

**I N S I D E:**

**A/C: TWO FORMATS IN ONE?**

Donna Brake finds that sentiment in the A/C format, as expressed by programmers' letters, leans toward a division between full-service and music-intensive stations.

Page 41

**LIVE AID: A BILLION WORLDWIDE LISTENERS**

Reed Bunzel gives you a backstage look at the bits and pieces that went into the making of the biggest radio broadcast ever.

Page 22

**COUNTRY ROTATIONS: THE LONG AND SHORT OF IT**

Continuing his investigation of changing Country rotation patterns, Lon Helton relates the phenomenon to playlist lengths at Country stations.

Page 44

**PEOPLE IN THE NEWS THIS WEEK**

- Dave Brown VP at WWDC-AM & FM
- Randy Kabrich PD at Q105
- Sam Sherwood GM at WWTC
- Chris Andrews OM/PD at WZUU-AM & FM
- Jerry Gavin PD at WQFM
- Ian Grace PD at WHJY
- Mark McKay PD at KBKC
- Richard Harlow VP/GM at WMFR & WMAG
- Alan Edwards OM, Jim Ballard PD at WSTR
- Sarah Taylor GSM at WTOP & WTKS
- Lee Clear GSM at WYLD-AM & FM

Page 3, 4, 5, 8

**RADIO'S MIAMI VIRTUES**

Joel Denver and Steve Feinstein team to profile the Miami market, featuring AOR institution WSHS and the metro's four distinctive CHR contenders.

Page 34, 39

**MAY THE TASKFORCE BE WITH YOU**

Jhan Hiber sets out to discover what the NAB Ratings Taskforce was designed for and what it hopes to accomplish.

Page 16

**PUT A CALENDAR ON YOUR CALENDAR**

If you're looking at a merchandising item for '86, Harvey Mednick relates the virtues of the promotional calendar — with notable examples.

Page 25

**CONVENTION PREVIEW**

Brad Woodward provides an advance look at the expectations and concerns for the NAB-NRBA convention in September.

Page 12

**NEXT WEEK IN R&R**

Sports are a prestige item for radio networks, but are they a profitable proposition? Reed Bunzel checks it out from his front-row seat.



**FM Nets Gain Ground In Latest RADAR**

FM-oriented networks continued to gain ground in radio network listenership, according to the RADAR 31 spring '85 estimates released last week. For the first time since RADAR has measured audiences, three of the top five networks are primarily targeted to FM radio. Among persons 12+ (average audience per commercial), the ABC FM Network experienced the greatest growth (+14), while NBC's Source also showed a marked increase (+8). In addition, AM-oriented USZ (formerly RK02) demonstrated considerable improvement

(+10). Both 24-hour satellite networks — Transtar and Satellite Music Network — continued to grow in audience measurement, posting increases of 49% and 22%, respectively. Networks experiencing the sharpest declines were National Black (-14), US1 (-11), NBC (-10), and ABC Contemporary (-8).

The improved showing of FM networks may indicate that the distribution of overall FM listenership is finally making an impact on the network level. "FM networks seem to have come into their own," NBC Radio VP/Research Nick Schiavone told R&R. "Clearly ABC-FM, the Source, and US1 have taken their apparently rightful places in the top five. This has not happened by chance — it's simply a function of the nature of the network business today. 70% of the time spent listening is on the FM band, and it's only natural that the FM networks should be strengthening."

**MOSHER NEW VP/GM AS WILSON EXITS**

**KIQQ Drops CHR For Transtar's Format 41**

Six-year KIQQ/Los Angeles VP/GM George Wilson has been replaced by GSM Tom Mosher, as the Outlet station ends CHR programming for Transtar's "Format 41" A/C offering, beginning July 29. KIQQ had been playing hit music since 1973, when it became the original FM alternative to then-dominant KHJ.

Outlet VP/Radio Joseph Chairs noted, "We're embarking on a new format that will entertain a different audience. We feel it will be more conducive to the demands of the advertising community."

An Outlet veteran of WSNE-FM/Providence, where he was VP/GM, Mosher has also been VP/GM at WDRQ/Detroit and KVOR & KSPZ/Colorado Springs. "I'm happy that everyone at Outlet has put their confidence in me," he said. "I must say, however, the people here have worked their hearts



Tom Mosher

out at their given responsibilities. They are a great bunch of professional broadcasters."

At presstime, Mosher announced that no decisions had been made regarding the future of PD Paula Matthews (who is married to Wilson) or the airstaff.

**WSSH Takes Format 41**

WSSH/Boston has also joined the Transtar Format 41 ranks, switching from its current soft A/C direction. Station Chairman/GM Arnold Lerner commented, "We felt that joining Transtar would do two things: it would give us very good product and, frankly, it would keep Transtar off other

TRANSTAR/See Page 4

**Capobianco Joins WPIX As PD**

Consultant Joe Capobianco is the new Program Director at WPIX/New York. The A/C station had been operating without a programmer since this spring, when Alan Anderson joined Robbins & Ries as VP/National PD.

A former PD at WAAF/Worcester and Senior Consultant to Bonneville, Capobianco formed Cross-Country Communications four years ago. Among his clients were HBO, ABC Radio, and Al Ham. For several months until this past March, he had been programming WMJC/Detroit in a hands-on capacity.



Joe Capobianco  
WPIX VP/GM Marvin Sella told R&R, "Joe's a New York guy with an excellent sense of CAPOBIANCO/See Page 4

**Herron WCLR's New PD**



Jim Herron

Coming off a strong ratings performance, KLTR/Houston programmer Jim Herron has accepted the Program Director position at WCLR/Chicago. Although MD Suzy Mayzel had been acting PD, Herron replaces Lee De Young, who announced his resignation several

HERRON/See Page 4

**Evans PD At WXRK**

As anticipated, KOME/San Jose PD Pat Evans has assumed the programming duties at Infinity sister AOR station WXRK/New York (formerly WKTU). She had been acting PD during the station's switch from CHR to AOR last week.

VP/GM Tom Chisano remarked, "When Pat set up the format, she did two months' work in one week. She came into an intense situation and took over immediately. Pat's disciplined, has a good musical ear and promotional brain, and the airstaff has responded to her."

Evans brings over ten years' experience to New York, having served the last two as PD at KOME. In addition to programming KSEFX/San Francisco for ABC, she has also been Asst. PD at KYA-AM & FM/San Francisco and MD at WMET/Chicago. "I'm excited about programming in New York," Evans told R&R, "and am looking forward to engineering WXRK's rise to the top of the rock."

**Habisch GM At KRXY-AM & FM**

KRXY-AM & FM/Denver VP/GM Jim Gregori has exited the CHR stations to pursue other interests, and has been replaced by David Habisch, Station Manager at Malrite Country sister properties KEEY (K102) & WDGY/Minneapolis.

Malrite President/Radio Gil Rosenwald remarked, "Dave did an outstanding job for us in Minneapolis, and now he's earned the opportunity to captain his own ship. I think we'll have a



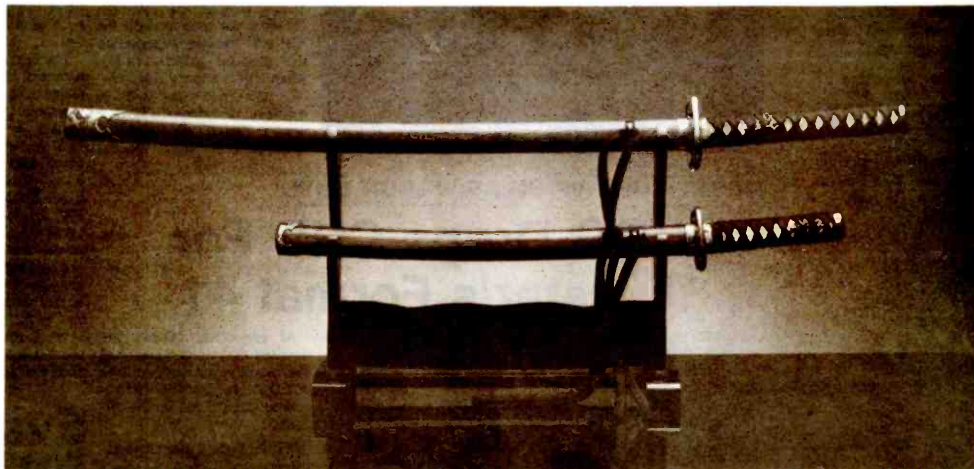
David Habisch

great management team with Dave and (OM) John Driscoll, who'll deliver us great ratings. We are out to be number one in Denver — that's our goal."

Habisch's background includes a sales stint at WCCO-TV/Minneapolis before joining Malrite. "This is a very 'up' situation I'm coming into," he said, "with John Driscoll having delivered such a strong book in Milwaukee at WZUU. The only

HABISCH/See Page 4

# IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



Competition for ratings in the radio business is like war. Everybody fights for the same 100 points. And one thing the *winner*s have in common is the ability to plan and execute a successful strategy. This year The Research Group honors the management of eighteen of our client stations by electing them to the rank of Master Class Strategist. Each management team has proven itself worthy of this recognition by its outstanding performance in strategic achievement.

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KIKK, Houston	KUDL, Kansas City	WLTW, New York
KKDA, Dallas	WCRZ, Flint	WWKA, Orlando
KMGC, Dallas	WFOX, Atlanta	WYYY, Syracuse
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JULY 26, 1985

**A MAGIC ACT FOR KANSAS CITY**

Urban Contemporary comes to Kansas City. Walt Love takes a look at the factors shaping the decisions made by KCMG to introduce its new format.

Page 42

Transactions	10
Washington Report	12
What's New	14
Rating & Research: John Hiber	16
Rating Results	18
Networks: Reed Brunel	22
Sales	24
Image & Marketing:	
Harvey Mednick	25
Street Talk	26
On The Records: Ken Barnes	31
Datebook: Sean Ross	32
CHR: Joel Danver	34
Calendar: Brad Messer	38
AOR: Steve Feinstein	39
A/C: Donna Brasie	41
Black/Urban: Walt Love	42
Country: Lon Helton	44
Nashville: Sharon Allen	46
Marketplace	47
Opportunities	48
National Music Formats	51
Jazz Chart	55
Country Chart	56
A/C Chart	80
AOR Chart	80
Black/Urban Chart	80
CHR Chart	80

**Gavin PD At WQFM**



Jerry Gavin

Assistant PD Jerry Gavin has been upped to Program Director at Shamrock AOR WQFM/Milwaukee. He had been acting PD since Andy Bloom left for the programming chair at WYSP/Philadelphia May 3.

GM Ralph Barnes said, "I'm impressed with how Jerry's handled the department since Bloom left. He's well-respected among the staff and community, and came up with excellent spring ratings."

A former PD at WKKE/FL, Wayne, Gavin has been at WQFM for five years as Research Director, MD, and Assistant PD. "I'm elated to be working for Shamrock, one of the few companies that still believes in AOR radio," he told R&R. "The support from (VP) Bill Lynett and Ralph Barnes has been incredible. This station's on a roll, and with the latest Birch showing us #1 12+, it's exciting continued growth for 89QFM."

In addition, personality Dana Brown has been named Music Director.

**Brown Elevated To WWDC VP/Programming**

WWDC-AM & FM/Washington Music Director/midday personality Dave Brown has been promoted to VP/Programming for the Capital Broadcasting Nostalgia-AOR combo. Brown had been serving as interim PD for WWDC-FM since mid-March, when Don Davis left to program WCKG/Chicago.



Dave Brown

**Andrews New OM/PD At WZUU-AM & FM**

After five years as PD at WZYP/Huntsville, Chris Andrews will take the Operations Manager/PD post at WZUU-AM & FM/Milwaukee August 5. Andrews replaces John Driscoll, who transferred from the CHR combo to Mairle's co-owned KRXY-AM & FM/Denver five weeks ago.

WZUU Station Manager Steve Schram told R&R he reviewed a wide field of candidates. "But Steve's abilities, programming and managerial qualities, plus the sound of WZYP, really impressed us," he said. "I'm firmly convinced he's the one to help us in our quest for CHR dominance in Milwaukee."

Discussing the upcoming ownership transition from Malrite to Ames Broadcasting, Schram noted, "Until the transfer happens, John Driscoll will assist Chris's orientation to the station and market. Once the change occurs, all will be business as usual here."

Said Andrews, "The city is starving for some real excitement, and that's what I'm going to give it."

ANDREWS/See Page 10

**SELLS 10% SHARE**

**Cooke Ends Multimedia Takeover Campaign**

Financier Jack Kent Cooke has ended his efforts to take over broadcast/newspaper conglomerate Multimedia by offering to sell his 10% stake in the company to a corporation formed by management and founding families to recapitalize the company. The terms call for Cooke to receive \$70 a share, or \$113.9 million - a profit of \$24.5 million in only 17 months.

Over the past few months, Multimedia has rejected several takeover offers, including two by Cooke, and recently offered stockholders \$41.26 a share cash plus a bond with a \$26.54 face value. It is also offering the option of a bond with a \$125 face value instead of cash.

Owner of the Washington Redskins and the Chrysler Building, Cooke had filed suit to block the recapitalization plan. But he said, "The prospect of protracted litigation is unacceptable to me. Rather than continue it, I've decided it's better for all concerned to allow (the recapitalization) to become effective."

In addition to 57 newspapers and

**FORMAT TO CHANGE**

**Sherwood Returns To Twin Cities As WWTC GM**

Longtime radio manager Sam Sherwood has returned to Minneapolis-St. Paul as GM at Urban AM outlet WWTC, succeeding exiting GM Charlie Loeffel. Following a disappointing ratings performance, WWTC has announced plans to switch formats in the near future, and PD Roger Bellis exited the station.

Most recently President Of Radio Group, Inc., Sherwood helped establish CHR outlet KDWB/Minneapolis in the late '50s and '60s, and also launched the market's first Beautiful Music station, WAYL (FM). He left the Twin Cities as First VP of Entercom (owner of WAYL-AM & FM) to manage KHOW/Deaver, later working for Metromedia before his most recent post.

Coprincipal Brian Short explained to R&R, "Sam's the best there

A ten-year station veteran, Brown played the first rock record aired on WWDC-FM when it changed to AOR. This is his second stint at PD; he also served for two years between 1979-81. Brown, who will retain his airshift, noted, "It's nice that (President/GM) Guff (Lehhar) believes in my capabilities a second time around."

Promotions Director B.J. Cohen will add Assistant PD duties on the FM, while Production Director Bill Scanlan takes on Assistant PD chores for the AM side.

is. Every station he's been associated with has been exciting, served its community, and gone on to become a winner. I hope to see his amazing track record continue at this station."

Sherwood, who declined to outline WWTC's future course, explained, "I want to get closer to our September start-up date before naming a programmer or divulging details about the format. We finished last in the book, so there is no place to go but up. WWTC will change to a format never done before - a niche designed for AM radio and for Minneapolis-St. Paul in particular."

**AUSTRALIA TO PROVIDENCE MOVE**

**Grace Programs WHJY**

In a rare Australia-to-America move, Ian Grace, PD of CHR 25M/Sydney, has been named PD at Federal Communications Corp. AOR WHJY/Providence, beginning August 19. He'll replace Ron Nenni, who is resigning at the end of this month.

Commented WHJY & WHJJ VP/GM Janet Karger, "(Consultant) Jeff Pollack put me in touch with Ian, who is an impressive young man. He's a student of radio - every vacation he's had for the last four years, he's beaten a path to the U.S. and driven around the country knocking on doors. When he visited Providence, he gave me a detailed critique of 'HJY, including some things he thought



Randy Kabrich

**Kabrich PD At WRBQ-AM & FM**

Randy Kabrich, who resigned as PD at WROQ-AM & FM/Charlotte five weeks ago over a programming dispute, has become the new PD at Edens Broadcasting's CHR combo WRBQ-AM & FM/Tampa. Kabrich succeeds Steve Rivers, who left two weeks ago to program KMEL/San Francisco.

VP/GM Michael Osterbo commented, "We lost a good one in Steve Rivers, and found one equally good in Randy. Randy will be able to take us even higher, which is tough to do since we are way up there already."

OM Mason Dixon added, "Randy's abilities as a programmer are unquestioned, and his growth in managerial skills over the next several months will not only surprise everyone, but will demonstrate his strengths as a well-rounded broadcaster."

Kabrich, who has also programmed WAVA/Washington and WDCG/Durham-Raleigh, told

KABRICH/See Page 10

**Harlow Upped To VP/GM At WMFR & WMAG**

Dick Harlow, GSM at WMFR & WMAG/High Point, has been promoted to VP/GM, replacing George Francis, who resigned to form a broadcast investment firm.

Voyager Communications President Jack McCarthy stated, "Dick Harlow joined Voyager on day one and has earned his new position."

Harlow told R&R, "We're a very young company. We've been at it for not quite three years, and all the major openings have been filled from inside which speaks very highly of the people who run the place."

Prior to joining Voyager in 1983, Harlow was GSM at WYYD/Raleigh for five years and Account Executive at WGLD/High Point for two and a half years.

It was also announced that WMAG afternoon personality Bill Gable has been upped to PD, replacing Jim Ballard, who becomes PD at WSTR/Orlando (see separate story, Page 4).

could be improved. We're a good fit in management style, as Ian is oriented towards people development as well."

**McKay Upped To PD At KBKC**



Mark McKay

KBK (89.5) Kansas City Assistant PD/afternoon drive personality Mark McKay has been elevated to Program Director of the newly converted CHR station.

OM Gerry Cagle commented, "Mark and I have worked together at KFRC/San Francisco and we will continue our relationship in just as fine a manner here at 89.5. This new position will give Mark added input and authority to help implement the winning CHR format we're about to launch."

McKay, who was earlier A.S. PD at KDWB-FM/Minneapolis,

McKAY/See page 10

GABLE NEW WMAG PD

# Edwards Upped To OM, Ballard Named PD At WSTR

Alan Edwards has been promoted from PD to Operations Manager and Jim Ballard takes over as PD at WSTF (Star 101)/Orlando (formerly WCKS (CK101)/Cocoa Beach). Ballard had been PD and morning sports personality at WMAG/High Point. The changes go into effect August 12.

Edwards told R&R, "I'm glad to be involved with Capitol in this very exciting venture into the city of Orlando. We're looking forward to a winning radio station, and I'm glad to be part of the team."

Commenting on Ballard, WSTF GM Barbara Vardina said, "With his experience and track record, we feel sure that Jim will be a great asset to our station and our company."

Ballard told R&R, "This was just one of those situations that was too good to pass up. It's Orlando, Florida. It's Capitol Broadcasting. It's George Johns. It's Jon Coleman and Barbara Vardina. It's such a good chance to do this all over again like we did in Greensboro."

"Alan has already been doing a terrific job there. I'm more a tool for Alan and he is a tool for me, considering his knack for detail

and knowledge of the market. I think we'll learn from each other, and I'm looking forward to working with him."

Before joining WMAG in 1983, Ballard was PD at WROQ/Charlotte for seven years. He will be replaced at WMAG by afternoon drive personality Bill Gable, who

has been with the station two years following a stint at WLW/Cincinnati.

## Transtar

Continued from Page 1

Boston stations. This format is hot and lots of stations are signing up with the network. We're happy to be partners with them in Boston to build our adult demos even more."

Additionally, sister AM WLLH is changing format from CHR to Century 21's "Super Country" format. OM Brad Shepard cited the pervasive problem of programming CHR to a dwindling AM audience as central to the decision. He told R&R, "We've long had a rock 'n' roll stronghold on much of the Boston area, but like many AMs facing problems, we found our audience eroding. We decided to drop the rock format and go with Century 21's Country, which has a good success rate in situations like ours."

Both Boston format changes are also effective July 29, and are not expected to affect personnel at either station.

## Capobianco

Continued from Page 1

this city, and that's what I wanted. He knows what New York is missing in an A/C station, and has a sensational sense of music. To make it here you must have a unique sound, and you'll hear that very quickly now."

While retaining a few client projects, Capobianco plans to concentrate on "redefining A/C in this market." He declined to elaborate, but noted, "There is no true A/C in New York. It won't be a drastic change, but when you've got a 1.6 you don't say, 'We're gonna keep everything the way it is.'"

# Clear Chosen As GSM At WYLD-AM & FM

Eighteen-year broadcaster Lee Clear is the new General Sales Manager at Urban-formatted WYLD-AM & FM/New Orleans. He moves up at the Inter-Urban station after only two months as Sales Manager, having joined the station as an Account Executive in April.

Clear brings an extensive programming and sales background to his new position, with PD experience at WNOE-AM & FM/New Orleans, WDIA/Memphis, and WVON/Chicago. In addition to several on-air stunts and a brief stop at London Records, he has also managed KQXL/Baton Rouge and WLOK/Memphis. "To have the opportunity to be the GSM at a station of this size and billing is probably a much bigger responsibility than that of managing a smaller station," Clear told R&R. "It's been difficult, but my programming background has made it a lot easier. I'm excited about

working with Inter-Urban Broadcasting."

## Herron

Continued from Page 1

months ago to join the Reformed Church of America in Michigan.

President/GM Chet Redpath observed, "There were a lot of fine candidates, but what gave Jim the edge was his obvious track record. He took KLTR from its ethnic format (KRLY) to the top A/C in the market. We were looking for a leader, a motivator, and someone who was computer-literate so he could work with research. Jim fills those objectives better than anyone else."

A former consultant, Herron served 16 months at the helm in Houston. Earlier he programmed Washington stations WAVA and WXTR-FM and worked as VP/Programming for Jeff Pollack Communications. He commented, "(Incoming owner) CBS is inheriting a great team at KLTR, and VP/GM John Hlatt is the finest GM I've worked with. I am fired up to be working with Chet Redpath and the rest of the 'CLR' team in winning in Chicago."

## Habisch

Continued from Page 1

thing we can do is get more exciting than we are now. We're looking to make Denver really hum and pop with our programming."

# SUPER WEEKENDS

## SPECIAL NEWS!

**HOT ROCKS**

1985

August 3-4 Culture Club  
August 10-11 Huey Lewis & The News  
August 17-18 Chicago  
August 24-25 Kim Carnes  
August 31-1 Cyndi Lauper

1985

**COUNTRY SIX PACK**

3 Labor Day  
The Award Winners

LABOR DAY 1985

THE BEATLES  
YESTERDAY

3-4 Power Station

10-11 John Parr

17-18 Huey Lewis

24-25 Billy Ocean

SEPT.  
31-1 Go West

**Rock HITS WEEKLY TOP 40**

3-4 Eddie Fisher

10-11 Fifth Dimension

17-18 Eartha Kitt

24-25 Arthur Prysock

SEPT.  
31-1 Georgia Gibbs

THE GREAT SOUNDS

New York  
Washington, D.C.  
Chicago  
Detroit  
Dallas  
Los Angeles  
London

UNITED STATIONS  
**USP**

## Taylor GSM At WTOP & WTKS

Sarah Taylor has been promoted to General Sales Manager at WTOP & WTKS/Washington, filling a vacancy created when Garry Lewis exited the all-News/Easy Listening combo in May.

Taylor has been with the stations for seven years, the last four as Local Sales Manager. Noting her commitment to excellence at both stations, VP/GM Michael Douglas commented, "I'm confident that Sarah will continue her record of success as she embarks upon her new role."

Said Taylor, "WTKS is still growing and solidifying its place in the market with Transtar's 'Format 41,' while WTOP has had a tremendous year. I'm sure we can maintain that growth." Taylor added that no major changes in the sales department are expected except "internal promotions to fill the middle management tier."

Taking over as LSM is National Sales Manager Jerry Cave, whose slot will be filled shortly.



Qwest staffers recently convened to plan strategy for future efforts. Shown here (l-r) are Bob Gooding, Ava Wright, President Harold Childs, founder Quincy Jones, Manny Freiser, and John Brown.

## Buckingham's Are Back



'60s hitmakers the Buckingham's are back, signed to Red Label Records, and recently released an album. Celebrating the signing (l-r) are Buckingham's members John Carmichael, Laurie Beebe, Tom Scheckel, Carl Giammarese, and Nick Fortuna, manager Larry Sode, and Red Label Exec. VP Rick Tufo.



HERE COMES THE BRIDE — Once again, the KEZK/St. Louis annual Bridal Fair was a success, attracting over 3000 people. Among the highlights was a fashion show, with models parading onstage in everything from casual wear and luxurious furs to that piece de resistance, the bridal gown.

# AUGUST 1985

3-4 Ricky Skaggs

10-11 Sylvia

17-18 Jim Glaser

24-25 Exile

SEPT.  
31-1 Johnny Lee

THE WEEKLY  
COUNTRY MUSIC  
COUNTDOWN

3-4 Searchers

10-11 Tommy Roe

17-18 Rascals

24-25 Kool and the Gang

SEPT.  
31-1 Stevie Wonder

DICK CLARK'S  
Rock, Roll & Remember

1 HOUR DAILY  
MONDAY THROUGH FRIDAY



AMERICAN  
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STARRING

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Dallas  
Los Angeles  
London



# WE ALL MADE



The ABC Radio Network coverage of the LIVE-AID concert was every bit as dynamic as the event itself. ABC Radio captured every important moment at both concerts and gave us the opportunity to bring Portland so much closer to this historic event."

"We were pleased to be part of Music Radio's premiere day. The music was outstanding, the ABC broadcast was excellent, and the cause made it all worthwhile."

Bob Kaminista/Infinity Broadcasting/New York, NY

"The ABC Radio Network coverage of the LIVE-AID concert was every bit as dynamic as the event itself. ABC Radio captured every important moment at both concerts and gave us the opportunity to bring Portland so much closer to this historic event"

Dave Crowl/KKRZ/Portland, OR

"What a day! Spectacular! It was one great day for mankind and one giant ratings boost for KLOS."

Tim Kelly/KLOS/Los Angeles, CA

"The response was phenomenal...the largest audience day in station history."

Bill Sommers/KLOS/Los Angeles, CA

"It was 97 ROCK's finest day!"

John Crawns/KSRR/Houston, TX

"Our stations were proud to be part of this great event. We couldn't have been happier with ABC's broadcast. At the same time, I'm not surprised—nobody covers the huge events like the ABC Radio Networks."

Carl Wagner/Taft Broadcasting/Cincinnati, OH

"Congratulations to all involved in the greatest live broadcast ever. From technology to organization, all aspects were superior. Thanks to the ABC Radio Networks for letting us be a part of it."

Joe McCabe/KYYS/Kansas City, KS

"Fantastic, incredible...the hottest thing that we have ever done!"

Don Wilkes/WAQY/Springfield, MA

"LIVE-AID sounded super on the radio! Technically, it was great. This was the most glorious day in the history of broadcasting, and we were thrilled that ABC made it possible for us to be a part of it."

Smokery Rivers/WAVA/Washington, DC

"Unbelievable! It was wonderful. And it's nice to have the stations be part of something good!"

Larry Levine/WBEN/Buffalo, NY

"...Biggest one-day special ever broadcast on Rock 102"

Roger Christian/WBEN/Buffalo, NY

"I'm thrilled that B 104 was part of the ABC Radio Network. LIVE-AID not only made a statement for ABC but for all who carried the show. It made you and us stand out from the crowd."

Jim Fox/WBSB/Baltimore, MD

"It was a global day of purpose with local impact. ABC did a great job. You made history!"

Dan Hayden/WHCN/Hartford, CT

"Well put together technically...the first time ever in my life that I have turned over the entire day's programming to a network."

John Casey/WIOG/Saginaw, MI

"It was one of the finest moments in contemporary music history...The premiere music event of the decade. And a very important thing for ABC to be involved in."

Rick Belcher/WIOG/Saginaw, MI

"We're extremely proud of the music industry for the LIVE-AID project and extremely proud of ABC for their stunning coverage of the event. It's great to be affiliated with such a class act."

Chuck DuCody/WIYY/Baltimore, MD

"Without a doubt, it was the biggest radio concert that I have ever been associated with. ABC and rock & roll did themselves proud."

Dick Meeder/WKLS/Atlanta, GA

# A DIFFERENCE...

"The quality of the broadcast was excellent. The ABC Radio Network coverage exceeded all other radio network coverage. The coverage was simply superb!"

*Leslie Benson/WLS/Louisville, KY*

"It was a monumental event that took a monumental effort... and ABC Radio Network was the one that made it happen."

*John Galbraith/WLS/Chicago, IL*

"The singularly most successful event ever in the Rochester market..."

*Hal DeStock/WMJQ/Rochester, NY*

"Outstanding... a very, very positive, upbeat thing to be involved in. We checked it out extensively and found ourselves heard all over the area all day."

*Dale Weber/WNNB/Columbus, OH*

"It was excellent! To have that many artists of that caliber together... at the same time was a feat in itself. We have to thank ABC for securing the rights. Everyone who called in loved it!"

*Mike Costello/WWNO/New Orleans, LA*

"Of course, the first congratulations should go to the fine talent who gave unstintingly of their services for such a worthy cause. The excellence of this product bespeaks the fine effort made by the ABC Radio Network staff."

*Ernie Fears/WRQX/Washington, DC*

"No matter where I went in the Miami-Ft. Lauderdale area, WSHE was on the radio."

*Chuck Bortnick/WSHE/Miami, FL*

"The most successful radio event ever."

*Ric Peters/WSHE/Miami, FL*

"The ABC broadcast ran like clockwork. Running the concert was excellent for our station's image. We were proud to give the audience a chance to be part of LIVE-AID. It was the best thing that ever happened to our radio station."

*Rich Blum/WWKX/Nashville, TN*

"This will go down in the books with Woodstock as one of the most important musical events ever. ABC's coverage was truly outstanding."

*Mark Zintel/WYNF/Tampa, FL*

"Magnificent! The ABC Radio Network broadcast of the LIVE-AID concert here in Philadelphia was every bit as historic as the broadcast itself."

*Ken Stevens/WYSP/Philadelphia, PA*

"'Feelin' Good,' is how I feel about LIVE-AID! I feel good about the promotion, the money the station raised and I feel good about the business I'm associated with."

*Bill Phippen/WZGO/Philadelphia, PA*

"My ears were glued to my headphones all day! Thanks to ABC's help, Saturday was the proudest day of my radio career."

*Ron Reger/WNOR/Norfolk, VA*

"The quality of the broadcast was excellent. PRO-FM is delighted to have taken part in LIVE-AID. It's the best thing we've been part of in years."

*Aaron Daniels/WPRO/Providence, RI*

"Play it again! I'd run it again! This was truly an amazing feat. When I think of all the technical things that could have gone wrong and didn't, I'm astounded. The quality was excellent, and I don't think ABC could have come off any better!"

*Mark MacKenzie/WQXA/York, PA*

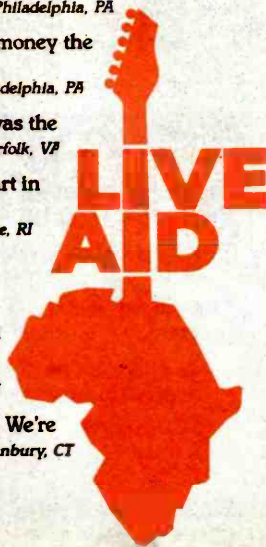
"The ABC LIVE-AID broadcast was fantastic! We'd do it again in a minute."

*Michael Mayer/WRIF/Detroit, MI*

"ABC deserves a massive pat on the back for the great quality job of organization. We're already getting mail from new listeners!"

*Bezz Knight/WRKI/Danbury, CT*

## ABC RADIO NETWORKS



## RADAR

Continued from Page 1

CBS VP/Research Sylvia Hughes agrees that FM networks gained ground with this RADAR, but cautions that this does not predict a demise on the AM side. "A few years ago a lot of people were predicting the death of the AM networks, but I think we're finding that both types of networks are strong and neither is going to go away."

Mutual Radio's VP/Research Ron Werth adds that since advertisers look at various demographic targets, 12+ numbers don't really tell the whole story. "If you just list who did well this time 12+ it blurs the fact that the advertisers themselves don't really care about who did what to whom but who did what to whom within the scope of what they're looking at."

Bill McCleanaghan, VP/Research Services at ABC Radio, says many network advances and declines can simply be attributed to the performance of the affiliate stations. "If the rating of a network goes up, it is usually because the audience for that station increased. Likewise, if a network goes down the stations associated with it also has dropped. The only way a network does not follow this pattern is to improve its clearances on those stations."

Recent testimony at federal hearings alleges that RKO Radio Network personnel "tampered" with clearance information for past RADAR studies. United Stations President Nick Verbitsky says his company completely checked RADAR 29 and 30 clearance information and is convinced that neither those reports - nor the current one - reflect any improprieties. "We are 100% sure that RADAR 31 is accurate and is a reflection of real station clearances," he told R&R.

RADAR 31, compiled by Statistical Research Inc. of Westfield, NJ, reports that over 76% - 147 million - of the U.S. population listens to at least one network commercial each week. These figures further break down to 78% of adult men, 73% of adult women, and 87% of all teens.

A breakout of the RADAR results, as well as the top five networks in five key demo groups, follows:

### RADAR 31 (Spring '85) Average Audience Per Commercial (12+)

Network	Audience (1000s)	% Gain Or Loss
ABC-I	1649	+5
ABC-E	1461	-2
Source (NBC)	1361	+8
US1	1356	-11
ABC-FM	1293	+14
ABC-R	1235	+2
ABC-C	1230	-8
CBS	1196	0
NBC	1177	-10
Mutual	1145	-1
US2	1033	+10
RadioRadio (CBS)	982	+1
ABC-D	771	-1
SMN	761	+22
Sheridan	642	+3
Transar	530	+49
National Black	404	-14
Talknet (NBC)	358	+8

### Cume Audience Per Week (12+)

Network	Audience (1000s)	% Gain Or Loss
ABC-I	24,774	+1
CBS	23,019	-5
ABC-C	21,864	-5
Mutual	21,472	+3
NBC	21,454	-6
US1	20,212	0
ABC-R	19,170	+13
ABC-E	18,644	-5
Source (NBC)	17,208	-1
RadioRadio	17,138	-2
ABC-FM	16,365	0
US2	15,759	-6
ABC-D	11,929	0
Sheridan	8564	-6
Transar	8457	+33
SMN	8205	+14
National Black	4747	-18
Talknet (NBC)	4519	+16

### Average Audience Per Commercial By Demo (Top 5)

Network	Audience (1000s)	% Gain Or Loss
<b>Teens (12-17)</b>		
ABC-R	290	-15
ABC-FM	249	+2
RadioRadio (CBS)	237	-2
Source (NBC)	212	-12
US1	197	-4
<b>Adults 18+</b>		
ABC-I	1617	+6
ABC-E	1414	-2
CBS	1186	0
US1	1159	-13
Source (NBC)	1149	+13
<b>Adults 18-34</b>		
Source (NBC)	971	+11
ABC-R	814	+6
ABC-FM	759	+15
US1	721	-19
ABC-C	653	-13
<b>Adults 18-49</b>		
Source (NBC)	1106	+14
US1	1071	-15
ABC-FM	992	+17
ABC-R	930	+7
ABC-C	901	-5
<b>Adults 25-54</b>		
ABC-I	884	+6
ABC-E	796	-6
US1	691	-21
ABC-FM	600	+15
Mutual	590	+5

## ONE YEAR AGO TODAY

- HARVEY PEARLMAN NAMED GM AT WJJD & WJEZ/CHICAGO
- CHARLY PREVOST NAMED ISLAND PRESIDENT
- TOM OWENS BECOMES PD AT WEBN/CINCINNATI
- KRIS O'KELLY NAMED PD AT WEZB/NEW ORLEANS
- CHARLIE OCHS BROADCAST GROUP VP/PROGRAMMING
- #1 CHR: "When Doves Cry" - Prince (WB) (4th week)
- #1 A/C: "Stuck On You" - Lionel Richie (Motown) (2nd week)
- #1 BU: "When Doves Cry" - Prince (WB) (6th week)
- #1 Country: "Somewhere Down The Line" - T.G. Sheppard (WB/Curb)
- #1 AOR Track: "Missing You" - John Waite (EMI America)
- #1 LP: "Heartbeat City" - Cars (Elektra) (14th week)

## FIVE YEARS AGO TODAY

- JIM MADDOX NAMED GM AT WBMX/CHICAGO
- GARY BERKOWITZ OM AT WPRO-AM & FM/PROVIDENCE
- CHUCK HEISER NAMED VP/GM AT KOAX/DALLAS
- JOHN LARSON NAMED PD AT WLLZ/DETROIT
- #1 CHR: "Magic" - Olivia Newton-John (MCA) (2nd week)
- #1 A/C: "Magic" - Olivia Newton-John (MCA) (2nd week)
- #1 BU: "Give Me The Night" - George Benson (WB) (2nd week)
- #1 Country: "Stand By Me" - Mickey Gilley (Full Moon/Asylum)
- #1 LP: "Hold Out" - Jackson Browne (Elektra)

## TEN YEARS AGO TODAY

- BOB PITTMAN NAMED OM AT WMAQ/CHICAGO
- BILL KENNER NAMED PD AT WNDZ/INDIANAPOLIS
- #1 CHR: "Jive Talkin'" - Bee Gees (RSO)
- #1 A/C: "Listen To What The Man Said" - Paul McCartney & Wings (Capitol) (3rd week)
- #1 Country: "Touch The Hand" - Conway Twitty (MCA) (3rd week)
- #1 LP: "One Of These Nights" - Eagles (Asylum) (5th week)

## Commodores Hit Gold On Nightshift



Motown's Commodores were presented with Canadian gold awards while recently performing in Toronto. On stage at Ontario Place (l-r) are Commodores' JD Nicholas, William King, and Walter "Clyde" Orange, Motown Canada's Cameron Carpenter, Commodores' Ronald La Pread and Milan Williams.

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12 YEARS OF THE BEST



# When Madden talks, everybody listens!

He's big! He's fast! He's funny! He's informative!

And because there's no other sports personality like him, he's scoring with United Stations Radio Networks' affiliates around the country. Because they know that "The John Madden Show" is carrying the ball to their goal—being number One!

And that's why over 200 stations have already joined the team that plays Big John everyday. His two-and-a-half minute in-depth, insightful, humorous and personable commentaries give

listeners everything they want to know about the games, and the people who play them. When they hear it from Madden, they hear what matters most.

Put Madden into your programming lineup and watch the ratings soar. United Stations Radio Networks is sure—when John Madden talks, he's got America's sports fans by the ears!

For information on station clearance or national sales, call United Stations Radio Networks in New York at (212) 575-6100.



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PITTSBURGH

**KHOW**  
DENVER

**WTIX**  
NEW ORLEANS

**KFBK**  
SACRAMENTO

UNITED

STATIONS

RADIO NETWORKS

TARGETING RADIO  
TO AMERICA

NEW YORK  
WASHINGTON  
CHICAGO  
DETROIT  
DALLAS  
LOS ANGELES  
LONDON

Patch-Dunn Buys Cape Cod Combo For \$4.5 Million

**WOCB & WRZE/WEST YARMOUTH, MA**  
**PRICE:** \$4.5 million  
**BUYER:** Patch-Dunn & Associates  
**SELLER:** WOCB Acquisition Corp., a subsidiary of Sillerman-Morrow Broadcasting, which also owns WHMP-AM & FM/Norhampton, MA.  
**DIAL POSITION:** 1240 kHz; 94.9 mHz  
**POWER:** 1 kw; 50 kw at 245 feet  
**FORMAT:** N/T; Easy Listening  
**BROKER:** Kozacko-Horton Co.

