NATALIE COLE
MINK JANE GIRLS
HOWARD JOHNSON
TIL TUESDAY
SHANNON

WVGV/Indianapolis
James Alexander
EMOTIONS
PATTI LABELLE
CHRYSL LYNN
BILLY OCEAN
Hot: LUTHER VANDROSS
DEBARGE
MELBA MOORE
SPINWORTH & TURNER
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James Alexander
EMOT

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

JULY 19, 1985

Three
Weeks

Two
Weeks

Last
Week

Three Weeks	Two Weeks	Last Week	Artist/Song	Label
9	6	2	1 DOLLY PARTON w/KENNY ROGERS/Real Love (RCA)	
13	9	6	2 JUDD'S/Love Is Alive (RCA/Curb)	
6	3	1	3 HANK WILLIAMS JR./I'm For Love (WB/Curb)	
7	5	4	4 W. JENNINGS/W. NELSON/J. CASH/K. KRISTOFFERSON/Highwayman (Columbia)	
11	8	8	5 ANNE MURRAY/I Don't Think I'm Ready For You (Capitol)	
14	10	9	6 JANIE FRICKE/She's Single Again (Columbia)	
16	12	10	7 GEORGE STRAIT/The Fireman (MCA)	
3	2	3	8 BELLAMY BROTHERS/Old Hippie (MCA/Curb)	
23	19	13	9 ROSANNE CASH/I Don't Know Why You Don't Want Me... (Columbia)	
18	15	12	10 JOHNNY LEE/Save The Last Chance (Full Moon/WB)	
24	22	15	11 NITTY GRITTY QIRT BAND/Modern Day Romance (WB)	
22	16	14	12 GLEN CAMPBELL/(Love Always) Letter To Home (Atlantic America)	
1	1	5	13 ALABAMA/Forty Hour Week (For A Livin') (RCA)	
25	23	16	14 MICHAEL MARTIN MURPHEY/Carolina In The Pines (EMI America)	
10	7	7	15 GARY MORRIS/Lasso The Moon (WB)	
26	24	18	16 SAWYER BROWN/Used To Blue (Capitol/Curb)	
27	25	20	17 RESTLESS HEART/I Want Everyone To Cry (RCA)	
30	26	19	18 REBA McENTIRE/Have I Got A Deal For You (MCA)	
37	29	22	19 FORESTER SISTERS/I Fell In Love Again Last Night (WB)	
32	28	23	20 WAYLON JENNINGS/Drinkin' And Dreamin' (RCA)	
2	4	11	21 EARL THOMAS CONLEY/Love Don't Care (RCA)	
—	41	28	22 RONNIE MILSAP/Lost In The Fifties Tonight (RCA)	
34	30	26	23 MAC DAVIS/I Never Made Love... (MCA)	
44	35	27	24 SYLVIA/Cry Just A Little Bit (RCA)	
48	40	29	25 CONWAY TWITTY/Between Blue Eyes And Jeans (WB)	
—	49	37	26 EDDIE RABBITT/She's Comin' Back To Say Goodbye (WB)	
42	37	31	27 KEITH STEGALL/Pretty Lady (Epic)	
39	36	30	28 LACY J. DALTON/You Can't Run Away From Your Heart (Columbia)	
41	33	32	29 ROCKIN' SIDNEY/My Toot-Toot (Epic)	
—	42	30	30 MARIE OSMOND w/DAN SEALS/Meet Me In Montana (Capitol/Curb)	
36	34	33	31 KENDALLS/If You Break My Heart (Mercury/PG)	
5	11	17	32 LEE GREENWOOD/Dixie Road (MCA)	
—	45	39	33 CHARLY MCCLAIN w/WAYNE MASSEY/With Just One Look In Your Eyes (Epic)	
47	43	40	34 GENE WATSON/Cold Summer Day In Georgia (Epic)	
21	18	21	35 T.G. SHEPPARD/Fooled Around And Fell In Love (Columbia)	
—	45	45	36 JOHN CONLEE/Blue Highway (MCA)	
4	13	25	37 WILLIE NELSON/Forgiving You Was Easy (Columbia)	
BREAKER	38	38	38 WHITES/Hometown Gossip (MCA/Curb)	
BREAKER	39	39	39 MERLE HAGGARD/Kern River (Epic)	
49	46	44	40 BECKY HOBBS/Hottest "Ex" In Texas (EMI America)	
BREAKER	41	41	41 VINCE GILL/If It Weren't For Him (RCA)	
BREAKER	42	42	42 CHARLEY PRIDE/Let A Little Love Come In (RCA)	
8	14	24	43 STATLER BROTHERS/Hello Mary Lou (Mercury/PG)	
BREAKER	44	44	44 JUICE NEWTON/You Make Me Want To Make You... (RCA)	
DEBUT	45	45	45 RONNIE McDOWELL/Love Talks (Epic)	
28	27	35	46 VERN GOSDIN/Dim Lights, Thick Smoke... (Compeat/PG)	
12	20	36	47 JOHN SCHNEIDER/It's A Short Walk From... (MCA)	
DEBUT	48	48	48 JIM GLASER/It'll Be Your Fool Tonight (NobleVision/MCA)	
DEBUT	49	49	49 KATHY MATTEA/He Won't Give In (Mercury/PG)	
15	17	34	50 RAY CHARLES w/MICKEY GILLEY/It Ain't Gonna Worry My Mind (Columbia)	

Total Reports/Adds	Heavy	Medium	Light
158/0	145	9	4
160/0	134	21	5
156/0	139	10	7
152/0	134	12	6
155/0	117	33	5
154/0	118	25	11
154/0	109	33	12
143/0	109	20	14
157/0	83	69	5
149/3	83	58	8
158/1	71	76	11
156/3	75	67	14
136/0	103	18	15
150/1	48	90	12
133/1	85	34	14
151/6	43	94	14
151/2	44	93	14
147/2	40	90	17
156/3	31	105	20
154/4	28	107	19
114/0	66	35	13
153/16	16	94	43
142/10	22	86	34
148/11	14	99	35
143/11	15	89	39
140/15	5	80	55
128/10	13	84	31
122/8	10	84	28
104/4	22	51	31
129/20	5	69	55
112/3	15	73	24
79/0	30	37	12
123/17	4	69	50
112/12	8	69	35
78/0	18	45	15
114/16	0	57	57
68/0	18	32	18
108/14	2	59	47
105/23	8	37	60
98/7	6	54	38
106/23	1	47	58
102/12	3	55	44
63/0	13	37	13
102/37	3	35	64
82/36	1	27	54
50/0	7	26	17
39/0	9	17	13
64/7	2	28	34
63/7	1	29	33
40/0	7	18	15

MOST ADDED

- STEVE WARINER (53)
Some Fools Never Learn (MCA)
- OAK RIDGE BOYS (49)
Touch A Hand, Make A Friend (MCA)
- JUICE NEWTON (37)
You Make Me Want To Make You... (RCA)
- RONNIE McDOWELL (36)
Love Talks (Epic)
- GEORGE JONES (35)
Who's Gonna Fill Their Shoes (Epic)
- VINCE GILL (23)
If It Weren't For Him (RCA)
- MERLE HAGGARD (23)
Kern River (Epic)
- MARK GRAY (20)
Smooth Sailing (Rock In The Road) (Columbia)
- MARIE OSMOND w/DAN SEALS (20)
Meet Me In Montana (Capitol/Curb)
- EDDY RAVEN (18)
I Wanna Hear It From You (RCA)

HOTTEST

- JENNINGS/NELSON/CASH/KRISTOFFERSON (84)
Highwayman (Columbia)
- HANK WILLIAMS JR. (78)
I'm For Love (WB/Curb)
- JUDD'S (71)
Love Is Alive (RCA/Curb)
- DOLLY PARTON w/KENNY ROGERS (71)
Real Love (RCA)
- BELLAMY BROTHERS (58)
Old Hippie (MCA/Curb)
- ALABAMA (54)
Forty Hour Week (For A Livin') (RCA)
- GEORGE STRAIT (42)
The Fireman (MCA)
- ROSANNE CASH (30)
I Don't Know Why You Don't... (Columbia)
- JANIE FRICKE (29)
She's Single Again (Columbia)
- ROCKIN' SIDNEY (20)
My Toot-Toot (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

WHITES

Hometown Gossip (MCA/Curb)

On 68% of reporting stations. Rotations: Heavy 2, Medium 59, Light 47, Total Adds 14, KIX106, WAMZ, KYXX, WQYK, WUSQ, WSLR, KJYY, WKKG, KRRK, WMIL, KIOV, KRAK, KCBQ, KCUB. Moves 43-38 on the Country chart.

VINCE GILL

If It Weren't For Him (RCA)

On 66% of reporting stations. Rotations: Heavy 1, Medium 47, Light 58 Total Adds 37 including WCAO, WIXL, KASE, WEZL, WKLO, WNOX, WMC, KISS-FM, KRMD, WQYK, WUSN, WUBE, WFMS, KUGN, KYEG, KCUB. Moves 50-41. A most added record.

MERLE HAGGARD

Kern River (Epic)

On 66% of reporting stations. Rotations: Heavy 8, Medium 37, Light 60 Total Adds 23 including WAJR, WKYG, WVVVA, KASE, WFNC, KYKX, WRNL, WSLR, KJYY, WKMF, WTHI, KRKT, KKCS, KSAN, KGA. Moves 48-39 on the Country chart.. A most added record.

JUICE NEWTON

You Make Me Want To Make You Mine (RCA)

On 64% of reporting stations. Rotations: Heavy 3, Medium 35, Light 64 Total Adds 37 including WPOC, WIXL, WMYA, KMMI, WXBQ, WCOS, KPXX, WAMZ, WQHK, WXCL, WIL, KKAL, KMAK, KRPM. Debuts at number 44 on the Country chart. A most added record.

CHARLEY PRIDE

Let A Little Love Come In (RCA)

On 64% of reporting stations. Rotations: Heavy 3, Medium 55, Light 44, Total Adds 12, WPOC, WYRK, WIXY, WRNL, WQYK, WUSQ, WSLR, KJYY, WTSO, WTHI, KGHL, KRAK. Moves 47-42 on the Country chart.

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R&R Radio & Records

So three is a crowd!



VINCE
GILL

"If It Weren't
For Him"

PB 14140

R&R 41 **BREAKERS**

BB 52

CB 66



JUICE
NEWTON

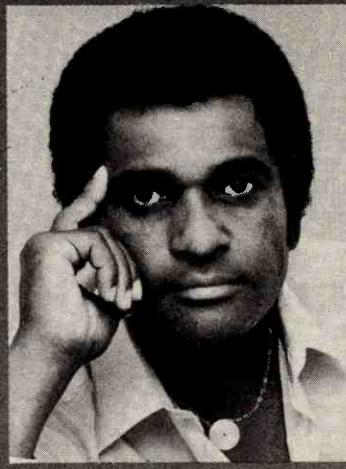
"You Make
Me Want To
Make You
Mine"

PB 14139

R&R 44 **BREAKERS**

BB 57

CB 63 Produced by Richard Landis
Associate Producer Otha Young



CHARLEY
PRIDE

"Let A Little
Love Come
In"

PB 14134

R&R 42 **BREAKERS**

BB 49

CB 53

RCA
RECORDS
NASHVILLE

*But great music is the crowd-pleaser.
If you're not keeping company with this
crowd, you may end up lonely.*



COUNTRY

NEW & ACTIVE

- RONNIE McDOWELL "Love Talks" (Epic) 82/36**
 Rotations: Heavy 1, Medium 27, Light 54, Total Adds 36 including WCAQ, WQBE, WRKZ, KAQE, WSDC, WMC, WQYK, WAOX, WDAF, WQCL, KVOD, KKAL, KUGN, KRWD, KGA. Debuts at number 45 on the Country chart.
- JIM GLASER "I'll Be Your Fool Tonight" (NobleVision/MCA) 64/7**
 Rotations: Heavy 2, Medium 20, Light 34, Total Adds 7, KEAN, KYTL, KSSN, WYKX, WMMT, WMLL, KFRF. Heavy: KKYX, WFM5. Debuts at number 48 on the Country chart.
- STEVE WARINER "Some Fools Never Learn" (MCA) 63/53**
 Rotations: Heavy 1, Medium 9, Light 53, Total Adds 53 including WCAQ, WYRK, WRKZ, WWAU, KYTL, KSSN, WKSJ, WLWI, KRMD, WQCL, K102, KFBI, KYGO, KTDI, KCAK, KMP5.
- KATHY MATTEA "He Won't Give In" (Mercury/PolyGram) 63/7**
 Rotations: Heavy 1, Medium 29, Light 33, Total Adds 7, WCAQ, KPFX, KYXX, WSLR, KRMT, KFRF, KRPM, Heavy: KKYX, Medium: WAJR, WWAU, WEZL, WLWI, WDCS, WQW, KITS. Debuts at number 49 on the Country chart.
- KAREN BROOKS w/JOHNNY CASH "I Will Dance With You" (WB) 62/12**
 Rotations: Heavy 1, Medium 20, Light 41, Total Adds 12, WFOR, WEZL, WESC, WNOX, KSO, WQX, KWMT, WFM5, WITL, KCJB, KUUY, KUGN, Heavy: WOKK, Medium: KRMD, KGA.
- EMMYLOU HARRIS "Rhythm Guitar" (WB) 61/14**
 Rotations: Heavy 1, Medium 29, Light 43, Total Adds 14, KEAN, KSSN, KYXX, WLWI, WJSD, KJLY, KWMT, WITL, KCJB, WTH, KIK-FM, KSCS, KSN, KWAJ.
- ROBIN LEE & LOBO "Paint The Town Blue" (Evergreen) 61/10**
 Rotations: Heavy 1, Medium 17, Light 43, Total Adds 10, KSSN, KBMR, WOKI, KWMT, WTH, KTRP, KFBI, KUUY, KUGN, KFRF, Heavy: WOKK, Medium: WBGW, WYIL, WFNK, KR5Y.
- OAK RIDGE BOYS "Touch A Hand, Make A Friend" (MCA) 54/49**
 Rotations: Heavy 0, Medium 9, Light 45, Total Adds 49 including WCAQ, WYRK, WRKZ, WESC, WMAZ, WGRX, WQX, KOOY, K102, KMAK, KWAJ, KQXZ, KGA.
- LORETTA LYNN "Heart Don't Do This To Me" (MCA) 52/15**
 Rotations: Heavy 0, Medium 14, Light 38, Total Adds 15, WCAQ, WNYR, WYKY, WWAU, KRVR, KYTL, WJSD, KSO, WAOX, KWMT, WITL, KUGN, KFRF, KGA.
- KENNY ROGERS "Twentieth Century Fool" (Liberty) 50/12**
 Rotations: Heavy 1, Medium 18, Light 31, Total Adds 12, WTSV, KEAN, KMML, WUSY, WGRX, WDCS, WMMI, WAOX, KWMT, WFM5, WITL, WQW, Heavy: WOCZ, Medium: KQCY, KTDI.
- TAMMY WYNETTE "You Can Lead A Heart To Love" (Epic) 49/9**
 Rotations: Heavy 0, Medium 18, Light 31, Total Adds 9, KMML, WEZL, WGTQ, WLWI, WOKX, KWMT, WCLZ, KMAK, KGA.