**KSET/EL PASO**  
**PRICE:** \$1,750,000  
**BUYER:** Rio Bravo Broadcasting, headed by KOKE/Austin VP/GM Jim Ray and his brother, attorney Jerry Ray. They also own KQNS & KNBT/ New Braunfels, TX. Holding a 5% ownership interest in KSET is KQNS & KNBT GM Bob McDonald.  
**SELLER:** Dunn Broadcasting, headed by John Dunn, who recently sold his other remaining property, KKJY/ Albuquerque.  
**DIAL POSITION:** 94.7 mHz  
**POWER:** 61 kw at 940 feet  
**FORMAT:** CHR  
**BROKER:** Tom Gammon of Americom Media Brokers represented the seller.

**KOFO & KKKQ/OTTAWA, KS**  
**PRICE:** \$900,000  
**BUYER:** Keymarket Communications of Kansas, Ltd., a subsidiary of the Keymarket Group, which also owns WSKR & WIZD/Atmore, AL; WRLX & WFFX/Tuscaloosa, AL; WRUS & WBRV/Russellville, KY; WKJN/Hammond, LA; WJDX & WBSU/Jackson, MS; WNNK/Harrisburg; WBSL-AM & FM/Greenville, SC; and WIGL/Orangeburg, SC.  
**SELLER:** MAR-WA-K Broadcasting Co.  
**DIAL POSITION:** 1220 kHz; 95.7 mHz  
**POWER:** 250 watts; 100 kw at 300 feet  
**FORMAT:** A/C; CHR  
**BROKER:** John Mitchell & Associates

**KTMS & KKO/SANTA BARBARA, CA**  
**PRICE:** \$2 million  
**BUYER:** F&M Broadcasting, headed by Harry McMurray and Robert Fenton. F&M also owns KCEY & KMJX/Turlock, CA. McMurray also owns KATO & KKKQ/Stafford, AZ. Fenton has interest in KHSN & KOOS/Coos Bay, OR and KMYC & KRFD/Marysville, CA.  
**SELLER:** News-Press Publishing Co.  
**DIAL POSITION:** 1250 kHz; 97.5 mHz  
**POWER:** 2.5 kw days/1 kw nights; 16 kw at 2900 feet.  
**FORMAT:** Talk; CHR  
**BROKER:** Lincoln Deller & Co.

**KLIQ/PORTLAND**  
**PRICE:** \$1.8 million  
**BUYER:** Lodestar Communication Group, headed by KMLJ/Portland principal GM Vic Ives. Lodestar also operates KDDY/Yakima, WA; and KOTY & KHWK/Tri-Cities, WA.  
**SELLER:** Tamarack Communications, owned solely by President David Jeck. Tamarack also owns KNTA/San Jose, CA; KBF/Fresno, and WSHO/New Orleans.  
**DIAL POSITION:** 1290 kHz  
**POWER:** 5 kw  
**FORMAT:** Talk/Sports. Plans are to switch call letters to KMLJ (AM) and simulcast CHR with KMLJ (FM), although some sports programming will be included.

**KREO/SANTA ROSA, CA**  
**PRICE:** \$2.5 million  
**BUYER:** Finley Broadcasting, which also owns KSRO/Santa Rosa.  
**SELLER:** North Coast Communications  
**DIAL POSITION:** 92.9 mHz  
**POWER:** 2300 watts at 3500 feet  
**FORMAT:** CHR  
**BROKER:** Blackburn & Co.

**WNSB & WA/W/MURRAY, KY**  
**PRICE:** \$800,000  
**BUYER:** Murray Broadcasting Co., headed by Edward Fritts.  
**SELLER:** Timkay, Inc.  
**DIAL POSITION:** 1340 kHz; 103.7 mHz  
**POWER:** 1 kw days/250 watts nights; 100 kw at 300 feet  
**FORMAT:** Country; A/C

**KCCY/PUEBLO, CO**  
**PRICE:** \$2.1 million  
**BUYER:** McCoy Broadcast Co. of Portland, OR.  
**SELLER:** Fuller-Jeffrey Groups, Inc., which also owns WBLM/Lewiston-Portland, ME; WOKO/Dover-Portsmouth, NH; KRXC & KPOP/Roseville-Sacramento, CA; and KJJY/Des Moines.  
**DIAL POSITION:** 97.9 mHz  
**POWER:** 100 kw at 320 feet  
**FORMAT:** Country  
**BROKER:** Chapman & Associates

**Andrews**  
 Continued from Page 3

With John Driscoll's guidance WZJU already sounds great, as the new numbers indicate. I'll look to take this momentum and make it translate into even bigger shares."

**McKay**  
 Continued from Page 3

PD at WRKO/Beetee, and air talent at KMEL/San Francisco, told R&R, "I'm going to work closely with Gerry and (VP/GM) Craig Scott as we take BBS to the top in Kansas City. This station, in my mind, has more potential to go faster and farther than any new facility I've worked at. History will be made at BBS."

**Kabrach**  
 Continued from Page 3

R&R, "Over the past two years Michael, Mason, Steve, and I have traded information, bits, and talent. We've all grown very close as a result of these exchanges. It's a situation I've always dreamed of, working with a professional programming, sales, engineering, and promotion department."

McCOY BROADCASTING COMPANY

Craig W. McCoy, President

has acquired the assets of

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Pueblo, Colorado

from

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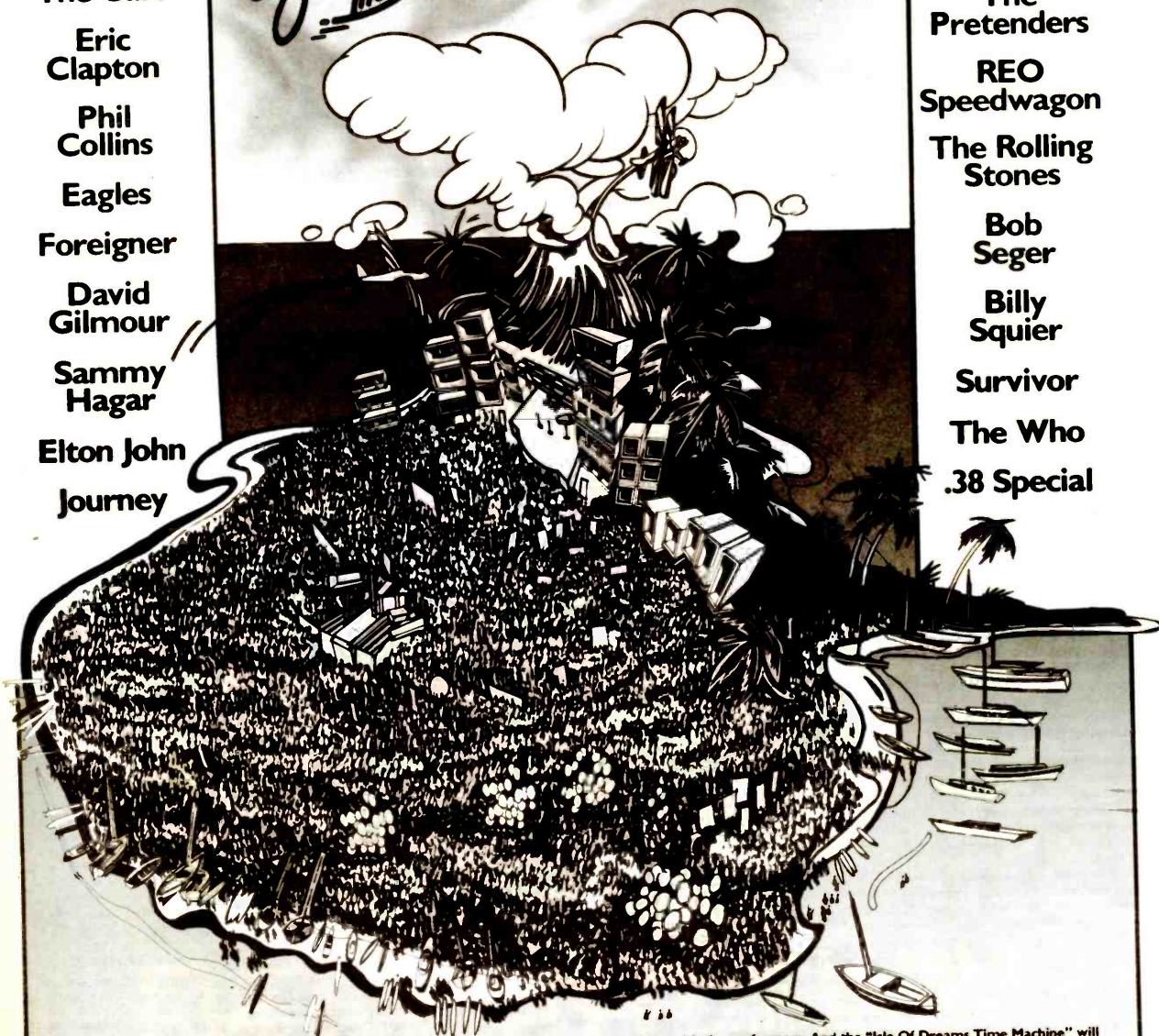
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**WESTWOOD ONE PRESENTS**

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This Labor Day Weekend, rock 'n' roll fantasy becomes reality when Westwood One presents The Isle Of Dreams Festival, a 12-hour extravaganza presenting an incredible lineup of 24 rock superstars delivering the hottest live versions of their most famous songs.

With its three mobile recording studios criss-crossing the nation to capture concerts by the biggest names in rock, Westwood One has accumulated the greatest library of live concerts for radio. The Isle Of Dreams Festival presents the best of the best direct from the Westwood One archives, plus

interviews with the performers. And the "Isle Of Dreams Time Machine" will bring back recorded classics from the past 16 years.

Be sure to join hosts Carol Miller of WNEW-FM/New York and Steve Downes of KLOS-FM/Los Angeles Labor Day Weekend for an unforgettable concert experience. The Isle Of Dreams Festival may not have happened in real life, but it can happen on your station! Treat your listeners to a first-class voyage to the fantastic Isle Of Dreams - contact your Westwood One representative today at (213) 204-5000.

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## NAB-NRBA PREVIEW

### Planning Head Start Points To Smoother Radio '85 Convention

Officials of NAB and NRBA are confidently predicting their joint convention seven weeks from now in Dallas (September 11-15) will be a far smoother meeting than last fall's Los Angeles outing. That first joint venture by the rival associations was plagued by logistical snafus, poor hotel accommodations, and 100-degree temperatures.

Despite those setbacks, NAB and NRBA report strong interest in the Dallas meeting, known officially as the Radio '85 Management & Programming Convention. For instance,

- Registration is running 500% ahead of last year's mid-July rate.
- 87 hospitality suites at the Loew's Anatole Hotel are already booked, with only a few remaining.
- Revenue from exhibit space rental is already double 1984's total rental income.
- 1000 rooms set aside for the convention at the Anatole are within a week of being sold out.

This year's progress is due, in large part, to the planning head start gained by knowing from the outset that a joint convention was to be staged. And, with one joint effort behind them, the two groups already have a solid working relationship that took many months to build last year.



Gary Stevens Bernie Mann

#### Sessions, Suites Consolidated

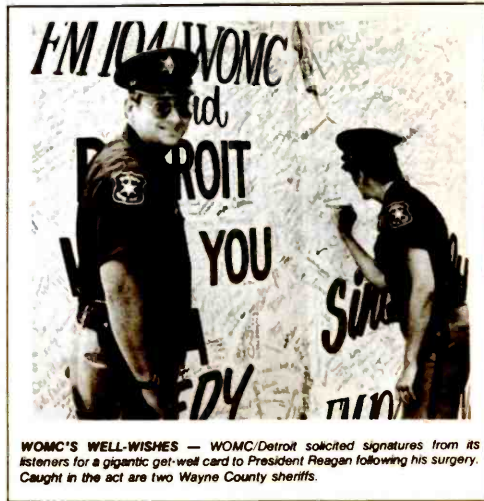
The associations believe grumbling about the Los Angeles meeting centered not on program content, but on the weather and the unavoidable split of activities between two hotels. There will be no such scattering in Dallas; all sessions are in the convention center, and all hospitality suites are located in the Anatole Hotel.

Unlike last year at midsummer, the Dallas schedule is already firmly fixed. It features 84 separate panels (compared to 67 last year) and over 300 panelists. NRBA President Bernie Mann says the convention committee has scoured "every nook and cranny of our industry" seeking out "new faces" to bring fresh perspectives to this year's sessions.

#### "New Faces" Promised

Mann and fellow steering committee Co-Chairman, Doubleday Broadcasting President Gary Stevens, say a new theme of September's meeting reflects the growing interest in station ownership. Panel topics include buying a first station, financing acquisitions, and Docket 80-90 FM opportunities. Other new features are longform sessions lasting up to three hours, and videotaping of selected sessions for later playback.

A major change in the convention is the Wednesday-Saturday dates, a departure from the traditional Sunday-Wednesday schedule.



WJMC'S WELL-WISHES — WJMC/Detroit solicited signatures from its listeners for a gigantic get-well card to President Reagan following his surgery. Caught in the act are two Wayne County sheriffs.

### Convention At A Glance

MANAGEMENT	SALES
Living With The New FCC Rules	Recruiting & Training Effective Salespeople
Controlling Your Legal Costs	How The Competition Sells Against You
Music Licensing: Paying The Price	What Does A Sales Manager Do?
Common Traits Of Successful Managers	Selling For And Against Combs Rep Roundtable
Computers And Your Station Operation	Strategies In Radio Marketing Warfare
Managing The Small Market Station	Sales Research
Women In Management	Marketing: The Competitive Edge
Personnel Management	Sales Forecasting & Budgeting
Leadership & The One-Minute Manager	Developing New Local Dollars
SCA Update & Opportunities	Sales & Programming Interaction
Financial Planning & Budgeting	Rates & Revenue: How To Maximize Inventory
Managing Cash Flow	National Sales — National Growth
Marketing Warfare With Jack Trout	Specialized Sales: Co-op, Phone, Jingle Packages
Effective Management Communication	Sales Staff Structure & Compensation
Hiring & Firing	How to Sell Promotions Without Giving The Store Away
How To Buy That First Radio Station	Older Demos Are Selling Better
80-90 Allocations, Applications & Opportunities	Maximizing Use Of Trades
Acquisition Through Computerization	Developing New Local Business
PROGRAMMING	TECHNICAL
Porn Rock Lyrics	Studio & Transmitter Maintenance
AM Programming Successes	AM/FM Improvement
Programming For Small Market Radio	Competitive Audio Processing
Moving The Tower? New Programming Strategies	How To Maintain Broadcast Equipment
Grooming PDs To Be GMs	The Future Of Broadcast Engineering As A Profession
Morning Radio Success Stories	The New Technologies
News In A Music Format	The Incredible Case For AM Stereo Now
Joint Satellite Feed With RTNDA Convention	
Format Rooms: CHR, Beautiful Music, Country, N.T., AOR, Big Band, A/C, Urban/Ethnic, Classical	
Sales & Programming Interaction	
Sports Programming	
New Programming Competition For Radio	
Show Prep: Every Break Counts	
Programming Looks At Ratings & Research	
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Longform Network Programming	
Popular Research Techniques	
Walking The Programming Tightrope	
	<b>PROMOTIONS</b>
	Effective Direct Mail Campaigns
	Money-Making, Self-Liquidating Promotions
	On-Air Station Promotions That Work
	Effective Radio Station Marketing
	<b>ENTERTAINMENT</b>
	Dick Clark's Rock 'N Roll Revival (The Shirelles, Del Shannon, Freddy Cannon)
	Eddie Rabbit
	Tammy Wynette
	Texas Bar-B-Q

## NEWS BRIEFS

#### Fowler Opposes Automatic Hearings On Network Takeovers

Legislation requiring the FCC to hold full evidentiary hearings on hostile network takeovers won little support last week in testimony before the Senate Commerce Committee.

CBS Chairman Thomas Wyman, whose network would benefit from any delays thrown in the path of Ted Turner, spoke in favor. But other witnesses, including FCC Chairman Mark Fowler, were unanimous in panning the idea.

"I believe that it is unnecessary and would, if adopted, automatically work to place the government's thumb on the scale in favor of existing management and would shield management from the usual discipline of the free market," Fowler testified.

#### Giant Phone Rate Hikes Documented

NAB was among the many parties planning to file comments with the FCC this week protesting enormous increases in private line rates for radio stations.

In a draft of its comments, NAB listed these average rate increases by the seven regional phone companies: Bell Atlantic, 56.4%; Pacific Telesis, 44.2%; Bell South, 36.5%; NYNEX, 45.8%; Southwestern Bell, 37.8%; U.S. West, 34.7%; Amertech, 36.7%.

#### Quello Says FCC May Have Goofed On AM Stereo

Speaking in England last week, FCC Commissioner Jim Quello admitted the Commission may have been wrong to allow four AM stereo competitors to battle for favor in the marketplace.

Quello told the United Kingdom Radio Festival in Bristol, "In hindsight, it might have been better had the Commission endorsed one AM stereo standard. As it is, we left it to the marketplace to determine the AM stereo systems to be adopted by licensees. Consequently, I see this as causing delays in the development of AM stereo."

Quello contrasted the slow development of AM stereo with TV stereo, which has developed rapidly since the FCC adopted a single standard for the technology.

#### Internal FCC Feud Boils Over In WHBI Case

The battle for the former WHBI-Newark license has generated harsh words towards presiding administrative law judge (ALJ) Walter Miller from FCC Review Board member Norman Blumenthal. The board recently set aside Miller's initial decision in the case and ordered Miller to look into the failure of one of the initial winners, Mary Garcia, to pay federal income taxes for 1981 and 1982.

In a statement, Blumenthal criticized Miller for ignoring the tax matter, and of

turning out a "string of increasingly unprofessional documents," including a 1984 ruling in which Miller said the FCC no longer cares "whether its licensees are financial doerbeats or not."

Blumenthal added, "Not unfamiliar with the phenomenon of 'bureaucratic burnout,' I note that the subject ALJ is eligible for retirement, after a long and distinguished career. Perhaps the ALJ should consider relieving his protracted bout of the miseries by seeking a milieu more conducive to a cheerful spirit."

#### Other Key Developments:

• Dennis Patrick was confirmed for a new term by the U.S. Senate, acting on a voice vote.

• The sale of KAMAJEI Paso to Fina Broadcast House Corp. was okayed last week by the FCC, which had been concerned about unresolved character issues involving Fina's earlier application to build a new AM in El Paso. The Commission said it found no attempt by Fina to misrepresent the cost or location of its proposed transmitter site in that case.

• EEO reporting conditions have been imposed on the license renewal granted to the University of South Dakota's KUSD-AM-FM-TV/Vermillion, SD.

• Concerned Citizens of Roanoke and the National Black nMedia Coalition (NBMC) have asked the U.S. Court of Appeals to overturn the license renewal of WELR-AM & FM/Roanoke, VA.



## Teen Spending Survey

The weekly incomes of teenaged boys and girls are similar, but each group spends its money differently, according to a recent poll taken by the **Rand** organization. By way of example, boys aged 16-19 earn an average of \$53.45 per week (\$21.80 of that in allowance), but spend \$1.45 on records.

**"Guys buy the movie tickets and supply the car, while girls concentrate on looking good."**

Boys spend most of their money on movies, dating, and entertainment (\$8.90 on an average week), followed closely by gasoline and automotive costs (\$8.50) and clothing (\$8.15). Food and snacks (\$8.60), personal grooming (\$3.45), hobbies (\$2), and coin-operated video games (\$1.90)

also receive a significant amount of the green in male teens' jeans. Books (95 cents), magazines (95 cents), school supplies (80 cents) and cigarettes (20 cents) get the rest. Oh yes, today's teens save an average of \$10.15 (boys) and \$9.30 (girls) weekly as well.

Among teenaged girls, clothing is the biggest single expenditure (\$13.30 on a per weekly average), trailed by cosmetics and fragrances (\$10.25), gasoline and automotive costs (\$4.40), movies and entertainment (\$4.30), food and snacks (\$3.90), beauty parlor and hair products (\$2.40), jewelry (\$2.10), and books (\$1.10). Rounding out the list are school supplies (85 cents), magazines (70 cents), coin-operated video games (30 cents) and cigarettes (25 cents).

It's interesting to note that consumers can be segregated along sexual roles at such an early age: Guys buy the movie tickets and supply the car, while girls concentrate on looking good. All of which goes to show that despite the changes in hairstyles, the patterns of teenage dating — and buying — remain the same.

## Furman Unveils Expander-Limiter-Compressor



The "LC-X" is the latest combination expander-compressor-limiter available from the Greenbrae, CA-based **Furman Sound** company. This multipurpose unit blends three sections for a total of six functions, including a variable ratio/expander gate, a variable ratio compressor/limiter/de-esser and a fast-responding peak limiter.

The expander and compressor section highlight "soft-knee" action for natural, smooth-sounding transitions, while the peak limiter, designed to prevent the signal from rising above a calibrated threshold while preserving low distortion, features a "hard-knee" characteristic. Each section has its own threshold control and LED indicator.

In addition, the expander/gate and compressor/limiter/de-esser sections share a set of attack and release controls, making these sections either peak or average-responding. Rear panel side-chain connections are also possible with the "LC-X," allowing the unit to be used as a "ducker" for voiceovers, frequency-selective limiting, and other creative applications. All effects are based around a single voltage-controlled attenuator (VCA) that automatically corrects for voltage offset. For further information, contact **Diane Poole** at (415) 927-1225.

## "Billboard Pin"

Capable of being customized with your station's call letters, slogan, or logo, the "Billboard



"Pin" is the most recent promotional item offered by Fairfield, NJ-based **Music & Marketing For Broadcast, Inc.** A natural for giveaways at on-location promotions, the clip-on, illuminated image-booster can also be used as a merchandising vehicle in conjunction with retail and national accounts.

The "Billboard Pin" is available in either chrome or standard finish. For a complete breakdown of per-unit costs or additional information, contact **Tom Ludington** at (201) 882-0070.

## Left Ear A Pushover

Next time someone calls you with a sales pitch, place the telephone receiver over your *right* ear. According to **Roger Drake**, Professor of Psychology at Western State College in Colorado, people who listen through their left ears are almost defenseless against persuasion.

Drake's basic theory is that most information heard by the left ear goes to the brain's right hemisphere for processing. Meanwhile, the brain's ability to counterargue is located in its left hemisphere, which is connected to the right ear.

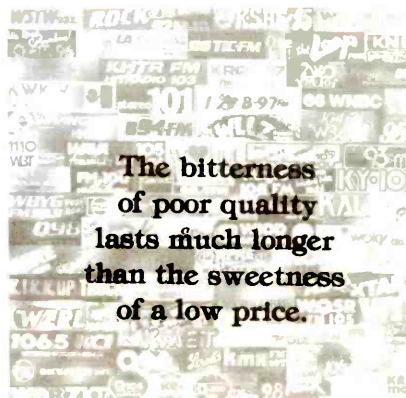
The radio news service **Wireless Flash** quotes Drake as saying that phone solicitors may already be using this principle to your disadvantage. So listen right.



*What the music of "Miami Vice" has done for television, Brown Bag Productions has accomplished and expanded for radio.*

The masters of electronic innovation and the award-winning creators of **ROCK TRAX™** and **VOICE TECH™** proudly presents the next sonic landscape, **STARFIRE™**. A new radio universe so vast and powerful and breathtaking, you'll have to listen to the demo over and over to believe your ears. Over 300 compelling cuts for logos, contests, promos, I.D.'s, sound effects and beds for advertisers. Take a quantum leap into the future of radio production with **STARFIRE™**.

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(303) 348-9245



The bitterness of poor quality lasts much longer than the sweetness of a low price.



For the Best in a **TRAVELING BILLBOARD®** (Bumper Strip or Window Label) call **Byron Crecelius**, person to person, **COLLECT 314-423-4411**.

# PRO:MOTIONS

## Weiss To Mann Media VP



Sue Weiss

Sue Weiss has been upped to VP/Sales Development at **Mann Media**. She first joined the company in 1978 as an Account Executive. After a brief stint with a Raleigh advertising agency, Weiss returned to Mann Media in 1982 as Sales Manager of company-owned **WYYD/Raleigh-Durham**.

## PROS ON THE LOOSE

Les Acree — PD **WGXX/Memphis** (901) 372-2069

Allen Beebe — Nights **WNBC/New York** (212) 687-0198

Don Cook — PD **KOMA/Oklahoma City** (405) 691-8069

Jack Hayes — Afternoons **KMBR/San Francisco** (619) 270-6878

Fuzzy Herron — PD **KCBQ-FM/San Diego** (619) 561-0284

Pat McKay — PD **KBEQ/Kansas City** (913) 451-8809

Jim McCloud — Afternoons **WKY/Oklahoma City** (415) 365-1306

Stu Miller — Morning news **KMEN & KGGI/Riverside** (714) 980-2699

Roman Moore — Production/middays **KAZY/Denver** (303) 752-1613

Ron Nenni PD **WHJY/Providence** (617-226-5358)

Barry Richards — PD **KGFJ/Los Angeles** (213) 857-1014

Glynn Shannon — Afternoons **KCNR/Portland** (503) 245-1573

Bob Yates — Mornings **KSJO/San Jose** (408) 289-8091

## A&M Taps Corson



Tom Corson

Tom Corson has been named Product Manager at **A&M Records**. He assumes the newly-created post after serving as West Coast Sales Director and then West Coast Promotion Director at **IRS Records**.

## Signaigo New KARN GSM

John Signaigo has been named GSM at **KARN/Little Rock**, moving across the hall from sister **KKYK**. He was previously Sales and Marketing Manager for Wichita-based **Lawrence Photo Supply**.

## Berman Boosted To Weiss & Powell VP

Jay Berman has been elevated to VP/Midwest Divisional Manager at **Weiss & Powell**. Prior to joining the rep firm he spent four years with **Torbet Radio**.

## Turner To WJHR GM

Mike Turner has become the General Manager of **WJHR/Jackson, TN**. In addition to his new post Turner will continue as GM of sister facility **WDXI**.

## Lewerke Named Vision Management Partner

Greg Lewerke has become a partner in **Vision Management** with Shelly Heber and Leanne Meyers. Lewerke's background includes an Associate post with **Leber/Krebs Management**, A&R Director at **United Artists**, and President of **Jet Records**. Also joining the company as Management Assistant is **Jonna Jerome**.

## Chappell/Intersong Names Fret, Martin

**Chappell/Intersong Music Group — USA** has elevated **Steve Fret** to Sr. VP/Finance & Administration. With Chappell since 1978, he had served as VP/Finance & Administration for the last three years. In other company activity **Beverly Martin** has been named Professional Manager/West Coast. During the past four years she was Director of Publishing for **Illegal Songs**.



Steve Fret



Beverly Martin

## Wald Joins John Blair As Manager

Karen Wald has been named Manager/West Coast Retail Development at **John Blair & Company**, working out of the firm's Seattle offices. Previously, Wald was the Market Development Director for **KIRO-TV/Seattle**.

## Southall Named EMI PR Director

Brian Southall has been tapped as Public Relations Director, **EMI Music/Europe & International**. The 11-year label veteran had worked as Public Relations GM for **EMI (UK)** prior to this appointment.

## Word Promotes Lundy

Roland Lundy has advanced to Executive VP of **Word Record and Music Division**. He joined the company in 1973, becoming Assistant Sales Manager three years later. That same year he was named Sales Manager and moved up to VP/Sales, Records and Music Division in 1978. Lundy succeeds **Stan Moser**.

## Harris Expands Services

**Harris Marketing Group, Inc.** has expanded its services to include a full-service marketing consultancy for radio stations. The Dallas-based broadcast sales, marketing, and promotion firm, headed by President **Bob Harris**, will work with a limited number of stations and concentrate on sales promotion/development, sales team productivity, audience promotion, awareness and visibility, special event commercialization, and sales tools & proposals.

## CHANGES

**George Wright**, former morning drive personality on **WHUE-FM/Boston**, joined **WGCH** as Production Director/on-air personality.

**Roxan Perez** joined the sales staff at **WLTO/Milwaukee**.

**Theresa Carey (T.C.) Phelan**, former Account Executive for both **KZAP/Sacramento & KAKZ/Wichita**, appointed Account Executive at **Selcom Radio**.

**Lisa Segall**, former Account Executive for **Republic Radio/Atlanta**, named Account Executive for **Selcom Radio**.

**Carroll Albert**, former principal of **Thomas-Carroll Advertising**, joined **WEZW/Milwaukee** as Account Executive.

**Mandy B. Cordova** named part of the sales staff at **KCCY/Pueblo, CO**.

**Penny J. Visalli**, former air personality with **KDZA/Pueblo**, joined **KCCY/Pueblo's** sales force.

**Andrea Stephens**, former Marketing Representative for **IBM Corporation/Denver**, joined **KCCY/Pueblo's** sales staff.

**Austen Smithers**, President of **Smithers Spot Radio**, named **Masla Radio's** exclusive Sales Representative in **Boston & New England**.

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

**Lee Shuff**, former Research Analyst on **Katz Continental's Bronze team**, promoted to Research Manager of **Katz Continental Television's Gold Team**.

**Neal S. Maziar**, former Eastman Radio Account Executive, joined **Christal Radio/Atlanta** as Account Executive.

**Anne Kinney**, former feature film designer, appointed Administrative Assistant/International Coordinator/A&R Coordinator at **I.R.S. Records**.

**Lavonne Meyer**, former Office Manager at **I.R.S.**, promoted to the newly created position of Coordinator/Sales, Marketing & Advertising.

**Robert A. Knight**, former Account Executive for **WMJX/Boston**, joined **Blair Radio/San Francisco's** sales force as Account Executive.

**Abbie Argow**, former Account Executive for **New York City Business**, joined the sales team at **McGavren Guild Radio/New York**.

**Lee Bullis**, former VP of **Allen & Doward Advertising Agency**, named Director of **McGavren Guild Radio's** newly formed Agricultural Marketing Division/Houston.

**Felice LaMarca**, former instructor for **Broadcasting & Film studies** at **Mercer University/Macon, GA**, named Account Executive at **McGavren Guild Radio/Atlanta**.



Contemporary Jazz of The '80s featuring David Sanborn, Wynton Marsalis, Earl Klugh and Spyro Gyra. A direct musical avenue to the 25-40 age market pre-recorded and tailored to fit **YOUR** format.

Contact: **PETER CICCARELLI of JAZZ TRAX**  
P.O. Box 28935, San Diego, CA 92128 (619) 485-9090



JHAN HIBER

# RATINGS AND RESEARCH

## WEEK IN REVIEW

# The NAB Ratings Taskforce: An Update

Ratings are the lifeblood of many radio stations. When the numbers are good the champagne flows and the bottom line can be a beautiful shade of black. When the ratings are poor, however, there is tension, pressure, and perhaps more red than seen by anyone since Moses.

Given the importance of these crazy numbers it is only natural that the National Association of Broadcasters recently set up the Radio Audience Measurement Task Force. Many questions have been asked about this body: Why was it created? What is its mission? In what kind of time frame can we expect results? Another basic question is whether this NAB group will help or hurt the users of radio ratings — the stations.

To get a factual update on the task force I recently spoke with John Abel, Senior VP/Research Planning at NAB. He is the key NAB staffer charged with liaison with the ratings task force.

### How It Got Started

**R&R:** What was the genesis of this ratings task force?

**JA:** At the November 1984 meeting of the NAB's Medium Market Radio Committee there was a lot of discussion about audience research services. The two main concerns were the quality of the service provided to radio broadcasters and the cost of that service. Ken McDonald, Chairman of the Medium Market Committee, and now chair of the Audience Measurement Task Force, charged the NAB staff to do something about this.

**R&R:** Was the quality of the services now available the key concern, or was there more grumbling about the current cost of ratings research?

**JA:** I don't think that either was more important. However, there was concern with those who use the research but pay little for it — such as ad agencies.

**R&R:** Was there a sense that recent price increases were finally too much to bear?

**JA:** There was a feeling that ratings costs were increasing far in excess of the inflation rate, and

should be looked at by NAB in terms of their impact on the total radio industry.

### The Status Now

**R&R:** So where do things stand now in terms of the committee's organization and progress?

**JA:** At the January NAB board meeting a resolution was passed that the NAB should investigate the possibility of starting a non-profit entity that would collect audience information. The resolution passed unanimously, the committee members were named in April, and there have been two meetings since that time.

**R&R:** What's been done to date?

**JA:** The first meeting focused a lot of attention on the legal ramifications of NAB's involvement in this kind of activity. We want to know NAB's options.

**R&R:** Besides starting another audience measurement firm, what else could the NAB do?

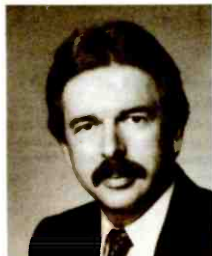
**JA:** Perhaps we could provide information about the audience measurement business to other entrepreneurs, which might encourage other firms to get into the business. This way we might be pro-competitive, encouraging others to get into this ratings market.

**R&R:** What specifically has been discussed that might enhance such competition?

**JA:** The key item is to look at the economic impact ratings has on radio broadcasters. To delve into this we're going to do two studies, one of which will help us get a feel for how much is spent in the U.S. by radio stations on syndicated audience research.

**R&R:** What else are you looking at to understand the economics question?

**JA:** The second study will look at how much money is being spent on syndicated ratings services within individual markets. The magni-



John Abel

tude of dollars involved might lead to information that would entice new competitors to come into the business.

### An NAB Ratings Service?

**R&R:** After hearing of the formation of this task force lots of folks have been wondering about the likelihood of an NAB-run ratings service. Based on the activity to date is this a possible result?

**JA:** There is a very low probability of that occurring. We just don't have — or could get our hands on — the capital necessary to create such an entity and become a viable service.

**R&R:** Then aside from trying to compile the revenue information mentioned earlier, what else do you think can realistically come out of this effort?

**JA:** We can educate the industry on how to use audience research, and perhaps on how to do their own research. We might even be able to suggest to existing firms other kinds of useful research. For example, as the industry becomes more segmented there becomes more of a need for qualitative information. Data on lifestyle characteristics, what people own or want, or maybe information on different demographics could be useful.

**R&R:** Could the committee possibly recommend new methodologies to be used to survey radio listening habits?

### ARAC Meeting Near

Another meeting between the Arbitron Radio Advisory Council and Arbitron execs will take place in California next week. According to ARAC Chairman Larry Wexler, the key topics will include finalizing the proposed redesign of the market reports. "35+ is in as a new demo, while 12-34 didn't make it," according to Wexler. He added, "It seems likely we'll pass a resolution allowing for new criteria for changing metro definitions."

### Birch Signs N.W. Ayer

Bill Livek, Sales/Marketing VP for Birch Radio, has announced his firm has signed a longterm agreement with the eighth largest ad agency, N.W. Ayer. "While Birch will not be the primary planning/buying tool yet, the agency will use it in evaluating client plans/schedules." Ayer's main radio account is the U.S. Army.

**JA:** That is entirely possible. One more thing the task force has agreed to do is form a technical subcommittee of station and group researchers. These people would review current firms, then listen to other — perhaps wild — ideas about how to better serve the radio industry. The subcommittee would then draw up recommendations about what they see as the major issues: whether the existing services can be improved, or if there are other, more outstanding, ways of collecting ratings data.

**R&R:** What sort of timetable do you foresee for the task force's review and recommendation process?

**JA:** It's almost a year away. They got approval at the June board meeting for a one year extension, so they are in existence until June 30, 1986. It will probably be next May or June until they have any kind of final report ready.

### Will It Help Or Hurt?

**R&R:** While nobody will go on the record about this, it's obvious that the major ratings firm — and cost factor — is Arbitron. Yet other efforts have tried to tackle Arbitron and failed. Is it possible for NAB's recommendations to have any impact?

**JA:** It's really a matter of NAB keeping the pressure on the existing ratings services. If we can monitor the current firms and perhaps get new competitors into the field, then it will have been worthwhile. Maybe we can even get advertisers interested in assuming more of the costs in radio ratings research. The main mission, however, is to keep the current firms' feet to the fire. We have to let these companies know that broadcasters are concerned about the cost, the quality, and the turnaround time of

radio listening estimates.

**R&R:** Tom Birch feels radio has a good alternative research technique and that to encourage more ratings services could fragment the field leaving the big guy — Arbitron — in an even more dominant position. Do you fear that by stimulating competition and getting new entrants you may actually help Arbitron and hurt Birch?

**JA:** Well, we're not out to get anybody or make it difficult for anybody. We want to maintain the accuracy and integrity of the ratings services we already have, improve on that record, and perhaps encourage competition.

**R&R:** Could too much competition be bad for the industry by giving us too many choices, and also keep research costs high because stations have to subscribe to three or four firms?

**JA:** I don't think so. We represent radio broadcasters, and we are trying to deal with the issue from the radio side. The attention of this task force will enhance the quality of what we get while examining the costs and revenues involved.

### My Perspective

The good news here is that the industry has a group that will put some pressure on the two main ratings services. Perhaps this will result in some improvement in methodology, and maybe some dramatic new techniques will surface, which we'll report on in the months ahead. However, I don't foresee that the NAB will get into the audience measurement business, but Birch's recent success at the agency level may help keep Arbitron on track.

Next week we'll begin to analyze the spring numbers for a major format.



Dimensions: 8 1/4" X 2 1/2" X 6 1/2"

Model 40-A

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Simultaneous display of Peak and Persistence functions.

With AM, FM, and TV

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Each day more broadcasters and production houses discover how accurate this visual display can be for achieving uniform loudness from source to source. Available as a single unit complete with power supply, dual or single rack mount, or small console mounting.