SIGNIFICANT ACTION

- JIMMY BUFFETT "Gypsies In The Palace" (MCA) 46/8**
 Rotations: Heavy 1, Medium 16, Light 29, Total Adds 8, WQXZ, WQYK, WEZL, WDCS, WQYK, KOOY, KUGN, KFRF, Heavy: KRKT.
- MARK GRAY "Smooth Sailing (Rock In The Road)" (Columbia) 42/20**
 Rotations: Heavy 0, Medium 10, Light 32, Total Adds 20 including WQNA, WAJR, WSTY, WBSY, WLWI, KBMR, KOOY, WQW, KQCY, WQXZ.
- CON HUNLEY "Nobody Ever Gets Enough Love" (Capitol) 42/5**
 Rotations: Heavy 1, Medium 10, Light 31, Total Adds 5, WEZL, WESC, WTOR, WQXZ, KMAK, Heavy: WOKK, Medium: WQNA, WYIL, KEAN, WITL, KSDP.
- GEORGE JONES "Who's Gonna Fill Their Shoes" (Epic) 39/35**
 Rotations: Heavy 2, Medium 9, Light 28, Total Adds 35 including WRKZ, WWAU, WNOX, WGRX, WDCS, WTOR, WDAF, KFBI, KNIX, KWAJ.
- T. GRAHAM BROWN "Drowning In Memories" (Capitol) 35/15**
 Rotations: Heavy 0, Medium 7, Light 28, Total Adds 15 including WYAM, WFOR, KMML, WNOX, WOKX, KKYX, WTSO, WQW, KEAN, KGA.
- RAZZY BAILEY "Fightin' Fire With Fire" (MCA) 29/5**
 Rotations: Heavy 0, Medium 4, Light 25, Total Adds 5, KRVR, WYRK, WAOX, KKAL, KUZZ, Medium: KKYX, KITS, KFBI, KGO.
- JOE STAMPLEY "When Something Is Wrong..." (Epic) 26/1**
 Rotations: Heavy 0, Medium 9, Light 17, Total Adds 1, KKAL, Medium: WYIL, WESC, KKYX, KSO, KVOD, KRKT, KGIL, KR5Y.
- CONNIE SMITH "A Far Cry From You" (Epic) 25/12**
 Rotations: Heavy 0, Medium 5, Light 20, Total Adds 12 including WNYR, WYIL, WEZL, WFNK, WESC, WDCS, WQX, WQW, KTDI, KQXZ.
- CHANCE "You Could Be The One Woman" (Mercury/PolyGram) 24/13**
 Rotations: Heavy 0, Medium 2, Light 22, Total Adds 13 including WYIL, KMML, KYXX, WQXZ, WQX, KKYX, KOOY, KVOD, KRWD, KR5Y.
- BAMA BAND "What Used To Be Crazy" (Compass/PolyGram) 23/7**
 Rotations: Heavy 0, Medium 2, Light 21, Total Adds 7, KMML, WUSY, WYRK, WOKX, KITS, KFR, KSDP, Medium: WYKY, WLWI.
- EDDY RAVEN "I Wanna Hear It From You" (RCA) 22/18**
 Rotations: Heavy 0, Medium 1, Light 21, Total Adds 18 including WBGW, WSNQ, KMML, KSSN, WOKX, WQX, KTRP, KUZZ, KQXZ, KGA.
- AUDIE HENRY "Heaven Knows" (Canyon Creek) 22/3**
 Rotations: Heavy 0, Medium 3, Light 19, Total Adds 3, WQYK, WYRK, WYRK, Medium: WBGW, WFNK, KGO, Light: WYIL, WOKK, KVOD, KFBI.

- TARI HENSLEY "Hard Baby To Rock" (Mercury/PolyGram) 21/9**
 Rotations: Heavy 0, Medium 0, Light 21, Total Adds 9, WWAU, WYIL, WFNK, KFGD, KVOD, KFBI, KKAL, KRWD, KQIL.
- SAMMI SMITH "You Just Hurt My Last Feeling" (Step One) 20/1**
 Rotations: Heavy 0, Medium 6, Light 14, Total Adds 1, WGEI, Medium: KMML, WTVY, WWOQ, KKYX, WITL, KGO, Light: WYAM, WYIL, KVOC.
- JOHN McEUEEN "Fly Trouble" (WB) 19/2**
 Rotations: Heavy 0, Medium 1, Light 18, Total Adds 2, KIK-FM, KWAJ, Medium: KITS, Light: WBSW, WSNQ, WAAMZ, KRMD, WQW, KFBI, KFRF.
- WRIGHT BROTHERS "Country Stroll" (Mercury/PolyGram) 17/4**
 Rotations: Heavy 0, Medium 1, Light 16, Total Adds 4, WYIL, KRVR, WQXZ, Light: WSNQ, WWAU, WLWI, WAOX, KRWD.
- DENNIS BOTTOMS "Bring On The Sunshine" (WB) 16/5**
 Rotations: Heavy 0, Medium 1, Light 15, Total Adds 5, KMML, KKYX, WBRM, WQX, KFGD, Medium: WCLZ, Light: WSNQ, WOKK, KRKT, KR5Y.
- DIANA RAE "My Heart's Hearing Footsteps" (MCA/Curb) 16/4**
 Rotations: Heavy 0, Medium 0, Light 16, Total Adds 4, WFNK, WQXZ, WDCS, KVOD, Light: WILQ, WYIL, KRVR, KFGD, KR5Y, KGO.
- SOUTHERN PACIFIC "Thing About You" (WB) 15/14**
 Rotations: Heavy 0, Medium 1, Light 13, Total Adds 14 including WSNQ, WQBE, WWAU, WOKK, KBMR, KCJB, WQXZ, KEIN, KQXZ, KGA.
- BILLY BURNETTE "Ain't It Just Like Love" (MCA/Curb) 14/6**
 Rotations: Heavy 0, Medium 0, Light 14, Total Adds 6, WYIL, KRVR, KMML, WFNK, KVOD, KEIN, Light: WBGW, WQXZ, KRWD.
- TERRI GIBBS "Rockin' In A Brand New Cradle" (WB) 13/1**
 Rotations: Heavy 0, Medium 6, Light 7, Total Adds 1, WTSV, Medium: WYIL, KKYX, WCLZ, KPRK, KCCY, Light: WSNQ, WOKX, KBMR, KUZZ.
- MAINES BROTHERS "When My Blue Moon Turns To..." (Mercury/PolyGram) 12/8**
 Rotations: Heavy 0, Medium 1, Light 11, Total Adds 8, WYAM, WQXZ, KMML, WQXZ, KRMD, KFGD, WQW, KRWD, Light: KSDP.
- JUDY RODMAN "You're Gonna Miss Me When I'm Gone" (MTM) 11/10**
 Rotations: Heavy 0, Medium 2, Light 9, Total Adds 10, WYAM, WQXZ, WAJR, KRVR, WKSJ, WLWI, KFGD, KRWD, KSDP, KQXZ.
- ED BRUCE "If R Ain't Love" (RCA) 10/10**
 Rotations: Heavy 0, Medium 1, Light 9, Total Adds 10, WBGW, WSNQ, WWAU, WGTQ, WSM, WQX, KTRP, KUZZ, KMAK, KGA.
- BOBBY BARE "When I Get Home" (EMI America) 9/9**
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 9, WYAM, WQXZ, WAJR, KRVR, WKSJ, WLWI, KFGD, KRWD, KSDP, KQXZ.
- MARGO SMITH & TOM GRANT "Everyday People" (Bermuda Dunes) 8/3**
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 3, KMML, KRMD, KITS, KVOD, Light: WYIL, WLWI, KSO, KFBI.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
HANK WILLIAMS JR./This Ain't Dallas (WB/Curb)	Five-0
ALABAMA/Down On Longboat Key (RCA)	40 Hour Week
CRYSTAL GAYLE/Touch And Go (WB)	Nobody Wants To Be Alone
JOHNNY LEE/They Never Had To Get Over You (WB)	Keep Me Hangin' On
BUDDY EMMONS/Steel Guitar Rag (Step One)	Swingin' 40's - 80's
HANK WILLIAMS JR./Something To Believe In (WB/Curb)	Five-0
JOHN ANDERSON/Tokyo Oklahoma (WB)	Tokyo Oklahoma
RESTLESS HEART/She's Coming Home (RCA)	Restless Heart
SOUTHERN PACIFIC/Perfect Stranger (WB)	Southern Pacific
JOHN ANDERSON/A Little Rock & Roll (& Some...) (WB)	Tokyo, Oklahoma
SOUTHERN PACIFIC/Heroes (WB)	Southern Pacific
JUDDS/Drops of Water (RCA/Curb)	Why Not Me?
OAK RIDGE BOYS/Love Is Everywhere (MCA)	Step On Out
JUDDS/Bye Bye Baby Blues (RCA/Curb)	Why Not Me?
T.G. SHEPPARD/Doncha (Columbia)	Livin' On The Edge

JUST WHAT YOU'RE LOOKIN' FOR . . .



R&R 40

BB 39

CB 34

"HOTTEST "EX" IN TEXAS"

8273



ADULT/CONTEMPORARY

BREAKERS

TINA TURNER

We Don't Need Another Hero (Thunderdome) (Capitol)
70% of our reporters on it. Rotations: Heavy 7/0, Medium 66/8, Light 22/9, Total Adds 17, WPRO, KVIL-FM, WSNY, WNIC, KYKY, KOST, KGW, WRAL, WEZS, WING, KBOI, KKUA, KIFM, WAHR, KWEB, WBOW, KRNO. Debuts at number 18 on the A/C chart.

NEW & ACTIVE

- RONNIE MILSAP "Lost In The '50s Tonight (In The Still Of The Night)" (RCA) 77/17**
Rotations: Heavy 4/0, Medium 42/5, Light 31/12, Total Adds 17, WSB, W101, KLSI, KS94, WGW, WIVY, KELT, WLAC-FM, KLYF, KOL, KKPL, WKNE, WTNV, WPPA, KRLL, WZLQ, K99, Heavy: WFBR, WKBW, WAEB, WAHR, Debuts at number 25 on the A/C chart.
- COREY HART "Never Surrender" (EMI America) 74/7**
Rotations: Heavy 6/0, Medium 42/2, Light 26/5, Total Adds 7, 97A1A, 2WD, WLTF, KUDL, K106, WENS, WHB, Heavy: WKJJ, WMG, WSKI, WPPA, WCKQ, KALE. Mediums include: WKBW, WSB-FM, WSNY, V100, KEY103, WMAZ, WLHT, WHNN, WHHE, KRVA, KKUA, KWAV.
- PEABO BRYSON "Take No Prisoners (In The Game Of Love)" (Elektra) 57/1**
Rotations: Heavy 2/0, Medium 22/0, Light 33/1, Total Adds 1, B100, Heavy: WKBW, WNNR, Medium: WKYE, WMAZ, WSLF, KDJK, KPFL, WEIM, WSKI, KORQ, WSKY, WCKQ, WORG, WKYX, WAEV, WZLQ, WFFX, WJBC, WCIL, KEEZ, KKLK, KTWO, KR5B, KALE.
- CARLY SIMON "Tired Of Being Blonde" (Epic) 54/3**
Rotations: Heavy 2/0, Medium 27/1, Light 25/2, Total Adds 3, B100, V100, KKPL, Heavy: WFBR, WKBW, Medium: 2WD, WAEB, WBT, WRVA, KDUK, WNNR, WKNE, KRVA, KKUA, WSKI, WPPA, KORQ, WCHV, WORG, WZLQ, WFFX, WMT-FM, KEEZ, KWEB, WJON, KKLK, KTWO, KOSW, KR5B, KMGO, KALE.
- CARL ANDERSON "Can't Stop This Feeling" (Epic) 49/0**
Rotations: Heavy 0/0, Medium 23/0, Light 26/0, Total Adds 0, Medium: KFMB, WKYE, WMAZ, WRVA, WNNR, WEIM, WKNE, WSKI, WSKY, WGSV, WAHR, WAGE, WZLQ, WFFX, WCIL, WMT-FM, KFSB, KKLK, KTWO, KOSW, KR5B, KMGO, KALE.
- HUEY LEWIS & THE NEWS "Power Of Love" (Chrysalis) 47/4**
Rotations: Heavy 13/0, Medium 23/2, Light 11/2, Total Adds 4, WHAS, KRVA, WCHV, KFOD, Heavy: 2WD, WMMJ, WSNY, B100, WKYE, WMG, KKUA, WCKQ, WKYX, KTYL, KOSW, KR5B, KALE. Mediums include: WFBR, KVIL-FM, WLTF, KJF, V100, WIVY, WKJJ, WAVE, WENS, KBST, KIFM.
- PHIL COLLINS "Sussudio" (Atlantic) 41/0**
Rotations: Heavy 21/0, Medium 17/0, Light 3/0, Total Adds 0, Heavy: KVIL-FM, 2WD, KMGG, B100, WICC, W5FM, WHAS, WKJJ, OK101, WAVE, WNAM, WHHE, KRVA, KKUA, WSKI, WPPA, KORQ, WCHV, KRLL, KKLK, KOSW, Mediums include: 5SKPC, WDMC, KLSI, WLAC-FM.
- NATALIE COLE "A Little Bit Of Heaven" (Modern/Atco) 39/23**
Rotations: Heavy 0/0, Medium 7/1, Light 32/22, Total Adds 23, WKBW, WARM98, KFMB, WWOM, WAEB, KEY103, WAVE, K10A, WHNN, WKNE, KORQ, WCKQ, WCHV, KRLL, WAEB, WZLQ, WFFX, KTYL, WJBC, WCIL, WKUS, KWEB, KWED, XIA.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 PAUL YOUNG	134/0	127	6	1
2 DeBARGE	136/0	120	15	1
3 WHITNEY HOUSTON	127/0	100	24	3
4 AIR SUPPLY	126/1	94	32	0
5 AMY GRANT	116/1	77	29	10
6 KENNY LOGGINS	115/6	70	40	5
7 DON HENLEY	117/3	62	49	6
8 DARYL HALL & JOHN OATES	109/2	66	35	8
9 KOOL & THE GANG	121/6	48	65	8
10 SADE	115/2	59	47	9
11 SURVIVOR	104/1	59	34	11
12 BEACH BOYS	105/1	39	60	6
13 BILLY JOEL	124/26	13	84	27
14 SISTER SLEDGE	99/1	29	61	9
15 BILLY OCEAN	113/20	8	73	32
16 ARETHA FRANKLIN	93/5	23	55	15
17 ROSANNE CASH	93/6	19	61	13
18 TINA TURNER	95/17	7	66	22
19 TEARS FOR FEARS	70/0	10	42	18
20 MADONNA	68/0	15	35	18
21 BRYAN ADAMS	65/0	19	33	13
22 DOLLY PARTON w/KENNY ROGERS	69/1	25	37	7
23 KATRINA & THE WAVES	69/1	17	39	13
24 LIMAH	55/1	8	33	14
25 RONNIE MILSAP	77/17	4	42	31