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# On the scene when it counts



**For 17 days in June, NBC Radio News once again gave its affiliates what they've come to expect. Coverage second to none.**

**"Based on my observations of the competition, NBC Radio News provided the most extensive coverage of the hostage crisis."**  
Jim Phillips,  
News Director  
WKIS/Orlando, FL

**"In the rapidly changing hostage crisis, the one constant was the NBC Radio News coverage."**  
Jim Hale,  
News Director  
WHK/Cleveland, OH

**"NBC Radio's information was often ahead of the wire service reports and their competition."**  
Steve Mace,  
News Director  
KLIF/Dallas, TX

**"Not only was the journalism superb but there were plenty of options from which an affiliate could choose."**  
Brian Whittemore,  
News Director  
WGY/Schenectady, NY

**"Thanks for your outstanding coverage and for such a professional approach while handling such a difficult story."**  
William Toffel,  
News Director  
KYW/Philadelphia, PA



**NBC  
Radio  
Network**

**For stations committed to news.**

# RATINGS

## Houston-Galveston

**KMJQ, KKQB-FM**  
Pacesetters Again;  
**KRBE-FM** Doubles; **KLTR**,  
**KQUE** Healthier; **KIKK-FM**,  
**KODA**, **AORs** Softer

	Winter '85	Spring '85
KMJQ (B/U)	9.5	9.3
KKQB-FM (CHR)	8.5	8.1
KIKK-FM (Ctry)	7.8	6.8
KODA (B/EZ)	7.8	6.6
KLTR (AC)	5.8	6.3
KRBE-FM (CHR)	2.8	5.7
KQUE (AC)	4.3	5.1
KSRR (AOR)	5.2	5.0
KTRH (News)	4.4	4.9
KILT-FM (Ctry)	4.3	4.7
KLLO (AOR)	5.2	4.5
KFMK (AC)	5.6	4.1
KPRC (N/T)	4.2	3.7
KLEF (Clas)	1.8	2.0
KYOK (B/U)	1.9	1.8
KLAT (Span)	1.8	1.4
KRBE (CHR)	.7	1.3
KCOH (B/U)	.7	1.3
KBQ (CHR)	.9	1.0
KNUZ (Gold)	.5	1.0
KXYZ (Span)	1.2	1.0

## Seattle-Tacoma

**KIRO** Returns To Double  
Digits; **KOMO** Slips As  
**KLSY** Gains, **KMGI** Debuts;  
**KSEA** Passes **KBRD**;  
**AORs**, Most **CHR**s Softer

	Winter '85	Spring '85
KIRO (N/T)	8.3	10.2
KUBE (CHR)	7.9	7.5
KISW (AOR)	6.5	6.1
KOMO (AC)	6.8	5.9
KSEA (B/EZ)	4.5	5.3
KBRD (B/EZ)	5.9	5.0
KLSY (AC)	3.5	4.1
KMPS-FM (Ctry)	3.7	4.0
KPLZ (CHR)	4.5	3.9
KNBQ (CHR)	3.5	3.8
KIXI (BBnd)	3.8	3.5
KING-FM (Clas)	3.8	3.4
KRPM (Ctry)	3.4	3.3
KMPS (Ctry)	1.8	3.2
KJR (AC)	3.0	2.5
KZOK (AOR)	2.7	2.3
KEZX (AOR)	3.3	2.2
KVI (Gold)	2.1	2.2
KMGI (AC)	—	2.0
KING (News)	2.1	1.9
KCMS (Rel)	2.6	1.6
KIXI-FM (AC)	1.6	1.6
KCIS (Rel)	6	1.4
KKFX (B/U)	1.2	1.2
KOKT (AC)*	2.5	1.2

\*Formerly **KKIM** (AC)

## Dallas-Ft. Worth

**KVIL-FM** Slips From  
Double Digits; **WBAP**,  
**KPLX** Flex Country  
Muscles; **AORs** Stronger;  
**CHR** Race Tightens

	Winter '85	Spring '85
KVIL-FM (AC)	10.2	9.3
KKDA-FM (B/U)	7.8	7.4
WBAP (Ctry)	6.3	7.4
KRLD (News)	7.8	6.8
KEGL (CHR)	6.7	5.8
KPLX (Ctry)	4.6	5.3
KMEZ (B/EZ)	5.3	5.3
KTXQ (AOR)	4.5	5.2
KSCS (Ctry)	5.3	4.7
KZEW (AOR)	3.8	4.3
KTRK (CHR)	4.1	4.0
KAFM (CHR)	3.1	3.7
KNOK (B/U)	2.5	3.0
KMGC (AC)	3.1	2.6
KQZY (B/EZ)	3.1	2.5
KLUV (AC)	2.6	2.1
KPBC (Rel)	1.4	1.9
KJM (Rel)	6	1.7
KESS (Span)	.7	1.4
KKDA (B/U)	1.1	1.2
WPR (Clas)	1.4	1.2
KAAM (Gold)	1.0	1.1
KSSA (Span)	1.0	1.1
KROX (Gold)	1.4	1.1

## Atlanta

**WZGC** Extends Winning  
**CHR** Margin; **WVEE** Jumps  
To Double Digits,  
Runner-up; **WKHX**,  
**WSB-FM** Rebound;  
**WPCH**, **WRMM** Slide

	Winter '85	Spring '85
WZGC (CHR)	10.5	12.1
WVEE (B/U)	8.5	11.0
WQXI-FM (CHR)	9.9	9.2
WKHX (Ctry)	6.7	8.9
WPCH (B/EZ)	9.0	6.5
WKLS-FM (AOR)	6.7	6.4
WSB (AC)	7.2	6.3
WSB-FM (AC)	3.5	5.4
WFOX (AC)	3.3	3.7
WYAY (Ctry)	2.4	3.3
WGST (N/T)	3.2	2.9
WRMM (AC)	5.3	2.5
WAOK (B/U)	2.9	2.3
WPLO (Ctry)	1.9	1.7
WQXI (Gold)	1.2	1.6
WIGO (B/U)	2.0	1.3
WCNN (News)	1.3	1.2

## Phoenix

**KTAR** Edges **KNIX-FM**  
For Crown; **KZZP-FM** Leads  
**CHR** Increases;  
**KMEO-FM**, **KOY** Slip

	Winter '85	Spring '85
KTAR (N/T)	10.1	9.2
KNIX-FM (Ctry)	8.0	8.9
KUPD (AOR)	8.2	8.3
KZZP-FM (CHR)	6.7	7.6
KKLT (AC)	6.7	6.4
KMEO-FM (B/EZ)	6.7	5.9
KOYT (B/EZ)	6.0	5.9
KOPA-FM (CHR)	5.0	5.3
KLZI (AC)	4.2	4.8
KOOL-FM (AC)	4.5	3.9
KDKB (AOR)	4.1	3.7
KOY (AC)	5.5	3.6
KONC (Clas)	1.6	2.9
KSTM (AOR)	2.0	2.5
KJJJ-FM (Ctry)	1.8	2.3
KLFF (BBnd)	2.8	2.2
KOOL (AC)	1.8	2.2
KUKO (B/U)	3.2	2.0
KNIX (Ctry)	1.6	1.7
KMEO (B/EZ)	8	1.2
KJJJ (Ctry)	1.5	1.1
KRDS (Rel)	4	1.1

### Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Bk—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.

### Spring '85 Arbitron Results

### Denver- Boulder

**KOSI** Keeps Cozy Hold On  
First; **KBPI**, **KMJJ**, **KHOW**  
Show Impressive Growth;  
**KRXY-FM** Takes **CHR** Title  
As **KPKE** Softens

	Winter '85	Spring '85
KOSI (B/EZ)	10.0	10.7
KBPI (AOR)	6.8	7.7
KMJJ (AC)	5.9	6.8
KRXY-FM (CHR)	5.4	5.7
KBCO-FM (AOR)	5.5	5.5
KHOW (AC)	3.4	5.2
KOA (Talk)	5.2	5.0
KPKE (CHR)	6.3	4.6
KOAO (CHR)	3.7	4.3
KYGO (Ctry)	5.7	4.0
KAZY (AOR)	4.7	3.9
KVOD (Clas)	2.9	3.8
KNUS (N/T)	4.0	3.7
KIMN (CHR)	3.9	3.6
KEZW (BBnd)	3.8	3.1
KDKO (B/U)	1.4	2.4
KLZ (Ctry)	2.8	2.4
KBRQ-FM (Ctry)	2.5	1.6
KRZN (Gold)	1.6	1.5
KADX (Jazz)	1.3	1.5

### Miami-Ft. Lauderdale- Hollywood

**WLYF** Slips, Still Number  
One; **WHYI**, **WSHE** Score  
Strong Second, Third;  
**WEDR** Tightens **B/U** Race  
With **WHQT**

	Winter '85	Spring '85
WLYF (B/EZ)	9.4	8.1
WHYI (CHR)	6.6	7.3
WSHE (AOR)	4.8	6.3
WQBA (Span)	5.7	5.7
WINZ-FM (CHR)	5.0	5.2
WJOY (AC)	4.4	4.0
WHQT (B/U)	4.5	3.9
WEDR (B/U)	2.7	3.5
WINZ (N/T)	3.0	3.5
WIOD (N/T)	3.9	3.4
WNWS (Talk)	3.3	3.3
WLVE (AC)	3.1	3.2
WKOS (Ctry)	3.7	3.1
WRHC (Span)	2.5	3.1
WOCN (Span)	3.2	2.8
WAXY (AC)	4.4	2.7
WCMQ (Span)	1.3	2.7
WALA (AC)	2.6	2.6
WTM (Clas)	2.8	2.6
WQBA-FM (Span)	2.3	2.3
WCMQ-FM (Span)	2.9	2.0
WGBS (N/T)	1.4	1.8
WLOY (BBnd)	1.2	1.4
WMBM (Rel)	8	1.6
WMXJ (CHR)	—	1.3
WKAT (BBnd)	1.3	1.2
WFTL (AC)	1.6	1.0
WSUA (Span)	8	1.0

### Providence- Warwick- Pawtucket

**WLKW-FM** Clings To Top  
Perch; **WPRO-FM** Returns  
To Double Digits; **WPRO**,  
**WHJJ** Post Notable Gains

	Winter '85	Spring '85
WLKW-FM (B/EZ)	13.1	12.6
WPRO-FM (CHR)	9.5	11.6
WHJY (AOR)	9.8	9.8
WPRO (AC)	6.1	7.4
WHJJ (N/T)	5.4	6.4
WSNE (AC)	4.5	4.4
WWLJ (AC)*	3.7	3.2
WMYS (AC)	3.5	3.0
WBRI (AOR)	3.3	2.9
WERI (CHR)	3.5	2.8
WBSM (Talk)	2.4	2.7
WEAN (B/EZ)	3.4	2.2
WLKW (BBnd)	2.3	2.1
WHIM (Ctry)	2.1	1.6
WALE (Talk)	8	1.3
WBCN (AOR)	9	1.2
WBZ (AC)	1.8	1.2
WNBH (Gold)	1.0	1.1
WHTT (CHR)	1.5	1.0
WADK (Misc)	7	1.0

\*Formerly **WPJB** (AC)

### FOR THE RECORD

Last week, **R&R** inadvertently listed **WKSE/Bufalo** as **WKSZ**.

**THE BOOK IS OUT...**  
and **RADIO ONE** delivers  
**Adults!**

BOB BROWN, G.M.

### MEMO

**DID YOU SEE:**

- ✓ **WLTS**—New Orleans, 1<sup>st</sup> Book top AC in Market 25-54
- ✓ **K-LITE**—Salt Lake, 1<sup>st</sup> Book ties AC FM Market Leader 25-54 Women
- ✓ **WDLT**—Mobile, 2<sup>nd</sup> Book Skyrockets to Double Digits 25-54 Women

Call **RADIO ONE**—(602) 264-3531

**RADIO ONE** ... America's one-of-a-kind Adult Contemporary format that delivers 25-54 demographics.



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## AMID ALL THE TALK ABOUT COUNTRY SHARES GOING DOWN, ED SHANE WANTS TO TALK ABOUT TWO THAT DIDN'T.

The two are KILT-FM, Houston, and WIRE-AM, Indianapolis. Each has dedicated management who demand commitment, integrity and success. Each has a consulting agreement with Shane Media Services. Because of the unique situations at each station, that's where the similarities end.

### NARROWING THE GAP

KILT-FM is one of two country FM's in Houston. When they went into the format they took the city by storm. More recently, the other guys have had an edge. That's where we came into the picture with a project that began with listener research, a competitive overview, and our Management Advisory Plan.

In the spring of this year, our role expanded to add programming consultation for the station, and I'm pleased to report the results:

KILT-FM 4.3 - 4.7

The other guys went *down* a full share point. But that's the 12+ share. To get a better feel for the advances that KILT-FM made, look at Women 25-54:

KILT-FM 3.5 - 6.0

The other guys lost almost a full share point in Women 25-54 and were down two in Men 25-54.

The other guys are still ahead, but it's refreshing to narrow the gap in such a short time. It's also fun to hear the other guys react on the air each time KILT-FM makes an adjustment.

### NO NEWS IS GOOD NEWS

The radio industry loves explosive advances in shares, so it's probably hard to believe that I'd spend good money on advertising a station that stayed *even*. Yet, I'm encouraged by exactly that at WIRE in Indianapolis.

The station has been known as a country giant until the last few years when FM competition began to heat up. At the end of last year, we were engaged to offer programming direction and implementation.

WIRE is on AM. WIRE plays country. The country competition in Indianapolis is on FM. WIRE's share remained steady while the other guy went down.

Again, looking beyond the 12+ shares, Women 25-54 are up:

WIRE 4.6 - 5.1

That's a success story, if you ask me!

### MORE THAN A FORMAT

At Shane Media Services, we apply multiformat experience to positioning challenges. I like to sell solutions, because that transcends format. That's why you find stations of all types in our client group - AC, Soft Rock, CHR, AOR, News and Talk, Country, and Physicians Radio Network, which serves 39 markets.

In the last year, however, country radio has been characterized by words like "decline," "slump," and "depression." That's why I wanted to focus on country and say there are signs of life.

The managements and staffs of KILT and WIRE have put in a lot of hard work. I'm proud to be associated with them.

### AN UNABASHED PITCH

Understanding the changing nature of the country audience is but one dimension of our expertise at Shane Media Services. We offer Research Coordination and Execution, including meaningful Focus Research; Programming Concept and Execution; Personnel Training and Development; and our specifically tailored Management Advisory Program.

Call me at 713-952-9221 and let me develop a program to meet your needs.

### COMMITMENT, INTEGRITY, SUCCESS.

Arbitron information from Houston-Galveston Market Reports compare Winter '85 to Spring '85. Indianapolis compares Fall '84 to Spring '85.



SHANE MEDIA SERVICES

6405 RICHMOND AVE SUITE 311  
HOUSTON, TX 77057  
713/952-9221

96/44

**AOR Track**

29

**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.

**RATINGS**

**Kansas City**

**WDAF Strong And Steady;  
KMBR, KCMQ, KYYS See  
Bigger Shares; KUDL  
Overtakes KLSI  
As Both Rise**

	Winter '85	Spring '85
WDAF (City)	10.5	10.7
KMBR (B/EZ)	7.8	8.5
KBEO (CHR)	6.9	7.1
KCMQ (N/T)	5.2	6.8
KYYS (AOR)	5.9	6.8
KUDL (AC)	5.1	6.4
KLSI (AC)	5.4	6.0
KPKF-FM (City)	6.3	5.4
KPRS (B/U)	4.5	4.7
KMBZ (N/T)	4.9	4.6
KZZC (CHR)	3.8	4.6
KCao-FM (City)	3.3	3.6
KLA (BBnd)	3.9	3.4
WHS (AC)	4.0	3.2
KKCI (AOR)	3.4	2.3
KCFX (AOR)	1.5	1.6
KXTR (Class)	2.3	1.7
KCXL (B/U)	1.6	1.2
KCCV (Rel)	1.0	1.0

**Milwaukee**

**WTMJ, WEZW, WQFM  
Solid 1-2-3; WKTJ,  
WZLU-FM Nab CHR Gains;  
Country Stations Soften**

	Fall '84	Spring '85
WTMJ (AC)	12.0	12.3
WEZW (B/EZ)	9.2	6.7
WQFM (AOR)	6.6	6.2
WKTJ (CHR)	5.7	7.4
WOKY (BBnd)	6.6	6.7
WLUM (B/U)	5.3	5.6
WMYX (AC)	5.1	4.8
WML (City)	5.9	4.1
WZLU-FM (CHR)	2.4	4.0
WESP (Gold)	2.6	3.8
WISF (AC)	3.2	3.6
WISN (AC)	3.8	3.5
WBCS-FM (City)	3.6	3.2
WNOV (B/U)	2.5	2.0
WLTO (AC)*	1.1	1.9
WPMR (Class)	2.6	1.6
WPKR (CHR)	1.6	1.4
WZJN (CHR)	.5	1.1

\* Formerly WBBT (CHR)

**Minneapolis-St. Paul**

**WCCO Even More  
Dominant; KSTP-FM  
Stable in Second; CHRs  
Gobble Larger Shares**

	Fall '84	Spring '85
WCCO (AC)	21.4	22.5
KSTP-FM (AC)	9.9	9.9
WLOL (CHR)	8.5	9.4
KORL-AM & FM (AOR)	6.5	7.1
KDWB-FM (CHR)	5.2	7.0
WAYL (B/EZ)	7.4	7.0
KEEY (City)	6.4	5.2
KTCZ (AOR)	3.2	4.2
WLTE (AC)	3.7	3.7
WDGY (City)	4.1	3.3
KSTP (Talk)	3.7	2.7
KJJO (Gold)	2.2	2.3
KMGW (AC)	.8	2.1
KLBB (BBnd)	1.3	1.6

**Salt Lake City**

**KSFI Holds First; KCPX-FM,  
KRSP-FM Zoom To 2-3;  
A/C Race Tightens**

	Fall '84	Spring '85
KSFI (B/EZ)	10.5	10.1
KCPX-FM (CHR)	6.4	9.5
KRSP-FM (AOR)	7.1	9.4
KBL (AC)	9.3	7.2
KLCY (AC)	6.3	6.8
KALL (AC)	4.5	4.7
KLTO (Class)	3.9	4.2
KLUB (B/EZ)	5.6	3.9
KBUG (AC)	2.6	3.4
KKAT (City)	3.4	3.4
KIBN (CHR)	3.6	3.3
KQOP-FM (City)	5.6	3.3
KDAB (AC)	2.6	2.6
KLRZ (AC)	1.7	2.5
KZAN (City)	3.2	2.5
KCOL (AOR)	2.5	1.9
KDYL (News)	1.3	1.9
KDOP (City)	1.6	1.7
KANN (Rel)	.5	1.5
KPBY (CHR)	2.3	1.5
KZJO (Talk)	1.1	1.4
KRGO-FM (City)	1.4	1.3
KRSP (CHR)	2.1	1.0

**Spring '85  
Arbitron Results**

**Columbus**

**WBNS-FM Adds Three To  
Snatch First; WXGT Hits  
Double Digits, Widens  
CHR Lead; WSNY Surges,  
Takes A/C Title**

	Fall '84	Spring '85
WBNS-FM (B/EZ)	9.7	12.6
WLVO (AOR)	14.9	11.5
WXGT (CHR)	9.2	11.1
WSNY (AC)	7.5	10.6
WTVN (AC)	10.5	10.1
WNCI (CHR)	6.1	4.9
WRMZ (City)	4.6	3.9
WHOK (City)	3.6	3.6
WHNI (City)	3.1	3.6
WZZT (B/U)	2.1	3.1
WVKO (B/U)	2.6	2.7
WFPD (Rel)	1.6	2.4
WBNS (AC)	2.9	2.2
WCKX (B/U)	1.1	1.9
WBSY (Jazz)	2.0	1.6
WLW (AC)	1.2	1.5

**Portland, OR**

**KGW Rockets into First  
Place; KKRZ, KMJK Score  
CHR Increases; KGN  
Passes KINK**

	Winter '85	Spring '85
KGW (AC)	6.5	10.1
KKRZ (CHR)	7.8	6.9
KEX (AC)	6.9	8.1
KMJK (CHR)	6.9	6.0
KXL-FM (B/EZ)	7.0	7.4
KQON (AOR)	5.5	6.2
KINK (AOR)	5.8	5.7
KXL (News)	5.5	5.6
KYTE (BBnd)	5.3	4.8
KKCW (AC)	5.7	4.8
KUPL-FM (City)	4.3	4.0
KGNR (AC)	3.6	3.0
KWJJ (City)	3.2	2.6
KYTE-FM (Class)	2.4	2.3
KSNB (Class)	2.0	2.1
KJB (City)	2.8	1.7
KPDD-FM (Rel)	1.5	1.7
KSGO (Gold)	1.8	1.7
KKEY (Talk)	2.3	1.4

**Sacramento**

**KSFM, KZAP Cross  
Double-Digit Threshold;  
KCTC Slips To Third;  
KXOA-FM, KWOD, KAER,  
KHYL, KSKK Prosper**

	Winter '85	Spring '85
KBFM (CHR)	9.2	10.5
KZAP (AOR)	9.4	10.4
KCTC (B/EZ)	10.5	9.2
KXOA-FM (AC)	6.4	9.0
KWOD (CHR)	5.1	5.9
KFBK (N/T)	5.1	5.7
KRAK (City)	5.2	5.0
KAER (City)	3.4	4.4
KXOA (BBnd)	3.9	4.1
KHYL (AC)	3.4	4.0
KBNK (City)	2.9	3.5
KGNR (BBnd)	3.7	2.9
KPOP (CHR)	4.2	2.6
KSAC (AC)	3.3	2.0
KMBR (Misc)	.7	1.7
KGO (N/T)	2.0	1.5
KENZ (AC)	.3	1.3
KPIA (Rel)	.8	1.2
KEBR (Rel)	.4	1.1
KCBS (N/T)	.4	1.0

**Format Legend**

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

# RATINGS

## Nashville

WLAC-FM Adds Four, Soars into First; WSIX-FM, WVOL, WYHY On The Rise; WKDF, WZEZ Slip From Double Digits

	Fall '84	Spring '85
WLAC-FM (AC)	8.3	12.4
WSM-FM (City)	11.5	11.1
WKDF (AOR)	10.2	9.6
WZEZ (B/EZ)	10.2	8.1
WQOK (B/U)	8.1	7.4
WSIX-FM (City)	6.3	7.4
WSM (City)	7.2	6.2
WZKS (CHR)	5.6	5.6
WVOL (Gold)	3.1	5.0
WYHY (CHR)	2.7	4.8
WYKX (CHR)	4.1	4.2
WLAC (Talk)	3.3	3.4
WSIX (City)	1.9	1.4
WAMB (BBnd)	1.4	1.3
WKDA (Gold)	2.8	1.1

## Louisville

WAMZ Up Three, Wins Top Prize; WLRS Returns To Double Digits; WLOU, WRKA Post Healthy Advances

	Winter '85	Spring '85
WAMZ (City)	11.1	14.0
WHAS (AC)	15.1	12.4
WLRS (CHR)	9.8	11.9
WGMF (AOR)	11.2	8.6
WLOU (B/U)	6.2	8.4
WVEZ (B/EZ)	9.1	5.6
WAVG (AC)	5.8	5.5
WRKA (AC)	3.9	5.0
WCN (City)	5.4	4.5
WJVL (B/U)	3.5	4.3
WKJJ (AC)	4.7	4.1
WAKY (Gold)	2.6	2.9
WXVW (B/EZ)	1.9	2.0
WTMT (City)	1.2	1.9
WXLN (Rel)	1.7	1.3
WDGS (Rel)	.5	1.0

## Indianapolis

WFBO Adds Four, Unseats WIBC; WXTZ Recoups; WENS Slips; WZPL Loses Three

	Fall '84	Spring '85
WFBO (AOR)	11.3	15.5
WIBC (AC)	16.0	15.4
WXTZ (B/EZ)	7.7	9.2
WTLC (B/U)	8.8	8.3
WZPL (CHR)	11.1	8.3
WFMS (City)	8.9	8.2
WENS (AC)	7.8	6.1
WIRE (City)	5.1	5.1
WNAP (CHR)	4.9	4.9
WMLF (BBnd)	3.2	4.4
WTPI (AC)	1.3	2.6
WNDE (AC)	2.6	2.1
WGRT (B/U)	1.2	1.3

Spring '85 Arbitron Results

## 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.

### Nelson In New York



CBS celebrated Willie Nelson's Radio City Music Hall performances with a reception. Pictured (l-r) are CBS/Nashville Sr. VP/GM Rick Blackburn, CBS Sr. VP Marvin Cohn, Nelson, CBS Sr. VP/GM Marketing Paul Smith, CBS/Nashville VP Joe Casey, and Columbia VP Bob Sherwood.

### Atlantic Promotes Black Music Legacy



Atlantic kicked off its large-scale "Legacy of Black Music" promotional/marketing campaign with a series of audio-visual presentations. Pictured at the L.A. reception, at which the Mayor's office declared June "Black Music Month," are Modern artist Natalie Cole, Atlantic VP/GM of Black Music Operations Hank Caldwell, Vicki Pipkin of the Mayor's office, Mirage artist Mic Murphy of the System, and Atlantic artists Steve Arrington and Jean-Luc Ponty.

# "MONEY for NOTHING" DIRE STRAITS

## CHR NEW & ACTIVE

141/64

One of the "MOST ADDED" AOR Albums: 2 AOR Tracks: 2



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

Direction: Diarmage Management. © 1985 Phonogram Ltd. (London)



REED BUNZEL

# NETWORKS/PROGRAM SUPPLIERS



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PLEASE PHOTOGRAPH  
FOR ONE OF THESE  
THEY ARE TO BE  
FOR A GOOD BENEFIT,  
FOR USA



713	JOHN F. KENNEDY STADIUM PHILA.	713	TIRES
TIRES	LIVE AID U.S.A.	9:00AM	ES
ES	DOORS OPEN 7 A.M.	ES 16	24
950.00	ALL WEATHER EVENT	550.00	16
16	NO CAMERAS OR RECORDERS	0511A32	
06/22	NO REFUNDS 002030768A5356	550.00	24
24	9:00AM SAT JUL 13 1985		



**ROCK AROUND THE CLOCK** — A few candid moments during the "global jukebox" Live Aid concert (clockwise, from top left): ABC News correspondent Bob Schmidt takes a breather in the press box in Philadelphia; ABC's Mark Scheerer chats with Kenny Loggins, who received the first Harry Chapin "Hunger" Award; later in the day Scheerer relaxes between backstage artist interviews; ABC's Live Aid anchors Jeff Pollack, Robin Young, and Tommy Hedges coordinate broadcast feeds from Philadelphia and London at the network's New York studios; and NBC's Source correspondent Bob Madigan broadcasts a live report from his perch on the 30 yard line at JFK Stadium.

# Live Aid: Radio Rocks The World

The heart and soul of rock 'n' roll has been hyped by one generation and questioned by another since Bill Haley climbed to the top of the charts 30 years ago this month. Last week's multinational Live Aid concert has settled all doubts, however, as over 100 artists contributed their talents to what may well be the biggest fundraising charity event in history. Organizers are now estimating that more than \$70 million was collected from donations generated by the two concerts beamed worldwide via satellite from JFK Stadium in Philadelphia and Wembley Stadium in London.

**The Power Of Radio**

While most attention was focused on the performances and the power of television to bring them into the living room, radio is what brought the 17 hours of stereo music and messages to most of the estimated 1+ billion listeners around the world. Approximately 180 American stations nationwide carried the concert broadcast by the three ABC Radio Youth Networks, which acquired the exclusive rights from Worldwide Sports & Entertainment. Westwood One, which waived its exclusive broadcast rights to nine artists in exchange for certain privileges, joined ABC backstage to produce hourly updates and interview reports. Other major networks were also on hand, producing periodic reports for hundreds of additional stations around the U.S.

"The organizers of the charity were extremely pleased with what

radio accomplished," comments ABC VP/Sr. Executive Bob Benson. "This is going to turn out to be the biggest radio broadcast in history, and it was exciting to be a part of it. We have to give most of the credit to (promoters) Bill Graham and Harvey Goldsmith, who did the most incredible logistical job anyone has ever done. They made it a lot easier for us to do our broadcast."

Benson pointed out only three minor glitches that affected the broadcast: The trouble with Paul McCartney's microphone in London, a loss of power during the Who's reunion performance which cut the stereo feed, and the technical imperfections during the "We Are The World" finale.

### The Longest Day

According to ABC VP/Director-Engineering Keat Coughlin, more than 100 ABC staffers worked to pull the concert together. The 18+



hours of coverage were hosted by WNEW-TV/Boston reporter Robin Young, along with Jeff Pollack and Tommy Hedges of Pollack/Hedges Enterprises; they broadcast from anchor facilities at ABC studios in New York. Approximately 40 engineers and technicians coordinated the live feeds from Philadelphia and London, and as-

sembled taped coverage for later playback.

Including a one-hour "highlights" feature aired after the Philadelphia concert concluded, the broadcast lasted 18 1/4 hours. "This was one of the single largest one-day jobs we've ever done," says Coughlin. "It compares with several of our longest days in Los Angeles for the 1984 Olympics."

### Radio Fundraiser

While most of the millions of viewers tuned in primarily for the once-in-a-lifetime musicfest, the primary objective of organizer Bob Geldof was to bring in as much money as possible. This aim extended to radio, which got into the fundraising efforts as both a voluntary effort and a requirement for carrying the ABC broadcast. To this end ABC guaranteed a base amount to be paid to the Live Aid fund, and collected rights fees from each participating station.

Benson acknowledges that the ABC base guarantee was "somewhere around" \$500,000, and says the rights fee charged individual stations ranged up to \$7500. "We felt radio stations should work on the same basis that we were, and that was to put something into the pot," Benson explains. "ABC made not one penny off this broadcast. The only inventory in addition to what the stations usually carry is one spot every other hour, and the

proceeds from those are being used to amortize our production expenses."

ABC's Youth Network affiliates were given first refusal for carrying the concert, making it possible for up to three stations in a market to broadcast the event. In markets without ABC affiliates (or where they declined coverage), stations with youth-oriented demos were granted the rights. Some stations complained that they were unable to obtain these rights, however, and said they were told they'd be in competition with other ABC stations.

Westwood One's backstage coverage, including live reports and artist interviews, was anchored by Director/Programming George Taylor Morris and Marcia Hrichson in Philadelphia, and Roger Scott in London.

NBC's Source provided 60-second reports from both concert sites, with updates filed by Mal Reding and Bill Sinrich in London, and Rona Elliot, Bob Madigan, and Stacey Cahn in Philadelphia.

CBS Radio reporter Pat Woodard covered the London activities for RadioRadio, while Ed Crane filed updates from Philadelphia. Program producer/syndicator Constellation Broadcasting was also on site in the City of Brotherly Love, with Don Fass anchoring regular reports from JFK Stadium.

# MUSIC CALENDAR

## NEWS & INFORMATION FEATURES

July 29-August 2

### The Weekend

August 3-4	
<b>The Countdown</b> (WO)	Pat LaBelle/Cameo
<b>Countdown America with John Leader</b> (USR1)	Night Ranger
<b>Country Calendar</b> (CW)	Mickey Gilley/Judas
<b>Country Closeup</b> (NP)	Jane Fricke/Bob McDill
<b>Country Report Countdown</b> (WRN)	Oak Ridge Boys/Razzy Bailey/Whitex
<b>Dick Clark's Rock, Roll, &amp; Remember</b> (US)	Searchers
<b>Don &amp; Deanna On Bleecker Street</b> (CB)	Buckingham
<b>Dr. Demento</b> (WO)	Doctor's orders
<b>Future Hits</b> (WO)	ABC/Michael McDonald/Cheap Trick
<b>Hot Country Gold</b> (BRE)	Anne Murray
<b>Hot Ones</b> (USR1)	Howard Jones
<b>Hot Rocks</b> (US)	Culture Club
<b>Memory Makers</b> (BRE)	Jethro Tull
<b>Metashop</b> (MJ1)	Ozzy Osborne
<b>Music Makers</b> (NP)	Nelson Pardo
<b>Musical Starstreams</b> (MS)	Eric Tenpstedt
<b>On The Radio</b> (NSBA)	Culture Club
<b>Power Cuts</b> (GSN)	John Parr (8/4)
<b>Rick Dees' Weekly Top 40</b> (US)	Power Station
<b>Rock Chronicles</b> (WO)	David Bowie/Slide/Blue-eyed soul
<b>Rock Week</b> (WO)	Dixie Stratts/Cory Hart
<b>Scott Shannon's Rockin'</b> (WO)	America Top 30
<b>Solid Gold Saturday Night</b> (USR2)	Sam Cooke (8/3)
<b>Spirit Of Summer</b> (CBSR)	Robbie Dupree/Beetles/Beech Boys/Kenny Loggins
<b>Street Beat '85</b> (BRE)	Teena Marie
<b>Super Gold</b> (TRAN)	Top 10 teen idols
<b>Superstar Portraits</b> (BRE)	Olivia Newton-John
<b>Superstars Rock Concert</b> (WO)	REO Speedwagon
<b>Top 30 USA</b> (CBSR)	Frankie Valli & The Four Seasons

### The Week Of

August 5-9	
<b>Country Today</b> (MJ1)	Jane Fricke
<b>Earth News</b> (WO)	Foreigner/Ti Tuesday/Jim Belushi/Sandra Bernhard/Lanis Kazan
<b>Interview</b> (IN)	George Thorogood
<b>Live From Gilley's</b> (WO)	George Jones
<b>Off The Record</b> (WO)	Heart/Power Station/Hooters
<b>Off The Record Special</b> (WO)	Joe Walsh
<b>Shootin' The Breeze</b> (WO)	Stanley/Clarke Band/Rick James/Luther Vandross
<b>Special Edition</b> (WO)	Atlantic Star
<b>Star Trak</b> (WO)	Foreigner/Kenny Loggins/Weird Al Yankovic
<b>Star Trak Profile</b> (WO)	Carly Simon

### THURSDAY

August 8	
<b>American Music Magazine with Rick Dees</b> (US)	Katrina & The Waves
<b>Country Calendar</b> (CW)	Webb Pierce/Mel Tillis
<b>Country Report with Ron Martin</b> (WRN)	Johnny Lee/Gene Watson

### FRIDAY

August 9	
<b>American Music Magazine with Rick Dees</b> (US)	Motels
<b>Country Calendar</b> (CW)	Jane Fricke
<b>Country Report with Ron Martin</b> (WRN)	Joe Stampley/Ricky Skaggs

### GENERAL INFORMATION

<b>Ed Busch Talk Show</b> (AP)	Valuable junk/buying American-made (7/27)
<b>Computer Program</b> (PRN)	Telecommuting/electronic bulletin boards/MS-DOS vs. CP-M/computing overseas
<b>News Blimp</b> (PRN)	Porn rock/good booze/sweeter than sugar/ecstasy/drug/stress reduction boom
<b>Sound Advice</b> (PRN)	Direct to digital/price and performance/time delay/tricky timing
<b>Sporting News Report</b> (CW)	Jerry Koeman (7/29)
<b>Sports Flashback</b> (CW)	Lee Elia (7/30)
<b>Waldenbooks Review</b> (WO)	Ench. Segal/Coleen McCullough/Philosophy Philles (8/1)
	Carl Lewis (8/2)
	1974 Celtics/Tommy Maravich/Ricky Marciano
	Erin McLaughlin/More Than Zero

### COMEDY

<b>Comedy Show</b> (CW)	Artists: Rich Little/Jonathan Winters/Bob Newhart/Phyllis Diller
<b>Hiney Wine</b> (DM)	Hiney grams/Hiney Wonderland
<b>Laugh Machine</b> (PRN)	Woody Allen/George Carlin/Eddie Murphy/Fredde Prinze/Robert Klein/Ron Stevens
<b>Party Drop-ins</b> (ASR)	Party your pounds away/TV promo #1 house party/Pierre la Guache/video destroyer
<b>Radio Hotline</b> (ASR)	Where's my money?/I'm crazy you never play my record/Jeane's die boots
<b>Stevens &amp; Grdnic's Comedy Drop Ins</b> (ASR)	Porn night/front money/boogie cabinet/wanna have sex?/guys like you

### MONDAY

August 5	
<b>American Music Magazine with Rick Dees</b> (US)	John Parr
<b>Country Calendar</b> (CW)	Savvy Smith/Yam Goodin
<b>Country Report with Ron Martin</b> (WRN)	Johnny Lee/Joe Stampley

### TUESDAY

August 6	
<b>American Music Magazine with Rick Dees</b> (US)	Lynni
<b>Country Calendar</b> (CW)	Kenny Rogers
<b>Country Report with Ron Martin</b> (WRN)	Gene Watson/Joe Stampley

### WEDNESDAY

August 7	
<b>American Music Magazine with Rick Dees</b> (US)	Glenn Frey
<b>Country Calendar</b> (CW)	B.J. Thomas
<b>Country Report with Ron Martin</b> (WRN)	Ricky Skaggs/Joe Stampley

## NETWORK SPOTS

**Health Tips**  
"Healthline," a two-minute program providing practical information on health and preventative medicine, is now available from **Scientific Medical Programs**. Dr. Joseph Novello, who has a private practice in Washington, DC and is a faculty member of Georgetown University's School of Medicine, is the host of the show. SMP is a producer of medical programs for the continuing education of health care professionals. Contact (201) 653-6565 for more information.

**Kids Talk**  
The Carnegie Corporation of New York has given a grant of \$122,300 to Kidsnet, a computerized clearinghouse for children's radio and television programming. The grant will be used to support the research and development of a database on children's radio and television programs, which will be used by schools, libraries, and health and human services organizations. Kidsnet, which provides information on topics such as health, social service, civic arts, and religious groups, is available during the day for classroom instruction, as well as after

school and in the evening. Programs already presented will be available on cassette or videodisk for rent or purchase. Call (202) 466-4252 for more information.

**REPERE Reps For D-C**  
New Market, Ontario-based **Randall-English Radio Enterprises** was recently named exclusive representative of **Drake Chenaunt** in Canada. RERE will distribute a variety of Drake Chenaunt formats, including CHR, A/C, Oldies, and Country. For more information, call **Ted Randall** at (416) 898-1100.

## NETWORK PROMOS

• **Len Klatt** has been named Director/Research in **Westwood One's** New York office. Klatt joins the company from the **Mutual Broadcasting System**, where he was Sr. Research Analyst. He's also served as Research Director at **Media Buying Services International**.

• **Allen Bestwick** is now Program Clearance Manager, Southwest for the **Mutual Radio Network**. He's from **Motor-Variation Radio Network**, where he worked as Director/Affiliates.

• **CBS Radio Networks** has selected **Dale Casterline** as an Account Executive for its Los Angeles office. Casterline arrives from **KROQ-**

**FM/Los Angeles**, where he had been Sr. Account Executive since 1983. He previously was Local Sales Manager at **KIQQ/Los Angeles**.

• **Jamie Hastings** joins **Drake Chenaunt** as General Sales Manager. Hastings was formerly VP/Marketing at **Century 21**, having also worked at **KOAK/Dallas**.

• **Kris Stevens Enterprises** has appointed **Sue Steinberg** as Operations Manager. She was most recently Music Director at **KMET/Los Angeles**, and previously held positions with **Goodphone Communications**, **Album Network**, **Drake-Chenaunt**, and **RKO Radio**.

• **Charles Van Dyke** has become

an anchor/reporter for the **UPI Radio Network**. Van Dyke joins UPI after serving as General Assignment Correspondent for the **RKO Radio Network**. Before moving to RKO, he spent eight years as AP Radio's House of Representatives correspondent.

• **Thomas Allen** has been named Director/Sports Sales for the **NBC Radio Network**. He will be responsible for selling the network's NFL package, NCAA Football bowl games, and other longform sports programming. Prior to joining the network, Allen was an Account Executive for the **Satellite Music Network**. He also held a similar position with the **ABC Youth Radio Networks**.

WHO IS MATT BIANCO?

1. An Italian manufacturer of designer jeans
2. A California wine available before its time
3. Manager of the European welterweight boxing champion
4. Captain of an Argentinian soccer team
5. Original bass player for Frankie Avalon
6. None of the above

## Sales Training: The Final Frontier

By Todd Leiser

As sales managers, we're constantly interested in making sure our salespeople are well-trained. We spend a lot of time and money on seminars, courses, books, cassettes, and consultants. We teach our people the art of salesmanship, how to sell radio, and how to sell against and with other media.

For the most part, salespeople go out on the street with a basic understanding of how radio works, how to read and manipulate ratings, how to put together packages that sell and, it's hoped, how to deal with people. So let's assume for a moment that you have a well-trained sales staff. They are out on the street selling away, know your station inside and out, can suggest the best advertising plans to meet the client's needs and budget, quote (proper) rates, and successfully overcome the clients' buying objections. Since they've mastered the basics, what's next?

Being a sales manager means more than approving orders, picking up lunches, and attending meetings. You must continue to train your salespeople — even if the veterans don't think they need it. Should you put them through refresher courses? Should you purchase the latest book on sales techniques or attend another sales seminar?

### Know Your Clients

How do you spend your training budget is up to you, but let me suggest what I consider to be the "final frontier" in sales training:

Train your salespeople to know your customers' business!

Most radio salespeople are out on the street with very limited knowledge of how their prospects' and clients' various businesses work. How does their sales process work? What are the factors that could lead to additional business or potentially affect current billing? What's important to the client that can affect a buying decision? These are all things the client deals

with every day. But radio salespeople should show interest in these concerns, too.

Just as the radio industry changes almost daily, so do your clients. There are new developments, conditions, products, incentive programs, and legislation that have a direct effect on your staff's ability to close a sale. Unfortunately, most radio salespeople find out about these factors too late or never at all.

"Salespeople who follow trends can consistently maximize them to their advantage."

Imagine a sales staff that's ahead of the competition in knowing what's affecting the client and his business. They take advantage of what's happening and turn those factors into additional revenue. Say a new dealer or customer incentive program from a domestic car manufacturer goes into effect. The salesperson is on the phone with the dealer right away, discussing how advertising on the station can help him directly maximize the program's benefits.

### When Opportunity Knocks

If it's an industry-related program the client is facing, the salesperson spends time thinking about potential solutions prior to calling on the account. The benefit to you as sales manager is that your salespeople are able to make more

accurate billing projections and avoid surprise cancellations or lawsuits.

The recent savings & loan crises that struck Ohio and Maryland are great examples of opportunity knocking at your door. Smart station sales staffs across the country realized the national media attention these local news stories drew would probably cause some concern among financial institution customers in their area. Even if there was no apparent threat, many institutions advertised to reassure depositors their money was safe. The radio salespeople on top of this situation were able to direct dollars to their stations that may have been lost to other media or stations.

Industry trends are frequently ignored because salespeople view them as being of little value or importance to their current needs. For example: due to the easing of Japanese automobile imports, as well as domestic manufacturers' current plans to continue building cars at a record pace, a large number of automobiles will be available throughout the rest of the year. If demand slows (which some analysts predict), local car dealers will have a lot of inventory to move.

Knowing this, the salesperson is less likely to give up on a tough prospect. Come this fall that car dealer may feel differently about advertising when he looks on the lot and sees a million dollars' worth of inventory sitting around. The automobile business is just one example of how salespeople can consistently maximize business trends to their advantage.

### Learn The Language

In addition the radio salesperson who incorporates his customer's "language" into the conversation is bound to be viewed as someone who's truly interested in and un-



Todd Leiser

Todd Leiser, President of The Leiser Marketing Group, also serves as Editor/Publisher of the weekly newsletter "SalesTalk." LMG represents the national phone-in program "TalkTalk with Jerry Galvin" and Instant Replay Video Productions, a Cincinnati-based production house specializing in TV commercials for radio. Before establishing the Leiser Marketing Group, Leiser was GSM of WUBE & WDJO/Cincinnati.

derstands the customer's business. It doesn't take much — just a couple of key words that pertain to the client's specific industry. Discuss ways to increase "floor traffic" with automobile dealers. Most retailers want to "burn" their merchandise and increase their "profit margin." "Customer count" is important to just about any advertiser. The list goes on and on. Your staff can learn these key words or

key industry trade magazines for news on companies that represent a sizable portion of their business. This varies geographically, but you might look at what categories provide the bulk of your revenue and subscribe to one of those news journals. You might also look at a category that represents big advertising dollars in your market but is dominated by TV or print. If you feel you should be getting some of those dollars, learning about the business is a good place to begin.

### Sharing An Interest

Your salespeople should regularly ask clients what's new in their respective industry. Sometimes they'll share information they've read in trade magazines, conversations they've had with suppliers and, of course, their personal opinions. Sharing all this information at sales meetings will help you develop a solid consensus as to what's really going on.

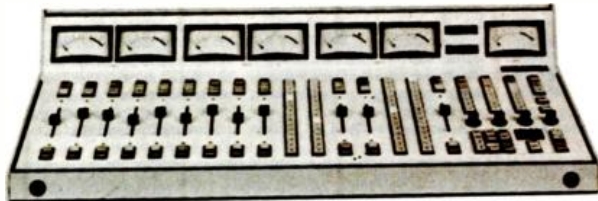
If your salespeople already know how to sell radio, the next step is convincing them to be interested in training that provides knowledge and insight to their clients' businesses. Then it's your responsibility to set up a regular program to get the information to them.

Simply stated: Be interested in your customer, and he will be interested in you!

"Being a sales manager means more than approving orders, picking up lunches, and attending meetings."

phrases simply by listening to the client and asking questions. When salespeople speak the customer's language, it can lead to consistent revenue from him.

It isn't very difficult to learn about your customers' businesses, but it does take some effort. To start, read your daily paper for news and monitor the ads for leads. National publications also contain useful information on various businesses. Some stations subscribe to



**AUTOGRAM**  
Working with Broadcasters since 1969

## DJ's Delight

Rock-n-roll or the sound of music and news: anything you do, you can do better with an Autogram Console.

Our Microgram microprocessor based consoles offer state-of-the-art performance with amazing programming options including live-assist.

The top of our line, they join 900+ Autogram consoles now in the field.

Old Number 1, delivered in 1975, is still working a full shift 7 days a week.

Whatever your needs, we build a console you'll love to play. Or have it play for you. For specs and referrals, give us a call.

214/424-8585 Autogram Corporation, 631 J Place, Plano, Texas 75074

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HARVEY MEDNICK

# IMAGE & MARKETING

## You've Got A Date

If you've been looking for an effective marketing/merchandising tool, give calendars a thought. And give them that thought *right now!* One of the most critical aspects of calendar production is timing. Start too late and you'll end up with an item which does not have conceptual impact or retentive quality — the hallmarks of a well-designed and executed calendar.

### Some Interesting Facts

- A national calendar survey was conducted, and its results confirmed the concept's validity:
- 85% of home calendar users said they do business with the advertiser's firm (this translates into listenership in lieu of "doing business").
- 65% of businesspeople said they note appointments on their calendar.
- 55% of homemakers/businesspeople said they would have pur-

chased calendars had they not been provided one.

- 94% of recipients surveyed could recall the message (your call letters/positioning statement) featured on their calendar.

### Two Different Looks/Techniques

One of the additional advantages to the calendar as a vehicle is its versatility. Following are examples of two different calendars. They're produced on two different coats by two differently formatted stations, and the calendars serve

two different purposes. But both are quite valid and have benefited their respective stations greatly.

### In The East: The Listener/Charity

WNEW-FM/New York produces an annual "Rock Calendar" in the traditional one-month-per-page format. Each year a theme is devised for the photograph which faces the date information. 'NEW-FM has used a variety of themes during the ten years it has been producing the item, including movies, album covers, and in 1985, song titles. This technique serves a variety of purposes, according to station Promotion Director Rose Polidoro. "It reinforces our call letters, gives the listener a chance to see what our jocks look like, and also does a lot of good." The "lot of



## 102.7 WNEW-FM

### K-EARTH'S BERRIES



1985

	M	T	W	T	F	Sa	Su		M	T	W	T	F	Sa	Su		M	T	W	T	F	Sa	Su
JANUARY	31	1	2	3	4	5	6		7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
FEBRUARY	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
MARCH																							
APRIL																							
MAY																							
JUNE																							
JULY																							
AUGUST																							
SEPTEMBER																							
OCTOBER																							
NOVEMBER																							
DECEMBER																							

# PROMOTION UPDATE

If you haven't already heard **ROCK EXPERIENCE** is a multi-format marketing and promotions company incorporating unique travel promotions with major entertainment events. Our promotions are utilized by the nation's largest radio stations, corporate sponsors and record companies as a vehicle to reinforce listenership and develop greater product awareness.

All **ROCK EXPERIENCE** promotions are inclusive of: Roundtrip Airfare, First Class Hotel Accommodations, Concert Tickets, Pre-Concert Parties, Special Coordinated Events, Sight-seeing, All Transfers, Taxes and Services.

For More Information Call: 1-800-472-5014  
In California Call: 1-800-221-2673

**ROCK EXPERIENCE** is now offering the following all inclusive travel promotions:

**BRUCE SPRINGSTEEN**  
New York City  
August 17-22

**KATRINA & THE WAVES**  
Honolulu, Hawaii  
August 22-29

**WHAM**  
Los Angeles, California  
August 27-September 1

**ROBERT PLANT**  
London, England  
September 4-11

**DIANA ROSS**  
London, England  
September 12-19

**RED SPEEDWAGON AEROSMITH**  
Honolulu, Hawaii  
September 17-24

**ROCKTOBERFEST**  
"Europe's Premiere Party"  
Munich, Germany  
September 27-October 4

**TEARS FOR FEARS**  
London, England  
November 10-17

**LONDON ROCKS NEW YEAR'S EVE**  
London, England  
Band TBA  
December 26-January 3, 1986

To Be Confirmed:

**LIONEL RICHE WORLD SERIES**  
London, England  
October 1985

**ROCK IN RIO WINDLETON**  
September 1986  
June 1986

**DURAN DURAN**  
London, England



3000 Ocean Park Blvd., Suite 3001, Santa Monica, California 90405

good" to which Rose refers is the T.J. Martell Foundation for Leukemia and Cancer Research, founded by the music industry to aid in the understanding of and basic research for these devastating diseases.

WNEW-FM's calendar is sold to listeners through a well-established network of college and retail bookstores, record stores, and other outlets; the net proceeds go to the Foundation. The station publishes 25,000 calendars, which are priced at \$8.

### In The West — The Agency/Industry

KRTH/Los Angeles produces a poster-style calendar which is distributed free to key agency personnel, other stations, and listeners on request. As with the WNEW-FM calendar, KRTH uses station personnel as the models in various theme settings, from a faithful reproduction of the "Sgt. Pepper" album cover to L.A. Olympic events to this year's comic strip parody, Director/Creative Services Pat Hines, who is responsible for the project, said, "I have a unique advantage in developing the concept, since one of my strong points is art skills. I make sketches of the various themes and then present them to VP/GM Allan Chlowitz for discussion and approval. This makes the task a lot easier and probably saves one-third of our art costs."

Since the KRTH calendar is sales-oriented and finds itself posted in time buyer offices, the poster-sized single sheet provides visibility and call-letter reinforce-

ment, and is dated on the standard billing month basis to add real usefulness. This calendar is four-color, printed on heavy stock and costs about \$3 to produce. Two thousand are printed and carefully targeted to minimize waste. KRTH also runs the calendar art as the cover of the January issue of SRDS. This increases exposure of the concept and generates demand among the buyers.

### So You Want To Do A Calendar

- Here are the keys for success:
- Start now, as timing is important. You want the product in the hands of the distributor/consumer before the new year starts. If it's your first time out, budget three months for concept/production/distribution.
  - Target your audience. If you need sales help, go for the agencies. If it's listeners, aim for the audience. Don't try to be all things; it won't work as well.
  - Be timely. Brainstorm your concept thoroughly. Nothing could be more frustrating than not selling your calendar or seeing it pined up.
  - Distribution is key. If your calendar's not out there, it can't sell. Make sure it's very accessible.
  - Your jocks are your stars. Use them as the models, for listeners want to see what they look like. Include other station personnel as a morale booster.
  - Budget adequately. This is a high-ticket item that should not be skimped on.
  - Be prepared to take risks. It's fun to think that way and it generally results in a better product.



## LONE JUSTICE

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

Produced By Jimmy Iovine

AOR Tracks: 46 AOR Albums: 36

#### CHR SIGNIFICANT ACTION

WXKS-FM	93Q	WNOK-FM	WJXQ	WKHI	KCDQ
WCAU-FM	WRCK	WZLD	KQXR	T94	KTRS
195	WKRZ-FM	WOKI	KIKX	KKQV	KHTX
WHYT	WTLQ	WFMI	KBOS	99KG	SLY96
K104	KWIC	KX104	KSKD	WDBR	KIST
WERZ	KZZB	KITY	WZON		

On Gallex Networks, Consists and Compact Discs  
Management, Carolyn Major  
© 1985 The David Gallex Company

In their attempt to react humorously to a soft spring **ARBITRON** ratings

performance, **WLS (AM)/CHICAGO** afternoon drivers **STEVE DAHL** and partner **GARRY MEIER** aired some remarks that could lead to the removal of **WLS** from the summer ratings report.

After receiving the ratings, Steve and Garry began to "do a bit" about how much they were hurt by the recent results. For several days the duo commented specifically about Arbitron, the diary system, and complained that blacks were paid more than others who kept diaries. Dahl reportedly lamented, "We know you are too busy to fill out these things, but please don't put us through this (lower ratings) again."

**WXRT** complained to Arbitron, and the station was asked to stop the remarks, but the comments continued. **WLS** has been asked for its side of the story. **VP/GM JEFF TRUMPER** says, "There was no intent to distort ratings." Next week Arbitron's Special Station Activity Committee will consider its options: flag the activity, delist **WLS**, or even not release the book itself.

Now that **MULTIMEDIA**'s concerns about a hostile takeover have been allayed (see Page 3), group owner **Taft BROADCASTING** has announced it is "determined to remain an independent public media company." What prompted that statement? The disclosure that an investment group involving **ROBERT BASS** of Ft. Worth has acquired 8% of the company. One financial analyst pointed out that **Bass** might encourage **Taft** to merge with **WALT DISNEY PRODUCTIONS**, in which the **Bass** family interests hold nearly 25%, although **Disney** denied any such possibility exists.

Who says lightning doesn't strike twice? Last summer the **BIRCH** facility in storm-prone **Coral Springs, FL** was struck by a thunderbolt, blowing the computers and noticeably delaying results of the spring estimates. Now it's happened again, with the same results — slower production of the eagerly-awaited numbers. **TOM BIRCH**'s logical solution? "We're considering moving our production facility to a Northeastern site." About those blizzards, **Tom** . . .

No one's talking, but look for **GEORGE FRANCIS**'s **AMCOM GENERAL CORP.**, which just bought **KRMD-AM & FM/SHREVEPORT**, to announce its purchase of another top 100 Southern station within a month. Could this one be in **Baton Rouge**?



**SQUEEZE THIS, MR. WHMPLE** — **G100/Mobile** listeners were on the air June 27 "flushing" **Shite** terrorists down the toilet. Each received a **G100** shirt, plus their own roll of **G100 Original Shite** paper. Says **PD Scott O'Brien**, "Our listeners unanimously agree — those guys are full of **Shite**."

A big rumor driving around the Motor City is that eight-year **WNIC/DETROIT** "VP/Evening Programming" **ALAN ALMOND** may walk when **PRICE COMMUNICATIONS** takes over the station soon. The word is that **Alan**'s excellent ratings and freedom from contractual obligations have attracted the ears of competitor **GREATER MEDIA**, which might like to syndicate him for all its stations (hence last week's bit on **Greater Media** and satellite-delivered programming). If **Alan** splits, **Price** could be hard-pressed for talent, as the likelihood that morning mate **JIM HARPER** will leave for **WCLS** seems to be increasing.

Across town, **WJLB/DETROIT**'s star attraction, top-rated evening jock "THE ELECTRIFYING MOJO" (**CHARLES JOHNSON**), has left the station after a two-week "vacation." Why did he turn down his contract renewal? No one knows, except that he's exploring his options.

**PAT MCKAY** has resigned as the PD at **KBEQ/KANSAS CITY**. The interim PD is **MD STEVE PERUN**, and **Street Talk** hears he's in excellent position to get the gig. In addition, highly-placed sources tell us the station will take on a consultant. The name most prominently mentioned? **ALAN BURNS**. Although **Pat** had nothing but praise for **CAPITOL BROADCASTING**, could this be the real reason that he said, "No, thank you" to continuing his relationship with the company?

In any event, **ALAN BURNS & ASSOCIATES** has officially set up shop to consult **CHR, AOR, and A/C**. Contact him at (301) 681-8228.

Continued on Page 28

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

hangin' on a string (contemplating)

From The  
Top Of The  
English Charts to  
#1

on the R&B  
Charts in the  
U.S.A.

Loose



Crossing The Atlantic is one Thing  
but crossing CHR is Another

KEY ACTIVITY

- |        |           |        |               |
|--------|-----------|--------|---------------|
| KHS/FM | • WCZY    | 195    | WCAU          |
| KKHR   | • WHYT    | D97    | WBDQ          |
| FM102  | • 94Q     | WXKS   | WQUE          |
| KPLUS  | • Z93     | WPLJ   | KMK-A         |
| KITS-A | • KWOD-A  | Q105-A | Z102-A        |
| KMEL-A | • KS103-A | Y107-A | AND MANY MORE |

Virgin



READY FOR THE WORLD

Oh Sheila

MCA-52836



Week #1 Added at KKHR, immediate HEAVY phone response!

Week #2 Added at KIIS/FM! BIG phone response!

Week #3 Go! READY FOR THE WORLD!

FIRST WEEK!

- |       |      |      |      |
|-------|------|------|------|
| Z93   | 195  | WBDQ | T94  |
| 94Q   | WCZY | Z104 | KMGX |
| FM102 | Z98  | Y106 | WJAD |

MCA RECORDS

# aha

the new single  
"take on me"

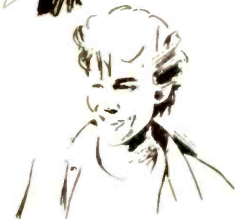
(7-2011)



## NEW & ACTIVE



CFTR deb 34  
93FM add  
B96 deb 33  
WLS-FM on  
WKTI 27-23  
KWK on  
KPLUS add  
WPST deb 31  
WTLQ deb 37  
WBBQ 38-31  
KXX106 add  
WZLD deb 40  
KITV 34-29  
ZI04 34-24  
KOFM add  
KQXR 40-36  
KCPX 35-31  
WCGQ 39-32  
KWES add  
WHSL 35-28  
WRKR 19-15  
WSPT add  
KFMW add  
KTRS add  
KZOZ deb 35  
SLY96 add  
OK95 32-24



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

©1985 warner bros. records

## STREET TALK

Continued from Page 26

Although it's reportedly been denied in-house, you can bet that **MIKE JOSEPH** will be back consulting in Philadelphia. This time it'll be at **COX's WZGO**, but not necessarily "Hot Hits." Seems **WZGO** may be looking at more of an adult-oriented format, which is what the station was offering before its switch to **CHR**.

**K-Lite** to add some weight? Talk around Houston is that when **CBS** completes its takeover of **KLTR**, the "lean machine" that has led the A/C station to the top of the format heap will see a considerable staff expansion to match other **CBS** stations. At a time when running a streamlined outfit is highly regarded, word is that as many as two dozen additional employees will be added.

Consultant **JOE CAPOBIANCO** may be the new PD at **WPIX/NEW YORK** (see Page 1), but who started the rumor that **FRANKIE CROCKER** was going to get the gig? When pressed for an answer, some in NYC would only chant, "Mirror, mirror on the wall . . ."

Cheaper by the carload: Songwriter **NORMAN KAYE** and Nevada businesswoman **RACHEL HAWKINS** have formed the **KAYHAWK BROADCASTING NETWORK**, so they can get into broadcasting under Docket 80-90. Not satisfied with merely one or two applications, Kayhawk has decided to file for licenses in over 100 markets. Hey, so who's particular?

Still waiting to hear the name for **INTEREP's** new rep firm. They say **REP CO. V** (as in five) is only the working title being used within the company, and that the new identity will be the names of the top executives selected from interviews now underway. But others insist the "working" handle will work just fine.

Following last week's bit about **DAN INGRAM's** uncertain future with new **AR WXRK/NEW YORK**, there was some speculation that he might join his former **WABC** colleagues **HARRY HARRISON**, **RON LUNDY**, and **COUSIN BRUCE MORROW** over at **WCBS-FM**. However, Dan hasn't approached the Oldies station, nor has **CBS-FM** initiated anything, although the door to negotiation seems to be open. "We're always interested in talking with those who might be able to help our ratings," said PD **JOE MCCOY**.

The **ELECTRONIC MEDIA RATINGS COUNCIL** is on the verge of announcing its choice for the post of Executive Director. Likely to have the inside track is **MAX GOLDBERG**, the NAB's first VP/Research and more recently of **ABC**. He's now a research consultant.



**THAT'S A BIG 2-0** — Johnny Hayes celebrated his 20th anniversary on Oldies-formatted **KRLA/Los Angeles** with some special surprises. The City Council sent a plaque proclaiming it "Johnny Hayes Day," and Casey Kasem presented Johnny with an award of recognition "from one living legend to another."

**WXRK/NEW YORK's** positioning statement? "New York's #2 Rock Station . . . But Not For Long."

When the **ARBITRON RADIO ADVISORY COUNCIL** meets in September, look for **ARAC** Chairman **LARRY WEXLER** to propose a recommendation for Arbitron to change its policy regarding metro definitions. Presently, all subscribers in a market must *unanimously* agree — a single holdout prevents any adjustments.

Well-known L.A. personality **MUCHO MORALES** has replaced **RICH HOGAN** at **KMGG** for overnights. Meanwhile, afternoon man **SONNY MELENDREZ** is out; former **KFI** and **KHJ** talent **CHARLIE FOX** is the interim PM driver. Candidates for that afternoon show should send T&Rs to OM **RON RODRIGUES**.

New **WGKX/MEMPHIS** GM **DAVID GINGOLD** has decided he wants his own guy as PD, which creates a couple of outstanding opportunities. The first, of course, is the open PD slot at 'GKX. The second is a chance for someone to pick up a great programmer in exiting 'GKX PD **LES ACREE**. Les has been in Memphis 14 years — the past 12 months at **WGKX** following ten seasons at **WMC**.

After a year at the wheel, **DON COOK** has left the PD slot at **KOMA/OKLAHOMA CITY**; no replacement named there yet. Speaking of Country PD openings, also still vacant are slots at **WKSJ/MOBILE**, **KFKF/KANSAS CITY**, **WTQR/WINSTON-SALEM**, and the OM post at **WMZQ-AM & FM/ WASHINGTON** Helloooo Federal!

Get-well wishes to longtime **WSOC-AM & FM/CHARLOTTE** morning man **BILL DOLLAR**, who was injured in an auto accident last week.

And all of us at **R&R** hope that Executive Editor **GAIL MITCHELL** recovers quickly — she's been resting at home since her car was totalled by another vehicle while driving near downtown L.A. last Tuesday.

## STRATEGIC RADIO RESEARCH

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# THE DIFFERENCE BETWEEN GUESSING AND KNOWING.



Can you guess which oldies your listeners like most? Before answering, consider this: In most music tests conducted by Surrey, results have shown less than 40% of those songs tested to have significant appeal to the targeted audience. Usually, less than 20% result in being *definitely* recommended.

We're referring, of course, to Surrey's A & O Music Series, considered by many as the most advanced music test available to radio programmers. This auditorium-mode program provides you with clear, concise and quickly usable information in as few as 5 days from time of testing. All tests are

attended by carefully screened individuals whose attitudes and opinions best represent those of core listeners. Your information is presented in three phases:

**Phase 1—Alpha.** Alphabetical and rank listings of all titles tested featuring male, female and combined categories. Each title is accompanied by overall score plus percentage of burn and unfamiliarity. Ranked songs are color-coded according to level of appeal.

**Phase 2—Omega.** Page-by-page, title-by-title breakout involving comparisons of demo groups, cumers, fans or geographical

locations to level of song appeal. **Phase 3—Compatibility.** Illumination of songs most or least compatible between various listening groups.

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So why *guess* when you can *know*. Call us at (303) 989-9980 and you'll see the difference.



# IT'S ALL HERE!

## E/P/A's Hit Workshop



### KING

"Love & Pride"

LOS ANGELES

KIIS-FM 24-14  
KKHR 30-22-19

#### CHR SIGNIFICANT ACTION

93FM add	KITY 33-28	KBIM add	KKFM
I95 38	KLUC 30-28	KZOZ add	KQMQ
KMEL 35-30	KCAQ add	KIST add	KDON-FM
KPLUS 35-30	WOAY add	OK95 6-5	Q101
WNOK-FM add	I94 28-18	WXKS-FM	KWES
WFMI add	KFMW add	KKRZ	KKQV
KX104 deb 40	KTRS add	KSET-FM	KHTX

BILLBOARD  
DANCE CHART  
49-32-24



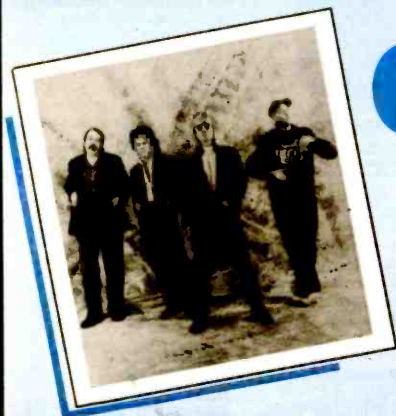
### BEACH BOYS

"Its Gettin' Late"

#### CHR SIGNIFICANT ACTION

##### First Week & Already On:

WCAU-FM	WTLO	KITY	WFBG	WBNO
WHTX	WJZR	WSEZ	WKHI	KGOT
KPLUS	WZLD	KOFM	WOMP-FM	KIST
WVSR	WFMI	KSKD	WGLF	OK95
WPST	WRNO	KRQ	WHSL	



### CHEAP TRICK

"Tonight It's You"

#### CHR SIGNIFICANT ACTION

Now On Over 40 CHR Reporters!

WLS	WZLD	Z104	Q101	KDVV
WLS-FM	WOKI	KOFM	WXLK	KGOT
WVSR	WFMI	WZOK	KKQV	KCDQ
93Q	KX104	WRQN	WHSL	KTRS
WRCK	WRNO	KSKD	WBWB	KBIM
WTLO	KITY	WFBG	WRKR	OK95
WBBQ	KIHK	WOAY	WDBR	
KWIC	WJXQ	WJAD	WSPT	

AOR TRACKS BREAKERS  
30





KEN BARNES

## DOES RADIO CARE?

# Radio Songs On The Radio

I often read reviews in consumer publications that castigate artists for using the word "radio" in their song titles or lyrics. Critics feel that it's a cheap method of winning airplay, that radio stations will always play songs about radio or DJs.

This belief came to mind when *Flashback* released ("Modern Industry"), a song consisting mainly of radio station call letters. I decided to look back and see if radio or DJ songs were an automatic pass-  
port to the top of the charts.

Predictably, the facts showed no such clear pattern. "On The Radio" by Donna Summer and Charlie Dore's "Pilot Of The Airwaves" were solid pop hits, as was the novelty "Life Is A Rock (But The Radio Rolled Me)" by Reunion. But that's about it for Top 15 entries, unless you count more oblique radio references in songs like "Yesterday Once More" by the Carpenters and "Havin' A Party" by Sam Cooke.

Lesser pop hits were scored by Barry Chapin ("WORLD"), the Raspberries ("Overnight Sensation" has many radio references), and, just recently, *Autograph* with "Turn Up The Radio" (a title previously used by the *Rockets* to little commercial avail). Country gives radio songs better reception, as with "Radio Heart" by Charly McClain recently and "Listen To The Radio" by Don Williams. Other country radio titles include "Radio Lover" by George Jones, Ray Stevens' "Turn Your Radio On," "Nothin' But The Radio On" by the Younger Brothers, Tommy Overstreet's "Fadin' In Fadin' Out" (which Sean Ross says is the only song to use DXing as a metaphor for love), and the Emmylou Harris LP track "KSOS."

There've been a few Black/Urban radio hits too: "Last Night A DJ Saved My Life" by INDEEP, Edwin Starr's "H.A.P.P.Y. Radio" (a tribute to the Disco format that did pretty well there), "My Radio Sure Sounds Good To Me" by Graham Central Station, "Request Line" by Rockmaster Scott recently, Rush's "Spirit Of The Radio" is probably the AOR bizzie.

Otherwise, there are minor hits and misses like "Mexican Radio" by Wall Of Voodoo, "This Is Radio Clash" by the Clash, "Please Mr. DJ" by Tina Robin, "Radio Sweetheart" and "Radio Radio" by Elvis Costello (the latter wasn't a hit but it did become a CBS radio network), "DJ" by David Bowie, "Roadrunner" by Jonathan Richman & the Modern Lovers, "Around The Dial" by the Kinks, "Radio Loves You" by P.R. Battle, even "Theme From WKRP" by Steve Carlisle. You could even include "Radioactive" by Gene Simmons or the Firm and "Radioactiv-

ity" by Kraftwerk if you wanted to stretch the point.



Autograph beat the odds, but radio turns down more than it turns up

"We Want The Airwaves" was an unfulfilling self-prophecy



The conclusion, though, is clear. Radio does not automatically roll over when an artist cuts a song about the medium. More often it's a case like that of the *Ramones*, who demanded "We Want The Airwaves" and didn't get them. There were a couple of groups recently named *Airplay* and *Airwaves*

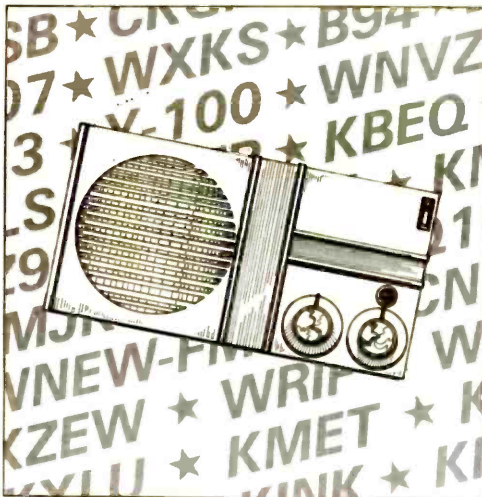
whose success could be placed in the minimal category.

Ironically, the *Flashback* record has had more exposure on a competing medium, MTV, than on radio. Meanwhile, the first notable song to feature MTV prominently in its lyrics, *Dire Straits*' "Money

For Nothing," is at the top of the AOR charts and is receiving solid CHR airplay, too. Who can figure these things out?

### Still More Hits That Got Away

RCA A&R VP Gregg Geller had a classic hit-that-got-away inci-



dent to kick off his A&R career. In his first week as an Epic A&R rep, he was visited by songwriters Irwin Levine and Larry Brown, whom he'd profiled in his previous trade reporter gig. They pitched him a song they'd written for Bobby Vinton, who'd just had what proved to be his last Top 20 hit for the label, "Sealed With A Kiss." Gregg was instantly impressed by the song, but when he supplied a tape to Vinton, the artist said he didn't feel he should record it. A few months later, Tony Orlando & Dawn had their biggest hit with "The A Yellow Ribbon." (Also on that same tape for Vinton was "Pieces Of April," later a hit for Three Dog Night.)

Private 1's Danny Davis related a story of one that almost got

away. Davis, Phil Spector, and the Righteous Bros. were gathered to listen to composer Barry Mann perform a new song he and his partner Cynthia Weil had written. After an impassioned rendition by Mann and his piano, Righteous Brother Bobby Hatfield turned to Spector and said, "Gee, that's great, but are you sure you don't want it for the Everly Brothers?" Spector, probably in part because he wasn't producing the Everlys, prevailed upon Hatfield and Bill Medley to cut "You've Lost That Lovin' Feelin'" themselves.

### Extremely Random Notes

The disco period piece film "Thank God It's Friday" showed up on cable recently, and besides some vintage shots of Lionel Richie bonking away on sax for the Commodores, it was interesting to note, in a prominent role as a teenage Kiss fan and disco enthusiast, Berlin lead singer Terri Nunn.

Jeff Axelrod of USC campus station KSCR pointed out a couple of omissions in my geographical hit list: "TSOP" by MFSB stands for "The Sound Of Philadelphia," while "Bohemian Rhapsody" by Queen technically qualifies as a nationality, even if not intended that way. Thanks to CHQT/Edmonton's Jay Charland for another reminder about China Grove, NC (came in just too late to make the last corrections summary). And Mike Shane of KFAB/Omaha came up with a real strange one. He writes, "Maybe the writers of the song thought Surf City would be a neat name for a fictional California beach town, but there is a Surf City, New Jersey. When I was just a young pup . . . and nightly member of Cousin Brucie's congregation on WABC . . . I firmly believed that the ratio of women to men in Surf City, NJ was 2 to 1 and was prepared to check it out as soon as I was old enough to drive!" Mike adds, "I was, however, much too preoccupied to do a head count on finally arriving."

# Country Crossovers: A Vanishing Breed?

At the rate they're declining, country crossovers may soon be a thing of the past. While AOR, A/C, and Black/Urban music crosses over regularly to the CHR mainstream, Country is increasingly isolated. The only formats with less interaction than Country and CHR are B/U and AOR, and with "Free-way Of Love" debuting on the Tracks chart, there's now more action there than Country's mustered on CHR in a year and a half.

Over the last decade, country records have played a small part in CHR's makeup. Looking at the percentage of country crossovers among CHR Top 15 hits (see table below), there's a scattering of crossovers until 1980, when the post-"Urban Cowboy" boom boosted country's fortunes for three years. It subsided in 1983, and for 1984 and the first half of 1985 there hasn't been a single country-originated entry in the CHR Top 15.

A/C and Country have a little healthier relationship, but it seems endangered as well. If the 1985

pace drops a bit more, it will hit the lowest point since 1976, already country crossovers into A/C have fallen by half since 1982. Only four country artists have hit the A/C Top 15 so far this year: Kenny Rogers, Dolly Parton, Dolly & Kenny together, and Anne Murray (whom I'm generously labelling a country artist although her A/C credentials are equally longstanding and illustrious).

Here's a look at the trends since 1975, updating the stats I compiled earlier in our Country Radio Seminar special:

Year	CHR	A/C
1975	0	7.0%
1976	1.8	3.4
1977	1.8	7.2
1978	0.9	5.6
1979	1.7	5.5
1980	4.9	9.4
1981	6.6	15.2
1982	4.8	13.0
1983	1.6	12.3
1984	0	9.5
1985 (first six months)	0	6.5

Country seems to be fading into a world of its own. Many record people are concerned about that, about a style of music that's appealing almost exclusively to a loyal but aging (and less likely to go out and buy records) listenership, a musical form that's having trouble attracting new fans.

Maybe Country radio should be concerned too. It's nice to have product exclusively, but there should be something to entice new listeners, too.

# REO SPEEDY WAGON "Live Every Moment"

Now On Over 165 CHR Stations! 65%

AOR Tracks: **AOR NEW & ACTIVE**



*Spotify*

## DATEBOOK

SEAN ROSS

### Aretha: Over The Rainbow

As soon as they return with their medals, successful Olympians are deluged with offers to turn professional. Similarly, **Sam Cooke's** successful transition from the black gospel **Soul Stirrers** to secular pop was the stimulus for a lot of successful gospel artists to switch or at least think about it.

**Aretha Franklin's** idol, **Mahalia Jackson**, was well known to non-gospel audiences. But most of the genre's other stars remained obscure outside their field. On August 1, 1960, four years after she first recorded as a gospel artist, an 18-year-old Franklin cut her first secular sides for **Columbia**, among them covers of "Over The Rainbow" and "Every Day I Sing The Blues."

As Franklin's comeback, "Freeway Of Love," demonstrated, all you really need to break through is one song... it's just that it can take years and years to find. For seven years, almost as long as Cooke made secular records, Franklin recorded a lot of bluesy, supper-club material; the nearest-hit during her Columbia era was a remake of "Rock-A-Bye Your Baby With A Dixie Melody." Ironically, when Aretha did break through, it was with the churchy "I Never Loved A Man (The Way I Love You)" and a string of gospel-driven numbers afterwards.

#### MONDAY, JULY 29

1962/**Bob Dylan** makes his radio debut on **WRVR/New York** (now **WLTW**).  
1966/**Bob Dylan** is injured in a cycle crash near Woodstock, New York.  
1968/**Seeds** for the cultural boycott of South Africa are planted when **Gram Parsons** leaves the **Byrds** over their plans to tour that country. **Parson's** next move is the formation of the **Flying Burrito Brothers**.  
1974/in keeping with the apparent maxim that no rock star can die of only one cause, **Mama Cass Elliot** dies in London at age 32. **Elliot's** death is due either to a heart attack or choking on a ham sandwich; sources differ.  
Birthday: **Geddy Lee** 1953.

#### TUESDAY, JULY 30

1954/The "Annie" series, 1954's answer to "Roxanne" records, continues with the release of "Annie Had A Baby" by **Hank Ballard & The Midnighters**.  
1968/**The Beatles** give away the contents of their unsuccessful London boutique.  
1973/**John Phillips** announces the **Mamas & Papas'** plans to sue **ABC** for \$9 million in allegedly-lost royalties. **Phillips's** conference is co-sponsored by New York Senator **James Buckley**. **ABC** denies the charges.  
1982/**Jennifer Holliday's** hit from "Dreamgirls," "And I Am Telling You I'm Not Going," goes to #1 on **R&R's** Black/Urban chart.  
Birthdays: **Paul Anka** 1941, **Kate Bush** 1958.

#### WEDNESDAY, JULY 31

1964/**Jim Reeves** is killed in the crash of a single-engine plane flying him from Arkansas to Nashville. His records will chart posthumously for at least 15 years.  
1971/A security guard at New York's Forest Hills Stadium is stabbed to death by an ex-convict during a **Who** concert.  
Birthday: **Bob Welch** 1946.



#### THURSDAY, AUGUST 1

1964/Rockabilly pioneer **Johnny Burnette** dies in a boating accident at age 30.  
1974/**Pete Townshend** and **Keith Moon** join **Eric Clapton** on stage in Atlanta. In an apparent parody of **Who** finales, **Townshend** brains **Clapton** with a plastic ukelele.  
1977/Barely two weeks before **Elvis Presley's** death, "Elvis: What Happened?" is published in paperback by **Ballantine**. While **Presley** is visibly overweight and, by that time, known for flubbing some stage performances, some of the book's charges don't seem credible until **Elvis's** death. Among the more sensational charges: **Elvis** tried to have **Priscilla's** karate-instructor boyfriend killed. Also, **Elvis** allegedly led one of his groupies on a pill orgy that ended with her being hospitalized, then used his charisma to avoid being prosecuted by the girl's mother.  
Birthdays: **Jerry Garcia** 1942, **Joe Elliot (Def Leppard)** 1960.