MOST ADDED

- WHAM! (31)**
Freedom (Columbia)
- LAURA BRANIGAN (29)**
Spanish Eddie (Atlantic)
- MICHAEL FRANKS (26)**
Your Secret's Safe With Me (WB)
- BILLY JOEL (26)**
You're Only Human (Second Wind) (Columbia)
- NATALIE COLE (23)**
A Little Bit Of Heaven (Modern/Atco)

HOTTEST

- PAUL YOUNG (107)**
Everytime You Go Away (Columbia)
- DeBARGE (105)**
Who's Holding Donna Now (Gordy/Motown)
- AIR SUPPLY (70)**
Just As I Am (Arista)
- WHITNEY HOUSTON (69)**
You Give Good Love (Arista)
- AMY GRANT (39)**
Find A Way (A&M)

MADONNA "Into The Groove" (Sire/WB) 39/0

- Rotations: Heavy 16/0, Medium 21/0, Light 2/0, Total Adds 0, Heavy: 2WD, KUOL, B100, WICC, W5FM, WKYE, WKJJ, WMG, WHHE, KKUA, KKPL, WPPA, WCHV, WORG, WKYX, KOSW, Mediums include: WLTT, WLTF, WMGG, V100, WBT, WTRX, WENS, KRVA, KDUK, KWAV.
- GODLEY & CREME "Cry" (Polydor/PolyGram) 38/22**
Rotations: Heavy 0/0, Medium 41/1, Light 34/21, Total Adds 22, KVIL-FM, WARM98, WLTT, WCCO, WICC, WKYE, WMAZ, WNAM, WHNN, KDUK, WSKY, WGSV, WKYX, WAEV, KWEB, WJON, WBOV, KKLK, KTWO, KOSW, KMGO, KALE, Medium: WFBR, WSKI, KTYL.
- WHAM! "Freedom" (Columbia) 32/31**
Rotations: Heavy 0/0, Medium 9/9, Light 23/22, Total Adds 31, WFBR, WSB-FM, KOST, B100, KFMB, WKYX, WMAZ, KELT, KWAV, WNNR, WEIM, WTKO, WSKI, WPPA, WSKY, WCKQ, WCHV, WAGE, KRLL, WORG, WKYX, WAEV, WFFX, KTYL, KFSB, KEEZ, KKLK, KTWO, K99, KOSW, KMGO.
- NOMO "We Go To Sleep Believing" (Atco) 30/3**
Rotations: Heavy 1/0, Medium 10/0, Light 19/3, Total Adds 3, WKNE, WCKQ, WZLQ, Medium: WMAZ, WNNR, WEIM, WSKI, WAGE, WORG, WFFX, KKLK, KTWO, KALE.

SIGNIFICANT ACTION

- LAURA BRANIGAN "Spanish Eddie" (Atlantic) 29/29**
Rotations: Heavy 0/0, Medium 1/1, Light 28/28, Total Adds 29, WFBR, WCCO, WHCB, KOIL, WHNN, WNNR, WEIM, WSKI, WPPA, KORQ, WCKQ, WCHV, WGSV, WAGE, WORG, WKYX, WAEV, WZLQ, KTYL, WCIL, KFSB, KEEZ, WJON, KKLK, KTWO, KOSW, KR5B, KMGO, KALE.
- HOWARD JONES "Life In One Day" (Elektra) 29/14**
Rotations: Heavy 0/0, Medium 9/0, Light 21/14, Total Adds 14, WCCO, WKJJ, WKNE, WPPA, KORQ, WCHV, WORG, WZLQ, WFFX, WCIL, WMT-FM, WBOW, KOSW, KALE. Medium: WNNR, WEIM, WSKI, WCKQ, WKYX, KTYL, KKLK, KR5B.
- JOHN DENVER "Don't Close Your Eyes Tonight" (RCA) 29/5**
Rotations: Heavy 1/0, Medium 12/1, Light 16/4, Total Adds 5, WAEB, WGV, WSKY, WZLQ, KOSW, Heavy: WAHR, Medium: WPRO, WCCO, WMAZ, WRVA, WHBY, WEIM, WSKI, WJBC, WMT-FM, KEEZ, KR5B.
- GEORGE BENSON "New Day" (WB) 29/2**
Rotations: Heavy 3/0, Medium 17/0, Light 9/2, Total Adds 2, WTRX, KKPL, Heavy: KWAV, KIFM, WAHR, Medium: WCCO, WMAZ, WRVA, WHBY, WHCB, KSL, WSKY, WORG, WJBC, WCIL, WMT-FM, KFSB, KEEZ, KWEB, KTWO, KR5B, KMGO.
- COCK ROBIN "When Your Heart Is Weak" (Columbia) 27/0**
Rotations: Heavy 3/0, Medium 10/0, Light 14/0, Total Adds 0, Heavy: WNNR, WEIM, KKLK, Medium: WKBW, WLTT, KEY103, WMAZ, KWAV, WKNE, WSKI, KTWO, KOSW, KMGO.
- MICHAEL FRANKS "Your Secret's Safe With Me" (WB) 26/26**
Rotations: Heavy 0/0, Medium 3/3, Light 23/23, Total Adds 26, WFBR, WCCO, KFMB, WICC, KEY103, WMAZ, WAVE, WHBY, WNAM, WHCB, WHNN, KIFM, WNNR, WEIM, WSKI, KORQ, WSKY, WGSV, WAGE, WORG, WCIL, KFSB, KEEZ, WJON, KR5B, KMGO.
- POINTER SISTERS "Dare Me" (RCA) 25/7**
Rotations: Heavy 0/0, Medium 4/0, Light 21/7, Total Adds 7, WAEB, WKYE, WNAM, WHNN, WEIM, WCKQ, WZLQ, Medium: WNNR, WSKI, KKLK, KALE.
- PHIL COLLINS "Don't Lose My Number" (Atlantic) 24/11**
Rotations: Heavy 0/0, Medium 12/3, Light 12/8, Total Adds 11, B100, V100, WKJJ, KELT, WNAM, KKUA, WPPA, KRLL, KTYL, KKLK, KALE. Medium: WMG, KWAV, WNNR, WSKI, WSKY, WCKQ, WCHV, WKYX, WFFX.
- BRUCE SPRINGSTEEN "Glory Days" (Columbia) 22/0**
Rotations: Heavy 0/0, Medium 11/0, Light 5/0, Total Adds 0, Heavy: WKYE, WHAS, WKJJ, WAVE, WCKQ, KKUA, Medium: 2WD, KMGG, B100, WRKA, WNAM, WENS, WNNR, WTNV, WPPA, KKLK, KALE.
- JOHN PARR "St. Elmo's Fire (Man In Motion)" (Atlantic) 16/6**
Rotations: Heavy 0/0, Medium 7/2, Light 9/4, Total Adds 6, KVIL-FM, 2WD, WNAM, WENS, KRLL, WZLQ, Medium: KKUA, WSKY, WCKQ, WKYX, KALE.
- JEFF BECK & ROD STEWART "People Get Ready" (Epic) 16/2**
Rotations: Heavy 0/0, Medium 5/0, Light 11/2, Total Adds 2, KFSB, KOSW, Medium: KUDL, WAVE, WHB, WCHV, KALE.
- MICHAEL McDONALD "No Lookin' Back" (WB) 15/15**
Rotations: Heavy 0/0, Medium 0/0, Light 15/15, Total Adds 15, WSNY, WKYE, WAVE, KDUK, KKUA, WNNR, WEIM, WSKI, WCKQ, WCHV, KFSB, KFOD, KKLK, KR5B, KMGO.
- MR. MISTER "Broken Wings" (RCA) 12/4**
Rotations: Heavy 0/0, Medium 2/1, Light 10/3, Total Adds 4, WCCO, WNNR, WGSV, WAHR, Medium: WEIM.
- JESSE JOHNSON'S REVUE "I Want My Girl" (A&M) 10/2**
Rotations: Heavy 0/0, Medium 1/0, Light 9/2, Total Adds 2, WNNR, KR5B, Medium: KALE.
- TEARS FOR FEARS "Shout!" (Mercury/PolyGram) 10/1**
Rotations: Heavy 1/0, Medium 5/0, Light 4/1, Total Adds 1, WNNR, Heavy: KRLL, Medium: KVIL-FM, WKYE, WKJJ, WENS, WHHE.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 30 or more stations. Records in Significant Action are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity - do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart. Checkmarks signify the most added of the non-charted records.

AOR TRACKS

Three Weeks Last
Weeks Weeks

151 REPORTS

	Total Reports/Adds	Power	Heavy	Medium
2 1 1	1	139	-/0	60+ 132+ 7-
7 3 2	2	141	-/0	46+ 125+ 15-
21 11 7	3	136	+6	43+ 105+ 28-
6 4 4	4	120	-/2	42- 104- 14+
9 6 6	5	135	-/1	27- 98- 37+
14 10 6	6	132	-/2	23+ 90+ 41-
5 5 5	7	117	-/0	26- 100- 15-
16 14 9	8	114	+5	30+ 84+ 29-
1 2 3	9	101	-/2	29- 91- 9-
29 18 11	10	124	+5	6+ 65+ 55-
25 15 12	11	107	+3	23+ 68+ 38-
18 16 13	12	113	+7	5= 44+ 58-
38 27 16	13	110	+5	10+ 34+ 67=
19 19 15	14	110	+8	3- 38+ 69+
34 26 17	15	112	+4	9+ 35+ 72-
54 35 27	16	118	+25	4= 30+ 82+
27 25 18	17	114	-/3	1= 27+ 78-
- 45 33	18	88	+19	8+ 45+ 41+
28 22 21	19	101	-/2	5+ 27- 69+
4 8 10	20	71	-/0	11- 50- 19-
15 17 19	21	80	-/5	3+ 37- 42-
51 40 32	22	87	+20	5+ 32+ 51+
37 34 29	23	87	+3	4+ 26- 54+
- 37 37	24	95	+21	3+ 12+ 72+
- 50 38	25	97	+33	1+ 11+ 73+
23 23 23	26	78	-/0	2= 26- 51-
- 56 42	27	85	+24	7+ 28+ 49+
- 42 34	28	89	+13	2= 14+ 59+
39 36 31	29	81	+6	1= 27+ 47-
8 9 20	30	54	-/0	8- 36- 17-
26 24 26	31	74	-/1	3- 17- 48-
23 21 25	32	62	-/2	10= 34- 25-
- 47 39	33	67	+7	9+ 21+ 44+
30 28 29	34	78	-/1	0= 9- 65-
58 46 43	35	51	+10	1- 21+ 28+
- 55 36	36	62	+27	0= 18+ 37+
3 7 14	37	53	-/0	4= 27- 25-
43 37 36	38	75	-/4	0= 5= 57-
10 13 22	39	44	-/0	8- 30- 12-
48 43 40	40	56	+11	1= 15- 38+
- 50 45	41	62	+10	0= 17+ 39+
11 12 24	42	48	-/0	3- 24- 23-
DEBUT	43	74	/59	0 0 55
33 33 38	44	40	-/0	5- 20- 19-
- 54 52	45	43	+8	2+ 17+ 26+
13 20 30	46	45	-/0	2- 13- 31-
- 51 57	47	62	+8	0= 7+ 43+
22 29 35	48	46	-/1	1- 9- 35-
36 39 47	49	41	-/4	2= 20- 17-
- 59 54	50	59	+8	0= 4+ 37=
DEBUT	51	34	+5	2+ 19+ 13+
17 30 41	52	35	-/0	2- 13- 20-
DEBUT	53	46	/45	0 7 29
- 56 56	54	50	+10	0= 4+ 35+
DEBUT	55	50	/50	0 3 31
31 38 49	56	26	-/0	1- 17- 9+
- 58 57	57	49	+8	0= 5= 32+
DEBUT	58	37	+17	1= 9- 25+
DEBUT	59	30	+9	0= 13+ 15+
DEBUT	60	44	+18	0= 5+ 25+

BREAKERS

MOTELS

Shame (Capitol)

64% of our reporters on it. 97/33 including adds at: WMMR, WKLS, KYYS, KSHE, KBPI, KMET, KUPD, KRQR. Moves 50-25 on the Tracks chart.

GODLEY & CREME

Cry (Polydor/PolyGram)

63% of our reporters on it. 95/21 including adds at: WKLS, WXRT, KMET, KUPD, 91X, WAAF, WAPL. Moves 37-24 on the Tracks chart.

NEW & ACTIVE

MR. MISTER "Broken Wings" (RCA) 41/4 (39/4)
 Adds: KRQR, WRNC, WHEB, WKQJ. Powers: 1 Heavy, 5 KAZY, 91X, WOOS, KTCC, KRQR. Mediums: 23 include KLOL, KSRR, WQFM, KBGO, KGB, WJAZ, WJOL.

URGENT "Running Back" (Manhattan) 40/22 (19/16)
 Adds include WBCN, KROR, KSJO, WPYX, WAQY, WLLZ, KILQ. Powers: 1 Heavy, 1 KRQR. Mediums: 22 include KGB, WPLR, WHEB, WQFM, WAPL, WOOS, KWHL.

TIL TUESDAY "Looking Over My Shoulder" (Epic) 40/8 (32/4)
 Adds include WYNF, WRNC, KLAQ, WOOS, KRKE, KOMP, WRIF. Powers: 1 Heavy, 5 WBCN, WHUY, CHEZ, KSPN, KGCL. Mediums: 30 include KZEW, WHCN, WLIR, WAQY, WAAF, WKGO, WQJZ, WKLP.

AC/DC "Danger" (Atlantic) 40/3 (47/6)
 Adds: Q107, KLBJ, KRHX. Heavy: 4 include WBCN, KISW, WPLR. Mediums: 26 include WHUY, KZEW, WNOR, WYNF, WQFM, WOOS, KKDJ, KOMP.

ARETHA FRANKLIN "Freeway Of Love" (Arista) 39/5 (39/3)
 Adds: WSHS, KGQJ, K97, KFME, KRQJ. Powers: 1 Heavy, 8 include GPOX, WIMZ, KMJX, WHMD, WBSW, KSPN. Mediums: 27 include WBCN, KFQG, WDPH, WQJZ, KZOK, WBLM, WWWV.

SUPERTRAMP "Better Days" (A&M) 28/6 (25/3)
 Adds: WTKX, WTUE, KEZE, WIZN, WRKI, KFME. Heavy: 9 include KFQG, WBCN, KLBJ, WLAV, KZOK, WWWV. Mediums: 18 include KZEW, WNOR, KROR, WOUR, WQJZ, WAPL.

HEART "Hi Looks Could Kill" (Capitol) 28/3 (27/4)
 Adds: WNOR, KRQR, WAPL. Heavy: 9 include WDBA, WRNC, WKQJ, WTKX, KXZL, WCXT. Mediums: 19 include DC101, KTQX, WQFM, WKCF, KKDJ, WGR, WRUF, KWHL, KTYD.