#### FRIDAY, AUGUST 2

1958/**Johnny Cash** begins his association with **Columbia**.  
1978/A short-lived **Peter, Paul & Mary** reunion tour begins.  
1983/**James Jamerson**, the **Motown** studio musician behind many of the label's best-known basslines, dies after years of substance-abuse battles.

#### SATURDAY, AUGUST 3

1963/**The Beatles** play their last date at the Cavern Club.  
1969/**Carl Wilson** is indicted by a Los Angeles court in a dispute over his alternative military service. **Wilson** was told to serve as a hospital orderly but instead decided to conduct music classes for handicapped patients.  
1974/Shortly after the group's last hit for a while, **Jim Hodder** and **Jeff Baxter** leave **Steely Dan**. At this point the group is still a trio. When they come back with "Peg" in 1977, **Steely Dan** will be only two people.

#### SUNDAY, AUGUST 4

1957/**The Everly Brothers** premiere "Wake Up Little Susie" on the **Ed Sullivan** show.  
1975/**Robert Plant** and his family are injured in a Greek auto accident. **Plant** cracks several ribs. As a result of the crash, **Zeppelin** won't tour America for another two years.  
1980/**John Lennon & Yoko Ono** officially begin work on the "Double Fantasy" LP.  
Birthdays: **Stefan Kaufmann (Accept)** 1960, **Frankie Ford** 1940, **Paul Reynolds (A Flock Of Seagulls)** 1962.



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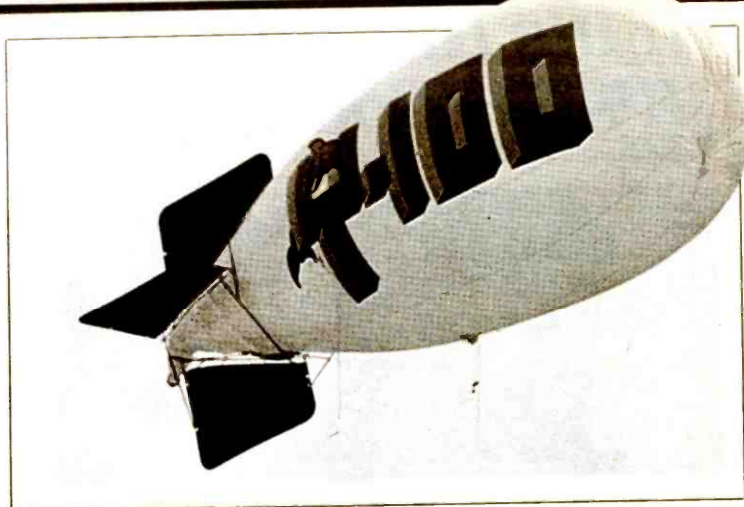
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**See you in Dallas!**



JOEL DENVER

# CONTEMPORARY HIT RADIO



## CAN ALL SURVIVE?

### Miami's Four-Way Fight Of The Hits

If you've never been to Miami it's like being in an altogether different world. Just watch an episode of "Miami Vice" and you'll begin to see why. The Miami-Ft. Lauderdale market is almost an island unto itself in terms of demographic and ethnographic makeup. It's split into two main areas — Dade County (Miami/Miami Beach) and Broward (Ft. Lauderdale) County.

Dade County is a tough area to program to, because it's dominated by Cuban and other Latino cultures, which are supported by a healthy percentage of blacks and a heapin' helpin' of the Geritol set. Add in four CHRs — Y100, 195, MAGIC-102, and 95X — and this is a real death struggle.

Few market observers are optimistic that all can survive in the same format, although each station seems determined to make it, playing the hits in its own diverse style.

Y100	8.3	8.4	9.4	6.8	7.3
195	6.7	7.5	6.7	5.0	5.2
MAGIC-102	1.3	1.7	1.8	1.4	1.3
HOT-105	2.1	2.2	1.9	4.5	3.9

Here's how the 12+ ratings stack up for the past five books. Note that \* indicates the station's first ratings with its present format. I've also included Bill Tanner's WHQT (Hot 105), as it is having a profound impact on the CHRs with its Urban/Dance Rock format. The figures at extreme right are the new spring '85 results from Arbitron.

## MOTION

John "Spanky" Kessler, formerly with B100/San Diego, leaves mornings at KBOS/Fresno and is replaced by Chuck Geiger, former fill-in at KHS-AM & FM/Los Angeles. . . OK95/Tri-Cities midday man Chris Bartell is out as John Ross from KUBE/Seattle steps in to replace him. . . Dave Habisch is the new GSM at Y100/Denver, from WZUU/Milwaukee. . . Pete James is upped from overnights to MD/middays at WSPK/Poughkeepsie, replacing Bob Anthony. . . Mike Stone joins WPFM/Panama City for 7pm-midnight from cross-town WDLF.

Eddie Munster adds MD to his Promotion Director title at Q100/Allentown. . . Peter Hamlett returns as PD of WNOK/Columbia, with Jeff Clark staying on as OM. . . Andrea Vincent returns to PM drive and Beau Daniels to nights at WSSX/Charleston, exiting WMXJ/Miami. . . Former KKCW/Kansas City PD Frank Hanel is named Promotions Director at B96/Chicago.

## Y100 — The Megastation Fights Back

You're Y100/Miami PD Robert W. Walker, station veteran of 11 years. You're on top, although everyone has taken shots at you in the past. Some came close, but never sustained a win for two books in a row. Now there are three direct competitors, and then there's the rest of the market. What's a body to do?

"You fight back by giving the people what they expect of Y100," replied Robert. "The way I figure it, there are 11 stations we can really call competitors, but somehow we manage to stay on top. The picture always changes around us, but as long as we stay mass appeal, mainstream CHR, we will always survive. We rode out the disco era and the anti-CHR backlashes of AOR and A/C, and yet we're still rocking and winning."

### Don't Switch Winning Formulas

Robert likened Y100 to a well-known household product. "People have certain expectations of Y100. Coke is a prime example of a company changing a winning product and disappointing a segment of the public. Sure, some people will like the change, but the majority can be pushed to the edge of a new favorite."

"We have a very long history and tradition of excellence to live up to, including the areas of broadcasting and entertainment. We don't always do things by the rule book, but we always do things better. Our positioning statement, 'Megastation,' was given to us by a listener. We've lived up to it by laying out \$1.8 million when the Jacksons toured. We also helped clear the way for the Prince concert when financial snags happened."

### Megastation Defined

"Y100 is the 'Megastation.' We have accomplished things for the community, and we use our clout for it. We're big and powerful, yet we remain sensitive to the community. Our bottom line is to never rip the listeners off.

"The idea is to be bigger than life, but in a positive way. This sta-



Robert W. Walker

tion is listener- and service-oriented. By doing a lot of personal appearances, we talk to people in the course of their daily lives and stay aware of their needs.

"Our entertainment level is constantly evaluated. When we decided to do 'Music Marathons' (long, commercial-free sweeps), we didn't front- or backload a lot of commercials; we physically cut our commercial load. In effect, we bought some of our spot time and turned it into promotional dollars used for music time. It's a personal investment. All of the major holidays are commercial-free, and that creates tons of good will. My personal philosophy is that it comes back tenfold."

### Buying Commercial-Free Time

Robert explained a shift in the mindset of the contest-conscious listener and how Y100 has adjusted. "Like cash, the time we buy for Music Marathons comes off the



bottom line. It's part of the budget. If we don't give the money away, we use it to buy commercial-free time. At one time, all of us pumped too much money into the market for giveaways. Y100 eventually gave away \$250,000. So we deescalated things a bit, as the cash was making less of an impression.

"We're in a cash-rich economy," Robert W. reasoned, "so the traditional number one prize — cash — is no longer on top. Now they want luxury items they either can't afford or that are too luxurious to spend for themselves. Trips and cars are the top items right now."

Y100 has long been noted for its quality of on-air talent. The leadoff batter is morning man Sonny Fox, along with producer/partner Ron Hersey. The two have been together for five years, dating back to

when they were at WSHE. Said Robert, "Ron does a lot of spontaneous humor, but he also does a lot of the voices heard on the show. They work with topical humor that's carefully written and well-detailed. My whole staff is simply the best in the market."

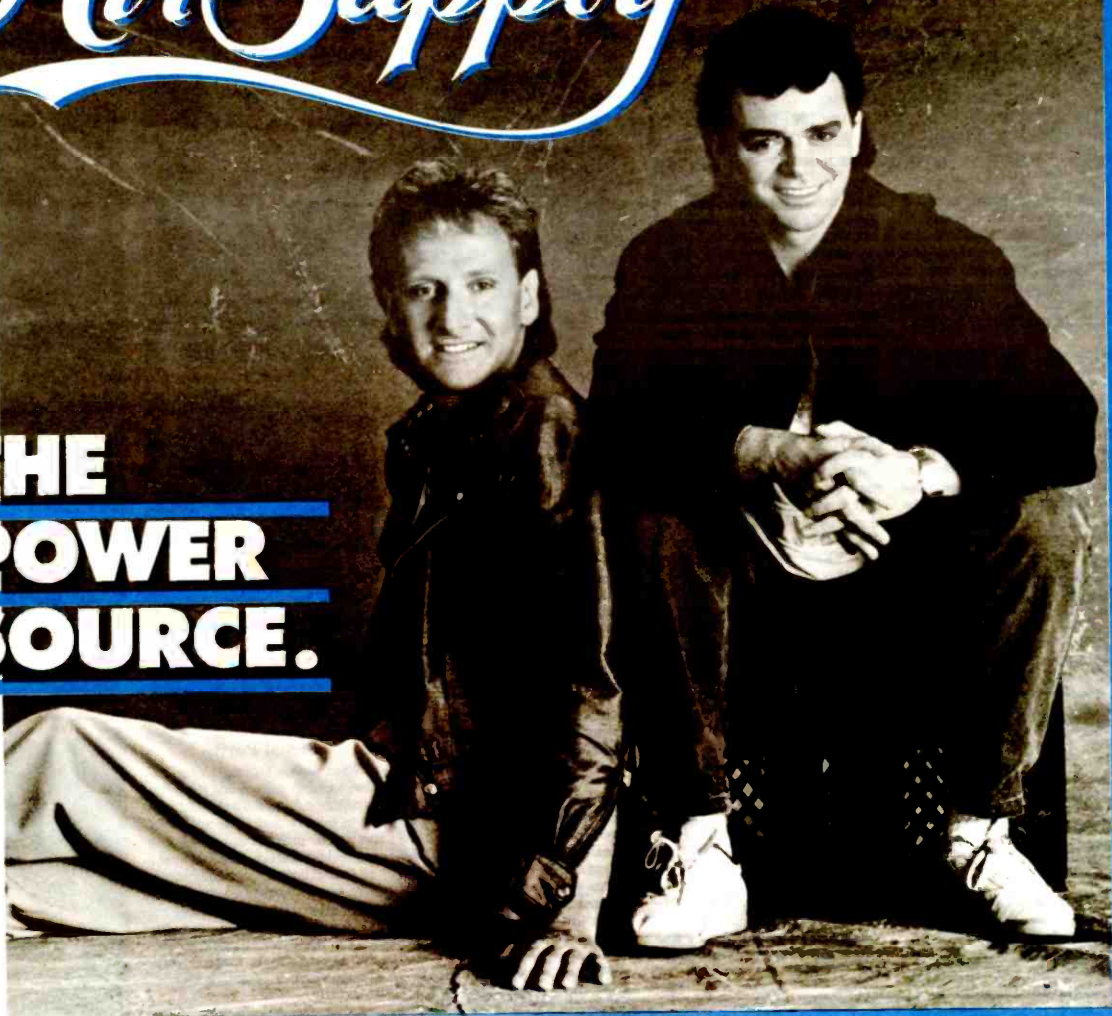
### We're Still The One

"Juanita 100, a weekender of Cuban heritage, does cameos in the morning show. Captain Y with traffic reports is also heard four times an hour in mornings. This show was like the 'Zoo' concept before it became fashionable."

And Robert is most optimistic about the market upheavals. "Others may make short-term gains against us and the other CHRs. But when it comes down to the wire, you'll find us in front of the others as we cross the finish line."

# Air Supply

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THE NEW SINGLE FROM THE DUO THAT ACTIVATES THE AIRWAVES  
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# 195: Fun, Sunshine, & Partying

As programmer at WINZ-FM/Miami for almost six years, Keith Isley inherited the power seat back when it was an AOR station known as ZETA-4. A once-dominant album outlet, the market became less viable for two AORs to compete in, and in January 1981 the transition to CHR and the 195 identity began. Ever since then, 195 has been a constant competitive thorn in the side of long-dominant Y100.

Are there any great secrets to 195's success? Keith revealed, "I really look to take care of the CHR basics. We play the national hits, and the locally-oriented ones as well. There are a number of dance records which make it on the radio because of this market's club activity."

### Play The Hits And Win

"195 is a real hit-oriented station, playing better than 70% current product; the rest are recurrents, with a few select oldies. Like the currents, the oldies are used to help identify with the ethnic population of the market. This has an added bonus in that the



music keeps us sounding like a real fun station. We simply project what the area is about: sunshine, fun, and partying."

Because of the ideal climate, 195 tries to take advantage of being visible as often as possible. Keith works on the principle of having something going on all the time, not just during ratings sweeps. "Our listeners are real active. They have a lot of energy, and we try and tap into the desire to be active."

"Being an off-air PD gives me more time to devote to my duties, but the other side is that I don't get direct exposure to the phones unless I take the time to answer

them myself. As a result, I'm very open to the input of my staff. They are very active in helping to shape our sound; it's a real team effort."

### Sizing Up The Other Guys

A good deal of that input comes from longtime market veteran and 195 Music Director Mark Shaans. "His ears are great. He knows exactly what the audience is into. As part of his active lifestyle, Mark goes to the record stores to observe what's selling. He also hangs out at the clubs to keep a pulse on the market."

Keith was open in discussing his main competition - Y100. 195 has only beaten the "Y" on one occasion, but Keith is optimistic his day in the sun will arrive again soon. "Y100 is a real good station probably one of the best-marketed in the world. Their promotional style is very strong. The morning show is excellent and has had a tradition of being so ever since Bill Tanner did mornings. Senny Fox (who now handles mornings at Y100) runs a different type of show, but he's very good in his own way."

"Y100 doesn't have too many cracks in its foundation. They've set the standard for listening in the market. The other brands of contemporaries I'm concerned with are HOT-105, which is really too Urban to battle with; and Magic 102, a primarily Broward station because of its signal. Then there is 98X with the countdown format. They take our 'powers,' combine them with their own, and bang them to death every single hour."



Keith Isley

### Cox Is King

Returning to his own station, Keith said proudly, "I really think our morning guy, Don Cox, has a lot of things going for him. He's well-known in the market because of his many years here. Don has a very active schedule working with the schools, not to mention his new-found acting career and numerous TV appearances."

In describing Cox, who has devoted a lot of his time to educating the youth to the dangers of drugs since his arrest a few years back, Keith said, "Cox is the most controversial jock we have. He's been here two years, and is really wacky, wild, and loony. He doesn't do characters - it's just him being his own character."

"Cox's material gets a bit blue from time to time, but he's cooperative and takes direction well. His voiceovers stand out, and his afternoon kids' show on Channel 33 has cemented him in as one of the market's most recognizable personalities. Ace Young is Cox's news personality, and the two get into things you won't hear covered elsewhere."



Cox On The Radio



Earl The Pearl



Dennis Reese



Willie B.

### Signal Parity

What about signals? Y100 has always been known for its audio excellence. Does 195's signal stand up in quality and coverage? "As far as our audio is concerned, we are state of the art. Until this year we had a limited signal, but now with our new tower at the Dade/Broward county line, we have expanded our influence over the whole metro. We've always beaten Y100 soundly in Dade County, but now we're doing better in Broward."

"As a result, the programming has shifted subtly, with a bit more rock music than before. The sound is more mass appeal, a little less dance-oriented now that we're covering those lilywhite suburbs better. However, we are more ethnic-sounding than Y100 is. 195 aims for everyone from 12-54, and we're doing well at it with our broadened philosophy."

While Y100 may be noted for its spectacular giveaways, Keith said, "195 wants to make sure we are the cash station in the market. During the book we had two \$10,000 winners, as well as daily \$1000 winners. We do more on-air contesting, as opposed to outside advertising. People know where we are and tune us in often."

### Tonnage Cash

"Since the first of the year, 195 has handed out over \$250,000 in cash and prizes. Combine this with our activities at the high school level, our van that's constantly visible, along with some billboards, and everyone's very aware of what 195 is all about."



Rockin' Ron

Note: midday personality Jean Cashman is not pictured here.

"HOT-105 is right in the middle of everything. They're really an Urban station with a slight amount of CHR music. Most of the jocks come from a CHR background. They are very Latin-sounding, with lots of dance music. No doubt, they will hurt both Y100 and us to some degree."

So does Keith think the field is getting a bit crowded with four CHR's tearing each other apart, or at least trying to? "I certainly don't feel there is any way that four CHR's can make it here. There are some obvious holes, such as Beautiful Music because there's such a large number of senior citizens in the metro. It would be my bet that MAGIC-102 falls out first, since they got into it so late and have the least powerful signal among those in the format. WSHE is the only AOR, so that's another logical hole to fill."

## BITS

• **The G-rilla's Ghing It All Away** — G105/Durham-Raleigh's mascot, the Attila G-rilla, is on the prowl around town in his G-rilla van. He's looking for listeners sporting G105 bumper stickers. Sticker-bearers receive \$105 on the spot and are registered in G105's Mercedes/Trip Giveaway. G105 is also registering listeners for the giveaway by inviting them to send in an entry blank. After hearing their names announced on the air, listeners have ten minutes and five seconds to call the station.

• **Wake Up And Win!** — KCNB (FM106)/Waterloo, IA is inviting listeners to "Wake Up And Win" when they hear the song of the day. In the morning they can win a selection of breakfast foods, while the afternoon prize is a dinner for two. The station has also begun a "Breakfast In Bed" promotion, where the winner receives a Bar-B-Que breakfast fully-cooked by FM106's morning man — and gets to keep the brand new grill!

• **Attention: All Duranians** — WAVA/Washington is giving Duran Duran fans the chance of a lifetime. In conjunction with sponsoring the East Coast premiere of the latest James Bond film "A View To A Kill," the station is registering all ticket winners in a drawing to award a genuine James Bond movie poster. So what, right? Well, the poster will be signed by each member of Duran Duran!

• **Who's The Boss?** — 99PX/Rochester helped celebrate the recent marriage of Bruce Springsteen to model Julianne Phillips by giving away copies of Bruce's "Born In The USA" album and Mick Jagger's "She's The Boss" LP. They called the promotion a "He's The Boss And She's The Boss Weekend."

• **Stick 'Em Up!** — Magic 91FM/Takapuna, Auckland, celebrated the release of "Cotton Club" by raiding city clubs and pubs, dressed in 1920's-style clothing and armed with a violin case full of screening invites.

Lucky listeners who attended the premiere sipped on complimentary cocktails, puffed free cigars, and were entertained by a 25-piece jazz band in the theater foyer.

• **Heard Any Good Jokes Lately?** — WJLK/Asbury Park, NJ is giving away a 1985 Pontiac Fiero to the listener with the best joke. WJLK will choose 35 final contestants to travel to the local Pontiac dealership and recite their jokes in front of a judging panel. All jokers will receive bonus prizes such as T-shirts, albums, and gallons of ice cream, while the winner will get the car.

• **Racing For The Rainbow** — KDWB-FM/Mnneapolis helped in the fight against child abuse recently by sponsoring a "Race For The Rainbow" 5K footrace. Over 2000 people participated in the event and over \$3000 was raised to help abused children. Prizes included a trip for two to the Chicago Marathon, Twins' baseball tickets, dinners around town, and a variety of sporting equipment.

# MAGIC-102 Bucks The Tide To Win



Bob McNeill



MAGIC-102 PD Bob McNeill, who took over his latest assignment after being OM/PD and part of the WRVQ/Richmond "Morning Zoo," reflected on his current situation. "I would prefer being an off-air PD, simply because there is so much more going on in this market; I need to be able to free myself up to the duties of programming. Thankfully, my shift is short.

"Miami is CHR heaven — all varieties exist, from super teen to adult. We're more on the adult side of it. It looks to me like a grand prix race. There are four cars heading for the turn, and the guy who loses will be the one who takes his foot off the gas, hits the brakes, and skids into the wall. We have our foot to the floor."

### Bring On The Cume

Because the station was making a format shift from AOR WCKO (K102) to CHR, Bob really had his work cut out for him. "We did an outstanding TV campaign to attract the cume to the 'New MAGIC-102.' It was a comparison spot — a little comedic but not too cutesy — featuring the girl who won the "Star Search" TV spokesperson category."

Bob elaborated, "It's a spot about a TV spot. The words are something like, 'If you like the morning show on Y100, you'll love the morning show on MAGIC-102, etc.' Each time the director says, 'Cut! You can't mention the other guys.' The thinking was that by comparing us to them, we put ourselves in their league immediately."

In describing the presentation, Bob said, "We're a very up and energetic station, but we have more of an adult presentation because of the personality's content. Musically, we are whiter-sounding, not a traditional Urban cross-over-sounding station. Because we don't want to compete head-to-head, but instead offer something more 'straight ahead,' we play the Springsteens and Survivors sooner than they will."

### Fixing The Signal

"Our signal isn't a significant factor in our programming decisions. We've always had a bad reputation about our signal to live down. We have a brand-new antenna, and have filed for a height increase. That'll put us on the same tower as Y100 and I95, so MAGIC-102 will have signal parity with everyone.

"The only areas where we're spotty are in the extreme parts of South Dade County. But we are

stronger in North Broward and Palm Beach. We're hoping to purchase a brand-new building just a stone's throw from Y100, and we're picking up all the stones we can find to throw at them!"

Bob had mentioned that his station didn't target teens, but instead aimed at adults who appreciated CHR music. As a result, he, like other programmers in the market, is gunning for Y100. "But our chief competitors are WAXY, 97A1A, and LOVE-94. While all

three are A/C, they have a better demographic makeup and we are a better match for them. We aren't really a 12+ station. That is, we're not going to pick up any subteens, although we will get some teen numbers."

### Current Music

"Musically, we're very current; there are few oldies to speak of. The difference is in the presentation. Our morning magic show, for example, is not a loony approach. It's entertaining, funny, and very localized. But it's not the same kind of 'Zoo' I was doing in Richmond at WRVQ.

"The single most important factor for us is our visibility. We've dominated the boards since we got here, and we grabbed as many of them as possible. All are in spec-

tacular locations. MAGIC-102 is also visible on buscards and taxi tops.

"In addition, we have been to at least two promotions every weekend. Wherever people are, we show up with Magic-102 balloons and T-shirts. We are totally dedicated to getting out into the market. In fact, I don't think either Y100 or I95 is anywhere as visible as MAGIC-102."

Bob made sure to put in a plug for his airstaff: 6-10am Barry Michaels; 10am-2pm John King; 2-4pm Bob McNeill; 4-8pm Andrea Vincent; 8-mid Beas Daniels; midnight-6am Andy Gury.

### Not Buying The Market

"When Seaxnix took over this station and changed the format, we decided we didn't want to buy

the market, as Y100 would simply retaliate with tons of money. Instead, we offered believable prizes: \$10,000 cash, a Porsche 944, and, in a supermarket tie-in, \$102 gift certificates for groceries."

And like the others, Bob has his doubts about the ability of four CHRs to make it in the long run. "HOT-105, while not a CHR station, will take some away from the others. For what they do, they are the best Urban station in America.

"If this station can bust the two-share barrier, and we will, then MAGIC-102 will be in the same ballpark as many stations that've been here for years. In any event, I think our adult numbers will be killers. The New MAGIC-102 is here to stay and here to play."

## 96X And The Continuous Countdown

When 96X (then WMJX/Miami) was ordered by the FCC to sign off the air at 12:05pm, February 15, 1985, a great battle began for this highly desirable facility. Competing against dozens of other challengers, Wodlinger Broadcasting emerged victorious and signed 96X (now WCJX) back on at 5pm June 15 with a "Continuous Countdown" format.

The format was designed by Corporate PD and ZZ99 (KZZC)/Kansas City in-house programmer Todd Chase. The station's on-site Operations Manager/PD Jon Holaday explained how it works and how well listeners recall the longtime slogan. "It's amazing! People really do remember the old 96X; that old slogan still lives. However we don't position 96X as being back, or as the 'New 96X.'"

### The Super 16

"96X is positioned as the station with the 'Continuous Countdown,' featuring the 'Super 16' (the number of records in the countdown). 96X is running 'commercial-free' for the first 90 days, with the only interruptions being the promos.

"We've begun handing out some albums as prizes, and as the cume grows the quality of prizes will escalate as well. We're not really going to attract too much attention to ourselves until everything is set. Aside from publishing our playlist in the Miami Herald and implementing a 'Hit List' for the record stores, we're staying low-key for the summer and aiming our guns for the fall."



Jon Holaday

So what's the response been like? "Very positive. We are being heard in the mall stores. Our awareness is simply coming from word-of-mouth and in no small part from HOT-105's Bill Tanner, who's taken numerous shots at us. Unfortunately, the free publicity seems to be over, as no doubt we've begun to show up in his research."

### Avoiding Burnout

The biggest thought in my mind was the burnout factor. How often can you rotate only 16 current titles before everyone's ears begin

to bleed? "The station will not be significantly different in the fall. We may expand the number of records, augmenting them with extras and re-runs. And we may add more extras to balance things out and extend our music mix, but we plan to stay hyper-current."

In addition to the nonstop countdown, which is done using jingles and staging, there are no live jocks on the air yet. Jon explained that a firm date for introducing the personalities hasn't been determined. "We are bare-bones in operation at this point, but we sound different from everyone else in that we do 'all countdowns all the time.' With so many other CHRs in the market, we have to do something different to stand out."

And Jon has felt the barbs from his programming peers, both in the market and elsewhere. "Sure people have criticized what we are doing, but it is different and it will work. This is the only place I've ever seen this done. I remember 'All Request Radio,' which proved very popular. We are in an age of new and different, and we're carving out a new path. Todd and I work very closely on the format and feel very positive about it."

### Playing The Right Records

"Naturally, playing the right records is key to our success, more so than at other stations. We stick with active research — requests, retail information, and club activity. Our MD is Stuart Elliott, who has years of experience in Miami."

Ironically, Stuart was the last voice to be heard when 96X signed off the air, and he talked about his return to the station from 195. "There is no doubt about the potential this station has," he said. "Our phone reaction is amazing, and we haven't even cranked it up yet. Doing this format has made us sound unique and has attracted a lot of attention. If we were the standard-sounding CHR, no one would sit up and take any notice."

# 96X

## WCJX

The other staffers (all market veterans) include: Mike Ritter (WSHE); Mary Franco (I95 and LOVE-94); Jeff Horn (Y100 and K102); and Dave Caprita (LOVE-94). "All of them are anxious to go on the air, but they understand what we are doing," noted Jon.

So what does he look for in terms of ratings? "We're hoping for a three-share as our debut book in the fall Arbitron. I think there are too many CHRs in the market; someone will change format. I look at this as a longterm project for myself, the staff, and 96X. We'll put to rest the rumors that this is only a temporary thing. I am here to stay."

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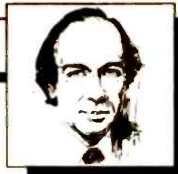
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BRAD MESSER

## CALENDAR

### Wandering The Halls

The management techniques of Japan, Inc. are a fading fad (there are widespread claims they got their ideas about efficiency from us in the first place, anyway) and now America is flocking around its own homegrown success stories in search of effective ways to run businesses profitably.

One of the contemporary hot management concepts is the "walking-around" executive who is hardly ever in his office because he's out talking with line supervisors to handle daily problems as they arise.

In the broadcasting business, that equates to a GM or OM maintaining daily communication with each of his or her department heads.

The boss of a highly successful computer company — interviewed

in one of the current pursuit-of-excellence genre books that are now outselling all other nonfiction — has the bluntness to simply call it wandering the halls.

Wandering is said to be a logical way to identify and deal with new and recurrent problems. It can pump up morale at top and mid-management levels, and one might suppose that even the lowest-ranking employees, knowing the boss may come around the corner at any time, probably tend to spend

their time doing what they'd like to get caught doing.

Radio is a seat-of-the-pants business. It is run almost exclusively by people who were good at one job in one department and worked their way into the front office, from which they supervise several diverse departments without benefit of any formal business or management training.

At many stations where enthusiasm and energy are in undeniably good stead, the raggedness and haphazardness of management technique are nevertheless impossible to ignore. Books on management techniques are relatively inexpensive. As they say of oil wells in Texas, "If you don't have one, git one!"

#### Poisoned Liquor Outlawed

**MONDAY, JULY 29** — Great Britain banned the sale of the liquor Aqua Tufania in 1771. It was intentionally poisoned with arsenic, and was sold as a humane method of killing the old and sick as well as one's enemies. According to Dr. Robert Formey, head of forensic toxicology at Indiana University Medical School, "In many earlier civilizations, when people decided they didn't want to live any more, they could apply for a state-approved poison and commit suicide. The practice lasted as long as the early 1900s on the island of Crete in the Mediterranean."

1981 — Prince Charles married Lady Diana. 1958 — NASA created. 1792 — Respiator "iron lung" first used by Bellevue Hospital.

Melvin Belli 78. Charles Beebe born 1977, invented bathysphere, first man to dive more than a few hundred feet in ocean.

#### Medicare Turns Twenty

**TUESDAY, JULY 30** — Medicare, the program that provides medical care and hospital benefits for the elderly (under Social Security), was signed into law 20 years ago by President Lyndon Johnson (1965, effective July 1, 1966).

1959 — First integrated circuit; silicon semiconductor chip patented by Robert Noyce. 1942 — WAVES created. "Women Appointed for Voluntary Emergency Services." WWII. 1937 — American Federation of Radio Artists formed.

1928 — First color movies demonstrated by George Eastman. 1909 — Wright Bros. delivered first military airplane, 25 horsepower, cost \$31,250. 1844 — New York Yacht Club organized.

Paul Anka 44. Moviemaker Peter Bogdanovich 46.

#### Second July Full Moon

**WEDNESDAY, JULY 31** — Just as the sun goes down in the west this evening, the full moon will rise in the east. This one — traditionally called the Sturgeon Moon — is the second full moon of July. It is unusual to have a full moon twice in one calendar month. It won't happen again until May of 1988.

1981 — Baseball players' seven-week strike ended. They lost an estimated \$28 million in salaries, but won concessions including free-agent compensation and collective bargaining rights. 1796 — Jimmy Hoffa reported missing, body never found. 1964 — First closeup pictures of moon by Ranger 1. 1948 — Idlewild Field dedicated as 900 planes flew over (later renamed Kennedy International Airport).

Evonne Goolgong 34. Geraldine Chaplin 51. Curt Gowdy 66.

#### Felt Tip Pen Turns 25

**THURSDAY, AUGUST 1** — American technology created the mighty ballpoint pen, but it was the Japanese who gave the world the narrow-line porous-point Pentel "felt-tip" pen, which was first marketed in America 25 years ago by the Tokyo Stationery Company (1960). One-third of Americans use Pentel-type pens.

1984 — British signed papers eventually returning Hong Kong to China. 1966 — Sniper Charles Whitman atop University of Texas tower in Austin killed 15 and wounded 33 before being slain.

25th anniversary first communications satellite Echo 1 (1960).

1946 — Atomic Energy Commission established. 1903 — First U.S. transcontinental automobile trip ended. 1896 — Only Atlantic crossing by rowboat completed in 56 days by George Harbo and Frank Samuelson. 1893 — Shredded Wheat patented. 1876 — Colorado 38th state.

Jerry Garcia 42, co-founder Grateful Dead 1965. Yves St. Laurent (Henri Donat Mathieu) 49. Dom DeLuise 52.

#### "Archie Bunker" Hits 61

**FRIDAY, AUGUST 2** — Today Carroll O'Connor is 61. He had already been in over two dozen movies and 120 television shows, when he landed his biggest role as Archie Bunker in Norman Lear's "All In The Family" in 1971. O'Connor was reportedly making \$3 million a year when the show ended in 1979.

1976 — Legionnaires disease outbreak in Philadelphia killed 20. 1943 — JFK became hero in PT-109. 1939 — Albert Einstein wrote letter to President FDR saying U.S. should try to create an atomic bomb. 1931 — World's deadliest flood killed 3.7 million along Yellow River in China. 1876 — William Butler "Wild Bill" Hickock shot dead at Deadwood, South Dakota. 1789 — Los Angeles named. 1610 — Henry Hudson entered the bay in Canada now named for him and thought it was the Pacific Ocean.

Figure skater Linda Fratianne 25. Jim Capaldi 41. Garth Hudson (Band) 48. Peter O'Toole 53. James Baldwin 61.



# Miami's Viceroy Of Rock



Randy Thomas, 10am-2pm

Continued from Page 39

### Money, Honey

Peters and Dalfozno credit TK President John Temaglia and Executive VP Steve Dimetz for their commitment to keep WSHE AOR and their willingness to spend the money necessary to rejuvenate its ratings. "We convinced them the programming was right and the

staff was solid. They were ready to spend the money to promote it aggressively as a big-time radio station," says Dalfozno.

"We caught (CHR) Y100 with their promotional pants down in the spring, although I don't think that'll happen again," Peters predicts. "We came in and surprised people by playing hardball. All of a sudden, this laid-back album station was doing direct-mail and making as many impressions with bumper stickers as Y100."

# SEGUES

WBSW/Kankakee switches to CHR August 1. PD Bill Taylor stays on as Program Coordinator and MD Christie Kayhill remains as Music Coordinator ... KWHI/Anchorage PD Carter B. Bradley is upped to Program Manager ... WWCK/Flint's new Assistant PD is Leela Macryn, replacing Linda Lenci, who leaves to program WKLN/Lansing. Expect a format change at 'KLH, which is now Country. WHMD/Hammond's new Music Coordinator/PM driver is Karin Caruso from WRKR/Milwaukee ... KINKU

Portland taps Kelly Marshall from crosstown KKCW as Programming Assistant.

WLUP/Chicago oldies maven Bob Stroud takes on middays as Matt Biebee moves to fulltime production duties ... KOME/San Jose morning gal Laurie Roberts jumps crosstown to KSJO for the same shift ... Mimi Chen joins KRQR/San Francisco for fulltime swing shifts ... John Jeffries arrives at WLLZ/Detroit for weekends.



Craig "Killer" Kilpatrick, 6pm-10pm



Nancy Gee, 10pm-2am

### WSHE/Miami Music Monitor (Evenings)

- KATRINA & THE WAVES *Walking On Sunshine*
- HUEY LEWIS & THE NEWS *Power Of Love*
- RUSH *Tom Sawyer*
- ASIA *The Heat Goes On*
- ROBERT PLANT *Sixes And Sevens*
- NIGHT RANGER *When You Close Your Eyes*
- LED ZEPPELIN *Good Times, Bad Times*
- JOHN CAFFERTY & BEAVER BROWN BAND *On The Dark Side*
- LONE JUSTICE *Sweet, Sweet Baby (I'm Falling)*
- BRUCE SPRINGSTEEN *Glory Days*
- ZZ TOP *Legs*
- TALKING HEADS *Life During Wartime*
- SPENCER DAVIS GROUP *I'm A Man*



THE MEN WHO LOVED CAT SPINNING — WSHE/Miami morning dudes Skip Herman and Jim McBean have discovered the new craze that's succeeding break dancing. "Cat spinning" is sweeping Miami, and smart jocks are capitalizing by donning kitty costumes. During a live breakfast remote, Herman and McBean pay rapt attention as the fake fur lies (the Humane Society nixed live felines, so stuffed animals were used).

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BED BEDLAM — A wacky weekend makes for mucho money for the Muscular Dystrophy Association. In the Coconut Grove Bed Race, corporations ante up as much as \$10,000 to sponsor beds that race down Coconut Grove's main drag. This year, a crowd estimated at 35,000 watched 76 beds compete, many of them colorfully decorated like spaceships and cocktail bars. Related events, including an auction, pajama party, and free concert, made for net proceeds of \$90,000, almost quadruple the amounts raised before "SHE" became co-sponsor three years ago. Rick Peters started the race while at WWFL, which dropped it after he left for Boston.





DONNA BRAKE

# ADULT/CONTEMPORARY

## Letters To The Editor

Recent columns have dealt with the prevailing attitudes among radio programmers and record company reps that the A/C format is becoming increasingly difficult to define. With A/C often being an umbrella for any format that appeals to adults, I suppose it's really no great surprise that a certain lack of consensus results.

Still, it appears we have two major musical views of what A/C is, and on which records should be played (or not played) on both types of station.

In general, music-intensive sta-

tions share the stance that "a hit is a hit" with little regard to artist image or A/C track record. These stations tend to skew the lower end of the adult 25-49 demo cell and the majority of these sta-

tions are FM.

Another group of stations is extremely concerned with artist image and take a more traditional musical approach with their adds. These stations generally appeal to the upper end of the 25-49 demo, are more full-service in nature, and the majority are AM.

We've received a couple of interesting letters from two stations which belong to this second group. Have a look:

## A/C Too Eager To Become "Contemporary"

Dear R&R,

Music and radio stations playing it are always in a transitional state of some kind. But not in recent memory have I seen A/C music charts influenced so much by the influx of new artists and their music.

It is puzzling to me to look at the May 10 chart and see "Don't You Forget About Me," "Sussudio," "That Was Yesterday," and "One Night In Bangkok"; four examples of what I consider to be strictly CHR records. A few years ago, nobody would have envisioned Foreigner or REO Speedwagon as "adult" artists. Apparently the stations playing these songs perceive their adults to be quite a bit younger than we do.

It seems that if there are stations out there calling themselves A/C who add these records, convert them into higher rotations, and turn them into A/C hits, then why aren't the records by Anne Murray, Johnny Mathis, and Jack Wagner — just to name three — also becoming hits?

I think it's because too many programmers are too eager to become contemporary at the expense of leaving the "adult" out in the cold. If this is the case, that's too bad.

While concentrating on the Yuppie age group, radio sometimes forgets about the 40+ generation, which is full of executives and housewives who enjoy contemporary music but don't want to hear rock-edged tunes.



As an adult station, WJBC has had great success and piled up large numbers of listeners by offering a selection of music representative of the adult tastes and reflective of our longstanding image. By avoiding going too far to the contemporary side, we keep these listeners around.

I assure you we don't play Tony Bennett and Nat King Cole. We're contemporary enough to play some excellent hit music. But the recent differences we have with the chart concerns us. Maybe it's time for another chart that represents our form of music radio.

I realize that an A/C station cannot live on a diet of Johnny Mathis, Anne Murray, and Barry Manilow alone. There just isn't enough of

that music to survive on. But what puzzles me is, how does music by Tears For Fears, Madonna, Men At Work, Limahl, etc. fit in? Where does their base of adult support exist?

I see this dichotomy growing and I think each music programmer must deal with it by answering some basic questions:

1) Where are we drawing the line musically between "adult" as in A/C and "contemporary" as in CHR? Are the two worlds compatible or are they mutually exclusive?