BOB DYLAN "When The Night Comes Down" (Columbia) 27/14 (18/2)
 Adds include WLVO, KYYS, WPYX, WOUR, WWCK, KKDJ, KOZZ, Heavy: 8 KZEW, KBGO, WADQ, KPOI, WIZN, KSPN, KTCL. Mediums: 15 include DC101, WYNF, KFQG, WKDF, WIOT.

STING "Shadows In The Rain" (A&M) 27/1 (28/4)
 Adds include KZAP, WKLC, WQJZ, KEZO, KILQ, KZEL. Mediums: 15 include KZAP, WKLC, WQJZ, KEZO, KILQ, KZEL.

UB40 with CHRISSE HYNDE "I Got You Babe" (A&M) 26/6 (0/0)
 Adds include WBCN, WHUY, KRQR, WSHS, WDBA, WTKX, WYNF. Powers: 1 Heavy, 2 91X, WLIR. Mediums: 14 include WBAB, WSHS, WXRT, KBCO, WRDQ, WOOS.

NIGHT RANGER "Four In The Morning" (Cameo) 26/11 (15/6)
 Adds: WTKX, WTKX, WTKX. Heavy: 3 include WIZN, KFME. Powers: 1 Heavy, 2 91X, WLIR. Mediums: 17 include WBCN, WSHS, WDBA, WTKX, WYNF. Powers: 1 Heavy, 2 91X, WLIR. Mediums: 14 include WBAB, WSHS, WXRT, KBCO, WRDQ, WOOS.

REO SPEEDWAGON "Live Every Moment" (Epic) 19/4 (5/3)
 Adds include WNOR, KRQR, K97, KFME, KRQJ. Powers: 1 Heavy, 3 include WIZN, KFME. Powers: 1 Heavy, 2 91X, WLIR. Mediums: 17 include WBCN, WSHS, WDBA, WTKX, WYNF. Powers: 1 Heavy, 2 91X, WLIR. Mediums: 14 include WBAB, WSHS, WXRT, KBCO, WRDQ, WOOS.

GUADALCANAL DIARY "Trail Of Tears" (Elektra) 19/7 (14/5)
 Adds: WQFM, WOUR, KRSP, WBSW, KVRE. Heavy: 3 WLIR, WKGO, WOOS. Powers: 1 Heavy, 2 91X, WLIR. Mediums: 17 include WBCN, WSHS, WDBA, WTKX, WYNF. Powers: 1 Heavy, 2 91X, WLIR. Mediums: 14 include WBAB, WSHS, WXRT, KBCO, WRDQ, WOOS.

DIRE STRAITS "One World" (WB) 19/5 (14/4)
 Adds: WTKX, WTKX, WTKX. Heavy: 8 include KAZY, KFQG, WHCN, WHMD. Mediums: 10 include WTKX, WTKX, WTKX.

JOHN PARR "Shake Down" (Atlantic) 18/5 (16/5)
 Adds: WRNC, KRHX, WLAV, WZZO, KWHL. Heavy: 2 KRQR, KJFO. Mediums: 14 include WBAB, KORS, KGB, KILQ, KTYD.

AC/DC "Sink The Pink" (Atlantic) 18/4 (14/5)
 Adds: WRNC, KMJX, KRHX, KEZE. Heavy: 1 WYFY. Mediums: 13 include KZEW, WYNF, KGB, WIOT, KILQ, KWHL, KTYD.

RATT "You're In Love" (Atlantic) 18/3 (18/6)
 Adds: KISW, KILQ, KEZE. Heavy: 5 WRIF, KJPD, WKDF, KISS, KXZL. Mediums: 12 include WBAB, KSHE, WKQO, WAPL.

HEART "Never" (Capitol) 18/1 (17/3)
 Adds: WNOR. Powers: 1 Heavy, 5 include KZEW, WYNF, KNKN, WWWV. Mediums: 12 include KAZY, WOLR, WKDF, WOOS, KILQ, KZEL.

VAN-ZANT "Midnight Sensation" (Network/Geffen) 17/5 (13/11)
 Adds: WRIF, KSJO, WTUE, KEZE, WBSW. Heavy: 1 KRQR. Mediums: 12 include WYNF, WQFM, WPYX, WAQX, WLLZ.

STING "We Work The Black Seam" (A&M) 16/1 (16/2)
 Adds: WQFM, WOUR, KRSP, WBSW, KVRE. Heavy: 3 WLIR, WKGO, WOOS. Powers: 1 Heavy, 2 91X, WLIR. Mediums: 17 include WBCN, WSHS, WDBA, WTKX, WYNF. Powers: 1 Heavy, 2 91X, WLIR. Mediums: 14 include WBAB, WSHS, WXRT, KBCO, WRDQ, WOOS.

BILLY CRYSTAL "You Look Marvellous" (A&M) 15/11 (4/4)
 Adds include KDKB, KGON, WRNC, WOUR, KMJX, WKDF, KICF, KFME. Heavy: 0. Mediums: 1 WPDH.

PRINCE "Pop Life" (WB) 15/4 (12/1)
 Adds: WYNF, WIMZ, KLYV, KZOO. Powers: 1 Heavy, 4 include WCPZ, KSPN, KVRE. Mediums: 9 include WYNF, WIMZ, KLYV, KZOO.

HIGHWAY CHILE "Christine" (21/Aco) 15/4 (10/3)
 Adds: WQFM, WEZJ, KLAQ, KXZL. Heavy: 0. Mediums: 6 KZEW, WHEB, KNKN, KISS, KFME, KJFO.

LOU REED "Hot Hips" (Arista) 15/0 (17/1)
 Adds: 0 Heavy, 0 Mediums: 11 include WMMR, KRQR, WDBA, WLIR, WHEB, WAQX.

MOST ADDED

- CHEAP TRICK (59)
Tonight It's You (Epic)
- NICK MASON & RICK FENN (50)
Lie For A Lie (Columbia)
- MICHAEL McDONALD (45)
No Lookin' Back (WB)
- MOTELS (33)
Shame (Capitol)
- HUEY LEWIS & THE NEWS (27)
Back In Time (MCA)

HOTTEST

- HUEY LEWIS & THE NEWS (60)
Power Of Love (Chrysalis)
- DIRE STRAITS (46)
Money For Nothing (WB)
- JOHN PARR (43)
St. Elmo's Fire (Man In Motion) (Atlantic)
- TEARS FOR FEARS (42)
Shout (Mercury/PolyGram)
- COREY HART (30)
Never Surrender (EMI America)

AOR ALBUMS

Three
Weeks

151 REPORTS

JULY 19, 1985

Total
Reports/Adds

Power Heavy Medium

Three Weeks	Two Weeks	Last Week	Album	Total Reports/Adds	Power	Heavy	Medium
1	1	1	1 STING/The Dream Of The Blue Turtles (A&M)	149-0	37-	127-	19+
3	2	2	2 DIRE STRAITS/Brothers In Arms (WB)	148-0	48+	130+	17-
4	3	3	3 BACK TO THE FUTURE/Soundtrack (MCA)	140-1	60+	132+	8-
8	7	4	4 JEFF BECK/Flash (Epic)	140-1	27-	100-	40+
24	10	5	5 ST. ELMO'S FIRE/Soundtrack (Atlantic)	137+5	43+	105+	29-
6	5	6	6 TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)	132-1	42-	110-	19+
7	6	7	7 HEART/Heart (Capitol)	136-1	26-	107-	28+
2	3	8	8 ROBERT PLANT/Shaken 'N Stirred (Es Paranza/Atlantic)	114-2	11-	62-	50+
17	14	9	9 COREY HART/Boy In The Box (EMI America)	116+5	30+	84+	31-
14	12	11	10 TALKING HEADS/Little Creatures (Sire/WB)	113+4	15+	45=	61=
19	14	11	11 BRYAN ADAMS/Reckless (A&M)	108-2	23+	69+	37-
10	13	12	12 JOHN CAFFERTY & THE BEAVER.../Tough All Over (Scotti Bros./CBS)	128+10	5-	39-	84+
15	15	16	13 PHIL COLLINS/No Jacket Required (Atlantic)	103+9	11+	54+	46-
5	9	14	14 NIGHT RANGER/7 Wishes (Carnel/MCA)	103-1	12-	61-	38+
30	25	15	15 R.E.M./Fables...Reconstruction (IRS/MCA)	114+4	10+	36+	73-
20	22	17	16 RATT/Invasion Of Your Privacy (Atlantic)	114+5	5=	45+	58-
18	19	18	17 U2/Wide Awake In America (Island)	114+7	6+	38+	73-
34	30	23	18 MOTLEY CRUE/Theatre Of Pain (Elektra)	110+4	10+	34+	67-
13	18	15	19 EURYTHMICS/Be Yourself Tonight (RCA)	103-3	8-	37-	60+
4	8	20	20 SUPERTRAMP/Brother Where You Bound (A&M)	94-2	4-	37-	53+
23	23	22	21 BRYAN FERRY/Boys And Girls (WB)	107=3	5+	31-	70+
17	16	22	22 BOB DYLAN/Empire Burlesque (Columbia)	101-1	3=	29+	68-
28	24	25	23 RUSS BALLARD/The Fire Still Burns (EMI America)	116-3	1=	27+	80-
31	34	29	24 HOWARD JONES/Dream Into Action (Elektra)	90+6	3+	32+	50-
12	21	26	25 HOOTERS/Nervous Night (Columbia)	73-7	3-	21-	48-
1	37	26	26 BILLY JOEL/Greatest Hits (Columbia)	89+25	7+	30+	50+
27	27	28	27 GEORGE THOROGOOD & THE DESTROYERS/Maverick (EMI America)	79-1	3=	12-	64-
9	11	28	28 TOM PETTY & THE HEARTBREAKERS/Southern Accents (MCA)	61-0	3-	29-	31-
39	35	29	29 Y&T/Open Fire (A&M)	89+13	2=	14+	59+
26	26	30	30 HELIX/Long Way To Heaven (Capitol)	75-1	3-	17-	49-
16	24	31	31 JOE WALSH/The Confessor (Full Moon/WB)	50-1	3=	18-	29-
35	34	32	32 BON JOVI/7800 Fahrenheit (Mercury/PG)	75-3	0=	6=	56-
11	20	25	33 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	45-0	8-	31-	12-
29	33	34	34 POWER STATION/The Power Station (Capitol)	49-1	5-	21-	25-
25	32	35	35 'TIL TUESDAY/Voices Carry (Epic)	60-5	2-	14-	41-
1	38	36	36 AC/DC/Fly On The Wall (Atlantic)	64+6	0-	4-	46+
1	40	37	37 LONE JUSTICE/Lone Justice (Geffen)	65+7	0=	7+	46+
22	29	33	38 DON HENLEY/Building The Perfect Beast (Geffen)	47-1	1-	9-	36-
39	38	39	39 SCORPIONS/World Wide Live (Mercury/PG)	46-1	0=	4-	31-
28	36	40	40 ERIC CLAPTON/Behind The Sun (WB)	36-0	1-	13-	22=
			"Fortress" (124) "Free" (101) "Love" (34)				
			"Money" (141) "So Far Away" (43) "Walk" (41)				
			"Power" (139) "Back" (62)				
			"People" (135) "Gets" (62)				
			"St. Elmo's" (136) "Shake Down" (18)				
			"Shout" (120) "Head" (30)				
			"Love" (117) "If Looks" (28) "Never" (18)				
			"Sixes" (80) "Little" (54) "Pink" (13)				
			"Never Surrender" (114)				
			"Was" (87) "Road" (62) "Lady" (11)				
			"Summer" (107)				
			"C-I-T-Y" (118) "Tough" (26)				
			"Don't Lose" (88) "Inside Out" (12)				
			"Sentimental" (71) "Four" (26) "Wishes" (16)				
			"Can't Get" (112) "Driver" (16)				
			"Lay It" (113) "Love" (18)				
			"Sunrises" (110) "Love" (10)				
			"Smokin'" (110)				
			"Ball" (87) "Lie" (26)				
			"Cannonball" (53) "Better" (28) "Brother" (26)				
			"Slave" (101) "Don't Stop" (13) "Sensation" (8)				
			"Tight" (78) "Night" (27)				
			"Fire" (114)				
			"Life" (81)				
			"Zombies" (45) "Danced" (37)				
			"You're Only Human" (85)				
			"Willie" (78)				
			"Better" (48) "Rebels" (15)				
			"Summertime Girls" (89)				
			"Deep Cuts The Knife" (74)				
			"Confessor" (35) "Rosewood" (20) "Good Man" (12)				
			"In And Out Of Love" (75)				
			"Glory Days" (44)				
			"Get It On" (40) "Murderess" (12)				
			"Looking" (40) "Voices" (21)				
			"Danger" (40) "Sink" (18) "Shake" (13)				
			"Sweet Sweet" (62)				
			"Not Enough Love" (46)				
			"Big City Nights" (35) "No One Like You" (10)				
			"See What Love" (25)				

BREAKERS

No records qualified for
AOR Album Breaker status this week.

CHARTS — Records showing significant upward momentum are bulleted. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), fewer (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — A record is a Breaker the first week it's reported by at least 60% of our AOR reporters. Total reports/adds listed; e.g., 100/50 means 100 reports and 50 adds.

DOUBLE YOUR FUN

Y&T
"Summertime Girls"

AOR TRACKS 28
"OPEN FIRE LIVE"
AOR ALBUMS 29
CHR NEW & ACTIVE

BE A SHMOOZER ...NOT A LOSER AT THE NEW MUSIC SEMINAR

To make it in the music business, you've got to get out there and see people. Face to face. *Shmoozing*—the art of talking business as pleasure—is the most important activity at the New Music Seminar. Actively networking with the record industry's movers and shakers at the Seminar will do more for your career and your company than a month spent playing telephone roulette or mailing out press releases. Come September 25–28, no one will be "in with people" or "on a call" or "out of town." They'll all be in New York's Marriott Marquis, *shmoozing* at the New Music Seminar.

So, if you don't want to spend four days wondering why you can't reach anybody, come to NMS6. And be a *shmoozer*, not a *loser*.

This year's Seminar will feature a fascinating and broad-based array of programs, including many new panels and workshops.

PROGRAMMING: Black Radio • Contemporary Hit Radio • College Radio (new) • Album Oriented Rock Radio • DJs and Remixers • **MUSIC:** Producers • New Age Music (new) • Heavy Metal (new) • A&R • Journalists • Alternative Music (new) • Artists • Battle of DJs/MCs/Human Beat Boxes • **BUSINESS:** Nightclubbing Around the World • Talent and Booking • Tipsheets and Trades • New Labels Workshop (new) • The Cultural Boycott (new) • UK Independent Labels (new) • US Independent Labels: Marketing and Promotion (new) • Independent Labels and Distribution • Financial Structure of the Music Business • Management • Music vs. Madison Avenue (new) • **MARKETING:** Publicity • Packaging and Merchandising (new) • Crossover Promotion • AOR Marketing and Promotion • Black Music Marketing and Promotion • **MUSIC VIDEO:** National Programming • Local/Regional Programming (new) • International Programming (new) • Directors • Clubs (new) • Marketing & Exploitation (new) • Promotion (new) • **LEGAL:** Record Deal Basics (new) • Publishing and Artist Development • Artist Contract Mock Negotiation • Ancillary Rights (new) • Corporate Sponsorship (new) • Legal Hot Topics (new) • Music/Film/Video • International Licensing • Video Rights & Payments (new) • **TECHNOLOGY WORKSHOPS:** Recording Studio Technology (new) • Computer Technology (new)

REGISTRATION: Admission to the Seminar is \$175 per person. Call 212-722-2115 or write c/o 1747 First Avenue, New York, NY 10128 to request a registration form. If you want to use your credit card, you can register by phone at the same number. **ACCOMMODATIONS:** The Seminar has arranged discount hotel rates for Seminar attendees. Call or write for information on hotel and travel options. (Same address and phone as above.) **MARKETING OPPORTUNITIES:** There are many ways you can use the Seminar as a valuable and unique marketing and promotion opportunity. Call Joel Webber at 212-255-7408 for information and rates.

NEW MUSIC SEMINAR 6
SEPTEMBER 25-28, 1985
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AOR ALBUMS

MOST ADDED

BILLY JOEL (25)
Greatest Hits (Columbia)
URGENT (22)
Cast The First Stone (Manhattan)
RED SPEEDWAGON (13)
Wheels Are Turnin' (Epic)
YAT (13)
Open Fire (A&M)
**JOHN CAFFERTY &
THE BEAVER BROWN BAND (10)**
Tough All Over (Scotti Bros./CBS)
FLETCH (10)
Soundtrack (MCA)

HOTTEST

BACK TO THE FUTURE (80)
Soundtrack (MCA)
DIRE STRAITS (48)
Brothers In Arms (WB)
ST. ELMO'S FIRE (43)
Soundtrack (Atlantic)
TEARS FOR FEARS (42)
Songs From The Big Chair (Mercury/PG)
STING (37)
The Dream Of The Blue Turtles (A&M)

NEW & ACTIVE

TAXXI/Expose (MCA) 59/8 (51/4)

Adds: WQFM, KGON, WDHA, KRIX, KZEL, WWWV, KFMX, KMBY. Heavy: 4 include WRIF, KISS, KFMM. Mediums: 37 include WBAB, WHJY, KTXQ, KSRR, WSHE, WYNF, KSHE, KUPD.

COCK ROBIN/Cock Robin (Columbia) 51/8 (47/7)

Adds: CHOM, KYYS, WZZO, WEZX, KMJX, WWCT, WGIR, KVRE. Heavy: 5 91X, WPLR, KSPN, KRQU, KTYD. Mediums: 34 include WYNF, KBCC, KBPI, KGB, WPYX, WLAV, KRKE.

FLETCH/Soundtrack (MCA) 50/10 (44/13)

Adds include WBCN, KAZY, WRCN, WAAF, WTKX, KXZL, WTUE. Heavy: 4 KZEW, 91X, WDHA, KRQU. Mediums: 35 include WMMR, WHJY, DC101, WNOR, WXRT, WQFM, KBCC.

MR. MISTER/Welcome To The... (RCA) 42/4 (40/4)

Adds: KROQ, WRCN, WHEB, KM0D. Powers: 1. Heavy: 5 KAZY, 91X, WOOS, KTCZ, KRQU. Mediums: 24 include KL0L, WQFM, KBCC, KGB, WAPL, WLAV.

ARETHA FRANKLIN/Who's Zoomin' Who? (Arista) 42/4 (42/5)

Adds: WSHE, KGG0, K97, KRQU. Powers: 1. Heavy: 8 include CFOX, WIMZ, KMJX, WHMD, WBSW, KFMM. Mediums: 30 include WBCN, KBCC, KTCG, WCCC, WTKX, WRDU, WWCT, KEZJ.

URGENT/Cast The First Stone (Manhattan) 40/22 (19/16)

Adds include WBCN, KRQR, KSJO, WPYX, WAQY, KIL0, WRUF, KWHL. Powers: 1. Heavy: 1 KRQU. Mediums: 22 include KGB, WPLR, WQMF, WAPL, WOOS, KTYD.

GRAHAM PARKER & THE SHOT/Steady Nerves (Elektra) 31/3 (32/2)

Adds: WOUR, KRSP, WBSW. Heavy: 5 WXRT, KROQ, WLIR, WKQK, WOOS. Mediums: 22 include WBCN, KZEW, WNOR, WLUP, WQFM, KBCC, KUPD, WAAF.

VAN-ZANT/Van-Zant (Network/Geffen) 26/3 (26/7)

Adds: WTUE, KEZE, WBSW. Powers: 2. Heavy: 7 KSRR, WRIF, KDKB, WCMF, WIMZ, KGG0, WRDU. Mediums: 14 include WBCN, WYNF, WQFM, WPYX, WRUF, KLYV.

GUADALCANAL DIARY/Walking In The Shadow Of The Big Man (Elektra) 21/7 (15/5)

Adds: KNCN, WRDU, WIZN, WHMD, WCXT, KTCL, KMBY. Heavy: 0. Mediums: 12 include KTXQ, KZEW, WXRT, KBCC, WOUR, KTYD.

RED SPEEDWAGON/Wheels Are Turnin' (Epic) 20/13 (10/3)

Adds include WNOR, KQRS, KBPI, KDKB, WPDH, WAQX, KLBJ, WTUE, KGG0, KRSP. Heavy: 1 WCMF. Mediums: 18 include KGB, WAQY, WTKX, WOOS.

PRINCE/Around The World In A Day (WB) 19/3 (20/0)

Adds: WPDH, WIMZ, KZOO. Powers: 2. Heavy: 7 WBCN, KROQ, KMJX, KLYV, WCPZ, KSPN, KVRE. Mediums: 9 include WXRT, WHFS, KP0L, WWWV.

RETURN TO WATERLOO/Soundtrack (Arista) 18/9 (9/6)

Adds include WMMR, WXRT, KISW, WBSW, KFMM, KTCL, KOZZ, KTYD. Heavy: 2 91X, KZAM. Mediums: 15 include WBCN, KBCC, WAPL.

STYLE COUNCIL/Internationalists (Geffen) 17/1 (18/1)

Adds: CHEZ. Powers: 1. Heavy: 1 KTCL. Mediums: 13 include WXRT, KBCC, KAZY, KROQ, WHFS, WLIR, KTCZ.

A-HA/Hunting High And Low (WB) 14/1 (14/2)

Adds: WOOS. Heavy: 2 KRQU, KCGL. Mediums: 11 include KBCC, KROQ, CHEZ, CFNY, WRDU, KVRE.

INNOCENT/Livin' In The Street (Red Label/Capitol) 13/2 (13/1)

Adds: WKQQ, WIZN. Heavy: 0. Mediums: 7 include WQFM, WRCN, WKDF, WAPL, WOOS, KUFO.

URIAH HEEP/Equator (Columbia) 11/3 (8/8)

Adds: WNOR, KXZL, KRQU. Heavy: 0. Mediums: 6 include KLAQ, KISS, KLPX, WCPZ.

OMD/Crush (Virgin/A&M) 11/1 (9/1)

Adds: WXRT. Powers: 1. Heavy: 3 KROQ, WLIR, KTCL. Mediums: 7 include WBAB, KBCC, WHFS, CHEZ, CFNY, KCGL.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/adds; e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.) Checked records are among the week's most added New & Actives.

MOST ADDS — This week's most added records.

HOTTEST — This week's records receiving the most power reports.

PARALLELS

Parallel B Selected stations in major markets that are formal dominant and/or exert a significant national influence.

Parallel II Selected stations in secondary markets that are formal 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 formal 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
"Hit Song" (Anylabel)
LP: Hit Song

100/25 44%

EXAMPLE

100/25 = 100 CHR reporting stations on a hit week including 25 new adds.

44% = Percentage of stations whose reporters playing it.

Regional Reach = Percentage of reporters playing the song within each region.

National Summary

Up 51 = Number of stations moving it up on the charts.

Debut 20 = Number of stations debuting the song this week.

Same 4 = Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 = Number of stations moving it down on their charts.

Add 25 = Total number of stations adding this week.

A

BRYAN ADAMS
"Summer Of '69 (AAM)"
LP: Rockless

242/8 96%

Regional	Station	Report	National	Station	Report
W 100A	W 100A	100	W 100A	W 100A	100
W 100B	W 100B	100	W 100B	W 100B	100
W 100C	W 100C	100	W 100C	W 100C	100
W 100D	W 100D	100	W 100D	W 100D	100
W 100E	W 100E	100	W 100E	W 100E	100
W 100F	W 100F	100	W 100F	W 100F	100
W 100G	W 100G	100	W 100G	W 100G	100
W 100H	W 100H	100	W 100H	W 100H	100
W 100I	W 100I	100	W 100I	W 100I	100
W 100J	W 100J	100	W 100J	W 100J	100
W 100K	W 100K	100	W 100K	W 100K	100
W 100L	W 100L	100	W 100L	W 100L	100
W 100M	W 100M	100	W 100M	W 100M	100
W 100N	W 100N	100	W 100N	W 100N	100
W 100O	W 100O	100	W 100O	W 100O	100
W 100P	W 100P	100	W 100P	W 100P	100
W 100Q	W 100Q	100	W 100Q	W 100Q	100
W 100R	W 100R	100	W 100R	W 100R	100
W 100S	W 100S	100	W 100S	W 100S	100
W 100T	W 100T	100	W 100T	W 100T	100
W 100U	W 100U	100	W 100U	W 100U	100
W 100V	W 100V	100	W 100V	W 100V	100
W 100W	W 100W	100	W 100W	W 100W	100
W 100X	W 100X	100	W 100X	W 100X	100
W 100Y	W 100Y	100	W 100Y	W 100Y	100
W 100Z	W 100Z	100	W 100Z	W 100Z	100

ANIMATION
"Let Him Go" (Mercury/PolyGram)
LP: Animation

Regional	Station	Report	National	Station	Report
W 158/4	W 158/4	83%	W 158/4	W 158/4	83%
W 158/5	W 158/5	83%	W 158/5	W 158/5	83%
W 158/6	W 158/6	83%	W 158/6	W 158/6	83%
W 158/7	W 158/7	83%	W 158/7	W 158/7	83%
W 158/8	W 158/8	83%	W 158/8	W 158/8	83%
W 158/9	W 158/9	83%	W 158/9	W 158/9	83%
W 158/10	W 158/10	83%	W 158/10	W 158/10	83%
W 158/11	W 158/11	83%	W 158/11	W 158/11	83%
W 158/12	W 158/12	83%	W 158/12	W 158/12	83%
W 158/13	W 158/13	83%	W 158/13	W 158/13	83%
W 158/14	W 158/14	83%	W 158/14	W 158/14	83%
W 158/15	W 158/15	83%	W 158/15	W 158/15	83%
W 158/16	W 158/16	83%	W 158/16	W 158/16	83%
W 158/17	W 158/17	83%	W 158/17	W 158/17	83%
W 158/18	W 158/18	83%	W 158/18	W 158/18	83%
W 158/19	W 158/19	83%	W 158/19	W 158/19	83%
W 158/20	W 158/20	83%	W 158/20	W 158/20	83%
W 158/21	W 158/21	83%	W 158/21	W 158/21	83%
W 158/22	W 158/22	83%	W 158/22	W 158/22	83%
W 158/23	W 158/23	83%	W 158/23	W 158/23	83%
W 158/24	W 158/24	83%	W 158/24	W 158/24	83%
W 158/25	W 158/25	83%	W 158/25	W 158/25	83%
W 158/26	W 158/26	83%	W 158/26	W 158/26	83%
W 158/27	W 158/27	83%	W 158/27	W 158/27	83%
W 158/28	W 158/28	83%	W 158/28	W 158/28	83%
W 158/29	W 158/29	83%	W 158/29	W 158/29	83%
W 158/30	W 158/30	83%	W 158/30	W 158/30	83%
W 158/31	W 158/31	83%	W 158/31	W 158/31	83%
W 158/32	W 158/32	83%	W 158/32	W 158/32	83%
W 158/33	W 158/33	83%	W 158/33	W 158/33	83%
W 158/34	W 158/34	83%	W 158/34	W 158/34	83%
W 158/35	W 158/35	83%	W 158/35	W 158/35	83%
W 158/36	W 158/36	83%	W 158/36	W 158/36	83%
W 158/37	W 158/37	83%	W 158/37	W 158/37	83%
W 158/38	W 158/38	83%	W 158/38	W 158/38	83%
W 158/39	W 158/39	83%	W 158/39	W 158/39	83%
W 158/40	W 158/40	83%	W 158/40	W 158/40	83%
W 158/41	W 158/41	83%	W 158/41	W 158/41	83%
W 158/42	W 158/42	83%	W 158/42	W 158/42	83%
W 158/43	W 158/43	83%	W 158/43	W 158/43	83%
W 158/44	W 158/44	83%	W 158/44	W 158/44	83%
W 158/45	W 158/45	83%	W 158/45	W 158/45	83%
W 158/46	W 158/46	83%	W 158/46	W 158/46	83%
W 158/47	W 158/47	83%	W 158/47	W 158/47	83%
W 158/48	W 158/48	83%	W 158/48	W 158/48	83%
W 158/49	W 158/49	83%	W 158/49	W 158/49	83%
W 158/50	W 158/50	83%	W 158/50	W 158/50	83%
W 158/51	W 158/51	83%	W 158/51	W 158/51	83%
W 158/52	W 158/52	83%	W 158/52	W 158/52	83%
W 158/53	W 158/53	83%	W 158/53	W 158/53	83%
W 158/54	W 158/54	83%	W 158/54	W 158/54	83%
W 158/55	W 158/55	83%	W 158/55	W 158/55	83%
W 158/56	W 158/56	83%	W 158/56	W 158/56	83%
W 158/57	W 158/57	83%	W 158/57	W 158/57	83%
W 158/58	W 158/58	83%	W 158/58	W 158/58	83%
W 158/59	W 158/59	83%	W 158/59	W 158/59	83%
W 158/60	W 158/60	83%	W 158/60	W 158/60	83%
W 158/61	W 158/61	83%	W 158/61	W 158/61	83%
W 158/62	W 158/62	83%	W 158/62	W 158/62	83%
W 158/63	W 158/63	83%	W 158/63	W 158/63	83%
W 158/64	W 158/64	83%	W 158/64	W 158/64	83%
W 158/65	W 158/65	83%	W 158/65	W 158/65	83%
W 158/66	W 158/66	83%	W 158/66	W 158/66	83%
W 158/67	W 158/67	83%	W 158/67	W 158/67	83%
W 158/68	W 158/68	83%	W 158/68	W 158/68	83%
W 158/69	W 158/69	83%	W 158/69	W 158/69	83%
W 158/70	W 158/70	83%	W 158/70	W 158/70	83%
W 158/71	W 158/71	83%	W 158/71	W 158/71	83%
W 158/72	W 158/72	83%	W 158/72	W 158/72	83%
W 158/73	W 158/73	83%	W 158/73	W 158/73	83%
W 158/74	W 158/74	83%	W 158/74	W 158/74	83%
W 158/75	W 158/75	83%	W 158/75	W 158/75	83%
W 158/76	W 158/76	83%	W 158/76	W 158/76	83%
W 158/77	W 158/77	83%	W 158/77	W 158/77	83%
W 158/78	W 158/78	83%	W 158/78	W 158/78	83%
W 158/79	W 158/79	83%	W 158/79	W 158/79	83%
W 158/80	W 158/80	83%	W 158/80	W 158/80	83%
W 158/81	W 158/81	83%	W 158/81	W 158/81	83%
W 158/82	W 158/82	83%	W 158/82	W 158/82	83%
W 158/83	W 158/83	83%	W 158/83	W 158/83	83%
W 158/84	W 158/84	83%	W 158/84	W 158/84	83%
W 158/85	W 158/85	83%	W 158/85	W 158/85	83%
W 158/86	W 158/86	83%	W 158/86	W 158/86	83%
W 158/87	W 158/87	83%	W 158/87	W 158/87	83%
W 158/88	W 158/88	83%	W 158/88	W 158/88	83%
W 158/89	W 158/89	83%	W 158/89	W 158/89	83%
W 158/90	W 158/90	83%	W 158/90	W 158/90	83%
W 158/91	W 158/91	83%	W 158/91	W 158/91	83%
W 158/92	W 158/92	83%	W 158/92	W 158/92	83%
W 158/93	W 158/93	83%	W 158/93	W 158/93	83%
W 158/94	W 158/94	83%	W 158/94	W 158/94	83%
W 158/95	W 158/95	83%	W 158/95	W 158/95	83%
W 158/96	W 158/96	83%	W 158/96	W 158/96	83%
W 158/97	W 158/97	83%	W 158/97	W 158/97	83%
W 158/98	W 158/98	83%	W 158/98	W 158/98	83%
W 158/99	W 158/99	83%	W 158/99	W 158/99	83%
W 158/100	W 158/100	83%	W 158/100	W 158/100	83%