2) What is our true target audience? Are we considering only adults aged 25-49 or is there listener life out there after 50?

3) Are we listening to requests from adults or are we only following the charts and the hype from the record promoters?

## Run For The Money



KCNR-FM's "Million-Dollar Minute" winner Bart Welling runs with his share of \$1 million in cash at a Portland shopping mall.

4) How can we (as music or program directors) continue to play current music and avoid alienating some valued older listeners? Can we still take today's A/C chart seriously?

Adult radio can be contemporary, but we need to watch ourselves closely, listen to the music, and listen to some listeners that are too often taken for granted. It works in Bloomington and might be worth a boost to you.

Stew Salowitz, MD  
WJBC/Bloomington, IL

## PROGRESS

J.R. Rogers is named Research Director and Special Events Coordinator for KFMB-AM & FM/San Diego ... WEIM/Fitchburg hires Tom Whelston from neighboring WFGL to do 4-8pm

Cindy Davis leaves KKBC/Santa Paula, CA to join nearby KZTR/Camarillo as Operations Manager ... Bob Jones ("B.C. In The Morning") is the new morning man at WOPD/Harrisburg, VA

From the "corrections" department, Jim Kennedy has joined KMJ/Denver from WMJ/Cleveland, not the other way around, which is how it turned out in our 6/14 issue ... Bob Lindsey is the new afternoon drive personality at WKJJ/Louisville, leaving WSTO/Owensboro ... WZVN/Lowell, IN has the new morning team of Mike O'Brien and Christine Stuart. ... Lee

"Baby" Simms joins the WLVE/Miami morning team of Joe Johnson and Keith Allen, leaving KFOG/San Francisco ...

Terry Meiners will do afternoons at WHAS/Louisville, leaving WQMF/Louisville, where he was morning drive personality. Meiners replaces Bill Cody, who becomes morning man at WCYD/Louisville ... Phil Tower moves from parttime to evenings at WLHT/Grand Rapids.

WAFM/Hiorth, DE switches from Country to A/C, serving the Midford/Dover area ... Mike Murray joins WEQR/Goldsboro, NC from KANE/New Iberia, LA ... Gary Cocker is the new weekendaker at KFMB(AM)/San Diego.

Stephanie Stephens is named Promotions Coordinator at KTSA & KTFM/San Antonio. She will also doing morning traffic reports and weekends ... Dorian White becomes Promotion Director at KBZT/San Diego.

Three personality changes at KCNR/Portland: Dave Conlee will handle mornings; he's formerly of KKBO/Houston, KHJ/Los Angeles, WMYQ/Miami, and KTFM/San Antonio. Dave Preston will do nights, and Woody Flow joins the station at the overnight slot. KCNR has become the "New 97.1," using the "Classic Hits of the '60s, '70s and '80s" position.

## Independence Day Celebration In Grand Rapids



The Grand Rapids July 4th Gala is one of the biggest yearly events in Michigan. This year the music of the Grand Rapids Symphony Orchestra was triplecast on WOOD-AM & FM and a local public TV station. More than 250,000 people took part in the festivities.

Dear R&R,

It's time to split the A/C chart. R&R's Back Page is becoming ever less useful to anybody as the schlam with our format grows. Your chart today is more like "A/CHR" than pure A/C.

KEX is a service-oriented A/C with a long MOR heritage. We are

conservative musically, but we do play current records. I find that I usually play about 20% to 30% of the R&R Top 20 for any given week. Unfortunately, I can no longer track my station's peers successfully.

## 1190 KEX AM

The KEXs, KSLs, and WCOOs are lost among the stations that can play the likes of REO Speedwagon, Kool & The Gang, and even Prince.

Let's have two A/C charts! One for the 18-34, hot-oriented type of A/C, and one for those of us whose strategic target lies 30+.

That way, perhaps we can all see the industry more clearly. And then maybe, just maybe, the record industry will once again see the value in working with great radio stations like KEX to promote good adult product.

Carl Gardner, OM  
KEX/Portland

### Editor's Note:

Of course, R&R will continue to observe the activity and diversification within the A/C format. I look forward to hearing your thoughts on this subject.



WALT LOVE

# BLACK/URBAN

## "Magic" Turns On In Kansas City

Keyboard Communications, headed by Greg Fitzmaurice and local businessman Mark Wheat, is the latest broadcasting company to adopt the Urban Contemporary format on a major market FM. As of August/AOR KKCI/Kansas City will become KCMG "Magic 106.5."

Why Kansas City? According to radio consultant Paul Kagan, K.C. is a \$41.4 million advertising market with a sizable black population. The partners felt they could attract a substantial portion of that ad revenue with an Urban direction. But before Mark came aboard with his retail and entrepreneurial skills, it was difficult for Greg, even with his radio sales experience, to convince prospective partners of the station's potential. He said, "Until Mark got involved with his financial expertise, I was having a hard time finding investors to make my dream come true."

However, that dream is now a reality. Greg serves as President/GM, and veteran major market programmer Carl Conner is the new PD.

### The Business End Of The Business

I asked Greg if his new outlet had to go after business that KPRS (until now the only Black-formatted station there on FM) was writing to stay in the black. He said, "KPRS has their own longtime clients and are financially successful, so no. We only need to go after the business that we all know is out there for an Urban Contemporary station in this market. For the past

"We're going to sell the buying power of the black community and the power of the general format."

— Greg Fitzmaurice

four years, several other sales-oriented broadcasters and I have been waiting for someone to take on this format here. Since no one did, we're now in the position to do the things we know will work."

In addition to having worked in marketing at Procter & Gamble, Greg's served as an Account Executive and GSM at nearby KCMO and KUDL, respectively. He continued, "There's a tremendous amount of untapped business in this area. No one has ever presented the viability of the black com-



(l-r) Greg Fitzmaurice, Carl Conner, Mark Wheat

munity in Kansas City as a marketing force that represents over \$1.5 billion in retail sales. KPRS has always had a lock on all the black-oriented radio ad revenue; it just comes to them. We're interested in showing potential clients why they should buy us and what will be accomplished if they do — we'll help them sell products. We plan to sell our total audience, and our black audience in particular."

### Destroying The Myths

Citing a misperception of Urban radio perpetuated by other industry professionals, Greg said, "There's a tendency for those in other formats and at agencies to downplay a Black or Urban-formatted station. They use economic statistics, such as high unemployment figures, as tools. Well, we plan to counteract that type of negative talk with factual information.

"Here's an example: No matter how high some say unemployment is in the black community, the fact is that in 1984, 88.5% of the black population in Kansas City was employed. We know from several sources that blacks spend dollars on all types of products. Specifically, we've learned that in many categories, such as jewelry and fast foods, the black consumer index is well above average.

"We're going to sell the buying power of the black community. And of course we're going to sell the power of the entire general format, because I'm sure we'll have a multifaceted audience by the time we make the impact we intend to. We're hoping our multiracial format will be influential in the non-ethnic areas, particularly Johnson County, one of the country's most affluent counties."

### Significant Black Population

Arbitron measures Kansas City as a new ten-county area, appraising the black population concentration as 12.5%, or 178,000 people. But Greg said, "Most advertisers in KC operate in a five-county metro area and, in reality, that's Kansas City proper. If you watch the TV news at night, the weather guy has a map that only shows five counties. Now, if we look at the five-county, the black population is 27% of the total population. That's approximately 142,000 people."



### Research Shows Room For Growth

Greg pointed to other research showing encouraging signs for KCMG's new direction. "Before starting this venture we looked at some studies from Duncan's American Radio that showed black-formatted stations in KC are drawing well below their population average in listening. When looking at some AID studies for this market, I saw that blacks that would normally be listening to a black station were listening to white radio. These people are tuning to CHR and A/C stations because they have no alternative. The study also showed that black stations aren't attracting the normal amount of white listeners they might get in another market. You can see we have a double void here."

### Taking To The Airwaves

Magic will take a unique approach when on the air. Said Carl, "We'll let them play their last record and then start up with something great as a message to our many competitors — Luther Vandross's 'It's All Over Now.' We don't only want people to know we're here; we want them to know we believe in what we're doing and saying."

Greg mentioned that some time ago when he and Mark first started thinking about this format and owning a UC station in the market, he wanted to start off with a song such as "Ebony & Ivory," because that's what they plan to be in terms of presentation and audience makeup.

### Formatic Philosophy

Greg and Carl both mentioned that "Magic" will be very aggressive with music programming once the formatic foundation is laid. "We'll be breaking a lot of records here," promised Greg. "We want to play new music and we plan to know what we should be on that our audience wants to hear."

Elaborating on the music system, Carl said, "We'll be coming on the air with approximately 35-40 tunes — a full rotation of music along with some heavily researched oldies. Recurrents will also be playing a very important role in the format. We hope to establish ourselves with our audience by utilizing familiar music first, then getting into the new things later. Being the leader on some new songs music isn't always a bad thing to do. We will be innovative."

When questioned about the possibility of involving listeners' help in building KCMG's format, Carl replied, "No we won't be using that approach. Our research has been telling us the proper things we should be doing when we get started."

The station's first TV ad campaign is slated to begin shortly, with the idea in mind to develop the best form of advertising known to man — word of mouth.

### Positive Personality

Describing the image KCMG seeks to present, Carl said, "The personalities we've begun to hire are just that — personalities. We believe in a positive attitude with no negatives. There's a commitment to local news because the black community has never had the attention on the news front as it should have had. We'll have a two-person local news staff to start, and we plan to zero in on the things that blacks need to know that affect them daily. These news shifts will be directed around the two drive-time dayparts."

"'Ebony & Ivory' — that's what they plan to be in terms of presentation and audience makeup."

Because KCMG has barely gotten underway, Greg and Carl couldn't discuss everything. They did promise that the morning show will be what's become the standard for our industry: "The bright, witty, talented morning person who has a bright, informative, witty, and talented newperson to chit-chat with and play off of."

So KCMG is on its way, providing Kansas City and Urban Contemporary radio with something new for both listeners and broadcasters. Here's to the destiny of "Magic 106.5!"

### Coming next week:

A look at minority high density area measurements; how to be an R&R Black/Urban reporter.

# STAY HOT THIS SUMMER!



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LON HELTON

# COUNTRY

## THE LONG (OR SHORT) OF IT

### How Long Should Your Playlist Be?

Whenever and wherever radio and record folks gather, sooner or later the conversation is sure to turn to playlist size. More often than not, the discussion becomes a heated debate. The record side espouses a theory of long playlists as a method of exposing more artists and selling more records. The radio group, meanwhile, insists playlists need to be short in order to successfully do their job of attracting and maintaining an audience.

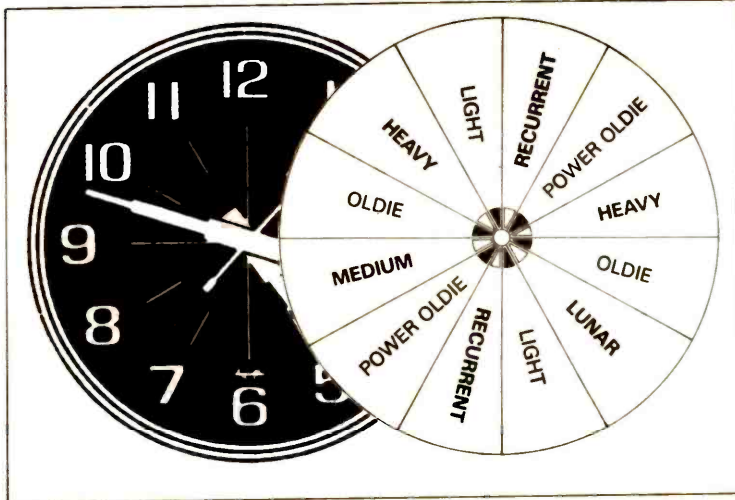
Personally, I think a lot of people have spent an awful lot of time discussing a subject which is, in reality, relatively meaningless. The discussions on rotations which have appeared here in the last three weeks have shown, I believe, that playlist size is a function of rotations — not the other way around. In other words, the total number of records you play will automatically be determined when you decide the proper record rotations for your station. Thus, all the long and short rhetoric is just so much BS.

When setting up your music, you should have no preconceived notion as to the number of records to play. Setting the playlist size at a fixed number and adjusting rotations to fit its parameters is like the tail wagging the dog.

**"Both your playlist and your clocks need to have the flexibility to adjust to the strength of product available."**

The first thing to do is define your goals. As we discussed last week, establish what you want to achieve in the way of come and quarter-hour. As you set up these targets, you'll also want to decide your current-to-oldie ratio.

The number of current songs you can play in any given hour depends first on the spot and feature load. Then, assuming your station plays 50% oldies (as the vast majority of



Country outlets do), divide the available minutes for music in half. Now proceed with the task of filling these current slots with heavy, medium, and light designations. If you know what you want to achieve, this can be easy.

#### Multiply And Ye Shall Find

The admittedly simplistic explanation of rotation design mechanics that follows is meant to illustrate this relationship between playlist size and rotations.

Referring back to your come/AQH goals, first decide how fast you want the heavy currents to rotate. Here again, it's all a matter

of math, but with the utmost flexibility. Determine the separation you want for your heavies; e.g., 2 1/4, 3 1/4, 4 1/4 hours (whatever fits), and the number of heavies you want per hour. Multiply these two figures and you have the number of records in your heavy category. For instance, if you want your heavies to come around every 3 1/4 hours and you want to play two per hour, you'll wind up with seven "heavy" records. Similarly, if you want to play two heavies an hour but want them to have a 5 1/4-hour separation, you'll need to have 11 records in your heavy category.

Of course, this same procedure can be used when setting up rotations for mediums, lights, recurrents, power oldies, and oldies. When you're done, simply add up the number of records in each category to find the number of records you're playing.

One note of caution here: It's best not to have the number of records in a category exactly divisible by the number of times the category comes up per hour. If you have nine heavies and play three per hour, the records will come up at exactly the same time each time they're played. Having an "indivisible" number will make your records rotate with variation through your clocks. This can be done either by having an odd number of records in a category together with an even number of plays per hour or vice-versa.

#### Why Playlist Size Varies

You've probably noticed over the years that, as a rule, large market stations play fewer records than small market outlets. Understanding the relationship of time spent listening (TSL), come, and quarter-hour to rotations gives you an indication of why this is the case. For reasons detailed in past weeks, the smaller the market the larger the potential for long TSL. As people listen longer, you want to spread out rotation times to keep the audience from burning out on your currents. To do this, you need to raise the number of songs in a category.

For instance, playing two mediums per hour with a 5 1/4-hour separation totals 11 records in that cat-

egory. If you move to a 7 1/4-hour rotation, you'll have 15 records in medium. This, of course, automatically raises your current total by four. With these same dynamics at work in all three current categories, it's easy to see why playlist size can be inversely related to market size.

Conversely, should you find yourself in a high potential come position; e.g., a change-of-format situation where you're looking for people to sample, you may initially want to cut down record separation. Pulling a couple of records from each category while keeping the same number of categories per hour will do the trick.

#### Fixed = Inflexible

In past columns, we've also discussed the problems caused by rigidity in a medium where things are in a constant state of flux. This also applies with regards to playlist size. A fixed playlist length forces you into undesired inflexibility, because it doesn't allow for product

**"Frequent exposure is what ultimately sells records — not long playlists."**

fluctuations. The only thing more ludicrous than a programmer trying to decide what to drop when he has 54 pieces of solid product and only 50 slots is a programmer adding stuffs because he has 50 slots and only 47 solid records.

By the same token, you should give serious thought to "floating" hot clocks. These allow you to adjust for fluctuations in the number of really hot records out at any one time. For example, if your clocks are built around nine heavies, what do you do when there are only six truly "hot" records? Conversely, what's your plan when there are six or seven hot records when your clocks are built for five heavies? Obviously, the same theory applies for your mediums and lights. Bottom line: both your playlist and your clocks need to have the flexibility to adjust to the strength of product available.

Continued on Page 45

## CLOSE-UPS

• **The Price is Really Right** — TV game show host Bob Barker recently returned to his roots at KTTS/Springfield, MO. Barker, who began his career at KTTS in the late '40s, was there to make a \$200,000 donation to the Southwest Missouri Humane Society. Shown with Bob during a guest DJ stint is KTTS Program Manager Don Paul.

• **Bail-out For Cancer** — KDUZ-Hutchinson, MN held its "Jail & Bail" promotion to raise money for the American Cancer Society. The station placed the Minnesota Twins, the station's GM Larry Graf, and morning personality/PD John Mons in jail; bail was set and given as donations. The two-day event raised over \$15,000.

• **WMAQ/Chicago** is broadcasting the regular-season games of the Chicago Bulls for the next two years, starting with the opener in October. All games will be aired live.

• **WSEN/Syracuse** — gave away trips to "Fan Fair" to listeners calling in and guessing the 13-digit number. The prize included round trip tickets, hotel accommodations, tickets to all "Fan Fair" events, a special pass to get into the Ricky Skaggs barbecue, and spending money.

• **Tom T. Hall** is hosting the first annual KFDI/Wichita Celebrity Golf Tournament. As part of the event, he'll appear at the KFDI Country Club Dance, host a Gold Plate Dinner, and play a hole of golf with each team entered in the five-man Jackrabbit Tournament at Rolling Hills Country Club.



# COUNTRY

## Playlist

Continued from Page 44

### One Long, One Short

In a recent conversation with KUPL/Portland PD Bill Bradley, he mentioned how tired he was getting of hearing that his "playlist is too short." As Bill points out, "While I may only have 35 currents, when a record is added a label knows it's going to get quality airplay. If somebody has a 65-record list, he may be pleasing the record company in one way, but there's no way the product is getting decent exposure."

The point is, it's the frequent exposure which ultimately sells records — not the "long playlist."

But make no mistake about long playlists. Just because you read that a station has a 75-record playlist don't assume its airwaves are full of unrecognizable tunes. The classic example of this is KVOO/Tulsa. Its success has been well documented, as has its proclivity for giving almost everything on vinyl a chance. OM Billy Parker is the first to admit, however, that his rotations are extremely structured. Only about 40 records receive a high degree of exposure. The rest are severely dayparted, coming up mostly between 7pm-6am. Why does he bother with these records at all? Billy firmly believes that nobody can pick all the hits all the time, and the audience needs a chance to tell him what the hits are. They can't do that without hearing the available product, thus, nighttime rotations. You can bet, though, those top 40 records are played in rotations very similar to those at "short-playlisted" KUPL.

One additional note regarding expanded nighttime playlists: check your TSL for those dayparts. You may find them to be fairly long, perhaps due to people listening at work. You may want to have extra cuts to expand rotation inter-

vals, which also provides variety for those longterm listeners.

Remember, these columns are to serve as catalysts for thought and discussion. Be sure to let me know your ideas so that I can share them with everyone else.

## HAVE YOU HEARD?

Cap Cities took over WPLO/Atlanta a few weeks ago, making what could turn out to be a formidable combo with WKHX. WPLO staffers remaining after the change are Len Anthony mornings, David Warner, afternoons; and Larry Schriebecker, evenings. Ex-PLor Johnny Gray, who's been with Warner Bros. promotion the last year, rejoins his alma mater for middays. WMUL/Milwaukee afternoon driver Tom Carr is now acting PD/MD. KYGO/Denver MD Rick Jackson has been upped to Asst. PD/MD. Chris Charles, longtime host of the United Stations "Weekly Country Music Countdown," just couldn't stand being away from radio and has signed on for weekends with WHN/New York. David Albright is the new MD/midday jock at WFNC/Fayetteville. Subtract two from the Saginaw population, as Jim Valentine sequesters from WKQC to middays at WCXI (AM)/Detroit. Meanwhile, Mark Stacyer has left WSAM for afternoons at WTCM/Traverse City, MI.

Rick Braswell has been upped to MD at WPAP/Panama City. Moving to middays at KMIX/Medford is Ed Nickus, former PD at crosstown KZUN. Terry Fullen is still in Indianapolis doing mid-6am, but he's doing it from a different address, as he leaves

WIRE for WFMS. Also at FMS, Keith Steward moves from all-nights to evenings. Bob Tracy departs WJQY/Miami after five years for the midday slot at WKQS across town. Country vet Jack Reno is the new morning jock at KBMR/Bismarck. Former morning man Marv Allen is now doing that shift at neighbor KQDY. Karen "Casey" Sanders has left KGEE/Odessa for the OM position at KHEI & KVIB/Maul, HI. Any openings? Todd Neugen has joined KEBC/Oklahoma City for late nights. Also doing nights for a new station is Jon Cook at KJY/Des Moines. KIK-FM/Anaheim afternoon jock Don Jeffrey is now the MD too. Whenever you get a minute, call and let me know what you have heard!

### Coming next week:

Computers easing phone load; CRS plans '86 seminar; and NRBA/NAB Country format room preview.



**CASH ARRESTED** — Highwayman Johnny Cash was recently served with a warrant for his arrest from the Hendersonville, TN police department at the House of Cash on charges of impersonating "The Man In Black". The charge was obviously trumped up, but for a good cause — the American Cancer Society's Hendersonville Chapter.

After the arrest Cash was placed in a mock jail on the front lawn of Hendersonville High School where he fielded pledges from across the country. Many fans pledged money to bail him out but many of his "friends" such as Tammy Wynette, Larry Gatlin, House of Cash employees, and Barbara Mandrell pledged money to keep him locked up. With friends like that who needs enemies?

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by Jhan Hiber



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- Chapter 8  
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- Chapter 9  
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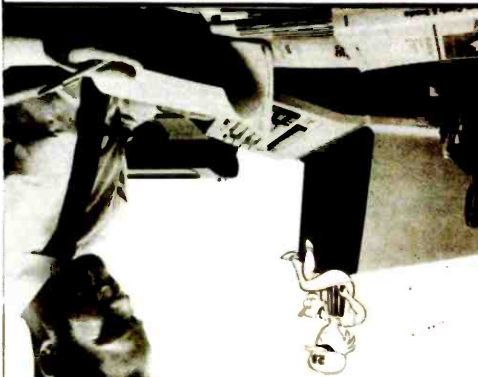
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# COUNTRY

## Playlist

Continued from Page 44

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that a station has a 75-record play-

list don't assume its airwaves are

full of unrecognizable tunes. The

classic example of this is KVOO/  
 PD/MD . . . KYGO/Denver MD Rick

Jackson has been upped to last.

Al . . . Todd Neugebauer has joined KEBI/  
 KHEI & KVM/Portland, ME. Any openings?

WMLL/Milwaukee after

midday . . . WMLL has the same matter for

the last year, rejoins the airwaves after

been with Warner Bros. promotion

ings. Ex-PLOR Johnny Gray, who's

now morning man Marv Allen is now

morning jock at KBBM/Minneapolis. For-

County vet Jack Reno is the new

midday slot at WKOS across town . . .

WJAD/Atlanta after the years for the

evenings . . . Bob Tracey departs

could turn out to be a formidable com-

petitor . . . Bob Tracey departs

Steward moves from all-rights to

Cap Cities look over WFLA/Alam-

onte for WFLS. Also at FMS, Keith

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## HAVE YOU HEARD?

Wire for WFLS. Also at FMS, Keith

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Cap Cities look over WFLA/Alam-

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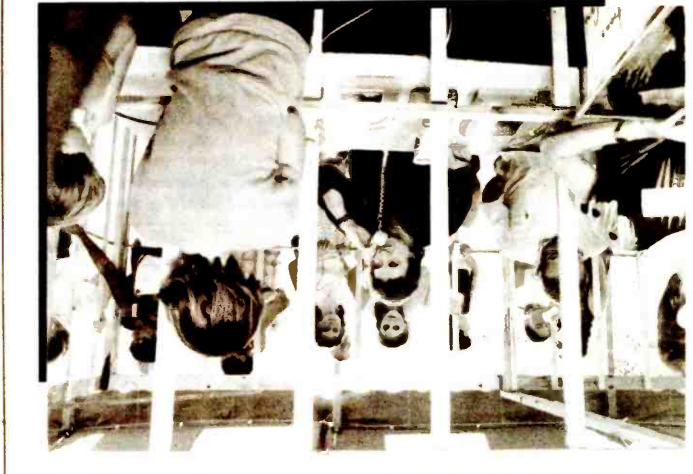
Steward moves from all-rights to

Cap Cities look over WFLA/Alam-

onte for WFLS. Also at FMS, Keith

Steward moves from all-rights to

**Coming next week:**  
 Computers easing phone load;  
 CBS plans 86 seminar;  
 and NRB/NAB Country format room preview.



**CASH ARRESTED** — Highwayman Johnny Cash was recently served with a warrant for his arrest from the Hendersonville, TN police department at the House of Cash after the arrest. Cash was placed in a mock jail on the front lawn of Hendersonville High School where he held pledges from across the country. Many fans pledged money to bail him out but many of his "friends" such as Tammy Wynette, Larry Gatlin, House of Cash employees, and Barbara Mandrell pledged money to keep him locked up. With friends like that who needs enemies?

# Readers' Survey Results

## NASHVILLE THIS WEEK

Compared to five years ago country music is: About The Same: 126 More Exciting: 489 Less Exciting: 119

Compared to five years ago country songs are: About The Same: 166 Worse: 115 Better: 454

Country radio today is: Terrible: 280 OK: 376

Do country stations play the biggest hits too often? Yes: 415 No: 310

Have you called in a request to a country station in the past month? Yes: 336 No: 390

(Note — Many respondents said they didn't buy country albums because it wasn't a long-distance call.)

### Favorite New Male Artists (Respondents supply names)

- 1811 Mark Gray
- 111 Dan Seals
- 73 John Schneider
- 67 Vince Gill
- 65 George Strait
- 57 Keith Siegel
- 24 Bill Medley
- 38 Lee Greenwood
- 28 Steve Warner
- 51 Dan Seals

### Favorite New Duo Or Group (Respondent supplied)

- 240 Judds
- 217 Sawyer Brown
- 15 Atlanta
- 13 Mainer Brothers
- 13 Mandell & Greenwood
- 12 Resless Heart
- 9 Whites
- 19 Nitky Gritty Dirt Band
- 40 Forester Sisters
- 107 Exile
- 107 Exile
- 13 Mainer Brothers
- 15 Atlanta

### Favorite New Female Artist (Respondent supplied)

- 187 Kathy Mattea
- 86 Reba McEntire
- 60 Becky Hobbs
- 38 Hilary Kertler
- 29 Nicolette Larson
- 29 Nicolette Larson
- 13 Karen Brooks
- 16 Karen Brooks
- 17 Karen Taylor-Good
- 25 Deborah Allen
- 25 Guss Hardin

If you've heard any of the following new artists or groups on the radio, please check the appropriate box:

- 358 Becky Hobbs
- 272 Mainer Brothers
- 254 Tom Wopat
- 152 Keith Whitley
- 150 Craig Dingham
- 86 Carl Jackson
- 86 Carl Jackson
- 87 Steve Earle
- 127 Mason Dixon
- 140 Del Shannon

Age:	Under 20:	20-29:	30-39:	40-49:	50+:
Male:	173 (23.6%)	136 (18.3%)	282 (38.0%)	94 (12.8%)	74 (10.0%)
Female:	661 (76.3%)	1 (1.4%)	136 (15.9%)	282 (33.2%)	94 (11.1%)

The oldest respondent was 79; the youngest was eight years old. Responses were received from 47 states, the District of Columbia, seven Canadian provinces, England, Ireland, APO & FPO.

Country Music is having problems because:	Country's Fans
335 Records Too Hard To Find	102 Radio Plays Only Big Hits
332 Too Few Videos	92 Medcocre Production
321 Saturation Playing of Hits	76 Medcocre Acts
276 High Album Cost	36 Requests Not Played
228 Changing Public Taste	36 Older Artists Forgotten
220 High Concert Ticket Price	26 Bad or Boring DJs
157 Acts or Musicians' Country	26 Bad or Boring Fan Contact
152 Too Few Younger Artists	17 No Problems
131 Inconsistent LP Quality	16 Album Cuts Not Played
106 Underexposure on TV	15 Same Acts Win Awards

year or two, making nearly all of the artists "new" to them. The problems of large duplication and piracy don't seem to bother the fans since only one of 735 respondents mentioned these problems to the general public. The answers from these 735 respondents also indicate a high degree of loyalty and market knowledge. Remember: while we are professionals in the business of making, exposing, and selling country music, the fans are just at heart. Perhaps as an industry we have done a poor job of communicating these problems to the new phases.

Through the problems identified by respondents, about 25% felt it was too high. I wonder what effect a short-term, highly publicized price rollback of one dollar off list prices would have on country product?

Songwriters, publishers, producers, and artists should note that about 15% of the respondents felt that "medcocre songs" were one of the reasons for country music problems.

The "underexposure on TV" response came primarily from fans who live in areas which aren't yet wired for cable. The Nashville Network appears to be an important tool for developing new talent, judging from the number of readers who mentioned it in the comments section.

Are we overstocking a large youth market for country music? I was assumed to find that 15% of the respondents were under 20, 54% were 21-29, 18% were 30-39, 12% were 40-49, and 7% were 50 or over.

It seems that country platters are getting a raw deal from retail: for about 30 years country music has accounted for nearly 10% of the recorded music sales in America. Yet how many retail shops allocate even 5% of their store space to country product?

Nearly 44% of the respondents feel that "saturation playing of the hits" is a problem. Previous radio charts by Les Haines have addressed the issue of longer rotation times for "hot" product. However, the fans' answers seem to indicate that even a six-hour rotation schedule may be enough to burn out interest in buying a record (a record the listener knows that will be heard to locate as well).

The accompanying survey directly addresses these issues who listen to Country radio and purchase country records. The questions ran in the June issue of Country Rhythms magazine. A free "current" major label album was offered as the inducement. A total of 735 responses were received between April 25 and July 5. I tallied each one personally to ensure consistency in the comments section.

What's wrong with country music today? Why have sales fallen in the past few years? Why have only six new acts (Alabama, Rosanne Cash, Lee Greenwood, the Judds, Ricky Skaggs, and George Strait) reached gold sales levels since 1979?

Those questions have been a source of discussion on these pages, at the last CRS, and between industry executives for several months. During all this time, however, the end users of our product — the fans — have not been asked their views on these problems.

Alabama, Inc. 1985 publication by Henry M. Lomax has written a book, "What's Wrong with Country Music?" which is a "new" take on the business. Some of us in the business have different views on just what is a "new" take on the business. Some of us in the business have different views on just what is a "new" take on the business.



The week's column contains thought-provoking information for you from Sharon Allen. Let's welcome her to the Nashville Country Music Office for a new position. In addition he has accepted a position as the Nashville Country Music Office for a new position. In addition he has accepted a position as the Nashville Country Music Office for a new position.

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SHARON ALLEN



SHARON ALLEN

# Voices Of The Buyers

By John Lomax III

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Send tape & resume to Jack Collins or Lon Thomas, KSMG-FM 8930 FOUR WINDS SUITE 500 SAN ANTONIO TEXAS 78239

### PROGRAM DIRECTOR

West Coast top-rated CHR is searching for a person with good people skills, strong in research and promotion. Must pay attention to detail and understand how to break out Arbitron. Lead team with outstanding air presentation. Good track record a must. Tapes, letters and resumes to Radio & Records, 1930 Century Park West, #0048, Los Angeles, CA 90067. EOE

## OPENINGS

### NUMBER ONE COUNTRY STATION

In Southern 250,000+ Market needs a PROGRAM DIRECTOR. Aggressive leader able to guide a talented staff. Tapes/Resumes & Salary Requirements: Radio & Records, 1930 Century Park West, #0060 Los Angeles, CA 90067 EOE

### 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  
Birmingham, AL 35216  
(205)822-9144

PD to maintain & develop top-rated A/C FM. Ability & desire more important than experience. T&R: WDAR, Box 811, Darlington SC 29532. (7-26)

WVFR-FM & AM news, accepting T&Rs. Good air-sound & news skills a must. Apply to Patricia McCarron, 5904 Ridgeway Parkway, Memphis, TN 38119. EOE M/F (7-26)

Looking for air talent. Tight board, good production. Country format. T&R: Harvey Heagy, WKGR, Box ZZ, Bay St. Louis, MS 39520 (7-26)

Q96-FM has an immediate opening for a personality, lifestyle newscaster. We need an individual who can anchor our morning news and become part of an uptempo 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

Sound design professional for AM/FM, and ADR/afternoon announcer/production pro needed. T&R: Clark Ryan, KLBJ, Box 1209, Austin, TX 78767. EOE M/F (7-19)

Top-rated Country station needs air personality. Strong production skills/air preferred. C&R: Russ Cassidy, PD WCMG, 900 Commonwealth Place, Virginia Beach, VA 23464. (7-19)

### Capital Cities Communications

Has acquired WFLO 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, WFLO Radio, 360 Interstate North, Suite 101, Atlanta, GA, 30339. EOE

## MIDWEST

FOXV-101 has one opening & another coming. Great bucks. Production or MD experience helpful. T&R: Kim Travis, Box 357, Pinconning, MI 48650. EOE M/F (7-26)

Lansing market CHR rocker needs morning personality. Salary limited only by your talent & creativity. If you're good, send T&R: Jim Ryan, 1700 Glenahire Dr., Jackson, MI 49201. (7-26)

## OPENINGS

14-WSAM/Saginaw, seeks experienced parttimers for Gold/CHR format. T&R: Dave Winston, PD, Box 1776, Saginaw, MI 48605. (7-26)

Central WI FM radio station seeks applicants for sales, announcing, copywriting & news. Send resume: Box 1374, Wisconsin Rapids, WI 54494. EOE M/F (7-26)



Wichita's KEYN-FM needs parttime air talent for CHR format. T&R to Steve Allen, 2829 Salina, Wichita, KS 67204. EOE M/F.

Hot new CHR & A/C-departed FM needs morning man/Production Manager. Phones, remotes. Want personality. Stillwater home of OK State University. KVRD. (405) 372-8000 (7-19)

Hot rocker serving SIU/Carbondale, IL needs personality/production pro. T&R: President. WTAO 108 North 10th, Mt. Vernon, IL 62864. EOE M/F (7-26)

100kw CHR personality plus. Q103, looking for strong midday person. Good production. T&R/photo: Gary Dixon, KQCR, Box 876, Cedar Rapids, IA 52406. EOE M/F (7-26)

Z-82 Omaha has a rare opening for an ADR announcer. Creativity & production a must. T&R: Bruce McGregor, 11128, John Galt Blvd. Omaha, NE 68137. (7-19)

Promotion Director for Malitta's top-rated K-102 & WDGY/Minneapolis-St. Paul. Send resume: Dave Mansberg, Box 4485, St. Paul, MN 55104. EOE M/F (7-26)

100kw Country FM in nation's 105th market needs full & part-time air talent. T&R: Kevin O'Neal, PD, Seaside Broadcast Group, WRNS, Box 609, Kinston, NC 28501. (7-26)

WOLX is clearing house! Now accepting tapes for future openings. Families encouraged. T&R: Brad Shupe, Box 608, Galton, OH 44633. EOE M/F (7-26)

Expanding station needs experienced communicators for an information format. T&R: J. Alan Schmidt, WDSM, Box 1490, Oshkosh, WI 54903. (7-26)

Anchor/reporter for aggressive, well equipped news department. Two years' experience needed. T&R: Dave Maurer, WSGW, Box 1945, Saginaw, MI 48605. EOE M/F (7-26)

AM/FM combo looking for news/sports reporter. T&R: Rick Stacher, ND, KLBK/KTKV, Box 414, Jefferson City, MO 65102. EOE M/F (7-26)

Milwaukee's Z-95 is seeking full & parttime air talent. Large market CHR experience required. Send tapes: WZUW, 520 W. Capitol Drive, Milwaukee, WI 53212. (7-26)

### ARE YOU A HOT ROCKIN' FLAME THROWIN' CREATIVE NIGHT TIME CRAZY?

One of America's highest-rated CHR's wants to hear from you NOW! EOE M/F. Send cassette and resumes to R&R, 1930 Century Park West, #0059, Los Angeles, CA 90067.

WKPK, Northern MI's new hot 100kw CHR needs experienced afternoon jock/production genius, yesterday. T&R: Rob Weaver, Box 190, Gaylord, MI 49735. (7-26)

Midwestern superstation WTAD-AM is looking for a morning man. T&R: Alan Warner, Box 450, paducah, KY 42002. EOE M/F (7-26)

Wanted: A/C performer who's warm, reliable & experienced. Two-university town. T&R: Jim Pounds, WHNN, 207 W. Jefferson, Bloomington, IL 61701, or (309) 827-6296 (7-26)

100-kw CHR FM looking for midday personality. Big on personal appearances. T&R/photo: Gary Dixon, KQCR, Box 876, 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. Mendon, Suite 1197, Indianapolis, IN 46204. EOE M/F (7-19)

WDUZ/Green Bay needs competent parttimers who will work couraged. Write: Dave Carlew, Box 38, Green Bay, WI 54305. EOE M/F (7-19)

Needed immediately: female personality for CHR format. T&R: KMCS, 2800 W. Weyert Emp 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, 12800 W. Blue Mound Road, Milwaukee, WI 53122 (7-19)

## OPENINGS

### WEST

KJ50 needs a ND, PM driver & overnighter. T&R: Dana Jang, KJ50, 1420 Kot Circle, San Jose, CA 95112. (7-26)

Personality Country announcer with PBP experience needed. Good money & benefits for right person. T&R: John Ramsey, Box 926, Cheyenne, WY 82003. (7-26)

Continuous Country station has rare fulltime opening. T&R: Randy Hood, KFM 102, 1555 East Flamingo, Suite 435, Las Vegas, NV 89119. EOE M/F (7-26)

### TOP 25 CHR WINNER

We are accepting applications for any future openings. Great facilities, in desirable Western market. If you have that killer instinct, and desire to win, Let's talk now!! T&R to: Radio & Records, 1930 Century Park West, #0061 Los Angeles, CA 90067 EOE M/F

Warmed morning announcer/production with Country experience. T&R: Pat Patterson, KCCC, 1011 West Mermod, Carlsbad, NM 88220. (7-26)

Freem's light rock station has a fulltime opening. We play more music with less talk. T&R: Scott Husky, KLTG, Box 49, Hanford, CA 93232. (7-26)

KVNW is accepting T&Rs for performers & future openings at Las Vegas' new CHR. Jim Daniels, 919 West Bonanza, Las Vegas, NV 89106. No calls. EOE M/F (7-26)

### OPERATIONS MANAGER

Northern California medium-market Country FM/small market full-service AM. Must have: good people skills, ability to create/execute promotions, experience/knowledge all areas programming, and a desire to win. Total responsibility/authority for programming/engineering functions and staff. Key member young aggressive management team. Excellent communication to raise family. Resume and salary requirements to: Radio & Records, 1930 Century Park West, #0058 Los Angeles, CA 90067 EOE

Opening for morning position at KDKO/Denver. Talent must be entertaining & informative. T&R: Jay Johnson, KDKO, 7890 East Berry Place, Greenwood, CO 80111. EOE M/F (7-26)

Denver's Y108, a Malitta station, needs "Rambo" jocks. Send T&R: John Dracoff, OM, KRXY, 7075 W. Hampden Avenue, Denver, CO 80227.