PAT BENATAR
"Invincible (Chrysalis)"
LP: The Legend Of Gillie Sans Soundtrack

Regional	Station	Report	National	Station	Report
W 190/35	W 190/35	75%	W 190/35	W 190/35	75%
W 190/36	W 190/36	75%	W 190/36	W 190/36	75%
W 190/37	W 190/37	75%	W 190/37	W 190/37	75%
W 190/38	W 190/38	75%	W 190/38	W 190/38	75%
W 190/39	W 190/39	75%	W 190/39	W 190/39	75%
W 190/40	W 190/40	75%	W 190/40	W 190/40	75%
W 190/41	W 190/41	75%	W 190/41	W 190/41	75%
W 190/42	W 190/42	75%	W 190/42	W 190/42	75%
W 190/43	W 190/43	75%	W 190/43	W 190/43	75%
W 190/44	W 190/44	75%	W 190/44	W 190/44	75%
W 190/45	W 190/45	75%	W 190/45	W 190/45	75%
W 190/46	W 190/46	75%	W 190/46	W 190/46	75%
W 190/47	W 190/47	75%	W 190/47	W 190/47	75%
W 190/48	W 190/48	75%	W 190/48	W 190/48	75%
W 190/49	W 190/49	75%	W 190/49	W 190/49	75%
W 190/50	W 190/50	75%	W 190/50	W 190/50	75%
W 190/51	W 190/51	75%	W 190/51	W 190/51	75%
W 190/52	W 190/52	75%	W 190/52	W 190/52	75%
W 190/53	W 190/53	75%	W 190/53	W 190/53	75%
W 190/54	W 190/54	75%	W 190/54	W 190/54	75%
W 190/55	W 190/55	75%	W 190/55	W 190/55	75%
W 190/56					

PARALLELS

F

ARETHA FRANKLIN
Freeway Of Love (Arista)
LP: Who's Zoomin' What?

237/8 94%

P1 Regional: 100%
A 100%
M 100%
W 100%

P1 SOUTH: 100%
A 100%
M 100%
W 100%

P1 WEST: 100%
A 100%
M 100%
W 100%

P1 NORTH: 100%
A 100%
M 100%
W 100%

P1 MIDDLE: 100%
A 100%
M 100%
W 100%

P1 SOUTHWEST: 100%
A 100%
M 100%
W 100%

P1 SOUTHEAST: 100%
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M 100%
W 100%

P1 CENTRAL: 100%
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M 100%
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P1 MIDWEST: 100%
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P1 NORTHWEST: 100%
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P1 SOUTHWESTERN: 100%
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P1 SOUTHERN: 100%
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P1 WESTERN: 100%
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P1 NORTHWESTERN: 100%
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P1 SOUTHWESTERN: 100%
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P1 SOUTHERN: 100%
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P1 WESTERN: 100%
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P1 NORTHWESTERN: 100%
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P1 SOUTHWESTERN: 100%
A 100%
M 100%
W 100%

P1 SOUTHERN: 100%
A 100%
M 100%
W 100%

P1 WESTERN: 100%
A 100%
M 100%
W 100%

60 WEST
Call Me (Chrysalis)
LP: Oh My

87/1 35%

P3 Regional: 100%
A 100%
M 100%
W 100%

P3 SOUTH: 100%
A 100%
M 100%
W 100%

P3 WEST: 100%
A 100%
M 100%
W 100%

P3 NORTH: 100%
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P3 MIDDLE: 100%
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P3 SOUTHWEST: 100%
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P3 SOUTHEAST: 100%
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P3 CENTRAL: 100%
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P3 MIDWEST: 100%
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P3 SOUTHWESTERN: 100%
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P3 WESTERN: 100%
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P3 NORTHWESTERN: 100%
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P3 SOUTHWESTERN: 100%
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P3 SOUTHERN: 100%
A 100%
M 100%
W 100%

P3 WESTERN: 100%
A 100%
M 100%
W 100%

COREY HART
Never... (EMI America)
LP: Boy In The Box

251/0 100%

P1 Regional: 100%
A 100%
M 100%
W 100%

P1 SOUTH: 100%
A 100%
M 100%
W 100%

P1 WEST: 100%
A 100%
M 100%
W 100%

P1 NORTH: 100%
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P1 MIDDLE: 100%
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P1 SOUTHWEST: 100%
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P1 SOUTHEAST: 100%
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P1 CENTRAL: 100%
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P1 MIDWEST: 100%
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P1 NORTHWEST: 100%
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P1 NORTHWESTERN: 100%
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P1 SOUTHWESTERN: 100%
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P1 SOUTHERN: 100%
A 100%
M 100%
W 100%

P1 WESTERN: 100%
A 100%
M 100%
W 100%

DOH HELEY
Not Enough Love In The World (Geffen)
LP: Building The Perfect Beast

174/5 89%

P1 Regional: 100%
A 100%
M 100%
W 100%

P1 SOUTH: 100%
A 100%
M 100%
W 100%

P1 WEST: 100%
A 100%
M 100%
W 100%

P1 NORTH: 100%
A 100%
M 100%
W 100%

P1 MIDDLE: 100%
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P1 SOUTHWEST: 100%
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P1 SOUTHEAST: 100%
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P1 CENTRAL: 100%
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P1 MIDWEST: 100%
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P1 SOUTHERN: 100%
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P1 NORTHWESTERN: 100%
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P1 SOUTHWESTERN: 100%
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P1 NORTHWESTERN: 100%
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P1 SOUTHWESTERN: 100%
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P1 SOUTHERN: 100%
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M 100%
W 100%

P1 WESTERN: 100%
A 100%
M 100%
W 100%

FREDDIE JACKSON
Rock Me Tonight... (Capitol)
LP: Rock Me Tonight

178/19 70%

P1 Regional: 100%
A 100%
M 100%
W 100%

P1 SOUTH: 100%
A 100%
M 100%
W 100%

P1 WEST: 100%
A 100%
M 100%
W 100%

P1 NORTH: 100%
A 100%
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P1 MIDDLE: 100%
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P1 SOUTHWEST: 100%
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P1 SOUTHEAST: 100%
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P1 CENTRAL: 100%
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P1 MIDWEST: 100%
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P1 NORTHWEST: 100%
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P1 SOUTHERN: 100%
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P1 WESTERN: 100%
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P1 NORTHWESTERN: 100%
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P1 SOUTHWESTERN: 100%
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M 100%
W 100%

P1 SOUTHERN: 100%
A 100%
M 100%
W 100%

P1 WESTERN: 100%
A 100%
M 100%
W 100%

HOWARD JOES
Life In One Day (Elektra)
LP: Dream Into Action

178/28 70%

P1 Regional: 100%
A 100%
M 100%
W 100%

P1 SOUTH: 100%
A 100%
M 100%
W 100%

P1 WEST: 100%
A 100%
M 100%
W 100%

P1 NORTH: 100%
A 100%
M 100%
W 100%

P1 MIDDLE: 100%
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P1 SOUTHWEST: 100%
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P1 SOUTHEAST: 100%
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P1 CENTRAL: 100%
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P1 MIDWEST: 100%
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P1 NORTHWEST: 100%
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P1 SOUTHWESTERN: 100%
A 100%
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P1 SOUTHERN: 100%
A 100%
M 100%
W 100%

P1 WESTERN: 100%
A 100%
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P1 NORTHWESTERN: 100%
A 100%
M 100%
W 100%

P1 SOUTHWESTERN: 100%
A 100%
M 100%
W 100%

P1 SOUTHERN: 100%
A 100%
M 100%
W 100%

P1 WESTERN: 100%
A 100%
M 100%
W 100%

P1 NORTHWESTERN: 100%
A 100%
M 100%
W 100%

P1 SOUTHWESTERN: 100%
A 100%
M 100%
W 100%

P1 SOUTHERN: 100%
A 100%
M 100%
W 100%

P1 WESTERN: 100%
A 100%
M 100%
W 100%

G

GODLEY & CREME
Cry (Polygram)
LP: The History Mix Volume 1

532/8 21%

P1 Regional: 100%
A 100%
M 100%
W 100%

P1 SOUTH: 100%
A 100%
M 100%
W 100%

P1 WEST: 100%
A 100%
M 100%
W 100%

P1 NORTH: 100%
A 100%
M 100%
W 100%

P1 MIDDLE: 100%
A 100%
M 100%
W 100%

P1 SOUTHWEST: 100%
A 100%
M 100%
W 100%

P1 SOUTHEAST: 100%
A 100%
M 100%
W 100%

P1 CENTRAL: 100%
A 100%
M 100%
W 100%

P1 MIDWEST: 100%
A 100%
M 100%
W 100%

PAUL HUNTER
19 (Chrysalis)
LP: 19

186/6 87%

P1 Regional: 100%
A 100%
M 100%
W 100%

P1 SOUTH: 100%
A 100%
M 100%
W 100%

P1 WEST: 100%
A 100%
M 100%
W 100%

P1 NORTH: 100%
A 100%
M 100%
W 100%

P1 MIDDLE: 100%
A 100%
M 100%
W 100%

HEART
What About Love (Capitol)
LP: Heart

203/10 81%

P1 Regional: 100%
A 100%
M 100%
W 100%

P1 SOUTH: 100%
A 100%
M 100%
W 100%

P1 WEST: 100%
A 100%
M 100%
W 100%

P1 NORTH: 100%
A 100%
M 100%
W 100%

P1 MIDDLE: 100%
A 100%
M 100%
W 100%

P1 SOUTHWEST: 100%
A 100%
M 100%
W 100%

P1 SOUTHEAST: 100%
A 100%
M 100%
W 100%

WHITNEY HOUSTON
You Give Good Love (Arista)
LP: Whitney Houston

228/0 80%

P1 Regional: 100%
A 100%
M 100%
W 100%

P1 SOUTH: 100%
A 100%
M 100%
W 100%

P1 WEST: 100%
A 100%
M 100%
W 100%

P1 NORTH: 100%
A 100%
M 100%
W 100%

P1 MIDDLE: 100%
A 100%
M 100%
W 100%

P1 SOUTHWEST: 100%
A 100%
M 100%
W 100%

PARALLELS

KOOL & THE GANG
Cherish (Do-Lite/PolyGram)
LP: Energy

166/39	66%	National Summary
Regional	OP 37	OP 37
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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HUEY LEWIS & THE NEWS
The Power of Love (Chrysalis)
LP: Back To The Future Soundtrack

252/1	100%	National Summary
Regional	OP 8	OP 8
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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LISA LISA
I Wanna Be Like You (Columbia)
LP: Broadway

58/11	23%	National Summary
Regional	OP 11	OP 11
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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MOTEL SHEA
Shame (Capitol)
LP: Shock

159/54	63%	National Summary
Regional	OP 15	OP 15
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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NIGHT RANGER
Sentimental Street (Cameo/MCA)
LP: 7 Wishes

233/4	92%	National Summary
Regional	OP 9	OP 9
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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JOHN PARR
St. Elmo's Fire (Atlantic)
LP: St. Elmo's Fire Soundtrack

239/12	95%	National Summary
Regional	OP 20	OP 20
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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PATTI LABELLE
Sir Up (MCA)
LP: Beverly Hills Cop Soundtrack

82/7	37%	National Summary
Regional	OP 11	OP 11
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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LIMAKH
Only For Love (EMI America)
LP: Don't Suppose

89/42	35%	National Summary
Regional	OP 11	OP 11
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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MARY JANE GIRLS
Wis And Crazy (Gordy/Motown)
LP: All Four You

91/40	36%	National Summary
Regional	OP 11	OP 11
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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MOTLEY CRUE
Smokin' In The Boys... (Elektra)
LP: Theatre Of Pain

127/38	50%	National Summary
Regional	OP 11	OP 11
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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BILLY OCEAN
Mystery Lady (Arista)
LP: Suddenly

203/17	81%	National Summary
Regional	OP 34	OP 34
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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POINTER SISTERS
Dare Me (RCA)
LP: Contact

204/26	81%	National Summary
Regional	OP 35	OP 35
A 10A	10A	10A
A 11A	11A	11A
M 11A	11A	11A
W 11A	11A	11A

P1	WFLA 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13	P2	WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13 WFTS 10-13 WTVT 10-13 WWSB 10-13 WXPB 10-13
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AIR's 4th Best Ears Competition is underway. Over 200 CHR PDs, MDs and Consultants are currently signed up to participate. Registration will continue through July 31. Also, after numerous requests, AIR is excited to announce that record industry personnel are welcome to participate in the 4th Best Ears Competition. If you haven't done so already, call AIR at (301) 964-5544 and register today.