The Great American Dream. One of the most beautiful areas in California. New station needs new staff immediately! Ruch A/C cassette and resume to:

### BOB HARPER'S COMPANY

Post Office Box 24337 • San Diego, CA 92124

Air talent wanted for future openings at Northern CA A/C. T&R: Michael Reading, 1900 Garden Road, Monterey, CA 93940. EOE M/F (7-26)

Traditional 10kw Country station in tourist area near Las Vegas needs communicator with good voice & knowledge of traditional country music. Richard: (801) 628-3643 (7-26)

AM-1340, KATA is looking for PD with strong background in news broadcasting. T&R: Scott Marcus, Drawer 1, Arcata, CA 95521. EOE M/F (7-26)

### 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 Moran, KXIS/KING, Concord, CA 94520 EOE M/F

# OPPORTUNITIES

## OPENINGS

CHR accepting T&Rs for future personality openings. Salary equals experience. AM/FM combo. Paul Marcu, KRKE, 1410 East SW Albuquerque, NM 87103. (7-26)

**KVON & KVMN/710 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**

100-hr A/C in Rocky Mountain close to Yellowstone National Park has future openings. T&R: Rob Carter, 1041 Highway 14A, Road 12, Powell, WY 82436. (7-12)

100-hr P/R A/C needs experienced Sales Manager. Good salary/benefits. Resume only. KMQC, Box 104, The Dalles, OR 97068. EOE M/F (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

## 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

## POSITIONS SOUGHT

West Coast special: One month's rent in apartment, working distance from the station, in exchange for one month's work free. Talk/AOR/CHR PD's call: (312) 266-0842 (7-26)

I will go anywhere in the South. Small-medium market programming experience in Country, A/C formats. Call DADE: (801) 336-6277 (7-26)

Aggressive self-starter with professional team attitude seeks similar atmosphere. Community involvement. Employer Let's do each other a favor. The WIZ: (707) 462-3329 (7-26)

Boston... I need you & you need me. Four years' experience in small market. Great morning personality. CH95: (614) 823-1080 (7-26)

A/C, Country mornings. Great production & ratings. Very capable pro. 100% plus market. SEAN: (208) 533-8002 (7-26)

Want humor, excitement? Entertaining pro 22 years in broad casting. Experience PD/GM/morning personality ready for per. manant home. Oldies/CHR/Country. (818) 705 3188 (7-26)

WGTV is great, but it's time to move on to a fulltime ansrsh in a medium market. DAVID: (518) 372 8568 (7-26)

Professional, 20 years' experience in all formats including Talk, OM/PD. Looking to feed kids. Call BILL: (703) 783 9276 (7-26)

Pro looking for career position with stable organization. Strong on-air production. Team player. Great attitude. PD/MD with successful track record. JERRY: (801) 628-0398 (7-26)

Radio beginner looking for first shot. Live in Atlanta, will do weekend/parttime/anything. Call JOHN KIER: (404) 475 2584 (7-26)

Broadcast veteran. Strong production/hardworking PD/MD/morning personality/team player seeks career position with stable organization. Willing to make commitment. DICK: (801) 636-4114 (7-26)

Seeking entry-level DJ position. Superb voice, copywriting skills, & BS degree in communications. Willing to relocate. Available immediately. MARK McCLANAHAN: (714) 526-8390 (7-26)

News anchor/reporter/assignment editor interested in making a move. 12 years' experience. Call MELODY: (317) 546-8706 (7-26)

Baking in Bakersfield, Southern CA. I want to come home! Experienced in A/C, CHR. BRYAN: (805) 397-3460 (7-26)

## POSITIONS SOUGHT

Female reporter. Experienced/educated, credentials. Major-market market. Nancy: (305) 583-2843 between 5-10pm EDT. (7-26)

Enthusiastic, knowledgeable sportscaster seeks PA P/R or color position in Rocky Mountain region or CA. Radio & TV experience. JIM GRANT: (303) 987-2027 MDT.

Cooperative team player. The Larry Byrd of radio. Versatility's my specialty. Anything, anywhere, any format. BS degree. Three years' experience. RAY: (312) 879-8233 (7-26)

Ten years' experience in NY market. PD, Sports Director, DJ, production plus major league, high school, & college sports. P/R. ED: (201) 322-4381 or 647-1314 (7-26)

I've never made a dime in this business but for the right Talk/AOR/CHR opportunity, I would consider staying in CA. Interested PDs call: (512) 268-0842 (7-26)

I want to announce your football games. Seven years NCAA P/R. Medium/large markets. Will relocate. Call MIKE: (218) 448-5081 (7-26)

Looking for small/medium market station. Versatile experienced announcer. Former PD, 13 years in the business. Call or leave message for Al: (602) 634-9437 (7-26)

See! Now that I have your attention, here we please. Two years Central CA mornings. Lost to satellite. KELLY: (209) 383-3146 (7-26)

I'll make your sports competitive. College degree, three years' experience. Good writer, good poet. BRUCE: (718) 627-7812 (7-26)

Female DJ/MD wants job in major market with a station that's going places. Can do it all: copy, news, music, features. Nine years' experience. Call: (618) 381-2205 (7-26)

Sensuous voice, six years' experience & AA Journalism degree. JACKIE HOOVER available now!: (308) 294-6327 or (805) 225-6641 (7-26)

Go anywhere now. Excellent P/R, voice & production. News & copywriting. Have license & am available now. PHIL: (319) 388-0543 (7-26)

I've done afternoon on major station in LA. Had own business last two years. Want back on air. STEVE: (213) 582-3652 (7-26)

BEZ PD/most recent. 15-year pro, dedicated family man, Ohio University graduate. STEVE: (614) 482-7967 (7-26)

4 1/2 years' radio experience. Workaholic seeks new position. Announcer/production/sports. P/R. Available now. CONE preferred. Will go anywhere. MIKE: (303) 276-2915 (7-26)

I'm hungry for buzzed. Two years at a top radio AM. Programmed my college. 31-wr AOR/CHR. Even expanded, with programming ambition. TED: (418) 524-1928 (7-26)

DJ with three years' experience wants to make move to West of SW. Seeks A/C format in small/medium market. JIM: (801) 983-1377 (7-26)

**ONE OF AMERICA'S MOST SUCCESSFUL PROGRAMMERS**  
Is seeking a new challenge. Strong programming/production skills. Contact David McKay (813) 536-5195.

Professional, exciting sports P/R available immediately. Experienced in radio & TV. Have done basketball, baseball, football & soccer. STEVE: (812) 422-5302 (7-26)

Broadcasting college graduate with stylish British accent. Interested in all areas of radio, including commercials. Call DAVID: (818) 783-2864 or (213) 465-1495 (7-26)

If it's still not weird enough for you, let the rock 'n roll kamikaze dentist put you there. On-air insanity. JEFF FRANCE: (418) 298-6309 (7-19)

Happily employed at great station (WOLU2). Intelligent, sales-oriented, & seeking small market PD challenge. Eight-years' medium market. BA. RICHARD KEENEY: (618) 454-0046 (7-26)

Nine-year MD can get your news department moving! Medium market MW/SW. (307) 236-1483 (7-26)

Broadcast school graduate available for first job. Good writing/production/organizational attitude. Follow directions. Prefer South FL. ULYSSES L. BAKER: (305) 946-8296 (7-26)

Use add for your Great Lakes area station, immediately. Smooth DJ, creative production. Five years' experience. Degree. Ready to move add. MARK: (813) 476-8084 (7-26)

PD/MD, eight years' experience. Excellent skills in management/programming/promotions/music/video. Let's discuss your problems/solutions. Victor Levin: (618) 638-6417 (7-26)

## POSITIONS SOUGHT

Experienced A/C pro looking. Mid-Atlantic region. TOM TWINE: (804) 973-6180 (7-26)

P/R, L.A. NBA experience. Want pro or college team. Football, baseball, basketball, or station needing sportscaster. PETE AR: BOGAST: (818) 241-2656 (7-26)

JIM McCLOUND, formerly morning WKY & WKIC, is looking for stable opportunity in West or NW. 15 years' experience including major market. (418) 386-1308 (7-26)

Country lover's double minority hard worker, good employee, team player, product of major market. Exceptional attitude, sparkling, smiling, smart. Need? (713) 782-1004 (7-26)

Sharp, female engineer seeking Southern CA technical position. Strong background in all technical areas. WENESA: (618) 246-7868 (7-26)

**The GIANT KILLERS**  
morning team  
can we kill for you?  
call  
(213) 464-6566

Oh, if a PD could guarantee winning numbers, major market experience, production & be a team player, wouldn't you want him? Will relocate. MIKE: (904) 234-3836 (7-26)

Air talent/production. Eight years' experience, all markets. Looking for challenging "career" position. Great voice/personality. AOR, CHR or A/C. GREGG: (218) 725-8743

Killer top 100 market nighttime CHR communicator wants to make your station sizzle. For his numbers, production & references: (408) 880-3386 (7-26)

Young, talented jack with good poise, looking to assume fulltime air/production shift. I can make the difference. MATT: (518) 488-9152 (7-26)

Looking for A/C, CHR personality? Former KCHR PM drive, KGM middays, currently filling in at KKRZ. Prefer NW but will relocate. GLYNN SHANNON: (503) 246-1573 (7-26)

Versatile young man seeks to put solid skills to use. Can write, can speak, can act. Production ability. TOM HARDE: (213) 428-9748 or 437-6653 (7-26)

Top-rated controversial major market talk show host available soon due to expanding station size. Escal in 18-24 demos. Call now for details. (518) 732-1703 (7-26)

Broadcast pro MD, with good writing skills/vocabulary. Dynamic delivery. Looking for career slot with stable organization. Ready to make a move. KENT: (801) 428-0288 (7-26)

Family orient. put to rest. Ready to go to work now. Medium/large & major markets. Contact St. James, Box 6586, Ocala, FL 32678 (7-26)

Minority vet, 10 years is looking for good move. Serious in queries only. Familiar with all formats. JERRY: (206) 661-2890 (7-26)

Broadcasting graduate seeks position in announcing. Talented & willing to learn. LISA: (412) 461-0310 (7-26)

Well-rounded broadcast professional, with 11 years' experience. Currently GM & morning host at BU outlet. UNCLE CHARLIE: (206) 793-9490 or 983-5871 (7-26)

Small market PD. Talks charge pro. Bottom line oriented. Great air talent/production. Any format. MICHAEL: (206) 533-8002 (7-26)

Personality jack, former LA PD. Super fast-paced production. McLondon trained on-air news. CHR, AOR, Country. All areas considered. (213) 850-8611 (7-26)

TED KELLY, ten-year experienced pro available now for CHR opportunity. Formerly 894 & 897. Willing to relocate. Winners only. (504) 348-6628 (7-26)

Snowman. Large metro market, drivetime, MD & phone experience. Seek top 100 markets. Any format. Mild climate. (308) 786-1282 (7-19)

PD/MD with 12 years' experience available with short notice. Contact TERRY FISHER: (704) 268-0563 (7-19)

Young, energetic, CHR air personality currently Country. Looking for a position in major/medium market. Will consider decent small market. (218) 624-2462 or 875-2737 (7-18)

Reliable, steady, & right! Air personality RALPH RICHARDS for your CHR station. Will relocate anywhere, but prefer the South. CAR: (218) 333-7438 (7-18)

## POSITIONS SOUGHT

I'm tired of working away. Ambitious man looking for a good medium/large market or entry PD position. Prefer CHR, A/C. (408) 248-8866 (7-19)

Six years AOR/CHR experience. Looking for PD/air talent position in MI, IL, OH, IN. Current station being sold. RICH: (517) 687-3261 (7-19)

Air talent, eight years' experience in all markets. Looking for career position in medium/large market. Personable. Prefer AOR, CHR or A/C. GREGG: (218) 725-8743 or 367-9403 (7-19)

## MISCELLANEOUS

KQMJ-FM needs classic Country service immediately. Contact Steve or Dave. Box 1111, Eagle, CO 81631, or (303) 328-5486 MDT. (7-26)

Mega-104 WISBY needs improved service from all record companies. Don Bryer: 2333 Bowen, Oshkosh, WI 54903. (7-26)

A/C station needs record service from all labels. KILLS-FM. (818) 248-7030 (7-19)

Radio Caroline has moved to larger office accommodations. The new address is: 28 Randall Avenue, Lybrook, NY 11163. (618) 668-7030 (7-19)

WGON/Goldstone, RIC needs record service at Box 207, Goldstone, NC 27830. (7-19)

WYBE/Pine Bluff, AR needs record service at 19 Chapel Village Shopping Center, Pine Bluff, AR 71803. (7-19)

AOR/news music interview show needs service from all labels. Julio Flores, Western Front Radio Network, 115 N. Vine Street, Ansham, CA 92805, or (714) 776 2594 (7-19)

BE LA, KSLU needs contemporary Jazz & A/C service from all labels. Need help immediately. Tony Cytum, Box 748, KSLU, Hammond, LA 70402. (7-19)

Contact CHR & CHR service for KAVR & KAPZ/Agate Valley. Contact Jim Hall: (818) 247-7281 (7-19)

Central FL A/C WPC needs product from Arista, WB, EMI, PG, A&M & RCA. Contact: Alan B. Werts, WPC, Box 712, Lake Wales, FL 33863. (7-19)

Important Notice: When replying to R&R Blind Boxes, please keep the size of your packages limited to a 9" x 12" envelope.

Dates appearing at the end of each listing signify first week listed.

## R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

### Deadline

To appear in the following week's issue, we must receive your ad by Thursday 12 noon (PST) prior to issue date.

### Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.  
Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

### Payable in Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.  
For Opportunities you may place your free listings by phone only on Wednesday, Thursday & Friday 9am-5pm (PST) (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

# NATIONAL MUSIC FORMATS

Added This Week

## Satellite Music Network

George Williams (214) 991-9200

### The Starstation

TINA TURNER "We Don't Need Another Hero"

### Country Coast-To-Coast

KEITH STEGALL "Pretty Lady"

### Rock 'N' Hits

WHAMI "Freedom"

PRINCE "Pop Life"

KATRINA & THE WAVES "Do You Want Crying?"

LAURA BRANIGAN "Spanish Eddie"

JULIAN LEONON "Jesse"

## Peters Productions, Inc.

Debbie Welsh (619) 565-8511

### Country Lovin'

MAC DAVIS "I Never Made Love"

OAK RIDGE BOYS "Touch A Hand, Make A Friend"

STEVE WARINER "Some Fools Never Learn"

### The Great Ones

NATALIE COLE "A Little Bit Of Heaven"

TINA TURNER "We Don't Need Another Hero"

## Concept Productions

Elvin Ichiyama (916) 782-7754

### CHR

ANIMATION "Let Him Go"

LAURA BRANIGAN "Spanish Eddie"

MOTLEY CRUE "Smokin' In The Boys Room"

FREDDIE JACKSON

"Rock Me Tonight (For Old Time's Sake)"

### Country

ED BRUCE "If It Ain't Love"

EDDY RAVEN "I Wanna Hear It From You"

BOBBY BARE "When I Get Home"

## Drake-Chenault

Bob Laurence (818) 883-7400

### XT-40

PRINCE "Pop Life"

BILLY OCEAN "Mystery Lady"

MOTLEY CRUE "Smokin' In The Boys Room"

### Contempo 300

COREY HART "Never Surrender"

HUEY LEWIS & THE NEWS "Power Of Love"

### Great American Country

STEVE WARINER "Some Fools Never Learn"

JUICE NEWTON

"You Make Me Want To Make You Mine"

MARIE OSMOND with DAN SEALS

"Meet Me In Montana"

## Century 21

Greg Stephens (214) 934-2121

### The Z Format

WHAMI "Freedom"

LIMAHIL "Only For Love"

KATRINA & THE WAVES "Do You Want Crying?"

EURHYTHMICS

"There Must Be An Angel (Playing With My Heart)"

GODLEY & CREME "Cry"

MICHAEL McDONALD "No Looking Back"

### The A/C Format

WHAMI "Freedom"

NATALIE COLE "A Little Bit Of Heaven"

MICHAEL McDONALD "No Looking Back"

GODLEY & CREME "Cry"

BEACH BOYS "It's Getting Late"

MICHAEL FRANKS "Your Secret's Safe With Me"

### Super-Country

STEVE WARINER "Some Fools Never Learn"

GEORGE JONES "Who's Gonna Fill Their Shoes?"

KENNY ROGERS "Twentieth Century Fool"

CRYSTAL GAYLE "A Long And Lasting Love"

LORETTA LYNN "Heart Don't Do This To Me"

## Broadcast Programming

John Sherman/Bob English (800) 426-9082

### Adult Contemporary

WHAMI "Freedom"

### Modern Country

KENDALLS "If You Break My Heart"

EDDY RAVEN "I Wanna Hear It From You"

OAK RIDGE BOYS "Touch A Hand, Make A Friend"

MAC DAVIS "I Never Made Love"

## Transtar Country

Tom Casey (213) 460-6383

RONNIE MILSAP "Lost In The 50's Tonight"

CONWAY TWITTY "Between Blue Eyes And Jeans"

EDDIE RABBITT "She's Coming Back To Say Goodbye"

ROCKIN' SIDNEY "My Toot-Toot"

## TM Programming

Cal Casey (214) 634-8511

### TM AC

MOTEL "Shame"

REO SPEEDWAGON "Live Every Moment"

PHIL COLLINS "Don't Lose My Number"

MARY JANE GIRLS "Wild & Crazy Love"

FREDDIE JACKSON

"Rock Me Tonight (For Old Time's Sake)"

### Stereo Rock

BILLY OCEAN "Mystery Lady"

BILLY JOEL "You're Only Human (Second Wind)"

### TM Country

RONNIE McDOWELL "Love Talks"

RONNIE MILSAP "Lost In The 50's Tonight"

OAK RIDGE BOYS "Touch A Hand, Make A Friend"

ROCKIN' SIDNEY "My Toot-Toot"

JUICE NEWTON

"You Make Me Want To Make You Mine"

MARIE OSMOND with DAN SEALS

"Meet Me In Montana"

BECKY HOBBS "The Hottest 'Ex' In Texas"

## Media General Broadcast Services

Bob Dumais (901) 320-4433

### Action

WHAMI "Freedom"

GODLEY & CREME "Cry"

PHIL COLLINS "Don't Lose My Number"

HOWARD JONES "Life In One Day"

LAURA BRANIGAN "Spanish Eddie"

JOHN PARR "St. Elmo's Fire (A Man In Motion)"

JUICE NEWTON

"You Make Me Want To Make You Mine"

### Your Country

ALABAMA "You Can't Keep A Good Man Down"

GEORGE JONES "Who's Gonna Fill Their Shoes"

OAK RIDGE BOYS "Touch A Hand, Make A Friend"

STEVE WARINER "Some Fools Never Learn"

### Hit Rock

KOOL & THE GANG "Cherish"

PRINCE "Pop Life"

REO SPEEDWAGON "Live Every Moment"

WHAMI "Freedom"

MOTELS "Shame"

## Radio Arts

John Benedict (818) 841-0225

### Country's Best

OAK RIDGE BOYS "Touch A Hand, Make A Friend"

STEVE WARINER "Some Fools Never Learn"

CRYSTAL GAYLE "A Long And Lasting Love"

JUICE NEWTON

"You Make Me Want To Make You Mine"

### Soft Contemporary

WHAMI "Freedom"

DAN FOGELBERG "High Country Snows"

MICHAEL FRANKS "Your Secret's Safe With Me"

### Sound 10

WHAMI "Freedom"

MICHAEL McDONALD "No Looking Back"

LAURA BRANIGAN "Spanish Eddie"

RONNIE MILSAP "Lost In The 50's Tonight"

MICHAEL FRANKS "Your Secret's Safe With Me"

DAN FOGELBERG "High Country Snows"

## Bonneville Broadcast System

Michael Krafcsin (800) 631-1600

### Love Sounds

JOHN DENVER "Dreamland Express"

PRISCILLA WRIGHT "If You Say Goodbye"

RONNIE MILSAP "Lost In The 50's Tonight"

AMY GRANT "Everywhere I Go"

### Easy Listening

RONNIE HALDRICH "To All The Girls I've Loved Before"

RONNIE HALDRICH "The Last Farewell"

RONNIE HALDRICH "Calypto"

STEVE LAWRENCE & EYDIE GORME

"Through The Years"

ENGELBERT HUMPERDINCK "As Time Goes By"

ENGELBERT HUMPERDINCK "In The Still Of The Night"

ENGELBERT HUMPERDINCK "Stardust"

# OSBORNE & GILES

## "Stranger In The Night"



The first hit single from the forthcoming smash LP "Stranger In The Night"

Brother Billy Osborne, of LTD fame and Attala "Zane" Giles, formerly of SWITCH, combine to propagate a new "high energy" sound on Red Label Records.

## BLACK/URBAN NEW & ACTIVE

After only 4 weeks, these heavies are no strangers to "Stranger In The Night"

WGCI	WDMT	WTKL	WAAA
KACE	WZAK	WQBH	WVOI
WJLB	KMJM	KAPE	WCRX
WGPR	WESL	KADO	WTOY
WHUR	WLUM	KAEZ	WPEG
WOL	WNOV	WRAP	WEAL
WWIN	KPRS	WWWS	WOKJ
WDAS	KCOH	WDZZ	
VIO3	KYOK	KKDA	



On Red Label Records and Tapes

RED LABEL Manufactured and Distributed by Capitol Records



# JENNIFER HOLLIDAY



## “Hard Times For Lovers”

(7 28954)

Produced by Arthur Baker, Richard Schickel and Lotti Golden

From Her New Album

*Say You Love Me*

(© 1975 - 24968)



Management, Norimaru/Bellevue. © 1985 The David Geffen Company







# COUNTRY

## TOP 50

Three Weeks  
Two Weeks  
Last Week

Three Weeks	Two Weeks	Last Week	Artist/Song
9	6	2	1 <b>JUDDS/Love Is Alive (RCA/Curb)</b>
5	2	1	2 <b>DOLLY PARTON w/KENNY ROGERS/Real Love (RCA)</b>
10	9	6	3 <b>JANIE FRICKE/She's Single Again (Columbia)</b>
19	13	9	4 <b>ROSANNE CASH/Don't Know Why You Don't Want Me... (Columbia)</b>
8	8	5	5 <b>ANNE MURRAY/Don't Think I'm Ready For You (Capitol)</b>
12	10	7	6 <b>GEORGE STRAIT/The Fireman (MCA)</b>
5	4	4	7 <b>W. JENNINGS/W. NELSON/J. CASH/K. KRISTOFFERSON/Highwayman (Columbia)</b>
3	1	3	8 <b>HANK WILLIAMS JR./I'm For Love (WB/Curb)</b>
22	15	11	9 <b>NITTY GRITTY DIRT BAND/Modern Day Romance (WB)</b>
15	14	12	10 <b>GLEN CAMPBELL/Love Always Letter To Home (Atlantic America)</b>
24	18	16	11 <b>SAWYER BROWN/Used To Blue (Capitol/Curb)</b>
23	16	14	12 <b>MICHAEL MARTIN MURPHEY/Carolina In The Pines (EMI America)</b>
29	22	19	13 <b>FORESTER SISTERS/I Fell In Love Again Last Night (WB)</b>
25	20	17	14 <b>RESTLESS HEART/Don't Want Everyone To Cry (RCA)</b>
26	19	18	15 <b>REBA McENTIRE/Have I Got A Deal For You (MCA)</b>
28	23	20	16 <b>WAYLON JENNINGS/Drinkin' And Dreamin' (RCA)</b>
41	28	22	17 <b>RONNIE MILSAP/Lost In The Fifties Tonight (RCA)</b>
1	5	13	18 <b>ALABAMA/Forty Hour Week For A Livin' (RCA)</b>
2	3	8	19 <b>BELLAMY BROTHERS/Old Hippie (MCA/Curb)</b>
30	26	23	20 <b>MAC DAVIS/Never Made Love... (MCA)</b>
35	27	24	21 <b>SYLVIA/Cry Just A Little Bit (RCA)</b>
40	29	25	22 <b>CONWAY TWITTY/Between Blue Eyes And Jeans (WB)</b>
15	10	12	23 <b>JOHNNY LEE/Save The Last Chance (Full Moon/WB)</b>
49	37	26	24 <b>EDDIE RABBITT/She's Comin' Back To Say Goodbye (WB)</b>
37	31	27	25 <b>KEITH STEGALL/Pretty Lady (Epic)</b>
36	30	26	26 <b>LACY J. DALTON/You Can't Run Away From Your Heart (Columbia)</b>
—	42	30	27 <b>MARIE OSBORN w/DAN SEALS/Meet Me In Montana (Capitol/Curb)</b>
45	39	33	28 <b>CHARLY McCLAIN w/WAYNE MASSEY/With Just One Look In Your Eyes (Epic)</b>
33	32	29	29 <b>ROCKIN' SIDNEY/My Too-Too (Epic)</b>
34	33	31	30 <b>KENDALLS/If You Break My Heart (Mercury/PG)</b>
43	40	34	31 <b>GENE WATSON/Cold Summer Day In Georgia (Epic)</b>
7	7	15	32 <b>GARY MORRIS/Lasso The Moon (WB)</b>
—	45	36	33 <b>JOHN COMLEE/Blue Highway (MCA)</b>
—	44	35	34 <b>JUCE NEWTON/You Make Me Want To Make You... (RCA)</b>
—	48	38	35 <b>MERLE HAGGARD/Kern River (Epic)</b>
50	43	38	36 <b>WHITES/Hometown Gossip (MCA/Curb)</b>
4	11	21	37 <b>EARL THOMAS CONLEY/Love Don't Care (RCA)</b>
—	50	41	38 <b>VINCE GILL/If It Weren't For Him (RCA)</b>
46	44	40	39 <b>BECKY HOBBS/Hottest "Ex" In Texas (EMI America)</b>
—	47	42	40 <b>CHARLEY PRIDE/Let A Little Love Come In (RCA)</b>
<b>BREAKER</b>	48	43	41 <b>RONNIE McDOWELL/Love Talks (Epic)</b>
<b>BREAKER</b>	49	44	42 <b>OAK RIDGE BOYS/Touch A Hand, Make A Friend (MCA)</b>
<b>DEBUT</b>	49	45	43 <b>STEVE WARNER/Some Fools Never Learn (MCA)</b>
—	49	46	44 <b>KATHY MATTEA/He Won't Give In (Mercury/PG)</b>
11	17	32	45 <b>LEE GREENWOOD/Dixie Road (MCA)</b>
18	21	35	46 <b>T.G. SHEPPARD/Fooled Around And Fell In Love (Columbia)</b>
13	25	37	47 <b>WILLIE NELSON/Forgiving You Was Easy (Columbia)</b>
<b>DEBUT</b>	49	47	48 <b>EMMYLOU HARRIS/Rhythm Guitar (WB)</b>
<b>DEBUT</b>	49	48	49 <b>GEORGE JONES/Who's Gonna Fill Their Shoes (Epic)</b>
—	48	50	50 <b>JIM GLASER/It'll Be Your Fool Tonight (Noble/Vision/MCA)</b>

JULY 26, 1985

Total Reports/Adds	Heavy	Medium	Light
160/0	141	16	3
158/0	141	11	6
153/0	126	20	7
158/2	117	37	4
156/2	117	30	9
150/0	120	20	10
150/1	122	16	12
144/0	115	18	11
160/2	92	58	10
151/0	82	58	11
155/5	69	72	14
149/0	67	71	11
158/2	45	102	11
155/5	56	84	15
150/4	55	80	15
154/2	39	103	12
159/7	34	103	22
120/0	75	32	13
121/0	71	31	19
147/5	35	83	29
150/3	25	101	24
147/4	25	97	25
115/1	62	41	12
150/11	15	96	39
134/7	22	82	30
128/7	18	83	27
139/10	13	83	43
131/7	7	86	38
101/2	22	52	27
109/3	20	66	23
117/5	15	67	35
99/0	37	39	23
128/13	2	72	54
129/27	3	59	67
117/12	10	55	52
120/12	5	66	49
91/0	23	48	20
117/11	2	63	52
99/2	7	58	34
110/8	5	62	43
107/25	3	48	56
100/47	2	31	67
93/30	1	24	68
79/15	1	42	36
50/0	10	25	15
45/0	7	27	11
44/0	6	24	14
69/9	0	27	42
70/31	2	17	51
425	1	18	23

## MOST ADDED

- EDDY RAVEN (47)**  
I Wanna Hear It From You (RCA)
- OAK RIDGE BOYS (47)**  
Touch A Hand, Make A Friend (MCA)
- GEORGE JONES (31)**  
Who's Gonna Fill Their Shoes (Epic)
- STEVE WARNER (30)**  
Some Fools Never Learn (MCA)
- CRYSTAL GAYLE (27)**  
A Long And Lasting Love (WB)
- JUCE NEWTON (27)**  
You Make Me Want To Make You... (RCA)
- ED BRUCE (26)**  
If It Ain't Love (RCA)
- RONNIE McDOWELL (25)**  
Love Talks (Epic)
- JOHN SCHNEIDER (17)**  
I'm Gonna Leave You Tomorrow (MCA)
- SOUTHERN PACIFIC (17)**  
Thing About You (WB)

## HOTTEST

- JUDDS (73)**  
Love Is Alive (RCA/Curb)
- DOLLY PARTON w/KENNY ROGERS (71)**  
Real Love (RCA)
- JENNINGS/NELSON/CASH/KRISTOFFERSON (62)**  
Highwayman (Columbia)
- HANK WILLIAMS JR. (58)**  
I'm For Love (WB/Curb)
- GEORGE STRAIT (48)**  
The Fireman (MCA)
- ROSANNE CASH (44)**  
I Don't Know Why You... (Columbia)
- JANIE FRICKE (36)**  
She's Single Again (Columbia)
- ALABAMA (29)**  
Forty Hour Week (For A Livin') (RCA)
- BELLAMY BROTHERS (25)**  
Old Hippie (MCA/Curb)
- RONNIE MILSAP (24)**  
Lost In The Fifties Tonight (RCA)

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

## BREAKERS

**RONNIE McDOWELL**  
Love Talks (Epic)

On 67% of reporting stations. Rotations: Heavy 3, Medium 48, Light 56, Total Adds 25 including WGNA, WYRK, WNYR, WYVM, WFNC, WSM, KYXX, WRNL, WOME, KXXY, WIL, KWEN, KIK-FM, KFPE, KVEG. Moves 45-41 on the Country chart. A most added record.

The information shown on the National Airplay/50, Breakers, New & Active, and Significant Action is current. The results shown are based on reports taken from our reporters on Monday, 7-22-85.

**OAK RIDGE BOYS**  
Touch A Hand, Make A Friend (MCA)

On 63% of reporting stations. Rotations: Heavy 2, Medium 31, Light 67, Total Adds 47 including WBOS, WNYR, WZZK, WSOC, KIKK, WMC, WNNI, WAXX, WIRE, WXCL, KVOD, KKCS, KCCY, KCBO, KMPS. Debuts at number 42 on the Country chart. A most added record.

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# COUNTRY

## NEW & ACTIVE

- STEVE WARNER "Some Fools Never Learn" (MCA) 52/50**  
 Rotations: Heavy 1, Medium 24, Light 68, Total Adds 30 including WKYQ, WDSY, CHOW, KRVR, WUSY, WESC, WAMZ, WGKQ, WKIK, KWMT, WFMS, WIL, KTRK, KRST, KUQN, Debuts at number 43 on the Country chart.
- KATHY MATTEA "He Won't Give In" (Mercury/PolyGram) 78/18**  
 Rotations: Heavy 1, Medium 42, Light 38, Total Adds 15 WYAA, WKYQ, WNYR, WKY, KKK, WAMZ, KLL, WUGO, WTOR, KSO, WFMS, KODY, WTH, KYAK, KIGO, Moves 69-44 on the Country chart.
- GEORGE JONES "Who's Gonna Fix Their Shoes" (Epic) 78/31**  
 Rotations: Heavy 2, Medium 17, Light 51, Total Adds 31 including WCAO, WFOR, WLD, WESC, WKSI, WLVI, KRMD, WYK, KBMR, WFMS, WKCL, KTTT, KKCS, KMPS, KCLB, Debuts at number 49 on the Country chart.
- EMMYLOU HARRIS "Playin' Outlaw" (WB) 69/9**  
 Rotations: Heavy 0, Medium 27, Light 42, Total Adds 8, WCAO, WUSY, WSLR, WMIL, WJJO, KUJY, KUQN, KVEG, Medium: WDSY, KASE, WCMS, WOKY, WITL, KRWG, Debuts at number 48 on the Country chart.
- EDDY RAVEN "I Wanna Hear It From You" (RCA) 68/47**  
 Rotations: Heavy 1, Medium 9, Light 58, Total Adds 47 including WTSV, WRKZ, WFOR, KEAN, KXYL, KIKK, KKSJ, WRK, WOLZ, KODY, K102, KRST, KFRE, KMPS, K100, KCLB.
- KAREN BROOKS with JONHAY CASH "I Was Dancin' With You" (WB) 68/6**  
 Rotations: Heavy 0, Medium 23, Light 43, Total Adds 6 WTSV, KHEY, KIK-FM, KYAK, KVOC, KKCS, Medium: WBGW, WYII, KRVR, KXYK, KRMD, WCXI, WITL, KTTT, KGA.
- LORETTA LYNN "Heart Don't Do This To Me" (MCA) 58/6**  
 Rotations: Heavy 0, Medium 20, Light 38, Total Adds 6 WRKZ, WUGO, WESC, KIKK, WWOOD, WTSO, Medium: WGNA, KASE, WUSQ, WMNI, WITL, KTR, KYAK, KUQN, KRST, K100.
- MARK GRAY "Smooth Sailing (Back In The Road)" (Columbia) 54/12**  
 Rotations: Heavy 0, Medium 18, Light 38, Total Adds 12 WQBE, WIKY, WZZK, WFNC, KSSN, WPAW, WIRK, WMLN, WITL, WKCL, KKCS, KUQN, Medium: WAJR, KTTT, KRST.
- TAMMY WYNETTE "You Can Lead A Heart To Love" (Epic) 53/5**  
 Rotations: Heavy 0, Medium 23, Light 29, Total Adds 5 WQNA, KIKK, WITL, KODY, KUQN, Heavy: KBMR, Medium: WYII, KMML, WUSY, WLVI, WPAW, WIRK, KVOD, KRST, KSO.
- KENNY ROGERS "Twentieth Century Fools" (Liberty) 53/5**  
 Rotations: Heavy 0, Medium 18, Light 38, Total Adds 3 WQNA, WRKZ, WXBO, WFNC, WLVI, Heavy: WOKK, WOLZ, Medium: WOKQ, WITY, WDXE, KXYK, WITL, KCQY, KRST, K100.

## SIGNIFICANT ACTION

- T. GRAHAM BROWN "Drowning In Memories" (Capitol) 47/12**  
 Rotations: Heavy 0, Medium 11, Light 36, Total Adds 12 including WCAO, WQBE, WKYQ, WXBO, WEZL, WUSY, KSSN, WKKG, WOLZ, WITL.
- CON HUNLEY "Nobody Ever Gets Enough Love" (Capitol) 42/2**  
 Rotations: Heavy 1, Medium 13, Light 28, Total Adds 2 KIKK, KRST, Heavy: KXYK, Medium: WQNA, WYII, KMML, KRMD, WITL, KRST, KSO.
- ED BRUCE "If It Ain't Love" (RCA) 36/26**  
 Rotations: Heavy 0, Medium 4, Light 32, Total Adds 26 including WTSV, WKYQ, KSSN, WLVI, WCMS, KXYK, KTTT, KRKT, KSO, KMPS.
- CHANCE "You Could Be The One Woman" (Mercury/PolyGram) 36/12**  
 Rotations: Heavy 0, Medium 6, Light 29, Total Adds 12 including WQBE, WYII, WEZL, KIKK, WOKK, WPAW, WITL, K100, KRMD, K100.
- SOUTHERN PACIFIC "Thing About You" (WB) 31/17**  
 Rotations: Heavy 1, Medium 3, Light 27, Total Adds 17 including WKIL, CHOW, WAMZ, WLVI, WIRK, WAXX, K100, KVOD, KFRE, KSO.
- RAZZY BAILEY "Fightin' Fire With Fire" (MCA) 30/1**  
 Rotations: Heavy 0, Medium 7, Light 23, Total Adds 1 KERN, Medium: WYII, WTVY, KXYK, KSO, KTTT, K100, Light: WYAM, WKIK, KODY.
- CRYSTAL GAYLE "A Long And Lusting Love" (WB) 29/27**  
 Rotations: Heavy 1, Medium 3, Light 25, Total Adds 27 including WTRK, WDSY, WNYR, KASE, WZZK, KIKK, WKKG, KTRK, KXK, KGA.
- TAM HENSLY "Hard Baby To Rock" (Mercury/PolyGram) 29/7**  
 Rotations: Heavy 0, Medium 2, Light 26, Total Adds 3 KRVR, WEZL, WOTO, WOKK, KXYK, KWMT, KGA, Light: WYAM, KXK.
- BAMA BAND "What Used To Be Crazy" (Comcast/PolyGram) 27/4**  
 Rotations: Heavy 0, Medium 4, Light 23, Total Adds 4 WKIK, KWMT, WTSO, KRWG, Medium: WTVY, WFNC, KXYK, KGA, Light: WQNA, WYII.
- CONNIE SMITH "A Far Cry From You" (Epic) 27/2**  
 Rotations: Heavy 0, Medium 7, Light 20, Total Adds 2 WKX, WAXX, Medium: WKYQ, KXYK, WYK, KTTT, Light: WNYR, WYII, KRST, KSO.
- JIMMY BUFFET "Opposite In The Palace" (MCA) 27/0**  
 Rotations: Heavy 2, Medium 10, Light 15, Total Adds 0, Heavy: KRMD, KRKT, Medium: WBGW, WBOB, WLD, WYII, KMML, WTVY, WOLZ, WML.