ACTIVES IN RADIO 1985

Northeast

DALE ANDREWS
RICK ANDREWS
CHRIS BAILEY
TON BENSON
RANDY BLISS
AL BRICK
GUY BROUILLARD
ROGER CHRISTIAN
CHUCK DAVIDSON
STEVE DAVIS
DON DAVIS
ANDRE GARDNER
BRYAN GERONIMO
JACK GILLEN
SUE HEKLIHY
CARL JAMES
WILL KAUFFMAN
STEVE KELSEY
ANN KOLODZIEJ
NEIL KUSHNER
JIM MARTIN
TODD MARTIN
MARK MCKENZIE
BILL MCWEATH
JERRY MICHAELS
TOM MITCHELL
JEFF MOREAU
DOUG NEVEL
RON NICHOLAS
TOM PARKER
JERRY PASCOTT
JIM REITZ
PAUL ROBERTS
TOM ROBINSON
DILL SHERIDAN
ROB SPENCER
RICK SUMNER
DON TAVLER
TOM TAYLOR
RUTH TOLSON
WILLIAM B. TROUSDALE
HENRY VAN DEN HODDEN
GARRY WALL
RALPH WINNER

WFR

WZDN

WVSK

WHLM

WECO

WRZ

CKDI

WBEN

WEGX

WZGO

WWSY

WZGO

WQDD

WVHI

WVNC

WBOV

WJCH

WFDG

WZDZ

WVON

WDAY

WFLY

WDXA

WUAR

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WQSN

WQSN

WQFN

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Southeast

CHRIS ANDREWS
RICK BAILEY
DON BENSON
JOHN BRAXTON
LARRY CANNON
RALPH CARROLL
BOB CHRYSLER
CYNTHIA CLARK
LEO DAVIS
JEFF DAVIS
SKIP ELIOT
MARTIN GREEN
SCOTT GRIFFITH
J.J. HEMINGWAY

WZYP

WVXX

WZXT

WFLB

WFLR

WCOG

WJZR

WZNE

WJEN

WVPH

WJAD

WJMK

WVKG

WVOR

TIM HEMSLEY

BOB KAGHAN

TOM KELLY

SCOTT KERR

LINDA KING

JEFF MCCARTHEY

ROB METTS

SCOTT MITCHELL

JIM MORRISON

DAN MURRAY

J.D. NORTH

CHARLIE OCEAN

LOU PATRICK

BILL PHIPPS

AMOS PIGG

SCOTT REYNOLDS

JERRY ROGERS

MARK SHANOS

RICK SMART

RANDI SOMMERS

RICK SPINKLES

RICK STACY

JIM STEAL

BRUCE STEVENS

STANLEY "B" STEWART

JEFF STONE

TIM TAYLOR

BRIAN THOMAS

FRANK WALSH

SHANNON WEST

BILL WESTON

DAVE WRIGHT

WQDU

WZNE

WJBO

WVZG

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CONTEMPORARY HIT RADIO

BREAKERS

HOWARD JONES Life In One Day (Elektra)

70% of our reporters on it. Moves: Up 67, Debuts 31, Same 50, Down 0, Adds 28 including K106, KTKS, 93FM, WKTI, KOPA, KITS, KUBE. See Parallels, debuts at number 40 on the CHR chart.

WHAM!

Freedom (Columbia)

68% of our reporters on it. Moves: Up 2, Debuts 5, Same 4, Down 0, Adds 160 including B104, B94, Q107, Z93, 92X, KIIS-FM, KWOD. Complete airplay in Parallels.

KOOL & THE GANG Cherish (De-Lite/PolyGram)

66% of our reporters on it. Moves: Up 61, Debuts 48, Same 18, Down 0, Adds 39 including Y100, Q103, KOPA, KWOD, KITS, KMEL, KWSS. See Parallels, debuts at number 37 on the CHR chart.

PRINCE Pop Life (WB)

64% of our reporters on it. Moves: Up 4, Debuts 7, Same 5, Down 0, Adds 145 including WPLJ, Z100, WAVA, Q105, WLS-FM, WKTI, KKRZ. Complete airplay in Parallels.

MOTELS Shame (Capitol)

63% of our reporters on it. Moves: Up 7, Debuts 35, Same 63, Down 0, Adds 54 including WBLI, Z93, KEGL, WGCL, WCZY, FM102, KWSS. Complete airplay in Parallels.

REO SPEEDWAGON Live Every Moment (Epic)

60% of our reporters on it. Moves: Up 29, Debuts 43, Same 46, Down 0, Adds 33 including WBLI, WHTX, PRO-FM, KTKS, KDWB-FM, KPLUS, KSET-FM. Complete airplay in Parallels.

NEW & ACTIVE

- NOTELY CRUE "Smokin' In The Boys Room" (Elektra) 127/38**
 Moves: Up 37, Debuts 30, Same 22, Down 0, Adds 38 including WHIT, WKKS-FM, WNY5, KEGL, 93FM, B97, B96, WHTT, KBCQ, Z299, KQWB-FM, KZZP, Y100, 14-10, Z106, 32-23, KX104, 18-10.
- COCK ROBIN "When Your Heart Is Weak" (Columbia) 120/11**
 Moves: Up 39, Debuts 15, Same 55, Down 0, Adds 11, WKOI, B96, KKRZ, WLAN-FM, WZLD, WHHY-FM, WKDD, KBO5, KCAQ, WKIZ, KOZE, WNY5 37-31, PRO-FM 35-30, WGCL 32-29, WHTY 32-28.
- RATT "Lay It Down" (Atlantic) 102/18**
 Moves: Up 32, Debuts 11, Same 41, Down 0, Adds 18 including WHIT, PRO-FM, WAVA, 93FM, Z299, WLAN-FM, Z106, WLS, WDUJ-FM, KQXR, C104, 195 31-26, KPLUS 38-32, WAPI 11-6.
- SADE "Your Love Is King" (Parrot/CBS) 96/2**
 Moves: Up 41, Debuts 7, Same 45, Down 4, Adds 2, WNSY, BJ105, WKXS-FM 35-31, WNY5 39-34, WHTY 35-30, KMLK 27-24, WWSR 30-24, WRCC 39-33, KJ103 25-22, KQ93 30-24, 103CIR 38-31, 95XIL 36-29, WKSF 38-33, WXLX 40-33, Z102 31-25, KF9Y d-15, WAZY-FM 40-36.
- PATTI LABELLE "Sir n' Up" (MCA) 92/7**
 Moves: Up 42, Debuts 11, Same 32, Down 0, Adds 7, WNY5, WGCL, WFLY, 98PY, WNSY, WKH, KKAZ, WKXS-FM 28-21, 94Q 10-5, WHTY 31-27, WKEE 37-32, KMVG 29-21, KCPX 26-15, 95XIL 32-26, WAZY-FM 38-33.
- MARY JANE GIRLS "Wild And Crazy Love" (Gordy/Motown) 91/40**
 Moves: Up 6, Debuts 29, Same 29, Down 0, Adds 40 including WKXS-FM, WNY5, B94, PRO-FM, 94Q, Z93, WCZY, WHTY, FM102, KKRQ, WKYS, B96 39-33, KMEL 34-29, WNSY 40-34, KMGG 40-33.
- LIMAH "Only For Love" (EMI America) 89/42**
 Moves: Up 1, Debuts 8, Same 38, Down 0, Adds 42 including WNY5, PRO-FM, WNSY, Z93, Y100, WWSR, Q103, FM102, WKFM, WDKI, F95, T94, KBIM, KPLUS d-39, KUBE d-35, KDON-FM 37-34.
- GO WEST "Call Me" (Chrysalis) 87/1**
 Moves: Up 52, Debuts 7, Same 26, Down 1, Adds 1, CKOI, WNY5 40-35, PRO-FM 32-27, KMEL 17-12, WERZ 36-33, WKFF 36-33, KX104 24-21, KZIO 26-22, KKFM 6-4, KCAQ 20-14, KSKD 32-28, 95XIL 36-30, WCGO 27-21, WAZY-FM 34-29, KGDQ 40-36.
- JEFF BECK & ROD STEWART "People Get Ready" (Epic) 83/2**
 Moves: Up 35, Debuts 4, Same 40, Down 2, Adds 2, KITS, KZFM, K106 21-18, 93FM 29-24, WNCI 29-19, Z299 19-15, WJZR 38-34, KBFM 25-20, WKDD 27-20, KIJK 30-26, KNBQ 30-26, WZON 33-29, WIXV 20-17, WGLF 18-15, KZQZ 23-18.
- DIRE STRAITS "Money For Nothing" (WB) 77/34**
 Moves: Up 11, Debuts 10, Same 22, Down 0, Adds 34 including WHIT, WCAU-FM, 93FM, 195, WKTI, WKEE, BJ105, KAY107, KSNQ, KRQ, WQUP-FM, KQV, WCIL-FM, B96 30-21, KWK 23-19, KPLUS 32-19.
- Y&T "Summertime Girls" (A&M) 69/20**
 Moves: Up 9, Debuts 4, Same 36, Down 0, Adds 20 including WKEE, WPSR, WJZR, KBFM, KZIO, KF95, KLUC, WOAY, T94, WBNQ, WSBT, SLYBE, WNY5 38-33, KPLUS 38-34, WJXQ 31-24.
- LISA LISA & CULT JAM with FULL FORCE "I Wonder If I Take You Home" (Columbia) 58/11**
 Moves: Up 26, Debuts 5, Same 15, Down 1, Adds 11, WNY5, 94Q, Y100, WGCL, KITS, 98PY, WKRZ-FM, KZBB, WZYP, WZKS, WGLF, WKXS-FM 10-9, WPLI 24-19, K5103 7-3, KMEL 16-9.
- KATRINA & THE WAVES "Do You Want Crying" (Capitol) 56/56**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 56 including WCAU-FM, CFR, Z93, WNVZ, KHTR, Q103, WTLQ, KX104, WSEZ, WKDD, KOFM, KSKD, WZON, KFMW, KHXT.
- LAURA BRANIGAN "Spanish Eddie" (Atlantic) 55/55**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 55 including WKXS-FM, PRO-FM, 195, WNVZ, WSPK, WTLQ, WBBQ, KAMZ, WFOH, KISN, KHYY, WKHJ, Q101, KBIM.

MOST ADDED

- WHAM! (160)**
Freedom (Columbia)
- PRINCE (145)**
Pop Life (WB)
- KATRINA & THE WAVES (56)**
Do You Want Crying (Capitol)
- LAURA BRANIGAN (55)**
Spanish Eddie (Atlantic)
- MOTELS (54)**
Shame (Capitol)

HOTTEST

- TEARS FOR FEARS (181)**
Shout (Mercury/PolyGram)
- PAUL YOUNG (115)**
Everytime You Go Away (Columbia)
- HUEY LEWIS & THE NEWS (89)**
Power Of Love (Chrysalis)
- COREY HART (88)**
Never Surrender (EMI America)
- WHITNEY HOUSTON (81)**
You Give Good Love (Arista)

- GOOLEY & CREME "Cry" (Polydor/PolyGram) 53/28**
 Moves: Up 1, Debuts 6, Same 18, Down 0, Adds 28 including 195, WNVZ, Z299, KWK, WLAN-FM, WJXQ, KF95, KSNQ, KSKD, WOAY, KTOY, KIST, CKGM 38-34, KPLUS d-37, KWIC d-40
- MICHAEL McDONALD "No Lookin' Back" (WB) 52/52**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 52 including WNY5, WHTX, 94Q, KEGL, WGCL, KHTR, KOPA, KITS103, KPLUS, R104, WOKI, KZZU, WFBG, SLYBE.