- AUDIE HENRY "Heaven Knows" (Compass Creek) 21/0**  
 Rotations: Heavy 0, Medium 4, Light 17, Total Adds 0, Medium: WQNA, WBGW, WFNC, K100, Light: WLVI, KXYK, KFQO, KTTT, KERN, KSO.
- JUDY ROSSMAN "You're Gonna Miss Me When I'm Gone" (NTM) 20/0**  
 Rotations: Heavy 0, Medium 3, Light 17, Total Adds 9 WQNA, WYII, WTVY, WDXE, KRMD, WIRK, WOLZ, KVOD, KRST.
- BILLY BURNETTE "Ain't It Just Like Love" (MCA/Curb) 18/6**  
 Rotations: Heavy 0, Medium 1, Light 18, Total Adds 5 WQNA, WOKQ, WFOR, WPAW, WAXX, Medium: KERN, Light: KMML, WFNC, KRWG, KRWG.
- DEBBIE BOTTOMS "Bring On The Sunshine" (WB) 18/0**  
 Rotations: Heavy 0, Medium 2, Light 17, Total Adds 3 WBGW, WYII, KRVR, Medium: KXYK, WOLZ, Light: KMML, WOKK, KVOO, KRKT, KRWG.
- JOHN SCHNEIDER "I'm Gonna Leave You Tomorrow" (MCA) 17/17**  
 Rotations: Heavy 0, Medium 0, Light 17, Total Adds 17 including WCAO, WNYR, KASE, WESC, WOKK, KSO, KTRK, KXK, KFRE, KGA.
- MAINES BROTHERS "When My Blue Moon Turns To Gold Again" (Mercury/PolyGram) 17/5**  
 Rotations: Heavy 0, Medium 1, Light 18, Total Adds 5 WTSV, WYII, WOTO, WTH, KVOD, Light: KMML, KXYK, KRWG, KRST, KSO.
- WRIGHT BROTHERS "Country Blvd" (Mercury/PolyGram) 17/1**  
 Rotations: Heavy 0, Medium 2, Light 15, Total Adds 1 KCOY, Medium: WOLZ, WFMS, Light: WSNQ, WYII, KRVR, WWOOD, WLVI, WAXX, KXK.
- JOE STAMPEY "When Something Is Wrong With My Baby" (Epic) 17/0**  
 Rotations: Heavy 0, Medium 8, Light 9, Total Adds 0, Medium: WYII, KRVR, WPAW, KXYK, KVOD, KRKT, KOL, KRST, Light: WSNQ, KODY.
- BOBBY BAILE "When I Get Home" (Epic America) 16/7**  
 Rotations: Heavy 0, Medium 2, Light 14, Total Adds 7 WWOOD, WCMS, WPAW, WOLZ, WTSO, KTTT, KRWG, Medium: KXK, KRST, WBGW, WIKY.
- SARAH SMITH "You Just Hurt My Last Feeling" (Step One) 16/2**  
 Rotations: Heavy 0, Medium 5, Light 11, Total Adds 2 KODY, KSO, Medium: KMML, WTVY, WWOOD, KXYK, WIGY, K100, WYII, WQEE.
- BOE BANDA "Barroom Bases" (Columbia) 14/12**  
 Rotations: Heavy 0, Medium 1, Light 13, Total Adds 12 including WSNQ, KASE, WFNC, KIKK, WIRK, KBMR, KSO, KOL, KSO, KGA.
- ALMOST BROTHERS "Don't Tell Me Love Is Kind" (NTM) 13/7**  
 Rotations: Heavy 0, Medium 0, Light 13, Total Adds 7 WQNA, KRVR, WFNC, WPAW, WJJO, KVOD, KGA, Light: WYAM, WBGW, WDXE.
- MARGO SMITH & TOM GRANT "Everyday People" (Bermuda Dances) 12/4**  
 Rotations: Heavy 0, Medium 0, Light 12, Total Adds 4 WYII, KRVR, WTVY, WPAW, Light: KMML, WFNC, WLVI, KRMD, KSO, KTTT, K100.
- JOHN DENVER "Don't Close Your Eyes, Tonight" (RCA) 10/6**  
 Rotations: Heavy 1, Medium 0, Light 9, Total Adds 6 WTSV, WKSJ, WCMS, WONE, K100, KRWG, Heavy: KCQY, Light: WBGW, WSNQ, WLD.
- DIANA RAE "My Heart's Hearing Footsteps" (MCA/Curb) 10/0**  
 Rotations: Heavy 0, Medium 0, Light 10, Total Adds 0, Light: WLD, WYII, WYII, WYII, WFNC, WCMS, WPAW, KFQO, KVOD, KRST, K100.
- HILL CITY "I'd Do It In A Heartbeat" (Moon Shine) 9/5**  
 Rotations: Heavy 1, Medium 2, Light 6, Total Adds 5 WQNA, WKYQ, WAMZ, WKIK, K100, Medium: WWOOD, KXYK, Light: KFQO.
- REBECCA HALL "Heartbeat" (Capitol) 8/3**  
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 3 WQNA, WOKQ, KWMT, Medium: WWOOD, Light: KHEY, WFNC, WKIK, KXYK.

## 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
HANK WILLIAMS JR./Something To Believe In (WB/Curb)	Five-0
JONHAY CASH/They Never Had To Get Over You (WB)	Keep Me Hangin' On
CRYSTAL GAYLE/Touch And Go (WB)	Nobody Wants To Be Alone
JOHN ANDERSON/Tokyo Oklahoma (WB)	Tokyo Oklahoma
BUDDY EMMONS/Steel Guitar Rag (Step One)	Swingin' 40's - 80's
JOHN ANDERSON/A Little Rock (& Some...) (WB)	Tokyo Oklahoma
SOUTHERN PACIFIC/Perfect Stranger (WB)	Southern Pacific
RESTLESS HEART/She's Coming Home (RCA)	Restless Heart

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**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 Webbier at 212-255-7408 for information and rates.

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## AOR ALBUMS

### MOST ADDED

**GOOLEY & CREME (19)**  
The History Mix Volume 1 (Polydor/PG)  
**HOOTERS (10)**  
Nervous Night (Columbia)  
**HEAVENLY KID (10)**  
Soundtrack (Elektra)  
**PHIL COLLINS (10)**  
No Jacket Required (Atlantic)

### HOTTEST

**BACK TO THE FUTURE (81)**  
Soundtrack (MCA)  
**DIRE STRAITS (56)**  
Brothers In Arms (WB)  
**ST. ELMO'S FIRE (51)**  
Soundtrack (Atlantic)  
**STING (39)**  
The Dream Of The Blue (A&M)  
**TEARS FOR FEARS (36)**  
Songs From The Big (Mercury/PG)

### NEW & ACTIVE

**X/ Ain't Love Grand (Elektra) 53/ 9 (8/ 0)**

Adds: WNEW, WPDH, WAQY, WTKX, KXZL, WRKI, WHMD, WZEW, WZZQ. Heavy: 5 include KROQ, KPOL, KTCL. Mediums: 34 include WHJY, KZEW, WXRJ, WQFM, KBCC, KMET, KRQR, KOMA.

**FLETCH/ Soundtrack (MCA) 50/ 5 (50/ 10)**

Adds: KSJO, WLAV, KILQ, KSOY, KFMF. Heavy: 5 include KBCC, WDHA, KROQ, KCGL. Mediums: 37 include WMMR, WHJY, DC101, WXRJ, KOMA, WDLZ, KATT.

**MR. BUSTER/ Welcome To The Real World (RCA) 46/ 6 (42/ 4)**

Adds: WBCN, WLUP, KOMA, KEZE, WHMD, KVRE. Powers: 2. Heavy: 6 include WQFM, KROQ, KTCZ, KFMF. Mediums: 30 include KLQ, KBCC, KZAP, KGB, WAPL, WOOS, WLAV, KILQ.

**URGENT/ Cast The First Stone (Meridian) 46/ 6 (40/ 22)**

Adds: WQFM, CFOX, WDHA, WOUR, WRXL, WRKI, WZEW, KZOO. Powers: 1. Heavy: 2 WOOS, KROQ. Mediums: 32 include KGB, WPYX, WQMF, WAPL, WLLZ, KILQ.

**ARETHA FRANKLIN/ Who's Zowie? Who? (Arista) 43/ 1 (42/ 4)**

Adds: WXRJ. Powers: 2. Heavy: 13 include KMLX, WRDU, KGGG, K97, KLYV, WXCT, KFMF. Mediums: 26 include WBCN, WSHE, KBCC, KFOG, WCCC, WWCJ.

**RED SPEEDWAGON/ Wheels Are Turnin' (Epic) 27/ 8 (28/ 13)**

Adds: KUPD, WZZO, WKLP, WWCJ, KMOD, WHMD, KLYV, WZZQ. Heavy: 6 include KKCI, WCMF, WOOS. Mediums: 20 include KORS, KBPI, KGB, WTUE, KGGG, KRSP.

**VAN-ZANT/ Van-Zant (Network/ Gofone) 28/ 1 (28/ 3)**

Adds: KXZL. Powers: 2. Heavy: 6 include WRIF, KDKB, WCMF, KROQ. Mediums: 17 include WYNF, WQFM, WPYX, WOOS, WLLZ, WRUF, KLYV.

**GUADALCANAL MARY/ Walking In The Shadow Of The Big Man (Elektra) 23/ 2 (21/ 7)**

Adds: KLQ, WSHE. Heavy: 0. Mediums: 13 include KTXQ, KZEW, WXRJ, KBCC, WHFS, WOUR, KLAQ, KTYD.

**RETURN TO WATERLOO/ Soundtrack (Arista) 22/ 4 (18/ 9)**

Adds: KLB, KEZE, WIZN, WCPZ. Heavy: 2 include KZAM. Mediums: 16 include WBCN, WMMR, WXRJ, KBCC, KOMA, KISW, WHFS, WAPL.

**FRANCE/ Around The World In A Day (WB) 21/ 4 (19/ 3)**

Adds: WZZO, WQMF, WRXL, WBLM. Powers: 1. Heavy: 9 include WBCN, KROQ, WLIR, KLYV, KVRE. Mediums: 9 include WHFS, WPDH, KMLX, KGGG, WIZN, WWWV.

**ADVENTURES/ The Adventures (Chrysalis) 20/ 6 (13/ 11)**

Adds: WBCN, WQFM, WRON, CHEZ, WOOS, WQWK, WBLM, WCPZ. Heavy: 1 WLIR. Mediums: 10 include KBCC, WHFS, WAKE, KSPN, KCGL.

**A-HA/ Hunting High And Low (WB) 14/ 2 (14/ 1)**

Adds: WHFB, WCPZ. Heavy: 3 KROQ, KROQ, KCGL. Mediums: 7 include KBCC, CHEZ, WRDU, WOOS, WQWK, KZAM.

**NEW ORDER/ Low-Life (Grove/ WB) 14/ 1 (13/ 0)**

Adds: KVRE. Powers: 1. Heavy: 7 WBCN, WXRJ, WHFS, WLIR, CHEZ, KTCL, KCGL. Mediums: 6 include KBCC, KROQ, WRON.

**SHIN/ Crush (Vanguard/ A&M) 13/ 2 (11/ 1)**

Adds: WIZN, KROQ. Powers: 3. Heavy: 4 include KROQ, WLIR, KTCL. Mediums: 7 WBAB, WXRJ, KBCC, WHFS, CFNY.

**HEAVENLY 199/ Soundtrack (Elektra) 11/ 10 (11/ 1)**

Adds include WDHA, WRON, WWWV, WZEW. Heavy: 0. Mediums: 7 WHJY, WYNF, WRIF, KORS, KNKN, WLLZ, WARR.

**C.S. ANGELS/ 7 Day Weekend (Jive/ Arista) 10/ 1 (9/ 1)**

Adds: CHEZ. Heavy: 0. Mediums: 9 include KBCC, WHFS, KLPX, WIZN, WBSW, KTCL, KCGL.

**NEW & ACTIVE** — Records budding 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). Checkered records are among the week's most added New & Actives.

**MOST ADDED** — This week's most added records.

**HOTTEST** — This week's records receiving the most power reports.

# AOR ALBUMS

149 REPORTS

JULY 26, 1985

Three Weeks Ago	Two Weeks Ago	Last Week	Album	Label	Total Reports/Adds	Power	Heavy	Medium
1	1	1	<b>1</b> STING/The Dream Of The Blue Turtles (A&M)		148-/-1	39+	124-	23+
2	2	2	<b>2</b> DIRE STRAITS/Brothers In Arms (WB)		146-/0	56+	135+	11-
3	3	3	<b>3</b> BACK TO THE FUTURE/Soundtrack (MCA)		139-/-1	61+	131-	8=
4	4	4	<b>4</b> ST. ELMO'S FIRE/Soundtrack (Atlantic)		136-/2	51+	119+	15-
5	5	5	<b>5</b> JEFF BECK/Flash (Epic)		131-/0	24-	93-	38-
6	6	6	<b>6</b> TEARS FOR FEARS/Songs From The Big Chair (Mercury/PG)		126-/2	36-	94-	29+
7	7	7	<b>7</b> HEART/Heart (Capitol)		125-/2	19-	91-	32+
8	8	8	<b>8</b> COREY HART/Boy In The Box (EMI America)		115-/0	31+	91+	24-
9	9	9	<b>9</b> BRYAN ADAMS/Reckless (A&M)		104-/3	27+	76+	27-
10	10	10	<b>10</b> TALKING HEADS/Little Creatures (Sire/WB)		112-/2	15=	46+	57-
11	11	11	<b>11</b> PHIL COLLINS/No Jacket Required (Atlantic)		107+/10	17+	73+	33-
12	12	12	<b>12</b> JOHN CAFFERTY & THE BEAVER.../Tough All Over (Scotti Bros./CBS)		125-/3	7+	50+	71-
13	13	13	<b>13</b> R.E.M./Fables...Reconstruction (IRS/MCA)		118+/7	14+	45+	70-
14	14	14	<b>14</b> ROBERT PLANT/Shaken 'N Stirred (Es Paranza/Atlantic)		96-/5	8-	46-	48-
15	15	15	<b>15</b> RATT/Invasion Of Your Privacy (Atlantic)		112-/0	7+	42-	60+
16	16	16	<b>16</b> MOTLEY CRUE/Theatre Of Pain (Elektra)		108-/1	9-	42+	57-
17	17	17	<b>17</b> U2/Wide Awake In America (Island)		102-/1	6=	35-	64-
18	18	18	<b>18</b> NIGHT RANGER/7 Wishes (Capitol)		93-/6	4	44-	44+
19	19	19	<b>19</b> GODLEY & CREME/The History Mix, Volume 1 (Polydor/PG)		113/19	4	28	75-
20	20	20	<b>20</b> BRYAN FERRY/Boys And Girls (WB)		9-/0	6+	28-	63-
21	21	21	<b>21</b> EURYTHMICS/Be Yourself Tonight (RCA)		51-/2	3-	33-	51-
22	22	22	<b>22</b> RUSS BALLARD/The Fire Still Burns (EMI America)		110-/3	0-	28+	75-
23	23	23	<b>23</b> SUPERTRAMP/Brother Where You Bound (A&M)		88-/7	2-	29-	47-
24	24	24	<b>24</b> BILLY JOEL/Greatest Hits (Columbia)		96+/7	10+	37+	55+
25	25	25	<b>25</b> HOOTERS/Nervous Night (Columbia)		77+/16	5+	21=	48=
26	26	26	<b>26</b> Y&T/Open Fire (A&M)		90+/4	6+	21+	60+
27	27	27	<b>27</b> HOWARD JONES/Dream Into Action (Elektra)		87-/4	2-	26-	53+
28	28	28	<b>28</b> BOB DYLAN/Empire Burlesque (Columbia)		80-/3	2-	21-	54-
29	29	29	<b>29</b> TOM PETTY & THE HEARTBREAKERS/Southern Accents (MCA)		49-/1	2-	24-	20-
30	30	30	<b>30</b> POWER STATION/The Power Station (Capitol)		45-/1	7+	16-	26+
31	31	31	<b>31</b> TIL TUESDAY/Voices Carry (Epic)		56-/0	1-	13-	38-
32	32	32	<b>32</b> BON JOVI/7800° Fahrenheit (Mercury/PG)		68-/7	1+	6=	46-
33	33	33	<b>33</b> JOE WALSH/The Confessor (Full Moon/WB)		39-/2	2-	14-	21-
34	34	34	<b>34</b> AC/DC/Fly On The Wall (Atlantic)		58-/4	1+	6+	40-
35	35	35	<b>35</b> GEORGE THOROGOOD & THE DESTROYERS/Maverick (EMI America)		49-/3	1-	11-	33-
36	36	36	<b>36</b> LONE JUSTICE/Lone Justice (Geffen)		62-/7	1+	7=	46=
37	37	37	<b>37</b> HELIX/Long Way To Heaven (Capitol)		51-/1	2-	9-	34-
38	38	38	<b>38</b> COCK ROBIN/Cock Robin (Columbia)		60+/9	1+	6+	42+
39	39	39	<b>39</b> BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)		30-/0	9+	16-	13+
40	40	40	<b>40</b> TAXXI/Expose (MCA)		55-/2	1+	5+	39+

## BREAKERS

### GODLEY & CREME The History Mix Volume 1 (Polydor/PolyGram)

76% of our reporters on it. 113/19 including adds at: KTXQ, KZEW, WSHE, WQFM, KSHE, KBCO, KROQ, KISW. Debuts at #19 on the Albums chart.

### BILLY JOEL Greatest Hits (Columbia)

64% of our reporters on it. 96/7 with adds at: WDVE, WKLS, KKCI, WIOT, KWHL. Moves 26-24 on the Albums chart.

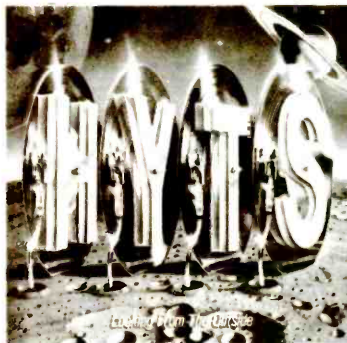
### Y&T Open Fire (A&M)

60% of our reporters on it. 90/4 with adds at: DC101, WKLS, WLWQ, KLOS. Moves 29-26 on the Albums chart.

**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 (+), lower (-), 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.

## Don't You Forget "American Way"



The First Single and 12" From HYTS' Second Album,

## "Looking From The Outside"



Produced by Matthew King Kaufman



























# PARALLELS

Parallel & Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel B Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

## 252 Reports

**JIMI DOE**  
"The Song" (Anylabel)  
LP: Hi Song

100/25 44%

Reported	100	Station	25
A	37%	Boston	11
B	34%	Chicago	10
C	20%	Los Angeles	4
D	19%	San Francisco	10

## EXAMPLE

100/25 - 100 CHR reporting stations on 4 this week including 25 new adds.  
44% - Percentage of the weeks reported since 8.

Reported Reach - Percentage of reporters playing the song within each region.

Reported Summary  
Up 51 - Number of stations moving up on the charts.

Down 20 - Number of stations retreating the song this week.

Same 4 - Number of stations reporting no movement the week 100 to On. Add to On 31, 31, 801.

Down 8 - Number of stations moving down on the charts.

Add 28 - Total number of stations adding it this week.

## A

**BRYAN ADAMS**  
Summer Of '89 (A&M)  
LP: Release

243/2 89%

Reported	243	Station	2
A	100%	Los Angeles	2
B	100%	San Francisco	2
C	100%	Chicago	2
D	100%	Boston	2

## B

**A-HA**  
Take On Me (WB)  
LP: A-HA

289/2 97%

Reported	289	Station	2
A	100%	Los Angeles	2
B	100%	San Francisco	2
C	100%	Chicago	2
D	100%	Boston	2

## B

**PAT BENATAR**  
Invincible (Chrysalis)  
LP: The Legend Of Billie Jean Soundtrack

289/2 97%

Reported	289	Station	2
A	100%	Los Angeles	2
B	100%	San Francisco	2
C	100%	Chicago	2
D	100%	Boston	2

## B

**Laura Branigan**  
Spanish Ecstasy (Atlantic)  
LP: Hard Me

104/8 87%

Reported	104	Station	8
A	100%	Los Angeles	8
B	100%	San Francisco	8
C	100%	Chicago	8
D	100%	Boston	8

**CHICK COBB**  
When Your Heart Is Weak (Columbia)  
LP: Cash Flow

141/22 86%

Reported	141	Station	22
A	100%	Los Angeles	22
B	100%	San Francisco	22
C	100%	Chicago	22
D	100%	Boston	22

## C

**PHIL COLLINS**  
Don't Lose My Number (Atlantic)  
LP: No Jacket Required

242/14 89%

Reported	242	Station	14
A	100%	Los Angeles	14
B	100%	San Francisco	14
C	100%	Chicago	14
D	100%	Boston	14

**BOB DYLAN**  
You Got Me Round (Like A Record)  
LP: You Gotta Believe

217/7 89%

Reported	217	Station	7
A	100%	Los Angeles	7
B	100%	San Francisco	7
C	100%	Chicago	7
D	100%	Boston	7

## D

**DEBARGE**  
Who's Holding... (Gordy/Motown)  
LP: Rhythm Of The Night

227/8 89%

Reported	227	Station	8
A	100%	Los Angeles	8
B	100%	San Francisco	8
C	100%	Chicago	8
D	100%	Boston	8

**SPICE 1030**  
People Are People (Sire/WB)  
LP: Some Great Power

228/8 89%

Reported	228	Station	8
A	100%	Los Angeles	8
B	100%	San Francisco	8
C	100%	Chicago	8
D	100%	Boston	8

## E

**DINE STRAITS**  
Money For Nothing (WB)  
LP: Brothers In Arms

141/84 86%

Reported	141	Station	84
A	100%	Los Angeles	84
B	100%	San Francisco	84
C	100%	Chicago	84
D	100%	Boston	84

## E

**RYTHMICS**  
There Me Be An Angel... (RCA)  
LP: Be Yourself Tonight

209/8 93%

Reported	209	Station	8
A	100%	Los Angeles	8
B	100%	San Francisco	8
C	100%	Chicago	8
D	100%	Boston	8

Lyric/Verse Continued

Reported	252	Station	2
A	100%	Los Angeles	2
B	100%	San Francisco	2
C	100%	Chicago	2
D	100%	Boston	2

## F

**ANITA BARR**  
Franny Of Love (Arista)  
LP: Whizz Whizz Whizz

238/2 97%

Reported	238	Station	2
A	100%	Los Angeles	2
B	100%	San Francisco	2
C	100%	Chicago	2
D	100%	Boston	2

## G

**BOB DYLAN**  
City (Polygram/PolyGram)  
LP: The History Mtn Volume 1

91/28 96%

Reported	91	Station	28
A	100%	Los Angeles	28
B	100%	San Francisco	28
C	100%	Chicago	28
D	100%	Boston	28

Continued On Next Column

# PARALLELS

## H

**COREY HART**  
Newer... (EMI America)  
LP: Boy In The Box

282/1 100%

Rank	LP	Label	Wk	Wks	Peak
1	Boy In The Box	EMI	1	1	1
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

## J

**FREddie MCCOY**  
Rock Me Tonight... (Capitol)  
LP: Rock Me Tonight

183/9 73%

Rank	LP	Label	Wk	Wks	Peak
1	Rock Me Tonight	Capitol	1	1	1
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**HOWARD JONES**  
Life In One Day (Elektra)  
LP: Dream Into Action

291/28 80%

Rank	LP	Label	Wk	Wks	Peak
1	Dream Into Action	Elektra	1	1	1
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**Kool & The Gang** Continued

116/27 60%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**LIAM**  
Only For Love (EMI America)  
LP: Don't Suppose

116/27 60%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**Mary Jane Girls** Continued

116/27 60%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**MICHAEL McDONALD**  
No Lookin' Back (WB)  
LP: No Lookin' Back

86/44 36%

Rank	LP	Label	Wk	Wks	Peak
1	No Lookin' Back	WB	1	1	1
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

## L

**PATTI LABELLE**  
Sir K Up (MCA)  
LP: Beverly Hills Cop Soundtrack

93/7 37%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**LIBA LIBA**  
I Wonder If I Take You Home Tonight  
LP: Breakthrough (Columbia)

87/11 27%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

## K

**KATRINA & THE WAVES**  
Do You Want Crying (Capitol)  
LP: Katrina & The Waves

128/80 80%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**HUEY LEWIS & THE NEWS**  
The Power Of Love (Chrysalis)  
LP: Back To The Future Soundtrack

282/8 100%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**MOVELL**  
Shame (Capitol)  
LP: Shame

177/18 79%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**HEART**  
What About Love (Capitol)  
LP: Heart

288/8 100%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**BILLY JOEL**  
You're Only Human... (Columbia)  
LP: Greatest Hits Vol. 1 & 2

277/4 94%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**KOOL & THE GANG**  
Cherry (De-LitePolyGram)  
LP: Emergency

187/21 74%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

**MARY JANE GIRLS**  
Wild And Crazy... (Gordy/Motown)  
LP: All Four You

114/24 66%

Rank	LP	Label	Wk	Wks	Peak
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...
5	...	...	...	...	...
6	...	...	...	...	...
7	...	...	...	...	...
8	...	...	...	...	...
9	...	...	...	...	...
10	...	...	...	...	...

# PARALLELS

**BOTLEY CRUE**  
Smokin' in The Boys... (Elektra)  
LP: Theatre of Pain

10657 86% **40**

Rank	LP	Label
1	Smokin' in The Boys	Elektra
2	...And the Winner is...	Elektra
3	...And the Winner is...	Elektra
4	...And the Winner is...	Elektra
5	...And the Winner is...	Elektra
6	...And the Winner is...	Elektra
7	...And the Winner is...	Elektra
8	...And the Winner is...	Elektra
9	...And the Winner is...	Elektra
10	...And the Winner is...	Elektra

**JOHN PRINE**  
St. Elmo's Fire... (Atlantic)  
LP: St. Elmo's Fire Soundtrack

2467 86% **14**

Rank	LP	Label
1	St. Elmo's Fire	Atlantic
2	...And the Winner is...	Atlantic
3	...And the Winner is...	Atlantic
4	...And the Winner is...	Atlantic
5	...And the Winner is...	Atlantic
6	...And the Winner is...	Atlantic
7	...And the Winner is...	Atlantic
8	...And the Winner is...	Atlantic
9	...And the Winner is...	Atlantic
10	...And the Winner is...	Atlantic

**POWER STATION**  
Can't Stop (Bang LA) (Capitol)  
LP: The Power Station

2267 81% **8**

Rank	LP	Label
1	Can't Stop	Capitol
2	...And the Winner is...	Capitol
3	...And the Winner is...	Capitol
4	...And the Winner is...	Capitol
5	...And the Winner is...	Capitol
6	...And the Winner is...	Capitol
7	...And the Winner is...	Capitol
8	...And the Winner is...	Capitol
9	...And the Winner is...	Capitol
10	...And the Winner is...	Capitol

**NATT**  
Lay It Down (Atlantic)  
LP: Invasion of Your Privacy

11472 80% **11**

Rank	LP	Label
1	Lay It Down	Atlantic
2	...And the Winner is...	Atlantic
3	...And the Winner is...	Atlantic
4	...And the Winner is...	Atlantic
5	...And the Winner is...	Atlantic
6	...And the Winner is...	Atlantic
7	...And the Winner is...	Atlantic
8	...And the Winner is...	Atlantic
9	...And the Winner is...	Atlantic
10	...And the Winner is...	Atlantic

**DAVE**  
Your Love Is King (Portrait/CBS)  
LP: Diamond Life

628 78% **1**

Rank	LP	Label
1	Your Love Is King	Portrait/CBS
2	...And the Winner is...	Portrait/CBS
3	...And the Winner is...	Portrait/CBS
4	...And the Winner is...	Portrait/CBS
5	...And the Winner is...	Portrait/CBS
6	...And the Winner is...	Portrait/CBS
7	...And the Winner is...	Portrait/CBS
8	...And the Winner is...	Portrait/CBS
9	...And the Winner is...	Portrait/CBS
10	...And the Winner is...	Portrait/CBS

**STING**  
If You Love Somebody... (A&M)  
LP: The Dream of the Blue Turtles

2478 88% **3**

Rank	LP	Label
1	If You Love Somebody	A&M
2	...And the Winner is...	A&M
3	...And the Winner is...	A&M
4	...And the Winner is...	A&M
5	...And the Winner is...	A&M
6	...And the Winner is...	A&M
7	...And the Winner is...	A&M
8	...And the Winner is...	A&M
9	...And the Winner is...	A&M
10	...And the Winner is...	A&M

**BILLY OCEAN**  
Mystery Lady (Arista)  
LP: Success

2148 86% **29**

Rank	LP	Label
1	Mystery Lady	Arista
2	...And the Winner is...	Arista
3	...And the Winner is...	Arista
4	...And the Winner is...	Arista
5	...And the Winner is...	Arista
6	...And the Winner is...	Arista
7	...And the Winner is...	Arista
8	...And the Winner is...	Arista
9	...And the Winner is...	Arista
10	...And the Winner is...	Arista

**PONTER SISTERS**  
Dare Me (RCA)  
LP: Contact

21874 87% **34**

Rank	LP	Label
1	Dare Me	RCA
2	...And the Winner is...	RCA
3	...And the Winner is...	RCA
4	...And the Winner is...	RCA
5	...And the Winner is...	RCA
6	...And the Winner is...	RCA
7	...And the Winner is...	RCA
8	...And the Winner is...	RCA
9	...And the Winner is...	RCA
10	...And the Winner is...	RCA

**FRIDZ**  
Pop Life (WB)  
LP: Around the World in a Day

2187 87% **36**

Rank	LP	Label
1	Pop Life	WB
2	...And the Winner is...	WB
3	...And the Winner is...	WB
4	...And the Winner is...	WB
5	...And the Winner is...	WB
6	...And the Winner is...	WB
7	...And the Winner is...	WB
8	...And the Winner is...	WB
9	...And the Winner is...	WB
10	...And the Winner is...	WB

**RED SPEEDWAGON**  
Live Every Moment (Epic)  
LP: Big Whistle Turner

10412 86% **11**

Rank	LP	Label
1	Live Every Moment	Epic
2	...And the Winner is...	Epic
3	...And the Winner is...	Epic
4	...And the Winner is...	Epic
5	...And the Winner is...	Epic
6	...And the Winner is...	Epic
7	...And the Winner is...	Epic
8	...And the Winner is...	Epic
9	...And the Winner is...	Epic
10	...And the Winner is...	Epic

**RICK SPRINGFIELD**  
State of the Heart (RCA)  
LP: Tac

1848 77% **23**

Rank	LP	Label
1	State of the Heart	RCA
2	...And the Winner is...	RCA
3	...And the Winner is...	RCA
4	...And the Winner is...	RCA
5	...And the Winner is...	RCA
6	...And the Winner is...	RCA
7	...And the Winner is...	RCA
8	...And the Winner is...	RCA
9	...And the Winner is...	RCA
10	...And the Winner is...	RCA

**TEARS FOR FEARS**  
Shout (Mercury/Pyramid)  
LP: Songs From The Big Cheez

2448 87% **1**

Rank	LP	Label
1	Shout	Mercury/Pyramid
2	...And the Winner is...	Mercury/Pyramid
3	...And the Winner is...	Mercury/Pyramid
4	...And the Winner is...	Mercury/Pyramid
5	...And the Winner is...	Mercury/Pyramid
6	...And the Winner is...	Mercury/Pyramid
7	...And the Winner is...	Mercury/Pyramid
8	...And the Winner is...	Mercury/Pyramid
9	...And the Winner is...	Mercury/Pyramid
10	...And the Winner is...	Mercury/Pyramid









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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
14	7	2	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
			TEARS FOR FEARS/Shout (Mercury/PG)	PAUL YOUNG/Everytime You Go Away (Columbia)	STING//If You Love Somebody Set Them Free (A&M)	COREY HART/Never Surrender (EMI America)	BRUCE SPRINGSTEEN/Glory Days (Columbia)	HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)	WHITNEY HOUSTON/You Give Good Love (Arista)	POWER STATION/Get It On (Bang A Gong) (Capitol)	DeBARGE/Who's Holding Donna Now (Gordy/Motown)	DEPECHE MODE/People Are People (Sire/WB)	NIGHT RANGER/Sentimental Street (Camel/MCA)	ARETHA FRANKLIN/Freeaway Of Love (Arista)	BRYAN ADAMS/Summer Of '69 (A&M)	JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)	DURAN DURAN/A View To A Kill (Capitol)	DEAD OR ALIVE/You Spin Me Round (Like A Record) (Epic)	TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)	HEART/What About Love? (Capitol)	PRINCE/Raspberry Beret (WB)	BILLY JOEL/You're Only Human (Second Wind) (Columbia)	PHIL COLLINS/Don't Lose My Number (Atlantic)	'TIL TUESDAY/Voices Carry (Epic)	RICK SPRINGFIELD/State Of The Heart (RCA)	FREDDIE JACKSON/Rock Me Tonight (For Old Time's Sake) (Capitol)	MADONNA/Into The Groove (Sire/WB)	PHIL COLLINS/Sussudio (Atlantic)	PAUL HARDCASTLE/19 (Chrysalis)	AMY GRANT/Find A Way (A&M)	BILLY OCEAN/Mystery Lady (Jive/Arista)	PAT BENATAR/Invincible (Chrysalis)	SURVIVOR/The Search Is Over (Scotti Bros./CBS)	DON HENLEY/Not Enough Love In The World (Geffen)	KOOL & THE GANG/Cherish (De-Lite/PG)	POINTER SISTERS/Dare Me (RCA)	HOWARD JONES/Life In One Day (Elektra)	PRINCE/Pop Life (WB)	WHAMI/Freedom (Columbia)	ANIMATION/Let Him Go (Mercury/PG)	AIR SUPPLY/Just As I Am (Arista)	MOTLEY CRUE/Smokin' In The Boys Room (Elektra)

N&A Begins on Page 78

ADULT CONTEMPORARY

Three Weeks	Two Weeks	Last Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
1	1	1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
			PAUL YOUNG/Everytime You Go Away (Columbia)	DeBARGE/Who's Holding Donna Now (Gordy/Motown)	AIR SUPPLY/Just As I Am (Arista)	KOOL & THE GANG/Cherish (De-Lite/PG)	DON HENLEY/Not Enough Love In The World (Geffen)	KENNY LOGGINS/Forever (Columbia)	WHITNEY HOUSTON/You Give Good Love (Arista)	SADE/Your Love Is King (Portrait/CBS)	AMY GRANT/Find A Way (A&M)	BILLY JOEL/You're Only Human (Second Wind) (Columbia)	SURVIVOR/The Search Is Over (Scotti Bros./CBS)	BILLY OCEAN/Mystery Lady (Jive/Arista)	DARYL HALL & JOHN OATES/Possession Obsession (RCA)	TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)	ARETHA FRANKLIN/Freeaway Of Love (Arista)	SISTER SLEDGE/Franke (Atlantic)	ROSANNE CASH/I Don't Know Why You Don't Want Me To... (Columbia)	BEACH BOYS/Gelcha Back (Caribou/CBS)	COREY HART/Never Surrender (EMI America)	RONNIE MILSAP/Lost In The '50s (RCA)	TEARS FOR FEARS/Everybody Wants To Rule The World (Mercury/PG)	WHAMI/Freedom (Columbia)	HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)	MADONNA/Angel (Sire/WB)	BRYAN ADAMS/Heaven (A&M)

N&A Begins on Page 59

AOR TRACKS

Three Weeks	Two Weeks	Last Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	1	1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
			HUEY LEWIS & THE NEWS/Power Of Love (Chrysalis)	DIRE STRAITS/Money For Nothing (WB)	JOHN PARR/St. Elmo's Fire (Man In Motion) (Atlantic)	PAT BENATAR/Invincible (Chrysalis)	JEFF BECK w/ROD STEWART/People Get Ready (Epic)	STING/Fortress Around Your Heart (A&M)	COREY HART/Never Surrender (EMI America)	TEARS FOR FEARS/Shout (Mercury/PG)	BRYAN ADAMS/Summer Of '69 (A&M)	HEART/What About Love? (Capitol)	PHIL COLLINS/Don't Lose My Number (Atlantic)	JOHN CAFFERTY & THE BEAVER.../C-I-T-Y (Scotti Bros./CBS)	R.E.M./Can't Get There From Here (IRS/MCA)	RATT/Lay It Down (Atlantic)	MOTLEY CRUE/Smokin' In The Boys Room (Elektra)	STING//If You Love Somebody Set Them Free (A&M)	GODLEY & CREME/Cry (Polydor/PG)	MOTELS/Shame (Capitol)	U2/Three Sunrises (Island)	TALKING HEADS/And She Was (Sire/WB)	RUSS BALLARD/The Fire Still Burns (EMI America)	BILLY JOEL/You're Only Human (Second Wind) (Columbia)	HUEY LEWIS & THE NEWS/Back In Time (MCA)	BRYAN FERRY/Slave To Love (WB)	Y&T/Summertime Girls (A&M)	TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)	BRYAN ADAMS/Diana (Import)	HOWARD JONES/Life In One Day (Elektra)	MICHAEL McDONALD/No Lookin' Back (WB)	CHEAP TRICK/Tonight It's You (Epic)

Complete Tracks Chart Begins on Page 61

BLACK/URBAN

Three Weeks	Two Weeks	Last Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30										
5	1	1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30										
			ARETHA FRANKLIN/Freeaway Of Love (Arista)	DeBARGE/Who's Holding Donna Now (Gordy/Motown)	LUTHER VANDROSS/It's Over Now (Epic)	CAMEO/Attack Me With Your Love (Atlanta Artists/PG)	RICK JAMES/Glow (Gordy/Motown)	WHITNEY HOUSTON/Saving All My Love For You (Arista)	STEVE ARRINGTON/Dancin' In The Key Of Life (Atlantic)	PATTI LABELLE/Stir It Up (MCA)	LISA-LISA & CULT JAM w/FULL FORCE/I Wonder If I Take... (Columbia)	JESSE JOHNSON'S REVUE/I Want My Girl (A&M)	STING//If You Love Somebody, Set Them Free (A&M)	TINA TURNER/We Don't Need Another Hero (Thunderdome) (Capitol)	KOOL & THE GANG/Cherish (De-Lite/PG)	ATLANTIC STARR/Cool, Calm, Collected (A&M)	MELBA MOORE/When You Love Me Like This (Capitol)	SYSTEM/The Pleasure Seekers (Mirage/Alco)	MARY JANE GIRLS/Wild And Crazy Love (Gordy/Motown)	9.9/All Of Me For All Of You (RCA)	RJ'S LATEST ARRIVAL/Swing Low (Atlantic)	BILLY OCEAN/Mystery Lady (Jive/Arista)	RENE & ANGELA/Save Your Love (For #1) (Mercury/PG)	CHERYL LYNN/Fidelity (Columbia)	GWEN GUTHRIE/Padlock (Island)	ALEXANDER O'NEAL/If You Were Here Tonight (Tabu/CBS)	POINTER SISTERS/Dare Me (RCA)	PAUL HARDCASTLE/19 (Chrysalis)	CON FUNK SHUN//I'm Leaving Baby (Mercury/PG)	MADONNA/Into The Groove (Sire/WB)	STACY LATTISAW//I'm Not The Same Girl (Cotillion/Alco)	SADE/Your Love Is King (Portrait/CBS)	READY FOR THE WORLD/Oh Sheila (MCA)	FORCE MD'S/Itchin' For A Scratch (Tommy Boy/Atlantic)	MAI TAI/History (Critique)	BOOGIE BOYS/A Fly Girl (Capitol)	FAT BOYS/The Fat Boys Are Back (Sutra)	STEPHANIE MILLS/Bit By Bit (Theme From 'Fletch') (MCA)	PRINCE/Raspberry Beret (WB)	JUICY/Bad Boy (Private I/CBS)	NATALIE COLE/A Little Bit Of Heaven (Modern/Alco)	UTFO/Leader Of The Pack (Select)

N&A Begins on Page 52