SIGNIFICANT ACTION

- A-HA "Take On Me" (WB) 41/10**
 Moves: Up 8, Debuts 8, Same 15, Down 0, Adds 10, B96, WLS-FM, WKRZ-FM, WJZR, WKDD, KCPX, KISN, WFBG, WKIZ, KZQZ, Q100 36-33, WZYP 38-34, Z104 39-34, WHSL 39-35, WRKR 24-19.
- PEABO BRYSON "Take No Prisoners (In The Game Of Love)" (Elektra) 40/2**
 Moves: Up 6, Debuts 2, Same 30, Down 0, Adds 2, KRQY, KBIM, WKXS-FM d-35, 195 39-38, WHTY on, KOPA on, Q100 30-29, K104 d-34, WKFR on, KOFM on, KIKX on, WQCM 37-36, WSOJ 36-35, WCGO 35-29, Z102 38-32.
- ALISON MOYET "Love Resurrection" (Columbia) 37/13**
 Moves: Up 5, Debuts 6, Same 13, Down 0, Adds 13, WFMI, KITY, KIKX, KBOS, KCAQ, KSKD, KHYY, WQCM, KQJZ-FM, WBNQ, WDBR, KHXT, CKGM 18-14, CKOI 31-25, K104 33-28.
- LOOSE ENDS "Hangin' On A String" (MCA) 35/19**
 Moves: Up 5, Debuts 2, Same 27, Down 0, Adds 0, WKXS-FM on, WCAU-FM, WCZY, WSPK, 93Q, WJZR, WNOK-FM, KIJK, WZPL, WRQN, KQMO, KDON-FM, WPLJ 22-21, KIIS-FM on, FM102 d-23, WBBQ d-27.
- BILLY CRYSTAL "You Look Marvelous" (A&M) 34/24**
 Moves: Up 0, Debuts 1, Same 9, Down 0, Adds 24 including B94, Y100, Q105, KZZP, WZOU, K104, Q92, 94TYX, WZKS, KFMF, WGRD, WZUU, KJ103, KOFM, KPDP, K106 on, 195 d-40, KOPA on.
- STEPHANIE MILLS "Bill By Bill (Fleisch Theme)" (MCA) 34/0**
 Moves: Up 5, Debuts 2, Same 27, Down 0, Adds 0, WKXS-FM on, 94Q 32-28, KEGL d-18, 195 37-33, WHTY on, FM102 on, WYSR on, WERZ on, WOKI 38-35, KQMG on, KCAQ on, KISN 39-37, WCGQ d-37, WHSL 37-34.
- VITAMIN Z "Burning Flame" (Geffen) 29/0**
 Moves: Up 9, Debuts 2, Same 18, Down 0, Adds 0, WKXS-FM 30-28, PRO-FM on, WHTY on, FM102 27-26, WERZ d-40, KZZB 30-23, WANS-FM d-40, KX104 39-38, BJ105 34-22, WRQN on, KO93 29-26, KHYY on, WGLF 40-36, WHSL 36-33, KTR5 35-31.
- JESSE JOHNSON'S REVUE "I Want My Girl" (A&M) 28/6**
 Moves: Up 2, Debuts 2, Same 18, Down 0, Adds 6, Q100, WSSX, WNOK-FM, WANS-FM, WZYP, WKHJ, FM102 28-27, KMEL 38-25, WBBQ d-39, KAMZ on, WKFR on, KCAQ on, KDON-FM on, KHYY on, WCIL-FM d-29.
- CHEAP TRICK "Tonight It's You" (Epic) 27/27**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 27 including WLS, WLS-FM, WWSR, WTLQ, WBBQ, KVIC, WZLD, WFMI, WBRQ, KITY, KOFM, WZQK, WRQN, KTR5, OK95.
- LONE JUSTICE "Sweet Sweet Baby (I'm Falling)" (Geffen) 27/14**
 Moves: Up 0, Debuts 2, Same 11, Down 0, Adds 14, WKXS-FM, WHTY, 93Q, WRCK, WTLQ, WOKI, WFMI, KQXR, KIKX, KSKD, 99KG, KHXT, 195 on, WJXQ d-34, KIST d-39.
- CURTIE & THE BOOMBOX "Black Kisses (Never Make You Blue)" (RCA) 24/14**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 14, WCAU-FM, WNVZ, KKRZ, WTLQ, WJZR, WFMI, KMBQ, WSEZ, WRQC, T94, KTR5, OK95, CKOI on, FM102 on, KPLUS on.
- SKIPWORTH & TURNER "Thinking About Your Love" (4th & Broadway/Island) 21/5**
 Moves: Up 2, Debuts 0, Same 14, Down 0, Adds 5, WCAU-FM, PRO-FM, KAMZ, WKSF, WSOJ-FM on, CKOI on, WHTY 25-22, FM102 on, KMEL 26-22, 93Q on, KSET-FM on, KTFM on.
- UB40 with CHRISSE HYNDE "I Got You Babe" (A&M) 19/19**
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 19 including KEGL, Y100, B96, Q100, WWSR, K104, WPSR, WFMI, WJXQ, WFM, 99KG, KQOT, KTR5, KQZE, OK95.
- KING "Love & Pride" (Epic) 19/7**
 Moves: Up 6, Debuts 1, Same 5, Down 0, Adds 7, KKRZ, KSET-FM, KKFM, KDON-FM, Q101, KQVQ, KHXT, WKXS-FM on, 195 40-39, KIIS-FM 25-24, KMEL d-35, KPLUS 40-35, KITY 34-33, KLLC 34-30, OK95 10-10.
- SISTER SLEDGE "Frankie" (Atlantic) 17/0**
 Moves: Up 6, Debuts 2, Same 9, Down 0, Adds 0, WCAU-FM on, WNVZ d-40, 93Q on, WTLQ on, KAMZ 14-13, KSET-FM 32-30, WWDQ 33-32, KMGX on, KO93 32-30, KISN on, WOAY d-36, 95XIL 35-33, WIXV 38-3, 99KG on, KHXT on.
- RUSS BALLARD "The Fire Still Burns" (EMI America) 14/0**
 Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 0, K104 on, WERZ on, WRCK on, KWIC on, WOKI on, KITY on, WJXQ on, WRQN on, OK100 on, 95XIL on, Q101 on, KNIN on, WHSL on, WDBR on.
- WHAM! "Wham Rap (Enjoy What You Do)" (Arista) 11/1**
 Moves: Up 3, Debuts 1, Same 6, Down 0, Adds 1, 93FM, WHTT on, 195 on, Y100 on, Z299 on, R104 27-24, BJ105 20-8, KITY 23-21, KMBQ on, Z102 d-38.
- WEATHER GIRLS "Well-A-Wiggy" (Columbia) 10/4**
 Moves: Up 0, Debuts 1, Same 5, Down 0, Adds 4, WKXS-FM, WANS-FM, KTFM, WHSL, K104 on, WBCY d-34, WQCM on, OK100 on, 95XIL on, WIXV on.
- SHEILA E. "Sister Fate" (WB) 10/3**
 Moves: Up 0, Debuts 1, Same 6, Down 0, Adds 3, Q100, KQVQ, WHSL, WKXS-FM on, WNY5 on, Y100 on, 98PY d-40, KITY on, KQMD on, OK95 on.
- TAXXI "Shin In Love" (MCA) 10/2**
 Moves: Up 1, Debuts 0, Same 7, Down 0, Adds 2, CKOI, KPLUS, KKRZ on, WRCK on, WFMI on, KX104 on, Q101 on, WDBR on, OK95 39-37.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist title (label) designation indicate the total number, how many added or for the first time this week. Moves indicate the type of activity this week: Up for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels. NOTE: Records that lack the required 60% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40. CHR Rotation Criteria - Fulfillment Adds and/or Ones: four plays in a 24-hour period, three of them before midnight. Departed Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.



hit pocket.

"8" Ball.
AM-2757
**The new
single
by
Herb Alpert.**

from the forthcoming
album,
"Wild Romance"
SP.5082



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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	
5	4	2	1 PAUL YOUNG/Everytime You Go Away (Columbia)
19	14	7	2 TEARS FOR FEARS/Shout (Mercury/PG)
10	8	4	3 BRUCE SPRINGSTEEN/Glory Days (Columbia)
12	10	5	4 WHITNEY HOUSTON/You Give Good Love (Arista)
14	11	6	5 STING/If You Love Somebody Set Them Free (A&M)
3	2	1	6 DURAN DURAN/A View To A Kill (Capitol)
18	15	10	7 COREY HART/Never Surrender (EMI America)
34	24	16	8 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
16	13	11	9 NIGHT RANGER/Sentimental Street (Came!MCA)
20	16	12	10 POWER STATION/Get It On (Bang A Gong) (Capitol)
21	17	14	11 DEPECHE MODE/People Are People (Sire/WB)
2	1	3	12 PRINCE/Raspberry Beret (WB)
25	20	17	13 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
8	7	9	14 'TIL TUESDAY/Voices Carry (Epic)
36	29	19	15 ARETHA FRANKLIN/Freeway Of Love (Arista)
6	6	13	16 MADONNA/Into The Groove (Sire/WB)
—	32	21	17 BRYAN ADAMS/Summer Of '69 (A&M)
1	3	8	18 PHIL COLLINS/Sussudio (Atlantic)
38	30	23	19 DEAD OR ALIVE/You Spin Me Round (Like A Record) (Epic)
—	40	27	20 JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)
32	27	24	21 HEART/What About Love? (Capitol)
33	25	22	22 PAUL HARCASLE/19 (Chrysalis)
—	29	25	23 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
4	5	15	24 SURVIVOR/The Search Is Over (Scotti Bros./CBS)
22	21	20	25 AIR SUPPLY/Just As I Am (Arista)
40	36	30	26 RICK SPRINGFIELD/State Of The Heart (RCA)
37	34	28	27 AMY GRANT/Find A Way (A&M)
7	9	18	28 EURYTHMICS/Would I Lie To You? (RCA)
—	36	25	29 BILLY JOEL/You're Only Human (Second Wind) (Columbia)
39	37	32	30 DON HENLEY/Not Enough Love In The World (Geffen)
—	35	31	31 FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol)
DEBUT	32	32	32 PHIL COLLINS/Don't Lose My Number (Atlantic)
—	37	35	33 ANIMOTION/Let Him Go (Mercury/PG)
—	39	34	34 BILLY OCEAN/Mystery Lady (Jive/Arista)
—	40	35	35 PAT BENATAR/Invincible (Chrysalis)
11	12	25	36 CYNDI LAUPER/The Goonies 'R' Good Enough (Portrait/CBS)
BREAKER	37	37	37 KOOL & THE GANG/Cherish (De-Lite/PG)
9	16	26	38 BRYAN ADAMS/Heaven (A&M)
DEBUT	38	38	39 POINTER SISTERS/Dare Me (RCA)
BREAKER	40	40	40 HOWARD JONES/Life In One Day (Elektra)

N&A Begins on Page 66

ADULT CONTEMPORARY

5	1	1	1 PAUL YOUNG/Everytime You Go Away (Columbia)
3	2	2	2 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
4	3	3	3 WHITNEY HOUSTON/You Give Good Love (Arista)
6	6	4	4 AIR SUPPLY/Just As I Am (Arista)
11	7	7	5 AMY GRANT/Find A Way (A&M)
13	11	9	6 KENNY LOGGINS/Forever (Columbia)
18	14	10	7 DON HENLEY/Not Enough Love In The World (Geffen)
14	10	8	8 DARYL HALL & JOHN OATES/Possession Obsession (RCA)
—	22	12	9 KOOL & THE GANG/Cherish (De-Lite/PG)
21	16	11	10 SADE/Your Love Is King (Portrait/CBS)
1	4	5	11 SURVIVOR/The Search Is Over (Scotti Bros./CBS)
2	5	6	12 BEACH BOYS/Getcha Back (Caribou/CBS)
—	19	15	13 BILLY JOEL/You're Only Human (Second Wind) (Columbia)
20	17	14	14 SISTER SLEDGE/Frankie (Atlantic)
—	23	15	15 BILLY OCEAN/Mystery Lady (Jive/Arista)
—	25	16	16 ARETHA FRANKLIN/Freeway Of Love (Arista)
25	23	17	17 ROSANNE CASH/I Don't Know Why You Don't Want Me... (Columbia)
BREAKER	18	18	18 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
9	9	13	19 TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)
7	8	14	20 MADONNA/Angel (Sire/WB)
10	13	17	21 BRYAN ADAMS/Heaven (A&M)
15	15	15	22 DOLLY PARTON w/KENNY ROGERS/Real Love (RCA)
19	18	23	23 KATRINA & THE WAVES/Walking On Sunshine (Capitol)
8	12	18	24 LIMAH/Never Ending Story (EMI America)
DEBUT	25	25	25 RONNIE MILSAP/Lost In The '50s (RCA)

N&A Begins on Page 66

AOR TRACKS

Three Weeks	Two Weeks	Last Week	
2	1	1	1 HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)
7	3	2	2 DIRE STRAITS/Money For Nothing (WB)
21	11	7	3 JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)
6	4	4	4 TEARS FOR FEARS/Shout (Mercury/PG)
9	6	5	5 JEFF BECK & ROD STEWART/People Get Ready (Epic)
14	10	8	6 PAT BENATAR/Invincible (Chrysalis)
5	5	5	7 HEART/What About Love? (Capitol)
16	14	9	8 COREY HART/Never Surrender (EMI America)
1	2	3	9 STING/If You Love Somebody Set Them Free (A&M)
29	18	11	10 STING/Fortress Around Your Heart (A&M)
25	15	12	11 BRYAN ADAMS/Summer Of '69 (A&M)
18	16	13	12 RATT/Lay It Down (Atlantic)
38	27	16	13 MOTLEY CRUE/Smokin' In The Boys Room (Elektra)
19	15	15	14 U2/Three Sunrises (Island)
34	26	17	15 R.E.M./Can't Get There From Here (IRS/MCA)
54	35	27	16 JOHN CAFFERTY & THE BEAVER.../C-I-T-Y (Scotti Bros./CBS)
27	25	18	17 RUSS BALLARD/The Fire Still Burns (EMI America)
—	45	33	18 PHIL COLLINS/Don't Lose My Number (Atlantic)
28	22	21	19 BRYAN FERRY/Slave To Love (WB)
4	8	10	20 NIGHT RANGER/Sentimental Street (Came!MCA)
15	17	19	21 ROBERT PLANT/Sixes And Sevens (Es Paranza/Atlantic)
51	40	32	22 TALKING HEADS/And She Was (Sire/WB)
37	34	29	23 EURYTHMICS/I Love You Like A Ball And Chain (RCA)
BREAKER	24	24	24 GODLEY & CREME/Cry (Polydor/PG)
BREAKER	25	25	25 MOTELS/Shame (Capitol)
24	23	23	26 BOB DYLAN/Tight Connection To My Heart (Columbia)
—	56	42	27 BILLY JOEL/You're Only Human (Second Wind) (Columbia)
—	42	34	28 Y & T/Summertime Girls (A&M)
39	36	31	29 HOWARD JONES/Life In One Day (Elektra)
8	9	20	30 ROBERT PLANT/Little By Little (Es Paranza/Atlantic)

Complete Tracks Chart Begins on Page 68

BLACK/URBAN

15	5	1	1 ARETHA FRANKLIN/Freeway Of Love (Arista)
4	4	3	2 DeBARGE/Who's Holding Donna Now (Gordy/Motown)
13	10	7	3 LUTHER VANDROSS/It's Over Now (Epic)
10	8	4	4 CAMEO/Attack Me With Your Love (Atlanta Artists/PG)
16	12	9	5 RICK JAMES/Glow (Gordy/Motown)
8	6	6	6 LISA-LISA & CULT JAM w/FULL FORCE/I Wonder If I Take... (Columbia)
37	26	12	7 WHITNEY HOUSTON/Saving All My Love For You (Arista)
12	9	8	8 PAUL HARCASLE/19 (Chrysalis)
3	2	2	9 RENE & ANGELA/Save Your Love (For #1) (Mercury/PG)
33	20	15	10 PATTI LABELLE/Stir It Up (MCA)
18	17	14	11 STING/If You Love Somebody Set Them Free (A&M)
35	22	16	12 STEVE ARRINGTON/Dancin' In The Key Of Life (Atlantic)
1	1	5	13 LOOSE ENDS/Hangin' On A String (Contemplating) (MCA)
36	30	21	14 ATLANTIC STARR/Cool, Calm, Collected (A&M)
—	38	29	15 JESSE JOHNSON'S REVUE/I Want My Girl (A&M)
23	18	17	16 CHERYL LYNN/Fidelity (Columbia)
28	21	18	17 MELBA MOORE/When You Love Me Like This (Capitol)
2	3	10	18 PRINCE/Raspberry Beret (WB)
31	23	19	19 MADONNA/Into The Groove (Sire/WB)
32	29	22	20 R.J.'S LATEST ARRIVAL/Swing Low (Atlantic)
—	32	29	21 SYSTEM/The Pleasure Seekers (Mirage/Atco)
—	33	22	22 KOOL & THE GANG/Cherish (De-Lite/PG)
—	39	30	23 MARY JANE GIRLS/Wild And Crazy Love (Gordy/Motown)
—	34	24	24 TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)
7	7	11	25 SKIPWORTH & TURNER/Thinking About Your Love (4th & Broadway/Island)
17	16	20	26 FORCE MD'S/Ichbin' For A Scratch (Tommy Boy/Atlantic)
—	36	31	27 9.9/All Of Me For All Of You (RCA)
11	11	13	28 DIANA ROSS/Telephone (RCA)
29	25	24	29 FOUR TOPS/Sexy Ways (Motown)
BREAKER	30	30	30 ALEXANDER O'NEAL/If You Were Here Tonight (Tabu/CBS)
30	27	31	31 PEABO BRYSON/Take No Prisoners (In The Game Of Love) (Elektra)
BREAKER	32	32	32 GWEN GUTHRIE/Padlock (Island)
—	40	36	33 SADE/Your Love Is King (Portrait/CBS)
BREAKER	34	34	34 UTFO/Leader Of The Pack (Select)
BREAKER	35	35	35 BILLY OCEAN/Mystery Lady (Jive/Arista)
25	24	27	36 SISTER SLEDGE/Frankie (Atlantic)
—	40	37	37 STACY LATTISAW/I'm Not The Same Girl (Cotillion/Atco)
BREAKER	38	38	38 CON FUNK SHUN/I'm Leaving Baby (Mercury/PG)
BREAKER	39	39	39 MAI TAI/History (Citique)
BREAKER	40	40	40 POINTER SISTERS/Dare Me (RCA)

N&A Begins on Page 58